

The First Step for Taipei to Become
the World's Design Capital

The 2011 IDA Congress Taipei



2011

臺北世界 設計大展

TAIPEI WORLD DESIGN EXPO

全球首次跨領域設計展

First Cross-disciplinary Design Expo in the World



The 2011 IDA Congress Taipei Closes on a Most Satisfying Note

Taipei has Made its Mark on the World:

The Most Important International Event in Design Was Held in Taipei.

This Is a Historical Moment in the Development of the Design Industry in Taiwan.

If someone were to ask, "What was the most important activity held in Taipei during the 100th anniversary of Taipei?" The answer would doubtlessly be the "2011 IDA Congress Taipei" and the "Taipei World Design Expo 2011." This is another amazing international event that gives Taipei positive exposure in the international arena after the Deaflympics and the International Flora Expo. The topic of the "Taipei World Design Expo 2011" is "Fusion: Design at the Cutting Edge." A total of 58 enterprises, 50 designing companies, 26 schools, and 43 governmental agencies and design organizations from 34 countries participated in the expo. The three major exhibition areas of 46,931 square meters was divided into 19 exhibition sites with a total of more than 6,000 items designed by more than 1,200 designers both local and abroad. As this exceptionally grand event was free of charge, more than 1,360,000 people attended the exhibition during the short exhibition period of one month.



The opening scene of the 2011 IDA Congress Taipei.

“The Year of Design in Taiwan” is a Dream Come True in Taipei

“The 2011 IDA Congress Taipei”: The First Time in Taiwan and in the World

One can tell how modernized a country is and how much potential for progress a city has through its soft power in the design field, and Taipei City has won international acclaim in this respect.

In 2007, in coordination with the Ministry of Economic Affairs, the Taipei City Government applied to sponsor the 2011 IDA Congress which was to be held with the cooperation of design-related enterprises, government agencies, and academia. Out of 19 cities from 13 countries, Taipei City was chosen by the IDA (International Design Alliance) to sponsor the 2011 IDA Congress; this was not only the first time such an event was held in Taiwan, but this was the first IDA Congress ever. The choice of Taipei to be in charge of such an international design activity shows that the international design society is highly confident of Taiwan's prowess in design and creativity, and it is also a concrete result of the long-term support of the government for the design industry. As a result, the Executive Yuan named 2011 “The Year of Design in Taiwan.”

Why did the 2011 IDA Congress Taipei attract so much attention? That is because it was endowed with special significance. In the past individuals in different areas of design did not try to communicate with each other. But in the 21st century, with the rapid development and changes of design concepts, the boundaries between different areas are no longer clear. As a result, under the coordination of the International Council of Societies of Industrial Design (ICSID), the International Council of Graphic Design (ICOGRADA), and the International Federation of Interior Architects/Designers (IFI), the International Design Alliance (IDA) was founded in October 2007 and it was decided that the IDA should hold an IDA Congress every six years. The 2011 IDA Congress Taipei was the first IDA congress ever, so it is a most significant event in the world history of design.

The IDA Congress Taipei, an unprecedented international event that crosses the boundaries of different design fields, attracted 3,036 participating design experts from 56 countries to Taipei. Famous designers from all over the world wanted to show off their work in this event and gain inspiration and creative ideas from each other.

In order to provide experts in different areas of design to have an opportunity to communicate and exchange opinions, it was decided that the theme of the “Taipei World Design Expo 2011” would be “Fusion: Design at the Cutting Edge.” The most important event, the “IDA International Design Forum,” was made up of five panels: economic development, internet technology, bio-technology,



The opening ceremony of the international design forum: a scene full of creativity and interaction.

urban development, and international migration. The keynote speaker for each panel was an expert in the field wielding global influence. Three renowned designers were asked to take part in the panels to engage in a dialogue with the speaker on conflicts of design and other fields to arrive at possible breakthroughs.

These panels were held during in morning and afternoon sessions; in addition, the Ministry of Economic Affairs, the Council for Cultural Affairs, and the Taipei City Government collaborated on presenting three themed evening presentations both at the National Chiang Kai-Shek Cultural Center, National Palace Museum and the Expo Dome. These themed nights combined artistic and literary performances and fashion design shows, highlighting the soft power of Taiwan's cultural creativity and its capacity to handle exhibitions on a grand scale.



