

Welcome to Cross-Cultural Communication



Cultural and Creative Industries

Compiled by
Terri Yueh





Outline

- About the Terms
- Do you know the CCI?
- Creative Industries & Creative Economy
- Classification of Creative Industries
- Models & Sectors
- Creative Industries in Taiwan
- Conclusion





Cultural Industries & Creative Industries

- **Cultural industries** refers to industries which combine the creation, production and commercialization of creative contents.
- The contents are typically protected by copyright and they can take the form of a good or a service:
printing, publishing and multimedia, audiovisual, phonographic and cinematographic productions as well as crafts and design.

UNESCO



UNITED NATIONS
Educational, Scientific, Cultural Organization



Cultural Industries & Creative Industries

- **Creative industries** encompasses a broader range of activities which include the cultural industries plus all cultural or artistic production, whether live or produced as an individual unit.
- The product or service contains a substantial element of artistic or creative endeavor:
activities such as **architecture and advertising.**



UNITED NATIONS
Educational, Scientific, Cultural Organization



Cultural Industries & Creative Industries

- The **creative industries / cultural industries** refers to a range of economic **activities**. They may also be referred to the **creative economy** ([Howkins 2001](#)), and recently they have been denominated as the **Orange Economy** ([Buitrago & Duque 2013](#)).

- **Creative Economy:**

<https://www.youtube.com/watch?v=T3xmMEpr80>



From Cultural to Creative Industry

Are these CCI?





This IS CCI.

微型創業小巨人 阿原肥皂



7年內營業額
從新台幣幾百萬
暴增至6億的
微型文創小巨人

阿原肥皂



阿原的文創心法...



在日本，
阿原是藝匠級的
肥皂達人



在中國，
阿原主打
台灣的好山好水



在東南亞，
阿原是福爾摩沙美
麗之島的藥草先生



在英國，
阿原訴求純粹的
台灣文創花草之美

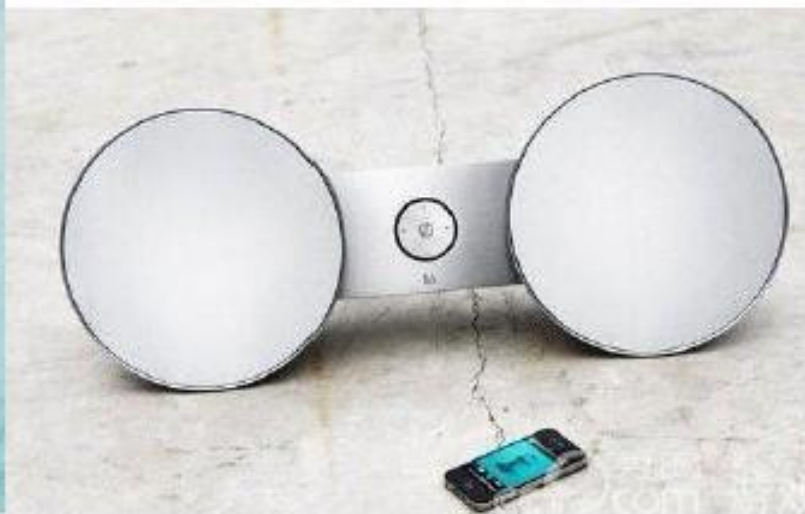
IS this CCI?

This is CCI!



