

國立故宮博物院一〇六年年報
ANNUAL REPORT 2017

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公共化的新故宮

林正儀

國立故宮博物院 院長

106年是我上任後的第二年，施政方針除延續105年「公共化」、「在地化」、「專業化」、「多元化」、「國際化」五項外，增加一項「年輕化」，並宣告106年為故宮青年元年。兩項國家發展計畫在106年有重大進展，其一是「前瞻基礎建設計畫－故宮重要文物數位化基礎建設及公共化教育應用計畫」於106年開始啟動；另一項是擘劃故宮未來六年發展藍圖的國家公共建設發展計畫「新故宮－故宮公共化帶動觀光產業發展中程計畫（107-112年）」於106年12月6日獲行政院核定。綜觀106年，這一年對國立故宮博物院的發展是關鍵的一年，亦是豐收的一年，在全院同仁共同努力下，各項政策得以穩健落實，並獲得外界的肯定，在此特別感謝全體同仁的付出及各界的支持。

故宮典藏了世界珍貴的華夏文明資產，為文物典藏、展覽研究、科技修復、文創產業等整體規模最完備之綜合型國家博物館，肩負了文明傳承的任務與社會教育功能。故宮作為公共機構的國家博物館於當代的存在價值，特別是公共性的價值，引領我更務實去探究博物館的時代軌跡，思維故宮的定位與發展。在思想考掘之後，我提出「公共化」的理念－這是貫徹思想的運動，亦是政策推行的歷程，主要分為兩個面向，一方面追求在國際上保有先驅的競爭力，另一方面追求國人對故宮的意識認同、行動參與及連結，這是故宮推動公共化工程的兩大核心主軸，這即是我所提出的「新故宮運動」。

「新故宮運動」主張，故宮是文明再現和文化形塑的公共機構，承載公共性的理想，必然要開放給不同社群個體具能動性的參與經驗、詮釋與溝通、創造與再生產。故宮公共化過程中最重要的部分，更積極性的意義，讓文化產製、知識詮釋的權利擴及至市民社會，讓博物館成為平等近用的公共空間。

公共化能不能具體落實是故宮轉型成功與否最重要的關鍵，因此，為具體落實此政策理念，106年我提出國家公共建設發展計畫「新故宮－故宮公共化帶動觀光產業發展中程計畫（107-112年）」，其本質上就是新故宮運動，我想像貫徹公共化政策的故宮，將是一個全新思維及全新意象的故宮。全案總計投入101億經費，於106年12月6日獲行政院核定同意，期使打造具公共性的「新故宮」並成為世界級觀光亮點，帶動臺灣觀光產業發展。「新故宮計畫」以故宮公共化為核心，從

景觀優化、展覽創新、活動整合、交通串連、行銷國際五大面向提升故宮南、北兩院公共服務質能及營運效能，建設故宮成為現代專業化的博物館，同時並擴大故宮外溢效益，使故宮成為串連、呈現台灣多元文化的公共博物館。本計畫於建設完成後二十年期間，將累積創造可觀效益，預估故宮參觀人數可增加5,140萬人次，故宮門票收入可增加76億元，故宮文創收入可增加112億元，故宮國際及國內參觀者消費產值可增加8,220億元。

故宮源於其歷史特殊性發展，面對當前及未來的挑戰，我殷切期盼「公共化的新故宮」積極邁向開放與專業化，主動回應多元價值，具體實踐「文化共享」、「社會參與」、「專業合作」、「愉悅服務」的時代價值，才能新生、再造並永續發展。



林正儀

The New Public NPM

Jeng-yi Lin

National Palace Museum Director

The year 2017 marked the second of my tenure as the Director of the National Palace Museum (NPM). In this year, the Museum both continued its work on the five core administrative policies from 2015; “Publicization,” “Localization,” “Professionalization,” “Diversification,” and “Globalization;” and it has developed a new policy focused on “Reinvigoration,” officially declaring 2017 as the first year of modernization for the NPM. Additionally, significant progress was made on two national development projects in the past year. The first was the “Building Foundations for the Future -- Digitizing Important Artifacts Within the NPM’s Collection for Use in Public Education Project” that was set into motion during 2017. The second is meant to begin development of blueprints for the NPM’s future six-year expansion project called “New NPM -- Publicization of the NPM to Drive the Development of the Tourism Industry Project (2018-2023),” which finally received approval from the Executive Yuan on December 6, 2017. Looking back, this year was a crucial one for the development of the NPM as well as a rich and profitable one through the collaborative efforts of all staff members. All policies were able to make stable and steady progress and received the support of those in the international art world. I would like to extend my sincere gratitude to all my colleagues for their time and investment, as well as the international museum community for their everlasting support.

The National Palace Museum’s collection contains some of Chinese history’s most precious cultural assets. The overall scope of our collection, exhibition research, science and technology innovations, and cultural creative product industry makes the NPM one of the most comprehensive national museums, shouldering the responsibility of maintaining and passing on cultural history while also educating society. In light of the recent emphasis on publicization in modern day society, I felt the need to further investigate the paths and thought processes needed to develop and cement the NPM’s position in society, given our status as a public institution. After much thought, I brought up the idea of “Publicization” and using this theme to spur further innovative thinking and policy change. “Publicization” is composed of two main aspects. The first is to maintain a competitive edge within the international museum world. The second is to bring the public closer to the NPM so that they may identify with and form a better relationship with our institution. These two will be the driving themes behind the process of publicization that I proposed as the “New NPM.”

The National Palace Museum is a place where a civilization’s culture is reconstructed and brought to life. Our duty as a public institution is to allow those from all walks of life to experience, understand, and interact with our museum while continually innovating and producing. This is the main idea behind the “New NPM” project. We aim to make the Museum a place that all can experience equally by more enthusiastically promoting the production of culture and allowing everyone to have the power of knowledge.

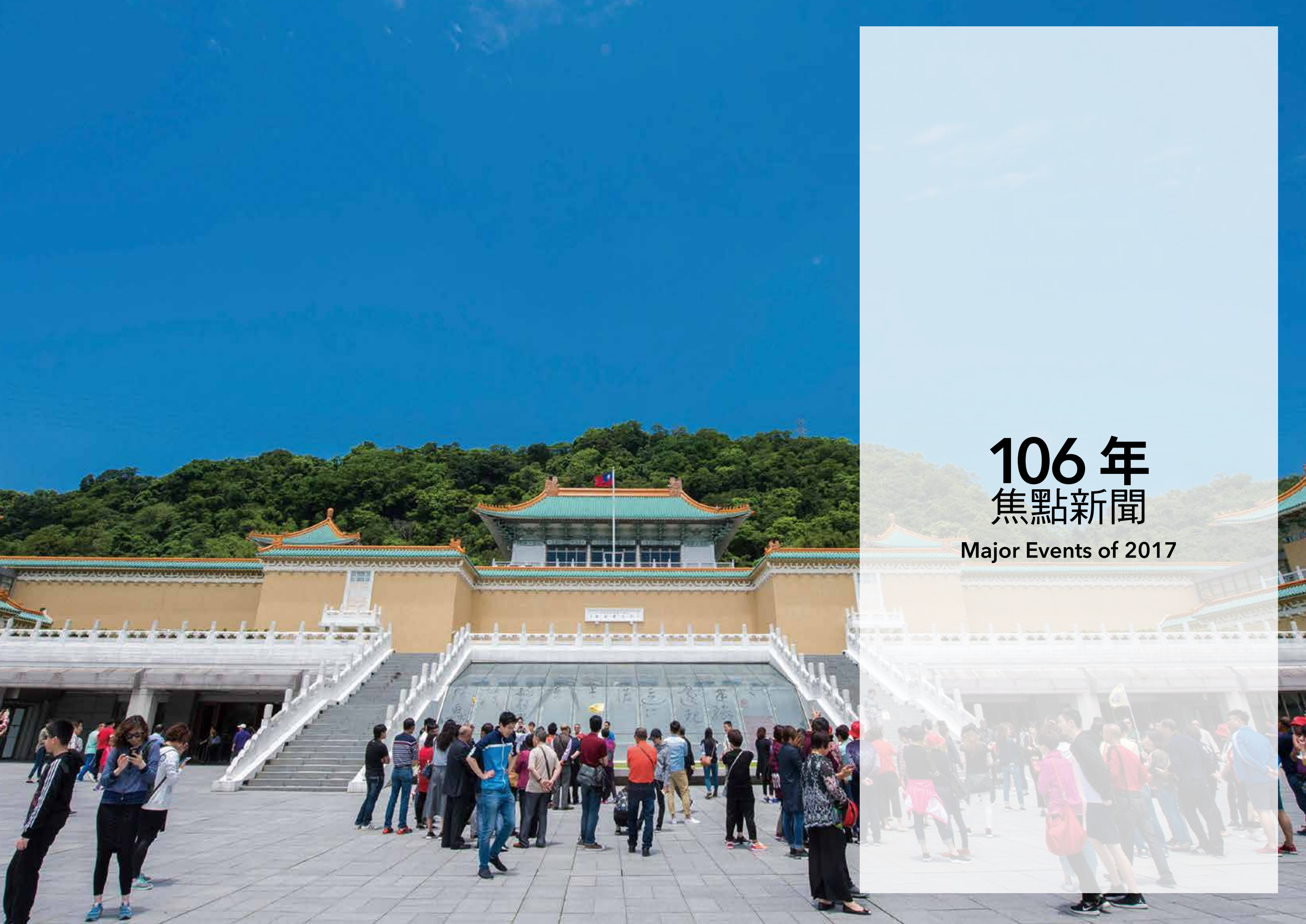
Whether or not this project could be carried out to completion was one of the pivotal discussion points during the formulation process. In order to take a concrete step forward in the project, I put forward a National Public Construction Development Plan to the government, titled “New NPM -- Publicization of the NPM to Drive the Development of the Tourism Industry Project (2018-2023).” I believed that only by adopting an official publicization policy could the NPM become a forward thinking and newly innovated museum. Touting a NT100-

million-dollar budget, the project was approved by the Executive Yuan on December 6, 2017, with the hope that the transformation of the Museum into a widely accessible and world-renowned tourist destination would also aid the development of the Taiwan tourism industry.

The “New NPM” project aims to improve the Northern and Southern Branches of the NPM on five main aspects: landscaping, exhibitions, official activities, transportation, and international marketing, all of which will allow the NPM to increase the quality and efficiency of service. This project will not only build the NPM into a modern and professional museum but also increase our exposure in international circles, allowing us to connect with and display the multifaceted nature of Taiwanese culture. Within 20 years of the project’s completion, it is predicted that the new efficiency of service at the NPM will allow us to add 51,400,000 visits to our total count, bringing up total revenue by NT76 million dollars. Our cultural creative product revenue would rise by NT112 million dollars, with consumer spending also increasing by NT822 billion dollars.

With its origins firmly rooted in unique and extraordinary historical developments, the NPM is well equipped to face the challenges of both the present and future. I eagerly look forward to seeing how “The New Public NPM” will stride towards being an even more publicized and specialized institution. I believe that these steps will naturally lead to the creation of pluralistic value, allowing us to achieve our goals of “Enjoying Culture,” “Increased Societal Participation,” “Professional Collaboration”, and “Joyful Service.” It is only then that the NPM can be newly transformed and set the stage for perpetual innovation.

Jeng-yi Lin



106 年 焦點新聞

Major Events of 2017





印象水沙連

Impressions of Sazum



品牌故事 乾隆皇帝的文物收藏 與包裝藝術



國立故宮博物院
NATIONAL PALACE MUSEUM

2017 12.8~3.7 2018
開幕記者會



印象·左岸 **奧塞美術館** 30週年大展

Exposition du 30^{ème} Anniversaire du Musée d'Orsay - Les Mondes Esthétiques du XIX^{ème} Siècle

開幕記者會



大英博物館藏 全新掃描科技 探索古代生活

埃及木乃伊 EGYPTIAN MUMMIES

FROM THE BRITISH MUSEUM EXPLORING ANCIENT LIVES

主辦機構 國立故宮博物院 The British Museum 聯合主辦 時藝多媒體 國林文創股份有限公司 協辦 城市美學新態度 台灣銀行 廣達文獻基金會 COASTLAND

開幕記者會



國立故宮博物院 National Palace Museum
大阪市立東洋陶磁美術館 The Museum of Oriental Ceramics, Osaka

締結姊妹館簽約記者會



國立故宮博物院
NATIONAL PALACE MUSEUM



大阪市立東洋陶磁美術館
THE MUSEUM OF ORIENTAL CERAMICS, OSAKA





品牌的故事 - 乾隆皇帝的文物收藏與包裝藝術

Story of a Brand Name - The Collection and Packaging Aesthetics of the Qing Emperor Qianlong



第50屆美國休士頓國際影展
民族文化類白金獎

走入臺灣的角落

故宮教育頻道偏鄉推廣紀錄片

106 年焦點新聞

01/01 故宮「乾隆潮新媒體藝術展」於台灣文創藝術博覽會展出

01/06 故宮北部院區「勤修無逸 - 嘉慶皇帝文物特展」

01/11 故宮南院「日本美術之最」特展寒假親子同遊享優惠

01/13 國立故宮博物院現身 2017 年香港國際授權展

01/13 天雞哥 A P P 月曆 - 桌曆數位化 趣味每一天

01/13 名畫 V R 裝置 - 故宮經典 科技再現

01/13 圖像免費開放 - 鼓勵多元應用 落實博物館公共化

01/16 KIMONO：18-20 世紀日本服飾特展，邀您品味日本服飾之美

01/17 春節逛故宮，親子共遊古地圖尋寶記

01/24 「日本美術之最精品展」展出「一休和尚像」

01/26 故宮週末夜節慶特別表演活動

02/08 2017 台北國際書展「故宮國寶 全民共享」展

02/11 2017 年導覽小志工授證典禮暨成果發表會

02/13 故宮南院推廣國中小校外教學免費參觀

02/19 與數位政委唐鳳一起遠距看展

02/22 新南向國家包含馬來西亞、菲律賓、泰國等 8 個重要媒體參訪故宮南院

02/23 2017 印象・左岸 - 奧塞美術館 30 週年大展宣告記者會

03/08 故宮啟動「新故宮運動」推動「國際組織化」、「在地公共化」

03/09 故宮為泰國語、印尼語、越南語的專業導遊，辦理兩場帶導走場示範

03/19 台積電攜手國立故宮博物院舉辦書篆大賞頒獎典禮暨成果展

03/28 國立故宮博物院特獻「貴貴琳瑯游牧人 - 院藏清代蒙回藏文物特展」

03/31 2017 印象・左岸 - 奧塞美術館 30 週年大展開箱記者會

04/02 「行篋隨行 - 乾隆皇帝南巡行李箱中的書畫」特展

04/18 故宮身心障礙服務列車首度前進宜蘭 完成東臺灣巡迴計畫

04/19 故宮國寶台灣文博會創意登場

04/20 國立故宮博物院第七屆國寶衍生商品設計競賽活動開跑

04/25 「同安・潮新媒體藝術展」澎湖遊盛大開幕

04/28 故宮推出國際勞動節特別活動

04/29 歡慶博物館日 免費參觀加多項系列活動開跑

05/05 故宮南院開放個人現場購票名額，參觀免預約

05/16 故宮南院「來自天方的仙工 - 南亞美玉」特展

05/18 故宮開館以來首次明朝永樂皇帝瓷器專題展

05/18 故宮預計舉辦鄭問紀念展 將漫畫國寶留在台灣

05/23 故宮與國立政治大學共同主辦「文山雅集：琴聲藝動・墨舞狂草 - 故宮新媒體藝術展」

05/24 故宮與臺北市政府教育局合辦教學觀摩會

05/25 故宮推出 2018 年汪星人月曆

05/26 故宮教育頻道獲得第 9 屆政府服務品質獎

05/31 故宮現身 2017 台北國際電腦展

05/31 故宮展出「自然生姿態 - 于右任書法特展」

06/01 故宮「視障觀眾多元友善服務」正式上線

06/09 「故宮之友」專屬，由專人導覽參觀「印象・左岸 奧塞美術館 30 週年大展」

06/12 針對國中學生企劃「綻放藝夏 - 2017 故宮青少年主題月」

06/19 故宮招募「青少年文化大使」

06/23 故宮與雨聲國小館校合作 古代青銅器融入課堂教學

06/30 故宮玩穿越「朕的柑仔店」台南府城創意登場

06/30 故宮與世大運的巧妙結合「筆墨見真章」與「看畫・讀畫」7 月隆重登場

07/01 「萬世師表 - 書畫中的孔子」特展故宮盛大開展

07/01	故宮展出「清代歷史文書珍品」及「善本古籍選粹」
07/02	藝域漫遊 - 郎世寧新媒體藝術展
07/03	國立故宮博物院第一個姐妹館 今與美國舊金山亞洲藝術博物館正式簽約
07/06	故宮週末夜暑假強檔表演「草原的歌・雪域的舞」徜徉蒙藏文化風情
07/07	故宮與蒙古科學院簽訂合作備忘錄 未來將深化合作研究及學術交流
07/07	故宮首次免費開放中低階圖像供商業使用
07/14	故宮今於文化輕旅行活動宣佈 奧塞延展至 8 月底
07/19	故宮、嘉義縣政府及內政部攜手伴學童快樂過暑假
08/01	響應 2017 臺北世界大學運動會「台灣熊讚・故宮熊讚」特展亮相登場
08/04	發現不一樣的故宮「故宮×青春」系列活動起跑
08/07	故宮「郎世寧兒童劇暨教育展」巡迴展演 首站屏東起跑
08/11	故宮夏日「闖關解謎趣」活動今正式開跑
08/21	故宮再添姐妹館 今與日本大阪市立東洋陶磁美術館正式簽約
08/26	跟著 Coser 藝起遊「故宮×青春」系列活動壓軸登場
08/26	故宮青春代言人「第一屆故宮青少年文化大使」正式成軍
08/28	故宮：國人免費入館參觀優惠措施將延至明年底
08/31	2017 故宮黑客松 Hackathon 博物館活化創新競賽
09/08	藝術與科技的完美結合 故宮 VR 驚豔登場
09/12	OPEN DATA × OPEN MIND 故宮開放資源敲響首屆黑客松創意賽鐘
09/18	故宮「自敘・心境」書法 VR 現身「2017 新北市全國書法比賽得獎作品展」
09/18	故宮與香港城市大學續簽合作備忘錄 未來將深化新媒體藝術展之合作
09/22	故宮越夜越精采！「印度光明節活動」與「大型實境解謎遊戲」璀璨亮點齊登場
09/28	故宮星空爵士派對 10 月 4 日與你搖擺相見
09/30	故宮文創商品跨足海外電商龍頭亞馬遜

10/02	來故宮瘋國寶：10 月年度大展「國寶的形成」磅礴登場！
10/05	朕來了！故宮文創進軍 uDesign 平台
10/06	故宮首次與 7-ELEVEN 合作 國慶連假一起蒐集故宮典藏
10/07	連假首日慶雙十 南北故宮讓你狂歡不停歇！
10/08	雙十國慶 故宮花車創藝登場
10/16	10 月 17 日臺灣文化日 故宮南北兩院開放免費參觀
10/17	深耕博物館小藝苗：基隆市 42 所國中小學走訪故宮
11/02	跨域共創現代郎世寧：「郎世寧・到此藝遊」兒童劇暨教育巡迴展前進新竹
11/03	揭開神秘的尼羅河面紗 大英博物館藏今於故宮正式開箱
11/05	為 2018 臺中花博暖身：故宮當代雅集盛宴「清水雅集—故宮書畫新媒體藝術展」盛大開幕
11/09	「國寶的形成 - 書畫菁華特展」〈晉王羲之遠宦帖〉等傳世名畫 11 月接續登場
11/13	透視永生木乃伊 大英博物館藏故宮隆重鉅獻
11/14	向青年廣發英雄帖：故宮青年代表海選計畫鳴槍起跑！
11/24	創造在地公共化價值：故宮強檔新片「印象水沙連」帶你看清代中臺灣移墾歷史
12/05	「藝拍即合微策展」網站上線 青少年創意詮釋故宮文物
12/07	故宮年度大展「品牌的故事 - 乾隆皇帝的文物收藏與包裝藝術特展」壓軸登場
12/18	時尚故宮：「『衣』見鍾情・『舞』彩繽紛」蒙藏服飾模特兒走秀與傳統舞蹈表演活動
12/21	友善穆斯林！故宮南院首設博物館「穆斯林祈禱室」
12/27	國立故宮博物院自 107 年 1 月 1 日起 修正南北兩院參觀收費標準

Major Events of 2017

- 01/01 The National Palace Museum's *Qian Long C.H.A.O. New Media Art Exhibition* was put on at the Art & Creative Expo Taiwan
- 01/06 The Northern Branch of the National Palace Museum exhibits *Staying Industrious and Shunning Luxury: The Qing Emperor Jiaqing and the Art of His Time*
- 01/11 The Southern Branch of the National Palace Museum's *Japanese Art at Its Finest: Masterpieces from the Tokyo and Kyushu National Museums* special promotion for children and parents during winter vacation
- 01/13 The National Palace Museum was present at the 2017 Hong Kong International Licensing Show
- 01/13 "Chicken Brother" Monthly Calendar App—A digital desk calendar for everyday fun
- 01/13 Famous Paintings Through VR—Technological reproductions of the National Palace Museum's classics
- 01/13 Images Free and Open for Use—Encouraging multiple uses for the museum's publicization
- 01/16 The *Kimono: Japanese Costumes in the 18th - 20th Century* special exhibition invites you to taste the beauty of Japanese clothing
- 01/17 Visit the National Palace Museum during the Spring Festival for parents and children to go on a treasure hunt for an ancient map together
- 01/24 *Japanese Art at Its Finest: Masterpieces from the Tokyo and Kyushu National Museums* exhibits Ikkyu the Monk
- 01/26 Special performances at the National Palace Museum Weekend Night Festival
- 02/08 2017 Taipei International Book Exhibition, *Sharing with Everyone the National Treasures of The National Palace Museum*
- 02/11 2017 Tour Guide Youth Volunteer awards ceremony and achievements presentation
- 02/13 The Southern Branch of the National Palace Museum promotes free admission for schools to encourage teaching outside of the classroom
- 02/19 Watching the exhibition from afar with Digital Minister Audrey Tang
- 02/22 Eight important media from New Southbound Policy countries, including Malaysia, the Philippines, and Thailand, visit the Southern Branch of the National Palace Museum
- 02/23 2017 Impressions of the Left Bank—The 30th Anniversary Exhibition of the Musée d'Orsay Art Museum Announcement Press Conference
- 03/08 The National Palace Museum launches the "New NPM Plan" to promote "International Organization" and "Publicization in the Local Area"
- 03/09 The National Palace Museum provides specialized guides for Thai, Indonesian, and Vietnamese speakers, conducting two demonstrations with guided walks
- 03/19 TSMC and the National Palace Museum hold a book award ceremony and present achievements
- 03/28 The National Palace Museum's *Splendid Accessories of Nomadic Peoples: Mongolian, Muslim, and Tibetan Artifacts of the Qing Dynasty from the Museum Collection* Special Exhibition
- 03/31 2017 Impressions of the Left Bank—The 30th Anniversary Exhibition of the Musée d'Orsay Art Museum Launch Press Conference
- 04/02 *Traveling with Art: Painting and Calligraphy Accompanying the Qianlong Emperor's Southern Tours* Special Exhibition
- 04/18 The National Palace Museum's disability service train goes to Yilan for the first time to complete the East Taiwan tour plan
- 04/19 The National Palace Museum's National Treasures debut at the Taiwan Creative Expo
- 04/20 The National Palace Museum's 7th National Treasure Design Competition begins
- 04/25 *Rebuilding the Tongan Ships* exhibition grand opening of the Penghu Tour
- 04/28 The National Palace Museum launches the International Labor Day Special Event
- 04/29 Celebrate Museum Day: Free admission and many activities begin
- 05/05 The Southern Branch of the National Palace Museum opens individual onsite ticket purchasing for visitors wanting to avoid booking a reservation
- 05/16 The Southern Branch of the National Palace Museum's *Heavenly Crafted from Hindustan: A Special Exhibition of Exquisite South Asian Jades*
- 05/18 The first special exhibition of Ming dynasty porcelains of the Yongle Emperor since the opening of the National Palace Museum
- 05/18 The National Palace Museum is expected to hold the Chen Uen Memorial Exhibition with comic national treasures in Taiwan
- 05/23 The National Palace Museum and National Chengchi University co-host *A Literary Gathering at Wenshan: Where the Zither's Melody and Scholar's Ink Dance in Harmony* art exhibition
- 05/24 The National Palace Museum and the Taipei City Government Education Bureau jointly organize a teaching observation meeting
- 05/25 The National Palace Museum launches the 2018 calendar for the Year of the Dog
- 05/26 The National Palace Museum's Education Channel wins the 9th Government Service Quality Award
- 05/31 The National Palace Museum appears at the 2017 Computex Taipei (Taipei International Information Technology Show)
- 05/31 The National Palace Museum presents *Graced by Nature: A Special Exhibition of Yu Yu-Jen's Calligraphy*
- 06/01 The National Palace Museum officially launches multiple services for visually impaired audiences
- 06/09 Exclusive to the Friends of the National Palace Museum, a specialized guide to visit *Impressions of the Left Bank: The 30th Anniversary Exhibition of the Musée d'Orsay Art Museum*
- 06/12 "Summer of Blooming Art—2017 National Palace Museum's Youth Theme Month" created for junior high school students
- 06/19 Recruiting Youth Cultural Ambassadors for the National Palace Museum
- 06/23 The National Palace Museum and Yusheng Elementary School collaborate to integrate ancient bronzes into classroom learning
- 06/30 The National Palace Museum presents "My Grocery Store" at the Tainan Creative Debut
- 06/30 Grand debut in July of the ingenious combination of the National Palace Museum and the World Universiade: *The Expressive Significance of Brush and Ink: Selections from the History of Chinese Calligraphy and A Closer Look at Chinese Painting: Selected Works from the Ages in the Museum Collection*
- 07/01 The National Palace Museum's *Teacher Exemplar for a Myriad Generations: Confucius in Painting, Calligraphy, and Print Through the Ages* special exhibition grand opening