Taipei World Design Expo 2011

The First Ever Expo of the United Nations' General Assembly in Design

To welcome more than three thousand top designers in Taipei for the first IDA Congress Taipei held between Oct. 22 and Oct. 24, the Ministry of Economic Affairs and the Taipei City Government, after planning for more than five years, co-sponsored the Taipei World Design Expo starting on Sep. 30 as an expansion of the congress. Three sites were selected for the expo: Songshan Cultural and Creative Park, Taipei World Trade Center Nangang Exhibition Hall, and the Taipei World Trade Center Exhibition Hall 1. The expo, including works in a wide range of areas, was both diverse and creative, so that the expo could be compared to a United Nations' General Assembly in the field of design.



The following is a brief introduction of the contents and themes of the expo. In general, the focus at Songshan Cultural and Creative Park was "Works of Professional Design", the theme at Nangang Exhibition Hall was "Exchanging Design Ideas"; and the theme of the Taipei World Trade Center Exhibition Hall 1 was "Creative Works of Design."

A total of 58 enterprises, 50 design companies, 26 schools, and 43 governmental agencies and design-related organizations from 34 countries took part in the "2011 Taipei World Design Expo." The three major exhibition areas of 46,931 square meters were divided into 19 exhibition sites with a total of more than 6,000 items designed by more than 1,200 designers from Taiwan and abroad. This gala affair was free of charge to the public.

● Songshan Cultural and Creative Park: Witnessing the Benefits of Design

The exhibition at Songshan Cultural and Creative Park provided a thorough demonstration of the theme of the congress: "Fusion." The designs presented at the exhibition emphasized the humanistic in accord with "Design Beneficence" and the theme of the exhibition— "The Notion of Happiness." The 128 design works were based on the concept of "caring for our earth," expressing the social responsibility of bringing happiness to people through designs in different aspects of daily life.

When President Ma Ying-jeou attended the opening ceremony, he echoed the spirit of beneficence

by planting trees to symbolize the concept of environmental-friendly design, thereby leaving a historical mark in honor of the 2011 Taipei World Design Expo at Songshan Cultural and Creative Park.

The exhibition sites in Songshan Cultural and Creative Park included Warehouses 1 to 5 and the Tobacco Factory, offering a total display area of more than 13,220 Square meters. Other than “Fusion Designs,” other exhibitions included those devoted to works of designers both Taiwan and abroad, such as the “Exhibition of International Industrial Design,” the “Exhibition of International Interior Design,” the “Exhibition of International Graphic Design,” the “Exhibition of International Technical Design,” and the “Exhibition of Asian Cultural and Creative Works of Fusion Design,” and also those devoted to outstanding works of local designers, such as the “Exhibition of Outstanding Design in Taiwan,” the “Exhibition of Playful Design,” the “Exhibition of Classic Design,” the “Exhibition of Colored Glass Work: Bodhi Revision,” and the permanent collection of “Taiwan Design Hall.” All of the exhibitions were simply amazing!

● **The Nangang Exhibition Hall and the Taipei World Trade Center Exhibition Hall 1: Same-day Openings, Oct. 22.**

The exhibitions at the Nangang Exhibition Hall put on display the works of mainly foreign designers. Entitled “Design Exchanges,” the exhibition area covered 22,474 Square meters with 1,645 stalls composed of world-renowned design-related industries and organizations and 5 different sites: “Enterprises,” “Groups,” “Movable Design,” “Digital Zone,” and “Cross-Strait.” The Taipei City Government also presented “Taipei Hall” and “The City of Lo-ha” to show the world that Taipei City has what it takes to be a candidate city for “The World Design Capital 2016.” A record number of visitors came to the Nangang Exhibition Hall on one of the days during the exhibition.

