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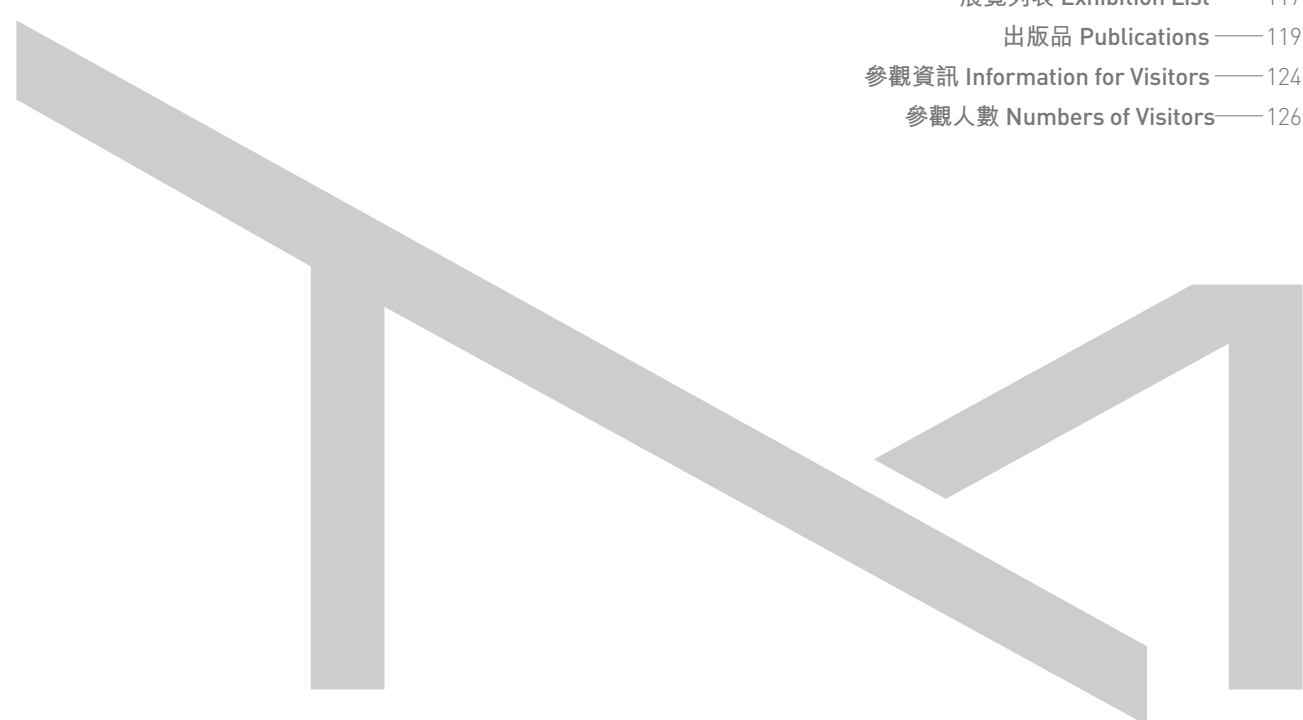
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## 桃園市長序

自 103 年底，桃園正式升格為國內第六個直轄市，身為人口超過 266 萬的都市，在各方不斷挹注的泉源活水中不斷進步，更顯蓬勃。然一個城市之所以偉大，來自於成熟的文化涵養，而文化的累積就在市民的日常生活之中。因此，本市規劃設立了第一座美術館，一座具有城市代表性的市立美術館，來展現桃園的城市魅力！更重要的是，期許透過美術館，讓市府推動的各項建設，注入文化與地方特色，營造文化發展的優質環境。斯土斯民，構築人文的城市，這是願景，也是桃園邁步前行的方向。

桃園作為亞洲與世界文化交流的國門之都，美術館的設立將不只提供民眾藝文欣賞、美感體驗、文化生活的場所，也期待將觸角伸出臺灣，往外建立國際對話，往內串連臺灣第一座政府興建的橫山書法藝術館，及八德區兒童美術館與未來的桃園區中路美術館，建立完整的地方城市記憶。隨著跨域計畫逐步完成，期望桃園市立美術館成為都市創新的重要核心，也成為在地的文化地標，象徵城市文化的精神。

一個好的美術館必須具備典藏、展覽、研究、文化、觀光、教育等面向的功能，桃園市立美術館因而將肩負重任，一步步地在未來發揮最佳的軟硬體效能，營造友善的藝文環境，呈現桃園的多元特色。

時代的發展瞬息萬變，藝文的推動更是具複雜性與挑戰性。在桃美館逐步發展之際，欣見年報付梓，期盼眼前點滴匯聚的成果，在未來能化為廣袤的能量，讓市民一同共享桃園藝文綻放。

桃園市 市長 鄭文燦

## Foreword

The city of Taoyuan officially became the sixth special municipality of Taiwan at the end of 2014. As a city with a population of more than 2.66 million, it has continued making progress and becoming more prosperous for everyone involved. However, the greatness of a city is the result of its culture and the accumulation of such culture lies in the daily lives of its citizens. Thus, the first ever municipal art museum was planned as a representative showcase for the charm of Taoyuan City! More importantly, the art museum is projected to infuse the local culture and characteristics into a high-quality environment for cultural development supported by the various government city projects. Constructing a city of humanities is therefore the mission and vision of Taoyuan for the people living on this land.

As the gateway city in Taiwan for cultural exchanges between Asia and the world, the new art museum in Taoyuan will not only provide the public with the opportunity for art appreciation, aesthetic experience, and cultural life, but also extend its outreach beyond the borders of Taiwan. It aims to establish international dialogues while also connecting with the Hengshan Calligraphy Art Center (the first government-funded art institute of its kind in Taiwan), the Children's Art Museum in the Bade District, and the upcoming Zhonglu Art Museum to setup a comprehensive memory of the city. As the various projects begin to take shape, the Taoyuan Museum of Fine Arts will become the central hub of urban innovation, as well as functioning as a local landmark that symbolizes the spirit and culture of the city.

A functional art museum must fulfill its purpose of collection, exhibition, research, culture, tourism, and education etc. Therefore, the Taoyuan Museum of Fine Arts must shoulder the important task of building up the comprehensive software and hardware elements to create a friendly art environment that showcases the diverse characteristics of Taoyuan in the future.

The world is changing rapidly around us and the promotion of art and literature is even more complex and challenging. I am pleased to see that the Taoyuan Museum of Fine Arts is gradually coming into fruition, and that the efforts can be transformed into abundant energy to be shared with the citizens of Taoyuan to result in – A blossom of arts and literature.

Taoyuan City Mayor

Wen-Tsang Cheng

## 文化局長序

桃園市升格已屆 6 年，擁有交通、區域、產業及人才優勢，亦有豐富的多  
元文化，在鄭文燦市長的推動下，桃園逐漸升級蛻變為創新且具活力的友  
善城市。

在本市邁步向前的同時，文化的永續與創新，國際與在地的並重，於城市  
的發展具有重要意義。是故，文化局致力深耕桃園生活美學，持續蓄積城  
市的藝文能量，積極推廣各項藝術活動。除了行銷在地美術展覽，培植本  
市藝術家外，更辦理國際型美術展覽活動，以期提升市民藝術視野。

構築這座散發光芒的舞台需仰賴長期的持續耕耘，功雖無形，然利在將  
來。桃美館的成立，除了作為桃園藝術發展引擎的方針之外，也透過盤點  
桃園有地方代表性及歷史重要性的在地知識成果，形成在地文化生活圈。

此外，我也期待藉由市立美術館的成立，對桃園視覺藝術的絢麗做出貢  
獻，來突顯城市的獨特文化涵養。107 年，本局自臺灣藝術大學商調劉俊  
蘭教授來擔任館長，促使美術館團隊逐步成形。漸次成長的桃美館，將滾  
動藝術能量，以嶄新的思維，實踐美術館的專業，共同營造多元魅力的文  
化城市。

文化是城市的靈魂，藝術是文化的載體，桃美館創館至今推動許多藝術文  
化活動，其豐碩的成果是桃園文化成長的一大見證。今年首次出版的桃美  
館年報，記錄了城市美術館的誕生，也將桃園獨特的文化底蘊，以嶄新的  
面貌永久留存！

桃園市政府文化局 局長

蔣素美

## Foreword

Taoyuan City became a special municipality six years ago and has developed its key advantages  
in transportation, regional development, industry talents, as well as a rich and diverse culture.  
Under Mayor Cheng Wen-Tsan's leadership, Taoyuan has gradually transformed into an  
innovative, vibrant and friendly city.

While the city is constantly moving forward, the sustainability and innovation of its culture and the  
equal emphasis on international and local elements are also of great significance to the growth  
of the city. Therefore, the Department of Cultural Affairs is committed to deepening Taoyuan's  
lifestyle aesthetics, continuously building up the city's artistic and cultural energy, and actively  
promoting the various art activities. In addition to efforts in marketing the local art exhibitions and  
cultivating local artists, the Bureau also organizes international art exhibitions aiming to broaden  
the citizens' artistic perspectives.

The build-up to this radiant stage of expectation requires continuous hard work over a long period  
of time. Although the achievements are intangible, the benefits are for future generations to  
come. Taoyuan Museum of Fine Arts not only serves as the engine of Taoyuan's art development,  
but also forms a cultural circle by collecting the local knowhow and achievements that are  
representative and historically relevant in Taoyuan.

In addition, I am also looking forward to the splendor of Taoyuan's visual arts as highlighted by  
the city's unique culture through the municipal art museum. In 2018, the Department of Cultural  
Affairs commissioned Professor Liu Chu-Lan from the National Taiwan University of the Arts to  
serve as the museum director in a leadership role for the recruitment of the team members. To  
date, the Taoyuan Museum of Fine Arts has continued to grow and accumulate its artistic energy  
in establishing the professional practices of an art museum through brand new concepts to co-  
create a cultural city full of diverse charms.

Culture is the soul of the city, and art is the carrier of culture. Taoyuan Museum of Fine Arts has  
hosted many artistic and cultural activities since its inception, and its fruitful results are a great  
testimony to the cultural growth of Taoyuan. The first edition the TMOFA Annual Report published  
this year records the birth of this urban art museum and preserves the unique cultural heritage of  
Taoyuan in a fresh new look!

General Director of Department of Cultural Affairs, Taoyuan

Amy

## 館長序

帶著桃園藝術領航的願景，桃園市立美術館於 107 年 1 月正式成立，為桃園市政府文化局下的二級獨立機關。在各方的企盼和鼓勵中，不只是硬體興建計畫的推動，更涵蓋軟體建設的開展——人員招募、組編調整、制度建立與章程訂定，乃至發展方針和未來定位的確認等等，同步並進。面對眾多的新挑戰，懷抱著熱情和傻勁，美術館先發的種子團隊在文化局一樓的臨時辦公室中，走過創始的第一個年頭。次年 1 月，歷經緊鑼密鼓的準備和整頓，美術館辦公室正式遷移至兒童美術館 圖書館所在的八德廣豐新天地大樓。至此，桃美館終於有了真正的籌備基地。

在此之前，美術館興建計畫其實已經啟動。歷經相當時日的地方踏查與選址過程，結合城市區域發展的整體規劃，鄭文燦市長於 105 年正式宣布以中壠青埔青塘園區為美術館設置之預定地。在公開競圖後，由台日兩位建築師山本理顯和石昭永合作的提案獲選，而開始建築設計。106 年，市政會議並拍板，研議設置中路美術館；位於大園區的橫山書法藝術館興建工程也開始動工。107 年甫成立的桃美館，在進一步推動這些計畫之同時，又接手經營位於八德的兒童美術館（含圖書館）。以青埔區的大美術館為母館，桃美館確立了以「一大館、多小館」的「館群」結構為未來營運版圖。

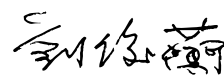
於創設之初，桃美館不只承接辦理文化局主辦之展覽，如桃源美展、桃源創作獎、桃園市美術家邀請展、薪傳展、女性藝術特展、桃園水彩藝術展等等，亦於 108 年，以國際交流的視野、地方紋理的觀照，主責策劃桃園的城市品牌活動——桃園地景藝術節。而目前的主要展館——桃園市兒童美術館，更以每年 6 檔的策劃展來提高回訪率、刺激藝文參與，也展現新生美術館的活力。兒美館兼具藝術性與教育性的展覽實踐，結合遊戲、參與、互動體驗的設計，融合科技、人文、藝術的多元內容，並且體現了將與館群中的其他館所連動、相互呼應的展覽規劃方針，就如搭配橫山書法藝術館系列暖身活動的「玩筆弄墨——兒童書藝體驗展」、與春聯書法賽事呼應的「春仔串門子——春聯的再想像」、與地景藝術節同步的「日月奇遇記」特展等。

除了執行或策劃展覽，桃美館也陸續開展典藏和研究出版計畫。不僅依本館作為現當代美術館的定位，擬定典藏政策、訂定典藏制度，以多元的新進藏品豐富典藏，更是整體盤點、全面檢視自文化局移撥的作品，數位化建檔、視情況進行分批修護、出版專題研究。藉此，期能逐步豐富桃園藝文資產，補充現當代藝術檔案，進而達到文化的保存與建構、傳承與共享。

美術館是藝文發展的基地，當然也是創造美感經驗、推動藝術教育的場域。系列的講座、課程或工作坊等等，在主要館舍尚未完工之前，我們利用文化局所屬的空間、尤其是現有的兒童美術館為場地，陸續規劃。其中，邀請藝術家「書」「藝」兩棲的「駐『館』計畫」，特別結合了兒美館兩層樓分別為藝術館與圖書館的雙核心功能。為橫山書法藝術館作預告的「書藝啟程」活動，更走入書藝家的書寫創作空間、串連地方藝文展場，還有也以館校合作共創教案等等活動來推行的紮根計畫，既培植美術館觀眾、擴展藝文人口，亦促進美術館與地方的互動和連結。

另外，視覺識別系統，為美術館和外界接觸時的重要介面。我們和設計師陳永基合作，從本館的定位、建築的特性、未來的方向來發想設計，並且公開票選標誌色彩，建構桃美館的象徵意象也廣邀民眾認識美術館、凝聚地方認同。於此之際，媒體行銷的經營也開始啟動，藝文資訊分享平台亦同步建置，以求增進社群互動、拉近與民眾的距離。

這第一本年報，藉由構築、書藝、地景、視野、蒐藏、論述、育藝、形塑等八個篇章，記錄桃美館創設以來兢兢業業克服的種種挑戰及逐步落實的各項里程碑。回顧豐收的起步階段，也展望新的一年——願桃美館持續成長蛻變，也期待您一起分享、共同見證桃美館一步步迎向新時代的發展足跡。

桃園市立美術館 館長 

## Foreword

Taoyuan Museum of Fine Arts was officially established in January 2018 as a level-two independent unit under the Department of Cultural Affairs of the Taoyuan City Government with the task of piloting artistic vision in Taoyuan. Under the anticipation and encouragement of various parties, it is not merely a public investment in infrastructure, but also focuses on the development of contents in personnel recruitment, organization positioning, systems setup, charter definition, roadmap and its future roles. The founding team members of TMOFA directly dove into and worked passionately out of the temporary office on the first floor of the Department of Cultural Affairs in their first year – often being presented with new challenges. In January of the following year, after intensive preparation and organization, the TMOFA office was officially relocated to the Kwong Fong Plaza in the Bade District next to the Children’s Art Museum and Library. At this point, TMOFA had truly then gained a solid footing in its establishment.

Prior to this, construction plans for the TMOFA were already well underway. After a considerable period of investigation and local site selection, in conjunction with urban planning and development policies, Mayor Cheng Wen-Tsan officially announced in 2016 the Qingpu Qingtang Park in the Zhongli District as the designated location for the art museum. A joint proposal by the Japanese and Taiwanese architects, Yamamoto Riken and Joe Shih, won the public bidding to subsequently push forward with the architectural design. Then, a municipal administrative meeting approved the plans for the Zhonglu Art Museum in 2017, and work on the Hengshan Calligraphy Art Center in the Dayuan District was also put into action. The Taoyuan Museum of Fine Arts, established in 2018, had then taken over the operation of the Children’s Art Museum (including the library) in the Bade District in collaboration with these projects. With the grand museum in the Qingpu District designated as the primary venue, TMOFA has established the “one primary and many secondary” cluster of museums as the foundation for its future development.

At the beginning, TMOFA not only hosted exhibitions organized by the Department of Cultural Affairs, including Taoyuan Art Exhibition, Taoyuan Contemporary Art Award, Taoyuan Artists Invitational Exhibition, Essence of Art and Humanities Art Exhibition, Taoyuan Female Art Exhibition, and Taoyuan Watercolor Exhibition etc., as well as the Taoyuan Land Art Festival in 2019 highlighting the city’s recognition with the vision of international exchanges and the contemplation of local textures. The Taoyuan Children’s Art Museum is presently the main venue with six annually curated exhibitions that demonstrates the vitality of the new generation of art museums with increased visitor return rate and greater art and literature engagement. The Children’s Art Museum features diverse artistic and educational games, participation events, and interactive experience enabled by integrating technology, humanity, and artistic designs. It also reflects the policy of close interaction with other museums in the cluster, e.g. Playing with Ink and Brush - Children’s Calligraphy Art Experience is a series of warm-up activities that corresponds to the Hengshan Calligraphy Art Center, Reimagining Spring Couplets in People’s Homes during the Spring Couplet Calligraphy Competition, and the special exhibition In Search of the Moon and the Sun held alongside the Taoyuan Land Art Festival.

TMOFA has also successively carried out its collection and research/publication projects in addition to organizing or curating exhibitions. Not only does it follow the operating policies as a modern and contemporary art museum, but it also formulates the policies and systems to enrich the collection with new and diversified artworks. TMOFA also carried out comprehensive investigation on the pieces transferred from the Department of Cultural Affairs – then digitally filed, repaired in batches based on their preserved condition, and featured the works in research publications. Step-by-step, we were able to enrich the cultural assets of Taoyuan, supplement its modern and contemporary art archives, and ultimately preserve, inherit, and share its culture with everyone.

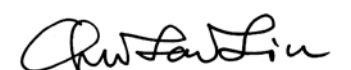
Art museums are the foundation for the development of arts and culture, and they are also the field for creating aesthetic experience and promoting art education. The series of lectures, programs, and workshops etc. are being planned for the Children’s Art Museum and other venues under the Department of Cultural Affairs before the construction of the main museum is completed. Among which, the “Museum Residence Project” invites artists to take part in the dual functions of the Children’s Art Museum as both an art museum and a library. Departure for Books and Art was announced as a prelude for the Hengshan Calligraphy Art Center where visitors could enter the creative space of calligraphers and connect with the local art exhibition venues. In addition, creative projects held collaboratively between the museum and academic institutes would not only cultivate audiences for the museum, expand the art and cultural population, but also promote the interactive links between the museum and the local community.

Furthermore, the visual identity system is an important interface for the museum interacting with the outside world. We collaborated with designer Leslie Chen to develop designs based on the scope of the museum, the characteristics of the architecture, and its path toward the future. A public vote was held to decide on the color of the logo to symbolize and consolidate its local identity. At the same time, the arts and cultural information sharing platform, as well as media marketing operations, are also underway that will raise community interaction by getting up-and-close with the public.

This first edition of the Annual Report, with eight chapters including architecture, calligraphy, landscape, vision, collection, discourse, art education, and sculpture, records the various challenges that TMOFA has had to eventually overcome since its establishment and the many milestones along the way. While looking back at its eventful beginnings and toward the upcoming year, I hope that we can all share and witness TMOFA’s continued growth and transformation in the new era.

Director of Taoyuan Museum of Fine Arts

Director of Taoyuan Museum of Fine Arts







## 構築——桃美館館舍籌建

Construction: Preparations for Building  
Taoyuan Museum of Fine Arts



# 01

## 構築——桃美館館舍籌建

Construction: Preparations for Building  
Taoyuan Museum of Fine Arts



桃美館以「一機關多場館」、「一大館多小館」的方式營運發展，除了選址於青埔的大美術館（亦即母館）之外，其餘小館分別為桃園市兒童美術館、橫山書法藝術館和中路美術館。母館正在興建中，中路美術館仍在籌備規劃階段，橫山書法藝術館預計於 110 年開館營運，兒童美術館則暫設於八德，於 106 年 5 月開始營運。未來，青埔亦將成立獨棟的兒童美術館，以空中廊道與母館相連。

The Taoyuan Museum of Fine Arts (TMoFA) has been designed to operate on a model of "a single institution across multiple venues" or "one large museum with many small venues." In addition to the main art museum in Qingpu (i.e., the "parent museum"), the TMoFA museum cluster also includes the Children's Art Center, Hengshan Calligraphy Art Center, and Chunglu Art Center.

The parent museum is currently under construction; the Chunglu Art Center is still in its planning stages, and the Hengshan Calligraphy Art Center is expected to open in 2021. The Children's Art Museum is temporarily located in Bade, having opened in May 2017. In the future, a separate Children's Art Center will be set up at the Qingpu site and connected to the parent museum via a covered skyway.

### 桃園市立美術館

107 年 3 月完成公開競圖評選

108 年 1 月第一標工程「願景館」動土開工，  
持續進行主體館舍基本與細部設計

桃園市立美術館選址於青埔，以高速鐵路桃園車站特定區之公 13（地號為桃園市中壢區清溪段 398 地號）及公 12（地號為桃園市中壢區清溪段 394 地號）用地為基地，共 9.8 公頃，規劃總樓地板面積約 44,212 平方公尺（含地下停車空間），鄰近高鐵桃園站及捷運機場線 A19 站。本案規劃設計監造於 107 年 5 月決標，由台灣的石昭永建築師事務所及日本株式會社山本理顯設計工場得標，聯手打造分別為地上 5 層、地下 2 層，以及地上 4 層、地下 1 層的兩棟建築。公 13 上的母館建築，以新穎的「山丘」造型為外觀的館舍建築，包含三個層次的空間：「箱空間」、「夾層空間」，以及「山丘」外部坡面錯落的涼亭綠蔭、展望台、戶外平台空間等。另外，規劃有常設展、特展、典藏、教育推廣、行政、文化旅遊資訊、附屬商業及公共設施等空間；公 12 基地則設置兒童美術館，包括藝術展覽、國際演講廳、附屬商業及公共設施等空間。美術館第一期工程「美術館願景館」於 108 年底完工，主體工程則將於 109 年底動工。



## Taoyuan Museum of Fine Arts (TMOFA)

The open design competition concluded in March 2018.

The first bidding project, "Vision Hall," broke ground in January 2019, followed by basic and detailed designs for the main building.

The Taoyuan Museum of Fine Arts (TMOFA) is located in Qingpu, on lot 13 (land number 398, Qingxi Section, Zhongli District, Taoyuan City) and lot 12 (land number 394, Qingxi Section, Zhongli District, Taoyuan City). The site covers 9.8 hectares, and the total surface area of the planned building is about 44,212 m<sup>2</sup> (including underground parking space). The location is close to Taoyuan High Speed Rail Station and the A19 metro station on the Taoyuan Airport MRT line.

The planning, design, and construction supervision of this case were awarded in May 2018 to Joe Shih Architects of Taiwan and Riken Yamamoto & Field Shop of Japan, who will work together to construct two buildings: one with five floors above ground level and two below, and the other with four floors above ground level and one below.

The building of the "parent museum," located on lot 13, will consist of three types of spaces: a "box space," a "mezzanine," and a "hill slope" façade. The "hill" consists of outdoor spaces with shady trees, observation decks, and outdoor platforms, scattered along the hillside. In addition, there are spaces for permanent and special exhibitions, collections, outreach events, administration, cultural and tourist information, affiliated commercial spaces, and public facilities. Lot 12 has been set up to house the Taoyuan Children's Art Center, which will include spaces for art exhibitions, an international conference hall, affiliated commercial venues, and public facilities. The first phase of construction of the TMOFA complex, the Vision Hall, was completed at the end of 2019, and the construction of the main building will start at the end of 2020.





## ■ 橫山書法藝術館

105 年 3 月計劃簽報核定

106 年 9 月工程動土開工

沿用傳統地名的橫山書法藝術館，為全臺首座由官方經營之書藝主題館。在以公園基地為「硯台」、陂塘為「墨池」的意象來規劃的園區中，建築師潘天壹打造了有如五方篆印的主體建築群，特色獨具，榮獲 2018 國家卓越建設獎「最佳規劃設計類」金質獎。「橫山書法藝術館」坐落於臺灣橫山書法藝術公園內，館址為本市大園區大仁路 100 號，近機場捷運 A17 站。館舍基地面積 27,701 平方公尺、建築面積 1383.67 平方公尺、總樓地板面積 3058.83 平方公尺，為地上 2 層、地下 1 層之鋼骨結構建築，空間規劃包含書藝展覽場、演講廳、民眾服務區、輕食餐廳、文創空間、行政區、志工室及尖山遺址展覽場等區域。

## Hengshan Calligraphy Art Center

The construction plans were signed and approved in March 2016; the construction work commenced in September 2017.

The Hengshan Calligraphy Art Center, which bears the area's traditional name, is the first government-run calligraphy art museum in Taiwan. The design of the basic layout symbolizes the traditional Chinese calligraphy set, with the park as inkstone and the pond as ink. Architect Pan Tein-yi created five buildings to resemble the five elements in Chinese seals, and his design won gold in the Planning and Design Category at the 2018 Taiwan Real Estate Excellence Award.

The Hengshan Calligraphy Art Center is located in the Taiwan Hengshan Calligraphy Art Park. The address of the center is No. 100, Daren Road, Dayuan District, which is near the Linghang Metro Station (A17 on the Taoyuan Airport MRT line). The total floor area of the center is 3,058.83 m<sup>2</sup>, on a plot of 27,701 m<sup>2</sup>, and the building itself covers 1,383.67 m<sup>2</sup>. The building consists of a steel structure with two floors above ground level and one below. The design includes space for a calligraphy art exhibition hall, lecture hall, public service area, café, cultural and creative space, administrative area, volunteer room, and an exhibition area on the Jianshan Archaeological Site.



## ■ 桃園市兒童美術館

107 年 1 月開始營運（目前暫設於八德區廣豐新天地五、六樓）

未來將座落於青埔的兒童美術館，與母館以空中廊道相連，一、二樓為展覽廳，三樓設有工作坊、多媒體教室、兒少藝術圖書室、藝術教育資源中心。在青埔館完工之前，兒童美術館於 106 年 5 月起暫設於八德廣豐新天地，由桃園市立圖書館負責經營，結合圖書館與美術館功能：5 樓為展覽空間，6 樓則為圖書區，以兒童繪本為館藏發展重點。107 年 1 月 1 日，桃園市立美術館成立，為文化局所屬的二級獨立機關，兒童美術館（連同 6 樓圖書空間）改由桃園市立美術館管理營運。

5、6 樓空間約 1000 坪，本館規劃五樓為兒童藝術教室、兒童劇場、展覽空間；六樓為圖書館及本館行政辦公室。六樓圖書空間，除了繪本、兒少藝術圖書之外，亦將規劃「藝術圖書專區」，以為未來青埔母館儲備藏書。

## Taoyuan Children's Art Museum

Opened in January 2018, the museum's temporary office is located on the fifth and sixth floors of Kwong Fong Plaza, Bade District, Taoyuan.

The Taoyuan Children's Art Museum has been temporarily housed at Kwong Fong Plaza in Bade since May 2017 in anticipation of the completion of the Qingpu site. The museum, previously run by the Taoyuan Municipal Library, combines the functions of a library and an art museum.

The fifth and sixth floors cover about 3,305 m<sup>2</sup>. The fifth floor is dedicated to exhibitions, with space for children's art classrooms, children's theater, and exhibitions. The sixth floor contains the library and the museum's administrative office. In addition to illustrated books and children's and teenagers' art books, an "art book area" has also been planned for the library space in preparation for the relocation to the future site at Qingpu.

On January 1, 2018, TMOFA was set up as an independent body under the aegis of the Taoyuan City Department of Cultural Affairs. The Children's Art Museum (together with the 6th-floor library area) is now managed and operated by TMOFA. The museum will be relocated to the Qingpu site and rehoused in a building that will be connected to the parent museum by a covered skyway. The first and second floors of the new building will be exhibition halls, and the third will be equipped with workshops, multimedia classrooms, a children's art library, and an arts education resource center.

