

粉樂町 2014

台北東區當代藝術展



展期

7/19~9/14

展區

臺北東區+松山文創園區

桃仔

(台語：ㄊㄠˊ ㄗㄞˋ)

意謂粉紅如桃，只有**Very Fun**的玩耍心情，帶您到處探險、發現。



【原創藝術家介紹】

大石曉規 (Akinori OISHI)

定居日本大阪，生活俯拾皆是大石曉規作品的靈感來源，
具有感染力的微笑是他的註冊商標。

	PANTONE 212C / C0 M80 Y2 K0 /
	PANTONE 239C / C23 M80 Y0 K0 /
	PANTONE BLACK C / K100 /
	PANTONE 7436C / C5 M119 Y1 K0 /

看展說明 Visitor Information

【松山文創園區 | 東向製菸工廠 Songshan Cultural and Creative Park - East Tobacco Factory】

1. 開放時間：11:00-19:00，最後入場時間為18:30；為維護看展品質，廠內參觀人數以60人為上限，敬請您耐心等待。

Hours: 11:00-19:00 daily. Last admission: 18:30. To ensure a better visiting experience, a maximum of 60 persons can be accepted indoors at a time. Thank you for your patience.

2. 尊重藝術，入內請勿碰觸展品（互動作品除外）；互動作品請依服務人員指示操作，避免造成作品傷害。

Please speak quietly and refrain from touching artworks (interactive artworks are an exception). Please consult our service personnel on how to operate interactive artworks to prevent damages.

3. 本展場開放攝影，禁止使用閃光燈、腳架。

Flash photography and tripods are prohibited.

4. 為維護作品安全，展場內禁止飲食、攜帶寵物、嬰兒推車、潮濕雨具入內，敬請見諒。

For the safety of all artworks, please refrain from bringing food, pets, strollers, and wet rain gear.

5. 敬請遵循動線指引，出入口為單向進行。

Please follow directions as given. Entrance and exits are one way only.

富邦人壽大樓

18

市民大道 Civic Blvd.

菸廠路 Yanchang Rd.

敦化南路一段

Sec. 1, Dunhua S. Rd.

光復南路一段

Guangfu S. Rd.

大巨蛋體育園區

忠孝東路四段

Sec. 4, Zhongxiao E. Rd.

忠孝東路四段553巷

忠孝東路四段559巷

基隆路一段

19 20
富邦金融中心

【一般展點 For all other exhibition locations】

1. 進入商店展點，請友善維持店內顧客權益，輕聲細語、請勿使用閃光燈攝影。

Upon visiting exhibits, please respect your surroundings and all in-store customers. Please speak quietly and refrain from using flash photography.

2. 各展點開放時間，與展期間臨時店休情況，將依各商店公告為主。

Hours of exhibition are dictated by each store.

3. 展點17沐樂醫院，為維護動物安全，請於戶外欣賞作品，不開放進入室內看展。

To ensure the safety of all animals, please view the artworks from the outside at location No. 17 (Joy & Smile Animal Hospital).

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Chao-Tsai CHIU
P.20 | 8 黃冠鈞
Kuan-Chun HUANG
P.26 | 12-2 POW! WOW!
SMOKY
P.31 | 17 許廷瑞
Ting-Ruei SYU
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| 1-2 王郁洋
Yu-Yang WANG
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Wen-Fu YU
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前言

粉樂擁「九」，暢快藝夏

粉樂町在盛夏的暑氣中跨步邁入第九次展出，歷程中如同體驗了九種果實的滋味，但如今回頭細想卻都甘甜，儘管在品嘗前需要剝去艱澀的外皮、爬上樹幹掘開深土，但其中最動人的，也就是得來不易而顯得彌足珍貴。慶幸的是，所付出的累積成為一張張動人的表情，粉樂精神就是溫暖與快樂，讓生活有美有盼望，在無私的藝術創作當中分享感動！

取用聖經加拉太書 5:22-23 以九種美德對應九種果子，呼應這九年的閱歷，回溯過往點滴，每年在無牆美術館所埋下的種籽，如今對照慢慢萌芽結出香氣的果實才有所體悟：原來在上帝的創造裡，就是要使用我們完成這樣的期許，生命受屬於神而非自我，我們所堅持與努力的原來在大能當中自有安排。

粉樂町每年在巷弄街角迎接來自世界各地的創作者，激撞交流互換目光，用藝術辦桌、用人情味料理，過程中分享著各種創意滋味，參雜著暑氣和盛夏的雨水，佐配著走逛的驚嘆和笑聲，其中有賴民間與企業的支持與信任，讓舊雨新知相約相聚，共同為集體的記憶增色。

今年，相信您也不會缺席，來自世界各地的藝術創作者，將會用創作演繹各種空間形式，三十多件藝術作品將以無牆美術館的形式歡迎您，六十位熱情志工為您服務引路，粉樂町張開雙臂迎接，期待在相擁問候的當下，您也蘊染上喜樂的粉紅色！

富邦藝術基金會執行長

翁美慧

Foreword

Embracing the Ninth Very Fun Park

As we observe the opening of this year's Very Fun Park, we can't help but to look back at the fruits of our labor. The obstacles and challenges we faced throughout the past eight exhibitions were like that of having to climb a tree or dig deep into the soil, and peel away the hard outer rind of a fruit. Yet these difficulties have made the fruit sweeter and all the more precious. We are fortunate enough to have the opportunity to foster a warm and embracing attitude, capturing the spirit of the Very Fun Park by giving life new colors as we share art with you in this museum without walls.

Galatians 5:22-23 speaks of the fruit of the Spirit and it cites nine virtues, which very aptly represent every bit of these past nine years. The seeds we planted each year have not only budded, they have also born the sweetest of fruits. This led me to understand that we accomplish things for God rather than for ourselves, and thus all of our efforts are a part of His almighty plan.

Every year, Very Fun Park artists and creative minds come together to cook up a storm in the streets and corners of Taipei. The fusion of different artistic flavors, mingled with the summer heat and rain, creates an opportunity for cultural growth. With both private and corporate support, we have brought excitement and laughter to daily life in Taipei. Let the old and the new meet as we create new memories!

This year, we believe that you will not miss the works by artists from all over the world. With enthusiastic service from our volunteers, we hope that your journey through the nooks and crannies of Taipei will be one filled with wonder. Let the joyous pink of the Very Fun Park make your days warmer, and let us all embrace this celebration of art, culture, and life.

CEO of Fubon Art Foundation

Maggie Tsai

策展理念

就讓我們擁抱吧！—（轉用2010年蔡潔莘作品名稱）

2014年《粉樂町—臺北東區當代藝術展》邁入第九屆。

隨著城市節奏與日常生活的脈動，年復一年，以藝術交織日常，傳遞美學思考的生活態度，鼓動人文創意成為臺北城東的巷弄索引。2014粉樂町的正向生活關鍵詞是「擁抱」(Embrace)，象徵「行動」在粉樂町展覽內所扮演的關鍵力，也意指「親身到場」的重要意涵。30位藝術家，20處展點，落點臺北東區與松山文創園區，邀請您親身前來，粉樂藝夏，共享藝術與空間的美好對話。

正向生活關鍵詞：擁抱 (Embrace)

「擁抱」(Embrace)，是《粉樂町》2014年的正向生活關鍵詞。今年度選擇以動態詞彙為主張，象徵「行動」在粉樂町展覽內所扮演的關鍵力，也意指「親身到場」的重要意涵。多年來策展團隊隨著粉樂町版圖，不分寒暑，穿梭在臺北東區大街小巷、推開逐扇門戶，藉由與商店合作理解社區經濟和潮流更替；探解城市閒置的土地使用，以瞭解在地歷史和都市藍圖；親訪里民住戶如傳教士般與其細細對話，分享藝術何以啟動生活內各種美好的可能。粉樂町構築起人際流動的平臺，讓城市有了話題，讓行走策畫期間的我們成為攪拌滾動的觸媒，也將群眾記憶與共同的故事帶入街區，是在藝術之外，《粉樂町》仍所以獨特迷人的特質。

「擁抱」，意指開放、也是接納，是包容、是欣然接受，也是支持與鼓勵；它是藉由行動揚起溫潤的情緒感染力，並以此串聯人際的互動交流。以張開雙臂的勇氣迎接挑戰，成為心靈更加強大而自由的主動方。搭疊展期《2014 粉樂町》將推行一系列以擁抱為題的活動，由藝術家蔡潔莘的作品為起始，導引此話題邀請民眾透過手繪行動，並呼應基金會長期推動藝術走入人群及校園的傳溫計畫，以藝術大使之姿，靈活展現公共藝術該有的親近性與公共性，憑藉藝術的傳遞對應，在話題中切磋傳溫，首站以松山高中起跑，中繼以金山高中接棒，透過擁抱了解年輕的思考與想法，以及對於擁抱的詮釋，計畫預計且戰且跑，對於完成終點的青年之旅還在物設最後落點的校園，以期待這樣傳溫的火炬不滅結實相傳。

新場域帶來文創無限可能

第九年在展覽的界域，由以往觀者所熟悉的忠孝東路四段與敦化南路一段之十字腹地，移轉至忠孝東路四段553巷社區與松山文創園區，在街廓的游移轉換中，探索臺北城東的新發現，有機的接合著脈動，創造出無限對於文化流動與創意孕育的可能。在這塊展域內，觀者可以走訪歷史古蹟、生態綠地、住宅型街區、與各樣消費商店，多元豐富的空間屬性、建築風格、以及街區特質，是城市在不同階段的產業更迭下，所帶來的轉換後的全新體驗，松山菸廠將會是孕育文創人才的搖籃，也同時是台北城全新的盼望。而位於市民敦化的富邦人壽廣場與仁愛路四段的富邦金融中心，一如以往也為展點之二，是大樓林立坪效高漲的城市街道上，少數具有開放視野、也是民眾可親的場所，同時也象徵著企業支持推動的主場；此外，敦化南路一段177巷私宅住民首度嘗試主動提供大樓外觀牆面為創作畫布，讓 Will Barras 將壁畫揮灑於街道景致中，是街頭運動的回歸，也回應臺北東區在地的潮流精神，將藝術滲透進日常的每一時刻，東區特有的生活價值仍取決於人的態度觀感，粉樂町過程中，經驗了多次東區的善意回應，再再說明社區的特性是展覽可以長久的關鍵，無牆美術館的成就除了持續理念的企業、開放的藝術創作、再就是具有素養的空間擁有者。

如果說「粉樂町」就像熟蘊一樣的發散在東區，今年的松菸多了一份對於時光印記的探索，在藝術品的座落當中、瀏覽日式菸廠建築的斑駁風華，走逛在那時明治維新對於巴洛克西方文化的憧憬，雖為製菸廠，仍有精心的馬賽克貼磚與仿歐式雕塑的動物人像，連棟式的挑高倉庫如今是大量藝文活動的熱門場地、由政府與民間完成的臺北文創大樓，可以窺探世界級建築師伊東豐雄的臺灣印象、也能走逛誠品生活在文創 Select Shop 形態上的實力，粉樂町移動至松菸廠區，以一種東區人移動於社區散步的輕鬆，同時也參與開放新區的盛會！號召喜愛粉樂町的人潮移動至新的場域。藝術在探索空間的趣味當中也提供出觀者探索空間的可能！

藝術與空間的對話

在展覽中，粉樂町持續以「藝術與空間的對話」為策展骨幹，讓藝術在社區中發聲，也樂見空間與人（觀眾、消費者、商店主人）所共構的回應。忠孝東路四段553巷弄中，莊志維以光表徵生命與物的靈魂面，在日常生活

咖啡裡跨越日常想像，創造如詩的小宇宙；黃品彤以木為材，雕塑自然的擬人態，溫潤對話於 **XIE XIE** 以書讀茶的氣息色蘊；而羅懿君將農業耕植的關注導入 **Artista Perfetto**，做為城市生活與土地關懷的導引；吳權倫藉由涉獵虛擬、仿生自然的複製，回映高登艾格諾手工金蛋捲店將自然交織華美的複合，一同用想像力與創意演繹；許廷瑞在鑄鐵塑形之際拾起初心，其關懷動物的同感亦在沐樂動物醫院中尋得默契；在強調織品質感與手作的 **whiple Lib** 與 **JAMEI CHEN** 內，黃冠鈞、顧上翎分別以材質實驗，挑起視覺認知的錯覺，由回歸於基礎的媒材，來述說物質與訊息間的意義；提出人生一切美好事物都應該被收藏的 **Café Showroom**，吸納著林義隆腦內湧現關於奇異的星球想像；生活當中有什麼可能？是以想像力扭轉時空，還是由幽默感顛覆邏輯？而洪鈞婷與劉耀中分別由感性與理性端出發，探尋誠品生活松菸店內空間的多元姿態；來自美國的團隊 **CANLOVE** 利用廢料重現為炫目景緻，則提出即使進入數位生活也不能泯滅的環保堅持。

在松山文創園區的東向製菸廠工廠中，歷史與時光印記的空間內的永恒主角。廠房裡我們維持空間在視覺上的穿透，讓斑駁壁面與廊柱建築的結構忠實呈現，成為古蹟建築體內最巨大的一件藝術創作。約計兩百坪的空間中，進駐六位藝術家的當代藝術創作，策展思維則由「藝術介入日常」反轉為「日常成就藝術」——以日常物件做為基底，穿越藝術家的思維，經過堆疊、拼貼、錯置、抽離、轉化等過程，再製為創作。這些作品反映的是藝術觀看下的日常縮影，在創作者想像力與幽默感中，它們輕觸資本社會發展下的產業轉換、也挑離創作既定的模式與成見、同步回應於舊時代空間在新時代翻轉的新價值。

