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城市有氧 就該有粉樂氣色

時序漸進，屬於七月天的暑氣。

辣艷的夏日引發你我想要鑽進小店、走入樹蔭的想望，卸下了冬日的厚重，接受島嶼在烈日下的溫盪，假期的氣氛濃郁，地球表面的人飛行移動，在位置中探索著生命經驗，粉樂町飽和的粉紅介入了臺北城東！

幾乎已經是一種默契，臺北城東的夏日慶典就是「粉樂町」，藝術混和在東區的空間當中，臺北東區人潮流動、話題交接，臉書上一張張畫面分享，放假的學生、實習的社會新鮮人、基金會同仁，在展點中巡邏走逛像扶植作物的農人，我們最常感動的是，談了老半天的展點，終於接受了藝術的介入；敲了好久的藝術作品，長途跋涉抵達臺北現場。國際藝術創作者加臺灣工作團隊，有效精準地完成了作品，有人看了作品會心笑了，也有人說：「啊，我從來不知道臺北其實這樣有趣！」為期兩個月的展期，除了說服店家犧牲收益釋出空間之外，也要面對不按牌理出牌的天氣，為的就是經營這場觀者與藝術的相遇！

而這樣的熱情與心態，對於長年於基金會工作的同仁而言，有時候理想夢幻到近乎不可思議，但我總認為這才是最關鍵的態度：生命中有盼望、生活中有夢想，就像是每天在為日子進行有氧運動，我們相信努力能讓明天更好，也相信分享美好的事物總好過於批判與分化，和諧的真義並不是妥協，而是接納——接納不同的聲音、想法與態度，讓它們在節拍當中各自表現卻不忘共榮，粉樂町就是這樣的意識傳達，在看似各展所長的競技中展現集體創作的圓滿，我們可以說今年的粉樂町是 30 處分散的展點，但也可以說粉樂町其實是一件在城市中流動的巨型創作。身處於臺灣的我們，需要共榮的精神才能醞釀更為深刻的力量，無論企業在社會中受到如何的觀察與監督，在社會責任上還是謹記初衷——「就從分享開始」，這是藝術教育的啟蒙教材，在分享中理解共榮的加乘效能，還有尊重異己的文化素養，一段段遇見美好的時刻雖然無形卻深刻地影響我們，這才是藝術在生活當中的真正意涵！

很期待飽和粉紅色掛旗再次飄揚臺北街巷，像是活力循環的好氣色，籌備了大半年的展覽，第八個年頭粉墨登場，期待您走動指教，讓流動的人氣替代出鮮活，並遇見來自於藝術的分享與美好！並祝福每一個旅人、市民，因為「粉樂町」愛上臺北城！

富邦藝術基金會執行長

Very Fun Park Brings Life to the City

With each passing season, the new season brings about new hope and cheer. Summer brings about the heat as well, but certainly with a good dose of gaiety and fun!

So while the heat and humidity of summer drives us to seek cool comfort, we open our arms wide to the radiating positivity of the summer season. Nowhere is this positivity more accentuated than in the colorful Very Fun Park, which once again in its 2013 edition, is set to saturate Taipei's East District.

As if by tacit agreement, the Very Fun Park portends the summer mood in Taipei's East District. Summer is the season when students revel in their holidays, and is the season when graduates embark on the first stage of their careers. It is also the season when holiday-makers converge in the heart of Taipei, and definitely the season when the Very Fun Park brings fascinating contemporary art to the masses.

Now into its eight edition, we are especially heartened by how the Very Fun Park has seeped into the consciousness of the local community. It is by no means an easy process, often requiring the exchanging of countless ideas before a concept comes to fruition. In the two and a half months that the Very Fun Park will be held, we hope the viewing public will take away the same enthrallment that we have. We hope as well, that this appeal from the arts, will inculcate and promote a lifestyle with the arts as a core.

The editions of the Very Fun Park owe its success to the passion and positive attitudes of the Fubon Art Foundation colleagues. Very often, what appears to be a mere dream is wondrously manifested into a finished product. The unison of all to broaden and realize the ideas stemming from a few, highlights the harmony necessary to achieve success. Harmony is an amalgamation of many supporting parts. Harmony also in essence, does not imply settling for compromises. Harmony is much more – it is an acceptance of different voices, ideas and attitudes, culminating in a final output that resonates with the pride of many.

The Very Fun Park may appear to some to be art works in competition with one another. That cannot be further from the truth. In actuality, the art works are like players in a symphonic orchestra, each bringing to the fore a talent to create harmonious music.

For the 2013 edition of the Very Fun Park, there are in total 30 different exhibition sites. In other words, it is an expansive art museum in the heart of the city. I trust that the theme “Harmony” will resound loudly through the city. The Very Fun Park will be a platform for all the parties involved - from the artists to the local businesses; from the curatorial team to the general public - to collectively embed the arts into the fabric of Taipei City.

The preparations for the Very Fun Park 2013 have taken more than six months. As we finally launch the 8th edition of the Very Fun Park, I expect the signature pink banners to inspire both joy and wonder. Let us all share in the harmonious mix of beauty and goodness the Very Fun Park brings about!

CEO, Fubon Art Foundation

和諧 HARMONY

策展理念

夏日時節，《粉樂町》這個在臺北東區已然為人熟悉的當代藝術展，又來了。一張遍佈粉紅落點的藝術地圖，多年來不曾停歇地在街頭巷弄沿途留跡，年復一年揚起城市在實用功能與經濟主張之外，更多關乎美學與創意思考的生活態度。

2013 年《粉樂町》已經邁向第八個年頭，一路走來，除了串聯描繪出臺灣當代藝術的發展樣貌之外，更是從在地商圈與社區的興退消長中，看見世界與時代的改變：在櫥窗的流行趨勢裡，我們望見世代的心理渴望；在店舖流轉率的尋訪調查中，默默理解民生起伏的樣貌；2001 年，《粉樂町》由當代藝術展之名出發，滲透生活讓藝術對話；行經多年，如今，《粉樂町》已不再僅僅只是個當代藝術展，更豐富成為一個以藝術為體更對生活有感知的正向運動。這個運動，是一股循序漸進的力量，如同長程馬拉松慢跑，在呼吸調息之際，我們試圖找到與內在和諧相處的腳步節奏，讓每一步的踩踏都扎實入地，也隨著前行的步伐，緩緩跑出在路途上能默契相伴的夥伴。

在科技不斷刷新人際溝通與教育模式的現今，社會正創造出個體意識獨立而強悍的新時代，透過虛擬的網路脈絡，人們也更易於凝聚起散居各地的現實力道。這是過去未曾存在過的一呼百應現象，大眾已由被動觀者成為新聞主動的蒐集者與發佈人，即時感受世界的節奏也已成基本能力；如今，即使市井小民在品味與價值上的私房註解，也開始能鏗鏘有力的撼動大眾。於此，我們重審思考在個體當道的時代，什麼價值是人們在迎向當前所不可漏闕的態度？

那或許，就是「和諧」(HARMONY) 的力量。這是 2013 粉樂町提出關於正向生活的關鍵詞，也是粉樂町在長年與社區互動中獲得的真實感受；世界沒有單獨存在的生命，也沒有獨立不相干的存在狀態，瞭解自己之外還得理解他人；藝術如此，生活也是。不僅止於強調主旋律的必要，還需要豐富的和弦伴奏，才能創造共鳴層次與感官的立體，讓身歷其境的觀賞者建構更全面的思考觀點。

粉樂町展中的每件作品，不論是與巷弄空間或行經路人的對話，都是近半年來，在策展團隊、藝術創作者與社區共同經歷相遇與磨合、激撞和衝突，而後才併生共鳴的「和諧」結果。這是一場兩人三腳的團體行動，八年來在社區相伴的堅持下，粉樂町理解了在眾聲喧嘩的時代，尊重多元

也包容差異的意義。「和諧」不代表著沉默，而是不同聲音所創造出的合奏悠揚，那是因為擁有了相通的共感價值與信任，我們才能使得兩個截然不同的端點連結起交流溝通認識彼此的橋樑。

藝術，一直是粉樂町選擇與社區維繫對話的傳聲線，在這之中，如何取得「和諧」的巧勁，不僅止重要而是必要，它層層包裹在整個展覽架構之上：它是藝術創作者們在眾多異質材料與色彩中，透過直觀的選擇，企圖抓取視覺、聽覺、理性與感性等不同層面上的平衡與韻律；是在商業高度發展的消費機制內，拿捏經濟效益和公民教育的輕重緩急；是在並列品牌故事與藝術闡述的哲思價值之後，雙端能相容提升卻不會相互衝撞的進退節奏；更是觀眾在看展與走逛的交錯體驗中，在咀嚼日常和超越日常的經驗之後，願意接受並回應於生活的調度能力；「和諧」就是一股能在緩慢之際，創造出 1+1>2 的轉換能量，並且傳達出對於空間態度與美感經驗的狀態。

2013 粉樂町以忠孝東路、仁愛路與復興南路作為發展腹地，並擴增展區至松山菸廠文化園區，共計三十處空間參與展出；含括潮流商店與品牌服飾、書店與咖啡館、里民活動中心、行道路樹，以及社區防火巷弄等，那些人們在街道上曾經快速經過，或曾駐足逗留的熟悉場域，在 34 位藝術創作者的巧思轉化下，打開了讓人們在休憩走逛的路途中，同步還能享有五感體驗的藝術饗宴。

在這炎夏的城市樂園中，藝術創作者們步調一致的燃起藝術在生活中各種可能的「FUN」點，也沿途經歷「和諧」的創造。在戶外展區我們以幽默為題，來自英國的 Filthy Luker 將深海章魚攀附至磚瓦房舍上、巷弄間庭院樹木突然蹦出靈活雙眼，挪移起景象互換的頑皮趣味，引領路人會心一笑；黃法誠以人們談笑常聞的替代角色「小明」做為小人物化身，為數百名圖繪散佈在仁愛里里民活動中心之外，體現無厘頭世代惡搞有理的生活哲學；而陳怡潔創作中繽紛卻扁平的卡漫樂趣，則將都市暗巷幻化為超級英雄隱身潛藏的新聚點；繁華商圈中為鐵皮廢材所圍繞的邊垂土地，也在劉國滄以建築視點虛實轉換的觀察中再現空間新意。

各室內展區，則邀請觀眾共來細細品味創作者以細膩手感操作材質的成熟功力，試圖在視覺看見之外誘發觀者的思考與討論，摘要出藝術在顛覆慣常、大搞實驗的遊戲之外，更咀嚼著人文哲

思、社會意識、環境回應的提醒與心意。在堅持品味初心的 C25 度咖啡館內，李燕華以穿越時空的對話回應自我內在和書籍作者的靈魂。英籍藝術家 Tim Budden 揉合東西美學的作品，同步回望 iPrefer 服飾店在混搭風格中定位自己的獨特性。質料不僅是物質，還是生活方式的選擇，侯怡亭、岩崎貴宏在 JAMEI CHEN 空間內交織媒材實驗，以手藝啟動想像力，再現物料超越加工價值，更是品味精神的蔓延。陳佑而、蔡潔莘與伊祐·噶照以三種相異的創作媒材（生漆、紙漿、漂流木）滲透收放著人和物的距離，串聯生命價值與生態返歸的重要性。董明晉以身體行動雕磨實木將或裡或外、既虛且實的曖昧界限橫跨於簡樸自然的 Roots 空間之內。楊馥菁與斐瑟髮廊的對話連結起潮流絢爛的快速輪替與宇宙次序的生漲消弭。何采柔、賴威宇的作品在複合時裝店內，平衡著現實與超現實、也搓揉著自我和外在的存在認知。陳長志以攝影之眼凝結了周先生與舞者們動態的身體美學，在舒活心靈的 AVEDA 空間中躍動對談著。3 位插畫家跨界聯展的「LOVE」系列，以輕食小品的放鬆姿態，呈現在 Tartine Bakery 悠閒的咖啡時光中。郭奕臣扭轉鐘表店聚焦時間的特性，企圖破格日常時間予人僵硬制式的壓迫制約。在資訊繁複交錯的誠品書店內，王艾莉在閱讀之際創造了可攜擁有的藝術思維，將不滅永恆的字句轉為行動索引。

此外，本年度還邀請了多位國際藝術家以大物件的裝置形式進行創作，像是金昌煥、金明範、盧東湜、崔正化、尹秀珍等，他們以金屬架構、鬆軟織品、複合塑料、充氣物件等各種媒材，發表尺幅巨大的雕塑作品，巧妙地在視覺觀感上以輕量不著痕跡的軟性轉換，順勢隱隱指出在表象與機制之後深思熟慮的重量。

除了由創作者自身出發的作品展現外，以靈活形式解放創作的獨向主導性，轉而透過群眾參與而完成的集體創作，也在今年的展出中略可窺見：在剪紙與剪髮（斐瑟旗艦），油彩與糖果（papa bubble）的堆疊塑形中，邱雨玟、謝怡如與空間實際的經營者和生活家共同完成創作，落實社區藝術的互動意義；而蕭有志創造建築移動的空間平台，交鋒著王榆鈞的聲音創作，靈活地賦予空間靈魂與想像力，更沉澱出人和空間的多層次互動。

從初始的質疑保留，到社區願意主動參與，更甚者能在近年自發性的在非展覽期間，店家開始嘗試策劃、邀請藝術與創意工作者將作品進駐於社區商店之中，也是粉樂町八年持續累積發酵出的後勁，像是犁鬆土壤後，種籽自會延展生命的循環，我們相信粉樂町落下的種籽，也正在自由發芽。除了臺北東區的自主力量之外，自北至南亦有諸多文化工作者與團體紛紛而起，延燒著藝術與社區交織共構的創意浪潮，如同這粉色的巷弄運動般，大夥捲起袖口、揚起旗幟，秉持著藝術可以改造城市的相信，嘗試能讓生活有所不同。

在不斷變動的環境中，粉樂町計畫以十個年頭，十檔展覽做為階段性任務。粉樂町的十年，是以有限期的長程做為約定時間表，這是一段讓參與者（社區 / 商店 / 經營者 / 居民 / 觀眾）瞭解、培養認同並鼓勵在地啟動創意思考的路程，透過粉樂町載述著策展團隊感動於藝術讓生活更美好的相信，一年年套疊出藝術與日常呼應的城市地圖，為的便是實踐一份給予臺北的承諾，也是樂於分享這份藝術信仰的美意。

這是粉樂町的相信，也是一個美學教育的實驗。我們揣想在十年之後，當《粉樂町》計畫劃下終止線，臺北東區或許已能在這根基之上，開啟自行運作藝術進駐的合作，而藝術與經濟的社區對話，也可以在數字效益之外，持續譜出豐碩人心的文化價值。

期待在第十一個年頭，粉樂町這粒深埋在臺北城東的藝術種籽，發展出強健的芽，撐持出成見的夾殼，欣然的在每個角落伸展，讓藝術的花朵接迎人文的微風吹拂，東區的息氣，每每讓人憶想起千禧年後，民間的企業在種種觀望之中，勇敢持續的承諾與實踐，我們對這座城市所建構的想像力樂園「粉樂町」在你我美好的東區印象之中。

HARMONY

Curatorial Statement

Summer is here! And along with summer, the Very Fun Park is back again! Now in its eighth edition, the Very Fun Park has transcended beyond being just a contemporary art exhibition in the heart of Taipei's East District. The exhibition has earned a reputation for bringing art to the masses, and this is nowhere more evident than the stylish trace left among the streets and lanes of Taipei's urban jungle. As with previous editions, the Very Fun Park invites the general public to marvel at the combination of aestheticism and practicality. All these within the boundaries of economy, yet while creativity brims unboundedly.

