
| RESEARCH ARTICLE

Research on the Display of City Image in Macau Light and Shadow Festival

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| ABSTRACT

The lighting of the city landscape has ignited the night-time economy as a new blue ocean. Macau takes festivals as an opportunity to create a city night scene, and light and shadow festivals, as part of the popular cultural industry, are better able to expand city life, enhance the city's charm and create a city name card. This paper analyzes the main categories of the Macao Light and Shadow Festival, defines the connotation and denotative value discusses the influence of the Light and Shadow Festival on the spread and display of the city of Macao, and summarizes how the Light and Shadow Festival promotes the relationship between people and people, people and space, and people and the city. The final research findings pointed out that the future Macau Light and shadow Festival should optimize the connection between people, space and city, highlight the characteristics of the city, strengthen branding and other related recommendations.

| KEYWORDS

Macau Light and Shadow Festival; night tourism economy; city image; cultural and tourism communication

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1. Introduction

"Night travel economy" has become one of the elements of urban economic growth and cultural development (You Fanzhou, 2019). The Light and Shadow Festival cleverly combines urban space and light art to tell urban stories, creating a holistic and highly personalized emotional experience, bringing about the reshaping and innovation of urban nightscape space. Breaking the previous lifestyle dominated by daytime activities, providing night venues, activating the new vitality of the city at night, promoting the development of related industries and enhancing the city's comprehensive economic capacity will undoubtedly have a great collateral effect. The holding of light and shadow festivals has become an important part of the construction of major cities, such as the famous Lyon Light Festival in France, the Sydney Light Art Festival, the Berlin Light Festival in Germany, and the Guangzhou International Light Festival in China. The Light and Shadow Festival displays new concepts, new technologies, and new equipment. It has the characteristics of multi-sensory, diversified and multi-dimensional. In order to cope with the positioning of Macau as a "world tourism and leisure center", we will seize development opportunities, keep up with the pace of the times, and integrate information resources. Combining local cultural characteristics and lighting festival works to form a new urban characteristic culture, driving the development of the city's tourism industry and the spread and development of cultural industries. Strengthen the interaction between the workspace and the urban environment. They attracted many local residents, foreign tourists and famous artists, enthusiasts, designers to create an audiovisual feast for the city.

2. Macau Light and Shadow Festival Overview

The Macau Light and Shadow Festival were founded in 2015 by the Macao Cultural Affairs Bureau and the Tourism Bureau with a synergistic effect. It is held in December each year. Although it started relatively late, there are innovations and improvements every year. Different themes and different tourist routes increase creativity. Introduce new projects (Table 1). The large-scale light and shadow festival activities play the role of a "trigger" in the dissemination of the city's image and tourism projects, and its communication power can make Macau's image soar in a short period of time, known as the catalytic effect. Macau has a deep historical and cultural heritage and makes full use of its geographical advantage of close street connections to pool resources and

link up old and new neighbourhoods, to reach out to the community, attracting more people and thus prolonging their stay, helping to deepen the cross-border integration of "tourism + cultural creation", showcasing Macau's cultural uniqueness and artistic lighting, and promoting This will help deepen the cross-border integration of "tourism + cultural creation", showcase the uniqueness of Macau's culture, the art of lighting, and promote the night-time and community economy, thus promoting the development of Macau's cultural industry, fostering local cultural and creative talents, and highlighting Macau's healthy and touristy image.

Table1 Macau Light and Shadow Festival

classification Basis	Category
Design themes	2015 "A Fantastic Adventure in Light", featuring the Macau encounter between a pixie and a butterfly fairy.
	2016 "The Secret Treasures of Light", a search for A-Ma's 7 lost energy gems to awaken the sleeping treasures of the sea.
	2017"A Starry Night of Prayer", an expression of Macau's multicultural fusion and historical story.
	2018"A Journey Through Time", which takes time as a clue and combines Macau's local architecture, humanistic sentiments, cuisine and cultural creations to showcase the intersection of Macau's diverse cultures and carry the marks of Macau residents' growth and fond memories.
	2019 "Light-seeking Journey", light and shadow tell about the changes of Macau in the past 20 years and the joy of the 20th anniversary of its founding.
	2020 "Color is..." "A large scale canvas of four heritage buildings in Macau, using light as a brush to show the use and interpretation of colour in different art styles.
	2021"Mars Wants to Travel", with the theme of Mars friends wanting to visit Macau, links a series of elements related to tourism, culture and creativity, science, leisure, food, environmental protection, nature and the universe, bringing joy and positive energy to the audience through humour and highlighting the image of Macau as a healthy place to visit.
Design Space	Light and Urban Landmarks
	Light and City Square Space
	Light and neighbourhood nodes
Design forms	Drone show, VR experience
	Light installations, interactive architectural projections
	The light sculpture shows interactive games, live performance shows, interactive installations.
	Light and shadow visual art exhibition, outdoor local concert, light and shadow food truck, cultural and food night market