The Taipei World Trade Center Exhibition Hall 1 presented a creative setting for promising contemporary designers both local and abroad. A total of 838 stalls highlighted the creative interaction of designers of different generations, showcasing a variety of esthetic concepts and cultural exchange. The exhibitions included the “Joint Exhibition of Contemporary Designers in Taiwan” and the “Exhibition of International Students of Design.” As part of the event, the “Camp of new Generation Fusion Design” lasted 5 days and was held in 30 schools and colleges of design in Taiwan featuring 920 new designers from 25 countries, including Taiwan, and 30 international renowned designers as instructors. This design camp was on the largest scale ever, and the creative energy of the new designers was a spectacle to behold!





Amazed by the Event, Mr. Ralph Wiegmann, President of the iF Design Award, Praised the Event by Saying,

“This is the Best Design Exhibition of the Highest Quality That I Have Ever Attended in My Life!”

A guided tour of all the exhibition sites at the Sungshan exhibition area was an important feature of the Taipei World Design Expo 2011. Such a tour featured professional tour guides who introduced and explained the concepts of the works on exhibit. The experience of providing guided tours at Expo 2010 in Shanghai China and the Taipei International Flora Expo helped volunteer workers, who were enlisted by the Taipei World Trade Center and trained by China Airlines. Forty-two VIP guides and 75 basic guides were highly praised by all.

In addition to the numerous local reports confirming the many merits of the expo, the expo garnered international acclaim. Mr. Ralph Wiegmann, President of the iF Design Award, praised the event by saying, “of so many exhibitions on design that I have ever been to, this is by far the best design exhibition of the highest quality that I have ever attended in my life!”



An Industrial Site Redesigned:

The Sungshan Tobacco Factory was Transformed into the Sungshan Cultural and Creative Park

A very important element for the success of “2011 Taipei World Design Expo” was the role of the Sungshan Cultural and Creative Park, which was transformed from a historical site. In order for Taipei to hold the international grand-scale event, one that could be termed the Olympics of design, all departments of the Taipei City Government spared no effort in their dedication to the event. The Sungshan Cultural and Creative Park attracted much attention, since this was the first time the park was opened to the public after the five-year makeover of the Sungshan Tobacco Factory. This represented a new beginning of the design industry in Taiwan in the renovated industrial site.

The Sungshan Tobacco Factory was established in 1937, the biggest tobacco factory in East Asia at the time. When it closed its operations in 1998, it soon became covered with weeds. In 2001, the Taipei City Government designated the Sungshan Tobacco Factory as a historical site and intended to build it as a headquarters for the cultural creative industry. In 2007, the city government started allocating funds for construction work on the site. In 2010, the Taiwan Design Center was invited to move into the park from Nangang to instill new energy into the transformation of the Sungshan Tobacco Factory.

Praised as “the back garden of Taipei City,” the Sungshan Tobacco Factory takes up 6.6 hectares. The old buildings on the site, including a baroque garden with a fountain and an ecological pond, were impressive to begin with, capable of arousing a sense of nostalgia among visitors. Built at the peak of the tobacco industry, the factory was designed as an industrial village. Over time, the site has now been designated as the development center for the design industry, and the continuity of cultural heritage implied in this is especially significant. To the satisfaction of all, the first show at the site was wonderful: a design exhibition. More than 800,000 visitors came to the site within the short period of one month, serving to announce to the world: “The Sungshan Cultural and Creative Park has



been revived from an ancient relic and will become a base that brings together the countless creative designs of the country and demonstrates Taiwan's design power to the world!"

● **“Taiwan Design Museum”: The First Museum of Design in the Chinese-Speaking World.**

To leave a historical mark in memory of the Design Expo, the Ministry of Economic Affairs set up the “Taiwan Design Museum,” the first museum of design in the Chinese-speaking world, with the hope that the Sungshan Cultural and Creative Park would become the site for a collection of Taiwanese design that would promote the development of creative design.

The “Taiwan Design Museum” covers 1,692 Square meters and is divided into seven exhibition sites with more than 300 classic design works from local and foreign designers on exhibit. Among them, the “Taiwan Zone” displayed more than 100 items representing different periods of economic development in Taiwan. These included the first computer ever designed in Taiwan and items that had won international prizes in recent years. They revealed the successful experiences marking Taiwan's economic and social development in the field of design.

