

**Executive Yuan 28th Science and Technology
Consultant Conference
Discussion Topic 1: Cultural Creative Society**

**Topic 1.1: Constructing Cultural
Creative Environment**

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1. Preface

The Current Problems in Taiwan's Cultural Creative Environment

Taiwan is facing many problems in cultural creative environment, the most serious of which are the dispersion of culture governance, the serious shortage of cultural funds, the unbalanced allocation of cultural exhibition and performance facilities between north and south, low utilization rates of cultural properties, the disband of performance groups due to financial crisis, the unsatisfactory environment of cultural creativity industry, the enhancement of people's aesthetic competence, as well as the integration difficulty of technology and arts.

The Current Problems in Taiwan's Cultural Creative Environment

For the aforementioned problems, the Council for Cultural Affairs will endeavor in administration to make improvements.

This report is aimed at presenting our concept of ideal and current projects regarding the last two issues:

- (1) the cultivation of people's aesthetic competence**
- (2) the integration of technology and arts.**

Your comments and advice are very welcome.

2. Current Implementation

Cultivating people's aesthetic competence:

The important essential of culture development lies in the participation of “ordinary people”. The artist creates the artworks by his ingenuity; however, a cultural society needs more audience who can appreciate artworks.

In the pyramid structure, a deeper solid foundation provides more possibility of upward-continuation height.

Cultivating people's aesthetic competence is the important momentum for culture to develop continually. It is also the foundation for the cultural creative industry to develop.

Concept of Cultural Citizenship

1. In trace to the development of moving towards the highly civilized society, our country has obtained great achievements in economic development and political democracy. Afterwards, the important task for us is to shape “the cultural citizenship” by means of arts and culture.
2. What the cultural citizenship means is that the citizen emphasizes the awareness of self-conscious regarding culture; especially emphasizes the relationship between responsibility and obligation, not the unilateral enjoyment.

What is “Aesthetics in Taiwanese Daily Life Movement” ?

To enhance our people’s living environment, it is necessary for people through their spontaneous sense of responsibility to take the realization of “beauty” as their duty and practice it in the public and private spheres

If this can be done, it is no longer impossible to create environment beautification as well as the healthy and sound art ecology. The social movement, emerging from this viewpoint, is called “Aesthetics in Taiwanese daily life Movement” .

Total funding for this Movement proposed by the Council for Cultural Affairs is approximately 2 billion NT dollars, and this project is scheduled to be implemented in four years (from 2008 to 2011).

