



## About the Fubon Art Foundation

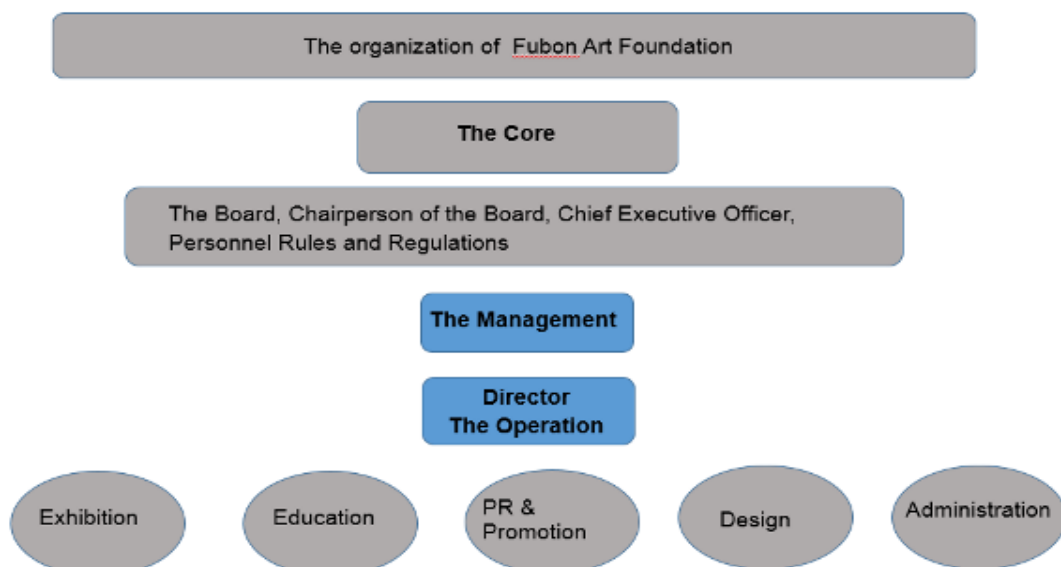
Established in 1997 with the support of the Fubon Group, Fubon Art Foundation is dedicated to making art more accessible to the public. Simple yet determined, the mission statement of the Foundation is "art is a commitment to life," with the belief that art originates in life and it should also ultimately return to life. It has been in pursuit of this passion through art exhibitions, lectures, publications, as well as art & design merchandise.

For exhibitions, the "Very Fun Park" project actively promotes a "museum without walls" approach to art. While the exhibitions spread out into different corners of Taipei's East District, such as shops and other public spaces, the project has invited artists, local and international alike, to this lively and stylish neighborhood. Every year, nearly 50 works are introduced in a wide range of forms, styles and media. The project has welcomed over a million visitors since 2007, ensuring that "Very Fun Park" is now a byword for the city's East District.

Besides exhibitions, the Foundation has also launched "Fubon Forum", an active educational platform for lectures, talks, and workshops in various aspects related to "aesthetics and lifestyle". In 2011, for instance, Fubon Forum's program involved more than 100 free seminars and paid classes. The lectures addressed a wide range of subjects, ranging from literature, cuisine and architecture to design, culture and innovation, cinema and a workshop series.

The Fubon Art Foundation has made use of its rich artist database to develop and design public relations gifts for the Fubon Group. The Foundation also co-produces "Fun Art Radio" with UFO Radio and publishes a quarterly "Art Map" to cover interesting topics of lifestyle in Taipei's East District. All of the efforts promote the Foundation's vision that art is an indispensable part of life.

The hard work of Fubon Art Foundation over the past 16 years was recognized by Taipei City Government in 2011 when it received the 15th Taipei Culture Award for "outstanding contributions to the long-term nurturing of culture, promotion of cultural diversity, focus on Taiwanese identity and promotion of Taipei on the international stage."



## About Very Fun Park

### What is “Very Fun Park”

"Very Fun Park" is an exhibition about diversity and creativity. The spirit of "Very Fun Park" is that an art exhibition doesn't have to be exclusive to galleries or museums—fun corners in the city could be the fountains of creativity. Therefore, Very Fun Park takes contemporary art to the streets and shop front, making it part of urban landscape.

