

# TID<sup>11th</sup> 2018 Award

Taiwan Interior Design

展覽空間類 TID 獎

The TID Award of Exhibitions Space

2017 臺灣文博會 主題館 | 我們在文化裡爆炸  
2017 CREATIVE EXPO TAIWAN | CULTURAL

格式設計展策  
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2017 臺灣文博會 主題館 | 我們在文化裡爆炸 臺灣每年最盛大的文化展會「臺灣文化創意產業博覽會」，當中扮演核心精神的即為主題館的設定。今年的主題「我們在文化裡爆炸」，從內容企劃、空間到視覺設計，脫離過往文創商品展演的形式，以提出影響民眾生活的五個議題為展覽核心，結合台灣的傳統產業、設計與教育領域，引導民眾探討「文化是什麼？」、「如何迎向更好的生活？」內容傳達的並非文化引爆後的瞬間，而是因爆炸所牽引出的迴盪與波瀾。在展場的設計手法上，與台灣傳統造紙廠及循環玻璃的回收廠共同合作，數千張薄紙自高挑的歷史建物中垂降而下，運用不同的高度設定，成為展中引導動線與創造虛實氛圍最重要的元素，讓民眾透過材質本身的創新運用，實際體驗到「設計加值」的意義與魅力。展覽佈置多使用富有教育意義的材料，大量減少一次性的木作工程，包含可回收再利用的台灣傳統紙廠所開發的 PET 紙張、運用 40 噸廢棄玻璃再製而成的琉璃海洋。搭配不同世代、專業各異的創意工作者討論文化在當代台灣的具體意義，並同時在展區內呈現：改造桃園機場指標系統、傳統產業復興的討論、梳理台灣雜貨文化、設計新的便當外盒造型與菜式，以及重編國民健康標，讓新世代的文化滲入日常生活中接觸到的各種代表面向，進而讓大眾對於文化的發展樣貌有更清楚的認識。集合新世代的聲音、傳統產業的力量、大量的回收材料建構出今年的文博會主題館，從民生議題入手，而非晦澀難懂的設計語言，達到與觀展者的橫向連結與溝通，歸納大眾與當代文化之間的緊密關聯。

2017 CREATIVE EXPO TAIWAN | CULTURAL EXPLOSION In the biggest cultural exhibition every year, "Creative Expo Taiwan," the main spirit is defined by the design of the exhibition theme pavilion. This year's theme is "CULTURAL EXPLOSION" - where you see everything from content curating, spatial and visual designs differing from traditional display of cultural and creative merchandise. The theme brings out five core issues that affect civilians' everyday lives, leading people to think "What is culture?" and "How to make our lives better?" as they take in an exhibition that joins Taiwan's traditional, design and education industries. The content of the exhibit doesn't convey the moment when cultural explosion occurs, but discusses the aftermath and waves caused by the explosion. The venue is designed in collaboration with Taiwan's old-fashioned paper manufacturers and glassware recycling companies, dropping thousands of pieces of Synthetic Paper from the high ceiling of a historical building, making this an important element that guides the participants through the exhibit and creating a surreal aura by hanging the paper from varying heights. By observing the use of said materials, people will be able to understand the beauty and importance behind "designs that add value." In the biggest cultural exhibition every year, "Creative Expo Taiwan", the main spirit is defined by the design of the theme pavilion. This year's theme is "CULTURAL EXPLOSION", where you see everything from content curating, spatial and visual designs differing from traditional display of cultural and creative merchandise. The theme brings out five core issues that affect civilians' everyday lives, leading people to think "What is culture" and "How to make our lives better," not conveying the moment when cultural explosion occurs, but discusses the aftermath and waves caused by it. The exhibition is decorated with materials that are rich in educational purposes. The employment of one-time wood work is cut down dramatically, and replaced with recycle-friendly PET paper produced by traditional Taiwanese paper manufacturers, and an ocean made of 40 tons of recycled glass. Creative artists at different ages and with varying professions discuss the meaning of culture in modern day Taiwan. The discussions include: the reforming of Taoyuan International Airport's signage system, the renaissance of traditional industries, combing through Taiwan's culture of local grocery goods, re-designing bento boxes and bento dishes, and choreographing of a new national gym routine; allowing the new generation's culture to seep into things people familiar with in their everyday lives, and this in turn gives people a clearer understanding of how culture develops. The exhibition is decorated with materials that are rich in educational purposes. The employment of one-time wood work is cut down dramatically, and replaced with recycle-friendly PET paper produced by Taiwan's traditional manufacturers, and an ocean made of 40 tons of recycled glass. Creative artists with varying professions discuss the meaning of culture in modern day Taiwan. The discussions include: the reforming of Taoyuan International Airport's signage, the renaissance of traditional industries, Taiwan's culture of local grocery goods, re-designing bento boxes and dishes, and choreographing of a new national gym routine; allowing the new generation's culture to seep into things people familiar with in everyday lives to provide people a clearer understanding of how culture develops. Combining voices from a new generation, forces from traditional industries and large quantities of recycled materials, this year's Creative Expo Taiwan's theme pavilion is born. Starting from civilian-friendly issues instead of difficult design lingo, the expo is able to connect and communicate with its participants, and induce the intimate relationship between the people and modern culture.