



## Chapter 12

# Culture and the Arts

*In order to harness the cluster effect of the cultural and creative industries to simulate the development and upgrading of local industries, the Taipei City Government established a cultural creative base in the Eastern and Western Districts to play the role of a service platform for the exchange and development of industries and to drive the development of the cultural and creative industries and push Taipei City towards "city of design" Activation and use of historical monuments further enhanced the blooming of cultural creative bases and arts salons in every corner of Taipei City as well as a variety of performances and cultural events, making Taipei City a shining city of creativity!*

## Chapter 12

The Taipei World Design Expo 2011 had its grand opening in Songshan Cultural & Creative Park. With over 1.36 visitors making their way to the Expo, the event allowed the world to see Taipei's abundant creative energy, the richness of its cultural heritage, and its standing as a city of culture, furthering Taipei's progress towards becoming a great international city.

### Part 1 Transformation and a New Life — Building a Cultural and Creative Base

#### 1. Songshan Cultural & Creative Park

The Songshan Tobacco Plant, built in 1937, was designated a city historic site in 2001 by the Taipei City Government, which has built it towards the policy of a flagship base for cultural and creative industries. After a five-year restoration project, it was completed in 2011 and officially named “Songshan Cultural & Creative Park”.

For Songshan Cultural & Creative Park to showcase Taiwan's culture and creative industries,

the Taipei City Government constructed the Park. It serves as an exchange center for Taiwan's cultural and creative community and functions as a service platform for the development of the cultural and creative industries. To establish the brand image of Taipei Songshan Cultural and Creative Park, it actively cooperates to hold performances of various arts and cultural and creative activities. It has also collaborated with the Taiwan Design Center in setting up the Taiwan Design Museum in the Park, importing exhibitions of products



Warehouses No 3, 4, and 5 of Songshan Cultural and Creative Park.



that have been displayed overseas and winning prizes, as well as Taiwan Excellent Award-winning products to promote observation and exchange, enhancing design concepts and innovation. The aim is to shape Songshan Cultural and Creative Park into a flagship development base for the Taipei City design and cultural and creative industries using diverse operating concepts.

## 2. Tangbu Cultural Park

This sugar plant, located in Taipei City's earliest-developed Mengjia district and the only remaining such plant in Northern Taiwan, was designated a Taipei City historic site in 2003. After many years of planning and renovation by the Taipei City Government, Tangbu Cultural Park officially opened on September 25, 2011

Tangbu Cultural Park consists of three warehouses, A, B, and C. Warehouse A, with its characteristic early 20th century wooden trusses and red brick arches intact, inspired the planning for the "Sugar Warehouse Opening Exhibition" to display a microcosm of the development of the sugar industry in Northern Taiwan and the history of sugar plants in Taipei. Last year, it was opened to the public with free admission. In 2011, interactive content displays such as a train route puzzle were added to highlight the significance of the sugar warehouse in the preservation of history. Warehouse B, with its high ceiling, is to be used for personnel training, arts groups rehearsals or

small performances, while warehouse C has been designated a base for training in the traditional arts.

The Department of Cultural Affairs, Taipei City Government invited the highly creative Ming Hwa Yuan Arts & Cultural Group to be based in the park. They expect through the promotion of educational and hands-on activities, to create an incubation



Overview of Tangbu Cultural Park.

base for traditional Taiwanese opera out of the park. The park has become a special exhibition hall regularly visited by children residing in Taipei City. By the end of 2011, the park had been visited more than 15,000 times.

### 3. Taipei Costume Cultural Museum- The Fashion Institute of Taipei

To create the Mengjia clothing district, the Taipei City Government cooperated with the Industrial Development Bureau, Ministry of Economic Affairs to have the Fashion Institute of Taipei located in the Taipei Costume Cultural Museum and the Taiwan Textile Federation to be responsible for operations and to revitalize the domestic fashion creative industries and promote industrial upgrades.

For the transformation of sections of the old town, the Taipei City Government actively pushed forward the “Flip Axis reconstructed” urban renewal policy; meanwhile, the Department of Cultural Affairs, Taipei City Government promoted the preservation and activation of cultural monuments and the development of cultural and creative industries in the same place. In recent years, the

revitalization of the Red House, Taipei Cinema Park, Bopiliao Historical District, Tangbu Cultural Park, plus the urban renewal constructions surrounding Wanhua Railway Station, have given rise to the industrialization of culture and creativity by Fashion Institute of Taipei, and the inspiration provided by movies has lead to a prototype of changes in Wanhau Mengjia. Located at the heart of the Dali clothing district, the Taipei Costume Cultural Museum has gradually become the hub of the MIT (Made in Taiwan) fashion creative base and contributed to the establishment of the Fashion Institute of Taipei.

After the establishment of the Fashion Institute of Taipei, in addition to screening for stationing designers, the Institute also employs every element in the activation and linking of apparel and textile industry clusters. Through the cooperation of public and private institutions, the combination of “design” and “technology” accomplishes the purpose of driving the development of fashion design and textile industry of Taiwan, thereby creating a vibrant center for Asian creative design in Taipei.



Exterior of Taipei Costume Center (Fashion Institute of Taipei).

