

台北

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Vol. 11

TAIPEI

Great Taste With Tradition
and Innovation

**Old-Time Flavors – New
Heartwarming Touches**

**With Taipei Fun Pass, Travel Around
Northern Taiwan With No Limits!**

**Transforming the Mundane
Into Magic**

**Design Ingenuity Brings Soft
Warmth to Daily Living**



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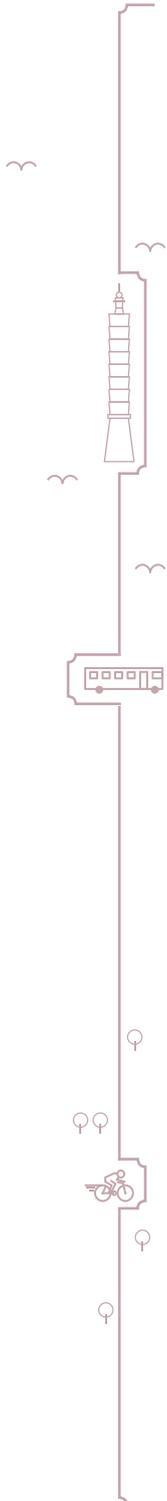
Creative City Taipei Lights Up!

On these gradually warming days of early spring, one can see that Taipei is indeed a city full of creativity – empowered by wide-ranging specialty industries and the new thinking of the younger generation. In this issue, the cover story introduces the transformation of old traditional eateries, and there are also stories of startups in handmade shoes, creative clothing, cultural and creative products, and floral design.

“Let’s break the mold!” says 2018 Taipei Lantern Festival art coordinator, He Jingyang, who is better known as A-Fu, acoustic guitarist and band leader of Sodagreen. This year’s lantern festival exceeded past participation by inviting more than 200 artists, who brought to the festival more creative energy than ever before with their excellent art works. We see how these young interdisciplinary artists applied their various talents in presenting the beauty of a traditional festival.

This issue of *TAIPEI* also shows you how to use Taipei Fun Pass to travel around northern Taiwan. Within the validation period of this pass, you can take public transportation to see the flower blossoms of Yangmingshan, visit Beitou for the Long Nice Hot Spring, the neighborhood’s oldest existing bathhouse. Moreover, you can wander around the Jodori area along Zhongshan North Road to experience its atmosphere of past and present, and stroll the back alleys of Chifung Street, enjoying the intermingling of old and new. You never need to waste time buying transportation tickets, and thus, you have more time to explore Taipei within the validity of the pass!

Surely, in senior journalist Nojima Tsuyoshi’s eyes, food is Taiwan’s most attractive feature, especially the soymilk stores, which one can find on almost every corner, and the inexpensive street food. This correlates with the dish Jiao Tong recommends: Taiwanese salty congee, which has a taste that everyday people truly appreciate. Also in this edition, we include in-depth reports on two chefs, who have special ways of pursuing their craft: Jewel Tsai, sharing her homemade banquet tradition, and Vincent Chen, who pays strict attention to his ingredients and shares with us his idea of a natural diet. Enjoy!



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Embracing Tradition & Innovation – Breaking Through to New Horizons

New Movements in Taipei Industry

Article | Wang Ruifen

Photos | Taipei City Government Department of Economic Development, UDNdata

In 2016, the city of Taipei was a large-scale exhibition venue, serving as the 2016 World Design Capital (2016台北世界設計之都). As host, it was a showcase for international trends and fashions, with global warming, environmental issues, and LOHAS themes interacting dynamically to spark design concepts for a new century. This was in concert with Taipei City Government's promotion of four major areas of economic industry: "Innovation and Entrepreneurship," "Food & Agriculture Symbiosis," "Life Industries," and "Energy Savings & Sustainability." Highlighting aesthetics ranging from diet and dress to life practice, Taipei's various industries are being given encouragement and guidance in developing this city's unique metropolitan characteristics.

Innovation and Creativity – Driving the New Industrial Revolution

Taipei City is both Taiwan's capital and its leading



Only products with both solid design and quality can go international. (Photo: Department of Economic Development, Taipei City Government)

city for talent and resources, and possesses a rich cultural heritage. While striking a balance between tradition and new prospects, it showcases the soft power of innovation and reformation. Taipei City Government's Department of Economic Development (產業發展局) plays a leading role to assist players from different industries in embracing bold initiatives. Lin Chung-chieh (林崇傑), Commissioner of the Department of Economic Development, believes that the City's historical





Taipei stages exhibitions that bring together talent and resources to develop a more distinctive economic culture. (Photo: UDNdata, *Taipei Pictorial* No. 600)

ebbs and flows have left it with a particularly rich and diversified accumulation of cultural components. Add to this, the local spirit of maverick determination, and the result is a stimulus of wave upon wave of bright cultural creativity!

Not only creativity is required in creating a product, subjecting it to market trials, proceeding to brand creation, marching onto the international stage, and formulating a sustainable business model are also needed. Even more important are professional marketing considerations. Chairman of the Taipei Young Entrepreneurs Association (台北市青年創業協會), Song Jingda (宋京達) uses his own career in the bridal wear sector to point out how innovation and creativity are indispensable in today's industry. Even more necessary than packaging design are solidification of product image and quality, and a promise-to-self to step onto the international stage.



(Photo: Department of Economic Development, Taipei City Government)

Convergence of Innovative Talent – Creating New Economic Impetus

In the past, most industries had been focusing on land, labor, and capital. Lin thinks that what is most crucial today is how talent flows internationally. Through talent exchange and cooperation, creative energies are stimulated, and in a global environment



Taipei has a rich diversity of cultural elements, demonstrating the soft power of demand for newness and change. (Photo: UDNdata, *Taipei Pictorial* No. 600)

human resources represent competitiveness. Creating an environment that lures talent, and forming a field of healthy competition and mutual stimulation are the directives that Taipei is resolutely focused on. When a city successfully fosters the clustering of diverse new creative industries, a unique lifestyle will emerge in accordance with time and conditions. A distinct city personality and allure takes form, talent is attracted, and capital pours in. Excellence and diversified development is promoted in all domains, crafting a new atmosphere for Taipei industry.

In the Taipei fashion, culinary, and cultural-creative industries, beyond giving free rein to

innovation, traditional culture and global outlook have also been integrated, creating a style and character uniquely its own. Many common elements of life that we've taken for granted have been given creative added-value, thus showcasing the vibrant originality and industrial dynamism at work here. The international audience has been continually bedazzled, and "Taipei" has become synonymous with fashion, cuisine, and cultural creativity. Whether its handmade shoes and unique apparel from the fashion industry, the transformation of old eateries, the beautification of life through floral design, or the infusion of concrete into everyday articles, all these inject vitality into the city. This has become a key force in Taipei's transformation. 📍

Customized Style – Setting Future Trends

Creatively Playing With Fashion; Pioneering New Currents

Article | Huang Xingruo
Photos | Huang Jianbin



In this era of mass-produced goods, exclusive personally-designed footwear is gradually establishing itself. (Photo: Huang Jianbin)

Leafing through the pages of fashion history, one quickly discovers that trends are often hot for just a moment. Those still standing after undergoing their “baptism of fire” are often dubbed, “classics.” The biggest challenge for the industry is thus how to avoid being submerged in the ever-rushing flow of changing styles. In Taipei, in the midst of the myriad of famous international brands and fast fashions, another wave, fueled by strong design energy and the aid of markets and the Internet, has quietly appeared. These offerings, unique in style and bursting with personality, have been gradually capturing the hearts of ever more Taipei consumers, and of international buyers as well. A new fashion force has been formed that deserves attention.

AIKA Handmade Shoes – Exclusively Custom-Made Finery for the Feet

Shoes are a crucial element in the fashion industry. Nowadays, they are generally mass-produced in large factories. This keeps prices low, but results in a lack of uniqueness. As a result, a demand for customized hand-crafted shoe ware is slowly growing.

The story behind AIKA Handmade Shoes (愛花製作所) is a fashion-industry love story. To reveal his feelings of affection for the “female lead,” the “male lead” designs a pair of Mary Jane shoes on his own. He wins her heart, and at the same moment the idea of making handmade customized shoes is born. The heroine becomes the hero’s partner in both life and business, and because she is a florist, their shop is christened “Love of Flowers” (愛花), translated as AIKA.





At AIKA Handmade Shoes, Chen Yongchang personally crafts high-quality footwear that is comfortable and distinctive. (Photo: Huang Jianbin)

From their beginnings in a small market beside a café, male protagonist Chen Yongchang (陳永昌) and female protagonist Xiuhan (琇涵) traveled all around Taipei, setting up pop-up stores in all sorts of locations, including markets big and small, Eslite (誠品) outlets, and Huashan 1914 Creative Park (華山1914文化創意產業園區). Their reputation slowly spread via word-of-mouth and the Internet, and a solid base of loyal customers was built, including buyers coming from Hong Kong, Europe, and North America.

For Chen Yongchang, handmade shoes have a “true” character that machine-made ones cannot match. From designing, to cutting fabric, to cutting leather, lasting, polishing, sewing, and gluing, Chen brings to life each pair of his shoes exactly in accordance with his clients’ specifications. Each customer picks his or her own materials, colors, and patterns, giving each pair its one-of-a-kind style.

Though rapid change is a fashion industry norm, the confidence that the Chen husband-wife team has in making custom handmade-shoes is constant. “The types that people like may change.” Chen Yongchang says, while adding that price is not always the sole consideration when people purchase. Today one segment may consider brand, while another prioritizes functionality, and another values uniqueness. Makers of custom handmade footwear stand ready to fulfill all such demands.

Chen describes his creations as elegant articles of attire that are comfortable, affordable, and like none other. This enterprise, in which the “AI” in “AIKA” means “love,” is guided by the precise foot measurements taken from each customer. This represents a new and distinct direction in the Taipei footwear industry.



Handmade customized shoes allow each customer to choose his/her own materials, colors, and patterns, giving each pair a distinctive style. (Photo: Huang Jianbin)



LOOPY's Lin Guagua injects unbridled creativity into her fashionable attire. (Photo: Huang Jianbin)

LOOPY – Funny Ideas You Can Wear!

“Too many people nowadays call themselves ‘Gaga’ (嘎嘎), so from this moment forth I shall be called Lin Guagua (林呱呱).” (Note: “Guagua” means a duck’s quack in Chinese.) This was the first statement out of the mouth of LOOPY owner, Lin, when we sat down for an interview. The very definite loopiness of the statement, obviously intended for its shock value, was indeed appropriate considering the surroundings; for the merchandise in this store is all of the same character.

The slang word “loopy” means “silly or goofy,” and at the LOOPY store, nonsense humor is on

display everywhere. People can’t help but break out in smiles and chuckles. The two owners, a male/female team, are strikingly young-looking, and in fact opened their shop when still university juniors.

Laughing, Lin Guagua talks about one item she created while in university. “I studied industrial design,” she says, “and a teacher asked everyone to design a toaster. I drew mine as one of those crocodile-tooth games – finish the game and the mouth would snap shut with a ‘Bang’ and the toasting would begin!” The team’s beyond-the-norm talents, were clearly on display in their college days – but their whimsical ideas were time and again rejected by the instructors. “One factor in finally deciding to open a store was our refusal to submit, and another was our desire to show off the work we were producing; so we started with the Internet, and then just started hustling around to markets.” Voila – LOOPY was born!

In addition to studying merchandise design, the two students were busy learning how to run a shop in their junior year. After working at a loss in the beginning, the shop’s revenue is, at last, positive now. The many setbacks they have faced along the way can be seen as the “high cost of tuition” in their entrepreneurship education, but fortunately through this process they have been able to keep working towards their original goals. As before, they continue to take the “fantasies” inside their heads and turn them into real designs, passing on the joy and mirth they both exude.



LOOPY attire and ornaments display the rich creativity of the designers. (Photo: Huang Jianbin)

With today's emphasis on low price and fast fashion, conditions in the Taiwan apparel industry are very challenging. However, Guagua thinks that MIT (Made In Taiwan) is now synonymous with high quality, and thus they pay great attention to details, from the selection of quality cotton and other fabric, to the work and examinations on whether dyes are eco-friendly or not. In these areas and in all other matters, anything less than precision is not an option. Perhaps this is why LOOPY has seen steady

growth at a time when the overall economy has been stagnant.

Refusing to blindly pursue the trends of the day and sticking to their own path, LOOPY is forging a new direction in the Taipei fashion industry. Bolstered by such things as high-quality fabric and irresistible designs that are humorous and healing, their shop is proof positive of the unlimited possibilities open to young entrepreneurs! 📍

Great Taste With Tradition and Innovation **Old-Time Flavors – New Heartwarming Touches**

Article | Zhang Wenxin
Photos | Huang Jianbin



(Photo: Huang Jianbin)



Honoring their legacy while effecting a transformation, Ren Jialun and her husband have ensured the survival of the 70-plus year-old Hoshing Rice Cake Shop brand. (Photo: Huang Jianbin)

The taking of food is not merely to fill the stomach. It is much more, a veritable “regional embodiment and cultural showcase.” Taipei City is a magnificent grand bazaar of many delicacies, heritage businesses, and innovative cuisine. Taipei “food culture” is an all-encompassing bazaar, extending from major streets down to lanes and alleys. In recent years, the city government has energetically provided guidance to Taipei’s unique industries and enterprises during this transformation. For example, food emporia have been assisted in such initiatives as brand reengineering, marketing, and the building of a convenient and secure payment system. This has enhanced not only the quality of the food and reinvigorated brand value, but also the value of Taipei’s tourism. The innate power of such endeavors cannot be underestimated.

