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藝文推廣

社區的私房景點
您打算如何尋訪？

城市的創意活水
您計畫如何體驗？

現在開始
用雙腳在街區與巷弄踏查在地的溫度
用創意為城市的臉孔塗抹亮麗的色澤

可以優游在絕美的藝文天空
熱情演繹曼妙的舞姿
也可沐浴在緩慢的文化河流
盡情吐納品味的氛圍

讓我們
優雅地
以美景相期
用煙霞共許

走逛文創的璀璨風光
遊賞藝術的明媚長廊





Arts Promotion

How do you intend to look for private community attractions?

How do you plan to experience the city's living creativity?

From now on
let us walk into alleys and neighborhoods to feel local temperature
and use creativity to paint the face of the city.

You can move about under the sky of beautiful art passionately interpreting it with graceful dance.
You can also slowly bathe yourself in the river of culture breathing the tasteful atmosphere.

Let us gracefully promise each other with beautiful scenery together with haze of cloud and sea.

Walk through the bright scenery of creative culture.
Tour those beautiful art galleries.

創意臺中

創意，潮流與商機聯袂展演，讓臺中更加耀眼。「創意臺中」為創意人每年必定朝聖的重要盛典，透過多元豐富的展演活動，薈萃國內外首屈一指的知名設計人、在地藝術家及新銳設計師同台獻藝。閃光燈下，獨樹一格的創意設計，讓專屬臺中的「創意」與「創藝」精采呈現。

Creative Taichung

Ideas, trends and business opportunities are performing side by side in Taichung. "Creative Taichung" is an important pilgrimage that creative people must make every year. It is here that you see diverse and rich cultural events staged by many best-known designers from home and abroad. Local artists and cutting-edge designers showcase their artworks at the same stage. Under the flash, you find the unique creative design style exclusively belonging to Taichung.



以幸福為語言
奉品味為信念
創意的形貌不可侷限
獨特的視野永遠保鮮

莘莘學子與在地藝師
聯手營造創意莊園

美感在柴米油鹽裡蔓延
優雅在尋常生活中展演

靈光一閃的瞬間
你就是
那一道改變世界的光線



Happiness is our language.
Taste is our faith.
Creativity cannot be limited to its forms.
Unique vision is preserved forever.

Our students and local artists
team up to build a garden of creativity.

Aesthetics spreads in mundane life.
Elegance performs in day-to-day activities.

The moment an idea flashes
upon your mind
you are
that ray of light to change the world.

想像在翻攪
感官被振奮

精銳匯萃
以創意召喚質感生活的實踐
巨擘集結
用美學烘焙人文城市的溫醇

風格漫步於大師展區演繹
家的意象落款在空間的留白
品味昂首在國際獎項發光
美的沉思駐足在左手的謬思

當設計的靈魂貼近哲學
創意的光芒恣現
時尚
不過是亦步亦趨的追隨者

Imagination is churning,
Senses are excited.

The elite converge,
using creativity to call and practice
quality lifestyles.

Great masters assembly,
using aesthetics to bake the warm
atmosphere for this city of humanities.

Styles are strolling and expounding inside
the exhibition halls of great masters.

Imagery of home is inscribed in the space
left blank.

Tastes shine proudly in the international
awards.

Aesthetic meditation stops on the left
hand of Muse.

When the soul of design gets close
to philosophy, the light of creativity is
shining unbridledly.

Fashion
is nothing but a follower picking up the
pace of its creator.....



當設計與生活
遇合而成形

When design and life
meet and take form,

當人道主義與時尚視覺
合而為一

When humanitarianism and
stylish vision
merge,

當藝術與工藝
緊密鏈合之際

When art and craft
are tightly coupled.....,

觀念與實質
將同聲相應
創意與創價
也將唇齒相依

Concept and substance
will correspond to each other
simultaneously
and creativity and value
will also become highly
interdependent.

當「原創臺中」的號角響起
品味將帶有溫熱
文藝也不失歡愉

When the horn of "Original
Taichung" sounds out,
culture and art will taste warm
and keep their joy as well.







