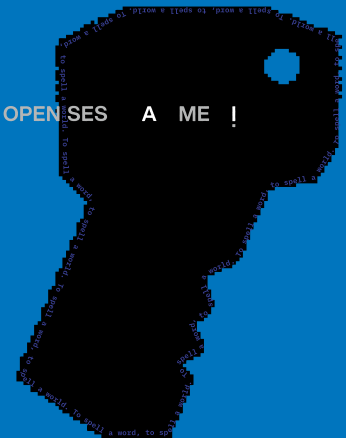
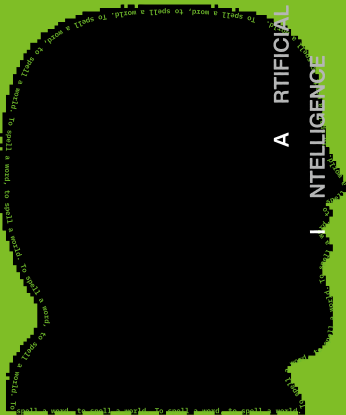


2026 臺灣文博會
CREATIVE EXPO TAIWAN

BIT
ZERO
元世集



展覽手冊
GUIDE BOOK



2026
肖年頭家
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天下
正氣
當先

臺灣文博會 CREATIVE EXPO TAIWAN 2026

展覽資訊 Time and Venue

文化策展 Cultural Curation

8.1^(六)-8.31^(一)—10:00-18:00
空總臺灣當代文化實驗場古蹟大樓
臺北市大安區仁愛路三段 55 號

AUG.1^{SAT}-AUG.31^{MON} —10:00-18:00
Taiwan Contemporary Culture Lab Heritage Building
No. 55, Sec. 3, Ren'ai Rd., Da'an Dist., Taipei City, Taiwan

品牌商展 Creative Brands

8.6^(四)-8.12^(三)
台北南港展覽館 1 館 1 樓
臺北市南港區經貿二路 1 號

AUG.6^{THU}-AUG.12^{WED}
Taipei Nangang Exhibition Center, Hall 1, 1F
No.1, Jingmao 2nd Rd., Nangang District, Taipei City, Taiwan

■ 專業買家日 Open to Professionals

8.6^(四)、8.7^(五) ————— 10:00-18:00

AUG.6^{THU}、AUG.7^{FRI} ————— 10:00-18:00

■ 一般民衆入場 Open to Professionals / General Public

8.8^(六)、8.9^(日) ————— 10:00-20:00

8.10^(一)-8.12^(三) ————— 10:00-18:00

AUG.8^{SAT}、AUG.9^{SUN} ————— 10:00-20:00

AUG.10^{MON}-AUG.12^{WED} ————— 10:00-18:00

交通資訊 Transportation

空總臺灣當代文化實驗場

Taiwan Contemporary Culture Lab

■ 捷運 Metro

捷運「忠孝新生站」3 號出口，沿忠孝東路步行至建國南路與濟南路口，約 10 分鐘可達園區西 1 入口。

MRT Zhongxiao Xinsheng Station (Exit 3)

Walk along Zhongxiao East Road to the intersection of Jianguo South Road and Jinan Road. Approx. 10 minutes to the park's West Entrance 1.

捷運「忠孝復興站」2 號出口，沿忠孝東路步行至 248 巷左轉，往仁愛路方向步行，約 6 分鐘可達園區東入口。

MRT Zhongxiao Fuxing Station (Exit 2)

Walk along Zhongxiao East Road and turn left onto Lane 248, continuing toward Ren'ai Road. Approx. 6 minutes to the park's East Entrance.

■ 公車 Bus

仁愛建國路口一站：37、226、270、311、630、651、通勤 27、仁愛幹線、1728

Renai and Jianguo Intersection (1): Routes 27, 37, 226, 270, 311, 630, 651, Renai Trunk Line and 1728

台北南港展覽館 1 館

Taipei Nangang Exhibition Center, Hall 1

■ 捷運 Metro

搭乘文湖線（棕線）/ 板南線（藍線）至「南港展覽館站」1 號出口，沿左側步行即可抵達。

Take the MRT BR line or BL Line and get off at **Taipei Nangang Exhibition Center Station**, exit via Exit 1, then follow the pedestrian walkway to the left.

■ 公車 Bus

捷運南港展覽館站（捷運南港展覽館站 2 號出口，靠近 1 館南港路西向）

589, 951, 817, 藍 22, 藍 15, 605 副, 藍 21 副, 藍 39, 藍 21, 955, 823, 1032, 1191, 1843, 1877, 1878, 1879, 9026, 9026A, 1088, 605, 668, 675, 678, 919

Metro Nangang Exhibition Center Station (Exit 2, Blue Line Terminal, near Hall 1, Westbound on Nangang Road)

589, 951, 817, Blue 22, Blue 15, 605 Shuttle, Blue 21 Shuttle, Blue 39, Blue 21, 955, 823, 1032, 1191, 1843, 1877, 1878, 1879, 9026, 9026A, 1088, 605, 668, 675, 678, 919

■ 台灣高鐵 Taiwan High Speed Rail

搭乘台灣高鐵至「南港站（終點站）」，可轉乘捷運板南線至「南港展覽館站」1 號出口，沿左側步行即可抵達。

Take the Taiwan High Speed Rail to **Nangang Station (terminal station)**, then transfer to the MRT BL to **Taipei Nangang Exhibition Station**, exit via Exit 1, then follow the pedestrian walkway to the left.

第零位元 BIT ZERO

2026 年，文明加速沒入數位洪流，當 AI 生成能在微秒間轉譯指令，我們迎來前所未有的命題：在無限複製的算法中，什麼才是不可替代的「原創」？

本屆臺灣文博會「第零位元」（Bit Zero）跳脫數位運算的常態，探索運算啟動前的留白。那代表創作者撥動開關前閃過的第一個「念頭」，是啟動萬物的原始咒語，亦是土地深處的原始記憶。本次策展由陳怡潔藝術工作室、彭雅倫藝文工作室、中間研究室、選選研、同心圓製作、明日製作所跨域合體，若文化 IP 是參天大樹，「第零位元」則是那顆沈默卻具爆炸力的種子。

策展群希望透過這次策展，讓文化 IP 重新與土地接軌，與人的溫度產生真實的連結。為實踐感官追尋，臺灣文博會選址於承載百年歷史的「空總臺灣當代文化實驗場古蹟大樓」，藉由古蹟建築交織出數位無法備份的「現場性」。當觀者踏入展場，呼吸與腳步便成為最強大引擎也無法預測的生命編碼。

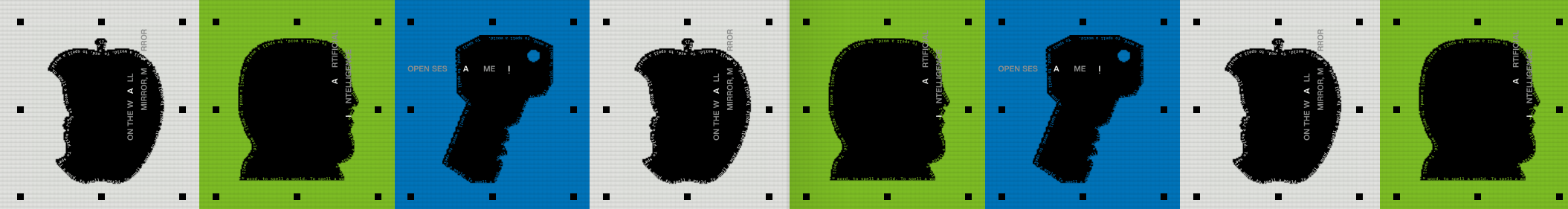
你，就是那段活著的編碼。在萬物歸於 0 與 1 的時代，讓我們守護「起念瞬間」的力量。一起回到第零位元，讓文化在冰冷的位元世界裡，持續散發溫熱且鮮活的光芒。

In 2026, civilization is accelerating into the digital torrent. As AI can translate prompts and generate content within microseconds, we face an unprecedented question: in an era of infinite algorithmic replication, what truly constitutes our irreplaceable "originality"?

This year's Taiwan Creative Expo, themed "Bit Zero," explores the blank before computation begins. It is the first "thought" flashing before a creator flips the switch—the primal spell that sets creation in motion, and the deep memory embedded within the land itself. Conceived by a cross-disciplinary team of curators, designers, and creative practitioners, the exhibition imagines "Bit Zero" as the silent yet powerful seed from which every cultural IP grows.

Through this exhibition, we seek to reconnect cultural IP with place, memory, and human warmth. Set within the century-old historic buildings of Taiwan Contemporary Culture Lab, the exhibition celebrates a sense of presence that no digital technology can fully replicate. Here, every breath and every step becomes a living code beyond the reach of prediction.

You are that living code. In a world reduced to zeros and ones, let us safeguard the power of that "moment of inspiration" and return to Bit Zero, where culture continues to shine with warmth, vitality, and life.



主視覺概念 Key Visual Concept

咒語造物 To spell a world

在數位世界中，一切皆由位元（Bit）構築，由 0 與 1 定義。從策展主題「第零位元 Bit Zero」出發，本視覺將 AI 指令（Prompt）類比為當代的「魔法咒語」，以「型隨咒語」為核心，呈現文字如何跨越虛實，轉化為具體的形體。文字在此不再僅是訊息，而是形構物件的起點，紀錄著從虛擬指令到物質生成的轉譯瞬間。

主要圖像透過三個核心物件，分別賦予當代意象，呼應臺灣文博會的三大產業面向：

- > 蘋果（文化策展）：類比為知識與靈感的最初果實。對應咒語「魔鏡魔鏡」，核心在於「反思與映照」。透過鏡面般的跨域對話，找尋文化敘事的有機體。

- > 鑰匙（文創品牌）：象徵開啟商機與產業連結的核心工具。對應咒語「芝麻開門」，旨在「開啟市場與解鎖受眾」。突破文創經濟邊界，創造無限商業可能。

- > 人像（IP 授權）：具象化原創靈魂與生命力。對應當代最強大的技術咒語「AI」，在擬人虛構與真實間模糊界線，展現創意共生下的多元生命形態。

我們如同已知用火の原始人，感嘆咒語的神奇，也不斷在摸索中用符號創造這個新世代。

Within the digital realm, all things are built from bits and defined by 0 and 1. Inspired by the curatorial theme "Bit Zero," the key visual compares AI prompts to contemporary "magical spells." Centered on the idea that "form follows the spell," it captures the moment of translation between virtual instruction and material manifestation.

