

Travel hotspots

Fireworks Over the Beautiful Han River

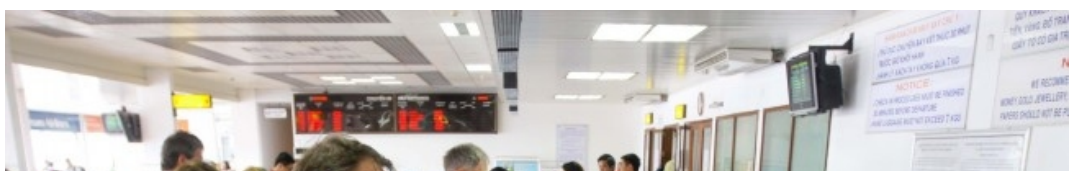
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Nature has endowed Da Nang with the beautiful Han River. The city residents have turned the river into a work of art with contests of firework performances at an international level, creating its own brand.

“Feast” of colours

In 2008, with the idea of establishing a special event to make Da Nang become “A City of Events”, the local authorities asked the Prime Minister to allow the city to organize The Da Nang International Fireworks Competition (DIFC) and this proposal was accepted. Da Nang became the only area in the country to organize a DIFC event annually. After four years, the DIFC has become a great cultural and artistic event of regional and international stature, showing off the identity of the Central coastal city. It is a unique tourist attraction for domestic and international visitors.

To prepare for this special event, Da Nang selected the Han River, which flows through the city, to showcase the most beautiful and spectacular “feast” of firework performances.





The number of foreign tourists to Da Nang dramatically increases during each firework festival. Photo: Hoang Giap



Da Nang Port on the Han River is the place where firework teams perform. Photo: Thong Thien





Portugal's firework team set up the launching pipe system. Photo: Thong

Thien

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The Da Nang International Firework Competition 2012 will take place on the nights of 29 and 30 of April, 2012 with the participation of four international teams which were champions in previous competitions, including Canada (champion in 2008), China (champion in 2009), France (champion in 2010) and Italy (champion in 2011), and the Da Nang team of the host country.

During the DIFC, legendary stories about the homeland were displayed over the Han River. At the first DIFC show in 2008, the Han River reflected the sparkling colours of the fireworks show with the theme “Tien Sa Dance”. They were performed by four participating teams: Vietnam, Canada, Malaysia and Hong Kong. The shows told a tale about the Fairy, Sa and the dynamic city of Da Nang during its development.

In 2010, teams from France, the United States, Japan and Portugal together with a Da Nang team of Vietnam presented a splendid and spectacular fireworks show. At this contest, with exciting rock’n roll music, the American team fascinated viewers with a fireworks performance entitled “The Wonder of the Han River - The Wonder of Fire”. With a romantic and classical style, the French team enthralled viewers with a performance reproducing the love story “Legend of Au Co and Lac Long Quan” of the Vietnamese people. The Portuguese team presented the story “Dragon and Fire - the Birthplace of the Legend”.

The fireworks displays were accompanied by sweet melodies which were sometimes tuneful, sometimes ebullient but always creating amazing effects of sound and light on the Han River.



Da Nang is well-known for international artistic fireworks both in Vietnam and in the region. Photo: Vu Cong Dien



Vietnamese firework performance at DICF 2009. Photo: Vu Cong Dien (VNA)



Vietnam's firework performance at DICF 2010. Photo: Sam Ngoc





Japanese firework performance at DICF 2010. Photo: Van Son (VNA)



France's firework performance at DICF 2010. Photo: Xuan Bon



The Han River reflects brilliantly under the Japanese team's firework

DIFC not only displays the beauty of fireworks and the Han River but also aims at connecting emotions and cultures. Joe Ghazzal from Malaysia, who was head of the consulting team for the annual DIFC event, said, “When we select the participating teams, we always pay attention to the harmony between the East and the West. The balance between the Asian and European teams will help viewers realize a unique connection between the artistic styles of the East and the West.”

We saw an exciting difference between the teams with these two styles. The Asian teams talked less and were enigmatic while the Western teams were enthusiastic and witty and were ready to talk about their performance. Therefore, the DIFC always shows a blend between eastern and western cultures and art. The mysterious, quiet and soft light of the eastern style and the fresh, ebullient and liberal light of the western style were displayed over the Han River, creating a “feast” of fireworks shows that amaze every viewer.