Hoshing 1947 – Every Morsel Crafted With a Sense of Responsibility

Shanghai Hoshing Rice Cake Shop (上海合興糕糰店) opened way back in 1947. Over its 70-plus year history, it had always stood tall as the leading shop of its type at Nanmen Market (南門市場). In recent times, however, it had not been able to appeal to the younger generation’s eating habits, and its consumer base was in decline. Taipei youth seemed to know almost nothing of the wonderful tastes of traditional cakes and pastries.

Second-generation proprietor, Ren Taixing (任台興) knew that his brand must undergo change. But he did not know how to proceed. Later, when his daughter, Ren Jialun (任佳倫) and son-in-



Flavorful cakes and pastries, part of Hoshing 1947's new offerings, retain the old-time tastes and traditions. (Photo: Huang Jianbin)

law, Zheng Kuangyou (鄭匡佑) returned from the UK after completing design studies, they began presenting younger ideas. The decision was made to search for new pathways while upholding old-time taste traditions, so they launched an all-new business in Taipei's old Dadaocheng (大稻埕) neighborhood. Hoshing 1947 (合興壹玖肆柒) is very different from the old family shop in Nanmen Market. The space is intended as a stage on which to tell the story of the family brand. It is not large, but offers a wide selection of snacks around the front door, most of them original items from the old shop. Thus, long-time customers can find familiar tastes in a new space.

Treading a fine line between tradition and innovation, the two generations' ideas are, of course, different, and must be reconciled and polished.



Looking back at the early days of the enterprise, Jialun and husband Kuangyou remember how family members had to be persuaded to adopt the new way of thinking about the brand. This included developing new pastries and creating a new storefront, while safeguarding the family's traditional flavors. Amidst the many trade-offs and challenges they faced, full family support was a constant, and while new-style cakes and pastries were being developed, Jialun's father was there to pass on his baking experience, assuring retention of the original family taste within the new products.

"I'd really like to see our customers' expressions when they taste our fresh-made pastries," he says. Originally said casually as a wish of the owner, this has since become Hoshing 1947's business mantra. Sponge rice cake tastes best when first out of a steamer; but changes when it gets cold or is reheated. To ensure premium taste for patrons, the steamers are kept hot throughout the day from the moment of opening, and items will be specially steamed if any purchaser asks for it. Thus, the fragrant, soft sponge rice cake can be enjoyed while one is still in the store! The master bakers knock the full, plump sponges out of their molds one after another. The full traditional process may be more time-consuming and tiring, but



Healing Herbar innovates while maintaining the traditional beverage and herbal culture.
(Photo: Huang Jianbin)

the delicate taste and dense texture is only possible with the handmade process.

The young husband and wife team has accepted the mission to carry on this heritage shop's legacy, making decisions on what may be changed and what may not. "Our ingredients are all simple and natural. Grandfather passed on these timeless practices. With each morsel, each mouthful, comes great responsibility." They are well aware of the current trend in transforming traditional old shops, and that innovative spatial design and product packaging can dazzle the eye. But to ensure a brand's continuance, "product" is the foundation. Rejecting easy compromise is the path to survival for a vintage brand.

Healing Herbar – Drink a Bowl of Tea for Body and Soul

Healing Herbar (老濟安青草店), a Chinese medicinal-herb shop, is located on Herb Lane (青草巷) in Wanhua District. The family has been in the medicinal-herb trade for three generations, with business steady throughout the years. Nevertheless, proprietor Wang Ronggui (王榮貴) is deeply conscious of the decline in traditional "herbal culture." Consumers just don't know the pros and cons when it comes to distinguishing quality. Therefore, the idea of transformation arise in accordance with the "Rejuvenate Old Shops Project" promoted by the Department of Economic Development, Taipei City Government.

Wang Baiyan (王柏諺) has, since childhood, been at the side of his father learning all he can about herbs, absorbing deep knowledge on different medicines. Leaving his job to run the family business, he worked with his father and a team of professional consultants to change the original inventory area in the rear of the shop into an herbal-culture education space, creating an enterprise and a new brand into the bargain.

As for the attitude that herbal medicine is a sunset industry, Wang feels that this stems from the public's imperfect understanding. Since transforming the place into a tea shop, the old long bar has become more intimate, with customers enjoying a full-set tea-making experience there, while smell-sampling wormwood and learning the virtues of herbs to sight, taste, and touch. Whether it's the office worker crowd looking to boost mood and attitude with a "spirit refreshing tea" (神清氣爽茶), or the people wanting to enhance health and fitness with the "humifuse euphorbia herb and isatis root tea" (地錦板藍茶), consumers learn how to heal internally through external application. Offerings such as those mentioned transform medicinal herbs into tea drinks consumers can more easily accept. And in addition to beverages served on-site, takeaway bottles and teabags are also offered.

Healing Herbar has transformed itself into an herbal-tea bar, and provides patrons with fun DIY tea-drink experience.
(Photo: Huang Jianbin)



Healing Herbar has recast itself into a new-style space attracting young people to learn about herbal culture.
(Photo: Huang Jianbin)

Only by marrying innovation and precedent can there be herbal culture survival. Transformation of sales space and packaging can indeed attract a more diversified customer demographic. Healing Herbar also cooperates with community groups in staging promotional events, and hopes that the utilization of cultural guides will help people know the medicinal-herb trade better, while preserving the knowledge and old-time beverage traditions passed on by ancestral generations. 📌



Transforming the Mundane Into Magic

Design Ingenuity Brings Soft Warmth to Daily Living

Article | Zhang Wenxin

Photos | Liu Deyuan

Taipei is a city where myriad forms of design ingenuity converge. Besides its Huashan (華山) and Songshan (松山) cultural-creative parks, markets of cultural products and design exhibits happen throughout the city, presenting a new vista of boundless horizon. In recent years, major design events have been staged, including the World Design Capital Taipei and the Taiwan Design Expo, each gathering together creative energy of many types. These events provide opportunities for the public to come into contact with the elements and principles of design. For designers, the foundation from product development to brand building depends equally on new ideas as well as cooperation from the industry chain, accomplishing creativity sustainability.

22 Design Studio – Design Begins With the Heart

In the basement and first floor of an old residential building, designer You Shengyao (游聲堯) leads a young work team in making warm everyday products out of cold, hard concrete. In 2005, just after graduating from university, You and fellow designer Zheng Yiting (鄭伊婷) began pouring their youthful passion and energy into marketing their own invention – concrete rings. Initially they



The floral-design as well as flower and plant industries are flourishing, enriching the texture of daily life. (Photo: Liu Deyuan)

simply displayed their wares on rugs they'd laid out, but the goal was to found a studio, so a fundraising campaign was launched to allow them to set up their own establishment with their own design brand. Both aged 22 at the time, they decided on the name



Translating creative ideas into merchandise is the route to industry longevity. (Photo: Liu Deyuan)

“22 Design Studio” as this was the fountainhead year of their dream and mission. The moniker serves as a constant reminder to them to never forget their original aspirations.

Concrete watches were the first 22 Design Studio product to gain public recognition. The firm brought attention to the brand through the Zeczec (啧啧) fundraising platform. The capital-raising effort was successful, and designer You turned a creative idea into a commodity, followed by the opening of their brand-concept store. The 22 Design Studio product line now includes mechanical pencils, plus a variety of timepieces, including “4th Dimension Watches” (四度空間腕錶), and the line is constantly being extended. In light of the adverse yield rates when working with concrete, each innovation is a daunting challenge and a sterling accomplishment.

When people say that fundraising is an easy path to realizing one’s dreams, You begs to differ: when making use of a particular platform, success comes not from luck but from whether a designer’s concept



A product of creative thinking transforms cold, hard concrete into a timer that emits soft warmth. (Photo: Liu Deyuan)



You Shengyao pours passion and creativity into what is otherwise a cold material in his concrete creations. (Photo: Liu Deyuan)

or idea can be commercialized. A newly created brand must consistently tell a story, and maintain continual interaction with its market. In particular, crowdfunding is dependent on the trust that investors have in the brand. “Sincerity” is required for the products to receive continued support, and it is through fundraising platform feedback that one learns whether a creative idea fits market demand or not.

Hidden, appearing almost incognito, down along a quiet neighborhood alley, the 22 Design Studio is home to a studio and a production workshop. A number of other designers, who are also neighborhood residents, also took part in



establishing the enterprise. Hence, as with many lanes and alleys, in which individuals from different homes come together, take care of each other, and share resources, at 22 Design Studio a small-scale design settlement has sprung up. This has become a kind of role model for the design industry in Taipei, leading to innovative design blossoming everywhere.

S. FLOWER Arrangement – Bringing the Natural Into Our Lives

The floriculture and floral-design industries have always been inseparable. Flowers and plants are used to decorate and beautify environments, and the floral arts are central to such celebrations as Chinese New Year. The result has been uninterrupted growth for the two sectors. This is not only an indicator of the enhancement of people's life aesthetics, but has also become an important measure of economic development.

Cultural-creative development has become a driving force in Taipei industry, with young people coming together to share ideas and resources, spawning new products of tremendous variety. (Photo: Liu Deyuan)



Shi Renjie (石仁傑), the floral designer at S. FLOWER arrangement (S. FLOWER 石花·藝), has been practicing his art for almost 20 years. He grew up watching his flower-loving mother, along with a neighbor who operated a florist shop, plants to embellish their living environments. His own interest in flowers bloomed naturally from this, and their influence on him was so powerful that he became a practitioner of “floral-art living” (花藝生活), dedicated to the cultivation of natural design concepts in daily life.

Taipei is surrounded by mountains, so getting close to nature is easy. There are also many flower markets and floral-design exhibitions, and easy access to abundant information on international fashion trends, as well. The result is a long-flourishing floral-design industry, which, in recent years, has emerged as a popular option for start-up initiatives by young entrepreneurs. Many people harbor an almost boundless romantic notion about



The floral-design industry promotes agribusiness and also makes life more colorful. (Photo: Liu Deyuan)



the glory days of floral-art design, but Shi counters with his tale of behind-the-scenes challenges and hardships faced in this industry. First, the cost of flowers is a very big challenge. In satisfying demand for high-quality products, the price of flowers is consistently exorbitant. And because Taiwan's production techniques have not yet reached maturity, this is especially true for the preserved flowers that have become so popular in recent years. Designers nevertheless seek to provide the most beautiful work for their customers, creating ever more pressure on profit margin.

Currently, the majority of S. FLOWER arrangement's customers are businesses. This differs somewhat from the average small florist shop, both those on major streets and the ones down lanes and alleys. Whatever the size of the shop, however, e-commerce has become an important business tool. It has brought greater convenience for floral designers and, just as importantly, highlighted the value of professionalism. This means appreciating a flower's structure and appearance, and also having an artistic and aesthetic appreciation of its beauty. If such foundational skills are lacking, investing capital too quickly can be risky. In recent years Shi's focus

has been teaching and working creatively, and he has received many invitations from mainland China. He sees this as undoubtedly a benign and positive stimulus for the Taiwan floral-design industry.

Floral design brings the natural world into daily life, and significant vitality and color to a concrete city. The hard work of floral-design entrepreneurs is a key element in the flourishing vigor of Taipei's industrial development, and simply adds beauty to urban living. 📍



Shi Renjie uses floral art to provide life with a little more excitement. (Photo: Liu Deyuan)

With Taipei Fun Pass, Travel Around Northern Taiwan With No Limits!



Article | Department of Information and Tourism, Taipei City Government
Photos | Taipei City Government Department of Information and Tourism, Taipei 101 Observatory, National Palace Museum

Taipei Fun Pass (北北基好玩卡) is your best choice for traveling around northern Taiwan. With this pass, you can visit popular attractions in Taipei City, New Taipei City and Keelung City, and also take unlimited rides within the validity of the pass. The best part is you will save travel expenses and there's no need to waste time lining up for tickets!

Taiwan's First Pass to Combine Transportation and Attractions

You can choose Taipei Fun Pass – Unlimited version, which is the very first pass in Taiwan to combine attractions and transportation, or Taipei Fun Pass – Transportation version, which is good for

transportation only. Both passes allow you to take unlimited rides within their validity on Taipei MRT, Taipei City and New Taipei City buses (except buses with four-digit route numbers), and on five Taiwan Tourist Shuttle (台灣好行觀光巴士) routes, including Yangmingshan (陽明山), Yehliu (野柳), Pingxi (平溪) and others.

The Unlimited version allows admission to 12 attractions, including Taipei 101 Observatory (台北101觀景台), National Palace Museum (國立故宮博物院), Yehliu Geopark (野柳地質公園) and even the National Museum of Marine Science & Technology (國立海洋科技博物館) in Keelung. You will explore the rich cultural landscape of the northern Taiwan to your heart's content!



At Taipei 101 Observatory, one can enjoy a panoramic view of Taipei City. (Photo: Taipei 101 Observatory)

Take Taipei Fun Pass Along for Some In-depth Exploration

Besides transportation and tickets, Taipei Fun Pass also offers package tours. You can buy fresh local ingredients at morning markets, and a chef will help you prepare local dishes. You can enjoy authentic Taiwanese delicacies and watch an amazing puppet show at the same time. With a half-day or one-day local excursion,



The Unlimited version of the Taipei Fun Pass offers admission to 12 popular attractions in northern Taiwan. (Photo: National Palace Museum)

you will get to see, taste, and experience the real northern Taiwan lifestyle firsthand!

