



您好，

臺北市與貴市(國)擁有深厚的友好情誼，本人與臺北市民非常感謝貴市(國)這些年與我們建立許多文化、生活、觀光旅遊、以及各項經濟活動交流的機會。本人在此很榮幸代表臺北市政府，誠摯邀請您與貴單位蒞臨參與明年的 2021 臺北燈節，為彼此間的觀光活動合作交流再添佳話。

「元宵節」是本地超過千年傳統的節日，從提燈籠到花燈展示，傳統新年熱鬧氣氛到元宵節才算告一段落。臺北燈節從 1997 年開始，是全臺灣最早以目前形式舉辦的元宵燈節活動。近年臺北燈節以結合科技光影互動與傳統節慶氣氛，走入臺北的街區、商圈、與新舊建築間，與市民、市區街廓有更多互動，並邀請知名國際藝人，另外包括寶可夢、東京迪士尼等參與，與國際接軌，塑造臺北觀光新亮點，臺北燈節從民俗活動搖身一變成為推展觀光、吸引國內外觀光客、行銷臺北、點亮城市印象的國際化活動，是全臺灣新年期間最受歡迎嘉年華會式活動之一。2017 年起臺北燈節以西區舊城為主要舉辦場域，邀各藝術家在西門町開放場域，以光影、或來自傳統花燈概念的各項創新創作，還有如古蹟投影光雕作品，結合在地歷史文化意象，獲得參觀民眾好評，也成為臺北燈節與在地連結的重要記憶，另外，嘉年華會式的踩街遊行活動，也是相關活動的創舉，成功翻轉臺北最早商業發展區域「西門町」的城市意象。

2021 臺北燈節將於 2 月 26 日至 3 月 7 日繼續在臺北西區舊城的萬華地區舉辦，以傳統文化為載體，嶄新樣貌做呈現，點亮萬華美好新世界。將結合地方三大古老廟宇、老字號商圈、在地傳統民俗技藝、歷史古蹟等特色，以在地深厚文化底蘊，呈現傳統與科技、古今融合的無限可能。主燈將以 2021 生肖「牛」年做為外型意象設計，呈現高科技與前瞻性，揉合藝術、舞蹈及音樂，打造史上第一個會跳舞的主燈；整體活動包括開閉幕超強卡司與每日表演團體演出、臺北燈節傳統亮點踩街遊行嘉年華，同時也將邀請知名國際 IP 參與。

臺北燈節近年皆規劃設置友好交流區，參與單位均表示為該國或城市的海內外宣傳帶來絕佳效益。這次特別邀請貴單位參與 2021 臺北燈節，希望藉燈節活動向臺北市民與參與的觀光客，介紹貴單位特殊地理文化風情，並展現雙方情誼。在此非常榮幸邀請您與我們一起參與 2021 年臺北燈節活動，共同合作再創臺北燈節新亮點，更進一步增進彼此的友誼。也祝福您一整年朝氣蓬勃，事業順遂、身體健康、萬事如意！

柯文哲

臺北市市長

敬啟

民國 109 年 9 月 10 日



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

2021 臺北燈節

申請表

參加單位資訊	
參加單位(全名)	
聯絡窗口(姓名)	
聯絡電話	
電子郵件	
聯絡地址	

<u>參加項目</u>	
<input type="checkbox"/>	友好交流燈區
<input type="checkbox"/>	花車遊行
<input type="checkbox"/>	遊行表演
<input type="checkbox"/>	不克參加

