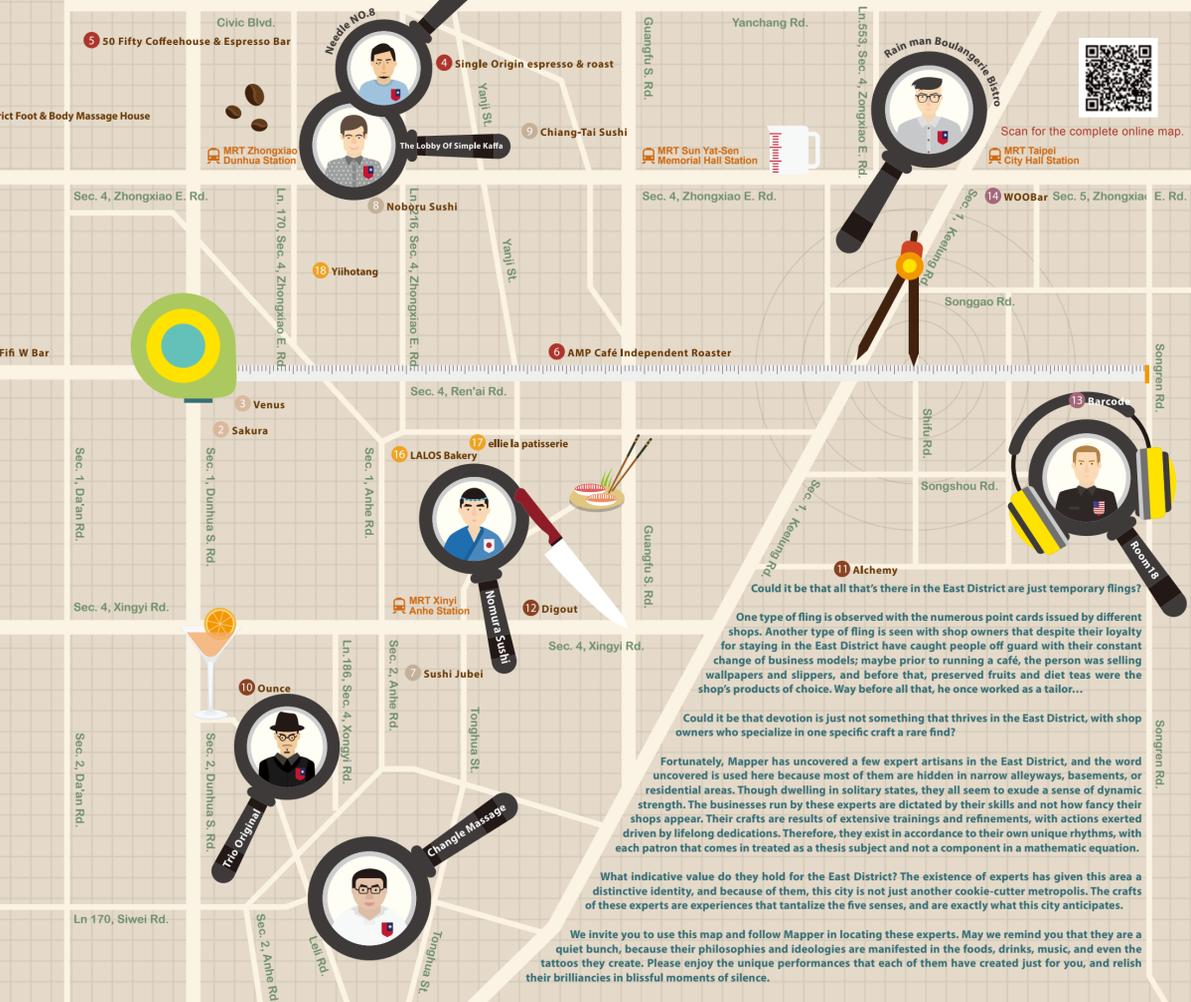


A Complete Guide to Eastern District Pros!



