



Development of Creative Cultural Industry in Taipei

CCIII sec. E

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Outline

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- B. Motivation & Objectives
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Introduction

- ***Definition of “Creative Cultural Industry”***
- ***Motivation & Objectives***
- ***Research methods***

Definition of “Cultural and Creative Industries” (CCI)

According to “Law for the Development of the Cultural and Creative Industries” (文化創意產業發展法):

“The ‘Cultural and Creative Industries’ referred to in this Act means the following industries that originate from creativity or accumulation of culture which through the formation and application of intellectual properties, possess potential capacities to create wealth and job opportunities, enhance the citizens’ capacity for arts, and elevate the citizens’ living environment,”

Source: Ministry of Culture (<http://www.moc.gov.tw/law.do?method=find&id=247>)

Definition of “Cultural and Creative Industries” (CCI) (cont’d)

cultural assets application & exhibition & performance facility industry
handicrafts industry
film industry
radio and television industry
broadcast industry
publication industry
advertisement industry
product design industry
visual communication design industry
designer fashion industry
architecture design industry
digital content industry
creativity living industry
popular music and cultural content industry
Other industries as designated by the central competent authority

Source: *Ministry of Culture* (<http://www.moc.gov.tw/law.do?method=find&id=247>)

Motivation & Objectives

- **Motivation**
 - Interest in Taiwan's culture
 - Passion for CCI



Objectives

- Providing first-hand Information and analyses on current CCI development



- Encouraging young people to join CCI for preserving and Inheriting Taiwan's culture

Research Methods

Questionnaire:

To reveal
young people's
lack of knowledge
of CCI

Interviews:

To present
CCI current development,
including difficulties,
solutions, and vision

Objectives

- To provide sufficient information and in-sight of CCI
- To encourage participation of CCI

Research method (I)