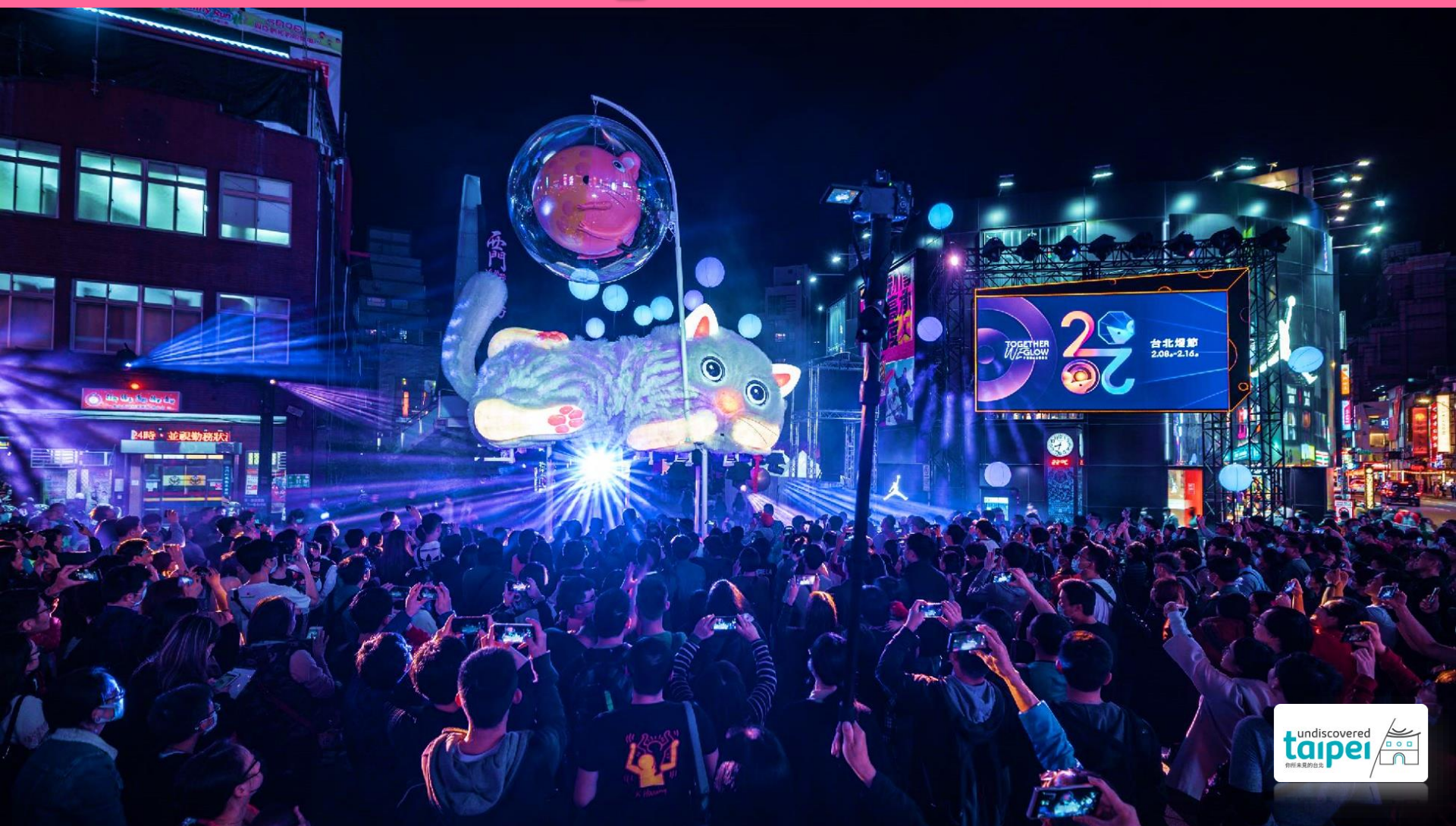
2021 Taipei Lantern Festival

Application

Participant's General Information	
Exhibitor Name (Full Name):	
Contact Person:	
Tel:	
E-mail :	
Add:	

<u>Participation Details</u>
<input type="checkbox"/> Taipei Lantern Area Festival Lantern
<input type="checkbox"/> Parade Float
<input type="checkbox"/> Parade Performance
<input type="checkbox"/> No Participation

2021 Taipei Lantern Festival



TAIPEI Lantern Festival



Vision

- ❑ Combine the special characteristics of the Taipei City brand with city imagery, and develop the Taipei Lantern Festival into a Taipei City -tourism milestone event.
- ❑ Synthesize old and new, developing Taipei City distinctiveness, bringing innovation to a traditional celebration while honoring the creativity and inheritance of Taipei's culture.

TAIPEI Lantern Festival

Infuse the new birth to Event

- ❑ To energize the old town, the 2021 event will be held in Taipei City, environs of TRA Wanhua Railway Station (East and West buildings) and newly completed station front Plaza 1 and Plaza 2.
- ❑ Combining the local abundant resource, and increasing the civic participation of big events.
- ❑ Strengthening of international exchange, and creation of Asian nighttime tourism spectacle.



