

A YEAR IN
REVIEW

WORLD
DESIGN
CAPITAL

TAIPEI
2016

WORLD
DESIGN
ORGANIZATION



SHOWCASING THE POWER OF DESIGN TO CREATE A MORE ATTRACTIVE, COMPETITIVE, LIVEABLE, AND SUSTAINABLE CITY



WORLD DESIGN CAPITAL TAIPEI 2016

WDC Taipei 2016 infused the city with a design energy that will continue long after the designated year. Under the theme Adaptive City – Design in Motion, the city of Taipei demonstrated how cities with limited resources can adapt to meet citizens' demands, by using design as a tool to reinvent a city and improve quality of life. It showcased its talented design industry on the international stage, initiated new city development projects and nurtured an understanding of design that is permeating across city departments, its citizens as well as other cities around the world.

Taipei's talented and ever-growing design community is the driving force of Taipei's development—from the IT industry, graphic and product design industry to architects, engineers and community based urban regeneration projects. They are exploring the ways in which design can be used to pursue continual renewal and change in their urban governance and to address urban challenges such as limitations on space and resources, a rapidly aging population, slow economic growth, expensive housing prices, and the effects of extreme weather conditions.

In the following pages, you will read about some of the highlights of the WDC 2016 year-long programme of events, including snapshots of the international WDC Signature Events, a summary of the impact

study conducted by the Taiwan Institute of Marketing Science, and a series of articles describing local urban regeneration projects, such as the Small Shop Signboard Manufacturer initiative, ReCreate Taipei, Designer in Residence, and the Grounding Program.

As the World Design Organization, we are committed to positioning design as a positive agent for change in our world. As we align our work to the United Nations Sustainable Development Goals, we hope that our World Design Capital programme and its Network of Cities continues to evolve, showcasing the ways in which cities use design to tackle some of the toughest issues of our time, including urbanization, climate change, and sustainable consumption and production.

While World Design Capital 2016 has officially come to an end, Taipei's design story has only just begun. Taipei's talented and ever-growing design community is eager to ensure the legacy of WDC continues to drive Taipei's development and to inspire other cities around the world to use design to create a more attractive, competitive, liveable and sustainable city. As Mayor Ko said at the Convocation Ceremony, when the title was officially handed over to Mexico City, for Taipei, WDC 2016 was just the beginning.



WDC TAIPEI 2016: A STUDY IN INTEGRATING DESIGN INTO CITY LIFE

Boasting more than eight million participants between 2012 and 2016, World Design Capital (WDC) Taipei 2016 brought design to the people in ways never-before-seen in the city. Through more than 6,000 workshops, exhibitions, forums, and design interventions, citizens and visitors alike were able to experience the many facets of design alongside their day-to-day activities.

The WDC Taipei 2016 year was themed around the core concept “Adaptive City - Design in Motion” and the four sisheng (or four lives in English) sub-concepts: “Life Quality and Health,” “Ecological Sustainability,” “Urban Regeneration,” and “Smart Living.”



Urban regeneration was a focus for many of the participants in the WDC Taipei 2016 program, who each sought to transform the physical landscapes of the city through design in different ways. The Small Shop Signboard Manufacturer matched leading local designers with traditional shops and market stall holders to revitalize shop frontages and signage. The four-year project sought to encourage a younger generation of buyers into Taipei's traditional shops and wet markets, and also to create a model of revitalization that could be replicated citywide.



City parks were also a focus of WDC Taipei 2016. Experimental Spanish architecture firm Basurama teamed up with local social design organization City Yeast to transform two underutilized areas of Taipei into temporary children's parks. The parks were entirely constructed from trash, including discarded water tanks and retired lampposts. While one park was sadly destroyed in a typhoon, the other park had its life extended for another year due to its popularity with the local community. The project was one of six projects in the WDC Taipei 2016 Open

When considering how the outcomes of their activities would enhance life in Taipei City, WDC 2016 event organizers were asked to focus the planning on one or more of these concepts.

Call program, which paired a local design team with an overseas group to create social design initiatives in Taipei.



Some of the designers participating in the six-week-long Designer in Residence program in Taipei changed the city in more subtle ways. For example, Dutch designers Vincent Wittenberg and Bennie Meek brought the concept of “Forest Bathing” to the streets of Taipei with a tour of the city replete with stations at which participants stopped to perform public “Actions” inspired by their memories of the city and its hidden natural environments.