Through three key objects, the core visuals correspond to the three major dimensions of the Taiwan Creative Expo:

> Apple (Cultural Curation): A symbol of knowledge and inspiration, echoing "Mirror, Mirror" as an invitation for reflection and cultural dialogue.

> Key (Creative Brands): Inspired by "Open Sesame," it represents unlocking markets, opportunities, and new possibilities within the creative economy.

> Human Portrait (IP Licensing): Embodying originality, storytelling, and vitality, it reflects the era's defining spell—AI—where technology blurs the boundaries between fiction and reality, enabling new forms of creative co-existence.

Like primitive humans who have just discovered fire, we marvel at the magic of these spells, while continuously groping in the dark to create this new generation using symbols.

主視覺設計團隊 Visual System



究方社 JOEFANGSTUDIO

究方社由設計師方序中於 2013 年夏天創立，至今已跨足音樂、電影、戲劇、展覽、品牌設計與大型典禮等多元領域的視覺設計。相信創作是一段傾聽與理解的旅程，也擅於在探索過程中發掘專案的個性，並轉化為有溫度的視覺語言，帶入大眾視野並深植人心。讓美學不再顯得高不可攀，而是貼近日常生活的存在。

JOEFANGSTUDIO was founded in the summer of 2013 by designer Joe Fang. Since its inception, the studio has built a diverse portfolio across music, film, theater, exhibitions, branding, and visual direction for major ceremonies. We believe that creation is a journey of listening and understanding. Our expertise lies in uncovering the unique identity of each project through a process of exploration, translating it into a warm visual language that resonates deeply with the public. We aim to make aesthetics more than just an out-of-reach concept, but an intimate presence that enriches everyday life.

OUT OF OFFICE

外也企畫 OUT OF OFFICE

外也企畫 OUT OF OFFICE 是以企劃為核心的傳達設計團隊，工作橫跨品牌識別、視覺系統與空間體驗，挖掘事物獨有的明亮性格。以鮮明色彩與直覺圖像為語言，將想法轉化為被看見、被感受的現場經驗。OUT OF OFFICE is a strategy-led creative studio working across disciplines, from brand to spatial experiences. Using vivid colors and intuitive graphics, the studio transforms ideas into experiences that can be seen and felt.



展區主題

Themes of the Expo

文化策展 Cultural Curation

- 不要急，你做得很好 No rush. You're doing really well
- 未來旅行社 IN TRANSIT
- 人性封存 讀取 然後解壓縮 The orange story in the blue world
- Wake Up! 感知覺醒 Awaken your senses
- 回到明日前 Tomorrow Shop
- 物演流形 FLOWING FORMS: Living in Formation

品牌商展 Creative Brands

- **主題策展區 Thematic Exhibition**
未來日常式 Future Everyday
- **文創品牌展區 Cultural & Creative Brands**
風格生活、工藝與文化永續、文創禮品、島嶼風尚
Lifestyle, Craftsmanship & Cultural Sustainability, Gifts, Culture of Origin
- **IP 授權區 IP Licensing**
原創角色、插畫與藝術圖像應用、國際授權與代理
Original Characters, Illustration & Artistic Imagery Applications, International Licensing & Agency
- **新銳品牌展區 Start-ups**
- **IP 轉生漫畫屋 MANGA IN THE HOUSE**
- **黑潮星樂園 IP-STAR POP PARK**



■



■

100



文化 IP 策劃

愛因斯坦定義下的「時間」，是一個相對的概念。今年，對你來說，代表著什麼樣的意義？

2026 年，當代創作者在你我共同生活的土地上，依然自由自在地行動著、感知著文化積累的能量，與過去持續得對話，再生產、再創造出能夠彰顯這個時代的價值、轉譯屬於臺灣特有質感的作品，就是在 2026 臺灣文博會想推薦給大家的內容。

從直擊當代人心的流行音樂專輯、潛入臺灣共同記憶的劇情影視內容、細緻描摹島嶼山海的人文出版品、豐富反映風土肌理的傳統文化資產、精準呼應時代脈動的文化創意產品、大膽對未可知提問的視覺藝術創作、誠實以身回應人性的表演藝術作品……都是在時間的長河裡，最能映照出「此時」「此刻」你我的模樣。

Cultural IP Planning

According to Einstein, time is a relative concept. In 2026, what does this moment in time mean to you?

In 2026, contemporary creators continue to move freely across the land we share, sensing the accumulated energy of culture and engaging in an ongoing dialogue with the past. Through processes of reproduction and reinvention, they create works that embody the values of this era and translate the distinctive qualities of Taiwan. This is what the 2026 Taiwan Creative Expo hopes to share with audiences.

From popular music albums that capture the emotions of today's generation, narrative films and television works that immerse themselves in Taiwan's collective memories, publications that delicately portray the island's mountains and seas, cultural heritage that reflects the textures of local landscapes, creative products that respond precisely to the rhythm of the times, visual artworks that boldly question the unknown, to performing arts works that honestly engage with the human condition—each becomes a reflection of who we are, here and now, within the vast flow of time.



彭雅倫藝文工作室 Ellen Yalun Peng Culture and Artist Atelier

藝術文化資產研究與授權管理團隊。彭雅倫、楊先好與團隊簡郁珊等自 2016 年起，以臺灣第一代攝影家彭瑞麟近三千件作品與文件為基礎建立「彭瑞麟資料庫」開放臺、日、法等策展人、創作者與學者使用，管理作品與授權研究成果於 C-Lab、國美館、北美館、北師美術館與臺博館等展出。2026 年擔任東京工藝大學寫大藝廊五十週年紀念展彭瑞麟個展協力單位與國際論壇發表。

Since 2016, the team have established the "Peng Ruei-Lin Archive" based on nearly 3,000 works and documents by Taiwan's first-generation photographer Peng Ruei-lin, supporting curators, artists, and scholars internationally. The team manages research, preservation, and licensing projects, with presentations at institutions including C-LAB, the National Taiwan Museum of Fine Arts, and Taipei Fine Arts Museum. In 2026, the team supports the Peng Ruei-lin solo exhibition and international forum marking the 50th anniversary of the Tokyo University of the Arts Gallery.



彭雅倫 Ellen Yalun Peng

策展人、藝術家。自倫敦取得時尚策展碩士，曾任 V&A Museum Friday Late 策展人。返臺後長期與柯智豪音樂工作室合作大型展演活動，曾任 2025 臺灣文博會協同策展人。同時為 2026 桃園地景藝術節與 2025 馬祖國際藝術島國際藝術家徵件得主、2024 桃園市兒童美術館駐館藝術家；同年獲紀念形式徵件百萬首獎。

Curator and artist with a London Master's in Fashion Curation, she curated for the V&A's Friday Late. In Taiwan, she co-curated the 2025 Creative Expo and partnered with Blaire Ko Music Studio. Her awards include the 2026 Taoyuan Landscape Art Festival, 2025 Matsuo Biennial, and a million-dollar memorial art prize.

不要急，你做得很好

地景藝術與感官地圖

土地的發聲：軍事基地的文化轉向

由仁愛路入口踏入空總臺灣當代文化實驗場，一場土地與記憶的對話隨即展開。透過地景藝術讓土地成為發聲主體，以「轉化」與「巨現」手法，將老宅壓花玻璃與花磚等民間紋樣編織進百年場域。不僅是文化 IP 的轉譯，更將冷硬軍事空間轉化為溫潤地標。

圖像與身體：交織於步伐間的感官閱讀

作品以「臺灣花磚」結合場域歷史，從植物紋樣出發，回應國家文化基地公共場域化的土地脈絡。觀者隨步伐進入廣場，視線向下與地面建立連結，成為行走的「身體閱讀」。在移動中閱讀歷史，同時找回當下與空間共振的感知。

場域實踐：從第一印象到情感共振

作為入口意象，作品將單向「觀看」轉化為雙向「參與」。透過基地的歷史脈絡與低環境負荷的彩繪，展現環境永續精神。在喧囂城市創造出一處可呼吸的縫隙，藉由植物紋樣的時間感傳遞正向訊息：在萬物歸碼的節奏中，我們亦能如土地般慢長，感受那份「不要急，你做得很好」的療癒力量。



No rush. You're doing really well.

Land Art and Sensory Map

The Land Speaks: The Cultural Transformation of a Military Base

Entering Taiwan Contemporary Culture Lab through the Ren'ai Road entrance, a dialogue between land and memory begins. Through landscape art, AGI CHEN STUDIO transforms the land from a silent presence into an active voice. Using "transformation" and "magnification," the work integrates folk motifs such as pressed glass and decorative tiles patterns from traditional Taiwanese homes into this century-old site. Beyond a sensory translation of cultural IP, it transforms a rigid military space into a warm cultural landmark.

Image and Body: A Sensory Reading Through Movement

Combining "Taiwanese decorative tiles" with historical symbols, the work creates a path of memory. Visitors read the land through movement, connecting body and ground as walking becomes a form of "embodied reading." More than an artwork to observe, it is an experience to participate in—revealing history while awakening a connection between people and place.

On-Site Practice: From First Impression to Emotional Resonance

Transforming "observation" into "participation," the work reflects sustainability through site history and low-impact painting techniques. Amid the city, it creates a breathing space where botanical patterns convey a gentle reminder: even in a world of constant coding, we can slow down like the land itself—"No rush. You're doing really well."



陳怡潔藝術工作室 AGI CHEN STUDIO

由藝術家陳怡潔所整合的演出製作團隊，以跨世代的專業陣容於近期完成許多重要製作。團隊中整合了橫跨藝術、設計、音樂、表演、建築、軟硬體技術等不同領域的一流人才，包括策重人文歷史之影音研究的視覺設計師、獲獎無數的音樂製作人、資深動畫團隊、專業影像拍攝團隊、優異的現場執行與硬體團隊，在每一場演出皆致力於開發匯聚經典與當代的演出，展現臺灣演出製作的軟實力。

Led by artist Agi CHEN, this multi-generational production team blends top-tier talent across art, design, music, performance, architecture, and technology. The collective features historical audio-visual researchers, award-winning music producers, veteran animators, expert film crews, and stellar technical teams. Collaboratively, they have recently delivered several landmark productions. For every project, the team dedicates itself to developing performances that bridge classic and contemporary elements, brilliantly showcasing Taiwan's cultural soft power and production excellence on the global stage.