The Taipei Fun Pass website and App provide fascinating historical package tours in the authentic Taiwanese style. These are sure to satisfy your every wish for food, accommodation, sightseeing, shopping and transportation. You will have fun traveling around Taipei City, New Taipei City and Keelung City in an economical and convenient way. 

Taipei Fun Pass

Taipei Fun Pass
Website



Web

To download App,
please scan



App

The Unlimited version of Taipei Fun Pass includes entry tickets for the following 12 attractions:

Taipei 101 Observatory, National Palace Museum, the Main Building of Chiang Kai-Shek Shilin Residence (士林官邸正館), Taipei Children's Amusement Park (台北市兒童新樂園), the Ferris Wheel at Miramar Entertainment Park (美麗華百麗園摩天輪), Tamsui Historical Museum (淡水古蹟博物館), Gold Museum (黃金博物館), Yehliu Geopark, Juming Museum (朱銘美術館), Sky Lantern Police Station (波麗士天燈館), the National Museum of Marine Science & Technology and return boat tickets from Tamsui to Fisherman's Wharf.

Taipei Fun Pass

	Type	Scope
	 <p>The Unlimited version</p> <p>Entry tickets to must-see attractions & unlimited transportation rides</p>	 <p>The Transportation version</p> <p>Unlimited transportation rides</p>
Price	1-Day Pass/2-Day Pass/ 3-Day Pass NT\$1200/1600/1900	1-Day Pass/2-Day Pass/3-Day Pass/5-Day Pass/Maokong Gondola 1-Day Pass (貓纜一日券) NT\$180/310/440/700/350
Entry tickets for 12 popular attractions		
Unlimited rides on Taipei MRT		
Unlimited rides on 5 Taiwan Tourist Shuttle routes		
Unlimited rides on Taipei & New Taipei City buses (except buses with 4-digit route numbers)		
Exclusive electronic discount vouchers		
Discounts at over 100 authorized stores		



Spring, Happiness, Love 2018 Taipei City Azalea Festival

Article | Chang Wenxin

Photos | Huang Jianbin, Taipei City Government Department of Information and Tourism,
Shutterstock.com

(Photo: Department of Information and Tourism, Taipei City Government)

The blooming of flowers all over Taipei City celebrates the arrival of spring. The weather is getting warmer, and it's time for flower season! Starting with the Yangmingshan Flower Festival (陽明山花季), and followed by the Taipei City Azalea Festival (台北杜鵑花季) and Zhuzihu Calla Lily Festival (竹子湖海芋季), everyone can enjoy the colorful sea of flowers that greets springtime.

The Key to Predicting Azalea Blossoms

Azaleas are no strangers to Taipeiers, they can be found all along downtown streets and in the many parks. They are Taipei's official city flower, and have enjoyed a long relationship with this city. But as familiar as the azalea may seem, there are things about it that you and I might not be aware of.

According to Yu-Sen Chang (張育森), professor of the Department of Horticulture and Landscape

Architecture, National Taiwan University (台灣大學園藝暨景觀學系), there are five kinds of azaleas in Taiwan: Taiwan's native azalea, which grows at mid to high altitudes; the Belgian Azalea, which has multiple petals, just like roses; the colorful Satsuki Azalea; the Kurume Azalea, which has smaller flowers and leaves; and the Hirado Azalea, which is common to Taipei. These varieties have their own shapes and growth features, but are all fun to see, and worthy of your attention.



How does one predict when a particular blossom will arrive? Chang lets us in on why "5.8mm" is the key. "The azalea blossoms in March, but buds form around the end of summer or the beginning of fall the previous year. When the outside temperature drops to create perfect conditions, the flower starts to bloom in response." Chang has studied azaleas for a long time and knows that when a bud reaches 5.8 mm in width,



Professor Yu-Sen Chang introduces tips for appreciating azaleas. (Photo: Huang Jianbin)

the temperature on that day can help predict when blossoms are likely to appear. This year, fluorescence should begin in early March, but it might be late due to all the cold snaps we've experienced this year. So – when the weather gets warmer, the blossoms will arrive, and we can all enjoy a colorful azalea feast!

A Floral Rendering in Watercolor Displays the Charms of Spring

The theme of the 2018 Taipei City Azalea Festival is: “Spring, Happiness, Love” – an invocation to the Goddess of Spring to bring good news and much happiness and love to this city. With that in mind, the world famous

graphic designer, Qing-Yang Xiao (蕭青陽) was invited to design the festival's main visual effects.



Different from the coldly-toned designs of years past, Xiao employed watercolor to render flowers in a romantic vision of spring. Xiao hopes the beauty of his flowers will gain people's admiration, and make them feel like painting blossoms themselves. His text is formed by scripts decorated like wrapping paper patterns, suggesting that beautiful azaleas are wrapping up the city and decorating Taipei.

Discussing the inspiration he gets from azaleas, Xiao hums a song from his childhood: “In gentle March days, azaleas bloom on the hills and along the creeks, how beautiful...” Xiao has noticed that many elders still like to sing this song, and choose azalea stickers to send to their family and friends. This ably shows that the azalea is pleasing and familiar to elders – close to people's hearts and part of their daily blessings. In spring time, the azalea is just the perfect thing to share with people you love. Xiao's creation



Qing-Yang Xiao has designed the 2018 Taipei City Azalea Festival's main visual effects.
(Photo: Huang Jianbin, Taipei City Government Department of Information and Tourism)



Azalea blossoms announce the arrival of spring. There are many places downtown to view them. (Photo: Shutterstock.com)

process in the run-up to this festival made him more interested in azaleas. “During the actual painting, I had many questions and wanted to learn more about this flower. And when I did learn more, I found even more beauty in it.”

Flowers, Music, Picnicking – Enjoy a Happy Time!

Chu Pin-ze (朱品澤), Chief of the City Tourism Division of the Department of Information and Tourism (觀光傳播局城市旅遊科), says that by making the Azalea Festival more “localized, international and industrial,” he hopes that increased numbers of people will come to enjoy the fun of the blossoms. This floral extravaganza starts on March 14th and features such events as speeches and tours hosted by Daan and Zhongzheng District Offices; the “Azalea Classical Music Festival” (杜鵑花古典音樂祭), held at Taipei Zongshan Hall (台北市中山堂) and Daan Park (大安森林公園); the “Happiness Carnival” (幸福嘉年華) market near Grace Baptist Church (懷恩堂) on Xinsheng South

Road (新生南路); and the “Picnic Concert” (千人野餐音樂會) at Daan Park. These events are sure to deliver what the pretty little azalea symbolizes: “Happiness and Love” to our city.

In addition to participating in these events, you can also wander around and drink in the sea of azaleas at many spots, including the NTU campus, Daan Park, and along flowery downtown streets. You can take buses running along Zhonghua, Ren'ai,



Different kinds of azaleas have different shapes and growth features. Pictured is the Hirado Azaleas. (Photo: Department of Information and Tourism, Taipei City Government)

Xinyi and Xinsheng South Roads (中華路、仁愛路、信義路、新生南路) to view the gorgeous azaleas in the south part of town. In addition, the Festival has worked with the commercial districts of Gongguan (公館) and Shida (師大) to host the “Spend 100, Win a Flight Ticket!” shopping event. Why not combine blossom viewing, shopping

and dining delights to create a wonderful spring adventure for you and your family!

In March, you can see graceful azaleas in Taipei, and find cherry blossoms and calla lilies in Shilin and on Yangmingshan. On warm spring days, go outdoors and enjoy the beautiful springtime! 📍



Azalea Season Viewing Guide



2018 Yangmingshan Flower Festival
2/22 (Thu)~3/25 (Sun)
Yangming Park in Beitou Dist.

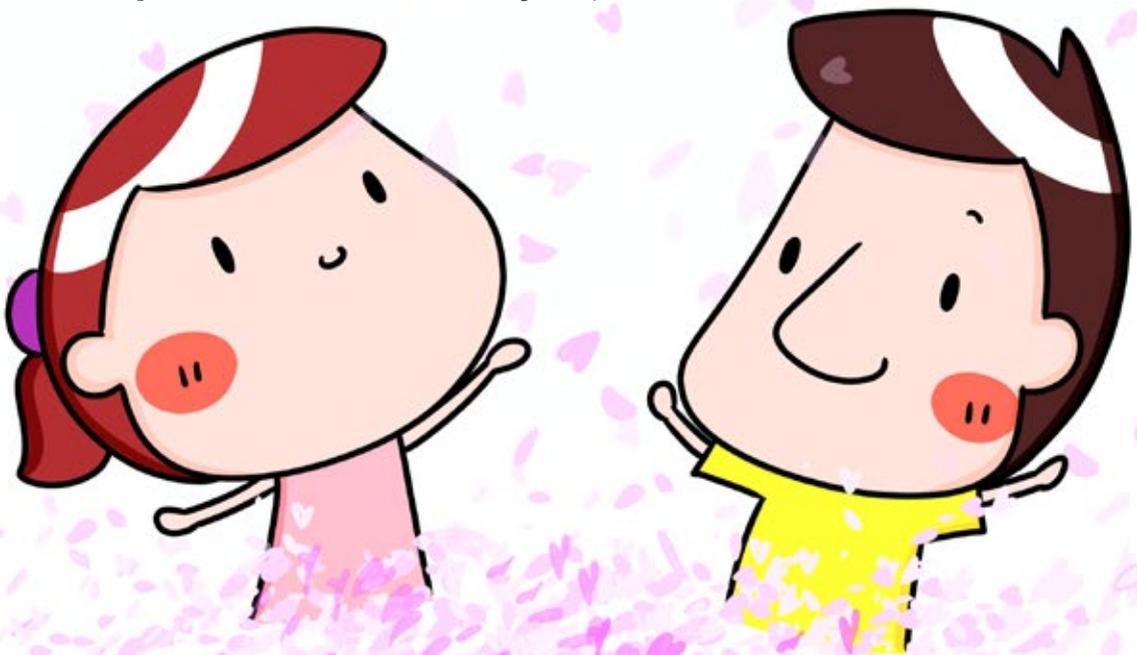
2018 Taipei City Azalea Festival
3/14 (Wed)~4/15 (Sun)
Scan QR Code for details



2018 Zhuzihu Calla Lily Festival
3/30 (Fri)~4/29 (Sun)
Zhuzihu, Yangmingshan,
Beitou Dist.

Two Cultures United Through Flowers

The cold winter is about to end, and it's getting warmer everyday. Such weather is perfect for wandering the streets of Taiwan, checking out the lovely pink cherry blossoms. Before coming to Taiwan, I never thought I would see cherry blossoms like I saw in my birthplace, Japan. In Japan, the cherry blossom season is also the period for starting and graduating from school. It's a time for experiencing "starting anew" and "moving on" with this flower alongside, so we have special feelings for it. I can't help wondering what kind of experiences this flower will lead us through this year.



S. Iku

Written/Illustrated by Teacher Iku (Iku Sato)

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SPRING 2018 Vol. 11



Beitou's Old Houses and Local Celebrities

Article | Chung Wen-Ping Photos | Chic-Jen Yan, Wang Xiaojing

Compared with the hustle and bustle of downtown Taipei, Beitou is an oasis of tranquility, with its steaming hot springs and shady old trees. It is great for short visits and stays, and also a perfect place to settle down, with many politicians and celebrities choosing to live here over the years.

The former residences are now sites where one can explore history, think of the good old days, and take a peek at how those celebrities lived. As soon as you leave MRT Xinbeitou Station (新北投站) and walk along Guangming (光明路) and Youya Roads (幽雅路), you'll see old storied houses hidden among the trails and valleys. The tales told within their walls

trace the times and culture of this hundred-year-old hot spring town, Beitou.

Beitou Plum Garden – Yu Youren

Yu Youren (于右任) was a *Juren* (舉人) in the late Qing dynasty, that is, he was a qualified graduate who had passed the regional imperial exam. He founded the *Shenzhou Daily* (神州日報), *Min Li Pao* (民立報) and other publications, and is considered “the father of modern journalism.” During his term as President of the Control Yuan, he became renowned as “the father of the control system” too.



(Photo: Chic-Jen Yan)

Plum Garden, an old building in a hybrid Japanese Western style, is enriched by its history and traces of Yu Youren's life. (Photo: Chic-Jen Yan)



He is best known as a calligrapher. Following the guiding principles of “easy to recognize, easy to write, accurate and beautiful”, he created Standard Cursive Script, which combined *Wei Bei* (魏碑), Standard Script, and Running-cursive Script. This brought him much praise as the “master of modern cursive calligraphy”.

Plum Garden – An Exclusive Spot Isolated From the City

Yu was a man of the people and easy-going. In 1952, he chose this building, designed in a hybrid Japanese Western style, as his retreat, naming it



(Photo: Chic-Jen Yan)

Plum Garden 北投梅庭

📍 6, Zhongshan Rd., Beitou Dist.
(北投區中山路 6 號)

☎ (02)2897-2647

🕒 Tue~Sun 09:00~17:00



Plum Garden's environment is tranquil and exquisite; Yu's calligraphy work is displayed in the study so that visitors can appreciate this sage's style. (Photo: Chic-Jen Yan)

Meiting (梅庭), or “Plum Garden.” It was a place where Yu could get away from the summer heat and avoid people who wanted to come wish him “Happy birthday!”

