

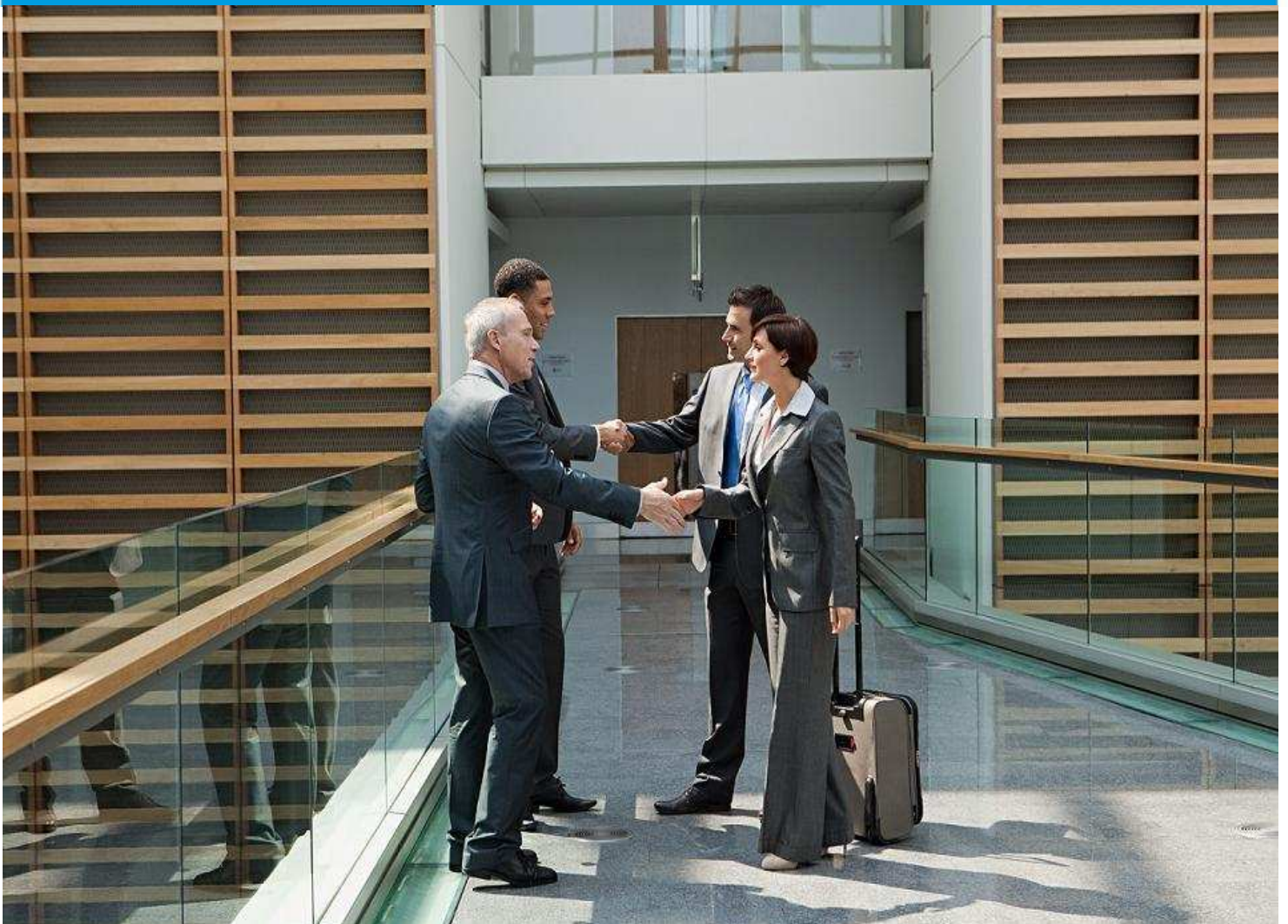


Rijksdienst voor Ondernemend  
Nederland

# *Taipei World Design Capital 2016*

*Opportunities for the Dutch Creative Industry*

*>> Duurzaam, Agrarisch, Innovatief  
en Internationaal ondernemen*



November 2014

Written by Netherlands Trade & Investment Office in Taiwan (NTIO)

<http://www.ntio.org.tw/>

**For more information please contact:**

Mr. Diederik van der Toorn

[diederikvandertoorn@ntio.org.tw](mailto:diederikvandertoorn@ntio.org.tw)

Economic Officer - Netherlands Trade & Investment Office in Taiwan

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## Foreword

In November 2013 Taipei succeeded in their bid to become the World Design Capital 2016 (WDC 2016). The International Council of Societies of Industrial Design (ICSID), awarded Taiwan as the fifth World Design Capital, after Cape Town, Helsinki, Seoul and Turin. The award of becoming WDC 2016 marked the worldwide recognition of Taiwan's continuous efforts to increase its creative abilities, and the transformation of Taipei in particular from an industrial production center to a modern innovation driven metropolis. It was also a reward of the government's investments in developing Taiwan's creative industry and the increased awareness of the added value of design.

The WDC 2016 in Taiwan offers the Netherlands the opportunity to demonstrate expertise and the chance to start a dialogue with local Taiwanese designers, clients and governments, in order to start cooperation and receive future orders.