Questionnaire: Results & Analyses

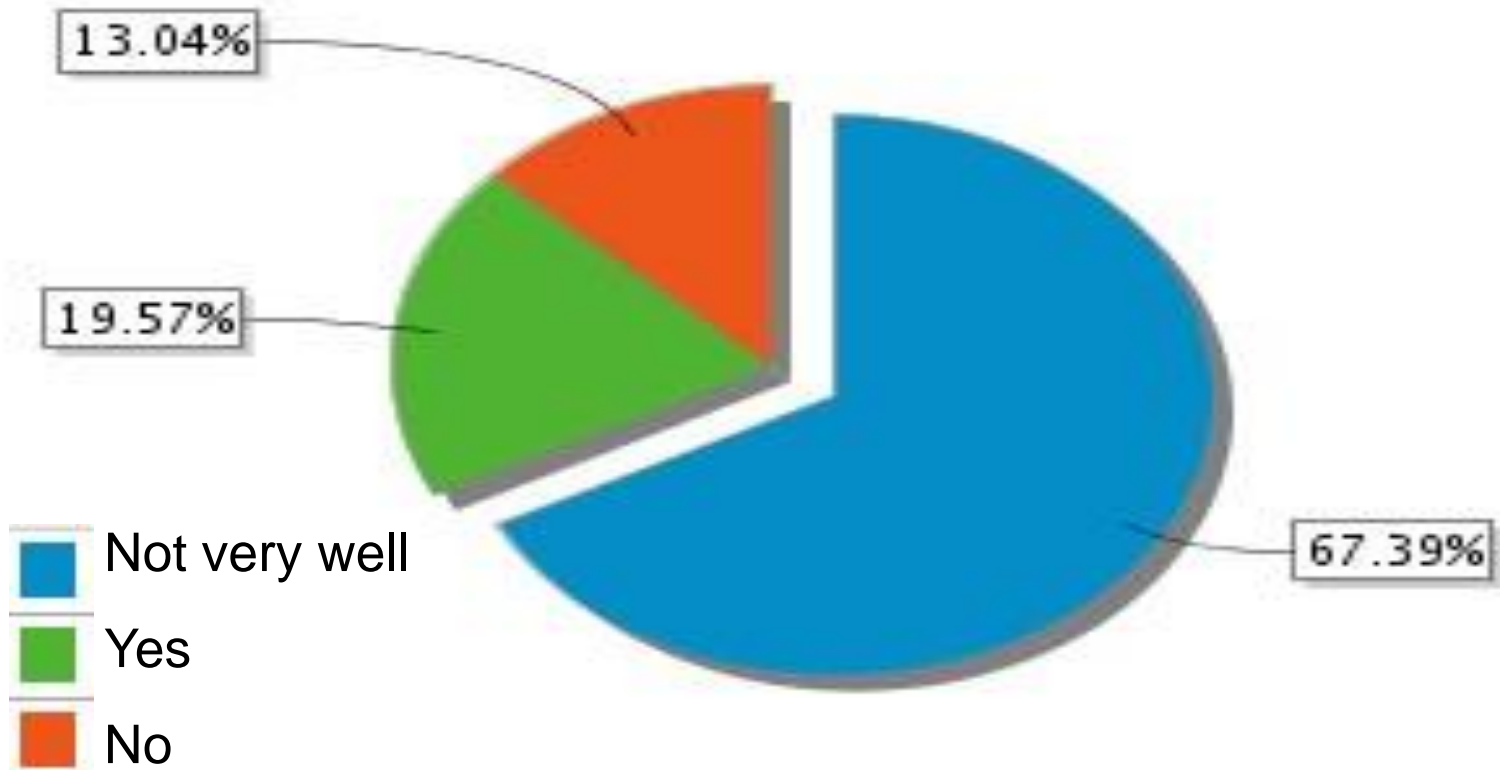
Questionnaire

- Respondents: college students in Taiwan
- Samples: **138**, randomly
- Hypothesis: College students do not know about CCI very well
- Contents:
 - The understanding of CCI
 - The participation in CCI
 - Evaluation towards Taipei CCI's prospect
- Purpose:
 - To test how much do college students know about CCI
 - To find out the problems of CCI development in Taipei by analysing the results of questionnaire
- Results: College students do not know about CCI very well and few of them know about The Can and ArtYard.

Analysis

- Fuzzy definition about CCI

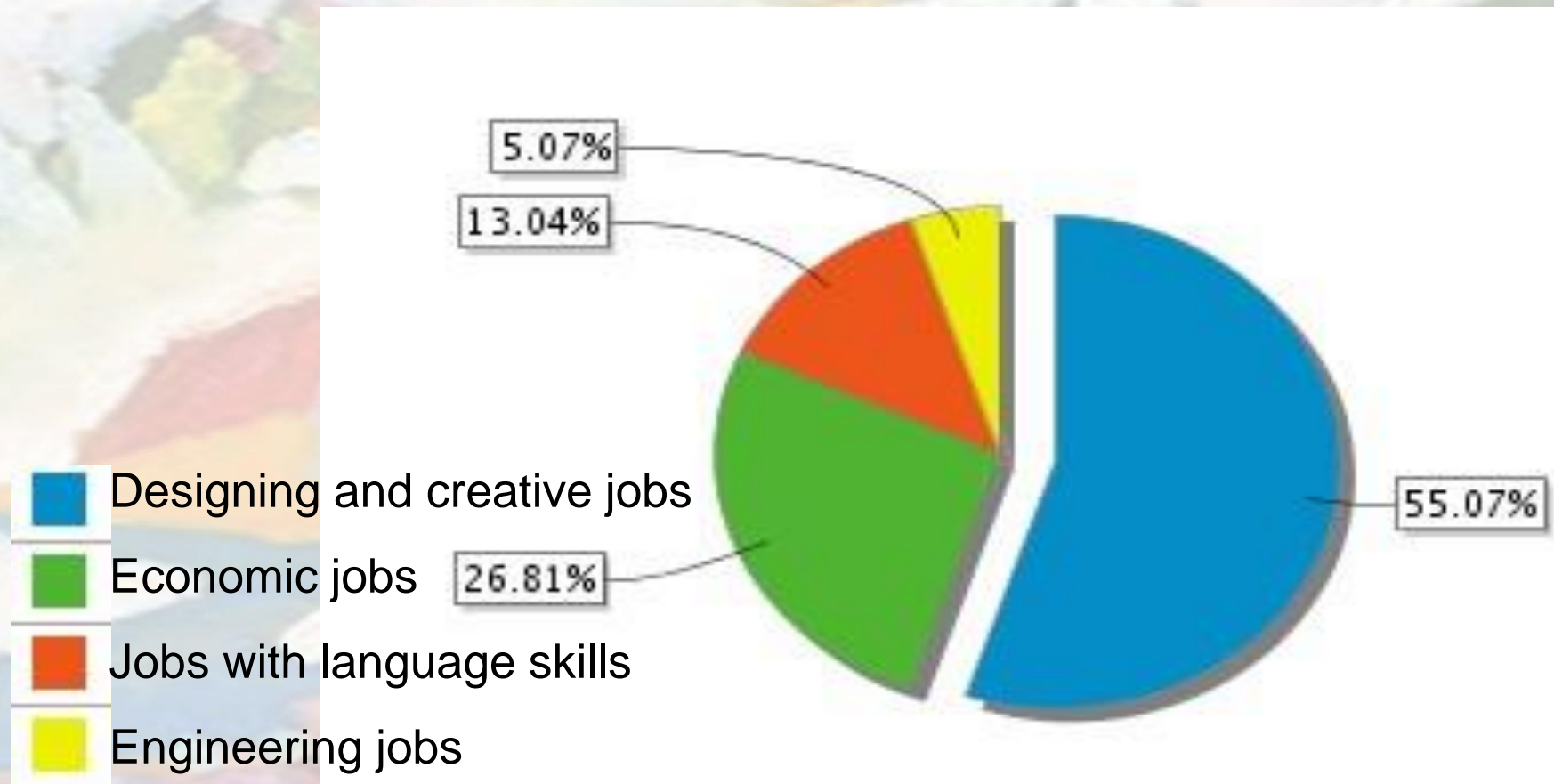
Do you know what CCI is?



