

臺北
哈燒街

HOT
STREETS IN TAIPEI

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IN TAIPEI

臺北市商業管理處



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發行人：林萬發

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專案企劃：陳晶卉、胡宜珍、黃珞寧、程文怡

I love to wander
through the streets
of Taipei

我喜歡
在
臺北漫步

漫步 —

在歷史悠久又再翻新的迪化街
在綠意盎然微風徐徐的中山北路
在青灰巷弄錯縱複雜的西園路
在不知愁緒只聞笑聲的青年路

走吧走吧

一陣涼風輕拂
空氣中瀰漫清新的草木香氣
享受這心曠神怡的閑情吧
享受這偶然巧遇的雅致吧

左側的小路

一直通往蔚藍海岸的想像
最後也可以接上哲人小徑

眼前的路還是分明清晰的
風景也引人入勝
在遲暮時分的夕照裡
暢快地沿路踽行吧

我喜歡在臺北漫步

I love to wander through
the streets of Taipei

The history of Dihua Street unfolds before me as it continues to be reborn
A gentle wind energizes me as I gaze at verdant Zhongshan North Road,
I wind my way through the maze of narrow alleys around Xiyuan Street.
Cheered by the laughter echoing along Qingnian Street, I carry on...
Walking, walking, why not come along with me?

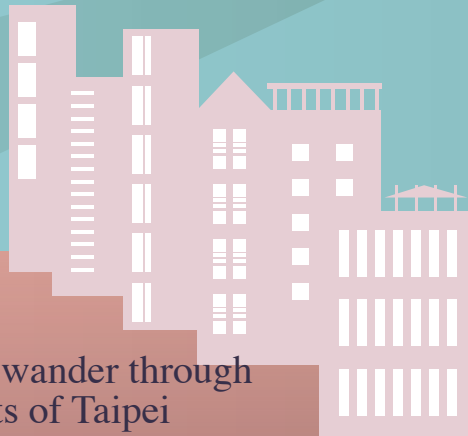
A cool breeze flits across our skin
The air is filled with the pure fragrance of herbs and wood.
Take joy in this carefree delight!

Enjoy the beauty of this chance encounter!

That little alley on the left,
Follow it all the way to the azure coast of your imagination,
Where it links up with the Philosopher's Walk.

The roads ahead are still clear and distinct,
Leading us to a scenic wonderland.
In the evening glow of the setting sun,
We keep walking blissfully along the road.

I love to wander through the streets of Taipei.



戀鞋的女人，
總要來一趟沅陵街


Yuanling Street Shopping Area



鞋子對於女人而言，是唯一穿在身上可以一直用自己的眼睛俯視欣賞的美麗。因此，【慾望城市】的凱莉情有獨鍾漂亮高貴的高跟鞋，現實生活中，更多女子對於鞋子有相同澎湃的熱情，鞋子永遠少一雙，即便家中已經藏滿了一雙雙華而不實的鞋子，走在街上，時髦耀眼的鞋子總能吸引女人的目光，掏空女人的荷包。

Shoes and the City

To admire those beautiful new earrings you spent a fortune on, you have to steal a glance in every mirrored surface you pass. Shoes, however, can be admired all day long; just look down whenever you want to marvel at their beauty. It is no accident that many women identified with Carrie from Sex and the City and her love affair with luxe, sexy heels. Even if your closet is about to burst, filled to the brim with shoes, you just cannot pass up the new pair calling out to you from the shop window. Women understand that shoes are not a luxury, but a necessity.



凡是跟鞋子有關的，務必走一趟
沅陵街，入寶山絕無空手歸。

Take a visit to Yuanling Street. You're
guaranteed not to go home empty handed.

在臺北，不論你想買秋冬流行的過膝靴、性感的羅馬高跟鞋、OL風情的典雅鞋、男士穿著的上班皮鞋或休閒鞋，抑或物美價廉的便鞋，都可以在沅陵街找到。

沅陵商店街區是由重慶南路至博愛路口間之沅陵街店家所集成之商圈，位於臺北市中正區，介於重慶南路、博愛路、衡陽路、武昌街之間，並鄰近總統府、城隍廟、重慶南路書店街、二二八和平公園、國立歷史博物館、中山堂、西門町商圈、周邊文化觀光資源相當豐富，商店街內近40家特色商店，其中四成以上的店家為鞋店，鞋子種類琳琅滿目，包羅萬象，是買鞋的好去處，因而成為臺北市極負盛名之特色鞋街。



Whether you're looking for that special pair of above-the-knee boots, strappy sandals, elegant shoes for the office, or casual and dress shoes for the man in your life, take a visit to Yuanling Street. You're guaranteed not to go home empty handed.

The area's shops are clustered along Yuanling Street between Chongqing South Road to Boai Road in the Zhongzheng District of Taipei. After shoe shopping you can take a look at the many other cultural and tourist resources in the area that include, The Presidential Office Building, Chenghuang Temple, Chongqing South Road Bookstore Street, 228 Memorial Peace Park, Taipei Museum, Zhongzheng Hall, and the Ximending Shopping Area. On second thought, visit the sites first, because you'll have too many shopping bags to carry after you stop at Yuanling Street with its nearly 40 shoe shops. If you are in the market for a new pair or two or three then Yuanling Street is a must see.



其實，早在光復初期，因總統府及主要政府機構在其周圍，許多官辦活動常需要花藝佈置，沅陵街佔地利優勢，而匯集了許多花藝店家而有花卉街的美名，經過時代變遷，沅陵街才又轉型成為獨樹一格的鞋店街。

當然，沅陵街的寶藏不僅於鞋子，排骨飯、魷魚羹、餛飩麵等傳統小吃點綴其中，銀樓、石齋刻印的店家更平添幾許古樸感，讓沅陵商店街更顯多元風貌。

In the early years of the Republic of China, Yuanling Street was not shoe street, but instead was called Flower Street because of the many florists located there. Due to its proximity to the Presidential Office and other governmental agencies, officials often sought out these florists to decorate various events. Only later did it become famous for its footwear.

Of course, shoes are not the only treasures you will find on the diverse Yuanling Street. Come for the shoes but stay for the traditional fare such as pork chop rice, squid soup, and wonton noodles, or visit its jewelry shops and take a look at the shops selling traditional stone stamps, called chops.

Yuanling Street Shopping Area

沅陵街二三事

Yuanling Street Transformation



為什麼沅陵街會成為著名的鞋街？根據老一輩店家的回憶，過往家家戶戶在準備農曆新年的前夕，都有購買新衣新鞋的習慣，城中市場內的服飾店林立，位居一旁的沅陵街為了能滿足消費者一次購足的慾望，鞋店逐漸匯聚，而成為極有特色的鞋店街。

Just how did Yuanling Street evolve from an area full of florists into a famous shoe district? For the Chinese New Year, people customarily wear new clothing and shoes to signify a new beginning. According to the recollections of the older generation of shop owners, the nearby Central Market was once filled with apparel shops, but did not have many shoe vendors. Local entrepreneurs saw the opportunity to offer one-stop shopping to the Market's customers by setting up shoe shops in the area. Yuanling Shoe Street was born.



-  醫院 Hospital
-  警局 Police Station
-  停車場 Parking lot
-  郵局 Post office
-  公車站 Bus Station
-  加油站 Gas Station

走在永康街， 胃永遠比眼睛鼻子還要靈敏

Follow Your Rumbling Stomach to Yongkong & Fuzhu Li Shopping Area

每次走在永康街，總是既愉快又感傷，因為在這地方，所有經營美食的店家都會在櫥窗擺出精緻誘人的食物，或者乾脆將廚房設在門口就堂而皇之的挑動行人食指，甚至人行道上也有露天咖啡，當行人看到聞到這麼多好吃的東西，空腹時益發飢腸轆轆，吃飽時則恨不得再掏空胃腸一番。這就是永康街，每經過一處，你的胃永遠比眼睛或鼻子都還要更早一步注意到。

Each time I walk down Yongkong & Fuzhu Li Shopping Area, I am filled with mixed emotions. My heart soars at the sight of the deliciously alluring food displayed in restaurant windows. Some restaurants even have their kitchens set up in their front window, enticing with the intoxicating aromas. It is a banquet of sights and scents as you walk down the street, passing restaurants and people enjoying coffee alfresco. However, on a full stomach, the experience is pure torture. As you pass each tempting delicacy, you curse yourself ever louder, "Why, oh, why did you already eat?"