In its past editions, the Very Fun Park has boldly outlined the contours of Taipei's fascinating contemporary art. With the same stroke of the brush, the exhibition has ingeniously brought art out for display through the partnership with local businesses and communities. By leveraging on the local surroundings, buildings and stores, it has created an expansive art museum by breaking down both the literal and metaphorical walls. This has opened up avenues for contemporary art to influence people, while at the same time drawing inspiration from the people.

The Very Fun Park has grown rapidly since its first edition in 2001. It has developed into an art movement that promotes the embracement of art in our daily lives. The Very Fun Park is a movement that has taken small steps, and it will continue to be a movement that seeks to gradually bring art and people closer.

In developing the theme for the 2013 edition of the Very Fun Park, we were struck by the harmonious relationship between seemingly distinct and unrelated matter. Take innovation and lifestyles for example. Innovation has brought people closer through the advent of social networks. People have transformed from being passive news receivers to being active broadcasters with the world at their fingertips.

Harmonious relationships can also be observed between food and art. Culinary appreciation has now been taken to higher levels, and the look of food is as important as its taste. Scores are given to the

visual appeal of food, and artistry cannot be overlooked. Inescapably, harmony is an attribute that has grown in significance and meaning.

It is for this reason that "Harmony" is our defining theme for Very Fun Park 2013. Harmony is increasingly seen in our daily lives, even though we may not notice it at first glance. Harmony highlights that there is neither independent existence nor isolated relationships. In one way or another, all things animated or inanimate, exist in harmony together.

In Very Fun Park 2013, we underline the "harmony" in our daily lives through the contemporary art displays. While art comes about through collaboration and interaction, some may point out that art is can sometimes be a confluence of conflicts and collisions. Indeed, the latter is an unavoidable aspect, and is often labeled as disharmony. We beg to differ however, in our viewpoint. That a piece of art is ultimately produced is a testimony to harmony being at work.

Harmony in the Very Fun Park 2013 is observable through the final finished product. Harmony between the community, local businesses and the artists, result in venues made available for art display. Harmony between the curators, artists and the general public, results in a selection of fascinating artworks. Harmony does not come easily, but is an amalgamation of common values and mutual trust. That in itself, is a noteworthy quality to exhibit.

Along with the displays at Zhongxiao East Road, Renai Road, and Fuxing South Road, the Very Fun Park 2013 also has displays at Taipei New Horizon and the Songshan Cultural and Creative Park. There are in total 30 exhibition sites, and these sites include fashion boutiques, bookstores and cafes. Trees, lanes and alleys have also been marked out as exhibition sites, and they take displays to exciting new levels. People who may ordinarily pass by these exhibition sites without a second look, are likely to stop in their tracks when they notice the new additions to the surroundings.

All in, the Very Fun Park 2013 brings together 34 artists of varying perspectives and artistic flairs. Their combination, viewed in totality, is a harmonious mix of stimulating art. Evocative and decidedly fun, the artists have all incorporated and brought out the full flavor of the theme.

In the outdoor display areas, Filthy Luker - a British street artist, has installed an octopus art piece that climbs on the walls and roofs of buildings. Combined with trees with eyes attached to them, the whimsical creations are bound to draw a chuckle or two. Fa-Cheng Huang, a Taiwanese street artist, has scattered hundreds of drawings outside the Renai Borough Community Center. Cutely referenced to as “Xiao-Ming”, which is a common Taiwanese name equivalent to the western use of a John or Bob, the cartoon illustrations showcase a penchant for photography. Meanwhile, and also in the outdoor display areas, construction hoarding is manifested by Kuo-Chang Liu into a piece of architectural work. Agi Chen is also astute in her manifestation, utilizing concentric circles to transform an alleyway into a refuge for a comic superhero.

In the indoor display areas, visitors are invited to appreciate the artists’ skillful manipulations of materials. As with the outdoor displays, the artists seek to encourage the viewing public to think and to discuss. Nothing is too obscure or difficult to represent within their artwork. Be it philosophy, social consciousness or responses to environmental issues, these are opinions and questions that are reflected in the art installations. In C25 Café, Yen-Hua Lee doodles on pages of books to create a dialogue that spans through time and space with the authors of the books. Tim Budden, a British artist, blends Eastern and Western influences into his cut paper installation at “i prefer”. Takashi Iwasaki harnesses designer Jamei Chen’s clothes to highlight that the output have more to offer than for wear alone. I-Ting Hou’s installation, also at Jamei Chen’s store, employs both embroidery and photography to create prints of a unique kind.

Yu-Erh Chen, Chieh-Hsin Tsai, and Iyo Kacaw rely on three different kinds of materials – lacquer, paper pulp and driftwood respectively, to showcase the distinction between humans and objects. By

articulating the values of life through their art installations, the artists emphasize the importance of preserving nature and admiring life.

At the same time and also within the indoor display areas, Ming-Chin Tung in his installation at Roots, utilizes wood to explore the harmony between physical and psychological space. Over at VISAVIS Salon, Yang Fu-Jing combines the concepts of hairstyle trends and volcanic lava into an array of spellbinding hairstyles. Joyce Tsai-You Ho magically manipulates fiberglass to mimic the appearance of candy, while Wei-Yu Lai uses paintings to depict the contradictory outcomes from different interpretations. These art pieces, on display at “miho” and “Katy Has a Loft”, explore the dichotomy between reality and surrealism.

Chang-Chih Chen captures Shu-Yi & Dancers through his camera lens, and displays the photographs in the soothing confines of AVEDA. Tartine Bakery is the showcase for three young illustration artists - Inca Pan, Whooli Chen and Liang Gen. Consumers are invited to appreciate the illustrations, with love as the defining theme, over coffee and snacks. Over in a watch shop - “twelve”, I-Chen Kuo stretches the properties of time through his art installation. He seeks to downplay the notion that time oppresses and stresses people. Alice Wang transforms sentences and phrases into the actionable words, and this is nowhere more relevant than in an, you guessed it – Eslite bookstore.

In addition to the artists aforementioned, we have invited many other international artists to grace Very Fun Park 2013. From Jeong-Hwa Choi, Chang-Hwan Kim, MyeongBeom Kim, Dong-Shik Roe, to Xiu-Zhen Yin, these artists have created large installations of art. They have used diverse materials such as metal, wood, cotton and plastic to construct their huge sculptures. Interestingly, the artists have concocted the heavy materials into installations that present a lightweight appearance, encouraging viewers to ponder over the variance of appearance and function.

To accentuate the Harmony theme, several artists have collaborated with respective businesses to

Curatorial Statement

create installations rich in association with the businesses. Yu-Wen Chiu through communication with VISAVIS Salon, has harnessed paper cutting to idealize the dedication and aesthetics of hairstyling. Yi-Ju Hsieh has linked up with “papabubble” - a Spanish handmade candy brand, to create a vibrant installation complete with blossoming sugar flowers. Yu-Chih Hsiao on the other hand, has designed a portable pigeon house replete with music composed by Yu-Jun Wang. As a single unit, it is almost as if the structure has come alive.

With each Very Fun Park edition, the communities and local businesses are ever more willing to participate in the exhibition. The benefits are tangible, and businesses have on their own after the exhibition, invited artists to display their works in the stores and shops. This is a momentum that the Very Fun Park has generated, and we believe that this is still only the start. The seeds have been sowed, and the harvest will be plentiful.

The Very Fun Park is more than just a stage for artists. It is a stage to embed art into the city's way of life, culture and history. We believe that the open dialogue between art, economy and the communities, is in every way a relevant display of harmony in action. The harmonious interaction will enable Taipei to grow as a city, while at the same time inspiring Taiwan to embrace art all-around.

So join us in exploring the art installations in the Very Fun Park 2013. Take a map to locate the art works, and in the process, you may find within yourselves, a passion for the arts!

Fubon Art Foundation

崔正化 Jeong-Hwa CHOI

會呼吸的花 Breathing Flower

防水布、馬達、不鏽鋼架
Fabric, Motor,
and Steel Frame

即便已是國際藝壇肯定的藝術家，來自韓國的崔正化仍不忘「藝術就應該是生活中分分秒秒的體驗」的創作初衷。崔正化善以色彩鮮艷的塑膠現成物或充氣物件創造出大型作品，各地的跳蚤市場或路邊攤販都是他的靈感來源。運用速成而廉價的媒材很容易令人聯想到消費文化或全球化，但藝術家更在意的，其實是抽離評論後那純粹視覺的美感。

長久以來蓮花一直是重要的亞洲文化象徵，崔正化這朵尺寸超乎想像的蓮盛開於台北市中心，由合成材料而成形如真，又因機械開闔而栩栩如生，自然與人造的對比好似突兀，但為了藝術在生活中的驚喜，又有何不可呢？

※ 本作品內有機械運作，為了您自身的安全，請保持適當觀賞距離。



富邦人壽大樓廣場
Fubon Life Building: Plaza
敦化南路一段 108 號
108, Sec. 1, Dunhua S. Rd.
8:00 – 24:00 (Mon-Sun)

富邦人壽大樓的戶外廣場，一直是個充滿魅力的舞台，從 1999 年開始，相繼邀請多位國內外當代藝術家輪番上陣，透過這處可親的廣場，讓藝術與民眾近距離對話；好似一個臨時藝術遊樂場，拉近人與人的關係，也舒活了緊繃的都市神經。

Despite his recognition in the international art scene, Jeong-Hwa Choi has not changed his creative belief that “art should be an experience in every minute of our lives.” Choi uses bright and colorful plastic pieces or inflatable objects to create large sculptures, and is inspired by flea markets and street vendors around the world as he travels. Ready-made and inexpensive materials often lead us to think of consumerism or globalization. In the end, however Choi is mainly concerned about pure visual aesthetics.

The lotus has long been an important symbol in Asian culture. Choi's giant lotus, made of synthetic materials, blossoms in the heart of Taipei City. The flower sculpture is a mechanism that opens and closes, causing it to appear all the more lifelike. This juxtaposition of nature's creation and man-made machinery is somewhat abrupt, but it manifests as a delightful and surprising piece of artwork.

※ The installation contains moving machinery. For your own safety, please remain at an appropriate distance.

The plaza outside the Fubon Life Building has been popular since 1999, when it first became a platform for local artists and those invited from abroad to showcase their artworks. The approachable plaza is an ideal place for people to interact with art. The place resembles a temporary playground that pulls people closer together and eases the stress in urban life.

2-1

王艾莉
Alice WANG

句子販賣機
Quote Vendor

複合媒材
Mixed Media



王艾莉於 2008 年畢業於皇家藝術學院互動設計碩士。她的作品曾在世界各大展覽中展出，2008 年更榮獲英國 Conran Foundation Award (康藍集團獎) 的殊榮。

王艾莉的創作橫跨設計與藝術領域，從人性、情感與環境的關懷出發，以貼近日常生活的熟悉感，讓觀眾產生認同；作品在她輕鬆幽默的轉化下，柔和了嚴肅的反思討論，反倒以零距離的趣味姿態，引導觀眾重新回望自己原有的生活習慣。

句子販賣機的概念來自現代人經常看網路社群上簡短的新聞，漸漸習慣閱讀非常簡短的文字，句子販賣機希望能勾回觀眾閱讀的好習慣，希望藉由一句美好的引用作為線索，進而引起人的興趣並去閱讀此書。

觀眾可以到販賣機中選購一個瓶子，帶回瓶中那段含有影響力的文句！希望透過這簡短的文字，可以改變一點點的你。

富邦人壽大樓展點：在閱讀書籍之外，還提供人生閱歷的瀏覽，在富邦人壽展點中，富邦金控各事業群的高階主管，紛紛提出了他們的人生閱歷與商管好句。

- ◎ 句子類型 Quote types：藝術 ART、愛 LOVE、商管 BUSINESS
- ◎ 每瓶 20 元，每日限量 50 瓶。NT20. per bottle, limited sale of 50 bottles / per day.
- ◎ 售價為藝術家製作成本，非盈利所得。The price reflects the cost of materials. No profits will be gained.

Alice Wang is a graduate of MA Design Interactions at the Royal College of Art. Her work has been showcased at major exhibitions around the world, and in 2008, she was honored with the Conran Foundation Award.

Wang works in both design and the fine arts, and studies human nature, emotions, and environment. She deals with serious topics through humor, gently prompting viewers to reflect on their lives.

The idea for Quote Vendor came from how the online community has grown used to short, simplified wording as a result of social media such as Twitter and Facebook. Her work hopes to rekindle the habit of reading by sparking interest through thoughtful quotes.

Viewers can buy a bottle containing a meaningful passage from the vending machine. They can perhaps even be changed a little by what they read!

The Fubon Life Building has recently become more than just a place for business but a place for the arts: from exhibitions to auctions to Fubon Forum lectures, the location has much to offer to the community.

富邦人壽大樓大廳
Fubon Life Building: Lobby

敦化南路一段 108 號
108, Sec. 1, Dunhua S. Rd.

09:00-20:30 (Mon-Sun)

富邦人壽大樓，除了提供給民眾金融領域的專業外，近年來更成為藝文聚焦的場域，各類藝術拍賣會、富邦講堂的美感講座，讓這棟大樓儼然成為了特殊的藝文補給站。

2-2

王艾莉
Alice WANG

句子販賣機 Quote Vendor

複合媒材
Mixed Media



八月閱讀季！來誠品書店尋找好句吧！

誠品敦南店，誠品的第一家書店，本著人文、藝術、創意、生活的經營理念，並開創 24 小時不打烊的營運模式，開啟民眾零時差的城市閱讀生活。20 多年來，誠品由書店發展為以文化創意為核心之複合式經營模式，提供消費者閱讀以外的生活享受。

整個八月，你都可以在誠品敦南店看見王艾莉的句子販賣機。

在這裡你可以找到知識、望見世界，觀眾除了句子販賣機中的經典引導之外，還可以實際閱讀到這些書籍，隱藏版的誠品優惠券，也隱身在不同的瓶子中！在閱讀之餘，也來試試你品味生活的好手氣吧！

Eslite Bookstore Dunnan was the first bookstore in Taipei offering books on the humanities, arts, creativity, and life philosophy. It is open 24 hours a day, and citizens can visit whenever they want a good read. In its 20 years, Eslite has developed a cultural and creative core to its business model, providing customers with more than just books.

Throughout August, you can see Alice Wang's Quote Vendor at Eslite. Not only can viewers find inspiration through bottle-stored quotes on knowledge and adventure, they can also find the corresponding books, and even get lucky with a special coupon hidden in certain bottles!

誠品敦南店 Eslite Bookstore Dunnan 敦化南路一段 245 號 245, Sec. 1, Dunhua S. Rd. 24 hr (8.1-8.30 展期限定)

- ◎ 句子類型 Quote types：藝術 ART、愛 LOVE、智慧 WISDOM、冒險 ADVENTURE、科學 SCIENCE
- ◎ 每瓶 20 元，每日限量 150 瓶。NT20. per bottle, limited sale of 150 bottles / per day.
- ◎ 售價為製作成本，非盈利所得。The price reflects the cost of materials. No profits will be gained.
- ◎ 瓶中隨機附贈誠品 Coupon，快來試試好手氣！

Some of the bottles contain an Eslite Bookstore coupon, so do try your luck!



