

Festival of Light 2021

Event Summary	
Date:	Permanent installation, long term duration which able to last up to 3 – 6 months depends on weather conditions.
Time:	Exhibit fit for exhibit round the clock, depend on the needs of the authority or the event organiser
Theme:	Festival of Light: Penang Brings the World to your Doorstep
Venue:	Padang Kota Lama, Penang
Event Organiser:	Love Lane Trading Sdn Bhd
Supported by:	Penang State Government / Penang Global Tourism
Admission:	FOC or Ticketed subject to Penang State Government
Copyright & Ownership of the Artworks:	Product sold with all trademark, merchandise, copyright & cast away all belong to Penang State Government
Expected number of crowds	To be evaluate and decided by Penang State Government
Project Costing	RM400,000 SST Not Applicable

Company Profile:

Love Lane Trading Sdn Bhd specialized in event & exhibits. Specially set up to deal with oversea acquisition of exhibits. First creations done for Penang event

Company Role:

Role of organiser includes bringing in oversea acquisition to exhibits in Penang. Responsible for site set up, site maintenance, crowd control, site security, conceptualization, production and assemble of lantern set pieces and shipment to the event.

Event Objective

- To foster better community bonds and stronger social cohesion among Malaysians by acknowledging the unity, determination and resilience of citizens in the ongoing battle against COVID-19; and to inspire hope for the future.
- To provide Penangites & Malaysians with a meaningful activity even amidst the COVID- 19 pandemic, where global travel restrictions and health concerns threaten to dampen the mood.
- To promote and cement Penang's image as Malaysia's go-to location for happening and exciting cultural and community events.

Details of Display:

All exhibits are replica, comprising various parts & components of landscape, building, animals' plant & natures. It is not exhibiting of simple shape & dimension. Area of all exhibits depends on circulation required. Total area needed will be 24000sf.

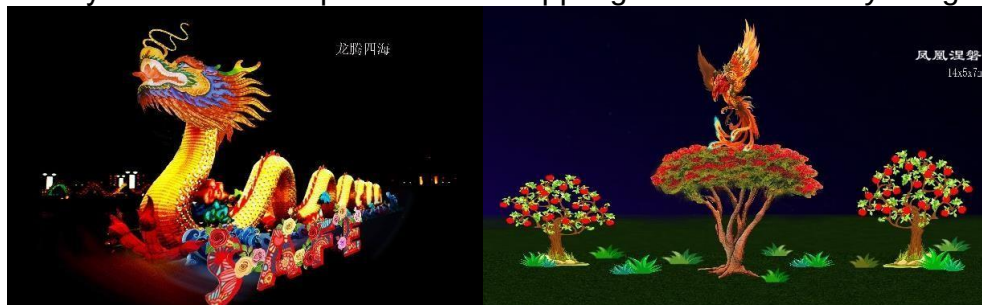
Event Highlight

The event includes a display of 23 large-scale traditional lanterns that were handcrafted by 100 professional lantern masters. The semi-completed pieces were then packed into 16 40-feet large containers and sent by land transport from Zigong City in Sichuan Province, China, to Chongqing City's Unity Village Railway Station. The 16 containers were then brought by rail southwards all the way to the port of Qinzhou in Guangxi Province. There, the cargo was loaded onto a ship, which crossed the South China Sea to Singapore.

1. **Wildlife:** The 5m-tall giraffe represents Penang reaching for greater heights and a better future, while the majestic lion represents courage and strength in the face of adversity.



2. **Dragon and Phoenix:** The winding 42m dragon lantern "hides" among the shrubs on a hill to "stay safe" while the phoenix in the apple grove wishes everyone good health.



3. **Panda Wonderland:** Panda Wonderland depicts adorable pandas at play and as an additional comic effect, all the pandas will be masked and will keep a safe distance from one another. It demonstrates Penangites' tenacity and resilience to remain optimistic in the face of the pandemic.



4. **It's A Small World:** To alleviate everyone's wanderlust, eight lantern sets are displayed at the Gardens depicting scenes and popular tourist attractions of various countries, including England, Japan, Australia and France.

- a. **England:** Westminster Cathedral, Big Ben, London Tower Bridge, heritage

Routemaster bus, royal guards, red phone booth and more.



- b. **Japan:** Mount Fuji, Chureito Pagoda, Shinto shrine torii, Shinkansen (bullet train), Sakura blossoms, sumo wrestlers and more.



- c. **Australia:** Sydney Opera House, The Twelve Apostles, surfers, sheep, kangaroo, koala, vineyard and more.



- d. **India:** Taj Mahal, India Gate, boathouses in paddy fields, oxen and more.



- e. **China:** Temple of Heaven, Great Wall, Terracotta Warriors, Peking opera, face-changing performer, Wushu and more.



- f. **UAE:** Burj Khalifa, Burj Al Arab, Sheikh Zayed Grand Mosque, camels, belly dancers and more.



- g. **USA:** Statue of Liberty, Golden Gate Bridge, cowboys, Las Vegas cabaret dancers and more.



- h. **France:** Eiffel Tower, Arc de Triomphe, Notre Dame, local delicacies and more.