YongKong & Fuzhu Li Shopping Area

YongKong & Fuzhu Li Shopping Area



街區鄰近大安森林公園，座落於大安區永康與福住兩個里，以永康公園為軸心、延伸至週邊之永康街、金華街、麗水街、金山南路、新生南路、信義路，附近遊玩景點有中正紀念堂、總統府、龍山寺、建國假日花市、臺北監獄圍牆遺蹟、臺北清真寺、義芳居古厝、紫藤廬、臺灣師範大學（原高等學校講堂）、臺灣大學（原帝大校舍）、大安森林公園等。

在這裡，因為有小籠包、牛肉麵、蚵仔麵線、芒果冰、月亮餅、咖啡等400多家各具特色的餐廳小吃，及具巧趣的個性化店舖，讓整條街變成一處很自在舒適的好所在，各式各样的店家，應有盡有，卻又不互相干擾，讓不論是喜品酒、嗜咖啡的人，都能在這裡輕輕鬆鬆地找到歸宿，共度寧靜的美好時光。

This shopping area is situated near Daan Forest Park in the Yongkang and Fuzhu Li neighborhoods of the Daan District. Yongkang Park is the center of the area delineated by Yongkang Street, Jinhua Street, Jinshan South Road, Xinsheng South Road, and Xinyi Road. The area neighbors many tourist destinations, including the Chiang Kai-Shek Memorial Hall, the Presidential Office Building, Longshan Temple, Jianguo Holiday Flower Market, remnants of the Taipei Prison walls, the Taipei Mosque, Yifangju Historical Residence, Wisteria House, National Taiwan Normal University, and National Taiwan University.



Over 400 restaurants and shops line the quaint streets, serving up world-famous steamed dumplings, beef noodle soup, oyster thin noodles, mango shaved ice, mooncakes, and coffee. Stroll along the streets and pop into a variety of boutiques as you try to decide just what you are going to eat. Whether you want to sip fine wine or enjoy rich Italian coffee, you are bound to find the perfect place to relax and satisfy your stomach.



每次才離開永康街，就立刻開始懷念它，迫不及待下一次造訪的時機。

Each time I leave Yongkang Street, I am immediately struck with the desire to return and cannot wait for my next chance to pay a visit.



因為永康街的好不止於美食、更不在熱鬧，它的優雅、脫俗、綠蔭，在在充滿文人氣息，彷彿一場場流動的盛宴，讓人目不暇給。

Your stomach may draw you to Yongkang Street, but the area does a good job of satisfying the rest of you with its elegant and refined atmosphere. It is a movable feast for all your senses, not just your taste buds.

永康街二三事

The Spirit of Yongkang & Fuzhu Li Shopping Area

2

永康福住里商店街區
Yongkang & Fuzhu Li
Shopping Area



90年度永康街展開了推動商店街區標誌設計競賽與票選活動，確立了商圈統一LOGO以彰顯商圈形象，設計的主體藉由葉子、餐具、眼睛與人的四個視覺傳達要素，架構出本標誌的主軸，表徵豐富且多元的文化特質，並採用紅、黃、藍、綠等鮮艷的色彩代表繽紛多姿的美妙生活，搭配金色及古意盎然的咖啡色系展現傳統人文精神，下回到永康街，不妨留意這個代表永康街精神的圖騰。

In 2001, to promote the area, Yongkang Street launched a competition to design an emblem representing the area's unique features. The chosen logo included four ocular elements that make the area special: leaves, cutlery, eyes, and people. Using vivid shades of red, yellow, blue and green, the logo attempts to represent the colorful and flourishing life of the area, matched with gold and browns to represent its rich history. Next time you visit Yongkang Street, keep your eyes open for this symbol of the street's spirit.



漫步在婚紗街， 滿溢喜悅的心情

Get Swept off your Feet on
Taipei's Famous Wedding Street



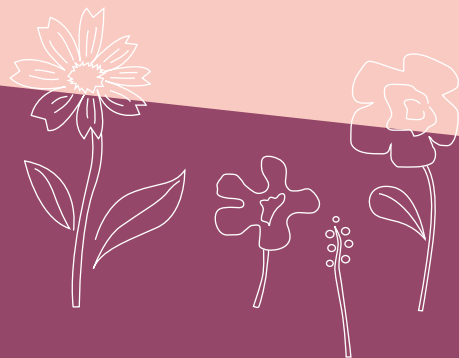
在街的那頭最浪漫的地方，有著幸福的倩影，即將展開你我最美好的生活；教堂鐘聲溫柔的響起，我們在彩虹彼端等待愛情的歸宿，譜下歡愉的音符，在人生旅程上堅持著，奔向飛揚上昇的快樂——在婚紗街，依著縷縷編織的絲綢，期待維繫彼此的承諾，直到永遠。

或許你我並不引以為意，在臺灣拍婚紗照其實是一件相當幸福的事情，因為臺灣婚紗業的蓬勃發展，已經讓臺灣的婚紗攝影幾乎變成全世界的「典範」，不只是亞洲地區許多國家的婚紗業者非得要來臺灣朝聖，甚至連歐美業者也不惜千里迢迢到訪取經。

Aiguo East Road Wedding & Photography Street



臺北市臨海婚紗街
Aiguo East Road Wedding
& Photography Shopping Area



At the end of the street, you see the image of a blissful woman who is about to take part in one of life's most glorious events. Church bells ring and their melodious tones serve as the soundtrack of our new life. We stand at the end of the rainbow, waiting to declare our eternal love and begin our journey of happiness together. It is on Wedding Street that this joy takes flight.

Or, maybe you are not a hopeless romantic; still you should take note, having the opportunity to snap your wedding photographs in Taiwan is a very lucky thing. Through the flourishing expansion of the industry, Taiwan's wedding photography has become the new standard around the world. Professionals from across Asia come on a pilgrimage to the source, while even some American and European photography studios do not hesitate to travel the long distance to see the birthplace of the industry first hand.

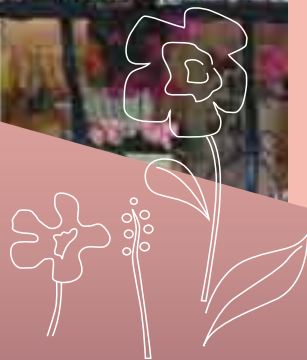


Aiguo East Road Wedding & Photography Street



而這朝聖取經的重地之一，則為愛國東路的國際婚紗街。也就是這條街，即便沒有任何目的，光是散步，就能讓人滿溢快樂喜悅的心情。

愛國東路國際婚紗街，因緊鄰身兼國際觀光景點與婚紗攝影取景熱門地點的中正紀念堂，吸引了約20家婚紗業者聚集在愛國東路街道上，包括著名的老麥攝影、中視新娘世界、鍾愛一生婚紗、法國巨星浪漫婚紗、新新娘婚紗等，華麗流行或具強烈個人風格的店舖一間間緊接著，夜幕低垂時，晶瑩閃亮的櫥窗有如串串寶石珠鍊，輝映中正紀念堂的燈光，自成一格炫爛，經年散發光芒。



And where is the holy land these pilgrims are seeking? Their destination is, of course, the stretch of Aiguo East Road known as the International Wedding Photography Street. The street, boasting over 20 photography studios, runs along the perimeter of the Chiang Kai-Shek Memorial Hall, which is a popular backdrop for many a wedding photo.

The Taipei Business Administration Office, Department of Urban Development, and the wedding industry itself are of one mind to help promote the further development of the area. To this end, the first International Wedding Photography Festival was held in September 2001. In the following year, the area was designated as a model commercial shopping street and was given a makeover. The city planted flower beds and verdant trees, with white benches outdoors for passersby to sit and enjoy the views at the elegant shops on the revitalized street.



愛國東路婚紗街
Aiguo East Road wedding
& Photography shopping Area



民國90年9月底，在臺北市商業管理處、都市發展局、婚紗業者等齊心打造下，舉辦第一屆國際婚紗節活動；隔年，被評選為示範輔導商店街之一，路面進行「美容」，花圃、綠樹、白涼椅、落地櫥窗，人行道優雅可親，集合美麗、感性與創意的婚紗產業不但引領時尚風潮，更是讓異鄉來的旅人齊聚在此，與美麗相約。

The wedding photography industry melds beauty, emotion, and creativity to usher in a wave of new trends. People from around the world make their appointment with beauty here on Aiguo East Road.

The street is lined with shops that are sophisticated and fashionable, with strong individual style. The romantic aura that surrounds the area only increases as night falls. Bright and sparkling windows, like a string of jewels, reflect the lights illuminating the Chiang Kai-Shek Memorial Hall, revealing Wedding Street's dazzling radiance.