陳怡潔 Agi CHEN



陳怡潔，2014 獲得國立臺南藝術大學藝術創作理論博士。代表性的藝術創作透過轉置動漫畫色彩，創作出系列性深具時代意義、反應大眾媒體文化，並喚起集體視覺記憶的當代藝術作品。近年除了藝術展演，陳怡潔也製作許多跨界的新媒體演出，這些經歷都使得她在臺灣年輕藝術家中具有載然的代表性，也表徵了她是一位勇於不斷的嘗試、創新的創作者。

Agi CHEN earned her PhD from TNNUA in 2014. Renowned for repurposing anime colors, her contemporary artwork reflects mass media culture and evokes collective visual memories. Through recent cross-disciplinary new media productions, she has become a highly representative young Taiwanese artist, embodying bold experimentation and continuous innovation.

未來旅行社

時間皺摺 ——過去與未來 同時抵達

你有沒有這樣的時刻？突然對某些事物、某段旅程、某種狀態，反覆產生渴望與想像。
這些未必只是尚未發生的期待，也有另一種可能是：未來的你，早已經在那裡了。

已經出發、已經踏上那片海岸、已經擁有那段記憶。
而此刻反覆湧現的念頭，是未來的你傳回來的訊號。

海，是潛意識與情感流動的場域，也擁有跨越邊界、連結區域的力量。

「未來旅行社 IN TRANSIT」以海線旅行為起點，打破時間的線性結構，讓過去、現在、未來在同一空間交會。空總臺灣當代文化實驗場古蹟大樓的每一個小隔間，都是一座時空訊號站——穿梭海況調頻艙、奇幻藍色海洋、海味轉運站，透過影像採集、創作交織，在這棟建築裡生成一種「已經發生」的身體記憶。

在隔間之間移動穿梭，不是在計畫旅行，而是 Right Now，此時此刻，正在旅行。

行動的力量，從想像轉為現實。
因為你要去的地方，其實早已抵達。



IN TRANSIT

The Fold of Time — Past and future arrive at once.

Have you ever had moments where you repeatedly crave and imagine a certain thing, a particular journey, or a specific state of being?

These might not just be anticipation for what is yet to come. Another possibility exists: your future self is already there.

You have already departed, stepped onto that shore, and claimed those memories.

The thoughts flooding your mind right now are simply signals sent back by your future self.

The ocean is a realm of subconsciousness and emotional currents, possessing the power to cross boundaries and connect regions.

Starting with coastal journeys, "IN TRANSIT" breaks the linear structure of time, allowing past, present, and future to converge in a single space. Each compartment within the Historic Building of Taiwan Contemporary Culture Lab Heritage Building serves as a spacetime signal station. Wandering through the "Sea Condition Tuning Cabin," the "The Blue Passage," and the "Sea-Flavour Transfer Station," you will experience collected imagery and interwoven creations that generate an "already happened" somatic memory.

Moving between these rooms is not planning a trip; it is traveling "right now," in this very moment.

The power of action transforms from imagination into reality.

Because the place you are going, you have actually already arrived.

中間研究室 MIDROOM

中間研究室 Midroom Lab

由策略發展，以視覺先行。擅於將細膩觀察轉化為具識別性的視覺語言，尋找差異化的存在軌跡，進而影響訊息轉譯後的形式與感知。長期專注於設計整合，涵蓋概念構思、視覺系統與空間規劃，並指導設計方向與溝通策略，實踐設計作為思考與連結的方法。

Driven by strategy and guided by visual intuition, this approach transforms keen observation into distinctive visual languages that shape how information is perceived. Specializing in design integration, expertise spans conceptualization, visual systems, and spatial planning. By directing design direction and communication strategies, design is put into practice as a vital method for thinking and connection.

郭中元 Chung Yuan Kuo

美感出發與創意結合，帶給許多人意想不到的視覺感受。擅長賦予品牌專屬的新生力量，為其量身打造一套能永續經營的設計規劃，藉由這樣的藝術感，拉近消費者與產品之間的關聯性，設計作品屢獲國內外設計大獎。

Blending aesthetics with creativity, Chung Yuan Kuo delivers unexpected visual experiences. He excels at revitalizing brands with tailored, sustainable design systems, using an artistic touch to bridge consumers and products. His award-winning work has consistently received major domestic and international design accolades.

協同策展 Co-curating | 版塊設計 Block Studio



人性封存 讀取 然後解壓縮

在藍色世界中尋找橘色故事

當 Ai 科技漸漸取代一切，人性成了未來世界被壓縮、封存的數據檔案。「人性封存、讀取、然後解壓縮」將展場設定為一座未來的人性雲端檔案庫。在這裡，人性被當作資料封裝，而觀展的第一步，就是登錄這座冰冷的檔案室，意識到在便利的大數據世界裡，我們正逐漸失去真實的自己。

展場由大量的「資料箱」構成，象徵未來世界將人性徹底數據化的違和感。在冷色調的淺藍色世界中，襯托出象徵人性溫度的橘色故事，那裡存放著創作者們為人性留下的美好姿態。在「經歷檔案庫」，我們讀取創作者如何透過歷練與過程，展現出自我的生命劇本；在「情感檔案庫」，透過情緒的讀取，我們感受人與萬事萬物之間的情感連結；在「信念檔案庫」，則是讀取那些強韌的根性，不願妥協的執著與堅持。

此展並非探討失去，而是在展示身為人最美好的一面。最後，系統將根據你讀取有共鳴的作品，為你「解壓縮」專屬的人性特質，並開立一份文化處方籤。我們希望能與你分享，擁抱科技的同時，更該正視那些人生中「親自參與」所留下的美好，找回那個最完整的自己。



The orange story in the blue world

As AI replaces everything, humanity becomes compressed data in a futuristic cloud archive. This exhibition, structured around the theme "archiving, reading, and decompressing humanity," invites visitors into a cold server room to realize how we are losing our true selves to big data.

The space is constructed from numerous "data boxes," symbolizing the stark datafication of human nature. Against a cool, light-blue background (the blue world), orange boxes stand out to represent the warmth of humanity (the orange story), housing the beautiful facets of our existence. In the "Experience Archive," we read life scripts shaped by personal journeys. The "Emotion Archive" captures our deep connection with the world through emotional data, while the "Belief Archive" highlights unyielding resilience and persistence.

Rather than mourning loss, this exhibition celebrates the best of human nature. Ultimately, based on the artworks you resonate with, the system "decompresses" your unique traits and issues a cultural prescription. We hope to remind you that while embracing technology, we must cherish the beauty of lived experiences and reclaim our most complete selves.

選選研

選選研 S.SELECT LAB

選選研於 2017 年成立於日本東京，結合日本與臺灣的設計觀點，致力於推動設計思考、提供策略建構的品牌規劃設計服務。從本質的探究、策略展開到形象視覺設計，整合營運需求與美學兼備，為品牌打造最適切的设计方案。並將此設計思維運用至策展、整合、視覺設計等。曾創立 NIBUNNO - 可以住的藝廊（東京旅店）、選選研設計、EP 印刷等服務品牌，亦經手 Apple Japan、Airbnb、京急電鐵、台灣設計研究院、Giant Group、橘子集團、外貿協會等國內外品牌專案，服務類型多元。

Founded in Tokyo in 2017, S.SELECT LAB merges Japanese and Taiwanese design perspectives to deliver strategic branding services. Balancing operational needs with aesthetics, the studio provides tailored solutions spanning research, strategy, visual design, and curation. They have created brands like NIBUNNO (a design hotel in Tokyo) and EP Print, while executing diverse projects for global clients including Apple Japan, Airbnb, Keiyou Electric Railway, Taiwan Design Research Institute, Giant Group, Gamania Group, and TAITRA.

林唯哲 WeiJhe Lin

東京藝術大學設計研究所畢業，後曾任職於東京 GK Design 設計集團。2017 年創立選選研設計，於臺灣及日本提供整合規劃等設計服務，包含品牌整合設計、展覽策劃、指標設計、視覺設計等。

Graduating from Tokyo University of the Arts with a master's in design, WeiJhe Lin previously worked at Japan's GK Design Group. In 2017, he founded S.SELECT LAB, providing integrated design services across Taiwan and Japan, including brand integration, exhibition curation, signage systems, and visual design.

協同策展人 Assistant Curator | 陳建台 Charlie Chen

選選研企劃指導。具多年工業設計與產品開發經驗，現專注於整合規劃與展覽策畫，擅長跨領域資源的梳理與媒合，在不同專業的交會中，提供最適切的设计執行。

Charlie Chen leverages years of experience in industrial design and product development. Now specializing in integrated planning and exhibition curation, he excels at streamlining and matchmaking cross-disciplinary resources, delivering the most precise design execution at the intersection of diverse professional fields.



Wake Up ! 感知覺醒

找回創造的本能

回望科技本質，源於人類對「創造」的渴望。

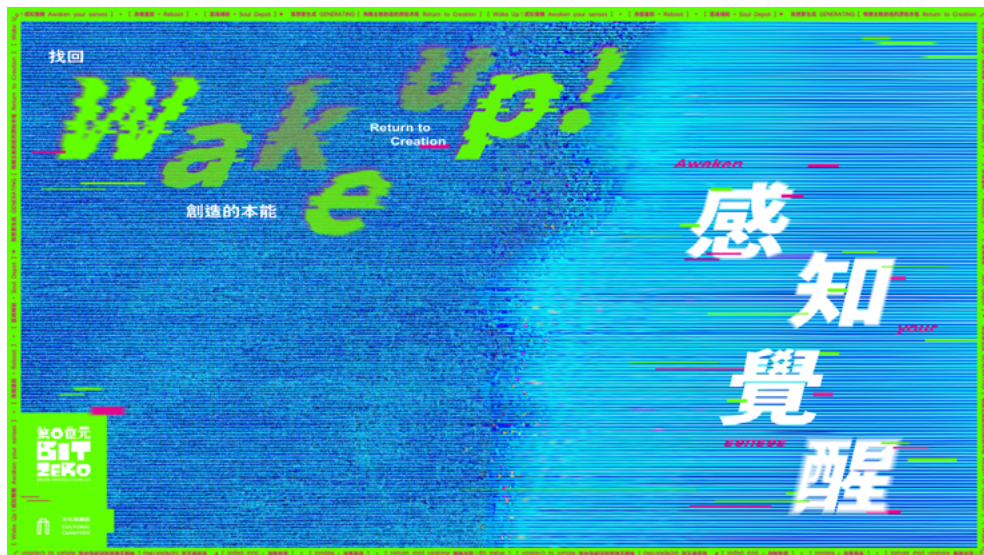
從某天開始，AI 似乎瞬間有了心臟，人類無意識地從主動創造退為被動接收，於是乎——漸漸忘記初生的我們是如何以「身體」認識世界，倘若科技學會創造，那麼人類還剩什麼？

讓我們降低外界資訊干擾，以「感官開機鍵」作為這場身體微觀探險的起點，在日常生活與各種情緒的流動中，讓感官重新與世界產生連結。

當感官被喚醒、情緒被覺察、連結亦將重新建立，再次校準身體的感知節奏；是否還記得最初那個透過觸摸、觀看、傾聽去感受世界的自己？

Wake up ! 感知覺醒吧！

讓我們從視覺、聽覺、觸覺喚醒內在意識，將感知重新打開——喚醒主動創造的原始本能。



Awaken your senses

Return to Creation

Reflecting on the true essence of technology, it originates from the human desire to "create."

