



Greetings!

Taipei City enjoys a deep friendship with your city (country), and I along with all the people of Taipei are grateful for your efforts in establishing myriad cultural, life, tourism, and economic exchange opportunities with us over the years. It is my honor, on behalf of the Taipei City Government, to sincerely invite you and your esteemed organization to take part in the upcoming 2021 Taipei Lantern Festival, adding another story in our mutual tourism-activity cooperation and exchange.

The Lantern Festival is a local festival with over a thousand years of tradition. From the carrying of handheld lanterns to the display of festive painted lanterns, the lively atmosphere of the traditional New Year holidays is brought to a close with the Lantern Festival celebrations. The Taipei Lantern Festival was launched in 1997, and was the first Lantern Festival in the large-scale modern form held in Taiwan. In recent years high-tech lighting effects have been synthesized with the traditional festival atmosphere, and the celebrations have been brought into local neighborhoods and commercial districts and immersed with the harmonious blend of old and new architecture, creating more interaction between citizens and different city communities. As well, renowned international artists have been invited to participate, along with special guests such as Pokemon and Tokyo Disneyland. Integrating international standards, a new bright light in Taipei tourism has been sculpted.

The Taipei Lantern Festival has been transformed from a folk-culture event into a tourism showcase, an internationalized spectacle that attracts domestic and international tourists, markets Taipei, and lights up the city's image. It is perhaps the most popular New Year carnival-style celebration in all of Taiwan. Since 2017 the old-city West District has been the main venue for the festival, with premier artists from different fields invited to wield their creativity in the Ximending area. Using light-and-shadow lighting effects or bringing bright innovation to traditional festival lantern concepts, or creating novel works such as using 3D mapping projection on heritage architecture, local historical and cultural imagery has been deftly integrated, bringing great praise from visitors. At the same time, new memories of the Taipei Lantern Festival as an intrinsic part of local community life are being born. In addition, the carnival-style street parades are also giving rise to pioneering related activities, successfully overturning the image of old Ximending, Taipei's earliest-developed commercial district.



As in the recent past, the 2021 Taipei Lantern Festival will be held in Wanhua District in the old-city West District, running from February 26 to March 7. Building on traditional culture as the essence, a brand-new visage will be presented, lighting up a beautiful new world in Wanhua. The deep local cultural heritage – combining the three major local temples, commercial districts filled with old-time businesses, local traditional folk skills, and historical landmarks – will be used to present the infinite possibilities of integrating tradition and technology, the yesteryear and the modern. The design of the 2021 theme lantern will have a Year of the Ox theme, showcasing a high-tech, future-looking vision, synthesizing art, dance, and music in the creation of the first theme lantern in history able to dance. The festival will feature a super-strong performance cast for the opening and closing ceremonies and the daily performance-troupe acts, and for the traditional highlight of the festival, the colorful Carnival Parade, renowned international IP-protected cartoon characters are being invited to participate.

In recent years a special friendship exchange has been featured at the Taipei Lantern Festival. Organizations taking part have all indicated that their participation has resulted in significant benefits in domestic and overseas publicity for their country or city. In inviting your organization to take part in the 2021 Taipei Lantern Festival, our wish is to use the festival to introduce the unique geography and cultural character of your home to Taipei citizens and attending tourists from elsewhere, and to showcase our friendship. Here, it is my honor to formally invite you to join us for the 2021 Taipei Lantern Festival, working together to again create new festival highlights and to further deepen our friendship. At the same time, I would like to wish you a full year of vigor and vitality, professional success, grand health, and great fortune!

Taipei City Mayor

*Wen-je ko*

September 10, 2020