

Mayor Chen Chu's Visit to the U.S.

©English translation: Peng Hsin-yi

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On June 4, 2012 Kaohsiung City Mayor Ms. Chen Chu and her delegation arrived in the United States. During her stay, Mayor Chen toured San Francisco and visited several prominent companies in the cultural and creative industries, among them Autodesk, a world leader in 3D design software. The mayor also stopped by HUB SoMa, a shared workspace utilized by many companies in creative industries. She then went to Portland, Oregon – one of Kaohsiung's sister cities – to attend the Grand Floral Parade, part of the annual Rose Festival, as well as Portland's Dragon Boat Festival activities.

With Kaohsiung's budding digital industry in mind, Mayor Chen expressed a keen interest in visiting Autodesk, one of the most respected names in digital imagery technologies. Autodesk has had a hand in every movie in the past 15 years that has won the Oscar for Best Visual Effects. Highlights of its work include Iron Man, the Batman series, Kung Fu Panda, and The Curious Case of Benjamin Button. The mayor also spent time touring HUB SoMa in San Francisco. HUB SoMa is a resource-sharing center for creative workers which offers space to many companies; it is a far-reaching global network that enables the sharing and exchange of information and resources. Mayor Chen would like to see Kaohsiung taking a more active role on this global platform, keeping open communication channels with various cities, getting input from creative minds around the world, bringing Kaohsiung up to speed with



陳菊市長（中間者）致贈兩艘龍舟給波特蘭市長Sam Adams（左）Mayor Chen Chu (center) presented two dragon boats to Portland Mayor Sam Adams (left).

its international counterparts, and perhaps establishing a similar platform for digital creative work in Taiwan that would turn Kaohsiung into a hub for creative talents throughout Asia.

Kaohsiung has been making great efforts to revamp its economy in recent years, and establishing a presence in the digital creative industry is one of its major focuses. Kaohsiung City Government has established the Pier-2 Art Center as a designated space for creative industries. Sony Computer Entertainment Taiwan Ltd. (SECT) has already opened its headquarters in Pier-2 Art Center. Four other companies signed on in May 2012, and one of the world's most productive visual-effects companies, Rhythm &

Hues, moved into Pier-2 Art Center in June 2012. Thanks to its proximity to the New Bay Area and Kaohsiung Software Technology Park, Pier-2 Art Center has the potential to become a major digital art and creative industry cluster.

The second stage of the mayor's visit took her to Portland, which became a sister city of Kaohsiung in 1988. Many cultural exchanges have taken place since then. Back in 1988, Kaohsiung presented two dragon boats to Portland as a gift, and Portland returned the goodwill by holding its first Dragon Boat Race the following year. It has been an annual celebration ever since; and beginning in 2004, Portland has been sending a

陳菊市長率團訪美

◎文/黃大為 ◎攝影/盧怡如

高雄市長陳菊6月4日率團參訪美國舊金山和波特蘭，此行觀摩美國文創產業，分別拜訪Autodesk公司和HUB SoMa等公司，並參加姐妹市波特蘭市一年一度的玫瑰節花車遊行與龍舟賽。

為發展數位內容產業，市府訪問團5日走訪全球3D設計軟體領導者Autodesk公司，觀摩數位平台科技發展動向與最新技術，Autodesk公司囊括過去十五年奧斯卡最佳視覺特

效獎的全部獲獎影片，包括鋼鐵人、蝙蝠俠、功夫熊貓、班傑明的奇幻旅程等知名電影。此外，訪問團亦特別拜訪舊金山HUB SoMa，HUB SoMa為全球性HUB組織之一，該組織結盟全世界各地的數位創作重鎮上下游，彼此資源與訊息共享。陳菊市長表示，高雄市希望透過加入全球性HUB組織，與各城市間能保持暢通的交流管道，汲取各方經驗。讓高雄在數位創作的動向與全球同步，藉此建立全台首座數位創意平台，為高雄延攬並培育更多的創作人才，並進一步放眼國際，成為亞洲數位內容中心。

數位文創產業為高雄市重點發展產業，全球前5大視覺特效公司R&H於今年6月已進駐駁二，另外，5月初與市府簽署MOU投資意向書的4家公司，以及已進駐駁二的SCET，再加上西基動畫進駐高雄軟體科技園區，高雄期能串聯駁



玫瑰節遊行
The Rose Festival's Grand Floral Parade



俄勒岡州的波特蘭市龍舟賽
Dragon boat race in Portland, Oregon

team each year to participate in the Kaohsiung Lantern Festival. The close ties between the two cities favor the holding of various events and activities.

To demonstrate their support for a longstanding sister city, Mayor Chen and Deputy Speaker of Kaohsiung City Council Mr. Tsai Chang-ta, as well as members of the city council, visited Portland Mayor Sam Adams. Together with Mayor Adams, they attended the Rose Festival's Grand Floral Parade. The Rose Festival attracts nearly 100,000 people every year, and this year Kaohsiung's Shu-te Home Economics & Commercial High School sent its marching band and color guard to participate in the parade. The girls received thunderous applause and cheers from spectators lining the marching route.

二特區、亞洲新灣區與高雄軟體科技園區，匯聚成數位文創產業聚落。

波特蘭與高雄市自1988年締結姊妹市以來，雙方文化交流密切。為表達慶賀，高雄市1988年致贈2艘龍舟予波特蘭，波特蘭龍舟賽自1989年開始舉辦迄今，24年來未曾間斷，這是一場城市交流與友誼的比賽。波特蘭自2004年起，每年都率團參加高雄燈會藝術節，足見兩市深厚的情誼。

延續超過四分之一世紀的情誼，陳菊市長與高雄市議會副議長蔡昌達共同率市府與市議會團隊拜會波特蘭市長亞當斯(Sam Adams)，並於9日共同參加波特蘭一年一度的「玫瑰節」遊行，玫瑰節為當地年度盛會，吸引數十萬民眾參觀，而來自高雄的樹德家商遊行隊伍亮麗演出，贏得民眾熱烈的掌聲和歡呼。



陳市長拜訪Autodesk公司
Mayor Chen visited the Autodesk company.