TAIPEI Lantern Festival

Time & Venue

Feb.26(Fri) - Mar.7(Sun), 2021

□ Location:

Taipei City, environs of TRA Wanhua Railway Station (East and West buildings) and newly completed station front Plaza 1 and Plaza 2.

□ Surrounding Areas:

1. South of Sec. 2, Changsha St., north of Sec. 3, Heping W. Rd., west of Kunming St., east of Sec. 2, Huanhe S. Rd.
2. South of Sec. 3, Heping W. Rd., north of Bangka Blvd., west of Sec. 3, Heping W. Rd., east of Sec. 1, Xiyuan Rd.





TAIPEI Lantern Festival

Related Activities



Opening Ceremony

Main Theme Lantern

Lantern Festival Float Parade

Lantern Festival Display Areas

Lantern Riddle Activities



Street Artist Shows

2021 Taipei Lantern Zone

Corporation Lantern Districts

- ❑ **Lantern Base Dimensions:** Length 6.3 ± 0.1 meters, width 1.8 ± 0.1 meters, height 0.6 meters, total lantern height (including base) not to exceed 4 meters.
- ❑ DOIT will provide lantern base service provision **free** of charge (including power supply)



2021 Taipei Lantern Zone

Japan



日本愛媛縣松山市

2021 Taipei Lantern Zone

Belize



2021 Taipei Lantern Zone

Taipei European School



2021 Taipei Lantern Zone

GUAM



2021 Taipei Lantern Zone

Shanghai



2021 Festival Float Parade – Special Notes

Festival Float Parade

Float Dimensions: Total length 4.8meters, total width 2meters, total height 3.5meters (within).



2021 Festival Float Parade – Special Notes

Float Parade Performances

- ❑ To be staged on single day in February 2021. (date to be determined)
- ❑ In addition to the street parade, groups can coordinate with schedules of international performance groups in Taipei during period, staging other multi-attraction stage-performance times.