於此，我們以藝術為材料，仿照工廠的加工再製，將日常轉譯為一種稱之為藝術的狀態與表現，安排各自的位置、模擬觀者走動的視覺經驗、再組裝中猶如進入工廠包裝裝箱的工作流程、做為群眾走逛至此記憶中回望關於1960年代，臺灣經濟結構由農業邁向工業的轉型發展下，客廳即工廠的生活印記。

和田永、王仲堃在趨近低限的機械性中實驗聲音想像；白雙全以人為關注，在交換對談之際交疊起生命故事也製造人際關係；**Michael Johansson** 作品內蒐羅並置的物件們，多數來自各類大量產製的工廠，被使用後陳舊的過程卻為它們增附了日常中生活的痕跡與性格；王郁洋則以取之於文本的語句，透過程式轉化運算再製為巨

型雕塑，挑戰數位時代將文字實際的質與量展現；而 **Pip & Pop** 在廠中鋪灑的大量彩色糖粉，則以豔麗的視覺幻境，強調物質過剩的世紀中，所創造出的價值衡量基準，在唯美的色彩中拉扯了過量與匱乏之間的準繩。

戶外廣場，則以可親易近的展品讓人們在近身接觸中獲得樂趣，也培育公民尊重藝術與正確觀賞的素養。邱昭財的泡泡塔，在巴洛克花園中以手搖方式製造浪漫，也呼應工廠在人為手動的操作過程；穿越文創穿廊 **Buff Diss** 以膠帶塗繪，取材希臘神話轉喻為當代哲思；游文富、淀川技術 (**YODOGAWA TECHNIQUE**) 分別以自然媒材與人類遺留的廢材進行地景再造，在視覺饗宴之外也敲應環保的警鐘；**Séverin Millet** 以圖像轉喻對於人的觀察，幽默回應街頭廣場的百樣人，穿梭其中叫喚潛意識裡的自我認知；而一直為視覺領頭羊的富邦金融中心高樓玻璃面，此次將以日本創作者大石曉規，用喜樂，為城市下一年度展現正向力創作，在每個仰頭的瞬間會心一笑，在活力的色彩當中萌發好心情。

非純粹的展覽空間，讓藝術介入生活對話的場景。依著各空間（或品牌）性格被重新詮釋，原創作時的時空對換、場域對換，展現策展與原創及空間三方達成存在的角度與意義，將藝術介入日常一直是實驗性的，其中針對門檻學教育的意義常常大過展覽本身，挑戰商業價值的判斷與估量，說服接受大眾視覺與重新定義評價的過程，都是粉樂町執行的難處，但弔詭的也是其獨特的展覽形式所在！

多年來，粉樂町以傳教士的姿態，推開一扇扇陌生的門，連結超過數百個相異的兩端。這是一個由相同信念與價值觀的人們所共築的，藝術工作者、場地擁有者、協力志工…等各個合作夥伴、與生活在這塊土地上的城東市民們，都是粉樂町中「親身在場」的重要參與者。如果說文化需要傳承、城市需要魅力，同時創意也會是未來的競爭力，那麼粉樂町藝術行動的堅持，讓處處轉角都落下文化的種籽，就是企業在社會公民責任中釐清的擅長，呼應著社會的脈動，以深耕持續的模式堅信著。

粉樂町每年以生活美好的分享為起點，緩緩牽引著城市向上的集體力量為終站的想望，「親身在場」、給我們擁抱，如同在馬拉松兩側的加油行列，有著超乎想像力的鼓舞力道。2014 粉樂町見！

Curatorial Statement

Let's embrace!

- inspired by the artwork title *Let Us Hug Each Other Today* (2010) by Chieh-Hsin Tsai

Entering its 9th consecutive year, the 2014 Very Fun Park Contemporary Art Exhibition in Taipei's East District is a credit to the Fubon Art Foundation's continued commitment to promoting the concept of integrating art into our everyday lives. Following the rhythm of daily city life, every summer after the spring rains the artworks of VFP are seen blossoming, sprouting up over the parks, street corners and alleyways of East Taipei. Every year we move forward in our pursuit to interweave art with daily life, resisting temptations to follow the status quo. In so doing we diffuse an aesthetic mode of seeing, inviting those wandering the area to experience first-hand Very Fun Park wonderland.

The Keyword for 2014: Embrace

This year the positive living keyword is embrace, a verb symbolizing the paramount role of action and physical presence at the multiple exhibition sites. Following the VFP blueprint, the curatorial team has knocked on the doors of local stores in East Taipei, working together with them in order to understand the local community economy and the changing trends. We have explored land use of idle derelict spaces, researching local history and the urban layout. We have personally visited the locals, as missionaries entering into careful dialogue, sharing the enlightening possibilities of merging art into our everyday lives. We have established a fluid platform for people to interact and provided the district with new topics for discussion. The curatorial team has become the catalyst of this reaction, bringing group memories and our common stories into the neighborhood. And it is here, beyond pure 'art', where Very Fun Park's unique charm still really lies.

Embrace is what Very Fun Park proposes for the city in 2014. Embrace implies an open, all-encompassing acceptance without preconceptions. Embrace is supporting and encouraging, opening our hearts and minds to all that enter our horizons. Embrace uses action to foster warm emotions, connecting people contagiously in a series of interpersonal interactions. We don't just embrace the fun and laughs but also all the upcoming challenges. By confronting our challenges courageously with open arms, we become stronger and freer spirits. During the 2014 Very Fun Park exhibition we will launch a series of activities under the general title 'Embrace'. With artist Chieh-Hsin Tsai's work as our point of departure, we invite the public to join in and draw with us, strengthening this positive energy and putting fledgling ideas into action.

Migrating spaces, new ways of seeing

For this year's Very Fun Park, we have journeyed beyond our more familiar realm, the Zhongxiao Dunhua crossroad area, adventuring to the Lane 553 community on Section 4, Zhongxiao East Road and the Songshan Cultural and Creative Park. With the drifting and transforming street silhouettes of East Taipei, one can make new discoveries in one's wanderings, subtle artworks which blend in organically with the local rhythms of life. In the exhibition areas, viewers can visit historical monuments, green ecological sites, residential blocks and various stores. Diverse types of space, layered architectural styles, and distinctive neighborhood characteristics combine to create a novel experience. The Fubon Life Plaza and the Fubon Financial Center in the Zhongxiao Dunhua area have always been our two main exhibition spaces. In this area lined with expensive and efficient high-rises, these two Fubon locations are among the few open places that people can approach; it symbolizes the center of corporate support for Very Fun Park. Furthermore, for the first time, the owner of a private residence in Lane 117 Dunhua S. Road offered the outer wall of the building as a canvas for mural artist Will Barras to spray his paint, a return to the streets movement, which also reflects the East District style and spirit continuing to integrate art into the city. In the end, the everyday values of East District depend on the attitudes and perceptions of its people. In the process of organizing Very Fun Park, we have experienced the friendly response of this district in which re-explaining the distinctiveness of this community is a key long-term goal of the exhibition. The success of this public art project, the museum without walls, lies in the persistence of the Fubon group's ideals, the open artistic creation and the astute awareness of the owners of the adopted spaces.

This year the old-time Songshan Tobacco Factory leaves us yet another exploration of the traces of time; in between artworks, one can stroll through the decaying elegance of the Japanese tobacco factory buildings, a step back in time to the Meiji Restoration's renewal and transformation of Western culture. Although a tobacco factory, it contains elaborate mosaic tiling and imitations of European animal and human sculptures. The high-ceilinged warehouse is currently a hot spot for cultural events.

At Taipei New Horizon, a creative complex completed in collaboration between government and private companies, you can take a peek at internationally acclaimed architect Toyo Ito's impression of Taiwan. You can also peruse or shop at the Eslite Spectrum, a "Select Shop" where designer goods are specially chosen. Very Fun Park's inclusion of the Songshan Tobacco Factory area creates a nice contrast between the modern and the historical, the juxtaposition of contemporary artworks and historical Japanese tobacco buildings. We call on our fans to follow us to our new domains. In the artistic exploration of these spatial treasures, we are encouraging viewers to realize the infinite possibilities of these unique spaces!

A Dialogue between Art and Space

The exhibition maintains the dialogue between art and space as its backbone, giving art a voice in the community. Very Fun Park is dedicated to presenting a full variety of artistic expressions and is interested in the communal response from the audience, consumers and shop owners. In Lane 553, Sec.4, Zhongxiao East Road, Chih-Wei Chuang adopts light to show the spiritual side of lives and objects, transcending everyday imaginations and creating a picturesque little universe. Pin-Tong Huang uses wood to carve sculptures personifying and simulating nature. In doing so a dialogue with XIE XIE is facilitated, where they use books to interpret the taste, smell and properties of tea. Yi-Chun Lo expresses her concern for agricultural planting at Artista Perfetto, making guidelines for balancing living in the city with caring for the land. Chuan-Lun Wu hunts for the best shots of the virtual and the replication of fake nature. His imaginative interpretations interact with the space of Golden EggRoll Café. Ting-Ruei Syu uses iron to show his heartfelt concern for the care of animals, a feeling shared with the animal hospital in which his sculptures are fittingly displayed. In the Whiple Lib and JAMEI CHEN stores, both of which emphasize fabric texture and handcrafts, Kuan-Chun Huang and Shang-Ling Ku explore the differences of material experimentation and visual recognition respectively. Returning to basic mediums they narrate the meaning between objects and information. Café Showroom, a space advocating that all the good things in life should be collected, absorbs the strange and beautiful planetary imaginations emerging from Yi-Lung Lin's mind. What possibilities exist in life? Is it transforming time and space with our imaginations or subverting logic with an absurd sense of humor? Yun-Ting Hung and Yao-Chung Liu start from opposing emotional and rational ends of the spectrum as they explore the often unnoticed corners in Eslite Spectrum Songyan Store. CANLOVE brings used spray cans back to life, rearranging them in visual splendor. The colorful artworks remind us that despite the digital age, persistent environmentalism is indispensable to our existence.

In the East Tobacco Factory at Songshan Cultural and Creative Park, the imprints of times past are the eternal protagonists of this space. We leave the original state of the building, the decaying walls, pillars and walkways, untouched. We have spread artworks from six contemporary artists over a floor space of more than 650 square meters. The curatorial idea has transitioned from “bringing art into the everyday” to “the everyday becomes art”. Everyday objects are transformed by these six artists' conceptualization, followed by the process of collecting, piling up, collaging, repositioning, detaching and transforming to reproduce an artwork. The artists' imagination and humor, while lightly touching upon the industrial and social transformations under capitalist development, also transcend established patterns and prejudices, all the while reflecting the new values produced by contemporary re-exploration of the old space.

In this way, art becomes our raw material, as we reenact the reproduction process of a factory, converting the everyday into some sort of artistic expression and attitude. We organize our respective positions, simulating the visual experiences of the audience. In the reassembling process, one eventually reaches the work flow of packaging, taking the audience on a stroll down memory lane back to the 1960s when Taiwan's economic structure underwent a transformation from agriculture to industrial development.

Ei Wada \ Chung-Kun Wang put our aural imaginations to test using the technology available. Sheung-Chuen Pak is concerned with humans. He interweaves life stories by establishing a dialogue of exchange, creating new human relations in the process. Michael Johansson collects and juxtaposes objects that have mostly come from mass production lines yet in their process of deterioration have absorbed traces and qualities of everyday life. Yu-Yang Wang takes sentences from text, runs them through a 3D program, reproducing them as giant sculptures. The process challenges the real quality and quantity of textual representation in the digital age. Finally Pip & Pop carpets the factory floor with colorful sugar, and in a beautiful aesthetic visual illusion, emphasizes the basic values created by the century of excess. Amongst the seemingly romantic and colorful inebriation, the artist sneaks in the problem of excess and scarcity.

The outdoor plaza allows people the joy of being physically there in contact with the artworks. Chao-Tsai Chiu's mechanical Bubble Cannon uses manual hand rotation to produce romance in the Baroque Garden, echoing the manual operation in the factory production process. Slicing through the Cultural Corridor, Buff Diss uses tape to make graffiti, which displays a Greek myth transformed into contemporary philosophical thought. Wen-Fu Yu and YODOGAWA TECHNIQUE respectively use natural mediums and human waste materials to create works incorporated with the landscape. More than just a visual feast, these artworks are also banging the warning drum of our environmental crises. Séverin Millet turns his observation of people into a collection of metaphorical characters, humorously responding to the plethora of different people on the street. Upon seeing these characters, the passers-by have their self-awareness called out from their subconscious. The glass façade of the Fubon Financial Center, which has always been at the forefront of visual display in Taipei, invites the Japanese artist Akinori Oishi to create a graphic work which provides positive and joyful energy for Taipei. Using a sea of dynamic colors, the artist gives something to smile about when passers-by look up.

展區簡介 | 松山文創園區、臺北文創大樓

Using spaces not purely designated for art allows art to enter everyday dialogues. The re-interpretation of the properties of each space (or brand) and the space-time transformation in the creation of the original work are all themes that the curator wants us to think about. Bringing art into everyday life settings is always experimental. The difficulties in executing Very Fun Park are that the educational threshold required often goes way beyond the exhibition itself, challenging ingrained consumerist values of finished products, and encouraging people to accept new way of seeing things. Paradoxically, it is in this adversity and complexity that we discover the unique charm of the exhibition.