藝術家郭奕臣的創作多半源自於強烈的情感衝動或是直覺，他以純粹、沉靜、如同詩句般重複出現的畫面，緊緊纏繞時間與記憶，除了再現自己創作時的內在情感之外，也反覆地以視覺力量撞擊觀者對於作品的經驗詮釋。

展示空間內眾多的手錶滴答著時間的路徑，藝術家的《節拍器》也在婆婆的樹影下來回擺動，邀請觀眾與他一起凝視時間的流逝，細數記憶無法封存的遺憾。

而作品《序》以一頁頁不斷在海風吹拂下飛逝的紙張，象徵著生命以無法言喻的方式無聲地流逝，也抒發了藝術家在生命歷程中，對於已逝去的美好經驗而引發的傷感與挫折。

郭奕臣 I-Chen KUO

序 Introduction

單頻道錄影，數位相框

Single Channel Video and Digital Photo Frame

節拍器 Metronome

HD 單頻道錄影

Single Channel Video



twelve

敦化南路一段
232 巷 6 號
6, Ln 232, Sec. 1, Dunhua S. Rd.

11:00-21:00 (Sun-Thu)
11:00-22:00 (Fri-Sat)

twelve watch store 相信「時間不只是循環，而是一種生活態度。」12 這個數字與現代人的生活緊密連結，它不但是 12 生肖、12 星座、12 個月、也是一天從 12 點開始到 12 點結束。twelve watch store 內精美獨特的產品，希望讓馬不停蹄的現代人，能夠多多欣賞「時間」，體會生活中的各種美好。

twelve watch store believes "time is not just a cycle, but an attitude to life." The number 12 is a huge component of the modern man's life: there are 12 zodiac and horoscope signs; 12 months; 12 marks the beginning and end of each day. The store showcases beautiful and unique products, hoping that the ever-busy person can stop and admire "time," and experience the various wonders of life.

陳怡潔 Agi CHEN

超能救世主－貓女 Heroic Colors-Catwoman

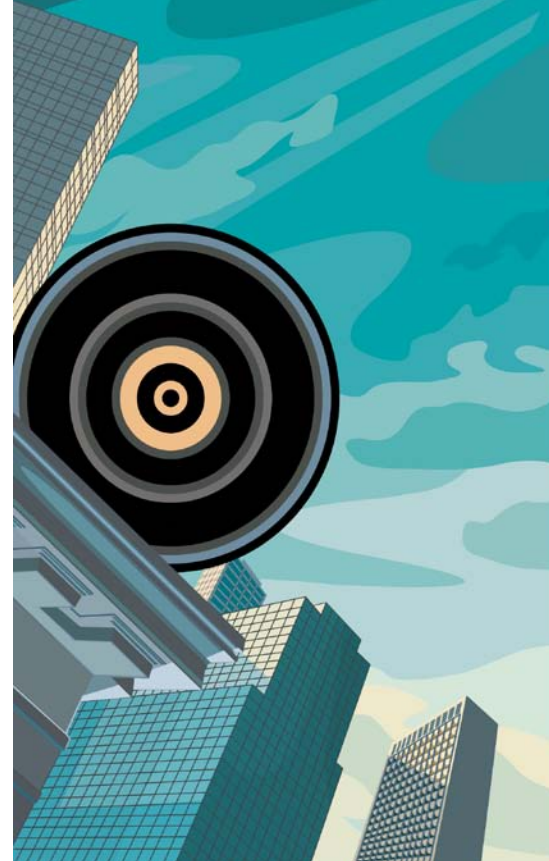
金屬板雷射切割、烤漆
Baked-enamel on Metal Plate



防火巷
Fire Lane

請自大安路一段 82 號旁進入
Please enter from the alleyway next to 82, Sec. 1, Daan Rd.

24hr



如同貓咪般靜靜地佇立在防火巷的一隅，似曾相識的顏色和場景，讓觀者不禁聯想起記憶深處某個遺落的片段...

藝術家陳怡潔出生於「圖像思考」的時代，對她來說各式各樣的卡通角色代表著抽象化和虛擬化的現實，透過電視媒體不斷地重複播放成為大眾生活中一個真實的場景，並造就出觀眾的集體視覺記憶。她以符號學的解析方式，將卡通和漫畫中的角色除去造型、僅存留色彩化為純粹形式的同心圓，再置回該角色原著故事中所擷取出的關鍵場景，試圖在抽象與具象的影像之間悄悄地喚起潛意識內的集體視覺記憶。

哈利波特故事中的「斜角巷」，是一個只有魔法師才會注意到的秘密角落，如同為了安全考量而保留的防火巷弄，一直是城市中被人們忽略與遺忘的地方。這些貫穿家戶後巷、特殊的建築空間，在居民共同努力之下，就像施了魔法般成為鄰里情感凝聚的好所在。

The installation is displayed in an alleyway, its colors vivid and the scenes familiar, reminding viewers of a long forgotten film scene...

Artist Agi Chen grew up in an "image thinking" era; to her, cartoon characters represent an abstract and virtual reality. Through television and other media, this reality is broadcasted to the public over and over again, filling their visual memory with flashy colors. In an exploration of the relationship between abstract and concrete symbols, Chen removes cartoon and comic characters from their settings, leaving instead a series of concentric circles. These memorable scenes, with their abstract and tangible images, call many visual memories from the backs of our minds.

Diagon Alley, from the world of Harry Potter, is only accessible by wizards and witches. It is a secret corner much like a fire lane, kept in the interest of safety, always forgotten by those who pass by it. Threading through apartment buildings, these spaces are unique to Taipei's architecture. Through the effort of the residents, the alleyways have become a magical passage that, for those who notice their existence, is home to many fond memories.

5-1

痞子路克 Filthy Luker

章魚佔領
Octopied Building

尼龍布、電動風機
Nylon and Electric Fan



來自英國的街頭藝術家 Filthy Luker，以一系列名為 Art Attack 的充氣作品，偷襲顛覆城市裡一成不變的角落。天性古靈精怪的他，發現氣球是表現創意再好不過的方式：氣球對大人小孩都有莫名的吸引力，而且就公共場域中的藝術介入來說，氣球顯然比塗鴉客的噴漆罐來得柔軟、安全、又不會造成永久性的破壞，少了一點街頭霸王的蠻橫，多一點給城市居民的幽默。

想在夏日午後悠閒的在 agnès b. café L.P.G. 享用下午茶？但請注意大章魚出沒——Filthy Luker 的「巨爪」正在高處張揚！但細看其實只是俏皮地在向路人招手，邀您來場城市裡的超現實冒險！

Street artist Filthy Luker hails from the UK, and through a series called Art Attack, has ambushed unchanging corners of cities with inflatable sculptures. Balloons turned out to be the best creative medium: adults and children alike are attracted to them. In a public space, balloons are not as harsh as graffiti, nor do they create permanent damage—a little less street bully arrogance, a little more humor for the citizens.

Want to enjoy a cup of coffee on a summer afternoon at agnès b. café L.P.G.? Watch out for a giant octopus—Filthy Luker's work is making some threatening gestures! But in reality, it is only waving at the people passing by, inviting them for an adventure in the city.



📍 agnès b. café L.P.G. 大安門市
agnès b. café L.P.G. Daan Store

📍 大安路一段 106 巷 2 號
2, Ln 106, Sec. 1, Daan Rd.

🕒 12:00-22:00 (Sun-Thu)
12:00-23:00 (Fri & Sat)

agnès b. café L.P.G. 是「le pain grillé」（烤麵包）的縮寫，由設計師 Agnès b. 親自命名，從氣味勾引出法式從容的生活態度，為馬不停蹄的臺北人提供一刻悠閒。在這裡啜飲一口咖啡，嚐一口黑巧克力或法式蛋糕，連拂面微風都有甜甜的香氣。

agnès b. café L.P.G. (short for "le pain grillé") was named by the designer herself. The alluring smell of a French lifestyle invites people to come in and take a break. Try some coffee, chocolate, or cake, and breathe in the sweet aroma floating through the air.



8/31 起至 agnès b. café L.P.G. 大安門市，單筆消費滿額 NT\$800，即可免費獲贈【粉樂町 x agnès b. café L.P.G.】限定馬克杯乙個！（限量發行，送完為止）

Starting from Aug. 31, any purchase of over NT\$800 at agnès b. café L.P.G. Daan Store comes with a complimentary Very Fun Park x agnès b. café L.P.G. mug! (Limited edition--the promotion will end once all products have been distributed)

5-2

痞子路克 Filthy Luker

樹猶如人
Trees Are People Too

尼龍布、線繩
Nylon and Wire



離開 agnès b. café，漫步在巷弄，臺北的車水馬龍近在咫尺卻不紛擾，大安路上林立的商店和高級的住宅大樓構成一個摩登又和諧的生活氛圍，走逛之間，意外發現 Filthy Luker 的骨碌碌大眼正從樹縫中向你眨眼，調皮地邀請你轉動想像力，用不一樣的眼光來體驗這個區域！

Leave the agnès b. café and take a stroll in the alleys. Traffic flies by as you wander down Daan Road, which is lined with shops and residential buildings, creating a perfect modern environment. As you walk, you may notice a pair of eyes blinking at you from between tree branches. Filthy Luker's work invites you to take a fresh new look at the city around you!

城市裡難得的蒼鬱大樹，從這棟樸實的磚房延伸出一片陰涼，好似仍保有舊日時光的悠閒。臺灣電力公司於民國 53 年因東區電力供給需要，興建了大安變電所、管理人員的辦公房舍、還有首長官邸，隨著城市人口的變化，大安變電所及周邊用地逐漸展開相關的改建工程。

Taiwan Power Company constructed a substation in the Daan District in 1964; powering office buildings and residential areas. As the demographics changed with time, the substation also gradually changed and expanded to fit its surroundings. The large, leafy tree by the side of the building provides a patch of cool shade for pedestrians

📍 大安變電所
Daan Electrical Substation

📍 仁愛路四段 27 巷 14 號
14, Ln 27, Sec. 4, Renai Rd.

🕒 24hr





劉國滄
Kuo-Chang LIU

粉樂町・道路施工中
VFP · Under Construction

鍍鋅鋼板、瀝青混凝土、複合媒材
Zinc-plated Steel, Asphalt Concrete,
and Mixed Media

身處於眾聲喧嘩的時代，放眼看這座大城市的人車川流，有如金屬音律般陣陣驚急、交疊鳴奏，回頭轉身入（粉樂）町，行走於巷，盡頭出現一條地圖上沒有的道路，順著路往前走，離地越遠，看見更寬廣的視野，用更宏觀的觀點重新認識你眼前的城市經驗。

藝術家劉國滄將整件作品首創以柏油媒材延伸貼附於圍籬牆上，打造一條通往天空的虛擬道路，更與真實街道接合，既有圍籬邊界也看似被打開穿越，在真實環境中創造新的虛幻場域，虛實交疊、模糊邊界，並顛覆柏油路厚重的量感，在現實場景當中輕薄飄浮了起來。

In a loud, cacophonous city, and in the midst of the hustle and bustle of people and cars, one often experiences panicked outbursts and anxiety. But turn around, enter the Very Fun Park, and explore an uncharted road. It is a path that gets broader and broader until even your perspective is widened, giving you the chance to see the city in a new way.

This road, created by artist Kuo-Chang Liu, is made with asphalt concrete and extends onto the surrounding fences and walls, allowing it to extend into the sky. Because the work is simultaneously connected to real roads and also goes through walls, it creates a fictional space within a very real context. These blurred boundaries give the heavy asphalt road a sense of lightness as it floats towards the heavens.

- 復興 110 Fuxing 110
- 仁愛路四段 27 巷與大安路一段 106 巷交叉口
The intersection of Ln. 27, Sec. 4, Renai Rd. and Ln. 106, Sec. 1, Daan Rd.
- 24hr

復興段二小段 110 地號空地，位於仁愛路四段 27 巷與大安路一段 106 巷交叉口，緊鄰鬧中取靜的東區巷弄，格外幽靜。未來此塊空地將規劃為社區綠地，成為鄰里居民休憩生活空間。

At the intersection of two alleyways is an empty plot of land. This space will soon be converted into a community green lawn area as a recreational place for residents.

韓國藝術家盧東湜從小就在自家的軋棉工廠裡長大，棉花自然成為藝術家對於無憂童年的投射；作品中大量的棉花也隱射現代人匆忙的生活，人事物皆如過眼雲煙，一幕幕被我們忽略或漸漸淡忘的故事，藉由藝術家的手揉捏入棉花雲煙，即使脆弱依舊，那亟欲存留瞬間美好的心意卻是堅定無比。

在「造飛機」系列作品中，充滿速度感的瞬間被凝結，寫實的造型卻描繪出超現實的場景，將每個小男孩都曾有的漫天幻想轉換為創作靈感，順著展示空間讓噴射機尾煙恣意流動，觀眾在驚嘆之餘，也不禁回憶起那段想像力就是全世界的童年時光。

※ 藝術家同系列作品同步於臺北文創大樓展出，詳請參閱 p.46

Korean artist Dong-Shik Roe grew up in his family's cotton ginning factory, so cotton is naturally a connection to his carefree childhood. It is also the medium with which he hand kneads fluffy clouds. These clouds represent the memories that are fragile but remain unforgotten in our consciousness, unlike the many things that slip past our attention and are gradually forgotten.

The series *Air Show*, with its realistic models, represents many young boys' daydreams of flying through the air, whilst drawing a pattern in the sky with smoke. Once viewers see this marvelous work, they will inadvertently begin to think of the many dreams they had as children.

※ This series is also on exhibit at Taipei New Horizon; please see p.46



盧東湜
Dong-Shik ROE

造飛機 (1)
Air Show (1)

複合媒材
Mixed Media



- Level 6ix Gallery
- 大安路一段 116 巷 10 號
10, Ln. 116, Sec. 1, Daan Rd.
- 12:00-21:00 (Mon-Sat)
12:00-18:00 (Sun)

僅開放窗簾參觀
Please View from the window only

2005 年 Level 6ix 於大安路成立第一間概念店，以低調奢華的內涵，傳達與國際同步的潮流脈動。Level 6ix 的精神意義，是將時尚視為人體五感之外的另一種層次體驗，延續這樣的觀念成立了 Level 6ix Gallery，希望透過藝術、時尚、音樂、設計來演繹生活美學的豐富樣貌。

Level 6ix first opened in 2005; its concepts deal with low-key luxury, and it keeps up with international trends. The spirit of this concept store creates a whole new experience outside the five human senses, which it expands in its Level 6ix Gallery. It hopes to interpret life through art, fashion, music, and design.



侯怡亭

I-Ting HOU

凝視系列

Contemplating Series

數位影像輸出、手工刺繡
Digital Print with EmbroideryJAMEI CHEN 大安門市
JAMEI CHEN Daan Boutique大安路一段 132 號
132, Sec. 1, Daan Rd.

11:00-20:00 (Mon-Sun)

僅開放櫥窗參觀

Please View from the window only

JAMEI CHEN 品牌創辦人陳季敏認為，時裝設計最高的難度在於由簡淨的線條展現流暢的人體輪廓，讓服裝展現出每一個人獨有的表情。1999 年品牌於大安路開設形象店，至今這裡仍然是許多支持該品牌的好友們最多精彩回憶的發生處。

Designer Jamei Chen, the founder of the brand, recognizes that outlining each unique body with simple contours is one of fashion's greatest challenges. The store opened in 1999, and has since been the site at which frequent customers and good friends create many wonderful memories.