The very first edition of Very Fun Park, "Very Fun Park – An Exhibition of Taiwanese Contemporary Art," was co-organized by Fubon Art Foundation and the Hong Kong Arts Center in September 2000. It attracted 90,000 visitors during its first stop in Hong Kong. Humorously labeled as “Made in Taiwan and marketed in Hong Kong,” the exhibition built up a bridge to support cultural exchange in the Asia-Pacific region. It is also part of Fubon Art Foundation's proactive approach to promoting international cultural exchanges and giving young Taiwanese artists an opportunity to be seen on international stage.

When the Very Fun Park exhibition toured the Perth Institute of Contemporary Art (PICA) between March 14 and April 29, 2001, it garnered a great deal of local attention. It then returned to Taipei's East District, a mixed residential and commercial area of the city where old and new co-exist. Based in this district full of energy and surprises, the Foundation switched the focus of Very Fun Park to local community. Of course, the challenge is very different from Hong Kong's art-center venue and the restored historic-building-turned-gallery in Australia. Since 2007, Very Fun Park in Taipei employs spaces in small lanes and alleyways in East District, such as shop fronts (fashion boutiques, cafes, and restaurants etc.), neighborhood parks, abandoned houses and sidewalk for exhibition venues.





## About Fubon Forum

Due to mutual fondness, we gather together to satisfy the senses of knowledge. Fubon Forum are arranged through out the year in different seasons. Various topics are covered from food, travel, music, literature, cinema, music, and other topics of life and aesthetics with distinct themes are led by professional scholars from different backgrounds. Participants are encouraged to share their experiences, and this life-long learning arena is much anticipated, and at the same time it is also a place to release pressure and to recharge.

In 2012, the Fubon Forum program involved more than 100 free seminars and fee-charging classes. These addressed a wide range of subjects, ranging from literature, cuisine and architecture to design, culture and innovation, cinema and a workshop series. For the free large-scale forum, we invited the Oscar award winner and film director *Ang Lee* to deliver a public speech about his encouraging work “Life of Pi”. Also, 900 people registered online within 90 minutes for the talk given by American architect and Pritzker Architecture Prize Laureate *Richard Meier*. At 2011, at one talk given by internationally renowned Japanese architect *Toyo Ito*, about 800 people registered to take part in a 24-hour period. The lecture given by writer *Lin Xi* attracted participants from Taiwan, Hong Kong and China, an indication that the Fubon

Fubon Forum has become an event people are willing to travel great distances to attend. In addition to the independently organized lecture classes, efforts were also made to organize cooperative projects with the private sector. Examples include a series of talks during Taiwan Designers’ Week and a selective guide to the golden horse Film Festival. By keeping up to date with current events, the Fubon Lectures have been able to provided art lovers with relevant information about ongoing activities. In the 10 years since they were launched, Fubon Forum has developed a reputation for their impressive understanding of the cultural pulse of Taiwan, also has attracted more than 108,650 members and held nearly 1,400 life aesthetics classes and talks.

### I. Monthly Master Forum

Fubon Forum endeavor sto achieve our mission “connecting people with art” through the large-scale forums led by the masters from different fields every month. These forums are open to the public and at the same time free. All the speakers are outstanding figures in their profession. Fubon Forum would like to convey the positive and encouraging messages by sharing their unique experience and thoughts.

Speaker	Topic
<b>Tien-Hsiang Wen</b> Film Critic	Film Reviews of 2012 Golden Horse Film Festival
<b>Ang Lee</b> Oscar Award winning film director	Life of Pi
<b>Ovid Tzeng</b> Professor of Institute of Neuroscience, National Yang-Ming University	Dance with Science

<b>Richard Meier</b> American Architect 1984 Pritzker Architecture Prize Laureate	Richard Meier Architect
<b>Mei-Ling Li</b> Senior Curator	King Wu Ding & Lady Hao Art and Culture of the late Shang Dynasty
<b>Fang-Yi Sheu</b> Dancer	Being your CEO

- Reviews



Ang Lee



Richard Meier



Fang-Yi Sheu

**- Past Monthly Master Forum**



Murakami Takashi



Masayuki Kurokawa



Toyo Ito



Isabelle Anne Madeleine Huppert



Bob Blumer



**II. Series Classes**

Fubon Forum plans series of classes every spring and autumn. These classes are fee charged and open to the public. The topics range from food, travel, music, literature, cinema, music, design, fashion and life trends. Below is an example of our autumn program in 2012.