For many years, Very Fun Park has successfully linked over a hundred disparate artists with equally disparate local spaces. Very Fun Park is the product of a mighty collaboration of those with similar beliefs and values - the artists, proprietors, supporting volunteers and the residents of East Taipei are all important collaborators on site. If culture is to be inherited, if the city is to be appealing, and if our future productivity is to be based on innovation, then the persistence of Very Fun Park's artistic actions and the spreading of culture seeds are both great strengths of the Fubon Group's social responsibility.

By sharing the beauty of everyday life, Very Fun Park is slowly yet steadily leading the collective energies of our whole society forward to our final destination. So embrace Very Fun Park, experience it for yourself and give your full encouragement and participation in this marathon race. See you at 2014 VFP!

松山文創園區

Songshan Cultural and Creative Park



◎ 光復南路133號（請由忠孝東路553巷進入）
133, Guangfu S. Rd.
(Please access from Ln. 553, Sec. 4, Zhongxiao E. Rd)

松山文創園區前身為「臺灣菸酒公賣局松山菸廠」，七十多年的製菸歲月，留下的不只是迷人菸草氣味，還有令人驚豔的菸廠古蹟建物。其營運目標為實踐古蹟建築活化做為各項藝文、文創活動，同時也期望成為產業基地，提供跨界多元展演空間，奠定松山文創園區品牌形象。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，形塑松山文創園區成為臺北市設計及文化創意產業之原創基地。

Reconstructed from what used to be the Songshan Tobacco Plant, The Songshan Cultural and Creative Park 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 actively collaborated in a variety of cultural and art events, and 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, transforming historic buildings into forerunning site for the development of design and cultural industries in Taipei City.

臺北文創大樓

Taipei New Horizon



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

臺北文創大樓提供文創產業進駐，創造多元平台，讓創作者、平台經營者和消費者間緊密互動，暢通研發創作、生產發行至銷售推廣等管道，以促進文創產業永續發展。座落於松山文創園區內，嶄新的綠建築與松山菸廠古蹟共生共榮，同時協助保存屬於臺北市民的文化資產，讓新舊文化交融的園區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.



和田永
Ei WADA

時折織成一水平線之記錄 Toki Ori Ori Nasu - Horizontal Records

電腦與錄音機
PC and Tape Recorder



松山文創園區—東向製菸工廠
Songsshan Cultural and Creative Park -
East Tobacco Factory

光復南路133號
133, Guangfu S. Rd.

11:00-19:00
(Mon.-Sun.)



1987年出生的聲響藝術家和田永，善於將舊式電器用品改造為電腦控制的裝置，除了靜態展覽，有時也會將這些裝置化身為樂器，以表演的形式呈現。

2009年和田成立了完全以盤式錄音機演奏的「盤式樂團」(Open Reel Ensemble)，這項聲響實驗除了現場演出，也錄製專輯和參與電影、時裝秀配樂；他近期更大膽嘗試以多達20組盤式錄音機演奏，展現有如交響樂團編制的壯闊氣勢。

今年和田也為粉樂町觀眾帶來最具代表性的盤式錄音機聲響裝置。磁帶上記錄著另外一個時空所演奏的樂音，但在磁帶緩緩落下的同時，觀眾只能聽見窸窣聲響，將此時此刻抽象的時間褶皺成黑白的空間；而褶皺累積到一定程度後，錄音機啟動倒帶鍵，被反轉的時間反而流洩出你我熟悉的曲調，猶如一道聲響與視覺交織的時間之河蜿蜒而出。

※ 作品脆弱，請勿碰觸。
Fragile artwork. Please do not touch.

Sound artist Ei Wada (born 1987) takes old-fashioned electronic machines and converts them into computer-controlled devices. Wada puts on performances with these machines, as well as exhibiting them along with his musical works.

In 2009, he started "Open Reel Ensemble", a group that manipulates and plays reel-to-reel tape recorders. The group is involved in concert performances, DVD, CD and book publishing, and art installations. It recently began an ambitious orchestral project using 20 reel-to-reel tape recorders.

Wada's signature open reel recorder sound installation is on view at this year's Very Fun Park. The slowly unwinding tape visualizes the passage of time, compressing it into a black-and-white space. At a certain point, a surprisingly familiar tune flows like a virtual river, where the visual and aural senses converge.

※ 特別感謝：youth



王郁洋
Yu-Yang WANG

工作 Work

《道德經》第四十章「反者道之動，…有生於無。」、鐵、紫銅、不鏽鋼
Tao Te Ching Chapter 40, Iron, Copper and Stainless Steel

斷言 Assertion

《道德經》第四十二章「道生一…沖氣以為和。」、紫銅、不鏽鋼、鐵、木材
Tao Te Ching Chapter 42, Stainless Steel, Iron and Wood



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Songsshan Cultural and Creative Park -
East Tobacco Factory

光復南路133號
133, Guangfu S. Rd.

11:00-19:00
(Mon.-Sun.)



中國藝術家王郁洋將所選取的一段文字轉換成0和1的序列，再將這個排序透過3D製作軟體(3ds Max)與繪畫軟體(Painter)開啟，這個過程裡將會生成與序列相對應的3D模型和圖像，產生了您眼前的雕塑作品(圖像)，並且從詞庫中選取詞語為作品命名，作品裡所包含的尺寸、材質、顏色、結構和生成的步驟都是由文字轉換成0、1序列所定義的，讓文字變成了圖像。

在這不斷轉化的創作的過程裡藝術家想要探討的是透過現今新媒體藝術中的數位技術來反轉思考的邏輯。他提到：一般觀眾往往在與作品相遇時，首先會被形體的外觀形態和名稱所限制並猜想意義，這時對於作品的解讀意義便會帶有個人的經驗，然而當得知生成的方式與來源的文字內容時，將會再次猜想與反覆思考文字與圖像兩者之間的關係，整合後成為另一種不同新的認知。不妨試著放下既定的邏輯思考，開啟無限對於事物的認識。

※ 作品脆弱，請勿碰觸。
Fragile artwork. Please do not touch.

Chinese artist Yu-Yang Wang takes short excerpts from texts and converts them into a sequence of 0's and 1's. He then uses 3ds Max and Painter to create a three-dimensional model. These words determine not only the shape but also the size, material, and color of the sculptures.

This ongoing process of transformation is the artist's way of exploring art in today's digital age. Audiences often try to understand a work through the appearance and name of the piece. However, once they learn about the source text, a whole new level of understanding is established as viewers begin to draw connections between the words and the image. This new awareness encourages us to let go of established modes of thinking and to open the door to the infinite possibilities our minds can reach.





Pip & Pop

桃花源 Peach Blossom

砂糖與複合媒材
Sugar and Mixed Media



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澳洲藝術家 Tanya Schultz 以 Pip & Pop 為名，使用上百公斤的細砂糖、亮粉、顏料與裝飾小物，打造一整片讓人無法抗拒的絢爛綺麗。

Schultz 一向對於追求烏托邦的故事深深著迷，更奇妙的是不同文化中都可以找到類似的故事，不論是尋找失落的幻境或是抽象的夢想與愛，彷彿是你我共同的嚮往、人類共通的語言。

在特別為粉樂町打造的魔幻世界中，藝術家借用了臺灣觀眾所熟悉的《桃花源》典故，並融入《日月潭白鹿》、《牛郎與織女》等傳說，探索人們對於物質豐足與美夢成真的渴望。烏托邦的故事看似是為了逃避現實，卻也同時回應了現今物質與消費文化當道的世界，藝術家藉由充滿甜蜜夢幻的糖果世界，反思現實社會中那些看似美好卻是虛浮的錯覺瞬間。

※ 愛惜藝術，保持適當觀賞距離，請勿碰觸藝術品。
Fragile artwork. Please keep at an appropriate distance from the installation and do not touch.

Australian artist Tanya Schultz works under the name Pip & Pop to create super-colorful artworks from materials such as sugar, glitter, sweets, toy animals, plastic flowers, and everyday craft materials.

Schultz has always been interested in mankind's tendency to narrate myths about utopia: looking for paradise, finding love or imagining another world. It is as if this constant search for perfection is a universal language among people of all cultures and backgrounds.

Peach Blossom makes reference to several stories familiar to Taiwanese people: *Finding Sun Moon Lake, The Weaver Girl and The Herd Boy, and Peach Blossom Spring*. Weaving together multiple historical and cultural references, Peach Blossom explores notions of blissful abundance and temporary pleasure. Parallels are drawn between the illusory nature of these imagined worlds and the promise and allure of the commercial world, where we are enticed to partake in happy consumption.



王仲堃
Chung-Ku WANG

開箱作業系列：三隻小木魚/海景/噪聲機/4.Seq#1

Series of sound.of.suitcase: 3 little wood-fish / Seascape / noiseBox / 4.Seq#1

手工木魚、馬達、超音波感測器、木、皮革/木、壓克力、馬達、電子設備/特製鑄射切割壓克力、3D列印傳聲喇叭、馬達、超音波感測器、木、皮革/客製樂器裝置、鋁板、馬達、木頭、皮革、Wooden Fish (Chinese Percussion), Motors, Ultra-sound Sensor, Wood and Leather / Wood, Acrylic, Motor, and Electronics / Acrylic, Motor, Ultra-sound Sensor, Wood and Leather / Custom-made, Aluminum Panel, Motor, Wood and Leather



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11:00-19:00
(Mon.-Sun.)



王仲堃是臺灣近年科技藝術的生力軍，他創造了各式各樣的機器，這些機器有著耐人尋味的單純性與獨特的美感，它們在感應觀眾靠近之際，不知疲憊地自顧自進行自己的運動，或發聲、或開關、或吐氣、或旋轉或叮噠，它們不僅僅執行簡單的單一動作，反之它們有著自己的節奏變化，既似頑愚，又似有靈。

持續以一種對於動力機械 (kinetic sculpture) 的「執迷」一即「過複雜樂器」一與「非音樂聲響」的方向，王仲堃的開箱作業系列，透過聲音的發生，遐想尚未啟動的箱內空間，將古怪的樂器本身，藏匿收納於看似可隨身攜帶的旅行箱匣內，開闢之間似乎像是脫離了主人的物件從此有了靈魂一般。

※ 本作品為自動感應式，請勿強行打開或關上木盒；內含精細機械，請以正確而緩和的方式與作品互動。12歲以下孩童，建議在家長陪同下操作。
Artwork contains small fragile machinery, please treat with care. Artwork contains automatic sensors, please do not forcibly open or close lid. Adult supervision recommended for children under the age of 12.



Chung-Kun Wang is one of the rising stars in Media art in Taiwan. He has created various forms of machinery that have consistently maintained an intriguing purity and peculiar sense of beauty. As the viewers approach, these machines operate on their own untiringly. Soundmaking, switching on and off, exhaling, spinning or twinkling, they can simply do more than a single action. Rather, they have their own rhythm variation, as if they have a life of their own.

With Wang's consistent obsession with kinetic sculpture, also known as "over-complex musical instrument," he has extended his series of work *sound.of.suitcase*, allowing one to fantasize the unstarted in-box space throughout sounds. This series of work stays on the track of making the "musical instrument in new forms" and "sound enlargement" with musical instruments as a start, and then reduces the role of performers to micro-controllers. In this series, Wang takes odd instruments and hides them in portable-looking suitcases. Every time the suitcase was opened or closed, it seems like an object digressing from its owner and having a soul of its own henceforward.



俄羅斯方塊 Tetris

現成物與複合媒材
Found Objects and Mixed Media



松山文創園區—東向製菸工廠
Songsshan Cultural and Creative Park -
East Tobacco Factory

光復南路133號
133, Guangfu S. Rd.

11:00-19:00
(Mon.-Sun.)



你曾想過俄羅斯方塊可以從掌上遊戲搬至現實生活中嗎？傢俱、櫥櫃、置物盒，大大小小的生活雜物都能翻轉起來，挑戰自己排列組合的功力。

來自瑞典的藝術家 Michael Johansson 對於二手舊物有著無法言喻的熱情，平凡物品到他手上，就像是觸動了按鍵，轉個身、換個面，化身為藝術裝置的一部分。脫離生活場域，熟悉的物品竟陌生了起來，這既熟悉又陌生的感覺正是觸發觀眾想像力的催化劑，讓人尋味再三。

藝術家將來自四面八方的舊物精心排列，帶著不同故事而來的物品成為彼此不可分割的一部分，宛如撿拾了流失的光陰，將它靜靜壓縮在這一隅。色彩上藝術家也仔細對應著舊時製菸工廠的漆色，然而流逝的時光帶著回憶的重量，再多的縝密計算依然無法真正消融隱身，反而是更加向前一步，大方地邀請觀眾思索與閱讀。

Have you ever wondered what it would be like to play Tetris in real life? Imagine seeing furniture, cupboards, boxes and such neatly stacked up, one above another.

That is what Swedish artist Michael Johansson does with used objects, morphing them into precisely stacked shapes and connecting them to a certain place. The newfound order separates the objects from their original purpose by creating a space where the familiar meets the unfamiliar.

Johansson uses old objects that correspond to the color scheme of the old tobacco factory, compressing them into the scene of a time gone by. These objects become an integral part of the solid whole, a concept that is seemingly both accidental and deliberate. As the viewer confronts this situation in a public space, he is left with a lingering sense of uncertainty.



臺北人，生日快樂！ Happy Birthday, Taipei People!

互動計畫
Interactive Project



松山文創園區—東向製菸工廠
Songsshan Cultural and Creative Park -
East Tobacco Factory

光復南路133號
133, Guangfu S. Rd.

11:00-19:00
(Mon.-Sun.)