5. **Lucky Zodiac:** Each of the 12 astrological signs of the Zodiac is depicted in interesting and creative ways, appealing to all ages. There are also corresponding 2021 horoscope predictions beside each lantern set.



Production of Traditional Lanterns and Logistics:

The designs of this year's traditional lanterns are surrounding the theme of "post-COVID, new normal". Besides encouraging everyone to stay resilient while supporting the vulnerable groups of society, this event also aims to provide a meaningful and educational holiday programme even amidst the COVID-19 pandemic.

Festival of Light 2021 took less than three months to set up, from conceptualization, production of lantern set pieces and shipment, to the event proper.

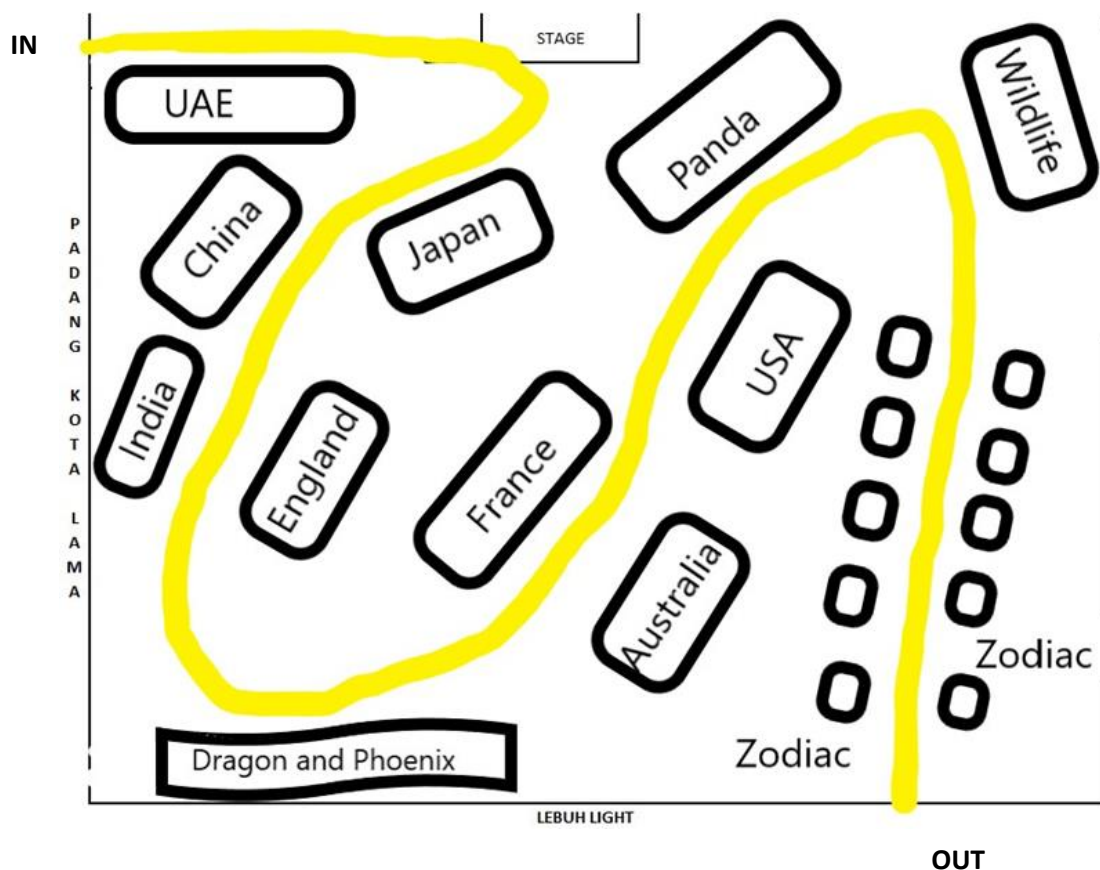
10 professional lantern masters assembled the semi-completed pieces at Singapore to complete these large-scale displays, and finally ship to Penang using 16 40-feet containers trucks.

Proposed Layout and Safety Guidelines:

The countries and exhibits are arranged with Penang's close ties to the rest of the world in mind. The tail end of the exhibit ends off with the zodiac exhibit. Visitors will be able to identify their astrological sign to take photos with, and read the blessings and predictions that await them in 2021.

With health and safety in mind, we suggest that the exhibit area should be cordoned off with a barrier. There will be one entrance and one exit. A designated path will be laid out, with arrows to direct the flow of foot traffic. This is to minimize the amount of doubling back and intermingling of groups.

This event organiser should follow COVID-19 SOP released by Majlis Keselamatan Negara (MKN), whereby social distancing, QR code registration and mask should be wear at all time.



Costing

Item	Description	Amount (RM)
1.	Supply of tailored made life side lantern - Consist of themes of 8 countries and several others in 16 unit of 40" containers	200,000
2.	Transport & carriage from Singapore to Penang port of 16units 40" containers - Including custom excise levy & fees - including application & handling charges	60,000
3.	Consultant / personnel to supervise the installation, dismantling, packing, loading and integration	40,000
4.	Installation Integration and Commissioning	50,000
5.	Public liability insurance, site safety and security, crowd control, electricity charges, site maintenance etc	40,000
6.	Contingency Fee	10,000
	Total Amount	400,000.00