



Desfile Por Macau, Cidade Latina



Parade
Through Macao,
Latin City

Celebração do 17.º Aniversário da Transferência
da Administração de Macau para o China

遊客區
VISÃO TURISTA
TWINET VISION



本地區
VISÃO LOCAL
LOCAL VIEWER



Celebration of the 17th Anniversary of
Macao's Handover to China

2016
12.04
16:00



澳門
拉丁城區
幻彩
大巡遊

大三巴牌坊 | 羅事亭前地 222 望德堂區 222 塔石廣場

Ruínas de S. Paulo | Largo do Senado 222 Freguesia de São Lázaro 222 Praça do Tap Siac
Ruins of St. Paul's | Senado Square 222 St. Lazarus Parish 222 Tap Siac Square

澳門特別行政區政府文化局
INSTITUTO CULTURAL do Governo da R.A.E. de Macau

慶祝澳門回歸祖國十七周年

www.icm.gov.mo/macaoparade

Introduction

The 'Parade through Macao, Latin City', organized by the Cultural Affairs Bureau and co-organized by various governmental departments and entities and supported by civic entities, is an annual artistic parade that crosses some of Macao's Latin quarters. First held in December 2011, close to the date of the anniversary of Macao's handover to China, the Parade features performing groups from Latin-speaking countries and from all over the world, as well as hundreds of extraordinary local artists and groups, who lead residents and tourists in an adventure through streets and alleys in a festive atmosphere. Participating artists follow the Parade route singing and dancing, sharing joy with the public, and revealing Macao's unique cultural characteristics as well as the ambience of cultural integration of the city. The Parade comes to a close in a dreamy, fantastic and colourful performance at Tap Siac Square, in celebration of this festive occasion.

The Parade has been held for the sixth year. VIVA travels through time and arrives at the world of Shan Hai Jing, where a wonderful adventure is about to start. In the world of Shan Hai Jing, the vegetation is lavish and the rivers are rich in mineral resources. VIVA travels through extraordinary mountains and rivers, where he meets bizarre beasts who travel with him and tell him amusing stories along the way. The flying fish crosses the sky and the mythological deities appear and lead everyone to a mysterious area to participate in a "peace, love and cultural integration" party.

The Classic of Mountains and Seas (Shan Hai Jing) is a popular Chinese ancient classic that records the geography of ancient times, the deities and beasts and bizarre myths. It covers history, animals, plants, minerals, medicine, religion and folklore, among others, and is known as China's oldest "encyclopaedia".





VIVA'S ADVENTURES THROUGH SHAN HAI

Parade Route

This year's Parade is held on 4 December 2016, Sunday, at 4pm. VIVA brings the public on a fantastic adventure of Shan Hai, departing from the Ruins of St. Paul's and passing through Rua de S. Paulo, St. Anthony's Square, Rua de D. Belchior Carneiro, Rua dos Artilheiros, Rua de Sanches de Miranda, Calçada da Igreja de S. Lázaro, Santa Casa da Misericórdia Albergue, Rua de São Roque, Rua Nova de São Lázaro, Adro de S. Lázaro, Rua do Volong, Rua do Tap Siac and Rua de Afonso de Albuquerque, arriving at its final destination at 5:30pm at Tap Siac Square to celebrate the Anniversary of Macao's Handover to China.

New Route

This year the Parade offers an alternative route. On 4 December, Sunday, at 4pm, some performing groups set off from Senado Square and parade through Largo de S. Domingos, Rua de S. Domingos, Rua da Palha and Rua de S. Paulo, joining the rest of the groups at the Ruins of St. Paul's.

PARADE DEPARTURE

1

Ruins of St. Paul's

Senado Square

16:00

Ruins of St. Paul's: The time gate is open and VIVA is going to travel through time and visit the wonderful country of Shan Hai. Senado Square: All parties interested in this itinerary must catch up with VIVA pace and set off on this journey.

ADVENTURES THROUGH SHAN HAI

2

Rua de S. Paulo - Rua de Sanches de Miranda

The encounter with strange beasts makes the mythological deities appear one after the other. What adventures are approaching?

HANDOVER CELEBRATION

3

Calçada da Igreja de S. Lázaro - Tap Siac Square

17:30

VIVA made a lot of friends in the land of Shan Hai. VIVA invites all his friends to travel through time, and take part in the "love, peace and cultural integration" party to experience the joy of prosperity.