藝術家白雙全，從事攝影、繪畫及概念藝術創作，他的作品是對藝術與生活邊界的幽默遊戲，並以藝術為媒介串起人與人與城市和自然之間的交流。

「L手記」是白雙全隨身攜帶的手札，也是他創作的主軸，他將日常生活中心情平靜時腦海裡跳出來的想像記錄下來。這些想像都可能演化成改變世界的不同行動，但它存在的本身，已經悄悄改變藝術家自身。

這次在粉樂町中，白雙全將邀請民眾在自己的生日當天，前來交換記憶，挖掘過往的記憶彼此交換，體驗生命軌跡的分享與流動。

「臺北人，生日快樂！」計畫 合作策展人：方彥翔
Happy Birthday, Taipei People! cooperated with curator Fang-Yen Hsiang

關於白雙全作品計畫：

「我訓練了七個記憶考古專員，叫星期一到星期日，每一天在咖啡廳當席，為當天生日的觀眾發掘，並詳細記錄他們兩年前生日的記憶。他會用兩年前當天的記憶作為交換。」

參與方式：你是當天的壽星嗎？歡迎7月20日~9月14日期間生日者，生日當天前來與記憶考古員交換藝術家白雙全的當日記憶，每日限額1名，敬請預先至富邦藝術基金會網站 www.fubonart.org.tw 報名。

活動時間：每日下午15:00-17:00。（15:00開始，談話過程約為1-1.5小時）

活動地點：松山文創園區（詳見富邦藝術基金會官網）。

Artist Sheung-Chuen Pak plays with photography, drawing, and conceptual art to explore the connection among people, cities and nature.

The source of Pak's ideas comes from "L notes," a notebook that he carries with him wherever he goes. He records all of the random thoughts that pop up in his mind, and this collection of ideas becomes the material with which he creates meaningful art projects or actions. Whether these actions could bring some changes to the world, the very existence of the notes has changed artist himself by a little bit.

For this year's Very Fun Park, Pak invites his audience to trade memories with him as a part of an exchange that represents the fluidity of life:

"I have trained seven memory experts called Monday to Sunday. They will be in the café everyday. Audience members whose birthdays are on that day will be asked to share their memory of their birthday two years ago. In exchange, the memory expert will tell share his or her story from the same day, two years ago."



邱昭財
Chao-Tsai CHIU

泡泡塔 Bubble Cannon

複合媒材互動裝置
Interactive Installation with Mixed Media



📍 松山文創園區—巴洛克花園
Songshan Cultural and Creative Park -
Baroque Garden

🕒 光復南路133號
133, Guangfu S. Rd.

🕒 9:00-18:00
(Mon.-Sun.)

「互動」是邱昭財創作的重要元素，他將人的主動性參與置入進充滿理性語言的機械雕塑中，並融合機智詼諧的幽默語彙，將日常所見，轉化為充滿童真的遊戲世界。

吹泡泡，小時候的遊戲，輕輕吹氣讓大小泡泡飄飛，伴隨著歡樂的當下片刻，週遭場景跳脫了現實，乍現了關於夢幻、美好的想像。《泡泡塔》是一個吹泡泡機械裝置，經由觀眾互動方能運作，當觀眾旋轉圓盤把手，便能驅動裝置吹送出大大小小的泡泡。這件作品企圖以泡泡來改變現實空間的氛圍，讓觀眾置身於泡泡飄飛時輕盈且美好的夢幻情境中。

'Interaction' is an important element of Chao-Tsai Chiu's creative process, and he incorporates audience participation into the rational language of mechanical sculpture, making use of witty humor to transform something everyday into a child-like game world.

Blowing bubbles is a childhood game for most people. At the moment the bubbles float away, the world around us unhinges from reality, and for a brief instant become as a dreamscape. The *Bubble Cannon* is a mechanical bubble-blowing installation, which relies on audience interaction to function. When a visitor rotates the knob, the machine kicks into action blowing bubbles of all sizes. This work is aimed at changing the atmosphere of real spaces; allowing viewers to recapture the dream-like qualities of their childhood while they watch the bubbles float away.

※ 請遵循作品操作守則：

1. 10歲以下孩童，建議在家長陪同下操作。
2. 為了您與作品的安全，請勿攀爬、拍打與大力搖晃作品。
3. 泡泡水為限量補充，如無法製造出泡泡，即為本日泡泡水已用盡，請勿過度用力旋轉把手，感謝您的珍惜。

※ Please note the following:

1. Children under 10 should be assisted by an adult.
2. For your safety and the protection of the installation, please do not climb on it, hit it or shake it violently.
3. The amount of liquid is limited; if you can't make any bubbles this means the day's quota has already been used up, please don't force the knob round.



游文富
Wen-Fu YU

竹變系列—粉白 Bamboo Transformation Series

竹籤上彩
Bamboo and Acrylic Paint



📍 文化廣場水景
Cultural Plaza Fountain

🕒 菸廠路88號
88, Yanchang Rd.

🕒 8:00-22:00
(Mon.-Sun.)



擅長運用竹枝為創作媒材的環境藝術家游文富，透過大面積量體的竹枝帶出對風、聲音等自然效應的觸動，也呈現著回歸自然的靜謐氛圍。

以竹為素材，是藝術家經過對「竹」材質的細微觀察後，運用竹子易因天氣變化轉色的特性，來呈現時間與自然環境的律動。本次以地景的手法，將六萬根上色之竹籤插入土地中，顏色由粉色漸層轉至白色，粉色代表著浪漫與喜悅，白色則蘊有純潔的意義。在夏日陣陣微風中，竹籤搖擺，竹音迴盪，讓觀賞者進入曼妙的松菸之中。

Environmental artist Wen-Fu Yu uses bamboo as his main creative medium, setting a large area of bamboo in a position against the wind, to create natural sounds, which represents the serenity of the return to nature.

The artist chooses bamboo as his main medium after observing the qualities of bamboo very closely, and takes advantage of the fact that bamboo can often change color due to changes in the weather, to represent the rhythms of time and nature. This piece takes the form of landscaping, planting 60,000 dyed bamboo sticks into the ground, with the color shifting gradually from pink to white. The pink represents romance and pleasure, while the white represents purity. The bamboo sticks sway in the summer breeze, resonating with sound, drawing people in to the creative park in the buildings of the old Songshan Tobacco Factory.

※ 愛惜藝術，保持適當觀賞距離，請勿碰觸藝術品。

Fragile artwork. Please keep at an appropriate distance from the installation and do not touch.



淀川技術

YODOGAWA TECHNIQUE

黑椎鯛 Menchinu

回收物件與鐵

Found Objects, Recycled Materials and Iron



文創綠地
Cultural Park

菸廠路88號
88, Yanchang Rd.

9:00-22:00
(Mon.-Sun.)



柴田英昭與松永和也兩位藝術家共同組成的「淀川技術」成立於2003年，他們將撿拾而來的廢棄物改造成形態各異的雕塑作品，反轉所謂「垃圾」的定義。

「淀川」是日本大阪市的主要河流，流經人口密集的大都會，一路帶著各種人為雜物入海，而淀川技術就以淀川內及河岸邊蒐集到的廢棄品為材，開啟藝術創作之路；近年更擴大至日本及世界各地，進行社區式的在地參與計畫。儘管取材來源地改變，但不變的是他們對於環境的關懷：河川是孕育人類聚落的開端，但河川所受到的污染似乎也隨著文明的腳步而加重；淀川技術從河川中撿拾而來的垃圾不僅數量驚人、種類更是包羅萬象，結合藝術家的創意與幽默，希望透過創作喚起民眾的環保意識，如同河川一般，涓滴匯聚你我的一點關心、一點努力。此次藝術家也特別來到臺北，為這尾來自日本的黑椎鯛，妝點上蒐集自淡水河畔的廢棄物。

Yodogawa Technique is an art unit founded by Hideaki Shibata and Kazuya Matsunaga in 2003. They create artworks using garbage and items that have drifted to the riverbank, transforming what used to be an environmental eyesore into an impressive piece of art.

"Yodogawa", or Yodo River, is the primary river in Osaka. With its flourishing economy and high population density, the area around Yodo River is prone to a lot of littering. This environmental pollution was what inspired Yodogawa Technique to condense all the litter into an artistic masterpiece. These years, they have expanded their work globally; although the places they collect litter from have changed, their commitment to the environment has remained firm. With the combination of artistic creativity and humor, Yodogawa Technique hopes to increase environmental awareness among people, asking each and every one of us to provide more love and care for the environment. This time, Yodogawa Technique has come to Taipei with this sculpture named Menchinu, or black sea bream, and adorned it with litter found around Taipei's Dansui River.

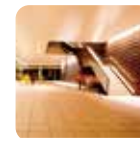
※ 愛惜藝術，請勿碰觸或攀爬。Please do not touch the artwork.



Buff Diss

尤里黛絲 Eurydice Lost

膠帶
Tape



文創穿廊
Cultural Corridor

菸廠路88號
88, Yanchang Rd.

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



在簡潔俐落的線條中依然保有細節的鋪陳，這就是街頭藝術家 Buff Diss 給人的第一印象。直到走近一看才發現這不是噴漆或塗畫，而是完全以膠帶完成的創作。

來自澳洲墨爾本的 Buff Diss 其實並未受過正式藝術或設計訓練，但其敏銳的觀察力，讓他看見城市的歷史、建築、街道、還有川流其中的人與車彼此交織的故事。他在視覺上巧妙融合虛與實的對話，以膠帶完成的街頭藝術無損於建物，但絲毫不減損其突擊與反思的本質。

受粉樂町之邀，Buff Diss 這次來到臺北文創大樓的穿廊，以膠帶勾勒出希臘神話奧菲斯與身中蛇毒而亡的妻子尤里黛絲的故事。奧菲斯過人的音樂才華感天動地，卻在帶領亡妻靈魂走出地獄幽谷時忍不住回望而功虧一簣；藝術家以此比喻藝術創作者的靈感與天賦，即便陷入困境也不要懷疑自我，必須步伐堅定地前行，才能獲得最終的心靈自由。

At first look, despite its clean and concise lines, it's the attention to detail that stands out in the work of street artist Buff Diss. Only on approach do you realize that it's not spray paint, but tape.

From Melbourne in Australia, Buff Diss' acute vision picks out the history and architecture of a city, and portrays the streets and the interweaving flow of people and cars through them. He has undertaken a unique fusion, a dialogue between reality and fantasy, using masking tape to realize street art, which, while without damaging the paintwork of buildings, does nothing to diminish his work's striking and thought-provoking nature.

In a corridor space of the Taipei New Horizon Building the artist portrays the story of Orpheus and Eurydice. After Eurydice died of snakebite, Orpheus played a song so sad that he won over the underworld gods with his music. The gods allowed Eurydice to return with him to earth on one condition: he should not look back until they both had reached the upper world. However in his anxiety Orpheus couldn't resist disobeying the instruction, causing Eurydice to disappear. For Buff Diss, the myth represents the struggle of an artist in trusting his inspiration: when you run into self-doubt, you should keep marching onward to reach spiritual freedom.



※ 特別感謝：





顧上翎
Shang-Ling KU

異質日常感知/折了布/揉/折

Hetero-Perception of Everyday / Paper Folding / Crumple by Hand / Fold

瓷、陶、鐵、旋轉馬達
Porcelain, Clay, Iron, and Motor



📍 JAMEI CHEN (誠品生活松菸店)
(Eslite Spectrum Songyan Store)

📍 菸廠路88號
88, Yanchang Rd.

🕒 11:00-22:00
(Mon.-Sun.)



日常生活裡所看見或所感覺到一切的事物，是否僅依存自身的經驗來判定事物的本身？

藝術家顧上翎藉由反轉陶瓷於視覺及感覺認知上的差異來進行思考。當眼前看見有如紙片輕薄的作品，首先是對於材質上所產生的疑惑，然而當聽見經由物件碰撞所產生的輕微聲響，才了解事實上眼前所見的材質來源是陶瓷。在這過程裡，對於作品的認識是來自於碰撞之後所產生的改變，是一種視覺、聽覺引發感覺判定狀態的轉移。任何事物的真實除了存在於理性思考範疇外，同時也需要依循著身體感知來了解。

Is it our five senses that tell us whether something we see or feel is what it is? Artist Shang-Ling Ku uses the forming of porcelain along with the discrepancy between our sense of vision and that of touch to contemplate this question. When we see an object as thin as paper, it is hard for us to believe that it can be made of porcelain. Yet, when we touch it and hear its clink, it becomes more convincing. In effect, we are getting to know an object through visual and auditory cues that trigger our sense of touch to determine what the object is made of. Thus, it is not enough to prove an object's existence through rational justification; it is crucial to use our five senses to evaluate what is in front of us.

※ 作品脆弱，請勿碰觸。Fragile artwork. Please do not touch.

JAMEI CHEN 品牌創辦人陳季敏認為，時裝設計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，至今仍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.



林義隆
Yi-Lung LIN

地球屋 Earth House

複合媒材
Mixed Media



📍 Café Showroom (誠品生活松菸店)
(Eslite Spectrum Songyan Store)

📍 菸廠路88號
88, Yanchang Rd.

🕒 11:00-22:00
(Mon.-Sun.)



眼前長角看似鳥形的怪獸，以及各式超現實場景的空間描繪，是藝術家林義隆對於日常生活與生命經驗的想像與觀察。在所創造出的奇異空間裡，充滿了似獸非獸，似人非人的個體，它們是作品中的主角，同時也是藝術家想像來自於神秘異次元的個體，然而這些幻獸的形體卻又並非由某一種任何你我所知的生物體再現，而是來自於對於任何事件的想像，又或是混合各種經驗重塑完成的新個體。透過這些變異的個體，林義隆試圖投射現實生活周遭各種情感的記憶，且曾經所存在的狀態遺留下的痕跡。

In a corridor space of the Taipei New Horizon Building the artist portrays the story of Orpheus and Eurydice. After Eurydice died of snakebite, Orpheus played a song so sad that he won over the underworld gods with his music. The gods allowed Eurydice to return with him to earth on one condition: he should not look back until they both had reached the upper world. However in his anxiety Orpheus couldn't resist disobeying the instruction, causing Eurydice to disappear. For Buff Diss, the myth represents the struggle of an artist in trusting his inspiration: when you run into self-doubt, you should keep marching onward to reach spiritual freedom.

