

人文中國

于光遠



Chinese Culture

# 中國節會大典

Festivals,  
Conventions  
and Expositions

港澳卷

Hong Kong  
and Macao Volume



中國畫報出版社  
China Pictorial  
Publishing House

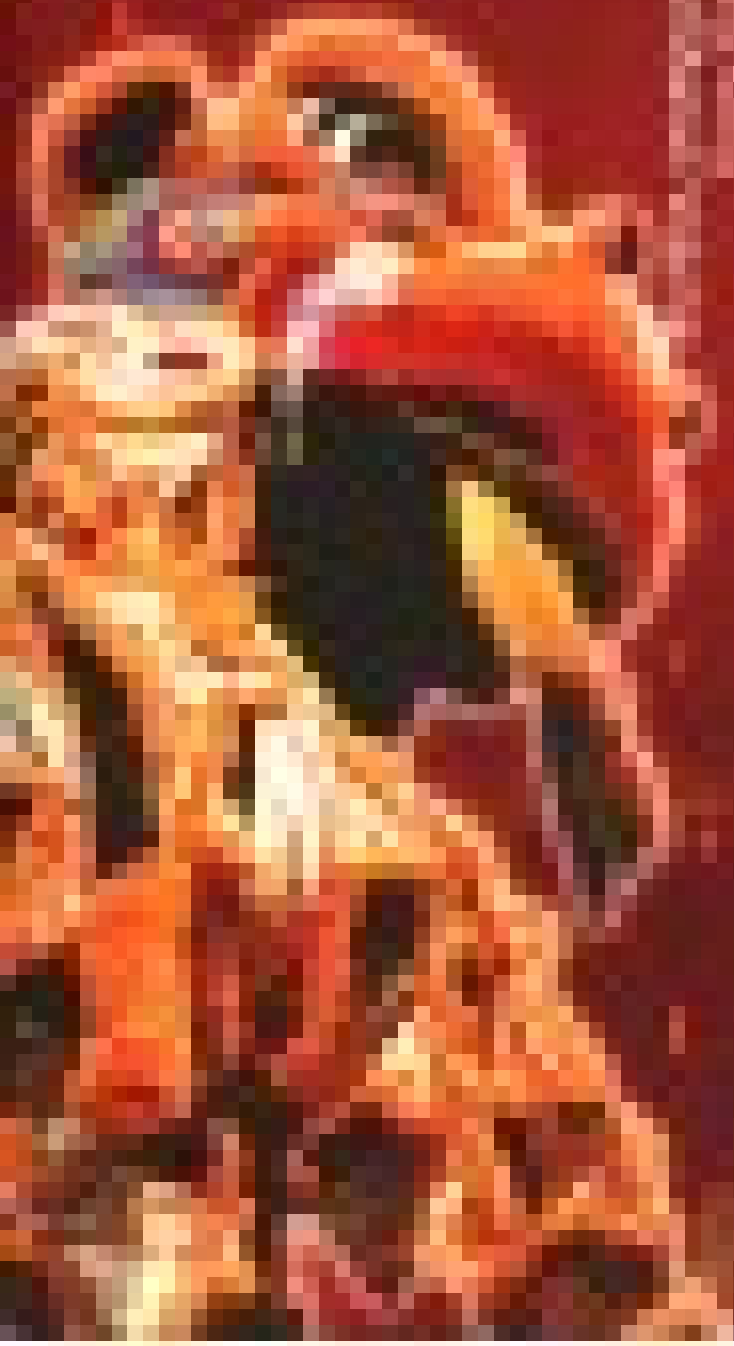
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# 人文中國 中國節會大典

Chinese Culture: Festivals, Conventions and Expositions

## 港澳卷

Hong Kong and Macao Volume

中國畫報出版社出版  
China Pictorial Publishing House



香港特別行政區行政長官  
董建華

*Tung Chee Hwa, Chief Executive of the Hong Kong Special Administrative Region*

《人文中國·中國節會大典》

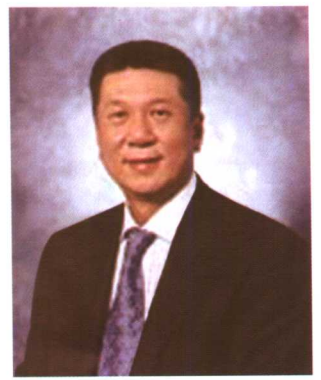
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香港特別行政區行政長官