- 07/01 The National Palace Museum exhibits *Treasures from the National Palace Museum's Collection of Qing Dynasty Historical Documents and Gems from the National Palace Museum's Collection of Rare and Antiquarian Books*
- 07/02 *Giuseppe Castiglione—Lang Shining New Media Art Exhibition*
- 07/03 The National Palace Museum officially signs a contract with its first sister museum, the Asian Art Museum of San Francisco in the USA
- 07/06 Strong performance of “The Song of the Grassland and the Dance of a Snowy Field” in the Mongol-Tibetan style at the National Palace Museum’s Weekend Summer Night Vacation
- 07/07 The National Palace Museum and the Mongolian Academy of Sciences sign a memorandum of cooperation to deepen collaborative research and academic exchanges in the future
- 07/07 The National Palace Museum opens up low- and medium-resolution images for commercial use for the first time
- 07/14 The National Palace Museum announces the extension of the Musée d’Orsay exhibition to the end of August at the Light Travel Culture Activity
- 07/19 The National Palace, Chiayi County Government, and the Ministry of the Interior join hands with schoolchildren for summer vacation
- 08/01 Responding to the 2017 Summer Universiade, the “Bravo at the NPM” special exhibit on bears at the National Palace Museum debuts
- 08/04 A series of events on discovering the differences of the National Palace Museum in the *National Palace Museum X Youth* begins
- 08/07 The National Palace Museum’s *Lang Shining Children’s Drama and Education Exhibition* tour’s first stop is in Pingtung
- 08/11 The National Palace Museum’s summer “Solving the Fun Puzzle” event officially opens
- 08/21 The National Palace Museum adds another sister museum by officially signing with the Museum of Oriental Ceramics, Osaka, in Japan
- 08/26 Follow the debut of the Coser art tour, the National Palace Museum X Youth series of activities begins
- 08/26 The First National Palace Museum Youth Spokespersons officially form
- 08/28 Free admissions for ROC citizens is extended at the National Palace Museum to the end of next year
- 08/31 2017 National Palace Museum “Hackathon” Museum Revitalization Innovation Competition
- 09/08 The perfect combination of art and technology: the National Palace Museum’s stunning VR debut
- 09/12 OPEN DATA x OPEN MIND: The National Palace Museum’s opens its resources to the Hackathon Creative Competition
- 09/18 The National Palace Museum’s “Self-Narration of Mood” VR calligraphy appears at the 2017 New Taipei City National Calligraphy Competition
- 09/18 The National Palace Museum and the City University of Hong Kong renew their cooperation memorandum to deepen collaborations on new media art exhibitions in the future
- 09/22 The National Palace Museum is even more brilliant at night! “Indian Hanukkah Events” and “Large Reality Puzzle Game” are the highlights
- 09/28 The National Palace Museum’s Starry Sky Jazz on 10/4 swings with you
- 09/30 National Palace Museum shop products go overseas with e-commerce leader Amazon
- 10/02 Come to the National Palace Museum: The October exhibition of *The Making of a National Treasure: Select Masterpieces of Painting and Calligraphy in the Museum Collection* is on display!
- 10/05 Come! The National Palace Museum shop marches onto the uDesign platform
- 10/06 The National Palace Museum cooperates with 7-Eleven for the first time to collect NPM collections for the National Day holiday
- 10/07 Even on the first day of the holiday, the Northern and Southern Branches of the National Palace Museum will let you enjoy to no end
- 10/08 On National Day, the National Palace Museum float to debut
- 10/16 To celebrate Taiwan’s Culture Day on October 17, both the Northern and Southern Branches of the National Palace Museum have free admissions for visitors
- 10/17 Planting small art seeds at the museum: 42 elementary and middle schools in Keelung visit the National Palace Museum
- 11/02 Cross-domain creation of the modern Lang Shining: *Giuseppe Castiglione: Visited in Art* touring educational exhibition goes to Hsinchu
- 11/03 Unveiling the mysterious Nile River: the British Museum officially unpacks at the National Palace Museum
- 11/05 To warm up for the 2018 Taichung Flower Expo, the National Palace Museum has a grand opening of its contemporary collection *NPM Painting and Calligraphy: New Media Art Exhibition*
- 11/09 *The Making of a National Treasure: Select Masterpieces of Painting and Calligraphy in the Museum Collection*: Wang Xizhi’s Yuanhan and other famous works continue for display in November
- 11/13 Perspectives of the Immortal Mummy: The British Museum and the National Palace Museum’s grand display
- 11/14 A message to youth to be a hero: The National Palace Museum’s Representative selection begins
- 11/24 Creating local public value: The National Palace Museum’s new film, *Impressions of Sazum*, takes you to see the history of opening Taiwan during the Qing dynasty
- 12/05 *Teen Sparks: Digital Curation Project* website launches with youth rendering their own creative interpretations of the cultural relics at the National Palace Museum
- 12/07 The National Palace Museum’s annual major exhibition *Story of a Brand Name: The Collection and Packaging Aesthetics of Emperor Qianlong in the Eighteenth Century* debuts
- 12/18 Fashion at the National Palace Museum: A Tibetan model fashion show with traditional dance performances
- 12/21 Muslim-friendly! The Southern Branch of the National Palace Museum is the first to install a Muslim prayer room
- 12/27 The National Palace Museum revises admission fees to visit the Northern and Southern Branches starting on January 1, 2018



推動 重大計畫

Advancement of Major Projects

一. 新故宮計畫研擬與核定

（一）新故宮計畫報核進度

106年5月4日函報行政院

106年6月19日國發會召開各部會審議討論會議

106年9月19日行政院召開林萬億政委暨吳宏謀政委聯席主持討論會議

106年12月6日奉行政院核定。

（行政院106年12月6日院臺文字第1060040268號函）

（二）新故宮計畫主要內容

國立故宮博物院擘劃故宮未來六年發展藍圖，以「新故宮－故宮公共化帶動觀光產業發展中程計畫（107-112年）」提報國家公共建設發展計畫，全案總計投入101億經費，期使打造具公共性的「新故宮」並成為世界級觀光亮點，帶動臺灣觀光產業發展。本案於106年12月6日經行政院核定同意，107年度已獲4.2億先期經費編列啟動計畫執行，預期於113年建設完成後，將創造南北院參觀人數達到800萬人次、門票與文創收入分別成長3.8億及5.6億元、故宮國際及國內參觀者消費產值增至1,347億元。

為擴大故宮外溢效益、升化故宮國際觀光能量並整備在地觀光質能，本計畫明訂「推動故宮公共化，營造世界級觀光亮點」、「促進臺灣博物館觀光資源整合」及「帶動觀光產業升級與創新」為推動目標，以三大分項計畫為架構主軸包括「故宮北部院區整（擴）建計畫」、「故宮南部院區國寶文物修復展示館建設計畫」及「博物館群國際觀光網絡系統建置計畫」，整體透由景觀優化、展覽創新、活動整合、交通串連、行銷國際五個面向，具體規劃共19項子計畫內容。

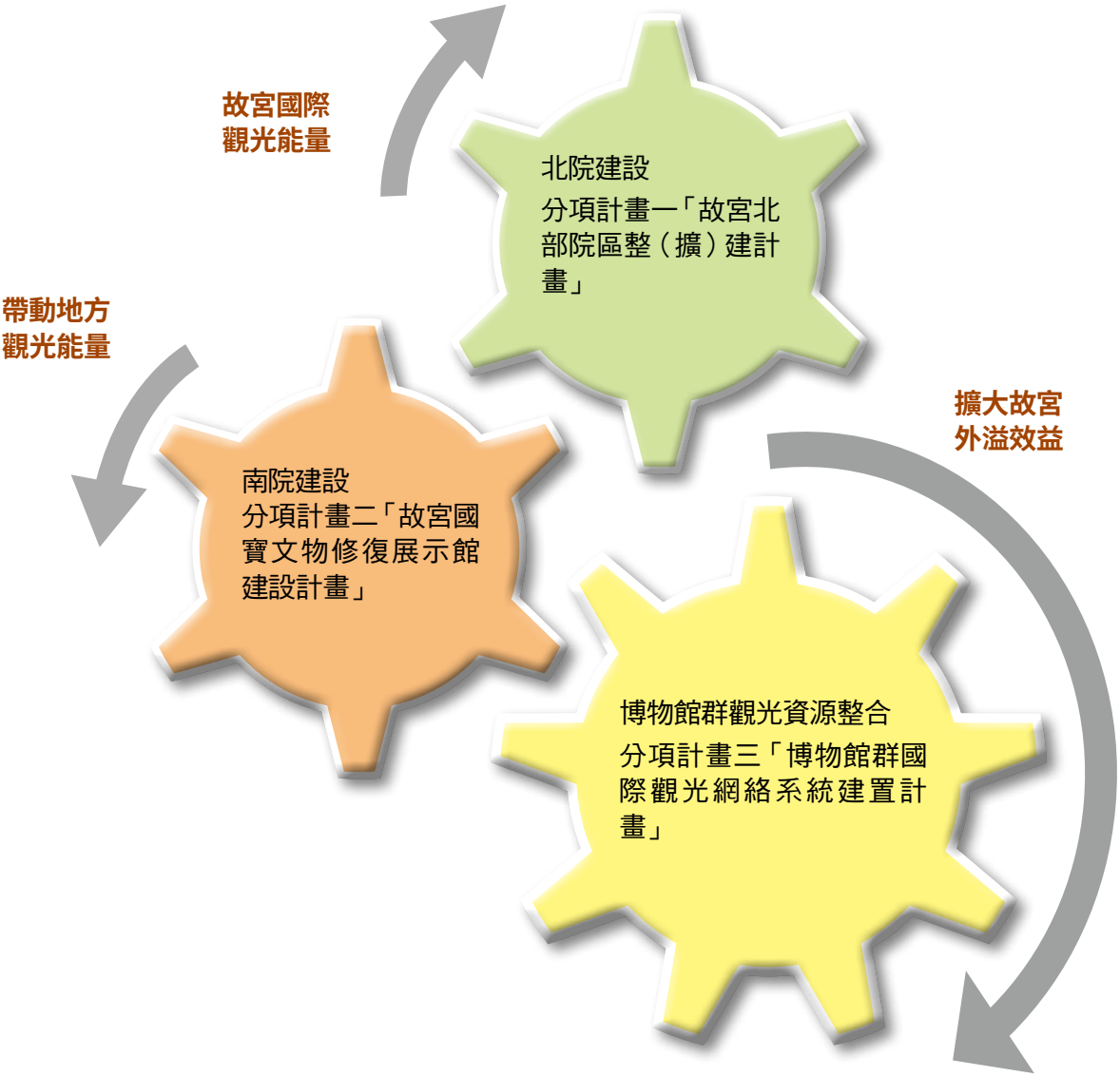
有鑑於總統宣示政府將當旅遊產業界最有力的後盾，期許傾全國之力推動觀光，並為求實踐總統對故宮南院的政見承諾，積極跟進中央政府新南向政策，因此爭取國家公建計畫經費支持，預計於建設完成後，將能創新故宮價值，建立臺灣以博物館為核心的觀光產業鏈，進而提升臺灣品牌形象，並提供完善資源與服務，讓國際旅客體驗臺灣多元文化，更主動將臺灣文化推介至國際社會等目的。本計畫於建設完成後二十年期間，將累積創造可觀效益，預估故宮參觀人數可增加5, 140萬人次，故宮門票收入可增加76億

元，故宮文創收入可增加112億元，故宮國際及國內參觀者消費產值可增加8,220億元。

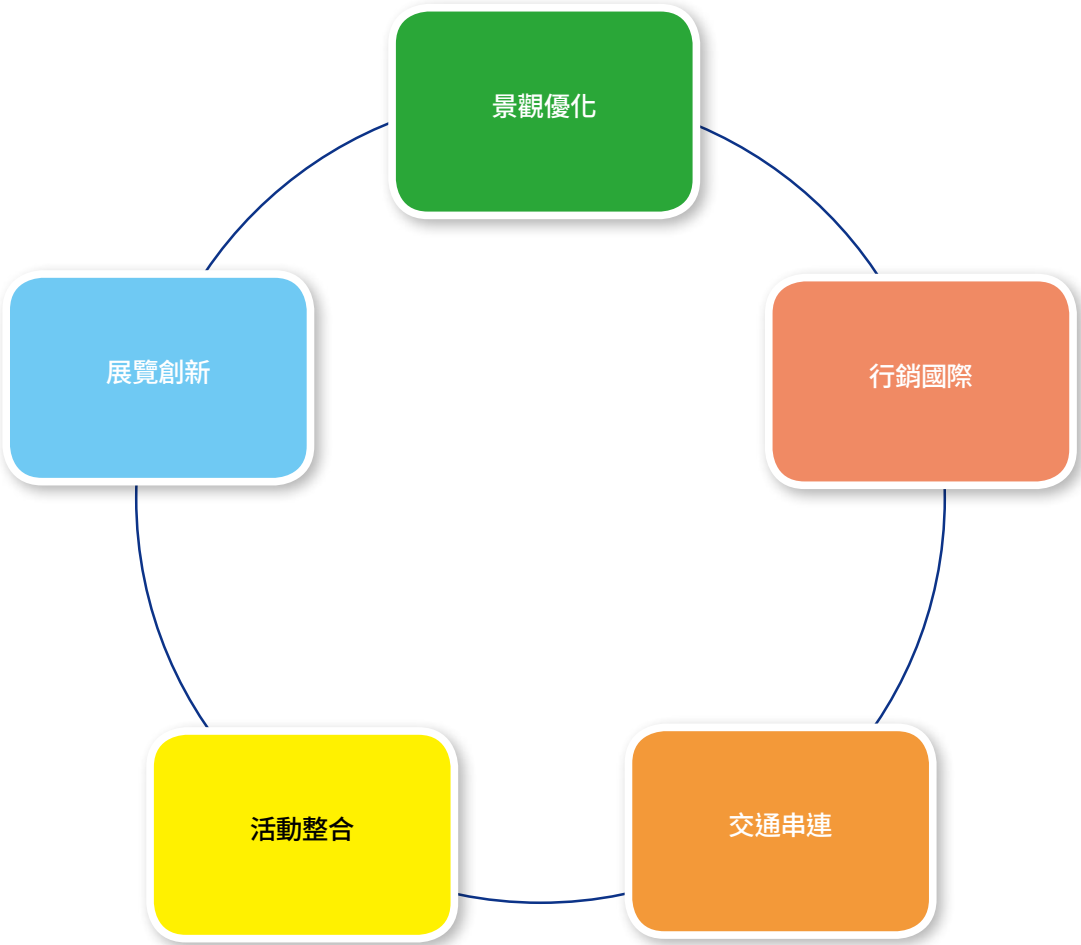
本計畫獲行政院裁示：未來完成後可落實維護國寶文物安全，有助於提升故宮院區參觀品質，推廣全民藝術教育，帶動觀光產業發展，並請故宮儘速成立跨部會專案小組，定期與相關部會、臺北市及嘉義縣政府溝通協調，另請內政部（營建署）、工程會及交通部（觀光局）積極提供相關協助。未來期待故宮團隊透過本計畫，不僅可以創新故宮的價值，還要做到確實連結在地需求，帶動觀光量能，讓故宮南北兩院與所在地區共榮，以落實南北文化平權，平衡區域發展。

「新故宮－故宮公共化帶動觀光產業發展中程計畫」除三大分項計畫，並規劃具體策略及措施，包括「整備故宮觀光環境，營造世界級觀光亮點」、「與世界級博物館同步引入新時代策展美學」、「策進博物館觀光資源整合，發展區域優質深度文化觀光」、「交通串連，營造便利體驗臺灣文化的旅遊」、「提升臺灣形象，開發觀光新客源市場」等項。在工程項目，故宮北部院區整（擴）建計畫部分，包括正館整（擴）建、典藏研究大樓與圖書文獻大樓整建、廣場入口意象門廊擴建、並增建穿透性華表廊道作為公共服務空間。在南部院區，預定於博物館區20公頃範圍內增建國寶館，空間建置包括：文物修復實驗室、文物典藏庫、展示教育空間、國際特展借展廳、委外營運空間等。本院將加強南北兩院功能整合，加速執行國寶文物修復展示館興建，並期於4年內完成開館試營運。

（三）新故宮計畫三大主軸



（四）新故宮計畫五大面向



（五）新故宮計畫預期效益

1. 創新故宮價值，達成故宮成為公共化的世界級博物館。
2. 建立臺灣以博物館為核心的觀光產業鏈，帶動臺灣觀光產業升級。
3. 提升臺灣品牌形象。
4. 藉國際旅客體驗臺灣多元文化之認知，取得臺灣文化於國際舞台之發言權。

二. 前瞻基礎建設計畫啟動

本計畫為故宮近年來發展數位領域重要之計畫，將以「數位建設」因應高清畫質、影音串流等技術進展趨勢，讓故宮數位內容可隨技術的進步而轉化應用，並呼應開放社會和公共化需求的到來，將部份高價值但尚未數位化之文物持續數位化，使文化內容可持續開放、並有內容可以持續供應各種用途，以「提升文化創意產業與教育推廣領域應用」，達成「博物館公共化和多樣化利用」的目標。

（一）發展數位文創

1. 計畫內容：

- (1) 推動「加值應用」，帶動數位文創
- (2) 教育推廣轉化應用，結合民眾共享
- (3) 推廣亞洲文物數位應用、帶動文化新南向
- (4) 以數位結合博物館公共化，促進各式交流推廣

2. 工作重點：

- (1) 建立故宮數位計畫管理整合機制、多方合作交流
- (2) 加速故宮雲端平台文物數位化資料開放
- (3) 執行原住民文化及茶文化數位內容拍攝
- (4) 執行故宮文創品牌形塑與商標設計
- (5) 推動故宮新媒體藝術、數位內容產製、線上策展

（二）普及高畫質服務，影音串連 4K 產業

1. 計畫內容：

- (1) 應用新科技，更新與擴充數位典藏
- (2) 發展數位文創與普及高解析、高畫質文物內容
- (3) 推動數位資產之保存、轉化應用及開放
- (4) 推展文物立體化等數位素材產製、資訊基礎建設及使用環境優化

2. 工作重點：

- (1) 增加器物類重點文物高解析度影像拍攝
- (2) 增加圖書文獻類重點文物高解析數位化影像產製數量
- (3) 規劃故宮自造教育、加強科技融入教學創新應用
- (4) 加強故宮觀眾取用文物資訊之使用環境
- (5) 推展大學合作及磨課師等多元應用



【自造及科技融入教學創新應用教案設計委託服務案3D列印成品展示】



【3D圖檔建模設備】

Development and Adoption of The Six-year Plan (2018-2023) for New NPM

Examining the Progress of the “New NPM” Report

- Project is reported to the Executive Yuan on May 4, 2017.
- The National Development Council is convened to discuss and deliberate on June 19, 2017.
- A council is convened by the Executive Yuan for discussion on September 19, 2017.
- The project is appraised and approved by the Executive Yuan on December 6, 2017 (Document 1060040268).

Major Details of the “New NPM” Project

The plans for the National Palace Museum in the next six years are laid out in the “New NPM -- Publicization of the NPM to Drive the Development of the Tourism Industry Project (2018-2023),” with the ultimate goal of allowing the NPM to reach its full potential as a publicized and specialized institution. The Executive Yuan officially approved the NT10.1-billion-dollar project on December 6, 2017, with the hope that the transformation of the museum into a widely accessible and world-renowned tourist destination would also aid the development of the Taiwan tourism industry. To aid implementation operations, the Museum has already been awarded NT420 million dollars by the government. Upon completion in 2024, it is expected that visit numbers between both the Northern and Southern Branches will rise above 8 million, ticket and cultural creative product revenue will increase by NT380 million and NT560 million dollars, respectively, and consumer value (from both international and domestic visitors) will increase by NT134.7 billion dollars.

To increase the NPM’s operating efficiency, increase capacity for international visitors, and help the local tourism industry, the project has designated “Publicizing the NPM to Create an International Tourism Highlight,” “Advancing Tourism Resources for Taiwan’s Museums,” and “Bringing Innovation and Upgrades to the Tourism Industry” as the three main objectives. The three main directions structuring the project are made up of the “NPM Northern Branch Complete Renovation (Expansion) Project,” the “NPM Southern Branch National Treasure Exhibition Area Restoration Project,” and the “Construction of International Tourism Network for the Museum Industry Project”. With the addition of the five major aspects of landscaping improvement, innovative exhibitions, uniting activities, linking transportation, and international marketing, the “New NPM” project details changes within 19 different areas.

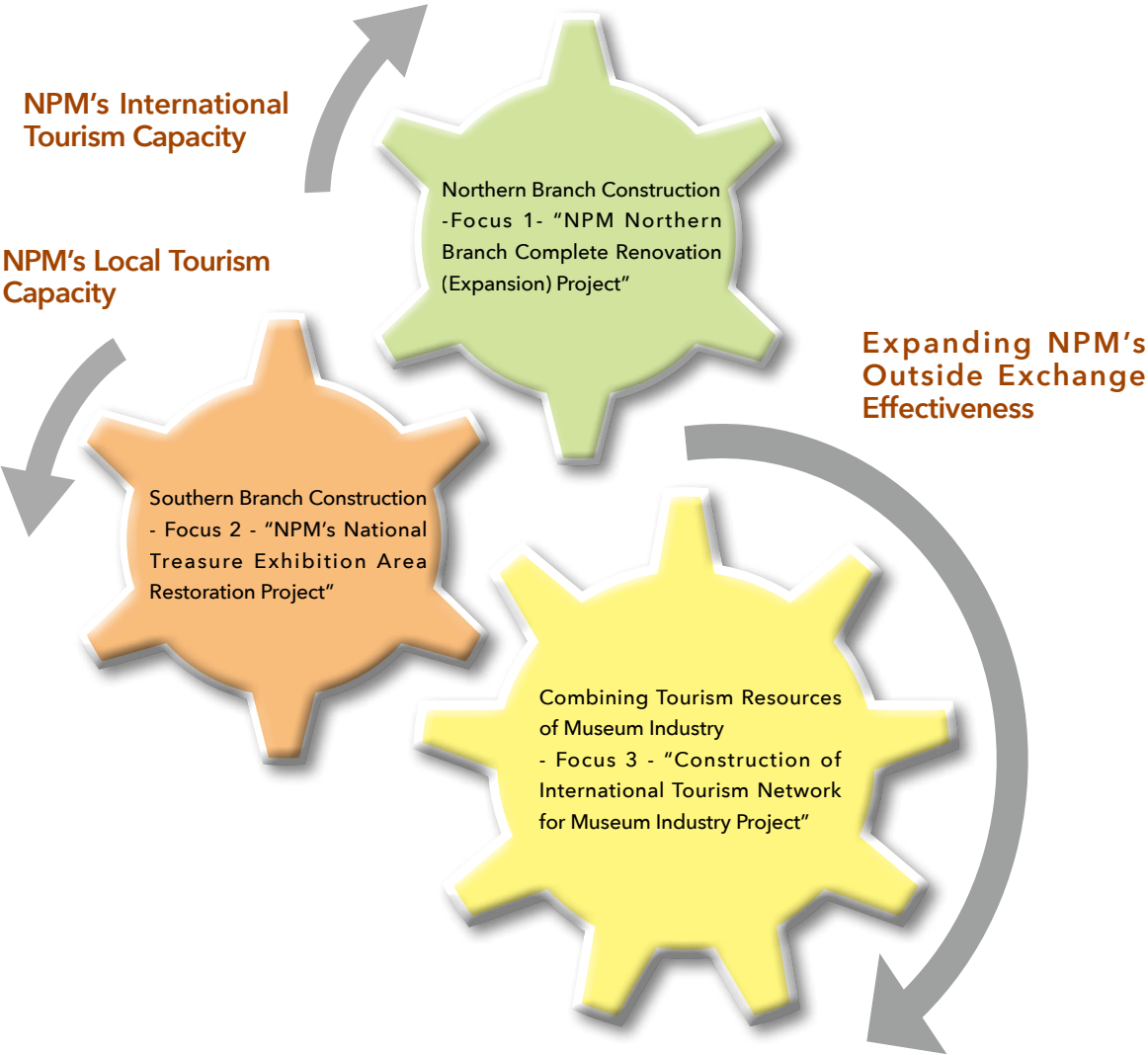
In line with the announcement of new governmental policies aiming to strengthen the local tourism industry, the announcement of the “New South” policy and its implications for the Southern Branch of the museum, and the support indicated by the government’s approval of budgeting for the “New NPM” project, the goal upon completion is to create new value for the National Palace Museum as the core of the tourism industry as well as upgrading the appearance of Taiwan’s brand in the international community. It is our hope that international visitors will be able to experience Taiwan’s multifaceted culture through the NPM’s resources and services, naturally pushing Taiwanese culture into the international spotlight. Within 20 years of the project’s completion, it is predicted that the new efficiency of service at the NPM will allow us to add 51.4 million visits to our total count, bringing up total revenue by NT7.6 billion dollars. Our cultural creative

product revenue would rise by NT11.2 billion dollars, with consumer spending also increasing by NT822 billion dollars.

