Press Release

Sands China's Community Revitalization Programme Unveils 'The Hall of Glory – Iec Long Firecracker Factory'

Cross-sector collaboration of academic, cultural and creative expertise preserves Macao's century-old firecracker heritage at its original site and creates a new landmark for community tourism

(Macao, Nov. 17, 2026) – Since joining the Macao SAR government's efforts to revitalise historic districts in 2023, Sands China has continuously invested resources in developing diverse cultural tourism initiatives at the former Iec Long Firecracker Factory. In collaboration with world-renowned new media artists and leading digital heritage experts Professor Jeffrey Shaw and Professor Sarah Kenderdine, as well as a group of international creative teams, local academics and oral history specialists, the company has unveiled the latest project, a new permanent attraction on the original site: **The Hall of Glory – Iec Long Firecracker Factory**.

Bringing together cross-disciplinary contributions from the government, local and overseas academic institutions, Macao and international art specialists, and members of the wider community, the interactive exhibition focuses on passing down Macao's century-old firecracker culture. It creates a cultural tourism experience that brings together historical research, cultural conservation, artistic creativity and advanced technology — fostering cultural and artistic exchange between Macao and the world. Embracing a vision that bridges tradition and innovation, the project breathes new life into the history of Macao's firecracker industry, ensuring that this treasured industrial heritage continues to inspire generations to come.

Three Years in the Making Through International Multidisciplinary Collaboration

Firecrackers are not only an important symbol of Chinese culture but were also once a key pillar of Macao's economy, contributing to an era when "Made in Macao" products gained recognition around the world. As the largest and best-preserved century-old firecracker industrial heritage site remaining in South China, the Iec Long Firecracker Factory bears witness to Macao's industrial development while embodying the aspirations and perseverance of generations of local residents.

To showcase the site's rich historical significance and carry forward its hundred-year legacy, Sands China spearheaded the establishment of **The Hall of Glory**. Located in the factory's former fuse-making workshop, the custom-built exhibition space required three years of planning, research and transformation. The project is founded on historical research conducted by the Macao SAR government and the Library of the Macau University of Science and Technology (MUST), while also drawing upon the expertise of local historians, community oral histories, and historical documents and collection pieces provided by the Culture and Sports Bureau and the Macao Museum.

The exhibition is the result of joint efforts by an international, interdisciplinary team of 120 members from Greater China, the Asia-Pacific region, and Europe, under the leadership of **Professor Jeffrey Shaw**, chief curator and artistic director of the project, a pioneer in new media art and currently chair professor at the Academy of Visual Arts (AVA) and director of the Visualization Research Centre (VRC) at the Hong Kong Baptist University (HKBU); and **Professor Sarah Kenderdine**, who also serves as the project's chief curator and artistic director and is an internationally renowned expert on immersive museum experiences. Together, they have reinterpreted the site's history through an innovative lens.

During the preparatory stage, the curatorial team conducted extensive field research in Macao and held in-depth exchanges with Taipa historian Albert Lai and Professor Ung Vai Meng, distinguished professor of the Faculty of Humanities and Arts at MUST and curator of "A Century of Iec Long Firecracker Factory in Radiance – An Exhibition on the Resonant History and Aesthetic Memory of Macao Firecrackers" currently on display at Sands Gallery. Incorporating art and technology research from the Hong Kong Baptist University into the curatorial framework, the team created two themed spaces within The Hall of Glory's 140-square-metre space: **A Century of Iec Long's Radiant Splendor** and the **Sands Dome Theatre**. Through interactive experiences, they showcase the story of Macao's firecracker industry, while inviting visitors to further explore the aesthetics of the city's distinctive architecture and experience the unique charm of a historic city shaped by more than 400 years of East-West cultural exchange.