Dadong Arts Center

©English translation : Marie-claude Pelchat

©Photos Courtesy of Pao Chung-hui, Do Huei-jyun, Bureau of Culture Affairs, Kaohsiung City Government

The curtain raises on "The Animation Show" Exhibition

Watch Me Move - The Animation Show" is the first exhibition to be held at Dadong Arts Center since its grand opening on May 23. Organized in collaboration with the Barbican Center in London and running until September 23, this exhibition brings together 95 of the best works of animation from all over the world; a few of them are almost 150 years old. In recent years, Kaohsiung has been committed to developing its digital creative industry and film-and-television industry. To cultivate talents in those fields, many colleges and universities in the south of Taiwan have set up relevant departments. This exhibition will not only enhance art appreciation in the city, but also expand the perspective of local students, in turn reinforcing Kaohsiung's capacity for cultural creativity.

Visitors can follow the exhibition's itinerary through six sections - titled "Apparitions," "Superhumans," "Characters," "Visions," "Fables & Fragments" and "Structures" - to explore the history and development of animation. Upon entering the exhibition area, visitors are surrounded by early black-and-white or silent animation works, from dancing skulls and silent movies made with shadows, to the 1911 film "Little Nemo," made by the father of American animation,

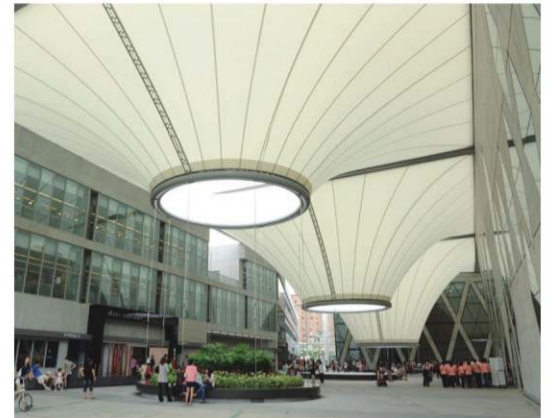
大東文化藝術中心的炫麗夜景
Night time at Dadong Arts Center

Winsor McCay. Visitors are gradually led through a black-and-white maze on a trip back in time.

Still images projected rapidly to create an animated film are the origin of animation. With the evolution of technology, industry and language, each animation has represented its era, and so has the character of its protagonists. The superheroes in the "Superhumans" section reflect the yearning for peace after World War II. When the spotlight shines on the names of Astro Boy, Sailor Moon or the Incredible Hulk, we know that the time has come to fight villains. In the "Characters" section, precious hand-painted images of Mickey Mouse, Donald Duck, Betty Boop and other familiar faces seem to smile and wave at visitors.

With its lively form, animation is a

storytelling tool. The "Fables & Fragments" section brings together representative works from various periods to let visitors appreciate their meaning. It is easy to discover the respective points of view of directors in animations such as the Czech film "The Hand," which alludes to totalitarian oppressive rule, or "Nausicaa of the Valley of the Wind" by Japanese master Hayao Miyazaki, which aims to transmit environmental awareness. The "Visions" section showcases advances in animation techniques and technology, which are now widely used in cinema, television and online games to visually challenge the line between reality and illusion. The "Structures" section plays in an innovative way with animation by using grids, repetition and other editing tricks to rearrange films.

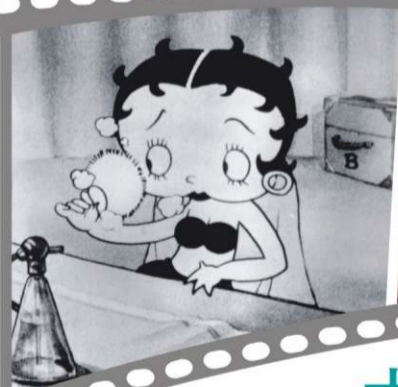
貼近民衆生活的展演空間
Providing exhibition space for the public

Unlike other static exhibitions, this one has few written explanations, and instead uses a vast number of sound and lights effects, as well as projections, to create independent spaces similar to small theaters. This allows visitors to comfortably watch classic works that span a century, and thus appreciate the subtleties of the world of animation. If almost a hundred classic animations cannot satisfy you, 4,000 books on film and animation await you in the arts library next door.

How to get there ?

MRT Orange line, Dadong Station, Exit 2

Order tickets: 07-7809900



橫跨一世紀的經典動畫

Presenting more than a century of classic animations

人耳熟能詳的米老鼠、唐老鴨、Betty Boop、湯姆貓與傑利鼠，以及珍貴的人物手繪稿則在一旁的人物區微笑招手。

動畫活潑的呈現形式，可說是新型態的說故事工具，寓言短片區中即網羅各時期的代表作品，細細品味其背後意涵，不難發現導演個人敘事觀點，或是捷克作品《魔手》影射的極權高壓統治，或是日本國寶級動畫大師宮崎駿《風之谷》傳遞的環保意識，都有待參觀者用心體會；視覺區陳列著動畫技術與科技進步，並廣泛運用在電影、電視及電腦遊戲的成果，展現真實虛幻一線間的視覺衝擊；結構區的作品則是透過定格、重複區段等剪輯技巧，將影片既有結構重新排列組合，把動畫「玩」得很有創意。

有別於一般靜態展覽，這場展覽的說明文字極少，反而運用大量的聲光效果與投影，營造宛如小型劇場般的獨立空間，讓參觀者能夠舒適地觀賞定格超過一世紀的經典之作，從中領略動畫世界的奧妙。倘若近百部經典動畫仍不能滿足您求知慾望，一旁的藝術圖書館中還有近4千冊動漫、影視相關書籍，等待您去挖掘。

交通 高雄捷運橘線大東站 2號出口
指引 購票專線：07-7809900

大東文化藝術中心

百年動畫展繽紛開演

◎文/林曼伶 ◎照片提供/鮑忠暉、杜蕙君、高雄市政府文化局

大東文化藝術中心展覽館5月23日啟用後的第一場展覽「Watch Me Move百年動畫展」，與英國倫敦巴比肯藝術中心合作，集結世界各國95部經典作品，橫跨150年的動畫精髓，即日起至9月23日完整呈現。近年來，高雄致力於文創數位、影視產業發展及人才培育，南部亦有多所大專院校設立相關系所，透過展覽一來提升城市藝文涵養，二則開拓年輕學子視野，進而厚實高雄的文創能量。

展場分為幻影區、英雄區、人物區、視覺區、寓言短片區及結構區等六大主題區，只要依循各展區的動線設計，便

能一探近代動畫發展史。一踏入展區，兩旁懸掛著黑白或無聲的早期動畫作品，從跳著舞步的骷髏、以影子呈現的默片，到1911年美國動畫之父溫瑟·麥凱的《小尼莫》，逐步引領民眾穿梭如黑白迷宮般的時光隧道。

