TAIWAN CULTURAL AND CREATIVE CRAFTS: A CASE STUDY ON CULTURAL AND CREATIVE EXPOSITION OF HUALIEN

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Abstract- As the global cultural and creative industries are rising, people from anywhere in the world employ cultural and creative curation to add product value for economic development. Take Taiwan for example, Taipei, the capital, is elected as the design city of the world 2016. The designs from Taiwan will be seen in the world stage gradually. As Taiwan government aggressively encourages and promotes the creative designs, "Design"has become a distinguished science. How to transfer the cultural elements into a product on its outside appearance and the inside meaning is an important task.
This research probed into the existence meaning and the method of cultural and creative curation. Hualien Cultural and Creative Exposition as an example, the exhibition subject and the character were employed in the in-depth interview to Hualien craftsmen so as to analyze the correlation between local human culture and the creation, and further understand how to completely connect the exhibits with local crafts. After a study on the exposition, this research sets up a design norm for cultural and creative crafts as shown in following three points: (1)Use local material - use Hualien's territorial character as a design pivot, and present it in form of crafts. Let the viewers directly think of the image of Hualien, (2) melt into local culture - duly apply the transformation principle of cultural elements to melting many different elements into one artistic work, and (3) properly connect the craft colors with local terrain features so as to get the best of color application and have resonance with the viewers. It is expected that the findings of this research can be served as a reference material for future curations and researches.

Keywords- Cultural and Creative Crafts, Exhibition Planning of Culture and Creative

I. INTRODUCTION

1.1. Research background and motive

After the industrial revolution ended, this world entered a knowledge economy era. In 21st century "esthetic economy" became flourishing. At the same time every country in the world used "soft power" to create economy for promoting competition force. Among these countries, the UK was the first country to bring up a concept of "creative industry". Then, other countries followed this concept, and many concepts similar to "cultural and creative industries" were derived from this concept. It caused a big wave of culture and creation. Being driven by this wave, Taiwan government regarded the cultural and creative industry as the 4th wave of economic power which followed the 3rd wave known as "information industry", and brought up "Challenge 2008 – National Development Plan" in 2002. Thus, the cultural and creative industry was classified as one of the key industries of national development. Taiwan government tried to develop the cultural and creative industry as an important pillar and a new growth point for domestic economy.

Taiwan had been a high-tech OEM industry and information industry supplier. As the times changed, Taiwan government has vigorouslypromoted the cultural and creative industry over the last few years. Companies with cultural and creative brands were set up one after another. The words "culture and creation" began to ferment in Taiwan people's life. More and more people began to attach importance to the exploration and contact of spiritual level. More people tried to realize this land where they grew up. It indicated that the number of people who participated in the cultural and creative exhibitions was increasing day after day. More and more people were interested to visit the cultural and creative exhibitions.

Through the cultural and creative curation, this research probed into the local crafts, and analyzed the correlation between local culture and the creation. Most of the current exhibitions often seen are of large scale commercial exhibition. Many other exhibitions are much affected by those exhibitions. It results in a commerce-oriented curation mode. This research through cultural and creative curation tries to find a designing norm for cultural and creative crafts, and is expected to provide reference material for relevant curation.

1.2. Objectives of research

It is expected that this research through the designing norm of cultural and creative crafts will boost visitor's sensation, promote our culture, and realize curation's value. Therefore, this research has following objectives:

1. Probe into Taiwan cultural and creative curation on its current status and characters.
2. Generalize the designing norms of cultural and creative crafts through expert interview for the reference of scholars of later days.

II. ARCHIVES

2.1. The flowpath of curation

Yao Wu-Yi, a scholar, brought up a flow path for curation, and he thought that an exhibition consisted of three important factors - curation organizer, exhibitors and visitors. The preliminary curation concept was that the curation team led people to carry out the curation. Thus, the members of the curation team, the members' cooperation mode, the working progress and the sources of expenditure could affect the operation of the exhibition. Therefore, a definite flow path of curation is helpful to carry out an exhibition. The flow path of an ordinary exhibition varies depending on what role the curator acts. The scholar, Kamien, brought up four kinds of modes according to curator's positioning in the team.

