



FOR IMMEDIATE RELEASE

A Project From Macau to the World
Associação Internacional de Filantropia (Macau) Unveiled 'This is My Street'
Photo Art Exhibition at Artyzen Grand Lapa Macau
Sharing A story of People's Lives in Exceptional Times



[Macau, November 13, 2021] In collaboration with Associação Internacional de Filantropia (Macau), Artyzen Grand Lapa Macau continues to elevate its cultural experience this November by welcoming guests to the 'This is my Street' photo exhibition. This is a unique art initiative that celebrates human resilience during pandemic and the extraordinary capacity humans have to see beauty even in the darkest times, a project starting from Macau to the world.

'This is my street' is a Facebook campaign created on April 2020 that has invited people around the world to post photos of streets and share their lives during pandemic. The project invites everyone to learn appreciating the beauty of homes and countries when the world is facing a single challenge. Over 6,000 photos from all over the world have been captured, connecting people of more than 130 places in 5 continents in the world.

To call for awareness and corporate social responsibility in Macau, Associação Internacional de Filantropia (Macau) printed 88 impactful photos on a photo book to be made available on the launch of the photo art exhibition. Over 50 photos, with stories featuring famous urban landscape, streets we've never been, loneliness and social isolation to resilience, beautifulness and life goes on, will also be showcased at

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the Hotel from November 13-28, 2021, calling everyone to rethink, reflect and make a positive impact during this unprecedented time.

Through the campaign of 'This is my street', Associação Internacional de Filantropia (Macau) aims to promote Macau in the international networks of philanthropy with a mission to encourage corporate social responsibility. Six ambassadors [Amanda Ho, President of Zonta Club of Macau, Marcia Garcia of Maxim Water, Suzanne Watkinson of Ambiente Properties Ltd, Mannie Lao of Noble Mart, lifestyle celebrity Sophie Lei, and renowned architect and artist Alexandre Marreiros] have been nominated to promote an online auction of six selected photos, joining hands to help the fundraising for those in need.

'This is my street is a beautiful journey through the many ways we give back today. We, the non-wealthy givers, give in all kinds, from gofundme to shopping at certain businesses or making conscious choice. We give cash, time or share a little bit of ourselves for the common good. These new trends transcend geographies and cultural traditions, it's a new form of participation and how we commit to our communities.' said **Ms. Lurdes de Sousa, President of ASSOCIAÇÃO INTERNACIONAL DE FILANTROPIA (Macau).**

'Artyzen is all about arts, culture, heritage and most important of all, passing on emotional wisdom. I am glad that Artyzen Grand Lapa Macau is a key part of this photo art exhibition that triggers profound rethink of present, and how we could make the present a meaningful future.'

'After all, it is more than a photo art exhibition. It's a journey of discovery. It's about giving, touching others' lives and being authentic.' said **Mr. Rutger Verschuren, Area Vice President, Macau Operations of Artyzen Hospitality Group and General Manager of Artyzen Grand Lapa Macau.**

All donations of the 'This is my street' project will go to Lar Nossa Senhora da Penha, a Macau based charitable institution that shelters children with physical and mental disabilities.

'The is My Street' Photo Art Exhibition

Date: November 13, 2021-November 28, 2021

Venue: Hotel lobby and mezzanine floor of Artyzen Grand Lapa Macau

Free Admission

For photos of the exhibition, please download:





<https://bit.ly/3mOZS8I>

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Photos Download

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|  | <p>Paris, France By Casa Gina</p> |
|  | <p>Denver, USA By Dennis Herrera</p> |
|  | <p>Evora, Portugal By Cidália Cotrim Soares</p> |
|  | <p>Rio de Janeiro, Brasil By Luíz Bhering</p> |



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|  | <p>North Yorkshire, UK By Debra Holmes</p> |
|  | <p>Genoa, Italy By Cristian Degl'Innocenti</p> |
|  | <p>Macau, China By Miguel de Senna Fernandes</p> |
|  | <p>Havana, Cuba By Adrian Almeida Aroche</p> |

About Artyzen Grand Lapa Macau

Well established in the heart of Macau, the upscale urban and lifestyle resort Artyzen Grand Lapa Macau offers a window into the city's culturally rich heritage. The name "Grand Lapa" draws inspiration from the prestigious Lapa district in Lisbon, Portugal, where celebrities and aristocrats reside. As a true homegrown brand, the hotel celebrates Macau's remarkable heritage.

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