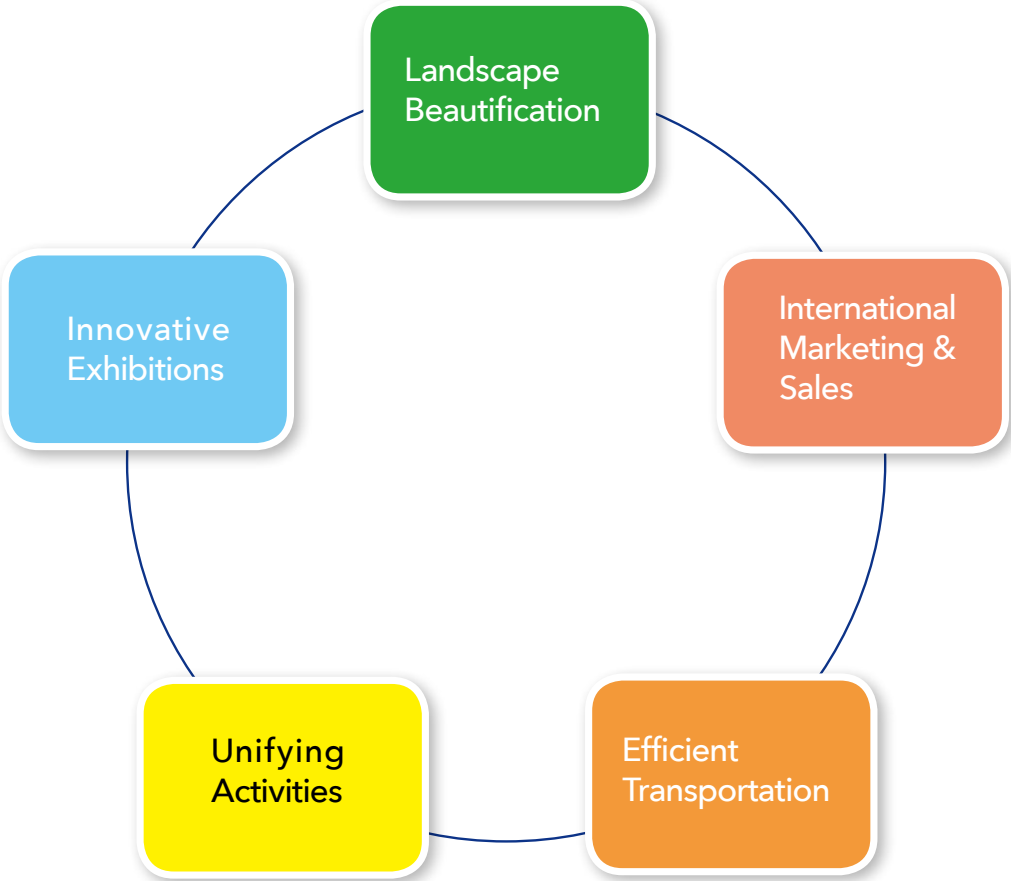
Upon approval of the project, the Executive Yuan expressed the desire that the completed project would be able to better ensure the safety of our national treasures, increase the visiting quality of the Museum, promote art education among Taiwan’s citizens, and spur the development of Taiwan’s tourism industry. They urged us to create a special team that would meet frequently with related governmental departments to ensure smooth coordination. The Ministry of the Interior’s Construction Bureau, Engineering Association, and Transportation Bureau were also instructed to provide support where possible. It is their hope that through all these cooperative efforts, this transformation of the NPM will also allow for relationships to be built between necessary local entities, increase capacity for tourism, and allow cultural access in the North and South to be equalized, ensuring that all parts of Taiwan can develop evenly.

Apart from the three main axes of the project, additional substructures have been put into place in order to provide a plan for future steps to take. These include “Preparing the NPM’s Environment to Create an Internationally Renowned Tourist Destination,” “Entering a New Age of Curating Exhibitions,” “Uniting Museum Tourism Resources to Deepen the Quality of Visitor Experience,” “Linking Transportation for a More Convenient Travel Experience,” and “Upgrading Taiwan’s Brand by Developing New Markets.” The Northern Branch of the NPM will see expansion in all major buildings as well as new transparent infrastructure along the main walkway to increase visitor service areas. Within the Southern Branch, plans are underway within the 20-hectare grounds for a structure meant to house NPM national treasures. The building will include a research facility for artifact restoration, storage facilities, exhibition and education spaces, international and loan exhibition areas, and space for external operations. These changes will strengthen the functioning capability of both branches. Within four years, the nation will be able to enjoy the Museum’s rich collection as well as a special structure dedicated to the exhibition and restoration of national treasures.

The Three Main Foci of the “New NPM” Project



“New NPM Project” 5 Main Aspects



“New NPM” Project Anticipated Benefits

- Bring forth new value for the NPM and accomplish the NPM’s goal of becoming a world-class museum of the people.
- Allow Taiwan’s museums to become the core of Taiwan’s tourism industry and elevate its standard.
- Elevate Taiwan’s brand image.
- Give international tourists the chance to experience multiple aspects of Taiwan’s culture and allow Taiwanese culture to step onto the international stage.

Start Execution of the Forward-Looking Infrastructure Plan

The NPM's goals of publicization and diversification can only be achieved through the advancement of the "Cultural Creative Product Industry and Educational Promotional Sphere." To that end, the NPM has placed great importance on exploring the digital technology sector, so that our own digital content can keep up with new advancements and new applications of previous technologies. To meet the demands of transparency and publicization from modern society, the Museum will digitize in every way possible so that the cultural content contained within our collection can continue to be open to the public.

Developing Digital Cultural Creative Products

(1) Project Details

- Push for "Applicable Value" to drive digital cultural creative products
- Transform educational promotional activities into ones all can enjoy
- Promote the use of digital technology for Asian cultural relics to drive movement in the New Southbound Policy
- Making use of digital technology to drive publicization of museums and boost interactive promotion

(2) Key Tasks

- Create integrated infrastructure for the management of digitization projects and encourage multivariate collaboration
- Expedite the release of digitized data on the NPM's Open Data Platform
- Carry out digital projects regarding aboriginal culture and tea culture
- Implement the formation of the NPM's cultural creativity product brand and trademark design
- Promote the NPM's new media art, production of digital content, and creation of online exhibitions

Expand High-Quality Service, Connect Media to the 4K Industry

(1) Project Details

- Make use of new technology to expand our digital collection
- Develop digital cultural creative products and make use of high quality analytics to raise the standard of cultural content
- Promote digital assets and preservation while also shifting the focus to applications and publicization
- Push for digital source materials through 3D rendering of cultural relics, the creation of a foundation for digital data, and the optimization of usage environment

(2) Key Tasks

- Increase the high resolution photography of important artifacts
- Increase the digitization of rare books and historical documents
- Integrate new technological applications into the NPM's educational programs
- Reinforce the visitors' ability to retrieve artifact information through usage environments
- Increase diverse collaborations with universities and professors



Self-made and science-and-technology integrated innovative teaching lesson plan entrusted to serve as a 3D printing product display.



3D-image modeling equipment.



公共化
Publicization



Duo Trio X National Palace Museum Bronzes
A magical improvisational theater in collaboration with digitized bronze bell sounds and modern instrumental dance.

「Duo Trio X 故宮青銅器」
一個由青銅編鐘數位音場與現代樂器
舞蹈共同即興的魔幻劇場。



Summer Seed Teacher Workshop trainees visit the exhibition.

暑期種子教師工作坊學員參觀展覽。



Li Senguang, teacher at the Taipei School for the Visually Impaired, experiences the audio guide service in the Museum gallery.

臺北市立啟明學校李森光老師於本院陳列室體驗口述影像語音導覽服務。



Golden Melody Awardee Ricky Hsiao experiences the audio guide tour and the Braille visitor guide.

金曲歌王蕭煌奇先生體驗本院口述影像語音導覽及點字參觀手冊。



Deputy Director Lee Ching-hwi accompanies National Yilan Special Education School students to participate in a Song dynasty tea ceremony experience.

李靜慧副院長陪同宜特學生參與「宋代茶席」體驗。



In the 2017 *Overcoming Obstacles, Touching Beauty—National Yilan Special Education School Activities*, staff are pictured with school teachers and students.

106 年度「跨越障礙·觸摸美麗—國立宜蘭特殊教育學校活動」與學校師生合影。



The Museum opens access to low- and medium-resolution images of its collection to encourage the public to download them for free.

本院開放藏品中低階圖像，鼓勵民眾免費下載使用。



The Museum conditionally opens certain exhibition galleries for photography and holds *Teen Sparks: Digital Curatorial Project* to encourage youth to try and interpret the heritage of National Palace Museum objects from an innovative perspective.

本院首次舉辦「藝拍即合微策展」課程，鼓勵青少年嘗試以創新視角詮釋故宮文物。



Invited teachers and students from Taoshan National Primary School in Wufeng Township, Hsinchu County, visit the *Impressions of the Left Bank-Musee d'Orsay 30th Anniversary Exhibition*.

邀請新竹縣五峰鄉桃山國小師生參觀「印象・左岸奧塞美術館 30 週年大展」。



An evening to meet the neighbors: Group photo at *Impressions of the Left Bank-Musee d'Orsay 30th Anniversary Exhibition* with the Museum Director, Deputy Director, and local leaders and residents.

「印象・左岸奧塞美術館 30 週年大展」敦親睦鄰之夜，院長、副院長與里長、里民合影。

一. 公共化：推動故宮公共化，營造全民博物館

（一）開放文物全民共享

1. 開放應用程式介面（Open API）

- (1) API 為本院在資訊服務的一個對外橋樑，透過 API 特性可以將本院的特色延伸，第三方使用者可發想任何與本院相關的衍生資訊服務，自主取得所需之原始資料進行開發，進而多面向、多層次地拓展故宮能見度，同時降低民間資訊開發成本，達到多方合作的目的。
- (2) 本院於 106 年 8 月 29 日首開國內博物館界先例，推出 Open API，以利各界開發者進一步與故宮開放資料介接，使本院成為博物館創新集思的平臺。

2. 文物圖像免費下載

- (1) 本院逐步將故宮文物數位圖像免費開放提供更多院外人士教學、研究、出版及商業產品設計之用，以達還利於民、藏富於民之旨，並期待透過各界廣泛使用。
- (2) 繼 106 年 1 月 1 日起開放低階文物圖像供大眾免費申請使用後，本院持續規劃資料開放及內容公共化措施。

3. 加速本院藏品數位化與公開化

本院持續針對院藏文物進行拍攝、後設資料製作及校對。

（二）觀眾服務友善精緻化

1. 離峰時段憑證免費參觀

北部院區自106年9月1日起至107年12月31日止，每日下午4時30分起，國人憑證件可免費參觀正館。南部院區自105年11月15日起至107年12月31日止，嘉義縣市居民憑身分證下午3時起免費入館參觀。此外年齡未滿18歲者、65歲以上長者（假日除外）、本國學生、身心障礙者及其陪同者1人皆可憑證免費入場。

2. 有條件開放展場拍照攝影

本院於105年12月2日起正式開放展場有條件拍照攝影，讓遊客在不使用閃光燈、三腳架及補光器材之前提下，將文物之美儲存在鏡頭裡，以增加文物資訊的流通。

3. 強化樂齡及無障礙軟硬體建置

為提供銀髮族及身心障礙人士友善的服務及參觀環境，在硬體設施上，導入通用設計觀念規劃空間，並建構合宜友善的無障礙空間；軟體服務上，加強友善導覽服務、國際培訓及舉辦各式觀眾服務教學講座。

（1）硬體設備：

- A. 106 年度新增製作口述影像語音導覽、觸摸圖、點字參觀手冊等輔具，並配合常設展及特展增設視障輔具。
- B. 南部院區園區之道路皆為平坦、無門檻設計，館內並普設有導盲磚、扶手等指引措施，各常設展廳另設有心理地圖及觸摸體驗區，並整體妥善規劃園區無障礙環境及無障礙動線，整合博物館內外通路、停車空間、通道走廊等。

（2）軟體服務：

- A. 加強友善導覽服務
提供合適的語版語音導覽服務或專人導覽服務，依據其聽導能力，彈性調整導覽內容；另印製大字版的語音導覽清單，或告知語音導覽機的字體放大及放大鏡功能等，協助年長者閱讀。此外，本院依不同障別、年齡或人數觀眾之需求，彈性調整參觀內容並安排專人協助，以強化身心障礙觀眾多元友善的服務。
- B. 國內外樂齡服務培訓
南部院區於106年9月27日至29日與嘉義縣文化觀光局、國立臺南藝術大學共同主辦「2017博物館創齡行動專業培訓」。
- C. 院外樂齡觀眾服務及講座
為服務樂齡觀眾，本院長期於至善老人安養護中心、頤苑自費安養中心、臺北市社區老人服務中心等舉辦關懷系列樂齡講座，並搭配複製文物觸摸體

驗，亦邀請長者至本院參觀並安排專人導覽。

D. 無障礙導覽服務

本院多年來延續辦理赴院外服務身心障礙學生之教育推廣活動，106年度至國立宜蘭特殊教育學校舉辦「跨越障礙・觸摸美麗」活動，服務該校師生與鄰近身心障礙學校及社福團體。

4. 舉辦文物研習會

為培養社會大眾瞭解故宮藏品及增進藝術美學培育，本院每年定期舉辦冬令及夏令文物研習會。

5. 辦理專題演講

配合院內各項特展辦理專題演講，介紹展覽特色。

6. 開放故宮圖書館

本院定期採購各國藝術、考古研究、文史地理、版本目錄、博物館學、文物維護、民俗文化等學術領域之專業書刊與電子全文資料庫，並於圖書文獻館列架典藏。

7. 推廣旅遊聯合票券

為串聯本院周邊及臺北市知名景點，聯合行銷以發揮綜效，爰推出旅遊聯合票券，以優惠價格共同進行觀光推廣，串聯北臺灣及南北院之旅遊風潮。

（三）媒體宣傳行銷

本院舉辦各項精彩展覽、活動，及推動諸多政策、願景，均藉由多元媒體管道向社會大眾宣告與推廣，期對我國文化觀光產業產生實質正面的催化作用。此外為配合政府新南向政策，陸續接待來自東南亞媒體來院參訪拍攝，並與交通部觀光局及外交部國際傳播司合作，積極安排東協、南亞以及紐澳等國家的旅行業者及當地媒體前來參訪本院，亦積極結合行政院新聞傳播處、文化部、外交部、交通部觀光局等中央機關及各級地方政府機關國內外行銷管道，並善用企業、媒體、社區等社會資源，協助宣傳本院展覽及活動，期能發揮最大的行銷效益。106年重要記者會計有21場（詳下附表）。

106年重要記者會一覽表

項次	日期	記者會名稱
1	01/26	「覺翁書畫—傅狷夫先生家族捐贈文物特展」記者會
2	02/08	VR 虛擬實境 故宮打造無牆博物館記者會
3	02/22	放眼亞洲・美育紮根 日本美術之最—東京・九州國立博物院精品展記者會（南院）
4	02/23	「印象・左岸—奧塞美術館 30 週年大展」宣告記者會
5	03/31	「印象・左岸—奧塞美術館 30 週年大展」開箱記者會
6	04/26	搭高鐵・遊南院記者會（南院）
7	05/12	「貴貴琳瑯游牧人：院藏清代蒙回藏文物特展」記者會
8	05/31	「自然生姿態—于右任書法特展」記者會
9	06/06	故宮視障觀眾多元友善服務上線記者會
10	06/16	「印象・左岸奧塞美術館 30 週年大展」—敦親睦鄰之夜
11	07/03	國立故宮博物院與舊金山亞洲藝術博物館締約記者會
12	07/14	文化教育輕旅行活動記者會
13	08/01	「故宮・熊讚」記者會
14	08/04	故宮 X 青春記者會
15	08/07	「郎世寧兒童劇暨教育巡迴展演」開幕記者會（屏東）
16	08/21	國立故宮博物院與日本大阪市立東洋陶磁美術館締約記者會
17	10/02	「國寶的形成—書畫菁華特展」記者會
18	11/02	「郎世寧・到此一遊」教育巡迴展開幕記者會（新竹）
19	11/03	「大英博物館藏埃及木乃伊：探索古代生活」特展開箱記者會
20	11/13	「大英博物館藏埃及木乃伊：探索古代生活」特展開幕記者會
21	12/07	「品牌的故事—乾隆皇帝的文物收藏與包裝藝術」記者會

Publicization: Pushing the NPM to Be a Museum of the People

Increasing Public Access to Cultural Artifacts

1. Open API

- (1) The API system is the first bridge to the outside within our new information services. Using the unique API system, third-party creators looking for inspiration on projects related to the NPM can easily access the data needed to develop their ideas. The NPM can now easily expand its visibility while also reducing manufacturing costs for non-governmental developers, achieving our goal of increased diversity in collaboration.
- (2) On August 29, 2017, the NPM set a precedent for the Taiwanese museum world by releasing our Open API, allowing developers from all walks of life to step closer to the resources released through the interface. This innovation has allowed the NPM to become a platform for a new age of thinking in the museum industry.

2. Free Download of Artifact Images

- (1) The NPM is slowly taking steps towards providing all images of its cultural artifacts, free of charge, to outside researchers, academics, publishers, and merchandise designers. Our hope is to attain a level of openness that is most beneficial to the public, allowing our rich collection to fulfill its purpose among the people of Taiwan and abroad. We anticipate extensive use across all fields and industries.
- (2) After the release of low-level artifact images for public use (through application methods), the NPM will continue to release more data online and take steps towards being a public data institution.

3. Expediting the Digitization and Publicization of the Museum's Collection

The NPM will continue photographing the relics within our collection, producing metadata, and calibrating the data.

Creating Refined and Friendly Customer Service

1. Off-Peak Free Visiting Hours for Those with ID

From September 1, 2017, to December 31, 2018, those visiting the Northern Branch of the NPM from 4:30PM onwards can enjoy free admission by presenting a R.O.C. identification card. From November 15, 2016, to December 31, 2018, those visiting the Southern Branch of the NPM from 3:00PM onwards enjoy free admission by presenting Chiayi County resident identification. Apart from those two requirements, those under 18, those over 65 (on weekdays only), local R.O.C. students, and those with disabilities (and one accompanying person) are also able to receive free admission by showing proper identification.

2. Opening up Photography Guidelines within the Exhibition Halls

Starting officially from December 2, 2016, visitors to the NPM were given permission to do photography within the exhibition halls, though flash photography, tripods, and extra lighting equipment were still prohibited. Allowing the beauty of the artifacts to be captured with the lens has opened up a new distribution channel for the NPM's cultural relics.

3. Strengthening Hard and Soft Infrastructure for Guests in their Golden Years and with Disabilities

In order to provide friendly services and a comfortable visiting environment for the elderly and those with disabilities, the NPM made changes in both physical and emotional ways. By introducing the concept of "accessibility for all," changes were made to pre-existing physical spaces and new barrier-free spaces were created. In addition, the Museum improved customer service by reinforcing friendliness for on-site staff, international training, and hosting several lectures regarding visitor service.

(1) Physical Infrastructure

- A. In 2016, audio-visual tours with dictation, 3D touch-enabled images, Braille guidebooks, and other assistive devices were added to the exhibition halls, allowing both permanent and temporary exhibitions to be accessible to the visually impaired.
- B. The Southern Branch of the NPM was designed with flat surfaces and walkways as the main form of transportation and to lack any thresholds within the physical structure. In addition, the exhibition halls themselves have tactile paving to assist the visually impaired, handrails and visible path markers, psychological maps, and touch-enabled exhibition areas so that a truly barrier-free environment could be created throughout the Museum.

(2) Service Changes

- A. Strengthening Friendly Docent Services

After building a multilingual audio tour guide system and docent services based on the ability to hear, the NPM is now shifting towards a more flexible guide system. Apart from offering larger font in audio tour guide systems and magnifying capabilities for more elderly visitors, the NPM will also take into account the needs of those with other disabilities, age categories, and tour group numbers to adjust guide system contents and arrange for appropriate docent services. All this is done in hopes of strengthening our abilities to provide friendly service to those who face different sorts of challenges in life.

- B. Training for Elderly-Directed Services

In collaboration with the Chiayi County Culture Tourism Bureau and the Tainan National University of the Arts, the Southern Branch hosted the "2017 Professional Training for Elderly-Directed Services" from September 27 to 29.

- C. External Services and Lectures for the Elderly

To provide for the elderly population, the NPM has been in long-term collaboration with the Zhishan Senior Care Center, Yi-Yuan Retirement Home, and Taipei City Community Senior Service Center to host events and lectures related to the care and attention of senior citizens. In addition, activities involving hands-on interaction with replicas of cultural relics have been arranged for various senior centers, as well as inviting those able to attend special tours at the Museum.

D. Impediment-Free Tour Services

For the past few years, the NPM has placed great importance on offering external services and educational promotional activities for students with disabilities. In 2017, the NPM collaborated with the National Yi-Lan Special School to host the “Overcoming Impediments -- Experiencing Beauty” activity, inviting both staff and students of the school as well as those with disabilities living in the local area.

4. Conducting Cultural Relic Conferences

To allow the public to better understand the NPM’s collection and promote arts education, the Museum has decided to host two Cultural Relic Conferences each year, with one in the winter and another in the summer.

5. Hosting Special Lectures

In conjunction with each season’s special exhibitions, the Museum hosts special lectures in order to introduce each exhibit’s unique qualities.

6. NPM’s Public Library

The Museum regularly procures professional publications and digital databases of an academic nature on art pieces from various countries, archaeological research, cultural and historical geography, catalogues, museum studies, artifact preservation, and local cultures. All these are incorporated into the holdings of the Museum library for collection.

7. Promoting Joint Tourism Ventures

In order to establish ties with tourist attractions around the NPM and increase joint marketing, the Museum has created joint tickets with various establishments. Using discounts as a promotional method, this has allowed tourism across Taipei and Taiwan to be intertwined and collectively increased.

Marketing through the Media

Whether it be a new exciting exhibition, activity, or the promotion of new policies or visions, the Museum always makes use of multiple forms of media to announce the news to the public. In accordance with the New Southbound Policy, the NPM welcomes media from Southeast Asia to film within the Museum and work with the Ministry of Transportation, the Tourism Bureau, and the Ministry of Foreign Affairs to arrange tours of the premises. The Museum also makes use of marketing channels and resources provided by various government offices and media companies to promote exhibitions and activities to the fullest extent. Below are 21 major press conferences held in 2017.

Major Press Conferences in 2017

Item	Date	Title of Press Conference
1	01/26	“Painting and Calligraphy of the Enlightened Elder: A Special Exhibition of Artworks Donated by the Family of Fu Chuan-fu” Press Conference
2	02/08	“Virtual Reality: A Museum Without Walls” Press Conference
3	02/22	“Opening Asia’s Eyes--Planting Roots for Arts Education: Japanese Art at Its Finest: Masterpieces from the Tokyo and Kyushu National Museums” Exhibition Press Conference (Southern Branch)
4	02/23	Announcement of “Musée d’Orsay: The Aesthetic Worlds of the 19th Century” Special Exhibition Press Conference
5	03/31	Unpacking of “Musée d’Orsay: The Aesthetic Worlds of the 19th Century” Special Exhibition Press Conference
6	04/26	“Riding the THSR to the Southern Branch” Press Conference (Southern Branch)
7	05/12	“Splendid Accessories of Nomadic Peoples: Mongolian, Muslim, and Tibetan Artifacts of the Qing Dynasty from the Museum Collection” Press Conference
8	05/31	“Graced by Nature: A Special Exhibition of Yu Yu-jen’s Calligraphy” Press Conference
9	06/06	Press Conference on New Services for Visually Impaired Guests
10	06/16	“Musée d’Orsay: The Aesthetic Worlds of the 19th Century” Special Exhibition Night Visitation Hours Event for Local Residents
11	07/03	Press Conference Announcing the Creation of a Sister-Museum Relationship with the San Francisco Asian Art Museum
12	07/14	“Cultural Education Travelling Activity” Press Conference
13	08/01	“BRAVO at the NPM” Press Conference
14	08/04	“NPM X Youth” Press Conference
15	08/07	“Giuseppe Castiglione: Visited in Art” NPM Touring Education Exhibition Opening Press Conference (Pingtung)
16	08/21	Press Conference Announcing the Creation of a Sister-Museum Relationship with the Museum of Oriental Ceramics, Osaka
17	10/02	“The Making of a National Treasure: Select Masterpieces of Painting and Calligraphy in the Museum Collection” Press Conference
18	11/02	“Giuseppe Castiglione: Visited in Art” NPM Touring Educational Exhibition Opening Press Conference (Hsinchu)
19	11/03	Unpacking of “Egyptian Mummies from the British Museum: Exploring Ancient Lives” Special Exhibition Press Conference
20	11/13	Opening of “Egyptian Mummies from the British Museum: Exploring Ancient Lives” Special Exhibition Press Conference
21	12/07	“Story of a Brand Name: The Collection and Packaging Aesthetics of Emperor Qianlong in the Eighteenth Century” Press Conference



在地化

Localization



Director's speech at the Opening ceremony of "Asian Art Festival - Indian Month".

第一屆「故宮亞洲藝術節－印度月」
林正儀院長開幕致詞。



The Opening ceremony of "Asian Art Festival - Indian Month".

第一屆「故宮亞洲藝術節－印度月」
開幕活動合影。



At the *BRAVO at the NPM* press conference, the Museum collaborated with 2017 Summer Universiade activities, especially in launching an exhibition of objects in the collection related to bears to echo the Universiade mascot.

「故宮·熊讚」記者會，本院配合「2017 臺北世大運」活動，特別推出以像生熊形文物做為主題的展覽。



The artist of the *Jade Boy and Bear* opportunely carved according to the natural black and white colors to form a dancing pair.

「玉人與熊」為工匠依照石材自然顯現的黑白雙色，巧雕完成人與熊共舞。



"Giuseppe Castiglione: Visited in Art" NPM Touring Educational Exhibition Opening Press Conference (HsinChu City).

「郎世寧·到此一遊」教育巡迴展開幕記者會（新竹）。



"Giuseppe Castiglione: Visited in Art" NPM Touring Education Exhibition Opening Press Conference (PingTung County).

「郎世寧兒童劇暨教育巡迴展演」開幕記者會（屏東）。



The Museum and the Taichung City Seaport Art Center jointly planned *A Literary Gathering in Qingshui -- NPM Painting and Calligraphy New Media Art Exhibition*, using multimedia interactive devices, 4K ultra-high quality video, virtual reality, and other technologies to re-interpret the Museum's collection of precious cultural relics.

