

'AIM 2020': Culture minister talks about policies

AIM 2020



Dr. Emile Chihjen Sheng, minister of the Council for Cultural Affairs (CCA), talked about the government's cultural policies and how they could be implemented in a speech he delivered at TNUA's "AIM 2020" forum on March 3.

TNUA President Prof. Ju, Tzong-Ching, hosting the forum, said the University, as a cradle for training talented arts professionals and as a core for the research and development of cultural resources and arts management, has always paid close attention to the country's cultural policies.

TNUA hosted the "AIM 2020" in order to engage the country's top cultural official in a dialogue through the forum, as well as gathering all those who care about arts and culture in a brainstorming

event to better understand the country's cultural policies for the next 10 years, Prof. Ju said.

Prof. Ju noted that Dr. Sheng has succeeded in having legislators adopt the Cultural and Creative Industries Development Act, and he is now preparing to turn the CCA into a ministry of culture in 2012, which will be a significant development in the history of Taiwan's cultural policies.

Ministry of Culture to be set up in 2012

Dr. Sheng revealed that the CCA is making preparations for the birth of the Ministry of Culture in 2012. All relevant plans and proposals will soon be ready for screening.

He said the ministry will be a pilot for all cultural policies, governing all cultural resources and facilities, the cultural and creative industries, the publishing sector, the TV broadcast and film industries, cultural exchange and international promotional activities.

It will strengthen communication and collaboration with other government offices, such as the Ministry of Foreign Affairs, the Ministry of Education, the Ministry of Economic Affairs and the Tourism Bureau.

It will also play the role as a platform for the collaboration between the arts circle and enterprises, so as to improve the country's cultural power.

Cultural and creative industries

Most of the CCA's cultural hardware construction projects have been completed or are currently being implemented, Dr. Sheng said. But the software side – such as the plans for running these hardware facilities, training for arts and performance

groups and increasing the number of participants – is lagging.

In order to boost the software side, a portion of the cultural budget must be allocated for the training of talented people, so that the hardware facilities can be fully utilized.

Connecting to the international community

The minister pointed out that whenever New York is mentioned, people would think of the Broadway musicals. Taiwan, with so many unique arts and cultural groups, can also create its own repertoire, he said. The government will assist performing groups to stage regular productions at regular venues, so that Taiwan can build up its own repertoire.

The CCA will try to concentrate its resources to fund local arts festivals, with an aim to eventually create a "Formosa Arts Festival" to give foreign tourists an opportunity to experience Taiwan's arts and culture.

It will also package visual and performing arts activities into programs for cultural tourism, he said.

The Cultural and Creative Industries Development Act

The Cultural and Creative Industries Development Act has passed, formally recognizing that culture and creativity are valuable, the minister noted.

The new law is expected to help spread such an idea widely and to help fully utilize and develop cultural and creative assets, Dr. Sheng said, adding bylaws are expected to be in place by July this year. ◆



Art and technology exhibition room opens

TNUA's Center for Art and Technology reopened its exhibition room on March 3, offering a venue for display innovative works combining art and technology.

TNUA already envisioned such a development 18 years ago when it established the Center for Art and Technology, where many talented people have been trained. The exhibition room houses a large collection of works from the center itself, and it has also invited TNUA teachers and students to participate in the creation and exhibition of works of art.

TNUA President Prof. Ju, Tzong-Ching said the age of the integration of art and technology has come, and such an integration is showing an important direction for contemporary culture. He said TNUA hopes to accelerate the promotion of art-technology, to expand international exchange for this field, and to turn Taiwan into an international center for art-technology.

Dr. Emile Chihjen Sheng, minister of the CCA who joined Prof. Ju in veiling the facility, said he was impressed by the young artists' creative works that he saw at the exhibition room. He lauded TNUA as the leader in forging an integration of art and technology. He said he hopes both sides can collaborate in the future to lay a firm foundation for Taiwan's culture.

Photo 'Macrocosm in the Microcosm' by Xiaoniu Su-Chu Hsu/FBI Lab,TNUA