



*Carnival on the Island of Egret*

**第二届(2005)厦门大型花车巡游**  
The Second (2005) Xiamen Flower Parade



厦门市旅游局  
Xiamen Tourism Bureau



# 共享激情与欢乐

中国·厦门  
XIAMEN CHINA

S h a r i n g   t h e   P a s s





i o n a n d P l e a s u r e



# 花为媒 两岸同欢腾

## 车载舞 鹭岛尽狂欢

盛装花车，街头闹春；激情火舞，鹭岛狂欢。花如海，人如潮，第二届(2005)厦门大型花车巡游活动在人们翘首以盼一年多之后，再现鹭岛。

花为媒，本届大型花车巡游活动不仅有厦门以及福建的漳州、泉州、武夷山、邵武、江苏的扬州、湖南的张家界等中国优秀旅游城市参加，连一水之隔的台湾地区也率队前来助兴，欲与各地花车一比高下。而海峡两岸旅游界盛会——第八届海峡两岸旅行业联谊会在厦门召开，更是让与会的两岸旅行商和30多万市民一起沉浸在这场春天的盛会中，享受狂欢的乐趣，享受激情与欢乐。

车载舞，传统民俗与现代时尚相结合，闽台风情与异域风采相映衬，土家族的草裙舞给人们带来一股原始而古朴的山地民风；热辣辣的桑巴舞展示出狂野而浓烈的南美风情；戴着狰狞的面具舞蹈，却是为了迎神祈福，邵武傩舞展示了原始而神秘的魅力；泉州的壮汉们则在春寒料峭中赤膊上阵，演绎传统有趣的拍胸舞。

2005年的春天在花舞中盛放，26部千娇百艳的花车和19个风格各异的表现方阵，共同谱写了一首城市的交响曲，整个鹭岛为之沸腾，海峡两岸为之欢呼。我们在这个用鲜花和欢笑妆点的节日中寻找一份欢乐，寻找一份激情。这是一场属于春天的乐章，这是一场属于鹭岛的狂欢盛会。

可以说，花车巡游不仅为厦门知名企业提供了一个展示自我的广阔舞台，更是把厦门丰富的旅游资源和温馨的人居环境，成功地展示在世人面前；同时也展现了海峡两岸同根同源的文化，展示了海峡两岸的美丽风情，述写了闽台两地的骨肉情缘，更进一步增进了闽台文化的交流。为两岸旅游业的互动、厦门城市魅力的扩展提供了一个绝佳的机会。

厦门的花车巡游虽然只举行了两届，却得到了广大市民和海内外友人的关心和支持。巴西有狂欢节，西班牙有奔牛节，美国有玫瑰花车节，而我们也要努力将花车巡游打造成厦门旅游节庆的新品牌，让它成为鹭岛的狂欢节，成为厦门又一张烫金的名片。

厦门市人民政府副市长 叶重耕

2005年2月

### Reposed in Flowers and Dances People from Both Sides of the Strait Celebrate the Carnival with Great Joy

Ye Chonggeng

Vice Mayor, People's Government of Xiamen

February 2005

After a year's eager expectation, Xiamen Flower Parade is held in the Island of Egret once again. What crashes into our eyes is the sea of flowers and people, within which are fabulously decorated flower floats welcoming spring in the street, and the passionate citizens celebrating this carnival festival.

Besides Xiamen, is many other cities join this festival; including Zhangzhou, Quanzhou, Wuyishan, Shaowu, Yangzhou from Jiangsu province and Zhangjiajie from Hunan province. What is most worth celebrating is that Taiwan is present in the carnival. In addition, businessmen participated in the Eighth Cross-Strait Tourism Friendship Union, along with more than 300,000 citizens involved in the carnival to enjoy great passion and pleasure.

Dances on the flower floats are eye-catching. Through their dances, we can see traditional customs, contemporary fashion, local folklore and exotic culture. Look, hula-hula dances by the Tujia ethnic minority brings us a breeze of folk customs from the mountain area, while the hot Samba takes us to wild South America. Wearing ferocious masks to pray for happiness, Nuowu Dance from Shaowu tells us a story of ancient mystery. Strong men from Quanzhou dare bare their backs in the chilly spring to perform the funny Breast-Pat Dance.

In the spring of 2005, flowers blossom in the field of dances. 26 colorful flower floats and 19 miscellaneous performance teams compose a joyful orchestra for Xiamen and further more, for the Cross-Strait. We enjoy the happiness and passion of the festival decorated with flowers and laughs, as a chapter of spring and a carnival of Xiamen.

Flower Parade not only provides a platform for the well-known enterprises, but also presents us with the expansive tourism resources and cozy human-living environment of Xiamen. In addition, it draws a beautiful picture of the Cross-Strait area, and tells us that people from both sides of the Strait share the same origin and culture. This carnival festival is a good opportunity to extend the charisma of Xiamen and enlarge Cross-Strait communication in tourism and culture.

