

HSIHO Illumination Entertainment

  
ORIENTAL  
*World*

*A World of Lights  
from the Ancient Chinese Legends*



Part 1

# *Project Introduction*



Part 1

# Project Introduction

HSIHO Illumination Entertainment

Venue  
**Cinecittà World**

City  
**Rome, Italy**

Type  
**Amusement Park & Water Park**

Duration (Selected Days)  
**Nov 23th, 2024 to May 9th, 2025**

Touring Time  
**40-50 min**

Walking Length  
**0.9 km**

In the winter of 2024, HSIHO Illumination Entertainment collaborated with Cinecittà World to bring the largest Chinese Lantern Festival to Rome, Italy. Titled "Oriental World," the event featured two distinct themed zones—Dragon Palace and Oriental Wonderland—with narratives inspired by ancient Chinese myths and legends. Over 220 Chinese Lantern installations, handcrafted by skilled artisans and reaching heights of up to 8 meters, create a fairy-tale trail spanning over 1 km.

**ORIENTAL**  
*World*



Part 2

# *Concept Design & Visual Showcase*





# Two Fascinating Themed Zones



Zone 1

## Dragon Palace

Embark on an underwater journey to the mystic Dragon Palace to witness the splendor of marine fauna and flora, and uncover the mysteries of the ocean.



Zone 2

## Oriental Wonderland

Explore ancient Chinese mythology through fantastical creatures of the Shan Hai Jing, a legendary text weaving mythical geography, folklore, and legends.





Zone 1

# Dragon Palace

Embark on an underwater journey to the mystic Dragon Palace to witness the splendor of marine fauna and flora, and uncover the mysteries of the ocean.



## Zone 1: Dragon Palace

# Concept Design

Every Chinese has been told by their parents about the tale of the Chinese Dragon. Unlike the dragons in Western mythology, the Chinese Dragon is seen as a strong, divine, and auspicious power. It has the ability to control the waters of the four seas.





## Zone 1: Dragon Palace

# Concept Design



The Dragon Palace, also known as the Crystal Palace, is a legendary underwater palace where the Dragon King resides. According to ancient Chinese myths and legends, this palace is located on the seabed.



## Zone 1: Dragon Palace

# Concept Design



In addition to the Dragon King, the palace is home to a variety of undersea subjects, including the Turtle Prime Minister, Crab Generals, Shrimp soldiers, Fish soldiers, and more.