Built in the 1930s, Plum Garden is situated at what was considered a very exclusive spot, with a creek in front and mountains at the back. The wooden Japanese-style main building has two stories which fit into Beitou's mountainous landscape perfectly. The building has battlement-style outer walls, and being built into a hillside, the upper level is actually the ground floor. It was constructed with a stone foundation, black roof tiles and lattice windows. The lower level is built of reinforced concrete, and there's an air-raid passage connected to the back yard for urgent escape. Besides the eye-catching feature of Yu's own Chinese characters spelling out “Meiting” on the doorpost, there's also a display of his calligraphy set up in the room where he often lingered: his study. In this display, visitors can appreciate Yu's free-flowing and powerful calligraphy, and his natural and attitude-free sagacity. 



Additional Introduction of the Old Xinbeitou Train Station

In 1916, a new Beitou-Xinbeitou branch line was built. This provided direct access to the hot spring area, and became dubbed “the Bathhouse Line.” In 1988, construction started on MRT Xinbeitou Station and the old Xinbeitou rail line was ripped up. The station building was bought by an amusement park in Changhua (彰化), but later donated back to Taipei City Government. It was then relocated to a spot 50 meters away from the original site, and reassembled in 2017. Now it functions as a center for local Beitou arts and culture. Having survived construction, expansion, suspension, abolition, relocation and return, this 100-year-old train station has experienced quite a journey – and now it invites you to relive it all!

Xinbeitou Train Station 新北投車站

 1, Qixing St., Beitou Dist.
(北投區七星街1號)

 (02)2891-5558

 Tue~Sun 10:00~18:00



(Photo: Wang Xiaojing)



Marshal Zen Garden and Zhang Xueliang

Article | Chung Wen-Ping Photos | Chic-Jen Yan



Zhang Xueliang's former temporary residence in Beitou, Youya Guest House has been converted into a hot spring restaurant: Marshal Zen Garden, a popular tourist spot. (Photo: Chic-Jen Yan)

After Zhang Xueliang's (張學良) former Beitou residence of two years, Youya Guest House (幽雅招待所) was converted into a hot spring restaurant: Marshal Zen Garden (少帥禪園), a new era of cross-Straits tourism began. This place soon became a popular spot for tourists from Taiwan, Hong Kong and Mainland China. Many people wanted to go and find out how good the dishes Zhang and his wife, Lady Zhao (Zhao Yidi; 趙一荻), favored, such as prawns, croakers, and wild mountain vegetables were. If Zhang were around today, would he laugh about it, or would he sigh with resignation: "Losing forty years of freedom is a fair thing" as he did in his later days?

Known as the "Young Marshal," Zhang was the main character in the Xian Incident, and the son of "Old Marshal" Zhang Zuolin (張作霖), one of the Fengtian Clique warlords during the early years of Republican China. After the civil war with the Communists, the Young Marshal came to Taiwan with the Nationalist government. In 1946, he was placed under house arrest in Taoshan Village, Wufeng Township, Hsinchu County (新竹縣五峰鄉桃山村). But, starting in 1959, while his residence on Fuxing Third Road (復興三路) in Beitou was under construction, he spent two years at Youya Guest House, which had been the high-end Hsinkao Hotel (新高旅社) in the Japanese era. It's hard to say if the



The Young Marshal course combines seafood with local ingredients, keeping the original flavor of the food while enhancing its umami. (Photo: Chic-Jen Yan)



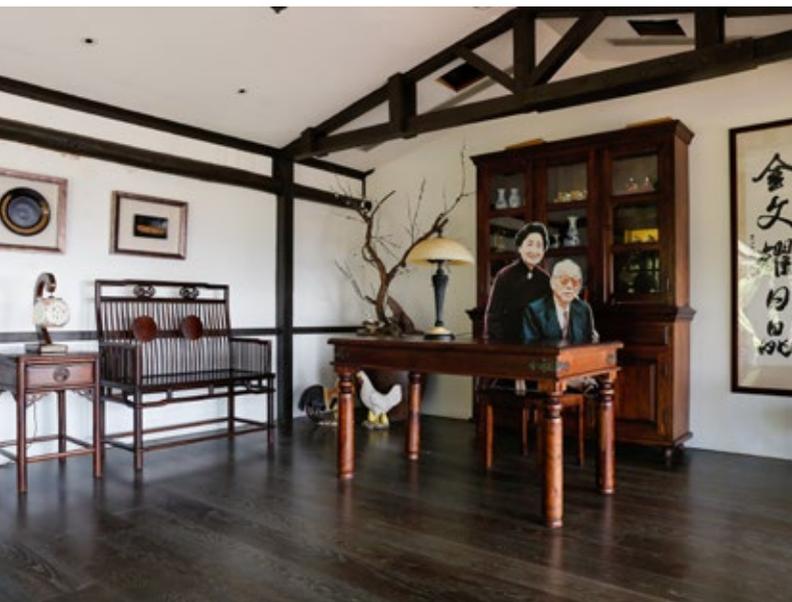
Young Marshal's merits offset his faults or not, but all these residences were carefully chosen with him in mind. They were all surrounded by deep slopes and gullies, which hindered flight. One can only assume that for a free-spirited person like him, gourmet food would provide the only escape from the endless drudgery of prison life.

Have a Taste of the Young Marshal's Private Cuisine

Back in the old days, the kitchen of the Old Marshal's mansion was never short of chefs expert in the cuisine of a variety of regions. They made more than 400 dishes from a variety of regions, so Zhang learned to appreciate gourmet delicacies but was not picky about any particular food. One of his favorites was prawns. Starting in 1928, Zhang's chefs always made him a late-night supper to bolster his health, and the main course often included shrimp and prawns. While he was under house arrest in the mountains of Taiwan, he kept

occasional contact with local people and came to love the wild vegetables and game they gave him. He enjoyed these ingredients no matter how they were prepared, be it grilled, steamed or boiled. It might be that this kind of spontaneous diet helped bring him longevity in his wandering life. Living to the age of 101 has made him a legend for sure!

Taking its cue from history, Marshal Zen Garden has designed the "Young Marshal," "Old General" and "Lady Zhao" seasonal courses. Spiced by their place in history, these meals take on special flavor indeed! The Young Marshal course includes seafood, local ingredients, and the north-eastern Chinese staple: multigrains, resulting in a simple, delicate taste. His wife Lady Zhao was under house arrest with him as well. Born in a prominent family and deeply influenced by Western culture, she was good at cooking Oriental ingredients in a western style, and catered to Zhang's love for seafood too. With the Lady Zhao all-fish course, you can enjoy one type of fish cooked in several different ways,



Zhang Xueliang's sitting room in the Marshal Zen Garden is well preserved and open to the public. (Photo: Chic-Jen Yan)



The hot spring restaurant, Marshal Zen Garden is a popular spot for tourists from Taiwan, Hong Kong and Mainland China. (Photo: Chic-Jen Yan)

which takes seafood cuisine to the next level. The Old General course adopts the dishes and ways of cooking employed at the Old Marshal's mansion. For example, Tiger Paw Stew (pork tendon), was one of mansion chef's most famous concoctions, while another, Marshal Threadfin took Taiwanese threadfin, fried it until its bones were crispy, then covered it in sauce rendered from another threadfin. The thick sauce and rich fat of the fish brought out the ultimate in umami succulence!

Zhang's old sitting room is still well preserved. The only Zhang Xueliang Memorial Pavilion is there, with its wooden statue facing northeast, looking out towards the hometown he never had a chance to return to. Come here to learn the intriguing story, pay homage to the Young Marshal and Lady Zhao's century-long love, and experience first-hand the feeling Zhang had when he wrote "Living quietly in the mountains, the heart is saddened by rain." These storied old houses in Beitou are just waiting for you to visit! 📍



(Photo: Chic-Jen Yan)

Marshal Zen Garden 少帥禪園

📍 34, Youya Rd., Beitou Dist.
(北投區幽雅路34號)

☎ (02)2893-5336

🕒 10:00~21:00 (Opening hours for the restaurant, hot spring and tea house are different. Check the official website for more details.)

🌐 www.sgarden.com.tw





Long Nice Hot Spring and Japanese Crown Prince Hirohito

(Photo: Chic-Jen Yan)

Article | Chung Wen-Ping Photos | Chic-Jen Yan

In 1895, the first privately-owned hot spring hotel, Tianguan (天狗庵), opened along Beitou Creek (北投溪), kicking off a love affair between Taiwanese people and the spa experience. In around 1907, inspired by this new type of hostelry, Beitou residents set up a sento (pay public bathhouse in Japanese), which consisted of a rustic wood and stone hut under the second taki of Beitou Creek. (The Japanese word taki refers to a small waterfall at where the riverbed drops.) This hot spring waterfall was situated appealingly close to the sento entrance, and the bathhouse was named Taki No Yu (瀧乃湯), now rechristened Long Nice Hot Spring. As the admission was only 3 cents (in old Taiwanese money), it was also dubbed San Xian Jian (三仙間), or Three Cent House. This was the first hot spring pool opened to the public, and is still the oldest existing bathhouse in Beitou.

From its wooden building to its stone pools, Long Nice Hot Spring preserves its history well. In the yard, you will see the “His Imperial Highness Crown Prince of Japan’s River Crossing Memorial,” celebrating Crown Prince (later Emperor)



The “His Imperial Highness Crown Prince of Japan’s River Crossing Memorial” is an important historical relic marking the visit of Japanese Crown Prince Hirohito. (Photo: Chic-Jen Yan)



The original stone pool at Long Nice Hot Spring. (Photo: Chic-Jen Yan)

Long Nice Hot Spring 灌乃湯

📍 244, Guangming Rd.,
Beitou Dist.
(北投區光明路244號)

☎ (02)2891-2236

🕒 06:30~21:00
(Closed on Wed)



Hirohito's Taiwan trip. Erected in April 1923, this stele might seem humble, but it is an important historical relic marking the Japanese royal family's visit to Beitou.

Crown Prince Hirohito was a student of science, and he had heard that Beitou Creek was one of only two hot springs in the world that contained a rare radioactive mineral. So, on his visit to Beitou, he decided to walk into the creek to investigate. Naturally, concerned for a royal family member's safety, his entourage scurried around the second taki of Beitou Creek, seeking flat rocks to use as stepping stones. After that, these stones were carefully mounted and given the official name: "His Imperial Highness Crown Prince of Japan's Stepping Stones for River Crossing," with a stele alongside to tell the story.

Preserving the Original Hot Spring's Look

By the end of World War II, most of these stones had disappeared. People erected another memorial to His Imperial Highness Crown Prince, but it was pulled down by persons unknown and scattered along the road. Lin Jiahuei (林佳慧), the third generation owner of Long Nice Hot Spring, recalls that when her grandfather first took over the business, he found

this stele abandoned on Beitou Creek, next to the bathhouse. He thought it looked like good quality stone, and that it would be a shame to leave it lying there. So, he took it back and placed it in their yard where it still sits. She says with a smile, "When I was a kid, I didn't realize this stone stele's historical significance, and often used it as a stool to sit on."

Now, Emperor Hirohito is long gone, but the ancient hot spring flows on just the same. Lin says that in the early days, women were not allowed to enter hot spring pools, so at first, Long Nice Hot Spring only offered bathing for men. Those pools were built with local stones from Qilian (唎哩岸) and sealed with a slurry of sulfur to prevent erosion and osmotic infiltration from Beitou's green sulfurous spring water. This is why these pools still keep their original Meiji Sento look. Not until Lin's grandfather took over the operation did they build women's pools, also out of Qilian stone, which gives them a rustic and old-world look. Today, mining restrictions prevent the removal of any more stones from Qilian. In the early days, there were three famous hot springs in Beitou: Long Nice Hot Spring, Xingnai Hot Spring (星乃湯), also known as Yitsun Hotel (逸邨大飯店), and the Yinsong Building (吟松閣). Now only Long Nice Hot Spring remains. Come to Beitou on a cold day, enjoy its hot springs and feel refreshed. 📍

• The Fusion of Old and New

Jodori Area Along Zhongshan N. Road & Chifeng Street – The Epitome of a Hardworking Community

Article | Gao Suiping

Photos | Huang Yufan, Liu Deyuan, Central News Agency, UDNdata, Taipei City Archives

As the years passed by, Taipei's backstreets adopted both old and new aspects, depending on which historical period or dominant culture had left its mark. The Jodori (條通; backstreet in Japanese) area along Zhongshan North Road (中山北路) has transcended its past as an elegant Japanese-style dormitory area, to become what it is now – a hustle and bustle business district flashing with neon lights! On Chifeng Street (赤峰街), old secondhand car parts stores and new hipster boutiques co-exist amidst the overflowing humanity. Strolling these timeless backstreets in the old town area, one can always find interesting stories and surprises.



Taipei's most modernized road in 1957: Zhongshan North Road. (Photo: Taipei City Archives)



The Jodori area in 1959. The old look no longer exists, but prosperity and a Japanese ambience have remained. (Photo: Central News Agency, *Taipei Pictorial* Issue 599)

Jodori Area Along Zhongshan N. Road – A Tranquil High-End Residential Area in the Bustling City

During the Japanese era, in order to provide Royal Family members and their ambassadors easy access to Taiwan Grand Shrine, a new thoroughfare was built: Chokushi Road (敕使街道), now Sections 1 to 3, Zhongshan North Road. The wide and straight Section 1 is still one of the busiest routes in Taipei City. But when you walk into the backstreet area where it meets Nanjing East Road (南京東路), you'll encounter a complete different atmosphere.