## Part 2 Preservation and Activation -Reproducing Historical Memory

### 1. Rising from the Ashes – Grass Mountain Chateau

Once Taiwan's first presidential residence and a locus of the arts and humanities on Yangmingshan (Mt. Yangming), the Grass Mountain Chateau was destroyed by a fire in the early morning of April 7, 2007. The Taipei City Government restored the building to its original condition. After years of reconstruction and repair work, the chateau was finally reopened on December 29, 2011 and officially opened to the public on December 30, recreating the elegance and history of the chateau.

The interior of Grass Mountain Chateau contains the Jieshou Hall, a living room with a fireplace. The scene was reproduced complete with exhibits of replicas of items belonging to the late President Chiang Kai-shek, such as his army service uniform and wedding attire, photos, and

furniture. Documentaries related to the chateau can be viewed on site; permanent exhibition area displays a chronology of events relating to Grass Mountain Chateau and an introduction to Grass Mountain. Audience seats designed with charred beams were also set up, providing a unique historical significance. Yinhe Hall, which was late President Chiang Kai-shek's study and reception room, is now a restaurant opens to the public. Underneath the tempered glass on the floor we can see traces of the fire intentionally preserved during the repair work and restoration by the Department of Cultural Affairs, Taipei City Government. Another arts exhibition space and three small artist studio buildings surround the chateau. There invited domestic and foreign artists come annually to host themed exhibitions, turning Grass Mountain Chateau into a compound arts salon of international standards in the mountains.



Replica of the military uniform and wedding attire displayed in Jieshou Hall, Grass Mountain Chateau.



Seats made of charred beams.

## 2. Opening of the Shilin Main Presidential Residence

The Shilin Presidential Residence was the main residence in Taiwan for late President Chiang Kai-shek and Madame Chiang Sung Mei-ling. The presidential residence museum not only recorded the events in the daily life of the first family at that time, but also witnessed the historical trajectory of the nation through times of storms and clouds. After Madame Chiang moved to the U.S., the residence was maintained by the Office of the President for a long period of time. The premises were transferred to the Department of Cultural Affairs, Taipei City Government in mid-2010.

The main building of the Presidential Residence Museum consists of two stories. The first floor is used mainly as a reception site, covering an area of about 40 square feet. Paintings by Madame Chiang can be seen in the hallway by the entrance.

This was also where presidential residence visitors waited to be received. Further down the hallway are a small living room, a cafeteria, and a large living room. The first floor of the museum was not only the main location for the Chiang's family gatherings, but also a place to receive important foreign guests and make important decisions. The second floor consists mainly of living spaces: the bedroom of the late presidential couple, a study and Madame Chiang's personal studio.

The Shilin Presidential Residence Main Hall opened the first floor to the public on January 2, 2011 about 860 visitors are allowed to enter and view the site per day. Furthermore, to commemorate the 125th birthday of the late President Chiang Kai-shek, the Department of Cultural Affairs, Taipei City Government and the Chungcheng Cultural and Educational Foundation for the first time opened the museum for evening hours on October 29 and 30 and held outdoor film screening events to encourage the public to have more contact with the historic site.

## 3. The Grand Re-opening of the Taipei 228 Memorial Museum

The Taipei 228 Memorial Museum was established in 1997 and was the first memorial museum of the February 28 Incident. The exhibition remained unchanged for over a decade. The



Updated 228 Incident Exhibition – Microphone Exhibition Zone of the 228 Incident.

Taipei City Government spent nearly \$30 million to update the exhibitions throughout the museum and added new historical materials and new display techniques. On February 20, 2011, President Ma Ying-jeou celebrated the grand re-opening and cut the ribbon to launch a brand-new permanent exhibition in the presence of victims and family representatives.

The updated permanent exhibition reviews the historical context of the February 28 Incident in 12 parts, with added audio and visual presentations on display in the exhibition hall. In addition, many interactive exhibitions are in the planning stage; a giant model of Taiwan in the second floor exhibition area features an interactive exhibition to assist the public in understanding the background events leading up to the Incident in different locations. Lastly, in the International Human Rights Forest Zone, we can see a calendar of events of the February 28 Incident. The beginning and end of the Incident and the official attitude towards and dealings with the Incident afterwards are extensively presented. At the same time, a world map presents other such incidents which took place in other countries to serve as a powerful learning experience.

#### 4. Completion of the Memorial Bronze Statue of Chiang Wei-shui

To commemorate the 80th anniversary of the death of Mr. Chiang Wei-shui and the 90th anniversary of the founding of the Taiwan Culture Association, Taipei City Government specially commissioned the famous sculptor Professor Pu Hao-ming to cast a memorial bronze statue of Mr. Chiang Wei-shui in Dadaocheng Chiang Wei-shui Memorial Park. A groundbreaking ceremony was held on August 5, 2011, the memorial day of the death of Chiang Wei-shui. An opening ceremony of the Chiang Wei-shui Memorial Bronze Statue was held on October 17, the anniversary of the founding of the Culture Association, allowing the

public to view his dignified bearing and learn of his great sacrifice and dedication in his fight for the freedom and equality of the Taiwanese people.

