國立故宮博物院99年年報

Annual Report 2010

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院長的話

時代在人類創新過程中無止盡地蛻變，而博物館凝結動態時空，匯聚歷史文物與人潮，井然有序地呈現人類生活樣貌與藝術創作，人們在這個場域研究並體驗不同時代文化風貌，見其差異與傳承，以作爲啓發創新價值的時代動力，而這也正是本院以「形塑典藏新活力，創造故宮新價值」爲願景的發展目標。

本院今年賡續廣徵蒐購海內外華夏文物，並辦理文物審查、清點與修護，以豐富及維護典藏品。利基於華夏藏品的豐碩，本院戮力提振學術風氣、拓展專業研究領域，並兼顧新舊思潮，除於國際重要研討會發表論文，與各大博物館進行學術交流外，更廣邀國內、外一流專家學者來院進行演講與研究，期將故宮打造爲全球華夏文化研究中心。

爲分享研究成果，本院透過博物館教育功能機制，依不同觀衆的學習能力、認知與感受能力等，設計各種分齡、分衆教育活動，諸如：爲一般民衆提供定時導覽及辦理文物研習、兒童學藝中心更新展覽及辦理各種兒童學習活動、舉辦種子教師研習、辦理館校合作、培育志工、爲年輕人設計故宮週末夜活動、爲外縣市及離島地區辦理複製文物巡迴展，並善用院內設施結合精彩的展覽與教育活動，於三希堂舉辦「故宮夜宴」；結合文物欣賞與表演藝術，於文會堂舉辦「故宮新韻」傳統戲曲表演等。此外，本院亦提倡「無疆界博物館」概念，藉由電腦網路科技及故宮U化計畫，突破實體藩籬，使故宮精美文物及教育資源貼近群衆生活，以發揮教育推廣最大效益。

文化創意是臺灣未來產業轉型非常重要的一環，文創產業雖是全球化趨勢，但唯有保留及運用本土文化特色，才得以紮根、茁壯；文創產業也與全民生活息息相關，須培養廣大藝文消費人口，才能提升經濟產值。博物館作爲文物菁華寶庫及教育推廣場所，正爲文創產業提供了最佳養分。本院期望以豐厚的文化資產及國際知名度爲利基，建構文化創意產業平台，透過文創系列活動培訓各界優秀團隊，將「故宮元素」媒合融入各創作領域中，並建置後續相關發展機制，以活化培訓成果。此外，亦藉由品牌授權方式，提供廠商發揮創意，創造衍生商品，以行銷全球。未來本院文化創意產業園區更可發揮產業群聚之最大效應，使故宮成爲全球文化創意產業重鎮。

爲展現全方位視野及國際觀，本院乃積極策劃館際年度大展，並參與國際重要博物館展覽，以開拓文化外交。另外，本院謹遵總統兩岸政策，依「擱置爭議、追求雙贏」原則，秉持平等互惠精神，與大陸各重要博物館達成多項合作共識，並建立實質常態合作機制，具體推動兩岸文化交流，向大陸重要博物館借展文物，精心策劃展覽，拓展民衆國際視野。

爲平衡南北文化發展，本院積極籌建南部院區的軟、硬體建設，並著重未來永續發展，除具體規劃經營模式、加強國際交流、徵集亞洲文物、策辦展覽活動、培育志工，也將與周邊資源進行有機整合，以造鎮方式與地方共進共榮，進而活絡地方文化、交通及經濟，推動永續文化觀光事業。

近兩年參訪故宮的人潮已大幅增長，今年更有344萬餘人次前來體驗故宮的無價瑰寶，爲提供觀衆更舒適及愉悅的參觀環境，本院正積極推動「大故宮計畫」，以全面提升典藏、研究、保存、展覽、教育與娛樂等現代化博物館功能，將故宮打造成世界級文化觀光機構，並堅信在不久的未來，這個計畫「願景」將具體落實爲故宮嶄新「院景」，展現故宮活力新風貌。

國立故宮博物院院長 周功鑫

A Word from the Director

Times are continually shaped and re-shaped during the process of human creations. Museums are places where people document this dynamic change, collect artifacts, record historical figures, and represent human life and artworks in a systematic, organized order. We study and experience cultures of various times and regions in museums, observe their connections and differences, and take these insights into the past as inspirations to create new things and values. This is exactly the vision and mission of the National Palace Museum: Reviving the Charm of an Ancient Collection and Creating New Values for Generations to Come.

This year, we continued to acquire and purchase Chinese artifacts around the world to broaden our collection while conducting inspections, conservation measures and inventory checks to further enrich and preserve our national treasure. The richness of our collection is a great niche for the Museum as we strived to encourage academic and professional research and bridge the ideas of old and new. In addition to inter-museum exchanges and presentations in major international symposiums, we also invited both local and overseas experts and scholars to give lectures and seminars aiming to make the Museum one of the best research centers of Chinese research in the world.

To share our research results and fulfil our educational function, the Museum has designed many programs for visitors of all age groups according to their learning, sensory and perceptual capabilities. Examples include: providing guided tours and seminars for the general public; redesigning exhibits in the Children's Gallery and organizing educational activities for children; training seed teachers and volunteers; cooperating with schools; holding "The Saturday Night at the NPM" for youths; organizing exhibition tours of replicas to destinations outside metropolitan Taipei. "The Banquet at the NPM" at the San-xi-tang Tea Room combines fascinating artifacts with educational events, while "The NPM's New Melody" Chinese operas in our Wenhuitang Auditorium integrates appreciation of artifacts with traditional performance art wonderfully. We are also promoting the idea of "Museum without Borders" via computer technology and the U-Museum Project to break our physical boundary, reach out to the public, and bring our beautiful collection and educational resources to people's daily life in order to maximize the benefits of our outreach programs.

Cultural creativity is key to the transformation to the future industry in Taiwan. Although it is a global trend, such creativity can only take root and prosper in a society when it absorbs and preserves local cultures. Cultural and creative industry is closely related to our daily life. Expanding the consumer base of arts and cultural events is necessary for increasing economic values. As collectors of cultural treasures and providers of outreach education, museums are the best nutrient for developing cultural creativity. So, the National Palace Museum began using its fame and rich legacy as a catalyst to establish a platform for culture and creativity, to train new talents through a variety of events, to encourage integrating the "NPM elements" into creative products, and to set up a channel for utilizaing the fruits of our training. Besides, through brand licensing, we work with designers to make artifact-inspired products aiming at global markets. The Cultural and Creative Industrial Park that is currently being planned will create the critical mass for the Museum to become a focal point of international cultural and creative industry.

To broaden our scope and give the Museum an international touch, we devoted serious efforts to organize annual inter-museum exhibitions and participate in major global events to promote cultural diplomacy and exchange. Under our government's cross-strait policy and the "Suspending the Dispute for Creating a Win-win Situation" principle, we have reached several key agreements with major museums in China on a reciprocal basis and set up measures for future cooperation to promote cultural exchange on a regular basis. The Museum has also borrowed artifacts from our Chinese partners to broaden our audience's vision.

To balance the cultural development of the north and the south, we continued the effort to establish both the software and hardware infrastructure of the Museum's Southern Branch. With sustainable development in mind, we worked hard to plan management model, promote international exchange, acquire Asian artifacts,organize exhibitions and activities, and train volunteers. The hope is to create an organic combination with surrounding resources, promote local prosperity through joint town-building projects to boost local culture, transportation and economy as well as to develop sustainable cultural tourism.

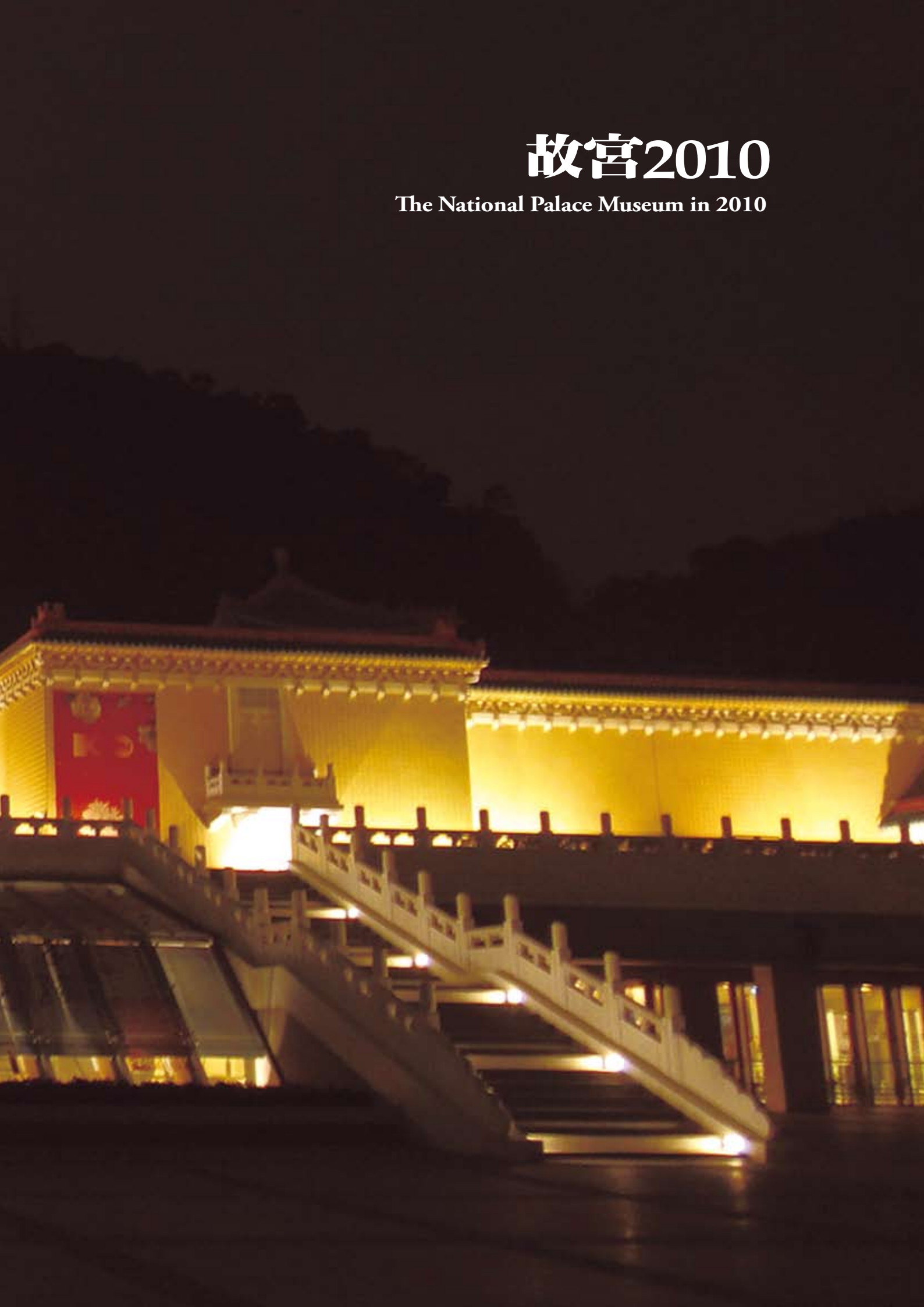
We have registered a substantial growth in visitors over the past two years, with more than 3.44 million people coming to enjoy our treasures this year. To provide a more comfortable and pleasant environment for our visitors, the Museum is now actively promoting the "Grand Palace Museum Project" to improve our role as a professional collector, researcher, educator, entertainer and conserver of art and culture. The aim is to create a world-class cultural center for tourists all around the globe. We believe this vision will soon become a reality and the Museum will have a brand new look along with a brilliant future!

Kungshin Chou

Director

故宮2010

The National Palace Museum in 2010



組織員額 Organization and Staff Members

組織員額

爲打造精簡、彈性、效能的政府，行政院組織改造法案業於99年1月12日完成三讀，行政院研考會預定於100年1月前將各機關組織法案送立法院審議，俾利101年1月1日開始施行。依據行政院組織法第8條規定：「行政院設國立故宮博物院」。基於本院係單獨設置之機構，並未與其他機關整併、改隸或裁撤，爰後續相關作業，如組織調整、財產接管、預決算處理等，均較其他機關單純而簡易，故新組織法對本院並未造成影響或改變。

另，依據行政院99年7月26日函審定本院未來組織架構，本院處務規程修正案，除將安全管理處修正爲安全管理室，會計室修正爲主計室外，其餘各單位仍予維持，且以任務編組方式設法規會。

國立故宮博物院預算員額表(99年度)　　單位：人

職稱		人數	合計
職員	政務人員	2	294
	公務人員	191	
	聘任人員	101	
駐警		63	63
工友		44	44
技工		52	52
駕駛		3	3
聘用		3	3
約僱		24	24
合計		483	483

傳五代南唐　徐熙　玉堂富貴圖
A Luxurious Garden, Attributed to Xu Xi, Southern Tang (Five dynasties and Ten kingdoms)

Organization and Staff Members

To create a slim, flexible and efficient government, the Legislative Yuan had completed its third reading of the Organizational Reform Act of the Executive Yuan on January 12, 2010. The reform act for each Executive Yuan branch is to be sent to the Legislative Yuan for discussion before January 2011 and to be put into effect on January 1, 2012. The Art. 8 of the Organization Act of the Executive Yuan stipulates: "The National Palace Museum is placed under the Executive Yuan." But, as an independent institution, the Museum has never been merged, re-appointed or dissolved. Its restructuring, property arrangement and budget management are simpler than the other branches of the Executive Yuan. Therefore, the new Organization Act will not affect the Museum.

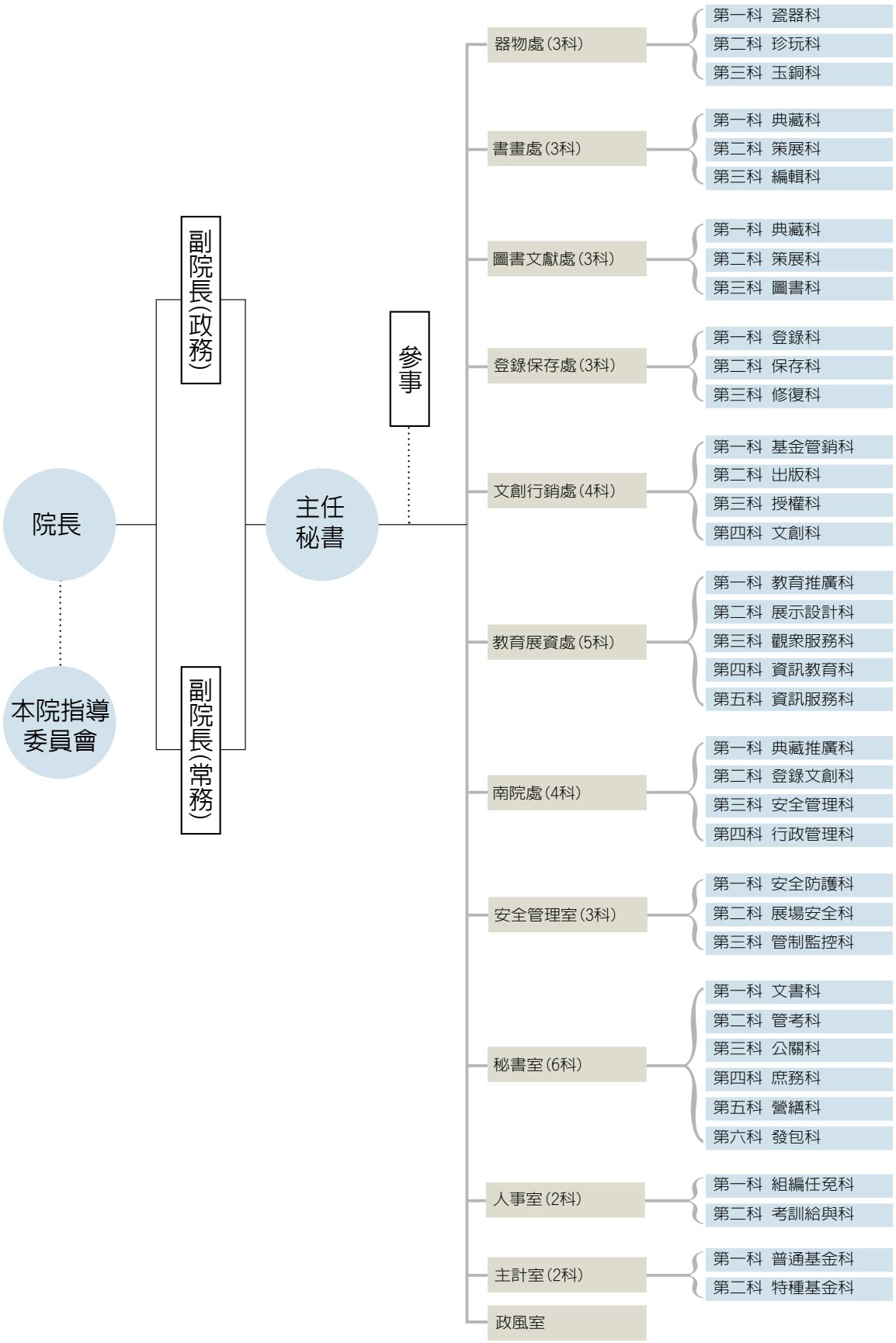
Also, according to the order of the Executive Yuan issued on July 26, 2010 and the Museum's revised Guidelines, the Museum will maintain all its departments and offices with the exception that the Accounting Office becomes the Budget Office and the Department of Security Management becomes the Security Management Office. A Legal Affairs Committee will be established as a task force when necessary.

傳遼　蕭融　畫花鳥
Flowers and Birds, Attributed to Xiao Ron, Liao dynasty

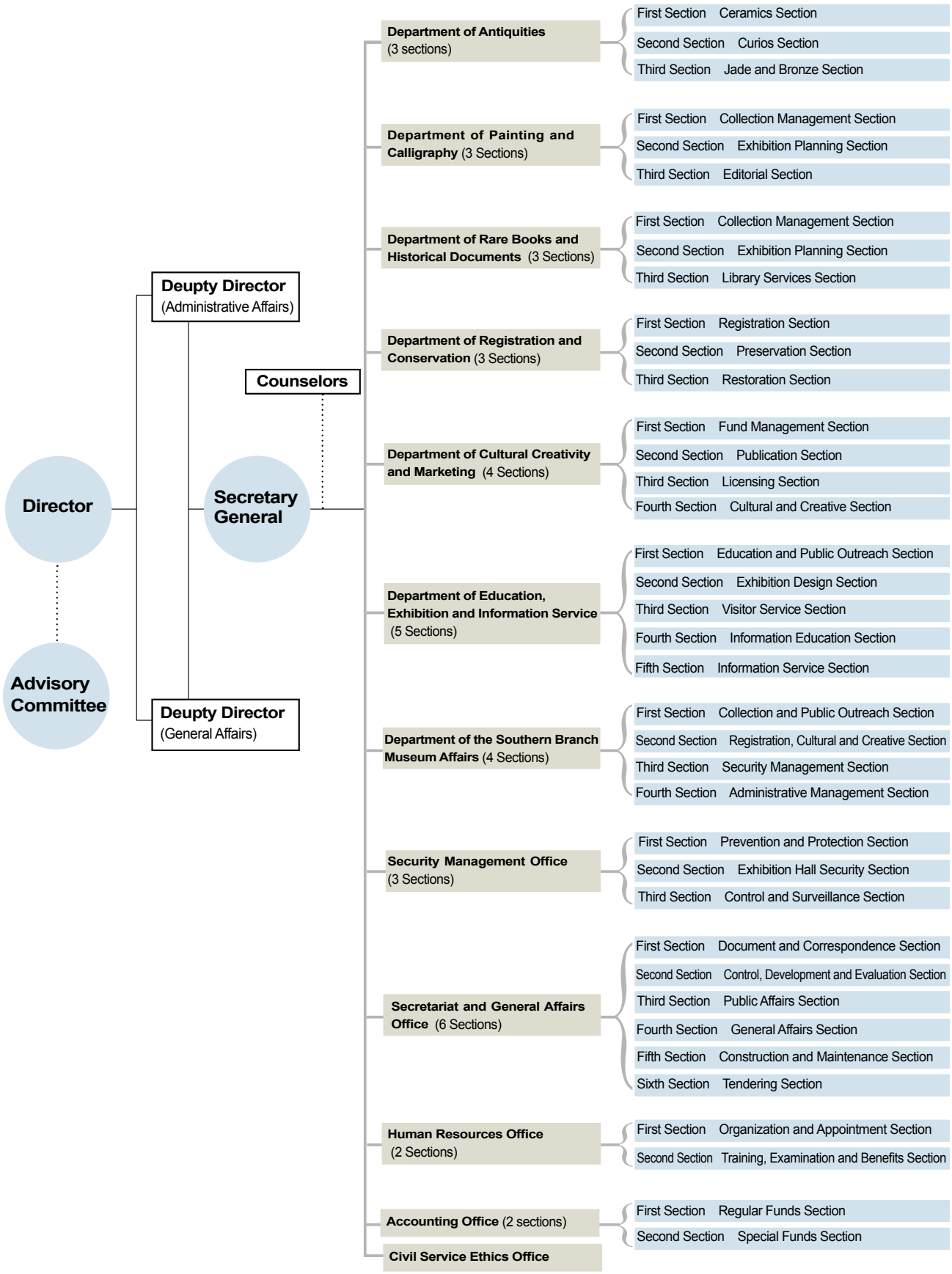
Budgeted Staff Members 2010 **Unit: Person**

Title		Number	Total
Authorized Staff	High-ranking Official	2	294
	Civil Servant	191	
	Appointed Staff Member	101	
Stationed Police		63	63
Maintenance Worker		44	44
Technician		52	52
Driver		3	3
Contracted Employee		3	3
Contract-based Personnel		24	24
Total		483	483

國立故宮博物院未來組織架構圖



Future NPM Organization Chart



典藏維護

Collection Management

典藏維護

本院典藏文物達682,061件，數量眾多，且具重要歷史及藝術價值，故文物之典藏管理及安全維護，係本院重要使命之一。依故宮典藏計畫，本院持續辦理文物購藏作業，拓展本院典藏內容多元化。同時，辦理來臺後第3次文物盤點，並將盤點結果公布於本院網站供民眾檢視，以昭信大眾。

文物盤點

自97年10月開始，院藏書畫11,500件於99年9月已全數盤點完畢，截至99年12月31日止，器物完成12,875件、圖書文獻153,568件，總計177,943件。全部盤點工作將於101年年底完成。

文物抽點

爲切實檢視文物典藏管理工作執行情形，本院每年分四季進行不定期抽點各類文物。99年度不定期抽點院藏器物、書畫及文獻等各類文物共472件。

本院進行器物盤點
The Museum compiled an inventory of its antiquities

本院進行書畫盤點
The Museum compiled an inventory of its paintings and calligraphies

本院周院長抽點圖書文獻類文物
Director Kungshin Chou inspected artifacts in the Department of Rare Books and Historical Documents

Collection Management

The Museum houses 682,061 artifacts of significant historical or artistic values. Therefore, the management and security of these treasures are one of our major tasks. In accordance with the NPM Collection Project, we continued to acquire and purchase artifacts to diversify our collection. A complete inventory inspection has been underway since 2008. This is the third time the Museum conducted an inspection of this scale since it relocated to Taiwan. The results were posted on the NPM website and made available to the public to promote transparency and openness.

Collection Inventory

The inventory started in October 2008. All of the 11, 500 paintings and calligraphies were listed by September 2010. By December 31, 2010, a total of 177,943 items have been registered, including 12,875 antiquities and 153,568 rare books and historical documents. The inventory is scheduled to finish by the end of 2012.

Spot Inventory

In order to closely monitor the management of the Museum's collection, spot inventory on all categories of our collection was conducted every season. This year, 472 items were examined, including antiquities, calligraphies, paintings and historical documents.

19世紀　烏茲別克　奧圖曼貴族外套
19th C. Coat of an Ottoman noble, Uzbekistan

文物徵集

本院典藏政策以徵集及收購中華文物爲重點，並配合南部院區作爲亞洲藝術文化博物館之規劃，徵集亞洲國家重要文物及藝術品。99年度本院及南部院區文物購藏、受贈及寄存項目分別如下表：

99年度本院文物購藏及受贈一覽表

文物購藏	文物受贈
・購藏西清續鑑鏡匣10件。 ・購藏漆器2件。 ・購藏慶豐銀行書畫639件。	・中山圖書館捐贈善本古籍2,140件。 ・傅申教授捐贈書畫12件。 ・吳思華先生捐贈于右任書法1件。 ・高島義彥捐贈唐灰陶仕女俑1件及江前副院長兆申書信文件10件。 ・傅狷夫家屬捐贈書畫40件。 ・傅狷夫家屬捐贈印章100方。 ・吳平先生捐贈印章1方。
99年度本院購藏及受贈文物總數：購藏651件，受贈2,304件。	

99年度南部院區文物購藏及受贈一覽表

文物購藏	文物受贈
・購藏亞洲織品1,360件。 ・購藏東南亞陶瓷16件。 ・購藏韓國青瓷4件。 ・購藏伊斯蘭玉器15件。 ・購藏近代亞洲器物22件。	・葉博文先生捐贈伊斯蘭玉器2件
99年度南部院區購藏及受贈文物總數：購藏1,417件，受贈2件。	

Acquisitions

The Museum traditionally focuses on the acquisition and purchase of Chinese artifacts, but with the creation of the Southern Branch to serve as a museum for Asian cultures and arts, the Museum now has also made important Asian artifacts and artworks of our procurement. In 2010, the Museum and its Southern Branch have made purchases and received donations and deposited artifacts as follows:

20世紀 印度 Banjara 女性刺繡連身裙
20th C. Banjara embroidered dress, India

Purchases, Donations and Deposited Items in 2010, The National Palace Museum

Purchase	Donation
• 10 Xiqing xujian mirror cases • 2 lacquerwares • 639 paintings and calligraphies from Chinfon Bank	• 2,140 rare books, donated by Sun Yat-sen Library • 12 paintings and calligraphies, donated by Prof. Fu Shen • 1 calligraphy by Yu Youren, donated by Mr. Wu Sihua • 1 grey pottery figure of a court lady of Tang dynasty and 10 letters from the former NPM Deputy Director Jiang Zhaoshen, donated by Mr. Takasima Yosihiko • 40 paintings and calligraphies, donated by the family of Fu Juanfu • 100 seal sticks, donated by the family of Fu Juanfu • 1 seal stick, donated by Mr. Wu Ping
Total: 651 purchases and 2,304 donations	

Purchases, Donations and Deposited Items in 2010, The NPM Southern Branch

Purchase	Donation
• 1,360 pieces of Asian textiles • 16 works of Southeast Asian pottery and porcelain • 4 items of Korean celadons • 15 Islamic jades • 22 Asian artifacts	• 2 Islamic jades, donated by Mr. Yeh Bowen
Total: 1,417 purchases and 2 donations	

文物展覽

Exhibitions

文物展覽

博物館展覽爲教育觀衆的最佳載具，本院因藏品質量兼具，爲讓觀衆對華夏文化與藝術有系統性瞭解，本院在30餘間展覽室內，依常設展及特展2種方式，陳列書畫、銅器、瓷器、玉器、漆器、雕刻、善本圖書、文獻檔案等，並搭配出版圖錄或導覽手冊，讓觀衆一覽豐饒的華夏文化。同時，本院也積極推動國內外借入及借出展覽，將故宮典藏與本土文化相融合並接軌國際，呈現博物館普世價值。

常設展覽

常設展覽最能呈現博物館藏品內容的廣度與系統性。本院收藏係自宋代開始，歷經元、明、清王室收藏，藏品以皇室品味爲主，質地精美，呈現歷代高品質的藝術成就。本院爲使展覽能表現前述特質，儘量按材質以編年方式規劃常設展，讓觀衆對華夏精緻文物發展有系統且完整的認識。

- 99年2月推出「摶泥幻化－中國歷代陶瓷展」，展覽依序分成「陶與瓷」、「新石器至五代」、「宋至元」、「明」及「清」5個展示區，共計364組件，讓觀衆完整認識中國陶瓷發展。
- 99年5月推出「吉金耀采－中國歷代銅器展」，共計展出225件銅器，讓觀衆整體認識銅器在商周及秦漢貴族生活中的功用與文化底蘊。
- 99年11月推出「敬天格物－中國歷代玉器展」，展覽分成「玉之靈」、「玉之德」、「玉之華」、「玉之巧」、「玲瓏璀燦」5個單元，共計400餘件，「敬天格物」詮釋了中華民族特性，也說明了中華古玉最深層的內涵。
- 本院珍藏的善本舊籍約20萬冊，其中不乏珍罕的宋、元刊本及僅存的孤本，而清代文獻檔案則有近40萬件，係記錄清代政經典章的第一手資料，本院自98年起長期展出院藏珍貴圖書與文獻檔案，讓民衆深入瞭解清代許多傳聞不斷的政治與宮廷秘辛。

傳宋　李迪　畫花鳥
Birds and Flowers, Attributed to Li Di, Song dynasty

清　髮晶雕馬背猿
Rutilated Quartz carving: monkey riding horse, Qing dynasty

Exhibitions

Cultural knowledge is best conveyed through exhibitions of a museum. As the Museum's collection excel in both quantity and quality, , we organized several permanent and special exhibitions this year within more than thirty galleries, showcasing paintings, bronzes, ceramics, carvings, jades, lacquer wares, rare books, calligraphies and historical documents. Complemented by catalogues, albums and pamphlets, the exhibits aimed to provide viewers with a systematic understanding of Chinese culture and its rich art. Also, we worked actively with other museums at home and abroad to facilitate mutual exchanges and integrate our collection into local and foreign cultures in order to convey the universal value of art and museum.

Permanent Exhibitions

Permanent exhibitions are most capable of showing the breadth and the systematicity of a museum's collection. The National Palace Museum harbors the imperial collection of four dynasties: the Song, Yuan, Ming and Qing, fully demonstrating the imperial taste as well as the beautiful and delicate artistic achievements of ancient China. The exhibits are arranged according to the material they were made of and in chronological order to allow viewers to grasp the development of Chinese material civilization in a systematic way.

- The Magic of Kneaded Clay: A History of Chinese Ceramics. Starting from February 2010, the exhibition is divided into 5 sections: "Pottery and Porcelain," "Neolithic Age to the Five Dynasties," "Song to Yuan Dynasties," "Ming Dynasty" and "Qing Dynasty," with 364 artifacts on display for visitors to fully understand the development of Chinese ceramics.
- Rituals Cast in Brilliance: Chinese Bronzes Through the Ages. Starting from May 2010, the exhibition showcases 225 bronzes for viewers to appreciate the functions and cultural significance of the bronzes for the aristocracies of Shang, Zhou, Qin and Han dynasties.
- Chinese Jade Through the Ages. Starting from November 2010, the exhibition has 5 subtopics: "The Soul of Jade," "The Virtue of Jade," "The Beauty of Jade" and "The Delicacy of Jade," and "Dazzling Gemstones and Jewelry," displaying more than 400 artifacts. "The quest for heaven and truth" is deeply rooted not only in Chinese people's hearts, but also in the ancient Chinese jades.
- The Museum is home to about 200,000 ancient books, including rare and valuable block-printed editions of the Song and Yuan dynasties, as well as nearly 400,000 historical documents of the Qing dynasty, the first-hand source materials for understanding the political and economic systems of that time. Since 2009, we have been showing many different selections of these rare books and documents for the public to get a glimpse of the workings, secrets and mysteries of the Qing court.

99年度常設展一覽表

陳列室	常設展名稱
101	慈悲與智慧－宗教雕塑藝術
103	古籍與密檔－院藏圖書文獻珍品展
106	子子孫孫永寶用－清代皇室的文物典藏
108	貴胄榮華－清代家具展
201、205、207	摶泥幻化－中國歷代陶瓷展
202	巨幅書畫展
204、206	筆有千秋業
208	受贈寄存書畫展
210	造型與美感
300	原來如此－青銅器工藝之謎
301	鐘鼎彝銘－漢字源流
302	天人合唱－巧雕玉石
303	寄情人間－歷年捐贈器物特展
304	匠心與仙工－明清雕刻展
305、307	吉金耀采－中國歷代銅器展
306、308	敬天格物－中國歷代玉器

傳唐　楊昇　畫山水（局部）
Landscape(detail), Attributed to Yang Sheng , Tang dynasty

Permanent Exhibitions in 2010

Gallery	Exhibition
101	Compassion and Wisdom: Religious Sculptural Arts
103	Rare Books and Secret Archives: Treasures among the Collection of Books and Archives
106	Arts from the Qing Imperial Collection
108	Splendors of Qing Furniture
201、205、207	The Magic of Kneaded Clay: A History of Chinese Ceramics
202	Oversized Hanging and Hand Scrolls Selections
204、206	The Ancient Art of Writing: Selections from the History of Chinese Calligraphy
208	Selections from the Donated and Deposited Paintings and Calligraphies
210	Figures and Genre in the Art and Aesthetics of Form: Selections from the History of Chinese Painting
300	The Mystery of Bronzes
301	The Bell and Cauldron Inscriptions- A Feast of Chinese Characters: The Origin and Development
302	Nature and Human in Unison: The Smart Carvings of Jade and Beautiful Stones
303	Sharing Treasures: A special Exhibition of Antiquities Donated to the Museum
304	Uncanny Feat and Celestial Ingenuity: The Carvings of the Ming and Qing Era
305、307	Rituals Cast in Brilliance: Chinese Bronzes through the Ages
306、308	The Quest for Heaven and Truth: Chinese Jade through the Ages

年度特展

一般特展多爲主題展，也是典藏單位研究成果展，能呈現策展同仁研究深度。99年度特展如下：

華麗彩瓷－乾隆洋彩特展(97.10.10～99.06.30)
本展以清宮收藏磁胎洋彩爲主題，說明其意義及與磁胎畫琺瑯的異同。此次展覽共分爲「成對洋彩與成對畫琺瑯」、「洋彩大觀」、「檔案所見洋彩」、「錦上添花燒製過程簡介」等4單元，帶領觀衆對院藏之華麗彩瓷有深入瞭解。

水墨漫興－陳淳書畫展(99.01.15～99.03.25)
陳淳繼承沈周、文徵明水墨寫生的基礎上，綜合各家各法，創造出揮灑自如、高逸超邁的寫意畫風，與徐渭齊名，並稱「青藤、白陽」，爲明代文人畫中寫意花鳥派之代表。中年以後再融合米芾、高克恭等風貌，多以江南風景爲題材，並將水墨淋漓的花卉寫意運用到山水畫中，筆法奔放率略，極具文人生活情趣。此外，陳淳也是一位擅長行書、草書的書法家，可稱是引領晚明浪漫書風的先驅者。本展展出數件院藏陳淳的精選佳作，爲觀衆呈現其詩、書、畫三藝並美的風貌。

失落的疆域－清季西北邊界變遷條約與圖特展
(99.02.10～99.08.10)
中俄之間有著全世界最長的邊界，長年以來，邊境衝突不斷。爲數不少的中俄兩國所簽條約及劃定東北、正北（蒙古）、西北（新疆）等地區輿圖，因爲涉及邊域糾紛，具爭議性與敏感性，外交部一直以機密註記，從未公開。截至民國90年，外交部將清總理衙門檔寄存本院，並開始數位化，始有所轉變。民國95年本院終於獲得外交部同意，將原來視爲極機密的條約與界圖予以解密，開放讀者借閱，也同意本院策劃展出。本展覽分「疆域變遷」、「分界建牌－北段劃界、中段劃界、南段劃界」、「總結」等3單元，除展出外交部珍藏之前清密約與輿圖外，也配合院藏清代西北邊界談判大臣之奏摺與地圖，一併展出。

清　乾隆　磁胎洋彩翠地錦上添花玉環膽瓶
Gall-bladder vase in *yang-ts'ai* enamels with incised blue ground pattern of flower brocade and band décor, Qianlong regin, Qing dynasty

明　陳淳　寫生圖（局部）
Sketches from Life(detail), Chen Chun, Ming dynasty

Special Exhibitions

Special exhibitions are thematic expositions featuring the depth of our collection and the research achievements of our staff. Special exhibitions in 2010 included:

Stunning Decorative Porcelains from the Qianlong Reign (10.10.2009 - 6.30.2010)
The exhibition concentrated on *yang-ts'ai* porcelains with a number of *fa-lang-ts'ai* porcelains also on view to demonstrate the differences between the two. The exhibits were divided into four topics: "Paired *Yang-ts'ai* and Painted *Fa-lang-ts'ai* Porcelains," "*Yang-ts'ai* Porcelains: an Overview," "*Yang-ts'ai* Porcelains as Documented in Historical Archives," and "The Pattern of Flower Brocade and Its Firing Process," and brought visitors to further understand the stunningly decorated porcelains collected by the Museum.

Water and Ink Flowing with Feeling: The Painting and Calligraphy of Chen Chun (1.15.2010- 3.25.2010)
Chen Chun used a foundation of sketching-from-life techniques inherited from Shen Zhou and Wen Zhengming to create his own style of free and natural brushwork. Equally renowned as his later counterpart in this manner, Xu Wei, they became known together as "Qingteng and Baiyang" and also as representatives of the sketching-ideas bird-and-flower school of literati painting of the Ming dynasty. During his middle years, Chen's work reveals a combination of the manners of Mi Fu and Gao Kegong. In terms of technique, Chen adapted the watery ink style of flowers in the sketching-ideas manner and used it in painting landscapes of southern China. Furthermore, Chen Chun was a gifted calligrapher who excelled at running and cursive scripts. He is often considered a pioneer in leading the late Ming romantic style of calligraphy. This gallery display of several masterpieces by Chen Chun from the National Palace Museum collection was to demonstrate some of the stylistic features of Chen's marvellous achievements in not only painting and calligraphy, but also poetry as well.

The Lost Frontier: Treaty Maps that Changed Qing's North-western Boundaries (2.10.2010 - 8.10.2010)
Russia and China possess one of the world's longest borders from which came continuous conflicts. There have been numerous treaties signed by the two in order to delineate the North-eastern, Northern (Mongolia), and North-western (Xinjiang) regions on a map. These are related to controversial and sensitive border conflicts that our Ministry of Foreign Affairs kept in secret and never revealed to the public. The secrets were kept confidential until 2001, when the Ministry left these files of the Qing dynasty to the Museum for safekeeping and digitization. Finally in 2006, as agreed by the Ministry of Foreign Affairs, they were declassified and have since become open to public access as well as for exhibition by the Museum. Hence the presentation of *The Lost Frontier*. The exhibition was composed of three sections: "The Changing Borders," "Demarcating and Signposting: North, Middle and South," and "In Conclusion." In addition to the treaties and maps previously archived as confidential by the Ministry of Foreign Affairs, reports and charts submitted to Qing emperors by their official delegations in charge of the border negotiations were also on display.

靜觀建福－丁觀鵬〈畫太簇始和〉特展
(99.04.01～99.06.25)
丁觀鵬的〈畫太簇始和〉描寫元宵節紫禁城內外，各處懸燈結綵，熱鬧慶賀新春吉祥的昇平景象。此畫採全景俯瞰的畫法，將眾多景物統攝在一張畫幅之中，畫面中段描寫熙來攘往的人群以及娛樂商業活動，呈現乾隆盛世京城百姓富庶太平的生活。畫面下方詳繪紫禁城內西北隅乾隆7年（1742）建成的皇家園林－「建福宮花園」。此園是爲皇帝從政之餘遊樂休閒而專門設置，深得乾隆皇帝的喜愛與重視，他不僅爲各個殿閣作了大量詩賦，並將珍寶古玩存放此處。

茶原翰墨－江兆申夫人章桂娜女士捐贈書畫篆刻展(99.04.01～99.06.25)
國立故宮博物院前副院長江兆申先生，是當代少數集詩文、書畫、篆刻及治藝術史於一身的文人藝術家。民國98年6月5日，江夫人章桂娜女士慨然將江先生的110件作品，捐贈給故宮典藏。爲感謝盛意，本院特別舉辦捐贈特展，用茲紀念。本次展出江先生的繪畫、書法作品、篆刻及印拓，殆爲風格純熟時期的創作。

錦繡自玲瓏－院藏貿易瓷特展
(99.06.20～100.08.01)
本院素以保存歷代皇室的珍藏著稱，因此，透過貿易而輾轉流傳海外的瓷器在院藏品中並不多見。多年來，經由購藏與捐贈，本院乃得以增添外銷瓷類型，使典藏內涵更形豐富。本次展覽，特選自9至19世紀的貿易瓷捐贈藏品展出，以表達本院對捐贈者的感謝。本展覽分爲「多樣的中國貿易瓷」與「陶瓷工藝的交流」2個單元，分別陳述院藏中國歷代貿易瓷在樣式設計上的變化，以及中國陶瓷對亞洲鄰近各國貿易瓷燒造上所呈現的影響。

百禽百聲音・一動一情性－邊文進三友百禽特展
(99.07.01～99.09.25)
邊文進爲明初重要宮廷花鳥畫家，畫風延續北宋黃筌畫派工筆重彩傳統，並融合南宋院畫風格。「三友百禽」以松、竹、梅和石爲主要架構，穿插各種鳥類，此景雖在眞實的自然界不得見，仍掌握山林一隅之生態野趣。雙鉤塡彩爲基本技法，惟坡石、梅幹的輪廓、皴紋用筆已較疏放。本幅具吉祥意義，有歲寒三友－松、竹、梅；竹又和「祝」諧音，松表長壽，有賀壽之意。畫鳥97隻，以百爲名，表豐美眾多，或也象徵「百鳥朝鳳」。

民國　江兆申　雲巖霜樹
Frosty Trees in a Cloudy Valley, Chiang Chaoshen, Republican period

林泉佳處－文伯仁繪畫展
(99.07.01～99.09.25)
文伯仁繼承叔父文徵明結構繁複的圖式，朝更精緻嚴密的方向發展，以工細的用筆與敷色，別出心裁的構圖，表現鬱茂清幽的山林勝景，散發出文派作品特有的雅澹氣質，成爲文派第二代的大將。本次展品以山水爲多，不乏與地方景致或齋室相關者，呈現蘇州自15世紀以來勝景與別號畫題的興盛。畫中的林泉佳處，除可一窺16世紀蘇州地方畫風的發展，更可領略文伯仁的精湛畫藝。

Insights into Establishing Prosperity: Ding Guanpeng's Painting of "Peace for the New Year"
(4.1.2010 - 6.25.2010)
Ding's painting "Peace for the New Year" illustrates the lanterns and festoons decorating both the inside and outside of the Forbidden City during the Lantern Festival, presenting an auspicious aura of peace and prosperity. This painting takes a panoramic view of many scenes condensed into a single hanging scroll composition. The group bustling with business and entertainment reveal a life of peace and prosperity at all levels of society in the capital during the heyday of Qing rule under emperor Qianlong. The lower part of the composition shows the Garden of the Palace of Established Happiness ("Jianfu"), located in the northwest part of the Forbidden City. This garden which was built in 1742 was Qianlong's recreation center, and greatly adored and highly valued by the emperor. Not only did he compose a large amount of poetry for each palace hall, he also stored his art collection and curios there.

The Art of Chiang Chaoshen: Paintings, Calligraphy and Seals Donated by Mrs. Chiang Chang Kueina
(4.1.2010 - 6.25.2010)
Former Deputy Director of the National Palace Museum, Mr. Chiang Chaoshen was one of the few literati artists of our time who became accomplished in poetry and prose, painting and calligraphy, seal carving, and art history. On June 5, 2009, Chiang's widow, Mrs. Chang Kueina, generously donated to the Museum 110 of his works. To express heartfelt gratitude for and to commemorate her extraordinary act of kindness, we held this special exhibition from April to June of 2010. Nearly all of the donated paintings, calligraphy, seals and seal carvings come from the stylistically mature phase of Chiang Chaoshen's career as an artist.

An Assorted Tapestry of Lustrous Beauty: Export Porcelains from the Museum Collection
(6.20.2010 - 8.1.2011)
The National Palace Museum has always been renowned for preserving the precious collections from the Chinese imperial families through the ages. For this reason, however, porcelains made for export and circulation overseas as trade goods do not appear in significant numbers in the Museum's collection. Fortunately, over the years, a steady stream of purchases and donations have led to the gradual expansion of export ceramics of the Museum holdings, thereby increasing the breadth and depth of our collection. The exhibition focused on export porcelains from ninth to nineteenth centuries and also serves as a token of gratitude for the generosity of donors. It was divided into two sections entitled: "The Diversity of Chinese Export Porcelains" and "Exchange in the Art and Craft of Ceramics." The former described the evolution that took place in the styles and designs of Chinese export porcelains through the ages as seen in examples from the Museum collection, and the latter looked at the influence of Chinese ceramics on the firing of export porcelains in neighboring Asian countries.

The Sound of Many Birds, the Moving Nature of Each: Bian Wenjin's "Three Friends and a Hundred Birds"
(7.1.2010 - 9.25.2010)
Bian Wenjin was an important bird-and-flower painter of the early Ming court. His style continued the tradition of fine brushwork and vivid colors from the Northern Song school of the artist Huang Quan and combined with the atmosphere achieved by Southern Song court painters. The main framework of Bian's "Three Friends and a Hundred Birds" consists of pine, bamboo, plum blossom and rock motifs interspersed with many bird species. Although one would not find this type of arrangement in nature, the artist was still able to capture a lively and rustic scene from a mountain forest. The work is based on the technique of outlines filled with colors, but the brushwork for the slope, rocks and plum tree along with the texture strokes are already looser. This work has auspicious overtones in the form of the "Three Friends of Winter" (pine, bamboo and plum blossom). The Chinese word for bamboo is a homonym for "blessing," and the pine is a symbol of longevity often associated with birthday congratulations. Although only 97, not 100, birds appear here, the Chinese word for hundred also means "plenty," thus symbolizing "The Hundred Birds Pay Homage to the Phoenix."

Fine Places of Forest and Streams: Wen Boren and the Art of Painting(7.1.2010 - 9.25.2010)
Wen Boren, a native of Suzhou in Jiansu province, was the nephew of the renowned Wen Zhengming. Wen Boren inherited the intricate structure of his uncle's compositions and pursued a direction of increased refinement and precision, using fine brushwork and delicate colors to express itself. He also adopted an original approach to compositional arrangement, rendering beautiful scenes of mountain forests both luxuriant and serene that exude unique elegance associated with the Wen School, thus becoming a prominent member in the second generation of the School. The works displayed in this exhibition were mostly landscapes. And with many of them related to local sceneries and the depictions of scholars' cottages, they reflect the popularity of paintings in the Suzhou area starting from the 15th century that deal with scenic sights and scholars' alternate names. The beautiful places of forests and streams in these works not only offered a glimpse of the development of local Suzhou painting style in the 16th century, they also allow us to appreciate the superb techniques of Wen Boren's paintings.

清　描金藤蘿彩瓷盤　海氏家族徽誌
Plate with floral décor and the Hay family coat of arms in gold and enamels, Qing dynasty

南宋　宋高宗后坐像
Seated Portrait of Gaozong's Empress, Anonymous, Southern Song dynasty

南宋　宋高宗坐像
Seated Portrait of Emperor Gaozong, Anonymous, Southern Song dynasty

文藝紹興－南宋藝術與文化特展

（99.10.08～99.12.26）

南宋時期流傳的文物，既是富於審美價值的藝術品，也是說明南宋文化的最佳實證。爲求呈現南宋藝術與文化全貌，本次特展展品除包含本院所藏南宋大量珍貴文物，書畫如帝后書法、宮廷藝術家創作、士人書畫、重臣名賢及道釋書翰；器物如官窯瓷器、端硯、玉雕、銅鏡等；文獻如宋版圖書等文物，多達300餘件外，亦向日本東京國立博物館、京都國立博物館，大陸上海博物館、遼寧省博物館、浙江省博物館、福建博物院等10餘個博物館商借部分南宋文物，全方位呈現南宋在文化與藝術上的創新作爲與成就。此次特展分爲「文化振興」、「藝術創新」、「生活美學」和「傳播與融合」4個單元，說明南宋創新的藝術品味與審美意念，以及文化傳播與融合，展現南宋藝術的特色與豐富的文化內涵。

寄情人間－歷年捐贈器物特展

（99.12.27～100）

博物館的文物因收藏家無私的捐贈而擴增範疇。本院器物多承自清宮舊藏，遂有先天的侷限。多年來因捐贈品而有更豐富而完備的面貌。此展覽依本院常設展的架構，以材質分爲3單元：陶瓷器、文房珍玩、銅器和玉器，許多捐贈精美罕見。

南宋　吉州窯　烏金釉葉紋碗
Black-glazed bowl with leaf pattern, Jizhou ware, Southern Song dynasty

南宋　金娃娃　浙江衢州市博物館藏
Golden boy, Southern Song dynasty, Collection of Quzhou City Museum, Zhejiang

南宋至明初　玉荷葉水盛
Jade water dish in the shape of a lotus leaf, Southern Song to early Ming dynasties

南宋至元　青玉龜游荷葉洗
Jade water dish in the shape of a lotus leaf with turtle décor, Southern Song to Yuan dynasties

南宋　梁楷　潑墨仙人
Immortal in Splashed Ink, Liang Kai, Southern Song dynasty

Dynastic Renaissance: Art and Culture of the Southern Song(10.8.2010 - 12.26.2010)

The cultural relics from the Southern Song are both valuable artworks and the best evidences of the culture of this dynasty. To present a complete overview of its art and culture, the exhibition featured a large number of precious Southern Song artifacts from our collection. For example, imperial calligraphy, court artists' works, and calligraphy by famous sages, important officials, and Buddhist and Daoist figures. The antiquities featured *Guan* ("official") porcelains, *Duan* inkstones, jade carvings and bronze mirrors. Along with numerous rare Song edition books, this exhibition consisted of more than 300 works in total. In addition, the Museum arranged for loans of Southern Song artifacts from more than ten other institutions and individuals, including the Tokyo National Museum and Kyoto National Museum in Japan as well as the Shanghai Museum, Liaoning Provincial Museum, Zhejiang Provincial Museum and Fujian Museum in China, providing an all-around presentation of the innovations and achievements of Southern Song art and culture. The exhibition was composed of 4 sections: "Cultural Invigoration," "Artistic Innovation," "Life Aesthetics," and "Transmission and Fusion." These sections helped explain how the Southern Song promoted innovative artistic tastes and aesthetic ideas as well as the transmission and integration of its culture. In doing so, the unique and rich forms and content of Southern Song culture were revealed for all to study and appreciate.