Planners of the Exhibition Had the Common Expectation of “Seeing Taiwan Through the World”

Hu Chao-sheng, Li Ming-dao, Yao Zheng-zhong, Chen Jun-liang, and Liu Guo-cang

Added to the excellent exhibition hardware was software that met specific needs, making it possible for Taiwan to show the world how significant this world design expo really was. Thus, all the expo planners held the common concept of “seeing Taiwan through the world.”

Hu Chao-Sheng, planner of the “Exhibition of Fusion Design” and the “Exhibition of International Industrial Design,” believed that the exchange of ideas between local and foreign designers could promote Taiwanese concepts and that the local voice could be heard through cooperation with others. The exhibition was a process for Taiwanese designers to confirm their identity and identify their country. With the trend toward globalization, borders in art and design are becoming increasingly blurred. In this design expo, the theme of “Fusion” was presented especially from the point of view of “design benevolence,” which indicates that designers can be actively involved in contemporary social affairs with their professional capabilities and bring about a better future individuals, the society, the country, and even the world.

Li Ming-Dao, planner of “Exhibition of International Graphic Designs” and the designer of the mascot, “Master D with three heads and six arms” for Taipei World Design Expo 2011, believes that this is an era devoid of the main stream, so graphic design is presently caught in a “tidal flat” area; yet it is full of all kinds of possibilities because of this uncertainty. Facing an uncertain future, designs that present themes of warmth and true love can be truly comforting. The congress and the expo brought the world to us, providing us with a great opportunity to gain nourishment and voice our own opinion. Without such an opportunity, it would be impossible for those in Taiwan in the field of design to participate in so many world-class lectures and design-related activities.

Yao Zheng-Zhong, planner of the “Exhibition of International Interior Design,” believes that as Taiwan has hosted the first World Design Congress, Taiwan has symbolically become a formal member of international design. We could learn from the experience of developed countries and the competitiveness in design in world-class cities and gain a good position for Taiwan through their influence and influx.

Chen Jun-Liang, planner of the “Exhibition of Asian Cultural and Creative Fusion Creation,” believes “all designs originate from human activities” and encourages designers to stretch their limits to find inspiration. He proposes “imitating nature” by using the 24 calligraphic works of the famous calligrapher, Dung Yang-Zi. Having invited 20 designers from 5 countries and 20 creators of different generations from Taiwan, he hoped to find unlimited possibilities of Chinese characters through their distinctive dialogues in Dung's calligraphic works.

Liu Guo-Cang, planner of the “Joint Exhibition of Taiwan's Contemporary Designers,” stated that this expo was a diffusion of creative energy through cooperation of experts from different fields. The country deemed design to be an important policy for 2011. Many design activities create new ideas in design and new industrial patterns. It is a rare opportunity for both the public at large and students to get to know how design and cities, creativity and residents all work together.

The Three Directors-General of International Design Alliance Comment:

“The 2011 IDA Congress Has Been Unprecedented, and the Standard It Has Set Will Be Hard for Other Countries to Reach.”

Most significantly, the success of the “2011 IDA Congress Taipei” and the “Taipei World Design Expo 2011” gained compliments from all three directors-general of IDA. They all praised the Congress as not only unprecedented but also unrepeatable, recognizing that it would be hard for other countries to reach the standard set by this Congress.

Russell Kennedy, the Director-general of the International Council of Graphic Design, learned first-hand of the efforts that the Taiwanese government put into its support of the design industry through participating in this event. He could see that the government created a good environment for the design development of enterprises and was able to coordinate the resources of designers, design schools and colleges and enterprises, and implemented an effective policy of consolidating enterprises, governmental institutions, and academia for the development of design and giving focus to its vision.



Mark Breitenberf, Director-general of the International Council of Societies of Industrial Design, stated that Taiwan's design has shown consistent progress over the years and demonstrated creative power. He welcomed Taipei to become a candidate for the title of "World Design Capital of 2016."

Ms. Shashi Caan, Director-general of the International Federation of Interior Architects/Designers, praised Taiwan's performance in design in recent years. She claimed Taiwan to be a paradigm of the design development in Asia and referred to it as "the Asian Italy."

The success of the 2011 IDA Congress Taipei impressed the world, making it marvel at Taiwan's progress. The three directors-general of IDA agreed that the 2011 IDA Congress was unprecedented, and the standard it set will be hard for other countries to meet.