Yet, since the day AI seemingly gained a heartbeat, humans have unconsciously shifted from active creators to passive receivers. Consequently—

We have gradually forgotten how we, from birth, used our "bodies" to understand the universe. If technology learns to create, what do humans have left?

Let us minimize external noise and use the "Reboot" as the starting point for this microscopic bodily exploration. Amid daily life and emotional currents, we can reconnect our senses with the world.

When senses are awakened, emotions noticed, and connections re-established, the perceptual rhythm of the body recalibrates. Do you still remember your initial self who felt the world through touching, looking, and listening?

Wake up! Awaken your senses!

Let us revive our inner consciousness through sight, sound, and touch, reopening our senses—and ultimately awakening the primitive instinct of active creation.



同心圓製作 CONCENTRIC PRODUCTION

「每個人正因各有所長而匯聚，從圓心伸出了不同長短的半徑，成為一層層的同圓，向外拓展能量藍圖。」將設計美學推廣至生活，透過整合性設計傳達前瞻觀點。以整合式的设计思維，在品牌整合、視覺設計、展覽規劃、空間規劃、影像製作等面向提供客戶全方位的規劃服務。

"People unite through their unique strengths, extending outward like concentric circles to expand a vibrant blueprint of energy." Dedicated to integrating design aesthetics into daily life, CONCENTRIC PRODUCTION delivers forward-looking perspectives. Through integrated design thinking, the studio provides clients with comprehensive planning services across diverse dimensions, including brand integration, visual design, exhibition curation, spatial planning, and video production.

張伊增 Chang Yi Tseng



同心圓製作創辦人，致力將設計美學推廣至生活，透過整合性設計傳達前瞻觀點。亦跨足藝術展演、藝文生活領域，善於透過創作網絡，用跳躍式的思考突破既有框架串連各式媒材及職人，在跨領域的碰撞裡將看似的不可能變為可能。

Founder of CONCENTRIC PRODUCTION, Chang Yi Tseng integrates design aesthetics into daily life to convey forward-looking perspectives. Spanning art exhibitions and cultural life, he excels at breaking boundaries through non-linear thinking, connecting diverse media and artisans, and turning the seemingly impossible into reality through cross-disciplinary collaborations.

回到明日前

明日商店，選自最在地的臺灣

《回到明日前》是一座通往未來前的補給站，也是深入認識臺灣的起點，販售地方特選補給品。在「文化機場」的想像之中，移動不只是抵達與離開，而是在起飛之前，重新整理身心、補充能量，為下一段未知的旅程做好準備。

展區以「補給」為核心概念，從物資、文化、身體與資訊四個面向展開，串聯臺灣各地的自然風土、人文物產與生活經驗。這裡既是閱讀的入口，也是感知的延伸；從文字、影像到風格選物，從飲食滋味到氣味與觸感，你得以在多重感官之中，逐步拼湊出屬於這座島嶼的輪廓。

透過 22 縣市的參與與交織，展區化身為一場緩步展開的島嶼漫遊。山與海的豐饒，不再只是地理的描述，而是轉化為可被帶走的日常片段：一件物產、一段故事、一種生活的節奏。在移動與停留之間，你將重新感受臺灣以其細膩而真實的方式，持續滋養著生活。

在回到現實、面對未來之前，邀請你完成這段屬於當下的補給旅程。帶著累積的感動與能量，讓身體被安放、感官被喚醒，也讓對未來的想像再次被打開——從這座島嶼出發，邁向更美好的明日。



Tomorrow Shop

Selected from Local Taiwan

"Tomorrow Shop" is a supply station leading to the future and a starting point for discovering Taiwan. Conceived as a "cultural airport," travel here is not just about arrivals and departures. Instead, it is an opportunity to reset, recharge, and prepare for the next unknown journey.

With "supplies" as its concept, this section unfolds across four dimensions: supplies, culture, body, and information, connecting Taiwan's local landscapes, cultural products, and lifestyles. Serving as both a reading gateway and a sensory extension, the exhibition allows you to piece together the island's profile through texts, visuals, curate objects, tastes, and scents.

Through the curation of 22 counties and cities, the pavilion becomes a slow-paced island roaming. The abundance of mountains and seas transforms from geographical descriptions into tangible everyday fragments: a product, a story, or a rhythm of life. Between moving and pausing, you will experience how Taiwan nourishes life in delicate, authentic ways.

Before returning to reality and facing the future, you are invited to complete this journey of supply. With renewed energy, awakened senses, and reopened imaginations, step forward from this island toward a better tomorrow.



明日製作所 AABT, atelier a better tomorrow



明日製作所為忠泰集團旗下的創意企劃公司，名稱蘊含「永遠都有更美好的明天」的隱喻。團隊致力於開鑿介於「藝術」與「商業」之間的第三空間，藉由可實踐的商業模式，連結藝術創作、文化傳承與社區生活，由淺入深地為城市注入新的擾動，並持續聚焦未來城市思考，發展出回應時代的新型態事業。

A creative planning agency under the JUT Group, AABT, atelier a better tomorrow embodies the metaphor that "there is always a better tomorrow." The team dedicates itself to carving out a third space between art and commerce. By implementing practical business models, it connects artistic creation, cultural heritage, and community life. Infusing fresh vitality into the city from shallow to deep, AABT continuously focuses on future urban thinking to develop innovative business models that respond to our times.

策劃團隊 Curatorial Team | 楊紋昌 Wayne Yang、陳英庭 Dwight Chen、葉芮伶 Lauren Yeh

策展協力單位 Curatorial Partner | 嘉林企劃股份有限公司 KAIROS PLANNING STUDIO、恆成紙業 AUSPIC PAPER、野点 nodate

展場設計 Spatial Design | 真空制作 Madeinvoid Space Design

視覺設計 Visual Design | 你爸爸 UR DAD



物演流形 FLOWING FORMS: Living in Formation

生活的演算法，在流動中形成
life takes shape in flow

《物演流形》以「生活生成系統」為概念，透過模組化居家空間、工藝器物與互動演算機制，探討生活如何在感知、選擇與日常行為中逐步形成。觀者將於展覽中進入不同生活模組，體驗工藝如何作為感知與行為的媒介，並透過「演形下載系統」生成專屬的生活型態結果。

"FLOWING FORMS: Living in Formation" explores how everyday life is continuously shaped through perception, choice, and daily behavior. Framed as a "Living Formation System," the exhibition combines modular domestic spaces, contemporary craft objects, and interactive mechanisms that invite visitors to experience how living environments are formed in flow. Through the "Living Form Download System," visitors generate their own personalized living profile while navigating different lifestyle modules.



國立臺灣工藝研究發展中心
National Taiwan Craft Research and Development Institute

國立臺灣工藝研究發展中心隸屬於文化部，致力於「工藝文化推廣」與「工藝產業扶植」，業務職掌包含工藝研創、人才培育、工藝檢測、研究出版與展覽、工藝典藏加值應用、地方工藝扶植、工藝美學教育推廣、工藝品牌認證、工藝產業輔導、國際交流合作等服務項目工作。

The National Taiwan Craft Research and Development Institute, under the Ministry of Culture, is dedicated to "promoting craft culture" and "supporting the craft industry." Its core responsibilities include craft research and innovation, talent cultivation, craft testing, publications and exhibitions, collection and value-added applications, local craft development, craft aesthetics education, industry guidance, brand development, product certification, and international cooperation.



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未來日常式

編輯視角的未來選物

在科技持續滲透的當下，生活經驗的累積逐漸構築對未來的想像。從智慧設備到日常物件，設計正在重新定義我們與空間、時間以及彼此之間的關係。Future Everyday 未來日常式 以編輯視角出發，聚焦那些已進入市場、並正在形塑下一個生活樣貌的設計實踐。

展區以「家」作為概念原點，延伸至工作、創作、休息與交流等多重生活場域。整體內容圍繞五個關鍵趨勢——生活儀式、溫柔科技、慢生活片刻、家的新想像與有意識的設計，透過標籤系統分布於展區之中，以半開放的空間結構與情境化呈現，觀眾可以自由穿梭不同生活片段，感知設計如何介入日常，並逐漸成為未來生活的一部分。

策展邀請六位來自不同領域的選物人參與，從各自的觀點出發進行選品。透過編輯視角整合彼此的交織，在觀看與移動之間不斷換位思考，建構出對未來生活的多重理解。

Future Everyday 因此不只是展示設計，而是提出一種關於未來生活的編輯提案。



Future Everyday

An Editorial Selection of Future Living

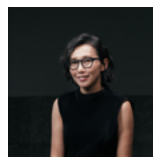
As technology seamlessly permeates our daily routines, the "future" is no longer a distant imagination; it is actively shaping our present-day living experiences. From smart devices to everyday objects, design is redefining our relationships with space, time, and one another. Guided by an editorial lens, **Future Everyday** highlights market-ready design practices that are actively sculpting the next iteration of daily life.