A Short History about Aiguo East Road Wedding & Photography Shopping Area

愛國東路
婚紗街二三事



愛國東路是臺北市第一條婚紗街，不過，最早期的婚紗攝影業是出現在萬華的昆明街，因為早年禮服租借與攝影是分家的，直到民國60年初，這兩種行業才逐漸結合，即現今所稱的結婚包套，經過數十年的經營，變成今日中外馳名的婚紗產業。

愛國東路婚紗街與中正紀念堂息息相關，民國70年中正紀念堂正式啟用，二年後第一家婚紗公司一老麥攝影進駐，之後國家戲劇院和音樂廳陸續落成，儼然成為當時最熱門的婚紗景點。

Aiguo East Road may be the first wedding photo street in the city, but it is not the birthplace of the wedding photography industry itself. The earliest studios set up on Kunming Road in the Wanhua district to be close to area gown and tuxedo rental shops. In the beginning days of the industry, the photo studios did not provide clothing rental services as they do today. It was not until the 1970's that the integrated photography studios were born, offering comprehensive wedding photo packages. In the ensuing decades, the industry has grown into the world leader it is today. The development of Aiguo East Road's International Wedding Photography Street is closely linked to that of the Chiang Kai-Shek Memorial Hall. Two years after its completion in 1981, the first wedding photography studio, Photomax, moved across the street on Aiguo East Road. The addition of the National Theater and Concert Hall in the Memorial Hall plaza cemented the area as the most popular setting for wedding photos.



愛國東路婚紗街
Aiguo East Road Wedding
& Photography Shopping Area



愛國東路婚紗街區
Aiguo East Road Wedding
& Photography shopping Area



醫院
Hospital



警察署
Police Station



停車場
Parking lot



Post office



Bus Station



加油站
Gas Station

Tianmu W.Rd, and Sec.7 Zhongshan
N. Rd. Shopping Area

天母異國風， 一個休閒逛街的 購物天堂

Take the MRT to a
Foreign Country



4

天母西路及中山路一段商店街
Tianmu W. Rd. and Sec.7 Zhongshan
N. Rd. Section 7 Shopping Area

詩人葉慈住過很多地方，但是他始終對於度過童年的斯萊哥鄉間有種排遣不掉的情感，他說：「就某種意識而言，斯萊哥一直是我的家。」而天母，對於許多外國人來說，是家鄉以外在臺灣的家，就如同斯萊哥之於葉慈，因此，綠地密度位居臺北市之冠的天母，儼然成為富有濃濃異國風情的特殊地區。

Famous poet, William Butler Yeats, lived in many places throughout his life, but always had a special place in his heart for County Sligo, where he spent his childhood. He said, "In a sense Sligo has always been my home." To many expatriates in Taiwan, when they yearn for their own Sligo, Tianmu serves as their home away from home, with its tree lined streets and intense international flavor.



Strolling in Tianmu W.Rd, and Sec.7 Zhongshan N. Rd. Shopping Area

4
天母國際村中山北路七段購物街
Tianmu W. Rd. and Sec.7 Zhongshan
N. Rd. Section 7 Shopping Area

如果你不是外國人，卻常常懷念曾經在旅行中相逢的異國情調，那麼，從中山北路七段一路走到天母，鐵定能让你回溫美好的他鄉情緣，正所謂「天母異國風，處處有看頭」。

而更值得一提的是天母的美食，總能喚起外國人的鄉愁，同時令在地人津津樂道，不論美、日、韓、墨、義、加、還是法、德、瑞士、越南等各國佳餚，一應俱全，反而中國餐館在天母寥寥可數，倒也成為該地別樹一格的特色。

「天母國際村，文化無國界」，異國文化讓天母的魅力更顯突出，益發吸引外人的注目，而從四面八方奔向這休閒逛街的購物天堂。

For those Taiwanese who have spent any time abroad, they too often long to once again experience the feeling of being in a foreign land. Just take a walk along section seven of Zhongshan North Road towards Tianmu and feel yourself transported away from Taiwan to a place where every street holds new surprises.

When people are far from home, they will always get a little nostalgic when someone brings up their native cuisine. Whether it be American, Japanese, Korean, Mexican, Italian, Canadian, French, or even German, Swiss, or Vietnamese, you can find it in Tianmu. If you are in search of a Chinese restaurant though, then good luck, as there are just a handful in the area.

Tianmu is a true global village, showcasing cultures from around the world without boundaries. People flock from far and wide to enjoy Tianmu's foreign charm as they shop and dine.



以中山北路七段、天母東路及天母西路口之圓環為中心，向北至中山北路七段181巷口之圓環，西至天母西路尾端之磺溪所集成之商圈，約有295家商店，是逛街購物的好據點，也是臺北北區最具發展潛力的商圈。

加上天母的地形因素，巷弄穿插其間，而趣味就在巷弄間、山坡上、階梯上，隨處可見自我風格強烈的咖啡廳、pub、精品店等，這些個性色彩濃厚的店家共同打造出一屬於天母風情萬種的生活步調與生活品質。

The traffic circle at the intersection where Zhongshan North Road splits Tianmu East from Tianmu West Road marks the center of Tianmu. The area runs roughly from the intersection of Lane 181 and Zhongshan North Road in the north and west to the shops at the end of Tianmu West Road where it meets the Huang River. A total of about 295 shops populate the area and it is the shopping district in Northern Taipei with the most potential for future development.

Walk along the narrow alleyways that cut through the neighborhood, up into the hillsides, and climb steps scaling the mountainsides to discover a world of unique coffee houses, pubs, and boutiques. This interesting landscape gives Tianmu its distinctiveness and makes it a must visit place for locals and tourists alike.



天母西路及 中山北路7段 商店街區二三事

A Little More about the Tianmu Shopping Area



天母，一直以來都是外來客來臺觀光或工作的必去之處。數十年前的天母更因受到當時美國大兵顧問團的駐留，而成為相當美式風格的住宅社區，因此，許多民生消費都因美國人的生活習性而一一誕生；在當地人的記憶中，天母就是國際的代名詞。

當美國人離開，這些消費與產業非但沒有消失，反而形成一個有別於臺北其他社區的街區風格，中英文夾雜的招牌、越夜越美麗的Pub，更成為臺北人務必一遊的重要勝地。

Many decades ago, the US military was stationed on the island and Tianmu became a residential area with a distinctly American feel. Many industries developed to cater to the needs of the servicemen and their foreign habits. To the locals at the time, Tianmu was synonymous with international.

It just takes a look at the shop signs, with their mix of English and Chinese, to see that, while Americans may have left, their influence has remained. The industries that sprouted up did not disappear with the soldiers, but continued to grow and give Tianmu its unique role in Taipei today.







走進迪化街， 彷彿走進了歷史的長廊

Walking through History
on Dihua Street Shopping
Area and Tea Sales Nearby

每到過年，各大連鎖賣場無不爭相推出年貨大街，好不熱鬧，但是要饒富趣味、古意盎然、且品質新鮮的辦年貨，還是非得到迪化街的年貨大街走一遭，才不枉渡一年一度的農曆年節氣氛，不為別的，因為迪化街除了南北貨齊全之外，最重要的是它還蘊涵了濃濃的「文化體驗」，日本人則稱為「氛圍氣散步之旅」。

走進迪化街，彷彿走進了歷史的長廊。迪化街是在戰後得名，國民政府接收臺灣後，以新疆省會「迪化」作為這一條大稻埕主街道的命名。



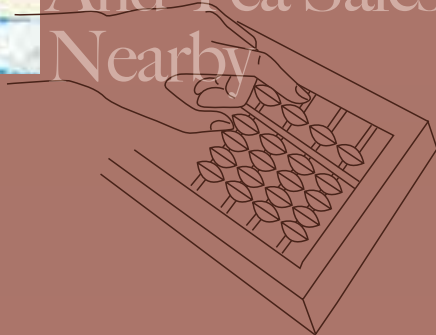
Dihua Street Shopping Area And Tea Sales Nearby

Before the Chinese New Year, any self-respecting mega mart chain must set up a huge display promoting their New Year supplies. However, no matter how hard they try, these activities simply fall flat. Those impersonal chain stores cannot compare to the delight and old-fashioned appeal of the fresh, high quality goods you will find at the New Year's Market held on Dihua Street. In addition to the New Year's goodies from all over the island and beyond, you will find the true spirit of the holiday.

Strolling down Dihua Street is like taking a walk along the corridor of history. Following the beginning of Nationalist rule on Taiwan, this major thoroughfare in the Dadaocheng area, was renamed Dihua Street after the provincial capital of Xinjiang.