2021 Taipei Lantern Zone & Festival Float Parade – Special Notes

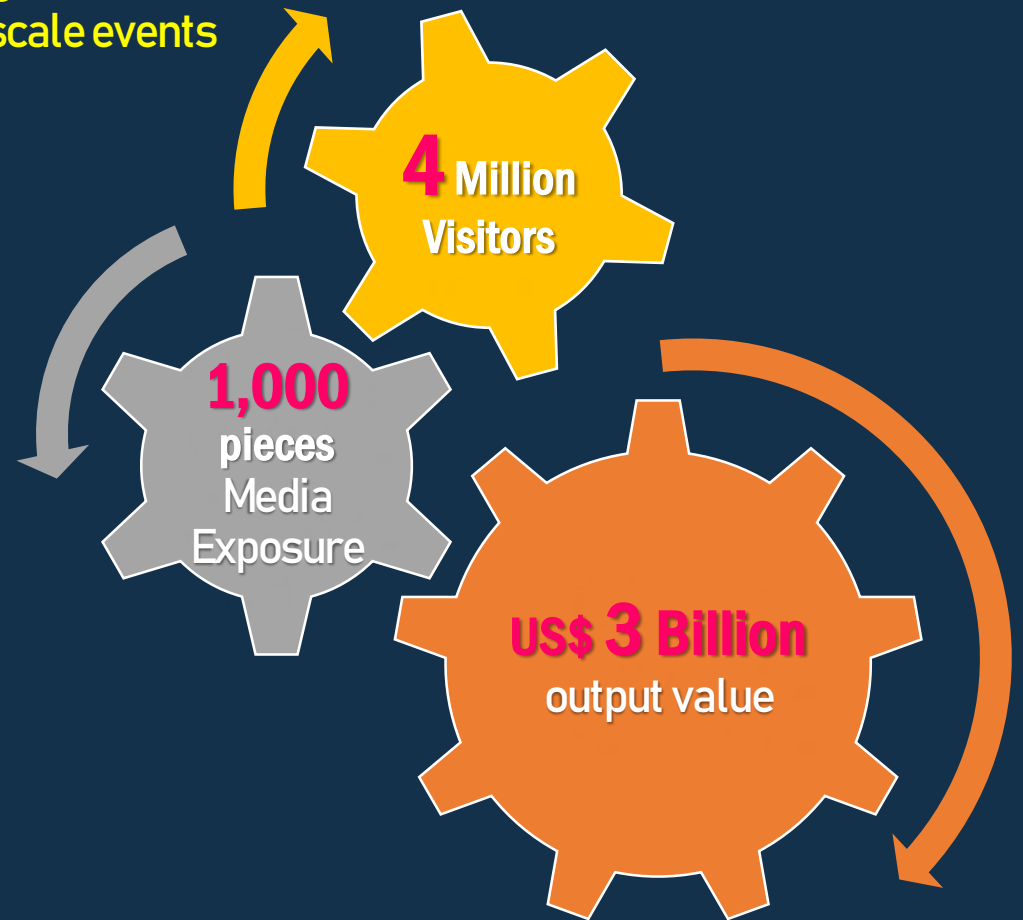


DOIT can provide assistance to participation organizations in the following areas :

- Recommendations on makers of festival lantern bases and festival floats.
- Provision of promotional publicity for your organization.
- Provision of 1 Lantern Festival booth for use by your organization.

Benefits Evaluation of 2021 Lantern Festival

Marketing Promoting tourism images of countries and cities through iconic large-scale events





Thank you for your attention

2021 Taipei Lantern Festival

2021
台北燈節



台北燈節 TAIPEI Lantern Festival



願景

- 結合臺北市品牌特色及城市意象，發展臺北燈節為臺北市城市觀光指標性活動
- 融合新舊，發展臺北城市特殊性，賦予傳統慶典創新意義，兼顧臺北文化的創新與傳承

台北燈節 TAIPEI Lantern Festival

注入新元素

- 2021年於臺北市臺鐵萬華車站（東、西站）周邊及新落成車站前廣一、廣二廣場舉辦，為舊城區注入活力
- 結合在地豐沛資源，增加民間對大型活動之參與度
- 強化國際交流，打造亞洲夜間觀光盛事



台北燈節 TAIPEI Lantern Festival

活動時間、地點

2021年2月26日(五)起至3月7日(日)止，共10天



- 地點：臺北市臺鐵萬華車站（東、西站）周邊及新落成車站前廣一、廣二廣場
- 場域範圍：

1. 長沙街二段以南、和平西路三段以北，昆明街以西、環河南路二段以東
2. 和平西路三段以南、艋舺大道以北，和平西路三段以西、西園路一段以東



台北燈節

TAIPEI Lantern Festival

相關活動

開幕典禮

主燈（主展演）

花燈車遊行

規劃各個花燈展示區

猜燈謎活動

街頭藝人

台北燈節 TAIPEI Lantern Festival

友好燈區 參展注意事項

Corporation Lantern Districts

1. 燈座尺寸：長 6.3 ± 0.1 公尺、寬 1.8 ± 0.1 公尺、高0.6公尺
2. 本局免費提供燈座代設服務(含供電)



2021 Taipei Lantern Zone

友好燈區



日本 Japan

日本愛媛縣松山市

2021 Taipei Lantern Zone

友好燈區



貝里斯
Belize

2021 Taipei Lantern Zone 友好燈區

台北歐洲學校 Taipei European School



2021 Taipei Lantern Zone 友好燈區

關島 GUAM



2021 Taipei Lantern Zone

友好燈區

上海 Shanghai



WELCOME TO SHANGHAI

2021 Festival Float Parade – Special Notes

踩街遊行活動注意事項

花車遊行 Festival Float Parade

花車尺寸：全長4.8公尺、全寬2公尺、總高3.5公尺（上限）



2021 Festival Float Parade – Special Notes

踩街遊行活動注意事項

踩街遊行表演

- 2021活動期間擇1日舉辦
- 除踩街遊行外，可配合表演團體來臺行程，安排其他大會舞台演出時間



2021 友好燈區暨踩街遊行活動注意事項



本局可協助下列事項：

- 推薦製作燈座及花車廠商
- 提供貴單位文宣露出機會
- 提供一個燈節攤位予參展單位使用，配置一名具備該國語言能力之工作人員於現場協助

活動效益評估

Benefits Evaluation of 2021 Lantern Festival

行銷

透過指標性大型活動的舉辦，達到向國際宣傳貴單位之效~





Thank you for your attention