Sharing Treasures: A Special Exhibition of Antiquities Donated to the Museum(12.27.2010 - 2011)

Mainly inherited from the Qing imperial families, the antiquities in the Museum are limited in scope. But thank to private collectors, our collection is constantly enriched and diversified by their generous donations. The exhibition was devised in the form of a permanent exhibition and composed of 3 units: Pottery and Porcelain, Stationery and Curios, Bronzes and Jades. Many of the items on display were extremely rare and delicate.

「黃金旺族－內蒙古博物院大遼文物展」展場一隅（左圖）
The exhibition site for "Gold and Glory: The Wonders of Khitan from the Inner Mongloia Museum" (left)

「聖地西藏－最接近天空的寶藏展」展場一隅（右圖）
The exhibition site for "Tibet: Treasures from the Roof of the World" (right)

院外借展

黃金旺族－內蒙古博物院大遼文物展

(99.02.06～99.05.16)

本展以內蒙古博物院所藏出土及傳世遼代文物爲主，展品精緻且內容多樣，足以說明契丹族所建立的遼代，在不同文化交流與融合中所扮演的角色。其中考古界所矚目的契丹三大墓葬所挖掘之文物，其精美程度與獨特風格，在藝術工藝史上讓人爲之讚嘆。

聖地西藏－最接近天空的寶藏展

(99.07.01～99.09.19)

本展分爲「吐蕃王朝」、「金色寶藏」、「文化交流」和「雪域風情」4個單元陳列，展出的文物除西藏、承德和北京三地博物館的典藏品外，更包括布達拉宮、羅布林卡、敏竹林、薩迦、白居、夏魯、扎什倫布等西藏重要寺院珍藏的造像、唐卡和寶器等。透過豐富的展品內容，揭開西藏佛教神秘面紗，使國人一窺西藏藝術精髓，並增進大家對西藏歷史文化的認識。

古希臘人體之美－大英博物館珍藏展

(99.10.15～100.02.09)

在戲劇、哲學、歷史，以及醫藥科學、廣義自然科學等領域中，希臘人率先將人類心智引導至追求自我認識的方向。人體作爲一件美的作品或傳達意義的媒介，其藝術上的發展驅動力量，正導源於古希臘人對生命的熱情，以及對不斷研究探討的渴望。本展所佈陳的展品，悉來自大英博物館豐富館藏，觀衆於檢視古希臘對人類性格、性別認同、社會認同的關注之外，亦透過古希臘人的雙眼，針對人類存在獲得一次既富視覺魅力、亦足引人深思的體驗。

「聖地西藏－最接近天空的寶藏展」展場一隅
The exhibition site for "Tibet: Treasures from the Roof of the World"

桃金孃葉及漿果黃金花冠　大英博物館藏
（左圖）
Gold wreath with myrtle leaves and berries, Collection of the British Museum (left)

古希臘人體之美－大英博物館珍藏展
（右圖）
Body Beautiful in Ancient Greece: Treasures from the British Museum (right)

Loan Exhibitions

Gold and Glory: The Wonders of Khitan from the Inner Mongolia Museum(2.6.2010 - 5.16.2010)

This exhibition featured the collections in possession of the Inner Mongolia Museum, mainly but not limited to the Liao artifacts that have been handed down through generations or unearthed in more recent times. The diversity and delicacy of these antiquities reflected the role the Liao and the Khitans played in the exchange and integration of different cultures. Also included are rare gold, silver, and other kinds of wares from various tribes on the great steppe and, above all, from the three major Khitan grave excavation sites. These famous archaeological finds have dazzled the world with their remarkable exquisiteness and singular uniqueness.

Tibet: Treasures from the Roof of the World
(7.1.2010 - 9.19.2010)

This special exhibition was presented in 4 sections: "The Tibetan Empire," "Golden Treasures," "Cultural Exchange," and "Customs in the Land of Snow." The works displayed in this exhibition are not only borrowed from the collections of museums in Tibet, Chengde (Hobei province) and Beijing, but also from important Tibetan monasteries, such as the Potala Palace, Norbulingka, Mindroling Monastery, Sakya Monastery, Palcho Monastery, Salu Monastery, and Tashihunpo Monastery. Through the richness of this display, we hoped to unveil the mysteries of Tibetan Buddhism, let people appreciate the exquisiteness of Tibetan art, and bring about a better understanding of Tibetan history and culture.

Body Beautiful in Ancient Greece: Treasures from the British Museum(10.15.2010 - 2.9.2011)

In drama, philosophy, written history, medicinal science and the natural sciences at large, Greeks were the first to direct the human mind on its quest for self-knowledge. The development of the human body as object of beauty and bearer of meaning in art was driven by the ancient Greek lust for life and constant enquiry. Drawing exclusively from the rich collections of the British Museum, the exhibition looked at Greek interest in human character and in sexual and social identity, and offered a visually engaging and thought-provoking exploration of the human existence seen through ancient Greek eyes.

「古希臘人體之美－大英博物館珍藏展」展場一隅
The exhibition site for "Body Beautiful in Ancient Greece: Treasures from the British Museum"

景德四圖

學術研究 Academic Research

學術研究

爲提升學術研究水準，本院除於國際重要研討會發表論文，與各大博物館進行學術交流外，並廣邀國內、外學者專家來院進行學術交流及演講，以提振學術風氣、拓展專業研究領域。

國際研討會

本院舉辦者

- 由本院、微軟亞洲研究院、國立臺灣大學合辦「第3屆文化遺產數位化研討會」，匯聚亞太地區電腦、歷史、文化、考古等諸多領域的110位頂尖學者，透過「人文與科技」的對話，專家們共同探討如何將最新的電腦技術和研究，應用於對人類珍貴文化遺產的保護和傳承，並一同展望文化遺產數位化的前景。(99.05.18～99.05.19)

- 本院於文會堂舉行「文藝紹興－南宋藝術與文化學術研討會」，使各界對南宋的藝術與文化有更深入且全面性認識，本學術研討會分「文化振興」、「藝術創新」、「生活美學」和「傳播與融合」4大主要議題進行。會中黃寬重教授、Prof. Richard Barnhart和張臨生館長發表3場主題演說，並由24位國內外學者專家發表論文。本研討會報名人數多達350餘人。(99.11.22～99.11.24)

- 本院與中央研院臺灣史研究所共同主辦「清代臺灣史研究學術研討會」，會中馮明珠副院長發表「清宮檔案展之在地詮釋：談國立故宮博物院清代臺灣史料展」，蔡承豪助理研究員發表「清代北臺地區的稻米品種變遷及其運用」，林天人研究員擔任論文「再論郁永河的「宇內形勢圖」評論，周維強助理研究員擔任論文「清末打狗的礮台與海防－北京國家圖書館所藏『清代鳳山縣地圖』的解讀」評論，林士鉉助理研究員擔任論文「看得見與看不見的：清初輿圖所展現的臺灣歷史圖像」評論，鄭永昌助理研究員擔任論文「清代臺灣正供的銀納化：道光23年銀納化的相關檢討」評論。(99.12.02～99.12.03)

- 本院於文會堂舉辦「兩岸博物館共同提升智慧財產權法務工作論壇」。本論壇爲首度於博物館探討有關兩岸智慧財產權法律實務與文創商品發展等議題，邀請產官學等不同領域之專家學者擔任與談，參與人數超過170餘位。(99.12.17)

同仁參與國外者

- 本院余佩瑾副處長參加英國大英博物館舉辦的「清乾隆御製詩國際學術研討會」，發表「清乾隆皇帝御題汝窯瓷器的背景」。(99.03.01～99.03.02)

- 本院張麗端科長參加英國大英博物館舉辦的「清乾隆御製詩國際學術研討會」，發表「誤導乾隆皇帝玉器鑑定準確性的因素研究」。(99.03.01～99.03.02)

- 本院陳東和助理研究員參加於中央研究院舉行「2010 數位典藏與數位學習國際會議」，發表「Exploring the Visible and the Invisible: Science for Cultural Heritage」。(99.03.02 ～ 99.03.04)

- 本院李玉珉副處長應美國維吉尼亞大學邀請，參與「中國中古時期文化交流國際學術研討會」，發表「梁代與南印度和東南亞佛教藝術的交流」。(99.03.11～99.03.15)

- 本院余佩瑾副處長參加日本大阪市立東洋陶磁美術館舉辦的「北宋汝窯青磁の謎にせまる」國際學術研討會，發表「乾隆皇帝典藏的汝窯瓷器」。(99.03.13～99.03.14)

- 本院賴依縵助理研究員應東方宗教協會邀請，參與「賴鵬舉居士逝世週年紀念研討會」，擔任陳奕愷「法門地宮下的金剛世界」評論人。(99.04.24)

- 本院賴毓芝助理研究員參加爾蘭都柏林 Chester Beatty Library 舉辦之「Voice on the Telling Images of China」國際學術研討會，發表「Literati and Red Cliff:From the Red Cliff Rhapsodies to Their Illustrations」。(99.04.29 ～ 99.05.07)

本院於文會堂舉行「文藝紹興－南宋藝術與文化學術研討會」
The Museum hosted the Symposium for "Dynastic Renaissance: Art and Culture of the Southern Song" at the Wenhuitang Auditorium

Academic Research

To raise our standard of academic research, the Museum continued to invite domestic and international experts and scholars for lectures, organize seminars and conferences, and take part in academic and cultural exchanges, thereby advancing academic studies and broadening our research horizon.

International Conference

Conference hosted by the Museum

- On May 18 and 19, in partnership with Microsoft Research Asia and National Taiwan University, the Museum hosted the 3rd e-Heritage Workshop 2010 and invited 110 experts in the fields of computer science, Asian-Pacific history, culture, and archaeology to have a "Dialogue between Sciences and Humanities," discussing how to apply the latest computer technology and research to the preservation of precious cultural heritage and predicting the outlook of the "e-heritage."

- From November 22 to 24, the Museum hosted the "Dynastic Renaissance: Conference on Art and Culture of the Southern Song" in its Wenhuitang Auditorium to further the understandings of the art and culture of this dynasty for people from various fields and expertise. The conference had four overlooking topics: cultural renaissance, artistic innovations, the art of living, and diffusion and integration. 3 keynote speeches were given by Professor Huang Kuanchung, Professor Richard Barnhart and Zhang Linsheng, Director of Aurora Art Museum, with 24 papers presented by both local and foreign scholars and experts. Over 350 people attended the conference.

- On December 2 and 3, the Museum co-hosted "The Conference on Taiwan History in the Qing Dynasty" with the Institute of Taiwan History, Academia Sinica. NPM's Deputy Director Fung Mingchu presented "The Local Interpretation in Exhibitions of the Qing Dynasty Taiwan Historical Document," assistant curator Tsai Chenghao presented "The Change and the Application of the Rice Types Planted in Qing's Northern Taiwan," curator Lin Tienren commented on "Yu Yonghe's 'Yunai Xingshi Map' Revisited," assistant curator Zhou Weiqiang commented on"The Artillery Batteries and Coastal Defence in Kaohsiung in late Qing Dynasty,"assistant curator Lin Shihhsuan commented on "Visible and Invisible: Historical Images of Formosa in Antique Maps of the Qing Dynasty,"and assistant curator Cheng Wingcheong commented on "The Monetarized Tribute Grain System in Taiwan: Relative Revisions of the Year 1843."

- On December 17, the Museum hosted "The Workshop on Protecting the Intellectual Property by the Museums Across the Strait" to discuss for the first time the issues concerning the museum-related intellectual property laws and the development of cultural and creative products. More than 170 people attended the workshop with panelists including experts, company representatives and government officials of various fields.

International Conference

- On March 1 and 2, NPM's deputy chief curator Yu Peichin attended the "Qianlong Inscription Workshop" hosted by the British Museum in London and presented "The Historical Background of Qianlong-inscribed *Ru* Wares."

- On March 1 and 2, NPM's section chief Zhang Liduang attended the "Qianlong Inscription Workshop" hosted by the British Museum and presented "Factors that Reduced the Correctness in Appraising Qianlong's Jades."

- From March 2 to 4, NPM's assistant curator Chen Tungho attended the "2010 International Conference on e-Archives and e-Learning" hosted by the Academia Sinica and presented "Exploring the Visible and the Invisible: Science for Cultural Heritage."

- From March 11 to 15, NPM's deputy chief curator Lee Yumin attended the "China and Beyond in the Medieval Period Conference" hosted by the University of Virginia and presented "A Preliminary Study of Exchange in Buddhist Art between Medieval China and Southern India and Southeast Asia."

- On March 13 and 14, NPM's deputy chief curator Yu Peichin attended the international symposium on "An Approach to the Mystery of Northern Song *Ru* Ware" hosted by the Osaka Museum of Oriental Ceramics and presented "The Ju wares collected by Emperor Qianlong."

- On April 24, NPM's assistant curator Lai Yiman attended "The Seminar Commemorating the Anniversary of Lai Pengju's Death" hosted by the Society of Oriental Religions and commented on Chen Ikai's paper "The Jingang World under the Underground Palace in the Famen Temple."

- From April 29 to May 7, NPM's assistant curator Lai Yuzhi attended the "Voice on the Telling Images of China" international conference hosted by Chester Beatty Library in Dublin and presented "Literati and Red Cliff: From the Red Cliff Rhapsodies to Their Illustrations."

周院長應邀主講「國立故宮博物院與文創產業」（左圖）
Director Kungshin Chou lectured on "The National Palace Museum and Cultural and Creative Industry" as a guest speaker (left)

馮副院長應邀主講「清宮檔案展之在地詮釋」（右圖）
Deputy Director Fung Mingchu presented "An Local Interpretation of the Exhibition of the Qing Archives" as a guest speaker (right)

- 本院林天人研究員參加「耶魯大學所藏東亞山形水勢圖研究工作坊」學術研討會，擔任「清代唐船航海圖(Yale Navigational Map1841)初步解讀」評論。(99.06.17)
- 本院鄧淑蘋研究員參加中國社會科學院考古研究所，於內蒙古呼倫貝爾市海拉爾區舉辦的「第3屆中國玉文化名家論壇」，發表「目前所知歷史上的中亞玉器（兼及少量西亞玉器）」。(99.07.03～99.07.07)
- 本院陳東和助理研究員參加於美國波斯頓舉行的「2010年拉曼光譜國際研討會 (ICORS 2010)」，發表「Heating Effect on Serpentine Jades」。（99.08.06～99.08.13）
- 本院李天鳴處長應武漢大學邀請，參加「中國10至13世紀歷史發展國際學術研討會」，發表「隆興元年的宋金宿州之役」。(99.08.19～99.08.21)
- 本院陳韻如助理研究員於「中國10至13世紀歷史發展國際學術研討會暨中國宋史研究會第14屆年會」發表「維摩詰形象在宋代的轉折」。(99.08.20～99.08.21)
- 本院陳韻如助理研究員於「挑戰與回應：9至14世紀中國史的演變與理解」國際學術研討會，發表「重估張擇端〈清明上河圖〉之畫意」。(99.08.26～99.08.28)
- 本院陳東和助理研究員參加於北京故宮博物院舉行的「宋代官窯及官窯制度國際學術研討會 」，發表「幾件院藏宋代官窯及出土官窯瓷片標本的初步檢測」。（99.09.26～99.09.29）
- 本院余佩瑾副處長參加於北京故宮博物院舉行的「宋代官窯及官窯制度國際學術研討會」，發表「南宋官窯『寶用』銘瓷器及相關問題」。（99.09.26～99.09.29）
- 本院闕碧芬助理研究員參加於北京故宮博物院舉行之「明代宮廷史學術研討會」，發表「明代宮廷絲綢設計與風格演變」。（99.09.26～99.09.29）
- 本院林天人研究員應山東孔子研究院邀請，參加「第三屆世界儒學大會」，發表「先秦『天』、『天命』及孔子曰：『五十而知天命』」。(99.09.28)
- 本院胡進杉科長應北京中央民族大學邀請，參加「第一屆少數民族文獻研討會」，發表「西夏文九字本勝慧到彼岸集頌譯注」。(99.10.20)
- 本院陳韻如助理研究員應國立中正大學中國文學系之邀，於「世變與轉折：蒙元時期的文學、文化與藝術」青年學者學術研討會，發表「黃公望的書畫交遊圈與其雪圖風格」。(99.10.27)
- 本院助理研究員翁宇雯於「中亞論壇學術研討會—持續與轉變：蘇聯瓦解後的中亞」，發表「明代官窯的伊斯蘭裝飾要素－以正德官窯所見阿拉伯文與波斯文紋飾爲例」。(99.11.15)
- 本院馮明珠副院長率團赴北京參加兩岸故宮第2屆學術研討會「永宣時代及其影響」。蔡玫芬處長發表「明初器物官樣的討論」、胡進杉科長發表「明永樂間寫本大乘經咒內容之研究」、盧雪燕副研究員發表「明彩繪本甘肅地方圖考」（馮副院長代宣讀）、林士鉉助理研究員發表「內閣大庫檔滿文本明太宗、宣宗實錄稿譯注及其相關問題」、林莉娜發表「游藝與玩物－明宣宗行樂圖及其御筆戲寫畫之研究」、陳慧霞副研究員發表「明『永樂剔紅』雕漆的再省思」。(99.11.18～99.11.19)
- 本院陳慧霞副研究員應香港中文大學文物館邀請，參加「中國古代漆器研討會」，發表「不存在的空白期：明永樂剔紅花卉紋風格試析」。(99.11.20)

何傳馨處長於「文藝紹興－南宋藝術與文化學術研討會」會場擔任場次評論（左圖）
Chief Curator Ho Chuanhsing spoke at the Symposium for "Dynastic Renaissance: Art and Culture of the Southern Song." (left)

嵇若昕處長與北京故宮古器物部研究人員座談（右圖）
Chief Curator Ji Ruoxi joined the panel discussion with the staff of the Department of Antiquities of Beijing Palace Museum (right)

- On June 17, NPM's curator Lin Tienren attended the "Maritime East Asia , 1433-1840; The Chinese Navigational Map at Yale University and Its Significance" workshop hosted by National Chiao Tung University and commented on "A Preliminary Interpretation of the Yale Navigational Map 1841."
- From July 3 to 7, NPM's curator Teng Shup'ing attended the "3rd Seminar on the Chinese Jade Culture" in Hulunbuir hosted by the Institute of Archaeology, Chinese Academy of Social Sciences, and presented "Jades in Central and Western Asia."
- From August 6 to 13, NPM's assistant curator Chen Tungho attended the ICORS 2010 in Boston and presented "Heating Effect on Serpentine Jades."
- From August 19 to 21, NPM's chief curator Li Tienming attended the International Symposium on the "Historical Development of China from the 10th to the 13th Century" hosted by Wuhan University and presented "The Suzhou Battle between Song and Jin in the First Year of the Longxing Era."
- On August 20 and 21, NPM's assistant curator Chen Yunru attended the International Symposium on the "Historical Development of China from the 10th to the 13th Century" and the 14th Annual Meeting on Song Dynasty History in China, and presented "The Image Transformation of Vimalakirti in Song Dynasty."
- From August 26 to 28, NPM's assistant curator Chen Yunru attended the international conference on "Challenge and Response: The Change and the Understanding of the History of China from the 9th to the 14th Century" and presented "Rethinking the Meaning of Chang Zeduang's 'Along the River during the Qingming Festival'"
- From September 26 to 29, NPM's assistant curator Chen Tungho attended the International Symposium on "Song's Guan Ware and Its System" held at the Palace Museum in Beijing and presented "An Preliminary Examination of Some Song's Guan Wares and Fragments in the National Palace Museum in Taipei."
- From September 26 to 29, NPM's deputy chief curator Yu Peichin presented "The Bao-Yong Inscripted Guan Ware of the Song Dynasty and Related Issues" at the International Symposium on "Song's Guan Ware and Its System" hosted by the Palace Museum in Beijing.
- From September 26 to 29, NPM's assistant curator Que Bifeng attended the Conference on the Ming Court History hosted by the Palace Museum in Beijing and presented "The Designs and Style Evolution of Ming Court Silk."
- On September 28, NPM's curator Lin Tienren attended the 3rd World Confucian Conference hosted by the Confucius Institute and presented "'Tien', 'Tien-Ming' and Confucius Said, 'I Saw the Tien-Ming When I Turned Fifty.'"
- On October 20, NPM's section chief Hu Jinshan attended the 1st Seminar on the "Historical Documents on Ethnic Minorities" in Beijing hosted by Mizhu University of China and presented "The Translation and Interpretation of the Western Xia's 9-word Edition of the Intelligence to the Other Shore"
- On October 27, NPM's assistant curator Chen Yunru attended the Young Scholars' Conference on "Turmoil and Twist: Literature, Culture and Art in Yuan Dynasty" hosted by the Department of Chinese Literature, National Chung Cheng University, and presented "Huang Gongwang: His Literati Circle and the Style of His Snow Paintings."
- On November 15, NPM's assistant curator Weng Yuwen attended the International Symposium"Continuity and Change: Central Asia in the Post Soviet Era,"and presented "Islamic Decorative Elements in Ming Dynasty Official Wares – Using Arabian and Persian Decorative Patterns from the Cheng-te Official Kiln as an Example"
- On November 18 and 19, NPM's Deputy Director Fung Mingchu and the delegation attended the 2nd International Symposium Organized by the Palace Museums Across the Strait on "Yongshuan Era and Its Influence." Chief curator Tsai Meifen presented "Discussion on early Ming's Official Artifact Models," section chief Hu Jinshan presented "On the Texts of the Written Mahayana Sutra in Ming's Yongle Era," associate curator Lu Shueyian presented "On the Illustrated Maps of Gangsu in Ming Dynasty" (read by Deputy Director Fung), assistant curator Lin Shishuan presented "The Translation, Interpretation and Questions of the Manchu Edition of the Veritable Records of Ming Taizong and Ming Xuanzong," Lin Lina presented "On the Painting 'Ming Xuanzong Playing' and Imperial Paintings," associate curator Chen Huixia presented "Rethinking the Carving Paint of Ming's Yongle Red Lacquer."
- On November 20, NPM's associate curator Chen Huixia attended the Seminar on Ancient Chinese Lacquer Wares hosted by Hong Kong Chinese University and presented "The Non-existent Blank Period: On the Styles of Red Lacquer Flower Pattern in Ming's Yongle Era."

- 本院林天人研究員參加「文藝紹興－南宋文化學術國際研討會」擔任論文「南宋紹淳年間的道學士群及其文化邏輯」評論。（99.11.22）
- 本院林天人研究員參加國科會「台灣散佚海外珍品數位化計畫實務工作坊」，發表「國際合作之案例－以『皇輿搜覽－尋訪清宮流散歷史輿圖』爲例」。(99.11.30)
- 本院蔡玫芬處長應美國大都會博物館邀請，參加「忽必烈世界」研討會，發表「元代的祭器與復古」。(99.12.04)
- 本院何傳馨處應美國大都會博物館邀請，參加「忽必烈世界」的研討會，發表「李士行江鄉秋晚解讀」。(99.12.04)

學術交流

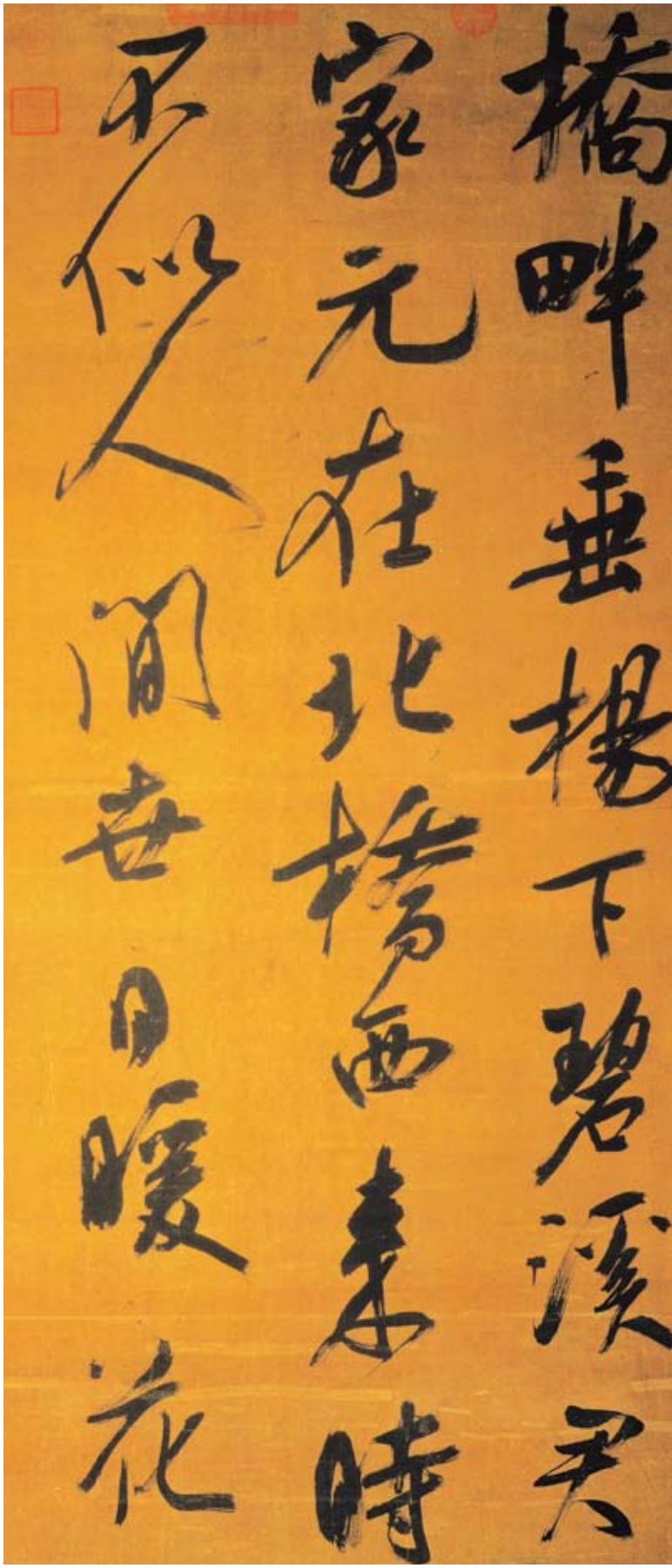
- 本院嵇若昕處長獲利榮森基金會獎助，98年12月下旬至99年5月赴北京故宮博物院進行學術交流。
- 本院蔡玫芬處長及陳慧霞科長赴福建博物館及浙江博物館等進行南宋借展協商與學術交流。(99.02.24～99.03.03)
- 本院何傳馨處長、陳韻如助理研究員、邱士華助理研究員赴北京故宮與相關博物館進行學術交流，並洽談民國100年「山水合璧－黃公望富春山居圖特展」借展研究與兩岸合作協商事宜。(99.07.18～99.07.21)
- 本院張琳科長赴北京、上海及香港進行「文物保存環境技術交流與考察」。(99.08.21～99.09.04)
- 本院沈建東助理研究員赴北京故宮博物院進行「文物科學研析之交流與考察」。(99.10.19～99.11.13)
- 北京中國社會科學院歷史研究所萬明研究員，來院進行爲期一週的研究訪問與學術交流。(99.11.01～99.11.07)
- 本院游國慶科長、周維強助理研究員及陳麗春技士前往日本東京地區考察博物館。（99.12.19～99.12.20）

南宋　馬麟　靜聽松風圖
Quietly Listening to Soughing Pines, Ma Lin, Southern Song dynasty

- On November 22, NPM's curator Lin Tienren attended the International Conference on "Dynastic Renaissance: Art and Culture of the Southern Song" and commented on the paper "Taoist Scholars and Their Cultural Logic in Southern Song's Shaochun Era."
- On November 30, NPM's curator Lin Tienren attended the Workshop on the Project of "Digitizing Artifacts that were Lost Overseas" hosted by the National Science Council and presented "Searching the Imperial Maps: An Example of International Cooperation."
- On December 4, NPM's chief curator Tsai Meifen attended the conference on "The World of Khubilai Khan" hosted by the Metropolitan Museum of Art and presented "The Religious Artifacts and the Retro Style in Yuan Dynasty."
- On December 4, NPM's chief curator Ho Chuanhsing attended the conference on "The World of Khublai Khan" hosted by the Metropolitan Museum of Art and presented "Interpreting Li Shixing's 'Autumn Evening in Jianxiang'."

Academic Exchange

- From December 2009 to May 2010, NPM's curator Ji Rouxi visited the Palace Museum in Beijing under the J. S. Lee Memorial Fellowship Programme.
- From February 24 to March 3, NPM's chief curator Tsai Meifen and section chief Chen Huixia visited the Fujien Provincial Museum and the Zhejian Provincial Museum.
- From July 18 to 21, NPM's chief curator Ho Chuangxin, assistant curator Chen Yunru, and assistant curator Qiu Shihua visited the Palace Museum in Beijing and other museums as well as discussing issues about the 2011 special exhibition "Huang Gongwang's 'Dwelling in the Fuchun Mountains'."
- From August 21 to September 4, NPM's section chief Zhang Lin visited Beijing, Shanghai and Hong Kong for the "Exchange and Survey of the Technology for Artifact Preservation Environment."
- From October 19 to November 13, NPM's assistant curator Shen Jiandong visited the Palace Museum in Beijing for the "Exchange and Survey of the Scientific Analysis of Artifacts."
- From November 1 to 7, Wan Ming of the Institute of History, Chinese Academy of Social Sciences, came for a one-week academic visit.
- On December 19 and 20, NPM's assistant curator Chou Weiqiang, section chief Yo Guoqing, and technician Chen Lichuen visited museums in Tokyo.



南宋　吳琚　七言絕句（局部）
Seven-character Truncated Verse(detail), Wu Ju, Southern Song dynasty

論文發表

- 器物處99年度對外發表論文31篇。
- 書畫處99年度對外發表論文暨期刊33篇、研討會報告9篇、專書4本。
- 圖書文獻處99年度對外發表論文及研究報告35篇。
- 登錄保處99年度對外發表論文及文章30篇。
- 南院處99年度對外發表論文及文章5篇。

國科會計畫

- 國立故宮博物院印度佛教文物研究II/III，李玉珉。
- 張勝溫梵像卷研究，李玉珉。
- 維摩與天女：從〈宋人維摩圖〉論維摩形象於宋元以後的新發展，陳韻如。
- 清國史館「傳包」文獻類別暨清國史館「傳稿」與《大清國史人物列傳》、《清史稿・列傳》比較研究，馮明珠。
- 宋金戰爭期間宋朝的軍隊，李天鳴。
- 皇輿搜覽－尋訪清宮流散歷史輿圖連結數位計畫，林天人。
- 探索南宋時期所用的瓷器，蔡玫芬。
- 匠作之外－從唐英〈陶成紀事碑〉來看清雍正官窯的燒造，余佩瑾。
- 世德永昌－清高宗乾隆皇帝典藏畫琺瑯和洋彩的意義，余佩瑾。
- 國立故宮博物院藏翡翠寶石類藏品研究，鄧淑蘋。
- 國立故宮博物院藏夏時期至六朝玉器研究，鄧淑蘋。
- 唐中葉密教造像藝術－以西安出土石雕群中心，賴依縵。
- 清宮寶石玉石藏品之顯微拉曼光譜鑑定分析暨玉石次生變化研究，陳東和。
- 國立故宮博物院人才培育與形象推廣計畫Ⅰ，徐孝德。

專題演講

99年度院內、外專題演講共69場次：

99年度院內、外專題演講一覽表

項次	日期	講者及講題
1	1/21	本院朱惠良處長應教育部邀請，於全國教育局處會議主講「故宮教育推廣與參觀服務資源介紹」。
2	3/11	本院馮副院長應政大圖書資訊與檔案學研究所邀請，主講「形塑典藏新生命・創造故宮新價值－談國立故宮博物院的E化與U化」。
3	3/11	本院馮副院長應國立臺灣海洋大學邀請，主講「形塑典藏新生命・創造故宮新價值－談國立故宮博物院的E化與U化」。
4	3/12	本院嵇若昕處長應北京故宮博物院古器物部邀請，主講「國立故宮博物院的器物典藏」。
5	3/12	本院周維強助理研究員應淡江大學歷史學系邀請，主講「百步穿楊話清弓」。
6	3/26	本院嵇若昕處長應湖北省博物館展覽部邀請，主講「國立故宮博物院展覽之策展與佈展工作規劃」。
7	3/29	本院李玉珉副處長應法國遠東學院邀請，主講「中國觀音信仰與與圖像」。
8	3/30	日本東京大學桝屋友子教授蒞本院主講「永恆的燦爛－中東虹彩陶的歷史」。
9	4/13	本院蔡慶良助理研究員應廣州中山大學博雅學院邀請，主講「陝西韓城春秋芮國大墓出土玉器研究」。
10	4/21	本院嵇若昕處長應香港東方陶瓷學會邀請，主講「Chinese Bamboo Carving」。
11	4/26	本院朱惠良處長應湖南博物館學會邀請，於2010年博物館教育培訓座談主講「形塑典藏新活力，創造故宮新價值－故宮教育推廣、數位典藏與資訊教育之現況與發展」。
12	4/26	上海復旦大學鄧逸麟教授蒞本院主講「譚其驤主編《中國歷史地圖集》編繪始末及其學術價值」。
13	5/4	本院林天人研究員應國立歷史博物館邀請，主講「蒼茫大地誰主浮沉？—赤壁之戰與赤壁戰後」。

Papers Published

- The Department of Antiquities published 31 papers this year.
- The Department of Painting and Calligraphy this year published 33 papers and articles, 9 seminar reports and 4 books.
- The Department of Rare Books and Historical Documents published 35 papers and research reports in 2010.
- The Department of Registration and Preservation published 30 papers and articles.
- The Department of Southern Branch Museum Affairs published 5 papers this year.

NSC (National Science Council) Projects

- Lee Yumin, A Study on the NPM's Collection of Indian Buddhist Artifacts (II and III).
- Lee Yumin, A Study on Zhang Shengwen's "Handscroll of Buddhist Images."
- Chen Yunru, "Vimalakirti Debating the Scriptures": The Evolution of the Image of Vimaiakirti since Song and Yuan.
- Fung Mingchu, The Comparative Study on the Biographical Packets and Drafts from the Archives of Qing Dynasty's Historiography Institute, the State Biography of Historical Figures of the Qing Dynasty, and the "Zhuan" (Biography of Notable Figures) in the Draft History of the Qing Dynasty.
- Li Tienming, Song's Army during the Song-Jin War.
- Lin Tienren, The Digital Project of Locating the Lost Imperial Historical Maps of the Qing Dynasty.
- Tsai Meifen, Investigating the Porcelains in Southern Song.
- Yu Peichin, Beyond the Craftsmanship: From Tang Ying's "On the Completion of the Porcelain" to the Porcelain Making in Royal Kilns (Guan Ware) during the Qing Emperor Yongzheng's Reign.
- Yu Peichin, The Meaning of the Painted Enamels and Decorative Porcelains Collected by Qing Emperor Qianlong.
- Teng Shup'ing, A Study on the Jadeite and Jewel Collection of the National Palace Museum.
- Teng Shup'ing, A Study on the Xia Jade and Six-Dynasty Jade Collection of the National Palace Museum.
- Lai Iman, Esoteric Buddhist Remains in Late Eighth-century China.
- Chen Tungho, The Raman Spectrum Analysis and the Secondary Change of the Jades collected by Qing Emperors.
- Shu Xiaode, The Talent Traininf and Image Marketing Project of the National Palace Museum(I).

Keynote Speeches and Lectures

69 speeches and lectures were given in 2010.

Speeches and Lectures in 2010

No.	Date	Speaker, Subject and Place
1	Jan. 21	NPM's chief curator Zhu Huiliang, *Introduction to the Resources of Educational Outreach and Visitor Service in the National Palace Museum*, the National Meeting of Government Education Officials hosted by the Ministry of Education.
2	Mar. 11	NPM's Deputy Director Fung Mingchu, *Reviving the Charm of Ancient Collection and Creating New Values for Generations to Come: Building an e-Museum and u-Museum*, NCCU Graduate Institute of Library, Information and Archival Studies.
3	Mar. 11	NPM's Deputy Director Fung Mingchu, *Reviving the Charm of Ancient Collection and Creating New Values for Generations to Come: Building an e-Museum and u-Museum*, National Taiwan Ocean University.
4	Mar. 12	NPM's chief curator Ji Rouxi, *The Artifact Collection of the National Palace Museum*, Antiquity Department of the Palace Museum in Beijing.
5	Mar. 12	NPM's assistant curator Zhou Weiqiang, *On the Bows in Qing Dynasty*, Department of History, Tamkang University.
6	Mar. 26	NPM's chief curator Ji Rouxi, *The Planning of Exhibition and Exhibition Installation in the National Palace Museum*, Department of Exhibition of Hubei Provincial Museum.
7	Mar. 29	NPM's deputy chief curator Li Yunmin, *Chinese Guanyin Worship and Portraits*, the French School of Asian Studies.
8	Mar. 30	Prof. Masuya Tomoko of the University of Tokyo, *Eternal Glory: The History of Lustreware in the Middle East*, the National Palace Museum.
9	Apr. 13	NPM's assistant curator Cai Qingliang, *A Study on the Jades Excavated from the Giant Chunqiu Tombs in Shaanxi Hancheng*, Liberal Arts College of the Guangzhou Sun Yat-sen University.
10	Apr. 21	NPM's chief curator Ji Rouxi, *Chinese Bamboo Carving*, Hong Kong Society of Oriental Ceramics.
11	Apr. 26	NPM's chief curator Zhu Huiliang, *Reviving the Charm of Ancient Collection and Creating New Values for Generations to Come: The Present and the Future of Educational Outreach, Digital Archives and Information Education of the National Palace Museum*, 2010 Museum Training and Education Workshop hosted by Hunan Museum Society.
12	Apr. 26	Prof. Zou Ilin of Shanghai Fudan University, *The Editing Process and the Academic Significance of Tan Qixiang's A Collection of Old Chinese Maps*, the National Palace Museum.
13	May 4	NPM's curator Lin Tienren, *The Red Cliff War and Afterwards*, National Museum of History.

項次	日期	講者及講題
14	5/11	本院林天人研究員應國立歷史博物館邀請，主講「江山如畫．一時多少豪傑—談赤壁群英及三國文物」。
15	5/12	本院林天人研究員應亞東技術學院邀請，主講「科技時代人文關懷與博物館的使命」。
16	5/17	本院馮副院長於本院主講「金櫃石室－談院藏史館檔及清人傳記資料」。
17	5/17	本院何傳馨處長應香港城市大學邀請，主講「畫中蘭亭：黃公望與富春山居圖」。
18	5/19	本院周院長應臺灣連鎖暨加盟協會邀請，主講「國立故宮博物院與文創產業」。
19	5/19	本院馮副院長應微軟亞洲研究院邀請，主講「國立故宮博物院的E化、U化與應用」。
20	5/25	本院童文娥助理研究員應博物館協會邀請，主講「兩件院本清明上河圖之比較」。
21	5/26	北京故宮博物院科研處副處長宋玲平博士蒞本院主講「北京故宮博物院學術研究的推展與管理」。
22	5/28	本院嵇若昕處長應北京故宮博物院研究中心邀請，主講「匠心與仙工：明清雕刻展」。
23	5/31	本院馮副院長應東吳大學歷史系邀請，主講「國寶－談國立故宮博物院所藏明星展件」。
24	5/31	本院嵇若昕處長應北京故宮博物院圖書館邀請，主講「國立故宮博物院的圖書文獻典藏概要」。
25	6/5	本院李天鳴處長應國立歷史博物館邀請，主講「三國的戰爭」。
26	6/5	本院岩素芬副處長應國立科學工藝博物館邀請，主講「文物保存這一行」。
27	6/9	本院馮副院長應公務人力中心邀請，主講「國寶－談國立故宮博物院所藏明星展件」。
28	6/15	本院周維強助理研究員應義守大學邀請，發表專題演講「百步穿楊話清弓」。
29	6/19	本院朱惠良處長應臺北市文化基金會邀請，於臺北上海雙城文博會數位藝術論壇主講「博物館數字科技與教育推廣」。
30	6/18	本院周院長應Shaw Foundation邀請，於新加坡National University of Singapore Alumni House主講「國立故宮博物院歷史與珍藏」。
31	6/19	本院周院長應Shaw Foundation邀請，於新加坡Paranakan Museum主講「中國陶瓷發展史」。
32	6/21	本院周院長應馬來西亞坤城中學邀請，主講「國立故宮博物院歷史與珍藏」。
33	6/22	本院朱惠良處長應復旦大學文博系邀請，主講「博物館數字科技與教育推廣」。
34	7/5	韓國忠北大學姜敬淑教授蒞本院主講「關於15世紀的朝鮮粉青沙器」。
35	7/6	韓國姜敬淑教授、方炳善教授蒞本院舉辦「韓國學界對中國與韓國陶瓷的研究現況」座談會。
36	7/6	本院鄧淑蘋研究員應第三屆中國玉文化名家論壇邀請，於內蒙古海拉爾主講「目前所知歷史上的中亞玉器（兼及少量西亞玉器）」。
37	7/7	韓國高麗大學方炳善教授蒞本院主講「17世紀的韓日陶瓷交流」。
38	7/16	本院何傳馨處長應中國蘇州市文學藝術研究界聯合會邀請，主講「故宮藏法書與研究近況」。
39	7/18	本院朱惠良處長應真善美基金會邀請，主講「博物館與你我他」。
40	7/23	中國科學院自然科學史研究所韓琦研究員蒞本院主講「從凡爾賽到紫禁城－康熙時代的中法科學交流」。
41	8/8	本院李天鳴處長於本院主講「高宗前期的宋金關係」。
42	8/9	本院林天人研究員於本院主講「文藝紹興與紹興文藝－談南宋在中國文化史上的地位」。
43	8/12	本院周維強助理研究員於本院主講「求知經世：南宋士人、科學與國家」。
44	8/19	本院周維強助理研究員於本院主講「求知經世：南宋士人、科學與國家」。
45	8/19	本院周院長應香港光華新聞文化中心邀請，主講「國立故宮博物院與文創產業」。
46	9/2	北京故宮博物院宮廷部王躍工副主任蒞本院主講「華海同歸無盡藏－北京故宮博物院藏傳佛教文物典藏說略」
47	9/25	本院副研究員吳盧雪燕於本院主講「細繪精雕－中國古代版畫」。
48	10/2	本院王竹平助理研究員應行政院文化建設委員會文化資產總管理處籌備處邀請，主講「科學檢測在金屬文物保存的應用」。
49	10/18	本院朱惠良處長應中原大學設計學院邀請，主講「博物館與你我他」。

No.	Date	Speaker, Subject and Place
14	May 11	NPM's curator Lin Tienren, *The Historical Figures and Artifacts in the Red Cliff War*, National Museum of History.
15	May 12	NPM's curator Lin Tienren, *The Humanistic Concern and the Mission of Museum in the Era of Technology*, Oriental Institute of Technology.
16	May 17	NPM's Deputy Director Fung Mingchu, *On the Biographical Packets and Drafts from the Archives of Qing Dynasty's Historiography Institute and Qing "Zhuan"*, National Palace Museum.
17	May 17	NPM's chief curator Ho Chuanhsing, *Huang Gongwang and His "Dwelling in the Fuchun Mountains*," Hong Kong City University.
18	May 19	NPM's Director Kungshin Chou, *National Palace Museum and Cultural and Creative Industries*, Taiwan Chain Stores and Franchise Association
19	May 19	NPM's Deputy Director Fung Mingchu, *e-Musuem, u-Museum and the Applications*, Microsoft Research Asia.
20	May 25	NPM's assistant curator Tong Wener, *Comparing the Two Versions of the "Along the River during the Qingming Festival" collected by the national Palace Museum*, Chinese Association of Museums.
21	May 26	Dr. Song Lingping, deputy chief curator of the Department of Scientific Research of the Palace Museum in Beijing, *The Progress and Management of the Academic Research of the Palace Museum in Beijing*, National Palace Museum.
22	May 28	NPM's chief curator Ji Rouxi, *The Exhibition of Sculptures in Ming and Qing*, Research Center of the Palace Museum in Beijing.
23	May 31	NPM's Deputy Director Fung Mingchu*, National Treasure: On Famous Artifacts in the National Palace Museum*, Department of History, Soochow University.
24	May 31	NPM's chief curator Ji Rouxi, *An Introduction to the National Palace Museum's Collection of Rare Books and Historical Documents*, Library of the Palace Museum in Beijing.
25	Jun. 5	NPM's chief curator Li Tienming, *The Sanguo (Three Countries) War*, Taiwan National Museum of History.
26	Jun. 5	NPM's deputy chief curator Yang Sufen, *The Profession of Artifact Preservation*, National Science and Technology Museum.
27	Jun. 9	NPM's Deputy Director Fung Mingchu, *National Treasure: On Famous Artifacts in the National Palace Museum*, Civil Service Development Institute.
28	Jun. 15	NPM's assistant curator Zhou Weiqiang, *On the Bows in Qing Dynasty*, I-Shou University.
29	Jun. 19	NPM's chief curator Zhu Huiliang, *The Museum's Numerical Technology and Educational Outreach*, Digital Art Seminar at the Taipei-Shanghai Cultural and Creative Industry Expo (invited by Taipei Culture Foundation).
30	Jun. 18	NPM's Director Kungshin Chou, *The History and the Collection of the National Palace Museum*, National University of Singapore Alumni House hosted by Shaw Foundation.
31	Jun. 19	NPM's Director Kungshin Chou, *The History of Chinese Ceramics*, Singapore Paranakan Museum hosted by Shaw Foundation.
32	Jun. 21	NPM's Director Kungshin Chou, *The History and the Collection of the National Palace Museum*, Malaysia Kuen Cheng High School.
33	Jun. 22	NPM's chief curator Zhu Huiliang, *The Museum's Numerical Technology and Educational Outreach*, Department of Cultural Heritage and Museology, Fudan University.
34	Jul. 5	Prof. Kang Kyung-suk of Chunbuk University, *On Buncheong of 15th Century Korea*, National Palace Museum.
35	Jul. 6	Prof. Kang Kyung-suk and Prof. Bang Byung-sun, *The Seminar on the Latest Research in Korea on Chinese and Korean Ceramics*, National Palace Museum.
36	Jul. 6	NPM's curator Teng Shup'ing, *Jades in Central and Western Asia*, the 3rd Seminar on the Chinese Jade Culture held in Hulunbuir.
37	Jul. 7	Prof. Bang Byung-sun of Korea University, *The Exchange of Korean and Japanese Ceramics in the 17th Century*, National Palace Museum.
38	Jul. 16	NPM's chief curator Ho Chuanhsing, *The Collection and the Study of Model Calligraphy in the National Palace Museum*, the Meeting of Suzhou Literature and Art Societies.
39	Jul. 18	NPM's chief curator Zhu Huiliang, *Museum and the Public*, Chensenmei Foundation.
40	Jul. 23	Han Qi of the Institute for the History of Natural Sciences, Chinese Academy of Sciences, *From the Versailles Palace to the Forbidden City: The Franco-Sino Scientific Exchange during Qing Kangxi Emperor's Reign*, National Palace Museum.
41	Aug. 8	NPM's chief curator Li Tienming, *The Song-Jin Relation during the First Half of Song Gaozong's Reign*, National Palace Museum.
42	Aug. 9	NPM's curator Lin Tienren, *The Role of Southern Song in the History of Chinese Culture*, National Palace Museum.
43	Aug. 12	NPM's assistant curator Zhou Weiqiang, *Knowledge for statecraft: Scholars, Science and Nation in Southern Song*, National Palace Museum.
44	Aug. 19	NPM's assistant curator Zhou Weiqiang, *Knowledge for statecraft: Scholars, Science and Nation in Southern Song*, National Palace Museum.
45	Aug. 19	NPM's Director Kungshin Chou, *National Palace Museum and Cultural and Creative Industries*, Hong Kong Kwang Hwa Information and Culture Center.
46	Sep. 2	Deputy director Wang Yaogong of the Chinese Court History Department of the Palace Museum in Beijing, *An Introduction to the Palace Museum's Collection of the Tibetan Buddhist Artifacts*, National Palace Museum.
47	Sep. 25	NPM's associate curator Wu Lu Xueyan, *Fine Drawing and Delicate Sculpture: Ancient Chinese Engravings* , the National Palace Museum.
48	Oct. 2	NPM's assistant curator Wang Zhuping, *The Application of Scientific Examination to the Preservation of Metal Artifacts*, Headquarters Administration of Cultural Heritage.
49	Oct. 18	NPM's chief curator Zhu Huiliang, *Museum and the Public*, College of Design of the Chung Yuan Christian University.