Source: Self-drawn

3. The significance of the Macau Light and Shadow Festival

3.1 Connotative values

(1) Publicity. The Light and Shadow Festival is a public art event based on the accumulation of urban culture and art, and the diversity of dissemination channels is bound to stimulate public participation (Feng Qiao,2015) . The Macau Light and Shadow Festival are generally held in representative buildings, square, activity centres and other public places with larger venues and greater openness. The results are shared among the community resources, which is a reflection of the public nature. Light sculpture performances, interactive games, and light installations allow people to participate, tour the art of light, and experience a variety of light shocks, which enriches people's nightlife and gives them a sense of beauty. As a kind of public art, the Light and Shadow Festival also has a certain degree of enhancement for people's artistic aesthetics and cultural cultivation.

(2) Artistic. Culture embodies the city's heritage; art perfectly presents the image of cultural expression, the Light and Shadow Festival makes the city more artistic. In the design concept and specific design, it has got rid of the pure viewing method of the past lighting works and the single shape form, but with the times to add a large number of integrated media, such as sound and light, various inductive interaction, Internet technology, artificial intelligence technology, etc., is an international aesthetic tendency. At the same time, the city story, design concepts, social values and other concepts with the spiritual connotations of the city are

expressed artistically through the carrier of lighting works (Li Guang,2016) in the design theme to achieve both a localized theme imprint, but also an international expression language, is a half-step ahead, elegant and common appreciation of the artistic performance. The creation of the whole spatial atmosphere of the light show is like a living organism, giving people a medium of communication and space to play with their imagination, and transforming this into a silent artistic language, bringing people a sense of well-being and creating a sense of prosperity and romance for the city.

(3) Emotional. The immersive experience of the field space, the Light and Shadow Festival, can express the cultural heritage of the city, create an attractive mood and give participants a deep impression of the city. It has a superb sense of expression and interaction with the public. The warmth and dazzle of light feel the colourful side, satisfying visitors' aesthetic and emotional aspirations and presenting a unique interactive light show. The Light and Shadow Festival attracts visitors from all over the world, allowing them to actively participate and engage in dialogue with renowned artists through their works while at the same time bringing together visitors from different cultural backgrounds, enhancing mutual understanding and promoting humanistic exchanges and people-to-people contacts.

3.2 Extended value

(1) Improve the quality of people's lives and fully demonstrate the city's outlook and image. The current situation of Qiancheng is difficult to form a differentiated characteristic advantage. The Light and Shadow Festival promotes the city's image, creates the beauty of the artistic conception, cultural communication, creative content and services, fully demonstrates the natural and humanistic characteristics, and makes the city festivals and the tourism industry closely integrated can create valuable urban IP. The city's brand image is spread rapidly, attracting the general public's attention. As far as Macau is concerned, it has unique geographical advantages and cultural diversity. The location is generally a famous historical and cultural area, which can be adapted to local conditions and has more local characteristics in the selection of urban elements, which makes the memory deep. Moreover, this activity is the government-led direction and has an advantage in the promotion channel. It is the output window of the city's soft power and people's livelihood projects. The diversification of the audience has also promoted the development of the city.

(2) Promote consumption within the city and drive the development of the tertiary industry. The Light and Shadow Festival is held to drive the benefits of culture and promote the industry. The improvement of spiritual material drives up the demand for cultural and tourism consumption, and the Light and shadow Festival is an important cultural and creative tourism product that can make participants resonate and have a beautiful, emotional experience. In the early stages of the Light and Shadow Festival, the integration of social resources government-led direction, enterprise revitalizes the market, talent integration across borders, the organization of multiple designers, artists, engineers, lighting engineers and other inter-professional teams for the Light and Shadow Festival ideas to enrich the city's tourism projects, multi-party cooperation model and exchange platform to promote the quality of tourism cultural and creative products upgrade (Figure1). The localization of the creative team at the same time cultivates local light and shadow talents and broadens employment opportunities. In the middle of the event, it attracted a large number of viewers, adding considerable revenue to the city and driving the development of the city's tourism, service and other industries. Participants triggered the fusion of virtual space with the live space of the event through typical new media communication methods such as the circle of friends and short videos, creating and sharing a new and distinctive urban form, a new mode of diversified perception of the city.

