

## MARKETING DANSHUI WITH COSPLAYING

英文電子報

A series of cosplay activities to promote Danshui cultural industry, “Flowing Cultural Theatre—Danshui College,” co-hosted by the center of Creative Learning and Innovation Industry of College of Liberal Arts, and Danshui Historic Sites, have been held at the scenic spots around the Old Street of Danshui, 11 A.M. to 5 P.M., every Saturday and Sunday, from November 29 to December 21. The tourist guides wear costumes of Dr. George Leslie Mackay and his wife, the British consul’s wife, and pirate, in the cosplay. The organizers invite Mr. Chen Chia-kuei, a master graduate of performance arts from England and an alumnus of Dept. of Mass Communication, TKU, as the director, and Mr. Shih Yi-huan, performance artist, and an alumnus of Dept. of Mass Communication, as the stage assistant of the play.

To activate a creative introduction of Danshui Historic Sites, the guides engage the audience by playing the storylines adopted from the anecdotes of Danshui history. Hence, visitors to Danshui would not only taste Danshui’s local specialties but also get to know the colorful history and culture of the town. On November 29 and 30, when the cosplay activities initiated, performers played different episodes of Danshui history around various scenic spots, and attracted many children to get pictures together with the performers and listen to their stories.

One cosplayer, Chao En-wei, a TKU alumnus from Dept. of Transportation, had trained his eloquence and performing skills when he was the vice leader of the TKU Experimental Theatre. “It is fun to have interactive relationship with the children. The interesting activities not only benefit the tourist industry of the town, but also help visitors to acquaint Danshui culturally,” Chao said.

Dr. Chao Ya-ly, Dean of College of Liberal Arts, with five departments, one graduate institutes, and two centers the college integrates two core fields—social sciences and humanities. The recent development of the college lies in knowledge and cultural industry in cooperation with entrepreneurs, which would create new possibility for the field in Taiwan. ( ~Chen Chi-szu )