Encompassing Taiwan Sotokufu (台灣總督府; Office of the Governor-General), now Office of the President, and the nearby Taipei Imperial University

(台北帝國大學), now National Taiwan University (NTU; 國立台灣大學), the area defined by the east side of Zhongshan North Road, west side of Xinsheng North Road (新生北路), south of Nanjing East Road, and north of Civic Boulevard (市民大道) was designated as a residential neighborhood for Japanese officials and renamed Taishocho District in the Taisho era. The dormitories here were each 265 to 330 square meters in size and built in the predominant Japanese style of the time, i.e. a high-end single-family wooden dwelling with a yard. Residents here were all important Japanese officials with no commoners to mingle among them – a luxurious and grand residential district indeed!

After the Restoration in 1945, the Japanese left, and some of these houses were taken over by Taiwanese. But with more and more people moving into this area, these single-family dwellings were



In the Japanese era, the Jodori area along Zhongshan North Road was a high-end residential district, and the name "Jodori" has been preserved. (Photo: Liu Deyuan)

gradually torn down and brick apartment buildings built to take in more families. When the economy recovered after the war, numerous stores selling *qipao*, or cheongsam, or imported goods were opened along Zhongshan North Road, and many banks chose this area to set up their branches. Situated in a good location, the Jodori area of Zhongshan North Road became the first choice of civil servants, lawyers and doctors. In the early evenings, every family lit a coal fire to prepare dinner, and the smoke rose from their chimneys. Young kids gathered along the side of Linsen North Road (林森北路) and Tianjin Street (天津街), which were just big ditches back then. They fished, played and laughed. All of this made for a vibrant scene welcoming people back to their warm, sweet homes after a long day at work.

When former president Chiang Ching-kuo (蔣經國) and his family first came to Taiwan, they

A street scene on Chifeng Street in 1964. In those days, buildings were mostly townhouse-style Japanese dormitories and Taiwanese bungalows. (Photo: UDNdata, *Taipei Pictorial* Issue 599)



resided at No. 18, Changan East Road (長安東路) until 1969. Later on, the house was torn down to facilitate road widening, so he and his family moved to Quihai House. The Chief of Zende Village (正得里), Wu-su Hsiusha (吳蘇秀霞) has been living in the Jodori area since 1966. According to her, with government administration offices nearby, this part of the Zhongshan North Road neighborhood is a good place to do business. Once the Japanese left after the war, Taiwanese started to move in, and the Jodori area became known as a place where everyone worked hard and lived a simple and stable life.



From the early days until now, Jiancheng Park has been a favorite children's playground. (Photo: Huang Yufan)

Flashing Neon Lights Brighten Bustling Nights!

In the 1980s, Taiwan and Japan traded frequently, with many Japanese companies opening along Zhongshan North Road Sections 2 and 3. After a big “clean up” by the authorities, some restaurants that used to be located around Beitou hot springs moved to Jodori, so that they could continue serving Taiwanese and Japanese customers. When the lights came on in the evening, the whole Jodori area blossomed into the entertainment district that the Japanese loved most. In those back alleys were Japanese diners, Karaoke places, and eateries of all kinds. Tricycles were parked at the entrance to each alley, just waiting for customers to beckon. The whole neighborhood was crowded and bubbling with a lively atmosphere, which, in the memories of many, now serves as a miniature image of Taiwan's golden age.

According to Wu-su, people often have a mistaken notion that with so many bars and restaurants, Jodori must have been a place where good and bad mingled, and safety concerns were an issue. However, in fact most businesses were willing to take part in community activities and got along with

local residents. Their customers usually left before midnight, and never affected the daily lives of people there one bit.

Authentic Food Brings a Taste of Old Japan

Nowadays, most of the Jodori bars are closed, and the bustling nightlife is no longer to be found. Instead, ramen shops, eel houses and bistros have sprung up, providing authentic Japanese food for Taipeiers. This area has become a top choice for foodies, and proudly maintains its Japanese ambience in the old Jodori style.

One can wander along Zhongshan North Road, drinking in the tranquility of the Japanese era, while being fully present in the culture and energy of new-look Taiwan. The past century seems to be flowing by within your reach!

Chifeng Street – From Poverty to Prosperity

Not far from Jodori along Zhongshan North Road is Chifeng Street. In the Japanese era, many officials lived here because it was close to government office buildings. Also, a lot of Taiwanese blue-collar workers dwelled here because it was close to Dadaocheng and Yenping North Road (延平北路). Many townhouse-style Japanese dormitories and Taiwanese bungalows were built on this street, as well as some two-story Western-style buildings for rich Taiwanese businessmen.

The first children's amusement park in Taiwan was situated between Chifeng Street and Chengde Road (承德路) Section 2, where Jiancheng Park (建成公園) is now. It soon became a favorite playground for local kids. There was a candy factory at the corner of Nanjing West Road and Chifeng Street. The

sweet aromas wafting through the air, mingling with youthful laughter softened the bitterness of trying to make a living in such a harsh environment.

Once the Japanese overlords left, Taiwanese took over the dormitory buildings on Chifeng Street. Local Taipeiers, as well as many laborers from other cities came and lived here, although conditions were cramped. National Taiwan University philosophy professor, Li Rizhang (李日章) lived on Chifeng Street in his childhood. He recalls that a single narrow brick Taiwanese bungalow housed eight families, and included students, teachers, civil servants, Blacksmith Street workers and women plying their trade at the bars along Zhongshan North Road. One could see all manner of life walking this tiny block.

With the post-war economic recovery, entertainment venues such as First Theater (第一劇場) and Da Chunhua Theater (大中華戲院) started appearing in the nearby neighborhood of Nanjing West Road and Yenping North Road. The sheer variety of stores and vendors energized the bustling lifestyle on Chifeng Street.

Phai Thia Ge vs. Pha Thi Ge

About eighty years ago, Chengde Road was just a dusty thoroughfare without asphalt. It was nicknamed *Pha Thi Ge* (打鐵街), or “Blacksmith Street” in Taiwanese, because of all the smithies lining both sides. The backstreets of nearby Chifeng Street were home to many second-hand auto parts stores, so people called that neighborhood *Phai Thia Ge* (歹鐵仔街), Taiwanese for “Scrap Dealer Street”, as a play on *Pha Thi Ge*. Professor Li has noted that in the 1970s, Chengde Road was widened, and so some of the blacksmiths had to move to Chifeng Street’s back allies. This caused some confusion, and people still mistake Chifeng Street for the famous *Pha Thi Ge*.

Mr. Chen, the owner of Yuanda Auto Parts (元大汽車材料行) informs us, “Businesses on *Phai Thia Ge* now mainly retail secondhand auto parts imported from Europe, America and Japan. These places fix these parts and sell them mainly to repair garages. But many individual car owners come here to find parts as well.” Chen opened his shop on Chifeng Street in 1981. “At its peak period, business on



Second-hand auto parts stores fill the backstreets of Chifeng Street, earning this section the nickname: *Phai Thia Ge*. (Photo: Huang Yufan)



NTU philosophy professor, Li Rizhang spent his childhood on Chifeng Street. (Photo: Huang Yufan)

Chifeng Street was great. Now it's dropped by about 40%, yet these operators still insist on providing all kinds of mechanical parts along with professional skills. They are indeed one indispensable support of industrial development in Taiwan."

Cultural and Creative Industries Generate Local Energy

Lately, the tranquil atmosphere of Chifeng Street has attracted businesses such as restaurants, clothing stores and purveyors of cultural and creative products. These new operations are bringing a new vitality into the backstreets of the Chifeng area.

Miss Lai, who owns a coffee shop on Chifeng Street Lane 41, notes that when she first started her business, there wasn't much attention paid to



Various cultural and creative boutiques opened on Chifeng Street, mingling with the backstreet retro atmosphere, and spawning a unique local vitality. (Photo: Huang Yufan)

culture and creativity here, but now, with its retro atmosphere filling the backstreets, and all those mechanics' shops, Chifeng Street has discovered its own unique charm! The owner of a vintage and secondhand clothing store, Miss Zhan, used to have a place in Neihu. But then, noticing the relaxing atmosphere of Chifeng Street, and attracted by its cluster of businesses, she decided to relocate here and offer consumers the same practical and high-quality products. These old auto parts sellers and new retailers are taking care of each other, hoping to forge a prosperous future for Chifeng Street.

With its Japanese architecture, the pounding sounds of smithies' anvils, its great variety of cultural and creative emporia, and the rich scent of coffee and books, Chifeng Street has a unique atmosphere formed by the melding of new and old industries. It is a place with many surprises that you just can't miss in Taipei! 📍

Walk, Think and Write

Nojima Tsuyoshi

Savors Taipei

Article | Jiang Xinying
Photos | Shi Chuntai, Nojima Tsuyoshi



(Photo: Shi Chuntai)

Taipei is small and you can do a lot of things in one day.

On a typical winter morning, Nojima Tsuyoshi (野島剛) leaves his workshop and walks to Shinshan Soy milk store on Chaojou Street (潮州街). The steaming soy milk makes it warm in the store; the bite of sesame flatbread (燒餅) and the sip of soy milk are both heartwarming and refreshing. With a full belly,

he goes on to the National Library (國家圖書館) on Zhongshan South Road (中山南路) to do research. It takes only 20 minutes or so to go from Guting (古亭) to Chiang Kai-shek Memorial Hall (中正紀念堂), whether by bus, MRT or taxi. At noon, he wanders about Ximending (西門町). Familiar streets and favorite shops are the key elements for a comfortable shopping trip. He has made up his mind about the choice for lunch: Jingmanyuan

Pork Chops (金滿園排骨). A simple meal on his perambulations makes for a sweet memory in the future. This afternoon, he doesn't want to waste the rare winter sun, so he decides to ride a YouBike to the movie coffee shop on Linyi Street (臨沂街), and then considers his next step. This is Nojima Tsuyoshi's day-off, and a typical day-off for most Taipeiers, as well.

"It's a beautiful day today," says writer Tsuyoshi after he arrives by YouBike. We start chatting casually about the weather, which is a typical way to start a conversation in Taipei. As 1990 was the year he first came to the city, he has had 28 years to get to know it. He was an exchange student in journalism back then; in the daytime, he studied Chinese at National Taiwan Normal University (國立台灣師範大學), and by night, taught Japanese at various enterprise companies. This period didn't last long, but it allowed him to learn a different language, make new friends, and get to know Taipei better. The fried chicken, Taiwan beer and pool matches he often enjoyed after a long day have made a memorable impression on his heart.

Observe Taiwan, Savor Taipei

After graduation, Tsuyoshi joined the Asahi Shimbun Company and devoted himself to his career in journalism, which he pursued for 25 years, until 2016. During that time, he's worked as a war correspondent and reported on Afghanistan and Iraq in both words and photos; he was also stationed in Singapore and in Taiwan as a special correspondent, specializing in the complicated political culture of Greater China. Reporting news overseas requires both mobility and writing acumen. Unlike the more conservative media environment in Japan, his more open and friendly interviewer role in Taiwan has given Tsuyoshi more press freedom, and the chance to tell stories from deeper and wider angles. His unique opinions on Taiwan come from his understanding of international politics and history, and his keen observations on Taiwanese society.

"Taipei is a window through which tourists can learn about Taiwan; the urban environment basically determines international visitors first impressions



This soymilk purveyor is over 60 years old, and offers authentic Chinese breakfast items, such as soymilk, sesame flatbread, steamed buns (饅頭), egg crepes (蛋餅), and fried radish cakes (蘿蔔糕). Locals and foreign tourists alike love the simple yet memorable taste, which is definitely worth trying!

📍 35, Chaojou St., Daan Dist. (MRT Guting Station, Exit 6)

🕒 05:30~12:30



Operating in Ximending for 45 years, Jinmanyuan's specialty "pork chop rice" includes one deep-fried chop, three side dishes, some pickles and a bowl of soup. The perfectly cooked chop is tender and juicy, and enhanced with black pepper. This simple combination presents an impressive taste.

📍 1, Aly. 3, Ln. 82, Sec. 2, Wuchang St., Wanhua Dist.

🕒 11:00~21:00 (Closed on Wed)



(Photo by Nojima Tsuyoshi)

about the country as a whole.” Tsuyoshi prefers Huashan and Songshan Cultural and Creative Parks to the usual spots tourists seek out: Taipei 101, Dadaocheng and Bangka. To him, the cultural parks are the nexus of Taipei’s creativity, where one can feel the imagination and determination of youth, as well as the Taiwanese core values of multiculturalism and ethnic integration.

About cuisine, he teases, saying, “In Taiwan, the cheaper food tastes better.” Tsuyoshi thinks that in the minds of foreign tourists, the most attractive thing about Taiwan is its authentic cuisine. In addition to the well-known beef noodles, *xiaolongbao* (small steamed bun with juicy stuffing) and night market food, Hakka dishes are also popular with him. He has discovered that *bantiao* (flat rice noodles; 板條) and classic Hakka Stir Fry (客家小炒) both go well with beer! It seems the special features of this type of cooking, containing sweet,

salty, savory and sour flavors, are perfect for Japanese taste buds. So far, he has found authentic Hakka food in Taipei, Miaoli (苗栗), Hsinchu (新竹) and Kaohsiung (高雄). He suggests any of these places as a first stop in exploring local cuisine, followed by a trip to the west coast and the food of the ethnic Taiwanese, and then the eastern mountains and the traditional dishes of the indigenous people.

