



Press Release

Sands China Holds Extended Seminar on Exhibition ‘A Century of Mac Long Firecracker Factory in Radiance’

Expounding on Macao’s centennial firecracker culture from collection building and visual presentation perspectives

(Macao, Oct. 24, 2026) – Sands China has long been committed to supporting the Macao SAR government’s policy direction of promoting economic diversification, while continuing to invest resources in advancing local art and culture development and the revitalization of the city’s historic districts. Since its launch at Sands Gallery in March this year, **A Century of Mac Long Firecracker Factory in Radiance – An Exhibition on the Resonant History and Aesthetic Memory of Macao Firecrackers** has been well received by local residents and visitors from home and abroad.

To further enhance public knowledge about the history and cultural value of Macao’s firecracker industry, Sands China hosted the extended seminar **Behind the Exhibition: Tracing Macao’s Firecracker Legacy** Saturday. The seminar featured guest speakers Ung Vai Meng, the exhibition curator and a distinguished professor of the Faculty of Humanities and Arts at the Macau University of Science and Technology (MUST), and Wilson Lam, the exhibition’s visual designer as well as the CEO and creative director of Macau Creations. Drawing on their experiences in cultural preservation and creative design, the two speakers shared the curatorial concept and creative process behind the exhibition with the audience, guiding them to relive memories of the city’s firecracker industry.

During the seminar, held at the auditorium of the Macao Museum of Art, **Professor Ung Vai Meng** recalled how his personal interest in collecting had developed into dedication to research Macao’s culture. He expounded on his years-long experience of collecting firecracker labels and related historical documents, as well as their cultural value. Following the invitation from Sands China to curate the exhibition ‘A Century of Mac Long Firecracker Factory in Radiance,’ he spent two years studying and collating historical materials, translating the results of his collecting and research efforts into exhibits with both academic value and cultural significance. He also guided the audience through the historical evolution of Macao’s firecracker industry through the texts, images and traces of the times found on firecracker

labels. He encouraged the audience to cherish and keep cultivating their interests, allowing their passion to develop into careers and achievements over time, while also using their strengths to contribute to society and cultural preservation.

Wilson Lam revealed the creative process behind the exhibition from a designer's perspective. He explained how the design team ingeniously transformed the valuable two-dimensional materials, including firecracker labels and archives, into three-dimensional exhibition experiences, bringing memories of the firecracker industry to life. He also shared the design concepts of the exhibition publication, "An Illustrated Chronicle of Macao's Centennial Firecracker Label Art," explaining how the team used visual language and layout design to convey the unique artistic value of firecracker labels. He described how they incorporated elements of the exhibition into a range of creative products that combine cultural richness with innovative design, creating value through both cultural preservation and creative reinterpretation. Lam encouraged young people to stay curious and passionate about the world, try new things and embrace innovation. He advised them to keep improving themselves through learning and practice, seize the opportunities of the times, and build their own future with creativity.

The seminar was open to the public free of charge and attracted cultural enthusiasts and students alike. The Macao Museum was one of the exhibition's major lending institutions and Lou Ho Ian, director of the Macao Museum, attended to support the event. Lai Hong Kin, a local scholar of Taipa's history and culture, attended as well, underscoring the Macao cultural sector's strong support to preserve and safeguard the city's firecracker heritage.

Exhibition garnering acclaim at home and abroad, elevating the global profile of Macao's firecracker heritage

The Iec Long Firecracker Factory is the largest surviving firecracker industrial site in Macao and the most intact in the South China Sea region. Its revitalisation represents both the preservation of industrial heritage and concrete efforts to share Macao's century-old story. To celebrate the centennial of the site, Sands China launched **A Century of Iec Long Firecracker Factory in Radiance – An Exhibition on the Resonant History and Aesthetic Memory of Macao Firecrackers** at Sands Gallery in March.

Through over two years of preparation, the exhibition brings together more than 400 precious exhibits, including artefacts from the collections of the Macao Museum, the Archives of Macao and the MUST Library, combined with oral histories, firecracker-making tools, and century-old archival materials including trade receipts, original firecracker labels and correspondence. As

the first of its kind in Macao that systematically traces the century-long evolution of the local firecracker industry, the exhibition provides a full account of the industry's history and highlights its crucial role in bolstering local social development, economic growth, and trade between China and other countries and regions.

In March this year as an Associate Partner, Sands Gallery made its debut at Hong Kong's international art event Art Central. By bringing the craftsmanship and label aesthetics of Macao's traditional firecracker culture to a broader international stage, the gallery aimed to introduce global audiences to the historical value and cultural appeal of the 'Made-in-Macao' story.