## ■ 中路美術館

106 年 5 月桃市府市政會議決議，現土地改革館基地可發展成中路美術館

107 年 1 月迄今，研議並持續與相關單位洽商基地撥用之相關事宜

桃園市府擬辦理撥用位於中路特區的土地改革陳列館及國土政策研究訓練中心所在的基地與建物，整建為中路美術館。位於巷地內的土地改革陳列館及國際土地政策研究訓練中心的兩館舍，已於 107 年登錄為歷史建築，桃美館故而著手辦理「桃園市歷史建築土地改革陳列館暨國際土地政策研究訓練中心調查研究及修復再利用計畫」，以利可行性之評估。

## Chunglu Art Center

In May 2017, the Taoyuan City Government passed a resolution to redevelop the site of the current Land Reform Museum as the Chunglu Art Center. Since January 2018, the city government has been discussing matters relating to land allocation and holding ongoing negotiations with the relevant parties.

The Taoyuan City Government plans to allocate the land and buildings currently housing The Exhibition Hall of Taiwan Land Reform and the International Center for Land Policy Studies and Training, located in the Chunglu Special Zone, for redevelopment as the Chunglu Art Center. However, as the two buildings were registered as historical buildings in 2018, TMOFA has been carrying out the Research Project for the Restoration and Reuse of the Historic Buildings of the The Exhibition Hall of Taiwan Land Reform and the International Center for Land Policy *Studies to evaluate the feasibility of the redevelopment plan.*





書藝 — 橫山書法藝術館

Calligraphy:  
Hengshan Calligraphy Art Center



## 02

## 書藝 — 橫山書法藝術館

Calligraphy:  
Hengshan Calligraphy Art Center

橫山書法藝術館為全臺首座正式由官方設立經營之書藝主題館，肩負著推動臺灣書法藝術保存、研究、發展與推廣，促進書法藝術的系統化研究，以及建構亞洲書藝發展基地的使命。

為了拓展桃園地區的書藝網絡，桃園市立美術館積極與他館建立合作管道，本館於 108 年 5 月 20 日在市府文化局舉行「書藝啟程—橫山書法藝術館與國立歷史博物館結盟簽約儀式暨開館暖身活動」。在文化部李連權常務次長與鄭文燦市長見證下，國立歷史博物館廖新田館長與桃園市立美術館劉俊蘭館長簽署「合作意向書」締結合作關係，也宣告橫山書法藝術館的開館籌備活動即將啟程。雙邊的館際合作有助發揮資源整合的效益，突顯文博事業的公共性、公益性與專業職能。

此外，為豐厚在地書藝能量，也為橫山書法藝術館開館暖身，本館以書藝館所在地 — 大園為中心，串聯周邊的藝文團體和機構，進行一連串教育、展覽和推廣活動。本次橫山書法藝術館的開館系列暖身活動主要有兩個亮點，其一為說「書」系列講壇，集結了國內文化工作者，闡述與書藝邂逅的故事；其二為「書藝家的日常」系列，由美術館協調聯繫，讓大眾有機會踏入書藝家的工作室，了解涵養於日常生活中的書法藝術。

The Hengshan Calligraphy Art Center is the first government-run center for calligraphy art in Taiwan. It is responsible for promoting the preservation, research, development, and spread of Taiwan calligraphy art and facilitating systematic research into calligraphy art. Its mission is to build an Asian base for the development of calligraphy.

In order to expand the calligraphy network in the Taoyuan area, TMOFA is working to form collaborative partnerships with other museums. On May 20, 2019, the museum held a "soft opening" event and an Alliance Agreement Signing Ceremony between the Hengshan Calligraphy Art Center and the National Museum of History. Executive Deputy Minister of the Ministry of Culture Lee Lien-chuan and Taoyuan City Mayor Cheng Wen-tsan were in attendance. They witnessed the signing of a Letter of Intent for Cooperation by the director of the National Museum of History Liao Hsin-tian and TMOFA Director Liu Chun-lan. It was announced at the ceremony, held in the Taoyuan City Cultural Affairs Department, that the preparations for the opening of the Hengshan Calligraphy Art Center would commence immediately. The bilateral cooperation between the two museums will capitalize on the integration of resources, highlighting the public, charitable, and professional functions of museum undertakings.

In addition, to encourage local calligraphers and tease the opening of the Hengshan Calligraphy Art Center, TMOFA has worked with art groups and institutions around Dayuan, where the calligraphy center will be located, and launched a series of educational and promotional events and exhibitions. These events had two main highlights. The first series of forums, A Journey Through Calligraphy, gathered Taiwanese cultural professionals who told their stories of how they first came across calligraphy. The second series, The Daily Life of a Calligrapher, gave the public an opportunity to step into Taoyuan calligraphers' studio and see how the art of calligraphy is blended into the artists' daily life.



## 書藝啟程—說「書」系列講壇

為配合橫山書法藝術館籌備開館，由財團法人東光文化基金會贊助的「名家藝術講壇」活動，以書法藝術為主軸，從常民美學出發，融合建築、設計、歷史、漫畫、音樂、水墨等不同領域，邀請相關的主講者：潘天壹、李靜敏、何佳興、黃建宏、葉明軒、林強、陳正隆等人舉辦演講或座談，以其獨特的觀點，翻轉看待書法藝術的單一視角，帶領民眾探索另類的書法藝術美學。說「書」系列講壇由 108 年 5 月 30 日至 9 月 7 日共辦理 5 場，參與人數總計 192 人。

## A Journey Through Calligraphy: A Series of Calligraphy Forums

The Renowned Calligraphy Artists Forums, sponsored by the Toko Educational Foundation, were organized in preparation for the opening of the Hengshan Calligraphy Art Center. The forums focused on the art of calligraphy as a daily practice and brought together speakers from various fields, such as architecture, design, history, manga, music, ink paintings, etc. The speakers were invited to give lectures or seminars from their unique perspectives, flipping the unitary perspective on calligraphy art, and helping listeners explore alternative aesthetics in calligraphic art. Speakers included Pan Teinyi, Lee Ching-min, Ho Chia-hsing, Huang Chien-hung, Yeh Ming-hsuan, Lim Giong, and Chen Cheng-lung. The five events of the forum series were held from May 30 to September 7, 2019, and had a total audience of 192.





## 書藝家的日常

書寫的藝術，其實是一件出入日常的事。桃美館特地在 108 年暑假期間，舉辦「書藝家的日常」系列活動：邀集十位長期在桃園創作的書藝家，張穆希、宋良銘、吳英國、周志平、陳銘鏡、陳玉臺、張日廣、林居城、羅應良、段亭安，並請國小、國中學童來到他們藝術誕生的第一現場（工作室或書房），親身體驗書藝家的日常，引領他們認識書藝之美，從小了解桃園的書藝故事，增進學習書藝的興趣與欣賞能力，以期達到書藝扎根的目的。108 年 7 月 12 日至 8 月 21 日共辦理 10 場，參與人數總計 198 人。

### The Daily Life of a Calligrapher

Calligraphy is an art form which everyone can embrace in their daily life. During the 2019 summer vacation, TMOFA organized a series of events with the theme "The Daily Life of a Calligrapher." Ten senior Taoyuan calligraphers were invited to participate: Zhang Mu-xi, Sung Liang-ming, Wu Ying-guo, Chou Chih-ping, Chen Ming-ching, Chen Yu-tai, Chang Jih-kuang, Lin Chu-cheng, Lo Ying-liang, and Tuan Ting-an. Elementary and junior high school students were invited to visit the calligraphers' studios or study rooms, where the artists had their first stroke of artistic inspiration. The students experienced first-hand the daily life of the calligraphers. The trips also guided students to understand the beauty of the art form, and start to learn at a young age about the story of calligraphy in Taoyuan. The visits promoted the students' interest in calligraphy and enhanced their appreciation of art. From July 12 to August 21, 2019, ten events were held, with a total of 198 participants.



## 書藝共振 在地巡遊

為推廣並促進書藝發展，並為橫山書法館開館暖身，桃美館不僅在八德兒童美術館舉辦書藝主題展，也邀請與大園書藝館鄰近的藝術空間，辦理平行展。期間規劃了「書藝巡遊 — 書藝導覽公車」活動，並安排隨車導覽，串起桃園市兒童美術館、台灣創價學會桃園藝文中心以及襲園美術館等館舍之三檔書藝主題展覽，讓在地民眾能在生活場域中，重新發現、感受桃園書法藝術能量。「書藝巡遊 — 書藝導覽公車」自 108 年 11 月 9 日至 11 月 23 日共辦理 4 梯次，參與人數總計 140 人。

### Partnering with Local Institutions: A Tour of Calligraphy Art

TMOFA held a calligraphy exhibition at the Taoyuan Children's Art Museum in Bade to promote interest in calligraphy and build up to the opening of the Hengshan Calligraphy Art Center, while also inviting art spaces adjacent to the Dayuan Calligraphy Museum to mount parallel exhibitions. During this period, TMOFA also offered the Calligraphy Art Parade: Guided Bus Tours to transport passengers to three calligraphy-themed exhibitions at the Taoyuan Children's Art Museum, Taoyuan Taiwan Soka Gakkai Cultural Center, and A. Heritage Art Museum. The tours to the exhibitions enabled local residents to appreciate and discover the beauty of Taoyuan's calligraphy art in their daily lives. The guided bus tours took place four times from November 9 to 23, 2019, with a total of 140 participants.

### 玩筆弄墨—兒童書藝體驗展

Playing with Brush and Ink:  
Children's Experiential Calligraphy Exhibition

2019.11.8-2020.2.2

桃園市兒童美術館  
Taoyuan Children's Art Museum

### 「一方之地」書藝系列展

The Square: A Solo Calligraphy Exhibition

2019.10.19-2019.12.28

襲園美術館  
A. Heritage Art Museum

### 墨塘天光—戴武光作品典藏展

Light from the Inkwell:  
The Collected Ink Paintings of Tai Wu-kuang

2019.10.2-2020.1.4

台灣創價學會桃園藝文中心  
Taiwan Taoyuan Soka Gakkai Cultural Center





## 書藝推廣 墨趣橫生

### 桃園全國春聯書法比賽

為弘揚漢字書法藝術，並促進藝術人文涵養及交流，鼓勵常民書法寫作，並配合農曆春節張貼春聯的傳統文化，由桃園市文化局主辦、美術館承辦的「第 13 屆桃園全國春聯書法比賽」於 108 年 1 月 26 日在桃園市立體育館舉行。本屆共 1,041 件通過初審進入決賽，分為 8 個組別展開競賽，從中選出各組特優、優選及佳作共 301 名。參賽者年紀最長者高齡近 90 歲，最小年僅 7 歲。新住民組更吸引德國、日本、中國及越南的朋友前來參賽，決賽現場亦安排各種推廣活動，邀請民眾一同體驗與欣賞書法藝術之美。

### 新住民春聯書法教學活動

桃園全國春聯書法比賽已為桃園市行之有年的年度重要活動，除了國小、國中、高中、社會組及長青組之外，自第 10 屆起增設新住民組，且為提升新住民參賽意願，比賽徵件期間，另外規劃新住民春聯書法教學活動，第 13 屆桃園全國春聯書法比賽交由美術館承辦，並於 107 年 11 月 10 日及 11 月 17 日辦理 2 場新住民書法教學活動。



## Calligraphy Promotion: Endless Fascination

### Taoyuan National New Year Couplet Calligraphy Competition

The 13th Taoyuan National New Year Couplet Calligraphy Competition was held to promote the art of Chinese calligraphy as well as cultural cultivation and exchange. It aimed to encourage people to write calligraphy and continue the cultural tradition of writing and hanging spring couplets in celebration of the Lunar New Year.

The competition was sponsored by the Taoyuan Department of Cultural Affairs and organized by TMOFA. It took place in Taoyuan Arena on January 26, 2019. A total of 1,041 entrants passed the preliminary round and went on to the finals. The competition was divided into eight groups. Judges selected a total of 301 pieces of calligraphy that were outstanding, excellent, or finely executed. The oldest participant was nearly 90 years old, and the youngest only 7.

The New Immigrants Group included entrants hailing from Germany, Japan, China, and Vietnam. Various promotional activities were also organized for the finals to allow members of the public to experience and appreciate the beauty of calligraphy.

### Calligraphy Class for New Immigrants

The Taoyuan National New Year Couplet Calligraphy Competition has been an important annual event in Taoyuan City for many years. Previous competitions, held by Taoyuan City Government, had categories including elementary school children, junior high school students, high school students, adults, and seniors. But in the competition's tenth year, a new group was added: new immigrants. In order to encourage participation by foreign residents in Taoyuan, calligraphy classes were held during the competition period. TMOFA was put in charge to organize the 13th Taoyuan National New Year Couplet Calligraphy Competition in 2018; it held two calligraphy workshops for immigrants on November 10 and November 17, 2018.



■ 107 年新住民春聯書法教學活動，由周志平老師教授吉祥句對聯

Mr. Chou Chih-ping taught immigrants how to write auspicious New Year couplet in a calligraphy class in 2018.



03

地景 — 桃園地景藝術節

Land art:  
Taoyuan Land Art Festival





## 03

## 地景—桃園地景藝術節

Land art:  
Taoyuan Land Art Festival



■ 松亞·美得麥雅，〈克勞德船〉 *The Claude Boat* by Sonja Vordermaier

桃園市政府於 2013 年創辦、由文化局承辦的地景藝術節，2019 年，交由美術館負責策劃。2019 年的地景藝術節以閒置多時而今將規劃為森林公園的「保一總隊大滷營區」為核心展區，並向外擴延至鄰近的綠地與陂塘生態區。擔任主要策展人的桃美館劉俊蘭館長，整合陂塘田野的養護特質與昔日軍警營區兼具守備和戰略的積極性格，以「守護所在，進擊未來」為基礎概念，以「新風景線」的想像與創建作為命題。

藝術節除了邀集國內外藝術家駐地創作、設置作品或與民眾合作共創外，亦規劃一系列和在地文化、歷史記憶與生活環境相關的藝術體驗和參與活動，藉以打造一個探索地方過去也思考共同未來的地景藝術節。

2019 地景藝術節大小活動共近 200 場次，包含主題活動 38 場，國際論壇及藝術家講座 5 場、戶外大型表演 25 場、移動地景 5 場、移動故事屋 74 場、聲光地景 40 場、小旅行 9 場，共計創造約 170 萬參與人次。

The Taoyuan Land Art Festival was set up by the Taoyuan City Government in 2013 and was previously run by the Taoyuan Department of Cultural Affairs. In 2019, planning for the festival was handed over to TMOFA. The 2019 Landscape Art Festival used the Special Police First Headquarters' old barracks in Danan as its core exhibition area. The old barracks had lain idle for a long time and had been set for redevelopment as a forest park. The festival also extended to the green spaces and ponds adjacent to the barracks.

The site of the festival integrated the ecological conservation characteristics of the ponds and surrounding fields with the strategic, fortified character of the former military and police barracks. As the festival's chief curator, TMOFA Director Liu Chun-lan proposed the curatorial concept of "conserving the current site while marching into the future" and the idea of "New City-Scape" through imagination and innovation.

Taiwanese and foreign artists were invited to create works, set up installations, and collaborate with the public during the festival. The festival also included a series of hands-on art workshops and participatory activities relating to local culture, historical memory, and the living environment, transforming the festival into a place where visitors could reflect on the past and look into the future.

The 2019 Land Art Festival comprised nearly 200 events, including 38 themed events, 5 international forums and artist lectures, 25 large-scale outdoor performances, 5 moving landscape artworks, 74 sessions at the mobile story houses, 40 sound-and-light land art installations, and 9 mini-trips. In total, the festival attracted 1.7 million visitors.

### 品藝術

本次藝術節於 108 年 9 月 6 日至 9 月 22 日舉行，共展出 34 組件作品。邀請及徵件藝術家來自德國、法國、美國、澳洲、日本、韓國、新加坡、越南、中國以及臺灣等地，於大滷森林公園、西坡陂塘及桃園市兒童美術館展出了 24 組件作品；另外，在溪濱公園及中大公園等地之「藝遊八塊厝—社區參與藝術共創計畫」中，藝術家與鄰里居民、社區學校或在地農會等合作，以在地創新的精神協力共創 10 組件作品。



### Artworks

The Taoyuan Land Art Festival took place from September 6 to 22, 2019, and consisted of 34 sets of artworks. Artists from Germany, France, the United States, Australia, Japan, South Korea, Singapore, Vietnam, China, and Taiwan exhibited 24 pieces in Danan Forest Park, Xipo Pond Ecological Park, and Taoyuan Children's Art Museum. Moreover, a project entitled Peh Te Tshu Art Plan: Community Participation in Art Co-creation took place in Xibin Park and Zhongda Park. The artists cooperated with local residents, schools, and farmers' associations to create ten sets of artworks, showcasing the innovative capability of the local community.

■ 馬岩松，〈自然舞衣〉 *MAD: Threads of Nature* by Ma Yan-song







■ 大西康明, 〈大浦豎空〉  
*Vertical Emptiness in DP* by Yasuaki Onishi



■ 賴純純, 〈桃樂源〉  
*Bloom Paradise* by Lai Jun T



■ 譚滕穎, 〈風彩〉  
*Wind and Color* by ĐÀM Đăng Lại



■ 涂維政, 〈大浦遺址〉 *Danan Ruins* by Tu Wei-cheng



■ 徐秀美, 〈飛越桃花源〉 *Fly over Shangri-La* by Hsu May





■ 陳偉立 · 〈歡聲笑語〉  
*Cloud9: Raining* by Tan Wee-lit

■ 袁安 · 蒲梅爾 · 〈共用循環〉  
*Pool-Loop* by Joan Pomero



■ 賴添明 · 〈被風景包裹的風景〉 *Scenery Enfolded by Scenery* by Lai Tian-ming



■ 梁秀印 · 〈大浦轉綠林〉 *Spin Park in Danan (Lifethings)* by Yang Soo-in



## 藝術家創作工作坊

國內外三位藝術家涂維政、Tanya Schultz、Olga Ziemska 駐地創作與民眾合作共創，以一系列與地方、歷史記憶和生活環境相關的藝術體驗及參與活動，串連起桃園的自然、人文及情感脈絡。

### 108.08.05 至 08.09

涂維政〈大浦遺跡〉作品招募志工參與工作坊，取得民眾提供的物件，以及透過採集營區壓印於陶土灌注成水泥後，翻模處理成「印模化石」的質感，呈現大浦營區的歷史與採樣附近人為活動或植物生態的遺跡，藉此反思自然生態之重要性。

### 108.08.06 至 08.28

澳洲藝術家 Tanya Schultz 〈日月奇遇記〉帶領民眾一起，將各式彩色紙、亮粉、糖果、橡皮泥、串珠、甜食、動物玩具及塑料花等材料融合，創作繽紛多彩的〈日月奇遇記〉。

### 108.08.14、08.16、08.18

美國藝術家 Olga Ziemska，運用臺灣原生自然建材「竹」打造了 36 件以桃園民眾之「手」為模的雕塑，集結為 15 呎高的戶外藝術作品。

## Artist's Creative Workshops

### August 5 – 9, 2019

For his work Danan Ruins, Tu Wei-cheng recruited volunteers to take part in an art co-creation workshop, using objects provided by the public and materials from the former barracks. The participants pressed clay against the collected objects, made concrete casts, and created "molded fossils" to show the historical traces of human activities and the ecological footprints of the Danan barracks. This process encouraged the participants to reflect on the importance of protecting Mother Nature and the local ecology.

### August 6 – 28, 2019

In the workshop In Search of the Moon and the Sun, hosted by Australian artist Tanya Schultz, participants combined materials such as colored paper, glitter, candies, plasticine, beads, desserts, animal toys, and plastic flowers to create colorful artworks.

### August 14, 16, and 18, 2019

Using the image of Taoyuan residents' "hands" as inspiration, American artist Olga Ziemska used bamboo, a natural building material native to Taiwan, to create 36 sculptures. The hands were then assembled into a 15-foot-tall outdoor artwork.



## 樂地景

配合地景作品與八德的地方特色，以「樂」為概念，讓民眾透過遊戲參與互動，達到寓教於樂的目的。主題活動共 7 場次，包括「食米知味」、「灑落的藍眼淚」、「新世界嘉年華」、「大浦冒險王」、「眷香腐乳」、「綠色戰爭」、「甲蟲現蹤」等，讓參與者感受主展區八德大浦的在地風情。此外，亦辦理結合地方社區的相關活動共 10 場次，包含「洗滋滋互助會創作工作坊」、「浦浦自語」、「保一總動員」、「色彩跑跳蹦蹦」、「喬木林大解密」、「埤塘面面觀」等，透過藝術團隊深入社區，重現或挖掘地方紋理。

## Events

The concept of "joy" was a key element of the themed events during the festival, which incorporated landscape-based artworks with the local Bade culture. These interactive events were game-based and designed to be educational and entertaining at the same time. Visitors to the festival were invited to experience the local culture of Bade and Danan in the main exhibition area through seven themed events: The Fresh Taste of Rice, Amazing Sea Sparkles, The Mid-Autumn Festival, Adventurers of Danan, Fermented Tofu in Military Dependents' Villages, Green War, and Discovering Beetles. In addition, ten participatory activities linked to the local communities enabled the artists to rediscover and represent the local contexts: Chat Room: WASHING, Murmuring Danan, May Special Police Bless You, The Clash of Colors, Discovering Forests, and The Past, Present, and Future of Ponds.

活動日期 Date	假日主題活動 Themed Events	社區藝術參與 Artist-Community Interaction
2019.09.07	食米知味 The Fresh Taste of Rice	浦浦自語 Murmuring Danan
2019.09.08	灑落的藍眼淚 Amazing Sea Sparkles	保一總動員 May Special Police Bless You
2019.09.13	新世界嘉年華 The Mid-Autumn Festival	
2019.09.14	大浦冒險王 Adventurers of Danan	色彩跑跳蹦蹦 The Clash of Colors
2019.09.15	眷香腐乳 Fermented Tofu in Military Dependents' Villages	埤塘面面觀 The Past, Present, and Future of Ponds
2019.09.21	綠色戰爭 Green War	喬木林大解密 Discovering Forests
2019.09.22	甲蟲現蹤 Discovering Beetles	洗滋滋互助會 Chat Room: WASHING



## 談地景

除了匯集臺灣和各國藝術家駐地創作、設置作品或與民眾聯手共創之外，2019 桃園地景藝術節亦延伸議題，舉辦 4 場藝術家對談、1 場國際論壇，藉由國內外藝術家交流分享、學者們的探討研究，使參與者進一步理解藝術家對於土地和人的解讀與轉譯，也重新思考人和土地、和環境的關係。

## Forums

The Taoyuan Land Art Festival brought together artists from Taiwan and other countries to create and set up installations, as well as engage in artistic creation with members of the public. Moreover, the festival also featured four dialogues with artists and one international forum for extended topical discussions. Through the sharing of views among Taiwanese and foreign artists and discussion and research by scholars, participants were able to understand further the artists' interpretations and translations of the land and its people, and rethink the relationship between people, land, and the environment.

### ● 藝術家座談

#### 108-09-07 | 自然·人文·歷史—看待環境的新視角

主持人——劉俊蘭 桃園市立美術館館長

與談人——黨群、裘安、蒲梅爾、梁秀印、松亞、笑得麥雅

#### 108-09-08 | 在地·他方—在藝術想像中與世界重新相遇

主持人——石瑞仁 新嘉文創創意總監

與談人——賴純純、坦雅·舒爾姿、譚滕籟、陳偉立

#### 108-09-14 | 舊所在·新風景—在地藝術家的地景詮釋

主持人——潘小雪 臺北當代藝術館執行總監

與談人——賴添明、涂維政、劉家瑋、胡繼祥

#### 108-09-15 | 建築·地景·劇場—空間敘事與環境想像

主持人——陳歷渝 中原大學藝術中心暨創意設計中心主任

與談人——潘天壹、方瑋、洪誌遠、林育正、徐秀美

## Artist Forums

### Sept 7, 2019

#### Nature, Humanities, History: A New Perspective on the Environment

Moderator: Liu Chun-lan, Director of TMOFA

Speakers: Tang Chun, Joan Pomeroy, Yang Soo-in, Sonja Vordermaier

### Sept 8, 2019

#### Here & There: Re-encounter the World Through Artistic Imagination

Moderator: Shih Jui-jen, Creative Director of Newglory Cultural Creative Co., Ltd.

Speakers: Lai Jun T., Tanya Schultz, À M ng L i, Tan Wee-lit

### Sept 14, 2019

#### Old Places · New Landscapes: Local Artists Interpreting the Landscapes

Moderator: Pan Sheau-shei, Executive Director, Museum of Contemporary Art, Taipei

Speakers: Lai Tian-ming, Tu Wei-cheng, Liu Chia-wei, Hu Chin-hsiang

### Sept 15, 2019

#### Architecture, Landscape, Theater: Spatial Narratives and Environmental Imagination

Moderator: Chen Li-yu, Director of CYCU Art Center

Speakers: Pan Tein-yi, Fang Wei, Hong Hong Chih-yuan, Lin Yu-cheng, Hsu May

## 看表演

地景藝術節期間，本館與陳怡潔藝術工作室合作，策辦 40 場次「大滄森之光」光雕展演，以音樂、燈光、投影、AR 互動影像所共織出的全長兩百公尺的森林光雕環境劇場，以極具聲光效果的科技藝術饗宴，呈現桃園獨特的人文地貌與生態景觀。此外，亦結合展區歷史紋理背景，網羅優質表演團隊規劃 5 場次「移動地景」的行進式演出，透過操槍術、默劇、跑酷、雜技、馬戲、雜耍和舞蹈等藝術形式，引領觀眾漫步在自然場域與藝術品之間，感受各場域環境故事。

而文化局表演藝術科亦推出一系列共 25 場的舞台表演活動，邀請優人神鼓、朱宗慶打擊樂團、法國 remue-ménage 馬戲團等國內外團隊以及在地藝人，帶領觀眾從森林裡、大地上、水岸旁跟著演出視角重探地景風貌。另外，本館在兒童美術館所在的八德廣豐新天地前廣場，舉辦 74 場次的「故事森林」4D 體驗移動故事屋，以桃園在地原創動畫，融入童話幻境的沉浸式體驗元素，由劇場說書人引領親子觀眾領略桃園地景的全新樣貌。

## Performances

During the 2019 Land Art Festival, TMOFA worked with Agi Chen's Art Studio to put on forty light sculpture performances entitled the Danan Forest Light. The environmental light theater covered a length of 200 meters and incorporated music, lighting, projection, and AR interactive images. The theater presented the unique cultural and ecological landscapes of Taoyuan, enriched with a technological and artistic cornucopia of sound and light effects. Against the historical backdrop of the exhibition area, top performers carried out five performances of "moving land art," blending rifle tossing, mime, parkour, acrobatics, circus tricks, vaudeville, and dance. The audience followed the performers to move across the venue, taking a stroll through art forms that combine nature with art.

The Performing Arts Division of the Department of Cultural Affairs, Taoyuan also launched a series of 25 stage performances during the festival. U Theatre, Ju Percussion Group, French circus troupe La Compagnie Remue ménage, and Taiwanese artists were invited to perform in the forest, on the land, and at the waterfront, offering participants fresh viewpoints from which to re-explore the landscape. In the square in front of the Bade Kwong Fong Plaza, where the Children's Art Museum is located, the museum held 74 sessions of the 4D Animation Theater: Forest of Stories, a mobile story house experience. This theatrical storytelling incorporating fairy tales and immersive experience allowed families to appreciate Taoyuan's landscape from an entirely new perspective.





# 視野 — 年度展覽回顧

Vision:  
Annual Review of Exhibitions



# 04

## 視野 — 年度展覽回顧

Vision:  
Annual Review of Exhibitions

美術館是藝術展演的重要場域，亦是推動藝文發展和美學扎根的動力引擎。桃美館的館舍正在興建中，因此在硬體建築落成之前，除了以暫設於八德的兒童美術館為基地之外，也在文化局所屬展廳辦理展覽。

The art museum is an important venue for art exhibitions and performances and is the driving force behind the development of art and culture. It also contributes to the cultivation of the public's artistic and aesthetic sensibility. While the future TMOFA complex is under construction, the museum's exhibitions have been mainly held at the Children's Art Museum at its temporary location in Bade and the exhibition halls of the Department of Cultural Affairs.