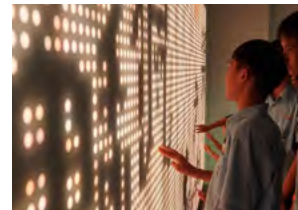
City Yeast also championed another metamorphic project called New Color for Transformer Boxes. With the support of Taipei Power Company, the social design organization partnered with local designers to redesign 144 pairs of transformer boxes in five Taipei neighborhoods. To ensure members of the community had a say in changes to their urban environment, City Yeast ran public design workshops where participants were introduced to the process of making color choices in design and encouraged to create their own palettes.



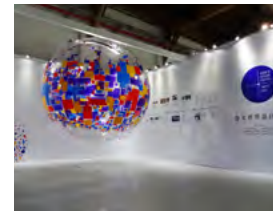
Taiwanese social innovation organization 5% Design Action took on the challenge of addressing the sisheng concept of “Life Quality and Health” with their project, Next Design for an Aging Society—another project in the Open Call program. In response to concerns over Taiwan's rapidly aging population, the team ran a program to teach Taipei's senior citizens about active aging. The series of highly participatory workshops focused on health promotion topics like physical health, mental health, and social integration.



Some projects broached multiple sisheng categories. For example, the Grounding Program, run by staff at the Cultural & Creative Industries Center at National Taiwan Normal University, sought to implement design thinking into the national K-12 school curriculum. Taipei schools that participated in the program were paired up with local design companies, who ran student workshops, teacher training programs, and built new spaces dedicated to design on school campuses.



Significantly, WDC Taipei 2016 also provided a much-needed place for the international exchange of ideas—between city policy makers, business owners, designers, and, perhaps most importantly, Taipei's residents—in a way unprecedented in Taiwan. Through four curated pavilions, the wide-ranging International Design House Exhibition ignited public discussion about urban development and the power of design thinking and social design projects to shape the future of cities.



Taipei Issuuuuu, the theme of Taipei Pavilion II, curated by Agua Chou of Taipei-based studio Agua Design, showcased the results of innovative WDC Taipei 2016 projects; the International City Pavilion presented an inspirational exploration of how 13 cities across the globe use design to face the continuing challenges of urbanization; the best of Taiwanese design was showcased in a dedicated Pavilion; and in Taipei Pavilion I, visual artist Page Tsou curated an exhibition of more than 300 pieces of Taipei-themed illustration work by illustrators, graphic designers, and visual artists from around the world, while calligrapher Tong Yang-Tze collaborated with local fashion designers to create outfits inspired by traditional Chinese ink art.





“World Design Capital is a very good platform for people to experience design for themselves, and for all professionals from all over the world to exchange their ideas. In addition, Taiwan designers can also broaden their horizons through this platform,” said Taiwan President Tsai Ing-Wen at the official opening of the exhibition.

The public portions of the WDC Taipei 2016 Design Week Forum and Design Policy Conference also gave audiences a chance to experience first-hand the cutting-edge ideas of world-leading designers, design advocates, and city administrators. Events like the International Design Gala brought design industry leaders together in an intimate setting to celebrate industry achievements through the announcement of the winners of two design awards: WDO's World Design Impact Prize and the Special Award of the Golden Pin Design Award – Social Design, a Taiwanese competition created especially for the WDC year.



In a series of surveys conducted between December 2015 and December of the following year (commissioned by WDC 2016 office and published by the Taiwan Institute of Marketing Science), 90 percent of survey participants agreed with the decision to hold WDC Taipei 2016 and were proud of the designation. Visitor satisfaction was also found to be at 88 percent at the conclusion of the WDC Taipei year.

Couple these statistics with numbers like the 4,783 articles about WDC Taipei published in 2016, the enthusiastic public participation in WDC events and on social media, and the events that brought together people from a wide variety of professions, and it is clear that the early aim of not only transforming the landscape of Taipei, but also of using design thinking to create an unprecedented web of cross-industry collaboration in the city, was achieved.

At the WDC Taipei 2016 Convocation Ceremony, Taipei City Mayor Ko Wen-je stated that future development will be cultivated in three directions: the establishment of better cross-departmental relationships; the identification by the government of where the energy in the community lies and a willingness to support the resulting grassroots initiatives; and a readiness to listen to citizens to better understand when and where change in the city is necessary. “Today is not an end; we’ll continue our work in the future,” he said.



Throughout the course of the World Design Capital® year, Taipei developed unique events in partnership with WDO—the WDC Signature Events—to achieve local objectives and to reach local, national, and international audiences.