In response to the wide positive reception, the exhibition has been extended until Nov. 29 this year. It has been enriched with additional interactive experiences and new precious historical documents and firecracker artefacts collected from various regions by the curator, creating a more in-depth experience for visitors. Guided tours have also been offered to the public, local schools and associations to further extend the exhibition's reach.

Furthermore, the parallel exhibition "Legacy of Time – An Exhibition of Historical Documents on Macao's Firecracker Industry," hosted by the MUST Library, has also been extended to Nov. 29. Together with the main display at Sands Gallery, the exhibition creates synergy and further supports the preservation, research and transmission of local firecracker culture.

A Century of IEC Long Firecracker Factory in Radiance – An Exhibition on the Resonant History and Aesthetic Memory of Macao Firecrackers is supported by the Cultural Affairs Bureau and the Macao Government Tourism Office, with academic contributions from the Macao Museum, the Archives of Macao, and the Library and Faculty of Humanities and Arts of MUST.

For more details of the exhibition, please visit: <https://en.sandsresortsmacao.com/sands-lifestyle/sands-art-gallery/iec-long-exhibition-2026.html>.



Photo caption: Sands China hosted a seminar Saturday as an extension event of Sands Gallery's "A Century of Iec Long Firecracker Factory in Radiance – An Exhibition on the Resonant History and Aesthetic Memory of Macao Firecrackers." Titled "Behind the Exhibition: Tracing Macao's Firecracker Legacy," the seminar at the Macao Museum of Art aimed to further enhance public knowledge about the history and cultural value of Macao's firecracker industry, featuring guest speakers Ung Vai Meng, the exhibition curator and a distinguished professor of the Faculty of Humanities and Arts at the Macau University of Science and Technology (MUST), and Wilson Lam, the exhibition's visual designer as well as the CEO and creative director of Macau Creations.



Photo caption: Lou Ho Ian, director of the Macao Museum, and Lai Hong Kin, a local scholar of Taipa's history and culture, attend Saturday's seminar, underscoring the Macao cultural sector's strong support for preserving and safeguarding the city's firecracker heritage. The Macao Museum was one of the exhibition's major lending institutions.

Left to right: Lai Hong Kin; Professor Ung Vai Meng; Lou Ho Ian; Catherine Kong, vice president of corporate communications and community affairs for Sands China Ltd.; Wilson Lam.



Photo caption: Professor Ung Vai Meng speaks to the audience at Saturday's seminar. During his remarks, he recalled how his personal interest in collecting had developed into dedication to research Macao's culture. He expounded on his years-long experience of collecting firecracker labels and related historical documents, as well as their cultural value.



Photo caption: Wilson Lam engages with the audience at Saturday's seminar. Among his insights, he revealed the creative process behind the exhibition from a designer's perspective and explained how the design team ingeniously transformed the valuable two-dimensional materials, including firecracker labels and archives, into three-dimensional exhibition experiences, bringing memories of the firecracker industry to life.





Photo caption: Audience members participate in Saturday's seminar, which was open to the public free of charge and attracted cultural enthusiasts and students alike.



Photo caption: In response to the wide positive reception, “A Century of Iec Long Firecracker Factory in Radiance – An Exhibition on the Resonant History and Aesthetic Memory of Macao Firecrackers” has been extended until Nov. 29 at Sands Gallery. It has been enriched with additional interactive experiences and new precious historical documents and firecracker artefacts collected from various regions by the curator, creating a more in-depth experience for visitors.

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About Sands China Ltd.

Sands China Ltd. (Sands China or the Company) is incorporated in the Cayman Islands with limited liability and is listed on The Stock Exchange of Hong Kong Limited (HKEx: 1928). Sands China is the largest operator of integrated resorts in Macao. The Company's integrated resorts on the Cotai Strip comprise The Venetian® Macao, The Plaza® Macao, The Parisian® Macao and The Londoner® Macao. The Company also owns and operates Sands® Macao on the Macao peninsula. The Company's portfolio features a diversified mix of leisure and business attractions and transportation operations, including large meeting and convention facilities; a wide range of restaurants; shopping malls; world-class entertainment at The Venetian Arena, The Londoner Arena, The Venetian Theatre, The Parisian Theatre, The Londoner Theatre and Sands Theatre; and a high-speed Cotai Water Jet ferry service between Hong Kong and Macao. The Company's Cotai Strip portfolio has the goal of contributing to Macao's transformation into a world centre of tourism and leisure. Sands China is a subsidiary of global resort developer Las Vegas Sands Corp. (NYSE: LVS).

For more information, please visit www.sandschina.com.

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