富邦藝術基金會 www.fubonart.org.tw



Could it be that all that's there in the East District are just temporary flings? One type of fling is observed with the numerous point cards issued by different shops. Another type of fling is seen with shop owners that despite their loyalty for staying in the East District have caught people off guard with their constant change of business models; maybe prior to running a café, the person was selling wallpapers and slippers, and before that, preserved fruits and diet teas were the shop's products of choice. Way before all that, he once worked as a tailor...

Could it be that devotion is just not something that thrives in the East District, with shop owners who specialize in one specific craft a rare find?

Fortunately, Mapper has uncovered a few expert artisans in the East District, and the word uncovered is used here because most of them are hidden in narrow alleyways, basements, or residential areas. Though dwelling in solitary states, they all seem to exude a sense of dynamic strength. The businesses run by these experts are dictated by their skills and not how fancy their shops appear. Their crafts are results of extensive trainings and refinements, with actions exerted driven by lifelong dedications. Therefore, they exist in accordance to their own unique rhythms, with each patron that comes in treated as a thesis subject and not a component in a mathematic equation.

What indicative value do they hold for the East District? The existence of experts has given this area a distinctive identity, and because of them, this city is not just another cookie-cutter metropolis. The crafts of these experts are experiences that tantalize the five senses, and are exactly what this city anticipates.

We invite you to use this map and follow Mapper in locating these experts. May we remind you that they are a quiet bunch, because their philosophies and ideologies are manifested in the foods, drinks, music, and even the tattoos they create. Please enjoy the unique performances that each of them have created just for you, and relish their brilliancies in blissful moments of silence.

Sunday Massagist Day

A masseur is a profession that heals. A good massage can clear up any knots and smooth out any kinks, making the person feel light and happy both physically and mentally. The slight pain that one feels when a masseur carefully kneads, pushes, presses, pulls, and tugs is the profound and gentle healing power that the masseur is sending to the body.

Changle Massage
 Massagist: Watermelon
 Training: Taiwan
 Gender: Male
 Zodiac Sign: Virgo
 Years of experience: 17 years

Recommendation:
 30 min foot massage + 30 min full body massage.
Motto:
 Using your heart and not just your strength. Push hard when needed and be gentle when required.

Self-taught apprentice: 8 years, 0.25 years to masseur. Progress: touch, sight, smell, hearing.

Changle Massage No.39, Leli Rd. 02-2737-2174

Changle Massage is located in a quiet residential area on Leli Road. It is a cozy family-style massage parlor that is frequented by the neighborhood's residents and with customers brought in through word of the mouth. The causal yet warm greeting at the door brings an instant relaxed feeling upon entering the place. Its all-male team of masseurs projects a dynamic sense of strength, with each professionally trained.

Nicknamed Xigua (Watermelon), the No. 5 masseur comes highly recommended by massage veterans. From a family of masseurs, he grew up in a traditional Chinese clinic founded by his grandfather specializing in pains and aches of the bones. He grew up learning about the profession with his entire family working in the same field. It is unclear exactly how many years Xigua has been learning about the profession. He went through three months of intensive training under the renowned "Priest Wu" foot massage system, and learned body relaxation massage from a Chinese clinic that specializes in physical therapy.

Communication is a daily lesson for masseurs. A good masseur spends a long time learning about listening to client's needs. Xigua finds the common saying of "if all is well there is no pain, and pain means something is unwell" simply absurd. He thinks that the most relaxing method is to start slow and go deep. Harder doesn't mean better and any forced actions may cause the client's muscles to tense up even more. His slow approach is highlighted by his "point-push technique", with pressure points pressed gently yet effectively.

When asked about how he would describe the masseur profession, Xigua replied with a smile, "Massaging is a profession based on a good conscience. It heals people's bodily aches and brings peace to the mind and spirit."

- 1 Eastern District Foot & Body Massage House
 ★ Editor's Picks: 3 stars
 # No.134, Sec. 1, Fuxing S. Rd.
 ☎ 02-2781-6188
- 2 Sakura
 ★ Editor's Picks: 3 stars
 # No.110, Sec. 4, Ren'ai Rd.
 ☎ 02-2707-8080
- 3 Venus
 ★ Editor's Picks: 3 stars
 # No.5, Ln.112, Sec. 4, Ren'ai Rd.
 ☎ 02-2705-2002

Monday Barista Day

Simplicity is the ultimate sophistication," said Leonardo da Vinci. The sensibility and the excitement of coffee reach beyond the cup. Not only is it an everyday energy booster, it is also a social binding agent. Inside each cup is an amazing demonstration of the barista's sophistication and standards.