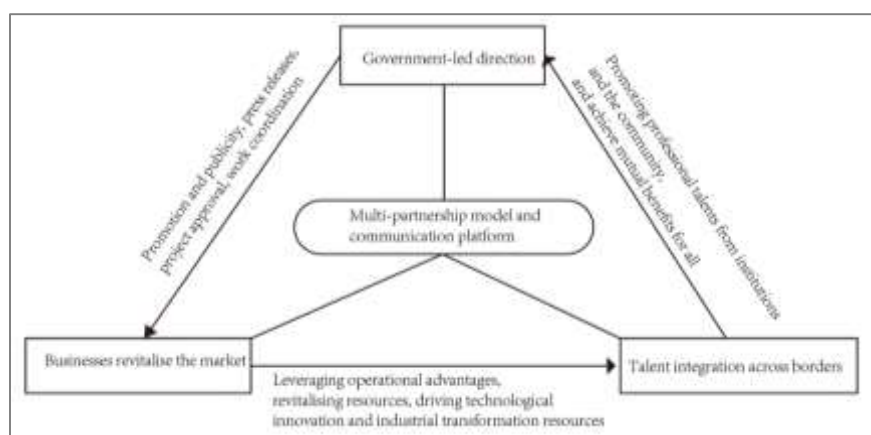


Figure 1 Multi-party cooperation model and communication platform

Source: Self-drawn

4. Future development trends and thoughts on light and shadow festivals

4.1 People and Space: inspire vitality

The theoretical perspective of the spatial medium can be divided into physical space and virtual space. The Light and Shadow Festival is held to bring the art of light into close contact with urban space, with a more independent personality and night-time space. It changes the overall scope of urban space and reshapes the urban landscape at night, allowing for a closer relationship. The cultural potential of the festival extends the 'third space', the spatial environment where life is understood and where people can easily release their true selves (Liu, Caiqing, Hu, Shu-Ling & Liu, Orange, 2018). The Light and shadow Festival is not simply inviting a group of celebrities to create a few art installations to show their connotations. The festival is based on urban aesthetics, starting from the whole, cleverly integrating technology and art, taking into account changes in colour, light, shape, sound and other factors, focusing on the openness of public space, accessibility, interactivity of light works and other possible influences on the festival's display effect, highlighting the diverse forms of light art, and brainstorming and collaborative innovation to express the cultural connotations of the city. Make the City Light and Shadow Festival a contemporary art audiovisual event with light as the medium, light up and empower the city, promote the development of urban tourism and the tertiary industry, and bring considerable benefits to the city.

Gilbert Modi believes that a good artist creates not to stereotype to control the light but to give the light a more revitalizing sense of beauty. Casting light and shadow on the Ruins of St. Paul's, Macau, not just as a screen, but to observe the unique exterior characteristics of each building to determine the form of expression, the building itself is the uniqueness of a city. The buildings themselves are the uniqueness of a city. Describe the history of urban change, have a storytelling quality and reflect the city's cultural pulse. The diversity of "light" in the representation of space light leads the public to exchange roles through different expressions and thus promotes public participation in artistic activities, thus generating an interactive process of human subjective consciousness and environmental reflection. The lighting works are set up in zones, and the tour route is a reasonably designed-sightseeing tour route and walking tour route. Adequate visual guidance, perfect cultural and publicity system, most will be set in the central area of the city, the surrounding prosperous customers to drive other industries, but to take into account the traffic difficulties and insecurity factors, can be implemented by appointment to visit, zoning control, enhance the browsing experience of visitors.

Artificial light is used to strengthen the elements that can be perceived by the audience in the square environment, creating a more individual, free and layered light space so as to expand more possibilities for people to participate in the creation of light art. From the extension relationship between people and space to the visual effects of space and light to the psychological hints and cognitive inspirations of light and people, all should become an important factor in creating light art in an urban public space.