Dihua Street Shopping Area And Tea Sales Nearby



許多店家都保有「大正時期」巴洛克式裝飾建築的樣貌，歷史流動沉澱過往風華，南北貨、中藥和布匹批發商依舊在此雲集，至今仍是這三大行業中最大的批發零售市場。1970年代，大稻埕各街道紛紛拓寬改建，只有迪化街仍維持應有的景觀和傳統的交易型態，勾勒出臺灣商業發達史的輪廓。一句「不在迪化街打滾過，沒有資格談生意」的俗諺，更證實了該街商業人才輩出。

Many of the shops maintain their Baroque inspired appearance from the Japanese Imperial period, although the tides of history have taken their toll on the once thriving area. The area, however, remains the city's largest wholesale and retail market for dry goods, Chinese medicine, and cloth.

In the 1970's, each street in the Dadaocheng area were widened and reconstructed, only Dihua Street still maintains its original look and traditional businesses. It remains as a living reminder of the history of Taiwan's commercial development. An old adage holds that if you haven't cut your teeth working in Dihua Street, you have no place in the business world. It is no wonder that there're business talents cultivated here to this day.



迪化街一段商店區及周邊茶業
Dihua Street Shopping Area
And Tea Sales Nearby



除此之外，迪化街的茶行文化亦為人津津樂道，清末時，愛喝茶的英國人來臺灣，因此茶行林立，藝旦、酒館與子弟戲因焉而生，1920至1930年，大稻埕就是子弟戲的全盛時代。這條臺北市現存最完整也最具歷史意義的老街，從迪化街一段（南京西路至歸綏街口）、甘州街、保安街交叉口朝陽公園、甘谷街、南京西路一帶所集成之街區，約有250家店家，附近的遊玩景點有大龍峒保安宮、臺北孔子廟、霞海城隍廟、臺灣總督府交通局鐵道部、臺北市政府舊廈、大稻埕辜宅、法主公廟等。

Find a few old-timers on Dihua Street and they will be happy to tell you about the heyday of the Dadaocheng area and its tea shops. During the last years of the Qing Dynasty, the tea loving English began to arrive on the island and the area became a commercial center. Numerous new tea shops sprang up, along with entertainment venues like pubs and Mandarin Opera theaters, not to mention the dancing girls. Dadaocheng was the epicenter of Mandarin Opera on the island from 1920 to 1930, the height of the art form's popularity. Of the few old, traditional streets that remain in Taipei, Dihua Street is the most well-preserved and has the greatest historical significance. The entire area bounded by Dihua Street, Ganzhou Street, Baoan Street and Nanjing West Road contains a total of about 250 shops. If you come to experience the Dihua Street New Year's Market, you should take the time to also check out the neighboring attractions like the Dalongdong Baoan, Confucius, and Xiahai Chenghuang Temples, the Railway Bureau of the Transportation Office, the former Taipei City Hall, and Gu Historical Residence.

Dihua Street Shopping Area And Tea Sales Nearby

迪化街二三事



迪化街一段商店街及其周邊茶產業
Dihua Street Shopping Area
And Tea Sales Nearby



臺灣茶百家爭鳴，仍以烏龍茶首屈一指，相傳在福建省眾多野生茶樹中，有一株茶樹蟠旋一條黑蛇，茶農將其摘下的茶葉製成茶葉，味道甘醇，故稱「黑蛇茶」；但因中國人常將十二生肖中的蛇稱為「小龍」，閩南語中「烏」與「黑」同音，加上中國人喜龍不喜蛇，故「黑蛇茶」便成了「烏龍茶」。而烏龍茶也是臺灣人最愛品嘗的一種茶，曾經繁華一時的迪化街區就是北臺灣茶葉集散重地，或許不復當年風光，但到烏龍茶就想到臺灣，想到買茶就想到迪化街。

In Taiwan, there are many different types of teas available, but oolong is by far the most popular one. There is a legend from the Fujian Province about the tea farmer who discovered the process to make this fragrant tea. As he was picking tea leaves, he came upon a fearsome black snake coiled in the branches of the tea bush. Seeing the snake, he fled, leaving the picked tea leaves under the sun. Upon his return, the leaves had dried and the tea brewed from them was sweet and pure, so he christened it black snake tea. But in the Chinese zodiac, the snake is often called a small dragon, because it is thought to be luckier. The tea then became known as Oolong, meaning black dragon.

The once extremely prosperous Dihua Street was the capital of tea leaves in northern Taiwan. Although it may seem like its best days were in the past, Dihua Street's tea shops are working to reclaim their title. When you think of Oolong tea, think of Taiwan, when you need to buy tea, remember Dihua Street.





醫院
Hospital



警局
Police Station



停車場
Parking lot



郵局
Post office



公車站
Bus Station



加油站
Gas Station



四平街 最生動之處， 女人的東西應有盡有

Siping Street: What a Girl Wants

故鄉總有一些特殊的景致、與眾不同的味道、一種專屬家的氛圍，讓萍蹤南北，羈旅天涯的旅人懸念不已；一旦旅人返家，除了依親、歇腳，總要帶走些許能消解重返他鄉時對家的思念之情，所以，在家鄉停留的這段時日，尋尋覓覓，覓覓尋尋。

於是，介於松江路與伊通街間短短幾百公尺之四平街，成為歸國華僑返國必逛的街區之一；若以門牌號碼計大約是50號至100號之間，集結了四、五十家店面，若再加上店面前的特色攤販，上百家流行百貨業種在這條街上，創造了臺灣特有繁華而熱鬧的市集景象。

No matter where a person may now reside, his homeland still holds a special place in his heart. No one has to tell you after your travels that you are home, you will know it instinctively by the sights, smells, and special atmosphere that only exists in your native land. For those who live far away from their home, when they have a chance to return, they will of course first visit with family and relax. They will also search out a few items to take back with them to stave off their homesickness.

There is one place in Taipei that overseas Chinese must visit before they leave once again, the short span of Siping Street located between Songjiang Road and Yitong Street. There are nearly 50 shops concentrated in this one short block. If you count the various stands set up in front of some shops, there are then over 100 vendors selling all kinds of merchandise on this small street, creating a bustling and lively market scene for which Taiwan is famous.



四
平
街
Siping Street
Shopping Area

Siping Street Shopping Area

這條街最生動的地方就在於一條小小的街上，女人的東西應有盡有，包羅萬象。

女人喜歡的衣服、珠寶、鞋子、皮包、飾品、內衣、家庭用品，甚至先生小孩的衣服、襪子，每一樣都可以在四平街找到物超所值的商品，正因為以女人的商品為主，四平街又別號「女人街」。但別以為它只是一般流行集散地，在早期，這裡可是臺北市著名珠寶行最集中之地，從伊通街往松江路口方向數，這一條街上就有六、七家珠寶行，歷史悠久，信譽優良。

四平街最熱鬧的時間，不外乎是附近的上班族午休吃飯時間與下班後，中午以及傍晚兩個時段，因此素有「午間市集」美譽。

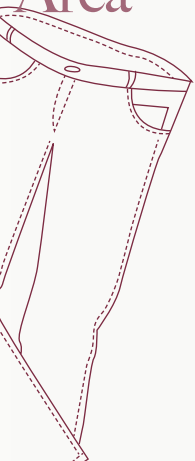
This area is a woman's paradise, where she can pick up clothing, jewelry, shoes, handbags, accessories, lingerie, domestic products, plus clothes for her children and husband. The small lane is understandably also know as Women's Street.

But do not make the mistake that Siping Street is just another of Taipei's fashionable shopping spots. In the early years, Taiwan's jewelry industry was concentrated along this street. Several of the old shops remain, still attracting customers with their long-standing history and impeccable integrity.

To avoid the crowds, visit Siping Street in the early afternoon, after the lunch rush, but before office workers spill out of the surrounding buildings at the end of their work day. There is a reason why it has earned the name, the noontime market.



Siping Street Shopping Area



本街區位於中山區之正中心，地理環境優良，商機活絡，街區內除有六福客棧、長春戲院及學者影城等大型商家外，另有許多形形色色之小型店家，附近遊玩景點有行天宮、光華商場、六福皇宮、袖珍世界博物館、樹火紀念紙博物館等。

This street is located right in the heart of the Zhongshan District, a perfect location for attracting customers from around the city. While there, visitors can also stop in at the Leofoo Hotel, Changchun Theater, and Scholar Cinema, or browse through the many shops in the neighborhood. Make it a day by taking in local tourist sights like Xingtian Temple, Guanghua Electronics Market, Westin Taipei, Miniatures World Museum, and the Suho Memorial Paper Museum.