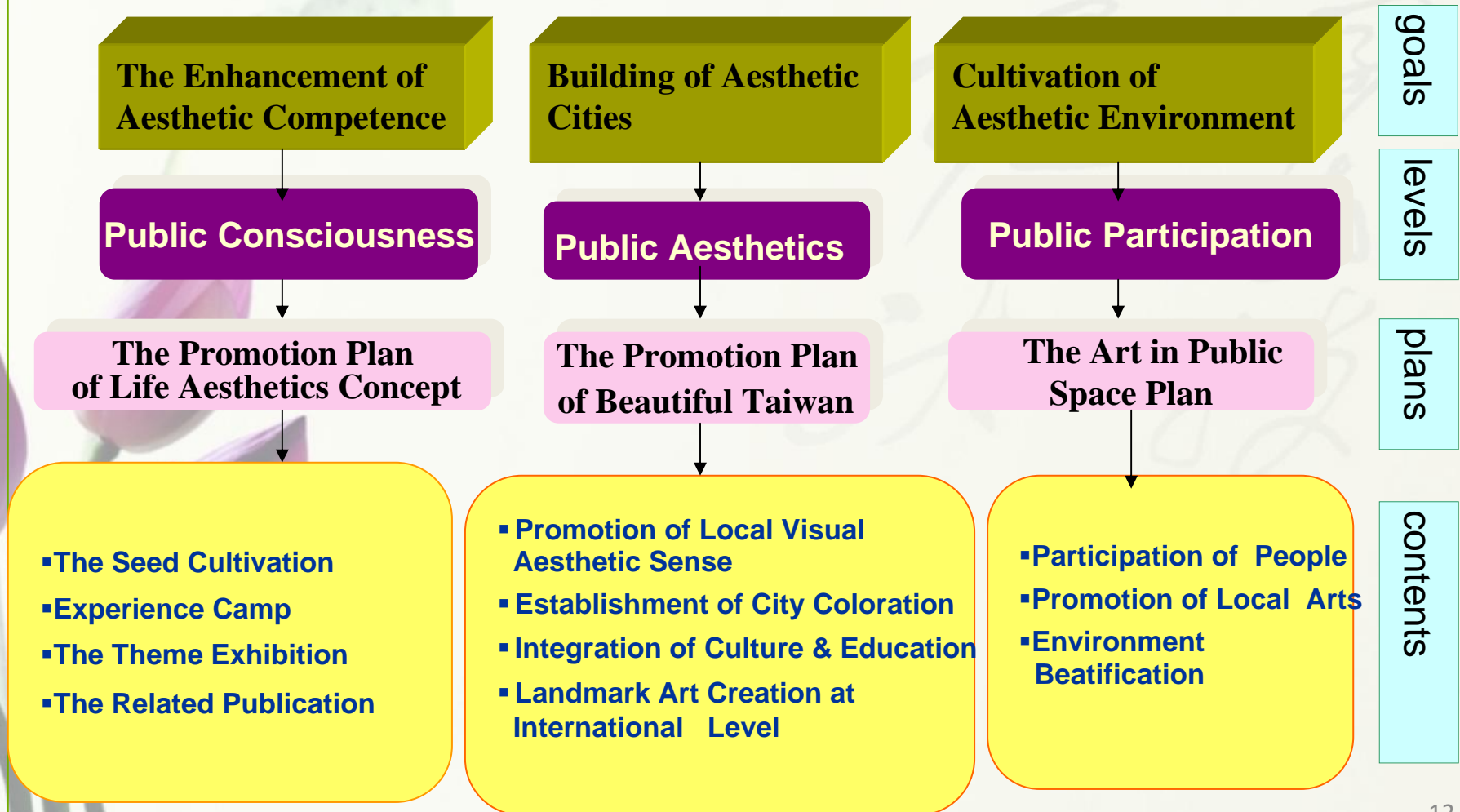
Vision of “Aesthetics in Taiwanese daily life Movement”

1. To enhance people’s aesthetic competence by promoting concept of aesthetics.
2. To establish people’s appreciation and pride by building aesthetic environment.
3. To promote arts in public places.

Three Aspects of “Aesthetics in Taiwanese daily life Movement”

1. To enhance people’s aesthetic competence and to foster citizens’ “public consciousness” by means of “the promotion plan of life aesthetics concept”.
2. To improve aesthetics quality of living environments, to build aesthetic cities, and to develop “public aesthetics” by means of “the promotion plan of beautiful Taiwan”.
3. To promote arts in public places and to achieve the ideal goal of “the public participation” by means of “the art in public space plan”.

“Aesthetics in Taiwanese daily life Movement”



2.1.1 The Promotion Plan of Life Aesthetics Concept

By cultivating people's attention and realization to aesthetics and by presenting the large-scale aesthetics experience, the discussion panel, the exhibition, as well as the aesthetics curriculum and lectures for seeding talented persons, this plan aims to progress the social education of the life aesthetics and to enhance comprehensively people's aesthetics appreciation.

Total funding for the plan is approximately 0.3 billion NT dollars.

(1) The seed cultivation project of life aesthetics

This plan aims to provide aesthetics training for the principals in the middle and elementary schools, the teachers, the officers responsible for implementing the important administration projects and procurement, the chief officers of institutions, the liberal arts workers for community building, the volunteers.

These seeding talented persons will play an important role of dissemination in promoting aesthetics sense of children and administration aesthetics of officers in the future.