### ■ 專題策展 Special Curation

#### 水彩的可能 — 2018 桃園水彩藝術展

107.08.29-09.16

桃園市文化局主辦，桃園市立美術館承辦  
桃園市文化局第一、二展覽室

由藝術家郭明福擔任策展人，邀集國內及桃園在地共 24 位水彩藝術家聯袂參展。展出的 72 幅以「實驗性、開創性」為創作宗旨的作品，呈現水彩多元的形式與創作風貌，開拓水彩藝術的不同可能。

策展人：郭明福 | 參展者：朱榮培、何家濂、李足新、李招治、周運順、林仁山、林英哲、林維新、翁梁源、張秀琴、許和捷、連明仁、郭宗正、陳文龍、陳俊男、陳俊華、游雯珍、馮承芝、黃文祥、楊治璋、董心如、劉佳琪、蔣玉俊、鄭福成

#### The Possibilities of Watercolors: 2018 Taoyuan Watercolor Art Exhibition 2018.08.29-09.16

>Sponsored by The Department of Cultural Affairs, Taoyuan and organized by the TMOFA  
>Exhibition Rooms 1 and 2, Department of Cultural Affairs, Taoyuan City Government

Artist Kuo Ming-fu, the curator of The Possibilities of Watercolors, invited 24 watercolor artists from Taoyuan and other parts of Taiwan to participate in the exhibition. Chosen for being experimental and groundbreaking, the 72 works on display presented the diverse forms and creative styles of watercolor paintings, opening up new possibilities for watercolor art.

Curator: Kuo Ming-fu | Featured artists: Chu Jung-pei, Ho Chia-lian, Li Tsu-hsin, Li Chao-chi, Chou Yun-shun, Lin Jen-shan, Lin Ying-jhe, Lin Wei-hsin, Weng Liang-yuan, Chang Hsiu-chin, Hsu He-chieh, Lien Ming-jen, Kuo Tsung-cheng, Chen Wen-lung, Chen Chun-nan, Chen Chun-hua, You Wen-chen, Feng Cheng-chi, Huang Wen-hsiang, Yang Chi-wei, Tung Hsin-ru, Liu Chia-chi, Chiang Yu-chun, Cheng Fu-cheng

• 107.09.01 藝術交流座談會  
桃園市文化局第一展覽室  
座談主題「水彩可能的方向」

主持人：郭明福 | 與談人：國立歷史博物館館長廖新田

#### 2019.09.01 Art Exchange Symposium

Exhibition Room 1, Department of Cultural Affairs, Taoyuan

Topic: Possible New Directions for Watercolor Paintings

Moderator: Kuo Ming-fu | Speaker: Liao Hsin-tian, Director of the National Museum of History

#### 蘊育·連結·擴張 — 2019 桃園女性藝術特展

108.02.27-03.17

桃園市立美術館主辦  
桃園市文化局第一、二展覽室

客座策展人邀集了十組與桃園具有地緣關係的女性藝術家一同展出。「蘊育·連結·擴張」這串由動詞組合而來的展題概念，呼應了美術館正值胚胎階段，尚待孵化養成的現狀，也喻示了日後的功能作用、發展活力和嶄新可能。此展呈現當代藝術跨媒材的創新與實驗，亦展現女性藝術家對於社會、自然、身體、母職等議題的細膩觀察與再詮釋。

策展人：張惠蘭教授 | 參展者：王紫芸、林珮淳、邱煦涓、徐薇蕙、曾鈺涓、金啟平、黃小燕、黃品彤、黃蘭雅、廖秀玲、羅惠瑜

#### Implication · Connection · Extension: 2019 Taoyuan Female Art Exhibition 2019.02.27-03.17

>Organized by the Taoyuan Museum of Fine Arts  
>Exhibition Rooms 1 and 2, Department of Cultural Affairs, Taoyuan

The guest curator invited ten groups of Taoyuan-based female artists to exhibit in the 2019 Taoyuan Female Art Exhibition. The underlying concept of the exhibition was "implication, connection, and extension," a combination of actions that reflect the fact that the museum is in its embryonic stages and has yet to be cultivated. The theme also indicated the future roles, vitality, and new possibilities of the museum's development. The exhibition underscored the innovative and experimental nature of contemporary multimedia art, as well as the female artists' nuanced observation and reinterpretation of issues such as society, nature, body, and motherhood.

Curator: Professor Chang Hui-lan | Featured artists: Wang Tzu-yun, Lin Pey-chwen, Chiu Hsu-mei, Hsu Wei-hui, Tseng Yu-chuan, Chin Chi-ping, Huang Hsiao-yen, Huang Pin-tong, Huang Lan-ya, Liao Hsiu-ling, Lo Hui-yu



■ 王紫芸，〈零時零分〉  
Zero Hour Zero Minute by Wang Tzu-yun  
■ 廖秀玲，〈膨脹人〉  
Swell Person by Liao Hsiu-ling  
■ 邱煦涓，〈進入此景〉  
Go into the Scene by Chiu Hsu-mei



■ 林珮淳，〈夏娃克隆女神的誕生〉 The Birth of Eve Clone by Lin Pey-chwen



- 108.03.02 藝術家座談會

桃園市文化局第一展覽室

主持人：張惠蘭 | 與談人：陳明惠 · 藝評人、參展藝術家

- 108.03.09 延伸座談 | 「MOCA 挺 TMOFA — 陳建北快閃桃美館助產」

桃園市文化局 第一展覽室

引言人：桃美館館長劉俊蘭 | 主持人：張惠蘭 | 與談者：陳建北

- 2019.03.02 Artist Symposium

Exhibition Room 1, Department of Cultural Affairs, Taoyuan

**Moderator:** Chang Hui-lan | **Speakers:** Art critic Chen Ming-hui & featured artists in the exhibition

- 2019.03.09 Extended Discussion | MOCA & TMOFA Partnerships: Chen Chien-pei's Pop-up Midwifery in TMOFA

Exhibition Room 1, Department of Cultural Affairs, Taoyuan

**Host:** Liu Chun-lan, Director of Taoyuan Museum of Fine Arts | **Moderator:** Chang Hui-lan | **Speaker:** Chen Chien-pei

## 戀火。再生 — 趙世傳膠彩畫展 第 34 屆桃園美術家薪傳展 108.04.17-05.05

桃園市文化局主辦，桃園市立美術館承辦

桃園市文化局第一、二展覽室

趙世傳繼承恩師許深州嚴謹創作的精神，以膠彩聞名。此展邀請資深藝術史學者賴明珠教授擔任策展人，她以「戀火 再生」為命題，依趙世傳創作的歷程與繪畫風格類型區分為四個主題展區：「自然觀照」、「東西融通」、「形式變革」、「意念表現」。另規劃陳列寫生稿、草稿、底圖、照片資料等，以文獻對照又兼具故事性的展示手法，讓觀眾理解藝術家的創作過程與生命史。

策展人：賴明珠教授 | 展出者：趙世傳

## Flame and Rebirth: Eastern Gouache of Chao Shih-chuan 34th Taoyuan Artists Heritage Exhibition 2019.04.17-05.05

>Sponsored by Taoyuan City Department of Cultural Affairs and organized by the TMOFA

>Exhibition Rooms 1 and 2, Department of Cultural Affairs, Taoyuan

Chao Shih-chuan inherited the rigorous creative spirit of his teacher Hsu Shen-chou and is famous for his gouache paintings. This exhibition was curated by Professor Lai Ming-chu, a veteran art historian, who developed it based on the theme of Flame and Rebirth. The exhibition is divided into four themed areas based on Chao Shih-chuan's creative process and painting style: Natural Observations, East-West Integration, Transformation, and Conceptual Expression. Also on display were sketches, drafts, drawings, and photographs of the artists. The juxtaposition of artworks and related documents presented a story-like display that allowed the visitors to gain insights into the artist's creative process and life story.

Curator: Professor Lai Ming-chu | Featured artist: Chao Shih-chuan



■ 趙世傳·〈火舞〉 Fire Dance by Chao Shih-chuan



- 107.04.20 膠彩藝術座談會 | 與膠彩畫家面對面

桃園市文化局 5 樓團體視聽室

引言人：桃美館館長劉俊蘭 | 主持人：賴明珠教授 | 與談者：趙世傳、范素鑾

- 107.04.28 從臺展三少年到當代膠彩畫

桃園市文化局 B1 家具博物館視聽室

主持人：賴明珠教授 | 與談者：林柏亭、林明賢教授

- 2018.04.20 Gouache Art Symposium | Face-to-Face with Gouache Artists

Audiovisual Room, 5th floor, Department of Cultural Affairs, Taoyuan

**Host:** Liu Chun-lan, Director of TMOFA | **Moderator:** Professor Lai Ming-chu | **Speakers:** Chao Shih-chuan, Fan Su-luan

- 2018.4.28 The "Three Youngsters of the Taiwan Fine Arts Exhibition" and Contemporary Gouache Paintings

Audiovisual Room, B1, Furniture Museum, Department of Cultural Affairs, Taoyuan City

**Topic:** **Moderator:** Professor Lai Ming-chu | **Speakers:** Lin Po-ting and Professor Lin Ming-hsien



## 藝術家聯展 Group Exhibitions

### 2018 年桃園市美術家邀請展 107.08.02-08.26

桃園市文化局主辦，桃園市立美術館承辦  
桃園市文化局第一、二展覽室

由桃園市文化局主辦的「桃園市美術家邀請展」是桃園地區重要的年度藝文盛事。桃園境內具有閩南、客家、原住民、東南亞新住民等多元族群，孕育了多元的文化資產，本展以活化在地藝文生態作為文化傳承並增進在地美術文化之發展為目標，2018 年第 18 屆邀請 163 位藝術家參與展出，包括水墨類 79 件、書法類 36 件、篆刻盜刻類 15 件、膠彩類 33 件。期能藉此推展在地美術風氣，促進藝術交流，厚植地方藝術能量。

### 2018 Taoyuan Artists Invitational Exhibition 2018.08.02-08.26

>Sponsored by The Department of Cultural Affairs, Taoyuan and organized by the TMOFA  
>Exhibition Rooms 1 & 2, Department of Cultural Affairs, Taoyuan

The Taoyuan Artists Invitational Exhibition, hosted by the Taoyuan Department of Cultural Affairs, is an important annual cultural event in Taoyuan. The city of Taoyuan is home to a range of ethnic groups, such as Minnan, Hakka, aborigines, and new immigrants originating from Southeast Asia. The exhibition aims to energize the local art communities, pass on cultural heritage, and enhance the development of local art culture. In short, it serves as a breeding ground for a diverse range of cultural resources and assets. In 2018, 163 artists were invited to participate in the 18th edition of the exhibition. The artworks on display included 79 ink paintings, 36 calligraphy artworks, 15 seal and porcelain engravings, and 33 gouache paintings. This event stimulated the local art environment, promoted artistic exchange, and contributed to the cultivation of local art talent.

Curator: Kuo Ming-fu | Featured artists: Chu Jung-pei, Ho Chia-lian, Li Tsu-hsin, Li Chao-chi, Chou Yun-shun, Lin Jen-shan, Lin Ying-jhe, Lin Wei-hsin, Weng Liang-yuan, Chang Hsiu-chin, Hsu He-chieh, Lien Ming-jen, Kuo Tsung-cheng, Chen Wen-lung, Chen Chun-nan, Chen Chun-hua, You Wen-chen, Feng Cheng-chi, Huang Wen-hsiang, Yang Chi-wei, Tung Hsin-ru, Liu Chia-chi, Chiang Yu-chun, Cheng Fu-cheng



■ 徐子涵·〈遇〉  
Zero Hour Zero Minute by Wang Tzu-yun  
■ 戴武光·〈荷葉初發〉  
The Birth of Eve Clone by Lin Pey-chwen

### 2018 年桃園機場邀請展 107.09.05-11.14

桃園市文化局主辦、桃園市立美術館承辦  
臺灣桃園國際機場 第二航廈 D 區藝文展演空間

桃園機場為連接國際的門戶，通往世界的窗口。本展自「2018 年桃園市美術家邀請展」挑選出部分作品，包含水墨、書法、篆刻盜刻、膠彩等類別，在機場營造在地藝文氣息，並向國內外旅客推介台灣優秀的藝術家。

### 2018 Taoyuan Airport Invitational Exhibition 2018.09.05-11.14

>Sponsored by The Department of Cultural Affairs, Taoyuan and organized by the TMOFA  
>Taiwan Taoyuan International Airport, Terminal 2 (Zone D) Art and Cultural Exhibition Space

Taoyuan Airport is a gateway to and a window on the world. This exhibition selected works from the Taoyuan Artists Invitational Exhibition, including ink paintings, calligraphy, seal engravings, porcelain carvings, and gouache paintings to display in the airport. It showcased local art and promoted outstanding Taiwanese artists to domestic and international visitors.

### 2019 年桃園市美術家邀請展 108.3.21-4.14

桃園市文化局主辦、桃園市立美術館承辦  
桃園市文化局 第一展覽室、第二展覽室

「桃園市美術家邀請展」為桃園市文化局每年辦理的市內藝術家聯展。第 19 屆共展出 123 件作品，包括西畫類（油畫、水彩、版畫）、雕塑工藝類、攝影類及複合媒材與應用設計類。藝術家參展以豐厚的人文情懷、溫潤的民情氣度，觀照世界脈動，為藝術洪流刻劃雋永的印記。

### 2019 Taoyuan Artists Invitational Exhibition 2019.3.21-4.14

>Sponsored by The Department of Cultural Affairs, Taoyuan and organized by the TMOFA  
>Exhibition Rooms 1 & 2, Department of Cultural Affairs, Taoyuan

The Taoyuan Artists Invitational Exhibition is a joint exhibition of Taoyuan artists held every year by The Department of Cultural Affairs, Taoyuan. A total of 123 works were exhibited at the 19th annual exhibition, including Western-style paintings (oil, watercolor, prints), sculptures, photography, mixed media, and applied design. Imbued with a deep sense of humanism and culture, the exhibition presented featured artists' outlook on local and global events and made a lasting mark on the development of art culture in Taoyuan.



■ 賴添明·〈石癡—青苔石系列〉 Crazy about Stones: Moss Stone Series by Lai Tien-ming



■ 馮承芝·〈歸雲—去無蹤跡〉 Return of the Cloud by Feng Chen-chih



## 徵件競賽展

### 第 36 屆桃源美展 107.11.01-11.25

桃園市文化局主辦、桃園市立美術館承辦  
桃園市文化局、中壢藝術館第一展覽室

為了提倡全民美育、推展美術創作風氣，豐富桃園的藝術視野、積累臺灣的藝術創作能量，桃園自民國 71 年起即開始辦理桃源美展。107 年開始交由美術館承辦的這項競賽展，參賽作品近千件，經委員決審遴選出各類前三名、佳作及入選等獎項，獲頒「桃美獎」者，計有 9 件。其中，黃彥勳及高春英更蟬聯兩屆油畫類與版畫類首獎殊榮。本館並與中國科技大學施盈廷老師合作，增設了現場首獎作品 VR 實境影片互動功能，讓觀眾能透過掃描各類首獎作品，來聆聽藝術家的創作歷程與概念。

## Art Competition Exhibitions

### The 36th Taoyuan Fine Arts Exhibition 2018.11.01-11.25

>Sponsored by The Department of Cultural Affairs, Taoyuan and organized by the TMOFA  
>Exhibition Room 1, Zhongli Arts Hall, Department of Cultural Affairs, Taoyuan

Since 1982, Taoyuan has been hosting the Taoyuan Fine Arts Exhibition to promote artistic creativity, enrich Taoyuan's artistic vision, and accumulate creative energy for the development of art in Taiwan. In 2018, TMOFA was put in charge of organizing the annual competition. The 2018 Taoyuan Fine Arts Exhibition attracted nearly 1,000 entries. A total of nine artists were awarded the top prizes (The Tao Mei Award), including the best three works in each category, honorable mentions, and judges' awards. Among the participating artists, Huang Yen-hsun and Kao Chun-ying had won the first place in the oil painting and printmaking category respectively for two years in a row. In collaboration with Shih Ying-ting, a lecturer at the China University of Technology, the TMOFA also created on-site interactive VR videos for the artworks that won top prizes in each category. Visitors can use their mobile device to scan the winning artworks to bring up information about the artists' background and creative process.



■ 游雯珍·〈戲院圖書館〉  
Cinema Library by Yu Wen-jane



■ 黃世昌·〈濁境〉  
Feculence by Huang Shih-chang

### 第 37 屆桃源美展 108.11.02-11.24

桃園市文化局主辦、桃園市立美術館承辦  
桃園市文化局 第一展覽室、第二展覽室、2 樓畫廊、3 樓畫廊  
中壢藝術館 第一展覽室、第二展覽室

今年入選作品共計 151 件，每類選出一名「桃美獎」，並新增「免審查獎」。參展的藝術家們以不同手法展現現各自的人文關懷，刻劃對社會、生活、自然的種種情感，各具不同的內涵與殊異的藝術表現。

### The 37th Taoyuan Fine Arts Exhibition 2019.11.02-11.24

>Sponsored by The Department of Cultural Affairs, Taoyuan and organized by the TMOFA  
>Exhibition Rooms 1 and 2 and galleries on 2F and 3F, The Department of Cultural Affairs, Taoyuan; Exhibition Rooms 1 an 2, Zhongli Arts Hall

In total, 151 works were selected for the 37th Taoyuan Fine Arts Exhibition in 2019. The Tao Mei Awards was given to the top prize winners in each category. In addition, a new category was added to allow artists who had won top prizes in the past to enter the exhibition without going through the selection process. In the 2019 exhibition, participating artists showed artworks that not only depicted their emotions and reflections on society, life, and nature, but also presented their unique creative processes and artistic expressions.

■ 彭冠銘·〈雁·行〉 Flight of Answer by Peng Guan-ming



■ 劉彥醇·〈太平老人詩鈔〉 Poem by YU, YOU-REN by Liu Yan-chun





■ 陳妍卉·〈形單影隻〉 *Single Shadow* by Chen Yen-hui



■ 黃彥勳·〈呼吸·共生〉 *Breathe · Mutualism* by Huang Yen-hsun



■ 湛文甫·〈偏安〉 *Side House* by Chan Wen-fu



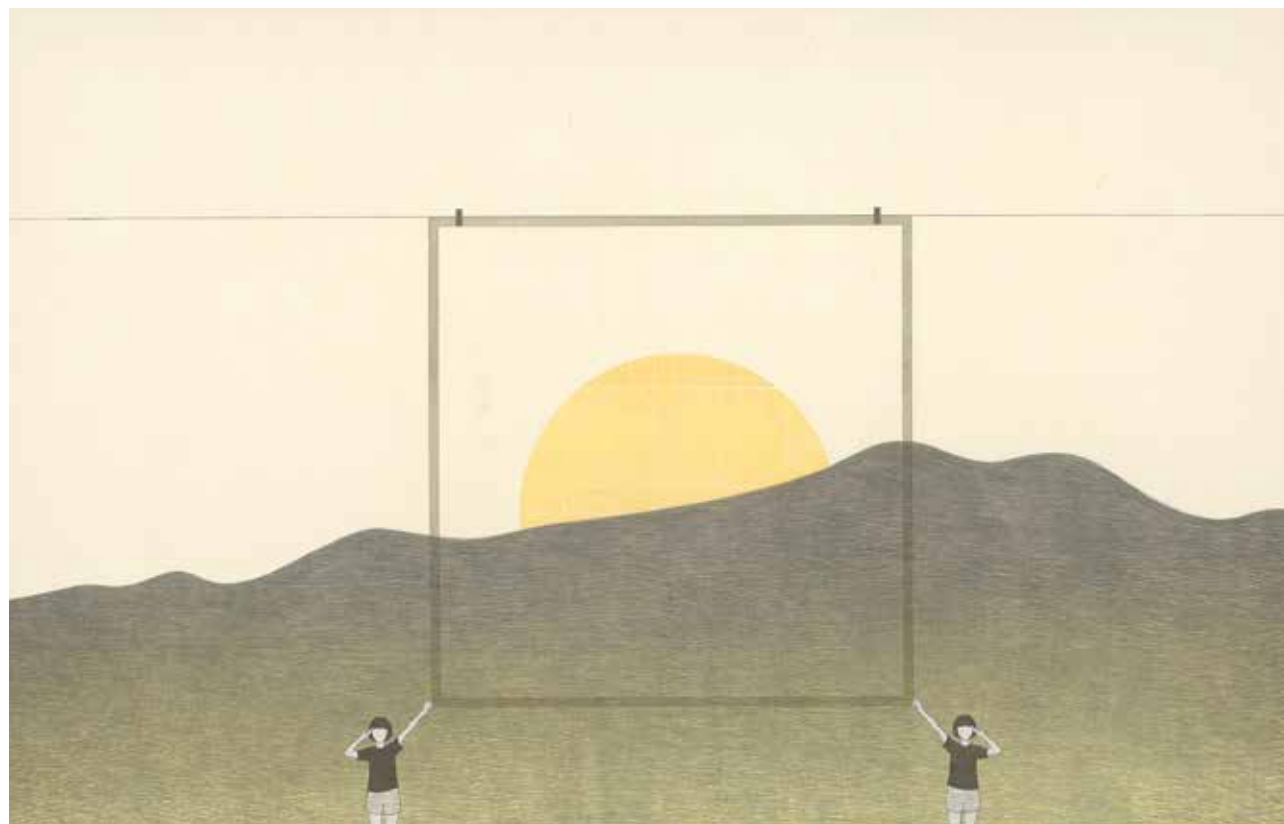
■ 高春英·〈人間幾何 #8〉 *Human Geometry #8* by Kao Chun-ying





■ 李仲程·〈躲貓貓〉 *Hide and Seek* by Li Chung-cheng

■ 洪怡庭·〈安靜世代〉 *The STILL Generation* by Hong Yi-ting



## 第 17 屆桃源創作獎

108.04.23-05.12

桃園市文化局主辦、桃園市立美術館承辦  
桃園展演中心

立意與徵件方式皆有別於桃源美展的「桃源創作獎」，107 年開始由美術館承辦，它肩負著開創當代藝術潮流的使命，採取不分類的方式徵件，可說是提供了藝術創作者自由創新與實驗的平臺。本屆吸引 543 名（組）投件，歷經初選、複選，最終展出 32 件作品，包括 2 件「桃源創作獎」及 3 件「優選」作品。首獎為劉文琪〈遙控迷路野丘〉與高登輝〈涼一下！冷飲販售計畫〉；另外，蔡奕勳〈市場大家〉、段沐〈如夢似幻〉與林家禾〈日常五金〉則獲得「優選」，除此之外，其餘 27 件入選作品也一同展出。

## The 17th Taoyuan Contemporary Art Award

2019.04.23-05.12

>Sponsored by Taoyuan City Department of Cultural Affairs and organized by the TMOFA  
>Taoyuan Arts Center

The artwork selection process and the underlying concept of the Taoyuan Contemporary Art Award differ from the Taoyuan Fine Arts Exhibition. TMOFA was put in charge of organizing the exhibition in 2018 and aimed to pioneer contemporary art trends by accepting artworks without designating award categories. This new approach provided artists with a platform for innovation and experimentation.

This 2019 exhibition drew 543 submissions. After two selection rounds, 32 works were selected to be displayed in the exhibition. The top prizes included two Taoyuan Contemporary Art Award Winners and three Special Selections. The first prize went to Liu Wen-chi's *The Running Wild Hill* and Kao Deng-huei's *Cool*. Special Selection prizes went to *Public Family's Market* by Tsai Yi-hsun, *On the Edge of Dream* by Tuan mu, and *Daily Object* by Lin Chia-ho. The remaining 27 selected works were also displayed in the exhibition.

■ 林家禾·〈日常五金〉 *Daily Object* by Lin Chia-ho



■ 高登輝·〈涼一下！冷飲販售計畫〉  
*Cool* by Kao Deng-huei

■ 劉文琪·〈遙控迷路野丘〉  
*The Running Wild Hill* by Liu Wen-chi





蒐藏 — 豐實桃美典藏

Collection:  
The Richness of the TMOFA Collection



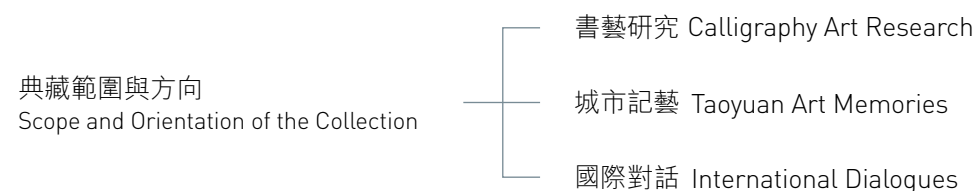
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## 蒐藏 — 豐實桃美典藏

Collection:  
The Richness of the TMOFA Collection

## ■ 典藏範圍與方向

桃美館的典藏方向，依照館所定位與特色，以現當代藝術為主軸，從「地緣性」立基，放眼「國際性」視野，觀照桃園或臺灣美術發展脈絡、開創與國際藝壇的對話。開館至今，本館主要以「書藝研究」、「城市記藝」、「國際對話」三項子計畫進行藝術典藏。



## 一、書藝研究 — 充實書藝館典藏，建構亞洲書藝基地

桃美館母館下設的橫山書法藝術館，肩負推動臺灣書法藝術保存、研究、發展與推廣之使命，期能讓書法藝術在桃園、在臺灣深化，進而綻放其饒富文化識別性的藝術能量，書法藝術故而成為本館典藏要項。

## 二、城市記藝 — 地緣性的重點式與關鍵性典藏

桃美館的典藏政策之一，便是沿台灣現當代美術史、桃園在地藝術發展的脈絡進行爬梳、整理，戮力購藏與補充現有典藏中有所缺漏的重要藝術家作品。「城市記藝」主要從地方的藝術發展出發，致力於「地緣性」的藝術典藏，見證城市的藝術發展以及地方的歷史，重要典藏對象包括源於桃園、關於桃園、影響桃園等與桃園相關的重要作品。

## 三、國際對話 — 拓展跨地域性、國際性典藏

桃美館為「國門之都的美術館」，為拓展國際藝術視野，除了在地藝術史的縱軸史觀，桃園－台灣－國際關係的橫向對話，亦為桃美館典藏的考量方向。是故，本館購藏計畫的第三區塊，乃以「地方關連」作為檢核方式，以「國際對話」為目標，購藏跨地域性、國際性之重要作品。

本館期待透過藝術典藏，補充桃園乃至台灣的現當代藝術系譜資料，在建構桃園、台灣藝術史上累積成效，也拓展國際視野，促成文化對話，為後續藝術研究與發展奠基，並進而達到文化保存、傳承與建構的社會責任。

## Scope and Orientation of the Collection

Geographically rooted in Taoyuan's art scene while reflecting a global outlook, the main axis of the TMOFA collection is modern and contemporary art. TMOFA's collection reflects the development of art in Taoyuan and Taiwan and creates a dialogue with the international art world. Since the inception of TMOFA, its art collection has been developed through three projects: Calligraphy Art Research, Taoyuan Art Memories, and International Dialogues.

## 1. Calligraphy Art Research: Enriching the Hengshan Calligraphy Art Center's Collection to Create a Calligraphy Hub in Asia

Administered by its parent museum, TMOFA, the mission of the Hengshan Calligraphy Art Center is to preserve, research, develop, and promote the art of calligraphy in Taiwan. The museum has been growing its calligraphy collection to enable the art form to take even deeper roots in Taoyuan and Taiwan, while allowing calligraphy to shine in the art world as a vibrant and distinct art form.

## 2. Taoyuan Art Memories: Creating a Regionally-based and Strategically-acquired Collection

One of TMOFA's collection policies is to study Taiwan's modern and contemporary art history and the development of art in Taoyuan in order to acquire works of important artists that are missing from its existing collection. Based on the development of art in Taoyuan, the City Art and Memories project has been building a regionally-based art collection that bears witness to the development of art in the city and local history. Important items in the collection include artworks that originated from Taoyuan, relating to Taoyuan, or having influenced Taoyuan.

## 3. International Dialogues: Expanding the Geographical Reach While Adopting a Global Perspective

TMOFA is an art museum situated at the geographic gateway to Taiwan. To expand the scope of its collection, TMOFA has focused on the research of local art history while facilitating lateral dialogues between Taoyuan, Taiwan, and the world. As a result, the third project, International Dialogues, aims to acquire artworks that fulfill the criterion of creating "local connections as well as international dialogues." In other words, it seeks to acquire important works that are cross-regional and international in their scope.

Through expanding its art collection, the museum seeks to collect information on the modern and contemporary art genealogy in Taoyuan and Taiwan and contribute to the research of the art history of Taoyuan and Taiwan. Moreover, the museum strives to expand its international horizons and promote intercultural dialogues in order to lay a foundation for subsequent art research and fulfill its responsibility to develop, preserve, and pass on culture.