猶如遊峰舞鶴
行動式文康專車
越過重重山巒
帶來美麗的信息

山間聽流水魚躍
也聆賞絲竹清亮

幽壑看岳立川行
也坐享原民舞姿

青山映帶 高峰入雲
海拔 2000 的 S1amaw
梨山部落的清新空氣
增添了藝術的清致窈窕

梨山藝術節

一個用愛打造而成的藝術節，憑著一份「要把更多人關懷與藝術資源帶到山上去」的堅持與信念，讓接近藝文表演不再是偏鄉孩子的奢侈夢想！在臺中市政府文化局的積極推動與眾多藝文團體的熱情支持下，一粒粒美學，在山上發芽、茁壯！

Lishan Arts Festival

It is an art festival crafted with love. With a conviction to "bring more humane care and art resources to the remote and backward areas, allowing kids over there to enjoy cultural performances", the Taichung City Cultural Affairs Bureau has been inviting many enthusiastic arts and cultural troupes to perform on the high mountains. Seeds of aesthetics are also sprouting and thriving there!



升高峰閱覽創意繪本
笑聲是山村最悅耳的佳音

入深林彩繪面具漆盤
歡顏是原鄉最動人的畫面

文創的腦 公益的心
用熱情
讓孩子的企盼在山村實現
以創意
讓藝文的種子在部落扎根



Like a crane traveling on mountain peaks
the mobile recreation limousine
rides across numerous mountains
bringing in messages of beauty.

Mountain peaks pierce into the clouds.
Located at an altitude of 2000 meters
Slamaw, or Lishan tribe, is abundant
of fresh air
adding an artistic fit into the clear atmosphere.

You can listen to the flowing water or
diving fish in the valleys.
You can also enjoy the string and
wind instruments played in the peaks.

Deep gorges, high mountains, and
flowing rivers are there for you to
appreciate.

Aboriginal dances are performed for
your entertainment.

Climb the high peaks to read the
creative picture books.
Listen to the laughter, the most
pleasant sound in every village.

Penetrate into the deep forest to see
colored masks and lacquer trays.
Watch the smiling faces, the most
heart-touching pictures in the
aboriginal homeland.

With creative culture in brain and
charity in mind
we use enthusiasm
to realize the hopes of village kids
and use creativity
to plant the seeds of arts into the
tribe.





藝術亮點

用藝術，點亮臺中市！爲了落實「生活藝術化，藝術生活化」的理念，無論是何種類型店家或場館，只要理念相契，固定辦理藝文展演或講座，即可掛牌成爲臺中市藝術亮點。小而美的文化據點，讓臺中每一角落，都充滿藝術的美好況味。

Artspots

Lighten up Taichung with arts! To implement the concept of "living arts and artistic life", the Cultural Affairs Bureau puts up an "Art Highlight" plaque on any store or venue that regularly holds artistic exhibitions, performances or lectures. It is hoped that those small but beautiful cultural strongholds can spread the beautiful art flavor to every corner of Taichung.

城市的高度
以藝術來丈量

The height of a city
is measured by its arts.

都會的質感
用美學來綉印

Urban texture
is printed through aesthetics

大師的畫作鮮眉亮眼
浪漫的旋律精彩蔓延

Great master's paintings are so
colorful and bright
that they spread like romantic melodies.

餐廳茶行暢讀禪意書香
才藝教室陶染人文化育

Restaurants and teahouses are immersed with
Zen and smell of books.

Classrooms are infused with humanity and
culture.

銀行理財與水墨膠彩
水乳交融
骨董家具和油畫雕塑
各臻妙境

Bank transactions are conducted under the
Chinese ink paintings.
Antique furniture and oil paintings are arranged
in exquisite settings.

醫院大廳的鮮明轉變
俯拾可見
候診間以書畫與雕塑妝點
間雜清亮的音符軟化心弦
藝術亮點
以色彩拋光
開展美感的絢麗愉悅
用音樂引言
悅賞文化的幸福馨香

The hospital lobby transforms dramatically.
Waiting rooms are decorated with paintings,
calligraphy and sculptures intermingled with
heart-melting melodies and crisp beats.

Artspots are polished by color,
opening up a world of brilliance and joy
while music introduces us to
the happiness and joy of culture.







「你知道這種檢查多奇怪嗎？
難道我們不能順其自然嗎？」
「我也不好過啊！
總得要找出問題嘛……」

診間大廳人聲鼎沸
低氣壓卻持續蔓延
風起雲湧
戰火挑起似乎只在一瞬間

現場演奏倏地讓輕亮的琴音
由角落飄出
小提琴的音符款款地婆娑起舞

薩拉沙泰的「流浪者之歌」
曲風華麗而富於戲劇性
加上幾段匈牙利民謠
與通俗音樂的旋律
讓在場民眾的身軀都不禁隨之擺動

他偷偷的拾起她冰冷的小手
她大方的還以一個甜甜的笑容……

如果看過〈候鳥來的季節〉這部電影
就知道這種複雜的心情

一直以來他對醫院敬而遠之
但爲了證明正常無虞
他得要收拾起自己的忐忑
和顏悅色的陪她到醫院一起作檢查
他將蒐集的檢體交給護理人員
對護理人員的制式回應
讓他的侷促與靦腆更顯多餘
也讓他內心的不悅變得更難隱藏

If you have watched the movie <The season when migratory birds come>, you would know the complex mood he had.