「清水雅集－故宮書畫新媒體藝術展」，本院與臺中市港區藝術中心共同策劃，運用多媒體互動裝置、4K 超高畫質影片、以及 VR 虛擬實境等技術，重新詮釋故宮典藏的珍貴文物。



In *Grassroots Education: Planting the Seeds of Art*, the National Palace Museum, Chiayi County Government, and Ministry of the Interior joined hands with schoolchildren for a happy summer vacation.

「公益下鄉 美育扎根」故宮、嘉義縣政府及內政部攜手伴學童快樂過暑假。



The Museum collaborated with the Penghu County government to develop local history and culture, and to develop tourism resources policies, including the *Rebuilding the Tongan Ships* art exhibition.

本院配合澎湖縣政府發展地方歷史文化和開發觀光資源政策，特設「同安·潮 新媒體藝術展－澎湖遊」於此。



Opening ribbon-cutting ceremony for the *Rebuilding the Tongan Ships* multimedia exhibition in Penghu County.

「同安·潮 新媒體藝術展－澎湖遊」開幕剪綵。



During the press conference for the *Wang Delu and the Tongan Ships* special exhibition opening, Director Lin Jeng-yi and honored guests pulled on the sail symbolizing three exhibitions.

「王得祿與同安船特展」開幕記者會，林正儀院長及貴賓拉帆象徵三展開展起程。



Both the Northern and Southern branches of the National Palace Museum launched a series of children's monthly activities to celebrate Children's Day.

故宮南北兩院推出兒童月系列活動，—「童」歡慶兒童節。

二. 在地化：深耕在地文化，創新美學教育

（一）在地主題策展

配合「2017臺北世大運」國際賽事，本院精選相關文物展件策劃系列展覽，將運動與熊形元素納入策展考量，藉由國際賽事達到文化行銷之目的。

（二）教育推廣活動

1. 新住民家庭教推活動

為落實社會教育及文化平權之目的，與臺北市政府民政局、新北市政府社會局及新北市西區跨國婚姻家庭服務中心合作，邀請新住民家庭參加「打開世界的玩具箱－親子活動」，透過「童玩」主題介紹院藏書畫及文物，並由新住民分享家鄉的童玩及節慶文化，促進各國文化交流。

2. 低參與度觀眾服務

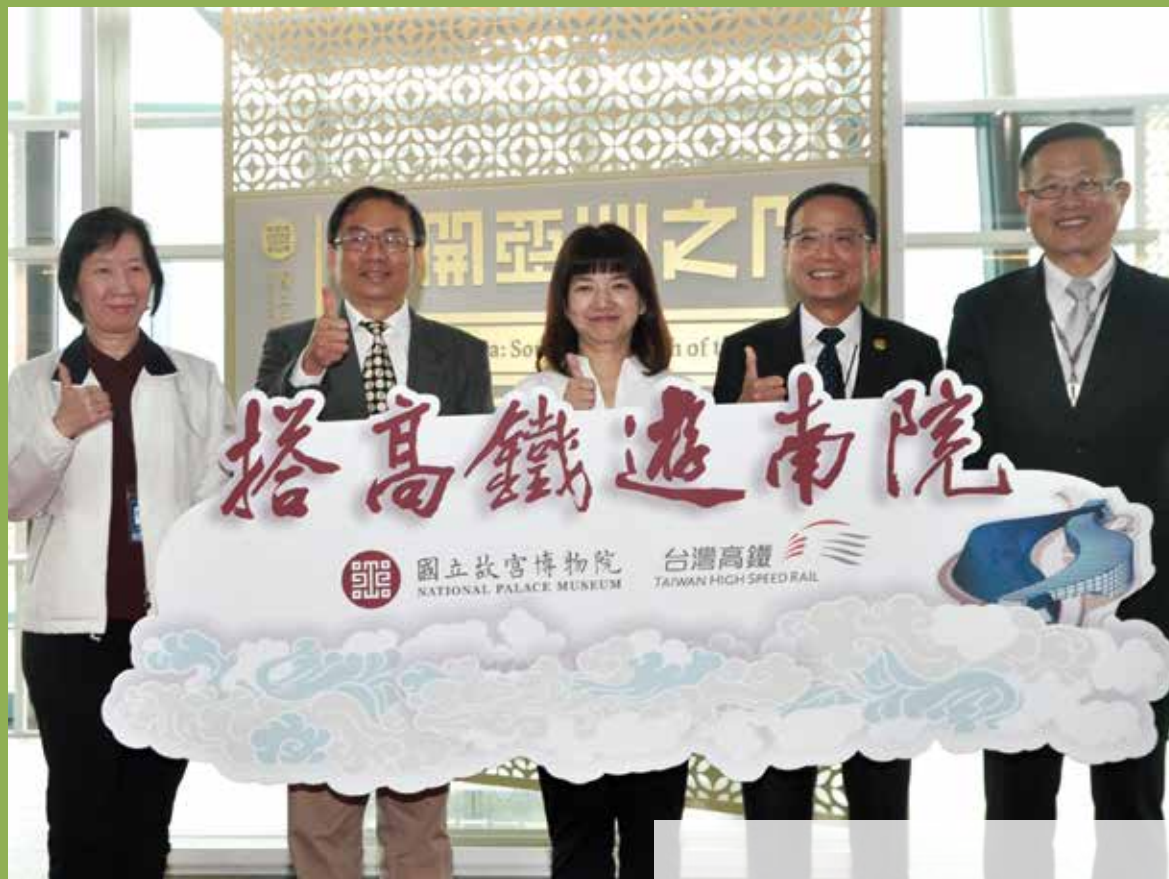
為促進低參與度觀眾共享文化資源之機會，本年與財團法人勵馨社會福利事業基金會合作，以「受暴婦女及目睹兒童」為對象，透過與女性主題有關之院藏文物，帶領參與者回溯過去經驗，找出文物對每個人的生命意義。

3. 故宮數位巡展推廣

- (1) 同安・潮－澎湖遊新媒體藝術展本展以「臺灣圖附澎湖群島圖」、「各省沿海口隘全圖」等呈現清代澎湖樣貌，並結合新媒體展件以饗在地民眾。
- (2) 清水雅集－故宮書畫新媒體藝術展
- (3) 本展由本院及臺中市港區藝術中心合辦，以實體巡展方式，將本院文物結合新科技，使藝術深入民眾生活，消弭城鄉的藝術落差及資訊落差。

4. 在地人才培育

- (1) 為培育我國博物館及藝術管理人才，本院每年規劃辦理學生實習及文創人才培育之館校合作，提供大專院校美術、藝術教育、博物館、外語及資訊相關科系學



Riding the THSR to the Southern Branch Press Conference.

搭高鐵・遊南院記者會。

生，於寒暑假期間實習，參與教育推廣活動、觀眾服務、公共關係等博物館業務，培育相關學系學生職場技能，以拉近學校正式教育與博物館非正式教育之距離。

(2) 學生實習計畫

A. 北部院區

106年北部院區計有國立臺灣大學、國立臺灣師範大學、國立臺灣科技大學、國立臺北商業大學、國立交通大學、國立臺北教育大學、東吳大學、國立臺灣藝術大學、國立臺南藝術大學、美國漢密爾頓學院（Hamilton College）、美國華盛頓大學西雅圖分校（University of Washington in Seattle）之學生共15名來院實習。

B. 南部院區

為建立長期館校實習合作關係，本院另與國立高雄第一科技大學、文藻外語大學、國立嘉義大學、國立勤益科技大學及台南應用科技大學等中南部地區大專院校簽訂實習合作計畫，結合南院文物意象及地方人文特色，培育博物館專業人才及拓展博物館展覽內涵。106年9月到12月共計開設24小時南院文物基礎課程及12小時專業課程，共有140位學生參與。

(3) 文創人才培育

106年與台灣科技大學合作開設「生活空間創意學分學程—文物與創新」課程，自106年9月12日至107年1月9日開設為期1學期3學分之課程，課程總計18週，其中故宮文物、文創實務及參觀導覽共計9週27小時課程，計有270人次參與。

5. 加強在地連結

(1) 在地民眾免費參觀

本院南部院區針對嘉義在地鄉親陸續推出嘉義民眾參觀故宮南院免預約，以及嘉義縣市居民憑身分證件，於每日下午3點過後免費參觀之措施。

(2) 「邂逅南院－故宮下午茶」表演藝術活動

本院持續與雲嘉南地方政府及在地文教單位合作辦理教育推廣及文化交流活動，營造優質藝文環境，並透過邀請雲嘉南地方藝文團體或學校團體到院演出，加強與在地的合作與連結，同時推廣雲嘉南地區的藝文團體。每週日下午3時固定舉辦「邂逅南院－故宮下午茶」表演藝術活動。

(3) 辦理故宮亞洲藝術節

106年9月30日至10月29日辦理第一屆「故宮亞洲藝術節－印度月」活動，期間推出8場文化體驗、7部印度電影、6場展廳導覽、4場表演藝術、4場文化沙龍、2場兒少活動，以及快閃印度餐車等，提供民眾認識不同文化的深度、全方位學習體驗。

(4) 舉辦在地交流座談會

自106年1月起辦理3場在地交流座談會，邀請地方民意代表及首長與會，持續加強附近六鄉鎮與地方文化之交流，並達成初步共識及推動相關作業。

Localization: Creating New Methods of Art Education through Immersion in Local Culture

Exhibitions with a Focus on Local Current Events

To celebrate the 2017 Summer Universiade in Taipei, the NPM took great care towards incorporating the themes of sports and bears (to match the event's Formosan Bear mascot) into a special exhibition, allowing an international sports event to be used as a channel of cultural marketing.

Multifaceted Education-based Promotional Programs

1. Educational Activities Directed Towards Immigrant Families

As part of a new policy to equalize education and culture in society, the NPM collaborated with Taipei City's Department of Civil Affairs, New Taipei City's Social Affairs Bureau, and New Taipei City's Services for Households with International Marriages Center to invite new immigrant families to "Opening the World's ToyBox -- Parent and Child Event." through the main theme of "Child's Play," the families were introduced to the NPM's collection of artifacts and also encouraged to bring aspects of play from their own cultures to share, helping to advance cultural exchange.

2. Services for Disadvantaged Groups

To boost the enjoyment of cultural resources among disadvantaged social groups, the NPM joined hands with The Garden of Hope Foundation to create a series of events targeted to women and children who had witnessed and/or survived violence. The events used items within the NPM's collection related to women's themes, allowing attendees to experience the history contained within the artifacts significant to their personal lives.

3. NPM's Travelling Digital Exhibitions

(1) "Rebuilding the Tong-An Ships New Media Art Exhibition"

Using historical maps, this exhibition not only recreated the Qing dynasty's Penghu City but used new multimedia display techniques to thrill local guests.

(2) "A Literary Gathering in Qingshui -- NPM Painting and Calligraphy New Media Art Exhibition"

In collaboration with the Taichung City Seaport Art Center, this travelling exhibition combined cultural artifacts with new technology, allowing art to penetrate into local citizens' lives and preventing a disparity in cultural education.

4. Training Local Talent

(1) For the purpose of cultivating arts and museum management abilities in Taiwan, the NPM works with universities to provide student internships and training programs. The programs are targeted towards students in the fine arts, arts education, museum affairs, foreign languages, and information technology. During their winter and summer vacations, interns and trainees have the chance to participate in educational promotional programs, customer service, public relations, and other museum-related services, allowing them to develop professional and technical skills. It is hoped that the distance between formal academic education and hands-on museum experience can be reduced in the future.

(2) Student Internships

A. Northern Branch

In 2017, the Northern Branch of the NPM welcomed 15 student interns from National Taiwan University, National Taiwan Normal University, National Taiwan University of Science and Technology, National Taipei University of Business, National Chia Tung University, National Taipei University of Education, Soochow University, National Taiwan University of the Arts, and Tainan National University of the Arts, as well as Hamilton College and the University of Washington in Seattle in the US.

B. Southern Branch

To establish long-lasting relationships with schools for the purpose of student internships, the NPM's Southern Branch has plans to create opportunities with National Kaohsiung First University of Science and Technology, Wenzao Ursuline University of Languages, National Chiayi University, National Chin-Yi University of Technology, and Tainan University of Technology. In order to train professional museum talents and expand the content of exhibitions, these plans help to integrate museum artifacts and unique local culture. From September to December of 2017, the Southern Branch hosted a total of 24 hours of "Cultural Artifacts Basics" and 12 hours of specialty classes, altogether serving 140 students.

(3) Talent for Cultural Creativity Product Development Training

In partnership with the National Taiwan University of Science and Technology, the NPM offered the "Cultural Artifacts and Innovation: Designing for Living Spaces -- Courses for Credit" curriculum. Starting from September 12, 2017, to January 9, 2018, the 18-week course offered three credit hours within a semester to participating students. The nine 27-hour weeks of classes and additional practicums involving museum artifacts and cultural creativity products served a total of 270 students.

5. Strengthening Local Relationships

(1) Free Admission for Local Visitors

The NPM Southern Branch offered free visits by appointment for local villagers in the Chiayi area as well as free admission after 3PM for any visitors with Chiayi County resident identification.

(2) "Chance Meeting at the Southern Branch -- NPM Afternoon Tea" Arts Performance Events

Through continual collaboration with local governments and culture and education groups, the Southern Branch has maintained a high quality art and culture environment, offering educational promotional and cultural exchange activities. They have strengthened ties with local organizations by inviting professional and school-based arts groups to perform at the Museum, allowing them a promotional channel as well. Every afternoon at 3PM, the "Chance Meeting at the Southern Branch -- NPM Afternoon Tea" event features one of these groups.

(3) NPM Asian Art Festival

The "Asian Art Festival -- Indian Month" event held from September 20 to October 29, 2017, was the first in a series of annual celebrations planned by the NPM. During the month, eight cultural experiences, seven Indian movies, six tours, four performances, four cultural salons, two children's activity events, and a flash Indian dining car were offered to allow locals a chance to experience a different culture.

(4) Hosting Conferences

Starting from January of 2017, the NPM hosted three conferences, allowing local representatives to meet with senior officials. These conferences allowed discussion on giving nearby towns the opportunity for cultural exchange and laid the first steps for the establishment of a common consensus and related projects.



品牌故事

乾隆皇帝的文物收藏
與包裝藝術



國立故宮博物院
NATIONAL PALACE MUSEUM

12.8~3.7
開幕記者會

12.8
~3.7
2017
2018



國立故宮博物院
NATIONAL PALACE MUSEUM

專業化

Professionalization



At *The Making of a National Treasure: Select Masterpieces of Painting and Calligraphy in the Museum Collection* opening press conference, the Guo Guang theatrical troupe performed "Clearing After Snowfall".

「國寶的形成－書畫菁華特展」開幕記者會，國光劇團表演「快雪時晴」劇目。



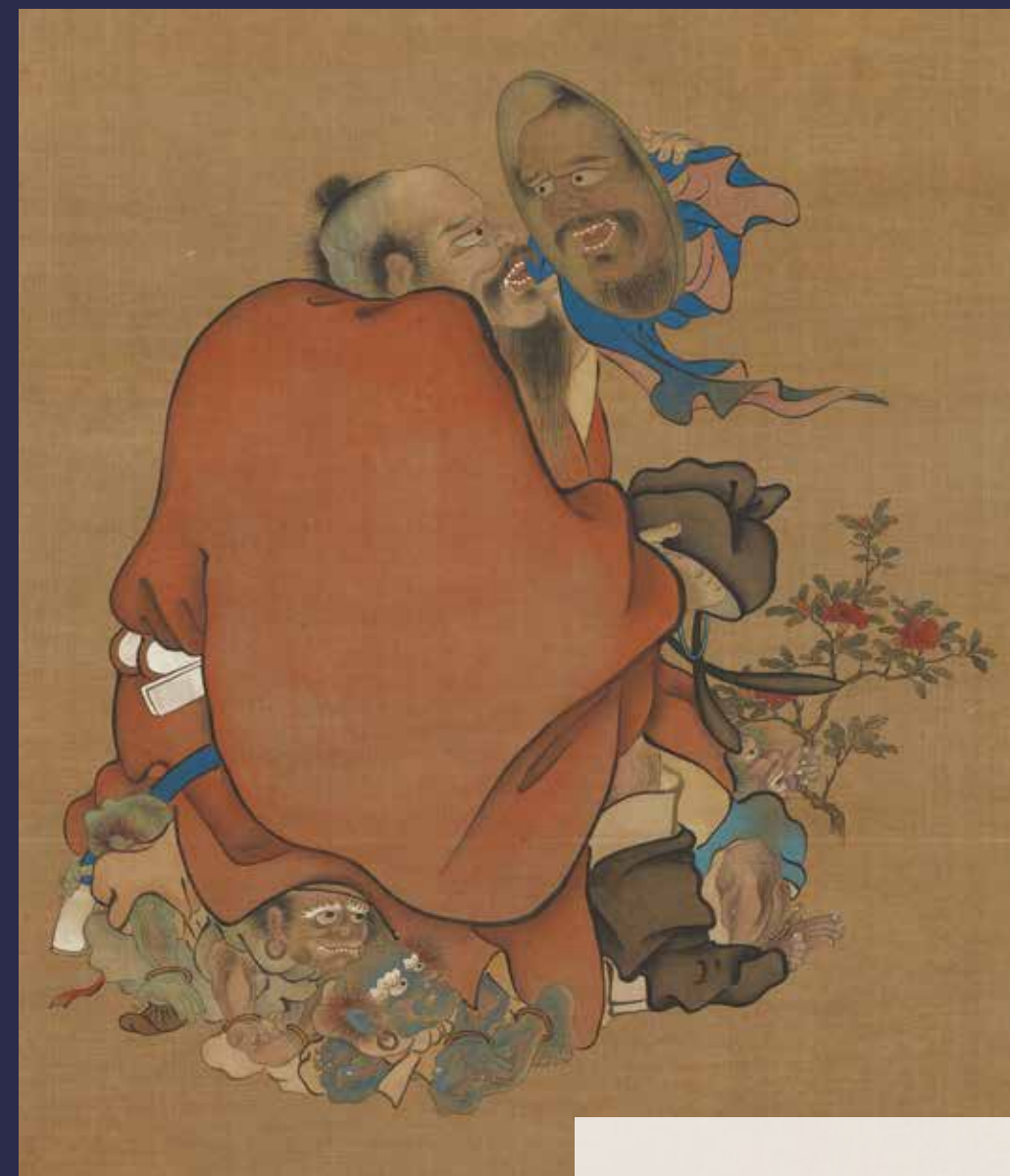
書畫家的幽默感

Expressions of Humor
in Chinese Painting and Calligraphy

書画家のユーモア

2017/01/01~2017/03/25

陳列室
Gallery
208



Auspicious Omen of Abundant Peace is a homophone for "ennobled reflection of an immortal." When seeing his ugly and disfigured face in the mirror, Zhong Kui startles himself. He sits on top of four little demons, whose sense of helplessness shows an element of humor.

〈豐綏先兆〉取自「封崇仙照」諧音，鍾馗面容醜，連自己照鏡時也不免訝異，被壓坐的四名小鬼一付無可奈何的神態，也展現出幽默的元素。

適於心

明代永樂皇帝的瓷器

Pleasingly Pure
and Lustrous

Porcelains from the Yongle Reign (1403-1424)
of the Ming Dynasty



2017 5.18~



國立故宮博物院
NATIONAL PALACE MUSEUM

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No. 221, Section 2, Zhishan Road, Shilin District,
Taipei City 11142, Taiwan (R.O.C.) | <http://www.npm.gov.tw>
Tel: +886-2-6610-3000 | Fax: +886-2-2882-1440

陳列室 Gallery 203



"Celestial Globe Vase with Decoration of Dragon
Among Lotus Blossoms" from *Pleasingly Pure and
Lustrous—Porcelains from Yongle Reign (1403-
1424) of the Ming Dynasty*.

「適於心－明代永樂皇帝的瓷器」
青花穿蓮龍紋天球瓶。

貴貴琳瑯游牧人



院藏清代蒙回藏文物特展

Splendid Accessories of Nomadic Peoples:

*Mongolian, Muslim, and Tibetan Artifacts of the Qing Dynasty
from the Museum Collection*

2017 3/31—2018 8/20

陳列室 Gallery 303



專業化 Professionalization



Birch-Bark Phoenix Finial with Gold Inlay, for the imperial wives and concubines at the Qing Dynasty court, was a common crown decoration, which had the characteristics of their nomadic origins.

「金鑲樺皮鳳冠頂飾件」清代宮廷后妃冠頂常見的裝飾，非常具有游牧民族文化特色。



國立故宮博物院
NATIONAL PALACE MUSEUM

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<http://www.npm.gov.tw>





During the *Story of a Brand Name: the Collection and Packaging Aesthetics of Emperor Qianlong in the Eighteenth Century* special exhibition opening press conference, Qianlong's treasure box was opened to take a group photo.

「品牌的故事－乾隆皇帝的文物收藏與包裝藝術特展」開幕記者會，打開乾隆皇帝的藏寶箱合影。



Yu Zhi Shi Chu Ji (Imperial Poem, volume 1)
Written by Gaozong, compiled by Jiang Pu and others,
Qing dynasty
Qing court miniature manuscript, the 14th year of
Qianlong reign (1749)

《御製詩初集》
清 高宗撰，蔣溥等奉敕編
清乾隆十四年內府袖珍本

KIMONO

十八~二十世紀日本服飾特展

18th - 20th Century Japanese Apparel Special Exhibition

2017/1/17 (二) — 7/23 (日) | 織品文化展廳 S304
Textile Gallery



專業化 Professionalization



KIMONO: 18th-20th Century Japanese Apparel special exhibition: Peacock Pattern Kimono on a White Ground.

「KIMONO：18-20 世紀日本服飾特展」
白地孔雀紋銘仙和服。



來自天方的南亞美玉特展

Heavenly Crafted —— from Hindustan 仙工

A Special Exhibition of Exquisite South Asian Jades



2017 5/16 (二) ▶ 2018 7/29 (日)

S203 專題展廳



Heavenly Crafted from Hindustan: A Special Exhibition of Exquisite South Asian Jades : Melon Cup, Mongol Empire.

「東南亞美玉特展－來自天方的仙工」
蒙兀兒帝國－瓜瓣杯。





巨幅名畫展

Renowned Mountains
and Great Rivers

Oversized Masterpiece Paintings
in the Museum Collection

大川



2017.10.1-12.25 陳列室Gallery 202

國立故宮博物院
NATIONAL PALACE MUSEUM



Graced by Nature: A Special Exhibition of Yu Yu-jen's Calligraphy opening press conference.