Analysis

- **Wide acceptance for creative jobs**

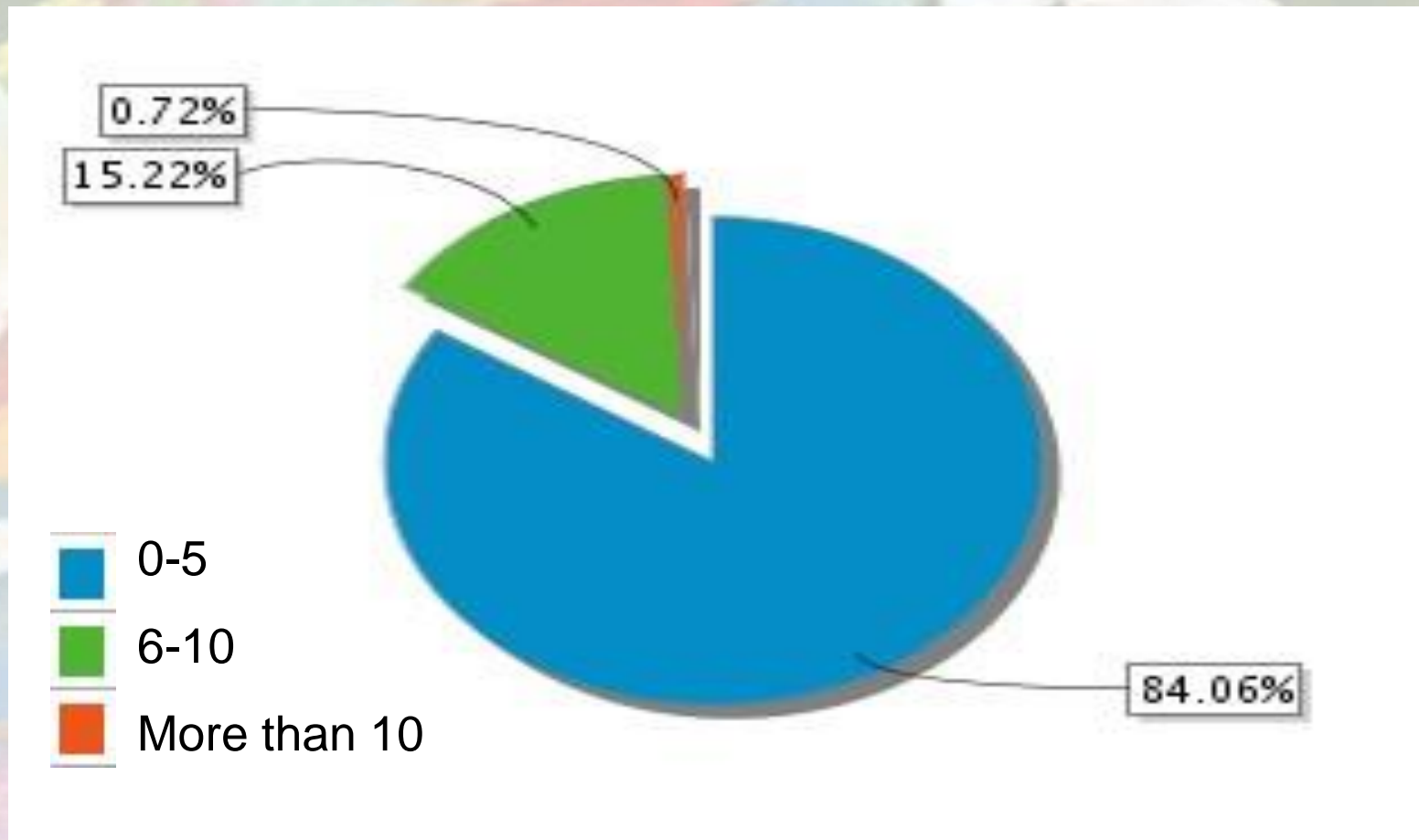
The popular jobs nowadays



Analysis

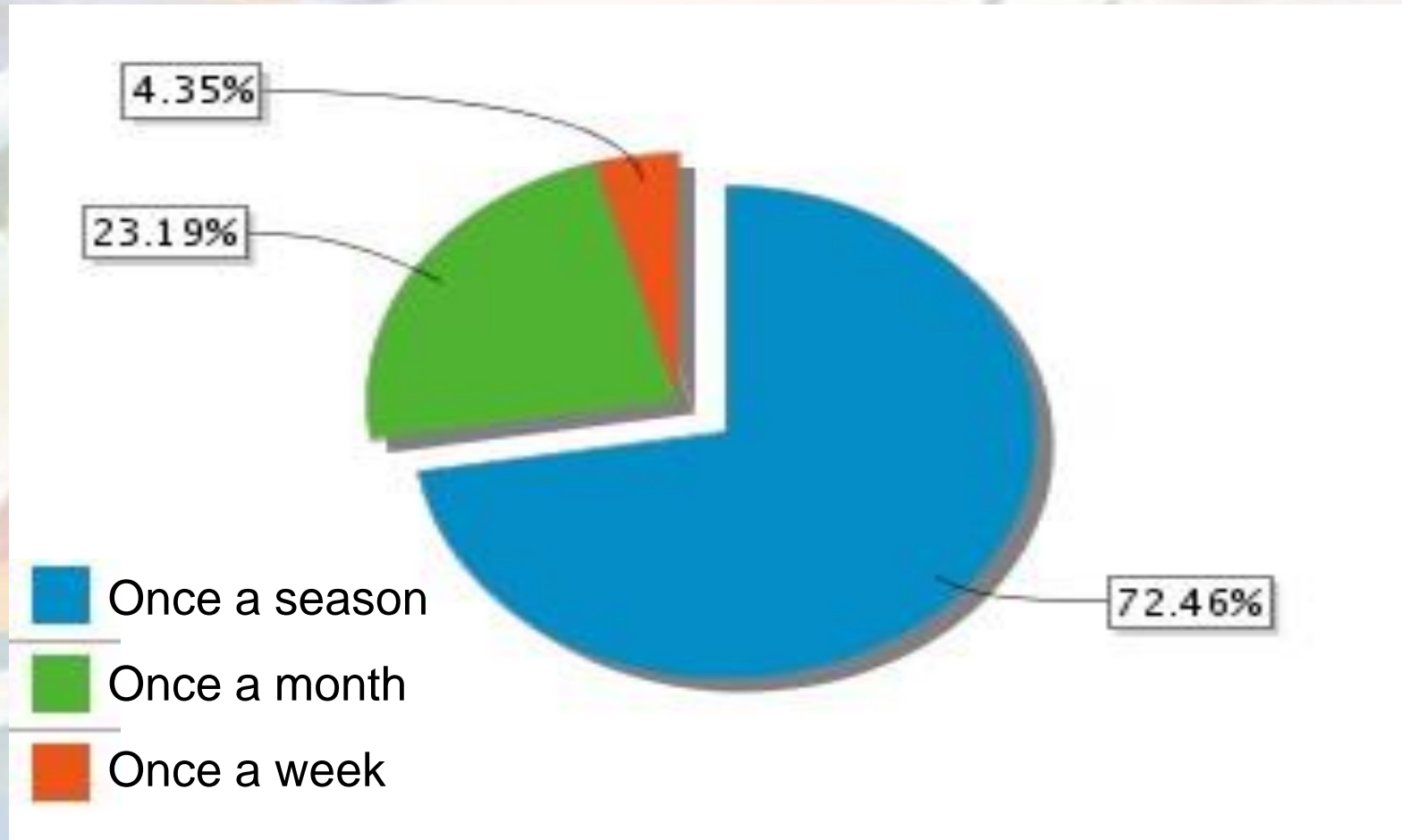
- **Low participation in CCI activities**

How many places do you know about CCI?



