



專輯序

台藝大文化創意產學園區

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的經營理念與未來展望 NTUA Concept and Future of the Cultural and Creative Park at

科技始終來自於人性，生活卻需要更多的創意，科技與人性回歸生活離不開文化。如何讓藝術的「技藝」融入「經濟」，再加上「創意與設計」，經由地方產業形塑台灣成為品牌的指標，是未來文化創意產業努力的目標。

國立台灣藝術大學設計學院利用Our Museum的典藏「技藝」，結合Our Studio的文化「創意」，形成Our Factory的美學「生意」，達到美學經濟的商業模式，也就是創意與生意的美學經濟。「放眼全球·在地行動」(Think Globally·Act Locally)的理念，達到結合博物館(Our Museum)的「數位典藏」，透過文化創意產業中心(Our Studio)的「文化創意」，再由文化創意產業園區(Our Factory)的生產，形成「地方產業」的目標。

文化創意產學園區現況的發展，係經由掌握Our Museum的文化創意知識，運用工藝材料與元素，透過Our Studio將文化資訊轉換為知識經濟的模式，將現有的科技透過文化創意的加值；最後，經由Our Factory運用知識經濟模式於量化的生產上，以擴大市場的推廣與販售，達到結合「技藝」、「創意」與「生意」的文化創意產業。

未來，進一步利用上述的文化特色轉化產品創意的創新模式，提出「品味文化·形塑台灣」的產業願景，期望更多的創意來自台灣多元的文化特色，共創台灣風格，引發源源不斷的創意產品，支撐文化創意產業的發展，讓你我在愉悅中享受文化美學帶來知識經濟的成果。

The development of technology should be based on humanity. Creativity benefits life. The creativity of technology and humanity in daily life come from human

culture. The goal of Taiwanese cultural creative industry is to combine artistic craftsmanship and economy with creative design, and ultimately establish Taiwan as a distinctive trademark of our local industries.

The National Taiwan University of Arts aims to combine artistic craftsmanship from Our Museum with cultural creativities from Our Studio in order to result in aesthetics in business for Our Factory. Creativity and business are the elements for reaching an aesthetic economy. It is the concept of “Think Globally. Act Locally” to process the “Digital Archive” of Our Museum through the cultural creativities of Our Studio, producing cultural products in Our Factory in order to establish local industry making aesthetic and economical products.

The current development of the Cultural Creative Park at NTUA is based on using creative knowledge of crafts elements and materials from Our Museum and, through Our Studio, transforming this cultural information into creative industry.

In the near future, we are going to further practice this exclusive mode of cultural creative production to promote the “Savoring Culture. Forming Taiwan” industry concept. We are encouraging more and more creative products which contain colorful Taiwanese culture and styles. By supporting the development of cultural creative industry of NTUA, we can enjoy the fruitful success of an aesthetic culture in creative industry.