BANG & OLUFSEN **B&O**

實用主義的北歐硬派美學
也跳脫傳統音響路線
直接訴求雅痞、文青、蘋果迷





Creative Economy

a set of knowledge-based economic activities with cross-cutting linkages to the overall economy



Creative Economy



Creative Industries



Creative Industries

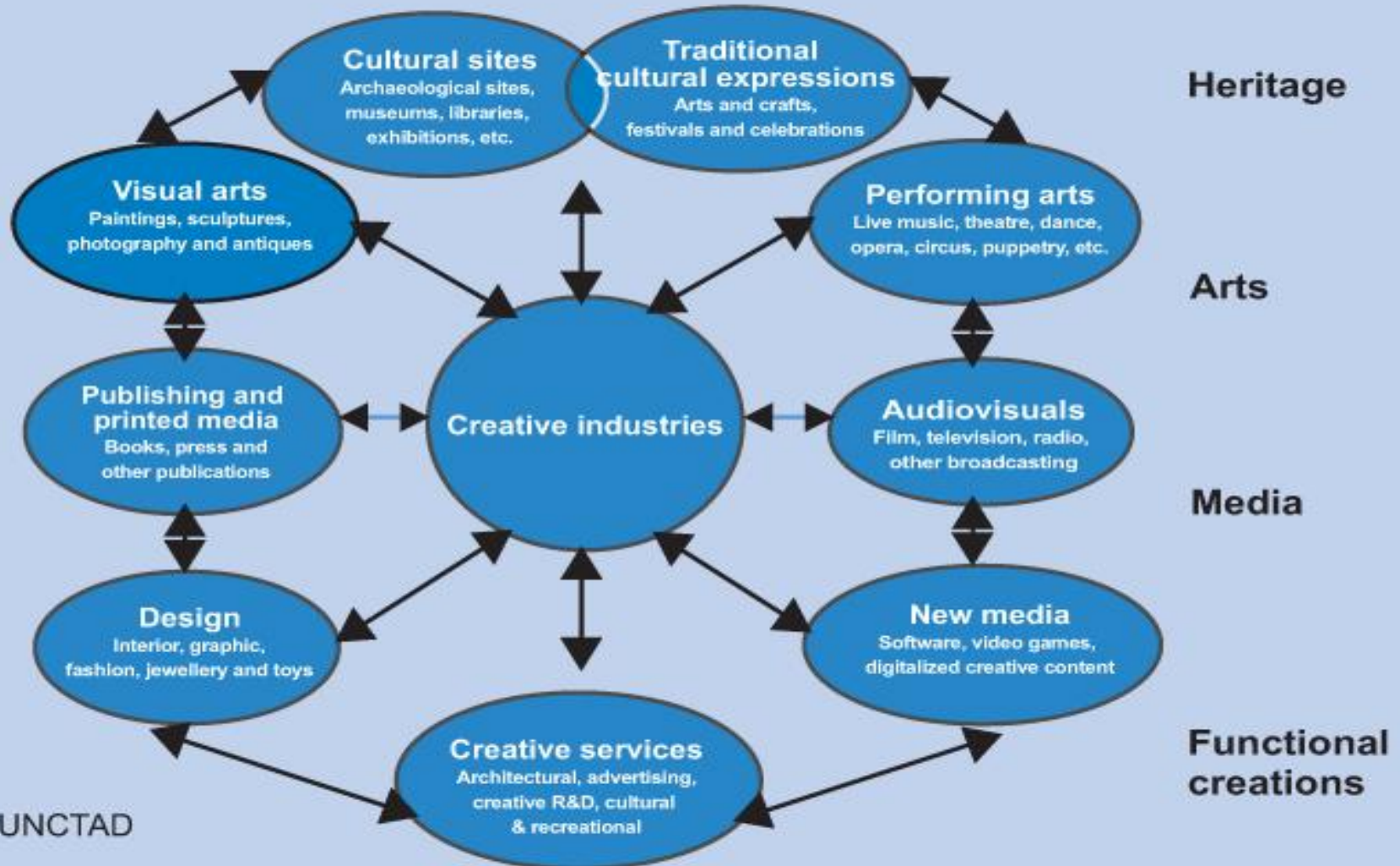
tangible goods and intangible services with creative content, economic value, and market objectives



