

Project Report and Highlights

A. Project Details

Name of Grantee: Hong Kong Shue Yan University

Name of Project: Three Yu Lan Festivals: Research, Transmission and Promotion

Activity Date: From 1 June 2020 to 28 March 2024

Approved Funding Amount: \$1,004,400

Actual Funding Amount: \$981,407.88

B. Project Information and Statistics

Types of Activities/ Deliverables	Quantity of Activities/ Deliverables	Attendance	Target Group(s)
Launch/ Talk	2 sessions	200	The general public
Lecture	1 session	120	
Exhibition	6 days	500	
Virtual Tour	2	—	
Virtual Museum	2 phases	—	
Documentary	1	—	
Short Video	2	—	
Academic Article	1	—	

C. Intangible Cultural Heritage Items Involved

The Representative List of the Intangible Cultural Heritage of Hong Kong:
Yu Lan Festival of the Hong Kong Chiu Chow Community
The Intangible Cultural Heritage Inventory of Hong Kong:
Yu Lan Festival – Chiu Chow Tradition – Sam Kok Mar Tou Yu Lan Festival
Yu Lan Festival – Chiu Chow Tradition – Chiu Chow Kung Wo Tong Yu Lan Festival

D. Activity Highlights / Links to Products

Launch / Talk



Lecture



Exhibition



Links to products

- Website to the project

<https://ccrc.hksyu.edu/en/recent-research-projects/>

Hong Kong Shue Yan University

Contemporary China Research Center

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“Three Chaozhou Hungry Ghosts Festival: Research and Promotion”

Funded by the Intangible Cultural Heritage Office, HKSAR Government

Amount of Grant: HK\$1,004,400



康樂及文化事務署
Leisure and Cultural
Services Department



政府文體旅計劃
Government
culture, sports and tourism programme



Intangible Cultural Heritage
Funding Scheme
非物質文化遺產資助計劃

Project Investigator: Prof. Selina Ching Chan

Project Description:

The project will record and analyze features in the Festival that are considered as intangible cultural heritage. Besides studying and documenting the process of organizing the Festival, site layout and use, contents of the religious ceremonies, performance of Chiu Chow operas, techniques of bamboo shed theatre building, and paper crafting, the project also analyzes how Hong Kong's collective memories and economic history are embedded in the Festival. A virtual Yulan museum will be constructed to display research findings and provide a virtual tour. A documentary and video clips of the Yulan Festival will be displayed on the virtual museum's website, as well as comic strips, animations, drawings, old photos, and texts. There will be virtual guided tour services of the Yulan Festival, which will allow visitors to interact with the environment, as well as explore and experience a ceremony or artefacts.

- Virtual Tours

<https://yulanvrtour22.hksyu.edu/>



<https://youtu.be/09zmdNIdxNA>



- Virtual Museum

<https://www.spatial.io/s/Yulan-Festival-63f72779e9a9ddcfc69ff0c0?share=5186502517065286167>



<https://www.spatial.io/s/Hong-Kong-Memory-Yulan-Festival-65b8faa96ccdfc5288b496dd?share=2695385610797300436>



- Documentary

<https://www.youtube.com/watch?v=WtW1O9W6KQM>



- Short Videos

https://www.youtube.com/watch?v=-n_enlbdGV0



<https://youtu.be/iolJYnXRX3c>