#### 5. Historic Monuments and Sites Day Activities

In 2011, the Taipei City Government passed legislation to preserve the historic “Japanese-style dormitory on NO. 11 Fuzhou Street” and five historic buildings including a shop house on No. 14-3 Xining South Road, No. 96 Section 1 Dihua Street, No. 1 Granary, shop houses on No. 56 and 58 Section 2 Yenping North Road, Akashi Motojirou Torii (the traditional Japanese gates) and Masatake Kamata Torii, two settlements including the Treasure Hill and Beitou Zhongxin Village. At the present time there are a total of 149 monuments, 158 historic buildings, two settlements, one site of ruins and six cultural landscapes, more than anywhere else in the country.

To greet the arrival of the National Historic Monument Day on the third Saturday and Sunday of September, a series of activities was planned for the 2011 Taipei Historic Monuments and Sites Day, taking “Feast of the Centenary-Monuments Extravaganza” as the theme. Activities included “Opening of Monuments,” “Lectures on Monuments,” “School of Monuments,” “Donation and Exchange of Books on Monuments” and “Monument Exploration Trails”. To give the public an opportunity to arrive at a better understanding of the unique monuments in Taipei, the Department of Cultural Affairs, Taipei City Government organized the “Pass checkpoints and enjoy banquet” activity, inviting the first 60 participants to have successfully passed through checkpoints to enjoy a banquet at the Beitou Hot Spring Museum. The rich cultural traditions made for an evening with rich sensory experiences on the Historic Monument and Sites Day.

## Part 3 Governmental and Private Organizations -Creating a Cultural Environment Together

### 1. Taipei Culture Award

The criteria of “outstanding contribution in the form of long-term commitment to help culture take root, diverse promotion of culture, highlighting Taiwanese identity and putting the image of Taiwan onto the international stage” served as the basis for the 15th Taipei Culture Awards. Professor Lee Chian-lang, Peking Opera actor Mr. Tang Wen-hua and the Fubon Art Foundation were announced as award winners on November 16, 2011. An awards ceremony was held in Guangfu Auditorium of Taipei Zhongshan Hall, with Taipei Mayor Hau Lung-bin presenting the awards.

Professor Lee Chian-lang has long dedicated himself to the protection of cultural assets. Besides collaborating in the repair of monuments and historic buildings, he has also authored many books on traditional Taiwanese architecture. His books are widely appealing and have influenced many people. Mr. Tang Wen-hua, the Peking Opera actor, is considered a national treasure, with his solid foundation of traditional techniques and exquisite interpretations of new works. He boldly and challengingly integrates forms, creating new possibilities for different forms of performing opera. Although there is no lack of Taiwanese businesses involved in cultural creations, the Fubon Art Foundation has successfully spread the concept of the “wall-less art gallery” to every corner in Taiwan. It is an organization particularly praiseworthy, as it sets a high standard for others to follow.

### 2. Endowment and Promotion of Master Traditional Arts

The Taipei City Government held a Hundred Years: Taipei City Master of Traditional Arts Award at Dadaocheng Theater on May 7, 2011 and awarded the honor of Master of Traditional Arts to four individuals and one group: Lin Jin-lian (Zhong Kui Dance), Chen Jin-lai (Drum Pavilion), Gong Yue-xuan (Beiguan), Xie Jin-jian (kite

making) and Liu Jia-zheng (color painting of gate gods). In conjunction with the awards ceremony, achievement exhibitions for prize-winning artists were held on the 8th floor of Dadaocheng Theater simultaneously on May 7 thru August 28. Five sessions of the promotional event, “Conversing with the Masters,” were held between July 23 and August 20, allowing the public to better understand the beauty of the traditional arts and the glorious lives of the masters.

Individuals named as Taipei Traditional Arts Preservers in 2011 were Dai Zhi-lan (Dai Qi-xia), Zeng Yong-sheng (Cao Fu-yong), Taipei Dalongtong Lion Dance Group, Zhu Qing-song, Zhang Jin-shi, and Lin Huan-sheng.

### 3. Taipei Arts Awards

The Taipei Arts Awards is one of the awards ceremonies with forward-looking indicators for contemporary art in Taiwan. There is an open call for art works to be entered into competition each year, with award-winning works displayed in exhibitions. In 2011, a total of 264 contestants signed up for the Taipei Arts Awards. After three stages of selecting, Liu Han-zhi was awarded the Grand Prize and five others were named for the Merit prize: Zhu Jun-teng, Ding Jian-zhong, Xu Zhe-yu, Huang Hai-xin, and Lin Yu-ting.

The Taipei Arts Awards places no restrictions on contestants' ages, type of work and material the awards help to present a new profile of Taiwanese contemporary art through competition. Throughout the years the Taipei Arts Awards has nurtured many outstanding young artists. A grand exhibition for the 2011 Taipei Arts Awards was held on the 2nd floor in the basement of Taipei Fine Arts Museum from December 24, 2011 to March 4, 2012.

### 4. Arts Subsidies

The Department of Cultural Affairs, Taipei City Government began subsidizing the arts in 2000. After 12 years over 7,000 cases have been subsidized to the amount of NT\$740 million.