Fish Guards



The Dragon Palace Archway



Undersea Creatures



The Turtle Chancellor



The Dragon Palace Entrance



Corals



Clownfish



Sea Turtle

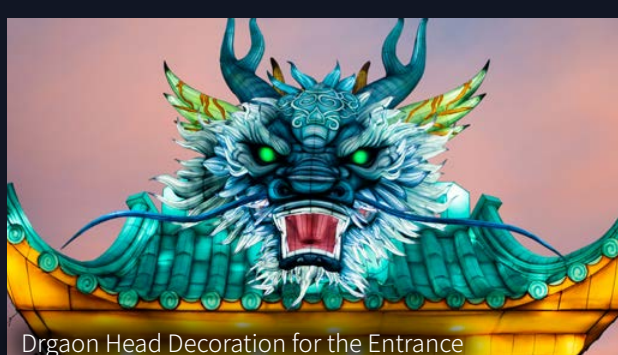


Fish Guard





The Crab General



Dragon Head Decoration for the Entrance



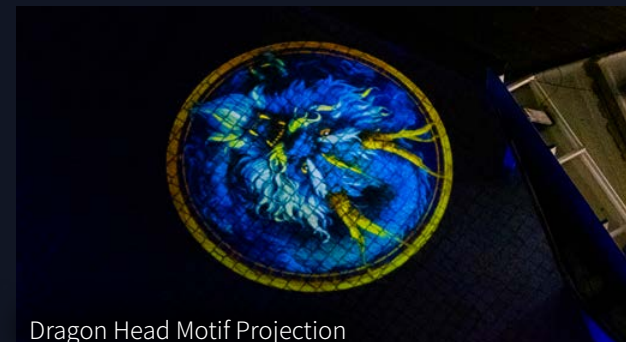
Corals & Seaweed



Fish Guard



Luo-yu 赢鱼



Dragon Head Motif Projection



Undersea Creatures



Fish Light Motif



Dragon Palace Entrance

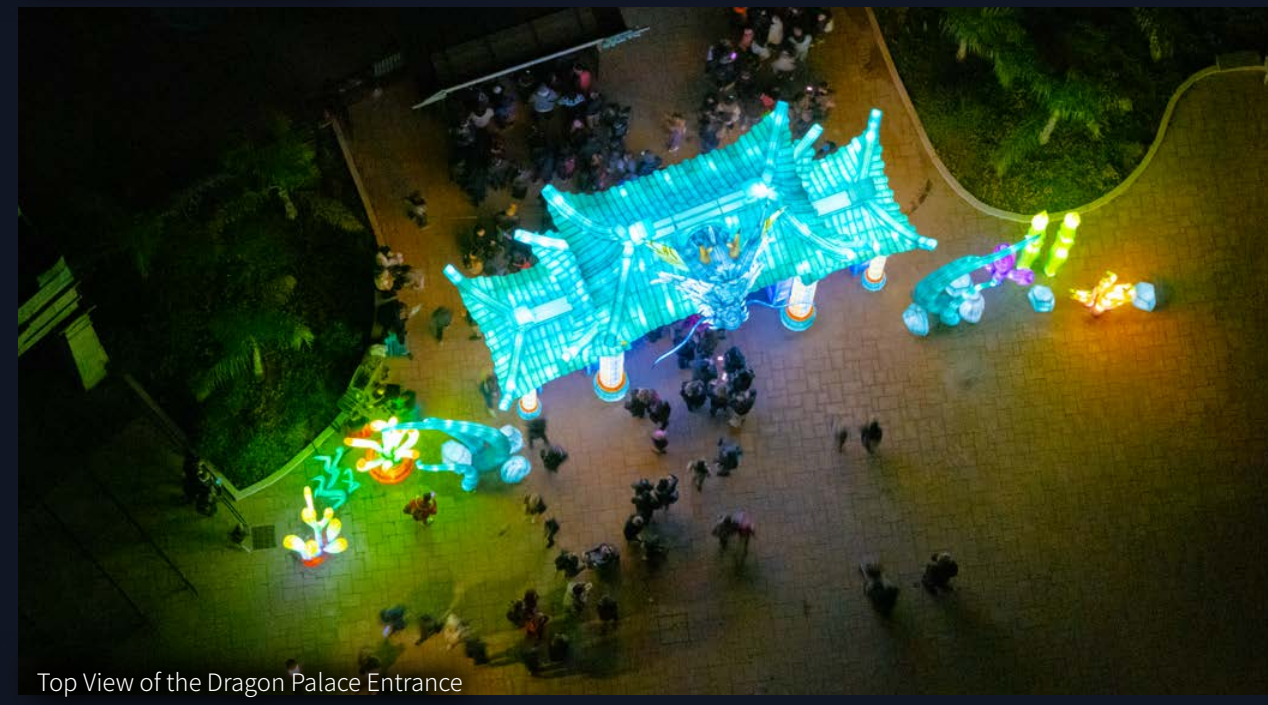




Crab General (Animatronics)



Dragon King (Animatronics)



Top View of the Dragon Palace Entrance



Lamp Pole



Fish Soldier Guarding the Pearl





Dragon Palace Archway



The Dragon King and His Throne



Crowds of People Waiting to Enter the Dragon Palace to Explore



Projection of the Dragon Motif





Lion Fish



Jelly Fish & Sea Horse (Animatronics)



The Dragon King Summons His Subjects from his Throne



Golden Fish & Coral



Seaweed & Corals



Various Fishes & Corals





Zone 2

# Oriental Wonderland

Explore ancient Chinese mythology through fantastical creatures of the Shan Hai Jing\*, a legendary text weaving mythical geography, folklore, and legends.

\* 《山海经》



## Zone 2: Oriental Wonderland

# Concept Design

Step into an enchanting world that brings ancient Chinese mythology to life, where you can encounter the fantastical creatures of the "Shan Hai Jing," an ancient Chinese text that serves as a rich tapestry of mythical geography, folklore, and various fantastical creatures.