Dr. Wilfred Wong, executive vice chairman of Sands China Ltd., said: "The key to revitalisation lies not only in preserving history, but also in inspiring the future of our city and younger generations through new and innovative approaches. We are honoured to collaborate with Professor Jeffrey Shaw and Professor Sarah Kenderdine in integrating cutting-edge digital art research into the curatorial vision of The Hall of Glory at the original site of the Iec Long Firecracker Factory. Through the convergence of art, technology and historical research,

the project brings to life the century-long story of Macao's firecracker industry. The project has also brought together experts from around the world, offering an international perspective on Macao's firecracker heritage and history while vividly showcasing the city's unique tradition of cultural integration. It highlights Macao's distinctive role as a platform for exchange and mutual learning between Chinese and Western civilisations, while reflecting the city's ability to embrace diverse influences and foster cultural coexistence.

"We hope residents and visitors alike will gain a deeper appreciation for Macao's firecracker heritage and the beauty of its Sino-Western architectural legacy, and be inspired to venture beyond the dome theatre into the surrounding community to discover the city's rich cultural heritage firsthand. We would like to express our sincere gratitude to the Liaison Office of the Central People's Government in the Macao SAR, the Secretariat for Economy and Finance of the Macao SAR Government, the Culture and Sports Bureau, the Macao Government Tourism Office, the District Development Center, MUST, HKBU, and the many scholars who have dedicated themselves to preserving Macao's firecracker history over the years. Sands China will continue to support the Macao SAR government's policy objectives and uphold our revitalisation philosophy of 'Reshape. Rejuvenate. Reimagine.' Through initiatives such as this, we hope to share Macao's rich and diverse cultural heritage with the world and contribute to the development of a 'Cultural Macao' and a World Centre of Tourism and Leisure."

Professor Jeffrey Shaw, chief curator and artistic director of The Hall of Glory – Iec Long Firecracker Factory, said: "What makes this project particularly meaningful is the opportunity to reanimate history in the very place where it happened, while bringing together the creativity and expertise of creative teams from Hong Kong and Macao to transform the Iec Long Firecracker Factory into an experience that combines innovation with cultural depth. We are deeply grateful to Sands China for its trust and support, which enabled us to leverage innovative forms of digital media to reinterpret the story of the site and Macao's firecracker industry. We also developed a series of bespoke interactive experiences that engage, inform and inspire visitors, while encouraging them to explore the deeper significance of firecracker manufacturing as a unique economic, social and cultural phenomenon. Along the way, we explored Macao's rich history, culture and architectural heritage, and had the privilege of learning from many local experts who generously shared their knowledge and insights. Their contributions have enabled this important chapter of Macao's history to be presented in a more comprehensive and authentic way. Finally, I would like to express my heartfelt gratitude to all the organisations and individuals who contributed to this project. It is through their professionalism, dedication and passion that this vision has been brought to life."

Two Themed Spaces Showcase Macao's Firecracker Heritage and Architectural Beauty

A Century of Iec Long's Radiant Splendor combines art, technology and immersive storytelling to transform the history of Macao's firecracker industry into an experience that is both engaging and interactive. The exhibition features a series of interactive installations, including a main display cabinet showcasing the original concrete sign of the factory, production tools, historical artefacts and rare archival images. Professor Shaw also introduced the "Linear Navigator," a movable interactive device of his own invention, redesigned for this exhibition by Hong Kong kinetic installation artist Joseph Chan. Through this innovation, the factory's site layout and firecracker production process are presented together interactively for the first time, allowing visitors to revisit the historical landscape of the site from a new perspective.

To present the 100-year evolution of Macao's firecracker industry in greater depth, a dedicated section of the exhibition traces the development of the trade from the 1860s to the 1990s. Through digital mapping, visitors can compare historical and contemporary cityscapes and gain a deeper understanding of the close relationship between the firecracker industry and Macao's urban development.

Another section dedicated to historic firecracker labels showcases designs that combine distinctive branding with both artistic and aesthetic values. Visitors can also create their own personalised firecracker labels using an AI-powered installation or virtually ignite digital firecrackers to experience the spectacular energy of a traditional firecracker display.

The Sands Dome Theatre is Macao's first LED dome theatre installation. Purpose-built for the Iec Long Firecracker Factory, the four-metre-diameter dome comprises 674 LED modules of varying shapes and sizes assembled on site. Combining precision imaging and high-resolution visual processing technologies, it creates a highly immersive viewing experience. Reclining on specially designed circular seating, visitors can appreciate the beauty of Macao's architectural artistry from an entirely new perspective.