※ 畫廊空間內作品自7/27開始展出。The artworks in the gallery will be on view from July 27.

Café Showroom 成立於2011年，第一間店位於富錦綠茵旁，第二間店位於松山文創園區的誠品一樓，以藝術展覽為主軸，定期展出國內外新銳藝術家的作品，是一個有著咖啡、茶、甜點、一杯紅酒，以及認為人生一切美好事物的都應該被收藏起來的空間。

Founded in 2011, Café Showroom strives to be "a space for coffee, tea, dessert, wine, and a belief that life's moments should be collected and cherished." Its second store is located in Eslite Spectrum Songyan Store, and regularly exhibits artwork to bring art into its customer's daily lives.



黃冠鈞
Kuan-Chun HUANG

防護罩壹/家/星夜

The Protection Covers I / Home / Starry Night

壓克力，凡尼斯，複合媒材
Acrylic, Varnish, and Mixed Media



whiple Lib (誠品生活松菸店)
whiple Lib (Eslite Spectrum Songyan Store)

菸廠路88號
88, Yanchang Rd.

11:00-22:00
(Mon.-Sun.)



white+simple=whiple, whiple 以「零」作為設計精神的出發點，用象徵純淨的白，重新組合「單純」的定義，以手作精神與對材質的堅持傳達一種生活的態度與，將簡單重組成不簡單。

white+simple=whiple. The design of whiple begins with the concept "zero," and uses the color white's symbolic purity to create a "simple" definition. The attention to quality and material is a lifestyle that gives simplicity a sense of complexity.

藝術家黃冠鈞一系列作品的取樣來自生活中常見的物件，他透過凡尼斯和壓克力顏料的層層堆疊，創造出你我日常熟悉的物體色彩，再利用嫺熟的縫紉技巧，讓繪畫脫離了畫布及畫框，跳脫出傳統單一平面的視覺效果，更直接的與空間產生對話。他所選擇普遍的物件，經過重製後使物品看似可用卻又於本質上已經改變，試圖塑造藝術物件與現成物兩者之間有趣的對照，同時將那些頻繁出現於我們週遭，卻經常被忽略的事物轉化為使人能夠正視其存在的作品，讓我們得以重新思考環境與生活。

Artist Kuan-Chun Huang layers acrylic and varnish to recreate objects that we see everyday using familiar colors. Then he uses sewing techniques to make the image jump out of the canvas and frame, transcending the traditional two-dimensional surface. Huang chooses to focus on everyday items and gives them subtle changes so that they become extraordinary. This transformation is intended to make us reconsider the objects that constantly surround us yet are often overlooked as a result of their continuous presence in our lives. Perhaps, we will be able to see them in a new light and find a new appreciation for our surroundings.



劉耀中
Yao-Chung LIU

9-1 YOU ARE A STAR

紅地毯、霓虹燈 | 誠品生活松菸店—玻璃梯
Red Carpet and Neon Light | Eslite Spectrum Songyan Store - Glass Fire Escape

9-2 Man in the Mirror

卡典西德 | 誠品生活松菸店—3F西側梯廳
Vinyl Cutting Sheet | Eslite Spectrum Songyan Store - 3F, West Wing Elevator Hall

誠品生活松菸店
Eslite Spectrum Songyan Store

菸廠路88號
88, Yanchang Rd.

11:00-22:00
(Mon.-Sun.)



80年代出生的劉耀中，將文字作為創作思考的源點，在文字標語化的轉換間，與空間形成幽默的對話。當逃生梯鋪上長長的紅地毯，讓人聯想到優雅的星光大道，對外以霓虹燈「YOU ARE A STAR」與逃生梯內部呼應，同時也向過路的行人表示每人都是獨一無二的，有如明星般閃亮耀眼。

現代生活裡人們總是被各種無名的力量、荒謬、現實所侷限與挫折。當藝術家駐足於三樓誠品書店外長長的這面鏡子時，腦中出現了著名歌手麥可傑克森的歌曲《Man in the Mirror》，其中的一句歌詞唱道：如果你要讓世界變得更好，看看鏡中的自己，做出改變吧。藝術家有感於近日社會的種種動盪不安，雖然面對體制也許顯得無能為力，但總相信能從自己開始實踐理念，讓社會變得更好。

※ 逃生空間請勿久留駐足。
Please do not linger on the fire escape.

Born in the 1980s, the source of Yao-Chung Liu creativity is words, and how slogans can engage in a humorous dialogue with space. Running a red carpet down a fire escape, he contrasts the glamour of a Hollywood film premiere evoked by carpet with the fire escape, a contrast complimented with the words "YOU ARE A STAR" lit up in neon on the window facing outside, reminding passers-by that everyone is unique and irreplaceable, and no less glamorous than celebrities.

In the contemporary world, people are held back by all kinds of nameless powers, absurdities and realities. When the artist came across the long mirror on the third floor of the Eslite Bookshop, the words "Man in the Mirror" occurred to him, the title of a Michael Jackson song. One of the lyrics is, "If you want to make the world a better place take a look at yourself and then make a change". In the context of all the turmoil in the world today, although in the face of the system the artist felt he was perhaps helpless and impotent to effect change, he still believes that change begins with the self, and can help to make the world better.



洪韵婷
Yun-Ting HUNG

小星星 Twinkle Twinkle Little Star

果凍膠、陶粘土、迷你動物模型、玻璃燈泡、LED
Candle Gel, Polymer Clay, Animal Miniature, Bulbs and LED

誠品生活松菸店—1F大門入口
Eslite Spectrum Songyan Store - Entrance

菸廠路88號
88, Yanchang Rd.

11:00-22:00
(Mon.-Sun.)



「一閃一閃亮晶晶，滿天都是小星星，掛在天空放光明，好像許多小眼睛小星星」。

小星星，一首你我朗朗上口的童謠，透過歌詞的吟唱讓我們了解，眼前的景象，只要透過簡單的想像就能有些改變。然而當人們進入想像的空間之前，必須先跨越荒謬的門檻，超越邏輯。藝術家洪韻婷所創作的小星星約由七十顆燈泡組成，被懸掛在門廳中，如同星星一樣閃爍著。

專注地看著小星星以及其中透過想像轉化的動物，在腦中映照出奇妙的想法，想像力好比一面放大鏡，帶領人們進入微型世界，並引導著人們做夢，創造可恣意支配的意象，也開啟一個自成一個新世界。而在做著夢的意象現身時，請將它當作是個邀請，將那個創造出它的日夢繼續下去，能夠在對世界反覆思考的過程中反映出自己對自然世界的領會。

※ 作品脆弱，請勿碰觸。
Fragile artwork. Please do not touch.

“Twinkle, twinkle, little star, how I wonder what you are. Up above the world so high, like a diamond in the sky...”

This children's song is familiar to everyone, and it teaches us that everything we see can be changed simply with a little bit of imagination. However, we must first accept absurdity and let go of logic before we can reach this imaginative space. Artist Yun-Ting Hung's installation is composed of 70 bulbs that are suspended in the air, just like a cluster of twinkling little stars.

As the audience focuses on the installation, their imagination will take flight as they see animals and shapes in the stars, much like those of a constellation. They may discover a world in which dreams are made; and the inception of these ideas serves as an invitation for viewers to continue pursuing their dreams, to understand themselves and the natural world around them.



CANLOVE

愛的洗禮/當我們同在一起 Love Shower / Together We Can

噴漆空罐
Used Spray Cans

台灣大哥大數位生活
Taiwan Mobile Digital Life Concept Store

菸廠路80號
88, Yanchang Rd.

11:00-22:00
(Mon.-Sun.)



「每一個罐子內都藏著驚奇，我們想要向世人證明只要以愛相待，任何事物都有美麗的一面。」

由兩位美國藝術家 DJ Neff 與 Paul Ramirez 共同創立的 CANLOVE，在廢棄噴漆罐中看見繽紛的無限可能。

2014年夏天，國際藝術組織「POW! WOW!」邀請了四十位海內外藝術家在臺北進行壁畫創作，也因此留下了一千個噴漆空罐，自然成為 CANLOVE 大展身手的好機會。他們將生硬的鐵罐轉化為有機元素，花朵、雨水、與各種美麗顏色，展現藝術家對於創作的熱情與大自然的關懷。

台灣大哥大為全台最完整的電信與媒體服務業者，以 T.I.M.E. (Telecommunication. Internet. Media. Entertainment.) 數位匯流新思維，帶給客戶數位時代品牌新體驗。而「台灣大哥大數位生活」為呼應所在地臺北文創大樓的綠能建築，整體空間多取材於環保素材，數位化呈現產品說明，加上台灣在地品牌的傢俱、並定期與國內外藝術家合作展覽，讓整個空間饒富科技與人文結合的趣味。

Taiwan Mobile, one of Taiwan's mobile phone operators, creates a new platform for customers in T.I.M.E. (Telecommunication. Internet. Media. Entertainment.) It is located in the Taipei New Horizon building, a green, environmentally friendly structure, which is an amalgamation of Taiwanese and international art and culture.



“We want to show people that there is immense natural beauty inside every can and to prove that anything can be beautiful when treated with love.”

CANLOVE is the collaborative alias of American artists DJ Neff and Paul Ramirez. Currently, they collect discarded spray cans and give them new life through colorful, whimsical, and conceptually driven artwork.

After POW! WOW!, a Hawaii-based art group, organized a mural art event in Taipei, they left behind a thousand empty cans. This naturally was the perfect opportunity for CANLOVE. They transform the spray cans into flowers, rain drops and colorful works of art that represent both creative passion and love for the environment.



POW! WOW!

熱帶暴動/他們用漂亮的糖果打你/Live Art 特別企劃 Tropical Riot / They Hit You with Beautiful Candies / Live Art Project

水泥漆、複合媒材
Water-based Paint and Mixed Media

松山文創園區、東區大廈外牆
Songshan Cultural and Creative Park
the East District's Building

光復南路133號
133, Guangfu S. Rd.

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

POW! 是揣摩藝術與人產生的碰撞，感覺就像一記拳頭打在臉上。

WOW! 是觀者對藝術的反應，形容當下產生的敬畏與驚嘆。

POW! WOW! 一詞來自美國原住民，形容一場慶祝文化、音樂與藝術的盛會。

POW! – It's the impact that art has on a person. A punch in the face.

WOW! – It's reaction that art has on a viewer. A sense of awe and wonderment.

Together they form POW WOW, a term describing a gathering that celebrates culture, music and art.



國際藝術組織 POW! WOW! 以夏威夷為起點，舉辦街頭藝術活動已經來到第四年。從藝術與音樂創作出發，其目標在於運用創意與文化的相互激盪，提昇民眾對「新世代街頭藝術」的認知，同時引起民眾的共鳴，見證了街頭藝術為社區所帶來的正向改變。

今年六月首次拉拔至臺北舉辦的 POW! WOW!

Taiwan，同樣邀請了世界各地與台灣在地藝術家一同參與，匯集多方創意，為台灣注入更豐盛的藝術與音樂能量。延續這股熱力，粉樂町特別與 POW!

WOW! 合作，激撞藝術走入生活的火花。

Centered around a week-long event in Hawaii, POW! WOW! has grown into a global network of artists and organizes mural projects, lecture series, schools for art and music across the globe. The central event brings over a hundred international and local artists together to create murals and other forms of art.

POW! WOW! TAIWAN, which took place in June 2014, was the inaugural event in Asia and Taipei was the first city on the map for the event's global presence. Starting this July Very Fun Park joins forces with POW! WOW! to bring exciting art projects to more Taiwanese audience.



Cherng x XUE

地點：松山文創園區1號與2號倉庫之間洗手間

Cherng 台灣新生代插畫家代表，2012年透過社群網站一炮而紅，自認是：「一個以馬來貘之姿走跳於網路的怪異人士」，作品皆以黑白線條呈現，喜愛把生活瑣事描述得鉅細靡遺，擁有強烈的個人風格。XUE 本名薛琮憲，在靠海的小村莊長大。從小喜歡畫畫，三歲開始就離不開畫筆，認為那是一種對世界好奇而開始的動機，著有《Mineral Museum》插畫書。作品時常以動物為主角，以細膩的線條畫出對生活的觀察。除了繪畫他也參與多項音樂錄影帶製作。

Cherng represents the younger generation of illustrators in Taiwan. Within a one year span, he achieved Facebook fame in 2012 due to his strong personal style, which incorporates black and white lines into his artwork. XUE grew up in a small village near the sea. He has been drawing since he was three years old and was inseparable from his brush ever since. XUE often uses animals as protagonists to reflect his observation of life. In 2013, he published a book of illustrations Mineral Museum. Besides illustrations, he has also participated in numerous music video productions.



SMOKY

地點：松山文創園區1號與2號倉庫之間柵欄

Smoky 本名涂皓欽，高雄人，插畫家、設計師，作品風格多樣、大膽，現今主要從事動態影像創作，如：蘇打綠《小情歌》、陳珊妮《Nicolas》等。嘗試在設計案方面操作出不同類型視覺風格，在生活裡誇張的實驗各種極端情緒，多面像的連結自己和日常生活。

Smoky is an illustrator and designer from Kaohsiung. He is now mainly engaged in the creation of motion pictures, and has branched out into the field of dynamic image creation, graphics, illustration, photography, and sculpture. Smoky is well-known for his various and bold design styles. Some of his famous artworks include Soda Green "Little Love Song" and Sandee Chan "Nicolas".