United Nations Conference on Trade and Development

Figure 1.3

UNCTAD classification of creative industries

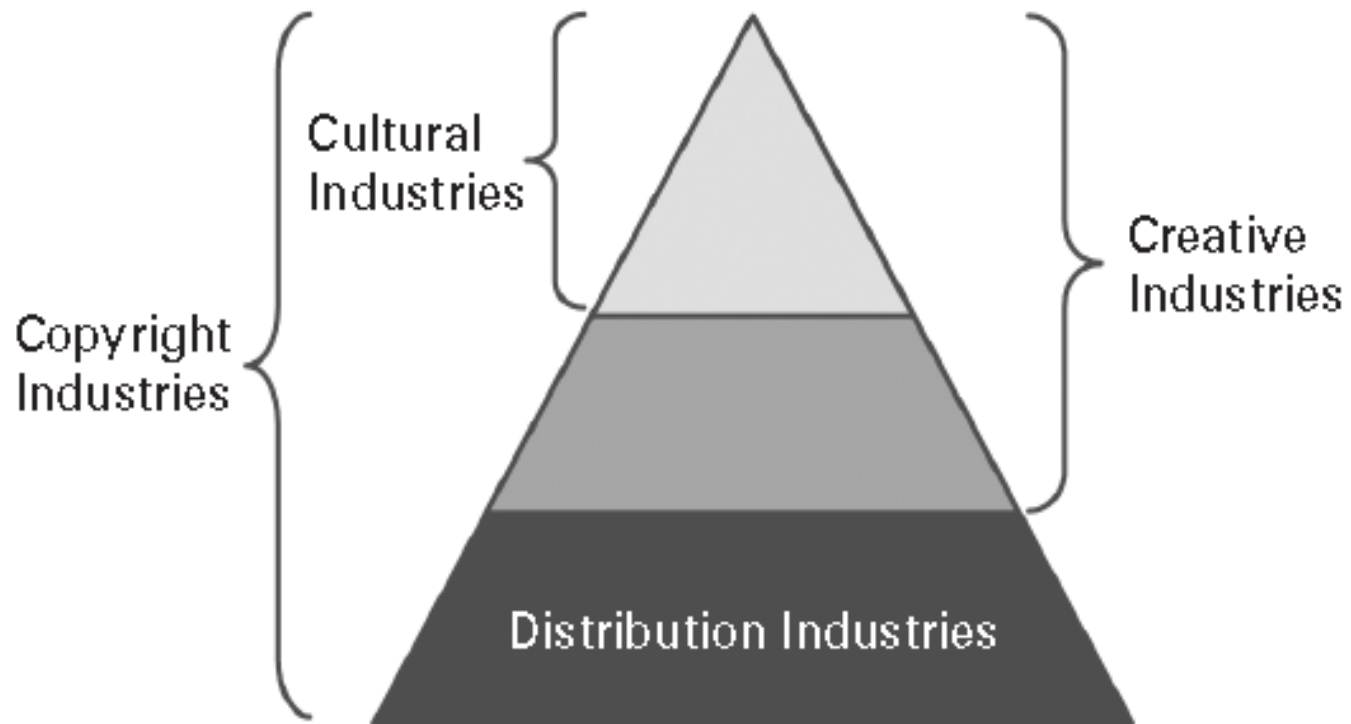


Source: UNCTAD



Models

Singapore Model of Creative Industries



Source: Ministry of Trade and Industry, Singapore 2005



The Core Sectors

- publishing industries (books, newspaper publishers, publishers of phonographic records and music);
- industries (film, TV, video, distribution, cinemas);
- broadcasting industries (private radio/television);
- music, visual and performing arts (artists, theatres, technical stage enterprises);
- journalists / news agencies;
- museum shops, arts exhibitions
- retail trade of cultural goods (music stores, book stores, galleries, art trade);
- architectural offices;
- design industries



**German Commission
for UNESCO**



The creative sectors in the new concept

- **advertising**
(advertising agencies, etc.);
- **manufacture of software/games**
(development of software, games including consultancy, excluding hardware and data processing services).