「自然生態－于右任書法特展」
開幕記者會。

三.專業化：提升專業研究展覽水準，強化文物安全維護

（一）展覽及教育

本院展覽策劃具國際水準，展覽內容以文物研究為主，透過多元方式之詮釋與展陳，將本院典藏品菁華呈現於世人面前，已多次獲得國際媒體盛譽。本院106年持續以多元觀點策劃精采展出，以饜民眾藝術之福。

1. 院藏書畫展

（1）「名品聚焦－清人鳥譜」（106/1/1 - 106/3/25）

清人鳥譜冊，是以工筆結合西洋技法，描繪各類鳥類，並以滿、漢文記錄名稱及生態習性，儼然是現代的鳥類百科圖鑑。

（2）「書畫家的幽默感」（106/1/1 - 106/3/25）

以「幽默」為主題，遴選歷代書畫家傳世佳作或意趣小品，不論朋輩間的戲謔，或以幽默造型呈現情態特色、顛覆形象，或勸世化人，或嘲諷世事等創意思考與手法，以不同面貌，傳達對人生的體驗、思想觀點或是遊戲的趣味性等自嘲、諧趣、調侃、諷刺等展現書畫創作的幽默意趣。

（3）「酉年大吉－畫雞名品特展」（106/1/1 - 106/3/25）

本展以值年生肖作為歡慶新年的主題，透過繪畫與織品的相互輝映，引領觀眾神馳於吉祥富貴的美好想像。

（4）「造型與美感－中國繪畫選萃」（106/1/1 - 106/3/25）

中國山水畫典範的成形約五代之時，並反映出北方與江南地理山水風貌。

（5）「覺翁書畫－傅狷夫先生家族捐贈文物特展」（106/1/25 - 106/4/25）

本展分「西泠遊子」、「山水臺灣」、「神契海嶽」、「大草連綿」、「毫臺墨境」、「心香傳芳」等六個單元，呈現先生藝術與生活等面向。適值先生逝世十周年，亦藉此展覽向傅狷夫先生致敬。

（6）「筆有千秋業」（106/4/1 - 106/6/25）

書法是漢文化圈特有的藝術，本項展覽即揭示書法發展的脈絡。

（7）「巨幅名畫」（106/4/1 - 106/6/25）

展出圖幅較大之名品畫作，如明沈周〈名賢雅集圖〉、清錢慧安〈瑤仙獻瑞圖〉、蒲華〈山水圖〉、民國陸恢〈霜林紅樹〉、江兆申〈層巒疊嶂圖〉、馬駿〈百駿圖〉等，呈現水墨書畫恢宏氣勢的另一種面向。

（8）「行篋隨行－乾隆行李箱中的書畫」（106/4/1 - 106/6/25）

本展以乾隆皇帝六次南巡做為觀察的切面，透過巡行期間的書畫題詠，揀選出曾與他一起旅行的書畫作品，以便對其鑑賞活動有更深入的瞭解。

（9）「自然生姿態－于右任書法特展」（106/6/1 - 106/8/27）

此次展出本院受贈與購藏之于右任書法作品，時代跨距來臺前後，完整呈現于右任碑體與草體兩大書風的藝術成就。

（10）「筆墨見真章－歷代書法選萃」（106/7/1 - 106/9/25；106/10/1 - 106/12/25）

書法是漢文化圈特有的藝術，長久以來在中國文化傳統中蔚成體系，也自然應用在日常生活裏，了無古今的隔閡。

（11）「看畫·讀畫－歷代名蹟選萃」（106/7/1 - 106/9/25）

本展透過古代書畫藝術多元主題，如花鳥、山水、人物等，展出不同朝代之書畫作品，以概略性展示出中國書畫創作之傳承與藝術之美。

（12）「萬世師表－書畫中的孔子」（106/7/1 - 106/9/28）

本展共分「聖賢小像」、「刻碑崇聖」、「歷代尊儒」以及「經典圖繪」等四個單元，爰以向這位數千年來，以聖德雨露滋養華夏文化的萬世師表致敬。

（13）「別有可觀－受贈寄存書畫展」（106/10/1 - 106/12/25）

本院自民國五十四年（1965）臺北新展館落成後，便積極擴充典藏，除了編列預算逐年增購外，亦訂定捐贈辦法，凡與本院典藏方向相符者，均鼓勵捐贈，將其公諸於世，分享給社會大眾。

(14)「名山大川 – 巨幅書畫」(106/10/1 - 106/12/25)

展出本院所藏張大千畢生最大尺幅巨作〈廬山圖〉，畫面布局雄偉，吞吐極具撼人氣勢，為其凝聚畢生畫藝精粹，於晚年以潑墨、潑彩大寫意法，兼融中西，突破傳統筆墨之最精采力作。另一巨作呂佛庭〈黃河黃里圖〉，全長逾五十一米，通幅以凝斂細膩的用筆，與古樸典雅的設色，詳細描繪黃河綿延四千六百餘公里的壯闊景致，前後共費時兩年四個月始成（1983-1985），時年已七十五歲。

(15)「國寶的形成 – 書畫菁華特展」(106/10/4 - 106/12/25)

本院於第四季隆重推出「國寶的形成 – 書畫菁華特展」，以《文化資產保存法》規定的古物分級制度作為框架，展出「國寶」、「重要古物」級的書畫名品。

2. 院藏圖書文獻展

圖書文獻文物展覽包含「年度特展」與「常設展」兩大面向：

(1)「勤修無逸 – 嘉慶皇帝文物特展」(106/1/7 - 106/6/18)

內容以院藏嘉慶年間相關檔案文獻及書畫器物等文物為軸心，另結合多媒體「嘉慶皇帝其人」影片製作，使參觀民眾重新認識嘉慶皇帝外，並從中了解清代中葉臺灣地區開發與嘉慶政經情勢的關係。

(2)「院藏清代歷史文書珍品」及「院藏善本古籍選粹」(106/7/1 - 107/1/7)

每三個月更換展件。內容精選院藏古籍善本、佛典版畫以及清代官方檔案文書，使民眾深入認識清宮善本與檔案歷史源流與種類，從中領會院藏古籍善本從清宮皇帝個人獨享，轉向開放公眾閱讀的歷程；而清代公文密檔則將以往深藏大內的文獻公開展示，另亦陳列臺灣歷史及原住民檔案，揭開清代臺灣之面貌與發展軌跡。

3. 院藏器物展

(1)「皇帝的鏡子：清宮鏡鑑文化與典藏」(104/3/31 - 106/2/28)

本展覽圍繞清宮貴族對鏡子的鑑賞、裝治與使用等主題，分為三個單元。第一單元「鑑古遊藝：皇帝的銅鏡收藏」，精選清宮所藏漢代至明代古鏡，展示銅鏡近兩千年連綿不絕的發展，以及古代帝王對古鏡的認知及品評。第二單元「裝匣陳設：銅鏡的匣作裝裱」，展出院藏乾隆御製〈西清續鑑〉、〈西清續鑑·乙編〉及〈寧壽續鑑〉等鏡匣及配件。第三單元「攬鏡之趣：鏡照與生活」，展現宮廷日常中的古鏡意象，以及玻璃鏡在清代色彩紛呈的發展。

(2)「貴似晨星 – 清宮傳世 12 至 14 世紀青瓷特展」(104/12/25 - 106/4/18)

本展覽回溯清宮收藏的脈絡，及整合當今陶瓷史研究的觀點，重新檢視個別作品的產地、燒製時間與問題所在。

(3)「南北故宮·國寶薈萃」(104/12/25 - 106/7/31)

為創造臺灣南北文化雙亮點，實現藝術均富的理念，北部院區正館302室與南部院區至寶廳，同時分別展出翠玉白菜、清乾隆金甌永固杯、玉燭長調燭台、肉形石、越南青花猴王像、印度喀什米爾或喜馬查邦鄔瑪一大自在天等院藏品，以人氣國寶南北輝映，串聯藝術文化的動線。

(4)「若水澄華 – 院藏玻璃文物特展」(105/8/31 - 107/4/22)

本展覽以本院收藏清宮玻璃用器為主軸，包括以玻璃為主要製作材質之器物，以及採用玻璃為鑲嵌材料或光學構件之器物，並將本院藏品內，具原始玻璃性質與造形、製作技術、色彩表現上相關之其他材質文物，交互對應其中，以期呈現清代玻璃工藝蘊涵的文化傳承、融會與變遷。

(5)「貴貴琳瑯游牧人：院藏清代蒙回藏文物特展」(106/3/31 - 107/8/20)

本展覽以清朝宮廷與蒙古、回部、西藏諸藩部之間往來互動的相關文物為中心，從人類學與物質文化的角度出發，一方面闡釋蒙回藏游牧文化的特質，同時解析文物本身的藝術特色及其所傳達的文化內涵。

(6)「適於心 – 明代永樂皇帝的瓷器」(106/5/18 -)

永樂皇帝的瓷器中，最具代表性的是甜白、青花及紅釉瓷器。甜白釉色創燒於永樂，恬靜優雅，開創白瓷新面貌。青花瓷器的造型豐富多變，有許多文化交流下產生的新器形。紅釉瓷器光瑩鮮豔，也成為後世追仿的對象。

(7)「故宮·熊讚」(106/8/1 - 106/10/31)

配合「2017臺北世大運」活動，特別推出以像生熊形文物做為主題的展覽。吳至西晉出現的青瓷熊形燈，小熊雙手托舉承盤，提示該件作品做為燈具的用途。而銅玉同形熊形尊，展現了清朝乾隆皇帝根據舊藏漢銅熊，重新翻製新玉熊的仿古與創新。玉人與熊則是工匠依照石材自然顯現的黑白雙色，巧雕完成的與熊共舞。三種不同質材的組合，競相呈現力與美結合的精彩瞬間！

(8) 「南北故宮·國寶薈萃」(106/11/2 -)

看起來鮮嫩多汁、香氣四溢的肉形石，是由堅硬的玉髓類碧石製成。通過視覺完美傳達色、香、味的肉形石，凝結了傳統烹飪文化的精粹，也喚起心中的美味記憶！由翡翠製成的翠玉白菜，是國立故宮博物院最受喜愛的藏品之一。翠玉白菜最初是一件華麗的宮殿陳設盆景，以栽種的形式立在琺瑯盆景上，下端並設有靈芝木雕。翡翠價值不斐，靈芝寓意長壽吉祥，加上多彩的招絲琺瑯，翠玉白菜永保鮮脆！

(9) 「品牌的故事－乾隆皇帝的文物收藏與包裝藝術」(106/12/8 - 107/3/7)

以清高宗（在位時間：1735-1795）的文物收藏和與之相關的包裝藝術作為展覽主軸，透過十八世紀的文物包裝與設計巧思，一方面回應時下流行的品牌創新議題，從中激發出無限的創意能量。另一方面也想從帝王建構專屬品牌的操作手法與完成的模式，反思文物收藏之於帝王形象的意義。

4. 南院展覽

(1) 佛陀形影－院藏亞洲佛教藝術之美（常設展）

本展覽以時間為軸，分為五單元：「誕生的喜悅」、「佛陀的智慧」、「菩薩的慈悲」、「經藏的流轉」、「密教的神奇」，將各地的佛教造像與經典等並列，呈現佛教藝術的「不變」與「變」，引領觀眾欣賞同一時期、不同地區的佛教藝術之美，以及其深邃的宗教哲理。

(2) 錦繡繽紛－院藏亞洲織品展（常設展）

本展覽以地理為綱，分為「絲綢故鄉」、「紗籠風采」、「夢幻彩織」、「草原色彩」和「東西交織」等五單元，分別展出東亞、東南亞、南亞、中亞和西亞等五個不同區域的織品，最後再以「織染繪繡」單元帶領觀眾認識亞洲各地的傳統織品工藝，進而欣賞亞洲的人文藝術成就。

(3) 奔流不息－嘉義發展史（常設展）

嘉義舊稱諸羅，地處嘉南平原北端，北迴歸線橫跨縣境；多樣的自然景觀、厚實的歷史文化，呈現出多元、精采的風貌。

(4) 芳茗遠播－亞洲茶文化展（常設展）

本展藉由明代茶寮、日本茶室及現代茶席等情境空間展示，營造出不同時空飲茶的

特有氛圍，帶領觀眾認識茶在亞洲的傳播與交流，如何發展出各具特色又相互融通的茶文化。

(5) 認識亞洲－新媒體數位展（常設展）

本展廳以立足臺灣、放眼亞洲為主軸，製作了「認識亞洲」、「印度文化圈」和「華夏文化圈」三部影片，以創新而精緻的詮釋，搭配先進科技的拍攝手法，細膩地呈現陳列室中各項展覽的藝術文化精品，讓觀眾貼近亞洲文明的深邃與遼闊。

(6) 來自天方的仙工－南亞美玉特展（106/5/16 - 107/7/29）

愛玉成痴的乾隆皇帝常在詩作中以「天方」指稱印度，而南亞美玉則被他譽為「仙工」。乾隆皇帝對蒙兀兒玉器醉心不已，常賦詩歌詠，部分御製詩甚至直接鐫刻於玉器上。

(7) KIMONO－18-20 世紀日本服飾特展（106/1/17 - 106/8/27）

本展覽以本院近年新購日本服飾為主軸，包括江戶小袖、武士服飾、近代和服及織品等，規劃「江戶服飾－織染繡的競演」、「和服之美－創新與傳承」兩單元，藉以呈現日本服飾之美。

(8) 王得祿與同安船特展（106/9/19 - 106/12/17）

南部院區位於嘉義縣太保市，此地既是王得祿故里，地名亦由其官銜而來，辦理此展別具意義。

(9) 天孫機杼－明清緞繡精萃特展（106/9/19 - 107/3/18）

緞絲、刺繡原屬不同工藝，及至明清，不但已各自發展出純熟技藝可堪摹擬、融合或超越書畫，甚至有緞、繡、畫三種媒材之技法熔於一爐者。

(10) 鬼功·象牙球：牙雕的奇巧極致（106/12/30 - 107/6/10）

在18~20世紀初，這些象牙雕刻奢侈品，曾因濃郁的中國意象而風行於歐洲，被西方博物館視為是中國晚期奇巧工藝的代表。

（二）典藏及研究

- 為提升學術研究水準，本院除鼓勵研究同仁於國際重要研討會發表論文，並廣邀國內、外學者專家來院進行學術交流及演講及發展研究計畫，以提振學術研究風氣、

拓展專業研究領域。另106年本院「故宮文物月刊」及「故宮學術季刊」分別獲得國家圖書館所頒發之「臺灣最具影響力學術資源」第二名及第三名。

2. 妥善維護院藏文物登錄管理系統，定期盤點抽查典藏文物，確保國家典藏的永久傳承。持續以預防性保存列為藏品維護的核心任務，目前監測文物所在環境溫濕度、照明、空氣品質及防蟲等各個環節的工作，為本院以主動性執行的業務，依據工作屬性訂定相關的通報機制及處理流程，並重視與文物典藏、保管單位及安全管理單位之間的溝通與聯繫，及時回報與處理，透過密切合作確保藏品於各個環境中的穩定性。本項工作可有效降低文物暴露於危險環境中，減少日後進行文物修護的可能性，延長文物存世的年限。目前本院庫房或展場之文物皆於溫濕度管控範圍之中。

（三）安全管理

1. 建物安全維護

- (1) 辦理圖書文獻大樓文物庫房暨附屬電氣機房氣體消防設施汰換，並辦理北部院區水系統暨排煙設備改善、汰換並升級監視系統核心設備。
- (2) 辦理 106 年南、北院區（保全）警衛勤務採購、106 年度南部院區安全及中央電腦控制系統維護檢修、園區監視系統設備採購、與嘉義縣警察局及嘉義憲兵隊簽定安全維護支援協定書，以提升本院安全防護能力。
- (3) 南院主體建築防火漆摻偽案已進入司法程序，刻正由臺北地方法院審理中。原施工廠商表示將待司法判決定讞確認該司職責後進場改善。

2. 安全系統更新改善

- (1) 安全監控整合系統更新改善：升級監視系統核心設備，並汰換陳列室及庫房等重點區域之安全設施不斷電系統。
- (2) 無線通訊系統更新改善：升級無線電通訊系統核心設備。

3. 強化文物安全維護

(1) 文物移動安全

配合各項專題特展，106年度執行文物運送計30趟次，文物戒護計125次，院區安全維護工作計146次。南部院區配合各項專題特展，106年度執行文物運送安全戒

護計19趟次（包含國際運送4趟次以及國內運送15趟次）。

(2) 文物展示安全

為維護陳列室安全，於大門口啟動入口金屬偵測門，進行入場危險物品安全檢查；並每日整點定時及不定時多次實施陳列室櫃內外、上鎖門禁及公共區域安全檢查，確保本院文物安全無虞。

(3) 因應災害型態，實施防災應變措施

6月2日成立「0602暴雨」防災應變中心，處理短時強降雨災害事宜。
7月29日至30日成立「尼莎颱風」防颱指揮中心，處理本院各項災害防救應變事宜。

(4) 防災教育訓練

- A. 1 月 24 日及 8 月 3 日辦理 106 年度院區安全檢查作業及本院自衛消防編組常年訓練。
- B. 5 月 31 日辦理「爆裂物的初步辨識與可疑爆裂物之處理」講習，強化本院同仁及委外廠商對爆裂物之認識及處理。



安全管理之防災教育訓練，救急遊客疏散演練及傷病患緊急救護。
Disaster prevention education training for safety management, evacuation drills for emergency tourists, and emergency care for the injured.

- C. 「配合『2017 臺北世界大學運動會』院區安全維護計畫」，4 月 26 日辦理「展廳遊客疏散通道勘查」、6 月 1 日辦理「遊客疏散演練」、6 月 29 日辦理「文物搶救演練」、8 月 3 日辦理「文物搶救及遊客疏散實兵演練」。
- D. 南部院區 4 月 17 日及 12 月 7 日辦理防護團、自衛消防編組及安全狀況偵測訓練，以強化本院同仁及展場管理員對於突發狀況之應變能力。

(5) 展場秩序維護

為提升遊客參觀品質，採行人流入場管控及分流機制，針對熱門參觀展間實施動線管制，減少擁擠情形，並搭配走動式積極服務，適時舉牌勸導或疏導管理，以有效維持展場秩序。南部院區於展廳區設置容留攝影系統，即時顯示展廳現有參觀人數，並搭配人流管制，有效提升館內空氣品質以及參觀品質。

Professionalization: Raising Research Standards and Strengthening Artifact Safety

Exhibitions and Education

The National Palace Museum has always curated exhibitions that meet international standards. Exhibition contents focus on current research and make use of multiple methods and interpretations to display the very essence of the artifacts, often to great praise from international media. The Museum will continue to use varied perspectives to create exciting exhibitions, allowing visitors to feast on the rich art in the collection.

1. Painting and Calligraphy Exhibitions

(1) “Famous Painting in the Spotlight: Manual of Birds” (2017/1/1-2017/3/25)

This painting, “Manual of Birds,” combines fine-line brushwork with Western painting methods to depict different kinds of birds. Within the text is information about each bird, its habits, and its environments, making it similar to modern illustrated almanacs of birds.

(2) “Expressions of Humor in Chinese Painting and Calligraphy” (2017/1/1-2017/3/25)

This exhibition featured both major works of Chinese painting and calligraphy and more playful ones to illustrate how artists in the past expressed a sense of humor. Sometimes the subjects represent an “inside joke” for those in the know, humorous shapes to suggest a particular emotion, or use unconventional arrangements to convey the theme. They can also be admonishing in nature or satirical in tone. Regardless of approach, all reveal creative ideas and techniques behind the unique sense of humor in traditional Chinese painting and calligraphy.

(3) “Great Fortune for the Year of the Rooster: A Special Exhibition of Chicken Paintings from the Museum Collection” (2017/1/1-2017/3/25)

Through displaying seventeen of the finest works within the NPM’s collection involving chickens, the special exhibition welcomed the new lunar year in 2017. It is hoped that through these paintings, including silk textile works, can bring auspicious feelings of joy and prosperity to our visitors.

(4) “The Art and Aesthetics of Form: Selections from the History of Chinese Painting” (2017/1/1-2017/3/25)

The best examples of Chinese landscape painting can be found in the Five Dynasties period, reflecting the scenery from the northern regions and Jiangnan in China.

(5) “Painting and Calligraphy of the Enlightened Elder -- A Special Exhibition of Artworks Donated by the Family of Fu Chuan-fu” (2017/1/25-2017/4/25)

To fully represent the art and life of Fu Chuan-fu, this exhibition was made up of six sections

spanning his entire career: “A Visitor from Xiling,” “Major Cursive Script Unbroken,” “The Landscape of Taiwan,” “Communing with Mi Fu,” “Ink Realms of the Elder,” and “Fragrance From the Heart.” On the tenth anniversary of his passing, the NPM offered its sincere respect to this elder through a commemorative special exhibition.

(6) “The Ancient Art of Writing: Selections from the History of Chinese Calligraphy” (2017/4/1-2017/6/25)

This exhibition displays the development of calligraphy as one of the unique arts of Chinese culture.

(7) “Oversized Scrolls of Chinese Painting” (2017/4/1-2017/6/25)

To present the vast grandeur of ink painting and calligraphy, the NPM has selected pieces not only large in size but also reputation: “Elegant Gathering of Famous Worthies” by Shen Zhou of the Ming dynasty, “Maiden Immortals Offering Auspicious Gifts” by Qian Hui’an of the Qing dynasty, “Landscape” by Pu Hua of the Qing dynasty, and “Red Trees and Frosty Forests” by Lu Hui, “Piled Ridges of Layered Peaks” from Chiang Chao-shen, and “One Hundred Horses” by Ma Chin, all of the Republican period.

(8) “Traveling with Art: Painting and Calligraphy Accompanying the Qianlong Emperor’s Southern Tours” (2017/4/1-2017/6/25)

Using the painting and calligraphy pieces that accompanied the Qianlong Emperor on his six inspection tours in the South, this exhibition offered a deeper appreciation and understanding of the observations made during those tours.

(9) “Graced by Nature: A Special Exhibition of Yu Yu-jen’s Calligraphy” (2017/6/1-2017/8/27)

This special exhibition featured a wide assortment of calligraphy by Yu Yu-Jen that were either donated to or purchased by the NPM. Including many works that he did prior to and after his arrival in Taiwan, the artifacts provide a full view of his accomplishments in both stele and cursive scripts.

(10) “The Expressive Significance of Brush and Ink: Selections from the History of Chinese Calligraphy” (2017/7/1-2017/9/25); (2017/10/1-2017/12/25)

Calligraphy has always been a unique part of Chinese culture through the ages. Naturally finding applications in daily life as well, calligraphy serves as a continuous link between the past and present.

(11) “A Closer Look at Chinese Painting: Selected Works from the Ages in the Museum Collection” (2017/7/1-2017/9/25)

Through the many themes and subjects found in ancient Chinese painting, this exhibition uses unique individual pieces from each dynasty to display the beauty of Chinese art throughout the ages.

(12) “Teacher Exemplar for a Myriad Generations: Confucius in Painting, Calligraphy, and Print through the Ages” (2017/7/1-2017/9/28)

Through 35 works divided into four sections, (“Portraits of the Sage,” Engravings on Confucius,” “Confucianism through the Ages,” and “Illustrating the Classics”), this exhibition offered respect to Confucius’ legacy, his sagacious virtue having nurtured Chinese culture for ages and will continue to do so in the years to come.

(13) “Of Considerable Appreciation: Painting and Calligraphy Donated and Entrusted to the Museum” (2017/10/1-2017/12/25)

The NPM, since opening in 1965, has made considerable effort to expand its collection, not only through the planning of an acquisition budget for purchases of cultural artifacts but also through establishing means of accepting donations and entrustments. All those with cultural artifacts that have met the collection needs of the NPM have been encouraged to donate or entrust them so that these previously private treasures can be shared and appreciated by the public as a whole.

(14) “Renowned Mountains and Great Rivers: Oversized Masterpiece Paintings in the Museum Collection” (2017/10/1-2017/12/25)

“Mount Lu” is the largest that Chang Dai-chien did over the course of his career and is also a great masterpiece of his late years. The brush and ink literally dance across the surface, combining Eastern and Western techniques of splashed colors and broad sketching. The other painting is Lu Fo-ting’s “The Vast Expanse of the Yellow River,” spanning an astonishing 51 meters and featuring delicate yet decisive brushwork as well as simple but classic coloring. Detailing the majestic scenery of the 4,600-kilometer Yellow River, the painting took two years and four months to complete, by which time the artist was already 75 years old.

(15) “The Making of a National Treasure: Select Masterpieces of Painting and Calligraphy in the Museum Collection” (2017/10/1-2017/12/25)

Based on the definitions given by the R.O.C.’s Ministry of Culture in its “Cultural Heritage Preservation Act,” this exhibition featured pieces that have been declared as “National Treasures” and “Significant Historic Artifacts.”

2. Exhibitions of Rare Books and Historical Documents in the Museum Collection

These following include both special exhibitions and permanent exhibitions.

(1) “Staying Industrious and Shunning Luxury: the Qing Emperor Jiaqing and the Art of His Time” (2017/1/7-2017/6/18)

Through the presentation of historical documents, cultural artifacts, and a documentary regarding the Qing emperor Jiaqing, this exhibition was intended to help audiences re-examine him as an individual and also better understand the politics surrounding the development of Taiwan in the Qing dynasty and the role of the emperor.

(2) “Gems from the National Palace Museum’s Collection of Rare and Antiquarian Books” and “Treasures from the National Palace Museum’s Collection of Qing Dynasty Historical Documents” (2017/7/1 - 2018/1/14)

This exhibition, through the display of ancient texts, Buddhist scriptures, and Qing dynasty historical documents rotated every three months, allows visitors to get acquainted with the types and development of books and documents from the Qing dynasty. Guests have the chance to view texts previously only able to be seen by the emperor and his officials, including a special section displaying documents that portray the government’s attitude towards the development of Taiwan and its aboriginal population.

3. Antiquities Exhibitions

(1) “Reflections of the Emperor: The Collection and Culture of Mirrors at the Qing Court” (2015/3/31 - 2017/2/28)

Through three different sections, this exhibition dealt with the appreciation, mounting, and use of mirrors by members of the Qing imperial court. The first, “The Art and Antiquity of Mirrors: The Emperor’s Collection of Bronze Mirrors,” represented a selection of ancient mirrors from the Han to Ming dynasties once stored in the Qing imperial collection. Presenting the development of bronze mirrors over nearly two millennia, this section also included the understanding of and comments by ancient rulers concerning antique mirrors. The second, “Storage and Display: The Mounting and Cases of Bronze Mirrors,” features such mirror cases and accessories as “Xiqing xujian,” “Xiqing xujian yibian,” and “Ningshou xujian” in the National Palace Museum collection manufactured by the court of the Qianlong emperor. Not only could audiences appreciate the form and beauty of these album-style cases, the production history of these mirror cases could also be traced. The third section, “Adorning the Beauty in Mirrors: Reflections of Mirrors in Life,” showed how ancient mirrors functioned in and adorned everyday life as well as presenting an array and the development of glass mirrors at the Qing court.

(2) “Precious as the Morning Star: 12th to 14th Century Celadons in the Qing Court Collection” (2015/12/25 - 2017/4/18)

Combing through the Qing dynasty collection with main points from present-day research on ceramics, this exhibition offered a new perspective on the manufacturing origins, kiln firing times, and problematic issues of each artifact.

(3) “A Gathering of Treasures in the National Palace Museum North and South” (2015/12/25 - 2017/7)

To ensure the equal richness of artifacts and establish the two NPM branches as shining attractions in the North and South, a collection of treasured artifacts were presented in both branches to establish a thread of art culture in Taiwan. The artifacts included “Jadeite Cabbage,” “Nephrite Brush Holder with Vegetable Garden Scene,” “Meat-Shaped Stone,” “Hanuman Figure in Underglaze Blue and Overglaze Colors” from Vietnam, and “Uma-Mahesvara: Kashmir or Himachal Pradesh” from India.

(4) “Limpid Radiance - A Special Exhibition of Glass Artifacts from the Museum Collection” (2016/8/31 - 2017/4/22)

This exhibition of glassware from the Museum collection comprised glass artifacts from the Qing court, including objects made mostly of glass, inlays of glass, and optical components. They were displayed alongside proto-glass objects and artifacts of related materials for comparison in regards to form, manufacturing techniques, and color. Altogether, this exhibition demonstrated the cultural heritage as well as exchange and transformation in the art of glassmaking during the Qing dynasty.

(5) “Splendid Accessories of Nomadic Peoples: Mongolian, Muslim, and Tibetan Artifacts of the Qing Dynasty from the Museum Collection” (2017/8/31 - 2018/8/20)

Using the perspective of material culture and anthropology, this exhibition used artifacts related to the imperial authority of the Qing dynasty and its interaction with Mongolian, Muslim, and Tibetan peoples to explain the features of each group and the unique characteristics and cultural contents of their art.

(6) “Pleasingly Pure and Lustrous: Porcelains from the Yongle Reign (1403-1424) of the Ming Dynasty” (2017/5/18 - Present)

The porcelains that best represent those made for the Yongle emperor are the so-called “sweet white,” underglaze-blue, and red-glazed ones. Sweet white, an innovation of the Yongle reign, is notable for its tranquil and elegant character, injecting new vitality into the tradition of white-glazed porcelain. The underglaze-blue porcelains, also known as blue-and-white, are particularly numerous, with several new types being the product of multicultural interaction. Red-glazed porcelains, with their lustrous and vibrant hue, also became an object of imitation among later generations.