Reaping outstanding results, arts subsidies provide important assistance to the active development of the arts in Taipei.

2011 arts subsidies were conducted in two phases and two public meetings were held for each phase. By the end of November 2011 1,235 applications were processed. 753 cases received subsidies with the ratio of subsidies as 61%. The total amount reached NT\$72,979,000. With respect to convenient services, in addition to the originally provided personnel for consultation and proxy filing in the process of applying, starting from 2011, on-line registration and application has been introduced to provide the public with a more direct way of applying.

### 5. Art Reverberations Space Network

Taipei City pushed forward the “Art Reverberations Space Network” project, the first in the nation to make accessible state-owned deserted spaces, providing city premises free of charge to artists and arts groups to use with the hope of retaining talented personnel and supporting the long-term development of arts. Since the implementation of the project in 2006, 128 applications have been submitted (from 292 groups and individuals), with 66 art groups assigned 18 spaces.

In 2011, the Department of Cultural Affairs, Taipei City Government refurbished the idle premises of the original Taipei Municipal Yi-Fang Elementary School at Beitou and transformed it into the New Beitou Art Space 71, a base for performance rehearsal and incubation. The department also collaborated with the Department

of Education, Taipei City Government on a pilot program in 12 elementary and secondary schools to provide 50% discount to arts groups on the rental of space. The Arts Reverberations Space Network not only successfully retained excellent arts groups from Taipei City, but also successfully attracted major arts groups in the south to apply to join in 2011, indirectly benefitting art and cultural groups nationwide.

### 6. Taipei Film Commission

The Taipei City Government officially founded the Taipei Film Commission in November 2007 to strive to make Taiwan an international-level movie-production-friendly city. In addition to establishing a single window manned by specialized staff to assist film and television teams filming in Taipei, principles of cooperative film marketing have been formulated, public publicity resources released, and assistance provided to promote films that market Taipei City. At the same time, participation in important international film festivals and efforts to sell the rights to excellent domestic films in the international market continue.

With respect to international exchange and cooperation, following the signing of a cooperation agreement with the “IDF Film Commission (Ile de France Film commission)” of France in 2010, it strengthened cooperation with the Festival Paris Cinéma and Paris Project. Every year the French side will regularly select two Taiwanese films entitled to the same discounts as the French filmmakers in their film-making. Each film is subsidized for up to NT\$16 million.



The practice hall of Taipei Municipal Yi-Fang Elementary School in use.

## Part 4 All-encompassing International Exchange

### 1. 10th Anniversary of AIR Taipei, 1st Anniversary of Treasure Hill Artist Village

In 2001, the Department of Cultural Affairs, Taipei City Government dopted the concept of reusing unused spaces and combined it with the unique and dynamic characteristics of Taipei to bestow upon the old house on No. 7 Beipin East Road a new mission and profile; as a result, the first Taipei Artist Village was born. This was followed by the establishment of Grass Mountain Artist Village and Treasure Hill Artist Village in 2008 and 2009, respectively.

For many years, promotion of AIR (Arts-in-Residence) Taipei Project made art village bases for domestic and foreign artists to enable them to engage in research, creation, stage performances, and experimentation. The project also establishes cooperative relations with arts and cultural institutions around the world on a regular basis, allowing more selections of villages available for domestic and foreign arts personnel. The AIR Taipei project entered its 10th year in 2011. The Taipei Artist Village held “AIR 10x10” – a series of international and interdisciplinary arts activities. This series was in response to the path of development of the arts village in these 10 years and the intimate sentiment towards the incubation platform for both domestic and foreign professional artists.

The Treasure Hill Artist Village celebrated its first anniversary in October 2011. In addition to wholly opening up the studios to the public, “Treasure Hill Autumn Harvest Story Time” and “Words are in Ferment” were held, combining movie reviews, space exploration, poetry, and installations exhibition, allowing the public to learn more about the history of the development and the changing landscape of the Treasure Hill.

### 2. Luncheon with-Ambassadors and Representatives

To maintain friendly relations with ambassadors and representatives, the Department of

Cultural Affairs, Taipei City Government seeks opportunities for exchange and cooperation in arts and culture with delegations from each country to strengthen the marketing of Taipei's arts and cultural image and enhance Taipei's position in the international arts arena.

On March 31, 2011, the Department of Cultural Affairs, Taipei City Government once again invited envoys and representatives from 24 countries to gather at the Taiwan Folk Arts Museum. Chiu Wen-hsiang, Deputy Mayor of Taipei City hosted them. In addition to visiting historic monuments at Taiwan Folk Arts Museum, for the visitors were treated to a performance of the Trance Music Ensemble's “Chinese Tea and Music in Dialogue” and a viewing of “A Cross-section of Calligraphy, Painting, and Music.” The exciting artistic and cultural feast mesmerized the envoys and representatives from each country with the creative aesthetics of the tea culture and a dialogue between music and paintings.



Ambassadors and representatives enjoying the performances of the Trance Music Ensemble.