Analysis

- **Low participation in CCI activities**

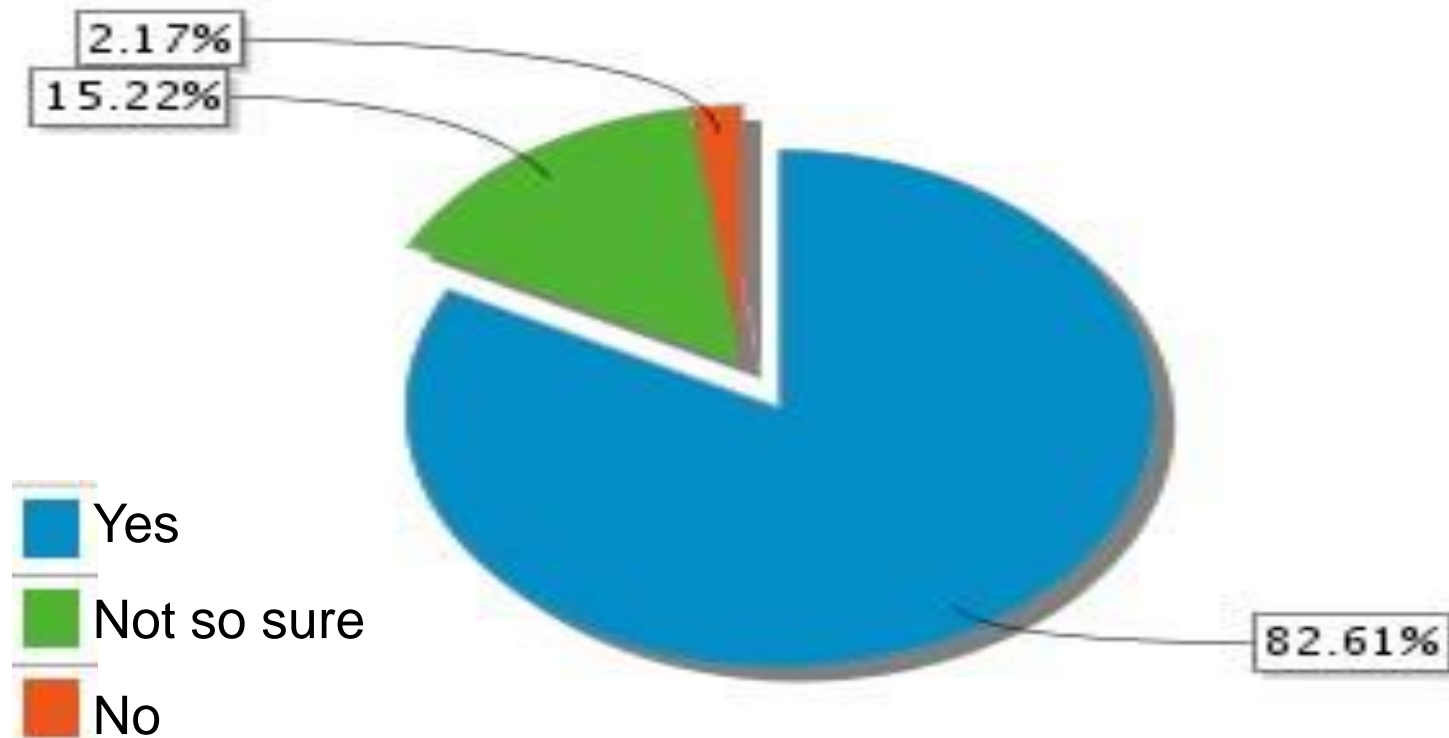


The frequency of going to CCI activities

Analysis

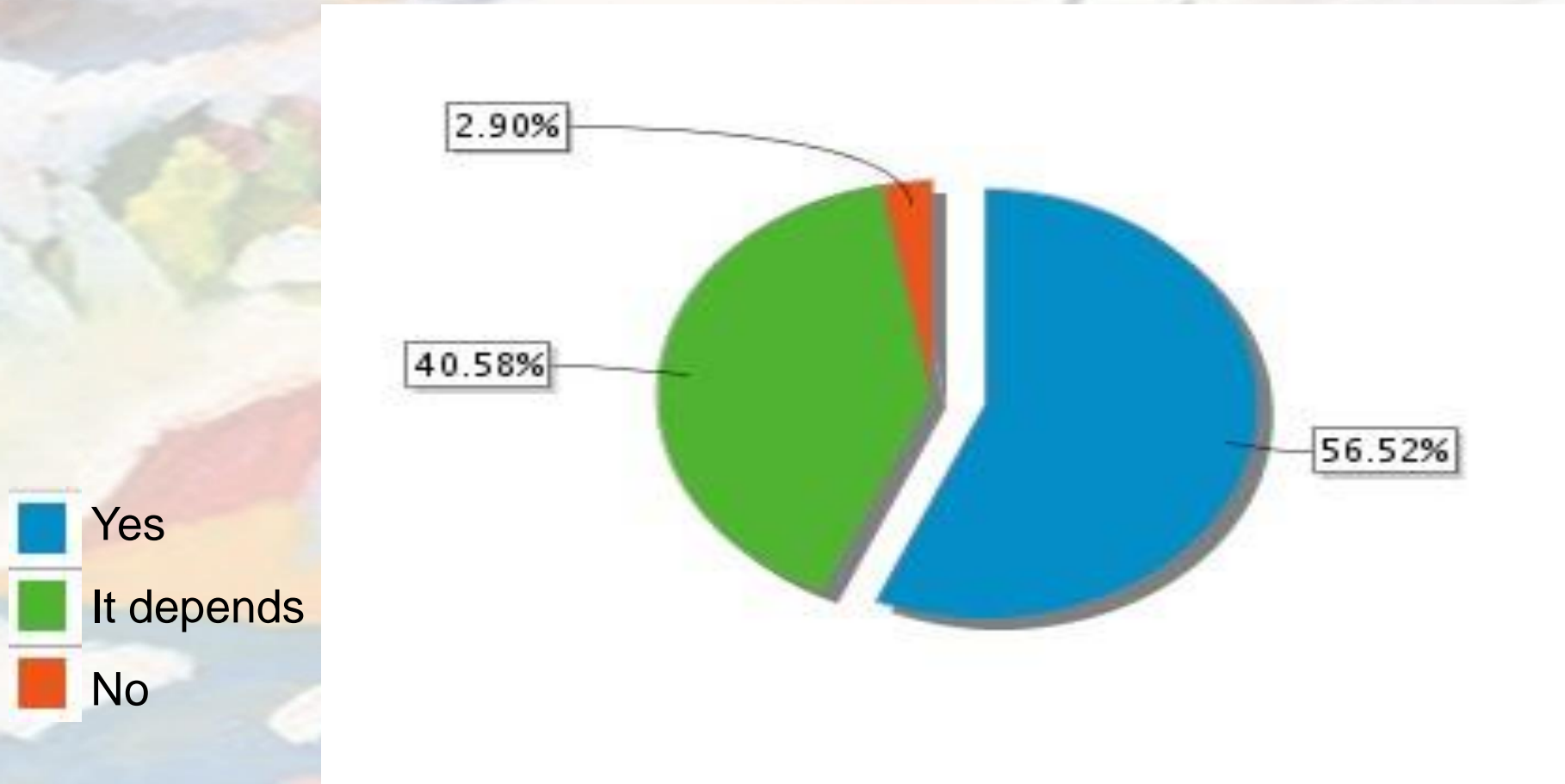
- Evaluation towards Taipei CCI's prospect
Optimistic attitude towards CCI

Do you think CCI has promising prospect?