Cycling the Land to Write and Think

“There are things that if you don’t do them now, you’ll never do them.” – From the Taiwanese film, *Island Etude*

Inspired by the Taiwanese movie, *Island Etude* (練習曲), Nojima Tsuyoshi planned and completed a cycling tour of Taiwan in October, 2017. He and more than twenty companions started from Taichung (台中), biking anticlockwise around the

island's Cycling Route No. 1 (環島1號線), as designated by the Ministry of Transportation and Communications (交通部). The whole trip took nine days, during which the cyclists took in some amazing scenery along the South Link Highway (南迴公路) in Pingtung (屏東) as well as in the Changbin (長濱) section of Taitung (台東). The route from Checheng (車城) to the road's highest point at Shouka (壽峠) stretches 20 kilometers and gains about 460 meters in elevation. Buffeted by strong coastal winds, this route has certainly earned its popular sobriquet: "The Cycling Road to Heaven." Although the ride is a workout, Tsuyoshi insists, "It's worth it. It makes you want to do it again." He believes that seeing Formosa by bike gives you an enhanced experience of depth and width. The convenience and the speed of a bike is great for in-depth exploration, and, moreover, touring the island on a velopedede gives one a chance to see different types of landscape and scenery of many counties and towns. An experience of different cultures and manifestations of humanity may be encountered. So, he believes that promoting this method of travel should be a new mandate for the Taiwanese tourism industry.

When Tsuyoshi collects his thoughts for writing, he usually starts with daily observations. Taiwanese movies provide him with subject matter to focus on. A movie often contains the shared memories of a generation, and social issues can be discovered in its content. He writes about history, politics, culture and life, analyzing contemporary people and themes. His insights are accurate and sharp, and his writing style calm and contained. He notes, "Writing is an exercise in self-exposure; a little like dancing in front of people. Writing is a way to converse with society, so a writer needs to avoid bringing in personal emotions. Writing in a contained style will add beauty to any article."

Since leaving Asahi Shimbun, he has focused on his freelance work, including his columns, and on giving speeches. He now has more time to visit different places in Japan and Taiwan, and believes that focusing on writing is the correct decision. In his creative process, Taipei is never absent. Traveling and writing are his ways to spend time with a city alone. Travelers capture moments with their cameras, and writers define their coordinates using words. Through his words, Nojima Tsuyoshi describes the look of the place he's occupying at the moment. **T**

Nojima Tsuyoshi

Writer and journalist



Nojima Tsuyoshi is a writer and journalist of note. He worked for the Asahi Shimbun Company of Tokyo until 2016 when he started his freelance career. His works include *The Enigma of the Painting: Along the River during Ching-ming Festival* (謎樣的清明上河圖), *Ginrin No Kyojin* (銀輪巨人：挑戰巔峰的捷安特精神), *Ten Years of Changes in Taiwan* (台灣十年大變局：野島剛觀察的日中台新框架), and *Those Things that Japanese People Are Quietly Thinking* (日本人默默在想的事：野島剛由小見真的文化觀察). All of these are available in Japanese and Chinese editions. Currently he writes columns for media outlets in Taiwan and Japan.



Avid Explorer of Our Globe's Cultures

Jasmine Huggins, Ambassador of Saint Christopher and Nevis to the Republic of China (Taiwan)

Article | Rick Charette

Photos | Chia-Ying Yang, Shutterstock.com

Here's a test. Sit yourself down before a map of the world. You now have 5 seconds to bring your finger down on the proud country of Saint Kitts and Nevis. Success is surely proof that you were the teacher's favorite pupil in your high-school geography class.

Jasmine Huggins needs nary a second, for this Lilliputian island nation of 50,000 people is her homeland. Huggins is an individual from an exceedingly small place who is leading an unusually big life. Hard work and timely doses of serendipity, the latter taken full advantage of, have brought her much change over the years, with long life chapters written in far-flung places. From St. Kitts to a long period in New York, from New York to a long period in Washington, D.C., and now the latest long chapter, being written in Taipei, Taiwan and entailing a shift from the world of the Atlantic to the world of the Pacific.

Jasmine Huggins of petite Basseterre, population 13,000-plus, is now "Her Excellency Jasmine Elise Huggins, Ambassador of Saint Christopher and Nevis to the Republic of China (Taiwan)." Being from a nation of islanders where pretentious airs are given little space, for this interview with *TAIPEI* magazine she agreed to use of the highfalutin "Her Excellency" just once. Attentive readers will have noticed it has already been used twice. *Mea culpa*, Ambassador.



The Journey to Taipei

“My first years were spent in Basseterre, but I like to say that my hometown is an even smaller place, my grandparents’ village on the north coast of St. Kitts. When still quite young my family moved to New Rochelle, New York. I then moved to Brooklyn, then to New Jersey, and my studies thereafter brought me to Washington, where out of the blue I was given the opportunity to enter diplomatic service. After 10 years with the Saint Kitts and Nevis embassy in Washington, I answered the call to travel to Taiwan to open our embassy here in 2008, and have been here since.”

The Saint Kitts and Nevis/ Huggins Mission

“The mission of our embassy team here is quite straightforward. First, we attend to the interests of Saint Kitts and Nevis citizens who are here in Taiwan. The majority are students who are here on special scholarship exchange programs. In the larger sense,

our role is to expand and deepen ties between Taiwan and Saint Kitts and Nevis, especially in the trade and tourism sectors. Tourism is a key in our economy, and a primary goal here in Taiwan is to promote awareness and understanding of our unique culture and the travel opportunities available.”

Impressions – Then and Now

Huggins had visited Taiwan one time, on a short visit, prior to her Taiwan embassy assignment. “Like many new arrivals, I was struck by the number of scooters, how busy the city was, and how people lived in such close proximity with each other. Yet at the same time, despite what you might expect under such circumstances, everyone was – is – so comfortable, relaxed, and friendly with each other, and there is order. In the different areas of Taipei City there is a distinct neighborhood feel.”

“One of the clearest changes I’ve seen in my time here is the increasing sophistication, the

(Photo: Shutterstock.com)

A Country Backgrounder

Saint Kitts and Nevis, an island country in the Caribbean in the West Indies, is the smallest sovereign state in the Western Hemisphere, in both area and population. Just 2km from each other, Saint Kitts is the larger island, and home to the capital, Basseterre. “Kitts” is a common local nickname for “Christopher.” The nation’s constitution refers to the state as both “Saint Kitts and Nevis” and “Saint Christopher and Nevis”; the former is more commonly used. Diplomatic relations were established with the ROC in the same year that full independence from Britain was attained, 1983.

internationalization, of the people. There is ever-deepening knowledge of other peoples and cultures, and the people of Taipei and all of Taiwan are very open. You can see how elements of different cultures are observed and willingly incorporated into people's lives if they find them attractive. I believe that one factor behind this is the comfortable mixing of the receptive local community and the international expatriate community, in both informal and formal settings – in the latter category, events like promotional food fairs and cultural events.” Another possibility, she agrees, is the exposure that comes with steadily increasing overseas travel by the Taiwanese, avid international explorers.

“Let me give you an example. When I first came here Christmas was a struggle. I had never spent the season without family and close friends, without the traditional celebrations. The local Christmas season was expressed in sprinklings of lights here and there, some public parties... but the essence was not there. Today all is completely different, with brilliant, exuberant lighting everywhere, and everyone seeming to look for ways to express joy and sharing, which is how I understand Christmas. Since Taiwan is not a Christian country, of course the religious aspects are not there, but the soaring spirit, the shared sense of happiness and revelry in life's gifts, most definitely are. The diplomatic corps is regularly invited to participate in the big tree-lighting ceremonies, etc., and I look forward to these times.”

Embassy Initiatives

“We engage in a wide array of initiatives that promote better understanding of our country and also promote, especially, tourism, which as said earlier is a key for our economy. I am quite excited about our recent participation in the 2018 Taipei Lantern Festival, where we participated with the Taipei

City Government to offer a wonderfully attractive theme lantern in the International Lantern Area in the image of one of our major tourist attractions, Brimstone Hill Fortress (a UNESCO World Heritage Site), accompanied by background detail.

“Among our other initiatives are annual participation in the Taipei International Travel Fair, promotions on the local bus network, notably Taipei's double-decker sightseeing buses, and dance/music-based cultural performances (staged by home-country students living in Taiwan), with the Latin American and Caribbean Cultural Festival as a special highlight. Another initiative I am especially excited about right now is bringing a steel-pan band to Taiwan, to tour the country, something rare that I think will create great interest. We are aiming for autumn this year.”

Free-Time Pursuits

“What I enjoy more than anything else is hiking, and the Taipei region is very inviting, so mountainous and with a very good network of trails of different



A View of Capital Basseterre, Saint Kitts and Nevis
(Photo: Shutterstock.com)

grades. I head out as often as I can with friends, exploring new trails and re-exploring familiar ones. Among my favorite outings are the trails in Yangmingshan National Park (陽明山國家公園), especially the various options up Qixingshan (七星山).” The park takes up the higher reaches of the Yangmingshan massif, a mountain cluster between Taipei Basin and the ocean to the north.

“I also very much enjoy the local food. Chinese cuisine has endless variety to explore. If you ask me what I like best, I’d have to offer some of the simpler dishes – dishes based on ingredients I had never heard of before coming to Taiwan, or had never thought of as edible. A prime example is sweet-potato leaves, which are wok-fried with just a bit of garlic.”

“And I have a special passion for Taiwan’s indigenous cuisine, perhaps because of the similarities with the hearty fare of Saints Kitts and Nevis. Many people do not know this, but the Taipei metropolitan area has some very good indigenous restaurants, with native owners. Of the many choices, I really enjoy the bamboo-tube rice and the roast boar.”

The Taipei/Taiwan Tourism Experience – Adding Value

“If I could suggest anything, it would be more public English information. I understand that English is not an official language, but the common denominator with the ever-increasing number of international visitors is some understanding of English. Even for me, someone who has been here a decade now and is comfortable moving about on my own – more English to help me navigate would be very welcome. Of course I should also make a greater effort to learn Mandarin Chinese.

“On another front, something that would positively add to local internationalization efforts would be for the international diplomatic community to more systematically reach out into local neighborhoods, such as at schools and during community events, to present our respective lands and cultures with formal presentations and cultural performances. I am sure people will be receptive to this, and positive long-term results will be built on the foundation laid.” 📍



Located in the West Indies, Saint Kitts and Nevis is the Western Hemisphere’s smallest sovereign state. (Photo: Chia-Ying Yang)



Jewel Tsai loves to chat with friends at the dining table, enjoying the happy bonding there. (Photo: Liang Zhongxian)

The Perfect Temperature **Jewel Tsai's Elegant Homemade Banquet**

Article | Yang Meijuan

Photos | Liang Zhongxian

Jewel Tsai's (蔡珠兒) "homemade banquet" is a conversation piece among her friends. She considers having banquets a grand event, so she gives each one a good mulling over and plans it weeks in advance. She is ever aware of the harvest time of each type of farm produce, and then designs her menu accordingly. Anything can play a role in her menu. For example, once, on her weekend hike at Maokong (貓空), she saw

some fresh, green bamboo leaves and asked for a few to take home. She washed them carefully, and later used them to underlay her dishes. As for having to make several trips to local markets to find ingredients, Tsai believes it's the only way to prepare a nice, homey meal.

"For every banquet, I probably will shop at 2 or 3 local markets – this is my basic "must-do."

For some ingredients, you just have to go to a particular vendor at a certain market; that's how you satisfy your needs," Tsai says with a smile. People might think this process is mired in minor details, but she's used to it. "Having a nice meal is very important; it is what I call quality time." To achieve her goals, she even uses different salts and oils with different ingredients.

On the day before our interview, she spotted a type of shallot shoot that only appears in the coldest depths of winter, so she bought a big bunch as a delightful surprise. After several tries, she found that goose fat brought out the greatest sweetness and tenderness from this vegetable. She then cooked it with some spear shrimps she had shelled and deveined herself. This combination made a pretty green and red dish that filled the space with a strong yet refreshing aroma, which was just amazing.

"Use a different oil or sauce to compliment each ingredient's special qualities, and you'll get a nice variety of results and tastes," she said as she placed the food on the plate.

The Land of Abundant Flavors

Tsai had lived in Hong Kong for many years before she finally moved back to Taiwan a couple of years ago. She says that the range of ingredients in Taiwan is completely different from that of Hong Kong. For her, this is a challenge.

"In Hong Kong, about 90% of ingredients are imported. Although all year round, you can get things from all over the world, still – there isn't

a lot of variety, nor a lot of natural fragrance. In Taiwan, after two centuries of introducing and improving alien species, there are plenty of ingredients to choose from." As she talked, she handed over a plate of dark green vegetables. It looked partly like asparagus, and partly like cypress leaves. It tasted salty and crunchy, and kind of reminded me of the sea breeze. "This is samphire from the coast of central Taiwan," she informed me. "It has a natural salty taste, so all you need to do is add a little fresh lily bulb for the color."