He has always tried to keep himself away from hospital in the past but now to prove his normality he has to hide his own apprehension and looks happy to accompany her to the hospital for examination.

He handed over his own specimen to the medical personnel. Contrasting to the indifference of medical personnel his anxiety and shyness appeared too superfluous making it very difficult for him to hide his displeasure.

"Don't you know how strange it is to have this kind of examination? Can we cut it out and let nature go its own way?"

"I don't feel better than you! Anyway, we have to find out what's wrong with us. Right?....."

The clinic hall was in hustle and bustle. Low pressure accumulated between them, surging to the brink of war. Quarrel might erupt at any moment.

All of a sudden, live band let light-hearted music waft from the corner. Violin notes were whirling leisurely.

Sarasate's "Gypsy Airs" was so gorgeous and dramatic, while popular Hungarian folk music was so melodious that people at the site cannot help swing their bodies along.

He secretly picked up her little cold hand. She smiled back generously and sweetly.....



定期追蹤的週期
使他成爲醫院的候鳥

從五味子到干擾素
吃的打的
可以試的 他都試了
醫生說只能請他睡眠多點 煩惱少些
想辦法與 C 型肝炎病毒和平共處

還是會緊張憂慮
尤其躺在診療床
超音波的冰冷儀器在腰間游移

Regular follow-up clinic visits
made him a migratory bird to the hospital.

From Schisandra to interferon
he has tried all kinds of medications.
The doctor told him the only way
left was to sleep more
worry less
and get along peacefully with the hepatitis C virus.

He was still nervous and anxious
in particular, when lying in the clinic bed
and feeling the cold ultrasound device
moving around his waist.

However, to look at the colorful wall paintings of butterflies
made his heart fly
and rare calmness
surfaced at long last.

但望著牆上畫作的繽紛彩蝶
他的心隨之翩翩
難得的平靜
終於浮現







文創街區

邀請多位藝術家，妝點臺中街頭，歷史傳統與現代風潮交融出街區文化底蘊，藉由藝術家「創藝」的發想，成就出更多炫目的火花。臺中雋永迷人的獨特魅力，如同一座城市美術館。在藝術的絢麗天空下，閒散舒適的美學風格，是獨厚於這座城市的奢華配饗。

Creativity Arts Street Blocks

A number of artists are invited to decorate the streets of Taichung. Historical traditions and modern fashions are blended by their creativity and arts, forming a special street culture and turning the whole city of Taichung into a dazzling but charming art museum. Under the brilliant sky and amid the idle but comfortable aesthetic atmosphere, citizens of Taichung are enjoying a unique luxury only belonging to their own city.





走訪綠色創意
體驗藍色奇蹟

「樓中樓」
「叢林 / 旅行」
「女孩。星空。旅人」
「在城市的旅行中，
遇見驚喜」
在這裡
連告示牌也會呼吸 ...

創意
靈現以最曼妙的舞姿
藝術

停格在最美麗的表情

後現代
新古典
在
創·藝·街區
深情對望
共譜心曲

Visit the Green Creativity.
Experience the Blue Wonder.

"The duplex apartment"
"Jungle / travel"
"Girl / Starry Sky / Traveler"
"In the city trip, I met a surprise."
Here
even billboards can breathe ...

Creativity
is presented in the most graceful dance.
Art
pauses in the most beautiful expression

Postmodern
and neoclassical arts
look at each other affectionately
and compose heart-felt songs
in
Creativity Arts Central District.