四平街二三事 A Sunrise on Siping Street



四平街住商混合，熙攘人潮更讓原本狹小的空間更顯擁擠，經過多年努力，94年成立了四平陽光廣場，四平街區更成為全臺北市第一條實施定時定點的徒步區，也成為第一條擁有統一攤架的集中區，讓四平商店街展現一片欣欣向榮的陽光景象，發展不僅四平八穩，更見亨達。

Siping Street offers a wide variety of goods at very reasonable prices, but the crowds attracted to the area made this very narrow street even more cramped. After many years of planning and hard work, the city established the Siping Sunshine Plaza in 2005. Thereafter, the area became Taipei's first pedestrian shopping zone with standardized vendor stalls, inaugurating a new era for the famous Siping Street.

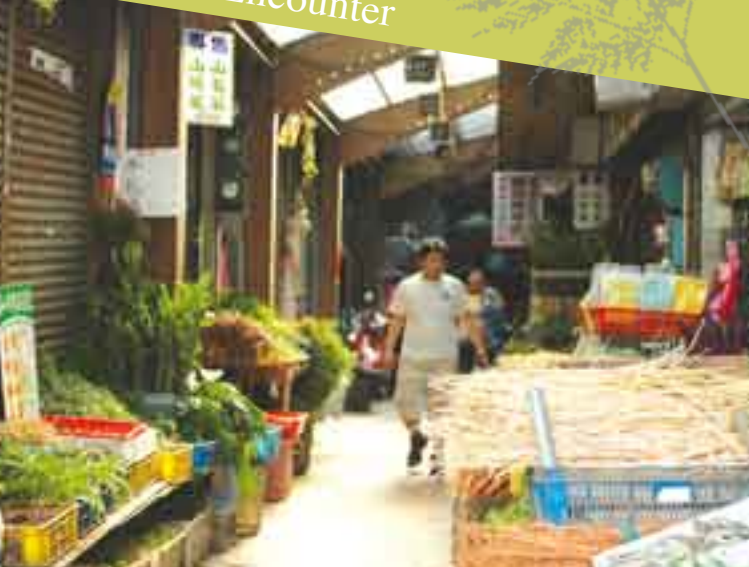




Xiyuan Rd. Buddhist Appliance and Herb Lane Shopping Area

檀香、清香、處處香 —佛具街及青草巷

A Fragrant Encounter



傳統美就像是小戶人家嫻靜的妻，相處久了方覺她的好，等到漸漸習慣之後，卻也未曾從口中吐出一句讚美的話語—青草藥即為傳統美之一，不僅具有藥用、養生價值，用青草植物裝點家居，滿目新綠，香氣襲人—然而現代人卻在匆忙中忽略了它的美好。

古有神農嚐百草，一日而遇七十毒，現代人不用這般煞費苦心，走一趟具百年歷史的萬華西昌街224巷，找藥草就像逛超市一樣，貨比三家，這裡的店家從早期提供龍山寺信眾們藥草流傳至今，不管是治病藥方、養生的草藥、消暑解渴的飲料、養顏美容的青草等等，擁有中醫背景的店家還能提供更專業的諮詢。

Have pity for poor Chinese herbal medicine, like an underappreciated wife, virtuous and diligent, who never receives a word of praise from her husband. He recognizes her good qualities, but after years of marriage, does not take the time to compliment her. Herbs not only treat illnesses and help maintain health, but they also make a beautiful and fragrant decoration for your home. In their haste, however, modern people have forgotten the innate beauty and value of these traditional herbs.

According to legend, Shennong, the divine farmer, sampled hundreds of herbs to determine their medicinal properties. On one unlucky day, he discovered 70 poisonous plants. Thankfully, we do not have to go to such pains to enjoy the benefits of herbal medicine today. Just take a walk down Lane 224 of Wanhua's Xichang Street. With its over 100 years of history, the street is a veritable supermarket of herbs. Take time to look at several purveyors to compare their wares. These shops opened to serve the medicinal needs of worshippers returning from Longshan Temple and still serve this same purpose today. Stop by one of the many shops to fill a prescription, purchase a cooling, thirst quenching herbal brew, or procure traditional beautifying herbs. Shop owners, with backgrounds in Chinese medicine, are eager to help you find exactly what you need.



青草巷及其周圍聚集了十多家草藥店，處處可見蔥綠蒼翠的藥草，是艋舺地區最富傳統古風的專業巷道，亦是全臺販售青草最集中的地點，近年因崇尚自然的生活態度，再加上臺北市政府對於青草巷特色街區的極力推廣，使青草巷又重新進入大家的生活中。

從緊臨龍山寺旁的青草巷走出，拐一個彎，往龍山寺廣州街到桂林街口，短短的西園路一段就是全臺灣最有名的佛具街，約莫20家佛具店，其中一家是早從1895年即在廣州成立的百年老字號，其他有些佛具店也已傳到第三代的子孫。

The many shops along Herb Lane, in the Mengjia area of Taipei, have managed to hold on to their traditional business practices, while most areas of the city have completely modernized. The area, however, still retains its title as the herb capital of Taiwan, offering every variety of medicinal plant imaginable. In recent years, Herb Lane has enjoyed a resurgence. People are beginning to rediscover the benefits of a natural lifestyle and the Taipei city government has made efforts to popularize this special historical site that remains relevant today.

From Herb Lane, turn towards Longshan Temple on Guangzhou Street and walk to the Guilin Street intersection. Along section one of Xiyuan Road, you will find Taiwan's famous Buddhist Supplies Street, with roughly 20 shops selling religious goods. Of these, the earliest shop was set up in 1895 in Guangzhou, but the others are not far behind, as most are now run by the third generation of the same family.



Xiyuan Rd. Buddhist Appliance and Herb Lane Shopping Area



佛具店不僅是宗教物品的出售，幫顧客挑選黃道吉日、迎神回家、安神位、佛堂陳設等祭拜儀式、乃至現代流行的精油薰香都在經營項目之列。早期佛具店的經營者幾乎都是男性為主，主要是因為神像雕刻技藝傳男不傳女，如今世代傳承與佛像生產不再只由臺灣當地雕刻師提供，於是女老闆經營佛具店的成就就不遑多讓。

Buddhist Appliance Street does not simply sell statues and tools for religious worship, but offer a variety of services for their customers. When purchasing the statue of a deity, it is not enough to just take it home and display it any old place. A complex ritual governs the process, but the shop owners are there to help. They assist customers to choose an auspicious date for the homecoming, deliver the statue, and perform all necessary rites. With the popularity of aromatherapy and incense, people who may not have thought of visiting before, now travel to Buddhist Appliance Street to add a bit of fragrance to their lives.

In the early years, men dominated the industry, as the art of carving deity statues was passed only from fathers to sons. Times have changed, as many of the statues today are not carved by local craftsman, opening up opportunities for many women to also enjoy success in this field.

佛具街二三事

A Little More about the Xiyuan Rd. Buddhist Appliance Street



民國80年代，希望能一舉得財的臺灣人四處求財求神，索性到佛具店請神明回家供奉，佛像與相關的物品銷路高度成長，讓西園路佛具街有了最輝煌的一頁，店家數目大增。而佛具店裡頭的神像也隨著時代而有了變化，從早期傳統坐姿逐漸變成各種活潑的儀態，神像的材質也有不同區分，但多是以樟木為主，而最受歡迎的神像則是觀世音與土地公。

In the 1990's, many Taiwanese hoped to strike it rich in the booming economy. Looking for a bit of divine intervention, many took a trip down to Buddhist Supply Street to pick up a statue for their home. The market for statues and related items skyrocketed and the number of shops swelled, making Xiyuan Street's most prosperous period. Over the years, statues also have evolved to meet modern tastes. The traditional seated posture has given way to an increasingly vibrant and dynamically posed deity. Today, most religious statues are made of camphor wood, although a number of other materials are also used. The most commonly requested statues are Kuan Yin, the Goddess of Compassion, and Tudi Gong, the Earth God.



朝陽服飾 材料街

A Finger on the Pulse of Fashion

Chaoyang Clothing Accessory Shopping Area

最懂流行的 脈動與呼吸

現在流行什麼？流行，可以反應在生活裡的每一個物品設計上，舉凡食、衣、住、行、娛樂，都能呈現一個人在物質與精神層面的實質內涵，並兼具物質文化與精神文化兩個層次。因此，運用創意創造出與眾不同，又獨具個人風格的設計，蔚為風潮。

怎樣才能與眾不同又有個人風格呢？炎炎夏日，放眼望去，女性穿著多不脫細肩帶、小可愛的打扮，看起來大同小異，要如何在路上成為最搶眼的靚女呢？自己動手做不失為妙計一招，熱門熟路的就一定會到朝陽禮服飾材料街挖寶，創造出「男人注意你，女人羨慕你」的特殊裝扮。

What makes a person fashionable? Food, clothing, home, and entertainment, all can demonstrate an individual's taste and style on a material and spiritual level. Being in fashion is not about wearing the latest brand or this season's hot colors. No, style is about your individuality and creative spirit.