The dish of fresh shallot shoots stir-fried in goose fat with spear shrimps releases its entrancing smell. (Photo: Liang Zhongxian)





■ Tsai takes care of every preparatory detail without help. (Photo: Liang Zhongxian)

When talking about ingredients, former farmer Tsai just can't hold back her excitement. Take the taro rice noodle soup she was cooking as an example. To make this dish, she must start preparing a day ahead. The preparation requires finely chopping shallots, mushrooms, dried shrimps and flatfish, and then blanching them in hot oil. Then she moves on to the carrots, little octopus from Penghu (澎湖), and the shredded pork with bean sprouts. Taiwanese dishes usually contain an abundance of good quality ingredients, so each step is crucial. Tsai worked on the recipe with quick moves and told me, "Taro in season has a great taste. To bring out its texture in the rice noodle soup, you need to add fried and also raw pieces. It won't be long until we serve the mullet rice noodle soup!"

A few moments later, the boiling soup Tsai had prepared was in front of us. She asked everyone to enjoy it while it was hot, keeping in mind that it was at its perfect serving temperature that moment.

"Every dish must always be served at its peak condition, with just the right temperature and taste. Life is just the same, you need to grasp the moment," Tsai said, while ladling soup for everyone. It was plain to see that she insists on her guests enjoying each dish at its perfect temperature.

When Tsai plans a menu, she considers the diners' ages and occupations as well. For example, with young men with robust appetites at the table, Tsai prepared a fulfilling dish – Shio Koji Mountain Pepper Pork Neck with Baked Butter Cabbage (鹽麴馬告松阪烤奶油萵苣). This was marinated in shio koji to bring out the aroma and taste of the pork neck, and also enhance its texture. The baked butter cabbage added a light, refreshing note. In addition, since agaricus Brazil mushroom (also called "blaze mushroom") happened to be in season, she pan-fried a few in rice bran oil with a little red pepper to add some color. When this dish was served, the whole room filled with a mouthwatering aroma, causing real excitement among the diners!

Make a Dish for People You Love

In addition to finding out her friends' food preferences, Tsai always likes to prepare the appetizer, *Liu Fu Kao Fu* (六福烤麩), baked wheat gluten with six ingredients, a treat she makes for her husband as well. She takes mushroom, baked wheat gluten, winter bamboo shoots, daylily, jelly fungus, and her in-laws must-have ingredient: blanched peanuts. Then, she adds sugar, star anise,

The combination of seasonal taro with rice noodles produces an amazing flavor. (Photo: Liang Zhongxian)



and soy sauce and simmers at a low heat until it's well flavored. The precise layers of flavor create a homemade taste that will make you savor every morsel. It's light and delicate, yet filling, and is the most common dish on Tsai's family table. And while our dishes were served, we all bonded with each other, served each other her marvelous culinary creations, laughed and chatted. Everyone felt the warmth of the food, the emotions, and the happiness. 🍴



Liu Fu Kao Fu is the most common dish on Tsai's dining table. (Photo: Liang Zhongxian)



Tsai carefully adjusts every dish's taste, showing that she loves food almost as much as her family. (Photo: Liang Zhongxian)

Turning Local Ingredients Into an Amazing Feast Vincent Chen Pursues Original Flavors

Article | Huang Xingrou Photos | Chen Hongdai



Chen insists on “bringing out the best of nature,” choosing fresh seasonal ingredients that present the original colors and flavors of the food. (Photo: Chen Hongdai)

“I don’t follow any recipes, only my own sense of taste,” says Vincent Chen (陳之穎), the chef of PURE Cuisine (純·歐法料理餐廳) at Hotel Royal Beitou (北投老爺飯店). He has very sensitive taste buds and regards nature as his guiding light when it comes to food. He relies on his exquisite skills and clever ideas to generate stunning flavors out of fresh natural ingredients. Foodies now know that good taste and good health can co-exist and fuse perfectly.

At his vocational high school, Chen specialized in electronics but was also interested in design. But when he graduated from college, he decided

to take a full-time job at the steakhouse where he’d worked during his school years. He started as a waiter, then helped in the kitchen. The chefs imparted a lot of culinary knowledge and skills to him, and this spring-boarded into an interest in catering. He then made up his mind that he wanted to be a professional chef. Working in big hotels after that, he learned more and more about ingredients and widened his vision as well. Later, he went to France and learned how to cook authentic French food. This took his cooking skills to the next level, helped him find his own way in developing cuisine, and gained him a position in the cooking world.

Putting an Equal Sign Between Healthy and Delicious

Soon after embarking on his cooking career, Chen started pursuing a balance between serving something healthy and serving something delicious. He stopped marinating beef and refused to add any artificial spices from then on. At first, not all his customers would accept such concepts. Then, the food safety scandals of recent years erupted, and people finally started realizing he had a point.

“There are many ways to make food taste good and still be healthy,” Chen says. There’s a myth some people have that if something is healthy it must necessarily taste bland or bad. But Chen begs to differ. He says that selecting ingredients, cutting, and the cooking process itself are all skills that affect the taste of the dish; you don’t need additives to enhance flavor.

This is why Chen pays so much attention to selecting ingredients. For example, he chooses only organic vegetables from small farms on Yangmingshan. These are generally smaller than store bought, but have a stronger flavor. He avoids fish farms entirely. Wild fish has a firm, vibrant texture with a rich, natural umami taste. Most importantly, he cooks with what is available and never with ingredients he can’t readily commandeer. So

naturally, he believes seasonal ingredients are the best, and tries to present the flavor unique to each.

Served Fresh Only!

In addition to his care selecting ingredients, Chen is even more zealous about preserving freshness. Take seafood as an example; he demands that each fish be kept on ice from the time it’s been caught, through the shipping process, to the moment it is placed on his kitchen counter. Even the process of removing bones must be done on ice. He never allows body temperature or any other factor to affect freshness. All ingredients must look like they just left Mother Nature!

Chen holds an “old school” attitude about cuisine. In his mind, what’s more important than spending time designing plate presentation is maintaining a dish’s temperature, so that the food enters the customer’s mouth in the best condition and with the perfect taste. This kind of idea perfectly defines Chen’s approach to good dining.

The culinary world, which Chen entered almost accidentally, has become the most splendid and important chapter of his life. He hopes to share this natural diet concept with more people, and believes that with enough effort and promotion, people will place greater value on ingredients and start eating in a more healthy way. 🍴



Chen insists on keeping the original flavor of ingredients, and takes great care in presenting every gourmet dish. (From left to right: Steamed Wild Fish, Duck Breast and Spicy Cream Cheese Layer, Caramel Rooibos Dacquoise.) (Photo: Chen Hongdai)

The Ideal Taiwanese Breakfast: Authentic Salty Congee



Article | Jiao Tong

Photos | Chic-Jen Yan

As in most salty congee eateries in Taipei, Ye Ji's (葉記) pork congee is not really congee, but more like rice soup. It is well-flavored using only basic ingredients, with no traces of the often seen chopped green onions or coriander. The soup is light brown, indicating that they've added soy sauce. Besides rice, the dish contains only shredded radish, *rougeng* (肉羹), or specially-processed pork meat, finely-chopped celery and small dried shrimp. This bowl of congee is cheap in price but not in quality, and you'll find three pieces of the delicious pork meat in it. The cooking brings out and combines the flavor of all the ingredients – the pork bones and radish that make the stock, the added mushrooms and fried shallots; have a sip and it'll surely warm your body and your heart. When I come for a bowl of congee, I quite often



Ye Ji's pork congee looks simple but tastes great. (Photo: Chic-Jen Yan)

also order some fried red-yeast pork (紅糟肉), oysters, shrimp, tofu, or red-yeast eel. The fried pork liver doesn't look inviting but is actually very tender. Fried red-yeast pork tastes great with pickled radish slices.

Taiwanese Salty Congee: Where North Meets South

The congees from northern and southern Taiwan are quite different. Usually in the north, it's a soup based on pork bone stock; in the south, the base ingredient is fish bones. Northern congee shops sell not only pork congee but fried red-yeast pork, shrimp, oysters and tofu as well. Southern congee emporia sell fish congee and offer customers a *youtiao* (油條), or deep-fried dough, to go with it. Oysters often make an appearance in both parts of the country.

Founded 60 years ago, Old Bangka Salty Congee (老鯤鯓鹹粥店) in Wanhua (萬華) doesn't use soy sauce and thus has a white refreshing look. With a couple of fried red-yeast pork pieces floating on top, and fried shallots, tofu skin, Chinese cabbage, chopped green onions, and sometimes shredded bamboo shoots mixed in, this is one mouthwatering bowl of congee! Their oysters are fresh, pork skin, and fried tofu, red-yeast pork and oysters are all yummy. The fried red-yeast pork has a brighter red in color, and has a more tender texture different from Ye Ji or Zhou Ji's crunchy flavor. When you order this dish, the staff will thoughtfully ask, "Do you prefer the fatter or the leaner part?"

Zhou Ji Pork Congee (周記肉粥店) on Guangzhou Street (廣州街) is more than 50 years old. Its salty congee is served in a small bowl, with one piece of pork meat, fried shallots,

Ye Ji Pork Congee 葉記肉粥

📍 Across 32, Ln. 47, Bao'an St., Datung Dist.
(大同區保安街 47 巷 32 號對面)

☎ 0916-836-699

Old Bangka Salty Congee 老鯤鯓鹹粥店

📍 117, Xichang St., Wanhua Dist.
(萬華區西昌街 117 號)

☎ (02)2361-2257

Zhou Ji Pork Congee 周記肉粥店

📍 104, Guangzhou St., Wanhua Dist.
(萬華區廣州街 104 號)

☎ (02)2302-5588

Old Bangka Salty Congee's wares have a light, savory taste enhanced by various ingredients. (Photo: Chic-Jen Yan)





Ye Ji's fried red-yeast pork and crunchy pickled radish slices goes well with pork congee. (Photo: Chic-Jen Yan)

small dried shrimp and chopped fried tofu. This is surely the most popular eatery of the three, owing to the number of items on its menu. Dishes such as blanched squid, pork liver and pork cheeks are offered here; but, except for the fried red-yeast pork, I must confess that the congee at Zhou Ji is not quite up to Ye Ji's or Old Bangka's level.

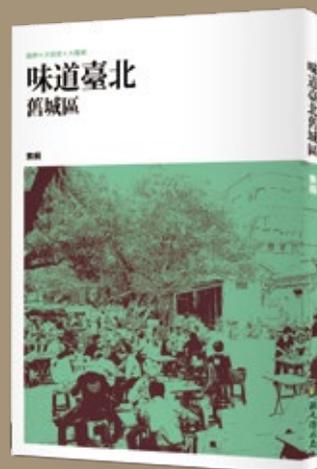
For my money, salty congee is the ideal breakfast, and also a wonderful Taiwanese invention. It really should be promoted and

marketed globally. In addition to the places I've just mentioned, Salty Congee Eatery (鹹粥) at the southeast corner of Section 4, Yienping North Road (延平北路4段) and Jiuquan Street (酒泉街) is also worth trying. Enjoy! 📍

This article is from the Chinese-language book *Savoring the Tastes of Old Taipei* (味道臺北舊城區), published by the Department of Information and Tourism, Taipei City Government. Based on over 10 years of in-depth culinary research, writer Jiao Tong (焦桐) spent almost half a year walking the Bangka, Dadaocheng, and Dalongtong areas, trying the food and drink at countless shops, finally deciding on the best 167 for presentation, taking armchair travelers on an exploration of Taipei's old-time flavors.

Savoring the Tastes of Old Taipei

written by Jiao Tong / NT\$250 / Chinese version is available at major bookstores around Taiwan



A-Fu Uses Musician's Sensation to Give Tradition a New Look

Add Creation to the Lantern Festival and Pass on Happiness

Article | Lin Xiuhuan

Photos | Liu Deyuan, Gao Zansian

After he announced Sodagreen's (蘇打綠) intention to take a 3-year break, band leader A-Fu (阿福) continued to chase his dreams. In addition to attending various events, he also was appointed coordinator of the 2018 Taipei Lantern Festival and decided to break away from the old traditional patterns and change the way of presenting this celebration. He appealed to artists who care deeply about this land to come forward and help create a festival full of humanity, art and happiness.



You are a musician as well as the coordinator of the 2018 Taipei Lantern Festival. How did you connect these two roles?

I'm a musician, but I studied public administration at college, so I pay great attention to social issues as well. Musicians have many fans, therefore they wield a certain influence. I hope to use this power to change our society. In coordinating such a festival, it was my hope to achieve something other than just making music, such as convincing Taiwanese artists abroad to return to this land. This was the one thing I aspired to accomplish.



A-Fu brought together artists from many different fields to create a happy visual feast for the 2018 Taipei Lantern Festival. (Photo: Liu Deyuan)



As a musician, what inspired you to throw yourself into the festival?

When I served in the army, I met performing artists from different disciplines, so I had the idea of organizing inter-disciplinary performances. We believe there are many beautiful things in Taipei, but most kids nowadays just stay home and watch TV or use their cell phones. So, starting in 2016 and 2017, we operated the

Dusk Giant Wonderland (達斯克巨人樂園) on URS27 The Grand Green (華山大草原), which was just like an urban art gallery. It was an interactive amusement park combining art and music – by which we hoped to encourage children to enjoy the outdoors. Those giants were produced with the same materials used in building lanterns, so I brought the Wonderland experience to this year’s lantern festival. I also wanted this festival to allow people to see how young artists brought their talents to bear within the scope and beauty of a traditional festival.