The Lobby of Simple Kaffa
 Barista: Berg
 Training: Taiwan
 Gender: Male
 Zodiac Sign: Sagittarius
 Years of experience: 12 years

Recommendation:
 The 1+1 will satisfy your craving for espresso and cappuccino all in one cup.
Motto:
 Simplicity is the ultimate sophistication.

Self-taught: 12 years. Progress: taste, small, sight, hearing, touch.

The Lobby of Simple Kaffa B1, No.48, Ln. 177, Dunhua S. Rd. 02-8771-1127

Eyes that are focused, bright, and passionate are common in charismatic professionals, and award-winning barista Berg is no exception.

A self-taught barista, Berg enjoys interacting with his peers in the industry, and after an extensive period of trial and error, he decided to turn his hobby into his career. He fell in love with making coffee in college, and the summer prior to graduate school, he started a mobile coffee shop on a converted tricycle. He later became a patent engineer but used his spare time to refine his barista skills. Ten years and numerous competitions later, Berg's dream of opening a coffee shop was finally fulfilled in 2011.

In order to make a good cup of coffee, the barista needs to know the differences and be able to taste the layers of flavors in coffee, with strengths and weaknesses adjusted accordingly. Till this day, Berg is still on the quest for improving his tamping technique. To be able to precisely control and tamp the coffee grounds prior to putting it in the coffee machine is a critical step in making Italian style coffee. The ability to measure with the eye with a knowledgeable touch is required, because only 2 grams of difference can be tolerated in the world of coffee.

Due to the high rent in the East District, many shop owners have decided to relocate elsewhere. With the coffee scene dwindling in the area, the oasis Berg has built is even more precious. Come to Simple Kaffa in the East District and enjoy a cup of dripped coffee brewed by this champion barista.

- 4 Single Origin espresso & roast
 ★ Editor's Picks: 3 stars
 # No.76, Ln. 161, Dunhua S. Rd.
 ☎ 02-8771-6808
- 5 50 Fifty Coffeehouse & Espresso Bar
 ★ Editor's Picks: 3 stars
 # No. 8, Ln.19, Sec. 1, Da'an Rd.
 ☎ 02-2772-1150
- 6 AMP Café Independent Roaster
 ★ Editor's Picks: 3 stars
 # No. 409, Sec. 4, Ren'ai Rd.
 ☎ 02-2752-1221

Tuesday Tattoo Artist Day

Besides Ding Tai Feng, what other shop in the East District serves to over 50% foreign costumers?

Needle NO.8
 Tattoo Artist: Benjamin
 Training: Los Angeles
 Gender: Male
 Zodiac Sign: Gemini
 Years of Experience: 19 years

Recommendation:
 Profession, hygiene and custom made.
Motto:
 Don't repeat what others do, be unique. You will be on top if others are willing to follow.

Self-taught: 15 years. Progress: sight, hearing, touch.

Needle NO.8 Tattoo No.5, Aly.29, Ln.205, Sec.4, Zhongxiao E. Rd. 02-2771-5078

His tattoos and his cool expression make it a bit intimidating meeting Needle No.8 Tattoo owner and tattoo artist Benjamin for the first time; however, his professionalism then gives people a comfortable assurance, and according to him, Humanity, Happiness, Honor, and Humor are the four elements that should be provided to anyone getting a tattoo. These 4H are, therefore, tattooed inside his lower lip.

Benjamin brought in the American Old School tattoo style to the East District 15 years ago, which opened up the area's tattoo culture. He has also recently started studying the New School style, with emphasis placed on tattoos' three-dimensionality, contrast, and color gradation.

