

國立故宮博物院100年年報

Annual Report 2011



目錄



院長的話	4
故宮2011	6
組織員額	8
典藏維護 文物盤點 文物抽點 文物徵集	14
文物展覽 常設展覽 年度特展 院外借展	20
學術研究 國際研討會 學術交流 國科會計畫 專題演講 本院小型學術研討會	36
保存修護 保存環境 修護作業 科學研析 專業培訓 參訪交流 參訪交流	58
教育推廣 參觀服務 文物研習 系列講座 推廣活動 教育培訓	66
文創發展 出版發行 圖像及資料庫管理 授權、行銷與文物開發 文創參展 文創產業發展研習營	86
安全管理 安全系統 文物運送 防災應變及教育訓練 陳列室安全	104
數位建設 故宮精緻文物數位博物館知識庫建置計畫 提供科技與人文跨域文創環境計畫 華山精彩數位故宮展覽館建置	110
國際合作 文物借出 文物借入 合作計畫	128
兩岸交流 交流訪問 交流成果	132
營繕建設 籌建大故宮計畫 營繕工程	138
南部院區 軟體建設 硬體建置	146
公共事務 宣傳行銷 敦親睦鄰 各界贊助 故宮之友	152
休閒消費 員工消費合作社 空間設施效能	162
人事異動	172
預算分配 公務預算、故宮文物藝術發展基金	176
大事紀要	182



Table of Contents

A Word from the Director		5
The National Palace Museum in 2011		7
Organization and Staff Members		9
Collection Management	Inventory Collection , Spot Check of Inventory, Acquisitions	15
Exhibitions	Permanent Exhibitions, Special Exhibitions, Loan Exhibitions	21
Academic Research	International Conferences, Academic Exchange, NSC Projects, Keynote Speeches and Lectures, NPM Seminars	37
Preservation and Restoration	Preservation of Museum Environment, Restoration, Scientific Research and Analysis, Professional Training, Visits and Exchanges	59
Education and Public Outreach	Tour Service, Seminars, Lecture Series, Outreach Programs, Education and Training	67
Developing Cultural Creativity	Publications, Image and Database Management, Licensing, Marketing and Products Development, Exhibitions, Cultural and Creative Industry Workshop	87
Safety and Security	Security System, Artifact Transportation, Disaster Prevention and Education Training, Gallery Security, Order Management in Exhibition Halls	105
Digitization	Project for Establishing Digital Museum of Artifacts & Knowledge Database in NPM, The Project of Providing a Cultural and Creative Platform for Bridging Science and Humanity, Establishing the “NPM Digital” at the Huashan Creative Park	111
International Cooperation	Outgoing loan Artifacts, Incoming loan Artifacts, Collaboration Program	129
Cross-Strait Exchange	Exchanges and Visits, Achievements	133
Construction and Maintenance	The Grand Palace Museum Expansion Plan, Construction and Maintenance Projects	139
The NPM Southern Branch	Hardware Construction, Software Installation	147
Public Affairs	Promotion and Public Relations, The Good Neighbor Program, Individual and Corporate Sponsors, The Friends of the NPM	153
Recreational Facilities	The NPM Employee Cooperative, Auxiliary Facilities	163
Staff Rearrangement		173
Budget Allocation	Budget Report, The NPM's Art Development Fund	177
Chronology of Events		183



院長的話

今年欣逢中華民國建國一百年，回顧百年間，中華民國歷經北伐、對日抗戰、國共內戰及播遷來臺等艱苦歲月，而故宮文物亦同中華民國命運，於遍地烽火中經歷文物南遷及抵臺建館復院，並於今年歡度八十六年院慶。值此深具歷史性的一年，故宮除承續既有基礎，推展各項業務，並圖開新局，擘劃未來十年願景，為下個一百年陶鑄鴻基。

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

為於建國一百年推出各項大展，本院與國際及兩岸各大博物館加強合作，縝密規劃，依序推出「生日快樂－夏卡爾的愛與美特展」、「盛夏大展－新藝術·烏托邦」、「山水合璧－黃公望與富春山居圖特展」、「精彩一百·國寶總動員」、「康熙大帝與太陽王路易十四特展－中法藝術文化的交會特展」等，並透過博物館教育功能機制，依不同觀眾的學習能力、認知與感受能力等，設計各種分齡、分眾教育活動，諸如：為一般民眾提供定時導覽及辦理文物研習、兒童學藝中心更新展覽及辦理各種兒童學習活動、舉辦種子教師研習、辦理館校合作、培育志工、為年輕人設計故宮週末夜活動、為外縣市及離島地區辦理複製品巡迴展，並善用院內設施結合精彩的展覽與教育活動，於三希堂舉辦「故宮夜宴」；結合文物欣賞與表演藝術，於文會堂舉辦「故宮新韻」傳統戲曲表演等。此外，亦藉由數位科技、文創影片及社群網路，使故宮精美文物及教育資源貼近群眾生活，並以「科技與藝術溝通」為主軸，於華山文化創意園區推出「精彩數位故宮」，以發揮教育推廣的最大效益。