The section uses "home" as its conceptual anchor, extending outward into multi-functional domains for working, creating, resting, and socializing. Through a semi-open layout and contextual staging, visitors drift through different life fragments, perceiving how design intervenes in and integrates into the everyday. Here, the future is not a prediction, but an unfolding reality.

Six guest curators from diverse fields were invited to select pieces based on their unique philosophies. Rather than isolating these viewpoints, an editorial approach weaves them together, encouraging visitors to shift perspectives as they move, thereby constructing a multifaceted understanding of future living.

The content revolves around five key trends: Life Rituals, Soft Technology, Slow-living Moments, New Home Imaginations, and Conscious Design. Distributed via a tagging system, these concepts form a readable spatial blueprint—

making **Future Everyday** an active editorial proposal for tomorrow's lifestyle.



彭筱婷 Delphine Peng

現任忠泰集團總管理處協理，曾任明日製作所總監，具近 15 年內容策劃與空間策展經驗。早年於書店與藝廊工作，進入忠泰後歷經公共藝術、秘書及人力資源職務，形塑其跨文化與組織視角。擅長整合多元內容與合作形式，發展具層次的體驗，促進人與空間的互動與連結。

Delphine Peng is Vice President at the General Management Office of the Jut Group and formerly Director of Atelier A Better Tomorrow, with nearly 15 years of experience in content strategy and spatial curation. She began her career in bookstores and galleries, and later took on roles in public art, executive support, and human resources at Jut, shaping a cross-cultural and organizational perspective. She specializes in integrating diverse content and collaborations to create layered experiences that foster interaction and connection between people and space.

選物行家 Selection Experts :



Meg Lu



林貓王
Elvis Li



施博瀚
Bohan Shih



張志祺
Chih-Chyi Chang

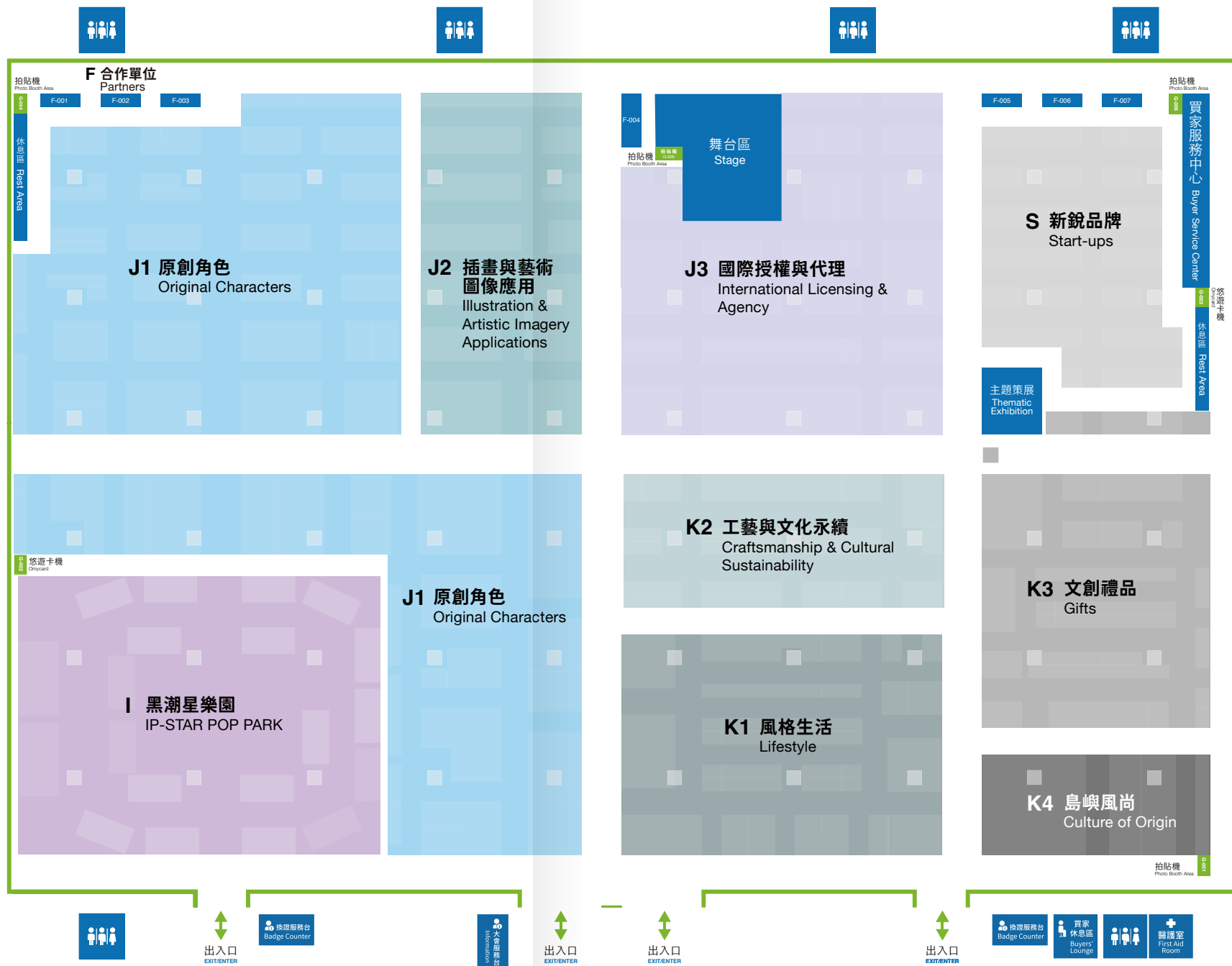


張景嵐
Chang Chin Lan



許豐凱
KKlivehigh

商展平面圖
Floor Plan



捷運南港展覽館站 1 號出口
Taipei Nangang Exhibition Station, Exit 1

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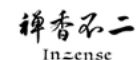
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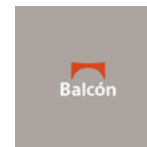
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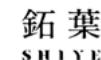
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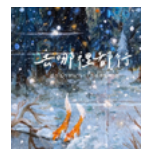
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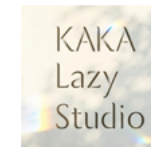
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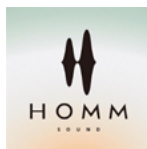
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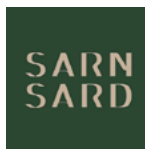
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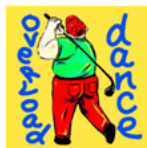
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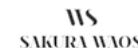
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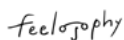
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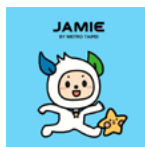
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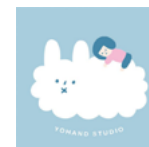
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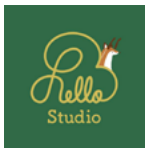
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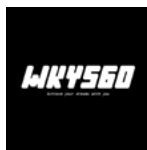
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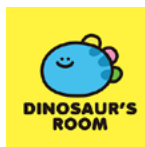
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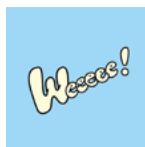
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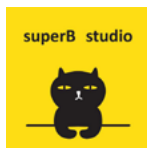
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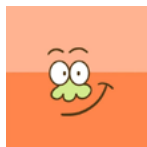
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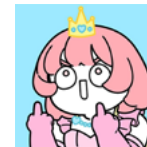
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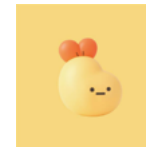
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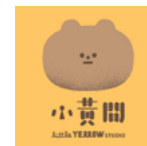
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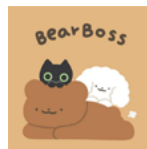
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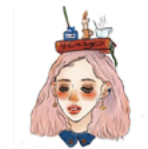
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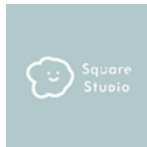
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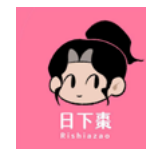
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E kobebe@gmail.com

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J2-032醉猫畫室
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J2-033居你
Ginny Lambkin

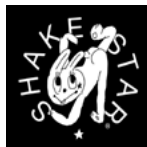
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J2-041小怪選物
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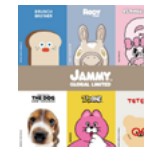
W the-weird-studio.com/blog/
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W www.towertorch.com
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J3-003玩具加乘
TOYZEROPLUS

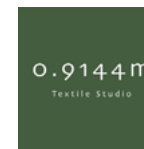
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0.9144m Studio



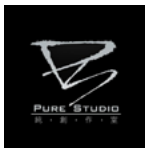
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J3-019**大爪作 BIGCLAWX**

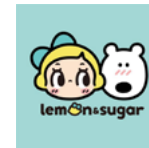
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J3-021**EMO NEKO W.O.O.F. CLUB**

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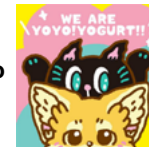
W 021-ip.com
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J3-016**Lemon & Sugar**

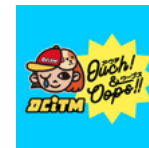
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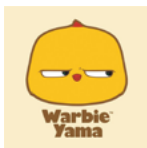
Shewsheep



W [eatalldaysheep.com](https://www.eatalldaysheep.com)
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J3-051

Warbie Yama



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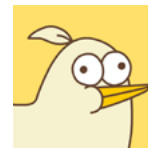
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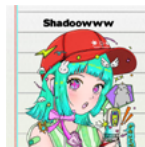
CHEAP CENTURY



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The prettiest in the world



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想你熊胖胖 & 狐獴杯杯
SHINY BEAR & MEERKATBEIBE



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IP 轉生漫畫屋

MANGA IN THE HOUSE

2026 臺灣文博會文策院主題展「IP 轉生漫畫屋」聚焦 IP 商轉潛力，以 ACG 文化中最具想像力的「轉生」概念為策展核心，展現臺灣原創漫畫 IP 跨域延展的無限可能！