日常生活中，我們的視覺不斷經歷各種影像，這樣抽象的感官經驗是否可成為一種物質？

藝術家侯怡亭藉由手工刺繡與攝影作品的結合進行思考探究。藝術家的手反覆操作繡線的過程中，透過回憶和情緒，對應當時按下快門那瞬間的情境，進而書寫出一種身體經驗，然而此身體的感受與視覺的影像是兩種不同形式的經驗，經由重覆性的縫繡動作融合為一，產生奇異的視覺感與空間感，並進行意義上的重組。藝術家透過影像的生產創造出日常中的非日常。

Can the various visual images that we experience every day be transformed from an abstract to a tangible substance?

I-Ting Hou explores the question posed above through embroidery and photography. The artist sews patterns onto prints of her photography works, and the repetitive nature of this process physically imprints that single moment from her memory onto the photos. By combining two very different senses—sight and touch—Hou creates a whole new kind of experience and translates it into her work. Through these everyday practices, she has invented something different from her ordinary daily routine.



賴威宇

Wei-Yu LAI

.....

鞦韆 Swing / 菸 Cigarette
地上 On the Ground / 下課 After School
無題 Untitled / 摔角 Wrestling
香蕉 Banana / 敷臉 facial treatment
游泳 Swim

畫布、壓克力、炭筆、蠟筆
Acrylic, Charcoal and
Crayon on Canvas



藝術家賴威宇關注日常生活中那些無來由的緊張、恐慌、與打擊，可能你我都時常遭到這些感受入侵——也許來自身邊的親友、工作或是喧鬧的媒體。我們承載了這些入侵的壓力，使我們的肢體、表情與行為變得難以解讀，隱約連自己對自己都感到陌生，亦無法從自身狀態分析這些入侵的來源。

賴威宇不停在思考「是什麼不斷的入侵你我的身體、精神及世界？」、「是什麼樣的入侵混亂了情緒，使我既像個無知的孩子又或像是個哀傷的中年人？」藝術家無法一一釐清這些入侵的來源，只能藉由描繪這些處於複雜矛盾又奇特狀態中的個人或群體，試圖開啟對於「入侵」的想像空間。

Artist Wei-Yu Lai's paintings focus on the stress, anxiety, and panic of everyday life, which appear to have no source. Perhaps they are caused by our friends, work, or the media. And as we carry these burdens, our postures, and actions become hard for others to interpret, until even we are strangers to ourselves.

Lai constantly wonders, "What exactly is invading our bodies, spirits, and world?" "What has tainted our moods, causing us to act like ignorant children or dismayed middle-aged adults?" The artist illustrates confusing and contradictory individuals and groups, in an attempt to open up our imaginations to this "invasion".



Katy Has a Loft

復興南路一段 219 巷 32 號
32, Ln 219, Sec. 1, Fuxing S. Rd.13:00 - 20:00 (Mon-Sat)
週日公休 Closed on Sunday

Katy Has a Loft 從一家小小的訂製服店，經十年成長，成為一家集合服飾、藝術及餐飲的複合商店，在都市中提供一個可放鬆享受的環境：品嚐美味的輕食咖啡、欣賞藝術品、浸淫於精選藏書，最後把自己美美裝扮一番！走出 Katy Has a Loft 的大門，以全新的面貌和心情迎向這繁忙都市！

Katy Has a Loft, once a small couture shop, has grown in ten years to become a store that gathers clothing, art, and food. In downtown Taipei, it has created a relaxed atmosphere: you can try light snacks and good coffee, admire artwork, immerse yourself in the collection of books, and even dress up! Leave Katy Has a Loft with a brand new look and attitude, and welcome the ever busy city!





岩崎貴宏 Takahiro IWASAKI

混沌之外 Out of Disorder

布
Fabric

- JAMEI CHEN · SOFT
- 大安路一段 125 號
125, Sec. 1, Daan Rd.
- 10:30-19:30 (Mon-Sun)

僅開放櫥窗參觀
Please View from the window only

JAMEI CHEN 於 2003 開設的 SOFT 概念店，以休閒、居家及高質感 Cashmere 系列為主，在這裡看到的、嚐到的、聽到的、聞到的、觸摸到的，都在述說一種柔軟舒適的生活態度…，我們希望分享的是表象下有關品味、有關情感、有關享受生活的幸福憧憬。

JAMEI CHEN opened its SOFT concept store in 2003, and focuses on leisure, the home, and high quality cashmere as its main series. Everything one sees, tastes, hears, smells and feels in the store reflects a soft and comfortable lifestyle. The designer wants to emphasize that there is more to offer than just appearances, such as perspective and emotions, in order for one to appreciate life.

稍不留意，很容易就與岩崎貴宏的作品擦肩而過—不僅是因為這些山巒房舍如此迷你，更因為一件件令人驚奇的風景，竟然是從毛巾、牙刷、T 恤等再熟悉不過的生活用品中冒出頭來。

岩崎貴宏來自日本廣島，長輩訴說的往事，讓他看到極小的原子卻蘊含了破壞巨大城市的能量，而這樣的成長背景影響了他的創作。藝術家將日常材料「抽絲剝繭」，在交錯的纖維中，梳理出最小單位，然後再次重組，構築出獨一無二的城樓與景色。

此次展出藝術家特意使用了 JAMEI CHEN · SOFT 店內的布製品，放大對於材質的用心與體驗，探索生活、工業與自然間的相互關係。

It is easy to miss Takahiro Iwasaki's artwork, not only because they are miniscule mountains or houses, but also because the fascinating landscapes are actually made up of regular household fabrics such as towels, toothbrushes, and t-shirts.

Originally from Hiroshima, Japan, Iwasaki was able to empathize through the stories his elders told that an atomic bomb, despite its size, contains enough power to destroy an entire city. This has affected his creative work. Iwasaki takes everyday materials and unravels them, teasing out the smallest fibers, and uses them to rebuild structures that are firm and tall in reality.

The artist intentionally used cloth from the JAMEI CHEN · SOFT store to explore the connections between life, industry, and nature.



長尾惠那 Ena NAGAO

我的小鸟 The Head of My Bird 花 A Spot of Picking Flowers

樟木、竹
Camphor Wood
and Bamboo

日本藝術家長尾惠那習慣透過創作將自己生活中的點點滴滴記錄下來，無論是身邊朋友所發生的故事，或是日常事物所帶給她的感動，在溫潤的木材上以細膩的刀痕，一筆一筆地刻劃出生命中微小卻富有重量的價值。

黃白交錯的酢漿草與蒲公英在小小的花園裡靜靜綻放；低著頭的巨大白鴿，似乎在想著某個燦爛歡樂的夏日午後。長尾惠那的作品像是通往另一個平行時空的鑰匙，淡淡地重複著她對於生活中的敬畏與憧憬。在流逝的時間中創造永恆的光亮。

Japanese artist Ena Nagao enjoys recording bits and pieces of her life through art. Whether it is something that her friends experienced, or an object that made her emotional, Nagao transforms these small yet priceless moments into intricately carved sculptures.

Yellow clovers and white dandelions quietly sit in a garden; a dove bows its head as if it were contemplating the bright summer afternoon. Nagao's artwork acts as the keys to a parallel universe, expressing her reverence and longing for such precious moments in life, and preserving them forever.



- 小茶栽堂 Zenique
- 敦化南路一段 270 巷 29 號
29, Ln 270, Sec. 1, Dunhua S. Rd.
- 11:00-20:00 (Mon-Sun)

本著「將台灣的美好介紹給世界」的初衷，小茶栽堂於 2006 年創立於臺北。以 100% 台灣產自然栽培茶葉，結合精緻的包裝設計，以最高標準定義「臺灣製造」。2011 年起小茶栽堂更投入法式甜點與 Tea Salon 文化，結合台灣茶的清香甘甜，持續帶給消費者舌尖的感動。

With the mission of "introducing Taiwan's beauty to the world," Zenique the tea salon was founded in 2006. It defines "Made in Taiwan" through locally grown and produced tea leaves and exquisitely designed packaging. In 2011, the tea shop began offering French pastries in addition to Taiwanese tea; this fresh new combination is something for customers to look forward to!



董明晉 Ming-Chin TUNG

寫草 Grass
枯葉 Leaves
花苞 Bud

台灣紅檜、鐵
Red Cypress and Iron



- Roots
- 仁愛路四段 101 號
101, Sec. 4, Ren-Ai Rd.
- 11:00-21:30 (Mon-Sun)

座落於仁愛圓環的 Roots 旗艦店除提供廣受喜愛的品牌男女服飾、童裝及皮件外，也同時進駐大獲好評的 Roots Café 和 Roots Home 系列傢俱。透過複合式的空間，呈現兼具質感與隨興休閒風格的品牌意象，坐在 Roots Café 中彷彿在湖畔享受天氣清朗的假日，在庸擾的城市裡享受難得的靜謐。

Other than displaying Canadian casual clothing and accessories, the flagship store of Roots is also home to the critically acclaimed Roots Café and Roots Home furniture series. The store space represents the relaxed, recreational style of the brand, and spending time in the store is almost like relaxing by the lakeside on a clear weathered holiday.

對董明晉來說，「創作」是一個讓自己能瞬間放空或即刻改變心境的方式，並且再現了生活中那些容易丟失、流於習慣或視而不見的內在情感。這樣的自我觀照也反映了董明晉作品中，持續關注顯形和隱形之間的微妙關係。

利用鋼鐵堅硬的材質特性，書寫出由線條所構成的「草」；枯葉幻化成生物的翅膀；由內向外撐出，如含苞待放的花朵。三件由自然的形態出發的作品，探討雕塑的實體空間到心理空間的轉換。木頭之下展現了不可言喻的張力，隱約地透露了內在的線索，流暢的線條與模糊的抽象美感，像是遊移於詩與散文間的呢喃，引導觀者進入對內在空間的想像。

To Ming-Chin Tung, creativity is a means to letting go of one's inhibitions and setting a new mood. It is a way of rediscovering the emotions that we so easily lose in the flow of everyday life. This introspection is reflected in Tung's work, especially in the constant focus between the obvious and the subtle. Whether it is "grass" created with strokes similar to those of Chinese writing; withered leaves fashioned like wings; or a budding flower, the nature-inspired sculptures made by Tung explore the relationship between physical and psychological space. The wood appears to be of a fabric-like quality—the lines create the illusion of tension, as if the wood is stretched over a frame. Like the fine relationship between poetry and prose, this leads viewers to imagine a new space within themselves.



楊馥菁 Fu-Jing YANG

餘身體系列—學名：火山頭髮 Hair Volcano (標本)
The Remaining Body Series—Scientific Name:
Hair Volcano (specimen)

餘身體系列—學名：火山頭髮 Hair Volcano (境寓圖)
The Remaining Body Series—Scientific Name:
Hair Volcano (environment allegorical figure)

玻璃、透明片輸出、不鏽鋼架
Glass, Transparent Film Output,
and Stainless steel Frame

楊馥菁創作出結合潮流髮型與炙熱火山岩漿而成的混合體，運用透明片大量輸出的手法，以一種輕盈卻豐富的視覺方式來鋪疊火山爆出的各種髮型。

命名「餘身體」是指身體受時下快速更替的潮流文化影響，人們可以快速造型、複製在雜誌、螢幕介面上所挑選的頭髮款式，在這不斷更換髮妝打扮的身體經驗下，楊馥菁以如標本般的手法，呈現這大量複製、變化的過程，就如同火山岩漿的噴發的絢爛和不穩定，淌流出各種漫延的姿態與色彩；也提醒著在追尋大眾流行之際，莫忘自我與身體最本質的對話。

※ 作品脆弱，請勿碰觸或踩踏。

Artist Fu-Jing Yang combines the concepts of hairstyle trends and volcanic lava through mixed media artwork, creating an eruption of different hairstyles with transparent film sheets.

The *Remaining Body Series* reflects how we are affected by trends. We emulate what we see in magazines and on screen, and people can easily choose a different style for every single day. Yang creates a specimen of sorts in order to show that mass production and constant change is just like a volcano's unpredictable nature. As people chase after such tempting and colorful trends, it is easy to forget that accepting themselves and their bodies is perhaps the most important pursuit of all.

※ The artwork is fragile. Please do not touch or step on the installation.



斐瑟髮廊
VISAIVIS

仁愛路四段 77-79 號 3F
3F, 77-79, Sec. 4, Renai Rd.

11:30-20:00 (Tue-Wed & Fri-Sat)
11:30-17:30 (Thu & Sun)
週一公休 Closed on Mon

斐瑟髮廊對於質感的要求與堅持，從專業技術拓展至環境、藝術的表現，是一種由內而外的延伸與發想，啟於心靈的震撼。透過此舉，促使斐瑟髮廊不僅是創造美麗精緻的造型美髮，更是建立生活藝術的設計園地，提醒消費者體驗自然無拘束的生活。

Visavis Salon focuses on establishing a professional environment and promoting artistic expression; the aim is to inspire and encourage personal growth. Thus, the salon not only creates beautiful hairstyles but also establishes an artistic lifestyle, reminding customers to experience a free, natural life.



羅麗峯 Li-Feng LO

自然系列 2012-1
Natural Series 2012-1

自然系列 2012-2
Natural Series 2012-2

化妝土
Color Clay



- 🏠 THANN 大安旗艦店 THANN Daan Flagship
- 📍 大安路一段 135 號 135, Sec. 1, Daan Rd.
- 🕒 10:30-21:30 (Sun-Thu) 10:30-22:00 (Fri-Sat)

THANN 成立於 2002 年，致力於製造具國際水準的高品質 SPA 及護膚產品。堅持生產天然不破化環境生態具有現代風格的產品，也不雇用童工及動物產品測試。使用大量木製產品簡單大方的擺設與大片的落地窗，東區街道的舒適的空間裡似乎有森林的清新。

THANN, founded in 2002, manufactures high quality spa and skincare products. It produces natural, environmentally friendly products without employing child laborers or testing on animals. Its use of wooden products and large display windows makes it an extremely comfortable space in Taipei's Eastern District.

「猶如種子般的漂泊，尋找泊岸的真實——家的感覺。誠如種子般的，回歸於大地…」藝術家羅麗峯旅居海外多年，於 2009 年回到家鄉台灣，思考著如何從這片土地出發。她傾心自然界變化萬千的姿態，依循著四季創作、記錄與生活。

受到美國玻璃藝術家戴爾·奇胡利 (Dale Chihuly, 1941-) 影響甚深，羅麗峯初始的創作理念是以陶瓷呈現如玻璃般的薄，如羽毛般的輕，並鑽研陶藝呈現的各種可能與持續挑戰材質的極限。經由突破性的思考與嘗試，發現藝術世界中的無限可能。

※ 作品脆弱，請勿碰觸或踩踏。

“Drifting like a seed, looking to land on the shore—as if it were home. Like a seed, returning to the earth…”

Artist Li-Feng Lo returned to Taiwan in 2009 after living abroad for many years, and wondered how she managed to set out from the island in the first place. She is interested in how the natural world changes, and creates work based on the four seasons.

Lo is influenced by American glass artist Dale Chihuly (1941-), and her porcelain pieces are thin as glass and light as feathers. By learning to deal with the limits of the material and by adopting an innovative mindset, Lo has discovered new and infinite possibilities in pottery art.

※ The artworks are fragile. Please do not touch or step on them.