(7) “BRAVO at the NPM” (2017/8/1 - 2017/10/31)

In conjunction with the 2017 Taipei Summer Universiade, the mascot for which was “Bravo,” a Formosan black bear, the National Palace Museum presented a special display of artworks in its collection featuring bears. Examples include a bear-shaped celadon lamp from the Wu to Western Jin period and a dish supported by small bears most likely used as a lamp as well. From the Qing dynasty, there are also bear-shaped vessels in bronze and jade that demonstrate the Qianlong emperor’s innovative reworking of tradition based on an ancient Han dynasty bronze bear in his collection. Also, a jade carving of a boy and a bear in embrace show the skillful use of black and white parts in the original mineral to suggest the two are dancing. These works in three different materials present fascinating moments that bring out the beauty and power of the bear in Chinese art.

(8) “A Gathering of Treasures in the National Palace Museum North and South” (2017/11/2 - Present)

What looks tantalizingly similar to a tender piece of mouth-watering braised pork belly is actually a hard mineral known as banded jasper. The visual features perfectly convey the color of braised pork and can even elicit its aroma and taste in the viewer’s mind, not only preserving the essence of Chinese culinary tradition but also recalling fond memories of this dish! A carving of a bokchoy

cabbage in jadeite is also the most popular piece in the NPM collection. This piece originally was part of a beautiful potted decoration at the Qing court, in which the jadeite was placed upright in an enameled planter and at the bottom accompanied by a wood carving of spirit fungus. The precious jadeite and spirit fungus as a symbol of longevity and auspiciousness, combined with the colorful cloisonné enamelware, make the jadeite cabbage appear eternally fresh!

(9) “Story of a Brand Name - The Collection and Packaging Aesthetics of the Qing Emperor Qianlong” (2017/12/8 - 2018/3/7)

Through a selection of art objects, paintings, calligraphy works, and rare books from the Qing emperor Qianlong’s reign (1735-1795), the exhibition explored the collecting and packaging of artworks in the 18th century. The achievements of the emperor’s custom-made cases correspond to the modern concepts of product innovation and brand establishment, producing a vast amount of new creations. It is wise then to consider the templates produced in the 18th century and their connection to the original imperial collection through the lens of the creation of “Qianlong’s Brand.” This exhibition was noted as one of the highlight collections in January 2018 by “The Museum Review”.

4. Southern Branch Exhibitions

(1) “Imprints of the Buddhas: The Buddhist Art in the National Palace Museum Collection” (Permanent Exhibition)

This exhibition comprises of five sections: “The Joy of Birth,” “The Wisdom of the Buddha,” “The Compassion of the Bodhisattva,” “Transmission and Transformation of the Buddhist Scriptures,” and “The Mystery of Esoteric Buddhism.” Each section presents artifacts side by side in chronological fashion to show the similarities and differences in Buddhist art, so that the viewer can appreciate the beauty of Buddhist artworks from different regions during the same period and the depth of its philosophical foundations.

(2) “Boldness of Forms and Colors: Asian Textiles in the National Palace Museum Collection” (Permanent Exhibition)

The exhibition is divided into five sections: “Homeland of Silk,” “Grace of Sarong,” “Myriad of Colors,” “Colors of the Steppes,” and “Crossroads of East and West,” presenting traditional textile handicrafts of regions in East Asia, Southeast Asia, South Asia, Central Asia and West Asia. The last section, “Types of Handicraft and Decoration Techniques,” is meant to bring viewers a better understanding of traditional Asian handicrafts and their artistry.

(3) “through the Annals of Time: A Brief History of Chiayi” (Permanent Exhibition)

Chiayi, formerly known as Zhuluo, is situated on the northern part of the Chianan Plain where the Tropic of Cancer passes. The natural landscape and rich historical background create the vivid and multicultural charm of this area.

(4) “The Far-Reaching Fragrance of Tea: The Art and Culture of Tea in Asia” (Permanent Exhibition)

Using presentations of a Ming teahouse, a Japanese tearoom, and a modern tea presentation table, the visitor is introduced to the atmosphere of tea appreciation in different settings. This exhibition is intended to inform viewers of the dissemination and interchange of tea practices among different Asian regions, and to demonstrate their distinct yet related tea cultures.

(5) “Multimedia Gallery Guide: Understanding Asian Art” (Permanent Exhibition)

This gallery uses Taiwan as a foothold for gaining a perspective of Asia as a whole through three videos: “Getting to Know the Art of Asia,” “The Cultural Sphere of India,” and “The Cultural Sphere of China.” Together, they offer an innovative and fascinating perspective using the latest video technology. They present in detail the precious artworks and cultural artifacts on display in the various galleries, allowing audiences to gain a deeper and wider realization of Asian civilization.

(6) “Heavenly Crafted from Hindustan -- A Special Exhibition of Exquisite South Asian Jades” (2017/5/16 - 2018/7/29)

Obsessed with jade from South Asia, the Qianlong emperor often referred to India as “Tianfang” (Hindustan) in his poetry, while he hailed the beautiful finished jade pieces as “heavenly craft.” So enchanted was he by Mughal jade, the Qianlong emperor often wrote poems praising their beauty and some jades were even inscribed with his poetry.

(7) “KIMONO: 18th-20th Century Japanese Apparel Special Exhibition” (2017/1/17 - 2017/8/27)

Showcasing purchases of Japanese apparel made by the NPM in recent years, this exhibition included Edo period kosode, samurai apparel, and modern kimono and textiles, letting visitors experience the beauty and glamour of Japanese clothing.

(8) “Wang Delu and the Tongan Ships” (2017/9/19 - 2017/12/17)

As Chiayi country’s Taibao City was the hometown of Wang Delu, the Southern Branch’s decision to host this exhibition in the city was even more significant due to the city being named after the title he carried.

(9) “Graceful Conceptions of Heavenly Weaving” (2017/9/19 - 2018/3/18)

Tapestry and embroidery originally evolved as different crafts, but by the Ming and Qing dynasties they had matured to the point of being able to emulate, combine with, and even surpass painting and calligraphy. The three arts of tapestry, embroidery, and painting seamlessly fuse into one.

(10) “Demon’s Ball: Cantonese Ivory Cutting as the Highest Degree of Perfection” (2017/12/30-2018/6/10)

Due to their strong evocation of Chinese imagery, these ivory carvings became popular luxury goods in 18th-20th century Europe. Western museums often deemed these artifacts as representations of the unique skillfulness of later Chinese arts.

Academic Research & Artifact Collection, Preservation, and Management

- (1) In order to raise the level of arts research, the NPM not only encourages staff members to publish their research internationally but also invites scholars and experts both domestic and international to give lectures, participate in academic exchange, and develop new research plans. This does not just elevate the practice of academic research but likewise expands the field. In addition, two Museum publications, “The National Palace Museum Monthly of Chinese Art” and “The National Palace Museum Research Quarterly,” were awarded second and third place in the National Central Library’s annual “Taiwan’s Most Influential Academic Resources” award.
- (2) In order to guarantee the everlasting safety of the Museum’s collection, our registration and management infrastructure maintains periodic spot checks of artifacts in order to ensure proper maintenance. Prevention and protection are the two core tasks of artifact maintenance. The controlled environments the artifacts reside in are maintained as automatic and active projects within the museum, with regular reports part of the management process. To ensure the safety and stability of the artifacts, the management and security units are in constant contact and are quick to respond to any issues that may arise. All this work is done so that the risk of exposure and danger is lowered for the artifacts and reduces the need for further repair, thus prolonging the lifetime of the relics. Currently, all artifacts within storage and exhibition halls are kept within temperature and humidity controlled environments.

Security Management

1. Maintaining Structural Integrity

- (1) The gas and fire control facilities within the Museum library building’s storeroom and attached electrical engine room were changed and upgraded. In addition, the entire Northern Branch’s water system and fume exhaustion system were changed for improved versions, with upgraded surveillance systems installed at the same time.
- (2) During the 2017 Security Services Procurement Procedure for NPM Branches, the Southern Branch’s security and central computer systems underwent a maintenance overhaul and new surveillance systems were procured. In addition, the Chiayi County Police Bureau and Chiayi Military Police Force reached an agreement with the Southern Branch to aid in security and protection of the Museum, thus upgrading its defense in the event of an emergency.
- (3) The Southern Branch’s Structural Fireproof Paint case of falsification has entered judicial procedures, with Taipei district courts presiding over the case. The construction manufacturer has expressed that once a final decision has been confirmed on the responsibility of duties, the company will enter and make the appropriate changes.

2. Improving Security Systems

- (1) Security Monitoring Systems Upgrade: Upgraded surveillance systems and installed infrastructure were made to provide non-stop electrical power to exhibition halls, storage rooms, and other areas of importance.
- (2) Wireless Communications Systems Upgrade: Core communications systems were upgraded to become wireless.

3. Strengthening Artifact Security

- (1) Safety During Artifact Transportation
For the purpose of special exhibitions in 2017, artifacts were transported a total of 30 times and underwent protection 125 times, with security maintenance work done a total of 146 times. For the purpose of special exhibitions in 2017 at the Southern Branch, artifacts were transported a total of 19 times, with four being international transports and fifteen being domestic.
- (2) Artifact Safety During Exhibition
To maintain safety within the exhibition halls, the main entrance was outfitted with metal detectors in order to prevent the entry of any dangerous items. In addition, security sweeps are conducted at scheduled times and at random to ensure a safe and secure environment.
- (3) Implementation of Contingency Plans in Case of Disaster
 - A. On June 2, the “Torrential Rain Contingency Center” was established to manage cases of heavy rain within a short period of time.
 - B. From July 29 to 30, the “Typhoon Command Center” was established to deal with the effects of Typhoon Nishat.
- (4) Disaster Prevention Training
 - A. From January 24 to August 3, the Museum conducted its annual security inspections and ran year-round training for self-defense and fire safety.
 - B. On May 31, the Museum conducted a lecture on “Identifying Explosives and How to Handle Suspected Explosives,” strengthening the skill of staff and outside companies towards identifying and dealing with explosives.
 - C. During the “Maintaining Safety in the Museum during the 2017 Taipei Summer Universiade” project, a series of drills were conducted, including the “Maintaining Clear Pathways in Exhibition Halls” pre-examination on April 26, the “Maintaining Clear Pathways in Exhibition Halls” drill on June 1, the “Rescuing Artifacts” drill on June 29, the “Rescuing Artifacts and Maintaining Clear Pathways in Exhibition Halls” real-life practice drill involving security guards on August 3.
 - D. From April 15 to December 7, the Southern Branch conducted security force, self-defense and fire safety, and detecting safe conditions training classes in order to strengthen the ability of staff to respond and adapt to sudden situations.
- (5) Maintaining Order in the Exhibition Halls
To provide a high-quality visiting experience for guests, visitor entry is always monitored and controlled. During peak hours, staff members often work proactively to make sure that movement along exhibition pathways remain continuous and to reduce instances of crowding, ensuring an orderly environment and pleasant visiting experience. The Southern Branch has installed cameras in order to monitor visitor numbers within the exhibition halls and for use in the future as crowd control measures. It is our hope to continue improving visitor experience quality and air quality within the exhibition halls.



多元化
Diversification



Watching from a Distance - Digital Minister Audrey Tang and Director Lin Jeng-yi come together at the Southern Branch of the National Palace Museum to enjoy a most special exhibition of Japanese fine art.

數位政委·遠距看展 - 與唐鳳一起到故宮南院欣賞日本美術之最特展。



Audrey Tang controls a robot from afar to see the cultural relics in the Museum at a close distance and listens to Director Lin's guided commentary.

唐鳳遠距離操控機器人近距離觀賞館內文物，並聆聽林院長的導覽解說。



At the 2017 Taipei International Book Fair press conference for *Enjoying Together the NPM's National Treasures*, the NPM used virtual reality to create an accessible museum.

2017 台北國際書展「故宮國寶 全民共享」記者會，故宮以 VR 虛擬實境打造無牆博物館。



Director Lin Jeng-yi invites Chairman of Acer Inc., Stan Shih, to use VR technology to enter the e-book *Painted Gardens—Along the River During the Qingming Festival* to experience the life of ordinary people during ancient times.

林正儀院長邀請宏碁集團施振榮董事長一同以 VR 技術進入電子書《繪苑瑤瑤 - 清明上河圖》之中體驗古代市井小民的生活。



The Museum cooperated with the Cultural Affairs Bureau of New Taipei City government to jointly plan and display *The Spirit of Autobiography*, the world's first calligraphy immersive VR device and a National Calligraphy Competition winning work, showing the innovative combination of art and technology applications.

本院與新北市政府文化局合作，共同策劃展出「自叙·心境」全球首創書法沉浸式虛擬實境（VR）裝置及全國書法比賽得獎作品，展現人文藝術與科技應用之創新結合。



The National Palace Museum's 2018 Year of the Dog calendar. Special early opening of individual pre-orders and group bookings begins for the 2018 Year of the Dog calendar.

故宮 2018 年汪星人月曆。
特別提早開放個人預購及團體訂製
2018 年戊戌狗年月曆。

四. 多元化：跨界創新，創造博物館多元價值

（一）策展創新

1. 貴貴琳瑯游牧人：院藏清代蒙回藏文物特展

配合本院與蒙藏委員會共同辦理「2017西藏文化藝術節」，自106年6月22日起至106年12月20日止，於本院北部院區第一展覽區正館三樓300展間，展出由蒙藏委員會慷慨出借的蒙古包與相關陳設，邀請民眾在觀展之餘，亦能觀賞蒙古包，感受草原游牧風情。

2. 品牌的故事－乾隆皇帝的文物收藏與包裝藝術

為呼應策展主題，於開幕記者會舉辦「品牌跨域座談」，邀請禮拜文房具/ADC Studio創意總監蔡孟仰先生、書幀設計師何佳興先生，分別就博物館管理、文物研究、選品店與裝幀設計等面向，與本院院長及策展人共同激盪出透過藝術提升品牌價值的新火花。

3. 國寶的形成－書畫菁華特展

本展由本院與文化部文化資產局合辦，策展宗旨在彰顯本院多年來推動古物分級所累積的豐碩成果，同時宣揚文物保存的重要性。展覽共計遴選院藏國寶及重要古物級的書畫45件，件件俱是美術史上重量級的精絕之作。

4. 新媒體藝術展

本院運用院藏珍品題材作為創作元素，結合新影像技術與互動型態，持續開發多媒體互動裝置、推出新媒體藝術展並至各地巡展，利用豐富多元的數位內容，提供博物館虛實互補之教育經驗，達到寓教於樂的目的。

5. 本院數位影片及網站屢獲國際大獎肯定

美國休士頓國際影展成立於1968年，是北美三大歷史悠久的影展，也是世界最大規模的獨立影展。本院106年參加美國休士頓國際影展第50屆影展，從4,300多部作品及74個國家中脫穎而出，榮獲7大獎項，包含2座白金獎、2座金獎、1座銀獎，以及2座銅獎，成果斐然，備受各界肯定。

6. 擴大舉辦故宮週末夜

為營造輕鬆愉悅的週末氛圍，吸引社會大眾與年輕群體親近故宮，並配合本院週六



The Brazilian Kiss Jazz Orchestra lead singer and group members wear “national treasure” costumes to sing many jazz songs.

巴西之吻爵士樂團，主唱及團員穿上國寶玩偶裝演唱多首爵士音樂。

延長開放與國人免費參觀政策，本院加強辦理「故宮週末夜」活動，希望能夠透過開放博物館空間，作為表演藝術活動的發生平台。

7. 「郎世寧・到此藝遊」教育巡迴展

「郎世寧・到此藝遊」教育巡迴展以郎世寧生命史及作品為題，透過與表演藝術、幼兒教育的跨域整合，創造多元美學詮釋與藝文體驗，以故宮文物為媒介，將故宮展演場域化為最大平台，突顯在地文化特色，啟發在地多元能量與社會關懷。

8. 「秋日星空爵士 MOON」野餐活動

為歡慶中秋節，於本院二樓平台廣場舉辦夜間野餐，設置月球燈裝置藝術營造整體氛圍，活動包括爵士樂團表演、抽獎、發送限量財團法人育成社會福利基金會手做月餅，並透過網路及臉書傳播拉高活動聲量，當日吸引近千位民眾熱情參與。

（二）文創發展

本院為扶植國內文創產業，除運用故宮文物藝術發展基金印製出版品外，積極透過各項機制與民間廠商合作開發文創商品，合作機制計有合作開發、品牌授權、出版授權、圖像授權、委託承銷及文物資料庫行銷等，有效活化本院典藏文物，提升故宮品牌形象，並協助國內相關產業推廣與落實文創行銷工作。

1. 出版發行

106年度配合本院各項展覽，出版各類新出版品及期刊共計2類27冊。全年度出版品銷售營業額為新臺幣89,341,610元，總計銷售210,702冊。本院除透過自有書店、承銷商、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之外，並藉由網路商城提供電子商務線上銷售服務。此外，本院定期參加國際性書展，以提高本院出版品之國際能見度並加強文化交流。

2. 合作開發

截至106年12月底與本院合作開發各類文創商品之廠商共計122家，合作開發商品品項共2,887種；營業總額約有新臺幣378,734,184元整，總計銷售1,572,851件商品。

3. 品牌授權

106年履約中之品牌授權廠商共計16家，品牌授權簽約金收入合計新臺幣2,500,000元，商標授權金（即銷售回饋金）為新臺幣25,436,997元。

4. 出版授權

106年共授權19家廠商，授權出版品57種，權利金收入共計新臺幣10,783,872元整。

5. 圖像授權

106年共受理國內及國外各界申請文物藏品圖像授權件數共計176件，權利金收入共計新臺幣4,919,880元。

6. 委託承銷

整合北部院區、南部院區附設博物館商店及網路商城服務業務，於106年8月4日委託專業廠商經營；另同時與其他23家承銷商簽訂委託承銷契約，透過網路及國際物流行銷推廣，達成博物館教育推廣之目的。

7. 文物資料庫行銷

透過網際網路與專業廠商，將完成數位化之本院文物資料庫供外界查詢，增加利用效益。行銷項目包括：本院清代宮中檔奏摺及軍機處檔摺件網路資料庫、大清國史人物列傳及史館檔傳包傳稿資料庫、《故宮文物月刊》與《故宮學術季刊》資料庫及全文檢索系統、故宮電子書等。

（三）故宮社群媒體經營

本院現共經營3個臉書粉絲專頁平台，分別為北部院區、南部院區及故宮精品，以不同的企畫內容、面向與話題，服務南北院區民眾。106年粉絲專頁如下：

1. 「國立故宮博物院 National Palace Museum」粉絲專頁

刊登內容以中文為主、英文為輔（若有日文資料則加上日文），並盡可能中英雙語對照，介紹北部院區及全院訊息。現有粉絲數超過13萬人，由本院各單位組編輯群經營。

2. 「國立故宮博物院南部院區 Southern Branch of National Palace Museum」粉絲專頁

刊登內容以中文為主。現有粉絲數超過3萬5千人，由本院南部院區編輯群經營。

3. 「故宮精品」粉絲專頁

刊登內容以中文為主。現有粉絲數近6萬人，屬故宮商城相關業務，統一委外由時藝多媒體公司組團隊經營。

Diversification: Innovating through Cross-Disciplinary Collaboration for the Creation of Pluralistic Value

Curating Innovative Exhibitions and Promoting through a Pluralistic Lens

1. “Splendid Accessories of Nomadic Peoples: Mongolian, Muslim, and Tibetan Artifacts of the Qing Dynasty from the Museum Collection” Special Exhibition

In conjunction with the “2017 Tibetan Arts and Culture Festival” planned in collaboration with the Mongolian and Tibetan Affairs Commission, the Museum presented yurt furnishings and artifacts loaned from the MTAC in Gallery 300 from June 22 to December 20, 2017, allowing visitors to experience the grace and beauty of nomadic lifestyle.

2. “Story of a Brand Name: The Collection and Packaging Aesthetics of Emperor Qianlong in the Eighteenth Century” Exhibition

At the exhibition’s opening press conference, and to conform with the main theme of the exhibition, the “Brands Spanning Across Fields Discussion” talk brought together Mr. Tsai Meng-Yang (ADC Studio’s Creativity Head), designer Ho Chia-Hsing, and then-Museum Director Lin Jeng-yi to discuss with the exhibition’s curators the topic of elevating a brand’s value through art from the perspectives of museum management, artifact research, marketing, and book design.

3. “The Making of a National Treasure: Select Masterpieces of Painting and Calligraphy in the Museum Collection” Special Exhibition

This special exhibition, presented in collaboration with the Ministry of Culture’s Bureau of Cultural Heritage, was designed to present the results of the NPM’s many years of effort in promoting the classification of ancient artifacts as well as proclaiming the importance of artifact preservation. All 45 works, holding “national treasure” or “important historic artifact” classifications, selected by the Museum are heavyweight representations of absolute proficiency in art history.

4. New Multimedia Exhibitions

Using curios from the NPM’s collections as design elements, the Museum created new exhibitions and travelling works that combine new methods of multimedia art and interactive styles. These exhibitions utilize virtual reality in educational experiences, achieving a balance between learning and play.

5. International Awards Given to NPM Digital Films and Websites

Boston’s “International Film Festival” was founded in 1968 and ranks as one of the top three long-established film festivals in North America. Upon attendance for the festival’s 50th iteration, works put forth by the NPM for consideration received seven major awards, including two platinum awards, two gold awards, one silver award, and two bronze awards, rising above 4,300 other contenders. The remarkable results further cemented the fervent support received by the NPM from the international community.

6. Expanding the National Palace Museum’s Weekend Nights

To promote a cheerful and relaxing ambience during the weekend and draw younger people to be more intimate with the NPM, the Museum is reinforcing its “Saturday at the NPM” events, taking advantage of extended hours and free admission for R.O.C. citizens. By opening up the Museum’s spaces, it is hoped that a platform can be created for an increase in performing arts.

7. “Giuseppe Castiglione: Visited in Art” NPM Touring Educational Exhibition

Using Giuseppe Castiglione’s life story and works as the main theme, this exhibition brings together performing arts and early education to create cultural art experiences and aesthetic interpretation. With NPM’s artifacts serving as the intermediary, the Museum’s stage will become the largest platform for showcasing the unique aspects of local culture and for the spurring social care through diverse capabilities.

8. “Jazz Under the Autumnal Starry Sky” Picnic Event

To celebrate the Autumn Moon Festival, a nighttime picnic was held at the Museum’s plaza on the second floor of Exhibition Hall 1. With moon-shaped lights illuminating the area and creating a dreamy atmosphere, the picnic included a jazz band performance, a raffle, and free mooncakes. The special celebration made use of the Museum’s social media channels to boost the event, attracting almost 1,000 enthusiastic people.

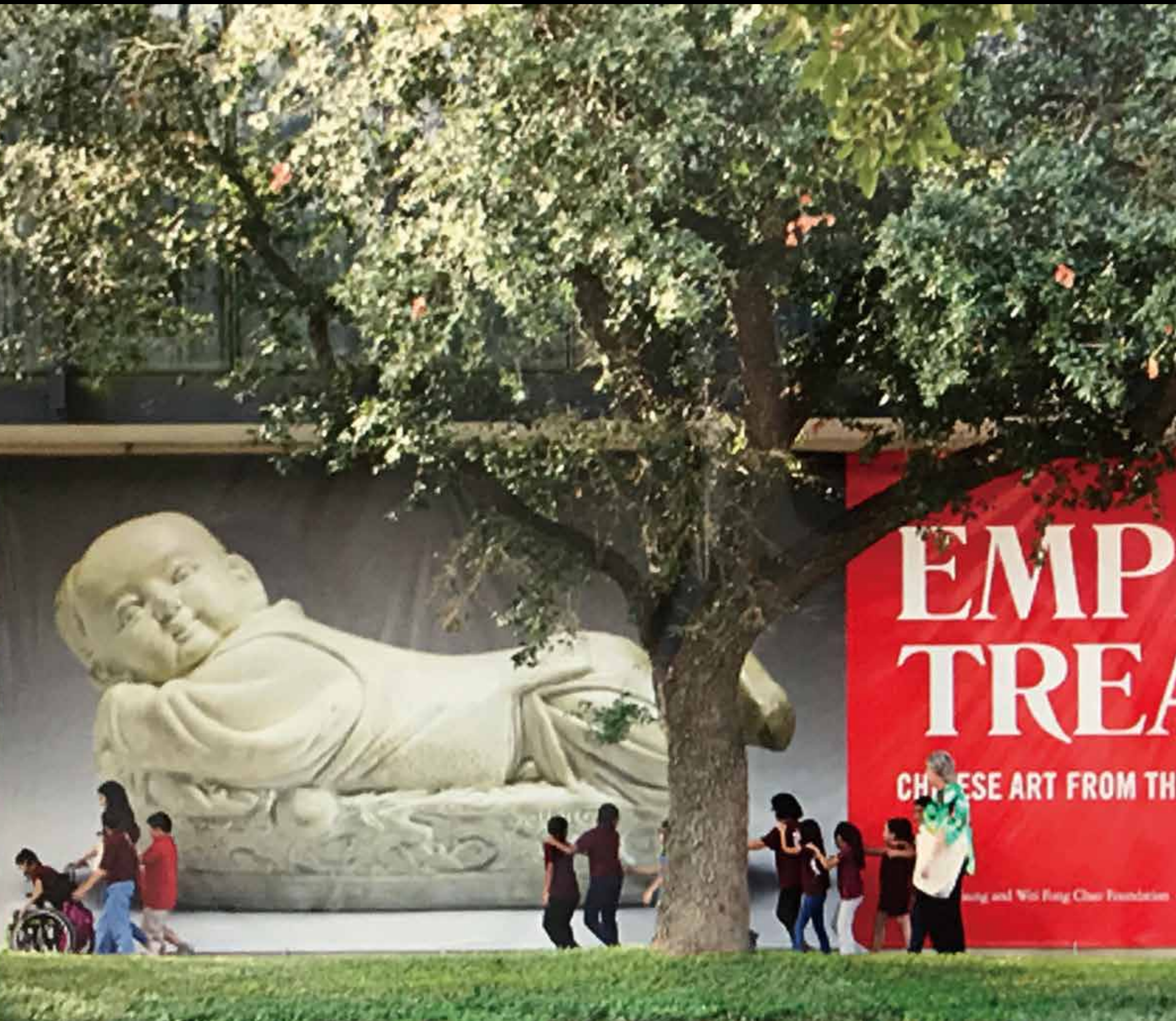
Expanding Cultural Product Development

Apart from developing, producing, and creating funding for the Museum’s internally designed cultural creative products, the NPM has been actively collaborating with local manufacturers to help support the domestic creative industry. through joint development, brand licensing, publication licensing, image licensing, merchandising, and database marketing, these collaborations have helped to revive the Museum’s own artifacts, raise the image of the NPM, promote relevant domestic industries, and generate interest in cultural creative product marketing.