What kinds of musical experiences did you draw on to bring the Taipei Lantern Festival to its next level?

As a musician, I like to add images and stories to everything. This is what I did for this project – giving every lantern a story, and not just presenting a representation of a dog or some other animal. I wanted the audience to experience the story and spirit behind each lantern, in order to bring the whole festival to a higher level.



As the art coordinator of the festival, what was the biggest challenge? And what were the breakthroughs and special features of this event?

The previous year’s Taipei Lantern Festival was a big success, which put us under a lot of pressure. But we took the mindset of “Let’s break the mold!” The size of the main lantern or the funds available were not the point. What we cared about was that people not only glanced at the lanterns but lingered and fully appreciated

the message the artists were trying to express. At the end of the Chinese New Year holiday, people usually go look at the lanterns with their loved ones. So, we chose “Happy Go Go” as the theme of this year’s fest. There was also a lantern-building activity for attendees and their love ones to participate in.



What were the values you most wanted to incorporate into this year’s festival?

In Japan, there’s Art Setouchi; in Nevada, USA, there’s the Burning Man Festival; in Portugal, there’s the AgitÁgueda Art Festival. So I thought again: how could we create an impressive art festival in Taipei? For me, lanterns present the arts. In the old days, lanterns were very delicate and made with a high degree of skill. There was no TV nor much other entertainment back then; so most people only got to see beautiful art works during Lantern Festival. Therefore, our goal was



The huge “Birth Blessing Lantern”, an example of paper cutting art, is one of the highlights of the 2018 Taipei Lantern Festival. (Photo: Gao Zansian)

to make this the most grand art festival ever in Taipei. This year, we invited over 200 artists to participate. These were between the ages of 25 and 40, with great reputations and achievements in the world. With their participation, I believed more art sparkles and energy would be created – and it was!



As a Nantou (南投) boy, when did you start your association with Taipei? And what's your impression of this city?

My father was a soldier stationed in Taipei. My mother was a civil servant, who'd often come to Taipei on business trips. So sometimes I'd visit Taipei from elementary school on. At that time, everything in Taipei was new and fun to me, and I especially thought those buildings were huge! I was a very curious little boy, and loved to touch anything I saw. I always felt that hands possessed a strong energy, and that would inspire deep feelings in my heart. When I followed my father along the streets, my hands would automatically touch whatever I saw. One time, while I was touching things at a grocery store, I accidentally knocked something and broke it, so my father had to apologize to the store owner for me.



You've lived in Taipei for many years – when did you really start to know this city?

I've lived in Taipei for about 20 years, but not until three years ago did I slow down my pace enough to know this city better. My office is right next to the old Huashan Station (華山車站) historical site, but I only realized a couple of years ago that the neighboring two-storey white structure, which looks like a common residence, was actually the

stationmaster's office building. One day, while I was chatting with Masa (瑪莎) from MayDay (五月天), he told me that the railroad here ran all the way to Yanji Street (延吉街) and then turned toward the arsenal. Such anecdotes keep striking me, and I've finally realized that there are many fun things about Taipei just waiting for me to discover.



Compared with other international cities, what do you think Taipei's biggest advantage is?

Taipei doesn't have a long history like Paris or Tokyo, but its biggest advantage is that it's freer and more open, allowing me more space for creativity. Just like with this year's lantern festival – Taipei City



This year's Taipei Lantern Festival invited over 200 artists to participate; their excellent work brought a more creative energy to the event. (Photo: Gao Zansian)

Government really had guts in allowing a group of young people like us to handle such a grand event. Young artists could grab this opportunity to express what they've been working on for years in different places. In this way, Taipei did a cool job!



What's your favorite spot in Taipei? Where is the secret spot of your heart's desire?

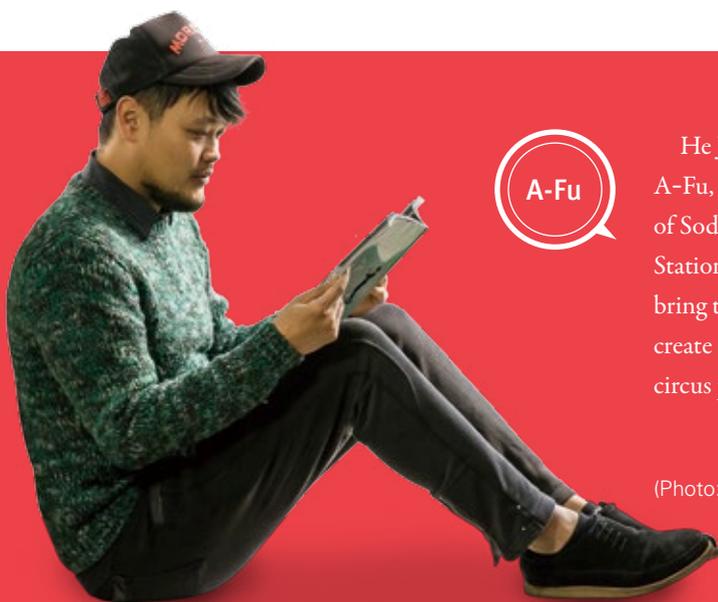
I like Beitou and Yanmingshan, but I know Muzha (木柵) best. In the past 20 years, I've spent two thirds of my time there. I have lived in Muzha since I came for college. When I was a student, I quite often rode my scooter around and got to know the neighborhood better. My secret spot is Huashan Station. Whenever I feel down, I go to the stationmaster's office and look out from the window. I've seen a twenty-something artist working everyday till 3 or 4 o'clock in the

morning for this lantern festival, and a fiftyish bamboo weaver working a whole week straight and sleeping in his car. When I saw how persistent they were, and the effort they put in for the arts, my old energy returned automatically.



If you could say one thing to Taipeiers, what would you say?

When you're at your wits' end, try to turn things around and find a way out. The most precious attribute Taipei has is that there are always people trying to turn things around. Be it fashion, cuisine or music, you can always see something new being created. Taipei is a city of creativity; this is also the quality most important in becoming an international metropolis. I hope people here eat well, play well, get to know our city better, and live in the moment. 



He Jingyang (何景揚), whose stage name is A-Fu, is the acoustic guitarist and band leader of Sodagreen. In 2015, he founded the Huashan Station (華山站貨場) arts collective, hoping to bring together artists in Taiwan and have them create the best in plays, music, design, dance and circus performance.

(Photo: Liu Deyuan)

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For traveling between Taipei and Taiwan Taoyuan International Airport, whether by inexpensive, high-quality shuttle, safe and fast taxi, high-grade professional airport limo service, or the brand new Taoyuan Airport MRT, you're spoiled for choice in satisfying your particular time and budget.

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Service locations:

North of the Arrivals Hall of Terminal I and South of the Arrivals Hall of Terminal II

One-way fare:

Meter count plus 15%, with freeway tolls extra; average fare to Taipei around NT\$1,100.

Terminal I Arrivals Hall taxi-service counter

Tel:(03)398-2832

Terminal II Arrivals Hall taxi-service counter

Tel:(03)398-3599

Taoyuan Airport MRT

Service locations:

A12 Airport Terminal 1 Station & A13 Airport Terminal 2 Station

One-way fare: NT\$160



Passenger Shuttle Bus

Service locations:

Southwest of the Arrivals Hall of Terminal I (exterior vehicle pickup corridor) and northeast of the Arrivals Hall of Terminal II (exterior vehicle pickup corridor)

Shuttle-service companies:

Kuo-Kuang Motor Transportation, Evergreen Bus, Free Go Express, Citi Air Bus

One-way fare: NT\$85~145

Travel time:

40~60 minutes depending on routes (60~90 minutes for Citi Air Bus, which has more stops)

Schedule: Every 15~20 minutes

Metro Taipei

Service Hours: 06:00~24:00; 24-Hour Customer Service Hotline: (02)218-12345



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Taipei Metro Pass

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72hr: NT\$380

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Easy Card



iPASS

There are two types of Taipei Fun Pass available: the Unlimited version (attractions + transportation) and the Transportation version (transportation only). You can visit Taipei City, New Taipei City and Keelung City within the validity of the pass.



Taipei Fun Pass I Unlimited

1-Day Pass/2-Day Pass/3-Day Pass
NT\$1200/1600/1900



Taipei Fun Pass I Transportation

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In order to facilitate inquiries by the public, the city government has set up the 1999 Taipei Citizen Hotline. Whether by telephone, cell phone, or Voice over IP (payphone excluded), dial 1999 for free access. There is a time limit, with service personnel restricted to 10-minute service availability, and a 10-minute limit on call transfers. Callers are asked to make the most efficient use of this resource, making all calls as brief as possible.

For more information, call 1999 or visit <http://english.rdec.gov.taipei/>



TAIWAN EMERGENCY TELEPHONE NUMBERS

Police / 110

Crimes, traffic accidents, and other incidents for which police assistance is needed

Fire and Emergency / 119

Fire, injury or accident, or other urgent matters for which emergency relief is needed

Women and Children Protection Hotline / 113 ext.1

24-hour emergency, legal information, and psychological services for victims of domestic violence and/or sexual abuse. Foreigner 24-hour General Inquiry Hotline: 0800-024-111

NON-EMERGENCY TELEPHONE NUMBERS

Unit	Tel
Taipei City Govt. Citizen Hotline	1999 (02-2720-8889 outside Taipei City)
English Directory Service	106
IDD Telephone Service Hotline	0800-080-100 ext.9
Time-of-Day Service	117
Weather Service	166
Traffic Reports	168
Tourism Bureau (MOTC) 24-Hour Toll-Free Travel Information Hotline	0800-011-765
Tourism Bureau (MOTC) Toll-Free Traveler Complaints Hotline	0800-211-734
International Community Service Hotline	0800-024-111
Tourism Bureau Information Counter, Taiwan Taoyuan International Airport	Terminal 1: (03)398-2194 Terminal 2: (03)398-3341
Bureau of Foreign Trade	(02)2351-0271
Taiwan External Trade Development Council (TAITRA)	(02)2725-5200
Taiwan Visitors Association	(02)2594-3261
The Japanese Chamber of Commerce & Industry, Taipei	(02)2522-2163
Ministry of Foreign Affairs	(02)2348-2999
Ministry of Foreign Affairs Citizens Hotline	(02)2380-5678
Police Broadcasting Station	(02)2388-8099
English Hotline for Taxi Service	0800-055-850 ext.2
Consumer Service Center Hotline	1950
Bureau of National Health Insurance Information Hotline	0500-030-598
AIDS Information Hotline	0800-888-995

Source for Above Information:
Information For Foreigners Service / Tel: 0800-024-111
Tourism Bureau, Ministry of Transportation and Communications
Tel: (02)2349-1500

※ Entries in brown columns indicate service in English provided

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Taipei Main Station

(02)2312-3256
1F, 3, Beiping W. Rd.

Songshan Airport

(02)2546-4741
340-10, Dunhua N. Rd.

MRT Ximen Station

(02)2375-3096
B1, 32-1, Baoqing Rd.

MRT Jiantan Station

(02)2883-0313 65
65, Sec. 5, Zhongshan N. Rd.

MRT Beitou Station

(02)2894-6923
1, Guangming Rd.

MRT Taipei 101/World Trade Center Station

(02)2758-6593
B1, 20, Sec. 5, Xinyi Rd.

Plum Garden Visitor Center

(02)2897-2647
6, Zhongshan Rd.

Miramar Entertainment Park Visitor Center

(02)8501-2762
20, Jingye 3rd Rd

Gondola Maokong Station

(02)2937-8563
35, Ln. 38, Sec. 3, Zhinan Rd.
(Exit area, Maokong Station)

URS44 Dadaocheng Visitor Center

(02)2559-6802
44, Sec. 1, Dihua St.

MRT Longshan Temple Station Visitor Information Center

(02)2302-5903
B1, 153, Sec.1, Xiyuan Rd.

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- 4.21 Opening Ceremony
- 4.20-5.13 Surname Folk Opera Series
- 4.22 Painting Competition
- 4.28 Baosheng Dadi's Birthday Celebration Banquet
- 4.29 Folk Array Performances, Parade, Lighting of Fire Lion Firecrackers
- 4.30 Three Consecrations in Celebration of Baosheng Dadi's Sacred Date of Birth, Fire Walking
- 5.5 Birthday Ceremony of the Birth Registry Matron (Zhusheng Niangniang), Seminar on Religious Beliefs
- 5.6 Baoan Temple Scholarship Award Ceremony, Free Health and Medical Consultation
- 5.8 Birthday Ceremony of the Heavenly Holy Mother (Tian Shang Sheng Mu)
- 5.20 Guided Tours of Historical Sites I & II
Concert: Choir Performance
- 5.26-5.29 Baoan Temple Art Exhibition
- 6.9 Shennong Dadi's Birthday Celebration Ritual, Parade
- 6.15 Commemorative Ritual of Baosheng Dadi's Ascension, Celebration Banquet
- 6.30 Baoan Temple Medical Contribution Award Ceremony
Concert featuring Physician's Chamber Orchestra of Taiwan (PCOT)

4.20-6.30

Photographer: Chen Yanrui

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Azalea Classical Music Festival

March 18th/
March 25th

Taipei Zongshan Hall
(No. 98, Yanping S. Rd.)

April 14th/
April 15th

Daan Park

Picnic Concert

April 1st

Daan Park