動畫發展之初，是將靜態圖像快速播放，成為動態影片，隨著科技、產業、語言不斷進化，動畫也被賦予其時代背景意義，主角性格亦隨之鮮明。英雄區的超級英雄人物，反映著戰後期望世界和平的心願，當聚光燈輪番映照在原子小金剛、美少女戰士、綠巨人浩克等字樣時，便是上場打擊壞人的時刻；而眾

Kaohsiung Jhongdu Wetland Park

◎English translation: Peng Hsin-yi

In May 2012, Kaohsiung's Jhongdu Wetland Park was declared a winner of the prestigious FIABCI Prix d'Excellence Award in the Environmental (Rehabilitation/Conservation) Category. It was Kaohsiung's third Prix d'Excellence Award – following The Heart of Love River project in 2009, and the She Zih Lin Basin Wetland Park Project – and a further nod from international society to Kaohsiung's progress in environmental recovery.

Jhongdu Wetland Park, which covers 11.6 hectares of land, used to be one of the biggest wood-storage pools during the heyday of Kaohsiung's timber industry. As that industry went into decline, the canals, warehouses and workshops in the area were abandoned. As awareness of the importance of sustainability has grown in recent years, Kaohsiung City Government has been putting more and more effort into environmentally friendly urban-planning for the "upkeep of a green eco-network and a blue waterfront." Over the course of two years, Jhongdu was transformed from a 40-year-old industrial wasteland into a fresh looking ecological park that nourishes native species, provides recreational space for residents, and serves an educational purpose.

Founded on the principle of "returning to nature, respecting



中都濕地公園
Jongdu Wetland Park(Photo by Jhang Jhong-yi)

nature," Jhongdu Wetland Park strives for a balance between ecological cycles and human activities. The park is surrounded by bike lanes and walkways, but the Eco Island in the center is reserved for wild birds and native species, as well as a restoration area for tropical coastal forest. The Eco Island is connected to the outside by three suspension bridges in order to minimize human impact. The bridges themselves are made with wood and other natural materials, a rarity in cities.

The waterway surrounding the Eco Island is lined with stones rather than cement blocks and wires, purposely mimicking the natural habitat of local species. The restoration effort has been a successful one: Mangroves now thrive in the restoration zone, including species thought to be extinct in this region, such as *Lumnitzera racemosa* and *Avicenia marina*. Kaohsiung Wild Bird Society has reported sightings of more than 30 different avian species on Eco Island, such as the Little Egret (*Egretta*

garzett), the Black-crowned Night Heron (*Nycticorax nycticorax*), and the White-vented Myna (*Acridotheres javanicus*). Visitors to the park enjoy the greenery, watching fish in the water, and – on a good day – water birds dancing in the sky. The park is a piece of heaven, right in the heart of Kaohsiung City.

與水共生中都濕地公園

◎文/林曼伶 ◎攝影/鮑忠暉、張忠義、高雄市政府工務局養護工程處

中都濕地公園於今年5月勇奪世界不動產聯合會(FIABCI)「2012全球卓越建設獎」環境復育類首獎，這是高雄近四年來繼愛河之心、棧仔林埤濕地公園後，第三度抱回首獎，顯示高雄在環境復育的努力受國際肯定。

佔地11.6公頃的中都濕地公園，過去是高雄重要的儲木池所在地，隨著木材產業遷移，區域內原有的水道及廢棄木業廠房在長期缺乏管

理的情形之下，呈現雜亂老舊的都市景象。有鑑於生態永續經營為當今世界潮流，高雄市政府以「打造綠色生態網絡、串聯藍色水岸」為理念著手整建，歷經2年的規劃整治，這片閒置近40年的廢棄工業用地終於在2011年4月搖身一變，成為兼具生態、休憩、教育功能的中都濕地公園，當地呈現煥然一新的面貌。

中都濕地公園以回歸、尊重自然為闢建原則，在空間的規劃配置上追求人與生態間的平衡。公園外圍設有自行車道與步道，位於中央的生態島則保留大量空間，作為鳥類與原生物種的棲息地及熱帶海岸林的復育區，島區僅以三座都市中難得一見の木吊橋與周邊連結，將

人與生態和諧共存的空間
People and native species coexisting
(Courtesy of Public Works Bureau)

人為環境干擾降至最低。

圍繞著生態島的環狀水道，水岸不以人為建築設施與水泥結構護坡，而是以圓形石頭堆砌出適宜生物棲息的環境，園區內紅樹林生態與鳥類的出現，是顯示中都濕地復育有成的兩大指標，目前高雄市野鳥學會已在園區內觀察到包括小白鷺、夜鷺、白尾八哥等30多種鳥類，而消失已久的欖李、海茄苳等紅樹林也在此重現。漫步公園內，放眼望去一片綠意盎然，水中魚群悠遊自在，倘使運氣好還可見親水鳥群翩翩飛舞，宛若桃花源般的優美情境，就在位於市中心的中都濕地公園真實上演。



木棧吊橋
The wooden suspension bridges(Photo by Pao Chung-hui)

Public Bikes Answer Demand for Low-Carbon Transportation

◎English translation: Peng Hsin-yi ◎Photo by Pao Chung-hui

Ranked one of Asia's top five bike-friendly cities by CNNGo, Kaohsiung is peddling forward with Taiwan's pioneering communal bicycle project. Due to frequent rises in the price of oil, and the public's growing awareness of the benefits of a low-carbon lifestyle, bicycling has become a popular transportation solution for both commuters and tourists. Since 2011, Kaohsiung's Public Bike Initiative has been integrated with the city's MRT

system, and a streamlined bicycle-rental process has allowed cyclists to rent bicycles at one depot and return them to a different depot. As a result, the number of rentals has surged. In the first three months after the integration, bikes were rented on more than 60,000 occasions. Kaohsiung now has 74 bicycle depots, and the city government plans to increase that number to 100 by the end of 2012.