SIGNATURE EVENTS

Signing Ceremony

28 March 2014

On 28 March 2014, the signing of the Host City Agreement with Icsid took place at the Taipei Guest House. The event was most notably attended by His Excellency President Ma Ying-jeou, Taipei Mayor Hau Lung-bin and Icsid President Dr. Brandon Gien, as well as several other local and international dignitaries, members of the media and representatives of prominent design and community organisations, who participated in support of Taipei's announcement. Representatives from previous World Design Capital cities including Ms. Paola Zini (WDC Torino 2008), Prof. Soon-in Lee (WDC Seoul 2010), Mr. Pekka Timonen (WDC Helsinki 2012) and Mr. Richard Perez (WDC Cape Town 2014) were also in attendance.



New Year's Eve of Design

31 December 2015

Approximately 65 000 people attended the first signature event of the WDC year, the New Year's Eve of Design. At the stroke of midnight, the city lit up its iconic tower, Taipei 101, with a fantastical display of fireworks. Mayor Ko Wen-je was joined on stage by Icsid President Dr. Mugendi M'Rithaa as they both helped to place miniatures of five iconic buildings on a map of Taipei, signifying the start of the year's design-related events and activities.



International Design Gala

18 March 2016

The WDC International Design Gala, held at the Mandarin Oriental Hotel on 18 March 2016, provided an opportunity to celebrate the local and international design community, particularly design-led innovation to improve quality of life. Over 500 guests attended, including the Mayor of Taipei, Mr. Wen-je Ko, and Commissioner of Cultural Affairs for the Taipei City Government Beatrice Hsieh. The Mayor of Eindhoven, Rob van Gijzel, was also present. The winner of the 2015-2016 World Design Impact Prize was awarded to Arturo Vittori, who lead the Warka Water project. Icsid President, Dr. Mugendi M'Rithaa, unveiled the first edition of the Rado Star Prize Taiwan. This award highlights Rado's long-standing tradition of encouraging innovation and young talent.



SIGNATURE EVENTS

International Design House Exhibition

13-30 October 2016

The International Design House Exhibition will be on display at the Songshan Cultural and Creative Park, in Warehouses 1-5 and the North Tobacco Factory from 13-30 October. The exhibition centers around the main WDC Taipei 2016 theme of "Adaptive City: Design in Motion," and will explore the impact of WDC Taipei 2016 initiatives on the city, such as the International Open Call and the Designers in Residence programs and other public policies. The exhibition will also demonstrate the impact that design has on urban living, illustrating the point with concrete case studies where design has been used to solve social issues. The story of Taipei's development will be told, unveiling the multifaceted nature of the city and its citizens.



Network Cities Meeting

12-13 October 2016

Mayors and their representatives from cities worldwide will be invited to explore the issues they face in urban development, discuss how they use design-based methods to resolve such issues, and explain their visions for the future development of their cities. The meeting will provide a platform for urban development policymakers to exchange views, and will connect cities together in an urban development design network.



International Design Policy Conference

15-16 October 2016

Experts in policy making, industry and academia from design driven cities around the world will participate in this international conference and discuss cases and examples where design policies have changed their city.



SIGNATURE EVENTS

International Design Week Forum

17-18 October 2016

WDC Taipei has invited representatives from design weeks worldwide to share experiences and insights on current trends in design, igniting a city's creative economy, and creating urban brands.