It is clear that Taiwan has successfully stepped into the world of design and made extensive progress to the point that among all of the cities in the world of design, its role of a follower has been changed to that of a leader.

Competing to Become the "World Design Capital" and Make Its Voice Heard

Taipei has Spared No Effort in Reconfirming the Country's Competitiveness Through Design.

Most intriguingly, on the last day of the IDA Forum in the 2011 IDA Congress, the International Council of Societies of Industrial Design announced that Cape Town of South Africa was chosen to be the World Design Capital of 2014. Patricia De Lille, the deputy mayor of Cape Town, who has visited Taiwan twice, believes that the cracks caused by Apartheid have been patched through urban design and that Cape Town was chosen mainly because it has tried hard to change the future of the city through design. She realizes that

there are many similarities between Taipei and Cape Town as they both are rich in natural landscape and are diversified in many aspects because of their diverse residents. The competition to become the "World Design Capital" is keen, but it is worthwhile to go through the process. She expressed her support and encouragement to Taipei by saying, "Go for it!"

Both mayors of Dublin of Ireland and Bilbao of Spain expressed their disappointment at not being chosen as the "World Design Capital," but they felt positive about the efforts they put in for the competition. The process of competing to be the "World Design Capital" prompted each candidate city to take a good look at itself by looking at the past, the present, and the future of the city so as to find its position through design. Each city also got to connect creatively with other cities and engage in friendly relations with others through this international competition.

Rob van Gijzel, Mayor of Eindhoven in the Netherlands, which lost the competition by only a slight margin, came to Taiwan with his delegation on September 22. He shared his experience in the forum



by talking about how Eindhoven transformed itself into a city of creativity by combining top-notch technology and design from an industrial city and the experience of participating in the competition of the title of the “World Design Capital” in 2012.

Judging from all the above statements, it is clear that competing to be the “World Design Capital” allows a country to demonstrate its soft power. Whether it wins or not, each country finds it necessary to review its competitiveness. The city and country that is selected receives confirmation of their development. As Taipei has been much praised for hosting the 2011 IDA Congress and the Taipei World Design Expo 2011, it is not far-fetched to believe that it will be chosen as the “World Design Capital” as long as it keeps putting in the effort.

With the Close of the Successful 2011 IDA Congress, Taipei Looks Forward to the Opening of the “World Design Capital.”

Mayor Hau Lung-bin Announced: “Taipei is Ready!”

The “World Design Capital” is a project launched by the International Council of Societies of Industrial Design to reform cities of the world through design. Every other year one of the cities that participates in the competition is chosen to be the “World Design Capital.” Many cities in the world want to compete to be the “World Design Capital” because, once chosen, a city can become the design center of its area and even the world and can attract investment and creative talent to promote economic and knowledge development and establish an international image as a must-see tourist spot.

With the successful experience of holding the 2011 IDA Congress Taipei, Taipei City is eager to become the “World Design Capital.” The Taipei World Design Expo 2011 attracted 1,372,822 visitors. Many young people came to the expo as a kind of pilgrimage. The enthusiastic participation of the public reflects the vibrancy of Taipei City. The successful event of the first IDA Congress in Taipei marks a milestone of the Congress and raises the visibility of Taipei City in the area of world design. It is widely expected that Taipei will become the “World Design Capital.”

As the mayor of the city that hosted World Design Expo 2011, Hao Lung-bin said, “Taipei itself is a work of design, a city that represents design. We hope to promote the city and increase the value of the city through creative talent.” From 2003 to 2010, the number of awards that Taiwanese designers have won from the world’s four major design contests-IDEA, reddot, iF, and G-Mark-rose to 260 from 16. This shows the power and potential of the design talent in Taiwan. “We want to make design the visiting card of Taipei City,” Mayor Hao said confidently.

When asked if Taipei City is ready to compete for the title of “World Design Capital 2016,” Mayor Hao Lung-bin replied: “Taipei is ready!” He stated that Taipei City is a city that represents Chinese culture in the world, and he wanted to invite all its residents to work together to make Taipei the capital of creativity and win glory for Taipei in becoming the “World Design Capital.”