低碳生活公共腳踏車正流行

◎文/林曼伶 ◎攝影/鮑忠暉



高雄被CNN評為亞洲五大單車城市，在油價上漲、低碳環保意識抬頭之際，全國首創的「公共腳踏車」成為通勤族及遊客的最愛。尤其去年與捷運一卡通整合後，簡化的租借流程、甲地租車乙地還以及前一小時免費的方案，使得租借率大增，近三個月使用人次月月突破六萬，目前高雄共有74處租賃站，計畫年底將擴充至100處。

Online Information about Kaohsiung Public Bike:
<http://c-bike.com.tw/>

高雄市公共腳踏車資訊網
<http://c-bike.com.tw/>

A Blooming Industry in Kaohsiung

◎English translation: Peng Hsin-yi

◎Photos by Lin Yu-en

Taiwan's orchids frequently take top prizes at international competitions and are displayed at flower exhibitions worldwide. There are several influential Phalaenopsis orchid growers in the region, which are situated in the Meinung, Daliao and Shanlin Districts; oncidium orchid growers situate in Daliao, Neimen and Cishan District. These Taiwanese flower farmers travel around the world, going to shows after shows to compete with orchid growers in many other countries. However famous they may be, they still consider every order to be a hard-earned reward. Phalaenopsis Industry leader SOGO Team Co., Ltd. is located in Meinung and has the reputation of being a prominent international player in orchid horticulture.

From Hobbyist to Leading Supplier of Phalaenopsis Seedlings

Mr. Feng Chiang-Kuei is the CEO of SOGO Team Co., Ltd. and believes growing Phalaenopsis orchid is a business of infinite potential. His goals for SOGO are not just to profit, but also to expand its global operations. He describes orchid growers in the Netherlands as entrepreneurs that grow with scientific precision and impeccable professionalism. While he is eager to catch up with them, he also understands the importance of making small and steady steps of progress rather than failing with a large leap. Over 28 years SOGO has grown from a small Phalaenopsis seedling supplier to a major international wholesaler of several thousand different types of Phalaenopsis. In 2011, SOGO sold 8.5 million seedlings and brought in 250 million NT (about 13.5 million USD) in revenue. Orchid production is a long journey, from the time an order is placed, it takes 5 years to cultivate an eligible orchid seedling and 10 years before they can be sold as merchandise. The most astonishing fact is that this slow paced, time consuming horticulture depends on exact timing.

Mr. Feng is self-taught and started out as a hobbyist. In 1989, he founded SOGO Team Co., Ltd. and turned his passion into a formal business. People who grow

orchids as a hobby are attracted to the flower's abundant variations and combinations. The Phalaenopsis are his main focus because its growth cycle is predictable and can be produced in large



執行長馮將魁
CEO Feng
Chiang-kuei



幼苗包裝
Young plants being Packaged



蘭花盛開
Orchids in bloom

volumes, making it lucrative merchandise. Their cycle is so precise, growers can guarantee the date the flowers will bloom and therefore be customized down to the number of stems, with the exact number of flowers on each of them. They also exhibit longevity and can be kept alive for over a month.

The Breakthrough

Mr. Feng's first international triumph came in 2001 when he went to Netherlands to attend the Horti Fair. His unique flowers brought about abundant orders and his company grew substantially. Over the next 15 years, his business expanded tenfold, with approximately 250 new types of phalaenopsis tested

per year. He explains they are always on the lookout for new space, so they can continue expanding operations.

Miniature Phalaenopsis with a Big Success

In 2007, SOGO internationally rolled-out a whole new array of miniature Phalaenopsis. The flowers came in a plethora of colors, including mixed varieties and made SOGO-Phalaenopsis one of the most well-known names in the industry. The creative horticulture not only made them famous but also led their entry into the European market. The miniatures only need a pot of 5.5 centimeters in diameter (about 2.16 inches). Each flower produces two to

高雄蘭花產業

◎文/侯雅婷 ◎攝影/林育恩

每隔一段時間就會傳來台灣蘭花於國際花展大放異彩的消息，但經營這美麗的蘭花業可是一點也不輕鬆！背後是許多台灣商人拎著公事包、帶著樣品到國外設攤參展，在各國夾殺中，開疆闢土。高雄蝴蝶蘭產業遍及美濃、大寮和杉林地區，文心蘭則集中於大寮、內門和旗山地區，而美濃的「世芥蘭業」在蝴蝶蘭產業更扮演領頭羊的角色。

蝴蝶蘭種苗供應的領頭羊—世芥蘭業

世芥蘭業執行長馮將魁表示，他將蝴蝶蘭當成企業化經營的事業而不僅只是農業！更精確說，馮將魁是以使命般的心態來經營這份事業，他念茲在茲的對手是荷蘭於蘭花產業無可挑剔的專業以及無與倫比的龐大規模經營，難得的是馮將魁仍不躁進，按部就班地將世芥蘭業蝴蝶蘭基礎打穩，再求發展。世芥蘭業如今站穩腳步，成為專業的蝴蝶蘭種苗供應商，至目前

為止，成功商業化量產的蝴蝶蘭達數千種。2011年，世芥蘭業年營業額新台幣4億元，出口種苗數量約850萬株。蝴蝶蘭的產程很長，從接到客戶的需求單，到培育出新品種須花5年的光景，而正式供應須花10年的時間，令人訝異的是，馮將魁經營他口中這「活的農業」，即蝴蝶蘭事業全憑「精準」！

馮將魁以自學的方式從育種開始進入蘭花產業，1989年創立世芥蘭業。他說剛開始從事育種的人，都會被蘭花色彩豐富的變化所吸引，但在蘭花中，僅蝴蝶蘭適合被商業化生產，原因不外乎蝴蝶蘭能被生產者精確安排開花的時間、分叉株數，乃至於開花朵數；此外，蝴蝶蘭的花期較長，如放置於辦公室開花期可達1個月，這些都是蝴蝶蘭的競爭優勢。

初試啼聲

馮將魁在2001年參加荷蘭國際花卉園藝展（Horti



three stems full of miniatures. Miniatures reach maturity faster than larger flowers and enjoy the same longevity. These characteristics make it an ideal flower for brightening up small spaces.

Strategizing for Success

Ninety percent of SOGO's business comes from overseas, with customers from Denmark, Germany, United States, Switzerland, and Japan. Although the Netherlands still dominate ninety percent of the industry, Mr. Feng is very impressed with Dutch standards and quality. The Dutch have specific qualifications, such as the acceptable number of stems per plant, lengths of each stem and the number of flowers per stem. A flower is disqualified if it fails to meet the specifications. Mr. Feng decided to work with countries around the Netherlands, in order to develop a good reputation in the European market and lower his investment risk. This resulted in more customers seeking out SOGO on their own accord. They have also developed partnerships with flower farmers in Europe, which will allow easier and more accurate communication. The farmers he deals with are large, established growers, with an average net worth of over 50 million Euros. However, Mr. Feng Chiang-Kuei points out that although his primary focus is the international market, SOGO's R&D lab and quality control units still maintain in Taiwan. In the future, SOGO plans to establish a greenhouse that will match the standards and requirements of clients, in Europe. However, before this can be done, the flower will have to be put through a series of tests in order to cultivate the best product that does well in the European growing conditions. This will make the company more competitive and more convenient for customers. SOGO will continue to introduce beautiful orchid to the whole world.