WILL BARRAS

Live Art

地點：敦化南路一段177巷42號

藝術家 Live 創作日期：8/16(六)-8/22(五)

粉樂町首次動態展點！英國藝術家、插畫家與動畫導演的 Will Barras，是《Scrawl Collective》創始成員之一，畫面的流動感、敘事以及描線方法（line work）都是他創作的獨到之處。本次 Will Barras 將以 Live Art 的形式，於台北東區知名大廈進行為期7天的大型樓面創作，創作過程同步於網路實況轉播，民眾亦可前往觀賞。樓高七層的巨幅創作，將成為台北東區永久街頭公共藝術，顛覆大家對塗鴉 vs. 藝術的印象。

Very Fun Park will be hosting its premier live broadcast of an entire artwork in progress! Through a seven day period, you will be able to observe online British street artist Will Barras creating graffiti art on one of the East District's well-known buildings. Will Barras' composition and fluid lines provide poignant details. The subject matter is readily familiar, but captured in a manner that seems to jar time and space with psychedelic abstraction.

※ 直播時間及頻道將公佈於富邦藝術基金會官網及 Facebook 粉絲頁。

Live streaming of the mural in progress will be available through both Fubon Art Foundation's Facebook fan page and our Ustream channel.

※ 因氣候或其他因素，主辦單位將有權利取消或提前結束。

Be sure to check Fubon Art's Facebook fan page for exact streaming times.



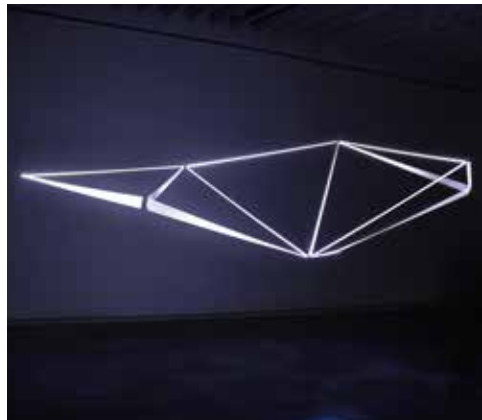


莊志維
Chih-Wei CHUANG

宇宙/感染系列：標本與空間 Universe / Infection Series : Specimens and Space

冷陰極燈管、電子裝置、機械馬達/植物標本、電子裝置
Fluorescent Lamp, Electronic Device and Kinetic Machines / Specimens and Electronic Device

☺ 日常生活咖啡 ☺ 忠孝東路四段553巷46弄11號 ☺ 12:00-21:00 (Mon.-Thu.)
a day Café 11, Alley 46, Lane 553, Sec. 4, Zhongxiao E. Rd. 12:00-22:00 (Fri.-Sat.)



莊志維擅長運用光與互動裝置進行空間創作，他關注能量在人、物件、空間與環境場域之間流動的相互關係，並從自身對於生命的細微體驗轉化成創作。其以藝術與建築雙重背景的學習經歷，近年來透過數位科技物件與自然生物材料的實驗，持續找尋新媒體藝術與建築跨領域整合的可能。在日常生活咖啡中，莊志維跨越日常表面探尋精神性的想像，以燈管呈現一則超脫現實的輕盈宇宙，亦複合植物標本，討論著人文科技與自然間微妙平衡的共存可能。



Chih-Wei Chuang, who specializes in light and interactive installations, is interested in the relationship between people, objects, and the space around them. Chuang has a background in both art and architecture, and has been experimenting with natural materials through digital technology. This interdisciplinary media is the basis for many new possibilities. His work transcends reality and creates a lightweight universe that plays with the relationship between technology and nature.

※ 本作品內有機械運作，維護作品安全，請保持適當觀賞距離。

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

※ 作品《宇宙》展出期間至8/31止；《感染系列：標本與空間》展出期間至9/14止。

Universe will be on view until Aug. 31.



在小巷弄的生活哲學裡，找出最原味的理想生活。整片落地窗與綠色植栽呈現自然舒適的氛圍，而大量北歐木質桌椅、日常器皿，營造出平實美感的氣味與溫度。店內定期與藝術家合作藝文展覽，人文氣息瀰漫其間。此外，每一道餐點都為店家依季節更迭採買新鮮在地食材製作，讓來訪的客人能好好品味平凡生活中不平凡的好生活。

The philosophy of alleyway life is to find the most authentic lifestyle possible. A floor to ceiling window looking out on a green landscape and wooden Scandinavian furniture creates a warm atmosphere in this store. It often collaborates with artists, which adds a cultural taste to this comfortable space. Every dish is created specifically for each season, giving customers a taste of the extraordinary life that comes from simple roots.

【展期優惠】憑本手冊於2014粉樂町展期期間，至日常生活咖啡消費，飲品九折。



黃品彤
Pin-Tong HUANG

謝謝您，大樹/在早晨...我們相遇.../含羞的等候... Thank You, Big Tree / In the morning...We met... / Shyly Wating...

樟木/樟木, 不鏽鋼/樟木, 石
Wood (Camphor) / Wood (Camphor), Metal / Wood (Camphor), Stone

☺ XIE XIE ☺ 忠孝東路四段553巷22弄6-1號 ☺ 12:00-19:00 (Tue.-Sun.)
6-1, Alley 22, Lane 553, Sec. 4, Zhongxiao E. Rd. 週一公休 Closed on Mon.



黃品彤以嬰孩的形象描述每一個人真實的樣貌，每個人心裡都住著一個孩子，喚醒那孩子後，所看到的世界就會變得與眾不同；而在平凡生活裡找尋不平凡的感動，也能讓自己的人生填入美麗的色彩。

展出的三件作品以「海」、「花」、「樹」，將大自然擬人化，試著呈現在這不長不短的人生旅途中所發生的篇篇故事，分別以「未知的開始」、「過程中的期待」、「結束同時也是開始」，來象徵生命旅程的美妙獨特。正因為生命無常，使得每一片刻都彌足珍貴，黃品彤藉由作品邀請人們一起緩下步調，也來細細品味屬於每個人獨一無二的人生茶香。

※ 本作品易受損，請保持適當觀賞距離。Fragile artwork. Please keep at an appropriate distance.



XIE XIE, 以「謝謝」為名，象徵感恩之意，更藉此代表一日中的幸福時光，一種真誠地面對當下生活的不完美。其茶為高山手採原片烏龍與歐洲花草茶的結合，並以書代表日常生活的尋思片段，在開圖之際，隱藏著東方與西方相遇的開始。

In Mandarin, "xie xie" means "Thank you". But XIE XIE is also the tea for the best moments in life. Easy to prepare, it requires no complicated rituals to show that there is nothing complicated in obtaining the very best of teas. It offers a simple, modern way of drinking tea; every cup is a pure moment of pleasure and a stimulant for your senses.

【展期優惠】憑本手冊於2014粉樂町展期期間，至 XIE XIE 店內消費，可享九折優惠。



Artist Pin-Tong Huang uses infant-like figures to represent the child in every person. By awakening that inner child, you will see the world with a whole new perspective, as ordinary things become extraordinary and life becomes more colorful.

The three pieces personify the ocean, flowers, and trees, and strive to capture various feelings in life: being on the brink of the unknown, waiting amidst a process, and how an ending is also a beginning. Life is temporary, thus making each moment all the more precious; through her artwork, Huang encourages her viewers to slow down and truly appreciate every sweet detail in life.



羅懿君
Yi-Chun LO

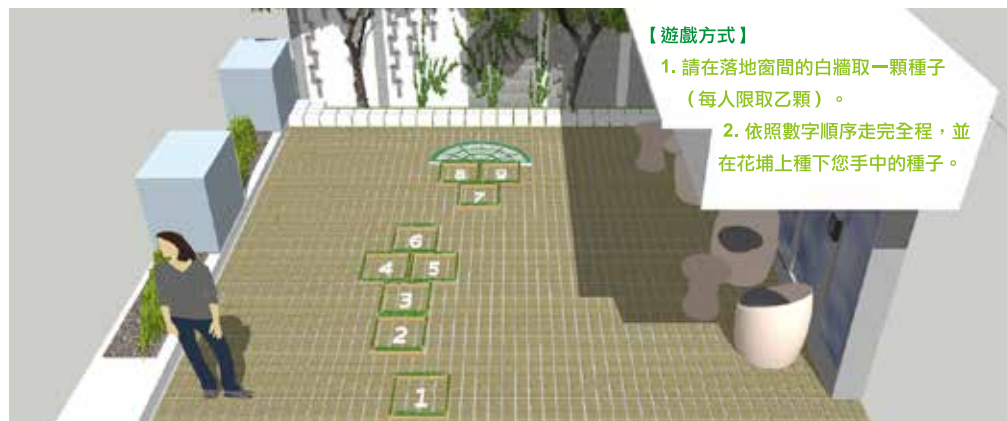
庭院裡的大地遊戲 GardenCaching

松木板、土壤、種子
Wooden Board, Earth and Seeds

Artista Perfetto

忠孝東路四段553巷6弄15號
15, Alley 6, Lane 553, Sec. 4, Zhongxiao E. Rd.

11:00-22:00
(Mon.-Sun.)



【遊戲方式】

1. 請在落地窗間的白牆取一顆種子
(每人限取乙顆)。
2. 依照數字順序走完全程，並
在花埔上種下您手中的種子。

「庭院裡的大地遊戲」延續了藝術家羅懿君長久以來對於人、土地與自然議題的關注，將過去經驗的累積發展成一件具有互動性的庭園裝置作品。當走入 Artista Perfetto 咖啡店的戶外庭園，眼前所見一座座以「田」字安排的盆栽排列，瞬間將庭園轉化為童年遊戲—「跳房子」的遊樂場，體現過往人們在農田中漫步、跳躍、走田埂的悠閒情境。藝術家將田埂的概念以跳格子的形式創作，並與周圍的庭院造景相互融合，期待您來到這庭院能放下匆忙腳步與心情主動進入作品，依循著設計的遊戲方式，感受在繁忙都市生活裡難得的愜意與清閒。

GardenCaching explores human's connection with the earth and nature, and this interactive installation is the consummation of artist Yi-Chun Lo's past experiences. Upon entering Artista Perfetto's garden, you will see pots arranged in the formation of the Chinese word for "field." Its similarity to the children's game hopscotch is a reflection of farm life and childhood days spent exploring and frolicking in the countryside. As you encounter Lo's piece, perhaps you can leave your busy, distracted life behind, even for a brief moment, and relive those carefree, leisurely days.

【田埂認養計畫】

招集熱愛植物的你／妳，於展覽結束後將田埂盆栽領取照養，並持續與藝術家分享植物的生長狀況。

在「植物語錄」上分享一則與植物的故事，並留下您的聯繫方式，展覽結束後將由藝術家挑選合適的認養人，並由富邦藝術基金會通知領取。（「植物語錄」完成後請轉交 Artista Perfetto 工作人員）

※ 認養人自領取日起需每月與藝術家分享植物概況照片乙張（效期至2014年底）。



Artista Perfetto 由來自於香港的六位咖啡愛好者所組成，希望能將咖啡與藝術作完美的結合，立體地將咖啡的各種面貌在喜愛咖啡者的眼前呈現。
Six coffee enthusiasts from Hong Kong founded Artista Perfetto; they aim to combine coffee and art by presenting all sorts of foam designs for their customers.

※ Artista Perfetto 於7/23、8/20公休。Official Holiday: 7/23, 8/20.



吳權倫
Chuan-Lun WU

標本博物館 第一章/你是我的自然 mini Museum of Taxidermy Chapter I / You Are My Nature: mini

雷射感光相紙、水晶裱框/塑膠
Lambda prints on photo paper mounted on plexiglass / Plastic

高登艾格諾手工金蛋捲
Golden EggRoll

忠孝東路四段559巷32號
32, Lane 553, Sec. 4, Zhongxiao E. Rd.

11:00-21:00 (Tue.-Sun.)
週一公休 Closed on Mon.



藝術作品總是和創作者的心境、生命與生活息息相關。吳權倫的作品潛藏著網路世代青年體認世界的觀點，藉由涉獵虛擬、仿生自然來標示人們對於自然的渴求。

《標本博物館 第一章》取材自一間臺南的標本博物館，在重新拍攝動物肖像後進行再詮釋，添增以電腦虛構的影像之框。將看似沈重，實而輕薄的框和照片併置於同一圖層，也壓縮了自然與人為、權力與品味的界線。而《你是我的自然 mini》則將塑料視為一塊未經雕琢的大理石，以眼睛為座標，細細剔除塑膠玩具動物表面塗裝和多餘的白色胚體，找出牠們可能存在的臉。這過程是全然的減去，然而結果卻像是添加了如人般的面孔。跨越疆線，反而成為了藝術家眼中獨特的自然景致。

Artwork is always connected to the artist's mind, life, and surroundings. Chuan-Lun Wu's work is based on the experiences of the cyber generation, and using virtual means to symbolize its craving for nature.

Museum of Taxidermy Chapter I repurposes photographs of animal specimens and digitally manipulates them to fit in a virtual, dense photo frame. In reality, it is delicate, thus representing the conflict between the natural and artificial. You Are My Nature: mini mimics a block of unpolished marble by removing the coating on plastic figures. This subtractive method is meant to reveal the human touch in every man-made object, thus presenting to viewers what Wu envisions is natural.

※ 愛惜藝術，請勿碰觸作品。Please do not touch the artwork.