Convocation Ceremony

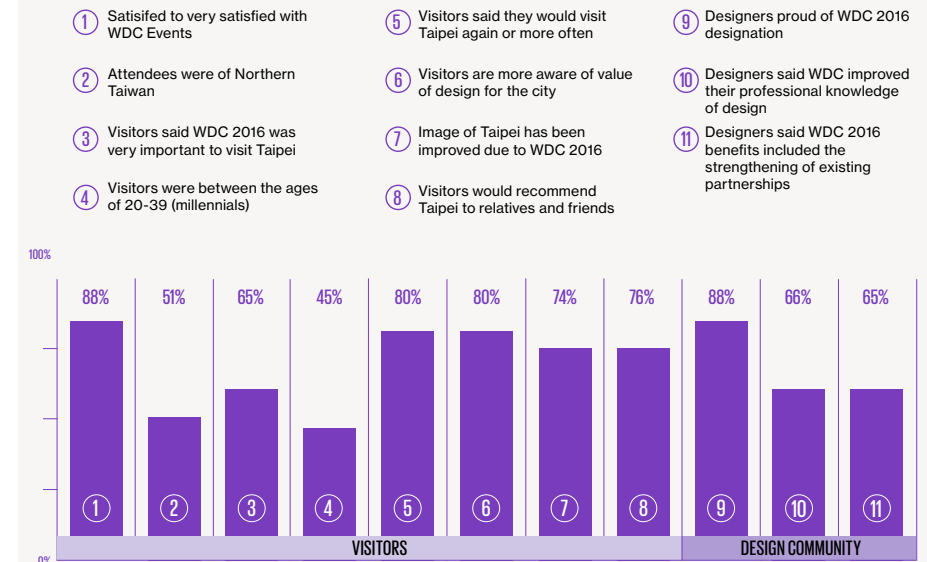
21 December 2016

In this ceremony, the city presented the achievements of WDC Taipei 2016, and officially handed over the honour of hosting next WDC in 2018 to Mexico City.



Provided a better understanding of the value of design to the city

- Taipei (re)introduced itself as a design destination
- Design thinking introduced expanded possibilities to city bureaucracies and in city development
- Bidding for and mounting the WDC 2016 programme united the design community behind a common goal
- Taipei found a new way to spotlight ongoing city sustainability and city development work



Engaging Communities

Adaptive City Design in Motion

Taipei was named the "Adaptive City" during its reign as World Design Capital. Using the WDC designation as a catalyst for change, design initiatives and projects held throughout the year introduced design and design thinking to Taipei's citizens.

"Design can be an indispensable part of improving our national strength."

Taiwan President Tsai Ing-wen

8,000,000+ people attended WDC events

That number is equivalent to almost 1/3 of Taiwan's 23.5 million people.

143

design forums

619

workshops

1,285

design meet-ups

6 international exhibitions

9 major exhibitions

Global participation:

13 countries from Europe

3 countries from North America

1 country from Africa

11 countries from Asia

3 countries from Oceania

Design Policy Conference

A global panel of design policy experts discussed critical issues at the forefront of current debates on design.

Outcome: Attendees learned about challenges in design policy in the public and private sectors.

Design Week Forum

16 organizers of design weeks from around the world convened in Taipei.

Outcome: Discussed best-practices to improve the promotion of the design industry.

Network of Cities Meeting

7 mayors from Taipei, Cape Town, Eindhoven, Helsinki, Kolding, Phoenix, and Mexico City met to strengthen the bilateral exchange promotion of design.

Outcome: Attendees learned about challenges in design policy in the public and private sectors.

Building Global Networks

Who's Talking About WDC?

25%

increase in citizen awareness of WDC

21%

increase in visitor awareness of WDC

88%

of Taipei's design industry were proud of hosting WDC

The Survey Says...

In a 2016 survey, 2,000 people in Taipei, including designers, visitors, and residents, were asked questions about their World Design Capital experience.

82%

of visitors spent more than NT\$3,000 (US\$100)

114,000+ social media followers

4,783 stories

"To change Taiwan, we must start with the capital; to change the capital ... we must start with design."

Taipei City Mayor Ko Wen-je

Revitalizing the City

Small Shop Signboard Manufacturer

100 traditional shops had their storefront signs redesigned to attract younger shoppers.

Outcome: Taiwan's traditional businesses were rejuvenated through design.

(RE)Create Taipei

2 parks were entirely built from local waste in underused locations.

Outcome: Citizens learned first-hand how disused urban space can be transformed.

New Color for Transformer Boxes

144 transformer boxes were re-designed to showcase local identity through color.

Outcome: Community and designers teamed up to transform the cityscape.

Designer in Residence

6 international design teams interacted with city residents and local experts through workshops.

Outcome: Cross-cultural exchange in design inspired different ways of thinking about Taipei.

Grounding Program

Provide students and teachers access to contemporary design education methods.

Outcome: Design thinking was successfully implemented into the national K-12 school curriculum.



SIGNS OF THE TIMES: DESIGNERS REVITALIZE TRADITIONAL MARKET EXPERIENCE IN TAIWAN

Taiwan's traditional markets, or *shichāng* in Mandarin Chinese, are a central part of daily life for many of the island's residents. These maze-like food bazaars buzz with energy as early morning shoppers push their way through the crowds to reach their favourite stalls, their heavily loaded trolleys clattering along behind them. These seasoned, often elderly patrons only know which stalls they prefer by the people behind the counters and the produce they sell; the signage for each stall is almost always the same as most are identified simply by a site number.