In the Creative industry we especially see opportunities in the following industries:

- Industrial Product Design
- Urban Planning & Architecture
- Design Thinking
- Serious Gaming

As will be emphasized in this report the WDC 2016 can be seen much broader and cross-overs with other sectors offer much more opportunities. Summarized the framework of WDC 2016 Taipei offers the following concrete opportunities to the Netherlands:

- Demonstration projects
- Dutch Design Exhibitions
- Opportunity to organize a Dutch Design Pavilion
- Presentations of 'Best Practices' of Dutch designers, companies and research institutions
- Participation of Dutch designers to conferences
- Government-to-Government cooperation
- Educative cooperation

## 1 Theme: Adaptive City – Design in Motion

According to the ICSID organization the awarded WDC needs to stand out by implementing design into its policy making in order to improve the city. This means that the value of design for society is emphasized and understood by the city government. The World Design capital therefore also needs to choose a theme which strengthens this broader social meaning of the WDC title and which engages the complete society into the events. Taipei chose the theme '*Adaptive City – Design in Motion*', implying that the events under the WDC 2016 will deal with the question of how design can help a city to transform itself and become more sustainable and livable for her citizens. This is a suitable theme because of the constant change and transformation Taipei has experienced in the last few decades. In the framework of the WDC 2016 both local and international events will take place, and therefore this theme also aligns with the global trend of urbanization.

This year in the run up to the WDC 2016, there have been several design exhibitions in Taipei focusing on the innovative element of Design, and how design can add value to society, the social life of people and the livability of a city. In June 2014 there was the *Natural to Next Natural Exhibition* in Taipei, which showcased social design created by eleven Dutch and eight Taiwanese designers. The Netherlands Trade and Investment Office (NTIO) in Taiwan supported this exhibition financially, which made it possible for the organizer to invite a few Dutch Designers to come over to Taipei and give workshops on social design in Taipei. Due to the success and visibility of these activities the second Taipei Design & City Exhibition, organized by the Taipei city cultural department in October 2014, included again several Dutch designers.

## 2 Strong relation between the Netherlands and Taiwan

Eindhoven supported Taipei City to become WDC 2016 and Eindhoven also has a *Memorandum of Understanding* with Taipei about design exchanges including designers, companies, universities, and research institutions. This has led to exhibitions in Taiwan in cooperation with Dutch Designers and vice-versa.

Another strong link with the Netherlands and the WDC 2016 is that one of the main venues, in which the signature event the *International Design Policy Conference* will take place, is the Taipei Performing Arts Centre designed by OMA from Rem Koolhaas. This building will be an important cultural venue in Taipei. Other famous Dutch Architecture companies like Mecanoo and Kossmann.dejong are involved in big architectural projects in Taiwan as well.



*Concept design of the Taipei Performing Arts Centre by OMA*

For relations between the Netherlands and Taiwan in the field of design it is important to introduce the Dutch Design Post in Tainan. In May 2014 the [Dutch Design Post](#) (DDP) supported by the NTIO, opened its doors in Tainan, in the South of Taiwan. The Dutch Design Post provides everything that the Dutch Creative Industry needs for business in Taiwan, and is actively inviting Dutch Designers to Taiwan to realize their design concepts and market potential on the Taiwanese market.

The existing strong relation between the Netherlands and Taiwan in the field of Design offers a great perspective for the Netherlands to extend this position and participate in opportunities brought up by Taipei WDC 2016.

### 3 Cross-overs with other sectors

Design has a broad definition and with the theme '*Adaptive City – Design in Motion*' in mind, it is easy to think of areas of overlap between the Creative Industry and other industries, such as energy, water, logistics, and healthcare, given the notion that innovative design is implemented in public policy as a solution for urban challenges. The broad definition of design and the emphasis on the value of design for society, force us to look for interactions between design and other industries.

In 2014 Cape Town was WDC and the theme was '*Live Design, Transform Life*' and under this theme Cape Town sought to use innovative design to find solutions for local societal problems. Therefore they invited the international community which offered a great opportunity for the Netherlands to use the strong reputation of Dutch Design, getting access to business opportunities in various industries in South Africa. For example a workshop was organized in the framework of the WDC 2014 to show how Dutch water management could be the innovative solution to local water problems in Cape Town. Dutch expertise thus was able to set foot in South Africa, by looking for solutions to local problems together with South African counterparts.

Despite various different social challenges that Taiwan faces from that of Cape Town, making cross-overs between the Creative Industry and other sectors offers interesting opportunities for the Netherlands. Taipei WDC 2016 in Taipei offers a platform for Dutch expertise and strength to use innovative design for social challenges of the city.

## 4 Program of events and opportunities around the WDC 2016

There will be many activities during 2016 including both local and international events. In some of the signature events, there is a demand for international participation. Therefore the following list of events includes those events which can be valuable for Dutch companies and designers to participate in.