Speaker	Topic
<b>Elaine Liao</b> Editor in Chief of Bazaar	《Fashion》 Side Brands Effetcs
<b>Zhao Yang</b> Writer, Literature Critic, Political Commentator	《Literature》 Ultimate Border of Imagination- Fantasy Literature
<b>Tien- Hsiang Wen</b> Film Critic	《Film》 Golden Partners of Film Directors-

	Photographer, Stylist, Log Keeper, & Composer
<b>Joe Lee</b> Writer, Trend Observer	《Travel》 Alternative Trip in South East Asia
<b>Tomic Wu</b> Writer, Founder of Lienyun Underground	《Creative Industry》 Good Taste, Good Business
<b>Sherry Weng, Rocky Wang</b> Chief Sommelier of AOW	《Wine Tasting》 WSET Certificate

### III. Art Map

The quarterly journal “Art Map” released at the summer of 2008, in which we feature a characteristic “A – Mei” as a promoter and researcher of “East District” in Taipei city. Every three month, A – Mei travels and observes the city in fresh point of view. Art Map is an exclusive index of the city. With this alternative guide map, everyone would see the city with different eyes.



## IV. Weekly Radio Program: Have Fun with Art @ UFO Network

Host: Xuan Liu, Taiwanese musician, DJ, and writer.



Guest: Deserts Chang / Musician



Guest: Mia & Scott / Musicians



Guest: Wei-Jan Chi / Playwright



Guest: Mickey Huang / TV host



Guest: Fang-Yi Sheu / Choreographer



Guest: Zhao Yang / Writer & Critic

"Very Fun Park -- Contemporary Art Exhibition in Taipei's East District" is celebrating its 10th edition! These 10 exhibitions held in the past 15 years have breathed new life into the arts and culture scenes in Taipei. With the participation of 500 exhibition venues, 550 local and international artists, almost 1,000 pieces of artwork, and 1,500 volunteers, Very Fun Park has attracted more than 3.8 million visitors so far and the number is expected to exceed 4 million this year, greater than the whole population of Taipei City. Blended with the flavors of everyday life, Very Fun Park is a dialogue between art and space that keeps stimulating the artists and the audience alike.

The spirit of Very Fun Park is that "art is an integral part of life". It is with the joint efforts of the public sector, corporate, community, visitors and artists that art is able to break the confines of museum white walls. Amidst the summer heat in Taipei, people can enjoy spontaneous encounters with art as they walk in the streets and alleys.

### Ten exhibitions, ten refreshing interpretations of space

The 2015 Very Fun Park is centered around the number ten: the tenth exhibition with art installations spread through ten unique spaces in Taipei's East District. Unoccupied and temporary spaces mostly overlooked, such as plazas, parks, military villages, apartment buildings, hotels, neighborhood areas, stores, and corporate buildings, house close to thirty artworks by local and international artists. While the artists create new works or revisit their existing works site-specifically, new conversations are inspired in different places and at different times.

This year's curatorial program also takes art as a flexible strategy for urban regeneration. The renewal construction of the Tongshan Residence and Daan Old Mansion is paused during the exhibition. Through the philosophy of "land ethic", it aims to repurpose the space for the benefits of the local community and to embody Fubon Group's corporate social responsibility, bringing forth discussions on the relationships between

people and space.

## **A new era for Very Fun Park: exhibition archives go online**

As Very Fun Park is celebrating its 10th edition, it has also set an important milestone: Fubon Art Foundation has partnered with Google Cultural Institute to make Very Fun Park exhibition archives accessible online. It is the first "museum without walls" in Asia to be included in this impressive online collection, and the foundation is the second Taiwanese institution to have such recognition after the National Palace Museum. Cloud computing technology has redefined and enriched the meaning of a museum without walls. All the fun and interesting details of Very Fun Park are now available to everyone without restrictions of time, space and borders.

Google Cultural Institute features over 80,000 exhibits from more than 700 cultural institutions, enabling art-loving people to explore famous museums and cultural treasures around the world. High-resolution images present the brush strokes and the unique character of each artworks in vivid details. Now, the collective memories of Very Fun Park are stored and shared on the cloud. The first array of 400 art exhibits from the past exhibitions are accessible online along with behind-the-scene stories and interviews.

## **"To Ah" travels around the world via Youtube**

Besides launching its digital archives online, Very Fun Park strives to facilitate more innovations by means of technology. Ochikeron, a popular Japanese Youtuber who has more than 600,000 subscribers globally, is invited to create an exclusive "To Ah Bento (lunch box)" based on the Very Fun Park mascot "To Ah". Originally designed by Japanese artist Akinori Oishi, this year To Ah travels beyond Taipei's East District for the first time with the mission to build more connections between art and people via the Internet.