迷你花系列
Miniature Phalaenopsis

Fair) , 馮將魁與眾不同的蝴蝶蘭品種讓敏銳的種苗供應商眼睛一亮, 接踵而至的訂單讓馮將魁體會到「他(產量)還太小!」自此世芥蘭業積極擴充產量。馮將魁說, 在過去15年間世芥蘭業成長了10倍, 每年約有250個新品種進入產地試種, 迄今仍持續的找地、擴充廠房。

迷你花系列蔚為風潮

2007年, 世芥蘭業率先開發出一系的迷你花, 繽紛多彩的白色、紅色、粉紅色、黃色、橘色以及雜色(novelty)上市歐洲市場佳評如潮, 也讓世芥蘭業聲名遠播。迷你花因盆徑約為5.5公分, 且有2~3個分叉, 開滿了迷你型的蝴蝶蘭花, 不但縮短生產期且花期與一般的蝴蝶蘭一樣可達1個月, 非常具市場競爭力, 適合置放於會議桌等精緻空間, 帶來滿室璀璨。

行銷策略

馮將魁分析世芥蘭業國外客戶佔營業額九成, 遍及丹麥、德國、美國、瑞士和日本等國。歐洲花卉市場中, 荷蘭佔90%, 但是馮將魁以bloody來形容荷蘭人對於蝴蝶蘭的敏銳和專業, 荷蘭人打造花卉王國絕非浪得虛名, 以蝴蝶蘭而言, 嚴格規定花梗長度、分叉支數、需開幾朵花, 稍有缺失立即被列入不合格品, 世芥蘭業的因應之道是與荷蘭周邊各國做生意, 建立商譽之餘, 也可分擔投資風險, 同時吸引更多專業種苗商前來洽談合作意願。世芥蘭業選擇直接與歐洲專業農民交易, 避免轉手溝通的落差, 馮將魁口中的專業農民, 投資金額均超過5千萬歐元。

馮將魁表示, 世芥蘭業目前的種苗在台研發以及進行栽培管理, 但由於海外為主要市場地, 未來世芥蘭業如果能在當地選種、實地施肥, 與買主溫室管理標準一致, 將可提昇世芥蘭業種苗的國際競爭力。

未來, 世芥蘭業將會繼續把來自於台灣的美麗蝴蝶蘭品種, 帶到全世界!

Wu Taihe's Jiuhe Orchid Garden

Mr. Wu Taihe is the owner of Jiuhe Orchid Garden and a domestic wholesaler located in Daliao. Jiuhe specializes in medium and mature orchids. It is located in a 300 Ping (a quarter of an acre) greenhouse. The greenhouse is equipped with atmosphere monitors, fans and water walls that keep the temperature between 25 to 30 degrees Celsius (77 to 86 Fahrenheit). Heating pipes run underground, keeping it warm during the winter. Mr. Wu believes the greenhouse is the perfect size for his wife and himself. As a husband and wife team, they keep their flowers well-tended and maintain a steady output. It is a well-established, quality business and therefore serves as model for other small orchid growers.



吳泰和的久和蘭園

大寮區吳泰和的久和蘭園專營內銷市場, 以栽植高品質的蝴蝶蘭中苗和大苗建立口碑, 300坪溫室園區自動調節溫濕度, 夏天溫室維持在25~30度之間, 架設風扇及水牆降溫, 冬季則透過暖氣輸送管, 輸送暖氣。吳泰和說, 300坪的園區, 對他和太太而言, 是剛剛好的工作量, 吳泰和栽植的中苗和大苗長得很健康、外觀很漂亮, 再加上出貨率穩定, 堪稱是小型蝴蝶蘭苗業的典範。



The Lemon Heart Oncidium

The Lemon Heart Oncidium is a genus of orchid that is from Japan. In 2006, Daliao and Chutian, in Pingtung County partnered in becoming wholesalers of Lemon Heart Oncidiums, said Mr. Hong jinlong, the foreman of the 2nd Work Crew of Daliao District Orchid Production Division. Popular oncidium in the Japanese market, the Taiwanese growers have found ways to adjust Lemon Heart's flowering season to October, when the flowers are in greatest demand. Mr. Hong describes the most important elements for its growth is proper sunlight and being protected by screened greenhouses. Oncidiums are grown for export and are mostly delivered as cut flowers. Grade A flowers stems must be at least ninety centimeters (35.5 inches) and have at least seven branches. When Oncidiums dangle in the breeze, they resemble dancing faeries, which has earned them the nickname "Dancing Lady Orchid".



栽植檸檬綠文心
Lemon Heart Oncidium cultivation

大寮蘭業的新星—檸檬綠文心蘭

台灣在2006年自日本引進暢銷日本市場的檸檬綠文心蘭, 大寮區蘭花產業銷二班班長洪金龍談起, 大寮蘭花產銷班與屏東竹田攜手合作開闢日本市場, 配合日本市場需求, 開花季調整至10月。洪金龍表示, 網室栽種文心蘭能提供文心蘭最需要的充足的日照, 而外銷的文心蘭多為切花使用, 外銷A級的檸檬綠文心蘭, 其長度為90公分, 一株有7個分叉, 風吹過來, 文心蘭在風中搖曳, 因而贏得跳舞蘭的美名。



Jin Luan Taoist Temple's Special Dedication Ceremony Honoring the Goddess Mazu

©English translation: Peng Hsin-yi

©Photos courtesy by Pao Chung-hui, Jin Luan Taoist Temple

The name Mazu may be unfamiliar to those not well versed in Taiwanese folklore, but in Taiwan, and in many coastal Chinese-speaking communities, she is the omnipotent Holy Mother who protects and guides. Mazu, the patron goddess of seafarers, is indeed the most prominent deity in Kaohsiung City's coastal Cieding District. Local residents often greet each other with the question: "Have you paid your respect to the Holy Mother today?" The principal Mazu shrine in Cieding is Jin Luan Taoist Temple. Established in 1778, the site has been a residence of Her Ladyship for the past 234 years. It has been the center of social life, a place for prayers, reflections and solace – and also a place for celebration. In May and June 2012, the Jin Luan Taoist Temple was surrounded with an aura of extra festivity because of a special dedication ceremony. The normally spacious courtyard was cramped with a huge "Flagship," devotees' enthusiasm doubled, and the temple was crowded with visitors every day. The excitement was palpable, as this was no ordinary event. In fact, a celebration of this magnitude had not happened for twelve years.