The theatre's inaugural dome production, **Look Up Macao**, was created by Professor Shaw in collaboration with German visual design artist Bernd Lintermann and Australian photographer Paul Bourke. The creative team visited a range of distinctive locations across Macao, including churches, temples and historic buildings, capturing and presenting 48 iconic architectural scenes within the dome environment.

Presented in a randomised sequence, each screening features a unique combination of imagery and transitions. By gazing upwards, visitors can experience the architectural beauty shaped by more than 400 years of cultural exchange between East and West, deepening their understanding and appreciation of the city's rich cultural heritage. The work also encourages visitors to explore Macao's cultural treasures firsthand and supports the development of community tourism.

The Hall of Glory – Iec Long Firecracker Factory is presented by Sands China, with Professor Shaw and Professor Kenderdine serving as chief curators and artistic directors. Digital content and interactive experiences were developed by the Visualization Research Centre of HKBU, together with Design for Culture and other international teams, integrating extensive historical and cultural resources.

The project received academic support from the Library of MUST, with Professor Ung and Lai serving as academic consultants. It also received technical support from the Culture and Sports Bureau and venue support from the District Development Center.

An opening ceremony was held Tuesday at the Iec Long Firecracker Factory site, with representatives from various sectors of society and participating project teams in attendance. Following the ceremony, Professor Shaw and members of the Sands China team led guests on a guided tour, introducing the curatorial vision, research findings and key exhibition highlights.

Officiating guests attending the ceremony were: Chan Sok Cheng, adviser to the Office of the Secretary for Economy and Finance of the Macao SAR; Zhao Su, assistant to the Economic Affairs Department of the Liaison Office of the Central People's Government in the Macao SAR; Chong Cheok Ip, head of the Licensing and Inspections Department of the Macao Government Tourism Office; Dr. Tang Wai Keong, acting head of the Department of Studies and Dissemination of Culture and History of the Culture and Sports Bureau; Au Chon Hin, deputy director of the District Development Center; Professor Jeffrey Shaw; Professor Ung Vai Meng; Albert Lai; Dr. Wilfred Wong; Grant Chum, chief executive officer and executive director of Sands China Ltd.; and Dave Sun, executive vice president and chief financial officer of Sands China Ltd., and managing director of Venetian Macau Limited.

Earlier this year in March, Sands Gallery introduced "A Century of Iec Long Firecracker Factory in Radiance – An Exhibition on the Resonant History and Aesthetic Memory of Macao Firecrackers," which has since received widespread acclaim from visitors from both home and

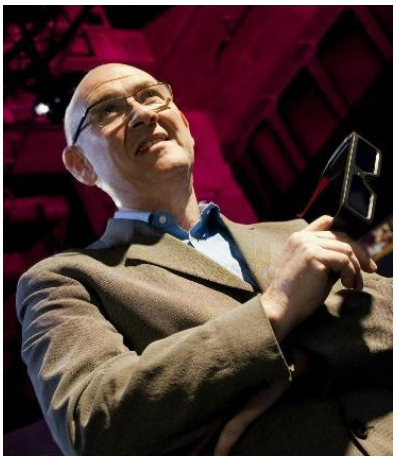
abroad. Building on the success of that foundation, The Hall of Glory expands upon that exhibition's content while incorporating international perspectives, helping to preserve and celebrate the legacy of Macao's firecracker industry.

Since joining the revitalisation efforts at the former Iec Long Firecracker Factory site in 2023, Sands China has introduced a range of cultural tourism initiatives that breathe new life into the historic district, in commitment to its philosophy of "Reshape. Rejuvenate. Reimagine." Looking ahead, the company will continue to invest in creating broader and more diverse platforms that use heritage revitalisation as a catalyst to drive the development of historic districts. Through these efforts, Sands China will continue to showcase Macao's rich and diverse cultural heritage to international audiences, tell Macao's story to the world, and contribute to the development of a "Cultural Macao" and a World Centre of Tourism and Leisure.

For more information about The Hall of Glory – Iec Long Firecracker Factory, please visit: https://www.sandschina.com/the-company/revitalization-programme/firecracker-factory.html

Creative Team of The Hall of Glory – Iec Long Firecracker Factory.