陳佑而 Yu-Erh CHEN

Reason To Stay
Lion
Bobcat
Bear
Your Gentle Breathe
生漆
Natural Lacquer

喜歡以「動物」作為創作主題的藝術家陳佑而，將自己對於動物們的情感與懷念轉化為永恆的紀念物。她採用天然的生漆為材料，以類似製作與擺放標本的方式，試圖保存記憶中和動物們之間最親密的連結，並以呈現動物最美好的模樣，來轉移失去生命中重要事物的悲傷。

除了記錄心目中動物們美好的樣貌，陳佑而的創作中還有一系列結合人類與動物的雕塑，例如《Reason To Stay》這件作品中，當她所創作的人類與動物們同時以類似標本的狀態呈現，藉由軀體相連、眼神交換、或並肩而立等等互動，彼此之間產生了一種沒有言語的對話關係，拼湊出兩者共生共存的和諧模樣。

※ FiFi's Market 僅開放櫥窗拍攝，店內恕不接受拍攝

Yu-Erh Chen likes to base her works on animals, and creates sculptures to eternalize her relationships with them. Using lacquer as her medium, Chen creates specimen-like sculptures that show her intimate link to these animals; she presents them at their best to make up for a sense of loss.

Chen also creates a series of sculptures that combines humans and animals, such as *Reason to Stay*. The humans and animals presented are either connected physically, exchanging expressions, or are standing side by side. This creates a dialogue that requires no language and focuses instead on their harmonious coexistence.

※ Photography is not allowed inside FiFi's Market.



- 🏠 Khaki & FiFi's Market 菲菲流行倉庫
- 📍 仁愛路四段 15 號 1F 15, Sec. 4, Renai Rd.
- 🏠 FiFi's Market
- 🕒 12:00-22:30 (Mon-Sun)
- 🏠 Khaki
- 🕒 11:30-00:00 (Mon-Sun)

Khaki & FiFi's Market 菲菲流行倉庫在仁愛路上比鄰而居，是國內知名服裝設計師溫慶珠結合時尚與餐飲以體現生活美學的空間。精緻、時髦、自由的態度展現在品牌時裝與飲食上，融合溫慶珠對於空間細節的講究，讓人體驗生活的美好與感動。

Khaki & FiFi's Market are located right next to each other on Renai Road. It is a stylish space that reflects the aestheticism of fashion designer Isabelle Wen. From the fashion representation of FiFi's market to the casual yet trendy dining experiences offered by Khaki Cafe Bar, the designer shares her passion through these carefully selected furniture, clothing and delicacies.



周先生與舞者們

×

陳長志

Shu-Yi & Dancers ×
Chang-Chih CHEN

讓舞蹈跳入巷弄的櫺窗—
鏡頭下的「舞蹈旅行計畫」

Dance-Travel Project

攝影輸出 Photography

🏠 肯夢學院、肯夢綠櫻桃辦公室
Canmeng Institute & Canmeng Green
Cherry Office

📍 仁愛路四段 27 巷 4 弄 1 號、3 號
1 & 3, Aly. 4, Ln 27, Sec. 4, Renai Rd.
僅開放櫺窗參觀
Please view from the windows only.

🏠 非零餐廳 NONZERO
📍 仁愛路四段 27 巷 4 弄 5 號
5, Aly. 4, Ln 27, Sec. 4, Renai Rd.
🕒 11:30-21:30 (Tue - Sat)
10:30-17:00 (Sun)
週一公休 Closed on Mon

「你們是一幅流動的畫。」
——觀眾沈英華

「舞蹈旅行計畫」由「周先生與舞者們」團隊 2010 年首次於板橋車站公演，並於 2011 年正式開跑，計畫的創始之作《一八七五拉威爾與波麗露》以不售票、不搭設舞台、不架設場燈的獨特型式演出，打破繼往舞台場域的限制，在於實踐表演只為分享舞蹈的理念。隨著獨特形式的展演，「舞蹈旅行計畫」可隨著城市地景與環境的變化，使演出更富彈性，因而每場演出伴隨著空間別具特殊性，場場都帶給觀眾全新的體驗感受。

藝術家陳長志，長期拍攝電影及表演藝術之影像作品與紀實文件。在近 20 場「舞蹈旅行計畫」的演出拍攝記錄中，捕捉了舞者在各個空間環境下的移動與瞬間的風景。在肯夢學院、肯夢綠櫻桃辦公室、肯愛非零餐廳多點連線而成的「肯夢巷」中首次以串聯式的展演方式，透過攝影作品表現「舞蹈旅行計畫」在巷弄間舞蹈的曾經。同時經由安排，讓曾經於不同時空演出的「舞蹈旅行計畫」能在同一個時空向度裡展出，產生相互對話。



“You are just like a moving painting.”
—audience member.

The Dance-Travel Project was first publicly performed in 2010 at the Banqiao Station by Shu-Yi and Dancers. The dance piece that initiated the project, 1875 Ravel and Bolero, was performed specifically without a stage or special lighting and was free for anyone to attend, breaking out of the parameters of the traditional stage performance. Instead, the focus was on communicating the main idea to the audience. The performance changes with its location, and its flexibility to interact with each environment gives the audiences unique experiences.

Artist Chang-Chih Chen is a filmmaker who also documents performance arts. In nearly 20 showings of the Dance-Travel Project, Chen has captured the dancers' interaction with their surroundings. For the first time, his work with the Dance-Travel Project can be experienced as a series, as the photographs are on exhibit throughout the Canmeng spaces. Furthermore, it creates a sense of dialogue between the different performances from various times and spaces.

肯夢 Aveda 由朱平先生成立於 1995 年，代理美國 Aveda 環保美妝品牌，系列涵蓋天然花植臉部保養、美髮用品、身體保養品、純香系列及環保生活用品等。提倡「環保生活」、「身心靈平衡美」的概念，被美國廣告年代雜誌票選為 21 世紀新興的化妝品牌。同時朱平先生延續「身心靈平衡美」的概念，成立非零餐廳，希望這裡成為大家的「My place. My Kitchen」，以正向態度突顯食材原味烹調的美味。

Canmeng was founded by Mr. Ping Chu and he opened the first Aveda store in Taiwan in 1995; the brand sells facial, beauty, hair, and lifestyle products with ingredients based on natural plants. It promotes a green lifestyle and a healthy balance between the body and soul, and has been named as one of the emerging cosmetics brands of the 21st century. Following this concept of a balanced body and soul, Mr. Chu started the NONZERO restaurant. Unique and cozy, the restaurant highlights the original flavor of ingredients, hoping to make the customers feel that it is “My place. My kitchen.”



舞蹈家周書毅自 2003 年開始獨立編舞的創作生涯，不斷挑戰個人肢體、創作構思、與多元表演形態，廣獲各舞蹈藝術獎項肯定與駐村計畫參與。2009 年《一八七五拉威爾與波麗露》獲選英國 Global Dance Contest 首獎，並於 2010 年初在英國「Sadler's Wells Theater」演出，2010 年獲丹麥 Cross Connection Ballet 國際編舞大賽銅牌獎得主，並於 2011 年成立「周先生與舞者們」團隊。

Dancer Shu-Yi Chou has been an independent choreographer since 2003, and earned much recognition for constantly challenging his body, creative thinking, and performance attitude. In 2009, 1875 Ravel and Bolero was awarded first place in the United Kingdom's Global Dance Contest. It premiered in Sadler's Wells Theater in early 2010, and also earned a bronze medal in Denmark's Cross Connection Ballet, an international choreography competition. Zhou founded “Shu-Yi and Dancers” in 2011.

藝術家蔡潔莘擅長運用具有溫度、觸感及環保意識的再生紙漿作為創作媒材，並持續以厚實又充滿手感的作品傳遞她對於人際之間情感交流的關懷。她感受到在城市中生活的人們，總會因為快速的生活節奏，而忽略身邊不經意的美好事物。因此在 Be Yoga 這樣難得的都市庭園中，蔡潔莘創造了造型奇幻卻又充滿生命力的動物們，微笑著邀請觀者一同加入這個無需預約的夏日派對，在《後花園》裡做運動、享受日光浴，將工作、瑣事暫時擱一邊，優遊自在地感受生命中最原始和單純的美好。

Chieh-Hsin Tsai uses paper mache, (a warm, textured and environmentally friendly medium), to create her work, communicating the emotional exchange between human beings. She noticed that many people living a fast-paced life in the city often fail to notice the small things. Thus, in the rare, quiet space of Be Yoga, Tsai's imaginative yet lifelike creatures invite viewers to join their spontaneous party. They can play under the summer sun in *The Garden*, temporarily leaving their work and chores, to enjoy life's most basic and simple pleasures instead.

蔡潔莘 Chieh-Hsin TSAI

後花園 The Garden

紙漿、染料
Paper Mache and Colors



- Be Yoga
- 復興南路 1 段 219 巷 15 號
15, Ln 219, Sec. 1, Fuxing S. Rd.
- 10:00-22:00 (Mon-Sun)
國定假日店休 Closed on national holidays

位於巷弄中的 Be Yoga 沒有大而醒目的招牌，潔白的牆面、綠意滿溢的舒適庭院，就是它令人印象深刻的招牌。位於繁華東區裡的瑜珈工作室，拋開緊湊追趕的步調，以多樣的瑜珈課程找回舒服的節奏。傳遞著一種簡單自在的生活方式。

Be Yoga does not have a large, eye-catching sign, but it does not need one. Its clean white walls and cozy green yard is enough to create a lasting impression. This yoga workshop, tucked in Taipei's bustling Eastern District, is a space for one to escape the fast lane and to find a comfortable rhythm through yoga lessons. This thus promotes a more relaxed lifestyle.



黃法誠 Fa-Cheng HUANG

I Got You!

水泥漆、壓克力顏料、
卡典西德、複合媒材
Paint, Acrylic, Vinyl Cutting Sheet,
and Mixed Media

隨著數位相機、具攝錄功能手機等拍照工具的普及化，拍攝已成為許多人的生活習慣，隨時隨地透過拍照工具記錄各種生活的事件。而同時也因攝相工具取用的便捷，個人隱私也顯得越來越無所遁形。有感於此，在《I Got You!》中，藝術家黃法誠以過去作品中經常出現的角色「小明」作為主要形象發想，作品裡的每個小明都拿起各式攝相的工具朝向經過的人車拍照，因此不論是路過或駐足停留於這作品前的觀眾，都即將成為鏡頭下的模特兒，在這許多相機的面前，你 / 妳擺好姿勢了嗎？

With the increasing popularity of digital cameras, smartphones, and other camera equipped devices, photography has become an integral part of everyone's daily life. Yet with this habit, our privacy also becomes harder to maintain. Fa-Cheng Huang responds to this through *I Got You!*, using a character that often appears in his past works—“Xiao-Ming”, the Taiwanese equivalent of a John or Bob. Every Xiao-Ming in this work takes pictures of the people and cars that pass by, regardless of who they are. Everyone thus becomes a model—are you ready for a pose in front of all these cameras?

- 仁愛里里民活動場所
Renai Borough Community Center
- 忠孝東路 4 段 26 巷 63 號
63, Ln 26, Sec. 4, Zhongxiao E. Rd.
- 24hr

仁愛里位於東區商業中心，四通交通便捷，公車捷運四通八達。大安路以往有「名人巷」之稱，萬全的生活機能與名人進駐使仁愛里成為鬧中取靜的安居之地。

The Renai Borough is located in the commercial center of Taipei's Eastern District, and is conveniently accessible by public transportation. In the neighborhood, Daan Road is nicknamed “celebrity lane” as it is the perfect place to live a quiet life amidst a loud, bustling city.



劇場、繪畫、雕塑，藝術家何采柔不斷探索跨界創作的可能。近期更嘗試以「糖果」作為創作媒材，陸續發展出平面、雕塑與舞台模型裝置：《甜的獨角獸》也正是她運用類似雕塑糖果的手工作法模擬，拼接而成的繽紛獨角獸。

只存在於童話或傳說的獨角獸，代表著夢想與幻象，巧妙呼應糖果甜膩、夢幻但短暫易融的特質。

除了雕塑糖果的工法，何采柔也利用玻璃纖維摹仿糖果的流動與延展彈性，讓觀眾在欣賞作品時，對材質產生好奇與不確定：糖果的聯想既具象又抽象，就在這樣的聯想被勾起時，舌尖好像也啟動甜甜的味道，形成「視覺」與「味覺」雙聯想的感官體驗。

※ 請勿搖晃、攀爬作品
※ miho 室內不開放攝影

miho

敦化南路一段 233 巷 30 號
30, Ln 233, Sec. 1,
Dunhua S. Rd.

12:00-21:30 (Mon-Sat)
12:00-20:00 (Sun)

miho 以對時尚的熱愛和多變繽紛的風格為基調，如尋寶般挖掘世界各地深受好評的設計師服飾與美好精品，期使臺灣的流行時尚更具國際性及多元化，並為顧客創造獨特的個人風格。

miho is centered around a love for fashion and constantly changing trends. It is like a treasure chest of acclaimed designer clothing and products. Through Taiwan's increasingly international and diverse fashion stage, miho gives customers the opportunity to find their own unique styles.



粉樂町展期間於 miho 展點拍照、完成照片上傳至 miho Facebook 並打卡後，向店員出示手機畫面，即贈送 miho 時尚果凍包，每日限量 5 個，送完為止。

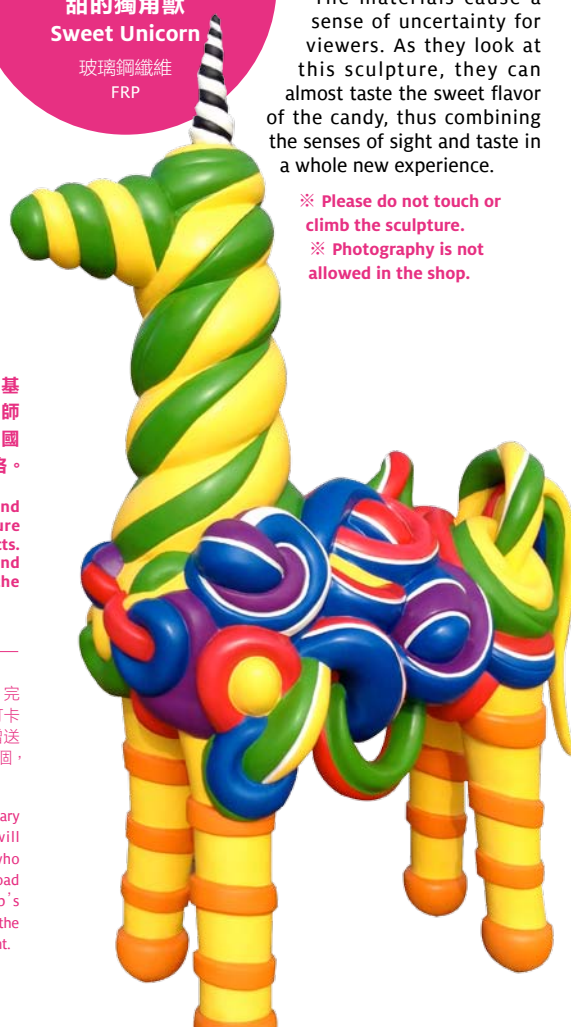
During the exhibition, a complimentary "miho transparent tote bag" will be offered to the first 5 visitors who complete the following steps: upload a photo taken at miho to the shop's Facebook page, check in, and show the smartphone screen to a shop assistant.

何采柔

Joyce Tsai-You HO

甜的獨角獸
Sweet Unicorn

玻璃纖維
FRP



Theater, painting, and sculpture; artist Joyce Tsai-You Ho is interested in the possibilities of interdisciplinary creations. She has recently been working with candy as a medium. Based on the techniques she has acquired from candy making, she has created *Sweet Unicorn*, a colorful FRP work that triggers an association with candy.

