

出國報告（出國類別：參展）

二〇〇五年參加「加拿大台灣文化節—
綻放台灣」報告

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2005 年參加「加拿大台灣文化節綻放台灣」報告

視覺傳達設計系 專任副教授郭世謀

目的

位於加拿大的『台加文化協會』，多年以來一直致力於台灣與北美之間的文化交流。這次在加拿大溫哥華所要舉辦的『二〇〇五年台灣文化節』中，將以『時尚台灣 2-科技台灣』作為主題。目標在於介紹台灣同步流行的文化，提升海外華人與加拿大友人對於台灣的瞭解與認識，進而提升台灣的國際形象。

摘要

『二〇〇五年台灣文化節』活動中的『數位影音文化館』之『創意走廊』展覽空間部分，該單位(加拿大的『台加文化協會』)特與本校八位視覺傳達設計系 94 級畢業生合作，並由一位老師帶隊指導。這次的跨國合作，一方面讓台灣的新一代設計師得以參與製作視覺媒體的學習觀摩機會，另一方面更可藉以宣揚台灣文化相關之內容。讓年輕的學子們有在國際舞台上表現的機會，除增加其就業的競爭力外，對於拓展國際視野，亦有相當大的幫助。

本文

自 93 年 6 月與台加文化協會接洽設計展事宜後，視傳系師生經過一年的籌措與努力，終可將專題設計作品帶至加拿大參與此次的國際盛會。此行自 8 月 25 日至 9 月 8 日止，共計 15 天。由職偕同朱明正、許景泰、郭登瑞、江珮如、林宸伊、邱靖雅、趙淑琪等七名應屆畢業生前往加拿大溫哥華。主要的任務除將部分專題製作設計作品帶至當地參展並佈置設計展之場地外，也參與台加文化協會整體策展等事宜。

第一天的行程，8 月 25 日下午 2 點由台灣出發，搭乘華航班機經 10 餘小時的航程後，抵達加拿大溫哥華機場。隨即受到台加文化協會的接機人員熱烈歡迎，並前往台加文化協會辦公室拜會。在經過短暫休息後與協會負責人、委員和辦事員為幾天後所將舉行的台灣文化節，做進一步的溝通協調與討論。當日便由協會安排下榻溫哥華南邊的列治文區(Richmond)的民宿。

第二天，加拿大時間 8 月 26 日早上 8 點，師生八人至負責企劃這次活動的亞太風企劃公司辦公室(位於溫哥華市)，參與該公司設計人員製作活動會場所需之平面設

計（包括平面文宣品、海報、指標、解說牌…等等）。爲了設計品數量與尺寸的最後確認，三人會同該公司負責人前往勘察活動會場並規劃空間。其他五名同學則繼續在亞太風企劃公司做會場所需之海報設計。晚間 9 點時分，與台加文化協會、亞太風的工作人員用餐後便回民宿休息。

第三天，8 月 27 日早上 8 點，同樣至亞太風企劃公司進行接續的設計工作。該日的主要工作，是將前日所勘察的設計館會場，規劃適當的設計流程並提出構想提案策略。爲了因應展覽呈現方式，將視傳系學生的作品做了最後修正。同時，也協助主辦單位執行會場入口意象的塗裝與製作。晚間 8 點，將手邊工作告一段落後，才離開公司用餐並回民宿休息。

第四天，8 月 28 日早上 8 點，至公司將昨日所決定的設計方向，開始做展場的圖面設計與編排。爲有效地傳達作品各自的特色與設計理念，展覽館決定以簡潔的設計風格與獨立性爲訴求。將工作分配完畢後，遂由學生各自依自己的設計專長分別進行製作。於晚間 8 點離開公司用餐並回民宿休息。

第五~八天，接下來的 8 月 29 日至 9 月 1 日，每日也都歷經一小時車程的時間至公司工作。所有人盡最佳的設計能力，與最快的完稿速度，在愈見緊迫的時間裡，完成所有的設計任務，並輸出所整合的印刷成品。直至晚間 8 點，才離開公司、用餐並回民宿休息。

第九天，9 月 2 日早上 8 點，與所有工作人員一同前往位於的活動會場佈置場地，設計館總共有三處展覽空間，依照影片類、多媒體類、動畫類分三類。在整日努力的佈置後，搭乘晚上 11 點半最末班的巴士回民宿休息。

第十~十二天，9 月 3 日，台灣文化節活動正式開始。因逢週末，9 月 3 日至 5 日的活動人潮日益增多。由洶湧的人潮與反應之熱烈，可看出該活動規模之盛大。當地州長、部長…等官員的親臨與鼓勵，更可看出台灣文化節在溫哥華受重視的程度。溫哥華友人對於台灣文化熱愛與好奇，讓設計館的觀眾們益發絡繹不絕。因此，我們也訓練協會所召集的義工們，一同與我們做會場現場的導覽與解說。展覽期間，也不乏有媒體記者採訪(參考附件)，除報紙媒體外，也有電視媒體的報導，將國立雲林科技大學設計學院的名聲與台灣的設計文化，傳播到加拿大。

第十三天，9 月 6 日，至會場撤展後，師生八人便召開檢討會議，檢討此次展覽問題與缺失。在晚間的慶功宴上，台加文化協會特頒發感謝狀予雲科師生。

第十四~五天，9 月 7 日的下午，揮別了台加文化協會與亞太風企劃公司所有送機人員，搭機返台。

附錄一：參展之記錄照片

第一天--搭中華航空波音 747-400 型機前往加拿大溫哥華。



第二天--抵達溫哥華機場，並搭車前往台加文化協會參與活動相關會議。



第三天~第八天--勘查會場，並於”亞太風企劃公司”協助台加協會所設計製作台灣文化節活動會場所需之平面文宣品、海報、指標、入口意象塗裝.....等等。製作雲科設計館之展館設計並輸出。