(2) Experience camp project of life aesthetics

Through the organization of various experience camps, people have opportunities to learn in-depth aesthetic sense and to understand nature beauty for four seasons, such as oil cauliflower, tung oil tree flower, camphor tree, Arab league, and awn grass.

(3) The theme exhibition project of life aesthetics

People can be aware of the variety and in-depth significance of life aesthetics by the organization of theme exhibition of life aesthetics, beginning with the public life aesthetics, such as the advertisement, the iron window fence, the street furniture, the daily necessities, the environment beautification, the folk festival, and the visual design.

(4) The publication Project of life aesthetics books

The experts and scholars are invited to publish their concept and idea of life aesthetics.

(5) The platform project of life aesthetics

This project aims at the establishment of a promotion platform for life aesthetics, the composition of “the advisory committee” and “the working groups in special case”, which are responsible for evaluation, direction, and implementation. The governmental officers concerned will be invited to participate in the consultation according to case characteristics.

By means of the composition of expertise and duty separation, each sub-plan of this plan will be effectively implemented.

2.1.2 The Promotion Plan of Beautiful Taiwan

The municipal governments in all of the counties are encouraged to pay attention to the promotion of live aesthetics idea in their jurisdiction areas. Through various administrative measures, the aesthetics quality of living environments is enhanced in their jurisdiction areas, and people's understanding and appreciation of life aesthetics are strengthened.

Total funding is approximately 1.3 billion NT dollars.

(1) The project of promoting local visual aesthetic sense

The local government selects the appropriate location to carry on the promotion project of aesthetic sense as well as proposes the related subsidy measures and is encouraged to present the proposal to the Council for Cultural Affairs..

After the proposal is approved by the Council for Cultural Affairs, the local government will implement the plan with the financial support from the Council for Cultural Affairs.

(2) The Project of Establishment of City Coloration

By studying the local color characteristics from the points of natural landscape, the folk culture, the traditional festival, and construction at historical site, the local government presents the city coloration standard and the related subsidy measures and is encouraged to present the proposal to the Council for Cultural Affairs.,

After the proposal is approved by the Council for Cultural Affairs, the local government will implement the project with the financial support from the Council for Cultural Affairs

(3) The Project of Integration of Culture and Education

The local government is encouraged to develop the aesthetic curriculum in the middle and elementary schools, as well as to cultivate seeding teachers.

The students are guided to visit exhibitions, performance, art museums, local cultural facilities.

Through the above activities and a series of aesthetic workshops, gradually establish the mechanism of cultural participation.

(4) Landmark Art Creation Project at International Level

The Council for Cultural Affairs proposes this project and calls for entries which have the essentials of the “sightseeing potential, public property, and broad hinterlands” from the municipal government of county.

2.1.3 Public Program of Arts Participation

- **The Council for Cultural Affairs proposes “Subsidy Plan for Public Program of Arts Participation” and calls for proposals from the art groups of private sector. The proposal, a competition plan, will be implemented after evaluation and approval by the Council for Cultural Affairs; however, the fund will be allocated after the draft is approved.**
- **Total funding is approximately 0.3 billion NT dollars.**

- **Emphasizing the characteristics of “public” and “self-consciousness” in operating, the Council for Cultural Affairs subsidizes the art groups of private sector to operate.**
- **By means of the activity of art in residence, the artist is encouraged to make in-depth communication with the community. Through local people’s participation and community discussion, the artist is also encouraged to beautify local space which needs transforming, such as the wall surface, the embankment, the street furniture, the parapet, the park, and the bus-stop shelter.**

2.2 The Integration of Technology and Art

Digital technology brings the revolutionary impact for the contemporary art development and digital art becomes an important trend in international contemporary art community.

Taiwan has been well-known for the science and technology industry. In Taiwan, the energy of art creation is abundant, as well as Taiwan has the superiority of technology foundation and the potential of development in digital technology.