## ■ 美術品典藏審議委員會

本館為審議美術品典藏相關事宜，特設立美術品典藏審議委員會。典藏審議委員會任務為審議本館購藏、捐贈、維護保存及寄存等計畫之作品，並建議作品參考價格。

第一屆典藏審議會共置委員 49 人，任期兩年，由館長兼任召集人。委員皆為從事專業藝術創作、評論、美術人文研究或教學之成就卓越者。每次會議視審議內容，邀請委員七人以上參加，應邀委員三分之二以上出席始得開會，經出席委員過半數表決通過，始作成決議。

典藏審議委員會的設立，代表美術館典藏的制度化，每一件納入典藏的作品皆獲得委員會的認可。107 年度召開 5 次典藏審議委員會、108 年度召開了 9 次典藏審議委員會，完成各類作品入藏的審議程序。

## Museum's Collection Committee

TMOFA museum has set up a committee to review matters relating to its art collection. The tasks of the committee are to review the artworks acquired by TMOFA through purchase and donation, and those entrusted to the museum for preservation and safekeeping, as well as suggesting reference prices for the acquisition of artworks.

The first Museum's Collection Committee consisted of 49 members, with the museum director serving as the convenor. The committee members' term of office is two years. The committee member were distinguished professionals with outstanding achievements in the areas of art creation, art critique, art and humanities research, and art education.

Depending on the content of the deliberations, a minimum of seven committee members must be invited to attend a committee meeting, and two-thirds of the invited members must be present in the meeting before it can validly proceed. A resolution is made only when a majority of committee members who are present in the meeting support a proposal.

The establishment of Museum's Collection Committee signifies the systematic institutionalization of the museum's art collection, where every artwork entered into the collection is approved by the review committee. In 2018, five committee meetings were held, and in 2019, nine such meetings were held to complete the review process for the acquisition of various types of artworks.

## ■ 典藏類別與數量

桃園市立美術館 108 年度典藏品共計 729 件，大多為原桃園市文化局視覺藝術科典藏品移撥。包括水墨、書法篆刻、膠彩、油畫、版畫、水彩、雕塑、工藝、攝影、新媒體、複合媒材及其它，計十二類。各類典藏品數量統計如下圖所示。

## Types and Number of Artworks in the TMOFA Collection

As of 2019, the TMOFA collection comprises a total of 729 exhibits, most of which were transferred from the Department of Visual Arts of the Department of Cultural Affairs, Taoyuan. The artworks span 12 categories: ink paintings, calligraphy and seals, gouache paintings, oil paintings, prints, watercolor paintings, sculptures, craftwork, photography, new media, mixed media, and others. Statistics on each type of artwork are shown below.

## 108 年度桃園市立美術館典藏品統計表 2019 TMOFA Collection Statistics

	總數 Total number	購藏 Acquisitions	捐贈 Donations
水墨類 Ink paintings	165	70	95
書法類 Calligraphy	140	57	83
膠彩類 Gouache paintings	34	33	2
油畫類 Oil paintings	105	71	35
版畫類 Prints	10	10	0
水彩類 Watercolor paintings	64	35	29
雕塑類 Sculptures	37	37	0
工藝類 Craftwork	5	5	0
攝影類 Photography	130	127	3
新媒體類 New media	8	8	0
複合媒材 - 立體類 Mixed media: 3D works	17	17	0
複合媒材 - 平面類 Mixed media: 2D works	8	7	0
其他 Others	5	0	4
總數 Total	729	477	252



## ■ 新進典藏作品

由文化局移撥至桃美館典藏品，平面作品所佔比例超過總數的 85%，尤以水墨與書法兩類最多。是故，本館積極擴展典藏品類型範疇。例如，107 年度，共典藏雕塑類作品 7 件、複合媒材類作品 3 件；108 年則典藏了複合媒材類作品 5 件、新媒體作品 4 件。

107 年度共計典藏 22 位藝術家的 91 件作品，包括購藏 46 件、捐贈 45 件。入藏作品包含有桃源美展首獎作品 9 件，「薪傳展」、「藝術亮點」等桃園重要藝術家共 37 件之作品典藏。此外，也獲在地藝術家及家屬慨捐作品，包括邱創乾、洪正雄、陳俊卿等人作品共 45 件。

108 年度共計典藏 23 位藝術家的 29 件作品，其中購藏 23 件、捐贈 6 件。購藏的部分計有桃源美展「桃美獎」7 位藝術家 7 件作品；陳界仁、楊識宏、徐瑞憲、姚瑞中、饒文貞、曾鈺涓等人作品共 11 件，以及谷文達、邱振中的作品 2 件。另有 2019 地景藝術節委託創作作品 3 件。捐贈部分則有趙世傳、楊識宏、林珮淳、李文謙、楊世芝以及高木聖雨捐贈作品各 1 件。

## New Acquisitions

Among the artworks transferred to TMOFA from the Taoyuan Department of Cultural Affairs, 85% were two-dimensional works, of which the majority were ink paintings and calligraphy. As a result, TMOFA has aimed to diversify its collection to include more types of artworks. In 2018, seven sculptures and three mixed-media works were acquired, while in 2019, five mixed-media works and four new media works were acquired.

In 2018, a total of ninety-one works from twenty-two artists entered the TMOFA collection, forty-six of which were purchased, and forty-five donated. Among the ninety-one works, nine were distinguished artworks that had won the top prizes at the Taoyuan Fine Art Exhibition. Thirty-seven were artworks by renowned Taoyuan artists who participated in the Taoyuan Artists Heritage Exhibition or were featured in the museum's publication, Taoyuan Art Collection. Forty-five works were donated to TMOFA by local artists or their families, including those of Chiu Chuang-chian, Hung Cheng-hsiung, and Chen Chun-ching.

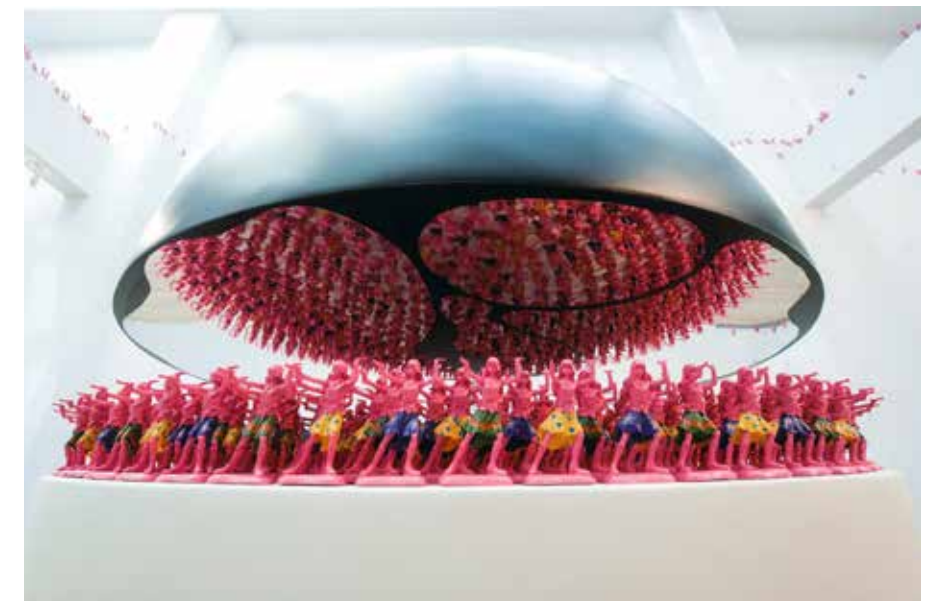
In 2019, a total of twenty-nine works from twenty-three artists were acquired by TMOFA. Twenty-three of them were purchased from the artists, and six of them were donated. Among the purchased works were seven pieces from seven artists that won awards in the Taoyuan Fine Arts Exhibition. The museum also acquired eleven works from Chen Chieh-jen, Yang Chihung, Hsu Ruey Shian, Yao Jui-chung, Rao Wen-jen, and Tseng Yu-chuan, and two works from Gu Wenda and Qiu Zhenzhong. TMOFA also acquired three commissioned works for the 2019 Taoyuan Land Art Festival. Six works by Chao Shih-chuan, Yang Chihung, Lin Pey-Chwen, Li Wentsien, Yang Shih-chih, and Takaki Seiu were also donated to TMOFA in the same year.

■ 陳界仁，〈加工廠 -1〉 *Factory, 2003* by Chen Chieh-jen



■ 楊識宏，〈自然的祭典〉 *The Rite of Nature* by Yang Chihung

■ 徐薇蕙，〈游擊女孩—承受之輕？重？〉  
*Guerilla Girls- Bear Light? Heavy?* by Hsu Wei-hui

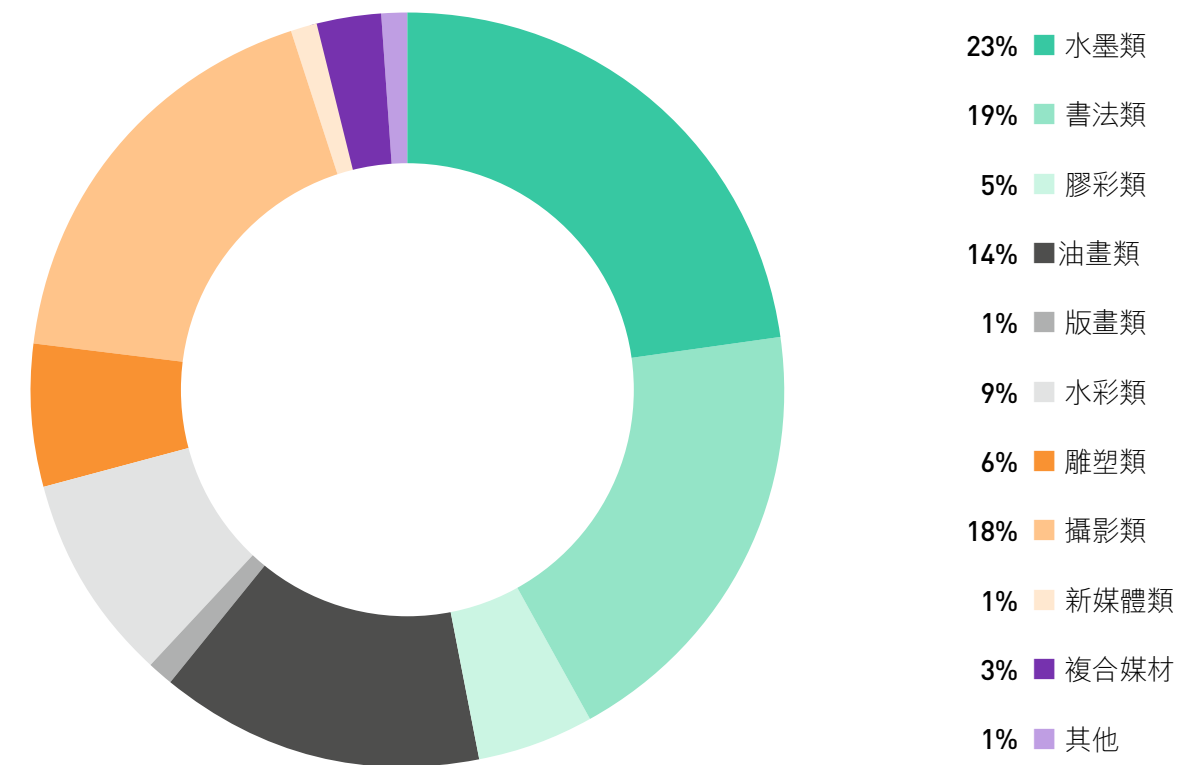






■ 劉國松·〈無題〉 Untitled by Liu Kuo-sung

108 年度桃美館典藏品類型分析圖  
Types of Artworks in the TMOFA Collection (2019)



### ■ 典藏管理與修護

#### 典藏制度

為建立制度與執行規範，發揮美術館的典藏功能，本館自 107 年 8 月便著手訂定六項典藏管理相關的行政規則，分別為：「桃園市立美術館美術品購藏作業要點」、「桃園市立美術館美術品典藏審議委員會設置要點」、「桃園市立美術館受贈藝術品作業要點」、「桃園市立美術館數位典藏圖像授權作業要點」、「桃園市立美術館藏品借展作業要點」與「桃園市立美術館庫房及藏品管理作業要點」。

#### 典藏品倉儲管理暨搬運

本館典藏品多自文化局移撥而來，原存放於局內之典藏庫房。今年因局內庫房進行施工且空間不足，故將典藏品全數移出。惟本館主體建築尚在建構當中，只得另覓專業藝術倉儲空間來設置典藏庫房，將藏品集中並統一管理。

自 108 年 7 月 16 日起至 108 年 9 月 6 日為止，為期約 2 個月，本館對現有藏品進行全面檢視並移藏。藏品共分成 4 批進行運輸，合計搬遷 676 件典藏品、104 件館藏品。

目前典藏品存倉空間，依功能區分為操作空間、綜合存倉區、典藏庫房。操作空間主要供攝影或修復工作使用，綜合存倉區存放大型雕塑或裝置作品，典藏庫房則進一步依媒材類型分區存放作品。



■ 典藏品搬運上車  
Artworks are moved onto a truck.



## Collection Management and Conservation

### Rules and Regulations

To institute and execute rules regarding its collection management, TMOFA established six administrative regulations in August 2018: "Taoyuan Museum of Fine Arts Guidelines for Purchasing Artworks," "Taoyuan Museum of Fine Arts Guidelines for Establishing a Museum's Collection Committee," "Taoyuan Museum of Fine Arts Guidelines for Receiving Donated Artworks," "Taoyuan Museum of Fine Arts Guidelines for Licensing the Use of Digital Collection Images," "Taoyuan Museum of Fine Arts Guidelines Governing Loans from the Collection," and "Taoyuan Museum of Fine Arts Guidelines for Warehousing and Collection Management."

### Warehouse Management and Transportation of Artworks

Most of the artworks in the TMOFA collection were transferred from the Department of Cultural Affairs, Taoyuan and initially stored in the Department's warehouse. However, the artworks had to be relocated as the Department's warehouse underwent construction work this year. With TMOFA's main building still under construction, the museum set up a temporary storage space in a specialized art warehouse to consolidate and house the collection.

During a two-month period from July 16 to September 6, 2019, TMOFA inspected all the items in its collection and moved them in four batches to the new location. A total of 676 important items and 104 regular items were moved. The new location, a temporary storage area, is divided into the staff's working space, general storage, and artwork storage. The working space is mainly used for photography or restoration, and the general storage space houses large-scale sculptures or installations. The artwork storage space houses artworks that are classified according to the medium from which they are made.

### 典藏品 搬遷大事記 一覽表 Collection Relocation Timeline

2019.7.16-7.19	第 1 批典藏品檢視與包裝 Inspection and packaging of the first batch of artworks
2019.8.1-8.2	第 1 批典藏品移藏 Relocation of the first batch of artworks
2019.8.7-8.11	第 2 批典藏品檢視與包裝 Inspection and packaging of the second batch of artworks
2019.8.13	第 2 批典藏品移藏 Relocation of the second batch of artworks
2019.8.12、 2019.8.14-8.21	第 3 批典藏品檢視與包裝 Inspection and packaging of the third batch of artworks
2019.8.23	第 3 批典藏品移藏 Relocation of the third batch of artworks
2019.8.26-9.4	第 4 批典藏品包裝與檢視 Inspection and packaging of the fourth batch of artworks
2019.9.6	第 4 批典藏品移藏 Relocation of the fourth batch of artworks



■ 典藏品之運輸準備情況  
Preparations for transporting artworks



■ 典藏品搬遷前之檢視與清潔工作  
Inspection and cleaning of artworks before relocation



■ 典藏品搬遷後之上架工作  
Artworks being shelved in the new warehouse



■ 搬遷至新庫房後之存倉狀況  
Storage in the new warehouse

### 典藏品修復

本館除了定期檢視藏品，亦陸續委請專業修復師進行典藏品之維護與修復工作，例如油畫類作品—蘇湘竹〈向上〉、複合媒材類作品—謝牧岐〈沒有起始的地方〉。前者為移除氣泡布沾黏的情況，後者為分離受顏料沾黏的作品組件。修復狀況如下所示：

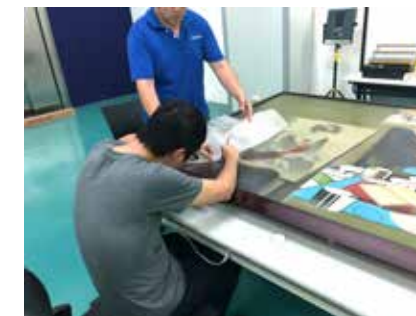
#### Restoration of Artworks

In addition to the routine inspection of the collection, TMOFA also commissions professional conservators to maintain and restore artworks in its collection. Examples of repaired artworks include Su Hsiang-chu's oil painting *Upwards*, from which sticky bubble wrap was removed. In the case of Hsieh Mu-chi's mixed-media work *A Place With No Beginning*, the museum's conservators removed the leaked paint that glued together components of the artwork. The restoration process is illustrated as follows.

#### ■ 〈向上〉 *Upwards*



修復前 Before restoration  
(局部照 Partial view)



修復中  
During restoration



修復後  
After restoration

#### ■ 〈沒有起始的地方〉 *A Place With No Beginning*



修復前 Before restoration  
(局部照 Partial view)



修復中  
During restoration



修復後  
After restoration



## ■ 數位典藏及應用

### 典藏品數位化

為了讓藏品易於管理，便於流傳、研究、推廣，以及加值應用，本館自 108 年度便啟動藏品數位化計畫，未來亦將逐年為新進典藏品安排拍攝與數位建檔作業。目前已數位化的藏品，涵蓋書法、水墨、攝影、水彩、油畫、版畫、膠彩、雕塑、工藝等不同類型，共計 495 件作品。

### 數位典藏圖像授權及借展

數位典藏圖像授權是藏品數位化計畫應用中的一環，可使美術館藏品有效地運用在學術研究、推廣、教育、出版及衍生品設計的層面。本館於 108 年著手擬訂相關規範，以擴大典藏品的應用層面。

108 年桃美館數位典藏圖像共授權 3 次，共計 25 件，藏品類別含有水彩、油畫、攝影等。同時，共有 23 件藏品借予館內外 3 檔展覽展出，其應用範圍包括如展覽輸出、視覺呈現、專書出版、推廣活動與網站宣傳。

## Digital Archiving and Applications

### Digitization of the TMOFA Collection

TMOFA launched a collection digitization project to facilitate the management, dissemination, research, promotion, and value-added application of its collection in 2019. Going forward, the museum will continue to produce and archive digital images of its newly-acquired artworks. To date, a total of 495 items in its collection have been digitized, covering categories such as calligraphy, ink painting, photography, watercolor painting, oil painting, print, gouache painting, sculpture, and craftwork.

### Licensing of Digital Images and Items on loan

Licensing of digital images of the collection forms part of the application aspect of the digitization project and enables the museum's collection to be used in academic research, promotion, education, publication, and design. In 2019, the museum began to establish regulations to expand the use of its collection.

In 2019, the TMOFA completed three licensing projects, covering 25 items in the categories of watercolor painting, oil painting, and photography. In the same year, 23 artworks were loaned to three external exhibitions, and their images were used in exhibition materials, visual presentations, print publications, outreach programs, and online marketing.

### 國家文化記憶庫計畫

本館規劃「桃園市立美術館典藏品研究暨數位建檔計畫」（108 年 6 月 20 日至 108 年 12 月 15 日），從本館 700 餘件典藏品中，挑選 500 件進行資料蒐集與關鍵字、詮釋資料之撰寫，並將成果上傳至文化部國家文化記憶庫，以供後續大眾觀覽。此外，再從 500 件典藏品中，針對其價值與作者之重要性，挑選 50 件進行檔案徵蒐集，以更深入地梳理藝術品的脈絡以及系統性建構以藝術家為主體的創作論述。在藝術家簡歷撰述部分，本案挑選了 20 位對桃園藝術發展上較具代表性的藝術家，進行年表的彙整與創作風格、脈絡的研究；而藝術家訪談方面，則是針對館內重要的典藏品的研究資料，分別對其創作者進行訪談，建構口述歷史並儲備後續探討藝術家創作脈絡與理念。

### National Cultural Memory Bank

TMOFA implemented the Taoyuan Museum of Fine Arts Collection Research and Digital Archive Project from June 20 to December 15, 2019. Five hundred pieces from more than seven hundred items in the museum collection were selected for further study, including collecting detailed information about the artworks as well as producing keywords and interpretation for the selected works. The information was then uploaded to the Taiwan Cultural Memory Bank, established by the Ministry of Culture, for public viewing.

Of the five hundred selected artworks, fifty were chosen for in-depth study based on their value and the importance of the artists. TMOFA researched the contexts of the chosen artworks and collected artist-centered art narratives. Moreover, TMOFA identified and created detailed resumes for 20 artists who are representative of the development of art in Taoyuan. The museum researched their backgrounds, studied their artistic styles, and created personal timelines for the artists. TMOFA also conducted interviews with prominent artists whose artworks have been acquired by the museum, not only as a way to preserve oral history but also to explore the artists' viewpoints and the contexts in which they produced their works.

## 藝術典藏研習營

為交流美術館經營以及藝術典藏工作的專業職能，本館陸續邀請相關專業人士，以講座與對談的方式，至館內分享研究成果或實務經驗。108 年度起由研究典藏組開始辦理「第一屆桃美館典藏管理與研究研習計畫」，自 108 年 3 月 22 日自 10 月 22 日止，共計辦理 13 堂研習課程，邀請多間美術館或博物館的典藏專業人員，從典藏品選件、評審、採購程序至法律規章、運輸保險、管理與研究等方面分享經驗；亦邀請律師、研究者進行藝術與法律、典藏研究、典藏審議及諮詢的專題講座。

### 藝術典藏研習營課程一覽表

堂次	日期	講座主題	講師
1	03 月 22 日	典藏管理與實務經驗分享	臺北市立美術館 方美晶組長
2	03 月 29 日	典藏管理與實務分享	臺北市立美術館 詹彩芸組長
3	04 月 17 日	二十世紀桃園美術的發展	賴明珠老師
4	05 月 08 日	藝術與法律—從案例與著作權法 談藝術作品涉及的法律問題	葉茂林律師
5	06 月 06 日	老骨頭搬家記	國立歷史博物館 翟振孝組長
6	06 月 14 日	典藏業務注意事項	臺南市美術館 林育淳總監
7	06 月 21 日	物件與記憶—淺談博物館典藏研究與詮釋	國立歷史博物館 陳勇成組員
8	07 月 05 日	研究典藏與藏品徵集	台南市美術館 溫淑姿副研究員
9	07 月 12 日	史博館典藏品的蒐藏經驗分享	國立歷史博物館 張慈安研究助理
10	07 月 19 日	奇美博物館典藏管理經驗分享	奇美博物館 連雅貞組長
11	08 月 02 日	當代藝術典藏的探討	東海大學美術系 張惠蘭教授
12	10 月 02 日	藝術品典藏保存與展示維護	國立臺灣美術館 羅鴻文副研究員
13	10 月 22 日	藝術品購藏與管理實務：庫房營運實務	國立臺灣美術館 馮勝宣副研究員 國立臺灣美術館 王蓓瑜組員

## Art Collection Workshops

TMOFA has invited professionals in various fields to share their research or practical experience through lectures and dialogues, enabling the participants to learn more about museum operation and art collection management.

In 2019, TMOFA's Research and Collection Department launched the first TMOFA Educational Program: Collection Management and Research, which ran from March 22 to October 22. In the 13 training sessions, museum collection professionals shared their experiences in artwork collection, review, procurement regulations, transportation and insurance, and management and research. Lawyers and researchers were also invited to give lectures on topics including art and laws, collection research, collection review, and consultation.

### Overview of Training Program: Collection Management and Research

Session	Date	Topic & Lecturer
1	03.22	<b>Collection management and practical experience sharing</b> Ms. Fang Mei-ching, Division Chief, Taipei Fine Arts Museum
2	03.29	<b>Collection management and practical experience sharing</b> Ms. Chan Tsai-yun, Division Chief, Taipei Fine Arts Museum
3	04.17	<b>Arts development in Taoyuan in the 20th century</b> Professor Lai Ming-chu
4	05.08	<b>Art &amp; Laws: Legal issues involving artworks from a copyright perspective and case studies</b> Mr. Yeh Mao-lin, Attorney-at-Law
5	06.06	<b>Relocation of NMH's treasures</b> Mr. Chai Chen-hsiao, Division Chief, National Museum of History
6	06.14	<b>Principles of collection management</b> Mr. Lin Yu-chun, Chief Executive Officer, Tainan Art Museum
7	06.21	<b>Objects and memories: the research and interpretation of museum collection</b> Mr. Chen Yung-cheng, staff, National Museum of History,
8	07.05	<b>Collection research and acquisition</b> Ms. Wen Shu-tzu, associate researcher, Tainan Art Museum
9	07.12	<b>The National Museum of History's experience in collection acquisition</b> Ms. Chang Tzu-an, assistant researcher, National Museum of History
10	07.19	<b>Chimei Museum's experience in collection management</b> Ms. Lian Ya-chen, Division Chief, Chimei Museum
11	08.02	<b>Exploration of contemporary art collections</b> Professor Chang Hui-lan, Department of Fine Arts, Tunghai University
12	10.02	<b>Conservation, display, and protection of artworks</b> Mr. Lo Hung-wen, associate researcher, National Taiwan Museum of Fine Arts
13	10.22	<b>Acquisition and management of artworks &amp; warehouse operation</b> Mr. Feng Sheng-hsuan, associate researcher, National Taiwan Museum of Fine Arts; Ms. Wang Pei-yu, staff, National Taiwan Museum of Fine Arts



# 論述 — 拓展藝術研究

Discussion:  
Pioneering Art Research





## 06

## 論述 — 拓展藝術研究

Discussion:  
Pioneering Art Research

本館從「藝術家及譜系研究」、「典藏品詮釋分析」、「藝術生態發展」三個面向開拓藝術研究；並從典藏關鍵作品、田野調查、深度訪談工作中，蒐集藝術文獻檔案，累積相關研究資料。這些基礎的研究工作未來可應用於展覽策劃、教育推廣、專題出版、國際學術論壇規劃等面向，建立藝術知識與美術館實務緊密關係。

TMOFA strives to expand the scope of its art research in three areas: "study of artists and their genealogies," "analysis and interpretation of the TMOFA collection," and "development of art ecosystems." TMOFA has been gathering research materials through acquiring important artworks, conducting field studies, carrying out in-depth interviews, and building an art documentation archive. The results of TMOFA's research could be applied to its exhibition curation, education, promotion, publication, and the planning of international academic forums in the future, fostering a close connection between art knowledge and art museum practice.

### ■ 基礎資料建構

設館之初，本館承辦文化局 2018 年度《桃園藝術亮點》之出版工作。以陳宗鎮、羅應良、陳俊華、游明龍、傅彥熹、徐文印、沈秀成、簡來喜、張日廣及李錦財等十位藝術家為對象，撰述藝術家的美術創作歷程、作品特色與技法、藝術理念、美術教育觀點等，記錄藝術家們在桃園的生命史與藝術發展歷程，為將來進一步的桃園藝術發展研究累積基礎資料。而出版之際，本館並辦理「新書發表會暨系列座談會」，以宣傳推廣並延伸相關探討。

#### • 2018 藝術亮點新書發表會暨系列座談會

107-11-23 新書發表會，文化局 1F 大廳

107-11-23 座談會 I，文化局 5F 團體視聽室

107-12-02 座談會 II，誠品生活桃園統領店

107-12-07 座談會 III，文化局 5F 團體視聽室

另外，為構築地方美術館與學術研究基底，並系統性建構桃園地區藝術家與藝術史脈絡，本館規劃《桃園市立美術館典藏品研究暨數位建檔計畫 — 藝術家研究》，並與台灣藝術史研究學會合作，針對重要的桃園前輩藝術家，以及曾居住或活躍於本地之創作者，進行基礎資料的蒐集。其中，「簡歷及年表」是以文獻蒐集、田野調查等方法，爬梳藝術家之生平、師承、社群網絡關係、創作風格、重要作品、獲獎與典藏紀錄等，以學術視角，奠定桃園地區藝術發展之論述基礎，研究對象如許深州、陳界仁、徐薇蕙等人。而「訪談調查」的部分，則探詢 20 位藝術家創作的動機及創作過程，彰顯作品背後的時代意義，研究對象包括：黃羣英、戴武光、趙世傳等人。

### Establishing a Database of Basic Artist Information

Shortly after TMOFA's establishment, the Department of Cultural Affairs, Taoyuan, commissioned the museum to take charge of the publication of the 2018 Taoyuan Art Collection. The book series presented an overview of ten selected artists' personal journeys, artists' statements, characteristics of their artworks, art techniques, and views of art education. The ten featured artists were Chen Tsung-chen, Lo Ying-liang, Chen Chun-hua, Yu Ming-lung, Fu Yen-hsi, Hsu Wen-yin, Shen Hsiu-cheng, Chien Lai-hsi, Chang Jih-kuang, and Li Chin-tsai. The publications recorded the artists' lives in Taoyuan and their creative trajectories, building up a database for further research of art development in Taoyuan. TMOFA also organized a series of book launch events and forums to promote the publications.