當多年不見的老同學突然來電
驚喜不亞於統一發票中獎

記得那時候
同學的爸爸在中區開中藥房
櫃台後一格一格的抽屜最為神秘
滿室藥草香也是烙得很深的記憶

鄰近的一間老旅館
燈光昏暗
白天看來就頗有拍懷舊片的意境

老同學畢業後就到美國
布魯克林一待就待了二十年
父母先後辭世
中藥房租給了便利商店
老旅館也變裝成了
背包客最愛的精品旅店

同學投宿在當年昏暗的旅店
精品旅店時尚又光鮮
「茄芷袋」從頂樓
垂掛在建築正面
沿著騎樓天花板直至旅店門前
寬細條紋的塑膠網布
早期市場的尋常事物
變身為建物裝飾的創新元素
乍看粗俗
卻有著孤芳自賞的菁英態度
二元對立的高雅與通俗
尊卑序列已盎然顛覆

和老同學一起走進
曾經是中藥房的便利商店
濃濃的藥草香不再
取代的是關東煮和茶葉蛋的
五味雜陳





When his old classmate suddenly called after such a long time,
he was so surprised and delighted as if he won a lottery jackpot.

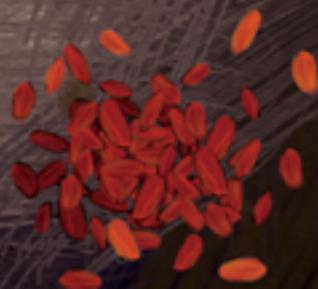
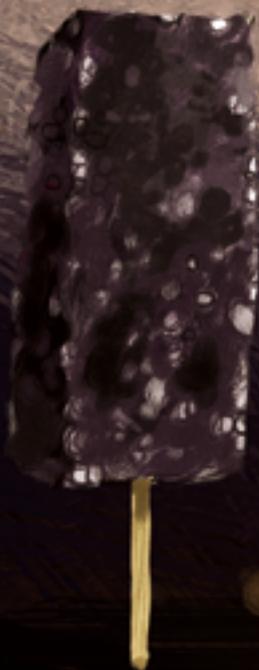
He remembered at that time
the classmate's father opened a Chinese medicine shop in the Central District.
At each drawer behind the counter hid the most mysterious secrets.
Also buried in the deep memory were the herbal scents.

There was also an old hotel nearby.
Dimly lit
it looked like a good place to shoot a nostalgic movie even during the day.

After graduation, classmate went to the United States
living in Brooklyn for twenty years.
Since both his parents died
the Chinese medicine shop has been rented to a convenience store
while the old hotel has also transformed into a backpacker-favorite hostel.

Classmate stayed in this stylish and glamorous hostel, which had been dim-lit back
then,
where a traditional "grocery bag" was hung from the ceiling of the arcade down to the
front gate.
Made of wide pinstriped plastic meshes
the ordinary bag commonly found in the old-time market
is now transformed into an innovative decoration for the building.
At first glance it was vulgar
but it also had a narcissistic attitude of an elite.
Elegant versus common
and noble versus humble, everything is completely subverted.

Walking with classmate into the convenience store that had been his home of a
Chinese medicine shop
They did not smell the thick fragrance of herbs but oden and tea-leave-boiled eggs,
instead.



草悟道藝條通

三個孩子都算爭氣
老大老二都在教書
老三在當銀行經理
假日 孩子們爭相帶媽媽出門
當然 她行程滿檔
時間都得事前預約

兒子帶他走在黃昏的草悟道
拜醫學進步之賜
自從換了人工關節
散步對她不再是苦差事

這幾年臺中變化很大
園道本來就很美
現在變得更漂亮了

斜陽把母子倆的影子拉得很長
隨風翻動的水黃皮葉片
彷彿是天空飛舞的家燕
街道旁的店家一間比一間具有特色
新屋與舊宅的強烈反差
也增添了街區的特有風格

走在這裡
常有置身異國的
美麗錯覺
附近的街區
在文化局
「草悟道藝條通」
的推動下
有人用九個格窗為
老宅的牆面上妝
也有人用馬賽克幫
巷口街角創意拼貼

母子倆享受在藝術街廊
漫步的閒散氛圍
也享受臺中人專屬限定的
喜悅
這是一種 最緩慢的奢侈
也是最浪漫的縱容



An art trip to Calligraphy Greenway

Three sons all live up to her expectations.
The first born and the second born are teachers
while the third born is a bank manager.
On holidays
all of them compete to take her out.
Of course
they have to make appointment in advance
as she has a busy schedule most of the time.

Sons accompanied her to take a walk under the sunset of Calligraphy Greenway.
Thanks to the advanced medical science
she can walk without any difficulty after joint replacement surgery

Taichung has changed dramatically in recent years
The parkway was beautiful before
but becomes even prettier now.

The setting sun cast a long shadow of mother and son.
Yellow leaves flipping with the wind
looked like swallows flying in the sky.
Every store on the street looked distinctive.
New homes versus old houses
added a unique style to the neighborhood.
Taking a walk here

you feel like a tourist in a beautiful foreign country.

