

Press Release

FORTUNE REALMS: Pop-Up Museum of Chinese Culture & Arts (Macau Station) Opens at Grand Lisboa Palace

Showcasing the Legacy of Chinese Culture through Paper Art Creations and Driving the Profound Integration of Culture and Tourism

(Macau, 12 December 2024) In celebration of the 75th Anniversary of the Founding of the People's Republic of China and the 25th Anniversary of the Establishment of the Macao Special Administrative Region, SJM Resorts, S.A. ("SJM"), along with the Association for the Development of Chinese Culture and Creativity ("ADCCC") and OptiWin Culture and Innovation Association – whatelephant IP Team is co-presenting FORTUNE REALMS: Pop-Up Museum of Chinese Culture & Arts (Macau Station). Officially launching today, this exhibition will run until 9 February 2025, at Level 1 of the Grand Lisboa Palace Resort Macau ("Grand Lisboa Palace") and highlights the integration of traditional Chinese heritage with modern artistic innovation.

The exhibition is supported by the Macao Government Tourism Office ("MGTO"), Cultural Development Fund of the Macao SAR Government, The Industry and Commerce Association of Macau, Digital Marketing Committee of The Chinese Workers' Technical Association, Ethnic Cultural Heritage Branch of the China Traditional Culture Promotion Council, The Hong Kong Guangxi Association of Professionals, Cultural Creative Committee of the China Hong Kong Economic Trading International Association, Globasia Cultural Exchange Promotion Association, Guangdong-Hong Kong-Macao Greater Bay Area Youth Society, and the World Institute of Sustainable Development Planners ("WISDP"). Associate organisers includes Sociedade Lumos Viva Limitada, Gao He (SZ) International Supply-chain Management Limited, OwOh Concept Limited, Bamu Bakery Co., Ltd. and Triplets Culture and Entertainment Limited.

The opening ceremony was graced by esteemed guests, including Ms. Lei Ka Ian, Representative of the Department of Publicity and Culture of the Liaison Office of the Central People's Government of the Macao SAR Government; Ms. Jennifer Si Tou, Head of Tourism Product and Events Department of MGTO; Mr. Van Pou Lon, Head of Visual Art of the Cultural Affairs Bureau of the Macao SAR Government; Mr. Ray Ng, Executive Director of The Industry and Commerce Association of Macau; Mr. Hoi Kam Un, Member of the Administrative Committee of the Cultural Development Fund of the Macao SAR Government; Ms. Gloria Chak, Manager of Convention and Exhibition Industry Development Division of Macao Commerce and Investment Promotion Institute; Ms. Daisy Ho, Managing Director of SJM; Mr. Michael Yip, Chairman of the Association for the Development of Chinese Culture and Creativity; and Mr. Terry Chao, Founder of OptiWin Culture and Innovation Association - whatelephant IP Team.

Ms. Daisy Ho, Managing Director of SJM, remarked, "Local SMEs and independent artists are crucial pillars of Macau's cultural landscape. We are therefore delighted to introduce the first stop of this touring exhibition to Macau, which blends traditional

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Chinese culture with modern artistic creation. It provides a platform for local talent in art and design, while showcasing Macau's role as an international cultural exchange hub, as well as contributing to the sustainable development of local cultural industry. SJM hopes that this mobile museum will inspire participants to preserve national memories, promote the inheritance and innovation of Chinese culture, highlight Macau's diverse charm, and empower the diversification of the tourism industry, adding depth to Macau as a 'World Centre of Tourism and Leisure.'"

Mr. Michael Yip, Chairman of the Association for the Development of Chinese Culture and Creativity said, "The exhibition embodies the nation's strategy to seamlessly integrate cultural heritage with innovative development. By utilising all-paper, low-carbon materials, it exemplifies the commitment to advancing the 'double carbon' initiative set forth, to peak carbon emissions and achieve carbon neutrality. This approach fosters a sense of environmental responsibility within the community and demonstrates how cultural activities can contribute to building an ecological civilisation and promoting green development. Aligned with the Belt and Road Initiative, the exhibition debuted in Macau as the first stop, highlighting the richness of Chinese culture here in Macau and capturing the attention of an international audience. This event not only celebrates China's exceptional traditional culture but also provides audiences with a fresh tourism experience through innovative and interactive exhibitions, sustainable low-carbon designs, and cross-regional collaborations. We plan to expand the exhibition's reach to a wider audience in diverse locations, showcasing the artistry and innovation of Chinese culture."