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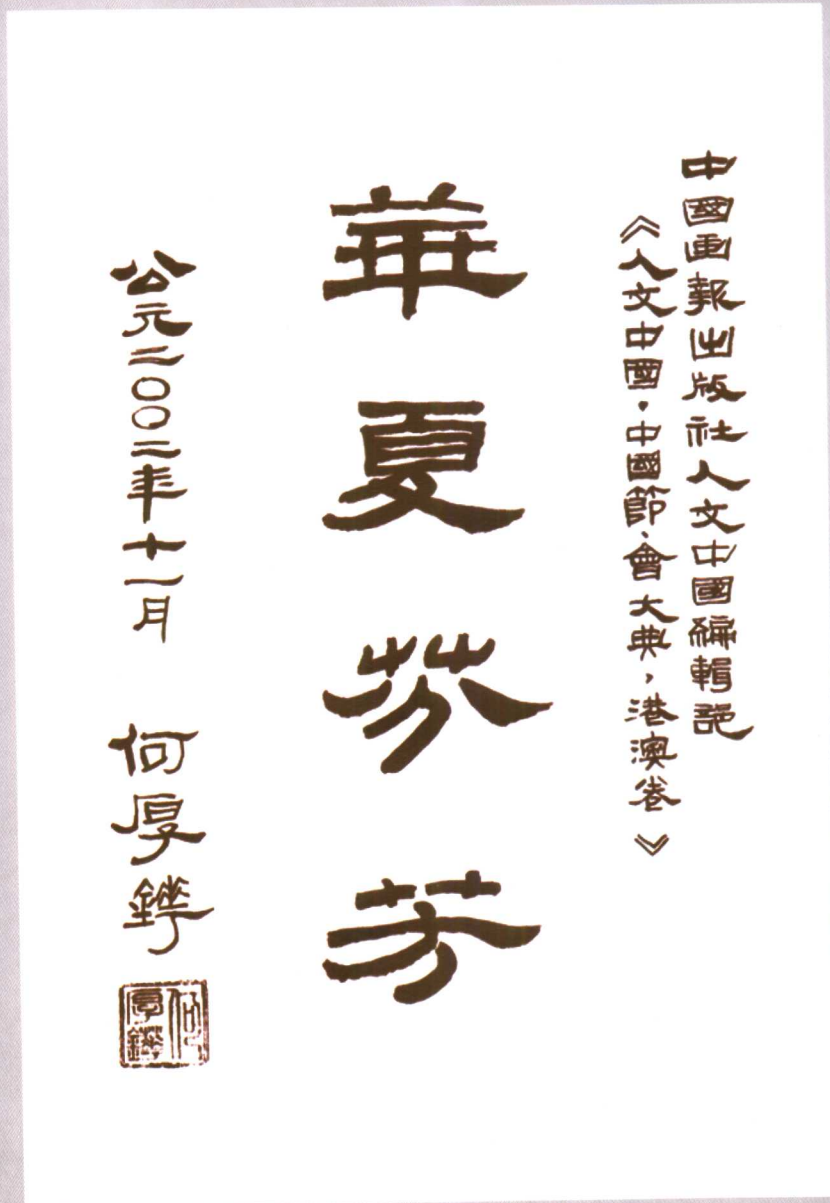
*Chinese Culture: Festivals, Conventions and Expositions  
Flourishing and Colorful*

An inscription by Chief Executive of the Hong Kong Special Administrative Region, Mr Tung Chee Hwa



澳門特別行政區行政長官  
何厚鏞

*Ho Hau Wah, Chief Executive  
of the Macao Special Admin-  
istrative Region*



*Chinese Culture: Festivals, Conventions and Expositions Hong Kong and  
Macao Volume*

**China Discovers Sweet Fragrance**

*An inscription by Chief Executive of the Macao Special Administrative  
Region, Mr Ho Hau Wah*

# 總序

「節、會」是人類文明的特殊窗口。五彩繽紛的「節、會」文化，荷載着人類生命的記憶和無限的情感，以最豐富而生動的形式演繹和展示着人類文明的進程。

我國幅員遼闊，民族衆多，擁有5,000年輝煌的文明史，在其深厚的人文沃土上繁衍起來的各類傳統「節、會」總數在3,000個以上。如北方草原民族的那達慕，西北的花兒會、古爾邦節，西南的雪頓節、潑水節，東南沿海的媽祖節等等，挾帶着古老而綿長的激情，如同一束束炫目的生命火把，代代傳承，至今仍感動着我們的心魄。琳瑯滿目的中華傳統「節、會」，濃墨重彩地描繪着我們民族的美麗歷史，是如此令人激動地構成了我國乃至世界文化的豐富性與多樣性，成爲今天人類十分珍貴的文化遺產和旅遊資源。