In an effort to encourage a younger generation of buyers into these *shichāng*, and also to create a model of revitalization that could be replicated city- or country-wide, a 2016 edition of the four-year-old Small Shop Signboard Manufacturer project was launched in Taipei's traditional Dazhi Market by design studio Archicake. The project is just one among many sitting under the Taipei, Design Action! banner—a program managed by the Taipei City Government since 2012 that creates settings in which the general public can engage with design at a grassroots level.

The Small Shop Signboard Manufacturer project, which was included in the World Design Capital (WDC) Taipei 2016 program, fits well within the conjoint WDC 2016 themes of "Adaptive City: Design in Motion" and "Sisheng: Quality of Life and Health, Ecological Sustainability, Smart Living, and Urban Regeneration." In the case of the Dazhi Market, for example, not only did the signage revamp encourage cross-generational collaboration, it also revitalized a model of shopping that is slowly being pushed out by chain stores and corporations, encouraging a new wave of consumers to embrace

and value traditional aspects of their society.

The Archicake team connected the owners of nine stalls in Dazhi Market, a traditional covered morning market that has been situated in Taipei's Zhongshan District for more than forty years, with three local designers: Wei Da Lin, Aaron Nieh, and Feng Yu. Each designer-stallholder team worked together to redesign the appearance of the stalls, with most creating not only new signage, but also some other unique features like pricing displays and menus.

The project stretched the capabilities of the designers involved. Aaron Nieh mentioned that while his work is typically "a bit cold and grim," he and his team surprised themselves by creating signs that were "friendly and cute." For Wei Da Lin, the opportunity offered her a rare chance to build "real human connections" with everyday people. She believed the project would allow "everyone to start to think about the beauty that surrounds us in our lives and try to make things even more beautiful."

Market vendors also reporting positive results to Archicake: fans of Aaron Nieh, who is popular among the younger generations in Taiwan, are travelling to the market to see his work; a number of the vendors are considering packaging designs for their produce that will mimic the new signage designs; and a dumpling vendor who received a new sign has installed special exhibition lighting to emphasise it.

"The signboards designed by designers Feng Yu, Aaron Nieh, and Wei Da Lin are all excellent. They preserve the special characteristics of the stalls, and also make people feel warm inside.

This activity provides a chance to transform the traditional market with a rich sense of modern art," an enthusiastic and grateful Huang Xiangjin, chairperson of the Dazhi Market Stall-owner Committee, said at the reveal event for the new signage in late April 2016.

For Weizhen Zhang, Planning Director at Archicake, the most impactful aspect of the project was the resulting inter-generational collaboration. "I noticed that during the communication between the designers and the vendors, the sons and daughters of the original stall holders were often actively involved in the discussions. This might be because they're more aware of the importance of design and branding," she explains. "As a result, this project stimulated a healthy correspondence between the different generations in the family, and the younger generation owners were able to learn more about their family's business."

The nine stalls renovated in the Dazhi Market are just part of an ongoing project to revamp shopfront signage across the city. Between 2013 and 2016, project organizers Archicake and another local social enterprise group, Agua Design, have completed a total of 100 sign renovations on a wide variety of shop types, from market stalls to cafes, hair salons to temples, small groceries to laundromats. Some of the stores have been running for more than 20 years with little to no renovation of their image during that time.

While the Small Shop Signboard Manufacturer project drew to a close at the end of 2016, there is no denying that it has been a truly transformative experience for the small business owners and designers who have participated.

archicakedesign.com
wdc2016.taipei/en



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RE-CREATING TAIPEI PARKS FOR A BETTER FUTURE

Taiwan's capital city of Taipei had 788 parks in 2016, spread out across an area of just over 270 km² and serving communities in 12 districts. The design of the majority of these parks is repetitive—plastic, modular, and with similar equipment and colours—and caters more to safety regulations and cost-saving than to the needs and desires of the local communities they serve.

To address this problem, Taipei-based social design organization City Yeast teamed up with Basurama, an experimental multidisciplinary collective from Spain, and pitched an ambitious year-long plan to the World Design Capital (WDC) Taipei 2016 International Open Call program—founded to encourage a ground-up, design thinking-led approach to challenges faced by the city. Competing against 49 proposals from 19 countries, they were announced as one of 6 Open Call participants in early 2016.

Basurama and City Yeast planned to create two temporary play spaces in two under-used areas of the city in a project they named (RE)Create Taipei. The parks opened to the public to coincide with the WDC Taipei 2016 International Design House Exhibition in October. Before the playgrounds were built, City Yeast and Basurama held a series of public interventions and consultations to ensure the spaces met the needs of the community.