### 3. Digital Art Festival Taipei

The 6th Digital Art Festival Taipei had the theme of “Cross”. It was exhibited in Bopiliao Historical District between November 11 and 20, 2011. “The Process of Death”, the first-prize-winning production of the 2nd Digital Art Performance Award held at Hushan 1914 Creative Park, was performed.

For this International Invitational Exhibition, the renowned British art group Blast Theory, the Austrian artist Oliver Hangl, the Japanese artist Ryota Kuwakubo, and others were on hand. They brought event-type works such as “A Machine to See with,” and “Taipei Guerrilla Walk,” stimulating lively discussions and active participation of the public. The fruit of the annual research of the Digital Art Center, Taipei –Puppet Experimental Project – was also presented during this art festival. Interactive performances between humans and the automated Marionette manifested a new form of cooperation between technology and the performing arts.



Interactive performance: Puppet Experimental Project.

This Digital Art Festival Taipei featured 58 domestic and foreign artists, over 45 pieces of digital artworks; 34,476 people attended.

#### 4. The Italian Opera “AIDA in Taipei”

In October of the centennial of the ROC, the Taipei Symphony Orchestra launched its annual masterpiece– the grand and magnificent Verdi opera “AIDA”, overpoweringly staged in the Taipei Arena.

This is the third time the Taipei Symphony Orchestra performed “AIDA.” In order to produce this grand opera written over one hundred years ago, the Italian tenor Mario Malagnini was invited to play the leading role. The cast of actors, the scale of production and the sophistication all exceeded previous performances. The performing of “AIDA in Taipei” at the Taipei Arena faced different challenges

from previous large-scale opera productions and sound effects presentations so The French sound effects specialist Alain Francais was invited to be the sound effects designer. The number of participants was enormous, including the orchestra, dance group, choir and actors, behind-the-scene staff, nearly 420 people. The large scale was comparable to international outdoor opera productions. The live stage set combined with a background of visual multi-media projections endowed the performance with magnificent creative drive.



Magnificent performance of Verdi's opera “AIDA.”

#### 5. “Monet's Garden” Special Exhibition

The French Impressionist master Claude Monet was famous for his talent in capturing the vivid and colorful dynamics of light and shadow in nature. His masterpieces include Rouen Cathedral, Haystacks, Water-lily Pond and other outdoor paintings. To appreciate Monet's artistic masterpieces with their rich colors and vivid strokes, the Taipei Fine Arts Museum planned an exhibition of “Monet's Garden” and borrowed important works from the Musee Marmottan of France, Scotland and other museums.

In this exhibition, flowers and natural scenery created by Monet in his private garden at Giverny on the Parisian outskirts are the motif in the exhibition works, supplemented by his pursuit of traces of light and shadow, sky, traces of wind in woodlands and other magnificent and rich works. By backtracking to Monet's wonderful works on outdoors scenery, the audience could personally sense the original works of the impressionism

so rich in tone and strokes. The exhibition lasted from March 5 through June 6, attracting 228,574 visitors.

## 6. Trans-Cool Tokyo: Contemporary Japanese Art from MOT Collection

The Taipei Fine Arts Museum conducted the first inter-museum exchange with the Museum of Contemporary Art Tokyo and exhibited “Trans-Cool Tokyo: Contemporary Japanese Art from the MOT Collection” from July 2 to September 25, 2011. Through 45 artworks from 18 contemporary Japanese artists, the multi-layered artistic charm of Japan from the past half-century was manifested. The exhibition included the works of Yayoi Kusama, Yasumasa Morimura, Takashi Murakami, Yoshitomo Nara, and Masakatsu Takagi and Haruka Kojin of the new generation artists. These works are part of the collection of the Museum of Contemporary Art Tokyo.

“Trans-Cool” consists of masterpieces in different genres such as painting, sculptures, performances, photography and videography, carefully selected from over 4,000 collections at the Museum of Contemporary Art Tokyo by curator Yuko Hasegawa. Last year, the exhibition toured Bangkok and Singapore before coming to Taipei. The curator mentioned that the title of exhibition “Trans-cool Tokyo” came from “Cool Japan,” a phrase used to promote the Japanese culture. However, the exhibition not only introduced the “coolness” of Japanese cultural software; it also presented a future trend in Japanese contemporary art. The exhibition attracted 76,897 visitors.



Crowds at the exhibition of “Trans-Cool Tokyo: Contemporary Japanese Art from the MOT Collection.”

## 7. Cross-strait Cultural Exchange

The Department of Cultural Affairs, Taipei City Government planned a series of exciting performances for the Taipei Culture Celebration, inviting such groups as Wild Fire Music, Diabolo Dance Theater, Dance Works, among others to perform three sessions daily at the Dielianhua Stage during the International Horticultural Exposition 2011 Xi'an China between June 5 and 10, with an opening performance on the morning of 5 June. Moreover, in the evening of the opening exercise in the Xi'an Concert Hall outside the park area, the music from the Taipei Chinese Orchestra overpowered Xi'an residents. The Taipei Culture Celebration attracted a total of 200,000 visitors.



International Horticultural Exposition 2011 at Xi'an – Performance of the Dance Work for Taipei Culture Celebration.