On a blazing summer day, take a good look at the people who pass you on the street. All of the girls seem to be wearing the same uniform, a tank top and jeans. Just how are you supposed to differentiate yourself and stand out from the rest? Pick up a sewing needle and create something unique! But first, head over to the Chaoyang Sewing Street to go on a treasure hunt.



朝陽服飾材料街
Chaoyang Clothing
Accessory Shopping Area

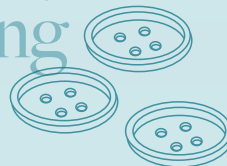




Chaoyang Clothing Accessory Shopping Area



朝陽服飾材料街
Chaoyang Clothing
Accessory Shopping Area

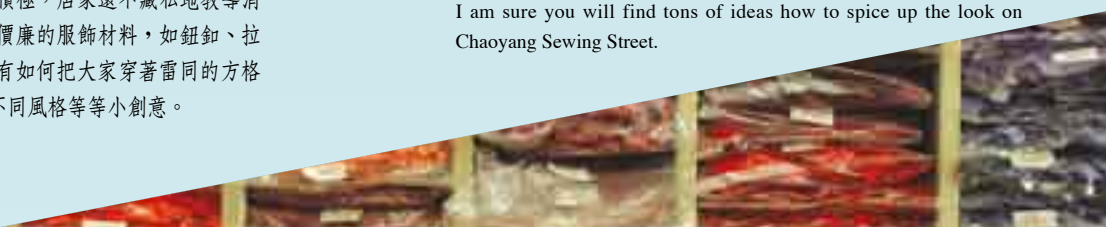


The shopping district, with a total of 92 related stores, is located in the area marked off by Lane 46 on Section 2 of Chongqing North, Lanes 155 and 167 on Section 2 of Nanjing West Road, and Lane 61 on Yanping North Road near the Chongqing North Road traffic circle. Most local shops have over 20 years of history in this area. You can find a huge variety of buttons, ruffles, zippers, sequins, ornaments, buckles, and lace. There are also shops selling tassels and a wide selection of craft supplies to keep you browsing for hours.

Shop owners are generally very sensitive to the latest trends and actively develop new products to keep up with the speed of fashion. These skilled professionals are happy to teach a few tricks of the trade to their customers. Just ask and they will show you how to use inexpensive accessories, like buttons, zippers, and ribbon to add an individual touch to your clothing. Also, maybe you just love that plaid print that is showing up on all types of apparel, from shirts to skirts to scarves, but how to wear it without looking like the rest of the crowd? I am sure you will find tons of ideas how to spice up the look on Chaoyang Sewing Street.

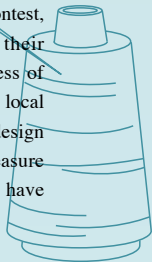
朝陽服飾材料街範圍涵蓋重慶北路二段46巷、南京西路二段155巷、167巷及延平北路61巷等，共約90家商店營業，多為營業歷史超過廿年的老字號。服飾材料街的貨品包括鈕釦、花邊、拉鍊、亮片、裝飾與蕾絲等服飾配件，另外如窗流蘇、皮鞋釦環等都在販售之列，還有各類DIY材料，樣式目不暇給。

這裡的業者普遍對市場潮流的敏感度都很高且富有創意，對於產品用途多元及藝術化的開發工作亦非常積極，店家還不藏私地教導消費者幾招小撇步，例如如何運用物美價廉的服飾材料，如鈕釦、拉鍊、緞帶等做出各種不同的變化；還有如何把大家穿著雷同的方格衫，方格裙、方格圍巾，變換成與眾不同風格等等小創意。



位在重慶北路圓環附近的朝陽服飾材料街發展協會為推廣DIY文化，每年也會固定舉辦服飾材料DIY的活動：「創意變裝秀」、「家飾DIY」與「寵物造型DIY選美」等等，希望年輕追求時尚的靚辣美女都能在這邊找到各自需求，也更是學校織品、服裝設計相關科系學生及服裝設計師尋寶，及許多服裝設計師、創意工作者成立工作室的好地方。

The shopping district's development association holds annual promotional activities to popularize do-it-yourself crafting and support area shops. In recent years, they have held a Creative Clothing Show and Home Decoration Crafts presentation to give crafters new inspiration. Even more fun, the association put on a pet beauty contest, to show off handmade fashions that pet owners crafted for their beloved canines. These interactive events serve to raise awareness of the Chaoyang Sewing Street and inform ordinary citizens about a local treasure. There is no need to promote the area with Taiwanese design students and professionals, as they have long frequented this treasure trove of design ideas. Many local professional fashion designers have set up their studios in the surrounding area.



A Little More about 朝陽服飾材料街二三事 Chaoyang Clothing Accessory Shopping Area



朝陽服飾材料街
Chaoyang Clothing
Accessory Shopping Area



以前的朝陽里是茶商以及服飾材料業的集散地，當時居住的人都是茶商、裁縫師、服飾材料商，該地因而稱為「三刀」，產業的歷史奠基了此區商業發展的能景，造就了盛極一時的大稻埕風華，即便歲月洗盡鉛華，廊柱間仍透露了繁華在此停駐的訊息。

In earlier years, the Chaoyang area was a commercial center for both the tea and apparel industries. It earned the name, Three Knives, after the primary tools of the three most prevalent occupations, tea merchants, tailors, and apparel supply shop owners. Although the curtain soon fell on these boom years, industries' history has built on the power of commercial promotion of this area.



朝陽服飾材料街
Chaoyang Clothing
Accessory Shopping Area



Hospital



Police Station



停車場
Parking lot



Post office



Bus Station



Gas Station

文昌
家具街

牽動戀家情結

Home Sweet Home

Wenchang Street
Furniture
Shopping Area

「家」是我們卸下防備、舒緩壓力的避風港；尤其身處臺北都會區中，「家」更是每個都市人在工作之後，能夠好好地放鬆每個毛孔，重新蓄積能量的秘密花園。於是人們愈來愈重視居住及生活空間的營造，往往只需一件滿心對味的家具，再貧乏單調的陋室都能令人頓生依戀。

Home is our safe haven in this bustling world, a place where we can completely relax and forget the stress of our busy lives. To the six million souls living in greater Taipei, it is that much more essential to have a sanctuary where they can recharge after a long day at work. Consequently, city dwellers are placing more and more emphasis on constructing a comfortable and functional living space.

The right piece of furniture can make you fall in love with even the most humble of homes. Let's take a trip around Wenchang Street to find that special piece to make your castle complete!

那麼，
來文昌街走上一遭吧！

文昌家具街是一條結合傳統與現代特色的家具街，與臨江街觀光夜市相鄰，周邊並有多處生活消費場所，如：遠企中心、世貿中心、威秀影城、101大樓、國父紀念館…等。打造過後的文昌街，即便位在這些繁華的據點之間，也不遑多讓地綻放著獨具的魅力風采。

這裡原本就是家具行齊聚之處，銷售室內家具、辦公家具以及琳瑯滿目的室內裝飾藝術品。但和其他家具街不一樣的地方是，文昌街把自己融入了臺北這個大建築中，把自身也家飾化了：走進街區入口，重新打造的鋪面即刻令你放緩行走的步伐，像是悠閒地晃進一座大宅院當中，各式各樣精心設計的家具及飾品，讓你置身在歐式、中式、時尚、以及仿古交相變換的幻象之中，而這些分明就是被事先安排好的家飾，在櫥窗內外兀自端坐，不動聲色地挑起你非帶回自己家不可的消費欲望。

Wenchang Street Furniture Shopping Area



Wenchang Furniture Street is traditional, while also keeping up with all of the modern trends. It neighbors the Linjiang Street Night Market and lies near many shopping centers and tourist destinations, such as the Taipei Metro Mall, World Trade Center, Vieshow Cinemas, the Taipei 101 Building, and the National Dr. Sun Yat-Sen Memorial Hall.

In the past, Wenchang Street was no different from the many other furniture districts in the city, offering various furnishings for the office and home, along with home decorations and art pieces. However, Wenchang Street set out to remodel itself, integrating the area into the architecture of the city itself. Pass by the newly renovated shop facades and you will automatically slow your pace. It feels as though you are strolling inside the large courtyard of a gorgeous home, looking in through the windows at all varieties of meticulously designed furniture and decorations. As if in a dream, you catch glimpses of European and Chinese influences, with a mix of both the modern and antique and your eyes fall on a piece that you cannot live without.