Creative, well-designed playgrounds stimulate a child's imagination as well as provide them with exercise, a chance to develop their motor skills, and educational opportunities. Kids Ambition Park, the first park built by Basurama and City Yeast, was made out of discarded rooftop cooling tanks of various sizes.

The park was located close to a not-for-profit kindergarten that serves the community of the nearby Zhengyi Public Housing complex, and the children, teachers, and parents were involved in its development. Upturned tanks were converted into a maze, the

insides covered in various materials from astroturf to pink pompoms, while two halves of a tank were connected together to form a cubbyhole with a ball pool. A huge overturned tank became a slide and climbing area.

The team's second creation, nicknamed Swings Park, was constructed from retired streetlight poles donated by the city government's Parks and Street Lights Office. Swings were made of inside-out car tires while two nets stretched between the pylons allow for climbing and reclining. A large wooden platform was installed at one end of the space to provide a





seat for watching parents or a place for community members to meet, chat, or even conduct performances.

Swings Park has been well received by the local community. Elementary school students play in the park after school and parents bring their children to the park on weekends. The community representative, or *lí cháng* in Chinese, even installed a patrol box in the area, demonstrating the value of the park to residents. On the back of such positive responses, the *lí cháng* has also successfully persuaded the city to allow the playground to remain in-situ for another year.

For both Basurama and City Yeast, the key to the success of the playgrounds lies in the amount of effort put into public consultation and participation. "Within the whole process of the (RE)Create Taipei project, we tried hard to keep in touch with different government departments," explains Edith Lin, a designer with City Yeast. In 2016, the team met regularly with various city government agencies including the Department of Environmental Protection and also the Parks and Street Lights Office of the Public Works Department.

Such discussions are on-going. There are high hopes for the (RE)Create Taipei initiative in terms of opening up new possibilities in how people use and interact with public space and how recycled re-sources can be used to develop more unconventional public playgrounds. "The government has already built eight parks that contain inclusive play space design, which citizens have asked for," Lin continues. "We believe the government already understands the importance of diverse parks, but when it comes to making play equipment out of discarded materials, we still need to overcome safety issues and regulation requests."



◆ ◆
To the community, the installation activates the neighbourhood by attracting people to go to the open space and rest. It also gives the community another perspective on how to use the area and learn to maintain it.
◆ ◆

By making connections between waste, public space, and community, the (RE)Create Taipei project has built a platform for citizens and the government to reconsider urban issues using design thinking methods. "These experimental interventions have allowed both the local community and citizens to imagine possibilities for idle space, such as that found under an overpass or bridge. To the community, the installation activates the neighbourhood by attracting people to go to the open space and rest. It also gives the community another perspective on how to use the area and learn to maintain it," says Lin.

Mónica Gutiérrez Herrero from Basurama agrees. "They [the parks] are the seeds of participatory processes, a reason to link the people together and make them realize that together they can achieve more and find more happiness than they can alone," she says.

INSPIRED BY DESIGN: HOW CROSS-CULTURAL DESIGN RESIDENCIES CHANGE PERCEPTIONS

As part of the World Design Capital (WDC) Taipei 2016 Designers in Residence program, six design teams from the Netherlands, the UK, Germany, Spain, Japan, and Israel were invited to spend six weeks in Taipei City, while two Taiwanese designers headed over to Eindhoven in the Netherlands. The designers brought specialties like social design, social mapping, engineering, event curation, and textile craft to their resident cities.

During this time, the designers-in-residence were tasked with using their design training to explore overlooked or underused aspects of the city, interacting with city residents and local experts through workshops and activities in public space. In Taiwan, the efforts of the designers were focused around the WDC Taipei 2016 concept of *sisheng* (or 'four lives' in English), a Mandarin Chinese term that encompasses quality of life and health, ecological sustainability, smart living, and urban regeneration.

VINCENT WITTENBERG AND BENNIE MECK

Vincent Wittenberg and Bennie Meek came to Taipei via the Netherlands, where they use social design methodologies to find ways for people to better relate to nature. Inspired by the Japanese concept of forest bathing, a practice that promotes spending time in nature for health benefits, the design duo viewed the



residency as an opportunity to translate this traditionally rural pastime into Taipei's hyper-urban environment.