項次	日期	講者及講題
50	10/18	本院陳東和助理研究員應中央研究院原子與分子科學研究邀請，主講「Exploring the Visible and the Invisible: Science for Cultural Heritage」。
51	10/20	本院朱惠良處長應深圳博物館邀請，主講「博物館教育推廣之創新模式」及「博物館數字化教育媒材巡禮」。
52	10/25	本院馮副院長應中原大學設計學院邀請，主講「化危機為轉機－以實例談國立故宮博物院的危機管理」。
53	10/26	本院林士鉉助理研究員應淡江大學歷史學系邀請，主講「滿文文獻與清代民族史學研究」。
54	10/26	本院許媛婷助理研究員於本院「文藝紹興：南宋藝術與文化學術研討會」專題講演，發表「書籍行四方－談南宋圖書的生產、行銷與傳播」。
55	10/28	本院許媛婷助理研究員受邀至YWCA藝文學堂，主講「跟著宋版書去旅行－談南宋的出版風潮與文化傳播」。
56	10/29	本院嵇若昕處長應行政院文化建設委員會文化資產總管理處籌備處邀請，主講「國立故宮博物院典藏金屬類文物及管理」、「金屬琺瑯器的製作與鑑賞」。
57	11/5	中國人民大學資訊資源管理學院張美芳副教授蒞本院主講「檔案保護技術在北川檔案搶救中的應用」。
58	11/10	本院邱士華助理研究員應典藏雜誌邀請，主講「花月醉春江－南宋帝后的文藝世界」。
59	11/11	中央研究院地球科學研究所飯塚義之博士蒞本院主講「Introduction of Micro-Chemical Studies on Archaeological Objects.」。
60	11/12	本院朱惠良處長應杭州市委會邀請，主講「故宮數位成果巡禮」。
61	11/12	本院周維強助理研究員應國立科學工藝博物館邀請，於「科學與詩的對話：中西科學史系列講座」主講「早期西方火器在中國的流傳」、「弓箭與大清：一個科學史的觀察」、「傳教士與中國科學：西方如何影響中國」、「從科學史到史學史：以明代戰車研究為例」。
62	11/13	本院吳曉筠助理研究員應中國史研究會2010年度大會邀請，主講「馬車在早期東西交流中的地位與交流模式」。
63	11/14	本院朱惠良處長應上海博物館邀請，主講「由世變觀書變－楊維禎書法試析」。
64	11/23	本院陳桂雲編審應文化大學邀請，主講「愛上博物館－從故宮談起」。
65	11/25	本院陳桂雲編審應臺北商業技術學院邀請，主講「愛上博物館－從故宮談起」。
66	12/1	本院林天人研究員應文化大學邀請，主講「故宮博物院的歷史與現況」。
67	12/2	本院馮副院長應中央研究院台灣史研究所邀請，於本院與該所合作舉辦之「清代台灣史研究學術研討會」主講「清宮檔案展之在地詮釋－談國立故宮博物院清代台灣史料展」。
68	12/9	前國立台灣大學化學系劉廣定教授蒞本院主講「古書畫科學鑑定之芻議－以富春山居圖為例」。
69	12/10	英國牛津大學柯律格教授（Professor Craig Clunas）蒞本院主講「明代藩王墓葬出土文物及其意義」(Material and Meaning in Ming Knightly Tombs)。

本院小型學術研討會

自99年11月起，本院同仁每月定期舉辦院內小型學術研討會，以鼓勵同仁研究發表，藉跨單位領域腦力激盪提升同仁研究廣度與深度，帶動本院全面研究風氣。99年度辦理場次如下表：

99年度本院小型學術研討會一覽表

日 期	主辦處	講員	發表主題
11/1	器物處	蔡玫芬處長	南宋特展的幾個聯想
12/1	圖書文獻處	李天鳴處長	宋金城池攻防戰的器械和戰法－以開禧年間的德安攻防戰為例

No.	Date	Speaker, Subject and Place
50	Oct. 18	NPM's assistant curator Chen Tungho, *Exploring the Visible and the Invisible: Science for Cultural Heritage*, Institute of Atomic and Molecular Sciences, Academia Sinica.
51	Oct. 20	NPM's chief curator Zhu Huiliang, *New Models for Museum's Educational Outreach and An Introduction to Museum's Numerical Education Materials*, Shenzhen Museum.
52	Oct. 25	NPM's Deputy Director Fung Mingchu, *The Crisis Management in the National Palace Museum: Some Examples*, College of Design, Chung Yuan Christian University.
53	Oct. 26	NPM's assistant curator Lin Shixuang, *Manchu Documents and the Ethnic History of Qing Dynasty*, Department of History of Tamkang University.
54	Oct. 26	NPM's assistant curator Xu Yuanting, *The books of production, marketing and communication in Southern Song*, NPM's Conference on "Dynastic Renaissance: Art and Culture of the Southern Song" hosted by the National Palace Museum.
55	Oct. 28	NPM's assistant curator Xu Yuanting, *On the Publishing Trends and Cultural Communication*, the YWCA Art and Culture Workshop.
56	Oct. 29	NPM's chief curator Ji Rouxi, *The Collection and the Management of the Metal Artifacts in the National Palace Museum and The Making and Appraisal of Metal Enamels*, Headquarters Administration of Cultural Heritage.
57	Nov. 5	Associate Prof. Zhang Meifang of the School of Information Resource Management, Renmin University of China, *File Protection Technology in the Rescue of Beichuan Files*, National Palace Museum.
58	Nov. 10	NPM's assistant curator Qiu Shihua, *The World of Literature and Art in Southern Song's Court*, Art and Collection Magazine.
59	Nov. 11	Dr. Yoshiyuki Iizuka of the Institute of Earth Sciences of Academia Sinica, *Introduction of Micro-Chemical Studies on Archaeological Objects*, National Palace Museum.
60	Nov. 12	NPM's Deputy Director Zhu Huiliang, *An Introduction to the National Palace Museum's Digital Archives*, Hangzhou City Committee.
61	Nov. 12	NPM's assistant curator Chou Weiqiang, *Early Western Fire Arms in China, Bows, Arrows and Qing Empire: Perspective from History of Science, Missionaries and Chinese Scientific Development*, and *From History of Science to History of Historiography*, the "Dialogue Between Science and Poem" seminar hosted by the National Science and Technology Museum.
62	Nov. 13	NPM's assistant curator Wu Xiaoyun, *The Status of Horse Carriages in Early East-West Exchange and the Exchange Pattern*, the 2010 Annual Meeting of the Society of Early and Medieval Chinese History.
63	Nov. 14	NPM's chief curator Zhu Huiliang, *A Preliminary Analysis of Yang Weizhen's Calligraphy*, Shanghai Museum.
64	Nov. 23	NPM's executive officer Chen Quiyun, *Falling in Love with Museum*, Chinese Culture University.
65	Nov. 25	NPM's executive officer Chen Quiyun, *Falling in Love with Museum*, National Taipei College of Business.
66	Dec. 1	NPM's curator Lin Tienren, *The Past and the Present of the National Palace Museum*, Chinese Culture University.
67	Dec. 2	NPM's Deputy Director Fung Mingchu, *A Local Interpretation of the Qing Court Archives*, Conference on Taiwan History in Qing Dynasty co-hosted by the National Palace Museum and the Institute of Taiwan History, Academia Sinica.
68	Dec. 9	Emeritus Prof. Liu Guangding of the Chemistry Department of National Taiwan University, *Dwelling in the Fuchun Mountains: My Two Cents on the Scientific Appraisal of Ancient Painting and Calligraphy*, National Palace Museum.
69	Dec. 10	Prof. Craig Clunas of the University of Oxford, *Material and Meaning in Ming Knightly Tombs*, National Palace Museum.

In-museum Seminars

Since November 2010, the Museum holds monthly in-museum seminars to encourage our staff to publish their research results, improve the depth and the breadth of the research through brainstorming, and create an active atmosphere of our academic research.

In-Museum Seminars in 2010

Date	Host	Speaker	Subject
Nov. 1	Department of Antiquities	Chief curator Tsai Meifen	Some Thoughts on the Exhibition "Dynastic Renaissance"
Dec. 1	Department of Rare Books and Historic Documents	Chief curator Li Tienming	De-An Battle in Kai-xi Era: Weapons and War Plans in Song-Jin Wars

保存修護

Preservation and Restoration

保存修護

保存修護文物是博物館的基本功能之一，本院在保存環境及修護作業方面，皆以達到文物預防性保存、維持文物最佳狀況及保留文物最多歷史訊息爲目標。此外，亦進行科學研析，發掘文物豐富內涵，並舉辦相關專業培訓等，以提升員工專業能力並與民衆分享文物保存的認識。

保存環境

- 於展場完成「文物保存環境溫溼度感知監測系統」建置，可即時掌握保存環境的溫溼度，每日亦持續進行展場及庫房溫溼度檢視，健全異常通報及處理機制。
- 配合各項展覽進行溫溼度調控及展櫃內微環境處理，對於溫溼度敏感之文物進行濕度控制，如漆器櫃的加濕及銅器櫃的除濕作業。
- 執行各項展覽前的照明強度偵測及調整，以及展場減光及濾光作業，以維持光線在標準範圍內。另配合公視拍攝清明上河圖攝影時之照度量測，使維持在標準範圍內。
- 測試展覽、典藏用材之材質釋酸性，防止酸性造成文物的損壞，本年度測試項目包括壁布、乳膠漆、水泥漆、披土、石膏粉、黏著劑、白膠、環氧樹脂、發泡角材、發泡板、纖維水泥板、矽酸鈣板、實木地板、軟木片、樟木板、木芯板、密迪板、吸音板、裝飾膠片、防潮布等共計164件。
- 99年度展存用材進行預防性加熱或冷凍除蟲，以確保用材無昆蟲攜入之虞，包括教育展資處木材地板4箱、「錦繡自玲瓏」展場用細砂3包；秘書室正館105、107室地坪整修工程用4分防水夾板500片及約260坪之實木地板，分6批處理；正館104室用防水夾板、實木地板約74坪；書畫處展覽使用之蓋布、墊布、桌布、文物毯及文物布套、桐木匣、塑膠護筒，共處理3次。
- 文物冷凍預防性除蟲，包括器物處清龍首象座燈基座2件、江兆申捐贈印章錦盒23個；書畫處慶豐銀行寄存文物3件；圖書文獻處「失落的疆域」撤展文物42件、大清國西北界與俄羅斯國交址地里圖1件、「釋迦牟尼如來應化事蹟」1件、中山圖書館圖書175箱；南院處漆器木盒1件；正館裝置用材石頭1件。
- 敏感性有機文物預防性脫氧除蟲，書畫處98年度第4檔下展書畫98件；南院處亞洲織品10件。
- 定期清潔維護文物展存空間、調查有害生物之跡象，並執行環境消毒作業，計有書畫及文獻陳列室每季展前環境消毒1次、器物處常設展換展環境消毒共3次（陶瓷常設展、外銷瓷特展、吉金耀采－歷代銅器展）、黃金旺族特展及西藏特展裝修後消毒共2次、圖書文獻大樓地下1樓611庫房及書庫各消毒1次。

修護人員進行書畫清潔維護作業
Conservator cleaned the paintings and calligraphies

修護人員進行書畫修護
Conservators restored the paintings and calligraphies

Preservation and Restoration

The preservation and restoration of artifacts are two of the fundamental functions of a museum. This year, in terms of preventive conservation and restoration, we strived for the highest standard to maintain our collection as historically informative and good in condition as possible. Scientific researches were performed to discover the hidden significance of the artifacts and training courses were held available for our staff members to improve their professional skills and for the public to further their understanding of conservation.

Preventive Conservation

- The Conservation Temperature and Humidity Monitoring System was installed in all our galleries, with daily regular checks to manage the temperature and humidity in all exhibition halls and storerooms. The Museum also worked hard to improve its alert and emergency relief measures.
- The temperature, humidity and exhibition environment were adjusted according to the requirement of different types of artifacts, such as humidification for lacquer wares and desiccation for bronzes.
- Lighting was checked before every exhibition to make necessary adjustments such as decreasing or screening the light to maintain the standard range of luminance and UV level. The same measure was conducted during the shooting of the "Along the River During the Qingming Festival" by the PTS production team.
- 164 materials used for artifact exhibition and storage were tested for their acidity levels, including wall cloth, emulsion paint, cement paint, pase, gypsum powder, adhesives, white glues, expoxy, PVC angle bars, PVC boards, fiber cement boards, calcium silicate boards, parquet floor, cork sheets, camphor laurel boards, block boards, MDF boards, acoustic panels, decorative surfacing materials and ground cloth.
- Several preventive heating and freezing treatments were performed this year to eradicate pests in materials used for exhibit and storage. Items treated included: 4 boxes of wooden floor for the Department of Education, Exhibition and Information Service, 3 bags of fine sands for the exhibition "An Assorted Tapestry of Lustrous Beauty: Export Porcelains from the Museum Collection," parquet flooring material and 500 pieces of waterproof plywood for the refurbishment of the Secretariat and General Affairs Office (Room 105 and 107), parquet flooring material and waterproof plywood for Room 104 as well as the cover cloth, carpet cloth, tablecloth, carpets and socks for artifacts, candlenut cases and plastic protection tubes in the Department of Painting and Calligraphy (3 times).
- Preventive freezing treatments were taken to eradicate pests in artifacts, including 2 dragon-head-and-elephant-body lamp bases of the Qing dynasty, 23 embroidered stamp boxes donated by Chiang Chao-shen, 3 artifacts left by Chinfon Bank for safekeeping, 42 artifacts from the Department of Rare Books and Historical Documents for the exhibition "The Lost Frontier: Treaty Maps that Changed Qing's North-western Borders," 1 map of "The North-western Border between grand Qing empire and Russia," 1 painting of "The Manifestation of Buddha-Body," 175 boxes of books from the Hong Kong Sun Yat-sen Library, 1 wooden case for lacquer wares (the Southern Branch), and 1 stone for exhibition installation at the Main Exhibition Building.
- Preventive deoxidizing measures were taken to eradicate insects and pests in 98 post-exhibition paintings and calligraphies (for the 3rd seasonal exhibition) in the Department of Painting and Calligraphy and 10 pieces of Asian textile in the Department of Southern Branch Museum Affairs.
- Regular cleaning and disinfecting measures were taken in our galleries to prevent any harmful organisms: 1 time before each seasonal exhibition in the Painting, Calligraphy, Rare Books and Historical Documents galleries, 1 time before each permanent exhibition made by the Department of Antiquities (one permanent exhibition of pottery and porcelain, one special exhibition of export porcelain, and "Rituals Cast in Brilliance: Chinese Bronzes Through the Ages"), 1 time before and after each of the exhibitions "Gold and Glory" and "Tibet: Treasures from the Roof of the World," 1 time each for the Storeroom 611 and the library on the B1 floor at the Library Building.

修護人員進行圖書修護
Conservators restored the rare books

修護作業

執行本院藏品之檢視、維護等相關作業，必要時進行修護，維持院藏文物於最佳保存狀況，延續文物保存年限；此外，亦將文物修護資料進行數位化。99年度相關作業如下表：

99年度文物維護等相關作業統計表

文物類別	處理件數	工作項目	統計明細	
文獻類藏品	1,014	修護（包括托裱、裝幀）	文獻檔案	傳包、傳稿119件，共2,131頁
				月摺檔、上諭檔201件，共18,792頁
				宮中檔、軍機檔摺件445件
		修護（包括更換縫書線、修補、裝幀）	白雪齋選訂樂府吳騷合編等211冊（件），共3,457頁	
		除膠、紙板，並以無酸紙保護	大千紀念館照片36張	
		保護盒	製作善本古籍函套2個	
書畫類藏品	244	修護（視文物狀況進行浮開或斷裂加固、破損修補、摺痕攤平、髒污清潔、膠漬移除、蟲蛀補洞、配件缺損老化更新）	修護182件（含冊頁206開）	
			重裱：掛軸1件、手卷10件、冊頁1件（12開）	
			新裱39件	
			裝框11件	
			書畫檢視493件	
器物類藏品	427	修護（包括清潔、黏著、加固等）	銅器18 件	
			陶瓷 5 件	
			玉器 17件	
			象牙雕刻、多寶格、傢俱等 5 件	
			漆器4件	
			書畫木匣30件	
			戶外雕塑2件	
		庫房器物清理	各類器物共344件，包括瓷器274件、琺瑯55件、南院文物15組件	
借展文物	537	狀況檢視	雍正展借展文物43組件	
			絕色名琴118組件	
			黃金旺族115組件	
			西藏展130組件	
			大英人體之美展131組件	
修護紀錄資料數位化建置	X光影像		20筆（78張）	
	器物類修護紀錄		100筆（含修護影像856張）	
	書畫類修護紀錄		回溯建檔計2,648筆	
	圖書文獻修護前、後狀況拍照		1,039件	
	提供中研院數位典藏聯合目錄		文物460筆	
			X光影像資料對外開放檢索：銅器類447筆/陶瓷類7筆/琺瑯類1筆/玉器類5筆	

中央大學藝術學研究所師生參訪本院修護室(左圖)

Teachers and students from the Graduate Institute of Art Studies of National Central University visited the Museum's restoration laboratory (left)

美國Kentucky大學視覺與虛擬環境中心主任Brent Seales教授來院演講(右圖)

Brent Seales, Director of the Center for Visualization and Virtual Environments, gave speech at the Musuem (right)

Restoration

Inspection and conservation are necessary for artifacts to maintain their best condition and prolong their existence. The restoration record was now also being digitized and shown below:

The Conservation Projects in 2010

Category	Number of Items	Work Performed	Details	
Rare Books and Historical Documents	1,014	Restoration: Lining and binding	Historical documents	119 biographical packets and drafts (2,131 pages in total)
				201 monthly Yue-zhe and Shang-yu archives (18,792 pages in total)
				445 court archives and archives of the Grand Council
		Restoration: Binding thread replacement, filling and binding	221 volumes of Snow Chai Select Set Yue Fu Wu-Shao eds. (3,457 pages in total)	
		Glue and board removal, acid-free paper protection	36 photos from the Chang Dai-chien Residence	
		Storage Case	2 book sleeves made for rare books	
Painting and Calligraphy	244	Restoration: strengthening, filling, leveling, stain removal, patching for holes made by insects and renewing aged or damaged accessories, based on each item's condition	Restoring: 182 items including 206 album leaves	
			Remounting: 1 hanging scroll, 10 hand scrolls and 1 duodecimo album leaf.	
			Mounting: 39 items	
			Framing: 11 items	
			Examing: 493 items	
Antiquities	427	Restoration: Cleaning, gluing and consolidating	18 bronzes	
			5 ceramics	
			17 jades	
			5 ivory carving, curics box, furniture, etc.	
			4 lacquer wares	
			30 wooden cases for paintings and calligraphy	
			2 outdoor sculptures	
		Storage Facilities Cleaning	344 items in total, including 274 ceramics, 55 enamels and 15 items from the Southern Branch	
Loan Exhibits	537	Examination	43 artifacts from the exhibition "Harmony and Integrity"	
			118 items from the exhibition "The Legend of Italian Violins"	
			115 items from the exhibition "Gold and Glory"	
			130 items from the exhibition "Tibet : Treasures from the Roof of the World "	
			131 items from the exhibition "Body Beautiful in Ancient Greece"	
Digital Database for Restoration Records	X-ray image		20 sets (78 images)	
	Artifact Restoration Record		100 sets (including 856 images recording the restoration)	
	Painting and Calligraphy Restoration Record		2,648 entries of past restoration	
	Photos of Books and Archives taken before and after the restoration		1,039 items	
	Data given to Academia Sinica's Digital Resources		460 entries of antiquity	
			X-ray images open to public viewing: 447 bronzes, 7 ceramics, 1 enamel and 5 jades	

科學研析

- 擴充科學分析儀器設備，以提升科學研究水準，99年度拉曼光譜實驗室已大致建置完成，並開始進行清宮寶石與玉石顯微拉曼光譜資料庫之建置及玉石次生變化研究，以作爲未來文物鑑識之參考。

- X光透視檢測文物結構：銅器2件、陶瓷11件、木座2件、漆器5件；紫外光檢測文物舊補狀況:陶瓷7件，以紫外光檢測霉傷狀況：漆器1件；X光螢光光譜分析文物成份:漆器2件、瓷器10件、書畫1 件（亦包括紅外線光譜分析及顯微觀察）；以拉曼光譜儀分析寶石樣品共54件；電子顯微鏡分析材質研究樣品8件。

專業培訓

本院邀請專家學者演講及授課，以提升本院員工專業能力，99年度辦理情形如下表：

日期	邀請講者	講題
3/5	美國Kentucky大學視覺與虛擬環境中心主任Brent Seales教授	Reading the Unreadable:Digital Restoration
4/7	本院登錄保存處楊若苓博士	文物古蹟害蟲－白蟻
5/14	前林業試驗所王國財先生	手工造紙與中國書畫
6/11	旅歐油畫修復師蔡舜任先生	藝術品修復經驗談－兼談面對修復工作的態度
7/20	西班牙瓦倫西大學文物修護研究所所長及副所長：Maria Teresa Doménech Carbó教授及Susana Martin Rey教授	文物保存修復基礎研究與應用實例
8/3	本院登錄保存處沈建東先生	赴外展文物的預防保存維護作業
8/10	美國文物修護師Corey D'Augustine先生	戶外金屬雕塑修護
9/2	北京故宮博物院宮廷部王躍工副主任	華海同歸無盡藏－北京故宮博物院藏傳佛教文物典藏說略
11/5	中國人民大學資訊資源管理學院張美芳副教授	檔案保護技術在北川檔案搶救中的應用
11/11	中央研究院地球科學研究所飯塚義之博士	Introduction of Micro-Chemical Studies on Archaeological Objects
12/9	前國立台灣大學化學系劉廣定教授	古書畫科學鑑定之芻議－以富春山居圖為例

參訪交流

- 師大美術系張元鳳教授帶領研究所學生參觀文物修護工作室。（99.01.15）
- 國立中央大學藝術學研究所學生參觀修護工作室。（99.05.11）
- 黃金旺族展覽內蒙古博物院文物押運人員參觀修護工作室。（99.05.17）
- 英國織品修護師Frances Lennard參觀修護工作室。（99.06.09）
- 暑假期間文物科學分析實習生1名（國立清華大學材料科學工程學系）、書畫修護實習生2名(國立臺南藝術大學古物維護研究所)來本院實習文物保存技術。
- 99年7月上旬北京故宮宮廷部王躍工副主任來院進行兩岸學術交流，並至登錄保存處瞭解本院文物保存措施。
- 西班牙瓦倫西亞修護學院Maria Teresa Doménech Carbó所長、Susana Martin Rey副所長參觀修護工作室。（99.07.15）
- 本院鄭蕙娟技佐奉派赴土耳伊斯坦堡參加第23屆「國際文物保存學會年會」。（99.09.18～99.09.26）
- 費城美術館之友來院參訪書畫修護室。（99.10.14）
- 新加坡國家檔案館畢觀華館長及檔案管理局林秋燕副局長帶領典藏業務相關同仁來院參觀登錄保存處檔案保存維護措施。（99.10.22）
- 納爾遜美術館陸聆恩女士參觀裱畫室。（99.11.24）
- 國立台南藝術大學林勝伴老師及雲林科技大學林煥盛老師分別帶領研究所學生參訪文物修護工作。（99.12.10）
- 廣州市人大常委會辦公室14人來院與本院登錄保存處進行「文物保護的管理經驗」座談會。（99.12.24）

Scientific Research and Analysis

- The Museum continued to purchase analytical devices and equipments to improve its lab research quality. The Raman Spectroscopy Laboratory was near completion this year and we started to establish a spectrum database for the jades and other precious stones of the Qing imperial families for future reference.
- X-ray analysis was conducted on 2 bronzes, 11 ceramics, 2 wooden bases, and 5 lacquer wares. UV-ray examination was performed to see the restoration condition of 7 ceramics and the mold damage of 1 lacquer ware. X-ray fluorescence analysis (as well as infrared spectroscopic analysis and microscopic observation) was carried out on 2 lacquer wares, 10 ceramics and 1 calligraphic painting. 54 precious stones were examined by the Raman spectroscopic machine and 8 research samples analyzed for their material by the electronic microscope.

Training Courses

This year we continued to invite experts and scholars to hold lectures or courses to raise our staff's professional skill levels.

Lectures and Courses in 2010:

Date	Speaker	Topic
Mar.5	Prof. Brent Seales, Director of the Center for Visualization and Virtual Environments, Kentucky University	Reading the Unreadable: Digital Restoration
Apr.7	Dr.Yang Roling, Department of Registration and Conservation, National Palace Museum	Termite: The Antiquity Pest
May.14	Mr. Wang Kuotsai, former research fellow of the Taiwan Forestry Research Institute	Handmade Paper and Chinese Painting and Calligraphy
Jun.11	Mr. Tsai Shuenren, oil painting conservator	My Experience and Attitude towards Artwork Conservation
Jul.20	Prof. Maria Teresa Doménech Carbó and Prof. Susana Martin Rey, Director and Deputy Director of the Department of Conservation and Restoration of Cultural Heritage, Polytechnic University of Valencia	Basic Research and Examples of Conservation and Restoration of Cultural Heritage
Aug.3	Mr. Shen Changtong, Department of Registration and Conservation, National Palace Museum	The Preventive Conservation of Loan Artifacts
Aug. 10	Mr. Corey D'Augustine, object conservator (USA)	Conservation of Outdoor Metal Sculpture
Sep. 2	Wang Yaogong, Deputy Director of the Chinese Court History Department, the Palace Museum in Beijing	Introduction to the Collection of Tibetan Buddhist Artifacts in Beijing Palace Museum
Nov. 5	Chang Meifang, associate professor of the School of Information Resource Management, Renmin University of China	Rescuing the Beichuan Files: The Conservation Technology Applied in Rescuing the Beichuan Files
Nov.11	Dr. Yoshiyuki Iizuka, Institute of Earth Sciences, Academia Sinica	Introduction of Micro-Chemical Studies on Archaeological Objects
Dec.9	Liu Guangding, emeritus professor of the Department of Chemistry, National Taiwan University	Dwelling in the Fuchun Mountains: My Two Cents on the Scientific Analysis of Ancient Painting and Calligraphy

Visits and Exchange

- On January 15, Prof. Chang Yuanfeng and her graduate students from the Department of Fine Arts, National Taiwan Normal University, visited our artifact restoration room.
- On May 11, students from the Graduate Institute of Art Studies of the National Central University visited our object conservation laboratory.
- On May 17, the couriers from the Inner Mongolia Museum for the exhibition "Gold and Glory" visited our object conservation laboratory.
- On June 9, textile conservator Frances Lennard from the UK visited our object conservation laboratory.
- Summer internship at the Museum: 1 student (for scientific analysis of artifacts) from the Department of Materials Science and Engineering, National Tsing Hua University; 2 students (for conservation of painting and calligraphy) from the Graduate Institute of Conservation of Cultural Relics and Museology, Tainan National University of the Arts.
- In early July, Wang Yuegong, Deputy Director of the Chinese Court History Department of the Palace Museum in Beijing, came for cross-strait academic exchange and visited Department of Registration and Conservation.
- On July 15, Prof. Maria Teresa Doménech Carbó and Prof. Susana Martin Rey, Director and Deputy Director of the Department of Conservation and Restoration of Cultural Heritage, Polytechnic University of Valencia, visited our object conservation laboratory.
- From September 18 to September 26, NPM's associate technician Chen Huijchuan attended the 23rd Annual Conference of the International Institute for Conservation of Historic and Artistic Works in Istanbul.
- On October 14, the Young Friends of the Philadelphia Museum of Art visited our painting conservation laboratory.
- On October 22, Pitt Kuan Wah, Director of the National Archives of Singapore, and Lin Qiuyan, Deputy Director of the National Archives Administration, Taiwan, visited the Museum with their staff to learn about our archive preservation measures.
- On November 24, Lu Linen, assistant curator of the Nelson-Atkins Museum of Art, visited our painting conservation laboratory.
- On December 10, Lin Shengban, assistant professor of the Tainan National University of the Arts, and Lin Huanshen, assitant professor of the National Yunlin University of Science and Technology, visited the Museum with their students to learn about our artifact preservation procedures.
- On December 24, 14 officials from the Guangzhou City People's Congress Standing Committee visited the Department of Registration and Conservation and attended the seminar on "The Management Experience of Artifact Conservation."

教育推廣 Education and Public Outreach

教育推廣

爲發揮博物館之教育推廣功能，提昇社會大衆認識故宮文物之美，本院針對不同年齡、特性及地區之對象，規劃辦理多元豐富的教育活動，以服務廣大民衆。

參觀服務

參觀導覽

- 定時導覽：包括中文導覽、英文導覽及親子導覽3種。每日上午9:30、下午2:30各1場中文定時導覽，99年度共計提供721場次，服務17,287人次。英文定時導覽712場次，服務8,771人次。親子導覽於每週六、日上午10:00及下午3:00各一場，共計提供84場次，服務655人次。
- 中外貴賓導覽：本院安排專人免費提供中、英、法、西、日、韓語之貴賓導覽服務。99年度共計提供2,120場次，服務48,635人次。
- 學生團體導覽：提供學生團體優質專題導覽、精華文物導覽、語音導覽等。99年度共計服務101,725人次。

97至99度年本院各類遊客統計表 單位：人次

年度 / 類別	97年	98年	99年
國人	1,443,204	1,267,608	1,540,570
南亞	70,410	86,439	129,544
日本	355,194	346,704	354,980
韓國	108,283	61,244	95,155
大陸	123,043	625,649	1,164,450
香港	89,296	108,473	85,390
歐美	20,005	20,625	25,630
其他	34,849	58,062	45,519
總計	2,244,284	2,574,804	3,441,238

- 視障團體導覽：99年度「跨越障礙．欣賞美麗」視障導覽服務，計服務本國與日本等11個視障團體或學校，服務人數455人。
- 張大千紀念館導覽：提供預約申請張大千紀念館導覽服務。99年度共計服務3,027人次。
- 語音導覽：提供中、英、日、韓語版付費式語音導覽服務，並配合正館各項展覽，增加語音導覽文物內容。99年度使用個人語音導覽人數爲116,626人次，團體子母機2,164,560人次。
- 多媒體導覽：本院於正館1樓入口設置導覽大廳，結合數位科技與藝術典藏，以多媒體的方式簡介故宮院史、常設展覽以及樓層導引等。
- 99年度來院參觀人潮已達344萬人次，爲紓解團體參觀人潮，提升觀衆參觀品質，自7月1日起，延長每日開放時間，上午由原來的9點開館提早到8點30分，下午由原來的5點閉館延長開放到6點30分。本院亦積極和觀光局聯繫，加強與旅行社導遊培訓與互動，團體可在延長之時段預約，有效分散參觀人潮，提升參觀品質。

本院外語志工為國外觀衆進行導覽
A volunteer tour guide explained the artifacts for foreign tourists

Education and Public Outreach

To fully fulfill our educational function and help viewers appreciate the beauty of our collection, the National Palace Museum has created a wide range of activities to serve the public of all ages and regions.

Tour Service

Guided Tour

- Daily Guided Tour: Regularly scheduled tours are available to visitors free of charge in Chinese and English and in family groups. The daily Chinese guided tour is at 9:30 am and 2:30 pm; the English one at 10:00 am and 3:00 pm, with a total of 721 Chinese tours and 712 English tours given this year, serving 17,287 and 8,771visitors respectively. Family group tours are available every Saturday and Sunday at 10:00 am and 3:00 pm. 84 tours were given in 2010 for a total of 655 participants.
- Personal guided tours are available for special guest free of charge in Chinese, English, French, Spanish and Japanese. 2,120 of such tours were arranged this year for 48,635 visitors.
- Guided and Audio tours for students are available on special exhibitions and the gems of our collection. In 2010, 101,725 students had enjoyed the service.
- Starting on November 20, 2008, a new tour service titled "Appreciating Beauty without Hindrance" was launched for the visually impaired. In 2010, 11 tours were given to domestic and Japanese groups and special schools, with a total of 455 attendees.
- Guided Tour for Chang Da-ch'ien's Residence: Tours are available by appointments only for the late Chang Da-ch'ien's Residence. 3,027 people visited the house this year.
- Audio Tour: Audio tours are available in Chinese, English, Japanese, and Korean for a fee. The scope of coverage varies according to each and every exhibition. In 2010, 116,626 individual viewers and 2,164,560 group visitors had requested the service.
- Multimedia Tour: Located on the ground floor entrance of the Main Exhibition Hall, the Info Lobby combines digital technology with a selection of artifacts to introduce the history of the Museum, its permanent exhibitions and gallery contents of each floor in various multimedia formats, offering audience an overall concept of the exhibits.
- 3,440,000 people visited the Museum this year. In order to alleviate the crowdedness and improve the visiting experience, we have prolonged our opening hours since July 1. The museum now opens at 8:30 am (instead of 9:00 am) and closes at 6:30 pm (instead of 5:00 pm). We also keep close contact with the Tourism Bureau, strengthen the training and the interaction with tour guides, and arrange for group visitors to enjoy the artifacts during the prolonged hours to disperse the crowd and improve the visiting quality.

Visitors from Different Regions from 2008 to 2010 (Unit: Person)

Region \ Year	2008	2009	2010
Taiwan	1,443,204	1,267,608	1,540,570
Southern Asia	70,410	86,439	129,544
Japan	355,194	346,704	354,980
Korea	108,283	61,244	95,155
China	123,043	625,649	1,164,450
Hong Kong	89,296	108,473	85,390
Europe and America	20,005	20,625	25,630
Other	34,849	58,062	45,519
Total	2,244,284	2,574,804	3,441,238

觀衆服務

- 服務台諮詢：中、英、日文人員爲觀衆提供各項諮詢。99年度現場諮詢106,873人次、電話諮詢11,398人次。
- 走動式服務：於正館B1及1樓展覽大廳實施走動式服務，縮短觀衆尋找參觀資源與項目之時間。
- 代客叫車服務：於正館B1服務台提供代客叫車服務，計有14家車行加入服務。99年度累計代客叫車次數達9,638次。

觀衆意見回應

- 觀衆意見處理與回覆：99年度處理297位觀衆反應之意見與建議，其中與展覽有關意見267件、設施方面266件、服務方面290件。
- 召開「提升整體服務品質」會議：針對觀衆意見提出改善及解決方案。如：完成正館B1哺乳室「使用中」之燈號施作；完成語音公司與本院票務之整合，來賓可於1樓語音櫃台購買個人票後，即可直接租用個人語音導覽機；自99年7月1日起，本院延長開放時間，週日至週五08：30–18：30，週六08：30–20：30，且自18：30後提供免費參觀之服務；完成參觀禮儀之宣導短片，發送旅行業者於遊覽車上播放，先行宣導參觀規範，提升服務及改善參觀品質。
- 辦理年度觀衆滿意度調查：調查結果顯示，99年度有85.7%的參觀民衆表示滿意，較98年度整體滿意度下降7.4％。

文宣編印

- 編印「故宮通訊」中、英、日文版：寄贈故宮之友會員、媒體、飯店、文化及旅遊等機構，提供本院展覽、教育推廣、出版品及參觀最新訊息。99年度共計發行4期162,000份。
- 配合年度各特展印製展覽摺頁。99年度共計156,000份。
- 配合活動：印製「故宮新韻」海報/節目手冊/教推手冊、教育展資處簡介，增進相關教育推廣之實效。99年度共計60,500份。
- 編印15項常設展單張說明書中英日文版。99年度共計1,530,000份。
- 編印「故宮導覽地圖」中、英、日、韓、德、西、法文版，99年度共計928,500份。

文物研習

99年度冬令文物研習會於2月4日至2月6日共舉辦3天9場演講，計有2,052人次聽講。99年度夏令文物研習會於8月7日至 8月14日舉行，共計7天21場演講，2,670人次聽講。演講課程如下表：

99年度冬令文物研習會課程

日期	講題	主講人
故宮器物新展系列一：中國陶瓷發展史		
2/4	陶說：陶與瓷的源始	蔡玫芬／本院器物處處長
	宋金元代陶瓷	陳玉秀／本院器物處助理研究員
	明代陶瓷發展	施靜菲／國立臺灣大學藝術史研究所副教授
2/5	清代陶瓷	余佩瑾／本院器物處副處長
故宮器物新展系列二：文字與玉石傳奇		
2/5	鐘鼎彝銘－漢字源流	游國慶／本院器物處副研究員
	天人合唱－巧雕玉石	張麗端／本院器物處副研究員兼科長
書畫與圖書文獻專題系列		
2/6	茶原輸墨－江兆申書畫篆刻藝術特展	劉芳如／本院書畫處副研究員兼科長
	乾隆的文化創意－以石鼓為例	侯怡利／本院書畫處人員
	失落的疆域－清季西北邊界變遷條約輿圖特展	陳維新／本院圖書文獻處助理研究員

本院專業優質的導覽志工群(左圖)
Group photo of the Museum's excellent volunteer tour guides (left)

親子活動中的親子導覽(右圖)
A family tour guide for the Musuem's family events (right)

Visitor Service

- Information Desk: Information about the Museum and its exhibitions is available in Chinese, English and Japanese. This year we have answered 106,873 on-site requests and 11,398 telephone inquiries.
- On-site Service: On-site service is available on the B1 floor and the ground floor of the Main Exhibition Hall to provide visitors active service and shorten the time of finding the exhibits and other resources.
- Taxi-calling Service: Taxi-calling service is available at the information desk on the basement floor B1. There are 14 contracted taxi companies, serving 9,638 times in 2010.

Response to Suggestions and Comments

- Response to Suggestions and Comments: This year, the Museum received 297 visitor questionnaires making 823 suggestions and comments, of which 267 concerning the exhibitions, 266 about the facilities and 290 on the service.
- Monthly Meeting for Service Quality Improvement: Museum-wide meetings were called regularly to address issues raised by visitors. Solutions made to better our service and exhibition quality included: Installing an "In Use" sign outside the Nursing Room on the B1 floor of the Main Exhibition Hall; completing the integration of our ticket office and the audio guide office. Visitors can now rent the audio device right after purchasing the ticket at the audio guide counter on the ground floor; prolonging the opening hours since July 1. Free entry after 6:30 pm on Saturdays; Offering videos explaining the instructions and rules on visiting the Museum for tour guides to play on the coach to improve the visiting and service quality.
- Annual Visitor Satisfaction Survey: In 2010, 85.7% of the interviewed visitors were satisfied, with a decrease of 7.4% compared to last year.

Brochure and Pamphlet

- The NPM Newsletter is available quarterly in Chinese, English and Japanese. Free copies are mailed to the press, major hotels, cultural institutions, travel agencies and the members of the NPM Friends to provide the latest information on our outreach programs, exhibitions, publications and visiting information. 4 issues were published this year with a total of 162,000 copies.
- 156,000 copies of introductory brochures were printed for the special exhibitions in 2010.
- To bring out the full potential of our special events, the Museum printed posters, programs, and teacher's guides for "The NPM's New Melody" as well as pamphlets introducing our Department of Education, Exhibition and Information Service. A total of 60,500 copies were printed this year.
- 1,530,000 copies of introductory brochure were printed in 2010 for the Museum's 15 permanent exhibitions, available in Chinese, English, and Japanese.
- 928,500 copies of museum map were printed this year, available in Chinese, English, Japanese, Korean, Spanish, and French.

Art Seminars

This year, the 3-day winter art seminar began on February 4, with 9 lectures and 2,052 participants. The 7-day summer seminar started on August 7, with 21 lectures and 2,670 attendees.

Lectures for the 2010 Winter Art Seminar

Date	Subject	Speaker
New Exhibitions at the NPM: (1) The History of Chinese Ceramics		
Feb. 4	The Origin of Pottery and Porcelain	Tsai Meifen, chief curator of the Department of Antiquities, NPM
	Ceramics in Song, Jin and Yuan Dynasties	Chen Yuxio, assistant curator of the Department of Antiquities, NPM
	The Evolution of Ming's Ceramics	Shih Chingfei, associate professor of the Graduate Institute of Art History, National Taiwan University
Feb. 5	Ceramics in Qing Dynasty	Yu Peichin, deputy chief curator of the Department of Antiquities, NPM
New Exhibition at the NPM: (2) The Legend of Chinese Characters and Jades		
Feb. 5	The Origin of Chinese Characters	Yo Guoqing, associate curator of the Department of Antiquities, NPM
	The Beauty of Jades	Zhang Liduan, section chief of the Department of Antiquities, NPM
Lecture Series on Painting, Calligraphy, Rare Books and Historical Documents		
Feb. 6	The Art of Chiang Chao-shen: Paintings, Calligraphy and Seals	Liu Fangru, section chief of the Department of Painting and Calligraphy, NPM
	Stone Drums: The Cultural Creativity of Emperor Qianlong	Ho Yili, employee of the Department of Painting and Calligraphy, NPM
	The Lost Frontier—Treaty Maps that Changed Qing's North-western Boundaries	Chen Weixin, assistant curator of the Department of Rare Books and Historical Documents, NPM

99年度夏令文物研習會課程

日期	講題	主講人
入門篇：認識故宮文物		
8/7	摶泥幻化－故宮藏瓷	陳鳳儀／本院教育展資處助理研究員
	巧奪天工談雕刻	王士聖／本院教育展資處編纂
	納須彌於介子－璽印之美	朱林澤／本院器物處人員
8/8	玉器簡史	蔡慶良／本院器物處助理研究員
	認識傳統書畫	盧素芬／東吳大學歷史學系兼任講師
	從碑學、帖學談中國書法典範的演變	梅韻秋／國立清華大學通識教育中心助理教授
專題課程系列一：文藝紹興－南宋藝術與文化特展 （一）特展介紹		
8/9	文藝紹興：南宋書畫藝術導覽	何傳馨／本院書畫處處長
	南宋的工藝與文化	蔡玫芬／本院器物處處長
	文藝紹興與紹興文藝－南宋的文化與文明	林天人／本院圖書文獻處研究員兼科長
專題課程系列一：文藝紹興－南宋藝術與文化特展 （二）南宋天下事—南宋文學、歷史與科技		
8/10	欲飛還斂－談辛棄疾的個性、時代和詞風	劉少雄／國立臺灣大學中國文學系教授
	立馬吳山否？－從北族王朝的崛起看南宋的偏安	陳昭揚／國立臺灣師範大學歷史學系助理教授
	宋高宗前期的宋金關係	李天鳴／本院圖書文獻處處長
	求知經世：南宋的士人、科學與國家	周維強／本院圖書文獻處助理研究員
專題課程系列二：器物與書畫類新展		
8/12	錦繡自玲瓏－院藏貿易瓷特展	翁宇雯／本院南院處助理研究員
	吉金耀采－中國歷代銅器展	呂世浩／本院器物處助理研究員
8/13	百禽百聲音．一動一情性－邊文進三友百禽	譚怡令／本院書畫處助理研究員
	造型與美感之工坊篇	賴毓芝／中央研究院近代史研究所助研究員
	如行山陰道上－文伯仁的繪畫淺介	邱士華／本院書畫處助理研究員
生活藝術系列		
8/14	聊香銷閒－簡述中國用香文化	李孔昭／前中華東方香學研究會理事長
	品茗空間的建構與欣賞	黃怡嘉／茶藝家、2010年上海世博會臺灣館茶藝總指導老師
	中國文人插花藝術	林雪玉／中華花藝基金會教授、創會董事

盧素芬老師講授「認識傳統書畫」
Lu Sufeng lectured on "Traditional Painting and Calligraphy"

夏令文物研習：品茗空間的建構與欣賞（左圖）
Summer Art Seminar: The Construction and Appraisal of a Tea-drinking Environment (left)

周院長於江兆申座談會上致詞（右圖）
Director Kungshin Chou spoke at the conference in memory of Jiang Chaoshen (right)

Lectures for the 2010 Summer Art Seminar

Date	Subject	Speaker
Introductory Lectures: Knowing the NPM's Collection		
Aug. 7	The NPM's Collection of Ceramics	Chen Fengyi, assistant curator of the Department of Education, Exhibition and Information Service, NPM
	On Sculpture	Wang Shisheng, executive officer of the Department of Education, Exhibition and Information Service, NPM
	The Beauty of Seals	Zhu Linze, employee of the Department of Antiquities, NPM
Aug. 8	A Concise History of Jades	Tsai Chingliang, assistant curator of the Department of Antiquities, NPM
	Knowing Traditional Painting and Calligraphy	Lu Sufeng, lecturer of the History Department of Soochow University, NPM
	The Paradigm Evolution of Chinese Calligraphy	Mei Yunqio, assistant professor of the Center for General Education, National Tsing Hua University
Special Topics: (1) Dynastic Renaissance: Art and Culture of the Southern Song A. Introduction to the Exhibition		
Aug. 9	An Introduction to the Painting and Calligraphy in Southern Song	Ho Chuanhsing, chief curator of the Department of Painting and Calligraphy, NPM
	Culture and Technology of Southern Song	Tsai Meifen, chief curator of the Department of Antiquities, NPM
	Culture and Civilization of Southern Song	Lin Tienren, section chief of the Department of Rare Books and Historical Documents, NPM
Special Topics: (1) Dynastic Renaissance: Art and Culture of the Southern Song B. Literature, History and Technology of Southern Song		
Aug. 10	On Xin Qiji's Personality, His Time and his Style of Poem	Liu Shaoxun, Professor of the Department of Chinese Literature, National Taiwan University
	The Rise of Northern Dynasties and the Content Refuge of Southern Song	Chen Zhaoyang, assistant professor of the Department of History, National Taiwan Normal University
	The Song-Jin Relation in the Early Years of Song Gaozong	Li Tienming, chief curator of the Department of Rare Books and Historical Documents, NPM
	Scholars, Science and Nation of Southern Song	Chou Weiqiang, assistant curator of the Department of Rare Books and Historical Documents, NPM
Special Topics: (2) New Exhibition of Antiquities, Painting and Calligrahy		
Aug. 12	An Assorted Tapestry of Lustrous Beauty: Export Porcelains from the Museum Collection	Wong Yuwen, assistant curator of the Department of the Southern Branch Museum Affairs, NPM
	Rituals Cast in Brilliance: Chinese Bronzes through the Ages	Lu Shihao, assistant curator of the Department of Antiquities, NPM
Aug. 13	The Sound of Many Birds, the Moving Nature of Each: Bian Wenjin's "Three Friends and a Hundred Birds"	Tan Iling, assistant curator of the Department of Painting and Calligraphy, NPM
	Figures and Genre in the Art and Aesthetics of Form	Lai Yuzhi, assistant research fellow of the Institute of Modern History, Academia Sinica
	Introduction to the Paintings of Wen Boren	Qiu Shihua, assistant curator of the Department of Painting and Calligraphy, NPM
Art of Living		
Aug. 14	An Introduction to Chinese Incense Art	Li Kongzhao, former director of the Chinese Society of Oriental Incense Arts
	The Construction and Appreciation of a Tea-Tasting Space	Huang Yijia, Advisor of Tea Art of the Taiwan Hall at the Expo 2010, Shanghai, China
	The Flower Arranging Art of Chinese Literati	Lin Xueyu, founding board member of the Chinese Floral Arts Foundation

系列講座

- 配合本院各項展覽、故宮新韻表演活動舉辦系列專題演講，使觀衆深入瞭解文物藝術與歷史相關知識，共舉辦51場，5,887人次聽講。
- 本院爲服務其他地區民衆，並推廣藝術教育，99年與院外單位財團法人平等文教基金會、至善老人安養護中心、私立衛理女子中學合作故宮文物專題演講共21場，參加人次998人。

99年度系列講座

日期	講題	主講人
黃金旺族－內蒙古博物院大遼文物展（與旺旺集團時藝多媒體合辦）		
2/7	遼代文物中的西方文化因素	付寧／內蒙古博物院副院長
	蒙古草原地帶遼金元重要考古發現	陳永志／內蒙古自治區文物考古研究所所長
2/10	敕勒川 陰山下－草原文明的追尋	林天人／本院圖書文獻處研究員兼科長
2/20	馬背上的黃金文化－認識遼代金銀器	李建緯／國立臺南藝術大學藝術創作理論博士
2/27	契丹文化發展	王明蓀／中國文化大學史學系教授
3/13	旺族淘金樂：黃金的過去、現在與未來趨勢	楊天立／臺灣銀行經理
3/17	內蒙古遼代三大墓葬及其黃金陪葬品	周維強／本院圖書文獻處助理研究員
3/20	神奇契丹《天龍八部》、《楊家將》中的雙元帝國大揭祕	葉言都／歷史學者
3/24	遼代的工藝	蔡玫芬／本院器物處處長
4/10	回音之地－蒙古高原的文化傳承	席慕蓉／國立師範大學
4/17	旺族淘金樂：黃金的過去、現在與未來趨勢	楊天立／臺灣銀行經理
器物類文物新展		
3/22	天人合唱—巧雕玉石	張麗端／本院器物處副研究員兼科長
4/12	常設新展介紹：從故宮典藏看中國陶瓷的發展	余佩瑾／本院器物處副處長
富春山居圖		
3/23	董巨派名筆：富春卷與剩山圖原貌	傅申／華梵大學美術學系教授
	後富春山居	王耀庭／本院書畫處處長退休
茶原翰墨—江兆申夫人章桂娜女士捐贈書畫篆刻展		
4/8	江兆申先生與中國繪畫史研究	陳葆真／國立臺灣大學藝術史研究所所長
4/15	江兆申紀念座談會	歐豪年、陳葆真、周澄、張臨生、高仁俊
4/16	江兆申先生的畫意與詩境	侯吉諒／書畫家
4/24	江兆申先生的繪畫	許郭璜／本院書畫處退休
	江兆申先生的臨書與創作	何傳馨／本院書畫處處長
5/7	我的外公江兆申先生	吳誦芬／本院教育展資處助理研究員
5/14	江兆申先生的書畫教學與篆刻藝術	周澄／書畫家
518國際博物館日—故宮國寶巡禮		
5/18	失落的疆域－清代西北邊界變遷條約輿圖特展	陳維新／本院圖書文獻處助理研究員
	清院本清明上河圖及其孿生兄弟	童文娥／本院書畫處助理研究員
	一座消失又重建的花園－建福宮花園	林莉娜／本院書畫處副研究員
聖地西藏—最接近天空的寶藏（與聯合報合辦）		
7/10	從唐卡藝術看西藏文化	張駿逸／國立政治大學民族博物館館長
7/15	西藏佛教藝術的源流與發展	李玉珉/本院書畫處副處長
7/24	歡聚在離天最近的地方－解碼西藏酒歌	楊嘉銘／行政院蒙藏委員會顧問
7/31	四部醫典與馬背上的醫生	邱仁輝／陽明大學傳統醫藥研究所教授
8/21	撼動生命－走進45%的天堂西藏	劉在武／華晶科技投資長兼發言人

Lecture Series

- This year, the Museum held 51 lectures to complement the exhibitions and other events (such as the NPM's New Melody) for 5,887 audiences to further understand the historical background and artistic style of the artifacts.
- To serve the audience outside Taipei and to promote art education, we worked with the Equality Foundation, the Zhi-shang Senior Care Center, and Wesley Girls High School to hold 21 lectures with a total of 998 audiences.