Professor Jeffrey Shaw │ Chief Curator and Artistic Director



Professor Jeffrey Shaw has been a leading figure in new media art since its emergence from the performance, expanded cinema and installation paradigms of the 1960s, to today's technology-informed and virtualized forms. In a prolific career of widely exhibited and critically acclaimed work, he has pioneered the creative use of digital media technologies in the fields of expanded cinema, virtual and augmented reality, immersive visualization environments, navigable cinematic systems and interactive narrative. Shaw's numerous internationally exhibited and critically acclaimed artworks are milestones of technological and cultural innovation, and they are amongst the most cited in new media literature. Before joining the Hong Kong Baptist University as Chair Professor at the Academy of Visual Arts and founding director of the Visualization Research Centre, Prof. Shaw was the founding director of the ZKM Institute for Visual Media Karlsruhe, Germany (1991-2002), Australian Research Council Federation Fellow at UNSW Sydney from 2003 to 2008, and from 2009 to 2016 was Dean of the School of Creative Media at the City University of Hong Kong. Shaw received the 2020 ACM SIGGRAPH Distinguished Artist Award for Lifetime Achievement in Digital Art and the Prix Ars Electronica Golden Nica for Visionary Pioneer of Media Art in 2015.

Professor Sarah Kenderdine │ Chief Curator and Artistic Director



Professor Sarah Kenderdine leads a team of software engineers, artists, and curators at the forefront of interactive and immersive experiences for galleries, libraries, archives and museums. In widely exhibited installation works, she has amalgamated tangible and intangible cultural heritage with new media art practice, especially in the realms of interactive cinema, augmented reality and embodied narrative. Kenderdine has produced 90 exhibitions and installations for museums worldwide. In 2017, she was appointed professor at the École Polytechnique Fédérale de Lausanne (EPFL), Switzerland, where she built the Laboratory for Experimental Museology (eM+), exploring the convergence of imaging technologies, immersive visualization, digital aesthetics and cultural and scientific (big) data. In 2020, she was named in the Museum Influencer List 2020 – The Power 10 by blooloop and Switzerland's Top 100 Digital Shapers by Bilanz in 2020 and 2021. In 2021, Kenderdine was appointed as corresponding fellow of The British Academy. She is a regular keynote speaker worldwide.

Design for Culture │ Exhibition Design and Production

Co-founded by Sjoerd Hoekstra and Hoi Chi Ng, Hong Kong company Design for Culture combines spatial storytelling and sustainable fabrication to deliver thoughtfully designed and curated cultural heritage exhibition design and production. Design For Culture is committed to designing and building projects that avoid waste and promote the circulation of materials and resources. They work closely with material suppliers, contractors, printers and craftsmen to develop new practices for material sourcing, fabrication, installation, dismantling, reuse and recycling.

Professor Ung Vai Meng and Albert Lai │ Academic Consultants

Supported by critical historical archival research, the project integrates the profound expertise of local authorities and cultural institutions. This includes vital historical documentation frequently backed by the Cultural Affairs Bureau of the Macao SAR Government, alongside academic and creative insights from acclaimed Prof. Ung Vai Meng, distinguished professor at the Macau University of Science and Technology. Albert Lai, a prominent historian and researcher of Macao and Taipa history, provided invaluable oral histories and archival research specifically focused on the industrial history of Taipa and the daily lives of its workers.

Jadason Technology Limited │ Audiovisual Design

Jadason Technology Ltd. has been pioneering the field of digital imaging technology since the early 1990s. Through partnerships with leading international software and hardware vendors specialising in 2D and 3D animation and digital post-production compositing, and leveraging its robust technical capabilities, expert project consulting, and customized user

services, the company has become one of the largest audio-visual consultants and integrators of digital graphics and image processing systems in Asia.

Joseph Chan │ Linear Navigator Design



Joseph Chan is a kinetic artist who creates mechanical sculptures. He was trained in mechanical engineering and graduated from the School of Creative Media at the City University of Hong Kong. Chan made computer games and mechanical exhibits for the Hong Kong Science Museum, Space Museum, and the Museum of Contemporary Art in Hong Kong. Besides his artistic practice, Chan participates in various projects as a technical consultant. He is a founding member of the Hong Kong art group XCEED. Chan supported the design and implementation of the Linear Navigator as part of the exhibition.