A Short Wenchang Street History Lesson

文昌家具街二三事

走在文昌街你可以看到的特色就是多元化的貼近感。

Wenchang Street showcases many diverse ways to create a cozy and inviting home.

店家回憶，過去商店只懂得販賣需求，單純的買賣行為無法帶動更多買氣，經過輔導之後，開始注重自己店家商品陳列、擺設與顧客接待禮儀，乃至為客人提供量身打造的擺設設計及售後服務，並逐漸建立起專屬自家的「品味」與「感動」；一旦建立起客人居住與使用的情境想像，新的商機便從中產生。

While skilled craftsmen, the shop owners initially lacked the ability to successfully market their goods and attract large numbers of customers. Recognizing this lost opportunity, the shops began to place larger emphasis on their displays, decorations, and customer service. Their made-to-order furnishings, coupled with excellent post-sale follow up, took their customer service to the next level. As the shops grew and matured, each began to craft its own individual style, building a niche for themselves in the crowded furniture marketplace. Once they were able to fire up the imaginations of their customers, new opportunities were also born.



日治時期，現在的大安區尚屬於臺北市的郊外，當時在這塊農業區中僅有四條馬路，其中之一就是文昌街。1970年代，文昌街上多是木材、五金、水泥等裝潢建材行，賣家具的僅有五、六家；當時有些家具店還會在門口敲敲打打，釘製沙發販售。到了1988年，由於大安森林公園的興建，該地區的家具業者紛紛遷移到文昌街，集市聚氣，形成了後來百餘間家具店的特殊街景。

During the Japanese colonial period, the busy area now known as the Daan District was but a rural neighborhood on the outskirts of the city proper. Wenchang Street was one of the only four roads passing through the area. Fast forward to the 1970's, Wenchang Street was lined with shops selling various building supplies, such as lumber, hardware, and cement. During that period, the furniture shops in the area often still had craftsman hammering and sawing out on the sidewalk in front of the shop, perhaps putting the finishing touches on a customer's sofa. After the restoration of Daan Forest Park, furniture shops began springing up along Wenchang Street, creating the special furniture marketplace made up of over 100 shops that you can see today.



Qingnian Road Shopping Area

青春、活力、休閒的青年路

城市的記憶，可能會因為時代的日新月異而漸漸褪卻，然而卻無法抹滅對每一個人的不同意義。在很多臺北人的心目中，位於水源路旁的青年公園，大概是很多五年級生童年最常嬉遊所在，也是許多退休人士居住的好地點。



Youth, Vitality, and Relaxation on Qingnian Road

A city has very poor long-term memory. Buildings are razed to make way for the new as the landscape constantly transforms. Yet, these changes cannot erase the memories residing in the minds of those who inhabit the city. Many Taipei residents born in the 1960's will always remember enjoying whiling away the hours with friends in Qingnian Park, which literally means Youth Park,



青年路
Qingnian Road
Shopping Area

Qingnian Road Shopping Area



青年公園綠樹成蔭，風景秀麗，空氣格外清新，而與其同名緊鄰在旁的青年路，兩側擠滿了各式各樣的茶店，更是臺北市泡沫紅茶風潮的發源地，許多著名的泡沫紅茶連鎖店都將臺北的第一家店開在這兒，接連帶動周邊休閒產業發展，全盛時期甚至部分店家24小時營業，盛況空前。

在這裡，有各具特色的多元化休閒餐飲，種類繁多應有盡有；重視真材實料的現做餐點與特調飲料，滿足你嚐新嚐鮮的需求，不論是時尚極品、美式復古、歐式悠閒，各種風格的店內氣氛給您毫無壓力的解放空間。



The park, located next to Qingnian Road, is shaded by tall trees and enjoys fresh breezes. Along Qingnian Road, which borders the park, you will find a wide array of restaurants serving every type of tea imaginable. The Taipei bubble tea trend began here, spreading over the island and to many parts of the world. Many of the famous chain tea stands you see dotting the island got their start here. These popular shops, some open 24 hours a day, helped to bring prosperity and recognition to the other leisure activities in the area.

The park area is known for numerous casual restaurants serving up all variety of interesting fare. Establishments place importance on hearty, fresh ingredients and made-to-order food. Your beverage is mixed especially for you to your exact specifications. The shops and restaurants have atmospheres ranging from American retro to relaxed European, giving customers a place to kick back and unwind.



青年路
Qingnian Road
Shopping Area

在青年路上，沒有什麼比把腳步放慢、放輕鬆的談笑風生更為重要的事情，一個讓人完全放鬆，單純地只想喝茶、說話、聽音樂，沒有任何壓力的地方，釋放煩惱無所遁形。

喝完茶，移駕到青年公園享受綠意的洗滌，百花爭奇鬥艷，鳥聲不絕於耳，風箏滿天飛舞，還有遊樂場充滿無邪的歡笑聲，青年路及青年公園把每個人都變年輕了。



Qingnian Road Shopping Area

On Qingnian Road, nothing is more important than just being yourself and taking time to relax. Enjoy a great conversation with your mates while drinking richly flavored teas and listening to an eclectic mix of music.

After finishing your tea, move on down to Qingnian Park to watch children flying kites and listen to birds singing in this oasis of green in the busy city. Feel like a kid again as you hear innocent laughter floating out from the area amusement park.

A Little More about Qingnian Road

青年路二三事



青年路
Qingnian Road
Shopping Area



全臺灣共有10個鄉鎮以青年路為路名，除了臺北萬華區的青年路，尚有臺北縣金山鄉、桃園縣楊梅鎮、臺中縣大甲鎮、臺中縣梧棲鎮、臺南市中西區、臺南市東區、臺南縣善化鎮、高雄市三民區、高雄縣鳳山市。

但是全臺灣只有一個青年公園。

There are a total of ten Qingnian Roads across the island. Besides Wanhua district in Taipei, there is one in Taipei County's Jinshan Town, Taoyuan County's Yangmei Township, Taichung County's Dajia and Wuci Townships, Tainan City's West Central and East Districts, Tainan County's Shanhu Township, Kaohsiung City's Sanmin District, and Kaohsiung County's Fengshan City...

But Taiwan has only one Qingnian Park.



醫院
Hospital



警局
Police Station



停車場
Parking lot



郵局
Post office



公車站
Bus Station



加油站
Gas Station



北門相機街
Beimen Camera
Shopping Area

「它」的魅力在於展示了人類精神與感受的多樣性，因此不應一味地追求快節奏，因為生活節奏的加快，就要求它要隨同加快步伐，反而可能破壞了它自身的魅力。這裡的「它」指的就是相機。



A camera's allure lies in its ability to reveal the diversities of its subjects' spirit and experiences. We must allow it time to reveal these qualities, which make a truly good photograph unique. Today, though, we now require the camera to adapt and keep up with the ever quickening pace of modern life. By doing so, we may just have spoiled its original charm.

相機街， A Shutterbug's Paradise

讓喜愛攝影者
保留緩慢的溫度

Beimen Camera
Shopping Area



數位相機取代單眼相機，光碟取代軟片，3C賣場取代小型相機專賣店，「速度」這種狂迷的形式，是技術革命送給人類的禮物，而技術的冰冷無人性與狂迷的火焰，也燒在許多人生平第一臺相機緣起地的博愛路。

The widespread availability of inexpensive digital cameras has very nearly rendered traditional cameras obsolete. CDs and smart cards have replaced rolls of film and large electronics retailers are crowding out small specialty shops. We can thank the technological revolution for our newfound addiction to speed and convenience. It is the cold and impersonal nature of technology, however, that inspires people to search out Boai Road to purchase their first camera.



Beimen Camera Shopping Area

博愛路的相機店與3C大賣場不同，後者是以熱鬧快速的陳列方式，呈現在消費者面前，過眼即逝，它本身就慢不下來；而前者則需要店家與消費者一對一進行溝通，需要消費者說明自己的需求、情感去破解科技的密碼，店家需要耐心解說，過程中甚至要停下來想一想、親自操作一番才能品出滋味，而不是一味地「快」。

北門附近博愛路、漢口街一帶的相機街，俗稱「博漢區」，有全臺灣最密集的照相器材行，見證了臺北城發展的歷史，也引領臺灣進入光影記錄的神奇世界，如今走過近50年，此處交易的「相機」，也已經從多年前足可換一棟房子、一千多台斤的大白米的奢侈品，變為人手一台的數位產品了。

Large consumer electronics retailers rely on flash and lightning-fast sales pitches to consumers' attention. Quite the opposite approach can be found in the Beimen Camera District. Shop owners require one-on-one interaction to decipher their customers' needs and translate these into the perfect camera for each person. During the process, they must patiently explain, stopping to think for a moment and holding the machine in their hands to feel for themselves before they can finally make their recommendation. This is a process that cannot be rushed.