人類需要交流，需要不斷地把心靈的感悟、情感的積蓄、生命的體驗和一切文化的、科技的、經濟的成果展現出來。「節、會」之所以吸引不同時代、不同地域、不同膚色的人們爲之癡迷、陶醉，就因爲它是人類交流最美好情感、展示最優秀成果的平臺。

我國改革開放以來所舉辦的各類「節、會」，更加體現了「節、會」的現代特徵。從原來各民族、各地域以自娛爲主的一般性交流，拓展爲民族與民族、地域與地域乃至國際間的文化共享與經濟交流，這無疑更加切合世界文化、和平與全球經濟一體化的潮流。

與此同時，我國的專業展會近年亦發展迅速，各類展會總數已達2,000多個，北京、上海、香港、廣州、深圳、青島、大連、廈門、杭州、武漢、昆明、成都、重慶等地展館建設如火如荼，會展產業正朝着專業化、國際化、品牌化的方向快速發展。2008年北京

奧運會與2010年上海世博會的舉辦，預示着中國「節、會」經濟黃金時代的到來，將全面帶動我國生產、流通、服務、旅遊、廣告、運輸、保險等各個相關行業的發展，加速我國融入經濟全球一體化的進程。

「節、會」架起了中國通往世界的橋樑，拓寬了世界瞭解中國的窗口。我國豐富的傳統「節、會」文化和充滿活力的現代會展經濟，以其特有的魅力，鍊接着東西方的情感與物流，愈來愈受到海內外各界的關注。

人民畫報社編輯、中國畫報出版社出版的大型文化典籍《人文中國·中國「節、會」大典》，首次以畫冊形式系統收編我國經濟、文化、旅遊、民俗、宗教等各個領域的「節、會」活動。這部集文化性、經濟性、實用性於一體的多卷本典籍，詳細介紹了我國各類「節、會」的歷史、現狀及發展前景，並穿插各地獨具特色的人文景觀、民情風俗，資料翔實、圖文並茂，具有很高的欣賞價值和資料價值。它對總結和傳播我國悠久的「節、會」文化，促進我國經貿、旅遊事業的發展，加強我國與世界主流文化的交流與互動，均具有十分重要的意義。

《人文中國·中國「節、會」大典》的編纂是一項浩大的文化工程。在各地政府的大力支持與國內眾多知名學者的積極參與下，通過全體編輯、工作人員一年多的艱辛努力，分卷陸續付梓出版。願這項工程取得圓滿成功！

A large, expressive calligraphic signature in black ink, consisting of three characters: 孫多正. The style is bold and fluid, with varying line thicknesses and some overlapping strokes.

(中華人民共和國文化部部长)

# Preface

"Festivals and conventions" are a special window on human civilization. The multicolored "festival and convention" culture carries the life memories and boundless sentiments of human beings, displaying the process of human civilization in the richest and most vivid forms.

China has a vast territory, a large number of ethnic groups, and a splendid 5 000-year history of civilization. Various kinds of traditional "festivals and conventions" that have multiplied on China's fertile cultural soil number more than 3,000, such as the Nadam Fair celebrated by the ethnic groups living in the grasslands in north China, Flower Fair and Corban Festival by the people in northwest China, Shoton Festival and Water Splashing Festival by the people in southwest China, and A-Ma Festival by the people in the coastal areas of southeast China, expressing the ancient and everlasting ardor of the Chinese people. Like dazzling torches of life, these festivals have been handed down from generation to generation, and still move our hearts. The wide variety of traditional Chinese "festivals and conventions" describe in a rich and colorful manner the beautiful history of our nation, and have contributed to the richness and diversity of Chinese culture as well as the culture of the world as a whole. They have become precious cultural heritages and tourism resources of humankind.

Human beings need to have exchanges with each other, and need to constantly display their heartfelt understanding, emotional accumulation, life experiences, and cultural, scientific, technological and economic achievements. The people of different eras, regions and colors are infatuated and intoxicated with "festivals and conventions," because "festivals and conventions" form a platform where human beings exchange their best feelings and display their most excellent achievements.

The "festivals and conventions" that have been held in China since the initiation of the policies of reform and opening to the outside world some 20 years ago fully display the characteristics of the modern era. The original ordinary exchanges between different ethnic groups and regions mainly for entertainment have been replaced by cultural and economic exchanges between ethnic groups, regions and countries, a trend which is better suited to world culture and peace, and to economic globalization as well.