Bernd Lintermann │ Visual Effects Design for *Look Up Macao*

Bernd Lintermann works as an artist and scientist in the field of real-time computer graphics with a strong focus on interactive and generative systems. The results of his research are applied in the scientific, creative and commercial context. Lintermann developed the real-time 4K x 4K visual generative application of Look Up Macao, using gigapixel fisheye photos captured by Paul Bourke. His body of work spans two decades and includes prints, interactive installations, projection environments and stage performances combining generative imagery and sound. His works have been exhibited in museums all over the world, and he has coauthored with internationally renowned artists like Jeffrey Shaw, Bill Viola, Peter Weibel and the Wooster Group. Lintermann was the Head of the Institute for Visual Media at the ZKM | Centre for Art and Media in Karlsruhe from 2005 to 2011, and Professor at the State University of Design, Media and Arts in Karlsruhe from 2006 to 2015.

Paul Bourke │ Photographer for *Look Up Macao*

Paul Bourke is a technology consultant specializing in data visualization, computational photography, and immersive environments. His work spans a diverse range of disciplines, including architecture, brain science, mathematics, astrophysics, and, more recently, cultural heritage. Bourke's expertise in many fields encompasses an acute knowledge of gigapixel photography; he is a long-time collaborator of Prof. Shaw and Prof. Kenderdine, working with them on conducting field recordings of cultural heritage sites across Asia. He has consulted on and established numerous world-class visualization facilities such as the University of Western Australia Centre in 2010 and EPICentre at the University of New South Wales in 2017, many featuring immersive display systems based on cylindrical and hemispherical dome geometries designed to engage the full extent of the human visual system.

Davor Vincze │ Original Music Composition for *Look Up Macao*

The original score for Look Up Macao was composed by Croatian composer and sound artist Davor Vincze. His work explores the tension between human expression and digital systems. His music has been described as the one that "nests itself in every fibre of the

human auditory apparatus" with "great and rare narrative power." Inspired by technology and science fiction, Vincze searches for hidden acoustic spaces or ways to blur the real and the imaginary, often using electronics and AI tools to create fluid sounds that allow for non-binary, ambiguous, or "androgynous" interpretations.



Photo caption: In collaboration with world-renowned new media artists and leading digital heritage experts Professor Jeffrey Shaw and Professor Sarah Kenderdine, as well as a group of international creative teams, local academics and oral history specialists, Sands China unveils a new permanent attraction on the original site of Iec Long Firecracker Factory —"The Hall of Glory – Iec Long Firecracker Factory". An opening ceremony is held Tue at the site, with Sands China management, representatives from various sectors of society and participating project teams in attendance.



Photo caption: Dr. Wilfred Wong, executive vice chairman of Sands China Ltd., delivers his remarks at the opening ceremony Tue.



Photo caption: Professor Jeffrey Shaw, chief curator and artistic director of The Hall of Glory – Iec Long Firecracker Factory, also makes an opening speech at the ceremony.



Photo caption: Following the ceremony, Professor Shaw and members of the Sands China team lead guests on a guided tour, introducing the curatorial vision, research findings and key exhibition highlights.













Photo caption: Located in the factory's former fuse-making workshop, The Hall of Glory took three years of planning, research and transformation. Within its 140-square-metre space, the exhibition comprises two themed areas: **A Century of Iec Long's Radiant Splendor** and the **Sands Dome Theatre**.



Photo caption: The Sands Dome Theatre is Macao's first LED dome theatre installation. Purpose-built for the Iec Long Firecracker Factory, the four-metre-diameter dome comprises 674 LED modules of varying shapes and sizes assembled on site. Visitors can recline on specially designed circular seating and appreciate the beauty of Macao's architectural artistry from an entirely new perspective.

For high resolution photos, please visit:
https://it-ezshare.sands.com.mo/exweb/share/4d678905-aeed-45e1-b8b4-06d19dea8eee

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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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