

“AIM 2020”: ROC vice president on Taiwan’s cultural and creative industries



■ (From left to right) Minister Emile Sheng, Council for Cultural Affairs; ROC Vice President Vincent Siew; and TNUA President Prof. Ju, Tzong-Ching.

ROC Vice President Vincent Siew, speaking at TNUA about the trends of cultural and creative industries in November, cited President Ma Ying-jeou as saying that “economy makes a strong nation, but culture makes a great nation.”

Mr Siew was the first guest speaker invited to TNUA’s “AIM 2020” cultural forum – a series of activities designed to collect opinions to help the government with the making of cultural policies.

The vice president noted that countries in Eastern Europe, such as the Czech Republic and Hungary, may not be materially wealthy, but they, as other European nations, have a rich cultural life. With a strong cultural background, European countries mostly talk about “creative industries,” rather than “cultural and creative industries,” because culture has already taken deep roots in their daily life.

Culture as key force for Taiwan’s transformation

Mr. Siew revealed that the Presidential Office has

organized six roundtables on cultural and creative industries. Outlining the conclusions of the discussions, he said culture will be the core power driving Taiwan’s transformation. Through the demonstration of its cultural and creative powers, Taiwan can not only create added-value for its conventional industries, but also let the country shine like a star in the world.

In this Internet age, Taiwan can learn from such companies as Amazon, Google and Facebook, all of which are popular for their content and services, he said.

The vice president said in order for the cultural and creative industries to be a major sector of the country’s future industrial development, the NT\$35 billion budget that the government has budgeted for its development for the next five will not be sufficient alone. Funding is not the only issue, as the big issue is about creativity.

He said banks in Taiwan have NT\$8 trillion at their disposal, and it is imperative for the cultural and creative industries to work out ways to attract their investment. An

industry must be able to address the issue of marketability and customers’ needs.

Taiwan’s strategic position

The rise of China is ushering in drastic changes to the global economic topography and posing serious challenges to Taiwan, according to the vice president. But this is also promising opportunities. As a cultural center of the worldwide Chinese community, Taiwan offers an ideal window on understanding the Chinese culture. This in turn offers business opportunities for the cultural and creative industries. Culture represents a nation’s way of thinking. The unique Chinese culture in Taiwan puts the nation in an ideal strategic position for learning the Chinese language and the Chinese culture, he said.

Taiwan’s strengths and weaknesses

Taiwan’s strengths in terms of cultural and creative industries come from its liberal environment for creative work, a wide pool of talent, abundant resources and energy from the private sector, multifarious cultural activities, and its Internet technologies.

But the development of Taiwan’s cultural and creative industries has been hampered by a long lack of a clear cultural policy and a government coordination platform, weakness in developing international markets, unstable continuity of cultural policies, a lack of funding and intellectual property, and a lack of collaboration within the arts and cultural circles, Mr. Siew said.

The cultural and creative industries law

The vice president stressed that the government and the entire nation must realize that culture, creativity and industries are inseparable.

The government will accelerate legislation for the cultural and creative industries, and set up a body as a cross-ministry platform. A foundation will be founded to assist the industries.

TNUA president receives lifetime award from PAS

TNUA President Prof. Ju, Tzong-Ching has received a Lifetime Achievement in Education Award from the Percussive Arts Society (PAS) in recognition of his contribution to the worldwide development of percussion music.

Receiving the award on November 13, Prof. Ju said he felt honored, and understood that it would mean even more expectations of him from others. He said percussion had not been a popular form of music in Taiwan, and it had been considered to be a career without a future. But now it is accepted and loved by the audiences, thanks to all the encouragement and opportunities given by the people of Taiwan.

He said he will continue to promote percussion across all age groups in Taiwan, hoping more people will love it

and play a role in its development. He hopes he can help expand percussion’s influence in Taiwan and promote more exchange with percussion musicians all over the world.

PAS is the world’s largest percussion organization with over 8,500 members. Each year PAS hosts the largest percussion convention in the world, the Percussive Arts Society International Convention (PASIC), in November featuring the top names in drumming and percussion.

PAS started the Lifetime Achievement in Education Award in 2002 to honor musicians in recognition of their invaluable contribution to promoting percussion music. It is considered the highest honor in the worldwide percussion community. Previous winners include Jazz drummer Gary Chaffee, German percussionist Siegfried Fink, and U.S. percussionist J. C. Combs.

Fall-Winter Programs Dec. 12-Jan. 11

F Free T Ticket

Music Tel: 02-2893-8245

TNUA Concert Hall

Dec. 25 7:30 p.m.	The Allure of Paris Conductor: François Boulanger; violin: Guillaume Plays; piano: Fang-Yi Lee TNUA Orchestra	\$ 100
Dec. 26 2:30 p.m.	Carefree Feeling Piano: Fang-Yi Lee; violin: Guillaume Plays, Shien-Ta Su, En-Chia Chen; viola: Jui Wang, Chen-heng Ho; cello: Sergei Mnogine, Chu-Chuan Celine Liu	\$ 100

For more information, please visit: <http://music.tnua.edu.tw/music/m1-1.html>

Theatre Tel: 02-2893-8772 02-2893-8822

Dec. 18-19, 25-26 7:30pm Dec. 19-20, 26-27 2:30pm	School of Theatre Arts 2009 Winter Productions “Twelfth Night” “Hamletmachine” TNUA Experimental Theatre	\$ 350
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School of Dance year-end production to feature classic and oriental dances

The School of Dance’s year-end production will feature dances of different styles, including classic and oriental works.

The art director of the production, Ms. Yang Mei-Jung of the School of Dance, will present a new rendition of Cloud Gate Dance Theatre’s classic work “Legacy” accompanied by the TNUA Percussion Group.

Dr. Sal Murgiyanto will give audiences a glimpse of Indonesian art by staging “Oleg-Tamulilngan” and “Panji-Semirang.” Prof. Kong Ho-Ping’s presentation depicts love among ethnic minorities in Southwest China.

There will also be dances by TNUA alumna Ms. Wu Yi-San, and Mr. Adam L. Toth from the National Ballet of Canada.

The production will delight audiences from Dec. 17-19, daily beginning at 7:30 p.m.; and from Dec. 19-20, daily beginning at 2:30 p.m.

(“Legacy” photo by Hsu Pei-hung)

