

FORUM ON CULTURAL AND CREATIVE INDUSTRIES ON OCT. 30 ATTRACTED ELITES FROM BOTH ACADEMIC AND INDUSTRY FIELDS

2009 Cultural and Creative Industries Forum, held by TKU' s Innovative Center for Cultural and Creative Industries, took place at Ching-sheng International Conference Hall and T505 on Oct. 30, in which more than 10 papers were presented. Hosted by Dr. Chao Ya-ly, Prof. of Dept. of Mass Communication, the Forum attracted over a hundred people including scholars from TKU and other schools as well as the elites from industry field.

In the Forum, Pao & Paw and PPaper' s founder Mr. Pao I-min delivered a speech "Connect Taiwan Creativity to the World," in which he pointed out that Taiwan has to change from making products to making dreams. "We need to put our focus on international market and cooperate with the best talents of the world," Mr. Pao said. Mr. Chiang Tsung-hung, CEO of National Culture and Art Foundation, also praised Taiwan' s research results of cultural and creative industries of the present stage. Then, Ms. Lin Fang-yin, General Manager of Bright Ideas Design, shared her opinions on markets, characteristics, the scale of cultural production, and talent-cultivating circumstances of the cultural and creative industries in Taiwan. Mr. Huang Po-ching, Chief of Design Industry Consultancy Section, Taiwan Design Center, also gave incisive analysis of general situation of Taiwan' s cultural and creative industries. Chang Ming-lin, a third-year master student of Dept. of Chinese, expressed that this Forum made him understand more about the present condition of cultural and creative industries. Moreover, he also realized that when dealing with cultural and creative industries, we need to know the importance of combining academic and industry fields instead of putting emphasis only on the academic field. (~Shu-chun Yen)