#### • 2018 Taoyuan Art Collection: book launch events and forums

##### 2018.11.23 ◦ Book launch event

Main Hall, 1F, Department of Cultural Affairs, Taoyuan

##### 2018.11.23 ◦ Forum I

Media Room, 5F, Department of Cultural Affairs, Taoyuan

##### 2018.12.2 ◦ Forum II

Eslite Spectrum, Tonlin Plaza, Taoyuan

##### 2018.12.7 ◦ Forum III

Media Room, 5F, Department of Cultural Affairs, Taoyuan

Furthermore, to establish an artist information database for local art museums and academic research, as well as to study the context of Taoyuan artists and Taoyuan art history, TMOFA has worked with the Taiwan Art History Association to execute the TMOFA Collection Research and Digital Archive Project- Artists Research. The purpose of the project was to gather essential information about renowned, established artists in Taoyuan as well as those who are or were once active art professionals in Taoyuan.

The project included a chapter titled Selected Artists' CVs and Timelines. Through document archiving and field studies, this section examined selected Taoyuan artists' biographies, mentorships, social networks, artistic styles, representative artworks, awards and honors, and collection records, thus creating an essential, academic narrative of art development in Taoyuan. The artists featured in the chapter included Hsu Shen-chou, Chen Chieh-jen, and Hsu Wei-hui. In the other chapter, In-depth Artist Interview, researchers studied twenty Taoyuan artists, including Huang Chun-ying, Tai Wu-kuang, and Chao Shih-chuan, presenting an analysis of their artistic inspirations, creative processes, and how their artworks captured the spirit of the time and the zeitgeist of the society.

## ■ 典藏品文獻檔案蒐集與詮釋分析

為完備藏品資料的質量，並擴大其公共性與近用效益，本館另與臺灣藝術史研究學會合作執行《桃園市立美術館典藏品研究暨數位建檔計畫—典藏品研究》。經由 500 件典藏品描述資料與關鍵字建立，並針對 50 件關鍵藏品進行相關檔案蒐集，成果上傳至文化部國家文化記憶庫收存系統，以加速數位典藏成果開放運用。研究內容與成果簡述如下：

### 一、典藏品著錄與關鍵字建立

針對 500 件藏品進行資料調查、收集與歸納分析，並對每件典藏品完成 200 字至 500 字的描述資料撰寫，同時亦參考「藝術與建築索引典」(ATT-Taiwan) 的標準詞彙資料庫內容，完成每篇 3 至 5 個關鍵字的篩選與建置；另針對現有之描述資料重新審視，檢核其正確性、文辭流暢性與易讀性，並加以修正改寫，以確保內容品質，各類藏品所完成著錄之數量如下表：

類別	數量
水墨	138
油畫	97
書法	91
水彩	54
雕塑	32
膠彩	29
攝影	25
複合媒材—立體類	11
複合媒材—平面類	4
版畫	8
新媒體	4
工藝	3
其他	4
合計 500	

## Building and Interpreting an Art Documentation Archive

To improve the quality and quantity of information about its collection, as well as the openness and accessibility of collection-related data, TMOFA implemented the TMOFA Collection Research and Digital Archive Project- Collection Research, in collaboration with the Taiwan Art History Association. Through the project, the museum created descriptions and keywords for 500 artworks in its collection. It also set up an art documentation archive for 50 of the 500 selected works. The results of the research had been uploaded to the Taiwan Cultural Memory Bank, which signified an important milestone in opening up the museum's digital collection. The results of the research are as follows:

### 1. Creating Descriptions and Keywords

TMOFA gathered and analyzed information about 500 artworks in its collection; it also created a description of 200 to 500 words for each of the 500 artworks. Moreover, using ATT-Taiwan as a reference, the museum identified three to five keywords for each of the artwork descriptions it created. Moreover, TMOFA re-examined its existing artwork descriptions to evaluate their accuracy, comprehensibility, and readability. Necessary corrections were made to ensure the overall quality of the descriptions. In total, TMOFA created descriptions for 500 artworks in the following categories.

Categories	Qantit
Ink painting	138
Oil painting	97
Calligraphy	91
Watercolor painting	54
Sculpture	32
Gouache painting	29
Photography	25
Mixed media (3D)	11
Mixed media (2D)	4
Print	8
New media	4
Craftwork	3
Others	4
Total 500	

### 二、關鍵藏品檔案蒐集

從上述 500 件典藏品中，另選出 50 件關鍵典藏品進行相關資料蒐集。檔案蒐集來源主要為現有公開發行之報章、書刊、文集等，以及在訪談調查過程中由藝術家提供之未公開文獻資料，並透過複印、表格整理、公家檔案申請調閱掃描等方式加以彙整。各檔案類型及數量如下表：

檔案類型	數量
書冊 (作品集、專書)	63
研究文章 (論文、期刊、藝評)	6
照片 (作品、畫稿)	9
手稿	3
參考資料 (文宣或創作參考圖)	4
報刊資料	5
影音檔案	1
合計 91	

### 2. Building an Art Documentation Archive

TMOFA also initiated a documentation archive project for 50 of the aforementioned 500 selected artworks in its collection. The archive included information about the artworks in the public domain, such as news coverages, books, and journals, as well as information provided by the featured artists during interviews. The information was collected by, for example, making copies of the original documents, sorting through existing charts and tables, and examining and scanning documents in other public institutes' archives. The various documents collected in the process can be organized into the following categories.

Categories	Qantit
Books (artist portfolios and monographs)	63
Research papers (theses, journals, art critiques)	6
Photographs and sketches of artworks	9
Manuscripts	3
Reference Materials (promotional materials and images of the artists' inspirations)	4
Newspapers and magazines	5
Audio and video materials	1
Total 91	



## ■ 典藏品研究出版

### 《典藏論叢 –2019 桃園市立美術館書法類典藏研究專刊》

現階段桃美館書法類典藏，堪謂紛雜多元。值橫山書法藝術館籌備開館之際，本館特聘請李郁周、蔡耀慶、李思賢、盧廷清四位專家學者，分別就各自的研究專長，探討藏品的藝術意義與歷史價值，並將本館特色典藏介紹予外界。同時，本專輯採中英文雙語出版，將有利於國際書藝交流。期能從本研究專輯起步，既在地又國際地，促進書法藝術系統化的研究，進而豐厚其學術能量。

### 《典藏論叢 –2019 桃園市立美術館水墨類典藏研究專刊》

本館藏品中，佔最大比例者為水墨類作品。有鑒於「書畫同源」的傳統，於「書法類典藏研究專刊」出版之際，本館亦同步推展對於水墨藏品之研究。本館聘請四位專家學者盛鎧、邱琳婷、鄭勝華、賴明珠進行專題研究。同時，水墨類典藏研究專刊也以中英文雙語出版，期能在建構桃園書畫藝術史的同時，也為臺灣與亞洲藝術史奠定良好的研究基礎。



## Publication of Collection Research

### A Compilation of Classics:

#### 2019 Research on Taoyuan Museum of Fine Arts' Calligraphy Collection

TMOFA boasts a diverse collection of wide-ranging calligraphy artworks. In the preparation stage of the Hengshan Calligraphy Art Center, TMOFA commissioned four experts, namely Li Yu-chou, Tsai Yao-ching, Li Su-hsien, and Lu Ting-ching, to research the artistic originality and historical value of its calligraphy collection. This publication presents the results of the experts' research and offers its readers an introduction to the museum's unique calligraphy collection. TMOFA hopes that this bilingual publication will be a catalyst for international exchange in the field of calligraphy. It signifies an important milestone in the museum's endeavor to create research opportunities and encourage a systematic research approach to calligraphy studies- both locally and internationally.

### A Compilation of Classics:

#### 2019 Research on Taoyuan Museum of Fine Arts' Ink Painting Collection

Ink paintings make up the largest portion of TMOFA's art collection. Since Chinese calligraphy and painting share the same origin, TMOFA decided to work on A Compilation of Classics: 2019 Research on Taoyuan Museum of Fine Arts' Calligraphy Collection while researching its ink painting collection. The research of TMOFA's ink paintings was carried out by four experts, namely Sheng Kai, Chiu Lin-ting, Cheng Sheng-hua, and Lai Ming-chu. Through this bilingual publication, TMOFA hopes to present an overview of the history of calligraphy and ink painting development in Taoyuan and lay down the groundwork for the research of art history in Taiwan and Asia.

## ■ 國際學術論壇

### 2019 桃園地景藝術節國際論壇 – 「新風景線」的想像與創建

桃園地景藝術節除了藝術家創作及分享之外，亦著力於學術研討的深化。本館故而於 108 年 9 月 19 日在元智大學有庠廳，與元智大學藝術與設計學系合作辦理「2019 桃園地景藝術節國際論壇 – 『新風景線』的想像與創建」。論壇由鄒淑慧副教授擔綱策畫，從轉化人和自然的環境共生概念為發想，邀請亞洲多位講者分別表述或演繹不同觀點的地景想像，提出人與自然共存的觀照與反思。期盼藉由國際觀點、引現的跨領域思考，豐富桃園地景藝術節的學術性內容，亦深化乃至翻新對地景的理解與想像；也希望透過跨國與會者的相互交流，連結桃園與國際的關係，更進一步打開台灣的國際視野。會後，本館亦出版論文集，收錄新加坡、印尼、日本及台灣共五位講者專題演講論文，一方面作為論壇成果紀錄，一方面也為日後的研究累積資料。

## International Forums

### 2019 Taoyuan Land Art Forum:

#### Imagination and Construction of a New City-Scape

Besides presenting exhibitions and sharing artists' perspectives, the Taoyuan Land Art Festival was known for its role in deepening academic discussions in the field. During the 2019 festival, TMOFA organized the 2019 Taoyuan Land Art Festival International Forum: Imagination and Construction of a New City-scape in Yu-Ziang Hall, Yuan Ze University, on September 19. With the support of Yuan Ze University's Department of Art and Design, the forum was planned by Associate Professor Tsou Shu-hui under the theme of "human-nature coexistence." The forum invited renowned lecturers from Asia to share and interpret their imagination towards landscape art as well as their thoughts and reflections on human-nature symbiosis.

The interdisciplinary discussions among international participants strengthened the academic quality of the festival and deepened the audience's understanding and imagination towards land art. The conference also further connected Taoyuan with global art communities and broadened Taiwanese participants' horizons. Conference proceedings were published after the forum concluded, including the paper presentations by five lecturers from Singapore, Indonesia, Japan, and Taiwan. They served not only as records of the conference but also valuable reference materials for future research.

## > 藝術 × 生機 × 演繹 Art as the Diverse Lure

### 10:40-11:20 ° 專題演講

主持人 —— 廖仁義 · 國立臺北藝術大學博物館研究所副教授兼所長

主講人 —— 蘇菲 · 苟爾茲 · 新加坡南洋理工大學當代藝術中心研究與學術計畫部門副主任

### 11:20-12:00 ° 專題演講

主持人 —— 陳冠華 · 元智大學藝術與設計系主任

主講人 —— 卡洛斯 · 奎江 · 馬尼拉策展人兼作家、美國蓋提基金會藝術史研究計畫學者

## > 地景 × 未來 × 創生 Land as the Ideal Future

### 13:10-13:50 ° 專題演講

主持人 —— 謝佩霓 國際藝評人協會臺灣分會理事長

主講人 —— 鷺田梅洛 獨立策展人、2019 年愛知三年展策展人、2017 威尼斯雙年展日本館策展人

### 13:50 – 14:30 ° 專題演講

主持人 —— 褚瑞基 銘傳大學建築系副教授

主講人 —— 彭文惠 中原大學景觀設計系主任

### 14:50 – 15:30 ° 專題演講

主持人 —— 鄒淑慧 · 元智大學藝術與設計系副教授

主講人 —— 李韻儀 · 臺灣 2017-2020 東海岸大地藝術節策展人

### 15:40-16:40 ° 綜合座談

主持人 —— 劉俊蘭 桃園市立美術館館長

與談人 —— 五位發表者與地景藝術節參展藝術家

## Art as the Diverse Lure

**10:40-11:20** ° Lecture Moderator: Liao Jen-yi, Associate Professor and Chair of Graduate Institute of Museum Studies, Taipei National University of the Arts · Speaker: Sophie Goltz, Deputy Director of Research and Academic Programs, NTU Centre for Contemporary Art, Singapore

**11:20-12:00** ° Lecture Moderator: Chen Kuan-hua, Chair of Department of Art and Design, Yuan Ze University · Speaker: Carlos Quilon, Jr., Manila-based curator and writer, research fellow in the Getty Foundation's Connecting Art Histories Project

## Land as the Ideal Future

**13:10-13:50** ° Lecture Moderator: Hsieh Pei-ni, President of AICA Taiwan · Speaker: Meruro Washida, independent curator; curator of Aichi Triennale 2019; curator of Japan Pavilion, La Biennale di Venezia 2017

**13:50-14:30** ° Lecture Moderator: Chu Jui-chi, Associate Professor of Department of Architecture, Ming Chuan University · Speaker: Peng Wen-hui, Chair of Department of Landscape Architecture, Chung Yuan Christian University

**14:50-15:30** ° Lecture Moderator: Tsou Shu-hui, Associate Professor of Department of Art and Design, Yuan Ze University · Speaker: Li Yun-Yi, Curator of Taiwan East Coast Land Arts Festival, 2017-2020

**15:40-16:40** ° Panel discussion Moderator: Liu Chun-Lan, Director of Taoyuan Museum of Fine Arts · Speakers: Forum speakers and artists in the Taoyuan Land Art Festival





育藝 — 藝術美感教育

Education:  
Art & Aesthetics



# 07

## 育藝——藝術美感教育

Education:  
Art & Aesthetics

為達到藝術向下紮根與普及推廣，本館暫設於八德的兒童美術館，透過展覽、藝術活動、互動教學的規劃，定期舉辦的體驗式活動，期能提供兒少年及親子一個富教育功能與藝術氛圍的場域。

Taoyuan Children's Art Museum is dedicated to promoting an understanding and appreciation of art among children. Administered by TMOFA and located tentatively in Bade, the art museum aims to be a platform for art education and appreciation by regularly hosting exhibitions, art events, and interactive workshops for children, teenagers, and families.

### 創意特展 藝術啟發

#### 「WOW！不可思議！」

##### 創意積木特展

107.01.26-04.08

桃園市文化局主辦、桃園市立美術館承辦  
桃園市兒童美術館

本展以樂高積木為媒材，規劃動漫角色、節慶、臺灣街景三大主題系列：有孩童喜歡的卡通人物，有生活化的節慶場景，還有百貨公司、摩天輪、郵局、寺廟等新舊建築與街景。以故事性、趣味性、多元文化特質，貼近孩童的生活經驗，期待透過展品的美感與創意，提供孩子優質的美學薰陶與美育啟發。

#### Creative Exhibitions to Promote Interest in Art

#### Wow! Amazing! Creative Lego Art Exhibition 2018.01.26-04.08

The Creative Lego Art Exhibition featured intriguing works of art made exclusively from LEGO blocks. The Lego sculptures in the exhibition fell into three categories: popular comic and cartoon characters, Taiwanese folk festivals, and street scenes in Taiwan, including department stores, Ferris wheels, post offices, and temples, etc. The exhibits were engaging, culturally-diverse, and reflected Taiwanese children's life experiences. It was hoped that the creative and artistic LEGO exhibition would inspire visitors to develop a taste for art and further cultivate their aesthetic sensibility.

>Sponsored The Department of Cultural Affairs, Taoyuan and organized by the Taoyuan Museum of Fine Arts

>Taoyuan Children's Art Museum



#### 隨時都有好心情—李柏毅個展

107.04.25-05.06

桃園市兒童美術館

李柏毅的作品用色大膽、奔放，不侷限於一般色彩學或混色理論，讓不受拘束的線條與色彩隨著想像力揮灑，形成個人的獨特繪畫語彙。本次展出《毅想·毅象》系列，呈現李柏毅遊歷各國的記憶片段，畫面中的物件不受時空的限制，將雙眼所捕捉到的景色、動物、人物加以拼貼、混合，異國的景物融入臺灣的風景，形成魔幻般的場景。

#### Anytime is Good Time: Leland Lee Solo Exhibition 2018.04.25-05.06

>Taoyuan Children's Art Museum

The colors in Leland Lee's artworks are bold and signify a departure from conventional color theories. Lines and colors of freedom constitute Lee's unique art style. This exhibition showcased Lee's Perseverance series, which portrayed the artist's memories of his travels in countries worldwide. His artworks break away from the constraints of time and space and are representative of his journey in foreign countries. Collaging elements such as landscapes, animals, human characters from various countries, Lee blends foreign and Taiwanese subject matters to create mystic and magical scenes.

#### 「郎世寧·到此藝遊」教育巡迴展

107.05.19-08.29

國立故宮博物院、桃園市文化局、桃園市立美術館主辦  
桃園市兒童美術館

本檔展覽與國立故宮博物院合作舉辦，不僅引導小朋友觀察畫作，也讓他們運用視、聽、嗅、觸覺來體驗作品。展區分為「誰是郎世寧」、「郎氏畫作的魔法」、「郎世寧與他的動物夥伴們」、「尋找身邊的郎世寧」、「Fun 心藝起玩」及「郎客共跨 MINE」等六大主題。透過多元展示設計，介紹郎世寧的生平背景、繪畫風格與影響。

#### Giuseppe Castiglione: Visited in Art, a Touring Educational Exhibition by NPM 2018.05.19-08.29

>Organizers: National Palace Museum, Department of Cultural Affairs, Taoyuan and Taoyuan Museum of Fine Arts

>Taoyuan Children's Art Museum

In cooperation with the National Palace Museum, TMOFA hosted the touring exhibition Giuseppe Castiglione: Visited in Art, which invited children to appreciate artworks using their senses, such as sight, hearing, smell, and touch. The areas of the exhibition included "Who is Giuseppe Castiglione," "The Magic of Castiglione's Paintings," "Giuseppe Castiglione and His Animal Friends," "Looking for Giuseppe Castiglione," "Fun Art Together," and "You Should Try It." The exhibition introduced Giuseppe Castiglione's life, artistic style, and influences with diverse and interactive designs.





## 森林裡的糖果屋—立體書探索展 107.09.04-10.14

桃園市兒童美術館

展覽主題取材自格林童話中「糖果屋 Hänsel und Gretel」的故事，以「情境式」的展場規劃，量身打造一場立體繪本探險展。本次展出具有教育性及藝術性的立體繪本，並營造充滿童趣的空間。觀眾進入展區彷彿進入一本立體書中，能跟著糖果屋裡的小兄妹，一起在故事中探險與學習。



## The Candy House in the Woods: Exhibition of Pop-up Books 2018.09.04-10.14

>Taoyuan Children's Art Museum

The theme of the exhibition was inspired by Hansel and Gretel from the Grimms' Fairy Tales. The experiential exhibition showcased pop-up books that are both educational and artistic. Moreover, the curator recreated selected scenes in the pop-up book to build an immersive and child-friendly exhibition space. Wandering through the life-size scenes, visitors joined Hansel and Gretel in a fun and educational adventure.

## 「翻轉色彩的魔法世界」色彩展 107.10.20-11.25

桃園市兒童美術館

本檔展覽運用色彩學原理，引導孩童認識顏色，提升對色彩的認知與敏感性。孩子們在虛擬人物「色彩魔法師」帶領下學習如何觀察大自然，並注意到日常生活中各種顏色所代表的意涵。展覽亦藉由欣賞藝術名作，進一步了解藝術家如何在畫作中運用色彩，以及色彩與藝術間的關係。



## World of Wonders: Magical Color Exhibition 2018.10.20-11.25

>Taoyuan Children's Art Museum

This exhibition made creative use of color theories to enhance children's understanding and sensibility towards colors. Guided by the virtual character "the Color Magician," children learned to observe the colors in nature and the symbolism of colors in their daily life. By showing children famous artworks and analyzing the colors used in them, the exhibition allowed them to learn about how artists use colors in their works as well as the relationships between colors and art.

## 世界兒童畫交流展 107.12.02-12.22

桃園市文化局主辦、桃園市立美術館承辦 桃園市兒童美術館

國立臺灣藝術教育館與中華民國兒童美術教育學會自1966年起聯合舉辦「世界兒童畫展」逾四十年，受到世界各國熱烈支持和參與。今年度巡迴展來到桃園市兒童美術館。同時，配合此次展覽，共舉辦兩場教師成長研習課程，期望能為桃園的教師及兒童帶來新的啟發，亦促進國際文化交流與兒童美術教育發展。

## World School Children's Art Exhibition 2018.12.02-12.22

>Sponsored by Department of Cultural Affairs, Taoyuan and organized by the Taoyuan Museum of Fine Arts

>Taoyuan Children's Art Museum

The National Taiwan Arts Education Center has been collaborating with the Association for Education Through Art of the Republic of China to organize the World School Children's Art Exhibition since 1966. Over the past 40 years, countries around the world have been supportive and actively involved in the exhibition. In 2018, the exhibition traveled to Taoyuan Children's Art Museum. Two teacher training workshops were held in conjunction with this exhibition to inspire teachers in Taoyuan and promote international cultural interaction as well as art education for children.

## 春仔串門子 — 春聯的再想像 108.01.05-02.24

桃園市兒童美術館

參展者：袁啟陶、林思妤、王振泰、洪子惟、陳盈如、盧俊翰、蘇志成

本檔展覽藉由形象百變的「春仔」（春聯，閩南語又稱「春仔」）帶著大小朋友了解春聯的由來及典故，一同穿梭於書寫藝術的任意門。主展區介紹傳統春聯，並邀請運用不同媒材的藝術家參展，展出有別於傳統春聯的作品。帳篷展區則設置五大互動式情境展，讓小朋友在情境中學到傳統春聯及相關年節典故，也引導他們發揮自己的想像力進行創作。藉由不同形式的創意春聯作品，開啟一道對藝術的想像之門。



## Here Comes the "Spring Kid": Reimagination of Spring Couplets 2019.01.05-02.24

>Taoyuan Children's Art Museum

Featured artists: Yuan Chi-tao, Lin Su-yu, Wang Chen-tai, Hong Tzu-wei, Chen Ying-ju, Lu Chun-han, Su Chih-cheng

This exhibition featured a virtual tour guide, "The Spring Kid," who introduced the origin and stories of the spring couplets to children and took them on a journey to the world of calligraphy art. In addition to the main exhibition area that showcased the traditional styles of spring couplets, artists were invited to create and showcase distinctive spring couplets using different materials. In the tent exhibition area, the five interactive exhibitions guided children to learn about spring couplets and the stories of Lunar New Year in an immersive environment. By showing a variety of creative spring couplets, the exhibition also encouraged children to write their own spring couplets and provided a window on the unlimited possibilities of calligraphy art.



■ 陳盈如〈門神帶寶〉  
The Playful Door Guardians by Chen Ying-ju

### • 108.01.03-02.04 延伸教育體驗活動 — APP 實境闖關遊戲

藉由結合 APP 的實境闖關遊戲，引導瞭解春聯的典故、由來、形式與相關常識。民眾可以在完成任務後，獲得「體驗 DIY 材料包」，並運用特展印章來製作應景的紅包袋，感受年節氣氛。

### 2019.01.03-02.04 Exhibition-related Workshops:

#### Solving Challenges in AR-based Games

TMOFA developed a game-filled AR app for Here Comes the "Spring Kid": Reimagination of Spring Couplets. This game and AR-based challenge invited users to complete a series of tasks as they learn about spring couplets, their stories, origin, and forms. Players who accomplished all the tasks receive a material pack for making red envelopes in celebration of Chinese New Year. The exhibition also included stamping stations where visitors can get their red envelopes stamped, adding another fun element to their visit.

## 媽媽·寶貝 — 創造愛與被愛的方式 108.03.01-05.12

桃園市兒童美術館

策展人：張惠蘭教授 | 參展者：金啟平、陳韻如、曾鈺涓、廖秀玲、廖敏君、蔣侖、廖杏珺、賴孟君、羅翎絹

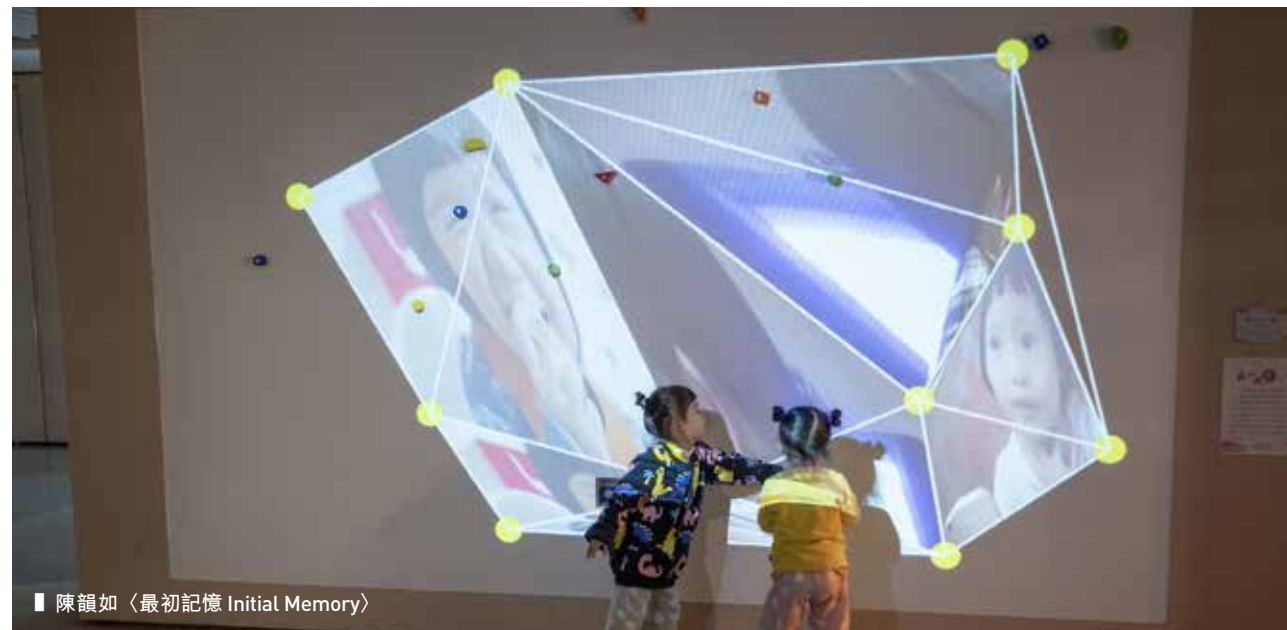
此展以母親為主題進行策劃，特別選在 3 月 8 日婦女節開展，並延續至 5 月母親節。藝術家們以母親為命題，透過藝術表現方式呈現現代母親的多重面貌。藝術作品連結母親的保護概念，如同子宮、育兒袋、育嬰房到巢穴、家屋等，從蘊育誕生後仍不斷與孩童形塑彼此的互動關係，同時教導使其成長茁壯。本展期以藝術作品傳達出親子間的互動，增進彼此發現、感受與學習到愛與被愛的方式。

## Mom and Child: Exploring Ways of Love and Being Loved 2019.03.01-05.12

>Taoyuan Children's Art Museum

Curator: Professor Chang Hui-Lan | Featured artists: Chin Chi-ping, Chen Yun-ju, Tseng Yu-chuan, Liao Hsiu-ling, Liao Min-chun, Chiang Lun, Liao Hsing-yu, Lai Meng-chun, Lo Yu-chuan

Centering on the theme of "mother and child," this exhibition opened on March 8, the International Women's Day, and extended into the Mother's Day in May 2019. Participating artists portrayed the diverse roles of mothers in modern society. Elements such as the womb, baby carriers, baby's rooms, nests, and houses were used as inspiration by the artists to depict mothers' love toward their children. The exhibition illustrated a mother's experience of bonding with and raising her child from pregnancy, childbirth, to nurturing a new life. It is hoped that by representing the mother-child interaction through the artworks, the exhibition would inspire visitors to reflect on the ways of loving others and being loved.