## Zone 2: Oriental Wonderland

# Concept Design

These meticulously designed lantern installations will transport visitors to the mystical realms depicted in this Chinese classic, a vivid descriptions of a myriad of mythical beasts, each with its unique attributes and symbolic meanings. Such as the majestic Phoenix, the benevolent Kylin, the powerful Xuanwu, and the fierce Baihu. Each of these mythical beasts is brought to life in immense, breathtaking sculptures.



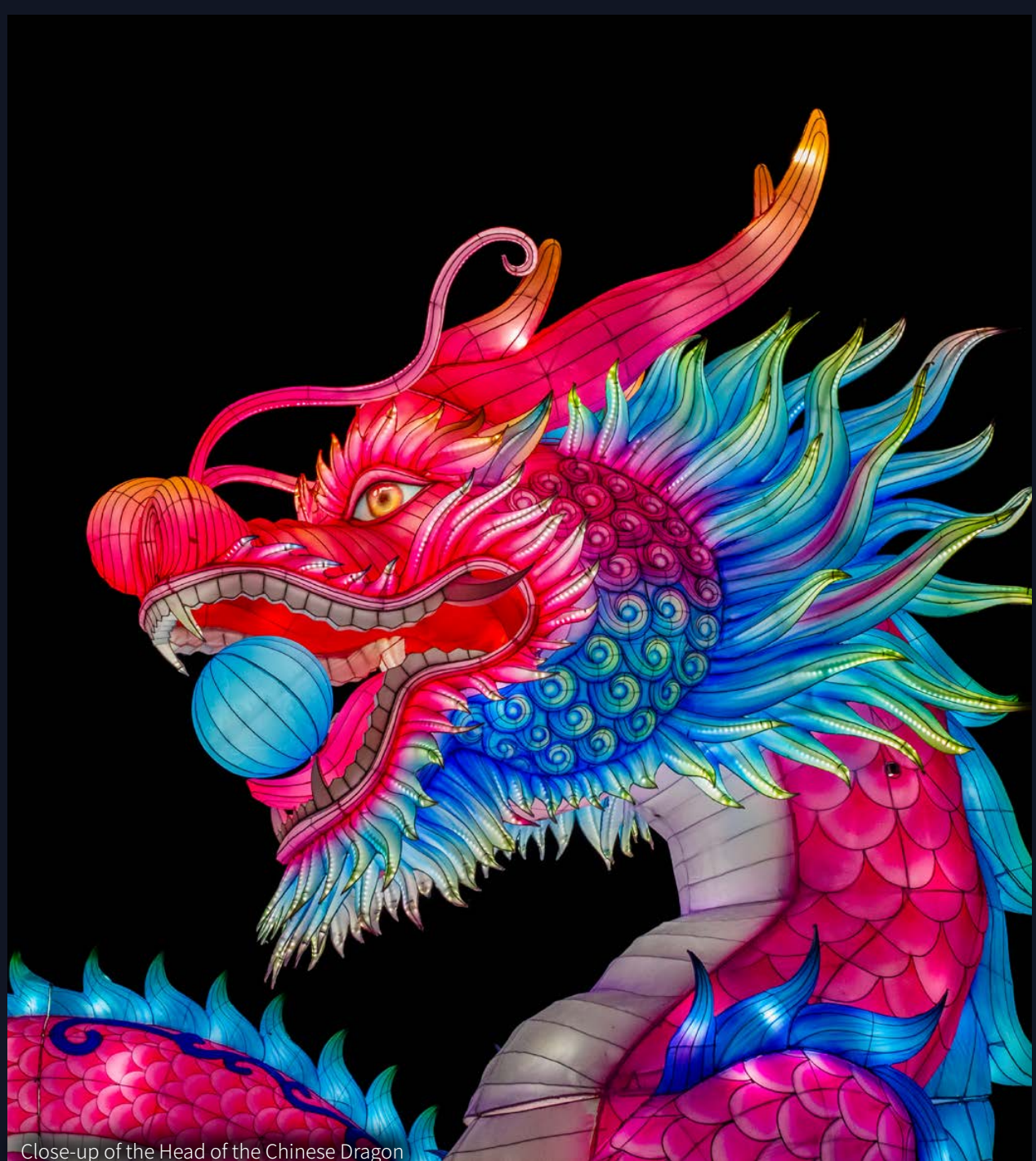




Birdseye View of the Entrance to the Oriental Wonderland



A family Gathering in front of a Botanical Lantern Installation



Close-up of the Head of the Chinese Dragon





Flowers



The Xuanwu 玄武



Various Types of Flowers



Rock



Overhead View of the Oriental Wonderland



The Zheng 狰



The Pogoda



The White Tiger 白虎



Exotic Flower



Exotic Plant





The Chinese Phoenix 凤凰



The Blue Bird 青鸟



The Chinese Kylin 麒麟



The Xuanwu 玄武





The Dragon Arch 龙形过道



Birdeye View of the Oriental Wonderland



The Bo Dan 獬豸



Fire Dance





Part 3

# *Technical Data*



## Technical Data



# Venue Needs

### Closed Area

- Enclosed Area: **0.8-1 acre**
  - e.g., botanical gardens, Zoo, theme parks, or waterfront areas with natural boundaries
- Visitor Circulation Path: **750-1,000 meters** (800-1,100 yards)
- Power Infrastructure:
  - Pre-existing electrical connections along the path
  - OR new installations available upon request
- **50kW** power supply capacity
- **Sound systems** are required along the designated visitor route

### Warehouse

- **1,000 sqm** warehouse with ceiling height above **6m**
- Three-phase **380V** power supply (**200kW** capacity)

### Housing for Technicians

- Staff Dormitory
- Kitchen Access



## Technical Data



# Project Timeline

### Plan & Proposal

40 days

### Shipping \*

15 days

### Onsite Installation

15-30 days

### Exhibition

60 days

### De-installation

15 days