Lecture Series in 2010

Date	Subject	Speaker
Gold and Glory: The Wonders of Khitan from the Inner Mongolia Museum (cooperated with Media Sphere Communication Ltd.)		
Feb. 7	The Influence of Western Culture in Liao's Artifacts	Fu Ning, Deputy Director of the Inner Mongolia Museum
	Important Archaeological Findings in Mongolia Grassland (former territory of Liao, Jin and Yuan)	Chen Yongzhi, Deputy Director of the Institute of Cultural and Historic Relics and Archaeology, Inner Mongolia Autonomous Region
Feb. 10	The Search for Grassland Culture	Lin Tienren, section chief of the Department of Rare Books and Historical Documents, NPM
Feb. 20	An Introduction to Liao's Gold and Silverware	Li Jianwei, Ph. D. in Art Creation and Theory, Tainan National University of the Arts
Feb. 27	The Development of Khitan Culture	Wang Mingsun, professor of the Department of History, Chinese Culture University
Mar. 13	The Past, Present and Future of Gold	Yang Tienli, manager of Bank of Taiwan
Mar. 17	Three Great Liao Tombs and the Burial Golds	Chou Weiqiang, assistant curator of the Department of Rare Books and Historical Documents, NPM
Mar. 20	The Dual Empires in the fictions the "Semi-Gods and Semi-Devils" and "Heroic Legend of the Yang's Family"	Yeh Yandu, Historian
Mar. 24	Technology of the Artifacts in Liao Dynasty	Tsai Meifen, chief curator of the Department of Antiquities, NPM
Apr. 10	The Cultural Heritage of Mongolia Plateau	Xi Murong, National Taiwan Normal University
Apr. 17	The Past, Present and Future of Gold	Yang Tienli, manager of Bank of Taiwan
New Exhibitions of Antiquities		
Mar. 22	Nature and Human in Unison: The Smart Carvings of Jade and Beautiful Stones	Zhang Liduan, section chief of the Department of Antiquities
Apr. 12	The History of Chinese Ceramics: Perspective from the NPM's Collection	Yu Peichin, deputy chief curator of the Department of Antiquities, NPM
Dwelling in the Fuchun Mountains		
Mar. 23	The Original Look of the "Dwelling in the Fuchun Mountains" and the "Fragment of Mountains"	Fu Shen, professor of the Department of Fine Arts, Huafan University
	The Development of Chinese Painting after "Dwelling in the Fuchun Mountains"	Wang Yaoting, former chief curator of the Department of Painting and Calligraphy, NPM
The Art of Chiang Chaoshen: Paintings, Calligraphy and Seals Donated by Mrs. Chiang Chang Kueina		
Apr. 8	Chiang Chao-shen and the History of Chinese Painting	Chen Baozhen, director of the Graduate Institute of Art History, National Taiwan University
Apr. 15	Panel Discussion in Memory of Chiang Chaoshen	Oh Haonian, Chen Baozhen, Zhou Cheng, Zhang Linshen, Gao Renjun.
Apr. 16	The Meaning and Poetic Landscape in Chiang Chaoshen's Painting	Ho Jiliang, calligrapher and painter
Apr. 24	The Painting of Chiang Chaoshen	Xu Guohuang, retired employee of the Department of Painting and Calligraphy, NPM
	The Calligraphy and other Works of Chiang Chaoshen	Ho Chuanhsing, chief curator of the Department of Painting and Calligraphy, NPM
May 7	My Grandfather Chiang Chaoshen	Wu Sungfeng, assistant curator of the Department of Education, Exhibition and Information Service, NPM
May 14	The Calligraphy Teaching and Seal Art of Chiang Chaoshen	Zhou Cheng, calligrapher and painter
International Museum Day: A Tour of National Treasures		
May 18	The Lost Frontier: Treaty Maps that Changed Qing's North-western Boundaries	Chen Weixin, assistant curator of the Department of Rare Books and Historic Documents, NPM
	The Qing Court's and the other Versions of "Along the River during the Qingming Festival"	Tong Wener, assistant curator of the Department of Painting and Calligraphy, NPM
	The Garden of the Qianlong Emperor's Jianfu Palace	Lin Lina, associate curator of the Department of Painting and Calligraphy, NPM
Tibet: Treasures from the Roof of the World (cooperated with United Daily News)		
Jul. 10	Tibetan Culture Saw from the Thangka	Zhang Junyi, Director of the Ethnic Museum, National Chengchi University
Jul. 15	The Origin and Development of Tibetan Buddhist Art	Li Yumin, deputy chief curator of the Department of Painting and Calligraphy, NPM
Jul. 24	Decoding Tibetan Drinking Songs	Yang Jiaming, advisor of the Mongolian and Tibetan Affairs Commission
Jul. 31	Four Medical Canons and the Doctor on the Horseback	Qiu Renhui, professor of the Institute of Traditional Medicine, National Yang-ming University.
Aug. 21	Walking into 45% of the Paradise in Tibet	Liu Zaiwu, chief investment officer and spokesperson of Altek Corporation

日期	講題	主講人
文藝紹興－南宋藝術與文化特展 系列一：特展介紹		
10/11	南宋書畫賞析	何傳馨 / 本院書畫處處長
10/14	南宋的工藝與文化	蔡玫芬 / 本院器物處處長
10/15	從精微到奔放－寫南宋人物畫	劉芳如 / 本院書畫處副研究員兼科長
10/18	言有盡而意無窮－談南宋尺牘	侯怡利 / 本院書畫處人員
10/21	走入詩情－解讀南宋山水畫	許文美 / 本院書畫處助理研究員
10/26	書籍行四方－談南宋圖書的生產、行銷與傳播	許媛婷 / 本院圖書文獻處助理研究員
10/29	南宋詩詞的生活文學： 愛國、隱逸、淒清、婉約的時代奏鳴曲	葉淑慧 / 本院圖書文獻處助理研究員
11/02	南宋官窯	余佩瑾 / 本院器物處副處長
12/7	十二、十三世紀中國玉器文化的發展	鄧淑蘋 / 本院器物處研究員
文藝紹興－南宋藝術與文化特展 系列二：南宋天下事		
10/11	絕境求生：南宋政治文化的蛻變	黃寬重 / 長庚大學講座教授、中央研究院歷史語言研究所兼任研究員
10/12	壺中天地－西湖與南宋都城臨安的藝術與文化	李慧漱 / 美國加州大學洛杉磯分校副教授
10/12	楊皇后的書房與南宋女性的文化空間	李慧漱 / 美國加州大學洛杉磯分校副教授
11/15	南宋與金朝的「中國」觀念	王明蓀 / 中國文化大學史學系教授
古希臘人體之美－大英博物館珍藏展（與旺旺集團時藝多媒體合辦）		
10/17	特洛伊戰爭—愛芙羅黛蒂神話體系	邱建一
10/23	歐洲文明永遠的母親：希臘 －由古拙素樸的微笑雕刻尋根	楊雪梅 / 旅法粉彩畫家
11/3	希臘皇朝-金工密帖下的巨擘	張乃文 / 國立台北藝術大學美術系兼任講師
11/6	風流倜儻無了時－19法國新古典雕刻的前世今生	楊雪梅 / 旅法粉彩畫家
11/27	穿透希臘神話下的人體之美	鄭治桂 / 台灣科技大學兼任助理教授
12/4	從希臘女神看南宋皇后－中西審美思維大不同	陸潔民 / 中華民國畫廊協會顧問
故宮新韻「又一村：瓦舍多寶閣」文物系列專題演講		
5/11	清高宗乾隆皇帝典藏的汝窯瓷器	余佩瑾 / 本院器物處副處長
6/8	學詩堂裡觀國風：乾隆皇帝的宋元畫收藏	陳韻如 / 本院書畫處助理研究員
9/3	陳洪綬《水滸葉子》的人物造型	吳桃源 / 國立台灣師範大學國語教學中心教師
9/10	黑臉英雄話李逵	游宗蓉 / 國立東華大學中國語文學系助理教授
財團法人平等文教基金會走出故宮系列演講 （一）新竹市文化局		
1/6	爺兒們的文玩、仕女們的妝扮	熊玲玲 / 本院志工
1/30	從典雅到華麗	張恩琪 / 本院志工
2/7	當西方遇見東方—老外看中華文物	沈麗民 / 本院志工
3/13	天馬行空畫神駒	廖淑梅 / 本院志工
3/20	再現雍正—其人其事其品味	黃尹萍 / 本院志工
財團法人平等文教基金會走出故宮系列演講 （二）新竹縣文化局		
9/11	青銅銘文	周志宇 / 本院志工
9/18	匠心與仙工-由翠玉白菜談起	梁惠生 / 本院志工
9/26	一角？半邊?— 淺談南宋繪畫的新變	洪金冠 / 本院志工

Date	Subject	Speaker
Dynastic Renaissance: Art and Culture of the Southern Song Series 1: Introduction to the Exhibition		
Oct. 11	Painting and Calligraphy in Southern Song	Ho Chuanhsing, chief curator of the Department of Painting and Calligraphy, NPM
Oct. 14	Culture and Technology in Southern Song	Tsai Meifen, chief curator of the Department of Antiquities, NPM
Oct. 15	Portrait Painting in Southern Song	Liu Fangru, section chief of the Department of Painting and Calligraphy, NPM
Oct. 18	Letters and Correspondence in Southern Song	Ho Yili, employee of the Department of the Painting and Calligraphy, NPM
Oct. 21	Landscape Painting in Southern Song	Xu Wenmei, assistant curator of the Department of Painting and Calligraphy, NPM
Oct. 26	The Production, Marketing and Distribution of Books in Southern Song	Xu Yuanting, assistant curator of the Department of Rare Books and Historic Documents, NPM
Oct. 29	The Art of Living in Southern Song's Poetry (*Shi* and *Ci*)	Yeh Shuhui, assistant curator of the Department of Rare Books and Historic Documents, NPM
Nov. 02	Guan Ware of Sothern Song	Yu Peichin, deputy chief curator of the Department of Antiquities, NPM
Dec. 7	Chinese Jade in the 12th and 13th Century	Teng Shup'ing, curator of the Department of Antiquities, NPM
Dynastic Renaissance: Art and Culture of the Southern Song Series 2: The World of Southern Song		
Oct. 11	The Evolution of the Political Culture in Southern Song	Hunag Kuanzhong, Chair Professor of the Chang Gung University
Oct. 12	Art and Culture in Linan and Xihu(Lake)	Li Huisu, associate professor of the UCLA
Oct. 12	The Study of Queen Yang and the Cultural Space of the Females in Southern Song	Li Huisu, associate professor of the UCLA
Nov. 15	The Concept of "China" in Southern Song and Jin	Wang Mingsun, professor of the Department of History, Chinese Culture University
Body Beautiful in Ancient Greece: Treasures from the British Museum (cooperated with Media Sphere Communication Ltd.)		
Oct. 17	The Trojan War and the Mythology of Aphrodite	Qiu Jianyi
Oct. 23	Greece: Mother of European Civilization	Yang Xuemei, pastel painter living in France
Nov. 3	The Greek Empire	Zhang Naiwen, lecturer of the Department of Fine Arts, Taipei National University of the Arts
Nov. 6	The Neoclassical Sculpture in 19th century, France	Yang Xuemei, pastel painter living in France
Nov. 27	The Beauty of Human Body in Greek Myths	Zheng Zhiqui, assistant professor of National Taiwan University of Science and Technology
Dec. 4	The Concept of Beauty: Differences between China and the West	Lu Jiemin, advisor of Taiwan Art Gallery Association
Lecture Series for the NPM New Melody: Another Village: Comedians Workshop's Treasure Trove		
May 11	Ru Ware Collected by Qing Emperor Qianlong	Yu Peichin, deputy chief curator of the Department of Antiquities, NPM
Jun. 8	Song and Yuan Paintings Collected by Emperor Qianlong	Chen Yunru, assistant curator of the Department of Painting and Calligraphy, NPM
Sep.3	Chen Hongsho's Illustrations of the Characters in the fiction "Outlaws of the Marsh"	Wu Taoyuan, teacher of the Mandarin Training Center, National Taiwan Normal University
Sep. 10	The Black-faced Hero: Li Quei	Yo Zongrong, assistant professor of the Department of Chinese Language and Literature, National Dong Hwa University
"Beyond the NPM" Lecture Series: The Equality Foundation Cultural Affairs Bureau, Xinzhu City		
Jun. 6	The Curios for Men and the Make-up for Women	Xong Lingling, volunteer of the NPM
Jun. 30	From Elegance to Magnificence	Zhang Enqi, volunteer of the NPM
Feb. 7	When the West Meet the East	Sheng Limin, volunteer of the NPM
Mar. 13	Horse Paintings	Liao Shumei, volunteer of the NPM
Mar. 20	Emperor Yongzheng: His Life and His Taste	Huang Yinping, volunteer of the NPM
"Beyond the NPM" Lecture Series: The Equality Foundation Cultural Affairs Bureau, Xinzhu County		
Sep. 11	Bronze Inscriptions	Zhou Zhiyu, volunteer of the NPM
Sep. 18	Uncanny Ingenuity and Celestial Feats: About the Jade Cabbage	Liang Huisheng, volunteer of the NPM
Sep. 26	The New Development of Southern Song Painting	Hing Jinguang, volunteer of the NPM

日期	講題	主講人
至善老人安養中心關懷系列演講		
4/29	清明上河圖	汪詠雪、李如玲 / 本院志工
5/27	巧雕玉石	王文玲、張白璉 / 本院志工
6/24	多寶格	陳昭月、鄭玉英 / 本院志工
7/29	匠心與仙工	何幗姿 / 本院志工
8/26	鎮館書畫	潘信惠、李月美 / 本院志工
9/30	鐘鼎彝銘	黃于真、張瑞錦 / 本院志工
10/28	南宋大展介紹	梁惠生、鄭玉英 / 本院志工
11/25	繽紛釉彩	林秀珍、廖麗琴 / 本院志工
12/30	國寶總動員	張瑞錦、黃于真 / 本院志工
衛理女中99年暑期外籍教師故宮文物研習		
7/19	本院院史	蘇佳莉 / 本院志工
7/21	中國古代銅器	沈麗民 / 本院志工
7/26	故宮瓷器	鄭明萱 / 本院志工
7/28	故宮玉器	王文玲 / 本院志工
7/29	故宮書畫	黃瑞宏 / 本院志工

推廣服務

當young people遇上故宮—故宮週末夜表演藝術活動

- 「當young people遇上故宮－故宮週末夜表演藝術活動」由頂新國際集團及味全公司贊助，99年度共舉辦54場，觀賞人數總計34,193人次。此外，爲增添節慶熱鬧氣氛，99年的大年初一及元宵節，計辦理3場節慶表演活動，觀賞人數總計2,647人次。

- 99年度申請團隊共計222件，經2次評審會議審查後，共選出53個表演團體（包含99年2月14日大年初一以及2月28日元宵節2場特別活動），補助金額總計1,294,500元。涵蓋了中西音樂、舞蹈、戲曲、民俗技藝等多元藝文表演內容。

「故宮新韻」傳統戲曲定目演出活動系列

故宮新韻固定於週三下午2時30分至4時於本院文會堂多功能演藝廳演出。自98年7月起開辦以來，邀請蘭庭崑劇團、臺北新劇團、相聲瓦舍、國立台灣戲曲學院附設京劇團等優秀表演團體來院演出崑劇【明皇幸蜀圖・經典崑劇《長生殿》】、京戲【溥儒西遊記冊京劇《新西遊記》】、相聲【又一村:瓦舍多寶閣】、京劇【《水滸傳之五花洞》】，及京劇【《釵頭鳳》】。98年7月至99年12月22日止共計演出59場次，共吸引11,406人次欣賞。配合每季「故宮新韻」傳統戲曲定目演出活動系列，安排相關專題講座與親子互動等活動，共計舉辦15場次專題講座及8梯次親子活動。

故宮週末夜表演活動
The performance of "The Saturday Night at the NPM"

故宮週末夜表演活動
The performance of "The Saturday Night at the NPM"

Date	Subject	Speaker
Lecture Series for the Zhi-shang Senior Care Center		
Apr. 29	"Along the River during the Qingming Festival"	Wang Yongxue and Li Ruling, volunteers of the NPM
May 27	Miraculous Jades	Wang Wenling and Zhang Beiliang, volunteers of the NPM
Jun. 24	Curio Cabinets	Chen Zhaoyue and Zheng Yuying, volunteers of the NPM
Jul. 29	Uncanny Ingenuity and Celestial Feat	He Guozi, volunteer of the NPM
Aug. 26	Treasured Painting and Calligraphy in the National Palace Museum	Pan Xinhui and Li Yuemei, volunteers of the NPM
Sep. 30	The Bell and Cauldron Inscriptions	Huang Yuzhen and Zhang Reijin, volunteers of the NPM
Oct. 28	The Exhibition on Southern Song	Liang Huisheng and Zheng Yuying, volunteers of the NPM
Nov. 25	The Brilliance of Enamel	Lin Xiuzhen and Liao Liqin, volunteers of the NPM
Dec. 30	Adventures in the NPM	Zhang Reijin and Huang Yuzhen, volunteers of the NPM
Summer Seminars for Foreign Teachers of the Wesley Girls High School		
Jul. 19	The History of the National Palace Museum	Su Jiali, volunteer of the NPM
Jul. 21	Ancient Chinese Bronzes	Sheng Limin, volunteer of the NPM
Jul. 26	Ceramics in the National Palace Museum	Zheng Mingxuan, volunteer of the NPM
Jul. 28	Jades in the National Palace Museum	Wang Wenling, volunteer of the NPM
Jul. 29	Painting and Calligraphy in the National Palace Museum	Huang Reihong, volunteer of the NPM

Outreach Programs

When Young People Meet the NPM: The Saturday Night at the NPM

- The event was sponsored by the Dinxin International Group and the Wei-chuan Foods Corp. A total of 54 shows were presented this year, with 34,193 attendants. Another 3 shows were put on during the Lunar New Year and Lantern Festival, with 2,647 attendants.
- 222 groups applied for performance and 53 (including the shows on February 14 and 28) were selected after two review meetings. The grant was NT$ 1,294,500. The shows included music, dance, folk operas and traditional performance arts.

The NPM's New Melody

Starting from July 2009, the event was held every Wednesday between 14:30 pm and 16:00 pm at the Wenhuitang Auditorium. Lanting Kun Opera Troupe, Taipei Li-yuan Chinese Opera Theater, the Comedians Workshop, and the Chinese Opera Troupe of National Taiwan College of Performing Arts have presented many shows like "The Palace of Eternal Youth," "New Journey to the West," "Another Village: Comedians Workshop's Treasure Trove," "The Five-flower Cave," and "Phoenix Hairpin." From July 2009 to December 22, 2010, the Auditorium put on 59 performances, attracting 11,406 viewers. In conjunction with the NPM's New Melody, the Museum organized 15 lectures and 8 family events.

故宮新韻：臺北新劇團演出京劇《水滸傳之五花洞》
The NPM's New Melody: Five-flower Cave by Taipei Li-yuan Chinese Opera Theater

故宮新韻：臺灣戲曲學院演出京劇《釵頭鳳》
The NPM's New Melody: Phoenix Pin by National Taiwan College of Performing Arts

教育培訓

教師研習及教學資源之建置

- 教師研習：爲擴大本院藏品之教育推廣，增進學校教師對本院文物及相關教學資源之認識與運用，99年辦理17場教師研習活動，研習對象包括高中、國中與國小教師，共計已培訓1,116名教師。相關辦理情形如下表：

99年度教師研習辦理情形

日期	活動名稱	辦理單位	對象
3/7	「黃金旺族－內蒙古博物館大遼文物展」教師研習	本院主辦	全國各縣市一般中小學教師，三場次共計186人參加
3/17 3/24	「黃金旺族－內蒙古博物館大遼文物展」教師研習		
4/24	「茶原翰墨－江兆申夫人章桂娜女士捐贈書畫篆刻展」教師研習	本院主辦	全國各縣市一般中小學教師，共計22人參加
5/1	廣達《游於藝》巡迴展「南宋藝術與文化」特展教師研習營	本院與廣達文教基金會共同辦理	全國各縣市一般中小學教師，共計220人參加
5/12	吉祥如意複製文物教育巡迴展教師培訓（臺北縣場次）	本院與臺北縣國中社會學習領域輔導團共同辦理	臺北縣國中社會領域教師，共計66人參加
6/1	99年度國民中學「教師精進課堂教學能力」第七群組學校藝術與人文領域研習	本院與臺北市私立衛理女中共同辦理	臺北市第七群組學校藝術與人文領域教師，共計23人參加
6/9	「聖地西藏－最接近天空的寶藏」特展教師研習活動	本院與聯合報系共同辦理	全國各縣市一般中小學教師，共計61人參加
7/5	普通高級中學課程美術學科中心辦理99年度美術科「典範教學示例」教師研習	本院與臺北市立大同高中共同辦理	全國各縣市高中美術科教師，共計102人參加
7/6 7/7	全美中小學中文教師(CLASS)暑期臺灣研習班	本院與私立中原大學共同辦理	全美中小學中文教師，共計15人參加
8/6	南加州華語教師研習參訪團	本院與國立臺灣師範大學共同辦理	南加州華語教師，共計20人參加
8/17	吉祥如意複製文物教育巡迴展教師培訓（彰化縣場次）	本院與教育部共同辦理	彰化縣一般中小學教師，共計40人參加
8/19 8/20	99年暑期種子教師培訓計畫－陶瓷教學工作坊	本院主辦	全國各縣市之國中、國小藝術與人文、社會領域之輔導團教師及一般教師，共計30名教師參加
10/16	「文藝紹興－南宋藝術與文化」北部地區教師研習（第一梯次）	本院主辦	北區各縣市一般中小學教師，同時邀請各縣市國民教育輔導團代表參加，共計140名教師參加
10/27	「文藝紹興－南宋藝術與文化」中部地區教師研習（第二梯次）	本院與教育部共同辦理	中區各縣市一般中小學教師，共計66名教師參加
11/29	「文藝紹興－南宋藝術與文化」南部地區教師研習（第三梯次）	本院與國立成功大學共同辦理	成大校內師生及有興趣之社會人士，共計95名教師參加
11/29	「文藝紹興－南宋藝術與文化」東部地區教師研習（第四梯次）	本院與教育部共同辦理	東區各縣市一般中小學教師，共計20名教師參加
12/30	吉祥如意複製文物教育巡迴展教師培訓（金門縣場次）	本院與教育部共同辦理	金門縣一般中小學教師，共計100名教師參加

Education and Training

Seed Teacher Program and Educational Resources

- To carry out the educational function of our collection as well as helping teachers learn more about our artifacts and how to utilize our resources, the Museum hosted 17 training workshops this year, inviting 1,116 teachers from elementary to high schools to participate and train as seed teachers.

Teacher Training Courses in 2010

Date	Title	Organizer	Participants
Mar. 7	Gold and Glory: The Wonders of Khitan from the Inner Mongolia Museum	National Palace Museum	Elementary to high school teachers. 3 sessions. 186 attendants.
Mar. 17 Mar. 24	Gold and Glory: The Wonders of Khitan from the Inner Mongolia Museum		
Apr. 24	The Art of Chiang Chao-shen: Paintings, Calligraphy and Seals Donated by Mrs. Chiang Chang Kuei-na	National Palace Museum	Elementary to high school teachers. 22 attendants.
May 1	Quanta Exhibition Tour: Art and Culture of the Southern Song	National Palace Museum and Quanta Culture and Education Foundation	Elementary to high school teachers. 220 attendants.
May 12	Traveling Educational Exhibition of Replicas (Taipei County)	National Palace Museum and Taipei Junior High School Social Learning Advisory Group	Taipei County Junior High School Teachers. 66 attendants.
Jun. 1	Group 7 of the Workshop on Advancing Teaching Skills for Junior High School Teachers	NPM and Wesley Girls High School	Art and Humanities Teachers in Taipei City. 23 attendants.
Jun. 9	Tibet: Treasures from the Roof of the World	NPM and UDN Group	Elementary to high school teachers. 61 attendants.
Jul. 5	2010 Workshop on Teaching Paradigm for High School Art Teachers	NPM and Datong High School	High School Art Teachers. 120 Attendants.
Jul. 6 Jul. 7	CLASS Summer Workshop in Taiwan	NPM and Chung Yuan Christian University	Elementary to high school Chinese teachers in the United States of America. 15 attendants.
Aug. 6	Delegation of Southern California Chinese Teachers	NPM and National Taiwan Normal University	Chinese teachers in Southern California. 20 attendants.
Aug. 17	Traveling Educational Exhibition of Replicas (Zhanghua County)	NPM and Ministry of Education	Elementary to high school teachers in Zhanghua. 40 attendants.
Aug. 19 Aug. 20	Summer Seed Teacher Program: Ceramics Workshop	NPM	Elementary to high school teachers (especially those teaching art, society and humanities). 30 attendants.
Oct. 16	Dynastic Renaissance: Art and Culture of the Southern Song (Session 1: Northern Taiwan)	NPM	Elementary to high school teachers and advisory groups. 140 attendants.
Oct. 27	Dynastic Renaissance: Art and Culture of the Southern Song (Session 2: Central Taiwan)	NPM and Ministry of Education	Elementary to high school teachers. 66 attendants.
Nov. 29	Dynastic Renaissance: Art and Culture of the Southern Song (Session 3: Southern Taiwan)	NPM and National Cheng Kung University	Students and staff of NCKU and the general public. 95 attendants.
Nov. 29	Dynastic Renaissance: Art and Culture of the Southern Song (Session 4: Eastern Taiwan)	NPM and Ministry of Education	Elementary to high school teachers in Eastern Taiwan. 20 attendants.
Dec. 30	Traveling Educational Exhibition of Replicas (Jinmen County)	NPM and Ministry of Education	Elementary to high school teachers in Jinmen. 100 attendants.

兒童研習營：由傳統客家擂茶體驗古人的飲食文化(左圖)
Children's Workshop: From Hakka Ground Tea to Traditional Food Culture (left)

兒童研習營：DIY動手體驗創作活動(右圖)
Children's Workshop: Do-it-yourself (right)

- 館校合作：爲配合「文藝紹興－南宋藝術與文化」特展，於99年10月至12月間，透過館校合作方案促進本院特展與學校課程兩者之結合，強化博物館與學校正式教育之互動。服務學校包括雙溪國小、雨聲國小、民族國小、士林國中、東湖國中、中山女中等共6所學校。本院自99年10月起共舉辦到校服務課程6場、到院參觀導覽8場，服務學生人數345人。第1階段運用本院精製複製文物爲教學資源，由本院教育人員及志工前往各校服務師生，並結合適齡的文物解說課程，實際服務各級學校學生。第2階段邀請學校師生到院導覽參觀。第3階段則由各校教師研發教案，並實際於課堂中針對故宮文物進行延伸教學，以提供學生兼具深度及廣度的文物學習經驗，所開發之各類教案或學習單，並上網公告，與各級學校一線教師共享。教學成果作品並於兒童學藝中心展出。

- 輔助參觀教材與網路學習資源：爲建立博物館教育學習經驗多元化與分齡化之新模式，本院已開發學習單等學習使用資源，以刺激兒童與親子觀衆在兒童學藝中心及故宮正館各陳列室參觀的學習動機，並加強學習效益。目前已完成兒童園地專題網站、25種學習單／教案及4種教師手冊上線，以提供教師、兒童與家庭觀衆更豐富之網路學習教材與資源。

兒童、親子及青少年創意活動

- 本院爲推廣優質兒童藝文活動，辦理「悠遊生活」兒童研習營，以一系列豐富課程，寓教育於遊戲方式，讓兒童認識華夏文化與歷史。課程結合參觀展覽、DIY動手體驗創作，並同時融合本院研發的複製文物與數位成果，豐富教學內容。本年度已推出4梯次高、低年級班課程，並於99年12月25日執行完畢，共招收學童207人。

- 配合各項特展及每季「故宮新韻」演出舉辦親子活動。特展親子活動包括「金彩奔騰－黃金旺族特展親子活動」，製作金色銅雕飾品，共舉辦4場次，參加人數128人，志工媽媽說故事活動，共舉辦3場次；「筆墨眞趣－茉原翰墨特展親子活動」，製作水墨畫杯墊，共舉辦4場次，參加人數128人。同時亦配合本院故宮新韻演出舉辦「來玩焗烤白菜喔～故宮新韻親子活動」，製作翠玉白菜熱縮片吊飾，共舉辦4場次，參加人數128人；「水滸傳之五花洞親子活動」共2場次，內容介紹京劇服裝大觀、京劇人物造型及肢體動作，參加人數共計165人；舉辦「釵頭鳳親子活動」共2場次，活動帶領親子觀衆認識京劇的喜怒哀樂，並實際體驗京劇交通工具的表演，參加人數共119人。

- 爲提升年輕觀衆的參與，於暑假期間舉辦青少年研習活動，以本院所藏《清院本清明上河圖》，介紹古代人的食、衣、住、行與娛樂，時間爲99年7月31日至8月1日，及8月7日至8日2梯次，共招收42人。

- 爲配合本院99年「文藝紹興－南宋藝術與文化特展」，規劃6場次免費親子活動，除了參觀導覽本院特展，並特別以客家擂茶DIY操作體驗認識古代茶文化的歷史與茶器的功能，業已於12月12日執行完畢，參加人數共242人。另辦理志工媽媽說故事活動，講述宋高宗的故事，參加人次共計184人。邀請台原偶戲團來院演出光影戲，帶領兒童體驗南宋人一天的生活，現場並有戲偶操作教學，參加人次共計481人。特別服務中輟生及弱勢家庭，與社會福利機構乘風少年學園、善牧學園合作辦理，提供青少年中輟學生及弱勢家庭的青少年的課餘文化休閒活動，共計辦理2場次，參與人數共計34人。製作南宋特展親子參觀學習路線地圖，內容包含主題參觀路線地圖、學習活動與問題探索等。

親子體驗翠玉白菜DIY活動
Family Event: DIY Jadeite Cabbage

- Collaboration with Schools: In concert with our exhibition "Dynastic Renaissance: Art and Culture of the Southern Song," we cooperated with schools from October to December 2010 to strengthen the interaction between schools and the Museum. Six schools were included in this program: Shuanxi Primary School, Yusheng Primary School, Minzhu Elementary School, Shilin Junior High School, Donghu Junior High School and Zhongshan Girls High School. The program was composed of six in-school lectures and eight in-museum tours with a total of 345 students attending. The in-school lectures were given by our staff and volunteers, using replicas to explain the Museum's artifacts to the students. After the in-museum tour, teachers were asked to propose teaching plans and practice them at the class to consolidate their students' understanding of the artifacts. All the teaching plans were posted online for reference. The results of the program were shown at our Children's Gallery.

- The Museum has created an online children thematic website, 25 learning lists and 4 teacher's manuals in the hope to enrich educational materials and resources for teachers, children and parents, create a new model of diversified learning for different age groups, raise family visitors' interest in our Children's Gallery and the exhibits, and maximize their learning efficiency.

配合「文藝紹興－南宋藝術與文化特展」辦理館校合作
The Museum worked with schools to present events related to the exhibition "Dynastic Renaissance: Art and Culture of the Southern Song"

Creative Workshops for Children, Families and Youth

- This year, the Museum created the "Easy Life" children's workshop, offering a series of learning-through-games courses to promote top-quality children's art and culture programs and help children understand Chinese culture and history. Besides visits to exhibitions and DIY courses, the workshop also used replicas and digital materials to enrich the contents. Four sessions were held this year with 207 students enrolling the program.

- Family Activities for Special Exhibitions and the NPM's New Melody: (1) Exhibition "Gold and Glory": 4 copper jewelry-making events, 128 attendants. 3 volunteer story-telling events. (2) The Art of Chiang Chao-shen: 4 cup pad making events, 128 attendants. (3) NPM's New Melody: 4 drop ornament making events: using heat shrinking sheet to make the famous Jadeite Cabbage. 128 attendants. (4) The Five-flower Cave: 2 lectures introducing Chinese operas, the characters and their body movements. 165 attendants. (5) Phoenix Hairpin: 2 lectures introducing the facial expressions in Chinese operas and how actors and actress perform riding horses or carriages. 119 attendants.

- To encourage young visitors' participation, we organized youth workshops during the summer vacation, using the famous painting "Along the River during the Qingming Festival" to introduce various aspects of the life in ancient China. 2 workshops were held (July 21-August 1 and August 7 to 8) with a total of 42 attendants.

- In concert with the exhibition "Dynastic Renaissance: Art and Culture of the Southern Song," the Museum organized 6 family events including free visits to the exhibition, tea grinding, and lectures on tea culture and tea wares. 242 people attended the program, which ended on December 12. Volunteer story-telling events were held to introduce Song Emperor Gaozong, with a total of 184 attendants. Taiyuan Puppet Theatre Company performed shadow theatres introducing the daily life of Southern Song and taught 481 children how to manipulate puppets. In partnership with the Cheng Feng Teenager's School and the Good Shepherd School, we offered 2 shows for 34 dropout teenagers and minority youth. The Museum also designed maps for family groups to visit the exhibition as well as recommendations and questions for learning.

兒童於兒童學藝中心動手拼貼青花蟠龍天球瓶
Children created a collage of the famous Globular Vase at the Children's Art Gallery

兒童學藝中心

兒童學藝中心自97年5月18日開館至今，參觀人數累計共達31萬餘人次。全館自99年7月底進行局部展示更新，並於8月2日重新開館。本次展示更新的範圍，包含2個互動展示區及1個教育特展區，換展內容涵蓋以動物爲題材的繪畫、瓷器、多寶格、青銅器等主題。展覽目的在透過多媒體及遊戲互動裝置，讓學童從不同的角度探索文物的趣味，並鼓勵其在看完小故宮－「兒童學藝中心」後，能走進大故宮，尋訪故宮文物的眞面目。

吉祥如意複製文物巡迴展

本院精製複製文物巡迴展巡迴全國各縣市，行之有年。自96年12月始，以吉祥如意爲主題，推出「吉祥如意複製文物教育巡迴展」，迄今已巡迴15個縣市及離島。99年度巡迴展出行程爲：臺中市役所(99.01.10～99.03.10)、臺北縣藝文中心(99.05.09～99.05.30)、彰化縣文化局(99.08.13～99.08.29)、金門縣文化局(99.12.26～100.02.10)。

精製複製文物監獄展

本院於99年度特別服務監獄收容人，推動複製文物展覽至臺灣臺北監獄，以提供收容人豐富的藝術饗宴、提升美感經驗。99年11月29日至12月4日於臺灣臺北監獄展出，共展出複製文物50件，文創產品10件，總參觀人次爲3,400人。

志工培訓

- 博物館資源有限，亟需民間專業志工合作辦理導覽與教育推廣等活動，本院99年志工總人數達498位(含小志工23人)。另，已有50位新志工通過培訓考核，100年1月起將開始服勤。
- 暑期招募高中學生文化志工共計196名同學報名。其中，168名學生完成院藏文物及展場服務須知培訓課程，且完成第一階段48小時的值勤。依意願參加9至12月第二階段服勤者，則有72名位高中志工接續登記，並均於年底前完成20小時的值勤。

小小志工

99年度共計24名學童報名，實際參加並完成初階培訓者計23名，於本院兒童學藝中心展開實習，負責整理教具與協助現場參訪孩童體驗互動遊戲，並於8月22日完成進階培訓課程，23位小志工亦均已完成本年度20小時服勤時數。

兒童動手創作塗鴉天球瓶上的吉祥圖飾
Children created patterns for the Globular Vase

Children's Gallery

Opened on May 18, 2008, the Gallery has attracted more than 310,000 visitors. Part of the installations (2 interactive areas and 1 educational exhibition) was renewed in July and the Gallery reopened on August 2, showing new paintings, ceramics, curio cases and bronzes related to animals. Via multimedia and interactive installations, children can learn the artifacts from different perspectives and feel encouraged to step in the Museum to look at the real artifacts after visiting the Gallery.

Traveling Educational Exhibition of Replicas

Starting from December 2007, the Museum organized the "Good Fortune: NPM's Traveling Replicas and Educational Exhibition" on a regular basis to serve the residents in 15 other cities, counties and outer islands. In 2010, the exhibitions were held at Taichung Old City Hall (Jan. 10 to Mar. 10), Taipei County Art and Culture Center (May 9 to 30), Zhanghua County Cultural Affairs Bureau (Aug. 13 to 29), and Jinmen County Cultural Affairs Bureau (Dec. 26, 2010 to Feb. 10, 2011).

Educational Exhibition of Replicas in Prison

To serve the inmates in prison with a feast of art and beauty, the Museum organized an exhibition of artifact replicas in Taipei Prison from November 29 to December 4, showcasing 50 replicas and 10 cultural and creative products for 3,400 inmates.

Volunteer Training

- Due to the limited resources, the Museum is desperately in need of trained volunteers to assist in guided tours and outreach programs. We have 498 volunteers (including 23 junior volunteers) this year. Another 50 have finished the training and will join us since January 2011.
- This year we had 196 high school students applying for the volunteer program. 168 completed the training and the first-term service (48 hours). 72 continued to serve and completed the second term (20 hours, from September to December).

Junior Volunteer

24 children applied for our training program this year. 23 completed the courses and served their internship at the Children's Gallery, arranging teaching aids and helping children visitors use the interactive devices. All the junior volunteers have completed their advanced training on August 22 before finishing the 20-hour service.

小小志工進行導覽
A young volunteer tour guide explained artifacts for visitors

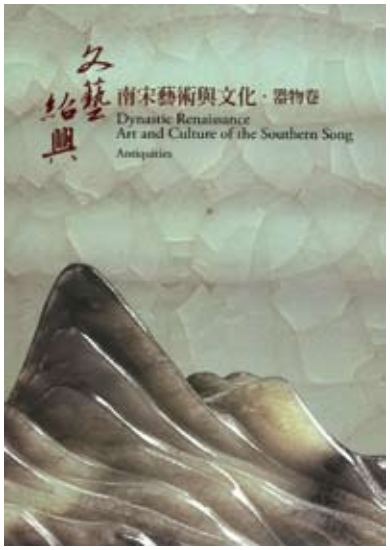
文創發展 Developing Cultural Creativity

文創發展

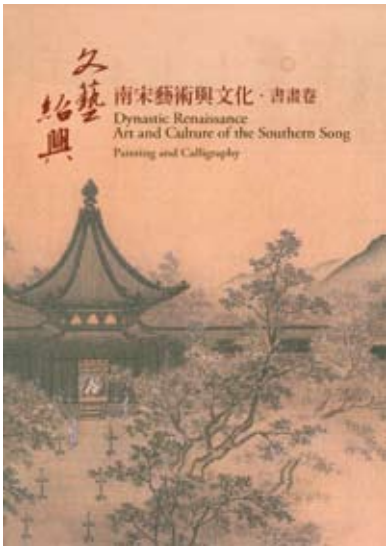
現今世界各地掀起文化創意產業的風潮，爲邁向國際化，本院期望將品牌形象及中華文化藝術圖像精萃推展於國際間，提升文化創意產品的附加價值，並實現「藝術生活化，生活藝術化」理念。

出版發行

- 依據本院文物藝術發展基金出版品、文物仿製品及委外經銷公開徵求須知，重新遴選41家績優經銷商，積極開拓國內外銷售據點，促進文創商品流通普及。99年度本院出版品銷售營業額達新臺幣97,562,630元，總計銷售265,572冊。
- 透過故宮全球資訊網出版品展示系統及顧客服務平台，提供本院新書出版及促銷活動之即時資訊，並藉由網路商城，提供電子商務線上銷售服務。
- 參加「2010 年北京圖書訂貨會」(99.01.09 ～ 99.01.11)、「第 18 屆臺北國際書展」(99.01.27 ～ 99.02.01)、「2010 年第 20 屆大陸成都圖書交易博覽會」(99.04.24 ～ 99.04.28)、「2010 年新加坡國際書展」(99.05.28 ～ 99.06.06)、「2010 東京國際圖書展」(99.07.08 ～ 99.07.11)、「2010 年德國法蘭克福書展」(99.10.06 ～ 99.10.10) 等 7 個國際性書展，以提高本院出版品之國際能見度及流通性。



本院99年度出版品《文藝紹興－南宋藝術與文化・器物卷》
The 2010 edition of Dynastic Renaissance: Art and Culture of the Southern Song, Antiquities



本院99年度出版品《文藝紹興－南宋藝術與文化・書畫卷》
The 2010 edition of Dynastic Renaissance: Art and Culture of the Southern Song, Painting & Calligraphy

本院99年度出版品《文藝紹興－南宋藝術與文化・圖書文獻卷》
The 2010 edition of Dynastic Renaissance: Art and Culture of the Southern Song, Rare Books

本院99年度出版品《繪苑璚瑤－清院本清明上河圖》
The 2010 edition of Qing Court Version of "Up the River During Qingming"

Developing Cultural Creativity

The cultural and creative industries have thrived around the world in recent years. To embrace this global trend, the Museum worked hard to build a stronger brand image, promote the essence of Chinese art and culture internationally, and add value to our cultural and creative products in the hope of "Bringing Art to Life and Life to Art."

Publications

- Under the Museum's "Guidelines for the Publications of the Art Development Fund, Artifact Replicas and Outsourcing Distribution," we publicly reselected 41 agencies as outlets of our publications and more retail outlets were being sought both at home and abroad to promote our cultural and creative products. The revenue in 2010 was NT$97,562,630, with a total of 265,572 copies sold.
- We regularly updated our publication and promotion information on the customer service platform of our website. The Museum's online store was also launched to promote POD services and other e-services.
- This year, the Museum participated in 7 major international book fairs to raise the global exposure of our publications, including 2010 Beijing Book-Ordering Fair (Jan. 9-11), 18th Taipei International Book Fair (Jan. 27-Feb.1), 20th Chengdu Book Trade Expo (April 24-28), 2010 Singapore International Book Fair (May 28-Jun. 6), 2010 Tokyo International Book Fair (Jul. 8-11) and 2010 Frankfurt International Book Fair (October 6-10).

99年度新增出版品一覽表

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3	1009900820	名匠の魂と神仙の業 明清雕刻展圖錄 竹木果核篇
4	1009900821	名匠の魂と神仙の業 明清雕刻展圖錄 象牙犀角篇
5	1009900941	繪苑璚瑤－清院本清明上河圖
6	1009900948	茶原翰墨－江兆申夫人章桂娜女士捐贈書畫篆刻展
7	1009901122	國立故宮博物院98年年報
8	1009901219	故宮勝概－新編(日文版)
9	1009901382	Uncanny Ingenuity and Celestial Feats-The Carvings of Ming and Qing Dynasties(Bamboo, Wood and Fruit Stones)
10	1009901385	Uncanny Ingenuity and Celestial Feats-The Carvings of Ming and Qing Dynasties(Ivory and Rhinoceros Horn)
11	1009901845	五體千字文選輯
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14	1009902528	故宮勝概－新編(英文版)
15	1009902735	故宮書畫菁華特輯二版
16	1009902744	故宮法書新編一－晉王羲之墨跡
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18	1009903577	故宮書畫圖錄(二十九)
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24	1009904394	滿庭芳－歷代花卉名品大觀導覽手冊
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26		99年國立故宮博物院常銷出版品目錄
期刊類		
27	2007200004	故宮文物月刊（第322期至第334期）
28	2007200028	故宮學術季刊（27卷第3、4期）（28卷第1、2期）
29	1009804498	九十九年英文年刊
叢刊類		
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New Publications in 2010

No.		Title
Books, Pamphlets and Albums		
1	1009900045	*Office of Antiquities: Successor to Chinese Palace Museums*
2	1009900635	*The Lost Frontier: Treaty Maps that Changed Qing's Northwestern Boundaries*
3	1009900820	*Uncanny Ingenuity and Celestial Feats: The Carvings of Ming and Qing Dynasties: Bamboo, Wood and Kernel*
4	1009900821	*Uncanny Ingenuity and Celestial Feats: The Carvings of Ming and Qing Dynasties: Ivory and Rhinoceros Horn*
5	1009900941	*Qing Court Version of "Up the River During Qingming"*
6	1009900948	*The Art of Chiang Chao-shen: Paintings, Calligraphy, and Seals Donated by Mrs. Chiang Chang Kuei-na*
7	1009901122	*The NPM Annual Report 2009*
8	1009901219	*The National Palace Museum in Photographs, New Edition (Japanese)*
9	1009901382	*Uncanny Ingenuity and Celestial Feats: The Carvings of Ming and Qing Dynasties(Bamboo, Wood and Fruit Stones)*
10	1009901385	*Uncanny Ingenuity and Celestial Feats: The Carvings of Ming and Qing Dynasties(Ivory and Rhinoceros Horn)*
11	1009901845	*Selected Versions of the "Thousand Character Classic" in Five Scripts*
12	1009902372	*Compilation of Historical Records on Taiwan Aboriginals from Copies of Submissions by Office of Military Secrets (vol. 2)*
13	1009903393	*Compilation of Historical Records on Taiwan Aboriginals from Copies of Submissions by Office of Military Secrets (vol. 3)*
14	1009902528	*The National Palace Museum in Photographs, New Edition (English)*
15	1009902735	*Catalogue to The Treasured Paintings and Calligraphic Works in the Nation Palace Museum(2nd edition)*
16	1009902744	*National Palace Museum's Calligraphy Masterpieces Re-edited: Wang Xi-Zhi's Calligraphy from the Jin Dynasty*
17	1009902748	*National Palace Museum's Calligraphy Masterpieces Re-edited: Calligraphy Theory by Sun Kuo-ting from the Tang Dynasty*
18	1009903577	*Illustrated Catalog of Painting and Calligraphy in the National Palace Museum (Vol. 29)*
19	1009903201	*Dynastic Renaissance: Art and Culture of the Southern Song: Painting & Calligraphy*
20	1009903203	*Dynastic Renaissance: Art and Culture of the Southern Song: Antiquities*
21	1009903202	*Dynastic Renaissance: Art and Culture of the Southern Song: Rare Books*
22	1009903071	*Dynastic Renaissance: Art and Culture of the Southern Song (brochure)*
23	1009904351	*Exhibition Guide of The Story of Buddha: The Beauty of Asian Buddhist Sculptures*
24	1009904394	*Fragrance Fills the Courtyard:Chinese Flower Paintings Through the Ages Special Exhibition (brochure)*
25	1009902737	*A Collection of Papers of the First International Symposium Organized by the Palace Museums Across the Strait*
26		*A Catalogue of NPM's Popular Publications in 2010*
Periodicals		
27	2007200004	*The National Palace Museum Monthly of Chinese Art (vol. 322-334)*
28	2007200028	*The National Palace Museum Research Quarterly (vol. 27/3,4 and 28/1,2)*
29	1009804498	*The National Palace Museum Bulletin 2010 (English)*
Collections		
30	1009903627	*Tea & Anecdotes, National Palace Museum's Tea Classics*
31	1009904638	*Within the Painting:Restoration of Beauty and Discussions on Famous Paintings*
Pictures and Postcards		
32		*Postcard of the "Dwelling in the Fuchun Mountains" by Huang Gongwang*
33		*2011 Calendar (Small or large)*

圖像及資料庫管理

文物圖像攝影

- 本院已通過ISO國際標準組織Ugra ISO 12647色彩標準認證，所有數位影像檔案輸入輸出時將導入通過認證之色彩管理標準。
- 本院攝影室除繼續使用多年的傳統大型相機進行文物拍攝之外，另新建置一套高階數位(可達6,000萬畫素以上)攝影系統，並通過國際色彩標準認證之色彩管理校正系統，以追求與文物原有色彩的準確紀錄及傳承。
- 本院建置維持恆溫恆濕環境空間的底片庫房，提供院外及院內申請使用（如學術研究、商品開發、出版品印製等各項用途）。99年度申請案共計73件1,269張。
- 辦理文物底片庫房RFID(Radio Frequency Identification)借出入管理系統後續擴充建置案，完成10,000筆RFID底片建置及硬體設備安裝作業。
- 為提升本院重要文物攝影人員專業能力，邀請日本國立文化財機構東京文化財研究所文物攝影專業城野誠治、鳥光美佳子，於本99年11月15、16日來院辦理「重要文物專業數位攝影工作坊」，並針對本院文物攝影人員進行高精細攝影、光學攝影等解說及實務操作。

文物資料庫行銷

- 辦理本院清代宮中檔奏摺及軍機處檔摺件網路資料庫查詢業務委託行銷。已完成數位化之清代宮中檔奏摺及軍機處檔摺件資料素材，透過網路查詢的方式，使從事歷史研究或對清代歷史有興趣之人士得以觀看奏摺、摺件之原件內容。
- 辦理「故宮文物月刊」、「故宮學術季刊本（含原故宮季刊）」資料庫及全文檢索系統業務委託行銷。將完成數位化成果之資料素材，透過網際網路，便利外界查詢本院出版之期刊內容。
- 辦理故宮典藏圖像與文字資料庫及其檢索業務委託行銷，將已完成之數位化影像資料，透過網路提供外界觀賞，進而達到教育推廣的目的。

本院文創商品－玉琮造型LED夜燈
NPM cultural and creative product: Jade cylinder-shaped LED light

授權、行銷與文物開發

重新修訂本院珍貴動產衍生品管理及收費規定

本院於98年12月3日以臺博文字第0980013471號函發布「國立故宮博物院藏品圖像授權作業須知」，更於99年10月15日以台博文字第0990011367號令修正發布「國立故宮博物院珍貴動產衍生(文化創意)產品管理及收費規定」。本次修正重點如次：

- 全面調降授權收費門檻及收費標準，以利民間企業申請使用故宮文物圖像。
- 將授權作業流程標準化，以利申請人瞭解授權流程。
- 滿足現行與未來可能之授權情況，增加授權利用類別項目。
- 減少授權金額認定的裁量空間，使申請人得依其利用方式，迅速對照出費用之計算方式。
- 制訂藏品圖像授權出版品與非出版品勾選式申請表，以達便民之目的。藉此鼓勵大眾廣泛使用本院圖像資料，開發文化創意商品，共同促進文化創意產業之發展。

本院文創商品－青花i Pad保護套
NPM cultural and creative product:
Blue and white patterned i Pad case

Image and Database Management

Imaging and Photographing the Artifacts

- We have a color management system of global standard in our Photo Studio. All the input and output digital images of the Museum's artifacts will be processed in accordance with the Urga ISO 12647 standards.
- Apart from the traditional large-format cameras, the Photo Studio also has a high-end digital photographic system to produce images of over 60 megapixels and a color calibration system of international standard to create faithful and real-life images of our artifacts.
- The Museum houses a storeroom for negatives and slides. The facility is kept at constant temperature and humidity, and is opened to our staff and applicants from other institutions for research, product development, publication, and other uses. This year a total of 73 applications for 1,269 images were submitted.
- We continued to expand the RFID (Radio-frequency Identification) borrowing and lending system. The hardware has been implemented with 10,000 negatives and slides being tagged.
- To improve the professional skills of our photography staff, the Museum invited image producer Shirono Seiji and research fellow Torimitsu Mikako from the National Research Institute for Cultural Properties, Tokyo, to attend the "Digital Photography of Important Artifacts Workshop" on November 15 and 16, giving lectures on high-precision photography, optical photography, and other practical applications.