■ 陳韻如 〈最初記憶 Initial Memory〉

## ● 周邊活動

桃園市兒童美術館工作坊

配合「媽媽·寶貝——創造愛與被愛的方式」展覽，安排了一系列的教育體驗活動，促進親子間的互動關係。

### • 108-03-09「愛的篇章——故事翻轉 - 紙書創作」

藝術家：蔣侖 | 活動內容：藉由紙張的摺疊與翻轉製作成屬於自己獨一無二的故事書。

### • 108-03-16「創意細胞人」

藝術家：羅翎絹 | 活動內容：新生命的來源是由各種不同的細胞而組成，此活動即是引導孩子們以「身體」的細胞來發想創作。

### • 108-03-16「愛的收藏——故事紙盒創作」

藝術家：蔣侖 | 活動內容：製作一個收藏愛的紙盒，來承載孩子們愛的記憶。透過引導孩子將記憶轉化成具體形象，並利用拼貼手法來裝飾屬於自己那份獨特的愛，並將其珍藏。

### • 108-03-17「媽咪的畫像」

藝術家：邱翊琪 | 活動內容：創造心中母親圖像，透過多元視角、不同的媒材，激發出孩子的創意潛能。

## Exhibition-related events

>Taoyuan Children's Art Museum

A series of educational workshops were organized in conjunction with Mom and Child: Exploring Ways of Love and Being Loved to inspire better parent-child interactions among the participants.

### March 9, 2019 | A Chapter of Love: Making Books Through Paper Folding

Artist: Chiang Lun | Workshop outline: The participants folded, flipped, and turned paper into their own unique fold-out storybooks.

### March 16, 2019 | Men of Creative Cells

Artist: Lo Yu-chuan | Workshop outline: Cells are the basic structural units of life. This workshop encouraged children to create artworks using human cells as the source of their inspiration.

### March 16, 2019 | Treasures of Love: Story Paper Box DIY

Artist: Chiang Lun | Workshop outline: In this workshop, children each made a paper box containing objects that symbolize their memories of love. The artist guided the children to transform their abstract ideas and memories into physical forms, decorate them using the collage techniques, turning the box into a treasure trove of love.

### March 17, 2019 | A Portrait of Mommy

Artist: Chiu Yi-chi | Workshop outline: The workshop encouraged children to use diverse viewpoints and different materials to illustrate the idea of "mothers" in their artworks, showcasing the creative potential of children.



■ 廖秀玲，〈發泡小人〉Bubble Men by Liao Hsiu-ling (Photography by Wu Shin-ying)



■ 蔣侖 〈靈性—孕育〉與 〈靈性—迷走〉 Spirituality-Nurture; Spirituality-Rambling by Chiang Lun



■ 羅翎絹，〈生命繁衍的家屋〉A House Where Lives Thrive by Lo Yu-chuan



## 不一樣的一天 — 多媒體互動展 108.05.18-06.30

桃園市兒童美術館

本展運用互動裝置、光雕投影、體感遊戲、虛擬實境等多媒體互動遊戲，並融入拼貼的藝術技巧，讓孩童化身成勇於探索做夢的小小夢想家。透過科技展示，既帶給孩子與眾不同的一日體驗，亦希望一同到訪的親子觀眾能透過展覽重新思考日常的意義，激發彼此的想像力，並在拼貼中重組屬於自己想像的美好日常。

## A Different Day: Interactive Multimedia Exhibition 2019.05.18-06.30

>Taoyuan Children's Art Museum

This exhibition invited children to become "dreamers" to explore their aspirations as they engage in hands-on learning activities. Children made creative collage art while interacting with the multimedia installations, projection mapping, motion-activated games, and virtual reality devices. With the technology-enabled displays, the exhibition provided a unique one-day learning experience to participating children and their families. The visitors were guided to use their imagination, bounce ideas off each other, and make collage art from an assemblage of different forms and ideas.



### ● 周邊活動

桃園市兒童美術館工作坊

配合展覽中「時間」、「日常」等元素，發展系列活動，帶領孩童以不同的視角，思索日常生活中的各種事物。

#### ● 108-06-02 「我的奇幻空間」

藝術家：宇中怡 | 活動內容：呼應展覽中多元素材及拼貼之藝術技巧，引導以多種媒材拼貼出屬於自己想像的奇幻空間。

#### ● 108-06-15 「美麗共生島拼貼——從躍動到和諧」

藝術家：徐玟玲 | 活動內容：透過選取、剪裁結合蒙太奇手法，帶領孩童審視生活中常見的事物，在畫紙上創造出豐富而躍動的作品。

#### ● 108-06-16 「時間時間跑跑跑」

藝術家：蔣侖 | 活動內容：擷取展覽中「一天」的「時間」元素，帶領孩童了解時間概念，發覺對時間的感知，將抽象的心理時間化作具象的作品。

#### ● 108-06-22 「我最特別的一天」

藝術家：邱翊琪 | 活動內容：引導孩子以「我最特別的一天」為關注核心，運用心智圖，讓孩子們依據自己的書寫脈絡，創作出最特別的一天。

#### ● 108-06-23 「猜猜我去哪」

藝術家：蔡承峰 | 帶領孩子回溯自身旅行一天的經驗，進行一場想像中的探險旅行，並創作出屬於自己的旅遊小包，裝滿想帶出去、保留的物品與回憶。



## Exhibition-related Workshops

>Taoyuan Children's Art Museum

The workshops were inspired by the concepts of "time" and "daily life" in A Different Day: Interactive Multimedia Exhibition. The objective of the workshops was to guide children to appreciate everyday objects and events from different perspectives.

June 2, 2019

### My Fantasy Space

Artist: Yu Chung-yi | Workshop outline: The idea of this event stemmed from the multi-material and collage techniques used in the exhibition: A Different Day. The participants made collage art with different materials to create an imaginary, fantasy space of their own.

June 15, 2019

### A Collage of a Symbiotic Island: From Volatility to Harmony

Artist: Hsu Wen-ling | Workshop outline: Children in the workshop were guided to review daily objects and create vibrant and dynamic collage artworks by using montage techniques to select, clip, and assemble materials.

June 16, 2019

### A Race against Time

Artist: Chiang Lun | Workshop outline: This workshop was developed based on the conceptual idea of "time," which constitutes the basic element of "a day." The artist showed children the concept of "time" and guided them to perceive the passing of time. The children were encouraged to transform the abstract idea of time into physical artworks.

June 22, 2019

### The Most Special Day

Artist: Chiu Yi-chi | Workshop outline: The artist guided children to reflect on the idea of "the most special day in their life." Children learned how to use "mind maps" and employ personal perspectives and writing styles to write about "the most special day."

June 23, 2019

### Guess Where I Am Going

Artist: Tsai Cheng-feng | Workshop outline: In the workshop, the artist guided children to recall their experiences of traveling on their own and asked them to reimagine an adventurous journey. The children then designed and drew their imaginary "travel backpacks," which are filled with the objects they wish to take on their imaginary trip. In the children's imagination, the backpacks were filled with travel necessities, keepsakes, and sweet memories.

## 「關於家鄉，我想說的是…」暑期策展工作坊成果展 108.07.16-08.04

桃園市兒童美術館

本展以暑期工作坊的形式，讓本市之國小、國中、高中的學生共同體驗展覽策劃。展覽以「家鄉」為主題，連結藝術作品與學生的生活經驗，讓學生學習以藝術的角度說出關於家鄉的各種概念。同時，以本館典藏品為策展基礎，讓學生們親自體驗挑選展品、書寫論述，並設計展場空間等展覽製作的過程。展覽以實體展及 VR 虛擬美術館的方式呈現。

## This is What I Want to Share about My Hometown- Final Presentation and Exhibition of Summer Curation Workshop 2019.07.16-08.04

>Taoyuan Children's Art Museum

This aim of the exhibition, conducted as a workshop, is to teach curation skills to students from elementary schools, junior high schools, and high schools in Taoyuan. Using the concept of "hometown" as their inspiration, the participating students learned to connect art with their life experiences and illustrated their hometowns from an artistic point of view.

Moreover, the students used the collection of the museum as the basis of their curation project. They participated in the process of preparing an exhibition, such as selecting exhibits from the collection, writing curatorial statements, and designing the exhibition space, etc. The exhibition was presented both physically and virtually via VR technologies.

### ●暑期策展工作坊

以桃園市國小五、六年級及國中、高中學生為對象，藉由實際參與、體驗美術館包含策展、佈展、論述等展覽工作內容，激發其看待作品的新視角與面對藝術的新態度，亦為藝文發展扎根、為在地美學奠基。國小組與國中、高中組工作坊共計 50 名學員參與。

## Summer Curation Workshop

The Summer Curation Workshop was offered to students ranging from 5th grade to high schools in Taoyuan. Participating students were actively involved in curating, installing exhibitions, and writing curatorial statements. The workshop inspired them to see art from a brand new perspective. It also created a chance for art and culture to take deeper roots in the local communities and encouraged students to develop their unique aesthetic sensibility. Fifty students in total participated in the workshop, including those from elementary schools, junior high schools, and senior high schools.



展覽規劃  
Exhibition planning



策展論述  
Curatorial statements sharing



導覽手冊製作  
Exhibition guidebook making



佈展體驗  
Exhibition installation

### 暑期策展 周邊活動

以生動有趣的課程與手作活動，讓孩子了解桃園當地歷史、文化，進而體認「家鄉」對自我的意義。

#### ●「八德在地文化介紹」108-07-21、07-27 | 桃園市兒童美術館教室

講師：邱述文 八德鄉土導覽協會 | 活動內容：認識八德地區之文化及特有風俗。

#### ●「八德麻繩網袋 DIY」108-06-15 | 桃園市兒童美術館教室

講師：本館教育推廣組組員 | 活動內容：八德區「麻園」以農作物為名，本課程結合八德歷史文化，運用麻繩製作網袋，實用外也響應環保。

#### ●「埤塘生態黏土 DIY」108-09-14 | 桃園市兒童美術館教室

講師：董欣宜、高登輝 | 活動內容：帶入桃園特有之埤塘景觀生態認識，透過觀察植物、黏土捏塑等手部觸覺練習，提升孩子的創作力與專注力。

## Exhibition-related Workshops

>Organizers: Taoyuan Museum of Fine Arts >Taoyuan Children's Art Museum

Through interactive courses and hands-on activities, the workshops encouraged children to learn more about the history and the culture of Taoyuan, deepening their understanding of their hometown.

### July 21 and 27, 2019

#### Introduction of the Culture of Bade

Venue: Taoyuan Children's Art Museum

Facilitator: Chiu Shu-wen, the Association of Local Tour Guides in Bade

Workshop outline: The event facilitator introduced the culture and the folk customs of Bade.

### June 15, 2019

#### Bade Hemp Rope Bags Workshop

Venue: Taoyuan Children's Art Museum

Facilitators: Staff of Educational and Promotion Department, Taoyuan Museum of Fine Arts.

Workshop outline: Bade District, also called "Ma-Yuan" (the field of the hemp), is renowned for its agricultural produce. This workshop was inspired by the farming history and culture of Bade. It guided the participants to make utilitarian and eco-friendly net bags with hemp ropes.

### September 14, 2019

#### Clay DIY: The Natural Environment of Ponds in Taoyuan

Venue: Taoyuan Children's Art Museum

Facilitator: Tung Hsin-yi and Kao Teng-hui

Workshop outline: This event was inspired by the omnipresent ponds in Taoyuan, which represent one of the most distinctive ecological features of the city. Through plant observation and tactile experiences such as clay molding, children concentrated on making artworks that showcased their creative potential.



## 日月奇遇記 108.09.04-10.20

桃園市兒童美術館

### 桃園市兒童美術館工作坊

澳洲藝術家 Tanya Schultz 擅長運用各式手作材料，例如砂糖、亮粉、絨球、串珠、水晶等營造繽紛多彩的夢幻空間。她以充滿玩興的創作手法，融合對神話、傳說與古地圖的興趣，將日常物品轉化為超常想像的「風景」，細膩又具體地呈現歡愉甜美的烏托邦情境。

#### •「色彩跑跳躡」

108-09-14 | 桃園市兒童美術館 5 樓展區、兒童劇場

活動內容：「頑書趣工作室」應邀結合 Tanya Schultz 作品特色，從色彩、聲音或物件等元素出發，引領親子發揮想像力、創造力及美感統合的表現力，在遊戲中豐富親子互動層次。

## In Search of the Moon and the Sun 2019.09.04-10.20

>Taoyuan Children's Art Museum

Australian artist Tanya Schultz is known for creating colorful and fantastic spaces with all sorts of craft materials, such as sugar, glitter, pom poms, beads, and crystals. Together with her interests in folk tales, mythologies and old maps, she playfully transforms everyday objects into the "scenery" beyond imagination, meticulously and authentically illustrating a sweet utopia.

September 14, 2019

### The Clash of Colors

Venue: Exhibition area and Children's Theater, 5F, Taoyuan Children's Art Museum

Workshop outline: In the Clash of Colors workshops, Naughty Play Studio was commissioned to facilitate interactive activities inspired by Tanya Schultz's works. Introducing elements of colors, sounds, and objects, the Studio guided the participants to make use of their imagination, creativity, and aesthetics in the interactive games, allowing the participants to explore different dimensions of the parent-child interactions.



## 玩筆弄墨 — 兒童書藝體驗展 108.11.08-02.02

桃園市兒童美術館

本展邀請觀眾一起「體驗」書法，從認識各種造型與種類的毛筆與墨，到拿起筆來寫下自己風格的文字。觀眾可發揮創意和想像，讓寫書法像玩遊戲一般，藉著文字自由拆解、重組，來了解書法的奧秘。另外，亦將科技運用於展場中，觀眾可戴上 VR 頭罩，運用控制器進入書法世界；或用手寫板和平板電腦體驗傳統或充滿嶄新創意的書法藝術！

## Playing with Brush and Ink: Children's Experiential Calligraphy Exhibition 2019.11.08-02.02

>Taoyuan Children's Art Museum

This interactive exhibition offers an introduction to different types of brush pens and ink used in Chinese calligraphy. It also invites visitors to pick up the brushes to write their calligraphy letters. With a game-based approach, the exhibition breaks down and restructures the graphical components of Chinese characters and encourages visitors to use their imagination and creativity to explore the enchanting world of calligraphy.

Moreover, technologies were used in the exhibition to enrich visitors' experience. Visitors put on VR goggles and used the controllers to enter the virtual world of calligraphy. Using the drawing boards and tablet PCs in the exhibition room, visitors also got creative and tried their hand at traditional and modern calligraphy writing.



■ 舞文弄墨—書藝揮毫 Juggling with Words- Master Duan's Calligraphy Demonstration

## ● 周邊活動

結合舞蹈與書法藝術，以活潑律動的方式安排了共3檔、8場次的展覽推廣活動，讓孩童透過自我的身體感知，體會書藝與肢體間的親密關係。

### ● 108-12-15、108-12-29「墨墨舞語—兒童律動教室」

活動講師：雲門舞集舞蹈教室 | 活動內容：讓孩子以身體作為書寫的工具，認識線條與空間的關係。引導孩子以身體各部位代替筆尖，感受肢體線條在空間中流動的樂趣。

### ● 108-12-07、108-12-29「舞文弄墨—書藝揮毫」

活動講師：段亭安 | 活動內容：知名書藝家段亭安老師現場揮毫肚痛帖，展現書藝與身體的關係。

### ● 108-12-21、108-12-22、108-12-28、108-12-29

#### 聖誕節限定活動—「翻滾吧！肚子裡的墨水」互動舞蹈表演

活動講師：長弓舞蹈劇場、舞蹈生態系創意團隊 | 活動內容：以現代舞方式配合本檔展覽重新編排舞碼，透過自我與他人的身體互動，重新詮釋書藝之美。

## Exhibition-related Workshops

The Taoyuan Children's Art Museum organized a series of workshops that blended calligraphy with dance. To encourage children to improvise bodily movements inspired by visual art, the museum invited professionals to host three different calligraphy-dance workshops, offering a total of 8 workshop sessions. In the workshops, children learned to develop and heighten their body awareness as they explored the intimate relationship between body language and calligraphy art.

### December 15 and 29, 2019

#### Ink-inspired Movements: Children's Dance Workshop

Facilitator: Cloud Gate Dance Academy

Workshop outline: In the workshop, children used their body as a writing tool to create calligraphy art, experiencing the joy of using body language to draw fluid lines in the air. They also learned about the relationship between lines and space, while using different parts of their body as the tips of the brush pen.

### December 7 and 29, 2019

#### Juggling with Words- Master Duan's Calligraphy Demonstration

Facilitator: Tuan Ting-an

Workshop outline: Chinese calligraphy master Tuan Ting-an demonstrated the classic Dutong Tieh (traditional Chinese cursive handwriting) and showcased the relationship between the artist's physical body and the art of calligraphy.

### December 21, 22, 28-29, 2019

#### Ink in My Blood: Interactive Dance Performance (Christmas Special Event)

Facilitator: Chang Dance Theater and Danceecology

Workshop outline: The dance theaters choreographed and performed a new contemporary dance number based on the museum's calligraphy exhibition. Participants were invited to physically interact with each other during the performance, which contributed to new and varying interpretations of calligraphy art.



## 講座對談 藝起交流

利用設於八德的兒童美術館，本館不僅帶領不同年齡的孩子探索藝術，也在財團法人東光教育基金會的贊助下，策劃了系列講座，邀請不同領域的主講者將親子關係帶入講壇內容，從不同的面向提供經驗及觀點，促進親子之間的關係。

## Parenting Forums on Art-inspired Topics

TMOFA strives to inspire children and parents of all ages to explore and experience art. Sponsored by the Toko Educational Foundation, the museum organized a series of parenting workshops on art-inspired topics in the Taoyuan Children's Art Museum (Bade). Speakers from different fields were invited to share their experiences, talk about parent-child relationships from different perspectives, and help parents hone their parenting skills.



活動日期 Date	主題 Topic	講師 Speaker
2018.09.15	變聰明的好繪本！ Illustrated Children's Books that Make You Smart!	小檜溪社區發展協會   姚秀櫻執行長 Yao Hsiu-ying, CEO, Hsiao Kuei His Community Development Association
2018.09.22	默劇出走：橫越單調的自我 Pantomime: Coming Out of My Shell	野孩子肢體劇團   姚尚德總監 Yao Shang-te, CEO, L'Enfant S. Physical Theatre
2018.10.06	在繪本中看見愛的力量 Illustrating LOVE in Children's Books	林鍾隆兒童文學推廣工作室   謝鴻文執行長 Hsieh Hung-wen, CEO, Lin Chung-lung Children's Literature Studio
2018.10.13	親子溝通：打開親子溝通的黃金之鑰 Communicating With your Children: Keys to Effective Parent-Child Communication	親職教育   魏瑋志講師 Wei Wei-chih, parenting skills lecturer
2018.10.28	你的孩子不是你的孩子？ 親子關係如何不爆炸 On Children: Reducing Tension in Stressful Parenting Situations	圈戲創作工作室   陳巍方負責人 Chen Wei-fang, Director, Chen Chain Theater
2018.11.03	情緒與家庭：解開我們與孩子的情緒密碼 Family and Emotions: Deciphering the Emotions of Parents and Children	親職教育   魏瑋志講師 Wei Wei-chih, parenting skills lecturer
2018.11.04	我們一起不害怕：如何透過戲劇創作活動面對特殊議題 Together, We Stand: Resolving Difficult Family Issues through Creative Drama Activities	圈戲創作工作室   陳巍方負責人 Chen Wei-fang, Director, Chen Chain Theater





## 藝術參與 創造體驗

### 「藝術家駐『館』」,「書」「藝」兩棲

設於八德的兒童美術館，五樓為展覽空間，六樓為圖書館。108年，本館開始創辦「藝術家駐『館』」,「書」「藝」兩棲計畫。由館方邀請藝術家，以親子、學童為對象，辦理「藝術家陪你看」、「藝術家聽你說」及「小小工作坊」活動，使五樓展場與六樓的圖書館空間經由館方規劃的軟性活動，共構成為一個良好的藝術學習環境，達成資源共享及藝術紮根的目標。108年5月4日至10月13日期間，共邀請賴添明、胡縉祥、陳韻如、蔣侖、劉文琪、林思好等6位藝術家駐「館」，辦理12場次的活動。



### Enhancing Audience Participation through Artist Residency

#### Artists-in-Residence to Promote Children's Art and Literature

The Taoyuan Children's Art Museum, located in Bade, consists of an exhibition area on the 5th floor and a library on the 6th floor. To create a quality learning environment and make the best use of the existing space, the museum organized a series of artist residency programs to promote both children's art and literature in 2019. The participating artists hosted various workshops for families, such as "Reading Illustrated Children's Books with Resident Artists," "Guided Tours by Resident Artists," and "Hands-on Art Workshops for Families."

Through the workshops, the museum shared its resources with a broader range of visitors and allowed art activities to anchor in the local community. Between May 4 and October 13, 2019, six artists, namely Lai Tien-ming, Hu Chin-hsiang, Chen Yun-ju, Chiang Lun, Liu Wen-chi, and Lin Su-yu, participated in the residency programs and hosted a total of 12 workshop sessions.

## 館校合作 · 藝文扎根

為落實美感教育扎根與推廣，本館積極與學校建立合作關係，培育藝文種子教師，將美術館帶進校園，也將第一線教育人員的經驗帶進美術館。108年9月起，本館主動邀請桃園市8所國小教師以兒美館兩檔展覽為教案核心，結合導覽規劃套裝體驗活動，將展示內容轉化為具體的教學產出，與更多學校師生共享美術館資源，並擁有共同的美術館經驗。「教案共創工作坊」共計辦理11場次。

### Developing Lesson Plans with Local Schools

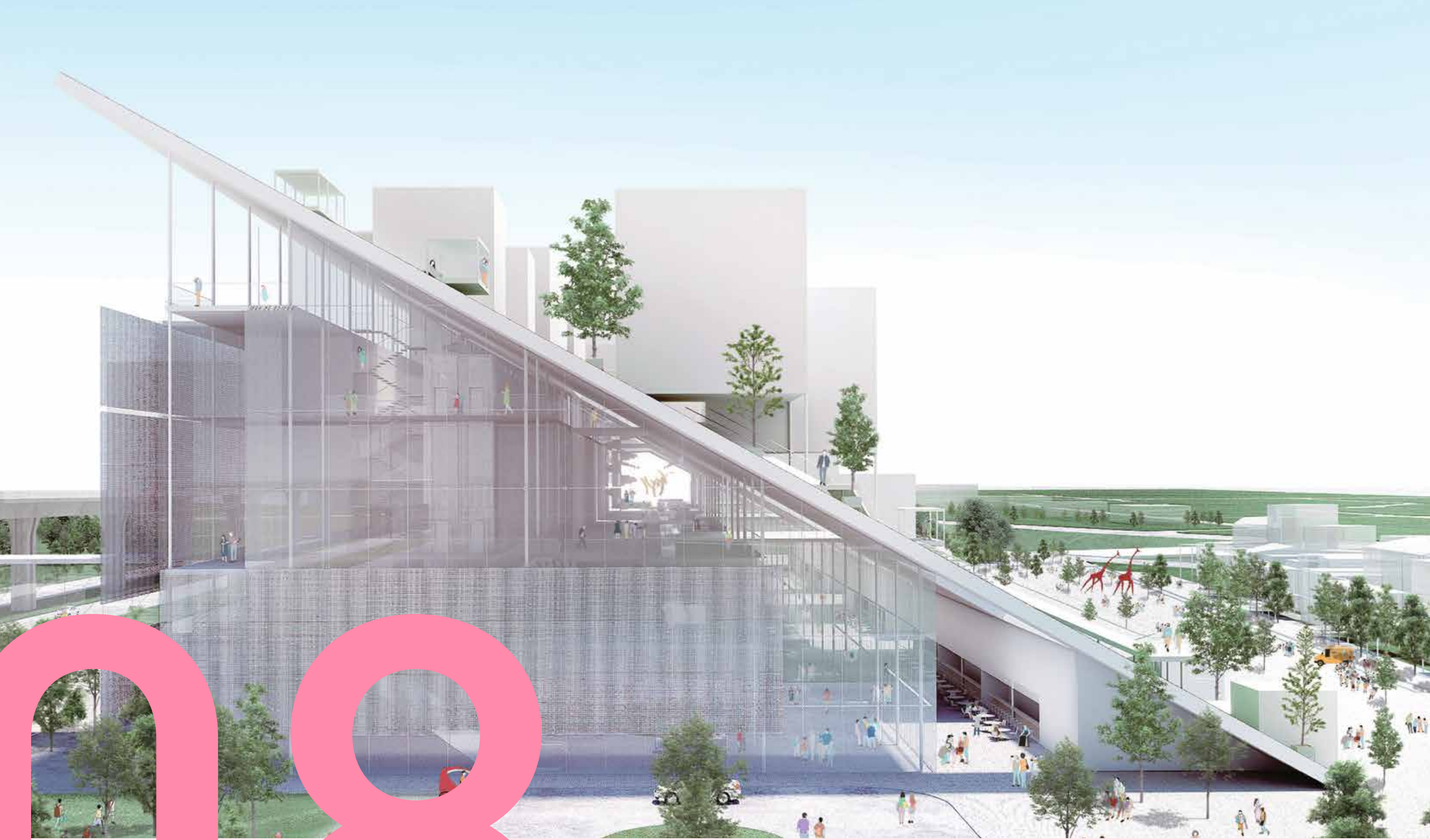
The Taoyuan Children's Art Museum had partnered with local schools to design lesson plans to promote interest in art and enhance appreciation of art among children. Programs have included train-the-trainers workshops, showcasing the museum's exhibitions on campus, and inviting experienced art educators to the museum for discussion and exchange.

In September 2019, the museum launched a Lesson Plan Co-creation Workshop. Using two of the museum's exhibitions as sources of inspiration, teachers from eight elementary schools worked with the museum to design comprehensive lesson plans that complement its guided tours. In doing so, the museum shared its resources with a broader range of teachers and students, while making visitors' experience more educational and accessible. The eleven sessions of the Lesson Plan Co-creation Workshop are as follows.



活動日期 Date	教案主題 Topic	講師 (現職國小教師) Speaker
2019.09.08	蜜糖魔法 CAKE The Magical Honey Cake	文山國小 江彩鳳校長   文山國小 熊迺燕、黃韻如老師 Chiang Tsai-feng, principal, Wen Shan Elementary School Hsiung Hsiung-yen and Huang Yun-ju, teachers, Wen Shan Primary School
2019.09.21	夢「鏡」舞會 Mirror, Mirror, on the Wall: A Dreamy Masquerade Ball	龍安國小 陳曉均老師   成功國小 陳俐燕老師 Chen Hsiao-chun, teacher, Long An Elementary School Chen Li-yen, teacher, Cheng Gong Elementary School
2019.09.22	糖果音樂會 A Music Concert in the Candy Land	龍安國小 陳曉均老師   成功國小 陳俐燕老師 Chen Hsiao-chun, teacher, Long An Elementary School Chen Li-yen, teacher, Cheng Gong Elementary School
2019.09.29	歡樂繽紛心相框 Vivid and Colorful Photoframes	瑞豐國小 李冠瑩老師 Li Kuan-ying, teacher, Rueil Fong Elementary School
2019.10.06	啟程吧！禮物 Let the Journey Begin: In Search of Treasures	文山國小 王意馨老師 Wang I-hsin, teacher, Wen Shan Primary School
2019.11.10	舞文弄墨玩文創 Playing with Brush and Ink:	文山國小 王意馨老師 Wang I-hsin, teacher, Wen Shan Primary School
2019.12.01	Designing Creative Art Projects	
2019.11.16	筆勢遊憩園 Body Language and Calligraphy Art Workshop	大忠國小 邱鈺鈞老師   青溪國小 陳旖旎老師 Chiu Yu-chun, teacher, Da Jhong Elementary School Chen I-ni, teacher, Qing Xi Elementary School
2019.11.17	小蝌蚪找媽媽 The Little Tadpole Looking for Mommy	文山國小 江彩鳳校長 Chiang Tsai-feng, principal, Wen Shan Elementary School
2019.11.23	戲水玩「墨」趣 Fun with Water and Ink: Calligraphy Art Workshop	大忠國小 邱鈺鈞老師   慈文國小 周惠珊老師 Chiu Yu-chun, teacher, Da Jhong Elementary School Chou Hui-shan, teacher, Tzu Wen Elementary School
2019.11.24	心花朵朵開 Flower Painting Appreciation and Practice Workshop	文山國小 江彩鳳校長 Chiang Tsai-feng, principal, Wen Shan Elementary School





## 形塑 — 新生的美術館

Branding:  
Towards a New Museum of Art



## 08

## 形塑 — 新生的美術館

Branding:  
Towards a New Museum of Art

桃園市立美術館於 107 年機關成立之初，暫於文化局一樓設立臨時辦公室，後於 108 年 1 月搬遷至八德廣豐新天地。現階段暫以開設於此的桃園市兒童美術館（八德館）為基地。將成為全新文化標記的桃園市立美術館，未來，將以「一機關多館所」的方式發展，包括：青埔母館、兒童美術館、橫山書法藝術館和中路美術館。桃美館的「館群結構」，以及臨埤塘而建的新館舍，呼應了桃園「千塘之鄉」的地方紋理，串起水景與綠帶、交匯歷史與人文。美術館也將以其多元功能，連結都心與社區、在地與國際。融合城市底蘊、國際視野與未來想像的桃美館，將不僅作為推展藝術的動力引擎，也將形成創新實驗、文化發展的活力場域。

The temporary office of the Taoyuan Museum of Fine Arts (TMOFA) was first set up on the first floor of the Taoyuan City Cultural Affairs Department's Building in 2018. It was later relocated to Kwong Fong Plaza in Taoyuan's Bade District in January 2019. The office is now based in the Taoyuan Children's Art Museum (Bade Branch) in the Kwong Fong Plaza.