2.2.1 “Digital Art Creation” Plan

- The “Digital Art Creation Plan” is one of the sub-plans of first issue of “the Cultural Creative Industry Development Plan” by the Council for Cultural Affairs. It aims to popularize digital art and to make Taiwan an important base for international digital art.
- This plan aims to unify the Taiwan’s development superiority in science and technology industry, to integrate technology and art professionals, as well as to promote digital art to people's daily life through the regular digital art shows.
- This plan also anticipates cultivating more receiving population in digital art and professionals of digital art at international level by the education plan of digital art promotion in different fields.

(1) Operation of Digital Art Activity

By means of international exhibition of digital art, seminar, forum, this activity aims to introduce the newest trend of international digital. It also aims to promote people's appreciation and creativity in digital art, as well as to develop digital art displays of Taiwan characteristics.



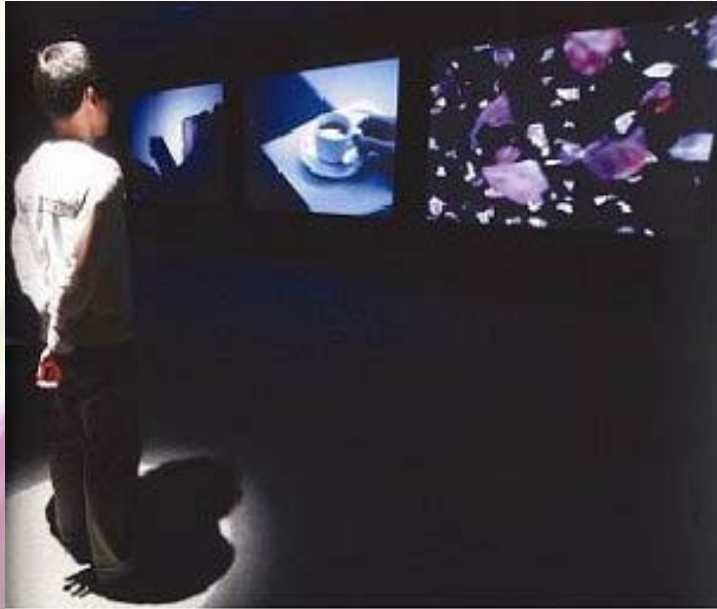
A. “NAVIGATOR - Digital Art in the Making” Opening ceremony

date : 07/04/ 2004 — 09/05 / 2004

visitors : 68,000



B. “Climax—The highlight of Ars Electronica”
date : 07/03/ 2005 — 08/28 / 2005
visitors : 100,800



C. “Vision & Beyond” Exhibition

date : 01/21/ 2006—03/12 / 2006

visitors : 80,460

D. “Regeneration of Digital Art”

The International Symposium on Digital Art in Taiwan

date : 12/14/ 2004 – 12/16 / 2004



E. “Weather in my brain sound-visual art festival”

date : 01/21/ 2006 — 02/05 / 2006

visitors : 11,560



**F. “Workshop on Interaction Design,
Augmented Reality , and Telecommunication
in Taipei, Taiwan”**

date : 06/16/ 2006—06/18 / 2006

participants : 150

content : cooperate with MIT Media Lab.

**include interaction Design,A ugmented Reality,
telecommunication etc.,**



**G. “X generation — The Digital art show archived by
National Taiwan Museum of Fine Arts”**

date : : 04/27/ 2007 — 06/30 / 2007

Place : Engien-les-Bains City Art center, Frence

Contents:

Daniel Lee– Nightlife; Chieh-Jen Chen-The Image of An Absent ; Tung-Lu
Hung-Chun Li; Tien-Chang Wu-Spell to Shift Mountain ; Ya-Hui Wang-
Falling; Guang-Ming Yuan-The Reason For Insomni; Tien-Chang Wu-
Show the Mutual Concern



(2) Establishment of website: www.digitarts.org.tw



2.2.2 “Digital arts ark” plan

The objective of this plan is to set up a “digital arts resources integration platform” targeting young students and digital artists to provide a digital arts information center for handling digital arts activities, digital arts publications and documentary filmmaking, a creation workshop for education purposes, a space for complex experimental exhibitions and a technical skill advisory.