Marketing our Artifact Database

- The Museum employed contractors to market its digital database of the memorials of Qing Court and Grand Council for both professionals and amateurs interested in historical research and the history of Qing Dynasty to access these documents via the Internet.
- Contractors were hired to market the database and the full-text search system for The NPM Monthly of Chinese Art and The NPM Research Quarterly to grant the public convenient access to these digital contents via the Internet.
- We also assigned contractors to market our Image and Text Database (with the search system) for the general public to access via the internet the Museum's priceless treasures and fulfill its educational function.

本院文創商品－牡丹荷蓮時尚耳機
NPM cultural and creative product: Lotus-shaped earbuds

Licensing, Marketing and Products Development

Revising"The Guidelines for the Management and the Pricing of Products Derived from NPM's Precious Properties"

On December 3, 2009, the Museum announced its "Guidelines for Image Licensing of the NPM's Collection" and on October 15, 2010, passed its revision "The Guidelines for the Management and the Pricing of the (Cultural and Creative) Products Derived from the NPM's Precious Properties." Some of the key revisions were:

- Lowering the licensing requirements and the price to encourage private sector's use of the artifact images of our collection.
- Standardizing the licensing process for applicants to understand more easily.
- Increasing the range and the categories of licensing to accommodate present and future needs.
- Narrowing down the negotiable price range for applicants to calculate the price quicker and easier.
- Designing a tick-box application form of image licensing (for both publications and non-book materials) for the convenience of the applicants and to encourage the use of our artifact images by the public, to further develop cultural and creative products, and to promote the growth of cultural and creative industries.

本院出版之繪苑璚瑤－清院本清明上河圖（左圖）
NPM publication: Qing's "Along the River during the Qingming Festival" (left)

本院出版之黃公望富春山居圖明信片（右圖）
NPM cultural and creative product: Lotus-shaped earbuds (right)

圖像授權

99年度本院受理國內及國外各界索取本院文物藏品圖像授權件數共計344件，權利金收入共計新臺幣13,230,763元。

文物仿製品、藝術紀念品委外合作開發業務

本院每年辦理3次公開徵求國內優良廠商作業，以廠商設計提案的方式，應用故宮典藏文物的文化元素、數位圖像或文物知識，針對本院經銷通路進行商品的設計開發。各合作廠商可透過與本院文物知識之交流與支援，提升商品之文化內涵，利用本院獨特的通路與客層共創商機。未來本院亦將透過現行推動中之文創產業發展研習營，逐年甄選參訓團隊，培育各產業界廣爲運用本院豐厚文物資源，俾利導入現行合作開發機制及運用產業界廣大通路資源，提升博物館及文創相關衍生商品生產品質與創意，並開拓國際市場，以落實博物館教育推廣理念。99年度與本院合作開發各類文創商品之廠商共計79家，年營業總額約有新臺幣429,065,860元整。

品牌授權業務

本院近年來爲推廣文化創意產業，積極推動品牌授權業務，授權自有品牌之廠商企業使用本院之註冊商標與本院進行品牌合作。99年度履約中之品牌授權廠商計有19家廠商，銷售回饋收入爲17,543,519元。99年與本院新簽約廠商計有：鈴木工藝股份有限公司、臺灣菸酒股份有限公司、品家家品有限公司、悠遊卡股份有限公司及琉園股份有限公司，加上續約之義美食品股份有限公司，本年度商標授權金共計300萬元。99年度品牌授權之商標授權金及銷售回饋金總收入爲新臺幣20,543,519元，99年度品牌授權廠商推算營業額總計新臺幣320,276,131元。

本院文創商品－清明上河圖全真絲浴袍
NPM cultural and creative product: "Along the River during the Qingming Festival" silk bathrobe

99年度文創設計成果展區
Exhibition of the 2010 Cultural and Creative Contest

本院文創商品－牛轉乾坤置物盤
NPM cultural and creative product: Cow-shaped plate

本院文創商品－故宮仕女吊飾
NPM cultural and creative product: court lady pendant

Image Licensing

This year, 344 copyrighted images of the Museum's artifacts were licensed at home and abroad, with a total of NT$13,230,763 in royalty revenue.

Joint Development of Museum Products with Contracted Companies

Three times each year, the Museum publicly recruits companies to combine its artifacts, digital images and cultural contents to create replicas, souvenirs and other creative products. With the support of the Museum, the companies can increase the cultural and artistic value of their design and utilize our distribution channels to open up more business opportunities. In the future, we plan to recruit and train talents via our Cultural and Creative Industry Workshop, encourage private sector's involvement in developing derivative products through our joint development mechanism and their distribution channels, and improve the quality and creativity of the products to reach foreign markets and fulfill the Museum's outreach function. This year, 79 companies worked with the Museum to create various cultural and creative products, with an annual revenue estimated to be NT$ 429,065,860.

Brand Licensing

To promote cultural and creative industries, the Museum has invested a great effort in brand authorization in recent years. Based on the digital images of the Museum's collection, licensed companies were able to create quality products with the imprint of the Museum and Chinese culture. In 2010, the Museum had 19 companies under contract, creating NT$ 17,543,519 in revenue of feedback funds. New contractors in 2010 included Suzuki craft Co., Ltd., Taiwan Tobacco and Liquor Corporation, JIA Inc., EasyCard Corporation and Tittot Company. The royalty revenue of brand-licensing this year amounted to NT$3,000,000, including the extension of contract proposed by I-Mei Foods Co. The total revenue of brand-licensing and feedback funds this year was NT$ 20,543,519. The revenue of all contractors combined was estimated to be NT$ 320,276,131.

本院99年度履約中品牌授權廠商明細表

項次	廠商名稱	申請商品系列	營業額
1	朱的寶飾有限公司	珠寶（項鍊、耳環等）	22,752,775
2	今生金飾股份有限公司	珠寶（項鍊、擺飾品等）	5,503,501
3	澳門商大洋集團（澳門離岸商業服務）有限公司	矽膠（餐墊）、織品（手提袋）	41,910,381
4	禾禮有限公司	黃金畫	18,636,667
5	維渥特科技股份有限公司	3C科技（隨身碟、數位相框）	7,983,625
6	廣達香食品股份有限公司	食品（肉鬆、蜜餞）	1,457,450
7	法藍瓷有限公司	陶瓷、壓克力、塑膠、食品	17,721,500
8	印傑影像服務股份有限公司	複製畫	30,050,960
9	藝奇藝術授權文化股份有限公司	複製畫	8,444,640
10	義美食品股份有限公司	食品（餅乾、鳳梨酥等）	15,640,340
11	皇室股份有限公司	織品（寢具、絲巾等）	7,800,000
12	富御全球股份有限公司 （原富御珠寶有限公司）	翡翠（項鍊、耳環等）	17,008,700
13	株式會社 Sanrio Far East（遠東三麗鷗）	餐具、文具、吊飾、食品、織品	12,068,967
14	鈴木工藝股份有限公司	真珠（項鍊、耳環等）	本年度新增廠商
15	臺灣菸酒股份有限公司	食品(酒系列)	本年度新增廠商
16	ALESSI（義大利國際品牌廠商）	塑膠系列（家庭用品、小吊飾）	59,096,400
17	品家家品有限公司	餐具系列	本年度新增廠商
18	悠遊卡股份有限公司	數位商品系列	本年度新增廠商
19	琉園股份有限公司	琉璃系列	本年度新增廠商
總計			320,276,131

文物加值衍生研發設計產品

- 配合建國一百年「精彩100國寶總動員」特展，本院特別舉辦「Magic經典－國寶100總動員」文創衍生商品設計競賽。以涵蓋器物、書畫、文獻等館藏珍品爲文創衍生商品之發想主題，競賽自99年10月8日開始徵件至11月15日止，共計154件投件。針對參賽者舉辦國寶100之美學解析講座、設計發想營等豐富系列活動，增進參賽者對故宮文物內涵及創意化潛力的理解。競賽決選結果選出金銀銅獎各1名，以及佳作8名共11位得獎者，並於12月10日舉行成果發表會暨頒獎典禮。本次競賽金獎作品爲「玉見文創－文創藝術複合墊」，由「水鹿設計公司」團隊所設計；銀獎作品爲「國寶好玩藝」，由「凡世奇工作坊」團隊設計；銅獎作品爲「翠玉白菜傘」，由現就讀臺北市大安高工二年級的張文蘊設計。

- 配合本院99年10月「文藝紹興－南宋藝術與文化特展」，以文化創意爲整體設計研發概念及推廣文化創意產業行銷精神推出南宋系列商品。

「Magic 經典 國寶 100 總動員」文創商品設計競賽銅獎作品「翠玉白菜傘」
Jadeite Umbrella, the bronze winner of the "Migic Classics: National Treasure 100" cultural and creative product design contest

本院周院長頒發獎金暨獎狀致「Magic經典 國寶100總動員」文創商品設計競賽金獎得獎者「水鹿設計公司」團隊代表
Director Kungshin Chou gave the gold prize of the "Magic Classics: National Treasure 100" to the Water Deer Design Co.

NPM Authorized Companies in 2010:

No.	Company	Products	Revenue
1	Chullery Art and Jewelry	Jewelries (necklaces, earrings, etc.)	22,752,775
2	Golden Life Gold Jewelry	Jewelries (necklaces, ornaments, etc.)	5,503,501
3	Ta Yang Group (Macao Commercial Offshore) Ltd.	Silicon table pads, handbags, etc.	41,910,381
4	Chin Ho Li Co., Ltd.	Golden paintings	18,636,667
5	Vivo Technology Co., Ltd.	3C products (USB flash drives, digital photo frames)	7,983,625
6	Kuang Ta Hsiang Foodstuffs Co., Ltd.	Foods (pork floss, fruit preserves)	1,457,450
7	Franz Collection Inc.	Ceramics, acrylics, plastics and foods	17,721,500
8	Jetprint Image Service	Replica paintings	30,050,960
9	Artkey Art Group	Replica paintings	8,444,640
10	I-Mei Foods Co., Ltd.	Foods (cookies, pineapple cakes, etc.)	15,640,340
11	Royal H&S Group	Textiles (bedding, silk scarves, etc)	7,800,000
12	Rich Jade Global Corporation	Jadeite (necklaces, earrings, etc.)	17,008,700
13	Sanrio Far East Co., Japan	Tableware, stationery, foods, textiles and drop ornaments	12,068,967
14	Suzuki craft Co., Ltd.	necklaces, earrings, etc.	New contractor
15	Taiwan Tobacco and Liquor Corporation	Foods (wines)	New contractor
16	ALESSI	Plastic products (household articles, drop ornaments)	59,096,400
17	JIA Inc.	Tableware	New contractor
18	EasyCard Corporation	Digital products	New contractor
19	Tittot Company, Ltd.	Colored glazes	New Contractor
Total			320,276,131

Artifact-inspired Products

- To celebrate the 100th anniversary of the Republic of China and in concert with the "100 Brilliant Adventures in the NPM" exhibition, the Museum held a cultural and creative product design contest titled "Magic Classics: National Treasure 100" to encourage artifact-inspired products. 154 projects were submitted from October 8 to November 15. The Museum also hosted seminars and workshops on aesthetics and design to increase the contenders' creative potential and their understanding of the Museum's collection. 11 awardees (3 top awards and 8 excellence awards) were chosen and an exhibition of their designs was held on December 10. The gold award went to "The Multi-functional Pad" by Sambar Design, the silver award was "National Treasure is Fun" by Powder-Soul, and the bronze award went to the "Jadeite Cabbage Umbrella" by Zhang Wenyun, a second-year student of the Da-An Vocational High School.
- In concert with the October exhibition "Dynastic Renaissance: Art and Culture of the Southern Song," we created and marketed series of Southern Song goods based on the ideas of cultural creativity to promote cultural and creative industry marketing.

本院文物仿製品
Miniature reproduction of the NPM's cultural object

文物仿製品、藝術紀念品委外經銷

本院典藏文物創意產品之經銷業務委託本院消費合作社，經營院區禮品部及機場二航站賣店據點，同時與其他39家通路經銷商簽約合作，另與漢偉資訊股份有限公司簽約合作虛擬通路經銷，透過網路及完整的國際物流，提供無法親臨本院參觀之全球民眾有觀賞及購買本院相關出版品、文物仿製品及藝術紀念品之介面，並可藉由上述委外經銷商之通路，行銷推廣與本院典藏相關富含教育意義之文創衍生性商品，達成博物館教育推廣之目的。

故宮精品型錄形象宣推

本院企劃製作之「故宮精品合作指南」，以系列主題重新規劃設計，以簡潔明瞭的文字搭配清楚明確之圖表，提供各界與本院合作之參考。搭配中、英、日文語言編印之文宣品可提供洽商合作及展覽形象宣傳之用。

顧客經營平台導入互動行銷

建置本院顧客經營平台，漸次導入互動式行銷服務概念，名單規格建置陸續增加中，期能以此系統應用結合電子單頁版本的故宮精品型錄，使服務品質再提升，與民眾、媒體、設計產業、學生等分眾團體保持雙向即時溝通管道，與本院服務對象創造更頻繁緊密的關係。運用顧客經營平台之EDM功能，搭配節慶、特展或個人化主題等不同行銷活動，共計完成12次EDM發送，目前資料庫累積之顧客名單已有資料12,073筆，並陸續增加中。

宋代文物色彩之分析研究與運用

本院與經濟部工業局及財團法人臺灣創意設計中心，針對本院典藏文物圖像，以科學性的測色、檢色技術，進行色彩分析、色彩與材質分析，及色名訂定、典故說明等初步色彩文化研究。本院研究著重落實於產業研發產製，鏈結上、中、下游產業，開發色票、色樣、色母等具附加價值之色彩研究衍生商品，並推廣至各材質、各業別之產品研製。第1期以宋代文物色彩進行研究範疇，包括瓷器、玉器、銅器、書畫、緙絲等類屬。第一階段產出「色彩分析研究報告」，並針對選定文物進行全面測色分析。第二階段應產出「故宮典藏宋代文物色彩與應用研究報告」、「宋代文物色彩應用手冊」。

本院文物仿製品
Miniature reproduction of the NPM's cultural object

Outsourcing the Marketing and Sale of the Museum Products

Apart from commissioning its Employee Cooperative to take charge of the Museum Gift Shop and the NPM Store at the Taoyuan Airport Terminal 2, the Museum also contracted 39 dealers and the Hivalue IT Corp. to create comprehensive physical and virtual distribution networks for its products to reach out to the world and for visitors to appreciate and purchase the publications, replicas and souvenirs anytime, anywhere without coming to the Museum.

Promotion through the NPM Excellence Catalogue

The NPM's Guide for Product Joint Development is a thematic catalogue with simple introduction and clear photos to help our potential partners understand the cooperation process. We have brochures in Chinese, English, and Japanese languages for reference, promotion, and image marketing.

Interactive Marketing and Customer Care

This year, we kept integrating the interactive marketing service into our customer service platform. The goal is to combine the platform with a single-page electronic catalogue to improve our service quality, have a constant dialogue with the general public, the media, the design industry, and students, and create a closer relationship with our target audience. 12 EDM (Electronic Direct Marketing) mails were sent this year during holidays, exhibitions and other occasions. A total of 12,073 customers were listed in 2010 and the number continues to grow.

Analysis and Application of the Colors of the Southern Song Artifacts

In partnership with the Taiwan Design Center, we have conducted series of analyses on our artifacts and archived images, such as color detection, color examination, color analysis, material analysis, color naming, and provenance. Apart from publishing and promoting the results at the conferences of the International Color Authority, we plan to cooperate with companies to create a vertical integration in producing color charts, color samples and color master batches as well as developing products of various materials and categories. The first period analysis focused on the Southern Song artifacts, including jades, ceramics, bronzes, silk tapestry, paintings, and calligraphies. Stage 1: Publishing "The Report on Color Analysis,"and conducting color-testing analysis for selected artifacts. Stage 2: Publishing "The Report on the Analysis and the Application of the Colors of Southern Song" and "The Application Manual."

文創參展

國內文創推廣

「2010年臺北國際禮品暨文具展覽會」於臺北世貿舉行，展期爲99年4月23日至26日，本院以「形塑典藏新活力．創造故宮新價值」爲主題，展現近年來本院積極推動品牌授權業務的成果，帶領7家品牌授權廠商共同參與。

兩岸文創交流

- 「2010 臺北上海雙城文化創意產業博覽會」於上海國際會展覽中心舉行，展期爲 99 年 6 月 17 日至 20 日，本院規劃以「故宮博物院文創商品區」12 個攤位參展，展現故宮近年文化創意精品之開發成果。

- 「2010 臺灣國際文化創意產業博覽會」於臺北南港展覽館舉行，展期自 99 年 11 月 11 日起至 14 日止，本次展出重點爲推介本院出版品及文創成果，展現博物館相對於文化創意產業之互動與相互交流，同時藉由本院 6 家品牌授權產品結合展示空間達到形象推廣及拓展文化創意產業的雙贏契機。

文創產業發展研習營

- 國立故宮博物院文創產業發展研習營係針對產業而設計，強調「團隊」研習，且研習方式並非單向傳統授課，而是結合美學素養、生活品味、故宮文物、設計研發等元素，讓參與團隊在過程中產出具備文創理念的實質設計成果，成爲商品研發提案，並導入故宮文創商品開發機制與品質管理，期望藉此提升博物館相關產業的品質與內涵，並建立故宮與文化創意產業之間的合作模式及行銷模式。

- 本研習營自98年9月5日開辦第1屆，至99年2月底完成研習，共徵選14家參訓團隊，主要來自故宮衍生商品既有合作廠商，計培訓58名學員。第2屆以「臺灣之光」爲邀約對象，自99年5月22日辦理始業式，迄10月30日完成所有研習課程，共招收12家參訓團隊，邀請在全世界設有廣大通路、堪稱「台灣之光」的大型國際知名產業，計培訓65名學員，本屆並於99年11月1日、2日辦理實作講評。每屆研習課程皆聘請30多名院內及院外師資群，講授「美學與感知」、「文物傳習」、「設計與創意」等三階段系列課程，搭配數位加值應用、茶席體驗與陶藝戶外教學等五感生活美學活動，課程爲期6個月，計24週，總研習時數達百餘小時。

- 爲促進相關文創商品開發及文創資源共享，推廣本院典藏文物菁華，本院於99年12月23日至26日於如意館規劃辦理「文創產業發展研習營成果展」，將本院第1、2屆文創產業發展研習營參訓團隊結訓後所產出之設計成果作一展示發表。本次成果展共展出歷屆26家參訓團隊在腦力激盪之後所產出的設計成果，成果涵蓋3C、傢飾、服飾、文具、珠寶、餐具及食品包裝等類別，每一件都是參訓團隊在研習營結訓之後所發想出的巧思。除了設計成果展示，本展亦試圖完整呈現文創研習課程的教學理念，其中包含：結合文人四藝的五感體驗區、院藏文物欣賞及3D文物短片等。展覽期間並安排品香及茶席等動態體驗活動，讓參觀民眾除了欣賞參訓團隊所創發之設計成果外，還可透過現場五感體驗，領略古代文人四藝的生活雅趣。配合展覽另於99年12月25日於正館B1多媒體室舉辦文創跨界論壇，邀請文化創意產業相關產、官、學業界代表，分就文創政策發展與創新設計進行交流座談。希望透過公共論壇，擴大全民參與，以理論、實質並進，開拓文創產業發展新紀元。

文創產業發展研習營學員長代表接受研習證書
Student representative received certificate of the Museum's Cultural and Creative Industry Workshop

本院何傳馨處長於文創研習營示範書法
Chief curator He Chuanxin demonstrated calligraphy at the Cultural and Creative Industry Workshop

吳興國與林秀偉老師教導學員彩繪臉譜
Wu Xingguo and Lin Xiuwei instructed the students in face-painting

Exhibitions

Local Promotion

The 2010 Taipei International Gift and Stationery Show was held at the Taipei World Trade Center from April 23 to 26. Under the theme of "Reviving the Charm of an Ancient Collection and Creating New Values for Generations to Come," the Museum join-forced with 7 business partners to present the fruits of its effort and creativity.

Cross-strait Exchange

- The 2010 Taipei-Shanghai Cultural and Creative Industry Expo was held at the Intex Shanghai from June 17 to 20. We had 12 stalls to present and promote our cultural and creative products developed in recent years.
- The 2010 Taiwan International Cultural and Creative Industry Expo was held at the Taipei World Trade Center Nangang Exhibition Hall from November 11 to 14. The focus was to promote the Museum's publications and cultural and creative products, demonstrating our efforts, and fruits in cultural and creative exchange. Cooperating with 6 contracted partners, we presented a win-win model of how to promote brand image and cultural and creative industry at the same time.

Cultural and Creative Industry Workshop

- Industry- and team-oriented, the NPM Cultural and Creative Industry Workshop replaced the traditional one-way teaching approach with a learning-through-process model, combining aesthetic taste, art of living, artifacts, design and development to help the attendants create marketable products inspired by the cultural and creative ideas through the learning process. The Museum's product developing and quality management mechanism was also introduced to improve the quality and the depth of the Museum-related industries and create a model for the marketing and the cooperation between the Museum and cultural and creative industries.
- From September 5, 2009, to late February 2011, 14 groups (58 people) attended the 1st Workshop. Most of them were our contracted partners. The 2nd Workshop (May 22 to October 30, 2010) focused on the globally renowned Taiwanese companies, with a total of 12 teams (65 people) attending the courses. A seminar was held on November 1 and 2 to evaluate the proposed projects. The 6-month Workshop had more than 100 hours of courses that were divided into 3 stages: "Aesthetics and Perception," "Artifact Preservation," "Design and Creativity", along with lectures on digital value-adding applications and activities such as tea party and outdoor pottery making. All courses were taught by more than 30 experts including the Museum's staff and other professionals.
- To promote the development of cultural and creative products, the pooling of cultural and creative resources, and the beauty of the Museum's collection, we organized an exhibition at the Ruyi Hall of the Museum to present the projects proposed by the attendants of the 1st and the 2nd Cultural and Creative Industry Workshops. The products proposed included food packaging, furniture, stationery, clothes, jewelry, tableware and 3D products, fully demonstrating each team's creativity. Apart from these projects, we also introduced the ideas behind the Workshop by installing a five-sense experience area and showing precious artifacts and 3D films in the exhibition hall. Activities such as tea parties were organized to help visitors experience the art of living in ancient China. An interdisciplinary seminar on culture and creativity was held on December 15 at the B1 Multimedia Room of our Main Exhibition Hall with companies, scholars and government officials invited to discuss cultural and creative policies and creative design. Through public discussion, we hoped to increase the general public's involvement in creating a new era for cultural and creative industries.

文創產業研習營學員進行茶體驗活動
Students of the Cultural and Creative Industry Workshop tasted tea

林麗珍老師於文創營習營指導傾聽身體
Lin Lizhen instructed students to listen to their body at the Cultural and Creative Industry Workshop

國立故宮博物院文創產業發展研習營參訓團隊一覽表

第一屆參訓團隊
苗栗縣政府國際文化觀光局http://www.mlc.gov.tw/
維渥特科技股份有限公司http://www.vivotech.com.tw/
通德興業股份有限公司http://www.fogson.com/
義美食品股份有限公司http://www.imeifoods.com.tw/
朱的寶飾有限公司http://www.chullery.com/
漢百貿易股份有限公司http://www.hauscollection.com.tw/
富御珠寶有限公司http://www.richjade.com/
台灣吉而好股份有限公司www.cheerful.com.tw/
十字手設計有限公司http://www.widedesign.com.tw/
弘喜有限公司http://www.billyking.com.tw/
廣達香食品股份有限公司http://www.kthfoods.com/
瑞嶺實業有限公司http://www.omnifocus.com.tw/
鵬錦百貨有限公司http://22865041.aloha.com.tw/
彼得威尼斯琉璃手作坊http://www.beadervenice.com/
第二屆參訓團隊
興采實業股份有限公司www.singtex.com/
巨大機械工業股份有限公司http://www.giant-bicycles.com/
正隆股份有限公司www.clc.com.tw/
美立信實業股份有限公司http://www.merryson.com.tw/
力鵬企業股份有限公司http://tw.libolon.com/
法藍瓷有限公司http://www.franzcollection.com/
神岡右線股份有限公司http://www.turnright.com.tw/
冠軍建材股份有限公司http://www.champion.com.tw/
牛耳時裝有限公司http://60gp.ovh.net/~sophieho/zh/
環原設計有限公司http://www.yuandesign.tw/
祥隆紙業股份有限公司http://pulipaper.emmm.tw/
台灣創意設計中心http://www.tdc.org.tw/

周院長與文創產業研習營學員於相見歡晚會合影
Group photo of Director Kungshin Chou and students of the Cultural and Creative Industry Workshop at the farewell party

Participants of the NPM Cultural and Creative Industry Workshop

The 1st Workshop
International Culture and Tourism Bureau, Miaoli County. http://www.mlc.gov.tw/
Vivo Technology Co., Ltd. http://www.vivotech.com.tw/
Racer International Co., Ltd. http://www.fogson.com/
I-Mei Foods Co., Ltd. http://www.imeifoods.com.tw/
Chullery Art and Jewelry, Ltd. http://www.chullery.com/
Haus Collection Co., Ltd. http://www.hauscollection.com.tw/
Rich Jade Global , Ltd. http://www.richjade.com/
Cheerful Fashion Goods Co., Ltd. www.cheerful.com.tw/
Wide Design, Ltd. http://www.widedesign.com.tw/
Billy King Jewelry Co., Ltd. http://www.billyking.com.tw/
Kuang Ta Hsiang Foodstuffs Co., Ltd. http://www.kthfoods.com/
Omnifocus Industries, Ltd. http://www.omnifocus.com.tw/
Pongjin Department Store, Ltd. http://22865041.aloha.com.tw/
Beader Venice Inc. http://www.beadervenice.com/
The 2nd Workshop
Singtex Industrial Co., Ltd. www.singtex.com/
Giant Manufacturing Co., Ltd. http://www.giant-bicycles.com/
Cheng Long Co., Ltd. www.clc.com.tw/
Merryson Industrial Co., Ltd. http://www.merryson.com.tw/
Li Peng Enterprise Co., Ltd. http://tw.libolon.com/
Franz Collection Inc. http://www.franzcollection.com/
Turn Right Co., Ltd. http://www.turnright.com.tw/
Champion Building Materials Co., Ltd. http://www.champion.com.tw/
Sophie Hong Fashion, Ltd. http://60gp.ovh.net/~sophieho/zh/
Yuan Design, Ltd. http://www.yuandesign.tw/
Shine Long Special Paper Manufacturing Co., Ltd.http://pulipaper.emmm.tw/
Taiwan Design Center http://www.tdc.org.tw/

安全管理 Safety and Security

安全管理

本院院藏珍貴文物682,061件，爲確保典藏品的安全，將安全管理列爲重要院務，除設有安全系統控制中心，由專人和科技設備監控展場、庫房及館建築周邊外，也設有嚴密警衛巡邏系統，全天候保護文物安全，並委由相關專業人員執行文物進出護送和天然災害防備。另，爲因應日益增加的觀衆，本院亦加強陳列室安全管理及展場秩序維護，以提升參觀品質。

安全系統

- 掌握安全系統控制中心24小時電腦及周邊設備正常運轉。
- 通信器材及無線電對講機汰換更新及建置數位化通訊網。
- 積極規劃辦理「庫房消防設施及緊急應變中心建置計畫」。
- 正館展場入口設置金屬偵測門，以加強防制遊客攜帶違禁品進入展場。
- 行政大樓三樓登錄保存處文物檢測儀器室增設門禁設備。
- 文獻B1樓庫房及正館3樓300室增設門禁系統。
- 圖書文獻B1樓書庫增設CCTV。

文物運送

- 配合執行美國辛辛那提博物館借展「中國動物繪畫的象徵語言特展」文物歸運安全戒護相關事宜。（99.01.07）
- 配合執行「雍正－清世宗文物大展」文物離院運送安全戒護相關事宜。（99.01.18～99.01.20）
- 配合執行「絕色名琴特展」文物離院運送安全戒護相關事宜。（99.01.21～99.01.22）
- 配合執行「黃金旺族－內蒙古博物院大遼文物展」文物運送安全戒護相關事宜。(99.01.26～99.05.20)
- 配合執行本院出借法國吉美博物館「道家之路」展，文物運送安全戒護相關事宜。（99.03.19～99.07.09）
- 配合執行「高島義彥先生捐贈唐灰陶加彩仕女俑」文物運送安全戒護相關事宜。（99.06.03）
- 配合執行「聖地西藏－最接近天空的寶藏」特展文物運送安全戒護相關事宜。（99.06.21）
- 配合執行「大英博物館珍藏－古希臘人體之美」特展文物運送安全戒護相關事宜。（99.09.07～99.09.27）
- 配合執行本院出借美國大都會博物館「忽必烈的世界－中國元代藝術」特展文物運送安全戒護相關事宜。（99.09.10）
- 配合執行「文藝紹興－南宋藝術與文化特展」特展文物運送安全戒護相關事宜。（99.09.29～99.10.02）
- 配合執行「佛陀的故事-亞洲佛像之美」特展文物運送安全戒護相關事宜。（99.12.17～99.12.19）

運送文物安全戒護車隊
Artifact transportation fleet

本院進行古希臘人體之美特展文物包裝運送
Packing and transportation of the artifacts for the exhibition "The Body Beautiful in Ancient Greece"

Safety and Security

The Museum houses 682,061 treasured artifacts. To guarantee the safety of our collection, the Museum takes security as its top priority and has a security center with personnel and high-tech equipment monitoring our galleries, storerooms and areas surrounding the Museum buildings at all times. A watertight patrolling system is also in place, protecting the safety of the artifacts under all circumstances. Both artifact transportation and damage prevention are planned and executed by highly trained and experienced professionals. Due to the increasing amount of visitors, the Museum has strengthened the safety and order management in our galleries and exhibition halls to improve the quality of visiting experience.

Security System

- Spot checks were performed to guarantee that the computers and peripheral equipment at the security control center function properly at all times.
- Communication equipment and wireless intercoms were updated and a digital communication network was installed.
- A work plan was being prepared for installing fire-fighting equipment and an emergency relief center at the Museum.
- Metal detectors were installed at the entrance of the Main Exhibition Building to prevent visitors from bringing in contraband.
- Access control systems were installed in the Artifact Examination Room of the Department of Registration and Conservation on the 3rd floor of the Administrative Building.
- The Document Storeroom on the B1 floor of the Library Building and Room 300 on the 3rd floor of the Main Exhibition Building.
- A CCTV system was installed in the Rare Book Storeroom on the B1 floor of the Library Building.

Artifact Transportation

- On January 7, security measures were taken in transporting the lent artifacts back from the Cincinnati Art Museum for the joint exhibition "Roaring Tigers, Leaping Carp: Decoding the Symbolic Language of Chinese Animal Painting."
- From January 18 to 20, security measures were taken in returning the loaned artifacts for the exhibition "Harmony and Integrity: The Yongzheng Emperor and His Times."
- From January 21 to 22, security measures were taken in returning the loaned artifacts for the exhibition "The Legend of Italian Violins: Treasures of Chi Mei Museum."
- From January 26 to May 20, security measures were taken in transporting the artifacts for the exhibition "Gold and Glory: The Wonders of Khitan from the Inner Mongolia Museum."
- From March 19 to July 9, security measures were taken in transporting the artifacts for the exhibition "The Way of the Dao" of the Guimet Museum, France.
- On June 3, security measures were taken in transporting the grey pottery figure of a court lady of the Tang dynasty donated by Mr. Takashima Yoshihiko.
- On June 21, security measures were taken in transporting the artifacts for the special exhibition "Tibet: Treasures from the Roof of the World."
- From September 7 to 27, security measures were taken in transporting the artifacts for the special exhibition "Body Beautiful in Ancient Greece: Treasures from the British Museum."
- On September 10, security measures were taken in transporting the artifacts for the special exhibition "The World of Khubilai Khan: Chinese Art in the Yuan Dynasty" of the Metropolitan Museum of Art at New York.
- From September 29 to October 2, security measures were taken in transporting the artifacts for the special exhibition "Dynastic Renaissance: Art and Culture of the Southern Song."
- From December 17 to 19, security measures were taken in transporting the artifacts for the special exhibition "The Story of Buddha: The Beauty of Asian Buddhist Sculptures."

本院進行警犬訓練
Police dog training at the Musuem

防災應變

- 舉辦本院防災演練，以加強展場第一線服務人員防災緊急應變能力。
- 疾病管制局通報世界衛生組織（WHO）於2010年8月10日宣佈全球H1N1新型流感防疫指揮中心機制暫解除，本院仍持續掌控最新消息，並視情況隨時啓動相關防護措施。
- 爲因應地震頻繁問題，已向中央氣象局申請地震儀測報系統，由安全監控中心24小時負責處理通報，以掌握最新地震資訊，做爲緊急應變之重要參考依據。

陳列室安全

- 本院由監控中心、駐警隊及展場管理員配合執行院區各項安全維護事宜，以防制及排除院區內一切危安狀況，並於展場入口處設置2台金屬偵測儀，以防制觀衆攜帶違禁品入場，確保本院文物安全無虞。
- 監控中心全年無休，每日24小時作業由中央電腦監控系統掌握院區安全及預警情報資料之蒐集，一旦遇有危安狀況發生，立即以最迅速、最妥適之方式反映處理。其次，駐警隊負責守護文物、執行警戒巡邏、門禁管制，全面防竊、防搶、防制一切不法破壞；管理員負責陳列室之巡察及秩序維護等狀況之發現、反應、通報、初步處理與紀錄，並每年定期辦理緊急疏散遊客及逃生應變之演練，以加強展場管理人員危機應變能力。

展場秩序維護

- 各陳列室規劃遊客參觀動線引導指示。
- 爲加強展場參觀人數流量管制，已採購「正館出入口人流量辨識系統」，以提升展場參觀品質。
- 以手持立牌進行委婉勸導遊客，以降低噪音量，並避免與遊客發生言語衝突及糾紛。
- 積極改善團體遊客參觀噪音問題，以提升展場參觀服務品質。

本院駐衛警察隊進行槍彈射擊訓練
The Museum's stationed police received shooting training

本院安全系統控制中心
The Museum's Security Control Center

Disaster Prevention and Management

- Disaster drills for our service personnel were performed to strengthen their disaster prevention skills and emergency countermeasures.
- Although the Centers for Disease Control in Taiwan notified the Museum that the World Health Organization had announced on August 10 that the H1N1 command center was no longer necessary, we continued to monitor the situation and kept the prevention and protection measures ready.
- Due to the frequent occurrence of earthquake, we have applied for a real-time alert system from the Central Weather Bureau and assigned the staff of our security control center to monitor and record the latest earthquake information for future reference.

Gallery Security

- The security control center, stationed police and gallery assistants are responsible for the Museum's security, preventive measures and emergency relief. Two metal detectors were installed at the entrance of the exhibition hall to prevent the visitors from bringing in contraband.
- The security control center is operating 24 hours a day with a central computer system monitoring the whole Museum and collecting alert information to guarantee any emergency would be dealt with immediately and properly. The stationed police are in charge of the artifact protection, patrol duty and access control as well as the prevention of theft, robbery, and other illegal activities that might happen in the Museum. Gallery assistants are responsible for the surveillance and order management in exhibition rooms as well as responding, reporting, dealing, and recording incidents. Drills are also performed regularly to strengthen our gallery staff's abilities in emergency countermeasures.

Order Management in Exhibition Halls

- Circulation route for each gallery was planned and implemented to guide visitors.
- A counting system was purchased to monitor the visitor flow in and out the Main Exhibition Hall to improve the quality of visit.
- Signs are hand-held by gallery assistants to euphemistically instruct visitors to lower their voice and avoid verbal or physical conflicts.
- To improve the quality of visit and service, measures were taken to solve the noise issue of group visitors.

數位建設 Digitization

數位建設

爲因應電腦科技發展及全球化之浪潮，本院積極推展數位典藏計畫，提升本院教育文化影響力。近年數位發展配合「愛臺12項建設」，執行推動「提供科技與人文跨域文創環境計畫」，期望透過新科技及新媒體的運用，突破博物館實體藩籬，使故宮精美文物及教育資源貼近人群，走向世界。

故宮精緻文物數位博物館知識庫建置計畫

- 建置器物、書畫、清代檔案、軍機處檔摺件、史館檔清人傳記、善本古籍、明清輿圖類文獻等文物數位影像，以及文物修護紀錄X光正片和保存修護書面資料的數位檔案及後設資料。
- 進行數位典藏資料庫更新彙整及各系統整合備援：包含器物典藏資料檢索、書畫典藏資料檢索、清代宮中檔奏摺及軍機處檔摺件後設資料庫、善本古籍後設資料庫、明清輿圖類文獻資料庫等數位資料更新及對外部使用者免費開放；另進行數位檔案異地備援工作，提供已完成之數位化影像檔更安全可靠的儲存環境。
- 持續維護「故宮文物整合檢索系統」：透過此系統之單一檢索平台查詢各自獨立之資料庫系統，可簡化檢索流程並提升查詢效率，以達到資料搜尋便利之效。並藉由展覽主題查詢功能及統計功能，讓使用者可更容易查詢到欲檢索的文物資訊，且更有利於研究人員進行文物研究及策展規劃。
- 進行本院各數位典藏系統整合工作，並規劃符合藏品管理功能及典藏功能需求的單一管理系統，以提升整體工作效率。
- 數位成果推廣：參與數位典藏與數位學習國家型科技計畫98年度成果展「e手掌握．資訊萬千」，推廣本院數位化成果。
- 99年12月16日舉辦「鬥陣來按『讚』－社交網站行銷在博物館領域之運用工作坊」，吸引113名博物館相關領域之專家學者及民眾與會。

提供科技與人文跨域文創環境計畫

提供人文與科技跨領域文創樂趣欣賞，促進文創科技產學合作及轉移

- 推動大型跨域合作計畫：選擇本院具國際競爭力的華夏優勢核心內容，媒合更多產學研單位與藝術團體，並藉實務開發運用機會，促成技術轉移於產業界。
- 導入人文結合科技的展場跨域多媒體展示（in-Gallery）：藉本院每年大量參觀人次的實務淬鍊，觸動跨域整合一連串國內外基礎技術研發、實做、展示、使用者評估等產業活動鏈。

故宮精緻文物數位博物館知識庫建置計畫之網頁
The Webpage of the NPM's Digital Archives Projects

故宮－未來博物館之
唐宮狂想曲
NPM-Future Museum: A Tang Palace Rhapsody

Digitization

In response to the advancing computer technology and the wave of globalization, the NPM has devoted great efforts in recent years to promote our Digital Archives Project to increase our cultural influence. In line with the government's "Love Taiwan 12 Major Infrastructure Projects," our next step is promoting "The Project of Building a Cultural and Creative Platform to Bridge Sciences and Humanities." By adopting new technologies and new media, we hope to break through the Museum's physical boundaries, making its treasured artifacts and educational resources enter the world and reach the public.

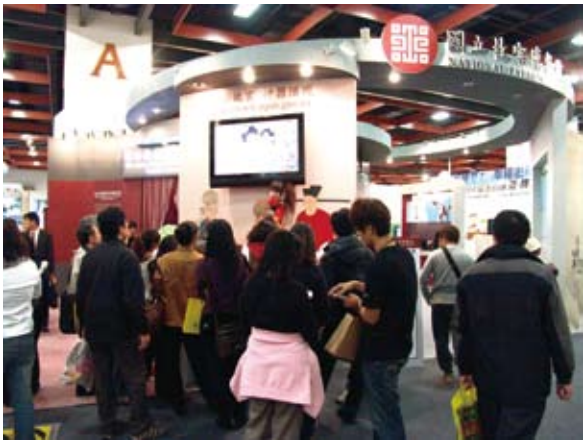
Project for Establishing Digital Museum of Artifacts & Knowledge Database in NPM

- The NPM has continued establishing digital files and metadata for digital images which include antiquities, calligraphy and paintings, Qing dynasty archives, Council of State archives, biographical materials of historical figures from the archives of the Qing Historiography Institute, rare books, and Ming and Qing cartographic documents, as well as conservation records such as X-ray images and textual documents of previous conservation efforts.
- Digital databases such as Antiquities Archives Data Search System, Painting and Calligraphy Archives Data Search System, and Qing Palace Archives and Palace Memorials Databank have been updated and are under integration. All these databases are open to the public free of charge. Moreover, the progress of offsite backup storage has been carried out to provide a safer and more reliable storage environment for digital image files.
- The integrated search system for NPM's artifacts has been maintained to simplify searching processes, to improve efficiency, and to look up information conveniently through unifying separate independent metadata systems. In addition, users can find out information about collections they acquire much more easily via segmented searching functions like exhibition themes and statistics. The system is also beneficial to researchers who are in charge of studying archives and curating exhibitions.
- In order to improve overall efficiency while working, we keep integrating all systems in relation to digital archives, and are planning a single interface for searching artifacts which combines functions of collection management and archive research.
- Participated in "2009 Annual Exhibition of Taiwan e-Learning and Digital Archives Project"to share its successful experience of digitization.
- On December 16, 2010, we hosted"Come on and Click Like: Application of Social Network Marketing in Museums Workshop"with 113 participants in related fields including experts, researchers and general audiences.

The Project of Providing a Cultural and Creative Platform for Bridging Sciences and Humanities

Providing entertaining exhibitions and performances that bridge sciences and humanities. Promoting the cooperation and the exchange between the academics and the cultural and creative industries.

- Promoting large-scale interdisciplinary cooperation: We plan to draw on the strength of our exquisite Chinese artifacts and use it as a catalyst to attract more academic institutions, companies and artistic groups to work together and to encourage technology transfer through the process.
- Creating an in-gallery multimedia exhibition space that integrates humanities and sciences: We aim to apply our experience gained from receiving millions of visitors every year to promote interdisciplinary, vertical integration of the research, development, application, demonstration, and user evaluation of basic technologies at home and abroad.



99年度資訊月臺北場故宮展區盛況
The NPM Stall at the 2010 Taipei IT Month

本院書畫多媒體室示範活動
The demonstrative event at the Museum' Painting and Calligraphy multimedia room

99年度本院多媒體展示一覽表

展示名稱	地　點	內　　容
中國大陸各地文化創意博覽會	上海、廣州、西安、北京等地	透過數位展演方式，展現華夏百寶數千年的精彩演繹。故宮的嬰兒枕、玉辟邪、嬰戲圖等國寶級文物，躍上大螢幕，演出幽默逗趣的國寶總動員；宮樂圖中的唐朝宮廷仕女則跨入時空的經緯線，譜出繽紛的唐宮狂想曲；院藏15幅非看不可中國書畫名作，其中包含院藏《清院本清明上河圖》，透過超高解析度的書畫互動桌，呈現一筆一觸的微觀新視界。展覽期間約10萬多人次參訪，並有大陸多家媒體報導。
故宮－未來博物館	桃園國際機場	本特展共分4個獨立展間，在近百坪之迴廊區內，規劃出「半結構性路徑」之動線，引導觀眾依序參觀各展間。就順序而言，展間一展出「唐宮狂想曲」、「透視」以及「玩古」等三組作品；展間二則為「魔幻水晶球」；展間三展出「點蝕成金」；展間四則展出「魚躍龍門」。展期自99年4月15日至100年4月15日。
嘉義．故宮零距離特展	嘉義市立博物館	本特展展出國寶總動員、毛公鼎漢字互動裝置（將鼎中500字銘文及若干字形演變過程寓於其中，讓使用者透過數位內容的呈現，親炙毛公鼎銘文及其蘊含的漢字文化內涵）、多媒體互動光碟故宮電影院等。展期自99年10月3日至99年11月21日，參觀人潮約達3.3萬人次。
精彩數位故宮	華山創意文化園區	本展以「科技與藝術的溝通」為主軸，運用新科技及多元展示方式，藉由跨界、跨領域的思想內涵，賦予觀眾參觀的自主性及多重的感官體驗。第一期展覽以百花綻放之象，名之為「精彩」，精選花卉圖像與器形器物，如平淡之味、名畫的當代詮釋、臨池染翰互動桌等展品，與台北國際花卉博覽會遙相呼應。參觀人數於平常日約200人、週末各約2,000人。展期自99年11月13日至100年10月31日。
第一屆臺灣國際文化創意產業博覽會及臺北資訊月	臺北世貿中心南港展覽館／世貿1館	以數位文創藝術作品參展，共約吸引6萬人參觀。
書畫多媒體示範活動	本院書畫多媒體室	由承辦商協同本院共同辦理，邀請中小學、大專院校、教師等學校團體，以及志工、成人、親子等不同觀眾族群參觀，共辦理13梯次，總人次約400人。舉辦日期自99年11月15日至20日。

NPM's Multimedia Exhibitions in 2010

Exhibition	Location	Detail
The Cultural and Creative Expo all over China	Shanghai, Guangzhou, Xi'an, Beijing	Thousands of years of exquisite Chinese artifacts were shown in our digital exhibitions: The Baby Pillow, the Jade Pi-hsieh and the painting "Children at Play" turned into humorous characters in the animated picture "Adventures in the NPM;" The court ladies in the painting "A Palace Concert" came to the present and played the "Tang Palace Rhapsody;" 15 must-see paintings and calligraphies, including the famous "Along the River during the Ching-ming Festival," were shown in great detail on the HD Interactive Table. More than 100,000 people visited the Expo and our exhibitions were widely covered by the Chinese media.
NPM: Future Museum	Taoyuan International Airport	The winding corridor was divided into four exhibition spaces with a semi-structural route to guide visitors. Three installations were shown in exhibition space 1: "The Tang Palace Rhapsody," "Inside," and "Appreciating Antiquities;" Space 2: "Magical Crystal Ball;" Space 3: "Turning Rust into Gold;" Space 4: "Jumping over the Dragon Gate." The exhibition started on April 15, 2010 and will close on April 15, 2011.
National Treasures of NPM in Jiayi	Jiayi Municipal Museum	The exhibition included several multimedia installations, such as "Adventures in the NPM," "Mao-kong Ding Interactive Tabletop of Chinese Characters," and "NPM Movie DVDs." About 33,000 people visited the exhibition from October 3 to December 21, 2010.
e-NPM Exhibition	Huashan Creative Park	With the theme of "Communication between Technology and Art," the exhibition adopted new technologies and multimedia installations to present crossover and interdisciplinary ideas and provide an opportunity of active participation and diversified experience for the audience. The first season, titled "Colorful e-NPM," focused on the imagery of the blossom of one hundred flowers. Paintings of flowers and flower-shaped artifacts were on display along with installations such as "Simple Tastes," "Contemporary Interpretation of a Masterpiece," and the interactive table "Painting by the Pond" in response to themes of the Taipei Flora Expo. The exhibition started on November 13 and will close on October 31, 2011. Average number of visitors is 200 on weekdays and 2,000 during the weekend.
The 1st International Cultural and Creative Expo in Taiwan and the Taipei IT Month	Taipei World Trade Center Nangang Exhibition Hall / Exhibition Hall 1	Total around 60,000 people came to visit our digital cultural and creative artworks.
Multimedia Demonstration of Painting and Calligraphy	The Museum's Multimedia Room for Painting and Calligraphy	Hosted by the Museum and our partners, 13 demonstrations were shown from November 15 to 20, 2010, with around 400 attendants including students (from elementary schools, middle schools to universities), teachers, volunteers, adults and family groups.

故宮－未來博物館之魚躍龍門
NPM-Future Musuem: Jumping over the Dragon Gate

華夏百寶篇第一幕天子之寶
Scene 1 of Treasures of Chinese Arts: Treasures of Sons of Heaven

發展文創影片等數位內容，提供博物館虛實互補之教育經驗

數位內容爲文創產業的重要產品，本計畫預定每年製作一個主題式文創數位內容，持續以本院具世界獨特性文物爲元素，廣邀各界發想具提升人民美學素養劇本，促進主流媒體與博物館共同發展文創環境的機會。

99年度本院製作數位影片一覽表

名　稱	內　　容
華夏百寶篇	本屆上海世界博覽會，本院以數位典藏成果結合文化創意，跨越城市界線的藩籬，向來自世界各國的民衆介紹華夏文化瑰寶。影片第一幕「天子之寶」，從院藏<坤輿全圖>的世界觀中展開序幕，呈現本院在華夏文化傳承中的重要地位，藉由盛世工藝的極致，傳達古人對美好生活的追求，並以代表皇室的龍紋貫穿工藝精華。第二幕透過「文化之眼」將生活器物的主要材質，如玉器、金屬器、瓷器等，依時漸進地在LED球體展演，呈現華夏文化發展的軌跡，從物質文明發展到書畫藝術境界的追求。第三幕「普世之美」為觀看故宮如何將文物轉換成大衆可以理解的豐富內涵，運用文物作為設計元素，從文物的故事激發生活創意的火花。最後以「新市界．新感動」呼應世博會「城市，讓世界更美好」的主題訴求，獲得參觀民衆約73萬人次好評。
文藝紹興–南宋藝術與文化特展影片	以串聯南宋特展重點選件，娓娓道出文化振興、藝術創新、生活美學及傳播和融合，整片呈現出意象之美，可充分達到宣導故宮文物與文化的效益。
古今生活藝術文創影片	以故宮典藏文物中文人四藝及生活四藝為素材，呈現古代生活藝術融入現代臺灣社會之精神與特色，推廣現代生活美學。

本屆上海世界博覽會，本院以數位典藏成果結合文化創意，向世界各國介紹華夏文化
The NPM combined its digital collection and its cultural creativity to introduce Chinese art and culture to the world at the Shanghai Expo

Creating cultural and creative digital contents (ex. films) and offering our experience in education through virtual and real materials

Digital contents are key products in the cultural and creative industries. So we plan to produce at least one thematic cultural and creative digital content every year, focusing on our unique artifact collection, inviting everyone to provide scripts that are able to improve the public's aesthetic taste, and encouraging the mainstream media to work with the NPM to create a cultural and creative environment.