\* Shipping times may vary depending on your location





Part 4

# *Partnership*





# Our Offering



Existing Installation/  
Fully Custom-made  
Installations



Full Branding  
Documents



Technical Support



# Partnership

While our lantern installations form the core experience, we offer premium cultural enhancements – from lion dances to live performances – designed to immerse your guests more deeply in the culture and maximize visitor engagement.



Chinese Acrobat



Chinese Souvenirs



Lion Dance



Dragon Dance



Chinese Instruments



Themed Snacks

\* These add-on contents are available upon request for an additional fee.

## Optional Add-ons





# Key Metrics

Show Days

60 days

Capacity

10,000+

Average Ticket Price

€ 15.00

Ancillary Revenue (F&B, Souvenir)

€ 5.00

Potential Revenue

€ 1,500,000





## Partnership

Revenue  
Forecast

Show Days  
60 days

Average Ticket Price  
€ 15.00

Capacity  
10,000+

Ancillary Revenue (F&B, Souvenir)  
€ 5.00

Daily Attendance	Ticket	VAT	Show Days	Total Attendance	Gross Ticket Revenue	Net Ticket Revenue
300	€ 15	10%	60	18,000	€ 270,000	€ 243,000
500	€ 15	10%	60	30,000	€ 450,000	€ 405,000
700	€ 15	10%	60	42,000	€ 630,000	€ 567,000
900	€ 15	10%	60	54,000	€ 810,000	€ 729,000
1,100	€ 15	10%	60	66,000	€ 990,000	€ 891,000
1,300	€ 15	10%	60	78,000	€ 1,170,000	€ 1,053,000
1,500	€ 15	10%	60	90,000	€ 1,350,000	€ 1,215,000
2,000	€ 15	10%	60	120,000	€ 1,800,000	€ 1,620,000
2,500	€ 15	10%	60	150,000	€ 2,250,000	€ 2,025,000
3,000	€ 15	10%	60	180,000	€ 2,700,000	€ 2,430,000



Join Us to Turn Your Venue Into

# An Oriental Nighttime Wonderland



For partnership, please contact

**Vincent Chen**

Project Development Executive

[vincent@hsiho.com](mailto:vincent@hsiho.com)

Mobile: +86 135 6011 6518

[www.hsiho.com](http://www.hsiho.com)



# HSIHO Illumination Entertainment

Creating Nighttime Spectacular that Brings People Together

[www.hsiho.com](http://www.hsiho.com)

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