The DIFC has become a world famous brand. When referring to the DIFC, domestic and foreign tourists always talk about Da Nang, a beautiful, romantic and dynamic city on the banks of the Han River.

DIFC 2012 – COLOURS OF DA NANG

Da Nang will organize the 5th DIFC themed “Colours of Da Nang”, with the participation of the four teams which were champions in the previous contests, including Canada (2008), China (2009), France (2010) and Italy (2011), and the Da Nang team (Vietnam).

At a press conference to introduce DIFC 2012, Vo Duy Khuong, Vice Chairman of Da Nang City People’s Committee, said, “The DIFC has become an important focal

point of tourism in recent years. It is the pride of the city's government and people because it is becoming more and more professional and impressive to make Da Nang become a city of events and tourism. I am waiting for DIFC 2012 with a special excitement because it is a contest of four big names of world class."

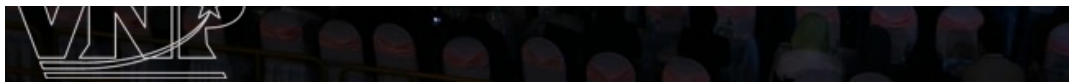
He also said that funds for the contest do not come from the State budget but from businesses in a voluntary spirit. The event provides a good opportunity for businesses to introduce their brands to thousands of viewers and millions of people who watch the event through the mass media.

COVER STORY VIETNAM IN NEW ERA IN THE NEWS E



A parade of flower boats on the Han River at DIFC 2009. Photo: Van Son (VNA)





*An artistic performance at the opening ceremony of DIFC 2010. Photo:
Hoang Giap*



*The “Hao khi Lac Hong” dance at the opening ceremony of DIFC 2010.
Photo: Hoang Giap*



Street festival at DIFC 2011. Photo: Van Son (VNA)





A photo exhibition on fireworks at DIFC 2011. Photo: Van Son (VNA)



Foreign visitors tour Da Nang by pedicabs. Photo: Furama



Da Nang has many high-class resorts to serve tourists at each international firework festival. Photo: Furama.

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At DIFC 2012, there will be three grandstands (A, B and C) with 25 000 seats. Tickets are sold in Hanoi, Ho Chi Minh City and

with 20,000 seats. Tickets are sold in Hanoi, Ho Chi Minh City and Da Nang, with prices for the grandstands C1, C2 and C3 at 300,000, 250,000 and 200,000 VND/night respectively. Prices for watching the fireworks from boats on the Han River are below 300,000 VND/person /night.

For more information, access <http://www.phaohoa.danang.vn> or <http://fireworks.danang.vn>

Explaining the strange attraction of the DIFC, Masami Nakamura who works at the representative office of Apex Corporation (Japan) in Da Nang, said, “Coming to Da Nang, visitors can not only witness magnificent fireworks shows but also enjoy many other impressive tourist products.” He told us that he had enjoyed many other interesting activities, such as the parades of flower boats, flowers releasing on the Han River, an exhibition of Non Nuoc stone statues, folk games, Bai Choi singing, night markets, streets of cuisine and tours to discover the beautiful sites in Da Nang. At DIFC 2012, to enrich the recreational activities for visitors, Da Nang will organise many new activities like a parade of flower cyclos and street music performances.

James, a Portuguese visitor who watched DIFC 2011 had a witty remark, “DIFC has ‘Five I’s, : Idea, Interesting, Innovation, Impression and International.”

To organize DIFC 2012 successfully, Da Nang authorities have worked out plans to stabilize the prices of four types of services: accommodation, transport, meals and car storage. All service businesses must publicly list the prices for tourists to facilitate the inspection and monitoring of the people and the State management agencies. This practice was done very well in previous fireworks competitions and received praise from international visitors.

Together with hundreds of thousands of Da Nang residents and visitors who are eagerly waiting for DIFC 2012, Masami Nakamura is busily preparing to receive his friends and

nakamura is busily preparing to receive his friends and relatives from Japan to watch the event. He said, “I have introduced the DIFC to my friends and relatives in Japan and they have accepted my invitation to visit Da Nang to watch this year’s fireworks competition. I am very proud to tell my friends about the world class fireworks competition that Da Nang has successfully organized.”

Story: Thong Thien - Photos: Thong Thien - Hoang Giap - Vu
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Xuan Bon - Le Tho - Sam Ngoc - VNA

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The number of Russian visitors to Vietnam is forecast to reach a historic record of 1.5 million this year. According to the Vietnam



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