Analysis

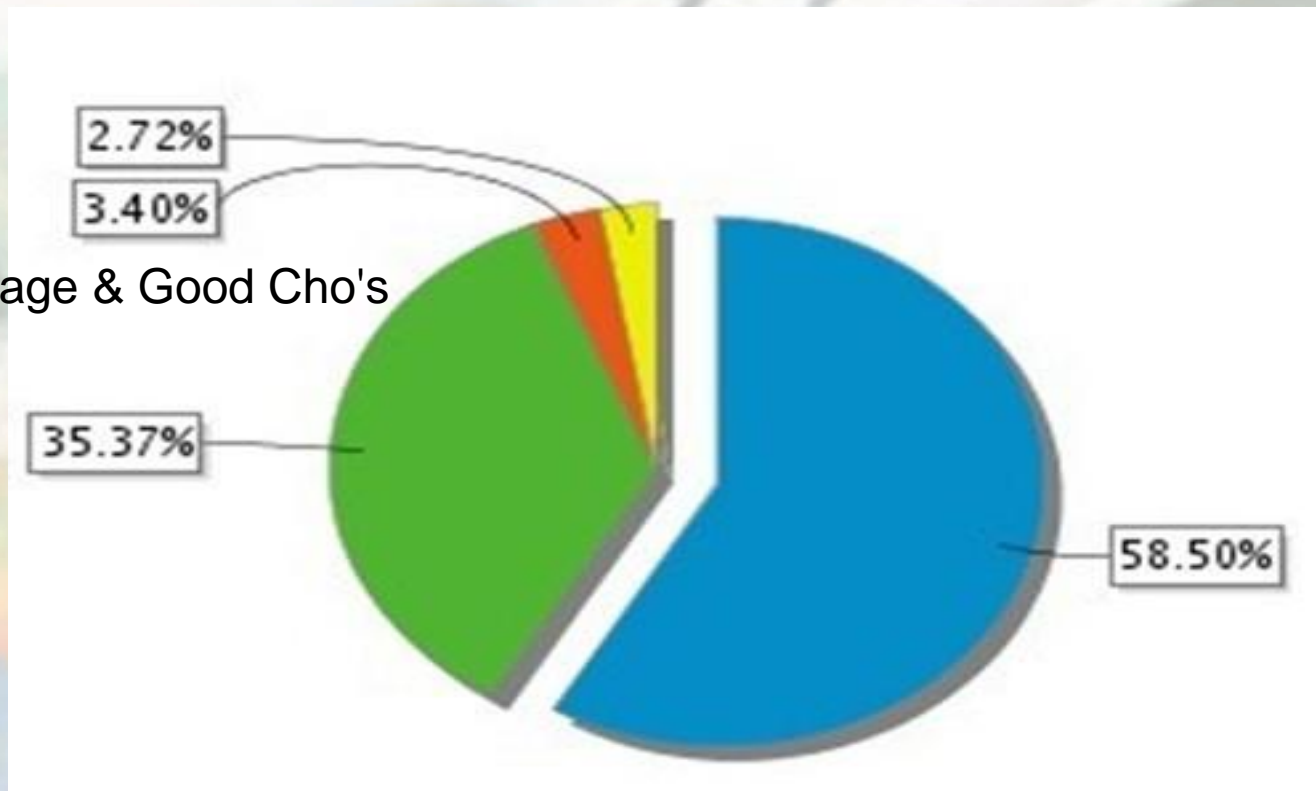
- **Evaluation towards Taipei CCI's prospect**
Optimistic attitude towards CCI



The willingness of working for CCI if possible

Reasons for interviewing The Can & ArtYard

- We need first-hand information about CCI
- Many college students have been to Four Four South Village & Good Cho's but few have been to The Can & ArtYard
- The Can & ArtYard are available for interview



Have you been to The Can & ArtYard?



Research method (II)

Interviews of CCI in Taipei

The Can & ArtYard

CCIN甘樂文創

THE CAN CULTURE ART NATURE

祈福
Praying for
祈福是中華文化的重要組成部分，也是民間信仰的重要組成部分。祈福活動不僅是民間信仰的體現，也是民間藝術的重要組成部分。祈福活動不僅是民間信仰的體現，也是民間藝術的重要組成部分。祈福活動不僅是民間信仰的體現，也是民間藝術的重要組成部分。