TMOFA's new complex in Qingpu will aim to become a new cultural landmark in Taoyuan and will be operating as "one large museum comprising many small ones." The TMOFA museum cluster will include the parent art museum in the Qingpu District, the Taoyuan Children's Art Center, Hengshan Calligraphy Art Center, and Chunglu Art Center. Boasting a stunning lakeside view, the architectural design of the new TMOFA echoes with Taoyuan's reputation as "home to a thousand lakes." Its building is situated where the blue waterscape meets the green belt and will serve as a showcase of the region's historical and cultural features.

Once completed, the multifunctional TMOFA complex will connect the city with the local communities and become a platform for international exchange. Capitalizing on the unique cultural characteristics of Taoyuan, TMOFA's mission is to explore global perspectives and create a new vision for the city's future. It will continue to encourage innovation and experimentation as well as promote art and culture, creating renewed momentum for the cultural life of Taoyuan.

## 組織架構

本館隸屬桃園市文化局，為二級機關，置館長、秘書各 1 人，以及諮詢委員會、審議委員會，下設研究典藏組、展覽組、教育推廣組、總務組、會計室、人事室，共 4 組 2 室。

組別	業務職掌
研究典藏組	館史文獻、館務發展研究、圖書業務、學術研討會策辦、藝術研究專案執行與出版，藝術作品之徵集蒐藏、詮釋研究、考據鑑識、分類編目、檢視登錄、保存維護、財產管理、著作財產權及圖像管理等事項。
展覽組	國內現當代藝術之展覽規劃與執行、國際展覽專案引介與推展、展示服務管理等事項。
教育推廣組	教育活動之規畫、文創出版、志工與實習生管理、藝術宣傳推廣、公共關係與公共服務等事項。
總務組	掌理文書、檔案、印信、出納、庶務、採購、票務、財產管理與資訊、法制、研考、機電設備、營繕工程、景觀環境及不屬於其他各單位之事項。
會計室	依法辦理歲計、會計及統計事項。
人事室	依法辦理人事管理事項。

## Organizational Structure

As a level-two governmental organization, TMOFA is administered by Taoyuan City Department of Cultural Affairs. Its organizational structure consists of one museum director, one secretary, one advisory committee, and one review committee. The management positions oversee four departments and two offices, including the Research and Collection Department, Exhibition Department, Education Department, General Affairs Department, Accounting Office, and Human Resources Office.

Name of Division	Scope of Duty
Research and Collection Department	Document museum history, research museum operation and development, manage and issue publications, organize academic seminars, execute art research projects and related publications, invite and collect artworks, research art interpretation, research and appraise artworks, categorize and catalog, conserve and maintain, manage assets, manage copyrights and images, etc.
Exhibition Department	Develop and execute contemporary art exhibitions, introduce and promote international exhibitions and projects, manage exhibition affairs and services, etc.
Education Department	Develop and execute contemporary art exhibitions, introduce and promote international exhibitions and projects, manage exhibition affairs and services, etc.
General Affairs Department	Manage documents, files, stamps and seals, cashier, procurement, billing, assets, law and regulations, research and evaluation, electromechanical appliances, construction and maintenance projects, landscape and environment, and affairs that are not included in other divisions' scope of duty.
Accounting Office	Manage budget surplus or deficit, accounting, and statistics according to relevant laws and regulations.
Human Resources Office	Manage museum personnel affairs according to relevant laws and regulations.

## 館舍與組織發展研究

在組織創新動能規劃方面，本館依據 106 年 12 月 27 日桃園市政府第 150 次市政會議紀錄市長裁示：桃美館於成立後 2-3 年左右，評估轉型為行政法人。本館於 108 年著手進行「桃園市立美術館設立行政法人研究案」，邀請政府單位、學界、業界、法律界之專家學者共同組成工作小組，研討本館行政法人相關法規制度，包含法人化組織法、董事會治理、內部規章等三大議題，並透過行政法人相關文獻及實務經驗的深度訪談，作為本館未來政策規劃和營運參考。

在館舍規劃發展上，坐落於桃園市桃園區中山路之土地改革陳列館及國際土地政策訓練研究中心，為桃園市府擬辦理撥用作為未來中路美術館之所在。為利後續基地與建築之調整、活化及再利用，本館自 108 年 8 月起進行「桃園市歷史建築土地改革陳列館暨國土政策研究訓練中心調查研究及修復再利用計畫」。期待經由專業文資研究人員協助，透過實地測繪、調查與訪談，匯整相關之歷史文獻、圖片及影像資料，並依周邊紋理、法規檢討及活化策略，進一步研擬後續再利用方針以及中路美術館的可能性。

## 型塑品牌 融入生活

### 美術館形象標誌識別設計

本館於 107 年著手進行美術館 CIS 視覺識別系統規劃，由陳永基設計有限公司負責本案設計。本館標誌設計以簡約俐落的字體塑型，勾勒出現代而具創意趣味的線條設計，以形態的本質及美感的呈現彰顯桃園市立美術館母館建築的山丘特性。標誌獨特的設計形式，識別度高、易於使用，富含國際語言與未來性的意涵，同時，也能喚起民眾對於美術館建築的印象。

本館並於 108 年 2 月期間舉辦「Color up！我們的美術館」桃園市立美術館 CIS 標誌色彩票選活動，邀請民眾一同參與選出本館代表色。3 月 25 日，「桃園市立美術館 CIS 暨標誌色彩發布記者會」公布票選結果，選出「桃園紅」之桃紅色作為桃園市立美術館的色彩象徵，意喻美術館將成為桃園市鮮明亮眼的都會地標、魅力獨具的藝術基地。另外，設計師陳永基以橘色象徵兒童美術館充滿年輕、希望、活動充沛，正蓄勢待發為城市注入更多的藝術氣息及生命力；以赭紅色作為橫山書法藝術館代表，呼應書藝中常用的硃砂；中路美術館則是以紫色象徵，意喻桃園藝文蘊含豐沛能量，激發藝術有機繁衍、持續發展。

• 「Colore up! 我們的美術館」桃美館標誌色彩投票活動為讓民眾共同參與、增加認同感，由民眾票選決定象徵桃園市立美術館獨有魅力的「標誌色彩」！

### 美術館限定事務用品及文創品開發

桃美館以簡潔、具有館舍特性的「山丘」符號意象增加形象識別，並於 108 年針對公務所用之事務用品進行設計，另外，本館亦從設計、文化創意、生活實用的角度出發，落實「藝術融入生活」的美學精神，著手開發製作一系列美術館文創品，包含摺頁、L 夾、馬克杯、手提帆布袋等等。文創品開發作為本館行銷推廣策略，亦使藝術與民眾的日常生活有更親近的關係。為創造典藏品的附加價值與應用範圍，本館未來將陸續以典藏品、館體形象為文創品開發核心內容，跨域整合生活產業，合作開發相關品項，讓大眾將美術館經驗融入生活，為日常生活增添美感與樂趣。



## Research of Museum Cluster and Organizational Structure

To drive organizational development and innovation, TMOFA has planned to transform itself from a governmental organization to an incorporated administrative agency 2 to 3 years after its establishment, according to the Mayor's mandate in the 150th municipal meeting of the Taoyuan City Government on December 27, 2017. As a result, TMOFA initiated the "Research of TMOFA's Transformation into an Incorporated Administrative Agency" in 2019. A working group consisting of government agencies, academics, the private sector, and law experts and scholars was set up to research applicable laws and regulations. The three main research topics for the working group were administrative incorporation laws, board governance, and internal policies and regulations. Through literature review and interviewing institutions with practical experiences, the working group produced research results that informed the policy decisions and operational process of TMOFA.

To further develop the TMOFA museum cluster, the Taoyuan City Government has planned to redevelop the The Exhibition Hall of Taiwan Land Reform and the International Center for Land Policy Studies and Training, located on Zhongshan Road in Taoyuan District, into the Chunglu Art Museum. Therefore, TMOFA initiated the Research Project for the Restoration and Reuse of the Historic Buildings of The Exhibition Hall of Taiwan Land Reform and the International Center for Land Policy Studies. Aiming to revitalize and modify the site and its buildings, the project invited cultural heritage researchers to make field sketches and conduct interviews to investigate the site and its historic buildings. The researchers collected historical documents, photos, and videos of the site, and developed revitalization strategies based on the site's surrounding environment and relevant laws and regulations. The researchers proposed reuse strategies for the site and explored the future possibilities of the Chunglu Art Museum.

## Branding the Museum and Engaging the Public

### TMOFA's Brand Identity System

Leslie Chen Design was commissioned to create a CIS, i.e., a museum identity system, for TMOFA in 2018. The museum's minimalistic and streamlined logo design consists of playful yet clean lines that convey a sense of modernity and originality. The shape and aesthetics of the logo echo with the museum's architectural style, which is characterized by a building facade resembling a hill. The unique logo symbolizes the museum's global view and future vision and is highly recognizable and accessible. Moreover, the logo, representing the image of the museum's inclined roof, will deepen people's impression of TMOFA's architectural design.



■ 以主視覺形象，結合各館代表色彩，發展出各館專屬 LOGO。  
Different color variations of the same logo represent different museums in the TMOFA museum cluster.



In February 2019, TMOFA launched Color Up Our Museum, a public vote campaign to decide the color of the museum's new brand logo. Fuchsia, the winning color, was announced at the TMOFA CIS and Logo Color Announcement Press Conference on March 25, 2019. Fuchsia, a bright and vibrant color, symbolizes the museum's vision to become a new urban landmark and a dynamic art platform in Taoyuan City.

According to Leslie Chen, TMOFA's visual identity system designer, orange was the chosen color for Taoyuan Children's Art Center's logo because it signifies youth, hope, and vitality, representing the center's mission to cultivate the public's taste of art and inject new life into the city. Crimson was the chosen color for the Hengshan Calligraphy Art Center's logo because it echoes with the cinnabar pigment commonly used in Chinese calligraphy. Violet was the chosen color for the Chunglu Art Center because it symbolizes the richness of Taoyuan's cultural heritage and the museum's mission to support the organic growth and sustainable development of art and culture.

#### • Color Up Our Museum: a Public Vote to Decide the Color of TMOFA's New Logo

This campaign invited the public to select the color of TMOFA's brand logo. It offered members of the public a sense of participation and representation.

#### TMOFA Office Supplies and Creative Cultural Products

TMOFA's brand identity system stems from its modern and minimalistic logo design, which symbolizes the future museum building's inclined roof that resembles a "hill." In 2019, a series of office supplies for TMOFA staff's daily use was created using the museum's visual identity system. Later on, TMOFA launched a collection of creative cultural products for the mass market based on its brand identity system, seeking to make design-oriented and innovative products part of people's daily life. The collection, reflecting the theme of "art as an everyday practice," includes pamphlets, file holders, mugs, canvas tote bags, to name a few.

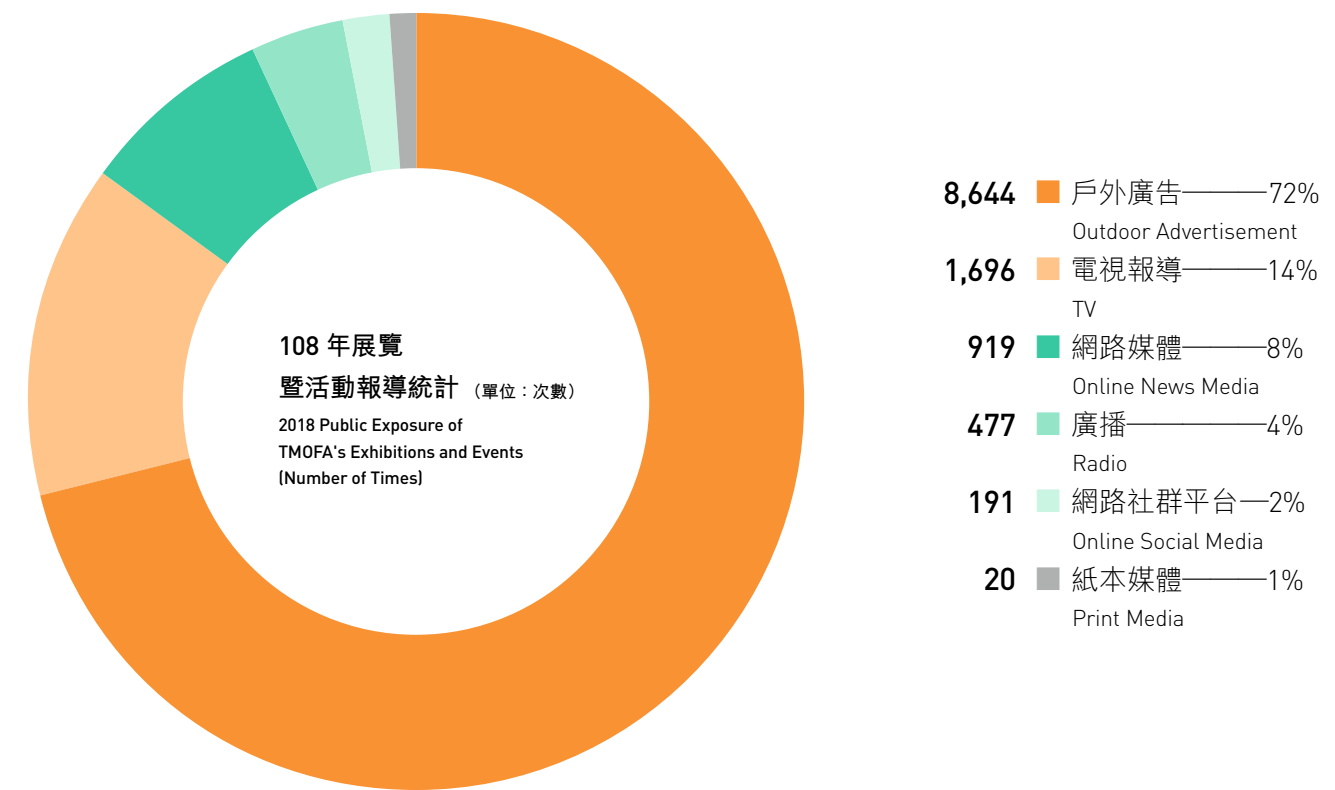
TMOFA strives to promote its public profile by offering innovative products that inspire people to embrace art in their daily life. To maximize the value of TMOFA products and expand the reach of the museum, TMOFA will continue to develop stationery accessories and other products based on its art collection and brand logo. In the future, the museum plans to collaborate with the lifestyle industry to expand its product lines and offer playful and creative products that not only remind people of their visit to the art museum, but also inspire them to discover the beauty of art in their everyday life.

## 公共關係，媒體行銷

為促進本館活動訊息即時對外宣傳，擴大美術館潛在觀眾的參與，本館積極與外界建立良好公共關係，透過舉辦開幕記者會、新聞發佈、媒體採訪，輔以紙本媒體、戶外廣告、電視暨廣播媒體報導，並運用網路社群媒體進行各種行銷推廣活動。108年共計有 11,947 則露出訊息。

本館並深入自有媒體（官網、臉書），培育藝文社群對本館的關注與認同。於 108 年著手進行官方網站的建置，臉書粉絲專業則是早在 107 年 4 月 27 日即成立，至 108 年底共累積 9,550 粉絲數，總觸及人數共 2,472,742 人。因應橫山書法藝術館即將開館，於 108 年 7 月 18 日並另行成立書藝館臉書粉絲專頁。

為活絡網路社群，促進粉絲互動，本館配合展覽或館內重大活動，推出社群行銷專案。其中，2019 桃園地景藝術節期間，本館為增進社群討論熱度特別規劃「跟著桃美遊地景」系列特輯，逐件介紹主展區大湳森林公園及周邊展區的 24 件作品，讓大家透過臉書直擊「藝術現場」並認識藝術家及其創作；活動期間共計推出 23 篇特輯專文，總累計觸及人數 97,000 人。為鼓勵大眾分享展期觀展經驗並回饋粉絲熱情參與，並舉辦「2019 桃園地景藝術節「新風景線」精彩回顧」，致贈「地景限定」紀念品。透過粉絲分享地景藝術節中最難忘事情，作為本館滿意度調查及後續活動規劃之參考。



## Communication

To attract a broader range of audiences and enhance its public relations, TMOFA regularly hosts opening press conferences, press releases, and media interviews to offer real-time updates on its latest offerings. The museum also places advertisements in print media, outdoor advertising, TV and radio networks, and online social media to enhance its visibility. TMOFA's media exposures amounted to 11,947 times in 2019.

TMOFA also strives to broaden the reach of its official website and Facebook page in order to connect with the culture and art communities as well as potential audiences online. The TMOFA website was launched in 2019, and the museum's Facebook page went live on April 27, 2018. The Facebook page had 9550 followers and reached 2,472,742 online users as of the end of 2019. Due to the forthcoming opening of the Hengshan Calligraphy Art Museum, an independent Calligraphy Art Museum Facebook page was set up on July 18, 2019.

Moreover, TMOFA regularly runs online campaigns to promote its exhibitions and programs. Online engagement activities have helped the museum to mobilize online communities and increase its interaction with online followers. During the 2019 Taoyuan Land Art Festival, TMOFA posted a series of live reports through its Tour the Landscape of Taoyuan with TMOFA online campaign. On its Facebook page, TMOFA posted introductions to the 24 featured works in the main exhibition area within the Danan Forest Park. The posts, which included introductions to the artists and their artworks, offered online viewers a virtual tour of the "live art scene" at the festival. During the festival, TMOFA shared a total of 23 essays on its Facebook page and reached a total of 97,000 online viewers.

TMOFA also conducted a Taoyuan Land Art Festival Audience Review Program, which invited visitors to post about their visits to the festival. Those who shared their memorable experiences online were offered unique land festival souvenirs as a token of the museum's appreciation. The audience review and feedback during the campaign were used in the museum's audience satisfaction survey and subsequently informed the planning of other events.

## 公眾參與，社群互動

本館為促進公眾參與，規劃社會志工協助展覽導覽、展場秩序維護、圖書整理等各項服務。此外，亦配合展覽規劃小小導覽員活動，增進學子與美術館的關係。未來將擴大參與族群，提供大專院校實習機會，培育未來的藝術專業人才，累積美術館實務經驗。

桃園市兒童美術館 107 年志工人數為 133 人，志工訓練時數為 16 小時，服勤時數為 10,277 小時，服務 129,781 人次。108 年志工人數為 130 人，志工訓練時數為 10 小時，服勤時數為 6,727 小時，服務 97,003 人次。橫山書法藝術館由本館營運管理，現正籌備開館而持續招募志工中，截至 108 年 12 月 31 日止報名志工總計 74 位。

為拓展志工視野及館際交流，同時了解不同館舍的志工服務與導覽特點，本館陸續規劃志工參訪活動：107 年參訪故宮博物院，108 年則參訪國立台灣美術館、新竹市美術館、新竹 241 藝術空間。另外，為落實志工教育訓練，充實專業素養及提昇志工服務品質，保障受服務者之權益，本館辦理文化類志工「特殊訓練」。108 年舉辦 2 梯次特殊訓練，課程邀請到國立故宮博物院導覽志工隊長曾淑芸女士、彰師大李靜芳老師、國立故宮博物院資深導覽志工霍強生，桃園市特約諮商師吳健豪等人擔任講師。



## Public Participation and Volunteer Work

TMOFA regularly recruits volunteers to offer museum tours to the public, maintain order in the galleries, and assist with library management, creating yet another opportunity for the museum to engage the local community. TMOFA also offers volunteer training workshops to young students, which has helped to forge a strong connection between TMOFA and the student population. In the future, TMOFA will expand the scope of its volunteer recruitment program to include college students in order to cultivate young art professionals and gain more practical experience in engaging community members.

Taoyuan Children's Art Museum recruited 133 volunteers and provided 16 hours of volunteer training in 2018. The volunteers registered a total of 129,781 times of attendance in volunteer programs and provided 10,277 hours of service in 2018. In 2019, the museum had 130 volunteers and organized 10 hours of volunteer training. The volunteers registered a total of 97,003 times of attendance in volunteer programs and delivered 6,727 hours of service in 2019. To prepare for its forthcoming opening, the Hengshan Calligraphy Art Center, currently managed by TMOFA, had been recruiting volunteers as well. A total of 74 volunteers had signed up for the recruitment program as of December 31, 2019.

TMOFA has organized numerous volunteer field trips to other museums and offered opportunities for the museum's volunteers to observe how other volunteers and museums deliver services and conduct tours. Moreover, the visits strengthened the friendly relationships between TMOFA and other museums and have broadened TMOFA volunteers' horizons. TMOFA volunteers visited the National Palace Museum in 2018 as well as the National Taiwan Museum of Fine Arts, Hsinchu City Art Gallery, and Hsinchu 241 Art Space in 2019.

In order to enhance the quality of its volunteer service through professional competency training and ensure the protection of service users' rights, TMOFA organized two special volunteer training workshops in 2019. The workshops featured experienced volunteers and lecturers, including Tseng Shu-yun, head of the National Palace Museum's Volunteer Service, Lee Ching-fang, Associate Professor of the National Changhua University of Education, Huo Chiang-sheng, a senior volunteer at the National Palace Museum, and Wu Chien-hao, a professional counselor of the Taoyuan City Government.

## 國際交流 網絡鏈結

為拓展美術館專業以及國際交流的網絡，本館除了實地參訪考察美術館相關館舍硬體與軟體規劃外，亦同步宣傳本館營運方向和特色。未來，本館將積極參與國際重要專業學術組織，促進美術社群網路的鏈結，加強與國際多元文化交流之機會。本館於 108 年承辦「桃園地景藝術節」，先後至日本新潟考察越後妻有大地藝術祭、瀨戶內國際藝術祭，觀摩、交流籌辦藝術祭之經驗。此外，亦參訪日本東京及新加坡藝文相關場館，藉此瞭解館舍營運、國際雙年展與周邊活動之規劃，作為本館未來各項業務及國際交流之參考。



## International Exchange and Networks

TMOFA has organized multiple fact-finding trips to museums in Taiwan and abroad to develop its professional expertise and expand its international networks. The visits offered opportunities for TMOFA to learn about other museums' infrastructure planning and programming; they also allowed TMOFA to promote its service and showcase its features internationally. In the future, TMOFA will focus on joining key international academic organizations, strengthen its relations with networks of art and culture groups, and create more opportunities for international and multicultural exchange.

To prepare for the hosting of the Taoyuan Land Art Festival in 2019, TMOFA organized fact-finding trips to Japan's Echigo-Tsumari Art Triennial Festival in Niigata Prefecture and the Setouchi Triennial Art Festival. During the visits, TMOFA exchanged opinions with the Japanese organizers and learned about their experience in organizing landscape festivals. TMOFA also visited museums in Tokyo and Singapore to collect information on how they organized biennial international exhibitions and satellite events. The key takeaways from the trips created a foundation for TMOFA to develop its museum services and international partnership programs.





### 日本新潟大地藝術祭實地考察

日本新潟縣越後妻有大地藝術祭，自 2000 年起，每三年辦理，至今已邁入第七屆，為全世界最大型的戶外藝術祭之一。本館實地參訪此藝術祭的成功案例，以為辦理桃園地景藝術節之重要參考。此次行程同時參訪國立新美術館、森美術館及橫須賀美術館，觀摩其展覽規劃、硬體建置及空間經營方式。

### 2019 瀨戶內國際藝術祭

桃園市政府受邀參加「2019 瀨戶內國際藝術祭」春季開幕式，本館隨同進行藝術祭活動之考察，以及岡山、大阪等地的文化參訪。此次行程借鏡日本香川縣辦理活動的經驗，作為規劃市府重要藝術活動——桃園地景藝術節以及本館未來營運之參考，了解該地以藝術祭典推動社區營造、文化建築保存與校園閒置空間活化再利用的模式，提升地方文化與觀光產值。

### 新加坡藝術發展及實務經驗考察

新加坡為城市型國家，並將自身定位為亞洲文化藝術通向世界的窗口，透過多元化的藝術政策打造城市創意氛圍。108 年，本館參訪新加坡，考察 2019 新加坡雙年展之辦理，並參觀相關藝文場館，建立交流、汲取經驗，以作為桃園市立美術館營運發展及推動國際事務借鏡。



### A Visit to Echigo-Tsumari Triennial Art Festival in Niigata Prefecture, Japan

The Echigo-Tsumari Triennial Art Festival in Japan's Niigata Prefecture debuted in 2000. It had grown to become one of the largest outdoor art festivals in the world, and seven festivals have been held to date. The purpose of TMOFA's visit was to learn from the success model of the festival and use it as a frame of reference for designing the Taoyuan Land Art Festival. During the trip to Japan, TMOFA also visited the National Art Center, Tokyo, the Mori Art Museum, and the Yokosuka Museum of Art to observe how they handle exhibition planning, infrastructure development, and museum space management.

### A Visit to 2019 Setouchi International Art Festival, Japan

The Taoyuan City Government was invited to take part in the opening of the Setouchi International Art Festival in Spring 2019. TMOFA came along for the trip and visited the festival and other cultural institutions in Okayama and Osaka, Japan. The main objective of the visit was to learn from Kagawa Prefecture's experience in organizing the renowned Setouchi International Art Festival. The key takeaways were used as a valuable frame of reference for the Taoyuan City Government to design its art events and for TMOFA to plan its future operation. TMOFA also collected information on Kagawa Prefecture's experience in community development, conservation of historical buildings, and revitalization of idled school campuses in order to promote local culture and tourism.

### A Visit to 2019 Singapore Biennale

Singapore has cemented its position as the world's leading showcase of Asia's art and culture. It is well-known for its multicultural art policies that have created a supportive environment for its creative industries to flourish. In 2019, TMOFA visited Singapore to learn from the country's experience in organizing the Singapore Biennale. During the trip, TMOFA also visited other museums in Singapore to enrich its learning experience and strengthen mutual relations. The lessons learned from these visits had helped TMOFA identify strategies for optimizing its future operation and international partnership development.



■ 參訪泰勒版畫館 (右為駐館藝術家蔡艾芳)  
TMOFA was received by Tsai Ai-fang (far right), a resident artist at the Singapore Tylor Print Institute.



■ 新加坡國家美術館兒童藝術中心  
The Keppel Centre for Art Education at the National Gallery Singapore



■ 參訪拉薩爾藝術學院藝術檔案室  
TMOFA paid a visit to the art archive in the Lasalle College of the Arts.

■ 劉俊蘭館長與新加坡國家美術館館長陳維德合影。  
Liu Chun-lan, director of TMOFA (left), posed with Eugene Tan, Director of the National Gallery Singapore (right).

# 附錄

## Appendices

### ● 一、年度大事紀 Annual Events (2017-2019)

## 2017

- 05.13 桃園市兒童美術館開館，由桃園市立圖書館負責經營，結合圖書館與美術館功能：5樓為展覽空間，6樓則為圖書區，以兒童繪本為館藏發展重點。  
The Taoyuan Children's Art Museum, managed by the Taoyuan Public Library, opened in 2017. The functions of the museum were two-fold: it consisted of an exhibition space on the 5th floor and a library on the 6th floor, which was dedicated to illustrated children's books.
- 12.22 桃園市政府辦理「桃園市立美術館新建工程委託規劃設計暨監造技術服務競圖」第一階段競圖評選及結果公布。  
The Taoyuan City Government announced the results of the first stage of the Design Competition for Taoyuan Museum of Fine Arts .

