

生活藝術雜誌 LIVING & ARTS MAGAZINE

# MACAU CLOSER

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EXPLORING THE HEART OF THE PHILIPPINES

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THE NEW WYNN PALACE OPENS WITH A SPLASH

## ROY HARGROVE

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# 地道澳門

## AUTHENTIC MACAU

氹仔城區有限公司成立全新概念品牌「氹仔舊城區」以推動對於該歷史城區的保存、保護及發展；同時在舊城中心地帶打造全新畫廊「藝術空間」以推動本地文創產業

Taipa Village Destination Limited has introduced a brand experience "Taipa Village – Authentic Macau" to preserve, protect and develop the historic enclave. Now it is also boosting the local cultural scene with the opening of a new gallery, Taipa Village Art Space

氹仔舊城區坐落於氹仔，是該區最古老亦是保護最好的區域。當地居民多年前一度以漁業、炮竹製作及手工業為生，而今憑藉散佈其中的傳統店舖及鋪滿葡式風情碎石路，與相隔不遠的金碧輝煌的金光大道相比，此處仍保存著充滿人文氣息的歷史氛圍。

今年四月，氹仔城區有限公司以品牌概念為主導，打造「氹仔舊城區-地道澳門」，希望藉此吸引本地及世界各地遊客到訪這個越來越受到歡迎的文化遺產區。其首要目標是推動該地區「可持續發展遺產」的保育計劃，將建築特色鮮明的傳統店舖里出售充滿創意的零售商品和新飲食概念，旨在更廣泛地惠及澳門社區及將自身打造為新的觀光景點。

氹仔城區有限公司為力都有限公司的附屬公司。後者在過去十多年間一直致力於推動氹仔舊城區的活化保育計劃，同時緊密配合澳門特區政府、本地企業和業主以支持及推廣氹仔舊城區。

氹仔城區有限公司高級市場經理Pamela Chan向本刊介紹道：「我們的目標是將氹仔舊城區打造成一個令人興奮地、富含文化氣息的非博彩觀光地，為到訪這個城市旅行者提供多一個豪華度假村之外的選擇。」

Pamela是本地人，自14年前在澳門旅遊學院取得旅遊企業管理學位之後，一直從事酒店管理行業。根據其在澳門及周邊區域內高級酒店、綜合娛樂度假村及酒店及娛樂業多年的從業經驗，她認為氹仔城區為她提供了發展平台，並令她可以與觀光客及當地人分享她的經驗。「我們正在推廣這個歷史文化遺產，針對觀光客及本地受眾，主推包括創新餐飲、購物、文化及生活方式體驗地等多個項目。」她介紹說。

Located in the oldest and best preserved area of Taipa, Taipa Village was formerly home to local fishermen and residents who made their living through fishing, fireworks production and handicrafts. Today with its traditional shop houses and cobbled streets, it offers a peaceful respite to the glitz of the neighbouring Cotai Strip, maintaining a sense of community that values culture and heritage, with a distinguished sense of history.

In April this year, Taipa Village Destination Limited announced the newly formed brand experience "Taipa Village – Authentic Macau" with the goal of attracting both local and international visitors to this increasingly popular heritage district. Its primary goal is to foster "sustainable heritage" in Taipa Village – the blending of architecturally distinct local shop houses with vibrant retail and food and beverage concepts, aimed at benefitting the wider Macau community and becoming a new tourist attraction in its own right.

Taipa Village Destination Limited is an affiliate of Sniper Capital Limited, a real estate fund manager which has been leading the regenerating of Taipa Village for over a decade, in tandem with the Macau government and local businesses and property owners.

"Our goal is to promote Taipa Village as an exciting and culturally rich non-gaming destination by offering a perfect







alternative to the city's casino resorts," Pamela Chan, Senior Marketing Manager at Taipa Village Destination Limit explains.

A local-born Macanese, Chan began her career in hospitality 14 years ago after graduating from Macau's Institute for Tourism Studies with a degree in tourism business management. With experience in luxury hotels and casino-based integrated resorts, as well as the hospitality and entertainment industries in Macau and regionally, Pamela believes Taipa Village offers a platform for her knowledge and an opportunity for her to share that with visitors and locals.

"We are promoting a historic heritage area, boosting innovative dining, shopping, cultural and lifestyle destinations, and our main target audience is both tourists and locals alike," says the Marketing Manager.

Arts will also be a central part of the evolution of the Taipa Village brand. With its up and coming art galleries and signature cultural events, the area will be key to creating a major hub for arts and entertainment.

The recently opened Taipa Village Art Space, located in a traditional shop house in the epicentre of Taipa Village seeks to promote cultural and creative industries in Macau, allowing local and international artists to showcase their work, with the village's colourful history and unique heritage serving as a backdrop.

"We have a lot of different houses around here, some of them are for restaurants, some of them are for shops,





藝術將成為氹仔舊城區品牌化的重要核心。隨着陸續開張的畫廊和接下來一連串的藝術活動，顯而易見這裏將成為澳門文藝娛樂的新樞紐地帶。

最新揭幕的「氹仔舊城區藝術空間」位於舊城中心地帶的一座頗具歷史的房屋內，致力於推動本地文化及創意產業，為本地及海外藝術家提供獨特的展示空間的同時，也可以為遊客及藝術愛好者提供欣賞藝術之地。

「這一區還有很多不同的房屋。一些作餐廳之用，另一些作為商舖，而這間則是我們第一次將其打造成藝術空間。這個畫廊是我們的非盈利項目之一，我們希望可以邀請更多的本地藝術家來此展示他們的藝術作品。」Pamela解釋道。

藝術空間首次推出的展覽是本地插畫藝術家陳蔚藍的《小城的溫度》，展出日期為8月11日至8月31日。是次展覽同時展出她的水彩系列和紙系列，描繪了藝術家在旅行過程中的經歷和相關情形，更把澳門的歷史文物、建築、節慶、文化風貌、生活細節及自然景象生動的描繪出來。

談及未來發展，Pamela相當有自信，她認為該畫廊對本地文藝界產生影響力。

「我們的長遠目標是與包括繪畫、雕塑、攝影及其他多種媒介在內的不同類型的藝術家合作。現階段我們會更專注於本土藝術家，因為澳門有很多非常有才華的藝術家；而下一年我們會邀請海外藝術家的參與。我們還將繼續探索，嘗試舉辦小型工作坊和文化講座。」

and this is the first one we are running as an art space. The gallery is one of our non-profit making projects. We want to invite local artists to showcase their artwork in our space,” explains Pamela.

Launched in mid-August, the first exhibition, which ran from 10 to 31 August, was a soft opening featuring the work “Macau ‘C’” by illustrator and comic artist Blue Chan. Showcasing both watercolour and Japanese Paper collections, the exhibition illustrated a number of scenes associated with the artist’s travels, her perspective on Macau’s heritage, architecture, festivals, and cultural and leisure scenes.

Pamela is confident that the future ambitions for the gallery space are far reaching and will make an impact on the local art scene.

“The long term goal is to work with different types of artists and arts, from painting to sculpture, photography and a variety of different mediums. In the first stage we will be focusing on local artists because in Macau there are lots of talented artists, and next year we will be looking for foreign artists to join. We will also be exploring ways to host mini workshops and seminars here too.”