The Can in Sanhsia

Historical Background of Sanhsia

The Forming of Sanhsia Town and Flourish Business During Qing Qianlong

- **Late Ming Dynasty**

1. Immigrants from Mainland China
2. Along Sanhsia river → mountain areas
3. Tea plantation and daqing (大菁)

- **Qing Dynasty**

1. As a distributing center
2. Three main industries: Boiling camphor(樟腦)
Cloth Dyeing
Tea Making

Historical Background of Sanhsia

Japanese colonization and the restoration of Taiwan

- **Under Japan's rule**

1. Actively constructing with the special architectural style
2. Mining and lumbering

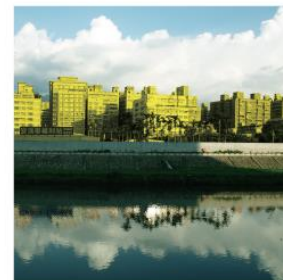
- **After the restoration of Taiwan**

1. Zushi Temple
2. Professor Li Mei-Shu
3. Religious and artistic





The Can



甘樂文創 **CAN**
culture art and nature
藝文展演空間

THE CAN 三峽鎮清水街317號
TEL:(02)2671-7090

AM:10:00-PM10:00

| 咖啡 | 食堂 | 藍染 | 課程 | 講座 |
| 創意商品 | 設計服務 | 藝文展演 |

MUSIC COFFE FOOD
DESIGN CLASS BOOK

What is 甘樂?



- Chinese proverb “甘之如飴，樂在其中”
- Similar to the **spinning top** in Taiwanese
- THE CAN : 「c」 + 「a」 = ∞

I can do it. You can do it. We can do it!

Introduction of *The Can*

Founder: Mr. Jeffrey Lin (林峻丞)

- locally born in Sanhsia in 1982
- 許效舜's apprentice
- The TV program producer of "Fun Taiwan"
- Back to help the family-run old soap factory → Cha Shan Fang(茶山房)
- Commercialized old street
- Established The Can in 2010



Introduction of *The Can*

Founder: Mr. Jeffrey Lin (林峻丞)

- The last san-ho-yuan(三合院) on Qingshui St.
- new construction over 100-year-old house



What does The Can do?

- Café & Restaurant

Pasta, risotto, drinks, homemade cookies



What does The Can do?

- Café Daqing into cuisine



What does The Can do?

The Can magazine

- Published independently
- Every two months
- 4000 issues for free
- online version
- Care for the local small fry (在地小人物), the environment and social issues



What does The Can do?

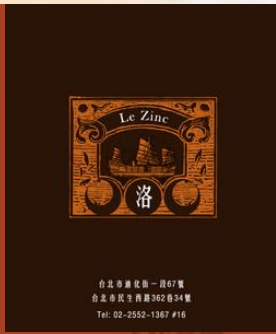
- Exhibition platform
- Live band performance
- Space rental
- Designing service



What does The Can do?

- Selling creative products, postcards, notebooks, CDs (Taiwan's independent music)....etc





小藝埕



ArtYard in Dadaocheng

The meaning of “art” selling in Dadaocheng

Historical Background

Dadaocheng

- Trading port
- The center of **textile** industry
- Where **the 228 Incident** happened
- Politically, culturally and historically meaningful



The A.S. Watson & Co building (屈臣氏大藥房)

Landmark in Dadaocheng



The first western medicine pharmacy

ArtYard (小藝埕)



↑ In Bloom (印花樂) (1F)



↑ Bookstore 1920s (1F)

ArtYard (小藝埕)



↑ Lugu Cafe (爐鍋咖啡) (2F)

Taiwan-made coffee



cake with roseleaves

dried food

ArtYard (小藝埕)



Subjects: history, philosophy, arts

(Exhibitions, performances, speeches, talks, readings)



↑ Thinkers Theater (思劇場) (3F)

ArtYard (民藝埕)



ceramics studio

↓ Hakka Blue (台客藍) (1F)



↑ 洛 Le Zinc (1F)



↑ South St. Delight (南街得意) (2F)

What is **Hakka-Blue** ?

- Hakka-Blue (台客藍)?
- “台” — “**Native**” (本土)
- “客” — “**Humanity**” (人文)
- “藍” — “**Fashion**” (時尚)



- Founded by

Jou Yi-cheng (周奕成) &

the ceramicist **Xiao Li-ying (蕭立應)**



CEO of ArtYard

Jou Yi-cheng (周奕成)

- Co-managed by **the Sedai Group** (世代群)
- Founded by Jou Yi-cheng (周奕成)
- Former **political activist**
- “**Public space**”
- “**Art renaissance**”
- “**New cultural movement**”