## 2018

- 01.01 桃園市立美術館成立，為文化局所屬的二級獨立機關，兒童美術館（連同6樓圖書空間）改由桃園市立美術館管理營運。文化局專門委員張至敏兼任代理館長。  
Administered by the Taoyuan Department of Cultural Affairs, the Taoyuan Children's Art Museum (including a library on the 6th floor) was established in 2018 as a level-two governmental organization. Chang Chih-min, senior executive officer of the Cultural Affairs Department, was appointed the acting director of the museum.
- 01.28 「WOW！不可思議！創意積木特展」開幕記者會  
Wow! Amazing! Creative Lego Art Exhibition opening press conference
- 03.02 「桃園市立美術館新建工程委託規劃設計暨監造技術服務競圖」第二階段評選結果公布及頒獎  
The Taoyuan City Government announced the results and held an awards ceremony for the second stage of the Design Competition for Taoyuan Museum of Fine Arts.
- 03.02-03.11 桃園市美術館——競圖成果展  
Exhibition on the Design Competition for Taoyuan Museum of Fine Arts
- 04.28 「隨時都有好心情——李柏毅個展」開幕記者會  
Anytime is Good Time: Leland Lee Solo Exhibition opening press conference
- 05.19 「郎世寧·到此藝遊」教育巡迴展開幕記者會  
Giuseppe Castiglione: Visited in Art opening press conference

- 05.25 桃園市立美術館新建工程簽約典禮，與「石昭永建築師事務所、共同投標廠商株式會社山本理顯設計工場」一同舉行簽約儀式  
A press conference was held to mark the signing of the new TMOFA building construction agreement between TMOFA, Joe Shih Architects of Taiwan, and Riken Yamamoto & Field Shop of Japan.
- 06.29 臺灣橫山書法藝術公園開園暨臺灣橫山書法藝術館上樑典禮  
The Hengshan Calligraphy Art Park officially opened. A beam-raising ceremony was held to kick start the construction of the Hengshan Calligraphy Art Center.
- 06.19-07.09 「第36屆桃源美展」初審徵件公告  
The 36th Taoyuan Fine Arts Exhibition: call for entries (preliminary selection)
- 07.23 召開第36屆桃源美展初審會議  
The 36th Taoyuan Fine Arts Exhibition: preliminary selection jury meeting
- 07.25 「第36屆桃源美展」初審結果公告  
The 36th Taoyuan Fine Arts Exhibition: announcement of preliminary selection results
- 08.01 劉俊蘭館長到任  
Liu Chun-lan took office as the director of TMOFA.
- 08.02 「2018桃園市美術家邀請展」開幕記者會  
2018 Taoyuan Artists Invitational Exhibition: opening press conference
- 08.04 於中壢區青埔國中，舉辦「看見改變，用藝術喚醒城市靈魂」桃園市立美術館暨周邊重大建設說明會  
TMOFA held a forum, See the Change: Awakening the City through Art, in Qingpu Junior High School to announce major infrastructure development projects near the TMOFA construction site.
- 08.10 於大園國際高中，舉辦「看見改變，用藝術喚醒城市靈魂」桃園市立美術館暨周邊重大建設說明會  
TMOFA held another See the Change public forum in Dayuan International Senior High School.
- 08.20-08.21 「第36屆桃源美展」複審會議  
The 36th Taoyuan Fine Arts Exhibition: final selection jury meeting
- 09.01 「水彩的可能——2018桃園水彩藝術展」開幕式  
The Possibilities of Watercolors: 2018 Taoyuan Watercolor Art Exhibition opening ceremony



- 09.14-09.19 日本新瀉大地藝術祭實地考察計畫  
TMOFA took a fact-finding trip to the Echigo-Tsumari Triennial Art Festival in Niigata Prefecture, Japan.
- 10.01 桃園市立美術館第一屆典藏審議委員會成立  
TMOFA established its first Art Collection Review Committee.
- 09.06 「森林裡的糖果屋——立體書探索展」開幕式  
The Candy House in the Woods: Exhibition of Pop-up Books opening ceremony
- 10.20 「翻轉色彩的魔法世界」色彩展開幕式  
World of Wonders: Magical Color Exhibition opening ceremony
- 11.03 「第 36 屆桃源美展」頒獎典禮  
The 36th Taoyuan Fine Arts Exhibition: awards ceremony
- 11.23 《2018 桃園藝術亮點》新書發表會  
2018 Taoyuan Art Collection: book launch and press conference
- 12.09 於八德樹德居舉辦邱創乾作品捐贈儀式  
TMOFA held an artwork donation ceremony in Chiu Chuang-chian's old residence to mark the hand-over of his artworks to the museum.

## 2018

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- 01.05 「春仔串門子——春聯的再想像」開幕記者會  
Here Comes the "Spring Kid": Reimagination of Spring Couplets opening ceremony
- 01.26 於桃園市立體育館舉辦「第 13 屆桃園全國春聯書法比賽」決賽暨頒獎典禮  
The final contest and awards ceremony of the 13th Taoyuan National Spring Couplet Calligraphy Competition took place in the Taoyuan Arena.
- 02.01-02.28 「Color up ! 我們的美術館」桃美館標誌色彩票選活動  
TMOFA launched Color Up Our Museum, a public vote campaign to select the color of TMOFA's logo.
- 03.02 「蘊育 • 連結 • 擴張——2019 年桃園女性藝術特展」開幕茶會暨座談會  
Implication • Connection • Extension: 2019 Taoyuan Female Art Exhibition opening ceremony and artists forum

- 03.08 「媽媽 • 寶貝——創造愛與被愛的方式」特展開幕活動  
Mom and Child: Exploring Ways of Love and Being Loved opening ceremony
- 03.21 「2019 桃園市美術家邀請展」開幕記者會  
2019 Taoyuan Artists Invitational Exhibition: opening press conference
- 03.25 於中壢區南方莊園舉行「桃園市立美術館 CIS 暨標誌色彩發布會」  
TMOFA held a CIS and Logo Color Announcement Press Conference in South Garden Hotels and Resorts, Zhongli.
- 04.17 「戀火 • 再生——趙世傳膠彩畫展：第 34 屆桃園美術家薪傳展」開幕典禮趙世傳捐贈作品《火舞》  
Artist Chao Shih-chuan donated his painting Fire Dance to TMOFA at the opening ceremony of Flame and Rebirth: Eastern Gouache of Chao Shih-chuan, 34th Taoyuan Artists Heritage Exhibition.
- 04.26 桃園市政府受邀出席 2019 瀨戶內國際藝術祭開幕式，本館組團前往致意  
TMOFA and the Taoyuan City Government participated in the opening ceremony of the 2019 Setouchi International Art Festival in Japan.
- 04.24-04.29 2019 瀨戶內國際藝術祭考察計畫  
TMOFA launched the 2019 Setouchi International Art Festival Fact-finding Project.
- 05.01 橫山書法藝術館第一屆典藏諮詢委員會成立  
The first Collection Advisory Committee of the Hengshan Calligraphy Art Center was established.
- 05.02 本館拜會新加坡駐台辦事處邱俊育副代表  
TMOFA paid a courtesy call to Jeff Khoo, Deputy Representative of the Singapore Trade Office in Taipei.
- 本館拜會英國文化協會紀其伶藝術專案經理  
TMOFA paid a courtesy call to Chi Chi-ling, art project manager of the British Council in Taiwan.
- 05.04 「第 17 屆桃源創作獎」頒獎典禮暨記者會  
The 17th Taoyuan Contemporary Art Award: awards ceremony and press conference
- 05.09 本館拜會日本臺灣交流協會台北事務所  
TMOFA paid a courtesy call to the Taipei Office of the Japan-Taiwan Exchange Association.

05.20	「書藝啟程——橫山書法藝術館與國立歷史博物館結盟簽約儀式暨開館暖身活動」記者會 Alliance Agreement Signing Ceremony between the Hengshan Calligraphy Art Center and the National Museum of History
07.02	桃園市立美術館新建工程基本設計成果說明會 TMOFA held a public forum to announce the design details of the new TMOFA complex.
07.20	「關於家鄉，我想說的是…」暑期策展工作坊成果展開幕記者會 This is What I Want to Share about My Hometown: final presentation and opening press conference
07.29-08.16	「第 37 屆桃源美展」徵件公告 The 37th Taoyuan Fine Arts Exhibition: call for entries
09.06	「2019 桃園地景藝術節」開幕記者會 2019 Taoyuan Land Art Festival: opening press conference
09.06-09.22	2019 桃園地景藝術節 2019 Taoyuan Land Art Festival
09.11	「第 37 屆桃源美展」初審公布 The 37th Taoyuan Fine Arts Exhibition: announcement of preliminary selection results
09.08	文化部、國藝會一行 6 人參訪桃園地景藝術節 Six representatives from the Ministry of Culture and National Culture and Arts Foundation visited the Taoyuan Land Art Festival.
09.12	高雄市立美術館李館長玉玲參訪桃園地景藝術節 Dr. Lee Yu-ling, Director of the Kaohsiung Museum of Fine Arts, visited the Taoyuan Land Art Festival.
09.18	桃園市政府地政局一行 22 人參訪桃園地景藝術節 Twenty-two representatives from the Taoyuan City Department of Land Administration visited the Taoyuan Land Art Festival.
09.19	2019 桃園地景藝術節國際論壇 2019 Taoyuan Land Art International Forum
09.20	召開「第 14 屆桃園全國春聯書法比賽」籌備委員會 The first organizing committee meeting was held to prepare for the 14th Taoyuan National Spring Couplets Calligraphy Competition.
09.22	彰化文化局率隊一行 7 人參訪桃園地景藝術節 Seven representatives from the Changhua County Cultural Affairs Bureau visited the Taoyuan Land Art Festival.
09.28	日本香川縣代表一行 6 人參訪桃園地景藝術節 Six representatives from Japan's Kagawa Prefecture visited the Taoyuan Land Art Festival.

10.15	橫山書法藝術館分段查驗 Construction stage inspections were carried out at the Hengshan Calligraphy Art Center.
10.12-12.08	「第 14 屆桃園全國春聯書法比賽」徵件公告 The 14th Taoyuan National Spring Couplets Calligraphy Competition: call for entries
10.31	「第 37 屆桃源美展」複審會議 The 37th Taoyuan Fine Arts Exhibition: final selection jury meeting
11.10	「第 37 屆桃源美展」頒獎典禮 The 37th Taoyuan Fine Arts Exhibition: final selection jury meeting: awards ceremony
11.08-2.31	「橫山書法藝術館策展徵件」簡章公告 Hengshan Calligraphy Art Center: call for curatorial proposals and announcement of prospectus
11.19-11.23	新加坡藝術發展及執行實務經驗考察 TMOFA took a fact-finding trip to Singapore to collect information on professional art development and museum practice.
12.31	「第 14 屆桃園全國春聯書法比賽」初審結果公告 The 14th Taoyuan National Spring Couplets Calligraphy Competition: announcement of preliminary selection results

## ● 二、展覽列表 Exhibition List

### 2018

01.26-04.08	「WOW! 不可思議！」創意積木特展 Wow! Amazing! Creative Lego Art Exhibition	桃園市兒童美術館 Taoyuan Children's Art Museum
04.25-05.06	隨時都有好心情——李柏毅個展 Anytime is Good Time: Leland Lee Solo Exhibition	桃園市兒童美術館 Taoyuan Children's Art Museum
05.19-08.29	「郎世寧•到此藝遊」教育巡迴展 Giuseppe Castiglione: Visited in Art, an educational touring exhibition	桃園市兒童美術館 Taoyuan Children's Art Museum
08.02-08.26	2018 年桃園市美術家邀請展 2018 Taoyuan Artists Invitational Exhibition	桃園市文化局第一、二展覽室 Exhibition Room 1&2, Department of Cultural Affairs, Taoyuan
08.29-09.16	水彩的可能——2018 桃園水彩藝術展 The Possibilities of Watercolors: 2018 Taoyuan Watercolor Art Exhibition	桃園市文化局第一、二展覽室 Exhibition Room 1&2, Department of Cultural Affairs, Taoyuan
09.04-10.14	森林裡的糖果屋——立體書探索展 The Candy House in the Woods: Exhibition of Pop-up Books	桃園市兒童美術館 Taoyuan Children's Art Museum
09.05-11.14	2018 年桃園機場邀請展 2018 Taoyuan Airport Invitational Exhibition	桃園國際機場第二航廈 D 區藝文展演空間 Taiwan Taoyuan International Airport, Terminal 2 (Zone D) Art and Cultural Exhibition Space



10.20-11.25	「翻轉色彩的魔法世界」色彩展 World of Wonders: Magical Color Exhibition	桃園市兒童美術館 Taoyuan Children's Art Museum
11.01-11.25	第 36 屆桃源美展 The 36th Taoyuan Fine Arts Exhibition	桃園市文化局、中壢藝術館第一展覽室 Taoyuan City Department of Cultural Affairs; Zhongli Arts Hall Exhibition Room 1
12.02-12.22	歷屆世界兒童畫交流展 World School Children's Art Exhibition	桃園市兒童美術館 Taoyuan Children's Art Museum
<b>2019</b>		
01.05-02.24	春仔串門子——春聯的再想像 Here Comes the "Spring Kid": Reimagination of Spring Couplets	桃園市兒童美術館 Taoyuan Children's Art Museum
02.27-03.17	蘊育·連結·擴張——2019 桃園女性藝術特展 Implication • Connection • Extension: 2019 Taoyuan Female Art Exhibition	桃園市文化局第一、二展覽室 Exhibition Room 1&2, Department of Cultural Affairs, Taoyuan
03.01-05.12	媽媽·寶貝——創造愛與被愛的方式 Mom and Child: Exploring Ways of Love and Being Loved	桃園市兒童美術館 Taoyuan Children's Art Museum
03.21-04.14	2019 桃園市美術家邀請展 2019 Taoyuan Artists Invitational Exhibition	桃園市文化局第一、二展覽室 Exhibition Room 1&2, Department of Cultural Affairs, Taoyuan
04.23-05.12	第 17 屆桃源創作獎 The 17th Taoyuan Contemporary Art Award	桃園展演中心 Exhibition Room 1&2, Department of Cultural Affairs, Taoyuan
04.17-05.05	戀火·再生——趙世傳膠彩畫展：第 34 屆桃園美術家薪傳展 Flame and Rebirth: Eastern Gouache of Chao Shih-chuan, 34th Taoyuan Artists Heritage Exhibition	桃園市文化局第一、二展覽室 Exhibition Room 1&2, Department of Cultural Affairs, Taoyuan
09.04-10.20	日月奇遇記 In Search of the Moon and the Sun	桃園市兒童美術館 Taoyuan Children's Art Museum
09.06-09.22	2019 年桃園地景藝術節 2019 Taoyuan Land Art Festival	大湫森林公園、西坡陂塘、桃園市兒童美術館等地 Danan Forest Park, Xipo Pond Ecological Park, and Taoyuan Children's Art Museum
11.02-11.24	第 37 屆桃源美展 The 37th Taoyuan Fine Arts Exhibition	桃園市文化局第一、二展覽室、2 樓畫廊、3 樓畫廊、中壢藝術館第一、二展覽室 Exhibition Rooms 1 and 2 and galleries on 2F and 3F, Taoyuan City Department of Cultural Affairs; Exhibition Rooms 1 an 2, Zhongli Arts Hall
05.18-06.30	不一樣的一天——多媒體互動展 A Different Day: Interactive Multimedia Exhibition	桃園市兒童美術館 Taoyuan Children's Art Museum
07.16-08.04	「關於家鄉，我想說的是…」暑期策展工作坊成果展 This is What I Want to Share about My Hometown: Final Presentation of Summer Workshops	桃園市兒童美術館 Taoyuan Children's Art Museum
2019.11.08- 2020.02.02	玩筆弄墨——兒童書藝體驗展 Playing with Brush and Ink: Children's Experiential Calligraphy Exhibition	桃園市兒童美術館 Taoyuan Children's Art Museum

### ● 三、出版品 Publications

#### 展覽專輯 Exhibition Albums



01



02



03



04



05



06



07

01. 第 36 屆桃源美展  
The 36th Taoyuan Fine Arts Exhibition

02. 第 37 屆桃源美展  
The 37th Taoyuan Fine Arts Exhibition

03. 第 17 屆桃源創作獎  
The 17th Taoyuan Contemporary Art Award

04. 2019 桃園市美術家邀請展  
2019 Taoyuan Artists Invitational Exhibition

05. 戀火·再生——趙世傳膠彩畫展 第 34 屆桃園美術家薪傳展  
Flame and Rebirth: Eastern Gouache of Chao Shih-chuan, 34th Taoyuan Artists Heritage Exhibition

06. 蘊育·連結·擴張：2019 年桃園女性藝術特展  
Implication • Connection • Extension: 2019 Taoyuan Female Art Exhibition

07. 媽媽·寶貝——創造愛與被愛的方式  
Mom and Child: Exploring Ways of Love and Being Loved

## 典藏研究專輯 Collection Research Monographs



01



02

01. 典藏論叢：2019 桃園市美術館書法類典藏研究專刊 A Compilation of Classics: 2019 Research on Taoyuan Museum of Fine Arts' Calligraphy Collection

02. 典藏論叢：2019 桃園市美術館水墨類典藏研究專刊 A Compilation of Classics: 2019 Research on Taoyuan Museum of Fine Arts' Ink Painting Collection

## 國際論壇專刊 Conference Proceedings



2019 桃園地景藝術節國際論壇——「新風景線」的想像與創建  
2019 Taoyuan Land Art Forum: Imagination and Construction of a New City-scape

## 桃園藝術家小傳 Brief Biographies of Taoyuan Artists



01



02



03



04



05



06



07



08



09



10

01. 桃園藝術亮點：膠彩—色彩的煉金術士：李錦財 Taoyuan Art Collection: Li Chin-tsai: The Alchemist of Colors (Gouache Painting)

02. 桃園藝術亮點：油畫—尚美為本·以教為念：沈秀成 Taoyuan Art Collection: Shen Hsiu-cheng: Developing Aesthetic Sensibility and Art Education (Oil Painting)

03. 桃園藝術亮點：水墨—心有所感·情訴筆墨：徐文印 Taoyuan Art Collection: Hsu Wen-yin: Expressing the Heart's Feelings through Brush and Ink (Ink Painting)

04. 桃園藝術亮點：書藝—溯古拔新·書藝藝境：張日廣 Taoyuan Art Collection: Chang Jih-kuang: Reflections on the Past and Visions for the Future (Calligraphy Art)

05. 桃園藝術亮點：水墨—彩墨寄鄉情·心象傳意念：陳宗鎮 Taoyuan Art Collection: Chen Tsung-chen: Images of Hometown in Ink and Color (Ink Painting)

06. 桃園藝術亮點：西畫—島嶼中的微觀風景：陳俊華 Taoyuan Art Collection: Chen Chun-hua: Microcosmic Sceneries of the Island (Western Painting)

07. 桃園藝術亮點：油畫—敞開觀照之眼·捕捉靈魂意境：傅彥熹 Taoyuan Art Collection: Fu Yen-hsi: Portraying Human Souls with an Open Mind (Oil Painting)

08. 桃園藝術亮點：設計—將臺灣氣味視覺化的高手：游明龍 Taoyuan Art Collection: Yu Ming-lung: Turning Scents into Artworks (Design)

09. 桃園藝術亮點：西畫—凝視太陽·畫出溫暖：簡來喜 Taoyuan Art Collection: Chien Lai-hsi: The Warmth of Sungazing (Western Painting)

10. 桃園藝術亮點：書藝—書印並重·含蘊致遠：羅應良 Taoyuan Art Collection: Lo Ying-liang: A Harmony of Calligraphy and Engraving (Seal Engraving)



## ● 四、參觀資訊 Information for Visitors

### 桃園市兒童美術館 ( 八德館 )

#### 地理位置

334027 桃園市八德區介壽路一段 728 號 5、6 樓

#### 地板面積

5、6 樓共 2,920 平方公尺樓地板面積

#### 服務設施

本館設有無障礙廁所及茶水間。5 樓為兒童劇場、展覽空間區；6 樓以繪本、美術及兒童經典讀本為主的圖書區，並設有哺乳室。

#### 開放時間

5 樓展場空間，週二至週日 10:00-17:00

6 樓圖書閱覽空間，週二至週六 10:00-21:00，週日 10:00-17:00

#### 休館時間

週一、每月最後一個星期四及國定假日或其他依公告時間休館

#### 票價

免費入館

### Taoyuan Children's Art Museum (in Bade District)

#### Address

(334027) 5F & 6F, No. 728, Section 1, Jieshou Road, Bade District, Taoyuan City, Taiwan

#### Floor Area

Taoyuan Children's Art Museum, located on the 5th and 6th floor of the Kwong Feng Plaza, has a total floor area of 2920 m2.

#### Facilities

Disabled-friendly restrooms and water fountains are available in the museum. The Children's Theater and exhibition areas are located on the 5th floor. The museum's library, which houses illustrated books, art books, and children's classics, is located on the 6th floor. A breastfeeding room is also available in the museum.

#### Opening Hours

Exhibition areas (5th floor): 10:00-17:00, Tuesday to Sunday

Library (6th floor): 10:00-21:00 Tuesday to Saturday, 10:00-17:00 on Sunday

**The museum is closed on Mondays, the last Thursday of each month, national holidays, and days announced by the museum.**

#### Admission

Free

## 橫山書法藝術館

<b>地理位置</b>
33743 桃園市大園區大仁路 100 號
<span></span>
<b>地板面積</b>
3,058.83 平方公尺樓地板面積
<span></span>
<b>服務設施</b>
A、B、C 棟為展場空間
A 棟及 B 棟皆設服務台，並提供娃娃車及輪椅租借服務
C 棟設有無障礙電梯
D 棟提供無障礙廁所、親子廁所、哺乳室、茶水間及小教室
E 棟為輕食空間、小型演講廳
<span></span>

### 開放時間

（預計於 110 年開館）

開館時間：週三至週一，9:30－17:00

休館時間：星期二、除夕、初一及其他必要休館日另行公告。

本館為推廣書法藝術，特於館內增設「橫山書法藝術館書法教室」，由資深書法家授課，歡迎各界人士踴躍參加。

本館為推廣書法藝術，特於館內增設「橫山書法藝術館書法教室」，由資深書法家授課，歡迎各界人士踴躍參加。

<b>門票資訊</b>		
票種類別	票價（新臺幣 / 人）	適用對象
全票	一百	十八歲以上之一般民眾
優待票	五十	一、本市市民或持有本市市民卡之民眾。 <p>二、十八歲以上在校學生及國外學生</p> <p>三、軍警人員</p> <p>四、教育或文化機構義（志）工</p>
團體票	六十（全票） <p>三十（優待票）</p>	團體人數二十人以上。
免費入場	一、未滿十八歲之民眾。 <p>二、六十五歲以上民眾。</p> <p>三、身心障礙者及其監護人或必要之陪伴者一人。</p> <p>四、退休（役）軍公教人員。</p> <p>五、持有本市低收入戶證明者。</p> <p>六、帶團參觀並持有交通部觀光局核發之導遊證者。</p> <p>七、持有國際博物館協會（ICOM）、美國博物館協會（AAM）或中華民國博物館學會會員證者。</p> <p>八、持有「志願服務榮譽卡」之志工。</p> <p>九、本市公私立各級學校或大專院校美術相關科系之校外教學或學術交流，向桃園市橫山書法藝術館（以下簡稱本館）申請預約並經核准者。</p> <p>十、本市各區民眾組團十人以上，經由區公所向本館申請預約並經核准者。</p> <p>十一、各級政府機關（構）或藝文相關團體舉辦美術相關活動，向本館申請預約並經核准者。</p> <p>十二、於本館佈（卸）展期間、館慶活動、美術節、國際博物館日或其他與美術活動相關之特殊節日，本館得公告免票參觀。</p>	

<b>備註</b>	<div><div><div><div><div><div><span></span></div></div></div><div><div><div><span></span></div></div></div><div><div><div><span></span></div></div></div></div></div></div> <div>一、購買優待票或免費入場者，應出示得證明其身分之相關證件，方得享受優惠。</div> <div>二、本表所稱門票，不含與民間單位合作之特別展覽活動所出售之票券。</div>
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## Hengshan Calligraphy Art Center

<b>Address</b>
{33743} No. 100, Daren Road, Dayuan District, Taoyuan City
<span></span>
<b>Floor Area</b>
3,058.83 m2
<span></span>
<b>Facilities</b>
· Exhibition spaces are located in Building A, B, and C.
Information desks, baby stroller rental, and wheelchair rental are located in Building A and B.
· Disabled-friendly elevators are located in Building C.
· Disabled-friendly restrooms, family restrooms, breastfeeding rooms, drinking fountains, and small workshop rooms are located in Building D.
· A café and a small auditorium are located in Building E.
<span></span>

### Hours

{The museum is scheduled to open in 2021.}Opening hours: 9:30 to 17:00, Wednesday to Monday.

The museum is closed on Tuesdays, Chinese New Year’s Eve, New Year’s Day, and days announced by the museum.

本館為推廣書法藝術，特於館內增設「橫山書法藝術館書法教室」，由資深書法家授課，歡迎各界人士踴躍參加。

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<b>Ticket Information</b>		
Tickets	Price (\$NTD)	Visitors
Adult	\$100	General visitors above 18 years old
Concession	\$50	1. Taoyuan City residents with a valid Citizen Card <p>2. Students (of all nationalities) above 18 years old with a valid student ID</p> <p>3. Military and police personnel with a valid ID</p> <p>4. Volunteers of educational or cultural institutions with a valid ID Groups of more than 20 members.</p>
Group	\$60 (adult) <p>\$30 (concession)</p>	Groups of more than 20 members.
Free Admission	01. Visitors under 18 years old <p>02. Visitors above 65 years old</p> <p>03. Visitors with disabilities and their guardians or essential caregivers (one accompanying person for each visitor with disabilities)</p> <p>04. Retired military personnel, civil servants, and teachers</p> <p>05. Low-income visitors with a low-income family certificate issued by the Taoyuan City Government</p> <p>06. Tour guides conducting tour groups, with tour guide license issued by the Bureau of Tourism, Ministry of Transportation and Communications</p> <p>07. Holder of a valid membership card of the International Council of Museums (ICOM), the American Association of Museums (AAM), or the Chinese Association of Museums of the Republic of China</p> <p>08. Volunteers with the Honorary Voluntary Service Card</p> <p>09. Participants of field trips or scholarly exchange programs organized by public or private schools, and art-related departments of universities in Taoyuan City, after having applied in advance and received approval from the museum</p> <p>10. Group tours comprising ten or more members, organized by local district offices of Taoyuan, after having applied in advance and received approval from the museum</p> <p>11. Government organizations or arts groups holding art-related activities, after having applied in advance and received approval from the museum</p> <p>12. The museum may offer free admission during installation or dismantling of exhibitions, museum anniversary, art festivals, International Museum Day, and art-related holidays and celebrations</p>	

<b>Notes</b>	<div><div><div><div><div><div><span></span></div></div></div><div><div><div><span></span></div></div></div><div><div><div><span></span></div></div></div></div></div></div> <div>1. Visitors must present valid IDs or required documents to receive concessionary fares or free admission.</div> <div>2. Admission tickets indicated in this table do not include tickets for special exhibitions or events held jointly by the museum and private institutions.</div>
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## ● 五、參觀人數 Visitor Number

桃園市兒童美術館（八德館）參觀人次

Taoyuan Children's Art Museum (Bade) Visitor Number

## 2018

月份 Month 人次 Visitor Number

01	-*
02	21,796
03	20,618
04	20,256
05	20,465
06	27,813
07	40,422
08	38,428
09	26,185
10	19,823
11	12,365
12	15,065
Total	282,126

## 2019

月份 Month 人次 Visitor Number

01	16,966
02	8,444
03	16,605
04	16,964
05	16,207
06	23,878
07	23,175
08	16,093
09	34,414
10	14,259
11	14,183
12	15,125
Total	216,313

\* 本館於 107 年 1 月 1 日正式成立，籌備階段無統計數據  
 Taoyuan Children's Art Museum was established on  
 January 1, 2018. The visitor number in the preparation  
 stage was not recorded.

2018-2019 桃園市立美術館年報  
TAOYUAN MUSEUM OF FINE ARTS  
2018-2019 Annual Report

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T M O F A

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TAOYUAN MUSEUM OF  
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