

Press release

## **SJM unveils “Miffy Creative Show - Travel in Style” for a whimsical family experience**

*Iconic Rabbit Miffy leads guests on a creative exploration*

(Macau, 25 September 2023) SJM Resorts, S.A. (“SJM”), in partnership with Iam Creative Industries Co., Ltd, announced today the official launch of the “Miffy Creative Show - Travel in Style” at the Grand Lisboa Palace Resort Macau (“Grand Lisboa Palace”). The endearing picture book sensation, Miffy, comes to life in all corners of the resort. Guests can collect stamps with an extensive collection of Miffy models, indulge in a themed menu, and participate in a design contest.

Adorning levels one and two of the Grand Lisboa Palace are larger-than-life Miffy sculptures, each uniquely designed. The largest stands at an impressive two metres in height. Notably, “Miffy’s Macau Adventure with 0.38” is a special collaboration between autistic artist Mr. Leong Ieng Wai, known as “0.38,” from the Fuhong Society of Macau, and other artists with disabilities. This artwork exquisitely blends elements of Macau’s UNESCO World Heritage architectures with traditional Portuguese tiles. The level two exhibition area showcases an extensive collection of 100 artist-designed Miffy models, each reflecting unique cultural influences. The exhibition also showcases prints autographed by the author. Adjacent to the exhibition area are an interactive game area and a dedicated merchandise selling area.

Guests can enjoy a Miffy-themed menu at the GLP Lobby Lounge or participate in an array of fluid art sessions on GLP level one, where they can create bespoke pieces using various artistic mediums. To foster city-wide participation, SJM is hosting the “Create Your Own Miffy Design Contest”, inviting the public to design a charming new look for Miffy that re-imagines and re-interprets the iconic cartoon bunny in a way that embodies Macau's character and showcases its role as a World Centre of Tourism and Leisure.

Miffy was “born” on 21 June 1955, when Dutch graphic design artist Dick Bruna first drew the character to entertain his young son whilst on a rainy seaside holiday in Holland. 68 years later, the Miffy books have sold more than 85 million copies, and are currently published in more than 50 languages. Exhibitions, merchandise, media, collaborations and special projects support Miffy’s global explorations.

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“Miffy Creative Show - Travel in Style” officially debuts at the Grand Lisboa Palace, creating a family-friendly art paradise.



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GLP Lobby Lounge is featuring special Miffy-themed food and drinks for a whimsical afternoon.



SJM brings 33 parents and children of Macao Federation of Trade Unions, União Geral das Associações dos Moradores de Macau, and The Women's General Association of Macau on tour to ignite creativity in the community.

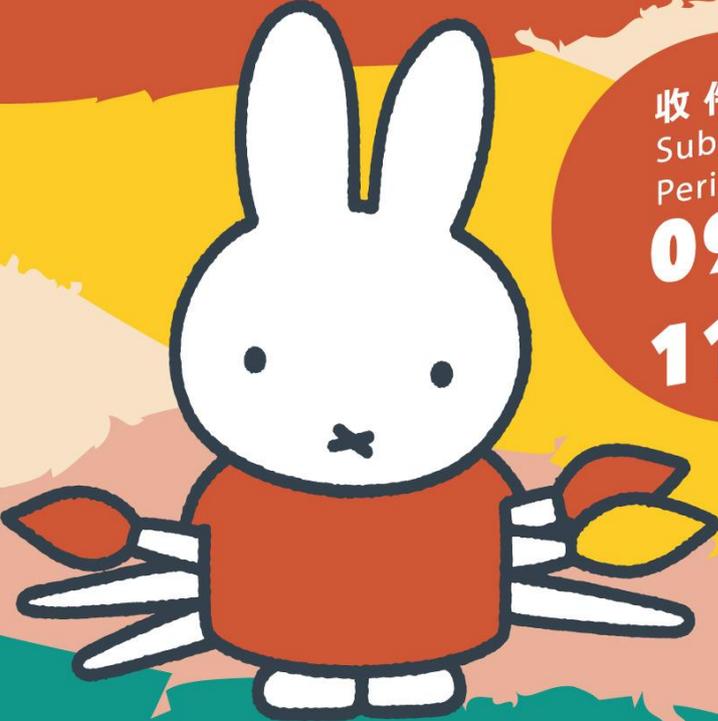


澳娛綜合度假股份有限公司  
SJM RESORTS, S.A.

# Miffy 創意展

## CREATE Miffy Creative Show

### YOUR OWN miffy 設計比賽



收件期限  
Submission  
Period  
**09.25**  
≡  
**11.12**

活動  
報名



得獎公佈日期  
Award Announcement  
Date

盡顯創意 **11.30**

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**畢** GRAND LISBOA PALACE RESORT  
澳門上葡京綜合度假村 MACAU

澳娛綜合  
**SJM**

“Create Your Own Miffy Design Contest” is now open for submissions, inviting both adults and children to interpret their own Miffy for a chance to win fabulous prizes.