高登艾格諾手工金蛋捲堅持不添加防腐劑，以精緻食材、手工烘烤出品味多元、口感細緻的蛋捲。豐郁的滋味，搭疊時尚設計，如同以華麗的新衣交織於自然之際。

Golden EggRoll is dedicated to offering non-preservative and exquisite handmade egg rolls to customers. Its rich flavor, alongside trendy design, interweaves luxury with nature.

【展期優惠】憑本手冊於2014粉樂町展期期間，至高登艾格諾手工蛋捲於 Facebook 打卡，消費可享九折優惠。



許廷瑞
Ting-Ruei SYU

鷹/變色龍/事件—關於那根香蕉/蘇格蘭梗犬/改變世界一百樹/這樣不是很好嗎？

Eagle / Chameleon / Sunflower or Banana? / Scottish Terrier / Change the World 100 Trees / Isn't It Good?

鐵、陶瓷、多肉植物
Iron, Pottery and Succulent Plant

沐樂動物醫院
Joy and Smile Animal Hospital

忠孝東路四段559巷30號
30, Lane 559, Section 4, Zhongxiao E. Rd.

10:00-20:30 (Mon.-Sat.)
週日公休 Closed on Sun.



摺紙是人們童年的記憶，在手的動作下，將平面扭轉為立體，摺紙就像是每個人的第一件雕塑。在摺紙系列中，許廷瑞創作出《鷹》—蘊含環境土地的保育之心，跨越人類之外，關心生長在這塊土地上的其他生物；《蘇格蘭梗犬》將遺忘在童年的單純撿拾回來；《變色龍》探討人際與心理意識的隱藏和外顯。除此之外，他更運用廢料創作，將廢棄物料巧手新生為朵朵鐵花、或成為培養植物的盆架支柱。在重視環保價值的心意中，許廷瑞重新審視消費機制的過程與利益運作，也認真思考經濟效益是否可能成為環境利益。許廷瑞不僅多元嘗試金屬媒材的可能性，更藉由作品表述他對於世界關懷的心。

※ 為維護您與作品的安全，請勿攀爬與搖晃作品。
For your safety, please do not climb or touch the artwork.



沐樂動物以人醫醫療等級的專業關懷與硬體設備照顧每一位來訪的毛小孩，於此醫療不是傳統的冷硬技術，而是更貼近寵物視角，讓寵物徹底放鬆的醫療環境，也是一個讓飼主們分享快樂，解答疑難的輕鬆園地。一起關心毛小孩的健康，詳情參見沐樂官網：www.jsvets.com（營業時間：週一至週六10:00-12:30 / 14:00-17:30 / 18:00-20:30，週日公休）。

Joy and Smile Animal Hospital works from the perspective of animals. The care these animals and pets receive is like that of humans. Besides fulfilling the pets' every need, the hospital teaches owners how to interact with their animals, thus creating a comfortable and loving medical environment.

For many children, folding origami is their first experience with sculptures; with just their hands, they transform a flat piece of paper into a three-dimensional object. In this series, artist Ting-Ruei Syu creates *Eagle*—the efforts of environmental conservation should go beyond that of human concerns, and include other life forms in the environment; *Scottish Terrier*—to recollect that forgotten simplicity from one's childhood; *Chameleon*—to explore the latent and explicit interpersonal and psychological states. Syu uses scrap materials to create his artwork. He reevaluates the role of the consumer in a materialistic society, and questions whether economic benefits can also be environmental benefits. His use of metal media is just one way he expresses his care for the environment.



Séverin MILLET

人間浮世繪 The Composites

複合媒材
Mixed Media

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.

24hr
(Mon.-Sun.)



法國藝術家 Séverin Millet 有源源不絕的創造力，創作橫跨平面與立體，而《人間浮世繪》正是他雕塑作品的代表。

樣貌各異的角色，造型上隱約可見非洲與美國原住民圖騰取材，同時融入藝術家對於人群的觀察：有些特質是全人類共通的、當然有更多各人而異的獨特性，形形色色的人們各自活躍於屬於自己的舞台，共同組成這多采多姿的世界，而藝術家也特別表示不希望一點明角色分別代表什麼性格，而是留給觀眾自行想像、與自我生命經驗連結。

French artist Séverin Millet is a master of creativity, making art that transcends a simple surface to a three-dimensional realm, with *The Composites* being his most representative sculptural artwork by far.

With a variety of designs and personalities, *The Composite* at first glance seems to reference African Fetish and Kachina dolls. However, Millet has also put his own stamp onto his artwork, with each sculpture representing his outlook on humanity and the individuality of artists in which they live. Each doll has its own personality and individual character, yet all live together in a colorful and exciting world. Asked what personality each sculpture is given, Millet says he does not want to pinpoint exactly which sculpture represents what, but encourages the viewers to use their own imaginations and creativity to enjoy his artwork.



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；像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。

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.

※ 本展點自7/22正式展出。展品脆弱，為了您自身安全，請勿碰觸或推撞。
The artworks will be on view from July 22.
Fragile artworks. For your own safety, please keep at an appropriate distance.



Tola WEWE

希望之心/真情定格/皇家選粹

Heart of Hope / Footage of Affection / Royal Selection

壓克力·畫布

Acrylic on Canvas



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

仁愛路四段169號
169, Sec. 4, Renai Rd.

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



1959年出生於奈及利亞的 Tola Wewe，在1991年成為全職藝術家前曾從事過漫畫家的工作。在他的作品中，傳統非洲藝術的斑斕色彩一覽無遺，同時也感受到各式非洲符號、面具等圖騰在畫面中流轉。他曾描述當創作時，他就像個傳遞者，與祖先有了情感思想的交流，好似進行了一場遙遠的旅程，描繪出無法看見的內在精神，也同時傳達了具幻想式的經驗。

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.



Born in Nigeria in 1959, Tola Wewe worked as a cartoonist before becoming a full time studio artist in 1991. The bright colors of traditional African art are immediately clear to the eye in Wewe's work, and African totems, symbols and masks run through it. Wewe once described his role in the creative process as that of a messenger, "communicating with the spirits of the ancestors, and drawing out the invisible spirits - the anjonnu, emere and the ebor - who make the art works...I am the vehicle, and they are the drivers. We go on these strange journeys to the most remote ends of imaginative experience."



大石曉規
Akinori OISHI

豐盛祝福

A Wish of Fruits

大圖輸出

Digital Print-out



富邦金融中心
Fubon Financial Center

仁愛路四段169號
169, Sec. 4, Renai Rd.

24hr
(Mon.-Sun.)



富邦金融中心，位於台北都心仁愛路上的地標建築物，在富邦金控慷慨贊助「無牆美術館」展出模式的同時，釋出自身建築物外牆，成為台北首件巨型帷幕貼圖藝術展出空間，讓藝術家揮灑創意，也讓城市充滿了藝術的能見度與風情。

Fubon Financial Center is the landmark building on Renai Road in downtown Taipei. As the sponsor of "the Museum without Walls," Fubon Financial is lending its glazed façade to make a massive art installation, filling the city with visible creativity and charm.

生活俯拾皆是大石曉規作品的靈感來源，他以簡單的線條勾勒出富有故事性的微笑表情，而他最大的快樂就是將這樣的微笑傳遞給每一個人。

在藝術家心中，每年夏天粉樂町便準時降落在臺北城東，他讓帶著招牌微笑的角色「Ki將」乘著降落傘，帶著愉悅的訊息降落在綴滿豐盛果實的園地：西瓜、香蕉、芭樂、香瓜、橘子、蘋果、葡萄、椰子、木瓜等等九種果實，象徵著粉樂町今年來到第九屆、也象徵著九年來的耕耘甜美結果。

在車水馬龍的城市中行走經過這裡，別忘記抬頭，感受這份繽紛與盛情。

Japanese artist Akinori Oishi gets his artistic inspiration from things in everyday life. Through simple brush strokes, he is able to depict cheerful expressions that each has its own storyline. It is this cheerfulness he brings to the world that gives him the greatest happiness.

Every summer, Very Fun Park arrives punctually in Taipei's East District. Therefore the artist creates this cheerful "Ki-Chan" to land gracefully on a bed of nine different types of fruit: watermelon, banana, guava, melon, orange, apple, grapes, coconut, and papaya. This number nine signifies the ninth anniversary of Very Fun Park and the celebration of our nine sweet and successful exhibitions.

Though it is easy to be caught up in this busy and bustling city, don't forget to enjoy the warmth and happiness that Very Fun Park has to bring.

臺北文創大樓 | 公共藝術設置

松山文創園區中，除了粉樂町的夏日進駐，臺北文創大樓周邊也有幾件別出心裁的公共藝術作品，走逛粉樂町之際，別忘了也一同前往欣賞。



席時斌
Shih-Pin Hsi

野性的寓言 Fable of the Wild

不鏽鋼、鈦金鍍膜
Stainless steel, Acrylic and Titanium Plating

- 📍 臺北文創大樓1F南面入口
1ST Floor South Entrance of Taipei New Horizon
- 📍 菸廠路88號
88, Yanchang Rd.
- 🕒 9:00-22:00
(Mon.-Sun.)



線性、幾何、符號與記憶的雕塑結構是席時斌作品常見的視覺語彙，其將觀眾熟悉的動物形象與長期收集的宗教、建築或文化圖形分解開來處理，再結合一起。靈感來自李維史陀的《野性的思維》，強調文化創意的內涵，在於認識與理解自身的歷史文化、生態環境及在地美學，以此創作巨大鹿角自地面長出，暗喻土地裡富藏的生命，並期許臺灣文創蓬勃發展，在世界的舞台嶄露頭角。

One of the key objectives in regards to the creative cultural industry is to learn and understand one's own historical culture, ecological environment, and local aesthetics, and to apply those learning with creative endeavors that form collective memories and to connect with other cultural viewpoints around the world. The emergence of the giant antlers from the ground is a metaphor for the land's bountiful vitality, and expresses the anticipation for Taiwan's cultural and creative industry's promising future with an increasing global recognition. Under the crescent moon, the mother deer is leaping and the fawns are resting peacefully. As the mirrored surface reflects the surrounding environment and people, a fable of the wild is jointly composed by all.



黃蘭雅
Lan-Ya Huang

源圓 The Circular Origin

鋁合金
Aluminium

- 📍 臺北文創大樓B2挑空中庭
B2 Sunken Garden of Taipei New Horizon
- 📍 菸廠路88號
88, Yanchang Rd.
- 🕒 9:00-22:00
(Mon.-Sun.)

黃蘭雅擅長以自然界的有機生命體作為創作主題，藉由鮮豔的色彩、細胞狀的造型，創造生命力。此件公共藝術創作以圓為出發：圓，在古希臘時代被認為是一種最完整、完美的圖形，由此概念亦衍生出許多哲學思想。呼應臺北文創大樓建築中圓的概念，並在碎形推演中呈現出有機的視覺繁衍，於此讓作品成為植物攀附的支架，也傳達自然與藝術和諧共生的理念。

Huang LanYa, the artist's creative context is inspired by plants, as plants are also carriers for life energy. In the universe, with something small as a single branch and leaf or grand as a majestic mountain, rampant river, or other diverse and complex ecological structures...etc., there exists a hidden order. This order shows that a life form may continuously repeat its self-similar patterns and complete its fractal replication. A life form itself is a micro-universe, while it is enwrapped by the entire macro-universe; this creates the mystery of nature.



徐永旭
Yung-Hsu Hsu

衍·盎然 Evolve · Exuberance

英國瓷
British Porcelain

- 📍 臺北文創大樓辦公室大廳長廊壁面
Office Lobby Corridor of Taipei New Horizon
- 📍 菸廠路88號
88, Yanchang Rd.
- 🕒 10:00-19:00
(Mon.-Sun.)

藝術家徐永旭在陶藝創作旅程中投注了高度決心與毅力，不斷思索如何於有限生命中彰顯最大的價值；其作品擺脫「陶」原本厚重與尺寸等限制，突破過往陶作中難得一見的「大」與「薄」，塑造出巨大且輕盈的量感。於此公共藝術創作概念源自於生命之巢，作品將生物與巢窠間增生蔓延的狀態轉化詮釋。意象如生命的延續與蔓生，將單一進而整體、組合又分解、斷裂卻聯結的單元，不斷地堆積、繁衍、流動、凝結出盎然的風景。

The concept of this artwork is originated from the nest of life, with the nest as the foundation for the fostering and development of life. The artwork is a depiction of the state of growth and extension between the living creatures and the nest, and is also an imagery for life's continuation and expansion, with individual units coming together to form a whole. As the combination begins to disintegrate, each unit is fragmented and then reconnected, and it proceeds to compile, regenerate, move, and congeal into a thriving landscape, with a desire to blossom with life's vigor revealed from the artwork's tranquil quality.



粉樂町 服務中心

Information Center

粉樂週末 服務站

Weekend
Information Desk

● 松山文創園區 | 東向製菸工廠

| 地址 | 臺北市信義區光復南路133號

| 開放時間 | 11:00-19:00

| 服務項目 | 展覽、路線與周邊活動諮詢；粉樂集章兌換

● 誠品生活松菸店 | 文化廣場舊廊

| 地址 | 臺北市菸廠路88號

| 開放時間 | 週六、日 14:00-18:00

| 服務目的 | 協助舒緩週末看展人流

| 服務項目 | 展覽、路線與周邊活動諮詢

● 導覽服務

| 導覽時間 | 約1.5小時

| 定時導覽 | 7/26 - 9/14, 週六、日 16:00於服務中心集合出發

| 團體預約導覽 | 7/21 - 9/12, 週一至週五,

每日開放以下三時段申請：11:00、14:00、16:00；

線上 QR Code 申請；完成後將由專人回覆確認。



| 集合地點 | 松山文創園區東向製菸工廠—粉樂町服務中心

| 導覽路線 | 東向製菸工廠 → 誠品生活松菸店 → 553巷展點

● 粉樂贈品兌換

(7/22起, 開始兌換與抽獎活動, 數量有限, 每人限兌換一份, 送完為止)

1. 集滿所有展點章 (20個展點, 共15枚章), 即可兌換2014粉樂專屬贈品一份。
2. 集滿所有展點章 (20個展點, 共15枚章), 並參與任一場好藝市或教育推廣活動, 即可於活動現場參與抽獎。(可參與多場活動, 增加中獎機率!)