Unicorns, which only exist in fairytales and myths, represent dreams and illusions. As the candy melts, it symbolizes the end of these illusions.

Ho manipulates FRP in order to mimic the appearance of candy. The materials cause a sense of uncertainty for viewers. As they look at this sculpture, they can almost taste the sweet flavor of the candy, thus combining the senses of sight and taste in a whole new experience.

※ Please do not touch or climb the sculpture.
※ Photography is not allowed in the shop.

源自於女性極私密的心靈角落，邱雨玟以剪紙做為個人藝術的表現形式，在光影、律動與回紋、圖樣間，「水姑娘」穿梭於神話、想像之際，猶如女書一般，書寫出一篇又一篇關於夢、情感以及天地的感知世界。透過觀察東方文化的信仰、民間習俗與儀式性的祭典，窺探民間美術中的生命力，進而洞見文化中的原始力量。

在創作形式「剪」的交換對話中，「水姑娘」在髮廊內以神話想像的姿態，釋放出創作與生活 / 潮流的對話力量。在漂浮、幻化間，「水姑娘」所創造的作品場域也成為觀者得以進入深層神話的起點。

For artist Yu-Wen Chiu, paper cutting is a means to express her emotions. Lighting, patterns, and rhythm weave an imaginative myth through the work, churning out stories about dreams, emotions, and perceptions of the world. By observing Chinese culture, traditions, beliefs and ceremonies, the artist recreates the experiences with the vitality of folk art and the raw power of a culture.

The action of "cutting" gives this piece a lifelike quality; this metamorphosis gives power to creativity, life, and fashion trends. Its floating, dream-like state thus encourages us to explore the world of mythology on a deeper level.

斐瑟臺北旗艦店 VISAVIS

仁愛路四段 151 巷 32 號 B1
B1, 32, Ln 151, Sec. 4, Renai Rd.

11:30-20:00 (Tue-Wed & Fri-Sat)
11:30-17:30 (Thu & Sun) 週一公休 Closed on Mon

走下鐵灰色的階梯，透明大面積的落地玻璃，開敞設計感強烈並流暢舒適的空間。斐瑟以專業美髮與造型為服務，大膽創新潮流趨勢，舒活起消費者對於時尚美學的嚮往。

As one descends down iron gray stairs, a spacious room complete with large floor to ceiling glass panes comes into view, revealing the interior of VISAVIS Hair Salon. The salon offers professional hair styling and care and fosters an appreciation for fashion aesthetics.

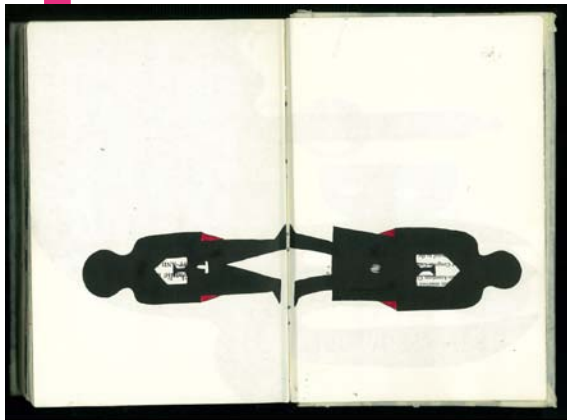
邱雨玟

Yu-Wen CHIU

水姑娘的繁衍計劃——巢
Water Fairy's Propagate
Project—Nest

綜合媒材
Mixed Media





藝術家李燕華自 2006 年開始，陸續收集世界年代久遠的舊書籍。這些作品是以美國作家 Stephen Vincent Benet 在 1942 年紐約出版的作品為基底，書籍內容涵蓋短篇小說與詩集。

在書墨文化養成的背景下，李燕華的作品充滿濃厚的東方精神與具符號性的哲學想像，她在書頁之間繪畫，透過創造性的圖像，產生和書籍原作者之間穿越時空的平行對話。

李燕華將書籍每頁的繪畫內容作為文件，重新列印後裝置成如同書本的封面外型，在壁面上以中文書寫文字做線性排列，傳達創作者與作家在頁頁之間的私人語彙，像是以不同的話語進入作家的世界與之交流般，在文字與圖像之間、在此頁與彼頁之際，翻開自我和外在的呢喃敘語，充滿無限想像。

- C25 度咖啡館 C25° Café
- 安和路一段 21 巷 23 號
23, Ln. 21, Sec. 1, Anhe Rd.
- 08:00~24:00 (Mon-Sun)

強調「堅持初心」的 C25 度咖啡店，已有 16 年歷史。秉持只用最好且純粹的食材，以溫馨、活力充沛的氛圍；誠摯、細心的服務品質；及天然、單純的食材，堅持、熱情地為顧客打造一個健康、輕鬆愉悅的享受天地。

李燕華

Yen-Hua LEE

時間的流逝 II 及繪畫系列 The Passage of Time II

影像、鉛筆
Photo Print and Pencil

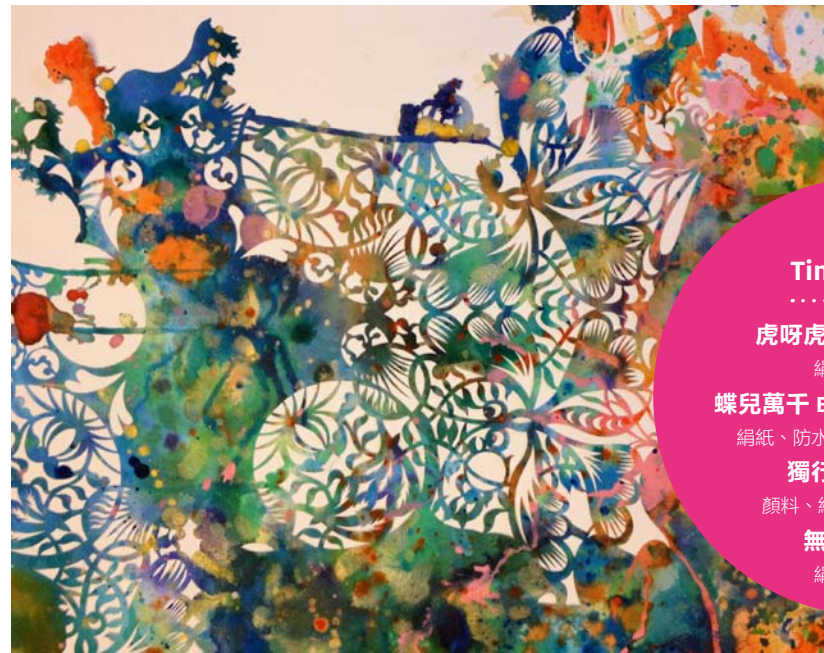
Artist Yen-Hua Lee has been collecting vintage books from around the world since 2006. This work is based on a book by American writer Stephen Vincent Benet. Published in New York in 1942, the book covers short stories and poems.

With her background in Chinese calligraphy and traditional painting, Lee creates artwork that is full of spirit and expresses philosophical ideas through various symbols. Her drawings on the book's pages create a dialogue that transcends through time and space with the author of the book.

Lee takes each set of pages and illustrates on them, as if they were the front cover of the book. Furthermore, the pages are arranged from top to bottom and left to right, which is the way Chinese characters are arranged in writing. The viewer can see the relationship between two different cultures in the Chinese arrangement of English text. Different possibilities of communication — between the pages, the writer and the artist, or the outer and the inner—are thus unfolded before us.



C25° Café has been open for 16 years. With its focus on a heartwarming and vibrant atmosphere; a sincere and attentive service quality; and the use of natural and simple ingredients, the café creates a healthy and relaxed heaven for its customers.



柏天

Tim BUDDEN

虎呀虎！Tyger, Tyger!

絹紙 Silk Paper

蝶兒萬千 Butterfly Cornucopia

絹紙、防水布 Silk Paper and Tyvek

獨行者 Lost Soul

顏料、紙 Paint on Cut Paper

無題 Untitled

絹紙 Silk Paper

英國威爾斯出生的藝術家 Tim Budden，十數年前因緣際會下造訪了台灣，便再也離不開這塊可愛的土地。定居台灣後 Budden 其實一直從事英文教師一職，但偶然在友人贈送的剪紙書中獲得啟發，重拾孩提時期的藝術家夢想，將福爾摩沙的新奇生活體驗，轉換為剪紙世界的無限想像。

為了今年粉樂町展覽，Budden 細心研究了 i prefer 當季衣飾的色彩圖紋，並將之融入此次的創作中。對藝術家來說，手中的剪紙就和衣物一樣，都可視為「第二層肌膚」——覆蓋遮蔽中卻又風采盡顯，取決於「隱」或「現」之間的微妙拿捏。

Tim Budden, born in Wales, visited Taiwan more than a decade ago, and has not left ever since. After settling down in Taiwan, Budden worked as an English teacher; however, he accidentally found inspiration in a paper cutting book that a friend gave him, which rekindled his childhood dream of becoming an artist. He now expresses his experiences in Formosa through his infinitely imaginative cut paper artwork.

For this year's Very Fun Park exhibition, Budden carefully studied the colors and patterns of i prefer's seasonal line, and integrated them into his work. The artist sees both paper cutting and clothing as a "second skin," allowing us to cover up just enough while showing the world what we want it to see.

- i prefer 安和概念店
i prefer Concept Shop
- 安和路一段 49 巷 9 號
9, Ln. 49, Sec. 1, Anhe Rd.
- 12:00-22:00
(Mon-Sun)

i prefer 安和概念店在都市中另闢寧靜空間，身為國內設計師品牌，以 H. A. L. F 精神為基礎——handworks、arts、lo-has、fashion 代表服裝與人文藝術間密不可分的關係。店中處處驚喜，小藝廊、骨董家具、新奇有趣的概念商品……來杯咖啡，感受品牌的溫度！

This concept shop of i prefer has created a quiet space in the city. As a brand based in Taiwan, it represents the close relationship between clothing and the humanities with the basics of H.A.L.F. (handworks, arts, lohas, fashion). Within the shop are many surprises, a small gallery, antique furniture, new and interesting concept products... why not enjoy the atmosphere with a nice cup of coffee?



川貝母、 陳狐狸、良根 Inca PAN, Whooli CHEN, and Liang Gen

愛 LOVE

壓克力顏料、複合媒材
Acrylic and Mixed Media

愛是什麼？

愛是超越、是責任、是付出、是無悔、是青春。

愛是力量、是勇氣、是耐力、是堅持、是成全。

愛是人生最美妙的課題與最有滋味的風景。

三位臺灣當代插畫家各自以愛為題，在 Tartine Bakery 溫馨的小店中，落地櫥窗擷取自川貝母的作品，透過盎然綠意的草木表達對於周圍環境的友善。推開玻璃門映入眼簾的則是陳狐狸對於自然關懷的另一種描繪，一座小山一株植物，盼望對山林更多的愛護。走進店內，又可見到良根以人與人之間的相處來詮釋愛，包含同學、家人、動物等各種愛的面貌。

透過這三位插畫家有形的愛與無形的衍生，希望啟發你我對於愛的追求、溫熱愛的能力。

◎ 展期內凡於店內消費冷飲，即贈送粉樂町限量插畫杯墊乙個（每日限量 10 份）。

- Tartine Bakery
- 安和路一段 49 巷 13-1 號
13-1, Ln. 49, Anhe Rd. Sec. 1
- 12:00 - 20:00 (Tue-Thu, Sun)
12:00 - 21:30 (Fri-Sat)
週一公休 Closed on Mon

Tartine Bakery 想給顧客味蕾上單純的美味，除去華麗的裝飾，從法式小點、輕食開始味覺的享受。小店裡櫥窗有著一個又一個的驚喜，進入甜點的世界，忘記生活的雜亂，呼吸著帶有甜味的輕鬆下午。

Tartine Bakery strives to let its customers have a simple, not ornate, tasting experience. Between French desserts and appetizing snacks, one can find many additional surprises through the display window. Enter a sweet world, forget life's messy troubles, and breathe in the smell of a calm, relaxed afternoon.



糖光閃閃，夏日裡充滿繽紛色塊的甜甜氣息。藝術家謝怡如以極富童趣的創作風格與 papabubble 的糖果職人們一起發揮手工拉糖的豐富多變，將高彩度的繪畫作品轉化成盛綻糖苞的立體糖畫，同時延伸出許多造形與色彩的變化，創造出充滿想像力與夢境般的夏日花園。

透過媒材的轉換，視覺的觀看與味覺記憶相互交融，讓觀眾恣意漫遊在這異想空間，創造屬於自己的敘事語彙，激發更多如糖果滋味般的綺麗幻想。

協力製作：張嘉霖、黃仁蔚

※ 作品脆弱，請勿碰觸或踩踏。

Artist Yi-Ju Hsieh, whose work has a upbeat, childlike quality, works with papabubble's candy makers to create a vibrant candy sculpture complete with blossoming sugar flowers. The piece plays with various shapes and colors, resulting in an imaginative and dreamlike summer garden.

Through this combination of sight and taste, viewers can explore the work, create their own story, and perhaps even dream up new flavors of a sweet fantasy.

In collaboration with Eric Chang and Harry Huang.

※ Fragile artwork. Please do not touch or step on the installation.



謝怡如 × papabubble Yi-Ju HSIEH × papabubble

我愛的愛 Love my love

跳跳糖舞 Popping shower dance

糖光星球 Sugar Beam Planet

壓克力顏料、畫布、保麗龍、糖、樹枝
Acrylic on Canvas, Styrofoam,
Candy, and Branch.

- papabubble 安和店
papabubble Anhe
- 安和路一段 49 巷 15 號
15, Ln. 49, Sec. 1, Anhe Rd.
- 11:00-19:00 (Mon-Sun)

papabubble 西班牙手工糖果的品牌意義為「美好的回憶」。店內融合體驗活動及設計元素建立其風格特色，吸引無數好奇的遊客，踏進充滿 papabubble 糖果香氣的奇妙空間。它帶來的不只是美麗糖果的融入嘴裡的幸福滋味，也是一種工藝、一種美妙生活。

papabubble is a Spanish handmade candy brand that focuses on "good memories". The store offers various experiences and design elements that attract customers to enter and explore. It is not only about beautiful candy that tastes of happiness, but also about a wonderful, craft-ful life.

繭裏子

Twine

.....

鳥居

Torii

羊毛氈、麻
Felt and Hemp

「繭裏子」於 2010 年由蔡宜穎和楊士翔兩位具有建築背景的夥伴成立，致力於建立屬於臺灣的公平貿易品牌，引進、設計與生產符合公平貿易規範的商品，創立至今逐漸從環保生活和自然美學走出了豐富多元的創意之路。

2013 年的夏天，繭裏子以色彩鮮豔而質感溫潤的羊毛氈創作，在臺北街頭創造出屬於小鳥的秘密居所：「鳥居」。在日本文化中，鳥居代表神社建築中分隔神與人居所的結界；而繭裏子在富邦金融大樓的花園，創作出鳥巢般的意象，結合市中心難得一隅翠綠和啾啾其中的悅耳鳥鳴，創造出都市叢林中通往自然之地的結界。



富邦金融中心戶外花園
Fubon Financial Center: The Yard

仁愛路四段 169 號
169, Sec.4, Renai Rd.

24hr

富邦金融中心戶外花園，是知名作家王文華筆下台北最浪漫的所在，潔淨的花池，有魚與烏龜居於其間，是東區上班族約會或碰面的熱門地點。

Fubon Financial Center's yard is seen by Taiwanese writer Tom Wang as Taipei's most romantic spot complete with a pond that is inhabited by fish and turtles. This yard is a popular meeting place for many who work in Taipei's Eastern District.

