**Urban Renewal Authority Showcase Description**

Urban Renewal Authority (URA) is a statutory body in Hong Kong responsible for accelerating urban redevelopment. In 2021, View-in team is assigned to design a series of CNY mobile stickers. Stickers can be used on Signal platforms. Through these stickers, it promotes URA's mascot "BRbot" and strengthens the public image of the organization.

市區重建局是香港專門負責處理樓宇重建及復修的法定機構。View-in團隊於2021年為機構設計一系列新春賀年手機貼圖，貼圖可在Signal應用程式平台上使用。貼圖除了推廣市區重建局的吉祥物「維修寶」，亦鞏固了機構的公眾形象。

URBAN RENEWAL AUTHORITY

WHATSAPP / SIGNAL STICKER PRODUCTION