1. Developer's mode: the exhibition manager is an education promoter.
2. Team cooperation mode: the curator, the designer and the education promoter are integrated to make a dividing labor plan.
3. Curator's mode: the manager in charge of the exhibition is the curator himself.
4. Broker's mode: provide an enterprise, a museum or an art museum with a complete exhibition plan, and ask one of them to hold the exhibition.

The flow path of carrying out a curation varies depending on the demand of exhibition territory. Su Yi-Ru, a scholar, took" Bohemia puppet's home–traditional Czech puppet show" for example, said that a curation flow path involving international intercourse should include: signing a letter of intent, an exhibition copywriting, an exhibition concept, a plan for developing an exhibition, insuring exhibits for the exhibition, setting up the exhibition, holding an opening ceremony, setting an exhibition date, removing the exhibition, etc…After the exhibition is ended, it is necessary to assess and analyze the benefits of the exhibition.

2.2. The current status of Taiwan cultural and creative curation

Since 2002, our government has categorized the cultural and creative industry as one of national important developing plans. Today, the words "cultural and creative" are a phrase which is very familiar to Taiwan people. At the beginning of this year the Executive Yuan published "Report on Asian Exhibition Industries 2013" which The Global Association of the Exhibition Industry (UFI) asked Hong Kong BSG Company to do. The information from the report shows that the total sales area of Taiwan exhibition was ranked No. 6 in Asia. The growing rate was ranked No.1 in Asia. This information shows that Taiwan exhibition industry is flourishing. (information source: global information network of Executive Yuan 2015)

In this chapter, the research attempted to understand the current status and the features of the cultural and creative curation by means of analyzing Taiwan famous cultural and creative curations – 2014 Taiwan Design Expo, 2014 Taiwan Designers' Week and 2014 Creative Expo Taiwan Concept Preview". From the analysis, the curation experiences were generalized for future study.

This research analyzed the current cultural and creative curations of Taiwan in three directions – curation concept, exhibition contents and exhibition activities so as to understand the nature and principle of cultural and creative curation.

（1）Analysis of curation concept

Table1: Compare the four big cultural and creative curations on their concepts

Exhibitions	Focal points of curation concept
2014Taiwan Design Expo	Face the big ocean. See the passion of Taitung and the natural beauty of southern part of the island. Share Taiwan creative power with the whole world.
2014 Taiwan Designers' Week	The designers having participated in Milano show in last 3 years and about 30 works involving with home decorations and daily life stand for designers' courage to break through a variety of limits of thought – limitless creative ideas, courage and possibility.
Pure Taiwan	Pure nature is rigid outside and nice inside. Through the co-existence of curation and craftsmen, it is found that Hualien jade is as pretty as a poem worthwhile praise. Let Taiwan spirit and character as precious as gold and jade.
2014 Creative Expo Taiwan Concept Preview	Taste Taiwan quality goods. Dress in oriental style for self. Taste thick-mountain-flavor tea grown in black soil. Through the simplest digital technology, people can experience the WAY of "Taste Taiwan".

Comparing each cultural and creative curation with others in Table1 on their concepts, this research generalized following two points as the direction of curation concept.

1. Present Taiwan spirit from small to big
   The curation concepts of four cultural and creative curations were all based on Taiwan territory, cultural group and crafts. These concepts were extended and enlarged to Taiwan cultural spirit, from which viewers could understand what is "Taiwan". Every exhibition all presented a curation spirit of "more localized, more internationalized", and showed nice Taiwan in the world.
2. Closely connected with land
   From the data of Table1, it was found that many of current Taiwan cultural and creative curations

were based on land as a starting point to probe into the beauty of geographical environment and the precious natural resources, and then the exploration was extended to Taiwan spirit which was bred up by the land.