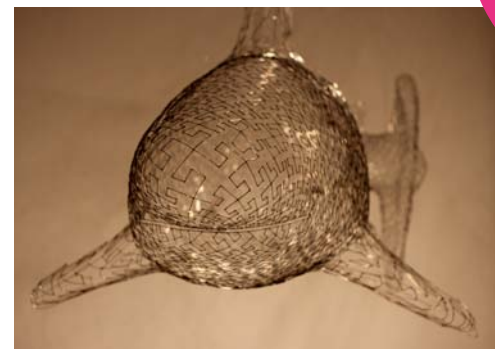
Twine was founded in 2010 by two friends Elizabeth Tsai and Vinka Yang, both of whom have a background in architecture. They even contributed to the establishment of Taiwan's fair trade industry by introducing and designing products that are not only aesthetic and creative, but also environmentally friendly.

This summer, Twine has created mini bird dwellings, Torii, out of colorful felt. In Japanese culture, Torii Shinto shrines are built to connect the worlds of gods and humans. Thus, Twine's bird nests serve as a gateway from the bustling city to a green, enchanted land filled with joyful birdsong.



一隻隻鏤空的巨型魚群悠游在觀眾頭頂，從仰望的視角，一不小心觀眾還誤以為自己走入了水族館的隧道。這是享譽韓國的雕塑家金昌煥之作，他善用不鏽鋼為素材，為冰冷的金屬注入線條律動，最令人驚訝的是這些大型雕塑竟然能如羽毛般漂浮。

挪用自然界生物的形象，金昌煥的作品容易讓人聯想到人性欲望，但纖細晶亮的金屬線條無拘無束、輕盈靈動，其實更指出人心最終的渴望並不在於有形物質，而是心靈的自由，超脫世俗執著和束縛後，一躍入天際，悠游於無垠寬廣之中。



When you walk underneath Chang-Hwan Kim's hollow sculptures suspended in the air, it is as if you have entered the underwater tunnel in an aquarium. Kim is able to create the illusion that his works are weightless by manipulating stainless steel and creating movement within the frames.

Kim's works suggest human desire by presenting images of animals. However, their frames of shiny metal seem free, light, and agile, reflecting the spiritual nature of desire and its detachment from physical fetters. It is as if our desires, along with the swimming creatures, are finally able to leap freely into an unlimited expanse of possibilities.

金昌煥
Chang-Hwan KIM

悠游
Swimming

不鏽鋼
Stainless Steel



富邦金融中心 1F 大廳
Fubon Financial Center: Lobby

仁愛路四段 169 號 1 樓
1F, 169, Sec.4, Renai Rd.

9:00-20:30 (Mon-Sun)

走進富邦金融中心寬敞而明亮的大廳，挑高而穿透的設計，白天時迎入陽光灑落，夜間點亮城市一隅，讓光影與往來人影交錯，而建築能與人更加貼近。自 1997 年起，富邦金控長期釋出牆面、迴廊、梯廳等公共區域，企業空間巧妙轉換成人與藝術對話的場所。

Walk into the bright and spacious lobby of the Fubon Financial Center and admire the sleek interior design. Sunlight falls through the windows during the day, and the city lights blink through at night; such interaction between light, shadow, and silhouettes makes the architecture all the more personal. Since 1997, Fubon Financial Center has lent its walls, corridors, and stairways as galleries, cleverly combining people and arts in this business space.





伊祐·噶照

Iyo Kacaw

木之愁 (生命的穿透力) The Sorrow of a Tree (The Energy of Life)

楠木、檜木 Formosan Cedar and Red Cypress

水之聚 The Confluence of Water

幫浦 (鐵)、檜木、扁柏
Iron Pump and Taiwan Cypress

近年來，阿美族藝術家伊祐·噶照以姿態各異的漂流木為主體，結合幫浦、水龍頭或水管等現成物進行雕塑創作，表達他對於環境議題的深刻體認：因工業發展與都市過度開發所導致的自然生態驟變，藝術家以自然有機的木質與工業感的現成物共存，期待觀者能進一步思考人與自然環境之間的關係。

在異材質的結合之外，藝術家又以「樹根」為隱喻貫穿，柔軟彎曲的線條，向四面八方延伸出與土地之間的連結，紮紮實實：這是一切生機的源頭，源源不絕而無私供給，再次訴說人與土地之間的親密不可分。



In recent years, Amis artist Iyo Kacaw has been using driftwood as a main medium. He combines them with man-made objects such as pumps, faucets or pipes to create sculptures that express his concern for the environment. Industrial development and urbanization have caused a major change in the natural world, so Iyo Kacaw combines natural and manmade elements to encourage viewers to

ponder mankind's relationship with nature.

The artist also uses tree roots as a theme: the soft curves spread out in every direction, firmly holding on to the ground. They are the foundation of all life, once again reminding us that humans cannot be separated from their roots in the ground.

台北富邦銀行安和分行
Taipei Fubon Bank, An-He Branch

仁愛路四段 169 號 B1
B1, 169, Sec.4, Renai Rd.

9:00-15:30 (Mon-Fri)

台北富邦銀行安和分行，長期協力粉樂町推動無牆美術館展覽，銀行結合藝術展出，讓民眾在辦理業務的同時，也能近距離感受藝術之美。

Fubon bank's Anhe branch has long been an important site for the Very Fun Park's "museum without walls." Its spacious interior combined with art exhibitions allows people to admire the arts as they go to the bank for errands.

松山文化創意園區 Songshan Cultural and Creative Park

復興南路 133 號 (請由忠孝東路 553 巷進入)
No.133, Guangfu S. Rd. (Please access from Ln. 553,
Sec. 4, Zhongxiao E. Rd)

松山文化創意園區建於 1937 年，前身為「臺灣總督府專賣局松山菸草工場」，1947 年更名為「臺灣省菸酒公賣局松山菸廠」，1998 年即停止生產菸草，2001 年由臺北市政府指定為第 99 處市定古蹟。園區內建築有具日式分離派建築風格的辦公廳舍、結合月台與供應輸送帶的倉庫群和製菸工廠及擁有高聳煙囪的鍋爐房等，均屬市定古蹟，建築群與四周具有綠蔭蔥鬱的環抱樹群，成為古意與創新的融合體。

松山文化創意園區近年起即積極扶植文化創意產業研發，配合各項藝文、文創活動，以及辦理設計產業、視覺產業及跨界展演之活動。未來期許在整合松山文創園區具備之育成、輔導、展覽與行銷等多項功能後，注入現有資源及能量，帶動群聚效應，以全方位的空間使用，多功能、多元化的經營概念，形塑松山文創園區成為台北市設計及文化創意產業旗艦發展基地。

Songshan Cultural and Creative Park, a creative milieu of Taipei is reconstructed from what used to be the Songshan Tobacco Plant. It was designated as the 99th district historic site by the Taipei City government in 2001. To regenerate and restore its use, the park was revamped in 2011 to provide a place for diversified cultural and creative exhibitions.

The park has actively coordinated a variety of cultural and art events, and has organized design, audiovisual and cross industries exhibitions. After integrating various purposes such as education, guidance, exhibition and retail, the Songshan Cultural and Creative Park hopes to concentrate its existing resources and energy into creating momentum for self-sustaining growth. In other words, based on the philosophy of versatile use of space and diversified operations, the Songshan Cultural and Creative Park will be crafted into the forerunning site for the development of design and cultural industries in Taipei City.



臺北文創 TAIPEI NEW HORIZON

菸廠路 88 號 (松山文創園區內)
88 Yanchang Rd. (in Songshan Cultural and Creative Park)

臺北文創提供文化創意產業進駐，創造多元平台，讓創作者、平台經營者和消費者間緊密互動，暢通文化創意產業，以促進文創產業永續發展。座落於日據時代的古蹟園區內，臺北文創也同時全力協助保存這像屬於全體市民的文化資產，讓新舊文化交融的成為文創產業聚落基地。

Taipei New Horizon promotes the arts and culture. It provides a platform for creators, entrepreneurs, and consumers to interact closely and foster an innovative culture industry. Situated right next to a historic site, Songshan Tobacco Factory, Taipei New Horizon simultaneously preserves the city's cultural asset. By combining the old and the new, Taipei New Horizon is a great addition to Songshan Cultural and Creative Park, envisioning a bustling scene for creative industry and culture.

交通資訊 Transportation

捷運板南線 | 捷運市政府站 1 號出口，步行約 400 公尺

Metro | Taipei City Hall Station on Bannan Line (Blue). Take Exit 1 and walk for about 400m.

本園區全面禁菸

Smoking is prohibited in any part of the park



自由小屋 House of Freedom 蕭有志 Yu-Chih HSIAO

聲音計畫 Sound Project 王榆鈞 Yu-Jun WANG

自由小屋計畫 House of Freedom Project

柳安木、鐵、家具、聲音裝置
Wood, Iron, Furniture
with Sound Installation

延續 2009 年的《搖籃書房》、2010 年的《旅行的大洋蔥計畫》，《自由小屋計畫》起始於 2011 年五月，是另一個企圖以行動空間導引場所精神產生變異的系列創作計畫。「自由小屋」使用現今台灣慣行的木造鴿舍預製工法，在台南的鴿舍工廠內由技術熟練的木工匠師手工打造，整個房子分拆成兩個部分，並且裝設輪子，可在城市中自由行動並隨處落腳組合，成為真正的「自由小屋」。這同時也是一棟沒有鴿子的鴿舍，想像鴿子出去飛翔，獲得真正的自由，這也是「自由小屋」命名的另一層寓意。

《自由小屋》這個在各種城鄉空間中移動的微型建築，透過旅行與創作合作，於內部空間生產出各種活動，在這個疏離的時代連結各樣人事物。這次，旅行中的自由小屋來到粉樂町，落腳

臺北文創大樓，音樂創作者王榆鈞更以聲音與音樂創作，喚醒空間想像，讓聲音如同呼吸般帶給這個空間及場域一個新生的生命力。

※ 自由小屋參觀守則：

1. 進入小屋請脫鞋
2. 請將您的雨具留在屋外
3. 屋內禁止飲食、奔跑嬉戲

The House of Freedom Project began in May of 2011, and is a continuation of *The Big Cradle* in 2009 and *The Big Onion* in 2010. The cabin, modeled after traditional pigeon houses made by experienced craftsmen in Tainan, is divided into two parts. Wheels are appended to it, allowing the cabin to move to different locations within the city, thus making it truly free. At the same time, this is a pigeon house without any pigeons, as if the birds had flown away and gained their freedom. This is another meaning behind the work's name.

The House of Freedom is a portable piece of architecture that aims to connect different people through travel and activities in its interior. This time, the travelling cabin will attend Very Fun Park. Stationed at the Taipei New Horizon building, sounds collected and created by musician Yu-Jun Wang liven up the scene; it is as if the cabin is breathing, making the structure come alive.

※ When you visit the House of Freedom, please

1. remove your shoes before entering.
2. leave your umbrella or raincoat outside.
3. do not eat, drink, or run in the house.



📍 臺北文創大樓：文創穿廊
Taipei New Horizon:
Horizon Corridor

📍 菸廠路 88 號
88 Yanchang Rd.

🕒 10:00-19:00 (Mon-Sun)

金明範 MyeongBeom KIM

無題 Untitled

塑膠、木頭、魚線
Plastic, Wood, and Wire

你我可能都看過牙牙稚子在探索世界時的好奇眼神 -- 所有成人眼中的習以為常都是新鮮。韓國藝術家金明範也有這樣一雙如稚子的眼，他放下了成長過程習得的常識、歸零了生活當中的經驗法則，平凡的各色物品他都側耳傾聽其微語，打開想像力的自由，隱喻的聯想與代換都能信手捻來：例如燈泡裡向日葵取代了鎢絲，是否能自成一箇小小發光體如太陽？又例如燭蕊，其點亮的星星之火是否能比擬森林大火的烈焰、而化身為一株焦黑的樹？

有時也不盡是具體的物品。在這件為粉樂町量身打造的作品中，藝術家將無形的「力」綴以繽紛氣球，翻轉為可見的有形；飛揚的氣球就如想像力的馳騁，不受形體所限，而椅腳的缺憾也因此平衡，成就了優雅與詩意。

The things that adults see every day and take for granted are seen through a fresh perspective as children first begin to explore the world. Korean artist MyeongBeom Kim adopts a curious, child-like perspective, letting go of his experience-based knowledge and resetting his expectations for the normal. Hence, his imagination has led him to make connections between various objects: a sunflower replaces a light bulb's tungsten wire; a tree replaces a candle's wick. Can the light bulb shine as brightly as the sun? Can the candle flame glow as intensely as a forest fire?

In the piece he has made specifically for the Very Fun Park, Kim uses colorful balloons to transform a shapeless "force" into something tangible. The balloons are attached to a chair that is missing a few legs, thus balancing it out and giving this "force" a graceful and poetic visualization.



📍 臺北文創大樓：
辦公室入口大廳
Taipei New Horizon:
Office Lobby

📍 菸廠路 88 號
88 Yanchang Rd.

🕒 10:00-19:00 (Mon-Sun)



盧東湜 Dong-Shik ROE

造飛機 (2) Air Show (2)

複合媒材
Mixed Media

韓國藝術家盧東湜從小就在自家的軋棉工廠裡長大，棉花自然成為藝術家對於無憂童年的投射；作品中大量的棉花也隱射現代人匆忙的生活，人事物皆如過眼雲煙，一幕幕被我們忽略或漸漸淡忘的故事，藉由藝術家的手以棉花雲煙揉捏成形，即使脆弱依舊，那亟欲存留瞬間美好的心意卻是堅定無比。

在「噴射機」系列作品中，充滿速度感的瞬間被凝結，寫實的造型卻描繪出超現實的場景，將每個小男孩都曾有的漫天幻想轉換為創作靈感，順著展示空間讓噴射機尾煙恣意流動，觀眾在驚嘆之餘，也不禁回憶起那段想像力就是全世界的童年時光。

※ 藝術家同系列作品同步於 Level 6ix Gallery 展出，詳請參閱 p.21

Korean artist Dong-Shik Roe grew up in his family's cotton ginning factory, so cotton is naturally a connection to his carefree childhood. It is also the medium with which he hand kneads fluffy clouds. These clouds represent the memories that are fragile yet remain unforgettable in our consciousness, unlike the many things that slip past our attention and are gradually forgotten.

The series *Air Show*, with its realistic models, represents many young boys' daydreams of flying through the air whilst drawing a pattern in the sky with smoke. Once viewers see this marvelous work, they will inadvertently begin to think of the many dreams they had as children.

※ This series is also on exhibit at Level 6ix Gallery; please see p.21



臺北文創大樓：
辦公室入口大廳
Taipei New Horizon:
Office Lobby

菸廠路 88 號
88 Yanchang Rd.