Mr. Terry Chao, Founder of OptiWin Culture and Innovation Association - whatelephant IP Team said, "We are deeply honoured that whatelephant, a brand-new Macau IP, is already curating a second exhibition so swiftly following the 1 August launch of the whatelephant art exhibition at Grand Lisboa Palace. This year's dual celebrations provide a particularly meaningful context; we leverage Macau's iconic landmarks and rich Chinese heritage to foster cultural tourism and promote traditional Chinese culture globally – a mission central to the whatelephant IP. Looking ahead, we are committed to showcasing the cultural richness of the Macao SAR and China on a world stage, expanding the reach of 'whatelephant Traces Around the Globe' to audiences everywhere."

Curated by Macau's creative IP, whatelephant, and led by Chinese cultural artist Michael Yip, the exhibition features paper art sculptures that merge traditional Chinese cultural elements with modern design. Highlights include depictions and representation of some of the diverse minority cultures found within China, featuring their unique intangible cultural heritage art forms, traditional festivities, iconic Chinese architecture style, and Macau World Heritage landmarks.

As the exhibition's first stop, Macau underscores its role as a forum for national and international cultural exchange and cooperation, where traditions are celebrated, and diversity is embraced. Through interactive displays, eco-friendly paper designs, and cross-regional collaboration, this exhibition will tour 30 sites around the globe, offering visitors a new cultural and tourism experience while sharing the creativity of Chinese culture with the world.

Exhibition Details:

Date: 12 December 2024 – 9 February 2025

Location: Level 1, Grand Lisboa Palace Resort Macau

Exhibition Overview:

Immerse yourself in an extraordinary showcase of art and culture, crafted entirely from recycled cardboard and brought to life by the original creations of Chinese artist Michael Yip. This captivating exhibition explores the fusion of Chinese heritage and Macau's unique character across four distinctive zones:

Zone one (shop 122 and 124): Where the Journey of Joy Begins

Step into a world bathed in warm pink hues, symbolising love and togetherness. This zone celebrates the essence of family with vibrant displays featuring beloved characters like whatelephant and panda Rúhuā, alongside traditional Chinese icons such as the Dragon Boat Festival, red lanterns, Peking opera legends Guan Yu and Sun Wukong, and floral emblems like the peony and rose. The setting radiates the spirit of reunion and festive cheer.

Zone two (shop 132): A Heritage Tribute to the Return

Witness the creative synergy of Macau's landmarks and Chinese cultural treasures. This zone reimagines iconic symbols in fresh, innovative ways, including *Portuguese Chicken meets Thangka*, *Macau Tower in Blue-and-White Porcelain*, *Ruins of St. Paul's in Ink Wash*, *Lotus Square as Paper Cutting*, and *Guia Lighthouse with Embroidery*. Each piece tells a story of cultural harmony and artistic ingenuity.

Zone three (shop 133 and 135): Paper Sculptures of Timeless Memories

Discover striking 3D paper sculptures inspired by traditional Chinese colours of red and blue, featuring Macau's iconic sites like the Lotus Square and Na Tcha Temple, alongside elements of classical Chinese architecture. At its heart is the "Wishing Pond of Four Joys," an interactive installation symbolising life's most cherished blessings—benefactors, family, love, and career. Together, these works celebrate the enduring and inclusive spirit of Chinese culture.

Zone four (shop 143A): The whatelephant Art Exhibition

A contemporary twist on tradition, this zone brings Chinese culture into a modern whatelephant art exhibition, offering an immersive cultural experience. Visitors can also explore limited-edition cultural creations commemorating the 25th anniversary of Macau's handover—perfect keepsakes to mark the occasion.

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Guests of Honour attend the opening ceremony of the FORTUNE REALMS: Pop-Up Museum of Chinese Culture & Arts (Macau Station).



The FORTUNE REALMS: Pop-Up Museum of Chinese Culture & Arts (Macau Station) features a thoughtfully designed entrance archway, beckoning guests to embark on a cultural expedition.

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The paper art exhibits in the first exhibition area combine elements of Chinese festivals with traditional design, highlighting rich cultural significance.



The second exhibition area, “Macau x National Trend,” creatively blends Macau landmarks with traditional Chinese culture, showcasing the harmonious fusion of visual and cultural elements.

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The third exhibition area features works of Macau's iconic sites that means to celebrate the enduring and inclusive spirit of Chinese culture.



The fortune sticks displayed in the wishing pool are themed around the Four Great Joys, symbolising beautiful life blessings.