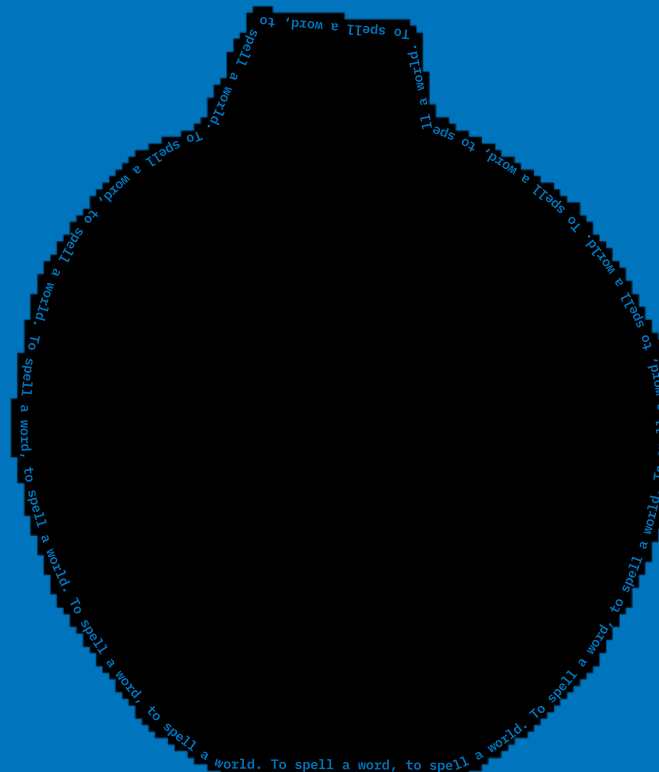
展覽以影像 demo 呈現豐富的 IP 跨界想像，邀請 8 組臺灣熱門原創漫畫 IP 參與展出，期盼透過多元的轉譯測試 demo，邀請觀眾見證臺灣原創漫畫 IP 龐大的商轉爆發力。

2026 Creative Expo Taiwan TAICCA Theme Exhibition: MANGA IN THE HOUSE

What happens when a comic transcends the page? Inspired by the highly imaginative ACG concept of "reincarnation," MANGA IN THE HOUSE showcases the boundless ability of homegrown comics to expand across different entertainment mediums!

Spotlighting eight popular Taiwanese comic titles, the exhibition brings cross-media adaptations to

life through engaging video prototypes. Through these diverse proof-of-concept demos, we invite audiences to witness the immense commercial potential of original Taiwanese comic IPs.



START-UPS

[S 新銳品牌]

S-001

羊泥工坊
sheep craft



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S-003

帕崎工作室
pachi pachi workshop



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S-005

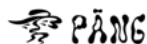
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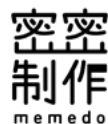
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S-028

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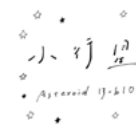
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魚吃草
Yueatgreen

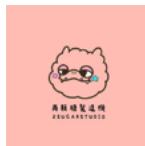
W portaly.cc/yueatgreen
E yueatgreen@gmail.com

S-043

嘆尼
Mobell

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S-044

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2SUGARSTUDIO

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S-053

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S-054

哭實果園
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S-045

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S-046

其實他是鵝
In fact it is a goose

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S-055

兔君
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Tribal Cousin Maker & Dealer

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新鮮字本
Fresh Type Studio

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S-048

哥布林村長
Goblin Elder

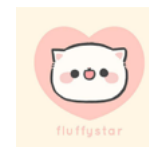
W [instagram.com/jiajiou_studio](https://www.instagram.com/jiajiou_studio)
E jiajiou@jiajiou.com

S-057

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SU.FELTING

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CITY PIG



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S-059

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Softie Bunny

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S-060

87 小兔
87rabbit

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S-061

mich.illust + RuBa
RuBa



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福米有限公司
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S-069

晨日工作室
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S-062

食菇
EatMushRoom



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S-064

灰黑集白
HUEI HEI JI BAI



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狗生粉難
phenshyshy



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駝背人
TUOBEIREN



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S-070

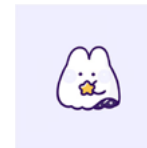
羊號角 Piper
piper.illu



W [instagram.com/piper.illu](https://www.instagram.com/piper.illu)
E piper.studio23@gmail.com

S-071

摘星小宇宙
Little Sparkles



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S-073

阿說不想說
Ahshuo island



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Circular



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HOORU HORURU



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S-072

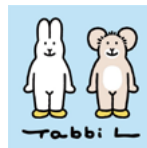
薯餅薯泥是橘貓
shubingcat



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S-074

Tabbi L



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CHOÛ'S CAT



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S-085

阿翰
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S-087

SPARK 的行動計畫
SPARK'S ACTION PLAN



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S-089

波波與小泡芙
BOBO AND PUFF



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S-082

吉文考古
Auspicious Pattern
Archeology



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S-084

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NAGI NAGI



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S-086

咕咕嘎嘎
KUKUGAGA



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S-088

神秘狗是一隻兔子
YuYing illustration



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Heyyou Moment



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carl&pufferfish



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Teddy & Fluffy



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S-097

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S-098

煎妮花
JENNYHUA



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S-100

介毛設計
Jmofinger



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eee



W

W

ORIGINAL
五桐號
WOOTEA

W

**sweet
sour**

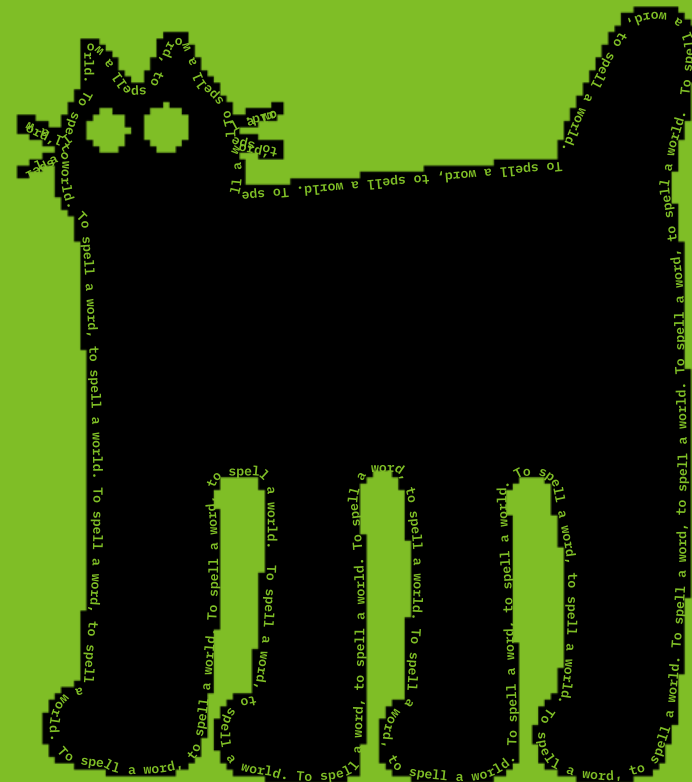
W

LOST
Land
Found

W

國泰世華銀行
Cathay United Bank

W



[I 黑潮星樂園]



黑潮星樂園 - 幻奇星劇院 IP-STAR POP PARK | Fantasy Star Theater

【黑潮星樂園－幻奇星劇院】2026 臺灣文博會盛大登場！延續首屆話題熱潮，以奇幻劇院概念打造結合角色 IP、動畫、VR 與沉浸娛樂的大型成果展，集結超過 36 個展位，超過 45 家企業，全面呈現臺灣原創 IP 跨域整合實力。展區不僅展現豐富內容與品牌潛力，更以 BtoB 商務媒合與授權合作為核心目標，串聯國內外買家、品牌與通路資源，打造臺灣文博會最具指標性的商務交流平台，推動臺灣圖像角色 IP 加速品牌化、國際化。

"IP-STAR POP PARK – Fantasy Star Theater" will make its grand debut at Creative Expo Taiwan 2026! Continuing the buzz and popularity of its first edition, this year's themed pavilion is inspired by a fantastical theater concept, bringing together character IPs, animation, VR, and immersive entertainment in a large-scale showcase. Featuring more than 36 booths, the exhibition highlights the cross-industry integration and creative power of Taiwan's original IP brands.

Beyond presenting rich content and strong brand potential, the exhibition is centered on B2B business matchmaking and licensing collaboration, connecting domestic and international buyers, brands, and distribution channels. Positioned as one of the most influential business exchange platforms at Creative Expo Taiwan, the pavilion aims to accelerate the branding and globalization of Taiwan's original character IP industry.



台灣角色品牌授權協會 Taiwan Character Brand Licensing Association

2015 年 12 月成立台灣角協匯集臺灣最佳原創角色品牌，舉辦相關產業活動促進品牌授權市場發展，協助角色品牌發展並集結合作推廣海內外市場策略行銷，推展臺灣卡通角色在商業合作的影響力。以積極的方式參加國際授權展會，與全球建立聯繫，在國際舞台上打造出熠熠生輝的臺灣角色品牌。

Founded in December 2015, TCBLA brings together the best original character brands and hosts various industry events to promote the development of the brand licensing market. We assist character brands in their growth, foster unity and collaboration, implement domestic and international market strategies, enhance the influence of Taiwanese characters in domestic business partnerships, and increase the market share of Taiwanese brands both domestically and internationally.

I-001

鯊魚先生
MR.SHARK



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E mary.wu@hucreates.com

I-003

汪來汪趣
WDOG



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E art@wanterfulintl.com

I-005

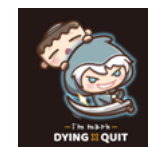
閻小妹
Yameme



W xanthus.com.tw
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I-007

我是馬克 - 死神不活了
i'm mark-DYING X QUIT



W facebook.com/markleeblog
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I-009

小蝴蝶小披風
Shiny & Moony



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I-002

赤毛族
Chimoz



W sweetstreet.net
E uands@chimoz.net

I-004

動物警探達克比
Duckbill-the Animal Detective



W activity.parenting.com.tw/
duckbill_index-1204
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I-006

茶葉少女
Tea Girls



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I-008

BOUNCE



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I-010

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三貓俱樂部
3 CATS CLUB



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I-017

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Just a mochi



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Archeology



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I-012

露咖貓
Looka Cat



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I-014

碰碰紅綠豆
BOOM ! BOOM ! BEANS



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I-016

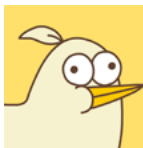
萌果君
Mangoking



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I-018

小雞汁
Chickie Small



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阿喵菜市場
MARKET THE CAT



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I-029

小呖角
O!PLAY



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I-022

神仙寶貝救援隊
Flamie Rangers



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I-024

SARAY



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I-026

魔法阿媽
Grandma and Her Ghosts



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I-028

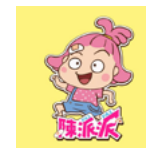
十二生肖獸娘
The Chinese Zodiac Girls



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I-030

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PAI PAI



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BalloonMon



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KAIKI Studio



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I-015

三貓俱樂部
3 CATS CLUB



W haomaostudio.com
E miimicat@gmail.com

I-017

只是一顆麻糬
Just a mochi



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E pushite@gmail.com

I-019

吉文考古
Auspicious Pattern
Archeology



W apa0824.com/brand
E apahung0824@gmail.com

I-012

露咖貓
Looka Cat



W lookacat.com
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I-014

碰碰紅綠豆
BOOM ! BOOM ! BEANS



W facebook.com/boomboombeans
E meichen@knsh.com.tw

I-016

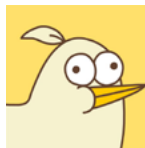
萌果君
Mangoking



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小雞汁
Chickie Small



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I-020

歡唱 99 俱樂部
KaraOke 99 club



W facebook.com/karaoke99girl
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I-021

福弟與他的夥伴們
Foody & Buddies



W delight-in.com/foody
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I-023

godpod.