SHAN HAI FRIENDS AND ILLUSTRATORS

eee In his adventure, VIVA comes across numerous interesting friends - who are they really? This year, the creative characters on the Parade route were designed by local illustrator Un Chi Wai



1

Mottled Flying-fish

Key site: St. Anthony's Square

It can fly and swim underwater. Their arrival brings abundant harvests.



2

Qiyu-bird

Key site: Santa Casa da Misericórdia Albergue / Tap Siac Square

A bird with three heads and six tails, who likes to laugh and is able to drive away nightmares as well as get rid of terrible evils.



3

Hairy People

Key site: Santa Casa da Misericórdia Albergue / Tap Siac Square

The inhabitants of the Land of the Hairy People have their bodies covered with thick hair.



4

Tiny People

Key site: Tap Siac Square

The inhabitants of the Land of the Tiny People have a very short stature.



5

Torch-Dragon

Key site: Senado Square

A deity with human head but a snake body. The day breaks when it opens its eyes and the night falls once they are closed. It can manipulate rains and winds.

Archives

2016

The time gate is open and VIVA is going to travel through time and visit the wonderful country of Shan Hai.

2015

VIVA leads the bravest citizens of Macao and abroad in the search of a hidden treasure, following the clues indicated in a treasure map, crossing three mysterious areas of Macao in a fantastic adventure.

2014

The theme of the Parade is the encounter between VIVA and mysterious aliens, who visit several sites of the Historic Centre of Macao in search of ways to save the planet.

2012

First edition of the Creative Image Campaign of the Mascot VIVA and collaboration with the international non-lucrative humanitarian organization ORBIS in a charity sale of paper models of the mascot VIVA.

2013

Under the theme "The Rhythm of Life", four giant puppet guardians explore a fabulous journey of life on the big stage of the Parade.

2011

First edition of the Parade.

Parade Highlights

Handover Celebration

The World Heritage listed Historic Centre of Macao is, among Asia's world heritage sites, the historical zone with the strongest Latin-style features. The Parade through Macao adds joy and a festive atmosphere to the city's Handover to China celebrations while offering an excellent opportunity to promote Macao's cultural characteristics beyond borders and display the city's unique charm.

Cultural Window

The annual Parade promotes Macao as an excellent cultural exchange platform between China and the West, with a particular focus on the friendly relationship with Latin-speaking countries, allowing Macao to develop further its role of "cultural window" and contributing to more cultural cooperation and exchange opportunities between Macao and the Latin-speaking countries.

Arts Exchange

Several performing groups offer different types of workshops during the Parade, such as mime performances, face painting, stilt performances, costume and props design, among others. Under the guidance and training of foreign professional instructors, local artists may enhance their techniques. In addition, the participation of local groups in the Parade, by submission of application, promotes a cultural and arts exchange.

Residents' Participation

The members of the public not only can go through the streets and alleys of the historical zone on the day of the Parade, having fun together with the performing groups and experiencing the atmosphere of cultural integration of the city, but are eligible to become VIVA Ambassadors, offering assistance in the Parade surrounding areas and becoming a member of the event.

Synergy Effect

Since 2015, the Parade has developed a synergy effect with the Macao Galaxy Entertainment International Marathon and the Macao Light Festival, creating an annual wave of excellent events. The effective union between culture, sports and tourism contributes to the implementation of the goal to establish Macao as an "international tourism and leisure centre".

Building a Cultural and Creative Platform

The Parade provides more opportunities for the development of local enterprises and individuals, such as more work opportunities to local cultural sector professionals, including the art installations set up along the event's route, designed by local designers and illustrators, as well as the Parade costumes which have been commissioned to local companies, thereby effectively driving the expansion of the cultural and creative industries' chain.



Information of live broadcast and TV broadcast

Live broadcast

04/12/2016 16:00-19:00

Senado Square 、 Rotunda Carlos da Maia
Areia Preta Garden 、 Rua de D. Belchior Carneiro

TV broadcast

04/12/2016 16:00-19:00

TDM Chinese channel and TDM HD (live broadcast)

TV broadcast

02/12/2016 、 15/12/2016

"Scoop" (TVB)

TV broadcast

17/12/2016 22:30-23:00

Parade Special Programme (TVB)

Media Contacts

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Organizer



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INSTITUTO CULTURAL do Governo da R.A.E. de Macau

www.icm.gov.mo

協辦單位
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VIVA大使支援單位
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VIVA Ambassadors Supporters



指定直播機構
Transmissão Televisiva ao Vivo
Live TV broadcast



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