(1) Taiwan Digital Art and Information Center

The objective is to encourage interaction and facilitate the exchange of information between digital artists and people involved in digital creative industries.

It also aims at providing substantial resources and support for digital artists. The ultimate goal is to assist in the development of digital art in Taiwan's creative industry.



(2) providing digital arts activities

A. 「Digiark」 Opening Exhibition

date : 03/25/ 2007 — 06/30 / 2007



B. Blinding Light Show

date : 03/23/ 2008



C. U15—Digital Arts learning Camp for teenagers

date : 2008.07.02-05

2008.07.09-12



(3) digital arts publications and documentary filmmaking.



3. Current obstacles

3.1 Lack of professional digital arts manpower

At present, only about 10 universities in Taiwan have established technology arts or media arts related departments and they only cultivate very few digital artists. Due to limited budget or lack of technical skill, digital artists still apply “low-tech” methods in their works. Most technology professionals tend to work in the high-tech industries. As such, the artists still need to look for help from outsiders in order to solve problems associated with digital arts exhibitions and experimental interdisciplinary work.

3.2 The concept of originality authorization still requires promotion

The creation of digital arts usually requires interdisciplinary partnerships. As part of a team, artists are often responsible for creating and delivering ideas and technologists are responsible for implementing them.

This type of joint-creation involves the authorization of copyright. Especially, if the digital arts are duplicable, there are questions about who owns the joint-creation. Are the artists willing to give technologists credit as “joint-creators” or are the technologists willing to transfer all the core skills to the artists? Indeed, the subject of digital arts creation authorization requires further discussion.

3.3 The difficulty in integrating technology with arts

Artists get used to working independently, yet digital artists usually have trouble in resolving technical problems. As for technologists, they may produce high productivity but often lack art creativity.

Therefore, cooperation and communication between both parties is necessary. This kind of cooperation could soften the technology and bring more ideas and applications..

4. Action proposal

4.1 Developing the public's interest in arts

Continuously implementing the “Aesthetics in Taiwanese daily life Movement”, which includes:

- 4.1.1 Promoting the “Aesthetic Life Concept Promotion Plan” by way of seminars, developing and encouraging the spread of the idea of aesthetic life to everyone.**
- 4.1.2 Promoting the “Beautiful Taiwan Implementation Plan” to encourage each county and city to focus on the implementation of aesthetic life and to improve the quality of aesthetic life in each county/city to develop the public's awareness of aesthetic life.**
- 4.1.3 Promoting the “Arts-in-Public-Space Plan ” to encourage artists and the public to voluntarily engage in arts activities in public spaces to create a beautiful life environment.**

4.2 Improving communication between technology and arts

4.2.1 Solving the communication problem between artists and technologists through the integration of arts and technology demonstration plans.

- 1. Subsidization of the plan of interdisciplinary cooperation between arts and technology departments. Through the implementation process, arts and technology department students can be guided on how to communicate with each other.**
- 2. Subsidization of communication between artists and technological corporations in order to obtain high productivity performance.**

4.2 Improving communication between technology and arts

4.2.2 The Ministry of Education is conducting the “Humanism Digital Education Project” under “Humanism Revolutionary Education Plan”. Through this project, the promotion of digital creation lessons/programs can be enhanced.