NPM's Digital Films in 2010

Exhibition	Detail
Treasure of Chinese Art	In the Shanghai Expo, we combined cultural creativity and our Digital Archives to break through the boundaries between cities and introduce the beauty of Chinese treasures to the world. The first scene of the film "Treasures of the Sons of Heaven" began with "A Map of the Myriad Countries of the World" to present the role the Museum plays in preserving the Chinese culture, portray the pursuit of good life in ancient China, and use the imperial dragon design to demonstrate the exquisite craftsmanship of Chinese artifacts. The second scene "Through the Eyes of Culture" used a giant LED sphere to show bronzes, jades, ceramics and other daily necessaries to demonstrate the evolution of the Chinese culture, explaining how the Chinese progressed from material civilization to the pursuit of art (such and painting and calligraphy). The third scene "All the Beauty of the World" showed how the Museum introduces the depth and breadth of its collection to the public, and how it uses artifacts as inspiration to create new products and a creative lifestyle. The film ended with the scene "New World with New Touch" to respond to the Expo's theme "Better City, Better Life." Our exhibition earned wide acclaim with about 730,000 people watching the film.
Dynastic Renaissance: Art and Culture of the Southern Song	The film showed selected artifacts from the exhibition to introduce the themes of "cultural renaissance," "artistic innovation," "aesthetics of life," and "cultural diffusion and integration." The beauty and the cultural significance of the Museum's artifacts were fully demonstrated through the film's stunning imagery.
An cultural and creative film on the art of living in the past and in the present	Using the four arts and four skills of life praised and practiced by the intellectuals in ancient China as elements, the film showed how the art of living in the past can be integrated into the modern Taiwanese society as inspiration for the aesthetics of life.

發展全球資訊網觀光及提升國民美學素養

- 提供及推廣文創觀光內容：(1)搜尋引擎行銷：爲便利海內外民眾利用故宮網站，本院於國內外知名搜尋引擎，配合故宮展覽、文創議題等適時做行銷變化，並提高文創計畫的能見度。(2)透過網路廣告行銷、活動、電子郵件直效行銷（Email Direct Marketing, EDM）發送，及適地性簡訊廣播服務（Location Based Service, LBS）行銷簡訊等推廣方式，讓民眾積極參與文創活動，並提升民眾瀏覽故宮網站的意願。

- 建構友善的網站環境：(1)推動健全的網站資安管理機制：強化網站防毒、防駭等資安策略，營造一個優質、便利且安全的文化藝術網路環境。(2)提供行動條碼（Quick Response Code, QRcode）服務：民眾可透過手機及PDA等行動載具，快速便利地獲取最新且即時的博物館新知，讓文化藝術透過行動科技的運用，延伸出更寬廣的服務模式與環境。

- 本年度完成主題導覽網站：「精彩數位故宮－花氣薰人」、「古希臘人體之美－大英博物館珍藏展」、「文藝紹興－南宋藝術與文化特展」、「聖地西藏－最接近天空的寶藏」、「林泉佳處－文伯仁繪畫展」等26款。

- 製作增加14款靜態桌布、6款月曆桌布、6款靜態手機桌布、3款動態手機桌布、12款MSN動態顯示圖片、12款MSN表情符號、6款動態電子賀卡、11款部落格工具程式及8款創意手作DIY等網站多媒體素材。

- 製作發送「『聲歷其境』文藝紹興－南宋藝術與文化」及「精彩數位故宮」2款EDM。

「故宮全球資訊網」網站流量統計表

月份	網站造訪人次(10種語言版合計)
1月	138,301
2月	110,735
3月	174,684
4月	177,185
5月	180,734
6月	151,786
7月	176,436
8月	162,674
9月	156,374
10月	192,430
11月	193,020
12月	194,476
合計	2,008,835

各語文版流量百分比統計

語文版本	瀏覽數（%）
正體中文（ZH-TW）	63.66%
簡體中文（ZH-CN）	3.34%
英文（US）	12.32%
日文（JP）	10.06%
韓文（KR）	2.09%
俄文（RU）	2.09%
西班牙文（ES）	1.99%
法文（FR）	1.83%
德文（DE）	1.74%
阿文（AE）	0.82%
小計	100%

99年度得獎紀錄

參賽名稱	得獎作品	類別	獲得獎項	主辦單位	日期
2010繆思獎	故宮e學園－中國玉器課程	教育推廣	銅牌獎	美國博物館協會(AAM)	5/23
臺灣國際文化創意產業博覽會參展廠商獎	臺灣文博會：故宮特展	展示服務	TOP 10廠商獎	行政院文化建設委員會	11/30
第3屆愛爾蘭國際影展	文藝紹興影片	紀錄短片	入圍獎	愛爾蘭國際影展	12/8

Developing online tourism and improving the public's aesthetic taste

- Providing and promoting contents for cultural and creative tourism: (1)Search engine marketing: the Museum posts real-time information about its exhibitions and related cultural and creative news to encourage visitors at home and abroad to use its website and increase the visibility of our cultural and creative products. (2) Using online advertisement, e-mail direct marketing and location-based service to encourage public participation in cultural and creative events and increase the number of visits of the Museum's website.
- Building a friendly Internet environment: (1) Promoting a comprehensive and secure website management mechanism and strengthening the anti-virus and anti-hacker measures to create a top-quality, convenient and secure Internet environment for art and culture. (2) Providing Quick Response Code (QRcode) service to give the public quick and easy access to the latest Museum news via cell phones, PDAs and other mobile devices, and create a service pattern and an environment for art and culture to reach wider audience.
- 26 Thematic websites were created introducing the exhibitions in the Museum in 2010, such as "NPM Digital: Enchanting Fragrances," "Body Beautiful in Ancient Greece: Treasures from the British Museum," "Dynastic Renaissance: Art and Culture of the Southern Song," "Tibet: Treasured from the Roof of the World," and "Fine Places of Forests and Streams: Wen Boren and the Art of Painting."
- Various multimedia products were created this year, including 14 desktops, 6 calendar desktops, 6 cell phone desktops, 3 animated cell phone desktops, 12 animated pictures for MSN messenger, 12 emoticons for MSN messenger, 6 animated e-cards, 11 blog utilities and 8 creative DIYs.
- 2 EDMs were made this year: "Experience the Dynastic Renaissance" and "NPM Digital."

The Traffic Statistics of the NPM Website

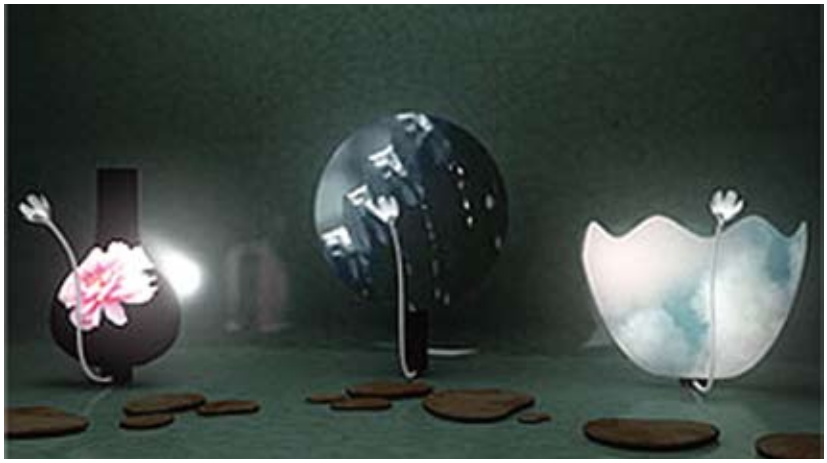
Month	Number of Visitors (10 languages combined)
January	138,301
February	110,735
March	174,684
April	177,185
May	180,734
June	151,786
July	176,436
August	162,674
September	156,374
October	192,430
November	193,020
December	194,476
Total	2,008,835

Number of Visits in Each Language in Percentage

Language	Number of Visits (%)
Traditional Chinese	63.66%
Simplified Chinese	3.34%
English	12.32%
Japanese	10.06%
Korean	2.09%
Russian	2.09%
Spanish	1.99%
French	1.83%
German	1.74%
Arabic	0.82%
Total	100%

Awards in 2010

Competition	Work	Category	Award	Organizer	Date
2010 MUSE Awards	NPM e-Learning course: Chinese Jade	Teaching and Outreach	Bronze	American Association of Museums	May 23
The Company Award of the Taiwan International Cultural and Creative Industry Expo	Taiwan Cultural Expo: The Special Exhibitions in the NPM	Demonstrative Service	Top 10 Company Award	Council for Cultural Affairs of the Executive Yuan	Nov. 30
2011 International Film Festival Ireland	Dynastic Renaissance film	Short	Selected	International Film Festival Ireland	Dec. 8



華山精彩數位故宮展：平淡之味（吹氣互動裝置）
The "e-NPM Exhibition" at Huashan Creative Park: Simple Tastes (interactive display by blowing)

華山精彩數位故宮展覽館建置

華山創意文化園區爲早期酒廠遺址，具時空特殊歷史意義，近年更成爲時尚青年與藝術家集結的空間，展現文化創意產業從創作、製造、加值、流通到消費端等所有面向。本院藉此特殊的場域展出數位故宮，呈現新舊交融及古文物的創新力量。數位故宮以「科技與藝術的溝通」爲主軸，運用新科技及多元展示方式，藉由跨界、跨領域的思想內涵，賦予觀衆參觀的自主性及多重的感官體驗。第一期展覽以百花綻放之象，名之爲「精彩」；並精選花卉圖像與器形器物，與台北國際花卉博覽會遙相呼應，藉由數位作品綻放故宮之美。

華山「精彩數位故宮展」一覽表

展品名稱	內　容　簡　介
平淡之味（吹氣互動裝置）	本系列的互動裝置委託黃心健創作，由三個汝窯實體造型的背投影螢幕組成，三個互動影像分別為虛空霪雨、落英繽紛與雲破天青。當參訪者對著花朵形狀的吹管吹氣時，雨滴、花瓣與雲霧會由靜止的狀態改變為正常的流動，而當觀衆停止吹氣時，汝窯開片的影像會漸漸出現，將這三個螢幕轉換為巨大的青瓷。
名畫的當代詮釋（投影錄像）	朱嘉樺受本院邀請製作的作品，選擇清代郎世寧＜百駿圖＞作為當代摹本，其中所顯示的企圖與意涵，猶如＜女史箴圖＞與北魏出土文物畫作的關係一樣。雖然借用了郎世寧的畫作，但是增加了許多個人的想像與當代藝術的概念。當代再製的概念，不同於過去的臨品、摹品、仿品等，在型式上的擬古，而是藉由多元的藝術觀念充實或補足過去作品在觀念上的欠缺與不足。
臨池染翰互動桌（觸控互動裝置）	中國傳統繪畫瑰麗韻雅，畫工精巧細膩，透過現代科技手法，拼湊、細查古畫中蘊含之美，藉由多點觸控、拖曳、縮放的方式，以迥異的方式觀賞繪畫藝術，補足原作脆弱、燈光昏暗等展示上的不足，亦讓參訪者取得獲得資訊的主控性，增加學習的趣味。臨池染翰互動桌畫面以墨池的概念呈現，參觀者可隨機點選畫面，碰觸時如同滴墨入池水中，墨滴逐漸暈染，幻化成故宮珍藏之圖畫。
國寶總動員（裸視3D特效顯示及3D影片播放）	國寶總動員以故宮豐富文物為故事題材，結合國際一流團隊，包括有法國喜劇動作片「Taxi」導演Gérard Pirès、美國好萊塢動畫導演Tom Sito及太極公司影音科技炫麗3D動畫技術，以最新的電腦動畫技術，突破傳統影片拍攝手法，製作出令人驚喜的博物館3D動畫影片。
影片放映室	本區放映「國寶總動員」及「文藝紹興—南宋藝術與文化特展」影片，藉由深入淺出的數位影像創作，引領著觀衆認識故宮，並進一步瞭解宋代文化復興的作為與成果。

華山精彩數位故宮展：名畫的當代詮釋
The "e-NPM Exhibition" at Huashan Creative Park: Contemporary Interpretation of a Masterpiece (projected image)

Establishing the "e-NPM Exhibition" at the Huashan Creative Park

The Huashan Creative Park was formerly a liquor factory that has special historical meaning in terms of time and space. In recent years it has become a gathering place for artists and youths of fashion, showcasing all perspectives of the cultural creativity industry, from creation, manufacturing, value-adding, distribution to the final consumer. This special location is now being used for the e-NPM Exhibition, demonstrating the fusion of old and new, as well as the innovative power of ancient artifacts. The core concept of this e-NPM Exhibition is "Communication between Technology and Art", using new technologies and diversified display methods that cross over all boundaries to offer the viewer with viewing autonomy and multiple sensory experiences. The theme for stage 1 of the Exhibition is flowers in full bloom, and is therefore entitled "Colorful e-NPM"; images and antiquities on a floral theme are especially chosen to echo the Taipei International Flora Expo, and the beauty of the National Palace Museum collection is now experienced in its digitalized form.

Exhibitions of the "e-NPM Exhibition"

Exhibition	Detail
Simple Tastes (interactive display by blowing)	The NPM had commissioned Huang Xinjian to create this series of interactive displays. It is made up of three rear projection screens in the shape of Ru Kiln artifacts, and the three interactive images are respectively "Downpour in the Void", "Falling of Color" and "Break in the Clouds."When the viewer blows into the flower-shaped tube, raindrops, flower petals and clouds that were originally still would begin to move naturally; when the viewer stops blowing, the image of "cracking" of a Ru Kiln porcelain appears gradually, transforming the three screens into an enormous celadon vase.
Contemporary Interpretation of a Masterpiece (projected image)	The "Hundred Horses"scroll by Castiglione has been chosen as the subject in this work created by Zhu Jiahua on invitation by the NPM. This contemporary imitation reflects the intentions and relationship between the "Admonitions of the Instructress to the Palace Ladies" scroll and the works of Northern Wei. While this is an imitation of Castiglione's painting, many aspects of personal imagination and contemporary art are injected. The contemporary concept of reproduction differs from that of imitations or reproductions in the past, that were purely imitations of the form. Diversified artistic ideas are now used to fulfill or supplement conceptual inadequacies in the original painting.
"Painting by the Pond" Interactive Table	Thank to modern technology, traditional Chinese paintings can now be dragged, zoomed in and out on a touch screen, showing their beauty and delicateness without the frailty, the dimness or other weaknesses due to the old age. The installation also gave the audience the power to choose what they want to know and brought fun to the learning process. The screen is shaped like an ink pond, the user can choose the images he or she likes. When touched, the screen would turn the ripples into the painting chosen by the user.
Adventures in the NPM (Naked-eye 3D demonstration and 3D film)	The artworks at the NPM offer many stories that can be told, and to make this a reality, the NPM has teamed up with some of the top names in entertainment production industry, including Gérard Pirès (director of the 1998 world blockbuster French comedy "Taxi"), Tom Sito (Hollywood director of animations), and Digimax Corporation, renowned for its dazzling 3D animation technology. Using the latest computer animation techniques, breakthroughs have been made in traditional filming methods, the result being a fantastic 3D animated film short on museum art sure to please and astound audiences.
Film Studio	The studio regularly showed "Adventures in the NPM" and "Dynastic Renaissance: Art and Culture of the Southern Song" to help the audience understand the Museum and the cultural renaissance during the Southern Song more easily through the digital media.

The World of Khubilai Khan
Chinese Art in the Yuan Dynasty

國際合作

International Cooperation

國際合作

本院多年來在典藏、管理、維護、展覽、研究、推廣等各方面全力以赴，業已躋身於世界級博物館之列，未來將更積極與國際知名博物館進行互動及學術交流，提升博物館各項功能，重視普世性的多元觀與國際觀，使故宮融合時代脈動成爲全民的博物館。本院積極參與國際重要博物館之展覽，以開拓文化外交，除借出文物至國際各大博物館展出，亦向國際及大陸重要博物館借展文物，精心策劃展覽，拓展民衆國際視野。

文物借出

- 美國辛辛那提美術館爲舉辦「中國動物畫中的象徵性語言特展」，向本院借展20件文物。（98.10.09～99.01.03）
- 法國國立博物館聯盟爲舉辦「道家之路」，向本院借展14件文物。（99.03.29～99.07.05）
- 美國大都會博物館爲舉辦「忽必烈的世界：中國元代藝術」特展，向本院借展4件文物。（99.09.01～100.01.2）

文物借入

- 雍正清世宗文物大展：向北京故宮及上海博物館借展文物38組件。（98.10.07～99.01.10）
- 黃金旺族－內蒙古博物院大遼文物展：向內蒙古博物院借展文物118組件（99.02.06～99.05.16）
- 聖地西藏－最接近天空的寶藏　：向中國文物交流中心借展文物130組件。（99.07.01～99.09.19）
- 文藝紹興－南宋藝術與文化特展：向日本東京、京都博物館，以及大陸浙江省六所博物館、福建省三所博物館、上海博物館、遼寧省博物館等借展文物，日本8組件、大陸96組件。（99.10.08～99.12.26）
- 古希臘人體之美－大英博物館珍藏：向大英博物館借展文物136件。（99.10.15～100.02.09）

「聖地西藏－最接近天空的寶藏」展場一隅
The exhibition site for "Tibet : Treasures from the Roof of the World

展覽合作

99年度與法國吉美博物館簽訂合作意向書，雙方秉持互惠原則進行合作交流，該館並將參與南部院區開館後之亞洲藝術相關展覽。採取合作方式如下：

- 共同推動研究活動及舉辦研討會議。
- 互相邀請學者講授及講論，以每年一次，每次以10天爲原則。
- 互相邀請學者參加會議、講座及座談。
- 雙方人員可申請進行互訪與研究，並應盡力協助安排該研究人員之住宿，及提供研究上之方便。交通費與生活費皆由申請方自行負擔。
- 互相交換雙方相關之學術、文物保存訊息與資料，包括出版品、圖片授權及相關資訊等。

International Cooperation

Over the years, our continuous endeavor in collecting, managing, preserving, exhibiting, studying, and promoting artifacts has made us one of the best museums in the world. Our goal is to strengthen the interaction and academic exchange with other world-class museums in the future, improve every aspect of the Museum, promote a world-view of universality and diversity, and keep in touch with the times to make NPM a museum for all walks of life. In 2010, we actively joined in exhibitions around the world to promote cultural diplomacy by lending our precious collection to major museums abroad. We also borrowed antiquities from China and other countries as well as organizing special exhibitions to broaden the cultural and aesthetic scope of our viewers.

Outgoing loan Artifacts

- From October 9, 2009 to January 3, 2010, 20 artifacts were on loan for the exhibition "Roaring Tiger, Leaping Carp: Decoding the Symbolic Language of Chinese Animal Painting" at the Cincinnati Art Museum.
- From March 29 to July 5, 2010, 14 artifacts were on loan for the exhibition "The Way of the Dao" planed by the Union of National Museums in France.
- From September 1, 2010, to January 2, 2011, 4 artifacts were on loan for the special exhibition "The World of Khubilai Khan: Chinese Art in the Yuan Dynasty" at the Metropolitan Museum of New York.

Incoming loan Artifacts

- From October 7, 2009 to January 10, 2010, 38 artifacts were borrowed from the Palace Museum in Beijing and the Shanghai Museum for our exhibition "Harmony and Integrity: The Yongzheng Emperor and His Times."
- From February 6 to May 16, 2010, 118 artifacts were borrowed from the Inner Mongolia Museum for the special exhibition "Gold and Glory: The Wonders of Khitan from the Inner Mongolia Museum."
- From July 1 to September 19, 2010, 130 artifacts were borrowed from the Art Exhibitions China for the exhibition "Tibet: Treasures from the Roof of the World."
- From October 8 to December 26, 2010, 8 artifacts were borrowed from 2 Japanese museums (the Tokyo National Museum and the Kyoto National Museum) and 96 antiquities from several Chinese museums (the Shanghai Museum and the Liaoning Provincial Museum as well as 6 museums in Zhejiang province and 3 museums in Fujian province) for the exhibition "Dynastic Renaissance: Art and Culture of the Southern Song."

厄洛斯大理石小雕像　大英博物館藏
Marble statuette of Eros, Collection of the British Museum

- From October 15, 2010 to February 9, 2011, 136 artifacts were borrowed from the British Museum for the exhibition "Body Beautiful in Ancient Greece: Treasures from the British Museum."

Joint Exhibition

Agreements were signed this year with the Guimet Museum in France for future reciprocal cooperation and exchange. The Guimet Museum will participate in exhibitions related to Asian arts after our Southern Branch opens. Some details of the agreements included:

- Promoting research and organizing conferences.
- Inviting scholars to attend conferences, lectures or seminars.
- Visiting personnel will be received and assisted by the host museum in terms of accommodation and research. The expense during the stay is to be paid by the visiting personnel.
- Exchanging information about academic research and artifact conservation, including the licensing of publications and images.

兩岸交流 Cross-Strait Exchange

兩岸交流

爲配合政府推動兩岸關係正常化，並執行行政院重大興利政策，本院將兩岸文化交流列爲重要施政項目，積極與大陸重要博物館進行交流，並建立相關合作機制。

交流訪問

- 本院周功鑫院長於98年2月14日至19日率團訪問北京故宮博物院與上海博物館，並與北京故宮和上海博物館達成9點共識，包括：雙方同意在不涉及名稱載示及法令之前提下，進行以下實質性合作；落實雙方合作機制；使用文物影像互惠機制；建立展覽交流機制；建立人員互訪機制；出版品互贈機制；資訊與教育推廣交流。
- 南京博物院龔良院長於98年10月9日來訪，雙方達成6點合作交流共識。
- 瀋陽故宮博物院武斌院長於98年10月12日來訪，雙方達成8點合作交流共識。
- 本院馮明珠副院長及徐孝德參事應財團法人海峽交流基金會邀請，於99年4月9日至16日參加「海基會文教暨博物館參訪團」，赴大陸鄭州、西安等地，拜會當地文化、文物官員及博物館界人士，針對兩岸文物展覽、文物保存及學術交流等事項交換意見及商討未來交流之可行方向。
- 瀋陽故宮博物院武斌院長偕同瀋陽市副市長王玲於99年5月7日參訪本院，並就未來文化交流合作事項進行商討。
- 本院周功鑫院長於99年5月9日至13日率團參加上海世界博覽會點燈祈福儀式暨訪問上海市政府、上海博物館，以及浙江省政府、浙江文化廳、浙江博物館、浙江大學等，促進兩岸文化界良性互動，並洽談商借黃公望剩山圖來臺展出及其他合作事項。
- 委託廣達文教基金會於99年6月16日與浙江省博物館簽署「文藝紹興—南宋藝術與文化特展」借展協議書，由浙江省博物館陳浩館長與廣達文教基金會楊秀月執行長代表，本院周功鑫院長與浙江省呂祖善省長等在故宮晶華宴會廳現場觀禮。
- 中華文化聯誼會名譽會長、大陸文化部蔡武部長率大陸官產學研各界人士一行44人於99年9月5日來院參訪。

陝西省趙正永省長蒞院參訪
Shaanxi Governor Zhao Zhengyong visited the Musuem

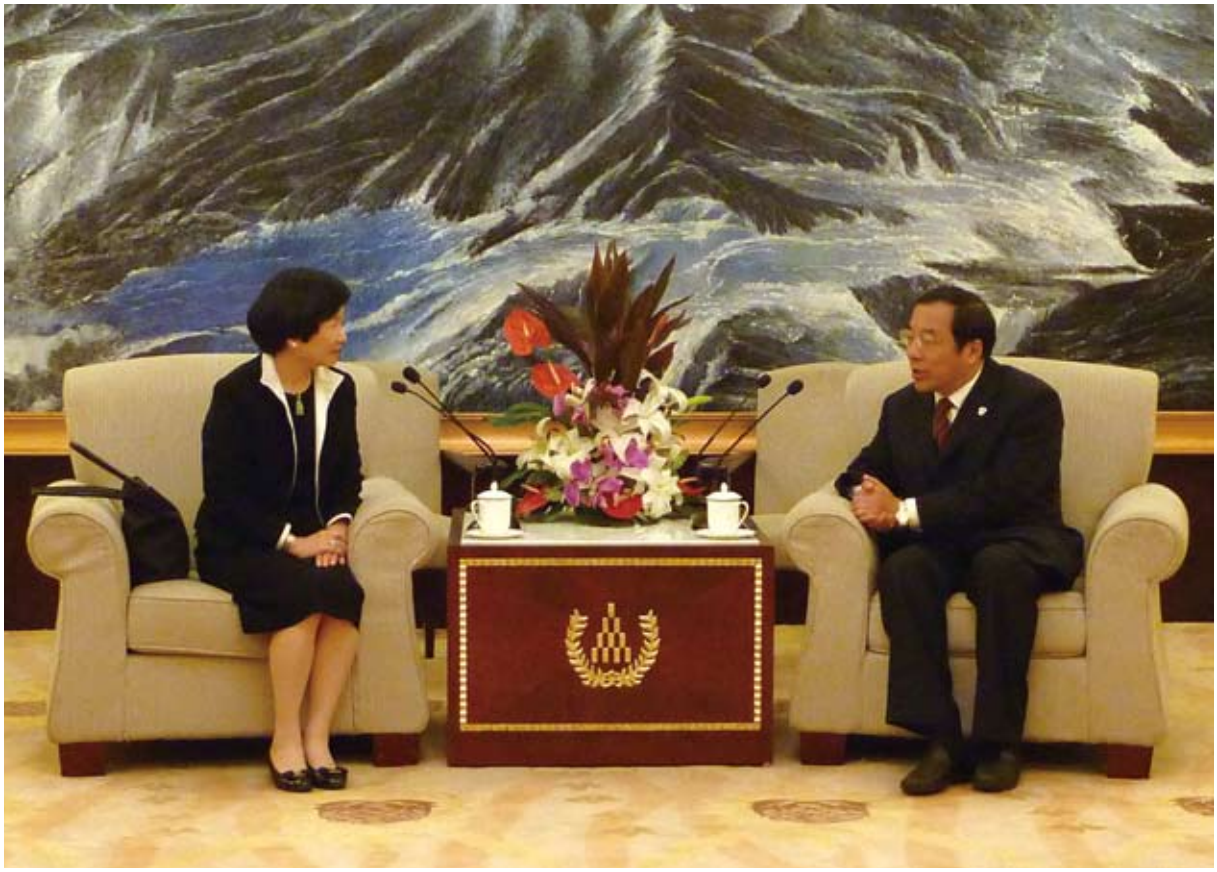
中國大陸文化部蔡武部長蒞院參觀，周院長親自導覽文物
Chinese Minster of Culture Cai Wu visited the Museum, accompanied by Director Kungshin Chou

Cross-Strait Exchange

Since 2008, our government has been promoting the stabilization of cross-strait relations. In response to this and the Executive Yuan's Prosperity Stimulus Policy, the Museum has given top priority to the cultural exchange across the strait, actively seeking cooperation with major museums in China and establishing bilateral ties.

Exchange Visits

- From February 14 to 19, 2009, our Museum delegation, led by the Director Kungshin Chou, visited the Palace Museum in Beijing and the Shanghai Museum, and reached a consensus with the two museums on 9 issues, including promoting substantial cooperation on the premise of not touching the issues concerning names and regulations, implementing the bilateral cooperation mechanism, working toward a reciprocal agreement on the use of artifact images, setting up an exchange mechanism for exhibitions, encouraging personnel exchange, establishing a platform for exchange of publications, and promoting exchange of information and outreach programs.
- On October 9, 2009, Gong Liang, Direct of the Nanjing Museum, visited the Museum. The Museum reached a consensus with the Nanjing Museum on the 6 issues.
- On October 12, 2009, Wu Bin, Direct of the Shenyang Museum, visited the Museum. The Museum reached a consensus with the Shenyang Museum on the 8 issues.
- Invited by the Straits Exchange Foundation, our Deputy Director Fung Mingchu and counselor Xu Xiaode joined the Foundation's delegation and visited several cities in China, including Zhengzhou and Xian, from April 9 to 16. They visited museum representatives and officials in charge of culture and artifacts, and discussed future cross-strait exchange on the exhibition, preservation and research of artifacts.
- On May 7, Wu Bin, director of the Palace Museum in Shengyang, and Wang Ling, deputy mayor of Shengyang city, visited the Museum and had a discussion with our representatives on future cultural exchange.
- From May 9 to 13, the Museum delegation, led by Director Kungshin Chou, attended the lantern-lighting ceremony at the Shanghai Expo and visited the Shanghai City Government, the Shanghai Museum, the Zhejiang Provincial Government, the Zhejiang Provincial Department of Culture, the Zhejiang Museum and the Zhejiang University to encourage mutually beneficial interaction across the strait as well as discussing future cooperation, such as borrowing the painting "Dwelling in the Fuchun Mountains" by Huang Gongwang.
- On June 16, the Museum authorized the Quanta Culture and Education Foundation to sign a loan exhibition contract with the Zhejiang Provincial Museum for the "Dynastic Renaissance: Art and Culture of the Southern Song." The contract was signed by Ms. Yang Xiu-Yue, Executive Director and representative of the Quanta Culture and Education Foundation, and Mr. Chen Hao, Director and representative of the Zhejiang Provincial Museum. The ceremony was completed at the Ballroom of the Museum's Silks Palace, attended by Kungshin Chou, Director of the Museum, and Lu Zushan, Governor of Zhejiang province.
- On September 5, Cai Wu, Chinese Minister of Culture and Honorary Chairman of the China Friendship Association of Cultural Circles, led a delegation of 44 Chinese officials, scholars and entrepreneurs to Taiwan and visited the Museum.



周院長率團拜會上海市委員會楊曉渡常委
Director Kungshin Chou and NPM delegation visited Yang Xiaodu, member of the Standing Committee of the Shanghai City

- 陝西省趙正永省長於99年9月15日來訪，並與本院達成交流合作共識，雙方同意加強彼此合作關係，並規劃展出陝西省所藏重要一級西周文物。
- 四川省文物管理局局長率團於99年10月19日來院參訪，雙方就未來文化交流合作事項進行商討。
- 99年11月2日兩岸故宮舉行視訊會議，由兩院院長共同主持，雙方同意進行更寬廣與對等實質合作，除既有9項合作共識將進一步落實外，並新增合作項目，成立兩岸故宮合作研究課題庫，逐年落實。
- 99年11月18日本院馮明珠副院長率團參加北京故宮舉辦的「永宣時代及其影響－兩岸故宮第2屆學術研討會」，發表「明初官樣器物的討論」等6篇報告。
- 財團法人海峽交流基金會與海峽兩岸關係協會舉行第6次江陳會談，雙方會談前於99年11月20日至本院參觀文物及欣賞「文藝紹興－南宋藝術與文化特展。」
- 北京故宮博物院人員來院交流：4至6月，宋玲平副處長來院交流訪問，瞭解本院業務工作與學術管理等事項；7至9月，宮廷部副主任王躍工先生來院訪問研究，瞭解本院文物典藏管理與維護，並研究本院宗教題材相關文物；11月，志願者代表團一行46人參訪本院，並與志工進行溝通交流。
- 本院人員至北京故宮博物院交流：7月，器物處陳慧霞科長及賴依縵助理研究員因研究所需拜訪；9月，登錄保存處張琳科長針對文物保存環境溫濕度、照明、蟲菌防治技術與設備進行考察與訪問；9月下旬，余佩瑾副處長及陳東和助理研究員參加「宋代官窯與官窯制度學術研討會」、消合社何春寰總經理與文創行銷處陳耀東商討文創產品交流機制；10至11月，登錄保存處沈建東針對文物科研及工藝技術相關課題進行考察與資料搜集。

- On September 15, Zhao Zhengyong, Governor of Shaanxi province, visited the Museum and reached an agreement to strengthen exchange and cooperation. An exhibition will be staged, showcasing precious artifacts of Western Zhou Dynasty preserved in Shaanxi.
- On October 19, the delegation of the Sichuan Administration of Cultural Heritage, led by its director, visited the Museum to discuss future cultural exchange.
- On November 2, the Palace Museum in Taipei and the Palace Museum in Beijing held a videoconference hosted by the directors of the two museums. Agreements were reached to increase concrete and reciprocal cooperation by implementing the 9-point consensus, adding new areas of cooperation and setting up a database for future joint research.
- On November 18, Deputy Director Fung Mingchu led the Museum delegation to attend the Second International Symposium organized by the Palace Museums in Beijing. The delegation presented 6 papers during the conference, including "On the Official Artifacts of Early Ming Dynasty."
- On November 20, the delegation of the Straits Exchange Foundation and the representatives of the Association for Relations across the Taiwan Straits visited the Museum and the exhibition "Dynastic Renaissance: Art and Culture of the Southern Song" before holding their 6th Jiang-Chen meeting.
- Visiting personnel from the Palace Museum in Beijing: from April to June, deputy chief curator Song Lingping came to observe our functions and academic management. From July to September, Deputy Director of the Chinese Court History Department Wang Yaoping came to understand our artifact management and conservation process and study our religion-related collection . In November a delegation of 46 volunteers came for an exchange visit with our volunteers.

兩岸故宮首次舉行視訊會議

The first video conference between the Palace Museums across the strait

- Visiting personnel to the Palace Museum in Beijing: In July, Chen Huixia, section chief of the Department of Antiquities, and assistant curator Lai Iman went to Beijing for an academic visit. In September, Zhang Lin, section chief of the Department of Registration and Conservation, went to Beijing for an official visit to study the temperature and humidity control, the lighting technologies, pest prevention, and equipments. In late September, deputy chief director Yu Peijin and assistant curator Chen Donghe attended the Conference on Song Dynasty's Official Kiln and Its System, while He Chunhuan, general manager of the NPM Employee Cooperative, went to Beijing with Chen Yaodong of the Department of Cultural Creativity and Marketing to discuss the exchange mechanism for cultural and creative products. From October to November, Sheng Jiandong of the Department of Registration and Conservation went to Beijing to study the scientific analysis of artifacts and related technologies.

周院長率團拜會浙江省文化廳楊建新廳長

Director Kungshin Chou and NPM delegation visited Yang Jianxin, director of the Department of Culture of Zhejiang Province

- 98年12月下旬至99年5月本院嵇若昕處長獲利榮森基金會獎助，赴北京故宮博物院進行學術交流；民國100年北京故宮博物院圖書館館長朱賽虹女士也將透過同一管道至本院進行6個月的研究與交流。

交流成果

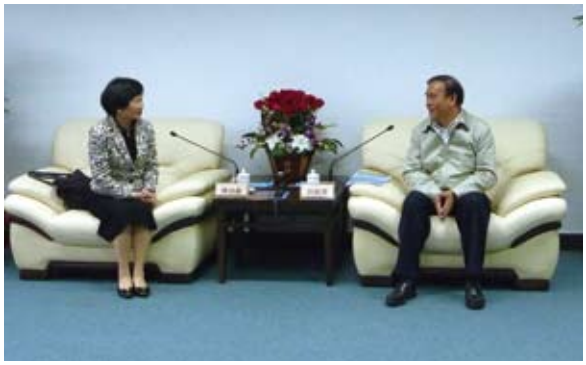
- 「雍正－清世宗文物大展」部分文物借自北京故宮及上海博物館，透過借展與合作方式，一窺雍正皇帝其人其政及其文化藝術品味，係屬難得之年度大展，參觀人潮達755,000餘人次。

- 「黃金旺族」特展向中國大陸內蒙古等地博物館借展遼代文物，展出118組件文物中，經由內蒙古博物院提報列爲中國大陸一級國寶文物者計57件，創下近年來中國大陸一級文物來臺展出比例最高之紀錄，參觀人潮約57,000餘人次。

- 99年6月4日兩岸故宮組團辦理「溫故知新－兩岸故宮重走文物南遷路」考察活動，這是70多年來博物館專家首次大規模重踏文物遷徙路線和現場，並進行文字和影像記錄，可作爲絕佳的研究資料。

- 「聖地西藏－最接近天空的寶藏展」向西藏布達拉宮博物館等商借文物，爲歷年最高規格、最全方位的西藏文物展，共展出130組件展品，內含36件一級文物，蒞院參觀人數約160,359人次。

- 「文藝紹興－南宋藝術與文化特展」向浙江省6所博物館、福建省2所博物館、遼寧省及上海博物館商借南宋文物96組件，廣泛與大陸博物館進行交流，蒞院參觀人數約739,794人次。



周院長率團拜會浙江省呂祖善省長
Director Kungshin Chou and NPM delegation visited Lu Zushan, Governor of Zhejiang Province

兩岸故宮共同辦理「溫故知新－兩岸故宮重走文物南遷路」活動
"Revisiting the South Migration Route of the Palace Museum collection" held by the Palace Museums across the strait

周院長與浙江省博物館陳浩館長等人合影
Group photo of Director Kungshin Chou and Chen Hao, director of Zhejiang Museum

- From late December 2009 to May 2010, chief curator Ji Ruoxin, awardee of the J. S. Lee Memorial Fellowship Program, went to the Palace Museum in Beijing for an academic visit. In 2011, Zhu Saihong, Director of the Palace Museum Library in Beijing will have a 6-month visit to the Palace Museum in Taipei under the same program.

Achievements

- Thank to the loaned artifacts and the support from the Shanghai Museum and the Palace Museum in Beijing, viewers in Taiwan had the precious opportunity to appreciate the life, the political career and the cultural taste of Qing emperor Yongzheng in the exhibition "Harmony and Integrity: The Yongzheng Emperor and His Times." More than 755,000 people visited the exhibition.
- For the exhibition "Gold and Glory," the Inner Mongolia Museum and other Chinese museums generously provided 118 Liao antiquities, among which 57 are listed as Category 1 National Treasures by the Chinese government. The exhibition of such scale is unprecedented in Taiwan. More than 57,000 people visited the exhibition.
- On June 4, a tour titled "Tour of Revisiting the South-bound Route of Artifact Relocation" was held by the two Palace Museums across the strait. This is the first time that staff from the two museums revisited the route of relocating the artifacts from Beijing to Taipei. The written and video records of the tour are the best material for future research.
- The exhibition "Tibet: Treasures from the Roof of the World" is the biggest and most comprehensive exhibition on Tibetan art and culture in Taiwan. 130 artifacts were borrowed from Potala Palace Museum and other Chinese museums. 36 of them are Category 1 National Treasures. A total of 160,359 visitors attended the exhibition.
- For the exhibition "Dynastic Renaissance: Art and Culture of the Southern Song," 96 artifacts were provided by the Shanghai Museum, the Liaoning Provincial Museum, 6 museums in Zhejiang province and 2 museums in Fujian province, demonstrating the close cultural exchange across the strait. A total of 739,794 viewers visited the exhibition.

營繕建設 Construction and Maintenance

營繕建設

爲提升本院各項博物館之專業化品質，硬體的增設和改造成爲營繕業務的重任，本院積極改善各項設施及周邊工程，並有多項細部工程完成或進行中，以期達到專業博物館之需求。另，本院積極籌建大故宮計畫，以擴大展廳面積、大幅改善現有參觀環境，除紓解擁擠現象，提升參觀品質，更得以完整呈現典藏、研究、保存、展覽、教育與娛樂等現代化博物館功能，成爲建國百年複合式文化觀光旗艦計畫，將故宮打造成世界級文化觀光機構。

重要營繕工程

辦公展場與辦公廳舍屋頂防水修繕工程

- 本院正館因年代久遠，原有屋頂防水層部分破損，無法達到防水功能。有鑑於此，重新將本院正館屋頂施作防水層，委託建築師事務所針對上述情形進行防水修繕之設計及監造。
- 爲避免影響室內空間之正常使用，本工程原則上避免打除舊有面磚、水泥砂漿保護層、防水層及影響正館室內空間之正常使用，並要求防水層可直接暴露與行走，且施工法兼具隔熱功能，故採用外露式透氣聚尿防水工法，以噴塗方式施作。另爲排除原有防水隔熱層之水氣，本工法設有透氣塔排放內部所產生之水氣，以避免「熱島效應」再度發生。
- 本工程已於99年10月20日辦理第二次複驗，經複驗後，廠商已就複驗缺失部分改善完成，本院並要求廠商辦理分期分區試水，以確認防水效果。

Construction and Maintenance

Expanding and renovating our facilities is key to the perfection and professionalism of the Museum. This year we continued to improve our infrastructure and surrounding environment, with many other smaller projects completed or in progress. Also, we are now putting great efforts in the Grand Palace Museum Project. By expanding and bettering the exhibition space to reduce the crowdedness and improve the visiting experience, the Project aims to turn the Museum into a world-class, multi-functional institution of cultural tourism, fulfil more fully our role as a culture collector, researcher, preserver, exhibiter, educator and entertainer while becoming a cultural flagship celebrating the 100th anniversary of the Republic of China.

Major Construction and Maintenance Projects

Roof Repairing and Waterproofing Project for the Main Exhibition Hall and Administrative Offices

- The waterproof membrane on the roof of the Main Exhibition Hall has been damaged and lost its function due to old age. So we hired architects and builders to replace the membrane and make the necessary repairs to the roof.
- To avoid perturbing the Museum's daily function, the refurbishment did not touch the old face bricks and the cement mortar. The new membrane will allow direct exposure to weather and people walking on it. It will also have heat-insulating function. The method is using an exposed, breathable urethane waterproofing membrane and the spraying-on technique. A ventilation tower is installed to release the moisture from the old membrane to prevent the urban heat island effect.
- The project received a second inspection on October 20, 2010, and the contractor has corrected all the flaws discovered. We asked the contractor to do a stage-by-stage and area-by-area test to ensure the waterproofness.

本院正館夜景
The NPM Main Exhibition Hall at night

正館入口及大廳視覺意象與品質提升計畫工程

- 本院爲配合雍正大展，於98年3月底委託劉培森建築師事務所在保留國家級展館之建築特點下進行設計，除配合雍正大展主題營造展場特點外，並強化正館地下層及1樓之入口意象及展場品質。
- 惟本院因年度預算有限，經本院指導委員會召集人林百里先生捐贈經費，配合上述設計成果進行本院正館地下層及1樓之室內裝潢工程，第1階段地下1樓廁所改建工程於98年8月展開，增加2倍之衛生設備數量，並於98年10月5日配合雍正大展開展完工啓用。
- 本院正館國父銅像原陳設於本院2樓大廳，93年爲進行「正館公共空間展覽動線調整與周邊環境改善工程暨正館建築物耐震補強工程」暫時移開，99年元旦，隨正館地下1樓大廳重新裝修後歸位。
- 其他室內裝修工程：正館地下1樓廁所圓形拱門、風除室、電視牆、團體語音導覽及售票處、郵局改善工程；正館1樓圓柱改善、語音導覽屏風；另正館地下1樓及1樓之空調通風格柵、踢腳板、自動門、落地窗及扶手欄杆等美化工程皆已完成，整體工程於99年9月竣工。

本院強化正館B1之入口意象
The Image Improvement Project for the B1 entrance at the Main Exhibition Hall

99年度本院其他營繕工程一覽表

項次	營 繕 工 程 項 目
1	西側停車場廁所後方圍牆整修工程
2	正館1樓廁所改善工程
3	西側下山瀝青鋪設工程
4	空調冷卻水塔改善工程
5	後側山坡自動化監測系統
6	本院辦公室設備汰換
7	視聽相關設施設備汰換
8	電器安全檢查
9	辦理B1喇叭音響改善工程
10	正館大廳牆面油漆及壁布工程
11	正館空調換氣改善工程
12	空調活性碳更換
13	文創園區水電修繕
14	文創園區空調修繕
15	正館105、107地坪改善工程
16	正館104地坪改善工程
17	正館廊橋及屋頂防水及雜草清除工程
18	西側無障礙不銹鋼斜坡道工程
19	行政大樓雨庇滲水整修工程
20	本院西側乙種宿舍週邊欄杆更新工程
21	正館無障礙設施
22	西側停車場警用停車棚
23	正館1樓地坪及欄杆修繕
24	西側下坡車道旁擋土牆修繕
25	第二行政大樓屋頂漏水修繕工程
26	科技室頂版滲水修繕工程
27	丙種宿舍屋頂修繕
28	書畫處辦公室PVC地板整修
29	正館地下樓樓梯下方庫房整修
30	東西側道路指示標誌施作
31	正館1樓廣場入口防水閘門工程
32	東側道路管線調降工程
33	正館三希堂欄杆油漆工程
34	如意館屋頂防漏修繕工程
35	108室陳列室止漏及防水工程
36	地下道平頂修繕工程
37	地下通道漏水修繕工程
38	正館後方複製品庫房修繕
39	正館地下１樓大廳平頂漏水修繕

本院正館1樓入口大廳
Main entrance of the Main Exhibition Hall

The Quality and Image Improvement Project for the Main Exhibition Hall Entrance and Lobby

- For the grand exhibition "Harmony and Integrity: The Yongzheng Emperor and His Times," the Museum contracted Ricky Liu and Associates to redesign the Main Exhibition Hall entrance and lobby without altering the old features of this national exhibition building. Apart from reflecting the topics of the grand exhibition, the renovation project also sets to improve the quality and image of the basement and the ground floor entrance.
- Due to a limited budget, but thanks to the donation of Barry Lam, the Museum's chairman of Advisory Committee, we began the phase-1 renovation in August 2009, refurbishing the basement toilets and doubling the facilities. The construction was completed on October 5, 2009, the opening day of the grand exhibition.
- Originally located in the Main Gallery on the 2nd floor of the Main Exhibition Hall, the bronze statue of Sun Yat-sen was moved temporarily in 2004 due to"The Project of Modification and Improvement of the Public Spaces in the Main Exhibition Hall, the Exhibition Circulation, the Surrounding Environment and the Earthquake-Resistant Structures."On January 1, 2010, the statue returned to its original location after the B1 Lobby of the Main Exhibition Hall completed its refurbishment.
- Other refurbishments include: The arch entrance of the B1 restroom at the Main Exhibition Hall, the airlock entry, the TV wall, the group audio tour, the ticket office, the post office, the columns on the ground floor at the Main Exhibition Hall, the floor screen for audio tour, the ventilation grid on the B1 and ground floors, the skirting board, the auto sliding door, the French windows, and the handrails at the Main Exhibition Hall. All these refurbishments were completed by September 2010.

Other Construction and Maintenance Projects in 2010

No.	Project
1	Refurbishing the wall behind the West parking lot restroom.
2	Improving the restroom on the ground floor at the Main Exhibition Hall.
3	Paving the asphalt on the western hill slope.
4	Improving the air conditioning cooling towers.
5	Installing auto surveillance system at the rear hill slope.
6	Replacing old office equipments.
7	Replacing old audio-visual equipments.
8	Security check for the electronic devices.
9	Improving the speakers and sound system on the B1 floor.
10	Repainting the walls of the Main Exhibition Hall and adding wall cloth.
11	Improving the ventilation system at the Main Exhibition Hall.
12	Replacing the activated carbon of the air-conditioning system.
13	Repairing the water and electricity system of the Cultural and Creative Park.
14	Repairing the air-conditioning system of the Cultural and creative Park.
15	Improving the floor of Room 105 and 107 at the Main Exhibition Hall.
16	Improving the floor of Room 104 at the Main Exhibition Hall.
17	Weeding and improving the waterproofness of the covered bridge and the roof at the Main Exhibition Hall.
18	Constructing a barrier-free steel path on the west hill slope.
19	Repairing the leaking rain shelter of the Administrative Building.
20	Replacing the old railings surrounding the west B dormitory.
21	Installing barrier-free facilities in the Main Exhibition Hall.
22	Building a covered police parking lot in the west parking area.
23	Repairing the floor and railings on the ground floor at the Main Exhibition Hall.
24	Repairing the retaining wall next to the West driveway.
25	Repairing the leaking roof of the 2nd Administrative Building.
26	Repairing the leaking ceiling of the Technology Room.
27	Repairing the roof of the C dormitory.
28	Repairing the PVC flooring of the office of the Department of Painting and Calligraphy.
29	Refurbishing the storage space under the basement stairs at the Main Exhibition Hall.
30	Installing the traffic signs on the East and West driveways.
31	Constructing water gates for the front square of the Main Exhibition Hall.
32	Lowering the pipes and power lines at the East driveway.
33	Painting the railings of San-xi-tang Tea Room.
34	Repairing the leaking roof of the Ru-yi Building.
35	Waterproofing the Gallery 108.
36	Repairing the flat roof of the underpass.
37	Repairing the leaking underpass.
38	Refurbishing the storage room of replicas behind the Main Exhibition Hall.
39	Repairing the leaking flat ceiling on the lobby of B1 floor of the Main Exhibition Hall.