The Department of Cultural Affairs, Taipei City Government, and the Shanghai Cultural Association held the “Shanghai Cultural Arts Festival: beautiful sounds on the sea– Ping Tan Jing Dian Hui Shu & Jin Bang Zhuan Chang” at the Zhongzheng Auditorium of Taipei Zhongshan Hall. Two performances attracted 1,415 attendants. The Department of Cultural Affairs, Taipei City Government, also collaborated with the Beijing Council for the Promotion of Cross-Strait Non-governmental Exchanges and other agencies to organize the “Beijing and Taiwan Cultural Festival 2011” to feature a series of activities. From September 8 to 12 eight performances were held at the Zhongzheng Auditorium of Taipei Zhongshan Hall and National Dr. Sun Yat-sen Memorial Hall, attracting 14,000 visitors.

## Part 5 Diverse and Rich Arts and Cultural Activities

### 1. Taipei Culture Passport Activity

Since the initiation of the “Taipei Culture Passport” in 2004, different themes and attractions have been used for each phase in planning travel routes in Taipei. Activities involving collecting stamps for point accumulation are very popular among the public. The Department of Cultural Affairs, Taipei City Government, in an attempt to enhance the breadth of content and humanities content of the Taipei Culture Passport, changed the operating model in 2008 by cooperating with private units, and by combining social resources from various areas. Thirty-six sessions of activities and 14 urban walking trails based on the four districts and six theme routes were designed and received enthusiastic reactions.

The 2011 Taipei Culture Passport continued the model from previous years; with “Cultural Life in Taipei” being the theme, “Join the Folk Festivities in Taipei,” “Celebrate the Solar Festival in Taipei,” “Roam Around in Taipei City,” “Take a Stroll to Taste the Local Delicacies in Taipei,” “Wander about Historic Temples and Antique Houses in Taipei,” “Take a Natural Ecological Tour in Taipei,” “Taste Taiwanese Tea in Taipei,” “Play with Cultural Relics in Taipei,” “Cook in Aesthetic Kitchens in Taipei,” “Hold Music Concerts in Taipei’s Underground,” “Enjoy Musical Life in Taipei,” “Watch Short Life Documentaries in Taipei,” “Salute to the Masters 2011 – Centennial Retrospective of the New Trend of Chinese” and others totaling 13 themes and 108 sessions of activities. A total of 17,533 individuals register for participation.

### 2. Flower God Festival Activity Series

In the tradition of Chinese culture, there is a unique flower god for each month: Mums for January, Apricot Blossoms for February, Peach Blossoms for March, Roses for April, Pomegranate Blossoms for May, Lotus for June, Garden Impatiens for July, Osmanthus for August,

Chrysanthemum for September, Cottonrose Hibiscus for October, Common Camellia for November, and Wintersweet for December. In the ROC Centenary 2011 Taipei International Flora Expo, the Taipei City Government and Chinese Floral Arts Foundation jointly organized the Centennial Flowers Festival with the Flower God Festival and a series of activities. The classic stories behind the beautiful flowers and their cultural heritage were presented through the Flower God Festival, allowing visitors to experience a cultural feast.

The content of activities included the 12-months Flower Gods music and dance, Seven Offerings Ceremony, Eight Immortals Show, Festooning Flowering Trees, Wine and Flower God Festival, Flower Parade Car (yichunjian), Tasting of Flower God Festival Congee, Floral Food Culture Experience, Floral Art Demonstration, Burning of Incense, whisking tea, Camille Performance, Flower poetry reading, calligraphy, and quizzes with flower related topics. About 3,000 individuals participated in the events that day.

### 3. The Three Arts Festivals of Taipei

The Department of Cultural Affairs, Taipei City Government, in order to enrich the depth and diversity of the arts and cultural activities, continuously combine resources from different areas and organize three arts festivals - Taipei Children's Arts Festival, Taipei Arts Festival, and Taipei Fringe Festival – which have become a staple of arts and culture of Taipei and are received by the public with support and love.

The Taipei Children's Arts Festival 2011 was held from July 4 to August 8, 2011. During the event, 43 ticketed performances and games with interactive installations were held, 52 community promotional performances, 5 outdoor performances, 24 “Grandparents-Grandchildren Workshops,” and 23 public arts exhibitions. Including those participating in activities and those

exposed through the media, more than 270,000 people participated in this event.



The Taipei Children's Art Festival program "Brave Fish" is officially launched at the URS27 Grand Green.

The Taipei Arts Festival 2011 had the theme of "Let's Mix Night and Electricity and Host a Philosophy Party" and was held between July 28 and September 4, 2011, for a total of 17 domestic and foreign ticketed performances, two large-scale outdoor performing events, a free exhibition of works by William Forsythe, and 114 free exhibition tours and extensive promotional activities. Including those participating in activities and those exposed through the media, more than 290,000 people participated in this event.



Exhibition of works by William Forsythe, challenging conventional impressions of dance.

The Taipei Fringe Festival, with the theme "Open and Free Spirit," was held between 27 August and 11 September, 2011. A total of 108 performing groups participated to provide 382 opera, dance, music and other diverse arts

and cultural performances and an additional 44 activities were planned. 48,315 people participated. Compared to the percentage of participating groups and total number of performances in the Taipei Fringe Festival 2010, the growth rate was 30%.