The team started their research by exploring the city and documenting evidence of Taipei's unique relationship with trees. They were particularly excited by the ways in which trees and plants seemed to live in harmony with the surrounding buildings, sometimes even overtaking them. This was in stark contrast to the orderly approach to landscaping typical in their homeland.

Wittenberg and Meek culminated their residency with a two-part workshop.



Participants collaborated with the designers to first map out and then walk a forest bathing route through Taipei. The tour was replete with stations at which members of the group stopped to perform certain "Actions" inspired by their memories of the city and Taiwan's natural environments.

CHARLIE EVANS

Charlie Evans is a British designer and educator. His research focuses on gender and performance where they intersect at a socio-economic-political



level. Learning about how the body works with the mind, participants in Evans' first workshop in Taipei used their hands, mouths, fingertips and elbows in a series of body part isolation drawing exercises. They were then led in a short exercise ritual of various stretches and exercises common in the professional wrestling world to prepare the body.

Evans then took his research to the streets in the form of an experimental installation and performance piece called "Maximum Knee". He converted a street food stand into a mini stage, and placed it in a bustling night market. Standing behind the stall dressed in a wrestling outfit, Evans tapped the knees of people who were willing to pay for the service. Through the performance, Evans wanted to highlight body rituals related to caregiving and health in a space other than typical sporting venues.



SIEM NOZZA

Eindhoven-based Siem Nozza lives by the mantra, "The process is more important than the actual outcome." During his six weeks in Taipei, the mold-breaking designer applied the knowledge he has acquired organizing events across the Netherlands to the launch of the first Taipei edition of DIT (Do It Together), an event series first founded by Nozza in Eindhoven. DIT IS TAIPEI was held over two days at Treasure Hill Artist Village, where most of the designers-in-residence were based, and the event aimed to bring government, business owners, and diverse local communities together to spark new ideas and collaborations.

At the DIT Dinner, held in Treasure Hill on a Friday evening, guests enjoyed a variety of performances accompanied by a three-course dinner prepared using produce destined to be discarded. On the following day, members of the public could participate in a variety of design



workshops and art events, including waste crafting workshops, graffiti bombing lessons, art talks, and poetry, music, and sound art performances. For one day only, all the studios, galleries, shops, houses, and cafes in the eclectic Treasure Hill Artist Village complex were also open to the public.

◆ ◆
The process is more important
than the actual outcome
◆ ◆



VICTORIA LEDIG

Working with circular economy principles is a driving force for Victoria Ledig, a textile designer from Germany. After an exploration into Taiwan's recycling practices, the designer settled her attention on industrial waste, and began working with a fabric cutting factory that had large quantities of fabric off-cuts simply sitting in storage. The designer held a workshop during DIT IS TAIPEI to teach creative professionals five textile techniques—weaving, rope making, crochet, arm knitting, and spinning—so that they could turn that leftover fabric into new objects.

Ledig's residency was particularly impactful, and led to some tangible outcomes. The residency inspired, for example, Taiwanese circular economy proponents RENato lab to hold a workshop during the WDC Taipei 2016 International Design House Exhibition, a WDC Signature Event. Working with scraps provided by the same factory that Ledig collaborated with, participants created baskets for their pets. Since the exhibition, some local schools have also expressed interest in sourcing the material.





VIVIANA NAROTZKY

Curator and design educator Viviana Narotzky, travelled to Taipei from Spain with the aim of conducting an emotional, rather than physical, mapping of the city. In a workshop held at Taipei Artist Village, she promoted people to first draw a map of the city only from memory. They then came together to plot important landmarks onto a real map of Taipei using a variety of emotional prompts. "This project linked very well with the general topic of World Design Capital because it's about the city and it's about community," Narotzky noted when in residence in Taipei.

◆ ◆
A community is an aggregation of individual lives, so I wanted to find a way of mapping those individual lives onto the city.
◆ ◆



BCXSY

BCXSY, an interdisciplinary design studio based in Amsterdam, specializes in socially responsive projects. During their time in Taipei, the award winning husband-and-wife team, Sayaka Yamamoto from Japan and Boaz Cohen from the Israel, chose to focus on souvenirs. Is there an alternative to the common, almost universal, key chain, pencil or fridge magnet? During their workshop, participants were asked to bring one object that had cultural or personal significance to them, which they would then transform into a souvenir.



Visitors and city residents that were not able to attend the workshops or activities during the six-week residency period still had the opportunity to explore the outcomes during the WDC Taipei 2016 International Design House Exhibition. Also on show at the exhibition were the research and work of two Taiwanese designers, Kuang Yi Ku and Szu Han Chen, who travelled to Eindhoven in the Netherlands as part of the 2016 residency programme.