In the old days, dedication ceremonies took place in the spring and the fall, at the beginning and end of the farming cycle. Today, they take place at irregular intervals, and the focus of these ceremonies has changed from asking Mazu to ensure good harvests to praying for the

people's well-being and prosperity. The initiation and preparation of a dedication ceremony to Mazu is conducted through a series of elaborate processes, said Jin Luan Taoist Temple's head usher, Mr. Syue Jhao-syuan. This time round, the ball starting rolling when someone came to the temple seeking Mazu's advice. While trying to discern her will by tossing the wooden blocks – a means of divination that involves casting a pair of crescent-shaped wooden blocks on the floor – a rare "vertical pair" resulted. Because wooden blocks almost always land lengthways, not on their tips, additional questions were put to the goddess. After further inquiry, it was determined that Her Ladyship desired a special dedication ceremony.

The dedication ceremony took months to prepare. Locals were mobilized as early as November 2011, and many Cieding natives who live in other parts of Taiwan returned to their hometown in order to join the ceremony. There was a procession consisting of more than 100 different groups, each of them validated by Mazu herself via tossing the jiao. The most noteworthy was the famous "centipede array," a marching routine performed by 60 local children which is



somewhere between a military exercise and a dance.

Another highlight was the tour of the "Flagship." This ship – constructed of fine wood, and measuring 21.21 meters in length and 1.76 meters in height – was lavishly decorated with paintings of mythical creatures and religious symbols, and bedecked with colorful banners with embroideries, ribbons, tassels, and sequins. Five elaborate flags flew at the bow, symbolizing the five elements, while a sculpture of lion with a sword in its mouth was fixed to the stern. It is believed the presence of the lion repels evil spirits and calms unruly winds.

A series of special rites commenced, and the flagship was launched from its docking place. A feast was offered, then the ship was taken on a tour of the district with selected escorts. The

procession ended with a climatic sending-off, when the vessel was set ablaze, symbolizing its departure to the realm of the gods. Mr. Syue said the flagship was constructed by local artisans with utmost care. No expense or effort was spared, because it was an expression of respect and devotion to their most beloved guardian goddess.

The dedication ceremony is a superb example of how everyday life embodies culture and religion, and how the exact details of religious ceremonies evolve as time goes by. These activities unite people with their neighbors and their hometown, and this way of life is shared and passed down from one generation to the next.

This ceremony was carefully documented by Kaohsiung Museum of History, who now have a complete record of the entire ceremony and the techniques used to build the flagship. The documentary will be submitted to a national committee as a candidate for classification as a National Important Folk Activity.



送王(燒王船)
Setting the vessel ablaze



Jin Luan Taoist Temple Folk Art Museum

If you visit the Jin Luan Taoist Temple, be sure you tour the Jin Luan Taoist Temple Folk Art Museum. It has an extensive collection of Mazu-related art works and artifacts, such as an altar table with elaborate carvings on its body and very rare koji pottery tiles for the table's top.

金鑾宮文物館

如果您到金鑾宮一遊，千萬別錯過館藏豐富的金鑾宮文物館，館內珍藏的神桌，栩栩如生的雕刻圖像，非常精緻，桌面還以罕見的跣趾燒磚塊拼貼圖形，讓人大飽眼福。

闊別12年 茄萣金鑾宮建醮大典

◎文/侯雅婷 ◎照片提供/鮑忠暉、金鑾宮

走在沿海茄萣區下茄萣金鑾宮一帶，迎面走來的居民互道問候，語必提及：你到聖母/聖媽(媽祖)那去拜拜嗎？金鑾宮為當地民眾生活和信仰中心，信奉主神媽祖，234年來，慈祥的媽祖鎮守著金鑾宮，也庇佑著地方。今年的5月至6月間，下茄萣洋溢著家有喜事的氣氛，金鑾宮廟前廣場矗立起一艘巨型王船，船長21.21公尺、船高1.76公尺，船頭飄揚著五行旗，船尾設置「獅咬劍」的精緻雕刻，象徵驅邪、鎮風煞，廟前熙來攘往的人潮格外熱鬧、忙碌，探究原因，創立於1778年的金鑾宮，闊別12年，再度舉辦建醮大典。

地方一等一的大事 建醮活動

為了籌備這場建醮大典，下茄萣1萬多位居民總動員，早在建醮活動舉辦的

去年(2011年)11月起就開始忙碌了起來，參與建醮大典組織動員規模龐大，包括返鄉投入活動的異鄉遊子、茄萣區全區和臨近廟宇都參與之外，還有下茄萣當地超過100團的陣頭共襄盛舉，包括當地最知名的蜈蚣陣，由當地60位小朋友參加演出，演出腳本和飾演的角色都一一請示媽祖。

建醮大典與歷史發展密不可分，早期的農業社會會定期舉辦「春祈」和「秋謝」，演變到後來不定期舉辦的建醮活動，其最大的意義是普渡眾生，同時祈求人間安寧，風調雨順。

何時舉辦建醮大典依循媽祖指示！廟方人員薛兆軒組長說明，信徒透過「擲筊」儀式請示媽祖指點迷津時，意外出現「豎筊」時(即半月形的筊，直立在地球上時)象徵媽祖傳遞旨意的特殊現象

，經過審慎請示媽祖，廟方才正式宣佈準備籌辦建醮大典，這也讓這場建醮大典格外令人引頸期盼。

在一系列的建醮大典，包括王船出廠、宴王、遊境內(繞境)和送王(燒王船)等，大王船最受各界矚目，薛兆軒表示船體由原木打造，雕刻到船身彩繪，做工精緻，全都由在地工匠一手包辦，象徵對媽祖的虔誠。

建醮大典結合在地文化和信仰，激盪出在地文化豐沛而生動的能量，更重要的是讓人與人的關係更緊密的連結，文化傳承在這像呼吸一般的自然。

高雄市歷史博物館也派員紀錄此次金鑾宮的建醮大典和王船製作技術保存，希望能通過審議委員會審核登錄，有機會躋身國家級重要民俗活動之列。

The Perspectives of International Student Dunia Lealtobar

◎English translation: Lin Fu-ju
◎Photo by Hou Ya-ting

Guatemalan international student Dunia Lealtobar, is new to Kaohsiung and has just finished her first year of National Sun Yat-sen's IMBA program. She is also currently studying Chinese and believes it is one of the world's most important languages. She describes the reason she came to study in Taiwan was due to its good level of education, economic prosperity and respectful people. She admits she was amazed at how well-developed Kaohsiung's transportation systems and infrastructure were. She observed how symbolic the ocean and harbor were to Kaohsiung as they are connecting the city with the rest of the world. She also mentioned she was enjoying the weather in Taiwan.