The camera district lies in an area near Beimen, the city's North Gate, on Boai and Hankou Streets, known as the Bohaun Area. It boasts the most concentrated number of photographic supply shops on the island, helping to introduce Taiwan to the mystical appeal of the camera. In the past 50 years, the industry has seen the progression of the camera from a luxury for the lucky few, to an inexpensive every day object.

緩慢的程度與記憶的濃淡成正比；速度的高低與遺忘的快慢成正比。

The slower the pace of life, the more intense our memories. Consequently, our memories have diluted by the continued acceleration of modern life.



北門相機街
Beimen Camera
Shopping Area



最重要的是，專業攝影師對於相機街的肯定不曾蒙灰，真正高級又好的東西還是在相機街。

Most important, professional photographers shun the impersonalness of the chain stores for the quality and level of service that they can only receive from the shops near Beimen, which continue to stock the best in professional-grade photographic equipment.

數位相機的風行為此商店街帶來新的挑戰。新生代的加入，和老店的傳承、轉型，繼續讓這裡成為引領臺灣攝影器材專業的前鋒，在相機街，仍然可以找到堅持專賣頂級相機的老店、擅長維修整理的老師傅、以及講起數位相機神色飛揚、拿起傳統相機卻更溫柔的老闆，這些都是在大型連鎖賣場中缺乏的精髓。



The current popularity of digital cameras poses a challenge to this shopping district, but this pressure has not changed the shops' insistence on quality and service. New shops still open in the area and existing ones get passed down to the next generation, injecting new blood into the area. The district continues to serve as a vanguard in the arena of professional photographic equipment. Along these streets, you will still find old shops that insist on only selling top-grade cameras and old master workers who can repair just about any model of camera. Shop owners are ever so slightly more personable when you hand them a traditional camera, instead of a digital one. These qualities more than make up for the areas more relaxed pace.

北門相機街二三事

A Little More about Beimen Camera Shopping Area



北門相機街
Beimen Camera Shopping Area



民國40年代，當時稱為「臺北公會堂」的中山堂舉辦過張才、李鳴鵬等人的攝影個展，加上不少攝影器材行已聚集在這一帶，因此位在博愛路114號的「美而廉西餐廳」，免費提供三樓的空間做為展覽藝廊舉辦講座、與展出的地方，也成為郎靜山、單建邦、邵南光、湯思悌、黃則修等攝影大師聚集之處，「臺北攝影聯誼會」也因此應運而生，並由照相器材公會資助維持了十餘年的「攝影月展」，開啓臺灣攝影藝廊史的「美而廉時代」。

During the 1950's, the neighboring Taipei Public Hall, now called Zhongshan Hall, held an exhibit of works by celebrated photographers, Chang Tsai and Lee Ming-diao. Along with the many camera shops lining the streets, this exhibit cemented the Beimen area as the epicenter of photography on the island. The Meierlian Western Restaurant, located at 114 Boai Road, provided its third floor space free of charge to serve as an exhibition gallery and lecture hall, becoming a meeting place for distinguished Taiwanese photographers, such as Long Chin-san, Shan Jian-zhou, Deng Nan-guang, Tang Si-ban, and Huang Tse-hsu. Thus, the Taipei Photography Association was born, and with the support of the Photographic Equipment Industry Association, it maintained monthly photographic exhibitions at the restaurant for more than ten years, known as the Meierlian period of Taiwanese photography.



北門相機街
Beimen Camera
Shopping Area



醫院
Hospital



警局
Police Station



停車場
Parking lot



郵局
Post office



公車站
Bus Station



加油站
Gas Station



Strolling through
走走停停，
內湖休閒大街

Neihu
Recreational
Shopping
Area

清晨時分，大湖水面清澈、幽靜，足以蕩滌昨日沾染的塵俗；黎明睡意正濃，忽有大卡車呼嘯而過，擾人清夢，推開窗戶一望，卻見濛濛細雨——這是內湖偶一的清晨。

不想吃早餐，只想餓著肚子欣賞街景。走在巷口遇見老婦在賣櫻桃，櫻桃落盡春歸去，看到櫻桃，彷彿提醒春光正輾轉經過——就在櫻桃微酸，甜味不濃氛圍中，踩著輕鬆步伐走在內湖休閒大街上。

In the early morning, the surface of the lake is crystal clear and still. Looking out at the beautiful scene, I feel my spirit cleansed of the stresses of the previous day. Sleep's hold is still strong in the dawn hours, when suddenly, a truck roars by, jolting me completely awake. I push open the window and look out through the misty air, admiring dawn in Neihu.

Not wanting to eat breakfast, I went outside to enjoy the view on an empty stomach. Walking to the corner, I came across an old woman selling cherries. "Ah, it's already that time of year," I sighed to myself, knowing that the beauty of spring's light would soon evolve into the intense heat of summer.



在內湖休閒大街，
總有數不清的小驚喜
令人駐留。

In Neihu, there are innumerable little
surprises to keep you coming back.

沒有城市的嘩眾喧鬧，但100餘家商店林立，也能歡天喜地找到久違的逛街趣；相較城市的車水馬龍，踩在成功路四段的街道上，欣賞頗富巧思的店家裝潢，寫意自在隨風而至；不同城市的豪邁霸氣，德安百貨周邊的小店，裝置的時而端莊、時而俏皮、時而新潮，總令人耳目一新。

這裡就是成功路四段30巷口至成功路四段170號、成功路四段30巷、成功路四段182巷6弄的「內湖休閒大街」。以社區機能商圈的標準來看，業種相當齊全，其中服飾、精品、SPA美容、咖啡餐飲、休閒活動相關業者，佔了店家數的85%。而後在采岳軒、班尼頓、塞爾提克、奇摩地、小禮堂等特色店的成立，更增添了休閒大街的光彩。

Neihu Recreational Shopping Area



Rediscover the fun of shopping in Neihu Recreational Shopping Area, far away from the hustle and bustle of downtown with its incessant stream of cars. Walking along Chenggong Road, marvel at the variety of interesting shops and restaurants. Sick of giant mega malls? Then visit Neihu for a more personal approach. You will find something fresh around every corner. Stop off at the D'Mark Department Store or explore the many local boutiques, which range from funky to traditional.

The shopping area runs along Section 4, Chenggong Road between Lane 30 to No.170 and Lane 30 and Alley 6, Lane 182, Section 4 Chenggong Road. Shops offer a wide range of products and services, including apparel, boutiques, Spas and salons, coffee houses, restaurants. Have a bite to eat at Caiyuxuan Restaurant, then stop off at Benetton, Celtic Sporting Goods, and Komonoya Gift Shop to find things every member of the family will enjoy.



「內湖休閒大街」鄰近優美的大湖及碧湖公園，滿足居民食、衣、住、行、育、樂各項生活機能。非常適合全家大小到此欣賞鄰近的湖光山色及消費購物，享受悠閒健康的假日時光。

Many residents of the area came for the incredible views of Dahu Lake and Bihu Park, but stayed because of Neihu's high quality of life. All the conditions necessary for life, food, clothing, housing, transportation, education, and entertainment rival the best in the nation. Even if you do not plan on moving in, bring the whole family to enjoy the beautiful scenery and shopping.



Neihu
Recreational
Shopping
Area

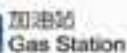
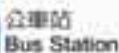
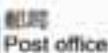
A Little More about Neihu Recreational Shopping Area

內湖休閒大街
二三事



這裡是一處成功塑造出休憩及藝文活動兼備的商店街區，兼顧當地居民的需求，店家也本著「取之於社區，回饋於社區」的理念落實，這是與其他商店街不同的最大特色。

With both leisure and cultural activities, this area offers a pleasant atmosphere for both visitors and local residents alike. Merchants behave in accordance with the principle that what they take from the community, must be returned to the community. With a little less commercialism and a little more humanity, Neihu Recreational Shopping Area sets itself apart from other shopping areas in the city.





不知道該如何選擇眼前的一個個岔路，就傾聽自己的心，
像來到這個世界的那天一樣充滿自信的呼吸。

車行兜轉在一座宛若迷宮的城市裡，
歲月也開始在方向盤上旋轉。

緩緩走在巷弄中，悠悠的感受——
青春的美好，陌生的驚奇。

迷麗的夜燈在城市輪廓的顯影裡逐漸淡卻，
世界就這麼難得的靜了下來。