1. Publishing

In 2017, to correspond with various exhibitions, the NPM released two categories of publications and periodicals, totalling 27 volumes. The revenue from the sale of publications totalled NT\$89,341,610 with 210,701 copies sold. Apart from sales in the NPM’s own physical shops, online shops, and from marketing activities and promotions, publications were also sold on other e-commerce platforms. In addition, the Museum regularly attends international book fairs to increase its global exposure and cultural exchange.

<h2>2. Joint Development</h2> <p>By the end of December 2017, the Museum had joined hands with 122 outside manufacturers to develop a total of 2,887 products. The revenue from the sale of those products came to NT\$378,734,184 with 1,572,851 items sold.</p>	
<h2>3. Brand Licensing</h2> <p>In 2017, the Museum had 16 outside manufacturers under contract for brand licensing, with down payments totalling NT\$2,500,000 and royalty revenues reaching NT\$25,436,997.</p>	
<h2>4. Publication Licensing</h2> <p>In 2017, 57 copyrighted works were licensed to 19 outside manufacturers, with a total of NT\$10,783,872 in royalty revenues.</p>	
<h2>5. Image licensing</h2> <p>In 2017, 176 copyrighted images were licensed to foreign and domestic applicants, with a total of NT\$4,919,880 in royalty revenues.</p>	
<h2>6. Merchandising</h2> <p>The physical and online shops of the NPM's Northern and Southern Branches were contracted to outside companies for management on August 4, 2017. Additionally, the NPM contracted 23 distributors to market its products via online international logistic channels, achieving the Museum's goals in educational outreach.</p>	
<h2>7. Database Marketing</h2> <p>Through the use of the internet and specialized manufacturers, the NPM completed its goal of opening a digital database for external public use, increasing the benefits of the database. The process included databases such as the "Memorials of the Qing Court," "Memorials of the Grand Council," "Qing Dynasty Biographies and Historical Archives," "The National Palace Museum Monthly of Chinese Art," and "The National Palace Museum Research Quarterly," allowing the public to search online for the NPM's electronic resources.</p>	
<h2>NPM Social Media Management</h2> <p>The NPM currently operates three official Facebook pages, one for the Northern Branch, one for the Southern Branch, and one focused on merchandise. These allow the Museum to service visitors through interactive posts and online discussions. The pages are detailed below:</p> <ol style="list-style-type: none">1. The "National Palace Museum" Facebook page primarily posts in Chinese, with English as an auxiliary language and Japanese if the translation is available at the time of posting. Most often, information about the Northern Branch of the NPM is posted in both Chinese and English. Fans of the page currently total over 130,000, with posts compiled by individual departments before being handed over to the operating team.2. The "Southern Branch of National Palace Museum" Facebook page posts primarily in Chinese. Fans of the page total over 35,000, with posts being managed by a team down at the Southern Branch.3. The "National Palace Museum Shop" Facebook page posts primarily in Chinese. With fans of the page totalling over 60,000, the posts focus on topics related to NPM merchandise, with management by a team at Media Sphere Communications Ltd.	



國際化

Globalization

EMPERORS'
TREASURES

CHINESE ART FROM THE NATIONAL PALACE MUSEUM, TAIPEI

Wang and Wei Ping Chen Foundation



Press conference for the opening of the *Egyptian Mummies from the British Museum: Exploring Ancient Lives* special exhibition.

「大英博物館藏埃及木乃伊：探索古代生活」特展開幕記者會。



Using the latest CAT-scan technology to examine Egyptians from 900 to 180 BCE to explore ancient Egyptian religious beliefs, life, and culture.

以最新電腦斷層掃描科技透視西元前900至180年的古埃及人，探索古埃及人的宗教信仰及生活文化。



Press conference for *Impressions of the Left Bank—Musée d'Orsay 30th Anniversary Exhibition* announced.

「印象·左岸－奧塞美術館 30 週年大展」宣告記者會。



The NPM established Sister- Museum relationships with Japan's Museum of Oriental Ceramics in Osaka.

本院與日本大阪市立東洋陶磁美術館締結姊妹館。



The NPM signed MoU with the Mongolian Academy of Sciences.

國立故宮博物院與蒙古科學院簽訂合作備忘錄。



The NPM established Sister- Museum relationships with San Francisco’s Asian Art Museum.

本院與美國舊金山亞洲藝術博物館締結姐妹館。



The NPM established Sister- Museum relationships with San Francisco’s Asian Art Museum.

本院與美國舊金山亞洲藝術博物館締結姐妹館合照。



The Delegation of Baden-Württemberg, Germany visited the NPM.

德國巴登符騰堡邦代表團參訪本院。



Dr. Ulrike Lorenz, curator at the Kunsthalle Mannheim in Germany, donates a book to the Museum.

德國曼海姆美術館館長 Dr.Ulrike Lorenz 贈書予本院。



The NPM signed MOU with the City University of Hong Kong.

本院與香港城市大學簽訂合作備忘錄。



Important media from New Southbound Policy countries including Malaysia, Philippines, Thailand etc. visit the Southern Branch of the NPM.

新南向國家包括馬來西亞、菲律賓、新加坡、印尼、東爪哇、泰國及印度等重要媒體參訪南院。

五. 國際化：塑造故宮品牌新形象，強化國際連結

（一）國際借展、策展

1. 帝王品味：國立故宮博物院精品展

- (1) 時間及地點：105/6/17 - 105/9/18（舊金山亞洲藝術博物館）；105/10/23 - 106/1/29（休士頓美術館）。
- (2) 展覽內容簡介：展出內容囊括書畫、青銅器、陶瓷、漆器、玉器、織品和文獻，精選宋朝至清朝的藝術品約 166 組件的作品，透過展品呈現十二至二十世紀初期九位皇帝治理下不同的風格、題材和工藝技術的發展及對文化藝術的貢獻，其中 30 件絕世珍品，並有超過 100 件作品是首度踏上美國領土。

2. 「玉：從帝王尊榮到裝飾風的藝術」合作展

- (1) 時間地點：105/10/19 - 106/1/16（法國吉美國立亞洲藝術博物館）。
- (2) 展覽內容簡介：本次特展由本院及法國國立吉美博物館、楓丹白露宮等 13 家法國重要玉器典藏單位共同展出。時代跨越新石器時代至清代，完整呈現玉器在華夏文化發展之脈絡，以及不同時代帝王的審美品味。展覽展出本院藏品 96 件，其中包括「北宋 真宗禪地祇玉冊玉匱嵌片」、「宋、遼 玉龍紋盤」二件國寶級文物。

3. 北宋汝窯青瓷水仙盆展

- (1) 時間及地點：105/12/10 - 106/3/26（大阪市立東洋陶磁美術館）。
- (2) 展覽內容簡介：借出院藏北宋汝窯青瓷水仙盆 4 件和清代景德鎮官窯產品 1 件精品。其中「青瓷無紋水仙盆」釉面無紋，在中國明朝文獻中被視為頂級品，清乾隆皇帝特別命人在器物底部刻上《御製詩》並配置精美的紫檀木座，內藏有一冊「書畫合璧」，收錄乾隆臨摹宋四家的書畫，此件被日方描繪為「神品」的傳世作品，首次於海外公開亮相。展覽圖錄並榮獲「日本印刷產業聯合會會長賞」獎。

4. 印象・左岸－奧塞美術館 30 週年大展

- (1) 時間及地點：106/4/8 - 106/8/28（本院北部院區）。
- (2) 展覽內容簡介：本展由本院和時藝多媒體合作主辦，展出 69 件奧塞美術館經典鉅作，透過多位大師名畫，從浪漫主義與古典主義、學院派與寫實主義、印象派與自然主義、象徵主義與折衷主義等二元脈絡，呈現 19 世紀西洋藝術流派的演變過程與面貌。本展總參觀人數為 348,963 人，為近年來國內參觀人數最多之藝術型展覽。

5. 日本美術之最－東京、九州國立博物館精品展

- (1) 時間及地點：105/12/10 - 106/3/5（本院南部院區）。
- (2) 展覽內容簡介：本展覽精選東京、九州國立博物館典藏菁華共 151 組件，包含日本國寶及重要文化財 68 組件，是日本前所未見、最高品質的海外展覽，同時也是臺灣有史以來規模最大、層級最高的日本美術精品展。展覽分為「祭祀與生活」、「皇權與佛法」、「貴族的世界」、「武家的文化」、「市民的創造」及「傳承與創新」六大單元，跨越五千年，帶領觀眾遨遊最豐富多元的日本藝術文化之旅，參觀人次近 10 萬人。

6. 揚帆萬里－日本伊萬里瓷器特展

- (1) 時間及地點：104/12/28 - 109/12/28（本院南部院區）。
- (2) 展覽內容簡介：本展覽係來自大阪市立東洋陶磁美術館，共 161 組件作品，以 17、18 世紀外銷歐洲的伊萬里瓷器為主，並以「伊萬里瓷」、「炫富道具」、「筵席食具」、「宮殿裝飾」等四單元，介紹伊萬里瓷器的特色，以及其在歐洲的用途。第五單元「國使贈禮」則展示清宮舊藏 13 組件伊萬里瓷，以不同的收藏脈絡，呈現伊萬里瓷器在航海時代的貨利爭逐中，百餘年的歷史風華。

7. 尚青－高麗青瓷特展

- (1) 時間及地點：104/12/28 - 107/3/11（本院南部院區）。
- (2) 展覽內容簡介：本展覽係日本大阪市立東洋陶磁美術館為祝賀本院南部院區開幕，特別精選館藏近 200 件高麗青瓷，與本院共同籌劃老少咸宜的展覽內容作為賀禮。本院也精選 2 件北宋汝窯青瓷參與展出，透過天青、翡色交相輝映的獨

特美感，呈現跨越國度邊界的「尚青」品味。本展以「尚青」為名，「青」字除明其釉色外，亦有「新鮮」、「新奇」之意，希望帶給觀眾耳目一新的新體驗。

8. 106 年香港國際授權展

(1) 時間及地點：106/1/9 – 106/1/11（香港會議展覽中心臺灣館）。

(2) 展覽內容簡介：本展目的在於考察觀摩各國文創產品及市場趨勢，並發掘優良授權參展商，同時檢視是否有侵權商品，以維護本院權益。在成效方面，本次參展著重行銷數位展品，打造科技時尚，尤其天雞哥 APP 月曆及故宮名畫虛擬實境裝置，成為展場注目焦點，許多廠商對故宮文創發展及文創合作給予極高的肯定，也表達高度與故宮進行合作開發及科技授權的意願。

（二）加強國際連結與交流

1. 締結姐妹館、簽訂合作備忘錄

本院106年陸續與美國舊金山亞洲藝術博物館、日本大阪市立東洋陶磁美術館締結姐妹館，並與法國遠東學院、蒙古科學院、香港城市大學簽訂合作備忘錄。

2. 學術人員互訪、論文發表

106年本院研究人員與國際學術單位互訪、發表論文或參加研討會等交流計約101次。

3. 出版品交流

以本院出版品與國內外重要博物館、圖書館進行圖書期刊交換，一以擴充圖書文獻館館藏研究資源，二以加強館際交流合作。

與美國胡盈瑩及香港范季融基金會簽約「清宮舊藏青銅器研究合作計畫」，集結美、日、歐及大陸重要典藏單位及學者共同合作並出版研究成果。

4. 拓展文創商品國際通路

為加強網路商城之國外顧客訂購服務、配合本院重要文物之國際展搭配展售文創商品，加上本院品牌授權廠商多已有國外通路，本院於106年10月1日起於美國亞馬遜（Amazon）上架銷售本院精選文創商品，以搭配聖誕節行銷，同時規劃與Udesign洽談海外合作，預計於107年陸續啟動美國、澳洲、加拿大、英國等海外平台上架。

Globalization: Remodeling the NPM's Brand and Strengthening International Relationships

International Collaborative and Loan Exhibitions

For many years, the NPM's efforts in building its collection, management, conservation, exhibition, research, education, promotion, and other related aspects have been widely praised by international critics, allowing the Museum to be acknowledged as a world-class institution. Not only have staff members been heavily involved in visiting exhibitions at international museums and participating in academic exchanges, the NPM itself has also collaborated with many renowned museums in the exchange of artifacts and exhibitions, allowing people in Taiwan to expand their worldview.

1. Emperor's Treasures: Chinese Art from the National Palace Museum, Taipei

- (1) Dates & Locations: 2016/6/17-2016/9/18 -- The Asian Art Museum in San Francisco, USA; 2016/10/23-2017/1/29 -- The Museum of Fine Arts in Houston, USA
- (2) Exhibit Description: This years-in-the-making exhibition presented 166 imperial masterpieces from the NPM ranging from paintings, calligraphic works, ceramics, jades, bronzes, textiles, and historical documents, ranging from the Song dynasty to the Qing dynasty. These pieces passed through the hands of nine emperors, each with their own favored style, materials, artistic techniques, and unique contribution to the development of art and culture in Chinese history. Among the collection, at least 100 relics stepped onto American soil for the first time.

2. Jade, des empereurs à l'Art Déco (Jade, from emperors to Art déco)

- (1) Dates & Location: 2016/10/19-2017/1/16 -- Guimet Museum in Paris, France
- (2) Exhibit Description: In collaboration with the Guimet Museum, the Palace of Fontainebleau, and 13 other prestigious French institutions with collections of jade artifacts, this exhibition spanned from the Neolithic Age to the Qing dynasty, displaying the complete evolution and path of jade across Chinese history and the different tastes of ruling emperors. The NPM provided 96 pieces to this joint exhibition, including two national treasures.

3. Northern Song Dynasty Special Exhibition: The Narcissus Planter with Greenish-blue Glaze

- (1) Dates & Location: 2016/12/10-2017/3/26 -- Museum of Oriental Ceramics in Osaka, Japan
- (2) Exhibit Description: The Northern Song "Narcissus Planter with Greenish-Blue Glaze" is well known amongst historians as a ceramic product of the highest quality, with not one crack in its surface. The Qianlong emperor even had a craftsman engrave a precious poem on the bottom and had a red sandalwood stand made for the piece. The piece was included in the Emperor's recreation of the works of four famous Song calligraphers and marked as a "Divine Piece" by the Japanese. Shown alongside three other basins of its kind and one Jingdezhen kiln piece from the Qing dynasty, this was the first time this piece had made an appearance abroad. The catalogue from this exhibition was awarded the "Japanese Printing Industry Federation President's Award."

4. “Musée d’Orsay: The Aesthetic Worlds of the 19th Century”

- (1) Dates & Location: 2017/4/8-2017/8/28 -- NPM Northern Branch
- (2) Exhibit Description: Hosted by the NPM and Media Sphere Communication Ltd. in Taiwan, this exhibition featured 69 iconic masterpieces by renowned artistic masters from the collection of Musée d’Orsay, representing major artistic movements of Western art history and the most fruitful half century of Western art. The final number of visitors totalled 348,963, making it the most highly attended art exhibition in recent domestic history.

5. “Japanese Art at Its Finest: Masterpieces from the Tokyo and Kyushu National Museums”

- (1) Dates & Location: 2016/12/10-2017/3/5 -- NPM Southern Branch
- (2) Exhibit Description: This exhibition was comprised of 151 pieces from the rich collections of the Tokyo and Kyushu National Museums, with 68 pieces among them considered national treasures or important cultural artifacts of Japan. Not only was this exhibition the highest quality of any international Japanese exhibit but also the largest and most prestigious Japanese art exhibition hosted in Taiwan’s history. These relics spanned 5,000 years of history, allowing visitors to leisurely explore Japan’s rich and multifaceted art culture. Visitors to the exhibit totalled almost 100,000.

6. “Sailing the High Seas: Imari Porcelain Wares”

- (1) Dates & Location: 2015/12/28-2018/12/28 -- NPM Southern Branch
- (2) Exhibit Description: Hailing from the magnificent collection of the Museum of Oriental Ceramics in Osaka, Japan, the 161 artifacts primarily featured Imari porcelain wares exported to Europe in the 17th and 18th centuries. The four sections, “Imari Wares,” “Ostentatious Items,” “Banquet Utensils,” and “Royal Decorations,” highlight the unique qualities of Imari ware and how they were used in European society. The fifth section, “Presents to the Palace,” presented thirteen pieces of Imari ware within the Qing dynasty’s imperial collection. through the different collections shown, the exhibition demonstrated the magnificent and profitable history of Imari wares during the age of oceanic trade.

7. The Enduring Beauty of Celadon: A Special Exhibition of Goryeo Celadons

- (1) Dates & Location: 2015/12/28-2018/3/11 -- NPM Southern Branch
- (2) Exhibit Description: Presented by the Museum of Oriental Ceramics in Osaka, Japan, to the Southern Branch of the NPM in honor of their inaugural opening, the exhibition featured 200 carefully selected pieces of Goryeo celadons, curated to suit audiences both young and old. The NPM also selected two pieces of Northern Song Ru ware to be displayed at the same time, chosen for the unique beauty of their sky-blue color. Using the delicate green colors of the celadons as the main theme, the exhibit hoped to bring audiences a fresh and new visual experience.

8. 2017 Hong Kong International Licensing Show

- (1) Dates & Location: 2017/1/9-2017/1/11 -- Hong Kong Convention and Exhibition Centre: Taiwan Building

- (2) Exhibit Description: Going into the Hong Kong International Licensing Show, the goal was to examine the cultural creative products of other countries, probe market trends, and explore licensing opportunities in addition to inspecting for products that may infringe on the NPM’s licensing rights. Information gleaned from the exhibition revealed that digital goods were slowly becoming the new fashion. The NPM’s new set of LINE stickers and VR experience of famous paintings were popular highlights, receiving enthusiastic support and interest in future collaborations from manufacturers.

Strengthening International Connections and Exchange

To strengthen the NPM’s international status, the Museum has been active in creating sister-museum agreements with renowned international museums as well as creating opportunities for academic and exhibition exchanges. For the purpose of expanding the domain of our culture, the Museum has not only been working hard to increase the reach of our own collection but also to bring foreign artifacts to Taiwan, allowing for increased cultural exchange between East and West while simultaneously laying the groundwork for academic research collaboration.

1. Sister-Museum Agreements and Strengthening International Collaborations

In 2017, the NPM established sister-museum relationships with San Francisco’s Asian Art Museum and Japan’s Museum of Oriental Ceramics in Osaka. In addition, memorandums of understanding were signed with the EFEO (École française d’Extrême-Orient), the Mongolian Academy of Sciences, and the City University of Hong Kong.

2. Academic Exchange and Research

In 2017, researchers from the NPM participated in academic exchange, published academic research, and attended conferences a total of 101 times.

3. Exchange of Publications

The NPM’s library has been involved in the exchange of periodicals and research quarterlies with both domestic and international museums in order to strengthen the Museum’s own research resources and strengthen collaborative relationships.

In collaboration with the Katherine & George Fan Foundation, the project “Chinese Bronzes in Imperial Collection Study” features museum collections and the work of researchers from Europe, US, Japan, and China.

4. Expanding International Channels for Cultural Creative Products

To help expedite the shopping process for overseas customers and to strengthen international markets, the NPM has begun to sell products on Amazon beginning October 1 in cooperation with outside manufacturers that already possess international market channels and international exhibition products. Talks with Udesign have also already begun in hopes of being able to begin sales in the United States, Australia, Canada, and England by next year.

故宮，好YOUNG的！

第一屆故宮青少年文化大使授證典禮暨成果發表會



年輕化
Reinvigoration





The young volunteer explained the secrets of Taiwan's ancient maps.

林正儀院長與李靜慧副院長聆聽導覽
小志工解說台灣古地圖的秘密。



The young volunteer challenged the Qingming Shanghe map and graphic matching activities.

小志工集思廣益挑戰清明上河圖圖文
配對活動。



"NPM x Youth" Film premiere press conference.

「故宮 X 青春」影片首映記者會。



"NPM x Youth" Film premiere.

「故宮 X 青春」影片首映會現場。



The *Giuseppe Castiglione: Visited in Art* touring educational exhibition combines picture books with guided tour activities.

郎世寧到此藝遊教育巡迴展 - 結合繪本導賞活動。



Giuseppe Castiglione: Visited in Art touring educational exhibition creates a pleasant visiting experience for young children.

郎世寧到此藝遊教育巡迴展 - 創造幼兒觀眾愉悅參觀經驗。



*Please Come with Me Like This—Children's Workshop provides schoolchildren with summer intensive classes to observe *Along the River During the Qingming Festival*.*

「請你跟我這樣過－兒童研習營」
暑期密集班學童觀察清明上河圖。



Future Classroom of the National Palace Museum: Students write their feedback.

故宮未來教室－學生進行學習單謄寫。



“NPM’s Unbelievable Case” Game challenge success of VR Puzzle Activity.

「故宮不思議事件簿」實境解謎遊戲挑戰成功。

六. 年輕化：帶動故宮年輕化，實現轉型新氣象

（一）美學教育向下紮根

1. 兒童創意中心 / 兒童學藝中心

（1）政策說明

北部院區兒童學藝中心展示配合本院書畫、器物、圖書文獻典藏，規劃結合實體及虛擬互動之親子教育展，讓學童得以透過觀察、思考、動手、遊戲、體驗等方式，親近了解故宮文物，並鼓勵觀眾看完小故宮（兒童學藝中心）後，能走進大故宮繼續探索學習。

南部院區兒童創意中心立基於院藏與南院常設展覽，以「亞洲陶瓷」、「亞洲茶文化」及「亞洲織品」為主，搭配「認識亞洲環型劇場」、「羅摩衍那劇場」、「越南文化特展」等專區。本中心規劃每年一個亞洲國家作為主題，逐步更新展示，以彰顯亞洲各國豐富的文化特色。

（2）北部院區兒童學藝中心執行成效

A. 展示更新

106年12月與青創團隊三明治工合作完成故宮小畫廊展區更新，推出「幸福宜特·彩繪國寶－藝術潛能創作班學生作品展」，展出本院與宜蘭特殊教育學校合作教案創作成果。

B. 第一季：與中原大學商設系師生合作策劃「小故宮動漫樂園－兒童節限定系列活動」，內容多樣包含繪本故事劇場、格拍動畫工作坊、國寶動畫電影院，參加人次共 903 人。

第二季：配合年度特展，由本院故事志工團體精心策劃「大藝術小偵探－親子故事活動」8場次，參與人次共325人。

第三、四季：與九歌兒童劇團合作，打造「那些年，我在皇帝身邊畫畫的日子－郎世寧兒童劇」，並至屏東及新竹地方巡演6場次，觀賞人次共2,072人。

C. 個人參觀及團體導覽服務

106年參觀服務總人次共計14萬6,692人，共提供393個團體導覽服務。

(3) 南部院區兒童創意中心執行成效

A. 展示更新

105年12月已完成第一波展示更新，將原來「亞洲織品區」更換為「印尼織品」，讓兒童能透過實際體驗和觸摸，了解印尼織品中獨特的材質、紋飾和蠟染技法，進而認識印尼文化。另將原「茶室空間」闢為「親子閱讀空間」，提供南亞、東南亞童書繪本中文本，讓兒童透過繪畫與故事認識亞洲。

B. 「夜宿故宮南院」活動

106年度特與廣達文教基金會合辦夜宿故宮南院」活動，經由更深刻的體驗，讓兒童對文物的觀察與知識能更進一步結合和擴充。共計40名小尖兵完成培訓。

C. 參觀導覽服務

本年度迄今團體參觀導覽，共服務747個學校團體，接待人次超過15萬人次。

2. 「兒童暨青年事務推動諮詢會」

(1) 政策說明

年輕化為故宮現階段重要的任務之一，為推動青年主流化工作，積極規劃、籌備「兒童暨青年事務推動諮詢會（以下簡稱青諮會）」，期待藉由此一公私協力的平台，整合、連結並重新建構內部與外部資源，從創作、展覽、教育、傳播、行銷、出版等全面推展青年業務。且為因應開放政府及具體實踐青年文化公民權、賦權年輕世代等政策理念，推出「青年代表海選計畫」遴選出的2位青年代表擔任青諮會諮詢委員。

(2) 執行成效

A. 訂定「國立故宮博物院兒童暨青年事務推動諮詢會設置要點」、組成「兒童暨青年事務推動工作小組」、進行諮詢委員遴聘等事宜，並訂於107年1月召開青諮會第一屆第一次會議。

B. 青年代表海選計畫

為擴大青年參與，加速故宮年輕化腳步，推出青年代表海選計畫，期待以更多元、透明的方式招募對博物館文化工作有興趣的大專院校及研究所在學學生，擔任青諮會諮詢委員，為故宮注入年輕世代的能量，協助故宮全面拓

展青年業務。活動期間總計收到63位報名者資料，歷經兩階段評選，選出2名青年代表，加入青諮會的陣容。

(二) 文化推廣寓教於樂

1. 第一屆故宮青少年文化大使

(1) 政策說明

因應現代博物館「公共化」核心價值，本院將過去高中暑期志工招募計畫積極轉型為「故宮青少年文化大使培力計畫」，鼓勵青少年藉由公民志願服務參與博物館實務，培養「自主行動」、「溝通互動」與「社會參與」三大核心素養，同時豐富故宮文物多元詮釋，增進故宮與青少年觀眾間的互動連結。

(2) 執行成效

培訓課程中強調自主學習動機、推進問題導向學習（problem-based learning）與開放文物多元詮釋，鼓勵青少年族群發揮無限創意，將導覽結合時下流行動漫、Cosplay、寶可夢、棒球直播等主題形式，讓故宮導覽年輕化及多元化。

2. 兒童青少年教育推廣活動

(1) 政策說明

為推廣兒童、親子及青少年創意活動，定期以故宮文物之不同主題，舉辦系列兒童研習營課程，並配合特展與常設展，設計各類型親子及青少年活動，內容包括專題探討、文化體驗、DIY創作、肢體律動等，以期透過親子共學、多元學習、跨領域連結以及分享表達等方式，提升親子團體與青少年觀眾對於文化藝術之感知，推動博物館美感與文化教育。

(2) 執行成效

A. 「請你跟我這樣過－古代鄉民日常」兒童研習營

B. 518 國際博物館日「『一日故宮人』一窺探故宮文物保護工作」體驗活動

C. 「故宮不思議事件簿」實境解謎遊戲

D. 「我是動物照相師」新竹市立香山國小館校合作活動

E. 雨聲國小「青銅與文字」館校合作活動

F. 「綻放藝夏－2017 故宮青少年主題月」

3.【故宮 × 青年 × 數位 跨界對談】系列講座

(1) 政策說明

為因應現今博物館數位化、年輕化的發展趨勢，舉辦系列講座，邀請有關新科技應用之各界專家學者，與院內同仁進行跨界對談，期待跨領域的交流能激盪出全新的火花。

(2) 執行成效

106年11月起舉辦兩場講座，邀請各領域專家就數位出版、大數據分析與數位行銷等數位議題演說，並與院內同仁交流。

4. 辦理行銷專案

(1) 政策說明

針對故宮青年元年，106年特意推出「故宮X青春」專案，以微電影貼近網路觀眾的心，並舉辦闖關解謎、Coser逛故宮等系列活動，與民眾互動。

(2) 執行成效

為發揮博物館之教育推廣功能，吸引年輕學子暑假期間前來故宮參觀，以短片結合實體活動，雙軌行銷吸引青年目光。影片除邀請連俞涵小姐擔任女主角外，另由國際知名導演吳永欽導演負責執導。實體活動部分，包括「集集赴積極－明信片集點活動」、「闖關解謎趣」與「Coser遊故宮」等，其中「Coser遊故宮」配合本院青少年文化大使的主題扮裝創意導覽，成功將故宮文物的魅力介紹給Coser玩家，提供年輕族群發揮的平台。

Reinvigoration: Implementing Fresh Reforms to Drive Modernization at the NPM

Planting Roots for Art Education

1. Children's Gallery

(1) Motives

The Children's Gallery at the Northern Branch combines paintings, calligraphic works, artifacts, rare books, and historical documents to create physical and VR activities that families can enjoy together. through observation, reflection, hands-on experiences, and games, children are able to better understand the objects in the NPM collection. Families are encouraged to first bring their children here and then into the main exhibition halls to continue their explorative learning.