"When we're here in Taiwan, it helps us to also reflect on our own country. That's the nice thing about this kind of exchange program and also these kinds of workshops. When you all work together, it makes you aware of things that you're not normally aware of," said Dutch designer Vincent Wittenberg of his time in Taipei. This sentiment was echoed by all the 2016 designers-in-residence, international and Taiwanese, and points to the value of WDC programs in encouraging cross-cultural collaboration and knowledge sharing.





CREATIVE CLASSROOMS: HOW DESIGN THINKING INSPIRED EDUCATIONAL REFORM IN TAIWAN

Design thinking was promoted throughout the planning and implementation phases of the World Design Capital (WDC) Taipei 2016 as an important tool with which to push Taiwan's bustling capital city toward growth. Instead of a focus on shallow aesthetic improvements, the aim was to use this systematic, cross-industry method to analyze and solve problems.

The Grounding Program, which was founded by Taiwan's Ministry of Education in 2013 as part of the wider WDC Taipei 2016 program and run by staff at the Cultural & Creative Industries Center at the National Taiwan Normal University in Taipei, is a living example of the implementation of design thinking into a crucial aspect of daily life in Taipei: the national K-12 school curriculum.

The project reinforced the Ministry of Education's Policy Blueprint—a guide to future educational development that was first developed in 2013—by providing students with hands-on, thought provoking, and fun access to contemporary design education

methodologies, while also nurturing Taiwan's future design talents.

To help find inspiration to overcome challenges like overwhelmingly hierarchical (top-down) thinking and an intense pressure to achieve in higher education, staff at the Cultural & Creative Industries Center sought inspiration for the development of the program in the work and ideas of innovative designers like David Kelley, dean of the design department at Stanford University and IDEO founder, and institutions like the Media Lab at MIT and Inventors Without Borders.

Aside from the day-to-day management of the Grounding Program, one of the key tasks of the Center was to observe any changes in the thinking and actions of students, teachers, and school administrators as a result of both the program itself and the wider influence of WDC Taipei 2016 activities. The Center was then required to turn these observations into practical suggestions that would assist in the adjustment of the Taiwanese teaching style and education management.



Taiwan has one of the lowest birthrates in the world, meaning that many school campuses, built when there were far more children on island, today have a lot of disused space, from cupboards and corners to corridors and even entire classrooms. The Grounding Program partnered with 30 Taiwanese creative studios and designer-teams who, over a number of years, turned these spaces into "creativity corners"—a first-step hub from which design thinking ideas could spread into all aspects of the school system.

The design teams came from a multitude of disciplines—from design, animation, and illustration to theatre, dance, and literature—and they were tasked with the lofty aim of planting the seeds that would eventually temper the traditional exam-based approach common to the Taiwanese school system. Instead, K-12 teachers were given the skills to bring creative design thinking into their own classrooms.

An additional 65 schools took up the renovation challenge on a smaller scale, identifying areas of their campuses that could be better used and beautifying or re-designing them with input and manpower from students and staff alike. The impact of these efforts can be measured in the sheer number of new facilities: the designers, together with students, teachers, and school administrators, converted 61 idle classrooms in 27 Taipei schools into a wide variety of usable creative spaces.



Teachers also benefited from the program. They were given the opportunity to participate in designer-led training seminars where they developed new curricula in design thinking. These workshops were one of the outstanding successes of the Grounding Program, with 39 separate teaching materials created by 90 teachers in 30 schools. Design departments in five Taipei schools were also matched with professional tertiary-level design teachers in an effort to inspire more creative teaching methods.

Schools across Taipei participated in Grounding Program activities that aimed to encourage students to "live an aesthetic life aesthetically." These included tours of Taipei's significant creative and cultural streets, regular guided visits to art and design exhibitions, and trips to

culturally and historically significant sites around Taipei. The public were also able to access what was learned through two wide-ranging exhibitions held at the beginning and at the close of the program.

"Designers can play a more important role in formulating public policies, so that the public policies that we formulate can better meet the needs of our citizens and they can have a more human touch," said Taiwan President Tsai Ing-wen at the opening of the WDC Taipei 2016 International Design House Exhibition. Over four years, the Grounding Program has proven this statement again and again, demonstrating how the problem solving and creative skills design thinking imparts will benefit Taiwan's youth now and, perhaps most importantly, into their working years.



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