Under the "Calligraphy Greenway" program of Cultural Affairs Bureau
Someone used nine lattice windows to decorate the wall of old houses.
Others used creative mosaic collage to make up the alley corners.

Mother and son enjoyed walking in the atmosphere of art corridors,
an exclusive joy limited only to people of Taichung.
This is the slowest luxury
and the most romantic indulgence.



臺灣傳統版印特藏室

削、切、刻、刨、鑽
百鍊千錘
只求鐫刻出那一片
原創的精工

金石的堅硬與鋒利
在雕版的溫暖質地上
留下了專注與精準

而最後
墨與紙所拓下的溫柔
只是它遺落的美麗背影

Museum of Woodblock

Clipping, cutting, carving, planing, and drilling,
all the effort are only to carve that one piece
of original and exquisite artwork.

The hard and sharp concentration metal
leaves marks of focus and precision
on the warm texture of engraved plates.

And finally
the epigraphs rubbed out of ink and paper
are only the tender and beautiful
shadows.....





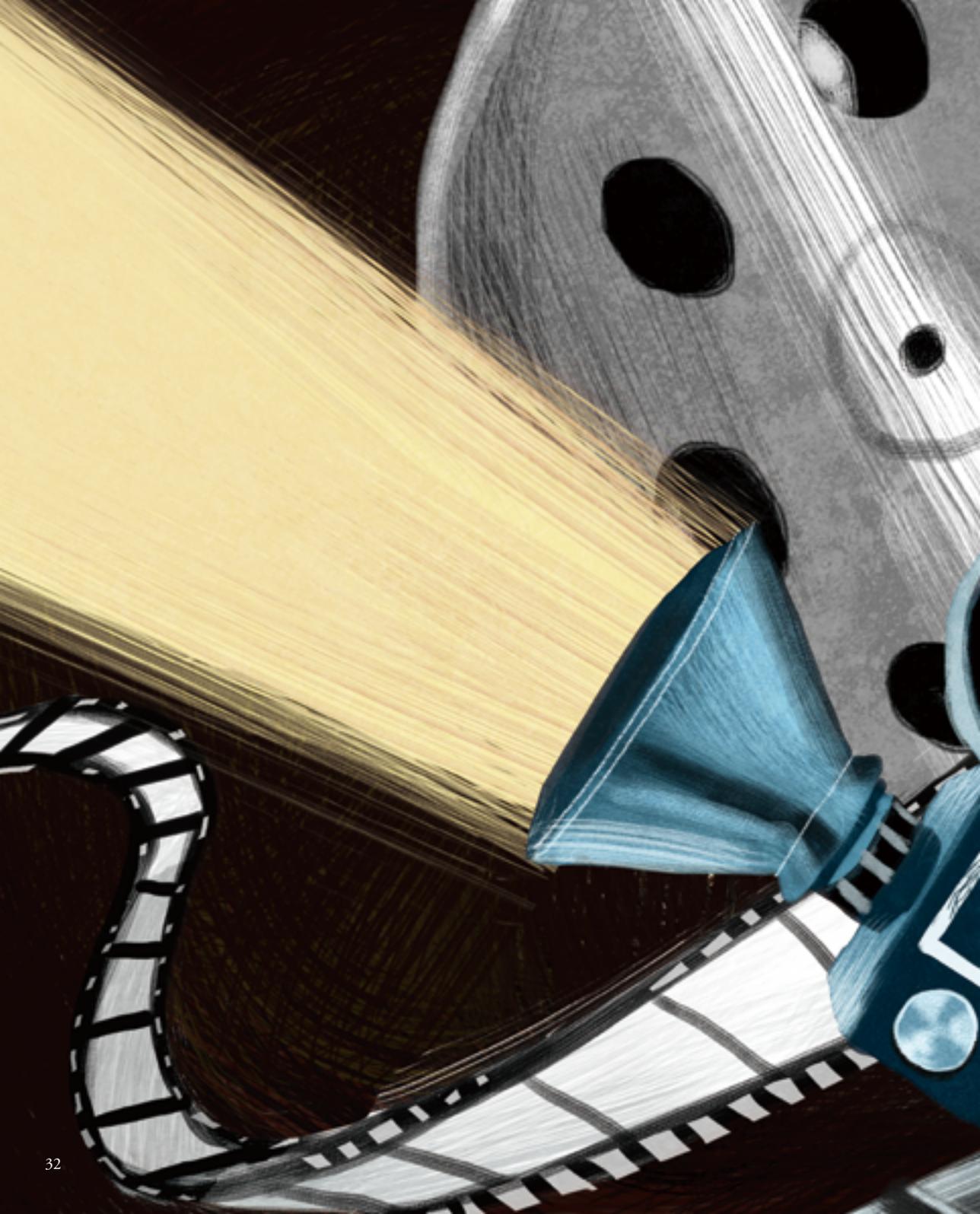
تابلو فرش کهنه
سازمان اسرار و خدمات فرهنگی
جمهوری اسلامی ایران