Benjamin regards tattoo as an art form that combines beauty and precision. He thinks that a tattoo artist should acquire the habit of setting up an image databank that's updated on a daily basis; however, originality is also critical. He began learning the basics of tattooing 19 years ago, as he carefully studied the connections between bone structure, skin, blood vessels and ink. He began winning awards at international tattoo competitions in 2001, and has competed internationally in countries such as Australia, New Zealand, and the Philippines. With a prominent reputation in the global tattoo community, he once had a client from New York that stayed in Taipei for almost three months for Benjamin to complete a full-body tattoo on him.

For a while there were 12 tattoo parlors in the East District, and although most of them have closed down by now, Needle No.8 Tattoo has remained in the narrow alleyway that the shop is located. Constantly striving to further perfect his tattoo skills, his dedication is perhaps the reason why people are willing to travel from afar across seas to be tattooed by him in Taiwan.

- ★ Editor's Picks: 3 stars
 # No.1-8, Zili 2nd Rd., Xinxing Dist., Kaohsiung City
 ☎ 07-201-1122
- Assassin Tattoo
 ★ Editor's Picks: 3 stars
 # No.17, Ln. 5, Sec. 1, Nanya S. Rd., Banqiao Dist., New Taipei City
 ☎ 02-2272-2795

Wednesday Sushi Chef Day

In the world of sushi, every little detail is a result of extensive devoted time. To be able to step behind the counter and become a head sushi chef is a long journey that requires 10 years of hard work and dedication. To bring out the fresh taste of the sea in every small bite is a lifelong pursuit of any professional sushi chef.

Nomura Sushi
 Head Chef: Nomura Yūji
 Training: Japan
 Gender: Male
 Zodiac Sign: Sagittarius
 Years of Experience: 23 years

Recommendation:
 Seasonal cuisine.
Motto:
 Serve food that I find delicious; customers' happiness is of the utmost importance.

Apprentice: 10 years, Head Chef: 13 years. Progress: taste, smell, sight, hearing, touch.

Nomura Sushi No.4, Aly.19, Ln.300, Sec.4, Ren'ai Rd. 02-2707-7518

Situated in a quiet alley behind Cathay General Hospital is the understated and simple Nomura Sushi, which is renowned for its Edomae sushi. When asked about why he has chosen this profession, Head Chef Nomura Yuji responded, "I like to cook, and I chose sushi because I can directly see the customers' reactions from working behind the counter and that makes me happy."

What is Edomae sushi? As explained by Chef Nomura, because refrigerators were not yet invented back in the old days in Edomae (the old name for Tokyo), curing was a method used to preserve seafood, and this is how Edomae sushi acquired its strong flavors. Nowadays, we don't have to worry about food storage, with the traditional method used only on suitable ingredients. Chef Nomura also has a unique take on umami (pleasant savory taste), and thinks that the glutamic acid released from the "maturing" process of curing is the origin of the "umami" feelings.

There is a saying in the sushi world, "It takes three years to perfect the making of vinegar rice." Is this saying true? After shaking his head, Chef Nomura replied, "Vinegar rice is very delicate, with the temperature, moisture, and way of mixing all playing a critical role in its taste. I think about how to improve it on a daily basis when I make vinegar rice. It is an endless learning process." This shows the spirit behind this restaurant, which is to strive for the best using Japanese techniques, Japanese ingredients, and with Japanese professionalism.

When asked about what does sushi mean to him, Chef Nomura pondered for a while then responded earnestly, "Food is love."

- 7 Sushi Jubei
 ★ Editor's Picks: 3 stars
 # No.5, Ln.23, Sec.2, Anhe Rd.
 ☎ 02-2703-7226
- 8 Noboru Sushi
 ★ Editor's Picks: 3 stars
 # No.4, Zhongxiao E. Rd.
 ☎ 02-2778-0758
- 9 Chiang-Tai Sushi
 ★ Editor's Picks: 3 stars
 # No.11, Ln. 131, Yanji St.
 ☎ 02-2721-4796

Thursday Bartender Day

The most mesmerizing artificial waves in the world are hidden inside the cocktail shaker. Have you ever ordered a drink with your eyes closed? Listen carefully to the rhythm of the liquor being mixed with ice cubes crashing against the shaker. With delicate foam sliding off the edge of the glass, take a sip of this divine drink and feel a pleasant dizzying buzz come rushing in like gentle crashing waves.