The Southern Branch's Children's Creative Center roots itself in the NPM's collection and permanent exhibitions at the Southern Branch. "Asian Ceramics," "Asian Tea Culture," and "Asian Textiles" make up the Center's regular activities, while special areas include the "Understanding Asia" circular amphitheater, "Ramayana" film, and "Indonesian Textiles" special exhibition. The Center plans to feature one Asian country each year, changing the exhibits to match the theme, in order to show the richness of different Asian cultures.

(2) Results

Northern Branch Children's Gallery

A. New Exhibitions

In collaboration with Sandwich Studios, the "Young Artists" gallery was finished in December of 2017. The first exhibition to be displayed was the "Student Show -- Creative Works from the Yi-lan Special School," showcasing the results of the NPM's joint activity with the Yi-lan Special School students.

B. January-March: With the joint efforts of students and teachers from Chung Yuan Christian University's department for commercial design, the "NPM Cartoon Paradise -- Limited Time Activity in Celebration of Children's Day" activity was released. Its contents included reenactments of picture books, learning to shoot cartoons, and watching "national treasure" cartoons. A total of 903 visitors attended.

April-June: To correspond with special exhibition, the Museum's volunteer storytelling troupe meticulously planned eight performances of "Big Art, Little Detectives -- Family Storytelling Activity." A total of 325 visitors attended.

July-September and October-December: In collaboration with the Song Song Song Children's & Puppet Theatre, the Museum created the piece "Those Years I Sat Painting by the Emperor's

Side -- A Children's Story of Giuseppe Castiglione." Playing six performances from Pingtung to Hsinchu, the play was appreciated by a total of 2,072 audience members.

C. Solo and Group Visitor Numbers

In 2017, a total of 146,692 visitors made use of the Children's Gallery, with 393 groups making use of the special docent services.

(3) Southern Branch Children's Creative Center

A. New Exhibitions

During the first wave of renovation, the "Asian Textiles" area was replaced with the "Indonesian Textiles" exhibit in December of 2016, allowing kids to experience and understand the unique materials, decorative motifs, and dyes in Indonesian clothing. The "Rest Area" was replaced with the "Family Reading Room," providing children the opportunity to use stories as a way of experiencing South Asian and Southeast Asian culture.

B. "Overnight at the Southern Branch" Activity

The Southern Branch specially joined hands with Quantas LLC to create the "Overnight at the Southern Branch" activity in 2017. Forty children were able to more deeply understand and observe the artifacts within the Museum during their stay overnight.

C. Solo and Group Visitor Numbers

This year, the Center serviced 747 school groups visiting the Southern Branch, totalling over 150,000 visitors.

2. "Promoting Tasks of Modernization and Revitalization Meeting"

(1) Motives

Revitalization is one of the NPM's main goals at this current time. To keep up with the times, the Museum has planned the "Promoting Tasks of Modernization and Revitalization Meeting" (shortened below to the "Meeting") in hopes of bringing together both public and private resources to restructure the design, exhibition, education, promotion, marketing, and publication aspects of the Museum. In response to new government policy and society-wide modernization, the Museum released the "Youth Representative Selection Plan," whereby two youth representatives will be chosen as the NPM's delegates to the Executive Yuan's "Youth Consultation Committee."

(2) Results

A. To carry out the main tasks outlined during the "Meeting," the "Modernization and Revitalization Task Force" was created. After members were recruited, it was set that the first "Youth Consultation Meeting" be convened in January of 2017.

B. "Youth Representative Selection Plan"

To encourage participation from youth and expedite the NPM's modernization process, the "Youth Representative Selection Plan" was announced in hopes of using a transparent method to recruit students interested in the museum industry to be NPM delegates to the Executive Yuan's "Youth Consultation Committee" and help to expand the NPM's resources throughout the process of

revitalization. A total of 63 applications were received and two students received the honor of representing the NPM after passing the two selection stages.

Cultural Promotion through Education and Play

1. The First National Palace Museum Youth Cultural Ambassador

(1) Motives

In response to modern demands for publicization, the NPM has transformed its previous high school summer internship plan into the "Cultivating Modern Ambassadors at the NPM" plan to encourage younger volunteers. By fostering "Independent Action," "Joint Interaction," and "Social Involvement," in addition to enriching multiple interpretations of the NPM's artifacts, the link between the Museum and the youth of Taiwan will be further deepened.

(2) Results

The NPM plans to encourage youth and their unlimited innovation through cultivating self-motivation in education, problem-based learning, and through opening up the NPM's artifacts to different interpretations. Trendy activities such as cartoons, cosplay, Pokemon, and live baseball will be incorporated as the Museum's docent services are modernized.

2. Educational Promotional Activities for Youth

(1) Motives

The NPM plans to regularly release academic courses related to artifacts within the collection as well as permanent and special exhibitions. Events will include special lectures, cultural experiences, DIY classes, and physical activities. By allowing parents and children to learn side-by-side, multifaceted learning methods, interdisciplinary innovations, and classes will raise participants' awareness of art and culture and will help to promote the beauty of museums and cultural education.

(2) Results

A. "Experience Life as an Ancient Person -- Children's Research Operation"

B. 5/18 International Museum Day: "A Day as a NPM Staff -- Peeking into Artifact Preservation" Activity

C. "NPM's Unbelievable Case" VR Puzzle Activity

D. "I Am an Animal Photographer" Collaborative Activity with Hsinchu's Xiangshan Elementary School

E. "Bronzes and Characters" Collaborative Activity with Yusheng Elementary School

F. "Blossoming Art Summer -- NPM Youth Themed Month 2017"

七. 其他行政業務

3. "NPMxYouthxDigital Interdisciplinary Discussion" Series

(1) Motives

In response to the modern trends of digitization and modernization in museums, professionals from technology industries were invited to sit down with NPM staff, in hopes that these interdisciplinary talks could yield dazzling benefits.

(2) Results

Two talks were hosted in November of 2017 regarding digital publication, digital analysis, and digital marketing, allowing professionals and NPM staff to engage in the exchange of ideas.

4. Marketing

(1) Motives

In 2017, the NPM released its “NPM X Youth” campaign, hoping that the campaign’s video would capture the hearts of online spectators. Puzzle activities and cosplay tours were carried out in hopes of increasing interaction with local citizens.

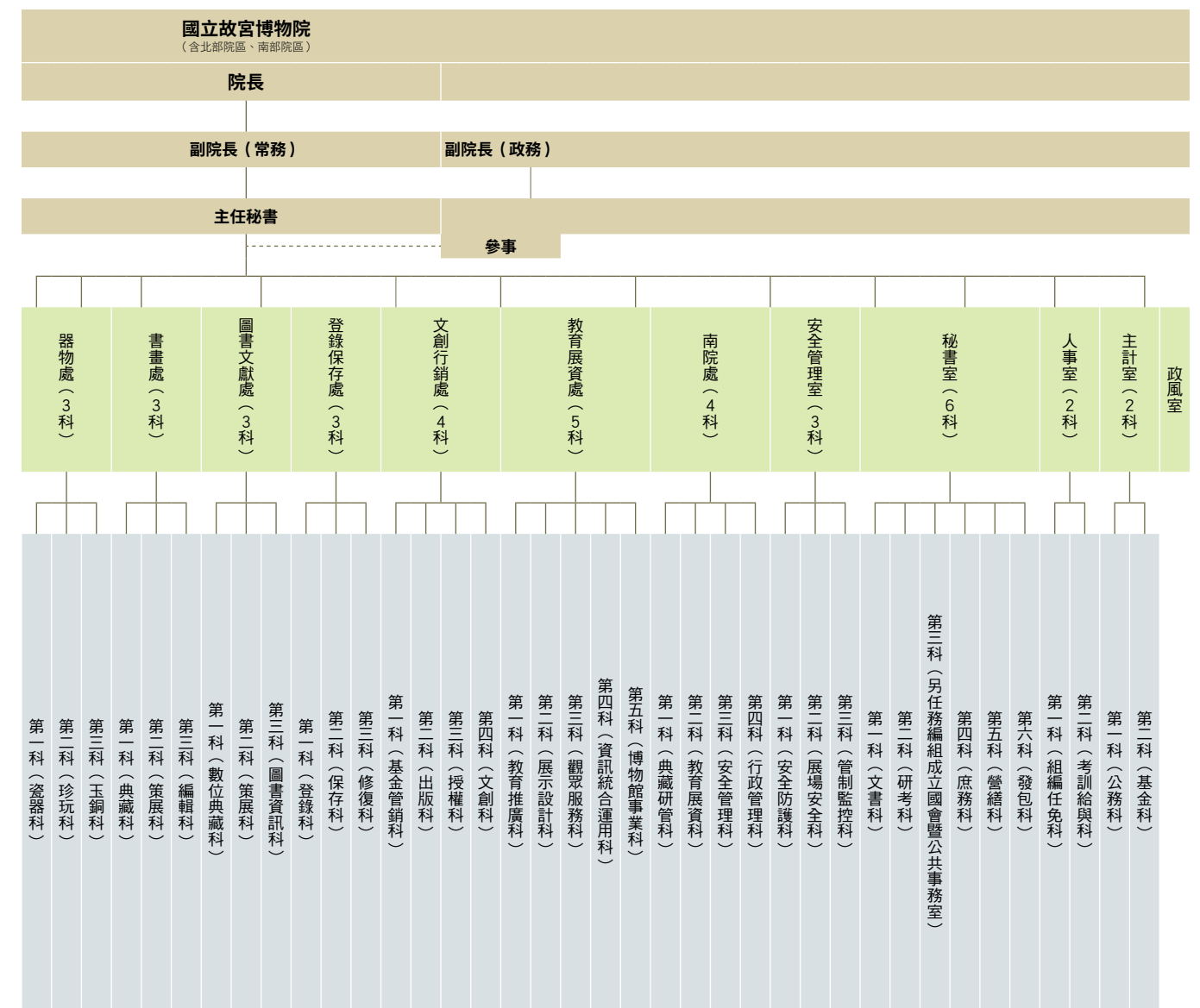
(2) Results

With the hopes of drawing students on summer vacation to the NPM, a dual-approach marketing strategy of videos and activities was used to attract their attention. The campaign film featured Miss Yu-Han Lian as the female lead and was directed by internationally renowned director Yong-Qin Wu. Activities like “Enthusiastically Collect – Points Collection Activity,” “Interesting Puzzle-Solving,” and “Touring NPM with Cosplay” made use of popular teenage trends to create new ways of touring. In particular, the “Touring NPM with Cosplay” allowed young cosplayers to experience the charm of NPM artifacts and to provide them a platform on which to grow.

(一) 人事業務

1. 組織架構

國立故宮博物院組織架構圖



2. 人事異動

本院106年度預算員額職員351人、駐警72人、工友23人、技工48人、駕駛3人、聘用3人、約僱23人，合計523人（如下表）。為健全博物館專業及發揮組織綜效功能考量，本院配合業務情形妥適配置各處室人員職務，以提升員工向心力及工作士氣。106年度科長級以上人員計26人調動（含單位調整及職務調整）、8人陞遷，異動人數共計34人。

機關	職員	駐警	工友	技工	駕駛	聘用	約僱	合計
國立故宮博物院	351	72	23	48	3	3	23	523

註：行政院106年11月27日院授人組字第1060062562號函核定。

（二）預算執行

1. 公務預算

(1) 歲入預算數 15 億 2,313 萬 7 千元，執行結果，決算數 9 億 7,196 萬 5 千元，執行率 63.81%。

106年度歲入預決算表				單位：新臺幣千元
科目名稱	預算數	決算數	比較增減	執行率
罰款及賠償收入	4,700	5,895	1,195	125.43%
規費收入	1,256,475	764,964	-491,511	60.88%
財產收入	167,342	107,977	-59,365	64.52%
營業盈餘及事業收入	90,000	90,000	0	100.00%
其他收入	4,620	3,129	-1,491	67.72%
合計	1,523,137	971,965	-551,172	63.81%

(2) 歲出預算數原列 11 億 2,796 萬 3 千元，執行結果，決算數 10 億 8,102 萬 8 千元，執行率 95.86%。

106年度歲出預決算表				單位：新臺幣千元
科目名稱	預算數	決算數	比較增減	執行率
一般行政	695,872	675,881	-19,991	97.13%
文物管理及展覽	161,736	145,957	-15,779	90.24%
文物登錄與科技研析	16,019	15,995	-24	99.85%
文物加值運用與管理	4,817	4,496	-321	93.33%
資訊管理維護	48,802	47,737	-1,065	97.82%
安全管理維護	165,211	160,733	-4,478	97.29%
一般建築及設備	31,636	30,229	-1,407	95.55%
第一預備金	3,600	0	-3,600	0%
合計	1,127,693	1,081,028	-46,665	95.86%

2. 故宮文物藝術發展基金
- (1) 業務總收入（包括銷貨收入、財務收入及其他業務外收入）預算數 11 億 7,810 萬 5 千元，執行率 59.16%。

(2) 業務總支出（包括銷貨成本、行銷及業務費用、管理及總務費用）預算數 6 億 6,857 萬 8 千元，執行率 77.47%。

(3) 以上業務收支相抵後賸餘決算數 1 億 7,901 萬 4 千元，較預算數 5 億 952 萬 7 千元，計減少 3 億 3,051 萬 3 千元，約 64.87%。

106年度收支餘絀預決算表

單位：新臺幣千元

科目名稱	預算數	決算數	比較增減	執行率
業務收入	890,927	620,151	-270,776	69.61%
銷貨收入	890,927	620,151	-270,776	69.61%
業務成本與費用	668,578	517,973	-150,605	77.47%
銷貨成本	391,829	301,246	-90,583	76.88%
行銷及業務費用	266,755	204,022	-62,733	76.48%
管理及總務費用	9,994	12,705	2,711	127.13%
業務賸餘	222,349	102,178	-120,171	45.95%
業務外收入	287,178	76,836	-210,342	26.76%
財務收入	5,062	4,696	-366	92.77%
其他業務外收入	282,116	72,140	-209,976	25.57%
業務外賸餘	287,178	76,836	-210,342	26.76%
本期賸餘	509,527	179,014	-330,513	35.13%

(三) 廉政成效

- (1) 推動「故宮薪傳、廉能永續」專案計畫
- (2) 廉政紀事

日期	廉政紀事
1/23	對本院文創行銷處同仁辦理「公務員廉政倫理規範」專案講習課程。
3/21	辦理替代役第 175 梯次專業訓練課程，講授有關「個資安全與公文保密」之法治教育課程。
4/20	邀請世新大學行政管理學系教授兼終身教育學院院長邱志淳講授「廉政與服務倫理」課程。
8/7	辦理新進公務人員專案法紀宣導，邀請雲林縣政府政風處副處長林振和擔任講師，講授「廉政倫理規範與公共服務倫理」課程。
8/10	邀請國家文官學院政風室主任李志強擔任講師，講授「圖利罪與案例探討」課程。
9/21	辦理「高階主管廉政倫理規範專案法紀宣導」。
11/1	邀請法務部調查局臺北市調查處士林站組長曾銘全講授「政府採購案件常見違失態樣及廉政實務案例」課程。
12/18	辦理「個資安全與公文保密」廉政教育訓練課程（南部院區）。
12/22	辦理「個資安全與公文保密」廉政教育訓練課程（北部院區）。

- (3) 陽光法案執行情形
- 106年1月19日辦理105年度公職人員財產申報實質審查抽籤，依「公職人員財產申報法」及其施行細則規定，本院105年度辦理定期申報者計16人、離（卸）職申報者計3人、到（就）職申報者計1人，均於期限內完成申報。

Additional Administrative Affairs

(2) The budget expenditure was NT\$1,127,963,000 and the final accounts total was NT\$1,081,028,000. The ratio of final accounts to budget was 95.86%.

Staff Changes

In 2017, the total number of budgeted staff at the NPM was 351, plus an additional 72 security guards, 23 maintenance workers, 48 technicians, 3 drivers, 3 contract-based employees, and 23 contracted workers, amounting to 523 employees in all (see the chart below). The NPM seeks to create an effective and professional operating system by constantly trying to improve its employees’ morale and engagement level. In 2017, there were 26 staff re-appointments above the level of Section Chief (including position re-appointments and transfers) and 8 promotions, totaling 34 staff re-appointments.

Organization	Staff	Security	Maintenance	Technicians	Drivers	Contract-based Employees	Contract-ed Workers	Total
NPM	351	72	23	48	3	3	23	523

Note: Document 1060062562 for the above budgeted staff was approved by the Executive Yuan on November 27, 2017.

Budget Execution

1. National Palace Museum:

(1) The budget revenue was NT\$1,523,137,000 and the final accounts total was NT\$ 971,965,000. The ratio of final accounts to budget was 63.81%.

Table Regarding Analysis of 2017 Annual Revenue: Unit: NT\$1,000

Item	Budget	Final Accounts	Difference	Ratio
Revenue from Fines and Indemnities	4,700	5,895	1,195	125.43%
Revenue from Fees	1,256,475	764,964	-491,511	60.88%
Revenue from Public Properties	167,342	107,977	-59,365	64.52%
Surplus of Public Enterprise	90,000	90,000	0	100.00%
Other Revenue	4,620	3,129	-1,491	67.72%
Total	1,523,137	971,965	-551,172	63.81%

Table Regarding Analysis of 2017 Annual Revenue Unit: NT\$1,000

Item	Budget	Final Accounts	Difference	Ratio
General Administration	695,872	675,881	-19,991	97.13%
Artifact Management and Exhibition	161,736	145,957	-15,779	90.24%
Artifact Registration and Scientific Analysis	16,019	15,995	-24	99.85%
Artifact Value-Added Use and Management	4,817	4,496	-321	93.33%
Information Management and Maintenance	48,802	47,737	-1,065	97.82%
Security Systems Management and Maintenance	165,211	160,733	-4,478	97.29%
General Construction	31,636	30,229	-1,407	95.55%
First Reserve Fund	3,600	0	-3,600	0%
Total	1,127,693	1,081,028	-46,665	95.86%

2. NPM Art Development Operation Fund

- (1) The total final revenue (including sales revenue, financial income, and other sources of income) was NT\$1,178,105,000. The ratio of final accounts to budget was 59.16% .
- (2) The total final expenditure (including cost of goods sold, sale and operational expenses, general and administrative expenses, and financial expenses) was NT\$668,578,000. The ratio of final accounts to budget was 77.47% .
- (3) After offsetting the revenue with costs and expenses, this year was left with a surplus of NT\$179,014,000, which is NT\$330,513,000 lower than the budget of NT\$509,527,000. The difference is approximately 64.87% of the budget.

Table Regarding Final Income, Expenditure, and Surplus/Deficit of Operational Funds. Unit: NT\$ 1,000

Item	Budget	Final Accounts	Difference	Ratio
Operating Revenue	890,927	620,151	-270,776	69.61%
Sales Revenue	890,927	620,151	-270,776	69.61%
Operating Costs and Expenses	668,578	517,973	-150,605	77.47%
Cost of Goods Sold	391,829	301,246	-90,583	76.88%
Sale and Operating Expenses	266,755	204,022	-62,733	76.48%
General and Administrative Expenses	9,994	12,705	2,711	127.13%
Operating Surplus	222,349	102,178	-120,171	45.95%
Non-operating Income	287,178	76,836	-210,342	26.76%
Financial Income	5,062	4,696	-366	92.77%
Other Income	282,116	72,140	-209,976	25.57%
Non-operating Surplus	287,178	76,836	-210,342	26.76%
Surplus	509,527	179,014	-330,513	35.13%

Result of Ethical Administration

1. Promoting the “Sustainable Ethics from One Generation to the Next at the NPM” Project
In 2017, the NPM carried out the “Sustainable Ethics from One Generation to the Next at the NPM” special project by conducting classes and workshops on operating ethically within the law. This allowed employees to better understand legal boundaries and be more conscious of working with integrity.
2. Timeline of Ethics-related Affairs

Date	Event
1/23	Employees from the Department of Cultural Creativity and Marketing conducted the workshop “Honest Ethics for Government Employees.”
3/21	The 175th unit of alternative service military conscripts received lectures discussing individual capital management, government document confidentiality, and law education.
4/20	Qiu Zhi-Chun, Professor at Shih Hsin University’s Administrative Management Studies Department Professor and Management Director of its Department of Public Policy, gave a lecture on “Ethics between Politics and the Service Industry”.
8/7	The Deputy Director of Yunlin County Government’s Civil Service Ethics Office was invited to give a talk on “The Ethics of Public Service and the Boundaries of Honest Politics.”
8/10	The Director of the Civil Service Ethics Office at the National Academy of Civil Service, Li Zhi-Qiang, was invited to give a talk on “Corruption and Investigation.”
9/21	The “Ethics and Boundaries of High-ranking Official’s Politics” special project was announced.
11/1	Zeng Ming-Quan, Group Leader at the Shilin Station of the Taipei City’s Investigative Bureau Division (part of the Investigation Bureau at the Ministry of Justice), was invited to lecture on “Common Mistakes Seen in Government Procurement Investigations and the Practice of Honest Politics.”
12/18	Lectures discussing individual capital management, government document confidentiality, and law education were conducted at the Southern Branch of the NPM.
12/22	Lectures discussing individual capital management, government document confidentiality, and law education were conducted at the Northern Branch of the NPM.

3. Executing Policies of Transparency
On January 19, 2017, the NPM carried out the 2016 sample “Reporting of Government Employee Assets” investigation according to the “Government Employee Asset Reporting Law.” A total of 16 employees were included in the report, with three being ex- or retired employees and one being a new employee. All completed the reporting within the required time period.

國立故宮博物院一〇六年年報 ANNUAL REPORT 2017

發行者 Publisher **林正儀** Jeng-Yi Lin
總編輯 Editor in Chief **林正儀** Jeng-Yi Lin
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美術設計 Designer **許秋山** Chiu-San Hsu
出版者 Publisher **國立故宮博物院** National Palace Museum
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總代理 Distributor **國立故宮博物院故宮文物藝術發展基金**
National Palace Museum Art Development Operation Fund
地址 Add **11143 臺北市士林區至善路 2 段 221 號**
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印製 Printer 上海印刷廠股份有限公司 ShangHai Printing Works Co., Ltd.

中華民國 First printing 107 年 7 月初版一刷 July 2018

工本費 Price NT\$300

ISBN/ 9789575628024 GPN/ 1010701467

國家圖書館出版品預行編目 (CIP) 資料

國立故宮博物院年報 . 一〇六年 / 林正儀總編輯 . -- 初版 .
-- 臺北市 : 故宮 , 民 107.07
面 ; 公分

ISBN 978-957-562-802-4 (平裝)

1. 國立故宮博物院

069.83301

107015574