تابلو فرش کهنه
سازمان اسرار و خدمات فرهنگی
جمهوری اسلامی ایران



تابلو فرش کهنه
سازمان اسرار و خدمات فرهنگی
جمهوری اسلامی ایران





沙鹿電影藝術館

油車間的榨油行業緩慢淡出
傳統戲院在沙轆也近乎定格

35 釐米與 DVD
平起平坐
經典老片與強檔新片
水乳交融

在
黑暗中
深波裡

洞見藝術的本質
凝望城市的深情

Shalu Cinema Art center

Vegetable oil extraction industry faded
away slowly.
Traditional cinemas almost froze at Salack.

35 mm film strips and DVDs
are on an equal footing.
Classic old movies and new hit films
are in perfect harmony

In
dark
and deep waves

we envision the nature of art
and stare at the city's affection.



臺灣民俗文物館

晚清中上人家的歲月
韜光晦跡
民初尋常百姓的舊事
方興未艾

百年文物
典藏著沉甸甸的民俗果實
正身護龍
守護著亮晃晃的建築正統

靜如處子
文物農具建築
展示歷史的軌跡
承傳民藝文物的精湛根基

動如脫兔
童玩美食戲劇
體會古早的生活
延續民俗展演的溫淳傳統

Taiwan Folklore Arts Museum

Years of the upper-middle-class people in late Qing Dynasty hide on the dark back track. Old life of ordinary people in early Republic is ascending to the front stage.

Centennial heritage
is a rich fruit of folk art collection.
Main hall and hulong wings
guard the orthodoxy of architecture.

Coy and shy like a maiden,
cultural relics, agricultural tools, and
buildings
show the trajectory of history
and pass down the foundation of exquisite
heritage of arts.

Shift and quick like a running hare,
toys, cuisine, and drama
tell the experience of old-fashioned life
and continue the warmth of traditional
folk performances.





社區文化深度之旅

臺中市政府文化局積極推動「一區一特色」的概念，活化社區總體營造。藉由「社區文化深度之旅」，安排深入社區的精緻旅遊，由社區居民擔任導覽，以社區環境作為教室，取社區故事作為教材。除了凝聚在地居民的社區意識，也讓住民對公共事務投注熱情，進而形塑社區特色，釋放在地的人文能量。



In-depth Community Culture Tour

To promote the "One District One Feature" concept, Taichung City Cultural Affairs Bureau has actively developed each and every local community. The "In-depth Community Culture Tour" is an exquisite travel program in which local residents are your tour guides, who use the community environments as the classroom and the community stories as the textbook, guiding you to gain in-depth understanding of the locality. By doing , so residents also form stronger sense of community and devote themselves more enthusiastically into public affairs, thereby shaping unique community features and making their community more humanistic and energetic.



以家為同心圓
向外遊逛

直擊鄰里的特色
發現街區的亮點

在地的繽紛歷史
都會的炫麗紛繁
鄉土的溫純質樸

動人的真情故事
多層次的面向
詮釋道地醇正的人文溫潤
讓熱鬧裡藏著深刻的內涵
歡樂中懷有綿長的意蘊

這是創意迸發的社區盛典
也是不插電的特色公演



Using your own home as the center of concentric circles, you hang around everywhere...

You identify the characteristics of the neighborhood and discover many highlights in the street blocks.

The locality is full of colorful history, hustle and bustle of a metropolitan city, native warmth, purity and simplicity, and heart-touching stories of truth.

In their multi-level aspects, humanities are genuinely interpreted, profound meanings are hidden in the hustle and bustle, and connotations are always lingering in the joy of life.

This is a community festival breaking out of creativity and a feature performance generated without power input.



以藝術妝點臉孔
用創意編織綺夢

駐足抑或漂流
在臺中
你都是文化的幸福旅人

Faces are decorated with arts.
Sweet dreams are made up of creativity.

Stopping or drifting
in Taichung,
you are always a happy traveler of culture.