7.18 (Fri.) 19:00 OPENING PARTY

臺北文創大樓14樓文創會所 (臺北市菸廠路88號14樓)

憑邀請函入場, 一卡限領一份粉樂好禮

【流程】

18:30-19:00 貴賓入場

19:00-20:00 開幕活動 主持人: Janet

20:00-21:30 藝術交流



粉樂 好藝市

Events

富邦藝術基金會計畫於每月一個週末的午後, 於臺北文創 | 文化廣場舉辦「粉樂好藝市」設計師創意市集活動, 將好創意、好設計、好表演、好音樂, 好電影, 一切美好的事物, 在美好的周末午後, 分享給你, 邀請你一同參與!

※ 備註:

- 因氣候及其他因素, 主辦單位將有權利取消或延期, 並於前一日公告於基金會官網與 Facebook。
- 活動詳情與報名方式, 請至基金會官網或 Facebook 查詢。

特別感謝:

IDN

LE CREUSET

LINE@

Pinkoi

Joint 佳映發行

XIE XIE

周先生
與舞者們

黃金燕麥茶

黃金燕麥茶

地點: 臺北文創 | 文化廣場

FREE

7.19
(Sat.)

粉樂仲夏夜之電影野餐日

15:00-21:00 Pinkoi 設計師創意市集

17:30-19:00 一起來野餐!

邀請你當天攜家帶眷, 帶著野餐墊以及親手特製的餐點, 佐著傍晚徐徐微風, 一邊野餐, 一邊擁抱親子、情人時光!

◆ LE CREUSET x XIE XIE 粉樂町限定餐點 (限量50份)

如何享用: 完成以下三項任務即可免費享用限定餐點一份。

【任務一】7/13-7/16 網路報名成功。

【任務二】前往 XIE XIE (展點) 與粉樂町展品合照, 並於活動當天現場秀出合照。

【任務三】攜帶野餐墊。



花案壽司—企鵝與蒲公英

嫩煮雞胸肉佐洋蔥醬

醋醃紫蘇蕃茄小黃瓜

夏日野菜與日式蕨餅

※ 報名者需年滿18歲, 免費餐點以一戶一份為限。

◆ LE CREUSET x XIE XIE 一起動動手

如何參加: 7/13-7/16 透過網路報名之前20名者, 即可參加「花案壽司—企鵝」動手做活動!

※ 未滿10歲報名者, 需請一位家長陪同。

19:30-21:00 戶外影展《幫老爸拍張照》Capturing Dad



獨自將兩個女兒拉扯長大的母親, 獲知前夫癌末, 請女兒代為探視, 希望她們拍張父親的照片回來, 好看丈夫最後一眼。姊妹倆也很期待再見到模糊記憶中的溫柔老爸, 然而迎接她們的人, 卻是同父異母的年幼弟弟...

當天19:00-21:00只要秀出您與老爸的合照, 上傳至富邦藝術基金會

Facebook 並留下對父親的一句話, 即可帶走超值好禮!

當天15:00-21:00穿著粉紅服裝或配戴粉紅配件者, 即可現場免費領取「黃金燕麥茶」一瓶。(數量有限, 送完為止)

粉樂 好藝市

Events

地點：臺北文創 | 文化廣場

FREE

8.17
(Sun.)

周先生與舞者們 2014「舞蹈旅行計畫」

15:00 巴洛克花園演出



17:30 文化廣場演出

原作遠征倫敦、紐約比賽、演出，獲得熱烈好評。回到臺灣，激起以舞蹈在城市溝通的意念，2011年開始將表演帶上街去，在每年夏天選擇離開劇場，從一個概念延伸開始走到戶外，以不搭台不架燈的形式，免費在臺灣各城市的公共空間演出的計畫，至今已經走過十座城市，完成45場演出！今年「舞蹈旅行計畫」邁入第四年，將拜訪彰化、南投、雲林，最終站回到臺北！在充滿記憶的大城小巷裡，在人文史蹟的城鎮風景中，跳舞給你看！



團隊介紹 | 周先生與舞者們

由編舞家周書毅成立於2011年。迄今將邁入第四年，以「舞蹈旅行計畫」做為藝術推廣的軸心，開啟一道小門在街道、在城市裡自然表述，讓更多人看見、相信「舞蹈」存在的意義。策畫「下一個編舞計畫」發掘、累積創作的實驗平台。希冀用舞蹈，為藝術與社會搭建一個良好的媒介與溝通，經由舞蹈，提供另一個觀點看待週遭環境。

當天15:00-18:30穿著粉紅服裝或配戴粉紅配件者，即可現場免費領取「黃金燕麥茶」一瓶。（數量有限，送完為止）

地點：臺北文創 | 文化廣場

FREE

8.23
(Sat.)

粉樂搖搖擁抱日

15:00-21:00 Pinkoi 設計師創意市集



Pinkoi 成立於 2011 年，是亞洲最大的設計商品網路購物商城，堅持賣好設計，熱愛限量生產與原創設計，集結超過數千個設計品牌，販售十多萬件獨特商品。無論你想要為自己增添有品味的行頭，或是替重要的人尋找充滿巧思的禮物，Pinkoi 都是你不可錯過的挖寶秘密基地！粉樂町 x Pinkoi 當天集結邀請 60 個設計師品牌在現場等著你！

60 個設計師品牌在現場等著你！

16:00 / 18:00 粉樂町 x LINE@ 夏日搖搖購物日

粉樂町 x LINE@ 邀請您跟著我們一起啟動夏日有氧運動，現在就拿起你的手機搖一搖，搖出生活新體驗，不但搖出創意市集、東區店家優惠等資訊，還有機會得到限定小禮物！另外偷偷告訴你，LINE FRIENDS 卡通明星熊大、兔兔與鰻頭人將現身活動現場，和你一起熱情搖一夏喔！



粉樂町 x LINE@ 夏日購物祭

8/23-8/31 活動期間，凡於東區使用 LINE@ 搖一搖，並前往指定店家消費，不僅可享超值優惠，還可獲得 LINE@ 抽獎小卡，掃描 QR code 至抽獎登錄頁面填寫抽獎資訊，即有機會獲得 LINE 限定好禮！機會難得，趕快行動！

16:00-18:00 粉樂擁抱公仔彩繪

費用：每人300元，開放網路報名
參與年齡：10歲以上，歡迎親子報名
人數限制：每場30人，額滿為止



◆ 來不及報名「粉樂擁抱公仔彩繪」活動的朋友別心急，當天還有提供大型觸控螢幕讓大家免費手繪【擁抱電子明信片】，還在猶豫什麼？快來加入擁抱的行列！

粉樂 好藝市

Events

地點：臺北文創 | 文化廣場

FREE

9.13
(Sat.)

粉樂金旋創作演唱會

15:00-21:00 Pinkpi 設計師創意市集

18:00-21:30 粉樂創作演唱會

政大金旋獎31年來持續致力於給予愛音樂的創作者一個舞台自由抒發，無須拘束音樂的模樣；粉樂町9年來無私的提供藝術創作者展出空間。目的只希望這個城市，聚集多方的創作能量彼此交會與激盪！

【演出團隊】

★ 少年白 Grey Youth

少年髮白，第31屆金旋獎創作組季軍
屏東市郊新世代憂鬱渾噩喝酒頹廢性衝動青年



★ 柯泯薰

第27屆政大金旋獎團以〈卸下〉一曲獲得創作組亞軍，更為第28屆金旋獎創作主題曲〈遊樂 Play〉，從小有過動症的她，唯有音樂，才能讓她長時間安穩地坐在一張椅子上，瘦小的身體抱著大大的吉他，哼起具有穿透力的嗓音。



★ 麻花捲怪獸 Twisted Donut Monsters

第29屆政大金旋獎以〈淪喪〉一舉拿下樂團創作組冠軍。時而清亮、時而撕裂的聲響，配合著情緒的狂潮，訴說著成長時的迷失與社會的無理、冷漠，並嘗試以音樂告訴大家從痛苦與悲傷之中掙取希望。



★ 脆樂團 Crispy

第29屆政大金旋獎創作組季軍。把木吉他為主的民謠曲式，放進取樣器編造的聲響空間，再以各式各樣的小樂器點綴，調配出Crispy的音樂基底。雙主唱截然不同的兩條聲線，交織成一個獨一無二的「聲音」。



表演團體陸續安排中，請以官網與 Facebook 最後公告為主。

藝術 推廣

Educational
Programs

7.20
(Sun.)

地點：松山文創園區 | 東向製菸工廠

現地製作的無限可能 (※ 講座現場備有專業翻譯人員)

粉樂講座

時間：7/20(日) 14:00-16:00

主持人：黃位政 | 國立臺中教育大學管理學院院長、
文化創意產業設計與營運學系教授

主講人：Michael Johansson、Buff Diss、游文富

費用：免費

報名方式：採網路報名



【講座簡介】

瑞典藝術家 Michael Johansson 從松山菸廠中選擇對應的漆色，將物品以井然有序的堆疊方式，轉換為色彩和諧的俄羅斯方塊；澳洲藝術家 Buff Diss，擅長以膠帶貼出簡潔卻細緻的街頭幽默；台灣藝術家游文富，擅長以羽毛與竹枝結合不同的環境，產生極富詩意的地景藝術創作。本講座邀請3位來臺北現地製作的藝術家，一同分享他們如何運用當地的素材，透過巧妙的排列和組合，激盪出藝術與環境的趣味對話。

藝術推廣

Educational Programs

愛的抱抱彩繪工作坊

7.27
(Sun.)

8.21
(Thu.)

8.23
(Sat.)

場次：每場人數限制30人

場次	時間	地點
A場	7/27(日) 14:00-16:00	臺北文創大樓6F
B場	8/21(四) 14:00-16:00	誠品生活松菸店3F Forum
C場	8/23(六) 16:00-18:00	臺北文創 文化廣場

費用：每人300元

參與年齡：10歲以上，歡迎親子報名

報名方式：採網路報名

【講座簡介】

2014 粉樂町以「擁抱」作為展覽主張，藉由行動揚起溫潤的情緒感染力，並以此串聯人際的互動交流。本場工作坊以藝術家蔡潔莘的作品《讓我們今天就擁抱吧》為雛型，等比例縮小製作高約20公分的白色素坯，邀請大家一起彩繪出最溫暖的裝扮，送給彼此一個最熱情的擁抱。

【藝術家簡介】

蔡潔莘，1982年生，畢業於國立台南藝術大學造形藝術研究所。她擅長運用具有溫度、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。



B場
特別感謝：The Escape Artist

8.27
(Wed.)

地點：誠品生活松菸店3F Forum

新媒體藝術—創造生活的驚嘆號

時間：8/27(三) 19:00-21:00

地點：誠品生活松菸店3F Forum

主持人：邱誌勇 | 靜宜大學大眾傳播系教授、
臺灣科技藝術學會秘書長

主講人：王仲堃、劉耀中、莊志維

費用：免費

報名方式：採網路報名



【講座簡介】

王仲堃關注於聲音藝術與動力裝置，並以各異其趣的節奏與人進行互動；劉耀中將文字作為創作思考的起源，在文字標語化的轉換間，與空間形成幽默的對話；莊志維擅長運用光與互動裝置進行空間創作，關注能量在人、物件、空間與環境場域之間流動的相互關係。本場講座邀請3位臺灣新生代藝術家，運用聲音、文字、光線等不同媒材表現手法，呈現豐富且有趣的多元面貌，且聽他們如何用新媒體藝術創造生活的驚嘆號。



藝術
推廣

Educational
Programs

9.06
(Sat.)

地點：誠品電影院（菸廠路88號B2）

費用：免費

報名方式：採網路報名

粉樂電影



歷時5年、橫跨11國拍攝紀錄
太陽馬戲團表演藝術身經歷
絕美極限
Grazing the Sky

《絕美極限》 用生命挑戰人體之美！

導演：奧拉西奧·阿爾卡拉 (Horacio Alcala)

劇情簡介：

空中飛人在舞台上高難度動作令人嘆為觀止。曾參與劇團藝術多年的紀錄片導演阿爾卡拉，歷時5年跟訪世界各地8位特技舞演員。絕美的攝影風格紀錄飛人們跳躍延伸的肌肉線條，令人屏息的瞬間反應，劇團生活的紀律與永不停息的訓練和挑戰。

14:00
15:30

※ 本片與太陽馬戲團合作，為臺灣首場特映會。



《一首搖滾上月球》 用生命吶喊搖滾之夢！

導演：黃嘉俊

劇情簡介：

六位家中有罕見疾病孩子的父親，組成了一支業餘搖滾樂團【睏熊霸】，平均年齡52歲的他們，打算挑戰高手雲集的海洋音樂祭，結果會如何發展呢？

16:00
18:00

※ 本片榮獲2013年台北電影節觀眾票選獎。

ART TAIPEI 2014

台北國際藝術博覽會
10/31 - 11/3
www.art-taipei.com

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