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E godpodverse@gmail.com

I-025

小小大叔奧吉桑
Chubby man



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I-027

阿喵菜市場
MARKET THE CAT



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E kate@indot.com.tw

I-029

小呖角
O!PLAY



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I-022

神仙寶貝救援隊
Flamie Rangers



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魔法阿媽
Grandma and Her Ghosts



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I-028

十二生肖獸娘
The Chinese Zodiac Girls



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Kittensland



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I-101

奇談島航 -
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Isle Navigator



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I-103

一起下地獄 -
多人走動式 VR
To Hell We Fall-Free-
roaming VR



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I-032

消極男子
Mainasu otoko



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I-102

極樂 -
動畫獨立單元劇集
Bliss: Beyond the Edge of
Time



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I-104

海之召喚 -
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The Blu: Expedition Taiwan-
Free-roaming VR



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周邊活動

Events

【從 0 到 ∞】文化 IP 生成術

【From 0 to ∞】The Genesis of Cultural Intellectual Property

「文化 IP」在「第零位元」的策展視野下，是將過去賦予新意，跨越時空的動態編碼。

「【從 0 到 ∞】的文化 IP 生成術」活動，臺灣文博會策展人彭雅倫邀請流行音樂創作歌手「跑步傳教士」黃玠、服裝設計師「時尚說書人」詹朴、國際漫畫獎得主《芭蕉的芽》左萱、新一代台語詩人「學台語／Oh Tâi-gí」溫若喬、作家暨「也好吃」美食節目主持人馬世芳開箱展場，座談分享如何再生產、再創造彰顯時代價值與臺灣特有質感，生成無限可能的國際原創作品！累積能量，與過去持續對話，與社群不斷地共振，生成世界觀無限可能的國際原創作品！

Under the curatorial lens of "Bit Zero," cultural IP is defined as a dynamic, living code that bridges eras and breathes new life into the past. In the forum " [From 0 to ∞] The Genesis of Cultural Intellectual Property," Creative Expo Taiwan curator Ellen Yalun Peng invites an incredible lineup of visionaries to unpack the exhibition: pop singer-songwriter and "running missionary" Dadado Huang, fashion designer and "stylish storyteller" APUJAN, International Manga Award winner Zuo Hsuan (The Banana Sprout), next-generation Taiwanese-language poet Un Jiók-kiâu (Oh Tâi-gí), and renowned writer and "We Eat Like This In Taiwan!" host Shih-Fang Ma. Together, these cultural pioneers will share profound insights on how reproduction and recreation can manifest contemporary values, translating Taiwan's highly distinct textures into original global masterpieces with infinite world-building potential. By accumulating creative energy, maintaining an active dialogue with history, and generating deep, continuous resonance within communities, this event explores how to craft international works that honor our shared roots while pioneering a limitless future. Through these diverse perspectives, the forum illuminates the path from localized inspiration to boundless global influence.



空總臺灣當代文化實驗場戰情大樓 2 樓多媒體廳

Taiwan Contemporary Culture Lab Command Building 2F Auditorium

帶逛 Guided Shopping		8.2 ^{SUN}
16:00-17:30	黃玠：流行音樂用 Run 的「空總」轉生術 Dadado Huang：Running "That Time I Got Reincarnated"	
講者	黃玠 Dadado Huang	

講座 Lecture		8.9 ^{SUN}
11:00-12:30	詹朴：時尚探秘「空總」的偵探助手筆記 Apu Jan : "The Notebook of A Detective's Assistant"	
講者	APUJAN 創意總監 詹朴 Apu Jan, Creative Director, APUJAN	

講座 Lecture		8.16 ^{SUN}
11:00-12:30	左萱：漫畫追尋百年不朽的青春奇談 Zuo Hsuan：Seeking Immortal "The Banana Sprout"	
講者	左萱 Zuo Hsuan	

講座 Lecture		8.23 ^{SUN}
11:00-12:30	溫若喬：「學台語 Oh Tâi-gí」召喚臺灣當代詩箋言靈 Un Jiók-kiâu：Loving romantic poetry "Oh Tâi-gí"	
講者	溫若喬 Un Jiók-kiâu	

帶逛 Guided Shopping		8.30 ^{SUN}
16:00-17:30	馬世芳：也好吃的「空總」迷宮飯 Shih-Fang Ma："We Eat Like This"	
講者	馬世芳 Shih-Fang Ma	

主辦單位保留活動內容調整之權利，相關資訊以臺灣文博會官方網站公告為準。
The organizer reserves the right to modify the event.
Please refer to the Creative Expo Taiwan official website for the latest information.

角色 IP 論壇

Character IP Forum

2026 文博會角色 IP 論壇，帶你破解「可愛即正義」的市場迷思！角色 IP 不只圈粉，更要進軍通路、創造銷售力與品牌價值。論壇將聚焦跨域 IP 合作、品牌聯名、娛樂與零售場景整合，深入解析角色 IP 如何從圖像走進實體消費現場。從通路策略、陳列設計到消費體驗，全方位拆解讓人忍不住買單的關鍵。集結授權方、品牌商與通路商同台對談，一次掌握角色 IP 變現與長線經營的實戰心法。

The 2026 Creative Expo Taiwan Character IP Forum is here to break the myth that "cute is enough"! Character IP today is not just about gaining fans — it's about entering retail channels, driving sales, and building lasting brand value. This year's forum will spotlight cross-industry IP collaborations, brand partnerships, and the integration of entertainment and retail experiences, revealing how character IP can transform online popularity into real-world consumer engagement. From retail strategies and visual merchandising to immersive consumer experiences, the forum will unpack the key elements that inspire audiences to buy, collect, and connect. Bringing together licensors, brands, and distributors on one stage, this is your chance to discover practical strategies for IP monetization and sustainable long-term growth.

 **南港展覽館 1 館 401 會議室**
Conference Room 401, Taipei Nangang Exhibition Center, Hall 1

場次 1		8.7 ^{FRI}
10:00-11:00	角色出道計畫—韓國品牌 object 的選「物」現場 Character Debut Plan: The Curation Scene Behind Seoul Brand object's IP Selection	
講者	object 執行長 李英澤 YEONG TAEK LEE, CEO, object	
主持人	object taiwan 執行長 黃昱禎 Yu Chen Huang, CEO, object taiwan	

場次 2		8.7 ^{FRI}
11:15-12:15	從筆下到貨架：NishimuraYuji - 西村 優志 - 讓角色活進生活日常的秘密 Pen to Product: NishimuraYuji on How Characters Enter Everyday Life	
講者	studio UG 株式会社 多元創作者 NishimuraYuji - 西村 優志 - NishimuraYuji, Creator in several fields (Illustrator, Manga Artist, Animator, etc.), studio UG studio UG 株式会社 共同代表 · 製作人 相川美希 Miki Aikawa, Producer, studio UG	
主持人	怪奇事物所 寫字所長 Inhaw Inhaw, Chief, Incredibleville	

場次 3		8.7 ^{FRI}
14:00-15:10	IP 不是可愛就好：市場通路買單的條件 IP Isn't Enough to Just Be Cute: The Conditions for Market Channels to Buy In	
講者	新光三越百貨股份有限公司 企劃活動部協理 羅英慈 Annick Lo, Marketing Planning Department Assistant Vice President, Shin Kong Mitsukoshi Department Store 碧歐司文化創意顧問股份有限公司 (BIOS) 共同創辦人暨執行長 白尊宇 Tsun Yu Pai, Co-Founder and CEO, BIOS Cultural and Creative Agency	
主持人	object taiwan 執行長 黃昱禎 Yu Chen Huang, CEO, object taiwan	

本論壇為收費活動。主辦單位保留活動內容調整之權利，相關資訊以臺灣文博會官方網站公告為準。
This forum is a paid event. The organizer reserves the right to modify the event.
Please refer to the Creative Expo Taiwan official website for the latest information.

論壇 | 品牌內容 X 科技未來 X 國際市場

Forum | Brand Content × Future Technology × Global Markets

品牌商展論壇邀請來自品牌業界精英及文創趨勢觀察家，針對「品牌內容」、「科技未來」、「國際市場」等議題，以前瞻視野進行探討，帶領聽眾掌握全球文創產業最新的發展趨勢。

Forum brings together leading brand professionals and cultural and creative industry trend observers to explore key topics including Brand Content, Future Technology, and Global Markets. Through forward-looking perspectives and cross-disciplinary insights, the forum offers audiences a deeper understanding of the latest developments shaping the global cultural and creative industries.