4.2 People and people: communication and interaction

The Macau Light and Shadow Festival is a beautiful and grand experiential, cultural event that generates a value based on audience perception, and the attraction and gathering power of the light show as a city landmark makes people keep coming to the physical space constituted by the light show. The light festival constitutes the city light's physical public space, carrying interpersonal interactions, information communication, and memory composition. It provides an opportunity for people to meet informally, face-to-face in a spatial environment and promotes urban communicability. The artistic expression of the festival of light originates from life and serves life; therefore, the core element of the design of the urban light show is to allow people to experience the charm of the city, to enrich the recreational life and to have fun in the city. Only by taking into account the human factor can the light art design be fully integrated so that the light show can be straightforward and make the night an ideal place for people to poetize.

Light and Shadow festivals have a specific theme, and light installations are also interactive throughout the public space, not only to generate interaction with those around them, while participants can appreciate and perceive the emotions of the designer behind the work. At present more urban light works are boring and uninteresting; the medium is single and similar, not really a characteristic light festival. The future can be in the form of design, diversified media, and striving to innovate to achieve a diversity of expression. Light sculpture performances, interactive games, interactive installations and other fun attract public attention and participation enthusiasm so that the traditional social behaviour here to get a kind of continuation, enriching the indispensable interpersonal relationship in urban space.

4.3 People and the city: improving the sense of identity with the city

Kevin Lynch believes that the city image is people's feelings about the space and material environment and the image formed in their hearts, and the process of interaction between the city and the public constructs the city image (Kevin Lynch, 1990). Each resident has a personal and unique memory of the city. Behind the design and exhibition of the different themes of the Light and Shadow Festival is a thick imprint of Macau's development, carrying the history and past of the urban space but also carrying people's memories of the city. The physical space experienced in person can carry people's emotions and memories, creating a

more intimate connection with it, the very epitome of the relationship between people and the city. The city light show completes the transformation from a physical space to a symbolic virtual space, allowing people to perceive the city's overall appearance. The choice of the design theme, the influence of localization and internationalization on the choice of theme for the Light and Shadow Festival.

Carrying the urban memories of the original inhabitants, Light shows are mainly based on the city's characteristic architecture, cuisine and culture, which can easily evoke urban memories. The activities of the light festival allow residents to get to know the culture of the city more authentically and deeply, renewing the cognitive relationship between people and the city through different elements and allowing the image of the city to be transmitted efficiently. When seeing their favourite and familiar sights on familiar buildings of the city through light and shadow, they are more convinced that the dream world in their minds is clearly implanted in their daily lives. The public can find a sense of achievement and belong in the spatial experience created by the urban light show, which in turn forms an identity with the city and constructs a sense of place for the city they live in. Words such as city elements, development are great; I love Macau, etc., give a sense of pride and identity to the city they live in.

Enhancing visitors' sense of identity with the city, the composition of the localized elements of the festival of light and shadow, more unique audiovisual memory of the city, pioneering aesthetics, based on innovation and open to the world. A long history and cultural continuity, with good extension; cultural both differences and fusion; international characteristics of diversity and unity, coexist in an open attitude, accepting the fusion of Chinese and Western cultures both in line with the requirements of internationalization. Macau will be able to communicate a more three-dimensional and diversified image of the city to the outside world. On the one hand, the content of the light show conveys the traditional culture and historical spirit of the city of Macau to the audience; on the other hand, the beautiful light show of Macau sets off the prosperous and modern side of Hangzhou.

5. Conclusion

Light and Shadow Festival uses light to tell the story of the city and build the city brand, demonstrating the great effect and change of light on the spatial environment; and is an effective way and means for participants to feel the cultural characteristics of the city, enhance the memory point and experience the charm of the city. In the future development, on the one hand, the festival of light and shadow should effectively unite culture, art, technology and commerce in an organic way, promoting the diversification of urban tourism projects and driving the city's economy, and after experiencing innovation, the festival of light and shadow contains huge economic value tourism resources; on the other hand, the festival of light and shadow considers different themes, different spaces, different media forms and different design techniques in the mode of artistic innovation, while grasping the city, the On the other hand, the festival of light considers different themes, different spaces, different media forms, different design techniques, while grasping the relationship between the city, space and people, there is still room to improve the city's brand image promotion and form a festival of light in line with the characteristics of the city.

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