#### 4. Taipei Poetry Festival

The Taipei Poetry Festival, organized by the Department of Cultural Affairs, Taipei City Government, entered its 11th year. The theme of the 2011 festival was "Microcosmos." On November 26 through December 11, 2011, the "Microcosmos," made up of a tent and 5 painted trailers, was set up at Taipei Zhongshan Hall Plaza, hoping to expand the little cosmos of contemporary poetry in the last 100 years in the cultural life of Taipei's residents.

The 2011 Taipei Poetry Festival consisted of an exhibition entitled "Free Literature" from Poland, an animated poetry presenting "multi-layer text", video clips introducing works of free literature, the showing of works of image poetry and installation arts exhibitions and more. They also conducted two large-scale events – "Opening activity: Reciting for love: One Thousand and One Nights of Poetry" and "Large-scale poetry performances: The Future is Still Unwritten." A call was made for submissions of image poems, medium- and small-scale interdisciplinary performances and situational experience activities, and lecture series with poetry as the subject.

What was different about the 2011 event from the previous years was the "poem vending machine": a fun installation for the public to write poems free of charge, allowing them to fully experience the fun of improvised interaction. The 2011 Poetry Festival held a total of 26 sessions, with 35,342 people participating.

#### 5. Taipei Literature Awards

The Taipei City Government hosted the 2011 Taipei Literature Awards, with the theme of "Reading the Silhouette of Taipei", which lasted 3 months, from 11 February to May 15, 2011. A series of diverse and creative literature reading

activities totaling over 30 sessions were held, including book fairs, lectures, and guided tours of literature landscape and more.

Jostein Gaarder, Norwegian author of the international best-seller *Sophie's World* was invited to a discussion of the "I read, therefore I am" lecture series, "Pay Tribute to Literature – Themed Book Fair", the "Taipei Literature and Reading and Film Festival", the "Taipei Literature Cruise" activity and "I am Reading Poetry" lecture series, providing the public with a different set of deep feelings towards the rheology of the literary wave, the hundred years of elegance of Taiwanese literature, Taipei's literary landscape and the sentiments and stories of creators of literature. The 2011 Taipei Literature Awards drew approximately 16,000 participants. The activities successfully united the people's feelings and memories of Taipei and deepened the literary atmosphere in the whole city.



"Pay Tribute to Literature – a Themed Book Fair."

## 6. The Energy of Multi-ethnic Performances

The 2011 Taipei Hakka Cultural Festival hosted 5 performances of Hakka opera and arts and cultural activities from October 15 to December 22. Groups such as Rom Shing Hakka Opera Troupe, Chjuko Traditional Orchestra and Dongdong Ensemble were invited to participate and perform. Additionally, in coordination with the opening of the Hakka Cultural Park on October 15, a series of Hakka Cultural Festival activities on the same day was held, with a total of 5,500 participants.



The brilliant performance of the musical "Tsunami."

The Indigenous Peoples Commission, Taipei City Government hosted the 2nd Taipei Naruwan Culture Festival from October 22 to November 5, 2011. Activities included Taipei City Indigenous Youth and Children Chours performing the musical "Tsunami", the German voice ensemble Tonalrausch performing music without accompaniment of instruments, Indigenous Pop Music Concert and more, diversely presenting the art of music and dance of the indigenous people. Simultaneously, the Indigenous Peoples Commission planned a series of special exhibitions at the Ketagalan Cultural Center to help Taipei residents further understand the history and arts of the indigenous peoples.

## Part 6 Beautifying Public Space -Building a Dream Community

### 1. Public Art Showcase at the 2011 Taipei Lantern Festival

The Department of Cultural Affairs, Taipei City Government made a breakthrough in 2009 in the actual form of lanterns in the Taipei Lantern Festival and successfully combined art and the concept of lanterns. Using brand new media to present public art, Taipei residents were allowed to experience different types of creativity at the Taipei Lantern Festival. The 2011 Lantern Festival Public Art Event developed under the theme of “Light up the City” and was planned mainly by the two regions of Northern and Southern Taipei. Nine activity zones based on various civilian power spots in the community were created.

The southern region organized “Bow Bunny Looking for the Sun”, with activities including music concerts, exhibitions, a poetry lantern walk, reading and strolling at night, workshops, etc. With Bow Bunny linking the people and community in every corner, the scope of activities covered the Treasure Hill Artist Village light district, Guling Nanhai light district and Kang Qing Long light district. The northern region organized “Bling Bling – Turn the Lights On”, incorporating the creative energy hidden in the alleys and the aesthetics of street life to create a celebration combining community environment and the city. The scope of activities covered the Red House and Movie Theme Park light district, the Museum of Contemporary Art Plaza light district, the Linear



“Bling Bling – Let the Lights On – Lantern Festival”.

Parker by Zhongshan MRT station, Zhongshan North Road Alleys Aesthetics light district, and Zhishan Cultural and Ecological Garden light district. The 2011 Taipei Lantern Festival Public Art Exhibition lasted from February 12 through 20, 2011.