Trio Original
 Bartender: Cody
 Training: Taiwan
 Gender: Male
 Zodiac Sign: Scorpio
 Years of Experience: 13 years

Recommendation:
 Tea Cocktail
Motto:
 Have a shot!

Apprentice: 3 years, Bartender: 4 years, Fulltime Mixologist: 6 years. Progress: taste, sight, smell, hearing, touch.

Trio Original No.12, Aly.54, Ln.63, Sec.2, Dunhua S. Rd. 02-2703-8706

Many bars and eateries are nestled in the alleyways of Anhe Road, and the area is considered by many as the last mile home after a long hard day of work, and amongst the many bars on this street is Trio Original. The bar's three partners each specializes in different styles of cocktails and decided to forgo the menu when they opened Trio. "A menu is not needed if you know about drinks, but if you don't know, a menu will not be helpful either," says the head bartender Cody.

Having worked as a waiter in a Xinyi District club to bartending on Yongkang Street, Cody spent five years learning on his own. The first cocktail he ever had was the B-52, and despite his low tolerance for alcohol back then, the taste of coffee liqueur, Irish cream, and triple sec blended together sparked his interest for wanting to learn more about mixology. He later began working at a Japanese-style bar on Yongkang Street, where he mastered the skill of shaving ice blocks for drinks in under 40 seconds. Cody has now partnered up with friends and found a home in Trio, where he is known for fresh and innovative cocktails.

Besides sensitivity for flavors and scents, a professional bartender also needs to observe the customers and try to find out their needs. From the way a person orders food and talks, Cody is able to guess what kind of drinks one may prefer. It is like Sherlock Holmes trying to solve a mystery in the shortest time possible, and this talent is what wins Cody countless satisfied smiles from his customers in this menu-less establishment.

A well-rounded bartender is not only in charge of making drinks, how to create the right ambiance in the bar and interact with customers are also important. Trio closes at midnight, and this sense of respect is how the bar has coexisted harmoniously with its neighbors all these years.

- 10 Ounce
 ★ Editor's Picks: 3 stars
 # No.40, Ln.63, Sec.2, Dunhua S. Rd.
 ☎ 02-2708-6885
- 11 Alchemy
 ★ Editor's Picks: 3 stars
 # 2F, No.16-1, Sec.5, Xingyi Rd.
 ☎ 0953-585-759
- 12 Digout
 ★ Editor's Picks: 3 stars
 # No.307, Sec.4, Xingyi Rd.
 ☎ 02-2703-5775

Friday DJ Day

The level of focus required for a DJ is comparable to that of a surgeon, with the DJ always ready to cue in the next track while keeping up the vibe in the house. DJ, short for disc jockey, sounds pretty hardcore but is also rather poetic. To be a jockey is the dream of every medieval boy, and to be a disc jockey is the ultimate challenge for today's diehard music lovers.

Room 18
 DJ: Andrew Ford
 Training: USA
 Gender: Male
 Zodiac Sign: Aries
 Years of Experience: 15 years

Recommendation:
 Live music scene in Room 18.
Motto:
 See you on the dance floor!

Apprentice: 3 years, DJ: 6 years, Head DJ: 6 years. Progress: sight, touch.

Room 18 B1, No.88, Songren Rd. 02-2345-2778

It all started with a power outage in a small club in Boston, which later led to the hottest parties in Taipei. DJ Andrew Ford started going to clubs in New York when he was a college student, and after meeting some DJs, he also started spinning and became an autodidact DJ. His first gig was in a club in Boston, but the power went out in the entire club about only three tracks. Andrew stepped into the music scene in Taiwan 11 years ago and became Room 18's resident DJ and international coordinator 5 years later.

What is the DJ doing when the dance floor is closed? Every week, Andrew picks out 40 to 60 new tracks, which he selects from subscription platforms such as ZipDJ, DJ City, Late Night, IDJ, Beatport, Traxsource, and Junodownload, where he picks up the latest trends in music. He then sorts through the music in detail to find the compositional structure, mood, and segments for every track. Each track is then marked, and then software is used to mix in key.