第九天--至會場佈置展覽場地。



第十天~第十二日--活動與展覽期間。









第十三日--接受採訪、撤展、開檢討會議、慶功宴、台加文化協會頒發感謝狀予雲科師生。



第十四日--賦歸，搭中華航空波音 747-400 型機回台灣。

第十五日--於台灣時間 2005 年 09 月 08 日下午抵達台灣桃園中正機場。

Science and technology join the arts in Taiwanese display

FESTIVAL | Silicon wafers and 3-D animation are among the exhibits this weekend

BY PETER WILSON
VANCOUVER SUN

From the silicon wafers that end up as computer chips to LCD screens to animation to kite flying, Taiwan is getting the word out on its technology this Labour Day weekend in Vancouver.

Despite its name, The Taiwanese Cultural Festival — at the Plaza of Nations from Saturday through Monday — is about more than music, dance and the other arts.

"The whole festival is about the modern culture of Taiwan in every different aspect," said Charlie Wu, the festival's executive coordinator. "This year we're fortunate to have the science element of it."

Wu said that while the rest of the world knows the computers, both desktop and notebook, that flow out of Taiwan every year, the awareness of things like the burgeoning semiconductor industry and even the design field are not well known.

In order to get the word out, at least in Vancouver, the festival is looking at technol-

ogy from different aspects, including:

□ A look at such products as silicon wafers, LCD screens — from those for computers to those for television sets — and motorcycles and motor scooters.

□ An explanation of what Taiwan is doing using technology in the area of animation and design, including a showing of top student films and game and website animation.

□ An overview of the efforts at environmental conservation in Taiwan, including the saving of species from extinction and the selective farming and improvement of mangoes and tea. There is also a look at the waters of Taiwan and its ecosystems.

□ An interactive set of activities — including the kite flying, which combines technology and tradition — that will show younger people hands-on how science from Taiwan can affect their lives. They can also participate in rocket building.

The scientific portion of the exhibitions has travelled only to Beijing before this, said In-Gann Chen, head of

the department of materials science and engineering at Taiwan's National Cheng Kung University.

"Canada is the second country we've been in," said Chen, who is particularly enthusiastic about the displays designed to show young people what the science of Taiwan is all about, particularly a demonstration of zero-field cooling levitation, in which children will be able to interact with the basic science behind it and then see a live demonstration of it in action.

As for the kites — which comprise the old tradition of kite making with newer high tech materials — they will be flown at both the Plaza of Nations site and at Science World.

"These are very special kites and very expensive kites," said Wu. "So I call them scientific kites and a lot of the kite masters who fly them will use them to intrigue kids and encourage their creativity in technology and the arts as well as the culture."

As part of the kite demonstration, children will learn how to build them.

On the design end of things, Shih-Mou Kuo, associate professor at the department of visual communica-

tion design at Tawian's National Yulin University of Science and Technology has brought students with him who created this year's top films that combine animation and real action.

"The films look at three things: signboard culture, the wheel or car culture and the betel nut culture in Taiwan," said Kuo, who said that design schools over the past 10 years in Taiwan have grown from about 10 to 50.

The betel nut culture looks at everything from history to modern marketing, including interviews with women employed to lure customers into stores.

As well, the students will show their animation work done on websites and for games.

"Taiwan has actually been quite successful in terms of the students receiving international awards for their designs, including industrial designs," said Wu. "They've come out with excellent work and are being recognized worldwide."

Also on exhibit in the digital creations section is a collection of artwork largely from Taiwan's National Palace Museum. These have been recreated in both 3-D and two-dimensional images.

networks@png.comwest.com

Humanity Discovery in Taiwan's culture 慈濟大愛

Tzu Chi Foundation is the best proof that Taiwanese humanity touches the world. Master Cheng Yen, the Mother Theresa of Buddhism, and all the volunteers of Tzu Chi have inspired people of the whole world and brought out the best in them. As a major partner of the festival, Tzu Chi Foundation Canada has contributed greatly and has been very critical component to the success of TCF.

Sounds of Taiwan 台灣風貌 音樂會

After Vancouver Symphony Orchestra's "VSO Salutes Taiwan" in 1996, Egret Music Centre and ICCS Special Event Association joined force in launching this concert as the kick off event for the 2005 Taiwanese Cultural Festival. Edmonton-born Taiwanese Canadian and the assistant conductor of the Vancouver Symphony Orchestra, Kenneth Hsieh, led members of VSO and Violinist Dr. Kevin Tsai to perform this unique and beautiful concert. Taiwanese performing troupes, AMIS aboriginal percussion and Ten Drum Arts Percussion, also contributed.

Design Showcase 創意走廊

Other than being famous for high tech advancement, Taiwan has hidden secrets in the development of the design. Perhaps related to the society's transformation to an open one, the creativity and the talent of young Taiwanese designers is seriously sought after around the world.



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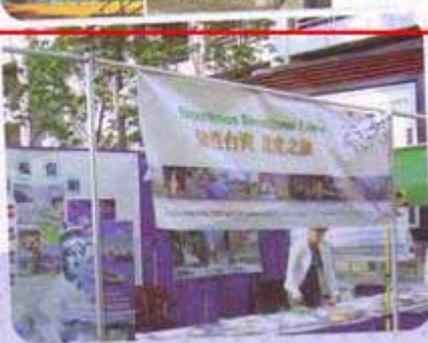
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Acknowledgement 感謝名單

Performers and Artists

十鼓擊樂團	國科會	洪文發	李冠毅	董桂香
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