Creative Industries in UK

英國創意產業包括13個類別：

- 廣告、建築、藝術品、古董市場及工藝品市場、設計、時裝設計、電影與錄像、互動消閒軟件、音樂、表演藝術、出版、軟體與電腦服務、電視與電台

The UK identified 13 sectors under the definition of Creative Industries:

- advertising, architecture, the art and antiques market, crafts, design, designer fashion, film and video, interactive leisure software, music, the performing arts, publishing, software and computer services, television and radio.

Creative Industries in Finland

<http://www.creativeindustries.fi/>

The screenshot shows the homepage of the Creative Industries Finland website. At the top left, the URL 'www.creativeindustries.fi' is displayed in a dark banner. To the right, there are navigation links for 'Frontpage', 'CIF', and 'Contact us', along with social media icons for Blogger, Facebook, RSS, and YouTube. Below these is a search bar. A horizontal menu contains 'Information', 'Events', 'Initiatives and Actions', and 'Networking'. The main content area is divided into two columns. The left column features a section titled 'About Creative Industries Finland' with three small images and a text box explaining the organization's mission. The right column features a section titled 'International Events' with two event listings: 'Graduate Student Conference on Arts and Cultural Management' and 'NordDesign 2014 Conference'. At the bottom, there are four large, colorful icons representing 'Information', 'Events', 'Initiatives and actions', and 'Nordic Matchmaking'.

www.creativeindustries.fi

Frontpage | CIF | Contact us

Information | Events | Initiatives and Actions | Networking

About Creative Industries Finland

Creative Industries Finland
Creative Industries Finland (CIF) provides information and services for creative industries developers, policy-makers and key interest groups. The aim of CIF is to strengthen the understanding and role of the creative sector and create a lively and an active network of creative industry actors in Finland. [Read more](#)

International Events

Graduate Student Conference on Arts and Cultural Management
6/19/2014 - 6/20/2014
Istanbul Turkey

NordDesign 2014 Conference
8/27/2014 - 8/29/2014
Espoo

[Event calendar](#) [Suggest event](#)