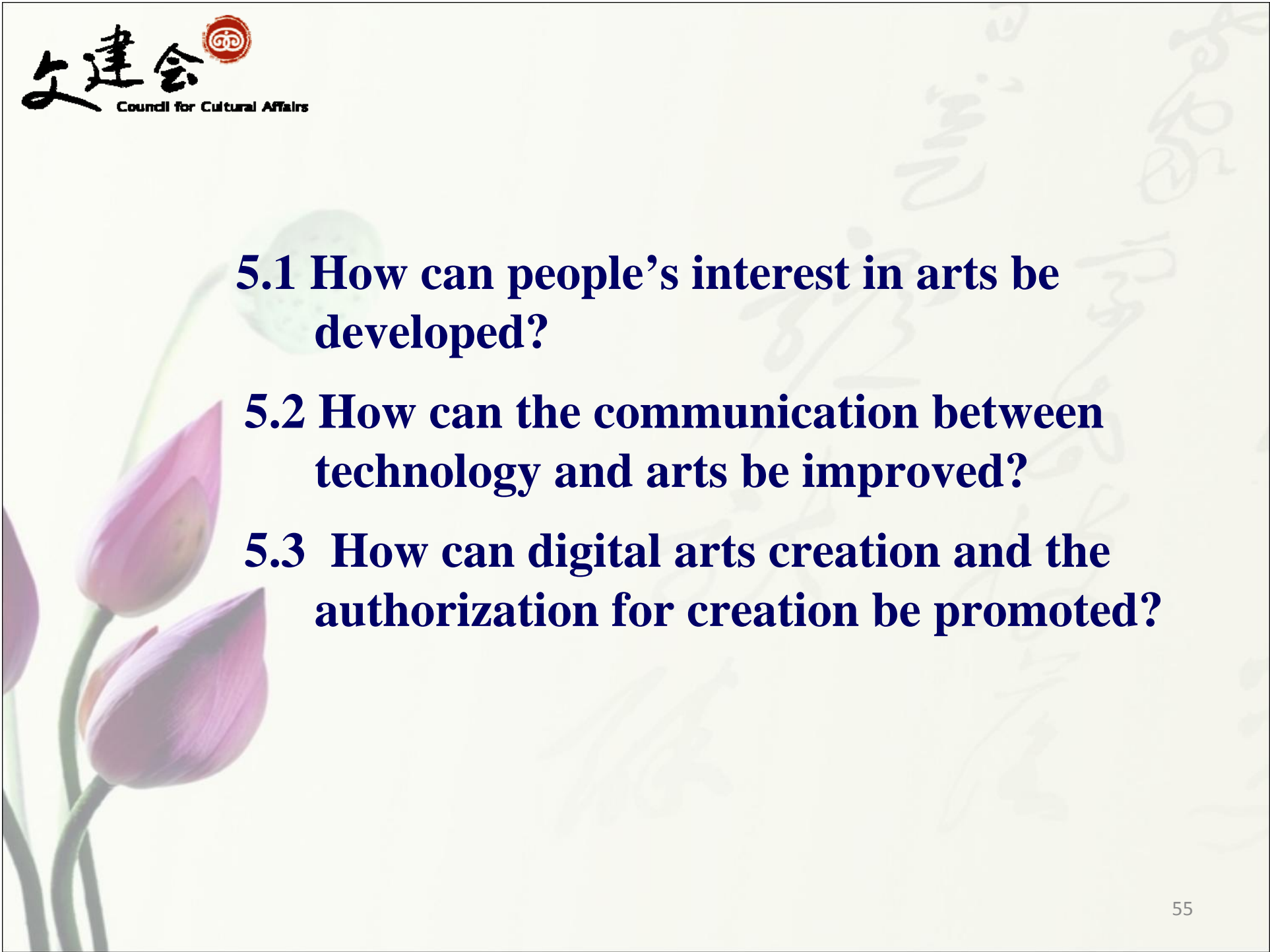
4.3 Enhancing the promotion of digital arts creation and the authorization

4.3.1 Continuously promoting the “digital arts creation” plan to integrate artists with technologists based on the advantage of technology development in Taiwan.

4.3.2 Enhancing the promotion of the authorization of digital arts creation

- 1. Since the artists do not know much about the application of the Creative Commons (CC) concept, promotion of the CC concept is necessary.**
- 2. It is also necessary to promote the authorization system admitted by artists to those who are not willing to apply CC authorization.**
- 3. Use the “digital arts resources integration platform” cooperation system to promote the value of joint creation to artists and technologists to make them actively share ideas with each other.**

5. Discussion

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- 5.1 How can people's interest in arts be developed?**
 - 5.2 How can the communication between technology and arts be improved?**
 - 5.3 How can digital arts creation and the authorization for creation be promoted?**

Thank you