10:00-19:00 (Mon-Sun)



尹秀珍 Xiu-Zhen YIN

黑洞 Black Hole

舊集裝箱、燈
Used Shipping Container
and Light

使用過的輪船集裝箱代表了今日全球貿易中的貨物橫跨大海的旅程。通過選擇、重塑集裝箱的結構，藝術家將目光集中到了國際族群之間的關係上。集裝箱被改造成了經過完美切割的鑽石形狀，象徵著欲望、完美以及奢侈。如果測量它的規格的話，這顆鑽石重達 6,500,000 克拉。這件雕塑的鑽石切面不斷發出變換的彩虹色彩。

尹秀珍一直對「黑洞」這個概念的科學研究充滿興趣，即在廣義相對論的概念中，宇宙中的任何事物，包括光，都無法逃脫。《黑洞》因此可以被看做是這個世界對於資源和前進無限的消費欲望，並且也是對長期通過消耗環境來滿足這種欲望的警示。

※ 展品有電，請勿碰觸

Used shipping containers symbolize the journeys of products traded in our modern day global exchange. Xiu-Zhen Yin brings attention to the relationships between international groups of people by re-working this container. The structure was transformed into a would-be 6,500,000 carat signature round cut diamond, a form symbolizing of desire, perfection and luxury. Like the shining facets of a diamond, rainbow light emanates from within the sculpture.

Yin is interested in the concept of black holes, which are regions of space from which nothing, including light, can escape. Thus, *Black Hole* is both a symbol of the world's desire to progress and to consume resources, and is a reminder of the long-term cost to the environment that results from the fulfillment of this desire.

※ The artwork contains an electrical device. Please do not touch.

松山文創園區：生態池涼亭區
Songshan Cultural and Creative Park:
The Pavilion by the Pond

光復南路 133 號
133, Guangfu S. Rd.

8:00-22:00 (Mon-Sun)

ART MEETS FASHION

ELLE ET LUI · 她與他

粉樂町
特別企劃

9/1 - 9/29

agnès b. café L.P.G.

京站、微風廣場、
信義誠品、臺北 101
四間分店



張瑞頻



莊雁婷



阿咧先生



陳姝里

「粉樂町」是每年夏天降落臺北的一座無牆美術館，沒有門票、沒有白盒限制，年復一年帶領觀眾重新認識我們所居住的城市，巷弄之間、生活之中，粉樂町期待挖掘更多想像，實驗各種可能。

在持續的挖掘與實驗中，除了夢想與真實的交鋒挑戰一項又一項，很幸運地粉樂町也遇到許多願意傾力促成的夥伴，激盪令人心動雀躍的火花。因此今年度除了主要展覽，粉樂町更擴展嘗試與時尚雜誌 ELLE 國際中文版與法國風格品牌 agnès b. café L.P.G. 共同合作，呈現「粉樂町特別企劃：Art Meets Fashion—ELLE et Lui (她與他)」，「Art Meets Fashion」是 ELLE 自 2010 年始企畫執行的時尚藝術實驗專題，今年邁入第四年；而在此次與粉樂町的合作中，除了粉樂町觀眾所熟悉的藝術與生活空間對話，我們邀請四位臺灣藝術家從時尚元素中擷取靈感，透過他們的眼睛與想像，讓觀眾看見藝術與時尚的另一種樣貌。

ELLE et Lui，她與他。由 ELLE 編輯室與粉樂町策展團隊共同創意激盪展覽主題，從時尚界近年來蔓延的「中性風」與「跨性別」議題出發，也正是呼應跨界合作不設限的精神與勇氣。看看阿咧先生手中形塑各色奇異角色的狂想、莊雁婷交錯於平面與立體間帶著天真的優雅、張瑞頻的水桶人勇闖媒體與流行文化的大觀園、還有陳姝里在旅行中擷取的色彩與風格拼貼，當時尚元素落在這四位截然不同的藝術家手中，各將如何透過創作重新詮釋與延伸？邀請您九月份到四間 agnès b. café L.P.G. 分店走一趟，「藝」窺驚喜。

詳細展覽資訊請瀏覽 2013 粉樂町網站：www.fubonart.org.tw/veryfunpark2013
或參閱 ELLE 國際中文版 9 月號專題報導。

粉樂町服務中心

服務項目：

- 展覽服務—參觀方式、路線、與週邊活動諮詢
- 粉樂集章兌換



富邦人壽大樓：地下一樓

臺北市敦化南路一段 108 號 B1
開放時間：10:00-19:00

臺北文創大樓：辦公室入口大廳

臺北市菸廠路 88 號（位於松山文創園區）
開放時間：10:00-19:00

導覽服務

定時導覽

6 個週末午後 16:00 出發。毋須事先報名，依日期與路線，準時由各集合地點出發（* 遇雨取消）。導覽日期與路線資訊如下：

路線

1

導覽日期
07/20 &
07/27

集合地點：Roots (● 12)
導覽時間：60 分鐘 (12 處展點)
導覽路線：12 → 13 → 14 → 11 → 10 → 4 → 5-1 → 6 → 7-1 → 5-2 → 18 → 17

路線

2

導覽日期
08/17 &
08/31

集合地點：富邦金融中心 1F (● 26)
導覽時間：40 分鐘 (8 處展點)
導覽路線：26 → 25 → 24 → 23 → 22 → 20 → 19 → 2-2

路線

3

導覽日期
09/08 &
09/21

集合地點：臺北文創大樓 1F 服務台
導覽時間：20 分鐘 (4 處展點)
導覽路線：7-2 → 29 → 28 → 30

團體預約導覽

展覽期間，10 人以上（含）、20 人以下，即可提供團體導覽預約服務。（路線自選，每次擇一）。詳情請洽詢富邦藝術基金會預約報名：

專線
報名

(02) 2754-6655
轉【2013 粉樂町】

電郵
報名

Veryfunpark@mail.fubonart.org.tw
來信請註明「2013 粉樂町 | 團體導覽預約」

學習單
下載

2013 粉樂町特別設計【兒童版〈12 歲以下〉】及【青少年版〈13 歲至 18 歲〉】兩種學習單，歡迎至官網自行下載及列印！

2013 粉樂町：www.fubonart.org.tw/veryfunpark2013

OPENING PARTY

開幕派對

7/19 (五)

17:00



富邦人壽大樓 國際會議中心

臺北市敦化南路一段
108 號 B2

17:00-
18:00



開幕儀式
主持人：黃子佼

18:30-
19:00



粉樂演唱會 part 1
家家

19:00-
20:00



粉樂演唱會 part 2
啾吉咕咕

週邊活動注意事項：

1. 部分活動採網路預約報名，即日起陸續開放報名（名額有限，額滿為止）。
2. 參加活動敬請同意接受活動現場攝錄影像，所有影像內容將為本展推廣使用。

粉樂贈品兌換

（數量有限，送完為止）

1. 凡集滿任 10 個粉樂展點章，即可兌換粉樂票夾乙份。
2. 凡集滿所有粉樂展點章（共 30 處，20 枚章），加碼兌換粉樂色筆組乙份。
3. 凡持高鐵票根（乘車日期 2013/8/1-9/29），即可於服務中心兌換「粉樂町杯墊」乙個（隨機贈送）。數量有限，送完為止。

FACEBOOK【富邦藝術基金會】粉絲專頁，等您來按讚！

【富邦藝術基金會粉絲專頁】，只要到粉絲專頁按「讚」，就能得知粉樂町最火熱的第一手消息：展品、藝術家動態、與系列活動等照片花絮；不定時還將舉辦拍照、打卡贈獎活動！

快來 FACEBOOK【富邦藝術基金會】粉絲專頁按讚，即時追蹤粉樂消息！

「2013 粉樂町」M+ 免費聊天 APP，官方帳號上線囉！

「2013 粉樂町」在 M+ 設立專屬官方帳號囉！想知道最新粉樂町活動訊息與好康資訊，快速下載 M+ 吧！如何加入「2013 粉樂町」官方帳號：下載 M+ > 更多 > 聚樂 + > 「2013 粉樂町」或下載 M+ > 推薦 > 「2013 粉樂町」

WORKSHOP

工作坊

8/4
(日)

14:30-
16:00



「♥爸爸」 兒童剪紙工作坊

藝術家：Tim Budden 人數：20 人為限
年齡：8-12 歲（除有特殊原因，父母毋須陪同）

以好奇眼光望向寬闊世界，發揮剪紙想像力，剪出最棒的自己送給爸爸。

採網路報名，7/25（四）中午 12:00 開放報名 太平洋 SOGO 百貨復興館 9 樓 Tearoom 旁

8/7
(三)

14:30-
16:00



太鼓音樂工作坊

特別感謝：
Taiko-Lab Taipei

日本太鼓是日本極具震撼力的傳統藝術。它同時是音樂，也是激烈的運動，響應到身體深處之聲音，能使人振作，也使身心重新舒暢的療癒。今年夏天讓我們一起由打擊中體驗太鼓的「力」與「美」；感受音樂與節奏的奧妙。

採網路報名，7/25（四）中午 12:00 開放報名 Be Yoga 17

8/10

(六)

14:30-19:30

粉情人電影特映會

14:30-16:30

對面的女孩殺過來

導演：謝駿毅

嗆辣大陸女孩遇見嘴賤台灣男孩，無厘頭對白和連番荒謬衝突激盪出爆點、笑點不斷，照應當代兩岸社會的價值觀與愛情觀上種種歧異處，以及他們為老一輩的愛情而四處尋覓的過程。

※ 導演映後座談 特別感謝：

ifilm 傳影互動

i 採網路報名，8/1（四）中午 12:00 開放報名 + 臺北文創大樓 B2 電影院



17:30-19:30

戀戀海灣

導演：陳以文

米雪與阿育在米雪幼時的房子中找到米雪一件未完成的作品，幼時的夢想與回憶如浪襲來，海水喚醒了米雪，重新讓她勇敢面對這一波關於愛情、親情與人生的驚濤駭浪。

※ 導演映後座談 特別感謝：serenity entertainment international 山水國際娛樂股份有限公司



8/11

(日)

14:30-16:00



「♥ 情人」愛的料理

夏日情人節，粉樂町將以繽紛多彩的頂級鑄鐵鍋分享食物愛的滋味，簡單美味的料理示範，牽起情人間浪漫的甜蜜關係。

料理餐點：醃漬甜菜根與檸檬豬肉捲餅、百里香烤雞肉、蜂蜜奶醬與北非小米、巧克力莓果蛋糕

料理示範：Chef Soac（前 4F Cooking Home 總監）

特別感謝：LE CREUSET 人數：50 人為限

i 採網路報名，7/25（四）中午 12:00 開放報名 + 太平洋 SOGO 百貨復興館 9 樓 Tearoom 旁

9/11

(三)

14:30-16:00



粉樂幸運小雞創作工作坊

來自荷蘭的幸運小雞，藏著秘密及命運，小雞樸實的外表可以依照您的心情恣意彩繪，請讓牠擁有個性化的加持，不管快樂或失望的時候，帶來滿滿的希望和振奮人心的鼓勵！

藝術家：阿咧先生

人數：10 人為限

特別感謝：i prefer

i 採網路報名，8/1（四）中午 12:00 開放報名，費用：400 元（需事先繳費）+ 福安紀念館 11F

EVENTS

粉紅系列活動

粉情人日

8/10

(六)

城東粉情人
摸彩

14:00-20:00

1. 愛的三連拍，一起來闖關

當日與情人，或是兩人同行，任選指定區域之三件粉樂町作品，一起擺出愛心姿勢並與展品一起合影，即可前往 Be Yoga 參加愛的摸彩活動。

摸彩地點 + Be Yoga 17 復興南路 1 段 219 巷 15 號

摸彩大獎

3、5-1、7-1、8、9、10、11、12、13、14、15、16、17、18

1. 美國品牌 Carla Mancini 真皮手拿包

2. 愛心鐵鍋



KATY has a LOFT



LE CREUSET

城東粉情人，
店點歡慶禮

依參展店家營業時間為主

+ twelve 現場消費滿 3,000 元，即可現抵 300 元
9 3

+ agnès b. café L.P.G.
9 5-1

9 粒裝夾心巧克力禮盒「限定八折優惠」!! (原價 NT\$800，優惠價 NT\$640)

+ THANN
9 14

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1. 限當日消費前 10 名享有。
2. 如當日消費符合活動規定，將現場拍照存檔。

+ Roots

9 12

凡兩人同行一起穿著 Roots 服飾於店內拍照，並上傳於 Roots 粉絲頁，同時向 Roots Café 店員出示上傳頁面，即可獲得美式冰咖啡一杯。

粉家庭日

8/25

(日)

14:00~
18:30

全家總動員，一起來闖關

當日只要於指定區域中之展點中發現粉紅椅，並坐上粉紅椅與粉樂町作品合影，完成三張照片後，即可前往福安紀念館參加摸彩活動。

摸彩地點 福安紀念館 11 樓 仁愛路四段 258 號 11 樓

摸彩大獎

1. 嬰兒餐具組

2. 糖果禮物袋



2-2、19、20、
21、22、23、
24、25

14:00~
19:00

粉樂親子遊藝場

當日供親子休憩的遊藝場，藝猶未盡好好玩：現場有粉樂拍照、牛仔彩繪、粉樂影片欣賞等活動，歡迎大小朋友一起來遊玩！

福安紀念館 11 樓
仁愛路四段
258 號 11 樓



14:30-
16:00

親子示範料理

料理餐點：夏日 DIY 水果塔、
焗烤起司彩椒盅、
手工藍莓果醬鬆餅

料理示範：安安老師
(LE CREUSET 料理專任講師)

特別感謝： LE CREUSET

17:00-
18:00

open 小將粉樂演出

OPEN 小將是來自 OPEN 星球的宇宙小狗，帶著最心愛的魔法棒來到地球，最大的夢想是用神奇的魔法 OPEN(打開)所有人的心，讓大家永遠快樂樂樂。



● 兩場活動皆須透過網路報名，8/1 (四) 中午 12:00 開放報名，限 50 名。

粉青春日

9/14

(六)

15:40-
16:40

自由小屋音樂演出 唱歌的人 - 王榆鈞

臺北文創大樓
綠地廣場

音樂創作者王榆鈞現場呈現聲音與音樂創作，帶來一場自由、詩歌與音樂的草地盛宴。



17:00-
21:00

粉青春創作演唱會

青春限定，創作正夯。在視覺之外，聽覺也要 HIGH 個夠！

用音樂打破冷漠、創作綻放青春，粉樂町再度與政大金旋獎合作，邀請知名校園音樂創作人一同共響，自認喜愛音樂且活力四射的你們，一定不能錯過，粉樂町夏日的一大盛事！

臺北文創大樓
文創廣場

特別感謝：



當天穿著粉紅服裝或配件者，即可現場領取粉樂抽獎券一張，活動現場將會抽出驚喜獎項。



pinkoi 創意市集

一個堅持賣好設計，熱愛限量生產販售與原創商品的設計品網路購物平台，再度邀請極度青春，創意無限的設計師們來擺攤了！當天，絕不容錯過！

抽獎活動獎項

今年，粉樂叮獻上價值超過上萬元的品牌大獎，以及總價值超過五十萬元的粉樂好禮，除了看展，豐富精采的周邊活動，讓您不能錯過！（除了以下獎項，更多好禮等著您！）

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I think 每天都要去的傳統市場如何能更吸引人？
上班途中經過的天橋上是否可以更有趣？
假日拜訪的親山步道規劃能不能更有創意？

現在就加入 idea TAIPEI 臉書粉絲專頁

facebook idea TAIPEI

分享你對城市的觀察與各種創意提案，
一起 idea TAIPEI 吧！



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即將於8、9、10月連續舉辦三場創意工作營，
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活動時間及報名方式詳見臉書粉絲專頁。



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*據本公司內部資料來源統計，以2012全球上市後五個月內全系列銷售數量統計 **據台灣赫斯特ELLE.com之試用調查統計計算
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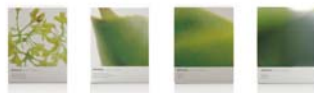
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