Although Xiamen Flower Parade has been held only twice, it is strongly supported by the local citizens and overseas friends. We all know that there is a Carnival in Brazil, a Bull-Running Fiesta in Spain and a Rose Parade in America. Inspired by them, we intend to develop Xiamen Flower Parade to a new brand of Xiamen Tourism, a city carnival and another outstanding city symbol.



Local Conventions of  
Fujian and Taiwan

# 闽台 风情

激情表演  
Performance with Enthusiasm

台湾花车  
Flower Float of Taiwan

闽南花车  
Flower Float of South Fujian





雄鸡报晓 锦鸡献瑞 多少激情与欢乐共享

Rooster crows while pheasant blesses  
People from both sides of the Strait sharing passion and pleasure





金奖花车

厦门市旅游局

激情欢乐

枫华国际文化发展公司设计制作

Golden Medal Winner

Xiamen Tourism Bureau

Passion and Pleasure

Designed by Fenghua International Culture Development Company





阿里山头棕榈绿

日月潭边蝴蝶飞

Palm trees on the Alishan Mountain turn green

Butterflies dance by the bank of Riyuetan

银奖花车

厦门市台商协会 美丽宝岛·台湾

厦门博聚展览有限公司设计制作

Silver Medal Winner

Taiwan Business Association in Xiamen

Beautiful Treasure Island Taiwan

Designed by Xiamen Boss & Gen Exhibition Company Ltd.





亭台楼阁 小桥流水 尽显江南园林古典韵味  
Pavilion, terrace, tower, small bridge and flowing waters  
fully symbolize the charisma of Jiangnan gardens

#### 铜奖花车

扬州瘦西湖景区

千年古扬州、诗画瘦西湖

厦门创衡广告有限公司设计制作

#### Bronze Medal Winner

Shouxi Lake Scenery Area

Old Yangzhou City: a Thousand Year History

Small Shouxi Lake: Poetic and Picturesque Scenery

Designed by Xiamen Chuangheng Advertising Company Ltd.





精巧的八卦楼 将“万国建筑”的精粹尽现  
 悦耳的琴声 将“音乐之岛”的音符播撒

Ingenious Bagualou Tower, symbol of the Architecture Museum  
 Euphonic Piano Music, brand of the Music Island

鼓浪屿-万石山风景名胜区管委会 悦耳的声音

厦门创衡广告有限公司设计制作

Management Commission of Gulangyu-Wanshishan Mountain Scenery Area  
 Melodious Piano Music  
 Designed by Xiamen Chuangheng Advertising Company Ltd.





海沧

投资的乐土

海峡西岸的明珠

理想中温馨的家园

Haicang

Favorable Land for Investment

A Pearl on the West Bank of the Strait

Cozy Home in Dream

厦门海沧投资总公司

海投好、海沧好

厦门甘木展览公司设计制作

Investment Corporation of Haicang, Xiamen

Fabulous ICH, Fabulous Haicang

Designed by Xiamen Ganmu Exhibition Company





传统民俗

Traditional Folk Customs

现代风情

Modern Style

构筑美丽新思明

Co-build a Beautiful New Siming

厦门市思明区旅游园林局

文明城市、平安思明

厦门创衡广告有限公司设计制作

Tourism Garden and Forest Bureau of Siming District, Xiamen  
Civilized City, Peaceful Siming  
Designed by Xiamen Chuangheng Advertising Company Ltd.





翔安 一座绿色新城 展现在人们眼前的是无限魅力  
 Xiang'an, a new city full of green, exposes its expansive charm to the world

厦门市翔安区人民政府 绿色新城，魅力翔安

厦门银鹭集团设计制作

People's Government of Xiang'an District, Xiamen  
 Green City, Charming Xiang'an  
 Xiamen Yinlu Group Company Ltd.





厦门晚报 10/11

高星级酒店

笑口常开 胃口大开  
Laugh Easily and Keep a Good Appetite

厦门市高星级酒店 温馨的家

厦门传真广告有限公司设计制作

High Star Hotels of Xiamen  
Cozy Home

Designed by Xiamen Chuanzhen Advertising Company Ltd.





用激情孵化梦想，让创新成就未来  
Incubate dream with passion, Realize future by creation

厦门市高科技火炬创业园 用智慧实现产业报国理想  
厦门时代文化传播公司设计制作

High-Tech Torch Business Incubator of Xiamen  
Return the Country with Intelligence Industry  
Designed by Xiamen Time and Culture Spread Company Ltd.





万利达花苑 右上

厦门万利达花苑设计制作  
Wanlida Flower  
Designed by Xiamen Wanlida Flower

万利达礼仪 右下

厦门万利达花苑设计制作  
Wanlida Etiquette  
Designed by Xiamen Wanlida Flower





盛装花车 街头闹春 火舞鹭岛 激情狂欢 Fabulously decorated flower floats and miscellaneous dances with passion and pleasure