### 2. Taipei Public Art Forum 2011

Since the promulgation and implementation of Regulations Governing the Installation of Public Artwork in 2000, public art in Taipei, after 10 years of prosperity, has undergone the transition from additive installation to reductive maintenance management and exit mechanism. Being the new medium in urban planning, how does public art use the new posture as division and utilize the funds, balance regional development, and integrate the cycle of urban development and environmental updates? How does public art use multiplication to encourage private businesses to actively participate and to promote the positive and open new public art initiatives?

Taipei Public Art Forum 2011 celebrated the theme of “Public Spaces and Public Art” in September and held 4 citizen forums, and “Public Art x÷” as theme from October 26 through 27 for a special issue forum that lasted one and a half days.

### 3. The Centennial Fun Art Tour – Taipei Public Art Tour 2011

Since Regulations Governing the Installation of Public Artwork in Taipei was passed, about 500 works of public art have been installed. These artworks not only adorn various public spaces, but are also richly varied and creative, joggling the public's conventional impression of public artwork.

The Department of Cultural Affairs, Taipei City Government has been conducting Taipei Public Art Tours since 2009. The tours are open to public enrollment and led by professional teachers who give vivid insights to inspire the public to enjoy the surprise and fun of the artworks and promote awareness of public art.

The Centennial Fun Art Tour – Taipei Public Art Tour 2011 were divided into 8 tour routes according to arrangements and modes of visits in different seasons and sessions; for example: walking, bicycles, MRT and special sessions with English interpretation to continuously promote public art to Taipei residents and foreigners alike. The Spring Tour lasted from June 5 through July 10; the Fall Tour lasted from October 1 to 30. The Number of participants totaled 1,200.



Fall Public Art Tour.

#### 4. Culture in the Alleyways

Culture in the Alleyways, already in its 11th year, is an integral part of the promotion of the community art policy of the Department of Cultural Affairs, Taipei City Government. It is conducted jointly by the following subsidiary organizations: The Taipei Cultural Center, Taipei Symphony Orchestra, Taipei Chinese Orchestra, and Taipei Fine Arts Museum, hosting more than 100 sessions of arts and cultural activities to bring diverse and rich performances and displays of the visual arts into the neighborhoods in Taipei. Through close-range interaction with local residents, they actively promote the community arts and cultural work of “integration of life into art and community into culture.”

Culture in the Alleyways offered 135 performing events in the year of 2011, including traditional music, orchestra, dance, opera, traditional opera, and appreciation of artworks 18 more than 2010. As many as 50,000 people warmly joined in the festivities. Not only does



Performances for “Culture in the Alleyways.”

this indicate the increasing demand for art performances among community residents, but it also implies that the seeds of art cultivated in communities for over ten years have blossomed everywhere.

#### 5. Promoting the Old Tree Preservation Policy

Taipei City Government in 2003 took the lead in pushing forward the Old Tree Preservation Policy. The passing of the Regulation of Taipei Tree Preservation Autonomy further indicated Taipei City's determination to preserve green resources. Tree Preservation has been implemented for eight years with nearly 1,500 trees listed to be preserved.



Climbing the old trees activity.

Under the impact of urbanization, the urban space in Taipei has been transformed from marshes to a concrete forest. The existing old trees and the surrounding green space have numerous hidden traces of history of the local area. In order to promote the public's actual participation in the life and history of the old trees, the Department of Cultural Affairs, Taipei City Government launched an adoption activity for trees under preservation to allow the public to cherish these "living monuments" and also to establish the importance of respecting life, acknowledging the environment and conserving trees in the public domain.

A series of events, using old trees as main character, including "the Charm of Old Trees Video Exhibition," "Taipei Old Trees Guided Walking Tour," "Old Trees Documentary Exhibitions and Lectures," encouraged participation in these events and actual adoption of trees would help to further the goal of loving ecology and protecting old trees.

## 6. Taipei Dream Community Guardian Plan

To promote the work of creating new residential communities, counsel high-quality arts and humanities communities, and shape diverse local characteristics, the Department of Cultural Affairs, Taipei City Government, using the Taipei Cultural Museum as a "Community Creation Generator," combined all of the museum's resources to drive the surrounding communities in the work of community creation. Also, through joint proposals by the museum and the communities, six exemplary dream communities were selected. The service teams of the dream communities



The Taipei Dream Community Planning Activity.

conducted consultation, empowerment, and integrated marketing activities.

The selected demonstrations of dream communities in the year of 2011 including "Lantern Festival Costume Procession" by the Puppetry Art Center of Taipei, "Full Power-Autumn Picnic in THAV," "Talk about Mengjia" at the Red House in Ximen, "Shilin Community Treasure Hunt" at Zhishan Cultural and Ecological Garden, "Digital Dream Community Project" at the Taipei Digital Art Center, and "Old Town Treasure Hunt" at Futai Street Mansion, successfully combining neighboring communities and their characteristics, history and humanities to trigger community identity.

## Conclusion

Under the joint efforts of the Taipei City Government and the public, embracing an open mind, resources from both the public and private sectors were integrated to shape the unique and rich cultural heritage of Taipei. Taipei's array of cultural and creative industries is poised to arrive on the world stage and thrive.