



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

A handwritten signature in black ink that reads "Wen-je Ko". The signature is written in a cursive, flowing style.

September 10, 2020

# 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



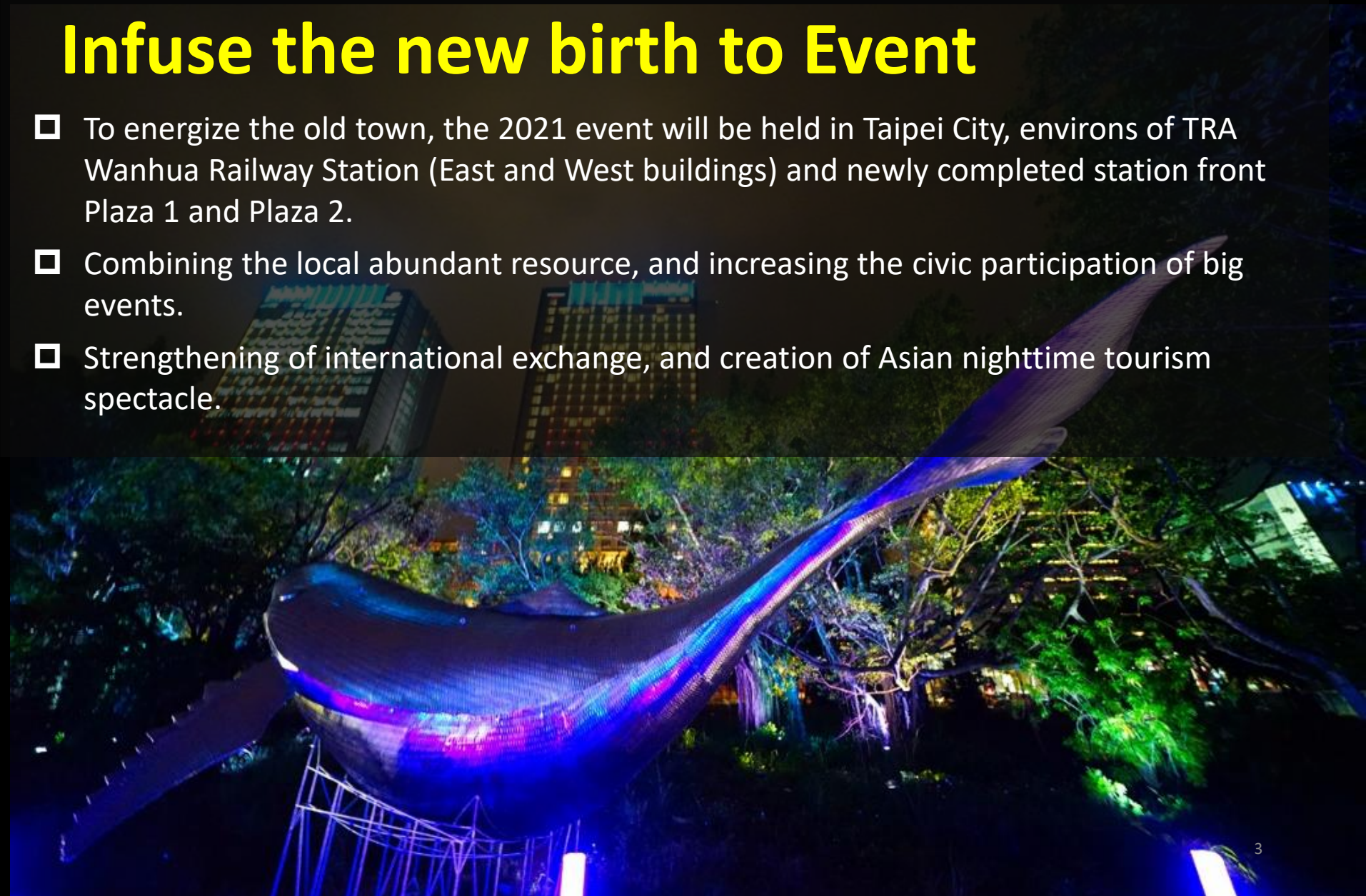
## Vision

- ❑ 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  $6.3\pm 0.1$  meters, width  $1.8\pm 0.1$  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

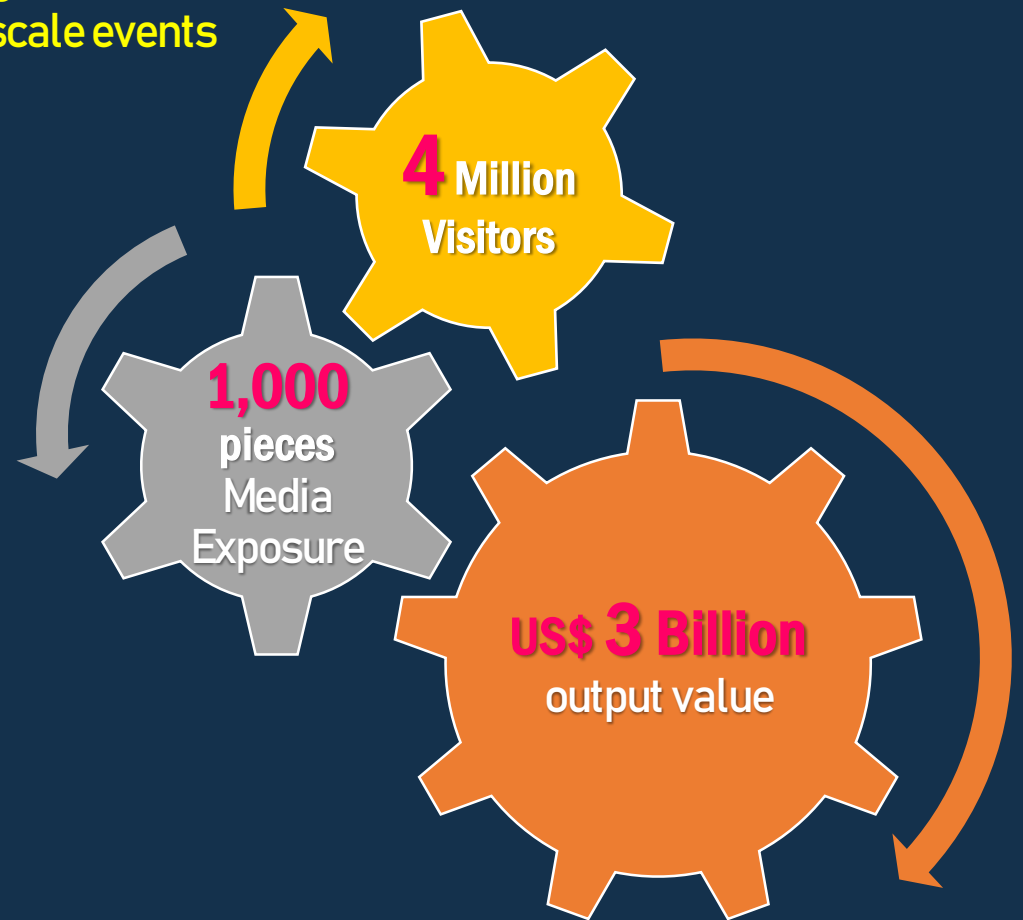


DOIT can provide assistance to participation organizations in the following areas :

- 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**