Information

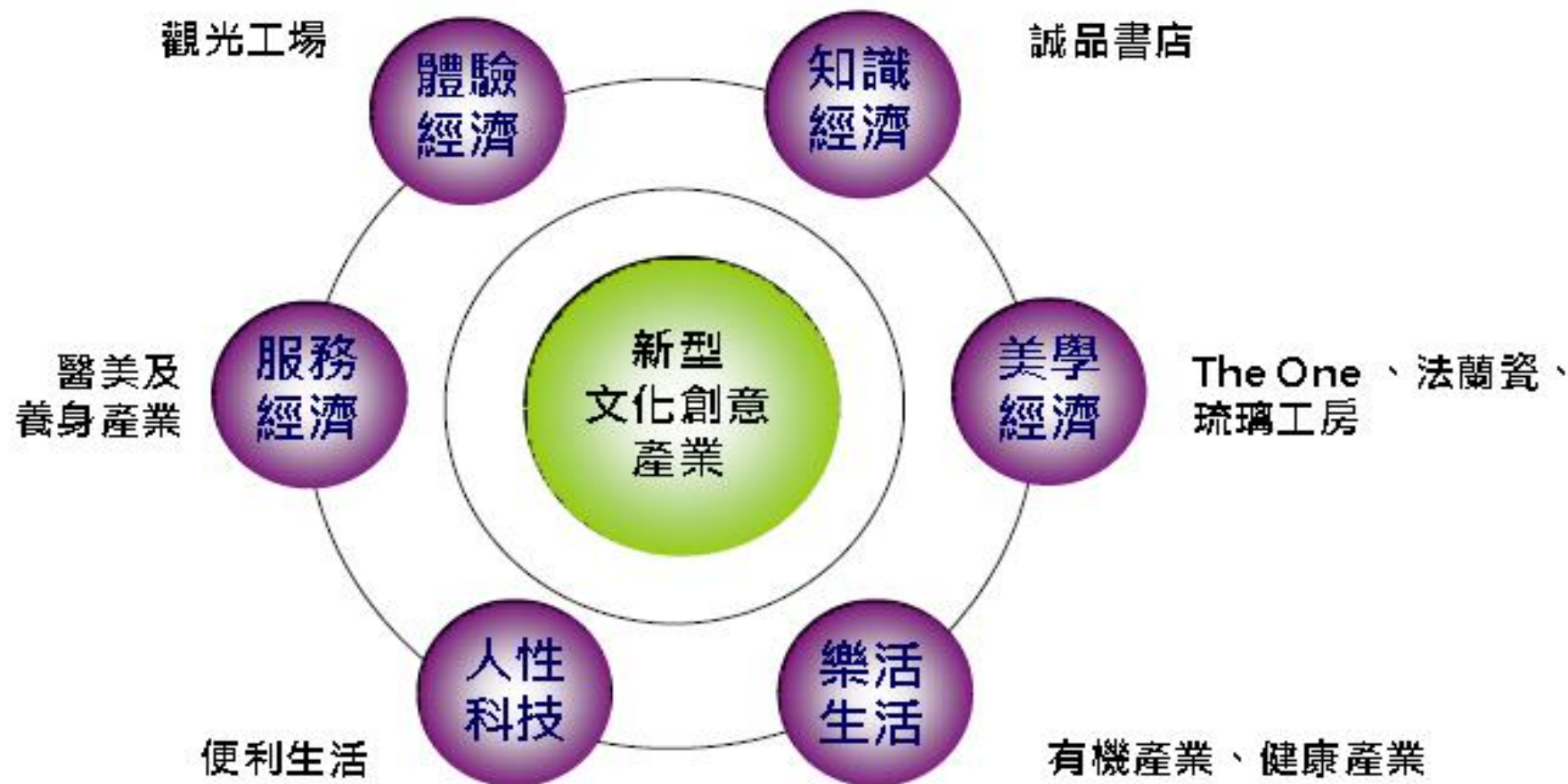
Events

Initiatives and actions

Nordic Matchmaking

新形態的文創產業出現

Creative Industries in Taiwan



有形與無形並重



Taiwan OTOP

One Town One Product

<http://www.otop.tw/about/index.html>

OTOP 地方特色網
TAIWAN One Town One Product

About OTOP

Local Industries

Stores

Products

Contact

Video



 Visited: 211105

Special Recommendation



Taiwan Tea



Chinese Pastry



Creative Products



Taiwan Ceramics

About OTOP



The concept of OTOP (One Town One Product) is from the OVOP (One Village One Product) in Japan. OVOP Program is a community centered and demand driven regional economic development approach initiated by Oita prefecture. Since 1989, the Small and Medium Enterprise Administration (Ministry of Economic Affairs, MOEA) has been pushing forward Taiwan OTOP (One Town One Product) program to assist the growth of local cultural industries. Other countries also inspired by OVOP develop

Taiwan OTOP Newsletter

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Newsletter Archive



Taiwan OTOP Design Award



Travel Product Industries Issue

e-book
Download



新北市
茶山房肥皂文化體驗館



宜蘭蠟藝彩繪館



南投
遊山茶訪



- 2004-2005
- 泉山山水(苗栗)
 - 金良特產(苗栗)
 - 功課肉(桃園)
 - 先聖食品(台中)
 - 中央七點(南投)
 - 食製(花蓮)

- 2004-2005
- 豐盛食品(金門)
 - 萬全(金門)
 - 金門(金門)
 - 雲地(金門)
 - 金全(金門)
 - 志德(金門)
 - 鴻(金門)

- 2006-2007
- 豐興生(苗栗)
 - 豐和(苗栗)
 - 大興(台中)
 - 埔里(南投)
 - 九狂(苗栗)
 - 豐興(苗栗)