### 4.1 New Year's Eve of Design

31<sup>st</sup> of December 2015 New Year's Eve stage show including the kick-off of the Taipei World Design Capital 2016 year, including:

- Local and international artists concert
- Big New Year Firework show
- A stage show full of lighting and audio-visual effects, combining graphic design, industrial design and visual communication design
- Target audience 8.5 Million

December 2015 Design Plaza, ambition to create a non-stop design carnival

#### Opportunities:

- ➔ Dutch participation at the design exhibitions at Design Plaza
- ➔ Dutch DJ to play dance music at the New Year stage show

### 4.2 Design Gala (March 2016)

Recognize local Taiwanese design contributions. Two major Taiwanese design awards.

- Taipei International Design Award
- Golden Pin Design Award

ICSID's world design impact prize awarded. Designers' Avenue of Stars.

#### Opportunities:

- ➔ International Dutch design master in the Jury
- ➔ Dutch Designers participating at the Designers' Avenue of Stars
- ➔ Possibility to create a Cross-over with Taipei bicycle show

### 4.3 International Design Policy Conference (June 2016)

Theme: "2026: *The Next Decade*". How design can address challenges like future urban development and environmental sustainability. Parallel to the International Computex exhibition. Venue: Taipei Performing Arts Center (Designed by OMA).

#### Opportunities:

- ➔ Possibility to have Rem Koolhaas as a VIP speaker attending the conference
- ➔ Possible events around the Computex exhibition



#### **4.4 WDC International Design House Exhibition (October 2016)**

Parallel to the Taiwan Designers week. Venue: Songshan Creative & Cultural park. International showcase of design, presenting the story of Taipei's development and the vision of the 'Adaptive City'.

Opportunities:

- ➔ Ideal place for a Dutch Design Pavilion
- ➔ Under the theme of 'Adaptive City' linkages to urban planning and infrastructure

#### **4.5 International Design Week Forum(October2016)**

Participation of Design week curators

Opportunity:

- ➔ Dutch Design week curator Martijn Paulen to participate in the forum

#### **4.6 Network of cities meeting (October 2016)**

Exchange cities vision on urban development

Opportunity:

- ➔ Participation of mayor of Eindhoven, Mr. Rob van Gijzel

## 5 International collaboration project

Next to the signature events the WDC 2016 invites the international community to organize their own events and to make a contribution to the WDC 2016 in Taipei. Dutch Design has a very positive reputation in Taiwan and through Dutch Design the Netherlands can engage with urban social challenges in Taiwan, and make a significant contribution to the WDC 2016.

At the WDC 2014 in Cape Town, the Netherlands made the biggest international contribution by organizing the '[Department of Design](#)', a physic space which enabled Dutch designers to exhibit on the ground floor and to organize presentations and seminars on the second floor. In Cape Town there were many cross-overs made between design and other sectors, resulting in seminars on the role of innovative design addressing social challenges of Cape Town. It is therefore recommended to organize a similar Dutch Design Pavilion in Taipei enabling Dutch designers to showcase their work, and creating a platform to showcase Dutch expertise through various seminars in other sectors under the umbrella of the WDC 2016.

Taipei annually hosts big international exhibitions attracting thousands of visitors and a lot of attention. The biggest four international exhibitions are, the Taipei Bike Show, the Computex, Medicare and the Semicon. These exhibitions offer concrete opportunities to align with the WDC 2016. In the draft plan of the WDC 2016 it is also indicated by the Taipei City government to connect the Computex with the WDC 2016, as this is one of Taiwan's core industries, and design can play an important role for the further development. The Netherlands already has experience with these exhibitions by organizing [Holland pavilions](#) on both the Semicon and Medicare exhibitions. Finally Taipei will also be the world's Velo-city in 2016 and together with the international bike exhibition, and Holland as the number one bicycle country, it is logical to make a connection with the WDC 2016.

In Cape Town the social media campaign proved to be essential to establish successful cooperation between Holland and South Africa. Therefore organizing a similar social media campaign around the WDC 2016 to support Dutch Taiwanese collaboration on social challenges is recommended. With social media it is possible to engage Taiwanese and Dutch people, and thus bridge the gap between local Taiwanese societal challenges and innovative Dutch solutions.

## 6 Relevant links

Department of Design (in Cape Town):

<http://departmentofdesign.nl/>

Dutch Design Post in Tainan:

<https://www.facebook.com/dutchdesignpost?fref=ts>

Eindhoven – Taiwan exchange relation:

<http://www.eindhoven-taiwan.com/home>

Netherlands Trade & Investment Office (NTIO):

<http://www.ntio.org.tw/>

Taiwan Design Center:

[http://www.tdc.org.tw/en\\_index.htm](http://www.tdc.org.tw/en_index.htm)

Taipei World Design Capital 2016:

<http://taipeidesign.org.tw/en/>

Taipei World Design Capital 2016 video bid:

<http://www.youtube.com/watch?v=8ge0UiyKITw>

Twitter account Cape Town:

<https://twitter.com/cocreateSA>

Website of ICSID:

<http://www.icsid.org/>

This is a publication of:

Netherlands Enterprise Agency (RVO.nl)

P.O. Box 93144

2509 AC The Hague

[www.rvo.nl](http://www.rvo.nl)