This year Dunia Lealtobar, and her twenty-two classmates from eight countries, practiced for two and

a half months and participated in Kaohsiung City Government's Dragon Boat Races. As the first paddler, Lealtobar felt the friendship and team spirit was the best part of the practices. She considered they had entrusted her with an important position; as first paddler, she doesn't have to be strong; but during races, she must maintain a steady speed.

Although Taiwan is only a third of the size of Guatemala, she feels Guatemalans are warmer and happier. They usually greet each other with big hugs; one of the things she misses most about home. She also admits she

has struggled with cultural difference. However, she has been truly touched by the sincere friendship extended to her by her classmates. The university has also assigned two Taiwanese students to assist her with daily living and have become her two best friends in Taiwan.

Lealtobar recalls when she first arrived in Taiwan, it took her a while to

acclimatize to the time difference. Because of culinary differences, She found it hard for her to find dishes that she was used to. She has since come to love Ma Jiang Noodles and Milk Tea. Despite her struggles, she encourages people who come to live in Kaohsiung, to learn Chinese and embrace the local culture.

Dunia的美好仲夏時光

◎文、攝影／侯雅婷

正值端午節前一天，典型的仲夏日午後，愛河畔聚集練習龍舟的選手，耳邊不斷傳來選手們練習聲。瓜地馬拉籍的杜亦嵐Dunia Lealtobar扎個馬尾，元氣十足、一身俐落地現身愛河畔。Dunia就讀於中山大學高階經營碩士班(EMBA)，這是她在高雄的第一年，與來自8個國家、22位同學組團參加高雄市政府舉辦的龍舟賽，Dunia談起練習龍舟2個半月期間，與隊友建立起良好的友誼和團隊精神是這次比賽最寶貴的收穫，擔任龍船隊第一划手的Dunia有種被信賴的感覺，她說第一划手不必很強壯，但在行進間要保持穩定的速度、不能停頓。

因為相信中文是未來重要的語言，台灣的教育水平、經濟繁榮以及人與人之間的尊敬讓她選擇到台灣學習中文。今年是Dunia到高雄的第一年，Dunia觀察台灣面積僅為瓜地馬拉三分之一大，但是台灣在交通和建設上的高度發展讓人

刮目相看。Dunia說瓜地馬拉人比台灣人更為開心、也更加熱情，見面時會大方的給予擁抱，這讓初到台灣的她非常想念故鄉那種毫不扭捏的熱情。

Dunia說高雄的海洋和港口是高雄最具代表性的意象，且藉由海洋與高雄港，高雄與世界連結，Dunia誇獎高雄的天氣更是全台灣最棒的！而中山大學同學們誠摯的友誼讓她很高興，學校也派兩位小天使來照顧她，更成為她最要好的朋友。

談起來台經歷過文化差異，她說一開始最難適應的是時差，緊接而來的是飲食差異，Dunia發現在台灣找不到接近家鄉的口味，生性開朗樂觀的她調整心態後，從此愛上了台灣的麻醬麵和奶茶，Dunia特別喜好奶茶不要加珍珠。Dunia以自身的經驗建議來到高雄的外國朋友不要害怕新的文化，應該要試著學中文，增進對本地文化更深一層的了解。



Father of the Jinhuang Mango: Huang Jin-huang

◎English translation: Lin Yi-chun
◎Photo by Pao Chung-hui

"All the Jinhuang mangos on the market today are the result of my research and improvement, and they are from Liouguei!" Huang Jin-huang, now in his 80s, says proudly. The mother tree which caused the "Jinhuang whirlwind" in Taiwan still stands in Kaohsiung City's Liouguei District, bearing witness to Huang's devotion to agricultural improvement.

Huang Jin-huang was born and raised in a farming family. He initially planted a foreign variety of mango, but the crops did not meet his expectations. He then began doing

research by himself to develop a new variety. The cultivation of a new and improved variety is a long journey, he says. Huang devoted 12 years to the creation of the Jinhuang mango, initially studying the advantages and disadvantages of foreign mango varieties, through graft hybridization, to the later stages of observing the growth and stability of the trees, as well as their resistance to disease. He also judged the appearance and taste of the fruit. Finally, the Jinhuang mango - hailed as the king of mangos and averaging 1.2 kg - was launched onto the market in 1978.

The Jinhuang mango has a golden

Peel on the outside, thick pulp and a thin pit. The texture of the pulp is firm and the taste is sweet and aromatic. These characteristics enabled the mango to target the market from the top of the pyramid. They were sold at what was then called President Department Store as well as at upmarket fruit specialists. At the time, the average monthly wage was about 3,000 NT dollars, yet because of their popularity, Jinhuang mangos could command a price of 100 NT dollars per catty (0.6 kilogram). Its tremendous economic value, together with the low planting threshold which meant it could

be planted with simple and inexpensive grafting, prompted a lot of farmers to follow in Huang's footsteps and cultivate Jinhuang mangos. The Jinhuang mango has also written a splendid page in the history of Taiwanese agriculture.

Looking back on his journey, he smiles and says, "I am just very happy seeing people enjoy their Jinhuang mangos." Although Huang has not engaged in farming activities for a long time, agriculture still has a big place in his heart. He hopes the government can assist farmers to venture out into foreign markets and stabilize prices to ensure they make a decent living.