本院正館夜景
The NPM Main Exhibition Hall at night

籌建大故宮計畫

本院指導委員會第3屆第2次會議建議：「大故宮計畫是一個大方向，而且應該將文化創意產業園區計畫容納進去，併案評估，建議故宮集中人力、財力與精力妥善規畫。」另，本院99年元旦向　馬總統進行業務簡報，並就大故宮計畫內容進一步說明，經　馬總統指示：「本計畫以容納日益增加之參觀人潮、擴大展廳面積、大幅改善現有參觀環境爲目標，若可順利推動，將有效紓解擁擠現象，並提升參觀品質，請周院長及故宮同仁依程序辦理相關之必要性與可行性評估作業，並邀請各方專家參與，就專業、安全、法令等面向進行研議」。

相關硬體設備概述

- 院區擴建工程。
- 文創產業發展中心(主要設施)：(1) 文創行政中心(含辦公室與教室)、(2) 漢字與水墨藝術博物館、(3) 文創品展示空間。
- 文創產業園區(附屬設施)：(1) 國際會議中心、(2) 文創精品店、(3)餐飲設施。
- 因應極端氣候下，本院後側山坡監測及整治工程(公務預算部分)：本院委由臺灣大學劉格非教授協助本院進行極端降雨事件下之災害潛勢分析，利用統計理論模擬出迴歸周期爲2000年之故宮可能產生的極端降雨情形，進行院區邊坡落石與滑動之數值模擬分析，並製作成極端降雨事件下土石流與淹水情形預測。

硬體建設規劃過程

- 99年3月10日籌建工作小組第1次會議決議：計畫總經費控制在約100～120億元左右，籌建計畫委託經費函請行政院同意由「文化創意園區」法定預算（「文創產業發展第二期計畫-打造故宮成爲全球文化創意產業應用重鎮計畫」）科目之項下相關經費勻支。
- 99年3月24日通過「大故宮計畫」籌建會成立要點。
- 99年4月7日籌建工作小組第3次會議決議：籌建計畫書製作委託技術服務案與「文化創意園區」BOT部分界面辦理方式，採併案辦理方式招標，使投標廠商對「大故宮計畫」及「文化創意園區」有全盤瞭解，俾作有效之評估及提出報院計畫，故文化創意園區維持BOT部分之各項評估併本案服務廠商一併辦理後報院。
- 「文化創意產業園區開發計畫構想暨都市計畫變更技術委託服務案」於99年4月29日評選後辦理議價及簽約等程序。
- 大故宮計畫籌建計畫書製作委託技術服務案於99年5月17日評審通過後辦理議價及簽約等程序。廠商綠野國際聯合建築師事務所依本院審查意見送交工作執行計畫書修正版本，經本院審核通過後，「期初報告」送經99年7月13日第一次籌建會委員審查，原則上通過，廠商於9月提送「期末報告」。
- 99年7月15日馮副院長率院內同仁赴行政院經濟建設委員會參加大故宮計畫籌建計畫書（草案）審查會議，會議結論建議行政院於核定100年度預算時，優先核列先期規劃與可行性評估費用新臺幣1,600萬元預算，以利本院於100年進行整體規劃及中長程計畫之提報。
- 本院座落於外雙溪地區核心地域，該地區之都市計畫自76年後即未再進行通盤檢討，致使土地使用規劃內容與當地實際情況產生落差。臺北市政府已積極配合本院「大故宮計畫」中文化創意產業園區之構想，主動提出外雙溪附近地區之都市計畫通盤檢討，並於99年8月27日公告公開徵求意見30天。本院將於都市計畫通盤檢討公告時間內，提出「文化創意產業園區」之規劃構想供臺北市政府參考。

The Grand Palace Museum Project

The Museum's advisory committee suggested in session 2 of its 3rd meeting that "the Grand Palace Museum Project should include the Culture and Creative Park as part of its plan. A well-laid proposal and an efficient integration of human and financial resources are necessary for the Project to succeed." On January 1, 2010, President Ma Ying-jeou attended the briefing at the Museum and instructed that "the priority is to expand the exhibition area and improve the environment to cope with the growth of visitors and relieve the crowdedness. Director Chou and all the Museum staff should evaluate the feasibility and necessity of the Project and invite experts to provide professional opinions on security, legal requirements and other issues."

Infrastructure

- Museum expansion.
- Cultural and Creative Industry Center (Main Facilities): (1) Cultural and Creative Administrative Center (including offices and classrooms), (2) Chinese Character, Water and Ink Museum, and (3) Culture and Creative Exhibition Space.
- Cultural and Creative Industry Park (Ancillary Facilities): (1) International Convention Center, (2)Cultural and Creative Shop(s), (3) Cafés and Restaurants.
- Renovation and surveillance of the rear hill slope for extreme weather (General budget): The Museum entrusted Prof. Liu Kofei of the National Taiwan University to do a regression analysis (of 2,000 years) and predict the possible scope of disaster (such as landslide and flood) along the rear hill slope under extreme downpour.

Planning for the Infrastructure

- On March 10, 2010, the Project Planning Committee held its 1st meeting and reached a conclusion that the total budget should be around 10 to 12 billion NT dollars and the Museum should ask for the Executive Yuan's permission to cover the expanse using the budget for the Cultural and Creative Park ("The 2nd-Stage Plan for Developing Cultural and Creative Industries: Turning the National Palace Museum into a Global Center of Cultural and Creative Industries").
- On March 24, "The Guidelines for the Establishment of the Planning Commission for the Grand Palace Museum" was approved.
- On April 7, the Project Planning Committee held its 3rd meeting and decided that the bidding of the Project proposal and the bidding of the BOT part of the Cultural and Creative Park should be combined so that the potential bidders will understand the whole Project better and make feasible proposals. Therefore, the evaluation of the BOT project should be submitted to the Museum until the bid winners are chosen.
- The bidders for "The Development of the Cultural and Creative Park and the Related Urban Planning Modification" were evaluated and the winner was chosen on April 29, followed by the price negotiation and the signing of the contract.
- The proposals for "The Grand Palace Museum Project" were evaluated and the bid winner was selected on May 17. Following the price negotiation and the signing of the contract, the Green Field International Group submitted a revised proposal to the Museum. It was approved and sent to the Planning Commission on July 13 for evaluation. Later in September, the Green Field submitted a "Final Report" to the Commission.
- On July 15, Deputy Director Fung Mingchu and the Museum representatives attended the proposal-reviewing meeting hosted by the Council for Economic Planning and Development. The meeting concluded by suggesting the Executive Yuan to approve a budget of 16 million NT dollars next year for the preliminary planning and the feasibility assessment of the Project so that the Museum can submit a complete proposal as well as mid-term and long-term plans by 2011.
- The Museum is located at the center of the Wai-shuan-xi area. The urban planning of this region is outdated because it has not been reviewed since 1987. In response to the Project of Grand Palace Museum and Cultural and Creative Park, the Taipei city government proposed a thorough review of the urban planning of the Wai-shuan-xi area and announced on August 27, 2010, a 30-day open proposal request period. The Museum has requested the designated site for the Cultural and Creative Industry Park to be included in this review and will submit its plan to the Taipei city government for reference.

本院天下為公牌坊
"All under Heaven are Equal" Paifang (Chinese archway)

南部院區 The NPM Southern Branch

南部院區

99年度是推動「國立故宮博物院南部院區籌建計畫」極具挑戰性的一年，也是最具突破性的一年。在本院努力及行政院與相關部會的支持下，齊力完成計畫通盤檢討修正，已逐一排除過去造成進程大幅延宕的不利因素，使計畫得以重新啓動，爲臺灣文化盛事奠定百年新基。

計畫修正

「國立故宮博物院南部院區籌建計畫」於93年12月15日核定後，執行階段迭遭障礙，除景觀及建築顧問違約，造成契約終止，衍生履約糾紛，並延宕計畫時程外，98年8月莫拉克颱風也對南部院區基地造成損害，突顯防洪治水規劃尚待強化等問題。爲利後續業務推動，本院積極研修計畫，業於99年10月22日奉行政院核定，未來將在「政策不變、策略調整」原則下，以「專業分工、分期建設」方式加速推動建設，並以104年博物館完工試營運爲目標。

政策不變

國際級亞洲藝術文化博物館的定位不變，計畫總經費、規模及營運模式皆不變。

策略調整

- 專業分工：結合內政部營建署工程專業、民間企業資源及本院博物館專業，戮力打造亞洲藝術文化博物館觀光園區。
- 分期建設：第1期博物館區相關工程20公頃，委由內政部營建署代辦興建，已於99年12月23日簽訂代辦協議書。景觀園區約50公頃，刻正辦理規劃設計中，未來亦將採促進民間參與公共建設模式引入民間資金，配合亞洲藝術文化博物館主軸，營造園區特色，以促進南部藝術文化與觀光產業共榮發展。

唐　佛坐像
Seated Buddha, Tang dynasty

民眾參觀「佛陀的故事－亞洲佛像之美」特展
Visitors enjoyed "The Story of Buddha: The Beauty of Asian Buddhist Sculptures"

泰國　8至10世紀　佛菩薩三尊立像奉獻板
Plaque with triad of standing Buddha with attendants, 8th to 10th C. Thailand

The NPM Southern Branch

2010 had been proven to be a challenging year for our Southern Branch project, but it was also a year full of breakthroughs. Thank to our staff's concerted effort and the support from the Executive Yuan and other government agencies, the obstacles were overcome one by one and the project was thoroughly revised and restarted with the aim to lay a solid foundation for our cultural industry for the century to come.

Project Revised

After its approval on December 15, 2004, the Museum's Southern Branch Project has encountered several obstacles. The breach of contract by the landscape architects and other architect agencies has resulted in the termination of contract and the delay of the project while typhoon Morakot severely damaged the site and revealed an urgent need for better flood control. For the project to continue, we have revised the plan and have it approved this year by the Executive Yuan on October 22. Under the "modifying the strategy without changing the policy" principle, the construction of the museum is now set to complete by 2015. The division of labor and stage-by-stage implementation will also be adopted to accelerate the process.

Policy Unchanged

The positioning of the Southern Branch as a world-class Asian art and culture museum remains unchanged, so do the budget, the scale of project, and the management model.

Strategy Modified

- Division of Labor : Constructing a "museum park" of Asian art and culture by joining force with the Construction and Planning Agency and private sectors.
- Stage-by-Stage Implementation: The first stage (20 acres) has been authorized to the Construction and Planning Agency with the agreement signed on December 23. About 50 acres of the park is currently under planning. Part of the buildable area will be developed and financed through BOT to induce private funds. Focusing on the theme of Asian art and culture, the "museum park" aims to promote the art, culture and tourism in Southern Taiwan.

南部院區志工培訓開訓典禮
The opening ceremony of volunteer training for the NPM Southern Branch

計畫推動

爲厚植南部院區文化根基，並爭取計畫時效，在計畫修正期間，本院仍就可執行部分，持續推動軟、硬體建設，99年度主要成果包括：

- 完成整地/儲水層工程驗收。
- 完成補助嘉義縣聯外道路工程。
- 完成南部院區年度環境監測及大地安全監測。
- 擴增博物館典藏：(1)文物徵集：99年度購藏亞洲織品、陶瓷等文物1,340組件、接受捐贈2件，涵蓋範圍超過32個國家，歷年累計徵集2,289組件，逐步豐富館藏。(2)圖書館藏：99年度購藏中、西文亞洲藝術文化相關圖書2,099筆，累計2,992筆。
- 策辦展覽活動：與嘉義市政府合作，於嘉義市立博物館辦理「嘉義．故宮零距離特展」及「佛陀的故事－亞洲佛像之美特展」。
- 加強教育推廣：(1)志工培訓：辦理第2期南院志工培訓計畫，計培訓志工224名。(2)文化種子教師培訓：99年度開辦亞洲藝術與文化種子教師培訓計畫，計有小學教師194人次參加。(3)文化深耕：推動文化深耕計畫，蒐集嘉義地區文史資料，加強與地文史工作者合作，以共同拓展文化紮根深度與廣度。
- 推展國際交流：(1)與法國遠東學院合作計畫，持續互派專家進行學術交流，掌握國際脈動。(2)與法國吉美博物館簽訂合作意向書，秉持互惠原則進行合作交流。(3)辦理國際學術研討會，以及南部院區展覽主題系列演講7場次，增進各界對亞洲文化之瞭解，並爲故宮南院暖身。

99年度南部院區相關演講

日　期	講　者	演　講　主　題
3/30	東京大學東洋文化研究所 桝屋友子教授	永恆的燦爛：中東虹彩陶的歷史
7/5	韓國忠北國立大學 姜敬淑榮譽教授	關於15世紀的朝鮮粉青沙器
7/7	韓國高麗大學考古美術史學科 方炳善教授	17世紀的韓日陶瓷交流
9/24	普林斯頓大學中國善本計畫總編輯 艾思仁教授	晚明情色插圖與浮世繪的起源
11/26	韓國龍仁大學校文化財大學院 裵宰浩院長＼教授	統一新羅時代的韓國佛教美術
11/27	韓國龍仁大學校文化財大學院 裵宰浩院長＼教授	韓國佛教美術史簡介
12/16	法國東方文化語言學院 馬爾凱教授	大津繪的日本風俗畫：從宗教奉獻到諷刺

「佛陀的故事－亞洲佛像之美」特展開幕演出
The performance at the launching ceremony for "The Story of Buddha: The Beauty of Asian Buddhist Sculptures"

Project Execution

While the project was being revised, we continued to build the hardware and software infrastructure of the Southern Branch for future need. Achievements include:

- The land and aquifer bed preparation was completed, checked and accepted.
- The connective roads were completed.
- The survey of environment and land safety was completed.
- Enriching the Collection:(1)Artifact: This year, 1,340 Asian textiles, ceramics and porcelains, etc. from more than 32 countries were purchased and 2 artifacts were donated. By far, a total of 2,289 artifacts have been acquired for the enrichment of Southern Branch.(2)Library: 2,099 books (in Chinese and in other languages) related to Asian culture and art were acquired in 2010 with a total of 2,992 books being collected to date.
- Organizing Exhibitions: Cooperating with the Jiayi city government, we staged "National Treasures of NPM in Jiayi," and "The Story of Buddha: The Beauty of Asian Buddhist Sculptures" at the Jiayi Municipal Museum.
- Expanding Outreach Programs:(1)Training Volunteers: A total of 224 volunteers undertook and completed the second Southern Branch training program.(2)Training Seed Teachers: 194 elementary school teachers undertook the seed teacher training program for Asian art and culture. (3)Deepening the Culture: The "Deep Ploughing" project was devised to increase the cultural breadth and depth by collecting cultural and historical materials of the Jiayi area and promoting the cooperation with local experts.
- Promoting International Exchange:(1)A cooperation agreement was signed with the French School of Asian Studies. Both parties will continue to send experts for academic exchange.(2)An agreement was signed with the Guimet Museum (France) to promote reciprocal cooperation and exchange.(3)International academic conferences and 7 lectures were held to increase the public's understanding of Asian cultures and serve as a warm-up for the launch of the Southern Branch.

Lectures related to the Southern Branch in 2010

Date	Speaker	Topic
March 30	Prof. Masuya Tomoko of the Institute for Advanced Studies on Asia, the University of Tokyo	Eternal Glory: The History of Lusterware of the Middle-East
July 5	Kang Kyong-suk, honorary professor of the Chungbuk National University, Korea	On the Buncheong Ware of the 15-centrury Korea
July 7	Bang Byung-sun, professor of the Department of Archaeology and Art History, Korea University	The Exchange of Pottery and Porcelain between Japan and Korea in the 17th century
September 24	James S. Edgren, editorial director of the Chinese Rare Books Project at Princeton University	Erotic Illustrations of the late Ming and the Origin of Ukiyo-e
November 26	Bae Jae-ho, professor of the Department of Cultural Properties, Yong In University, Korea	The Buddhist Art of the Unified Silla in Korea
November 27	Bae Jae-ho, professor of the Department of Cultural Properties, Yong In University, Korea	Introduction to the History of Korean Buddhist Art
December 16	Christophe Marquet, professor of the National Institute of Oriental Languages and Civilizations, France	Japanese Folk-paintings from Ôtsu: from Religious Devotion to Parody

禹
克勤于邦 烝民乃粒
薦舉任賢 厥中允執
惡酒好言 九功由立
不伐不矜 振古莫及

公共事務 Public Affairs

公共事務

本院策劃一系列敦親睦鄰、企業合作以及加強與故宮之友聯繫的方案，透過社會資源的有效整合，提供更多元的服務給民眾，並透過各種管道，擴大故宮文物藝術之影響力，積極與鄰近社群建立良好夥伴關係，同時藉著媒體的參與合作，讓社會各界能同享故宮的藝術資源。

宣傳行銷

本院99年度除舉辦精緻的展覽及展演活動外，也藉著媒體及各種多元管道向社會大眾推廣，包括日本及歐美等國家的駐臺記者均廣泛報導，對於文化觀光產生正面的催化作用。此外，本院亦積極結合其他政府機關國內外行銷管道，善用企業、團體、社區等社會資源，例如透過里長、社區報、企業電子報、美麗華、鼎泰豐等民間企業所提供的宣傳管道、與鳳凰衛視、聯合報系金傳媒公司、旺旺集團時藝多媒體公司等媒體之合作及台北市政府公益廣告資源等，協助宣傳本院展覽及活動，以期在有限預算之情況下達到最大的行銷效益。

周院長與章桂娜女士於茶原翰墨記者會合影
Photo of Director Kungshin Chou and Mrs. Chiang Chang Kueina at the press conference for "The Art of Chiang Chaoshen"

周功鑫院長及合作單位啓動「黃金旺族－內蒙古博物院大遼文物展」展覽儀式
Director Kungshin Chou and joint organizers launched the "Gold and Glory: the Wonders of Khitan from the Inner Mongolia Museum Collection"

馬總統於國父銅像歸位典禮致詞
President Ma Yingjeou spoke at the ceremony of the returning of the statue of Sun Yat-sen

Public Affairs

This year the Museum initiated a series of events to promote the "Good Neighbor Program," improve public relations, seek cooperation with private sector and encourage the participation of "The Friends of the NPM" through an effective organization of social resources. Various channels were sought to extend the cultural influence of the collection, providing more diversified services to audiences. The Museum also maintained tight cooperation with local communities and the media, ensuring the museum resources are accessible to the public.

Promotion and Public Relations

This year, the Museum continued to organize refined exhibitions and activities. Through the exposure of various media and advertising channels, including wide reportage from international journalists, the positive coverage has given a boost for the overall cultural tourism. Also, the Museum strived to utilize public marketing channels at home and abroad as well as local network, community newsletter and company e-bulletin, to promote exhibitions and events. The cooperation with the Gold Media Group (United Daily News), the DinTaiFung, the Miramar Entertainment Park, Phoenix TV, the Media Sphere Communications (China Times) and Taipei City Government helped the Museum maximize the advertising effectiveness under a limited budget.

「文藝紹興：南宋文化藝術特展」簽約儀式記者會合影
Contract signing ceremony and press conference for the "Dynastic Renaissance: Art and Culture of the Southern Song"

99年度重要記者會一覽表

日期	記　者　會　名　稱
1/1	馬總統親臨主持故宮國父銅像歸位典禮
1/27	「《清康熙朝藏文龍藏經》出版成果發表」記者會
2/5	「黃金旺族—內蒙古博物院大遼文物展」開幕記者會
4/1	「荒原翰墨—江兆申夫人章桂娜女士捐贈書畫篆刻展」開幕記者會
4/28	「圖像授權作業修正」記者會
5/14	「臺積美育之旅八年有成」記者會
6/16	「文藝紹興—南宋文化藝術特展」簽約儀式
6/25	「聖地西藏—最接近天空的寶藏」開箱記者會
6/30	「聖地西藏—最接近天空的寶藏」開幕記者會
7/29	「山水合璧—黃公望與富春山居圖特展」宣告記者會
10/1	「文藝紹興—南宋藝術與文化特展」開箱記者會
10/5	「大英博物館珍藏展–古希臘人體之美」開箱記者會
10/7	「文藝紹興—南宋藝術與文化特展」預展記者會
10/14	「大英博物館珍藏展–古希臘人體之美」預展記者會
11/12	華山創意文化園區「精彩數位故宮」特展開幕式
12/10	故宮「Magic經典－國寶100總動員」文創商品設計競賽成果發表會
12/18	點亮故宮聖誕妝點燈晚會
12/23	故宮「文創產業發展研習營成果展」記者會

「大英博物館珍藏展－古希臘人體之美」開幕酒會合影
Group photo at the opening party for "The Body Beautiful in Ancient Greece: Treasures from the British Musuem"

Major Press Conferences in 2010

Date	Subject
Jan. 1	The ceremony of the return of Sun Yat-sen's statue, hosted by President Ma Yingjeou
Jan. 27	Press conference for the publication of the *Kangxi Dragon Sutra*
Feb. 5	Press conference for the launch of the exhibition "Gold and Glory: The Wonders of Khitan from the Inner Mongolia Museum"
Apr. 1	Press conference for the launch of the exhibition "The Art of Chiang Chao-shen: Paintings, Calligraphy and Seals Donated by Mrs. Chiang Chang Kuei-na"
Apr. 28	Press conference for the announcement of the revised "Regulations on the Image Licensing"
May 14	Press conference for the TSMC 8-Year Aesthetic Journey
Jun. 16	The signing ceremony for the exhibition "Dynastic Renaissance: Art and Culture of the Southern Song"
Jun. 25	Press conference for the unpacking of artworks of the exhibition "Tibet: Treasures from the Roof of the World"
Jun. 30	Press conference for the launch of the exhibition "Tibet: Treasures from the Roof of the World"
Jul. 29	Press conference for the announcement of the exhibition "Landscape Reunited: Huang Gongwang's Dwelling in the Fuchun Mountains"
Oct. 1	Press conference for the unpacking of artworks of the exhibition "Dynastic Renaissance: Art and Culture of the Southern Song"
Oct. 5	Press conference for the unpacking of artworks of the exhibition "Body Beautiful in Ancient Greece: Treasures from the British Museum"
Oct. 7	Press Preview for the exhibition "Dynastic Renaissance: Art and Culture of the Southern Song"
Oct. 14	Press Preview for the exhibition "Body Beautiful in Ancient Greece: Treasures from the British Museum"
Nov. 12	The opening ceremony for the NPM Digital special exhibition at the Huashan Creative Park
Dec. 10	The Announcement of the Winners for the design competition of "Magic Classics: National Treasures 100 Run" Cultural Creative Products
Dec. 18	NPM Lighting-Up Christmas Party
Dec. 23	Press conference for the exhibition of the Cultural and Creative Industries Workshop

敦親睦鄰

爲推動本院對鄰近社區之教育推廣，分別於99年4月23日及8月6日晚間舉辦「黃金旺族－內蒙古博物院大遼文物展」與「聖地西藏－最接近天空的寶藏特展」敦親睦鄰之夜活動。現場除了讓里民免費參觀之外，更備有專人導覽以增進里民對文物之瞭解。本年度敦睦對象除延續臨溪里、溪山里、翠山里外，更拓展至福林里。此2次活動分別吸引838位與829位里民參加。

各界贊助

本院基於互利互惠之精神，一方面致力於增進與企業團體以及相關文教基金會之互動，另方面企圖創造更多資源整合的合作機會，使資源的利用更有效率。在社會各界對於故宮的贊助與支持下，使得本院軟硬體服務、展覽活動、教育推廣等方面，均能更順利推動且有突出的表現。

99年度各界捐贈一覽表

捐贈日期	單位名稱	捐贈內容	捐贈用途
1/20	財團法人廣達文教基金會	正館入口大廳視覺意象與品質提升計畫工程	提升正館入口大廳視覺意象與品質
3/15	有限責任國立故宮博物院員工消費合作社	現金400萬元	至善園廁所建造工程
3/22	有限責任國立故宮博物院員工消費合作社	現金500萬元	故宮新韻表演藝術活動
3/23	有限責任國立故宮博物院員工消費合作社	現金10萬元	上海世博會臺灣館故宮多媒體建置
3/26	台達電子文教基金會	視聽設備升級更新工程	文會堂、正館B1多媒體放映室及桃園國際機場未來博物館視聽設備升級及3D建置
4/28	財團法人成陽藝術文化基金會	現金20萬元	本院器物處學術交流使用
5/27	五洲製藥股份有限公司	現金150萬元	文藝紹興－南宋藝術與文化特展等兩岸文化交流事務使用
6/01	臺灣中小企業銀行股份有限公司	現金300萬元	文藝紹興－南宋藝術與文化特展等兩岸文化交流事務使用
7/08	鳳凰衛視有限公司	現金1,500萬	「文藝紹興－南宋藝術與文化特展」等相關兩岸文化交流事務
7/09	台達電子文教基金會	正館2樓多媒體室視聽設備及環保照明工程及30秒之3D影片	提升2樓多媒體室功能
7/09	合作金庫商業銀行股份有限公司	現金250萬元	用於康熙與路易十四大型表演劇相關開支
8/20	時藝多媒體傳播股份有限公司	宣傳贊助	用於「文藝紹興—南宋藝術與文化特展」媒體宣傳
8/27	多朋保險經紀人股份有限公司	「文藝紹興—南宋藝術與文化特展」借展文物之牆至牆藝術品綜合保險全險	用於「文藝紹興—南宋藝術與文化特展」借展品
11/30	開曼島頂新控股有限公司	現金200萬	故宮週末夜藝文表演活動補助社會大眾或學生表演團體經費及相關行銷、人事、舞台、燈光、音響等費用
11/30	味全食品工業股份有限公司	現金100萬	同上
12/28	鳳凰衛視有限公司	現金100萬	兩岸文化交流事務

The Good Neighbor Program

On the envening of April 23 and August 6, the Museum organized the "NPM for Neighbors," inviting residents of the neighboring villages to visit the exhibitions "Gold and Glory: The Wonders of Khitan from the Inner Mongolia Museum" and "Tibet: Treasures from the Roof of the World" for free. Guided tours were available to help them understand the artifacts better. This year, apart from Linxi, Xishan and Cuishan villages, the Fulin village was also included in the program. These two events had attracted the attendance of 838 and 829 residents respectively.

Individual and Corporate Sponsors

The Museum strived to promote the cooperation with companies and cultural foundations on the basis of reciprocity, creating more opportunities to integrate various resources and increase efficiency. With the support and sponsorship of enterprises and communities, the Museum was able to improve substantially in our service, exhibitions and outreach programs.

Corporate Sponsors in 2010

Date	Sponsor	Contents	Use
Jan. 20	Quanta Culture and Education Foundation	Renovation of the main entrance and lobby of the NPM	Renovating of the main entrance and lobby of the NPM
Mar. 15	The NPM Employee Cooperative	NT$4,000,000	Zhi-shan Garden Restroom Construction Project
Mar. 22	The NPM Employee Cooperative	NT$5,000,000	NPM "New Melody" performances
Mar. 23	The NPM Employee Cooperative	NT$100,000	The Museum's multimedia installation of the Taiwan Pavillion at the Shanghai Expo
Mar. 26	Delta Electronics Foundation	Upgrade of the audio-visual equipment	For the use of Wenhuitang Auditorium, Multimedia Room of the Main Exhibition Hall, and the Future Museum equipment at the Taoyuan International Airport
Apr. 28	Mai Foundation	NT$200,000	Academic exchange for the Department of Antiquities
May 27	U. C. Pharma	NT$1,500,000	Cross-strait cultural exchange (for exhibitions like "Dynastic Renaissance: Art and Culture of the Southern Song)
Jun. 1	Taiwan Business Bank	NT$3,000,000	Cross-strait cultural exchange (for exhibitions like "Dynastic Renaissance: Art and Culture of the Southern Song)
Jul. 8	Phoenix TV	NT$15,000,000	Cross-strait cultural exchange (for exhibitions like "Dynastic Renaissance: Art and Culture of the Southern Song)
Jul. 9	Delta Electronics Foundation	Audio-visual equipment, eco-friendly lighting equipment, and a 30-second 3D film	Upgrading the Multimedia Room at the Main Exhibition Hall
Jul. 9	Taiwan Cooperative Bank	NT$2,500,000	The shows for the exhibition featuring " The Emperor Kangxi and the Sun King Louis XIV"
Aug. 20	Media Sphere Communications Ltd.	Advertising and Marketing	Media advertisement for the exhibition "Dynastic Renaissance: Art and Culture of the Southern Song"
Aug. 27	Rich Friends Insurance Brokers Co. Ltd.	Insurance for the artifacts in the exhibition "Dynastic Renaissance: Art and Culture of the Southern Song"	Insurance for the loan artifacts in the exhibition "Dynastic Renaissance: Art and Culture of the Southern Song"
Nov. 30	Ting Hsin (Cayman Islands) Holding Corp.	NT$ 2,000,000	Subsidizing artists and student performing groups and the expense of marketing, personnel, stage, lighting and sound systems
Nov. 30	Wei Chuan Corp.	NT$ 1,000,000	Subsidizing artists and student performing groups and the expense of marketing, personnel, stage, lighting and sound systems
Dec. 28	Phoenix TV	NT$ 10,000,000	Cross-strait Cultural Exchange

「聖地西藏－最接近天空的寶藏」開箱記者會
Press conference for the unpacking artworks of "Tibet: Treasures from the Roof of the World"

周院長於「山水合璧－黃公望與富春山居圖」宣告記者會致詞
Director Kungshin Chou spoke at the press conference for the announcement of "Landscape Reunited: Huang Gongwang's Dwelling in the Fuchun Mountains"

故宮之友

針對故宮之友，本院除按季寄發展覽通訊，亦不定期邀約參與本院大型展覽及活動，如「聖地西藏－最接近天空的寶藏特展」、「文藝紹興—南宋藝術與文化特展」、「古希臘人體之美－大英博物館珍藏展」、「寄情人間—歷年捐贈器物特展」及相關開幕/預展活動等，並搭配宣傳活動致贈故宮之友環保袋，提高故宮之友歸屬感。

99年度「尚雅故宮之友」

- 陳桂標捐款新台幣100,000元。

99年度「終身快樂故宮之友」

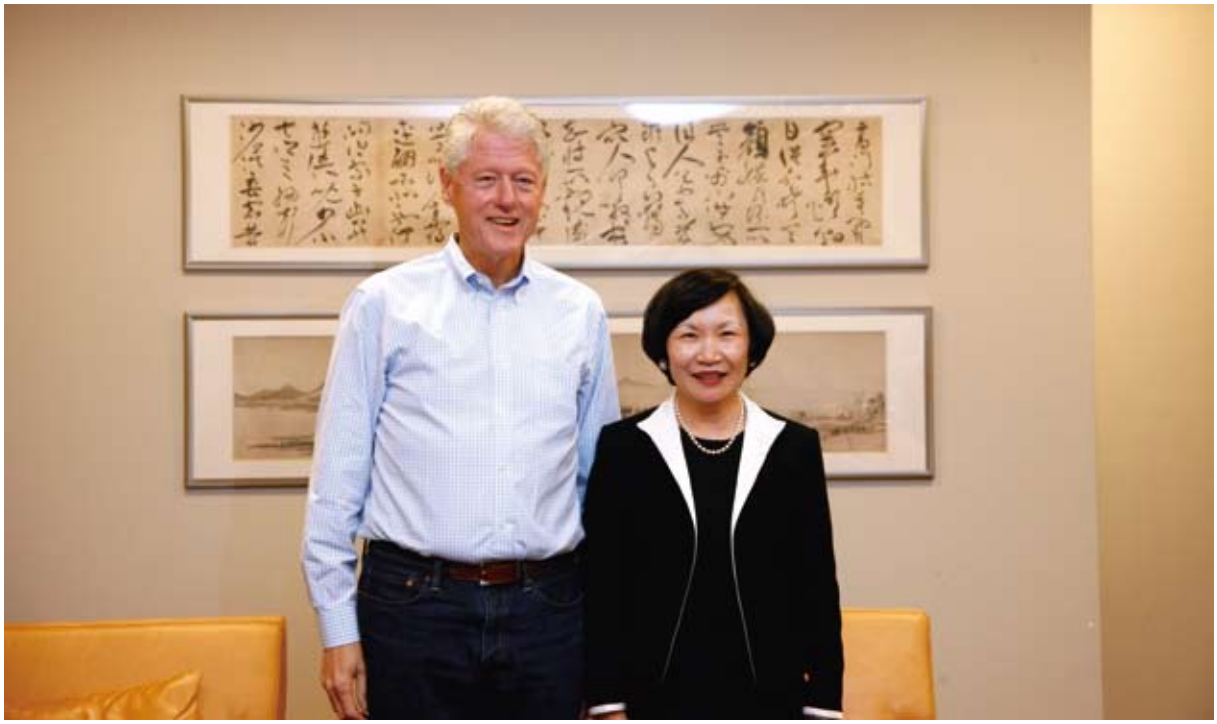
- 陳淑祺捐款新台幣12,000元。
- 蕭如哲捐款新台幣10,100元。
- 陳明枝、李雅黎、蕭月美、任克川、江佳涵、江佳臻、吳乙軒、梁桂華、梁桓睿、金肖雲、趙文玲、儲念華、陳小慧、李政鋒、賴兆貞、徐海勤、朱雲華、宋淑眞、洪筱雅、林永鍾、鐘羽映，共21人，每人捐款新台幣10,000元。

99年度「年度快樂故宮之友」捐款名單

- 林孟秋捐款新台幣1,200元。
- 蘇子川、洪彩華、楊美枝、謝秀嬌、林寶圓、葉美嬌、許東豪、梁洸禔、梁鴻斌、劉燕玲、莊依文、李竹香、洪至正、謝佩珊、葉曉萍、楊宙峰、林嘉羚、許怡芳、雷敦淵、施煌強、朱甌、陳怡文、萬維理、簡汎如、黃淵如、謝世華、董陽閎、施如玲、蕭秀月、李芳琳、蔡瀟、張勤敏、徐承義、沈承恩、吳美玉、戴玉琴、謝月凰、高美玲、張淑貞、陳吳勝美、許碧桂、王俐心、陳淑貞、王惠汝、唐如鐲、藍英仁、陳小玲、王勝弘、李文仁、彭安安、曾美玲、康宸甄、宋如巧、張靜婉、謝瑜珍、林妙兪、張月仙、吳品品、邱志豪、徐澄琪、蘇美智、溫冀麟、李小玲、余倩文、謝馥宇、黎長盃、吳孟謙、蕭妤庭、李玉玲、白裕承、任詠心、鄭建端、盧湘娥、董策、沐國柱、李啓智、林同安、方麗珠、陳美蘭、童若雯、門田晶、侯翠芬、陳紅、陳君宜、王嘉成、李天行、趙婷、王翠萍、郭瑞典、詹雅雯、張啓洪，以上91人，每人捐款新台幣1,000元。
- 羅惠眞捐款新台幣800元。
- 潘柏銓、陳凱風、陳欣妤，每人捐款新台幣500元。
- 吳明和捐款新台幣400元。

99年度「終身國際故宮之友」捐款名單

- John Inga11s捐款美金3,500元（折合新台幣110,775元）。



周院長與美國前總統克林頓先生合影
Photo of Director Kungshin Chou and former US president Bill Cliton

The Friends of the NPM

Newsletters are sent every season to "The Friends of the NPM" as well as invitations for the exhibitions and other events such as "Tibet: Treasures from the Roof of the World," "Dynastic Renaissance: Art and Culture of the Southern Song," and "The Special Exhibition of Artifact Donations." Environment-friendly tote bags are given for free to encourage their participation.

Elite Friend of the NPM

- Chen Quibiao (NT$100,000 donation)

Lifetime Friend of the NPM

- Chen Shuqi (NT$12,000)
- Xiao Ruzhe (NT$10,100)
- Chen Mingzhi, Li Yali, Xiao Yuemei, Ren Kechuan, Jiang Jiahang, Jiang Jiazhen, Wu Yixuan, Liang Quihua, Liang Henrei, Jin Xiaoyun, Zhao Wenling, Chu Nianhua, Chen Xiaohui, Li Zhengfong, Lai Zhaozhen, Xu Haiqin, Zhu Yunhua, Song Shuzhen, Hong Xiaoya, Lin Yongzhong, and Zhong Yuing (NT$10,000)

Annual Friend of the NPM

- Lin Mongqio (NT$1,200)
- Su Cichuan, Hong Caihua, Yang Meizhi, Xie Xiujiao, Lin Baoyuan, Ye Meijiao, Xu Donghao, Liang Guanti, Liang Hongbin, Liu Yanglin, Zhuang Yiwen, Li Zhuxian, Hong Zhizheng, Xie Peishang, Ye Xiaoping, Yang Zhofong, Lin Jialing, Xu Yifang, Lei Duenyuan, Shi Huangqian, Zhu Ou, Chen Yiwen, Wan Weili, Jian Xunru, Huang Yuanru, Xie Shihua, Dong Yanghong, Shi Ruling, Xiao Xiuyue, Lin Fanglin, Cai Xiao, Zhang Qinmin, Xu Chengyi, Sheng Chengen, Wu Meiyu, Dai Yunqin, Xie Yuehuang, Gao Meiling, Zhang Shuzhen, Chen Wu Shengmei, Xu Biquei, Wang Lixin, Chen Shuzhen, Wang Huiru, Tang Ruzhuo, Lang Yingren, Chen Xiaoling, Wang Shenghong, Li Wenren, Pong Anan, Zeng Meiling, Kang Chenzhen, Song Ruqiao, Zhang Jingwan, Xie Yuzhen, Lin Miaoyu, Zhang Yuexian, Wu Pinpin, Qiu Zhihao, Xu Chengqi, Su Meizhi, Wen Jilin, Li Xiaoling, Yu Qianwen, Xie Fuyu, Li Changhe, Wu Mongqian, Xiao Yuting, Li Yuling, Bai Yucheng, Ren Yongxin, Zheng Jianrei, Lu Xianger, Dong Ce, Mu Guozhu, Li Qizhi, Lin Tongan, Fang Lizhu, Chen Meilang, Tong Rowen, Men Tianjin, Ho Cuifen, Chen Xiohong, Chen Junyi, Wang Jiacheng, Li Tianxing, Zhao Ting, Wang Cuiping, Guo Reidian, Jan Yawen, and Zhang Qihong (NT$1,000)
- Lo Huizhen (NT$800)
- Pan Boquan, Chen Kaifong, and Chen Xinyu (NT$500)
- Wu Minghe (NT$400)

Lifetime Foreign Friend of the NPM

- John Ingalls (US$3,500)

休閒消費

Leisure Facilities

休閒消費

本院運用企業管理行銷與異業結盟的經營理念，結合外在資源，營造更活潑的休閒消費發展空間。

員工消費合作社

- 民國98年6月17日內政部函令修正有關政府委託合作社代辦業務規定，針對委託代辦業務範圍、委託方式、盈餘處理、認定標準及其他應注意事項（公益金支用用途），做出明確規定。有限責任國立故宮博物院員工消費合作社（以下簡稱消合社）隨即針對消合社營運宗旨、組織分工、財務流程、盈餘處理、公益金支用辦法進行修正，並於98年12月31日前完成上述因應及修正工作。

- 目前消合社已轉型成爲一個非營利性、接受政府機關委託代辦業務的雙重對內（社員）及對外（遊客及非社員）餐飲服務與紀念品販售功能的合作社性質機制。同時，藉由委託代辦業務範圍、委託代辦方式、盈餘處理、公益金等營運機制與執行制度的明確化，使得故宮消合社扮演了對國庫及故宮文物藝術發展基金收益、社會公益、藝文推廣均有貢獻的角色與功能。

- 本院業已依預算法規定，於99及100會計年度預算內編列員工消費合作社代辦業務權利金之歲入預算。又本院於98年間業已協調員工消費合作社自98年度起接受本院委託代辦業務之盈餘不再分配予社員，此舉既可爲博物館提供文創產品服務，又可增加國庫收入。

有限責任國立故宮博物院員工消費合作社營業收入金額與國庫收入資料 **單位：元**

年　度	全年營業收入	繳交國庫之營業權利金（稅後盈餘之30%）	公 積 金（稅後盈餘之10%）	公 益 金（稅後盈餘之20%）
96	361,815,466	0	5,644,977	11,289,953
97	367,787,299	20,270,594	4,726,003	24,489,028
年　度	全年營業總收入（委辦業務）	繳交國庫之營業權利金（營業總收入之10%，含其他收入）	公積金（稅後盈餘之10%）	公益金（稅後盈餘之90%）
98	554,374,595	55,548,656	3,768,206	33,913,856
99	680,199,971	68,160,369	5,226,049	47,034,443

本院消合社公益金捐助希伯崙全人關懷協會小草扶助計畫
The NPM Employee Cooperative donated public welfare fund to the Tiny Grass Project of the Hebron Mission Center

本院消合社公益金捐助臺北縣天主教安老院20萬暨圖書1批
The NPM Employee Cooperative donated public welfare fund NT$ 200,000 and books to the Taipei Catholic Senior Home

本院消合社公益金捐贈善牧基金會兒童之家善款，由周院長代表捐贈
Director Kungshin Chou, on behalf of the NPM Employee Cooperative, donated public welfare fund to the Children's Home of the Good Shepherd Foundation

本院消合社辦理美的力量．故宮列車離島公益活動，前往連江縣贈書
The NPM Employee Cooperative held the "Power of Beauty, The NPM Train" and donated books Lianjian County

Leisure Facilities

This year, we continued to apply business administration skills to forge horizontal alliances and integrate external resources to create a more diversified exhibition environment.

The NPM Employee Cooperative

- After the Ministry of the Interior announced on June 17, 2009, new regulations on the business scope, entrusting methods, surplus management, criteria of identification, and the use of public welfare fund of government-entrusted cooperatives. The NPM Employee Cooperative started to revise its business objectives, financial procedures, division of labor, surplus management and the use of public welfare fund. All the modifications were completed by December 31, 2009.
- After the revision, our Cooperative has become a government-entrusted, non-profit organization open to its members and the public, providing food, drinks, souvenirs, and other services. The clarification of its operation (such as the business scope, entrusting methods, surplus management, and the use of public welfare fund) has also helped the Cooperative fulfill its function in increasing the revenue for the National Treasury and the NPM Art Development Fund as well as promoting the public good and our outreach programs.
- Under the Budget Law, we started to list the revenue from the Cooperative's entrusted businesses as part of the Museum's revenue. An agreement was also made between the Museum and the Cooperative that, starting from 2009, such revenue would no longer distribute to its members, but return to the National Treasury or invest in the development of Museum's cultural and creative products.

Revenue and Payment from the NPM Employee Cooperative Turned Over to the National Treasury

(Unit: NT Dollar)

Year	Revenue	Payment (30% of the after-tax profits)	Public reserve fund (10% of the after-tax profits)	Public welfare fund (20% of the after-tax profits)
2007	361,815,466	0	5,644,977	11,289,953
2008	367,787,299	20,270,594	4,726,003	24,489,028
Year	Revenue (Entrusted businesses)	Payment (10% of the after-tax profits and other revenues)	Public reserve fund (10% of the after-tax profits)	Public welfare fund (90% of the after-tax profits)
2009	554,374,595	55,548,656	3,768,206	33,913,856
2010	680,199,971	68,160,369	5,226,049	47,034,443

99年度有限責任國立故宮博物院員工消費合作社各部門收入（含稅）統計表

單位：元

月份	禮品部	餐飲部	其他	委辦合計
1	45,439,096	3,768,597	429,468	49,637,161
2	44,590,970	4,063,010	160,412	48,814,392
3	52,839,857	4,060,057	168,664	57,068,578
4	50,743,831	3,490,680	224,542	54,459,053
5	56,221,354	4,091,088	448,840	60,761,282
6	50,461,584	3,549,251	171,918	54,182,753
7	52,382,091	5,961,964	232,341	58,576,396
8	57,706,584	6,681,119	57,194	64,444,897
9	47,024,724	4,693,844	236,675	51,955,243
10	60,903,057	5,215,778	1,605,861	67,724,696
11	63,913,705	6,066,775	1,469,560	71,450,040
12	65,403,155	6,459,422	1,360,644	73,223,221
合計	647,630,008	58,101,585	6,566,119	712,297,712

99年度有限責任國立故宮博物院員工消費合作社觀衆服務事項及投入金額一覽表

服務事項	內容	全年投入金額
醫務室緊急醫療服務	聘雇醫務人員2名、供應相關醫務設備及耗材	1,005,087元
節慶全院換裝計畫	舊曆中國年及聖誕節全院公共區域應景裝飾	2,000,000元
全院自動手部消毒機及消毒液供應	全院公共空間及餐飲服務區域周邊設置自動手部消毒機共計16部	58,812元
嬰幼兒推車免費借用服務	提供寄物處10台嬰幼兒推車提供觀衆免費借用一年約1,200人次	22,000元
小　計		3,085,899元

本院消合社辦理社員合作社場觀摩，參訪苗栗縣手工業生產合作社
The members of the NPM Employee Cooperative visited the Miaoli Handicraft Industry Cooperative

總統夫人周美青女士及周院長與參加消合社公益金贊助之故宮學藝與欣賞之旅時與原住民小朋友合影
Group photo of First Lady Zhou Meiqin, Director Kunghin Chou and the young aboriginal attendants of the NPM Art Learning Tour

Revenue of the Sectors of the NPM Employee Cooperative in 2010 (Unit: NT Dollar)

Month	Souvenir Sector	Food and Drinks Sector	Other	Total
1	45,439,096	3,768,597	429,468	49,637,161
2	44,590,970	4,063,010	160,412	48,814,392
3	52,839,857	4,060,057	168,664	57,068,578
4	50,743,831	3,490,680	224,542	54,459,053
5	56,221,354	4,091,088	448,840	60,761,282
6	50,461,584	3,549,251	171,918	54,182,753
7	52,382,091	5,961,964	232,341	58,576,396
8	57,706,584	6,681,119	57,194	64,444,897
9	47,024,724	4,693,844	236,675	51,955,243
10	60,903,057	5,215,778	1,605,861	67,724,696
11	63,913,705	6,066,775	1,469,560	71,450,040
12	65,403,155	6,459,422	1,360,644	73,223,221
Total	647,630,008	58,101,585	6,566,119	712,279,712

The NPM Employee Cooperative Visitor Service and Its Expense in 2010 (Unit: NT Dollar)

Service	Detail	Expense
First aid and emergency treatment (Medical Office)	Hiring 2 medical personnel and purchasing necessary equipments and medical products	1,005,087
Holliday Decoration	Lunar New Year and Christmas (in all public areas)	2,000,000
Hand sanitizer and automatic dispenser	16 dispensers in Museum's public areas and restaurants	58,812
Baby Stroller (Free Service)	10 strollers at the coatroom (about 1,200 visitors served per year)	22,000
Total		3,085,899

99年度有限責任國立故宮博物院員工消費合作社外展推廣活動一覽表

日期	活動名稱	投入人力	投入經費/新臺幣（元）		媒體報導效益
			裝修費	差旅費	
6/16~6/20	2010 臺北上海雙城文化創意產業博覽會	2人	45,714	289,457	電視：8 報紙：40 網路：35
6/18~6/21	2010第三屆海峽兩岸(廈門)文化產業博覽交易會	9人	1,400,863	356,333	電視：25 報紙：21 網路：34
10/28~10/31	2010山東臺灣名品博覽會	9人	1,325,000	459,734	電視：12 報紙：19 網路：26
11/7~11/12	ICOM 2010年大會博物館展覽會(觀摩)	3人	0	212,137	0
11/19~11/28	2010馬來西亞第十二屆書香國際中文書展(觀摩)	2人	0	90,948	0

99年度有限責任國立故宮博物院員工消費合作社公益活動一覽表

對象	受贈單位	場次	人次	金額（元）
弱勢團體（原住民、老人、受刑人、戒毒者、低收入戶、單親家庭、受虐兒童及婦女、偏鄉兒童）	臺灣原住民族文化推廣協會－環保推廣表演	6校	1,120	100,000
	天主教安老院捐助及月刊	1	90	202,880
	天主教安老院水果慰問	19單位	2,510	97,230
	士林區低收入里民	58戶	58	208,800
	內政部小太陽希望工程協會－暖意餐盒捐助	1	1,000	500,000
	晨曦會－戒毒者在職訓練及設備擴充	1	50	1,500,000
	晨曦會－戒毒技職人員訪問	1	12	6,030
	希伯崙基金會－小草扶助計畫	1	100	1,300,000
	善牧基金會－兒童之家設備捐贈	1	120	2,200,000
	善牧基金會－單親家庭故宮學藝之旅	1	40	138,248
	七彩文化團－原住民關鍵及表演	1	40	173,650
	勵馨基金會－琉璃珠在職訓練課程	1	25	400,000
	臺北縣身心障體育推廣協會－端午節活動	1	200	5,300
	臺北市體育協會－親子運動會	1	500	100,000
	溪水旁單親關懷單親家庭協會－溫馨聖誕活動	1	164	364,500
回饋觀衆與優惠服務	故宮新韻－傳統藝術表演推廣	35	5,542	5,000,000
	至善園賣店公廁建造	1	20,000	4,000,000
	春節民俗節慶藝文表演－喜糖/春聯/表演	2	2,000	250,860
	元宵民俗節慶藝文表演	1	500	116,000
	花博護照購票優惠	1	5,000	50,000
	故宮85週年院慶－敦親睦鄰活動	17	4,600	2,030,121
	中華民國電影戲劇協會－慈善音樂會及環保電影展	3	2,500	1,000,000
	點亮故宮聖誕妝－百名兒童歡樂遊		164	91,264
文創產業研習與推廣	上海世博會文創展－多媒體建置	1		100,000
	中華民國博物館協會－會刊編印	4期	4,952	358,000
	故宮2011非常南宋文創研習	1	60	294,750
	中國婦女發展基金會捐書	1		115,721
偏鄉兒童藝文推廣	帝門基金會－金門、馬祖、澎湖捐書	86校	4,300	1,927,680
	帝門基金會－花蓮、臺東捐書	4校	800	480,000
	東元基金會－故宮學藝與賞藝之旅	16校	903	1,915,217
	故宮來午－故宮志工關心您捐書	2校	250	20,000
	梨山國中小捐書	2校	360	103,448
合計			57,960	25,149,699

Outreach Programs of the NPM Employee Cooperative in 2010

Date	Event	Personnel	Expense (NT Dollar)		Media Coverage
			Decoration	Travel	
Jun. 16-20	2010 Taipei-Shanghai Cultural and Creative Industries Expo	2	45,714	289,457	TV : 8 Newspaper : 40 Internet : 35
Jun. 18-21	The 3rd Cross-Strait Cultural Industry Trade Expo at Xiameng	9	1,400,863	356,333	TV : 25 Newspaper : 21 Internet : 34
Oct. 28-31	2010 Shandong Expo of Famous Products from Taiwan	9	1,325,000	459,734	TV : 12 Newspaper : 19 Internet : 26
Nov. 7-12	2010 ICOM General Conference in Shanghai (Visit)	3	0	212,137	0
Nov. 19-28	The 12th Malaysia International Chinese Book Fair (Visit)	2	0	90,948	0

Community Service of the NPM Employee Cooperative in 2010

Service	Organization	Time	Person	Expense (NT Dollar)
Minority Group (indigenous people,senior citizens, abstinent drug addicts, low-income families, single-parent families, abused children and women, and rural-area children)	Taiwan Indigenous Culture Promotion Association: Environmental protection campaign	6 schools	1,120	100,000
	The Little Sisters of the Poor, Taiwan: Donation and Monthly	1	90	202,880
	The Little Sisters of the Poor, Taiwan: Fruit	19 units	2,510	97,230
	Low-income families in Shilin district	58 families	58	208,800
	The Little Sun Association: Boxed meals	1	1,000	500,000
	Operation Dawn: On-job training for abstinent drug addicts and equipment upgrade	1	50	1,500,000
	Operation Dawn: visit the technicians who were drug addicts	1	12	6,030
	Hebron Foundation: Tiny Grass Project	1	100	1,300,000
	Good Shepherd Social Welfare Services: Donating equipment to the Children's Home	1	120	2,200,000
	Good Shepherd Social Welfare Services: Single-parent families visiting the Museum	1	40	138,248
	Seven-color Culture Group: Indigenous show	1	40	173,650
	The Garden of Hope Foundation: On-job training for the glass beads making	1	25	400,000
	Taipei County Sports Association of the Disabled: Dragon Boat Festival event	1	200	5,300
	Taipei City Sports Association: Family sports meet	1	500	100,000
	By Streams Single-parent Family Care Association: Lantern lighting and other activities for the Christmas	1	164	364,500
Visitor reward and discount program	NPM New Melody: Promoting Traditional Arts	35	5,542	5,000,000
	Constructing the Restrooms at the Zhi-shan Garden	1	20,000	4,000,000
	Folk show for the Lunar New Year: Sweets, couplets and shows	2	2,000	250,860
	Folk show for the Lantern Festival	1	500	116,000
	Discount for the Taipei Flora Expo Passport	1	5,000	50,000
	The Good Neighbor Program: 85th Anniversary of the NPM	17	4,600	2,030,121
	Motion Picture and Drama Association: Charity concerts and environmental movies	3	2,500	1,000,000
	Lighting up Christmas for NPM: One hundred children visiting the Museum	1	164	91,264
Workshop and outreach program for the cultural and creative industries	Multimedia installations for the Cultural and Creative Show at the Shanghai Expo	1		100,000
	Chinese Association of Museums: Newsletter editing and printing	4 issues	4,952	358,000
	The NPM 2011 Culture and Creative Workshop for the Southern Song Art and Culture	1	60	294,750
	The Museum donated books to China Women's Development Foundation	1		115,721
Outreach program for rural-area children	Dimension Endowment of Art: Book donation to Jinmeng, Matzu and Penghu	86 schools	4,300	1,927,680
	Dimension Endowment of Art: Book donation to Hualian and Taidong	4 schools	800	480,000
	Teco Technology Foundation: Learning and appreciating art at the NPM	16 schools	903	1,915,217
	NPM Volunteer Day: Book donation	2 schools	250	20,000
	Book donation to Lishang Elementary and Junior High School	2 schools	360	103,448
Total			57,960	25,149,699

99年度有限責任國立故宮博物院員工消費合作社繳付國庫項目及金額一覽表 **單位：萬元**

項目	繳交對象	繳交期程	金額(全年)	備註
場地租金	國立故宮博物院	半年度	368.6	轉入國庫
水、電費	國立故宮博物院	按實際支用期程	785.3	實際支出，減低公務
總機通信費(電話費)			6.4	預算與國庫支出
院方設備分攤與維護			127.1	
營利事業所得稅	國稅局	年度	1,092	轉入國庫
營業稅	國稅局	單月	1,273.8	轉入國庫
回饋金(營業權利金)	國庫	年度	6,816	全年營業(除稅)總額10%
小　計(估計)			10,469.2	

99年度有限責任國立故宮博物院員工消費合作社代銷業務繳交國立故宮博物院藝術發展基金之收益一覽表

月　份	繳交金額（新臺幣／元）
1	17,987,839
2	15,533,258
3	20,676,105
4	19,836,312
5	21,494,882
6	19,944,183
7	20,781,405
8	22,705,862
9	18,124,272
10	22,089,513
11	22,885,313
12	22,663,920
總計	244,722,864

停雲書店
Ting-yun Bookstore

空間設施

至善園

至善園佔地5,687坪，擷取中國傳統造園經驗，構築出具有文人氣息的仿古宋園景緻。木質園門取材自海拔1,500公尺以上的雲杉木，門簷下嵌著梅芝竹菊與至善園爲樣的鏤空木飾，全部手工刻出。景點之一的松風閣，閣高兩層，木樑柱以龍鳳入雕，登臨石梯頂層，可盡覽園內奇山水景，而閣內陳設琴台高燭，益發思古之幽情。園內的「蘭亭」有圓桌鼓凳、漢事朱雀銅燈，可供遊客雅集。入園門廳並設有「至善廳」禮品店，專營以花鳥蟲魚、庭園風景爲主題的故宮出版書籍、文物複製品，以及精美的文物禮品及紀念品等。

至德園

本院區右側畸零地闢建開放性庭園－「至德園」，園中曲橋池沼、小亭憑望。每逢秋夜清涼，桂馥荷香，迎風飄送，更令人神馳嚮往，久久不已。

文會堂

位於本院第1行政大樓，共260個席位，爲提升文會堂功能，特將其改裝及加設劇場布景設備，並自98年8月推出「故宮新韻」。以本院藏品爲核心，結合與文物相關的傳統戲曲，如崑曲、京劇等，藉由生動的戲曲表演、研習活動與兒童DIY體驗，提供多重官能學習。

Payment of the NPM Employee Cooperative to the National Treasury in 2010 (Unit: NT 10,000)

Item	Recipient	Period	Annual Amount	Note
Rent	The National Palace Museum	Biannual	368.6	Turned over to the National Treasury
Utility Charges	The National Palace Museum	Paid upon invoice	785.3	Paid upon invoice to reduce budget and Treasury Expenditure
Telephone Fees			6.4	Budget and National Treasury Expenditure
Equipment Maintenance Fee			127.1	
Business Tax	The National Tax Administration	Yearly	1,092	Turned over to the National Treasury
Sales Tax	The National Tax Administration	Monthly	1,273.8	Turned over to the National Treasury
Feedback Fund (Royalty)	National Treasury	Yearly	6,816	10% of the annual after-tax revenue
Total			10,469.2	

Ancillary Facilities

Zhi-shan Garden

Covering an area of 4.6 acres, the Zhi-shan Garden is constructed based on the concept of traditional Chinese architecture, reflecting the garden design of the Song Dynasty and the artistic taste of the literati. Its wooden front gate is made of spruce trees taken from mountains over 4,900 feet high, and the eaves are decorated with inlaid wooden hand-carvings of bamboo, plum, orchid, chrysanthemum blossom and the image of the garden itself. One of the attractions, the two-storied Pine Wind Pavilion, has wooden pillars with dragons and phoenix carving. The zither desk and long candleholders furnishing the interior are reminiscent of ancient times. At the top of its stone steps, visitors can admire the magnificent rock-and-water landscape of the entire Garden. Also, the Orchid Pavilion provides a resting place for guests with its round tables, drum-shaped chairs, and bronze sparrow lanterns in the Han style. The entrance lobby houses a gift ship, the Zhi-shan Hall, having a variety of publications, replicas, gifts and souvenirs inspired by the flowers, birds, insects, fishes, gardens and landscapes in Chinese culture and art for visitors to select from.