Meanwhile, China's specialized exhibitions and expositions have developed rapidly in recent years, with a total number of over 2,000. The construction of exhibition halls in Beijing, Shanghai, Hong Kong, Guangzhou, Shenzhen, Qingdao, Dalian, Xiamen, Hangzhou, Wuhan, Kunming, Chengdu and Chongqing is in full swing, and the exhibition industry is rapidly developing toward specialization and internationalization, and sparing no effort to set up famous-brand products. The 2008 Olympic Games, to be held in Beijing, and the World Exposition 2010, to be held in Shanghai, presage a golden era for China's convention and exhibition economy. The vigorous growth of the convention and exhibition industry will accelerate the development of relevant industries in China, such as production, circulation, services, tourism, advertising, transport and insurance, and speed up China's merger with economic globalization.

The festivals, conventions and exhibitions have built a bridge between China and the world, and have widened the window for the world to understand China. China's traditional "festival and convention" culture and its modern exhibition economy, full of vitality, link the friendly feelings and material circulation between the East and the West with their unique charm, and are attracting more and more attention from people of all walks of life both domestic and foreign life.

*Chinese Culture: Festivals, Conventions and Expositions*, compiled by China Pictorial and published by the China Pictorial Publishing House, includes, for the first time in the form of picture albums, the festivals, conventions and expositions which are related to China's economy, culture, tourism, folk customs and religions, and introduces their history, status and prospects, as well as places of scenic and historical interest and folk customs, in a systematic way. With abundant data, this classic, in both text and pictures, integrates culture, economy and practicality. This series of picture albums is of great importance for summing up and disseminating China's time-honored "festival and convention" culture, promoting the development of China's economy, trade and tourism, and strengthening exchanges between the cultures of China and the rest of the world.

*Chinese Culture: Festivals, Conventions and Expositions* is a huge project, in many volumes. Thanks are due for the great support of local governments, the active participation of a large number of leading Chinese scholars, and the painstaking efforts of all the editors and working personnel involved in this project over the past year or so. This series of picture albums will be published volume by volume. Wishing this project every success.

*Suen Jiacheng*

Minister of Culture of the People's Republic of China

# 從精神家園到生命舞台

——《人文中國·中國「節、會」大典·港澳卷》序

由人民畫報社編輯、中國畫報出版社出版的《人文中國·中國「節、會」大典·港澳卷》付梓問世了，這是一件值得祝賀的事。畫冊收集了近100個「節、會」，涵蓋政治、經濟、文體、藝術、旅遊、民俗、宗教等各個領域，從一個特定的角度，形像生動地反映出港澳地區歷史演繹的痕跡與充滿動感的時代風采，令人耳目一新。

港澳是中西文化交匯的前沿，這種文化特點在「節、會」中得到突出的表現。無論是東方的還是西方的，不同傳統習俗與不同宗教信仰在這裏都受到尊重。春節迎新送舊的煙火，聖誕彌撒的鐘聲，中秋海天明月下的親情，萬聖節的徹夜狂歡，載歌載舞的媽祖慶典，虔誠肅穆的聖母像巡遊……，不同民族、不同內容、不同風格的「節、會」活動在這裏並行不悖、和諧共處，令人感受到一種兼收並蓄、和而不同的文化包容精神。

香港、澳門是具有高度現代文明的國際化大都市，最前衛、最時尚的東西在這裏風行，而一些最古老、最樸素的習俗也根深蒂固。傳統風俗、宗教信仰乃至原始崇拜中的一些「節、會」，不少在內地或其本土已式微或消亡，在這裏卻得以傳承與發展。從這種現象中我們可以窺見人類在文化碰撞時對母文化與精神家園強烈依戀的共同心態。傳統「節、會」中的精華和合理成份與現代生活融合，逐步衍化成一種潛在的愛國主義情愫、崇敬自然的人文精神與忠貞、誠信、仁義的道德意識，這對競爭激烈的現代社會生活無疑具有一定的消解和彌補作用。

生活在高度發達的商業社會中，港澳人民是務實的。不用說港澳的傳統「節、會」如「媽

祖節」、「龍舟節」、「舞醉龍」等活動已明顯具有娛樂性與旅遊開發的特點，也不用說港澳地區舉行的五光十色的藝術節、音樂節、電影節及形形色色的體育賽事無不與經濟有一定聯繫，更具商業色彩的是港澳的會展文化活動。香港的會展業享有世界第五、亞洲第一的盛譽，澳門會展亦以「中歐橋樑」為口號並提供完美的服務而頗讓世人關注。時裝、玩具、禮品、鐘錶、珠寶、電子、貿易投資……，林林總總幾十個展會，每年都以最隆重的形式準時舉辦，產品如山，信息若潮，人流似川，商賈如雲，營商、購物、休假、旅遊在這裏融為一體，引領着世界經濟生活的最新時尚。