金煌芒果之父黃金煌

◎文／林曼伶 ◎攝影／鮑忠暉

「現今市面上的金煌芒果是我研發改良的，它們全源自六龜！」現年八旬的黃金煌語帶驕傲地如是說，而當年掀起全台「金煌風潮」的原生母樹仍靜靜地佇立六龜一隅，見證著他在農業改良上的心血點滴。

出身農家的黃金煌，最初種植的是外來的芒果品種，但因作物收成不如預期，引發了他自行研究改良新品種的念頭。他說，培育新品種是一條漫長的路，從研

究洋芒果的優缺點、接枝雜交，到依據後代果樹的生長情形、抗病性、穩定度及果實外觀口感等逐一篩選，歷經長達12年的研究投注，被喻為芒果之王、平均果重約1.2公斤的「金煌芒果」終於在民國67年正式上市。

金煌芒果外觀金黃碩大、肉厚籽小、口感香Q、甜度極高，甫推出即鎖定頂級客層，於當時的大統百貨及高級水果行販售，在平均月薪三千多元的年代，一斤

價格高達百元，足見其受歡迎程度。由於金煌芒果的高經濟價值，加上種植門檻低、嫁接即可生長，成本相對低廉，吸引許多農民跟進種植，金煌芒果為台灣農業發展史寫下輝煌的一頁。

回首過往，早已退休的黃金煌笑著說：「只要看見大家吃金煌芒果就覺得很開心！」言談間他也表達對台灣農業的關心，他希望政府能夠協助開拓外銷市場並穩定價格。



Kaohsiung Excellence

The Best Local Delicacies at Your Fingertips

◎English written by Peng Hsin-yi ◎Photos by Pao Chung-hui

Kaohsiung is a generous hostess to her many visitors. Those who come here can never forget the city's abundant natural beauty and enchanting cosmopolitan atmosphere. Now Kaohsiung has even more to offer. Since May 2012, visitors have been benefiting from a newly-created list, "Kaohsiung Excellence," which features 20 gourmet items made in Kaohsiung using local ingredients. Earlier this year, Kaohsiung City Government's Information Bureau and Tourism Bureau co-hosted the "Kaohsiung Excellence" competition in two categories: gourmet foods and arts & crafts. After careful consideration, 20 gourmet food items were selected. They now serve as culinary ambassadors, popular delicacies which visitors to Kaohsiung can take home with them.

There is great variety among the 20 items, and they represent Kaohsiung's different culinary characteristics. The products were selected not only for their flavors; their aesthetics and packaging were

also taken into consideration. For example, the rice gift box features the finest rice from six different rice-growing districts in Kaohsiung; it celebrates the richness of the land. There are also many seafood products made from local catch, and pastries made with local produce. All of these food souvenirs are



高雄精品 食品類 嚴選在地好味

◎文/林曼伶 ◎攝影/鮑忠暉

造訪高雄，感受城市魅力之餘，千萬別忘了帶上一份2012年5月選出的「高雄精品」美食伴手禮，將高雄限定的美味打包回家！高雄市政府新聞局與觀光局合辦的「高雄精品」徵集評鑑，包含食品類與工藝類兩大項目，由食品類218件中精選出的20件代表作，以在地食材完美演繹高雄獨特美味。

入選的高雄精品美食種類豐富，究其內涵，鮮明的在地主題性為最大共同特色，商品包裝設計感及攜帶便利性亦為入選考量因素，舉例來說，集結各區好米

produced with the greatest care to best capture natural flavors. Many are traditional favorites with a modern twist and perhaps a different presentation; not only are they pleasant to the eyes, but their familiar yet somehow completely new tastes are wonderfully surprising. As you savor these treats, there is also food for thought. Many items come with a brief introduction which tells the story of a unique product. As we get to know the flavors of Kaohsiung, we also get to know the traditions and culture that bring us these wonderful foods.

的白米禮盒，將高雄土地蘊含的能量展露無遺；以高雄漁產加工而成的海鮮類商品，以及在地農特產品製成的各式糕餅甜點，完整封存食材的新鮮風味；更令人驚豔的是，多項商品以創新的料理手法，賦予傳統食材截然不同的呈現方式，帶給人們視覺與味蕾的雙重感受。品嚐高雄精品美食伴手禮，細細咀嚼其背後的生產故事，它傳遞的不僅是極致的味覺感官，更與高雄文化緊密連結，讓人們得以從另一個角度認識高雄。



舊振南 綠豆椪
Mung Bean Puff Pastry by Jiu Zhen Nan Co.
07-2610109



鄧師傅乾燒蹄膀禮盒
Chef Tang Braised Pork Shank Gift Box
07-2361822



富閣 清香蔥頭酥
Seasoned Fried Shallot Crisp by Fu Home Co.
07-5528848



旗山形象商團促進會 香蕉旺來酥
Banana Luck Cake by Cishan Image Business Promotion Association
07-6612066



珍芳烏魚子香鬆
Zhen Fang Mullet Roe Dried Floss
07-8227488



彌陀區漁會 雙寶禮盒
Double-Treasure Gift Box by Mituo District Fishermen's Association
07-6191157



太平洋 豆腐乳禮盒
Fermented Bean Curd Gift Box by Tai Ping Yang Factory
07-7014262



河邊鮪魚香腸
Her Bian Blue Fin Tuna Sausage
07-2919339



奧瑪士鳳梨酥
Auma Native Pineapple Cake
07-3470251



志斌 辣豆瓣醬
Hot Broaf-Bean Paste by Zhi Bin company
07-6281191



中外棋餅 (立體公仔版)
Zhongwai Chess Cake(Doll Version)
07-5818766



三力 鳳梨鮮果露
Pineapple and Lychee Jelly by San Li Co.
07-6528965



帕莎蒂娜 苦茶油雜糧米麵包
Rice Bread with Camellia Oil and Grains by Pasadena Bakery
07-3503518



喜憨兒喜歡米禮盒
CAREUS Joyful Rice Gift Box
07-7266096



江餅屋 黃金鳳梨酥
Golden Pineapple Cake by Mr. Jian Co.
07-3985557



東順記烏魚子
Dong Shun Ji Mullet Roe
07-5217012



大樹區農會 鳳梨雙心酥
Pineapple and Lychee pulp Stuffed Cake by Dashu District Farmers Association
07-6526665



梓官區漁會 頂級野生烏魚子禮盒
Top-Class Wild Mullet Roe Gift Box by Zihguan District Fishermen's Association
07-6176110



懿品 乳酪土鳳梨酥
Native Pineapple Cake with Cheese by I-pin Cake Shop
07-5539896



初雲梅宴芳禮盒
Chu-yun Plum Feast Gift Box
07-6751605