Zhi-de Garden

The Museum turned the unused land on its right-hand side into an open-air garden, the Zhi-de Garden, with a zigzag bridge, a pond and a small pavilion. In autumn, when the fragrance of the sweet olive and lotus wafts on the breeze, it is the most intoxicating experience for visitors.

Wenhuitang Auditorium

Located in the First Administrative Building with 260 seats, the Wenhuitang Auditorium has been renovated to have theater facilities. In August 2009, it became the stage for "The NPM's New Melody," a multimedia show integrating the antiquities into the traditional Chinese performing arts like Kun Opera and Peking Opera. The goal is to combine lively shows, seminars, and children's DIY workshops to achieve multi-sensory learning.

Payment of the NPM Employ Cooperative to the NPM Art Development Fund in 2010

Month	Payment (Unit: NT Dollar)
1	17,987,839
2	15,533,258
3	20,676,105
4	19,836,312
5	21,494,882
6	19,944,183
7	20,781,405
8	22,705,862
9	18,124,272
10	22,089,513
11	22,885,313
12	21,543,785
Total	244,722,864

三希堂（故宮夜宴）
位於第1展覽區4樓，供應中國茶、熱食、點心、咖啡。本院爲響應政府文化觀光政策，活化本院各項資源，提供國內外人士優質參觀環境及提倡我國固有文化傳統，自98年11月推出「故宮夜宴」活動，結合本院國寶文物導覽、本院「三希堂」特色餐飲及「南管」等傳統藝術文化，整合成爲套裝行程，提供國內外人士優質參觀及欣賞藝文活動的最佳環境。本活動由院外企業或機構提出申請，利用本院週六延長夜間開放或其他夜間時段舉行，達到「有看頭」（國寶文物）、「有甜頭」（特色餐飲）、「有癮頭」（傳統表演藝術）的故宮特色參觀之旅。「故宮夜宴」已辦理場次爲：行政院新聞局（98.05.20）、高雄餐旅學院（98.07.30）、富邦文教基金會（98.09.21）、常在律師事務所（99.03.19）、德意志銀行（99.11.11）。預訂辦理場次爲：山水旅行社（100.02.25）、寶寶旅行社（100.04）、金品旅行社（100.04.09）。

停雲書店
位於第1展覽區2樓，內售各式精裝書本。

閒居賦
位於第1展覽區1樓，挑高的玻璃落地窗，可以眺望平台環視故宮群山翠綠之美，供應花茶、咖啡、蛋糕、三明治。

富春居
位於第2展覽區1樓，供應 咖啡、冷熱飲、蛋糕、簡餐。

多寶格、玲瓏閣、寶繪廊禮品店
本院內設有多處禮品店，分別位於展覽館地下1樓、2樓等處，販售故宮出版之書籍、文物複製品，以及精美的文物禮品及紀念品等。

故宮晶華
位於本院院區內的「故宮晶華」，肩負著宣揚中華美食文化的重責大任，其菜色內容與餐具器皿的設計將緊密的與故宮文物結合，料理口味力求美味、服務流程和用餐氛圍則是展現以現代演譯傳統的獨特性，在晶華國際酒店集團的精心規劃之下，多樣化的美食以及豐儉由人的價位，可以讓國際商旅以及美食饕客們，在飽覽文物之際，也能品賞精緻美饌；更可以讓中華美食的博大精深、透過這個平台、持續揚名國際。

富春居
Fu-chun-ju Bistro

至善園
Zhi-shan Garden

三希堂
San-xi-tang Tea Room

San-xi-tang Tea Room (The Banquet at the NPM)
The tea room is located on the 4th floor of the Main Exhibition Hall, serving Chinese tea, hot dishes, dim sum and coffee. In response to the government's policy to promote cultural tourism, the Museum created "The Banquet at the NPM" since November 2009, combining artifact tour, dinning at the San-xi-tang, and traditional Nanguan music to provide a prefect environment for visitors at home and abroad to enjoy our traditional art and culture. The Banquet is held at Saturday night (or any weekday evening with prolonged opening hours) and available only by group application (companies or institutions). Applicants to date include: Government Information Office (May 20, 2009), National Kaohsiung Hospitality College (Jul. 30, 2009), Fubon Cultural and Educational Foundation (Sep. 21, 2009), Tsar and Tsai Law Firm (Mar. 19, 2010), The Deutsche Bank (Nov. 11, 2010), Sansui Travel Agency (Feb. 25, 2011), Baobao Travel Agency (Apr. 2011), and Golden Express Travel Service (Apr. 9, 2011)

Ting-yun Bookstore
Located on the 2nd floor of the Main Exhibition Hall, the bookstore boasts a wide collection of hardcover books.

Xian-ju-fu Café
Situated on the ground floor of the Main Exhibition Hall, the café has floor-to-ceiling glass windows looking out to the platform and the beautiful surrounding mountains. Flower teas, coffee, cakes and sandwiches are served during the opening hours.

Fu-chun-ju
Located on the ground floor of the Library Building (the 2nd Exhibition Hall), the bistro offers coffee, hot and cold beverages, desserts and light meals.

Duo-bao Chamber, Ling-long Camber and Bao-huei Gallery
The Museum has several gift shops located on the basement floor B1, the ground floor and the second floor of the Main Exhibition Hall, displaying NPM's publications, replicas, licensed merchandise and fine souvenirs.

Silks Palace Restaurant
As the Museum's ambassador of Chinese cuisine, the Silks Palace draws inspiration from the artifacts in designing its dishes and tableware. Thank to the meticulous effort of the Formosa International Hotels Corporation, the dishes are delicious, the service and the atmosphere are good, and the decoration is unique in its modern interpretation of the tradition. Foreign visitors and gourmets will enjoy the diversity and the price of the food while appreciating the beauty of the Museum's collection and the breadth and the depth of Chinese cuisine.

人事異動

Staff Shuffle

人事異動

爲健全博物館專業及發揮組織綜效功能考量，本院適時檢討各處室人員配置情形，以提升員工向心力及工作士氣。99年度相關人事異動如下列表示：

99年度本院副院長以上人事異動表

日期	姓　名	異動前職　稱	異動後職　稱	異動情形	說　明
4/9	馮明珠	政　務副院長	常　務副院長	改任	由政務副院長改任常務副院長

99年度本院聘任人員兼科長級以上人事異動表

日期	姓　名	異動前職　稱	異動後職　稱	異動情形	說　明
1/8	張文玲	副研究員兼科長	副研究員	調動	由原兼任南院處展覽研究科科長調教育展資處
6/18	林國平	研究員	副處長	陞任	由教育展資處研究員陞任副處長
8/4	游國慶	副研究員	副研究員兼科長	調動	由器物處調教育展資處並兼任展示設計科科長
11/4	嵇若昕	處長	處長	延長代理	登錄保存處處長代理安全管理處處長

南宋　馬和之　古木流泉
Old Tree and Flowing Stream, Ma He-Zhi, Southern Song dynasty

南宋　馬遠　山徑春行
Walking on a Mountain Path in Spring, Ma Yuan, Southern Song dynasty

Staff Shuffle

The Museum regularly reviews its personnel performance and makes necessary shuffle to improve professionalism, create synergy, and boost the morale and unity of our staff. Staff shuffle in 2010 is as follows:

High-ranking Official (Deputy Director or Higher)

Date	Name	Old Post	New Post	Reason	Note
April 9	Fung Mingzhu	Deputy Director (Administrative-Affairs)	Deputy Director (General-Affairs)	Reappointed	Reappointed as General-Affairs Deputy Director

Appointed Staff Member (Section Chief or Higher)

Date	Name	Old Post	New Post	Reason	Note
Jan. 8	Zhang Wenling	Associate Curator and Acting Section Chief	Associate Curator	Reappointed	Transferred from the Department of the Southern Branch Museum Affairs to serve as the Associate Curator of the Department of Education, Exhibition and Information Service
Jun. 18	Lin Guoping	Curator	Deputy Director-general	Promoted	Curator of the Department of Education, Exhibition and Information Service before promotion
Aug. 4	Yo Guoqing	Associate Curator	Associate Curator and Acting Section Chief	Reappointed	Transferred from the Department of Antiquities to serve as the Section Chief of the Exhibition Design Section of the Department of Education, Exhibition and Information Service
Nov. 4	Ji Rouxi	Director-general	Director-general	Prolonged	Director-general of the Department of Registration and Conservation and Acting Director-general of the Department of Security Management

99年度本院公務人員科長級以上人事異動表

日期	姓　名	異動前職　稱	異動後職　稱	異動情形	說　明
1/8	王芸芬	專門委員	專門委員兼科長	兼任	兼任南院處行政管理及展覽研究科科長
2/1	黃美賢	簡任編纂	_	辭職	獲聘至國立臺灣藝術大學
3/2	劉昌信	處長	–	退休	原擔任南院處處長
3/29	陳宗權	參事	代理處長	代理	代理南院處處長
3/29	林振豐	–	副處長	到任	由苗栗縣政府參議調任
4/1	陳衍吟	編審	代理科長	代理	代理文創行銷處文創科科長
5/28	孫鴻玲	科長	編纂	調動	由文創行銷處基金管銷科科長調整為編纂
6/2	吳進財	主任	–	調離	調至行政院農業委員會
6/2	陳明忠	–	人事室主任	到任	由行政院體育委員會人事室主任調任
6/4	楊秀娟	專門委員	專門委員	兼管	兼管秘書室發包科
6/4	金士先	處長	參事	調動	由文創行銷處處長調整為參事
6/4	徐孝德	參事	處長	陞任	由參事陞任文創行銷處處長
7/2	林振豐	副處長	代理處長	代理	代理南院處處長
7/5	王士聖	科長	簡任編纂	陞任	由教育展資處觀衆服務科科長陞任為簡任編纂
7/5	李美雲	編纂	科長	陞任	由秘書室編纂陞任為文創行銷處基金管銷科科長
8/9	李明錦	科長	–	調離	調至國立空中大學
9/23	謝俊科	技正	科長	陞任	由教育展資處資訊教育科技正兼科長陞任為專任科長
10/8	陳煌信	主任秘書	–	退休	原擔任院本部主任秘書
10/18	陳春蘭	編審	代理科長	代理	代理教育展資處觀衆服務科科長
11/1	王蘭生	–	主任秘書	到任	由國立臺灣傳統藝術總處總籌備處主任秘書調任
11/15	喬建中	–	科長	到任	由經濟部智慧財產局秘書調任
11/17	林厚宇	–	科長	到任	由國立臺中圖書館行政室主任調任
11/25	張永富	科長	編纂	調動	由秘書室庶務科科長調整為編纂
11/25	李文彬	技正	兼任科長	陞任	由教育展資處技正陞任為兼任資訊服務科科長
11/26	林振豐	副處長代理處長	處長	陞任	由南院處副處長代理處長陞任為處長
11/30	王芸芬	專門委員	室主任	陞任	由南院處專門委員陞任為秘書室主任
11/30	蘇慶豐	室主任	專門委員	調動	由秘書室主任調整為專門委員
12/3	陳德偉	主任	–	退休	原擔任政風室主任
12/3	李志強	編審	代理主任	代理	代理政風室主任
12/10	郭慧敏	主任	–	退休	原擔任會計室主任
12/10	林素純	–	會計室主任	到任	由行政院農業委員會專門委員調任
12/16	陳茂祺	技正	代理科長	代理	代理秘書室庶務科科長

Civil Servant (Section Chief or Higher)

Date	Name	Old Post	New Post	Reason	Note
Jan. 8	Wang Yunfeng	Senior Executive Officer	Senior Executive Officer and Section Chief	Concurrent	Concurrently Section Chief of the Administrative Management and Exhibition Research Section of the Southern Branch
Feb. 1	Huang Meixian	Executive Officer	-	Resigned	Appointed by the National Taiwan University of Arts
Mar. 2	Liu Changxin	Director-general	-	Retired	Director-general of the Department of the Southern Branch Museum Affairs before retirement
Mar. 29	Chen Zongquan	Counselor	Acting Director-general	Substitute	Acting Director-general of the Department of the Southern Branch Museum Affairs
Mar. 29	Lin Zhenfong	-	Deputy Director-general	Took Office	Counselor of the Miaoli county government before reappointment
Apr. 1	Chen Yanin	Executive Officer	Acting Section Chief	Substitute	Acting Section Chief of the Cultural and Creative Section
May 28	Sun Honglin	Section Chief	Executive Officer	Reappointed	Section Chief of the Fund Management Section before Reappointment
Jun. 2	Wu Jincai	Chief	-	Transferred	Transferred to the Council of Agriculture, Executive Yuan
Jun. 2	Chen Mingzhong	-	Chief	Took Office	Chief of the Human Resources Office, Sports Affairs Council, Executive Yuan, before transfer
Jun. 4	Yang Xiujuan	Senior Executive Officer	Senior Executive Officer	Concurrent	Concurrently in charge of the Tendering Section
Jun. 4	Jin Shixiang	Director-general	Counselor	Reappointed	Director-general of the Department of Cultural Creativity and Marketing before reappointment
Jun. 4	Xu Xiaode	Counselor	Director-general	Promoted	Counselor of the Department of Cultural Creativity and Marketing before reappointment before promotion
Jul. 2	Lin Zhenfong	Deputy Director-general	Acting Director-general	Substitute	Acting Director-general of the Southern Branch Museum Affairs
Jul. 5	Wang Shisheng	Section Chief	Executive Officer	Promoted	Section Chief of the Visitor Service Section before promotion
Jul. 5	Li Meiyun	Executive Officer	Section Chief of the Fund Management Section	Promoted	Executive Officer of the Secretariat and General Affairs Office before promotion
Aug. 9	Li Mingjin	Section Chief	-	Transferred	Transferred to the National Open University
Sep. 23	Xie Junke	Engineer	Section Chief	Promoted	Engineer of the Information Education Section before promotion
Oct. 8	Chen Huangxin	Secretary General	-	Retired	Secretary General before retirement
Oct. 18	Chen Chunlang	Executive Officer	Acting Section Chief	Substitute	Acting Section Chief of the Visitor Service Section
Nov. 1	Wang Langsheng	-	Secretary general	Took Office	Chief Secretary of the Preparatory Office of the National Headquarters of Traditional Arts before transfer
Nov. 15	Qiao Jianzhong	-	Section Chief	Took Office	Secretary of the Intellectual Property Office, the Ministry of Economic Affairs before transfer
Nov. 17	Lin Houyu	-	Section Chief	Took Office	Chief of the Administrative Office, National Taichung Library before transfer
Nov. 25	Chang Yongfu	Section Chief	Executive Officer	Reappointed	Section Chief of the General Affairs Section before reappointment
Nov. 25	Lin Wenbin	Engineer	Acting Section Chief of the Information Service Section	Promoted	Engineer of the Department of Education, Exhibition and Information before promotion
Nov. 26	Lin Zhenfong	Acting Director-general	Director-general	Promoted	Acting Director-general of the Southern Branch Museum Affairs before promotion
Nov. 30	Wang Yunfen	Senior Executive Officer	Chief	Promoted	Chief of the Secretariat and General Affairs Office after promotion
Nov. 30	Su Qingfong	Chief	Senior Executive Officer	Reappointed	Chief of the Secretariat and General Affairs Office before reappointment
Dec. 3	Chen Dewei	Chief	-	Retired	Chief of the Civil Service Ethics Office before retirement
Dec. 3	Li Zhiqiang	Executive Officer	Acting Chief	Substitute	Acting Chief of the Civil Service Ethics Office
Dec. 10	Guo Huimin	Chief	-	Retired	Chief of the Accounting Office before retirement
Dec. 10	Lin Suchuen	-	Chief	Took Office	Senior Executive Officer of the Council of Agriculture before transfer
Dec. 16	Chen Maoqi	Engineer	Acting Section Chief	Substitute	Acting Section Chief of the General Affairs Office

預算分配

Budget Allocation

預算分配

公務預算

國立故宮博物院單位預算預決算表

歲出部分（中華民國99年度） **單位：新臺幣千元**

科目名稱	預算數		決算數	
	金額	百分比 %	金額	百分比 %
一般行政	475,170	46.45	473,247	46.62
文物管理	30,938	3.02	30,830	3.04
文物展覽	69,587	6.80	69,273	6.82
資訊管理	148,634	14.53	143,986	14.18
保存維護與文化行銷	11,317	1.11	11,116	1.09
安全系統管理維護	10,938	1.07	10,900	1.07
故宮南部院區籌建	233,200	22.79	232,668	22.92
一般建築及設備	43,293	4.23	43,244	4.26
營建工程	17,767	1.74	17,767	1.75
其他設備	25,526	2.50	25,477	2.51
合　　計	1,023,077	100	1,015,264	100

歲入部分（中華民國99年度） **單位：新臺幣千元**

科目名稱	預算數		決算數	
	金額	百分比 %	金額	百分比 %
罰款及賠償收入	100	0.04	1,100	0.23
賠償收入	100	0.04	1,100	0.23
一般賠償收入	100	0.04	1,100	0.23
規費收入	201,603	71.85	290,503	60.78
使用規費收入	201,603	77.85	290,503	60.78
資料使用費	9,700	3.46	5,802	1.21
場地設施使用費	191,573	68.27	283,358	59.28
服務費	330	0.11	1,343	0.28
財產收入	66,441	23.68	120,610	25.23
財產慈息	66,391	23.68	120,574	25.23
權利金	61,333	21.86	112,728	23.58
租金收入	5,058	1.80	7,846	1.64
廢舊物資售價	50	0.02	36	0.01
營業盈餘及事業收入	12,462	4.44	12,462	2.61
非營業基金賸餘繳庫	12,462	4.44	12,462	2.61
賸餘繳庫	12,462	4.44	12,462	2.61
其他收入			53,312	11.15
雜項收入			53,312	11.15
收回以前年度歲出			53,203	11.15
其他雜項收入			109	0.02
合　　計	280,606	100	477,987	100

Budget Allocation

Budget Report

NPM Budget Balance Sheet 2010

Expenditures 2010 **(Unit: NT$1,000)**

Item	Budget		Final Amount	
	Amount	% Percentage	Amount	% Percentage
General Administration	475,170	46.45	473,247	46.62
Artifact Management	30,938	3.02	30,830	3.04
Artifact Exhibition	69,587	6.80	69,273	6.82
Information Management	148,634	14.53	143,986	14.18
Preservation and Cultural Marketing	11,317	1.11	11,116	1.09
Security System Management and Maintenance	10,938	1.07	10,900	1.07
Constructing the Southern Branch	233,200	22.79	232,668	22.92
General Construction and Facilities	43,293	4.23	43,244	4.26
Construction and Engineering	17,767	1.74	17,767	1.75
Other Facilities	25,526	2.50	25,477	2.51
Total	1,023,077	100	1,015,264	100

Revenues 2010 **(Unit: NT$1,000)**

Item	Budget		Final Amount	
	Amount	% Percentage	Amount	% Percentage
Penalty and Compensation	100	0.04	1,100	0.23
Compensation	100	0.04	1,100	0.23
General Compensation	100	0.04	1,100	0.23
Government Fee	201,603	71.85	290,503	60.78
Accessible Government Fee	201,603	77.85	290,503	60.78
Accessible Material	9,700	3.46	5,802	1.21
Venue Equipment Management	191,573	68.27	283,358	59.28
Service Charge	330	0.11	1,343	0.28
Property	66,441	23.68	120,610	25.23
Fructus	66,391	23.68	120,574	25.23
Royalty	61,333	21.86	112,728	23.58
Rent	5,058	1.80	7,846	1.64
Sale of Expired Items	50	0.02	36	0.01
Operational Profit and Business Income	12,462	4.44	12,462	2.61
Non-operational Surplus turned over to the National Treasury	12,462	4.44	12,462	2.61
Surplus turned over to the National Treasury	12,462	4.44	12,462	2.61
Other Sources			53,312	11.15
Miscellaneous Income			53,312	11.15
Recovered Expenditure from Previous Year			53,203	11.15
Other Miscellaneous Income			109	0.02
Total	280,606	100	477,987	100

故宮文物藝術發展基金

收支餘絀預決算表（中華民國99年度） **單位：新臺幣千元**

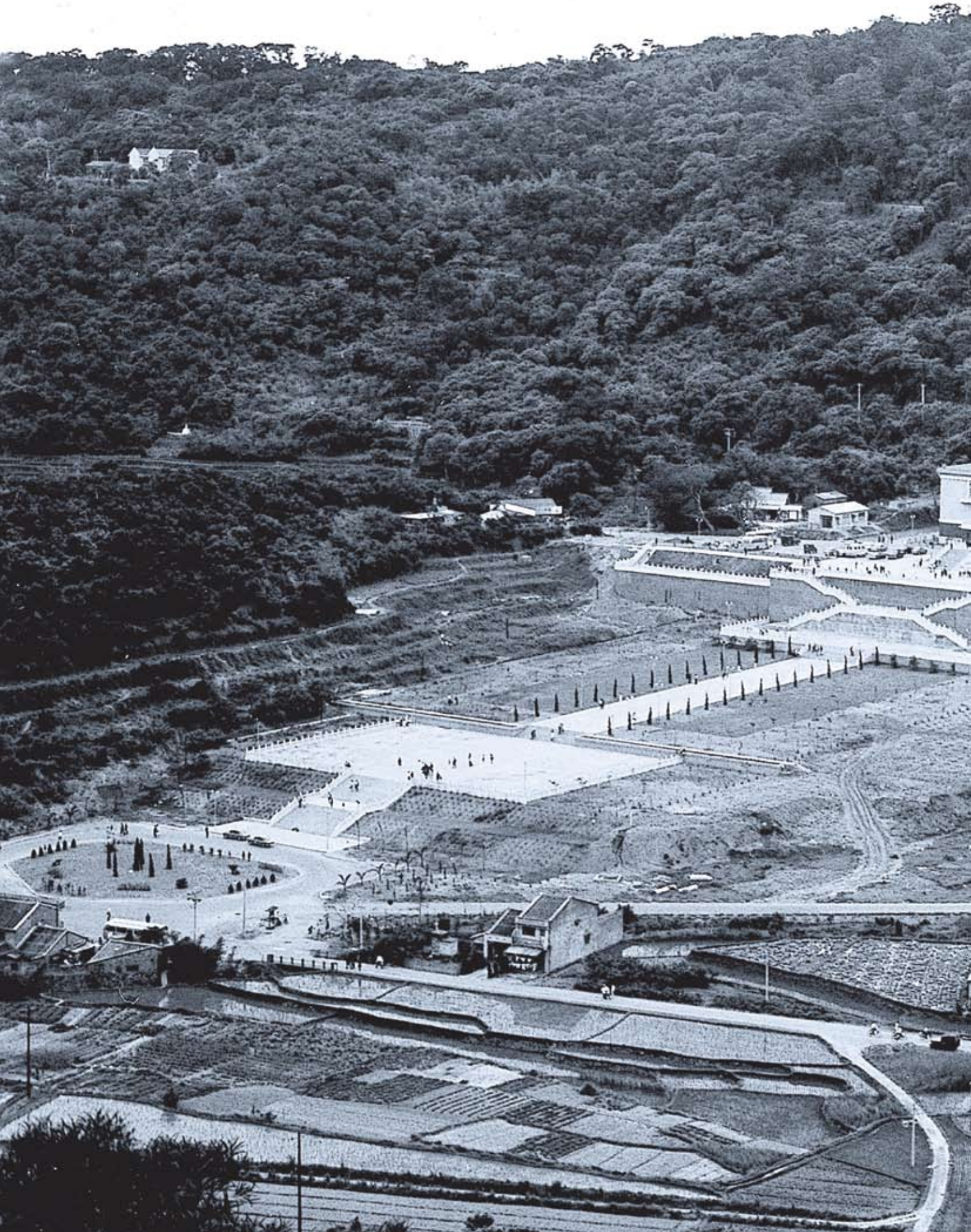
科　目	預算數		決算數	
	金額	百分比 %	金額	百分比 %
業務收入	209,689	100.00	281,484	100.00
銷貨收入	209,689	100.00	281,484	100.00
業務成本與費用	146,520	69.87	188,887	67.10
銷貨成本	137,600	65.62	181,820	64.59
行銷及業務費用	6,027	2.87	4,503	1.60
管理及總務費用	2,893	1.38	2,564	0.91
研究發展及訓練費用	0	–	0	–
業務賸餘	63,169	30.13	92,597	32.90
業務外收入	2,580	1.23	2,294	0.81
財務收入	2,580	1.23	2,240	0.80
其他業務外收入	0	–	54	0.01
業務外費用	200	0.1	197	0.07
其他業務外費用	200	0.1	197	0.07
業務外賸餘(短絀－)	2,380	1.14	2,097	0.74
本期賸餘	65,549	31.26	94,694	33.64

The NPM's Art Development Fund

Surplus and Deficit Balance Sheet 2010

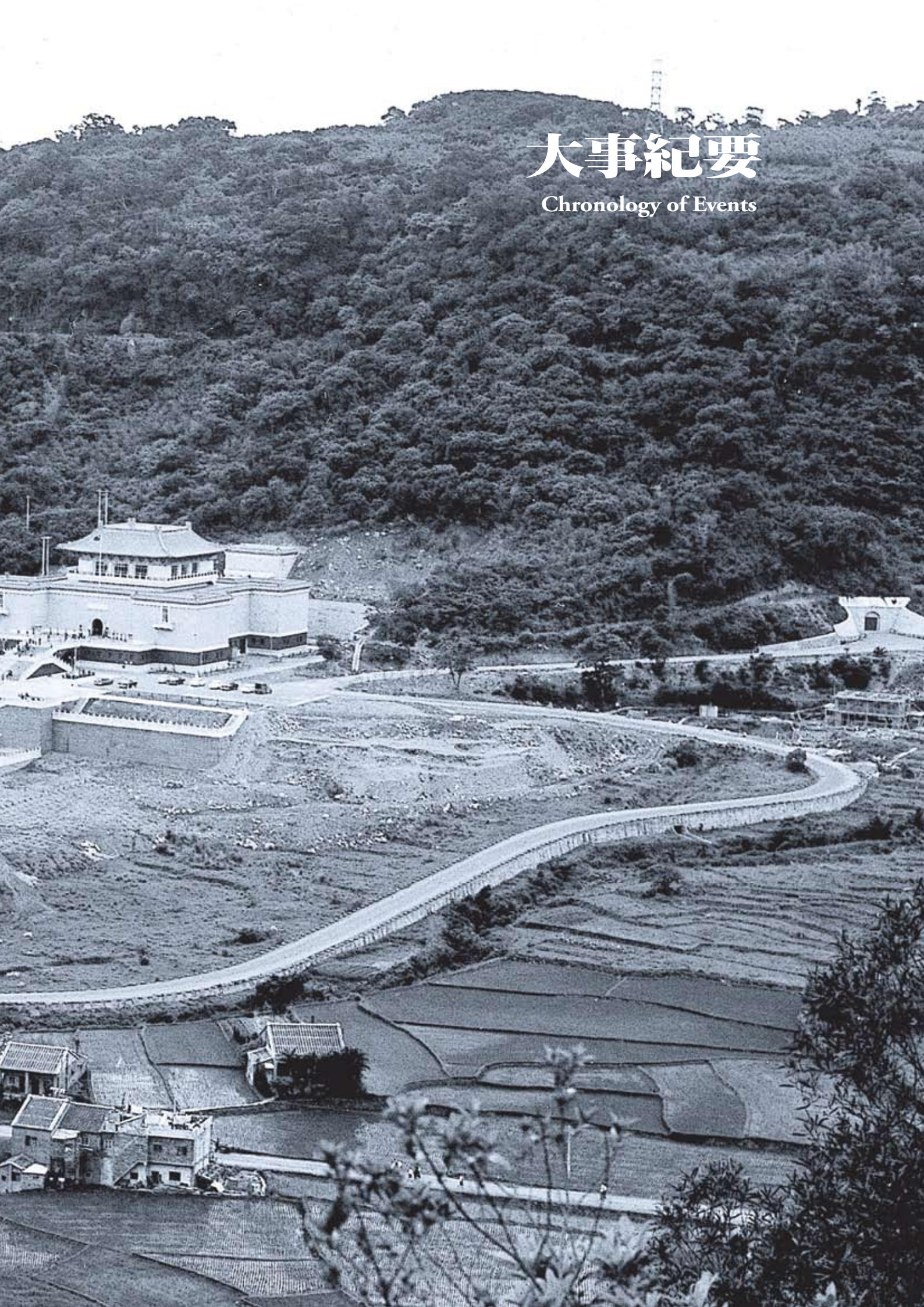
(Unit: NT$1,000)

Item	Budget		Final Amount	
	Amount	% Percentage	Amount	% Percentage
Business Revenue	209,689	100.00	281,484	100.00
Sale Revenue	209,689	100.00	281,484	100.00
Business Cost and Expenses	146,520	69.87	188,887	67.10
Sale Cost	137,600	65.62	181,820	64.59
Marketing and Business Expense	6,027	2.87	4,503	1.60
Management and General Affairs Expense	2,893	1.38	2,564	0.91
Research, Development and Training Expense	0	-	0	-
Business Surplus	63,169	30.13	92,597	32.90
Non-business Income	2,580	1.23	2,294	0.81
Financial Income	2,580	1.23	2,240	0.80
Other Non-business Income	0	-	54	0.01
Non-business Expense	200	0.1	197	0.07
Other Non-business Expnse	200	0.1	197	0.07
Non-business Surplus (or Deficit)	2,380	1.14	2,097	0.74
Total Surplus	65,549	31.26	94,694	33.64



大事紀要

Chronology of Events



大事紀要

一月

- 總統蒞院指示籌建大故宮計畫暨主持國父銅像歸位典禮
- 推出「水墨漫興－陳淳書畫展」
- 參加「2010年北京圖書訂貨會」
- 日本朝日電視台、宮崎線媒體UMKテレビ、宮崎日日新聞、南日本新聞、UHB北海道文化放送電視台來院拍攝採訪

二月

- 推出「黃金旺族－內蒙古博物院大遼文物展」
- 推出「失落的疆域－清季西北邊界變遷條約輿圖特展」（第1檔）
- 推出「搏泥幻化－中國歷代陶瓷展」
- 舉辦「冬令文物研習會」
- 參加「第18屆臺北國際書展」

三月

- 推出「古籍與密檔特展」（第3檔）
- 參加98年度「e手掌握．資訊萬千」成果展
- Asian Art Newspaper專訪周院長

四月

- 推出「靜觀建福－丁觀鵬〈太簇始和〉特展」
- 推出「茶原翰墨－江兆申夫人章桂娜女士捐贈書畫篆刻展」
- 推出「樂活故宮」特展（於桃園國際機場）
- 開辦南部院區「亞洲藝術與文化」種子教師研習營
- 參加「2010年第20屆大陸成都圖書交易博覽會」
- 參加「2010年臺北國際禮品暨文具展覽會」
- 修正發布「國立故宮博物院藏品徵集辦法」
- 深圳衛視專訪周院長

Chronology of Events

January

- President Ma Yingjeou hosted the ceremony of the return of the Sun Yat-sen bronze statue and gave instructions on the Grand Palace Museum Project.
- Launching the exhibition "Water and Ink Flowing with Feeling: The Painting and Calligraphy of Chen Chun."
- Participating in the 2010 Beijing Book-Ordering Fair.
- Asahi TV, UMK TV, Miyanichi News, Minami-Nippon News, and Hokkaido Cultural Broadcasting Co. came for interview.

February

- Launching the exhibition "Gold and Glory: The Wonders of Khitan from the Inner Mongolia Museum."
- Launching the exhibition "The Lost Frontier: Treaty Maps that Changed Qing's North-western Boundaries." (season 1)
- Launching the exhibition "The Magic of Kneaded Clay: A History of Chinese Ceramics."
- Holding the 2010 Winter Art Seminar
- Participating the 18th Taipei International Book Exhibition.

March

- Launching the exhibition "Rare Books and Secret Archives: Treasures among the Collection of Books and Archives." (season 3)
- Participating in the 2009 annual TELDAP.TW exhibition.
- The Asian Art Newspaper interviewed Director Chou.

April

- Launching the exhibition "Insights into Established Prosperity: Ding Guanpeng's Painting of 'Peace for the New Year'."
- Launching the exhibition "The Art of Chiang Chaoshen: Paintings, Calligraphy and Seals Donated by Mrs. Chiang Chang Kueina."
- Launching the exhibition "NPM LOHAS" at the Taoyuan International Airport.
- Holding the Seed Teacher Training Program of Asian Art and Culture for the Southern Branch.
- Participating in the 20th Chengdu Book Trade Expo.
- Participating the 2010 Taipei International Gift and Stationery Show.
- Announcing the revised "Guidelines for Acquisition of Artifacts for the National Palace Museum."
- Shenzhen News interviewed Director Chou .

五月

- 推出「吉金耀采－中國歷代銅器展」
- 推出「失落的疆域－清季西北邊界變遷條約輿圖特展」（第2檔）
- 本院與微軟亞洲研究院及國立臺灣大學合辦「第3屆文化遺產數位化研討會」
- 舉辦第2屆「故宮文創產業發展研習營」
- 周院長率團參加上海世界博覽會點燈祈福儀式暨訪問上海及浙江省等文教單位
- 日本北海道新聞來院專訪周院長有關故宮文物赴日展事宜

六月

- 推出「錦繡自玲瓏－院藏貿易瓷特展」
- 推出「古籍與密檔特展」（第4檔）
- 參加「2010臺北、上海雙城文化創意博覽會」
- New York Times 採訪報導故宮重走南遷路新聞

七月

- 推出「聖地西藏－最接近天空的寶藏」
- 推出「百禽百聲音．一動一情性－邊文進三友百禽特展」
- 推出「林泉佳趣－文伯仁繪畫展」
- 推出「故宮新韻」之《水滸傳之五花洞》
- 參加「2010東京國際圖書展」
- 召開本院指導委員會第4屆第1次會議
- 浙江經濟頻道專訪周院長
- 本院實施延長每日開放時間

八月

- 出版《兩岸故宮第1屆學術研討會－爲君難：雍正其人其事及其時代論文集》
- 舉辦「夏令文物研習會」
- 參加「廣州國際數字家庭產業博覽會」
- 鳳凰衛視專訪周院長

九月

- 推出「古籍與密檔特展」（第5檔）
- 參加「第17屆北京國際圖書博覽會」
- 完成書畫盤點
- 「正館入口及大廳視覺意象與品質提升計畫工程」竣工
- Art Newspaper專訪周院長
- 大陸文化部蔡武部長蒞院參訪
- 大陸陝西省趙正永省長蒞院參訪

May

- Launching the exhibition "Rituals Cast in Brilliance: Chinese Bronzes through the Ages."
- Launching the exhibition "The Lost Frontier: Treaty Maps that Changed Qing's North-western Boundaries." (season 2)
- Hosting the 3rd Microsoft e-Heritage Workshop in partnership with Microsoft Research Asia and National Taiwan University.
- Holding the 2nd NPM Cultural and Creative Industries Workshop.
- Director Chou and the NPM delegation attended the lantern-lighting ceremony at the Shanghai Expo and visited several government cultural agencies in Shanghai and Zhejiang.
- Hokkaido News Japan interviewed Director Chou about the exhibition of Museum's artifacts in Japan.

June

- Launching the exhibition "An Assorted Tapestry of Lustrous Beauty: Export Porcelains from the Museum Collection."
- Launching the exhibition "Rare Books and Secret Archives: Treasures among the Collection of Books and Archives." (season 4)
- Participating in the 2010 Taipei-Shanghai Cultural and Creative Expo.
- New York Times reported the NPM's "Tour of Revisiting the South-bound Route of Artifact Relocation."

July

- Launching the exhibition "Tibet: Treasures from the Roof of the World."
- Launching the exhibition "The Sound of Many Birds, the Moving Nature of Each: Bian Wenjin's 'Three Friends and a Hundred Birds'."
- Launching the exhibition "Fine Places of Forest and Streams: Wen Boren and the Art of Painting."
- Launching the NPM New Melody "Five-Flower Cave of the Water Margin."
- Participating in the 2010 Tokyo International Book Fair.
- Holding the 1st section of the 4th Advisory Committee Meeting.
- Zhejiang Economy Channel interviewed Director Chou.
- The NPM started to prolong its opening hours.

August

- Publishing the collection of papers from "The First International Symposium Organized by the Palace Museums Across the Strait: The Complexities and Challenges of Rulership: Emperor Yongzheng and His Accomplishments in His Time."
- Hold the 2010 Summer Art Seminar.
- Participating in the Guangzhou International Digital Family Industry Expo.
- Phoenix TV interviewed Director Chou.

September

- Launching the exhibition "Rare Books and Secret Archives: Treasures among the Collection of Books and Archives." (season 5)
- Participating in the 17th Beijing International Book Fair.
- The Inventory Compilation of the Paintings and Calligraphies housed in the NPM completed.
- The Quality and Image Improvement Project for the Main Exhibition Hall Entrance and Lobby completed.
- Art Newspaper interviewed Director Chou.
- Chinese Minister of Culture Cai Wu visited the NPM.
- Shaanxi Governor Zhao Zhengyong visited the NPM.

十月

- 推出「文藝紹興－南宋藝術與文化特展」
- 推出「古希臘人體之美－大英博物館珍藏展」
- 推出「故宮新韻」之《釵頭鳳》
- 出版《軍機處奏摺錄副臺灣原住民史料彙編》中、下冊
- 舉辦「『Magic經典－國寶100總動員』衍生文創商品設計競賽」
- 參加「2010年德國法蘭克福書展」
- 參加「第5屆西部文化產業博覽會－臺灣文創精品館」
- 修正發布「國立故宮博物院珍貴動產衍生品管理及收費規定」，並修正名稱爲「國立故宮博物院珍貴動產衍生（文化創意）產品管理及收費規定」
- 行政院核定「國立故宮博物院南部院區籌建計畫」修正案

十一月

- 推出「敬天格物－中國歷代玉器展」
- 推出「精彩數位故宮」（於華山創意文化園區）
- 推出「精製複製文物監獄展」（於臺灣臺北監獄）
- 本院與北京故宮博物院合辦「兩岸故宮第2屆學術研討會：永宣時代及其影響」
- 兩岸故宮首次視訊會議
- 舉辦「文藝紹興－南宋藝術與文化學術研討會」
- 參加「2010臺灣國際文化創意產業博覽會」
- 參加「第5屆北京國際文化創意產業博覽會－臺北文創精品館」
- 書畫類古物分級審查委員蒞院審查73件書畫類文物，通過建議指定爲國寶級32件、重要古物級41件
- 東方衛視專訪周院長

十二月

- 推出「寄情人間－歷年捐贈器物特展」
- 推出「佛陀的故事－亞洲佛像之美特展」（於嘉義市立博物館）
- 本院與中央研究院臺灣史研究所共同主辦「清代臺灣史研究學術研討會」
- 舉辦「『Magic經典－國寶100總動員』衍生文創商品設計競賽」成果發表會暨頒獎典禮
- 舉辦「兩岸博物館共同提升智慧財產權法務工作論壇」
- 舉辦「文創成果展暨跨界論壇」
- 舉辦「故宮文創產業發展研習營成果展」
- 舉辦「鬥陣來按『讚』－社交網站行銷在博物館領域之運用工作坊
- 參加「99年資訊月－臺北場」
- 召開「99年度盤點總檢討會」
- 與法國吉美博物館簽訂合作意向書
- 與內政部營建署簽訂「國立故宮博物院南部院區第1期興建計畫博物館建築及相關工程專業代辦採購協議書（全程）」
- 書畫類古物分級審查委員蒞院審查14件書畫類文物，通過建議指定爲國寶級13件、重要古物級1件
- 廣東電視台專訪院長

October

- Launching the exhibition "Dynastic Renaissance: Art and Culture of the Southern Song."
- Launching the exhibition "Body Beautiful in Ancient Greece: Treasures from the British Museum."
- Launching the NPM New Melody "Phoenix Hairpin."
- Publishing The Collection of Qing Dynasty Grand Council's Memorials on Taiwanese Aboriginals, Vol.2, 3.
- Holding the product design competition titled "Magic Classics: National Treasures 100 Run."
- Participating in 2010 Frankfurt Book Fair.
- Participating in the 5th West China Cultural Industries Fair (Taiwan Hall of Cultural and Creative Products).
- "The Guidelines for the Management and the Pricing of the Products Derived from the NPM's Precious Properties" was revised and renamed as "The Guidelines for the Management and the Pricing of the (Cultural and Creative) Products Derived from the NPM's Precious Properties.
- The revised National Palace Museum Southern Branch Project was approved by the Executive Yuan.

November

- Launching the exhibition "The Quest for Heaven and Truth: Chinese Jade through the Ages."
- Lunching the NPM Digital at the Huashan Creative Park.
- Launching the exhibition "Replicas of Precious Artifacts" at the Taipei Prison.
- Hosting "The 2nd International Symposium Organized by the Palace Museums Across the Strait: The Yongshuan Era and Its Influences" in partnership with the Palace Museum in Beijing.
- Holding the first ever videoconference with the Palace Museum in Beijing.
- Holding the academic conference on "Dynastic Renaissance: Art and Culture of the Southern Song."
- Participating in the 2010 Taiwan International Cultural and Creative Industry Expo.
- Participating the 5th Beijing International Cultural and Creative Industry Expo (Taiwan Hall of Cultural and Creative Products).
- Members of the Painting and Calligraphy Appraisal Committee examined 73 paintings and calligraphies in the NPM and indentified 32 of them as National Treasures and 41 as Significant Antiquities.
- Dragon TV China interviewed Director Chou.

December

- Launching the exhibition "Sharing Treasure: A special Exhibition of Antiquities Donated to the Museum."
- Launching the exhibition "The Story of Buddha: The Beauty of Asian Buddhist Sculptures" at the Jiayi Municipal Museum.
- Hosting the Conference on "The History of Taiwan in Qing Dynasty" in partnership with the Institute of Taiwan History, Academia Sinica.
- Hosting the exhibition and awards ceremony for the product design competition "Magic Classics: National Treasures 100 Run."
- Holding the seminar on the Improving Intellectual Property Protection by Museums across the Strait.
- Hosting the seminar on Cultural and Creative Achievements and the Crossover.
- Hosting the exhibition for the Achievements of NPM Cultural and Creative Industries Workshop.
- Holding the workshop "Say 'Yes' Together: The Application of Social Media Marketing in Museum Affairs."
- Participating the 2010 IT Month in Taipei.
- Holding the Review Meeting on the 2010 Inventory Compilation.
- Signing cooperation agreement with the Guimet Museum, France.
- Signing authorization agreement with the Construction and Planning Agency on "The 1st Stage Project of the NPM Southern Branch."
- Members of the Painting and Calligraphy Appraisal Committee examined 14 paintings and calligraphies and identified 13 of them as national treasures and 1 as significant antiquity.
- Guangdong TV interviewed Director Chou.

國立故宮博物院九十九年年報

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