Comparison & Contrast b/t
The Can & ArtYard

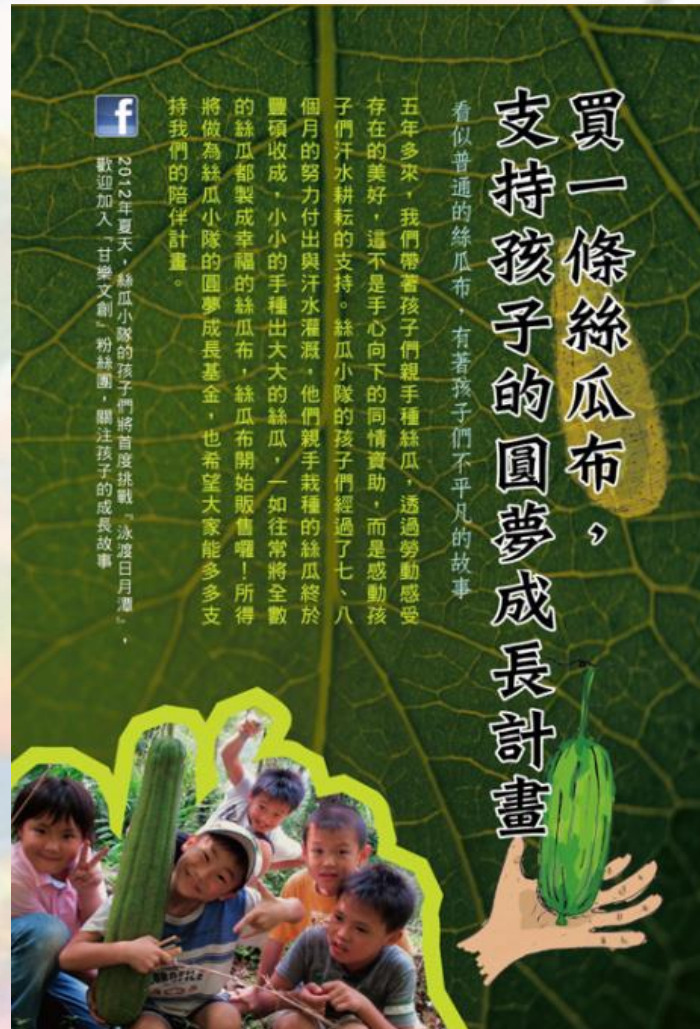
Comparison & Contrast b/t The Can & ArtYard

	<i>The Can</i>	<i>ArtYard</i>
Organizer	Mr. Jeffrey Lin Was born and raised in San-Hsia	Jou Yi-cheng Resident of the Mensheng community
Established	In September, 2010	In 2011
Target Audience	Customers of all ages	
	Visitors mostly on weekends residents mostly on weekdays	

Comparision and Contrast b/t The Can & ArtYard


	The Can	ArtYard
Dining	Café & restaurant	Café, tea House, bar
Self-branded product	No	Yes, postcards of 1920's bookstore
Core Value	<p>Loofah team 絲瓜小隊</p> <ul style="list-style-type: none"> -underprivileged students of Youmu -loofahs, bath sponge - Funds for dreams -long-term accompany project 	<ul style="list-style-type: none"> -Care for people -Making friends -Feels like home -Sense of happiness
People-oriented, not profit-oriented		


Comparison and Contrast b/t The Can & ArtYard



買一條絲瓜布，
支持孩子的圓夢成長計畫

看似普通的絲瓜布，有著孩子們不平凡的故事
五年多來，我們帶著孩子們親手種絲瓜，透過勞動感受
存在的美好，這不是手心向下的同情資助，而是感動孩
子們汗水耕耘的支持。絲瓜小隊的孩子們經過了七、八
個月的努力付出與汗水灌溉，他們親手栽種的絲瓜終於
豐碩收成，小小的手種出大大的絲瓜，一如往常將全數
的絲瓜都製成幸福的絲瓜布，絲瓜布開始販售囉！所得
將做為絲瓜小隊的圓夢成長基金，也希望大家能多多支
持我們的陪伴計畫。

 2013年夏天，絲瓜小隊的孩子們將首度挑戰「泳渡日月潭」，
歡迎加入「甘樂文創」粉絲團，關注孩子的成長故事。



Comparison and Contrast b/t The Can & ArtYard

	The Can	ArtYard
Hands-on experience	Blue-dyeing workshop	Fabric workshop
Artistic platform	Gallery, live band	Gallery, lecture
Feature	Has more to do with the people and the community (cleaning Sanhsia river)	Related to its historical background 1920s parade

Comparison and Contrast b/t The Can & ArtYard



	The Can
Hands-on experience	Blue-dyeing workshop
Artistic platform	Gallery, live band
Feature	Has more to do with the people and the community (cleaning Sanhsia river)

Comparison and Contrast b/t The Can & ArtYard



ArtYard

Fabric workshop

Gallery, lecture

**Related to its historical
background**

1920s parade



Comparison and Contrast b/t The Can & ArtYard

	<i>The Can</i>	<i>ArtYard</i>
Difficulty	<ol style="list-style-type: none">1. Lack of capital2. Lack of popularity3. Lack of community resources4. Lack of recognition from the local residence	<ol style="list-style-type: none">1. Lack of human resource (How to get more talented people to join ArtYard)
Neighboring relation	Having hard time to integrating with neighboring shops	Close relationship
Vision	The integrated village	The great ArtYard

Conclusion

- *Possible solutions for current CCI difficulties*
- *Encouraging young people to participate in CCI*

The Possible Solutions

- **Financial difficulties:** funding for publicity
 - Solution A** – Corporation with mass media
 - Solution B** – Corporation with local community
- **Lack of human resources:** require for talents
 - Solution A** – Internship for students
 - Solution B** – Welcome people from any generation

Encouragement to young generation

Suggestions from the Interviewee of *The Can*

- Endurance
- Devotion

Suggestions from the Interviewee of *ArtYard*

- Passion
- Social experiences

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Thanks for listening