（2）Analysis of exhibition contents

Table2: Compare 4 major cultural & creative curations on their contents

Exhibitions	Contents of exhibitions
2014Taiwan Design Expo	a. Use 10 creative spaces from local material to get 10 city colors of Taitung. b. More than 100 exhibits with design awards at home or abroad to communicate with life c. Installation art which integrates "Bicycle Kingdom" with "LED light general headquarters". d. Creative idea of aboriginals in south island, Taitung local crafts and crops, as well as crafts worldwide
2014 Taiwan Designers' Week	a. Taiwan contemporary designs seen in international markets b. Design transfer of local culture and exploration of designing behavior c. Brand promotion of design industry d. stage for amateur designers
Pure Taiwan	a. Grand banquet with Hualien black jade b. Memorandum of next peaceful and flourishing age c. Jewelry design made of Hualien jade stones d. Excellent creative works made of eastern coast jade stones
2014 Creative Expo Taiwan Concept Preview	a. Six items of Taiwan culture and creation – lamplight, home decoration, tea ceremony, mid-size furniture, recreation and gifts with local characters. b. motion of digital dynamic projection c. Oriental clothes being humble and pure

III. SET UP A DESIGN NORM THROUGH EXPERT INTERVIEW

3.1. Expert interview

Exclusive interviews were done to Professor Li Fu-Yuan, the adviser ofPrajna Design Company, the Curator and General Manager CHEN Jun-Liang and several Hualien artists in order to probe into the creation spirit and crafts. A craft design norm of cultural and creative curation was set up through professionals' viewpoints and by means of sharing cultural and creative curation methods.

3.2. Expert interview

Experts' cultural and creative curation methods were arranged from the interviews. The applicable craft design norm included following points:

1. Use local material: Consider not only the theme, but also the culture features of natives and the existence value of society. Keep the advantage of local originality. Avoid complicated designs to affect the atmosphere. Present the exclusive spirit of local culture.
2. Local culture: Employ the transfer principle of cultural elements timely so that a creative work itself acting different roles communicates with the exhibition space. Let the space closely linked and inseparable with the creative works so as to present curator's curation philosophy.
3. Color application: Design colors according to local seasons and terrain feature, and matches the color tones of handicrafts so as to present complete terrain features.

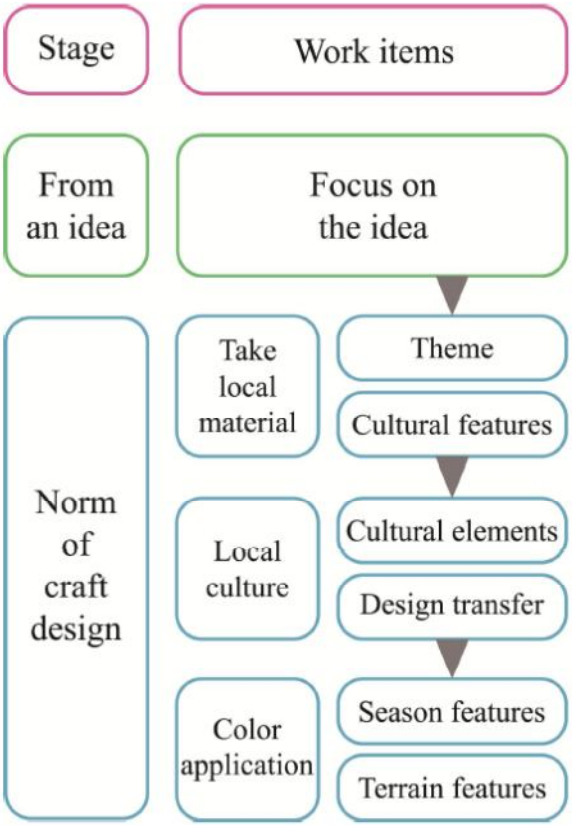


Fig.1.Norm of craft design

IV. ANALYSIS OF CASE STUDY ON CURATION DESIGN

4.1. Craft design

From this research three norms of craft design were derived. The cultural features were presented through visual communication, such as using local material, local culture and color application. Through abstract and tangible transfer, "2014 Hualien Cultural and Creative Industry Exposition" gathered Taiwan native cultural elements to present the virtue of local culture

in form of various carries. Let the visitors completely melt themselves in the exhibition environment, and be touched.

2014 Hualien Cultural and Creative Industry Exposition

Concept of curation
The curation team integrated "tradition" with "modern method to create a new age on cultural and creative exhibition. The curator thought that when the cultural and creative industry was flourishing, a modern designer should embody a spirit of "more localized, more internationalized".

Hualien Cultural and Creative Industry Expositionintegrated Hualien local crafts with Taiwan cultural and creative design, let the curators in different domains contemplated how to tell a cultural story well, let the whole world see the Hualien culture and creation, and let people see Taiwan as magnificent treasure and with eternal value.