What is the DJ doing when the dance floor is pumping? Andrew usually arrives on scene half an hour early to see the DJ before him spin and get a feel for the vibe on the floor. It is important to know whom you are playing the music for. At clubs with younger partygoers, new tracks are introduced every 2 to 3 minutes to keep the vibe fresh and hot in the house.

The process of self-learning DJing skills is an ongoing one for Andrew, and he often finds resources online from sites such as DJTchtools and DJWorx. A novice DJ hit with a power blackout 15 years ago has now made a home for himself in Taiwan, conducting the sounds you hear at Room 18 from 3:30-4:30am.

- 13 BARCODE
 ★ Editor's Picks: 3 stars
 # 5F, No.22, Songshou Rd.
 ☎ 0920-168-269
- 14 WOObar
 ★ Editor's Picks: 3 stars
 # 10F, No.10, Sec. 5, Zhongxiao E. Rd.
 ☎ 02-7703-8766
- 15 Fifa W Bar
 ★ Editor's Picks: 3 stars
 # No.91, Sec. 1, Anhe Rd.
 ☎ 02-2779-0528

Saturday Baker Day

Legendary American chef Julia Child once said, "How can a nation be called great if its bread tastes like kleenex?" With flour, yeast, water, and salt, a bread maker is able to create a wide variety of flavors, with life breathed into the dough and joy brought onto the dinning table.

Rain man Boulangerie Bistro
 Chef: Joe Chen
 Training: Taiwan
 Gender: Male
 Zodiac Sign: Pisces
 Years of Experience: 10 years

Recommendation:
 Chausson aux pommes (apple turnovers)
Motto:
 Discontentment pushes for a job well done.

Culinary School: 4 years, Apprentice Chef: 1.5 years, Head Chef: 3 years, 5.5 years. Progress: sight, taste, smell.

Rain man Boulangerie Bistro No.3, Aly. 2, Ln. 553, Sec. 4, Zhongxiao E. Rd. 02-2764-2432

Rain Man Boulangerie Bistro is located in the quiet 553 alley of Zhongxiao East Road. It is a rare restaurant in Taipei which focuses on bread. Owner and head bread maker Joe Chen embarked on his professional quest for baking and pastry making when he was only a teenager.

He began working at the long-standing Ristorante Italiano in Taipei after graduating from school, where he acquired the skills for handmade bread and decorative desserts. He then left with the restaurant's partner and opened Lugar Home Bread Bar, innovating the culinary style of serving bread as the main course with sauces to the side. When asked about his most memorable experience, Chen said the time he worked at three Michelin-starred chef Robuchon's restaurant in Taipei, L'Atelier de Joël Robuchon, was the most memorable. It was there that he learned about advanced culinary techniques, professional kitchen tools, and rigorous task delegations.

Following is the formula for making a good baguette: 70% mixing, 20% shaping, 10% baking. Applicants at Robuchon's restaurant have to pass the test of shaping a baguette. Tasks are then delegated based on experience and ability, with newcomers put in charge of the oven then advanced to mastering the task of shaping and finally leading to mixing.

Chen has always wanted to open a restaurant where he can freely bake to his heart's desire. Joined by his sister Ruby who is an experienced Western-style restaurateur, they opened their own restaurant in 2013. The flavors in the bread main courses are the results of countless tastings by the brother and sister duo, and they are absolutely confident in the flavor combinations that they serve.

- 16 LALOS Bakery
 ★ Editor's Picks: 3 stars
 # No.91, Sec. 1, Anhe Rd.
 ☎ 02-2755-5968
- 17 ellie la patisserie
 ★ Editor's Picks: 3 stars
 # 3F, No.15, Sec. 4, Ren'ai Rd.
 ☎ 02-2705-2596
- 18 Yihotang
 ★ Editor's Picks: 3 stars
 # No.34, Ln. 233, Sec. 1, Dunhua S. Rd.
 ☎ 02-8773-6965