民俗宗教的、文化藝術的、旅遊娛樂的、經濟貿易的，各種各樣的「節、會」活動共同匯成了港澳社會生活的華彩樂章，有聲有色，可圈可點，描繪出港澳複雜曲折的歷史軌蹟，構築成港澳人多元的、動感的、充滿蓬勃活力的生命舞台。

掩卷而思，《中國「節、會」大典·港澳卷》不僅使人獲得了美的享受，同時也使人從更深的層次瞭解到港澳人民的精神與物質生活的基本狀態。希望這本畫冊能對加強港澳與國際社會及與內地的交流起到很好的橋樑作用。

祝經歷過歷史風雨洗禮和現實生活考驗的香港、澳門走向更加輝煌的未來！



(清華大學人文學院院長)

# From Spiritual Homeland to Stage of Life

—— Preface to *Chinese Culture: Festivals, Conventions and Expositions*  
Hong Kong and Macao Volume

The Hong Kong and Macao Volume of *Chinese Culture: Festivals, Conventions and Expositions* has been published. The photo album was compiled and published by China Pictorial Publishing House. It includes contributions from the Information Services Department of the HKSAR Government and the Information Bureau of the MSAR Government. The album introduces nearly 100 festivals, conventions and expositions which are related to politics, the economy, recreation and sports, arts, tourism, folk customs and religion. It vividly traces the historical evolution of Hong Kong and Macao and reflects the dynamism of the two cities today.

Hong Kong and Macao are in the forefront of the merger of Eastern and Western cultures. This cultural characteristic is prominently manifested by local "festivals, conventions and expositions." Different traditional customs and religious beliefs of East and West receive the same respect in Hong Kong and Macao. The "festivals, conventions and expositions" of different ethnic groups, with different contents and styles, such as fireworks to welcome Spring during the Spring Festival, Catholic mass celebrated at Christmas, the bright moon at Mid-Autumn Festival, the night of revelry at Halloween, the celebration of A-Ma's birthday through song and dance, the pious and solemn parade of the portrait of Our Lady and so on, are celebrated in Hong Kong and Macao in unison, representing a culture and spirit that incorporate things of diverse natures.

Both Hong Kong and Macao are international metropolises with highly modern societies. The most fashionable things prevail in those cities, while the most ancient customs are also deep-rooted there. Traditional customs and religious beliefs, as well as "festivals and conventions," which have declined or disappeared elsewhere, have been retained and developed in Hong Kong and Macao. This phenomenon shows that amidst different cultures, people will be sentimentally attached to their mother culture and spiritual homeland. The merger of the quintessential and rational elements of traditional "festivals and conven-

tions" and modern life has gradually evolved into patriotic feelings, and reverence together with a consciousness of loyalty, honesty and benevolence in a life, marked by keen competitions.

Living in highly developed commercial societies, the people of Hong Kong and Macao are pragmatic. The traditional festivals and activities of Hong Kong and Macao, such as the A-Ma Festival, Dragon Boat Festival and Drunken Dragon Dance, attract tourists from all over the world, and the varied and colorful art, music and film festivals, sports contests as well as conventions, exhibitions and cultural activities held in Hong Kong and Macao are directly related to the economy. Hong Kong's convention and exhibition industry ranks fifth in the world, and first in Asia; and Macao's convention and exhibition industry has attracted worldwide attention thanks to the slogan of "serving as a bridge between Europe and Asia," and its range of efficient services supporting the industry. Scores of exhibitions related to fashion, toys, gifts, clocks and watches, jewelry, electronic products, and trade and investment are held regularly in Hong Kong and Macao. With a wide variety of products, a wealth of information, endless streams of tourists and businesspeople, Hong Kong and Macao take the lead in the world in integrating business, shopping, and tourism.

Various kinds of "festivals, conventions and expositions" related to folk customs, religions, culture, arts, tourism, recreation, economy and trade have had a colorful impact on the social life of Hong Kong and Macao. They vividly describe the exotic history of Hong Kong and Macao, and illustrate the diversified, dynamic and vigorous life styles of the two metropolises.

*Chinese Culture: Festivals, Conventions and Expositions* not only offers visual enjoyment to readers, but also helps them better understand the spiritual and material lives of the people of Hong Kong and Macao. We sincerely hope that this photo album will serve as a bridge to strengthen the exchanges between Hong Kong and Macao and the international community and Mainland China.

Wishing Hong Kong and Macao an even more spectacular future.



President of the School of Humanities and  
Social Sciences, Tsinghua University

董建華、何厚鏵題辭

Inscriptions by Tung Chee Hwa  
and Ho Hau Wah  
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