Fig.2. Exhibition space of Mountain shapes



Fig.3. Exhibition space of Mountain shapes



Fig.4. Exhibition space of wood growth



Fig.5.Exhibition space of water-feeling

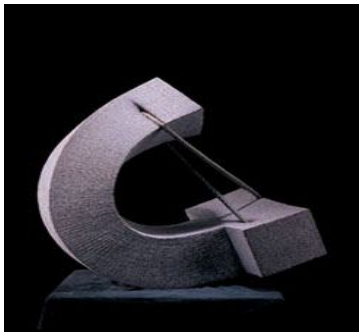


Fig.6.Stone carving



Fig.7. Stone carving



Fig.8.Woodcarving



Fig.9.Woodcarving



Fig.10.Woodcarving



Fig.11.Textiles



Fig.12.Textile



Fig.13.Leather carving



Fig.14.Leather carving

4.1. Application and analysis on design norm

Table2:"2014 Hualien Cultural and Creative Industry Exposition" on its design norm application

Design norms	Analysis
Use local material	All the exhibits of crafts come from local material, such as stone, wood and cloth from Hualien. The exhibition hall was built in 1969. At that time it was a warehouse to store semi-finished Shaoxing wine. Therefore, on the floor there are many circles of dints caused by stacking wine jars in layers. The overall building is built by early-stage cement technology, and is a historic building in ancient style. It conforms to the theme of this exhibition. The curator makes use of the environment to highlight the local features, and keeps the environmental advantages.
Local culture	The mountain shape exhibition area comes from the idea that the curator saw the magnificent scene of Hualien Taroko Gorge. He uses a horizontal golden ratio to construct exhibition platforms in different heights so as to present the beauty of Hualien mountain shapes. The stone carving and exhibition platforms are in dark gray to highlight the stability and great of the exhibits in the mountain shape exhibition area. The whole frame of wood growth exhibition area is constructed by log-shaped cardboard tubes. The wooden crafts are displayed in circular form to symbolize that the aboriginals dance around a circle in harvest festival. It is full of satisfaction and respect to Heaven and Earth. The main sense of vision in the exhibition area shows the totems made of wood grains only to stand for aboriginal's spirit. "water feeling" exhibition area symbolizes the magnificent sea of Hualien. The works made of weaving fabrics are handing in the whole exhibition area. The curator uses the softness of fabrics to respond to the charm of water ripples. Hanging pure fabrics presents the softness and

	unique character of the exhibits.
Color application	Responding to "more localized, more internationalized" of the curation concept, the curator based on theterritoriality of Hualien as a starting point and through very impressive geographic image, divides the exhibition area into Grand-Taroko-Gorge based Mountain Shape exhibition area, Wood Growth (wood crafts) exhibition area symbolizing the group culture, and Water Feeling exhibition area symbolizing water ripples. Green, gray, brown and blue are used to present the features of each exhibition area. Let the exhibition space respond to the colors of exhibits.

CONCLUSION AND SUGGESTION

This research collected and arranged the in-depth interview information and the practice of Hualien Cultural and Creative Expo 2014. The findings showed some hints when a cultural and creative curation was actually carried out. Through the analysis of craft design norm, this research has following three conclusions.

1. Use local material. Use geographic sign as the pivot of exhibition design. Show the geographic features on the exhibits of crafts, the selection of colors and the planning of moving line. Let the visitors are directly connected with the local images so as to create a unique attribute and atmosphere for different domains of crafts.
2. Analyze the main spirit of each exhibition area, and apply it not only to the visual sense of propaganda literature, colors and moving line, but also to the appearance of exhibition space. For example, the wood growth exhibition area uses exhibition platforms made of cardboard tubes stands for an image of dancing around a circle, and water feeling exhibition area responds to the hanging fabrics like water ripples. The works themselves acting different roles communicate with the exhibition spaces. Let the space closely linked and inseparable with works, and present curator's curation concept.

At the exhibition planning stage the curation team should completely understand the local culture so as to transfer the culture elements to the exhibition. If the features of local culture can be transferred to the product exhibition style, people will resonate with the contents of the exhibition. The curator's curation concept will be practically realized.

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