 南港展覽館 1 館文博商展主舞台區
Stage, Trade Exhibition Zone, Taipei Nangang Exhibition Center, Hall 1

場次 1		8.8 ^{SAT}
13:30-14:55	品牌內容：MAKING OLD NEW	
講者	野点 總監 張玉音 Yu-Yin Chang, Managing Director, nodate 耐克司達概念有限公司 創辦人暨執行長 陳健銘 Eddie Chen, Founder & CEO, NEXTAR CO.,LTD. NOKE 忠泰樂生活 行銷部企劃經理 楊紋昌 Wayna Yang, Marketing Department Manager, NOKE	
主持人	忠泰集團 總管理處協理 彭筱婷 Delphine Peng, Assistant Vice President, General Management Office, Jut Group	

場次 2		8.8 ^{SAT}
15:00-16:20	科技未來：MAKERS OF WORLDS	
講者	輝達 技術美術工程師 楊漢軒 Hans Yang, Tech Art Engineering, Nvidia 小步石頭工作室 設計師 羅賓唐 Robin Tang, Designer, Robin Tang Antics	
主持人	超維度 總監 蔡宏賢 Escher Tsai, Director, Dimension Plus	

場次 3		8.8 ^{SAT}
16:25-17:45	國際市場：From Drop to Sold Out!	
講者	台北市工業設計發展協會 理事長 李聖恩 Shawn Lee, Director, Industrial Design Development Association of Taipei, Taiwan 碧慕絲股份有限公司 商品採購 陳紹祖 Eddie, Buyer, BEAMS TAIWAN CO.,LTD	
主持人	台灣設計師連線 執行統籌 邱乾琨 Ben Chiu, Executive Director, Taiwan Designers' Web	

主辦單位保留活動內容調整之權利，相關資訊以臺灣文博會官方網站公告為準。
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生活補給實驗室 Culture Canvas Living Lab

屋頂悄悄話 Rooftop's Whisper

生活補給實驗室（Culture Canvas Living Lab）是一座以臺灣日常飲食與城市生活為核心的文化體驗場域。透過飲品、輕食、生活選物與互動共創空間，讓觀眾在觀展過程中停留、交流與補給。展區結合紀淵宇《Roof Top's Life》屋頂系列創作，以臺灣城市屋頂文化為靈感，將熟悉的生活風景轉化為可參與、可感受的文化場景，重新連結文化與日常生活。

Culture Canvas Living Lab is a cultural lifestyle space inspired by Taiwan's everyday food culture and urban living. Through curated beverages, light meals, lifestyle selections, and interactive experiences, visitors are invited to pause, connect, and recharge during their exhibition journey. Featuring Ariel Chi's "RoofTop's Life" series, the exhibition transforms Taiwan's unique rooftop landscapes into immersive cultural experiences that reconnect people with everyday life and urban memories.

空總臺灣當代文化實驗場古蹟大樓 1 樓
Taiwan Contemporary Culture Lab Heritage Building 1F



生活補給實驗室
Culture Canvas Living Lab

8/1(Sat.)~8/31(Mon.) 2026

臺灣文博會

Creative Expo Taiwan

文化策源區

Cultural Curation

空總臺灣當代文化實驗場·古蹟大樓

Taiwan Contemporary Culture Lab · Heritage Building

主辦單位 Official Organizer: 文化局 Ministry of Culture 協辦單位 Implementer: 奇蹟市集 Fairytale Bazaar

空間特色 Space Features

臺北咖 Coffee Taipei

邀請世界烘焙冠軍賴昱權操刀，以其烘焙咖啡豆製作多款咖啡，呈現專業與風味兼具的日常咖啡體驗。

Curated by World Coffee Roasting Champion Yu-Chuan Lai, featuring a selection of coffees crafted from his signature roasted beans, delivering a refined yet approachable everyday coffee experience.

31 天。限 31 Days Only

以臺灣特色飲品為主軸，推出期間限定風味，如鳳姐杏仁茶、鳳梨冰茶等，呈現熟悉且具記憶感的臺灣味。

Limited drinks inspired by nostalgic Taiwanese flavors.

臺。地茶 Taiwan Tea Selection

精選臺灣各地茶款，包含仙女紅茶、坪林包種、阿里山烏龍等，展現臺灣茶文化的多元風貌。

A curated range of teas reflecting Taiwan's diverse tea culture.

輕。小食 Light Bites

提供具在地特色的輕食選擇，如冠軍果醬麵包、拔絲地瓜、萬丹紅豆麵包等，讓飲食更貼近日常。

Local-inspired snacks rooted in everyday Taiwanese flavors.

挑。禮盒 Curated Gift Sets

以臺灣生活風格為主軸，精選可帶走的可食可飲，如臺灣水果冰棒、精品咖啡濾掛、鳳梨書等禮盒，讓觀者將場域中的生活感受延伸回日常。

Take-home selections inspired by Taiwanese everyday life.

主辦單位保留活動內容調整之權利，相關資訊以臺灣文博會官方網站公告為準。

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主辦單位
Official Organizer



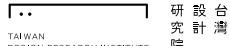
合辦單位
Joint Organizer



協辦單位
Co-Organizer

財團法人臺灣生活美學基金會
Taiwan Living Arts Foundation

執行單位
Executive Organizer



黑潮星樂園展區
執行單位
IP-STAR POP PARK
Executive Organizer



合作夥伴
Partners



媒體夥伴
Media Partners



協力夥伴
Collaborating Partner



廣告

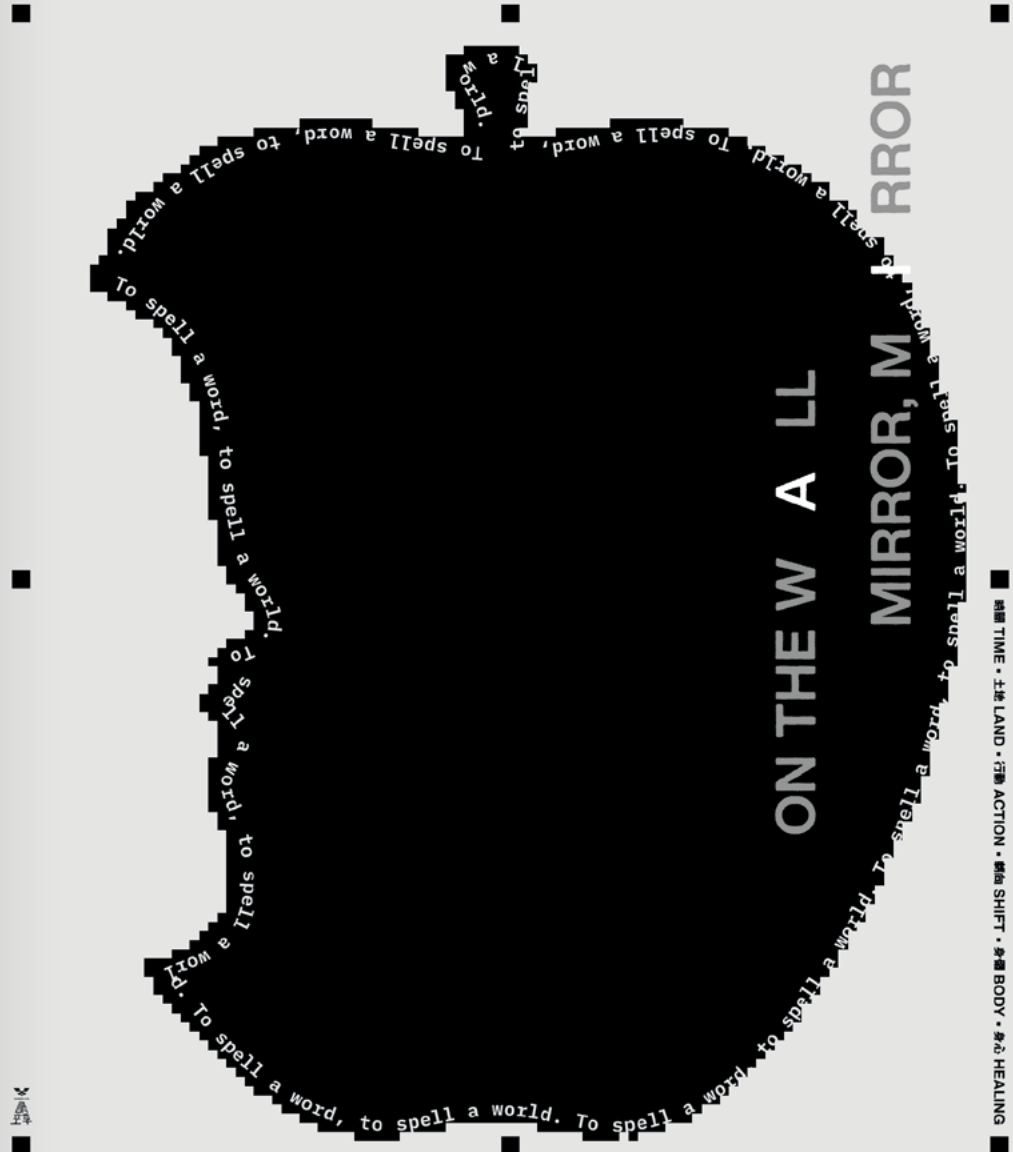
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臺灣文博會 CREATIVE EXPO TAIWAN 2026

文化策展區 ■ 08.01 [六] — 08.31 [一]
空總臺灣當代文化實驗場 古蹟大樓

品牌商展區 ■ 08.06 [四] — 08.12 [三]
台北南港展覽館 1 館 1 樓

主辦單位 文化局 合辦單位 國立台灣工藝研究發展中心 TAICCA 文化內容策進院 協辦單位 財團法人臺灣生活美學基金會 執行單位 台灣設計研究院



時間 TIME • 土地 LAND • 行動 ACTION • 轉換 SHIFT • 身體 BODY • 身心 HEALING

元世第017區

臺灣文博會 CREATIVE EXPO TAIWAN 2026

文化策展區 ■ 08.01 [六] — 08.31 [一]
空總臺灣當代文化實驗場 古蹟大樓

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主辦單位 文化部 國立台灣工藝研究發展中心 TAICCA 文化內容策進院 協辦單位 財團法人臺灣生活美學基金會 執行單位 台灣創意內容發展局



時間 TIME • 土地 LAND • 行動 ACTION • 轉換 SHIFT • 身體 BODY • 身心 HEALING

元世第017區

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文化策展區 ■ 08.01 [六] — 08.31 [一]
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主辦單位 文化部 國立台灣工藝研究發展中心 TAICCA 文化內容策進院 協辦單位 財團法人臺灣生活美學基金會 執行單位 台灣創意內容發展局



時間 TIME • 土地 LAND • 行動 ACTION • 轉換 SHIFT • 身體 BODY • 身心 HEALING

Urban Cross · 城市越野



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- 2026 Asia Design Prize - Grand Prize & Gold Winner
- 2025 K-Design Award - Grand Prize & Winner





臺灣文博會
CREATIVE EXPO TAIWAN