- 2005
- 大(苗栗)
 - 豐(苗栗)
 - 豐(苗栗)
 - 豐(苗栗)
 - 大(苗栗)

- 2008 新增
- 中興食品(台北)
 - 宏興食品(桃園)
 - 宏興(苗栗)
 - 豐(苗栗)
 - 豐(苗栗)
 - 豐(苗栗)
 - 豐(苗栗)
 - 豐(苗栗)

- 2008 新增
- 桃(苗栗)
 - 豐(苗栗)
 - 豐(苗栗)
 - 豐(苗栗)
 - 豐(苗栗)
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宜蘭全車威士忌酒廠



南投
台灣麻糬主題館

全台累計共約
92所觀光工場

- 2009 新增
- 豐(苗栗)
 - 豐(苗栗)
 - 豐(苗栗)
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 - 豐(苗栗)
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彰化台灣玻璃館



台東
池上鄉農會觀光工場

Songshan Cultural and Creative Park



Huashan 1914 Creative Park





VVG Thinking

■ <http://www.huashan1914.com/index.php>



Search



繁體

簡體

English

首頁

關於華山

表演與展覽

如何來華山

場地租借

商家訊息

電子報

華山意思卡

遊客服務

活動展演空間的首選...

多元 × 跨界 × 玩樂 × 風格 × 自在 × 無限延伸

華山文創園區邀請您來
展現自己的特色...



商家訊息

The Red House Market for Artists & Designers

紅樓創意市集





Garage Sale

車庫拍賣會

Yard Sale

庭院拍賣會

Moving Sale

搬家拍賣

Swap Meet

交換市集

Jumble Sale

雜物拍賣會

Rummage Sale

慈善拍賣

Church Sale

教會拍賣會

Charity Sale

公益拍賣

Night Bazaars

夜間市集

Street Foods

路邊攤

Street Vendors

路邊攤

Car Boot Sale

後車箱拍賣會

Flea Market

跳蚤市場



From *Local* to *Global*



FRANZ

NEWS

BRAND INFO

AWARDS

NEW INTROS

PRODUCT



Franz Collection exhibited at the



FRANZ
法藍瓷

OEM, ODM, OBM

- **OEM: Original Equipment Manufacturing**
(委託代工) 業務型態為運用勞動力，提供國際市場所需的產品製造、組裝，賺取代工利潤
- **ODM: Original Designing & Manufacturing**
(設計加工) 廠商設計產品，經國外買主同意，進行製造生產，賺取設計與代工利潤
- **OBM: Own Branding & Manufacturing**
產品的設計、製造、品牌通路，
廠商直接經營市場。



Cinema: Film industries



Zone Pro Site

Culture of Taiwan



Cinema History of Taiwan



Stories in Taiwan

ART THEATER



光點 華山 SPOT HUALASHAN

歌 | 劇 | 院
光影藝術節
FANTASTICAL
METAMORPHOSIS
臺中國家歌劇院
National Taichung Theater

互動裝置藝術
11·01 | 12·31
17:00 - 22:00

3D 光雕之夜
11·21 | 11·22
19:00 / 20:00 / 21:00

The poster features a stylized, colorful face with large, expressive eyes. The face is composed of various geometric shapes and colors, including blue, green, red, and yellow. The background is dark with some abstract patterns and light effects. The text is arranged in a vertical and horizontal layout, providing information about the event and the theater.





Review Questions

- Discuss the relationship between cultural industries, creative industries and creative economy.
- What is Taiwan OTOP? Give some examples to discuss the term.
- What is a Cultural and Creative Park? Give some examples in Taiwan.
- What are OEM, ODM, and OBM?
- Discuss one sector of CCI in Taiwan you are interested in.





Reference

- UNESCO, GACD. *Understanding Creative Industries: Cultural Statistics for Public-Policy Making*. Paris: UNESCO. 2006.