為肩負文化傳承與創新使命，本院積極籌建「大故宮計畫」，並於建國一百年由 馬總統正式宣

告啟動。「大故宮計畫」為推動中華文化的標竿型建設，內容涵蓋故宮舊有院區擴建及「文化創意產業園區」新建，將系統性擴增5倍展示面積及相關公共空間，以全面提升典藏、研究、保存、展覽、教育與娛樂等現代化博物館功能，將故宮打造成世界級文化觀光機構，以帶動周邊整體觀光發展，增加觀光產值，並創造相關產業之就業機會。

在文化创意引領知識經濟的潮流中，故宮以豐厚的文化資產及國際知名度為利基，今年廣續辦理第3屆「文創產業發展研習營」培育文創人才，並建置後續相關發展機制，以活化培訓成果。此外，亦藉由品牌授權方式，提供廠商發揮創意，創造衍生商品，以行銷全球。為使故宮成為全球文化创意產業重鎮，「大故宮計畫」亦併規劃整合故宮院區對面原衛勤學校用地處，設置文化创意產業相關主題空間，作為故宮文創園區基地，期將故宮文物所蘊含的數千年藝術、文化等元素，結合當代設計、技術與思想意涵，轉化為「文化创意產業」的活水源頭，創造出結合文創發展中心、博物館、休閒服務、文創精品市集群聚的園區風貌，進而帶動產業、生活、經濟及文化共榮共進的新契機。

今年也是本院南部院區籌建計畫重新啟動的新紀元，在貫徹國家既定政策的使命下，本院務實處理各環節問題，完成計畫通盤檢討修正，南院處專責單位亦於今年進駐嘉義基地辦公，加速推動各項軟、硬體建設工作，期與地方共進共榮。

近三年參訪故宮人潮屢創新高，今年更有384萬餘人次前來體驗故宮珍寶，值此佳績豐茂的一年，恰為建國一百年獻上完美禮讚，並作為新百年起始的動力。故宮同仁在「形塑典藏新活力，創造故宮新價值」的願景下，將秉持繼往開來的精神，戮力以赴，再創新猷。

國立故宮博物院院長 周功鑫

A Word from the Director

This year marks the centennial of the founding of the Republic of China. Looking back at the past one-hundred years, the Republic of China has braved the Northern Expedition, Sino-Japanese War, and Chinese Civil War and endured the difficult trip to Taiwan. Likewise, the artifacts of the National Palace Museum experienced a tumultuous fate, as they were transported, amidst the influx and chaos, from Northern China to Southern China. At last, the artifacts were brought across the strait to Taiwan, where they found a home at the National Palace Museum. This year, we celebrate the 86th anniversary of the National Palace Museum (hereafter abbreviated "NPM"). In this historic and significant occasion, the NPM continued to provide its service as an education, culture, and business platform, while also planning the initial stages of the NPM's grand expansion. This construction plan will map out the NPM's vision for the next ten-years and will become a solid foundation for the NPM for the next one-hundred years to come.

Our rich and unparalleled collection is an outstanding quality of the museum. We have continued to acquire and purchase original Chinese artifacts from around the world to enrich the breadth, depth, and excellence of our Museum. Such collections serve as inspiration for scholars, invigorating their academic and professional research. We periodically conduct inspections and spot checks on our collection to assure the maintenance of artifacts for such high quality research and to preserve our national treasures. Our goal is to make the NPM one of the best research centers of Chinese culture in the world and have strived for this goal by organizing inter-museum exchanges with world-renowned museums and presenting at major international symposiums, while also inviting both local and overseas experts and scholars to give lectures and seminars.

To celebrate the Republic of China's significant milestone, major international loan exhibitions were organized by the NPM, such as "Celebrations by Marc Chagall," "Alphonse Mucha: Art Nouveau & Utopia," "Landscape Reunited: Huang Gongwang and 'Dwelling in the Fuchun Mountains,'" "Splendid Treasures: A Hundred Masterpieces of the National Palace Museum on Parade," and "Emperor Kangxi and the Sun King Louis XIV: Sino-Franco Encounters in Arts and Culture." To encourage various audiences to view the exhibitions, the Museum has designed diverse activities for visitors of all ages and groups to learn the Museum's education and research results. Examples include providing guided tours and seminars for the general public, organizing new exhibits in the Children's Gallery and educational activities for children, training seed teachers and volunteers, organizing traveling educational exhibitions of replicas to destinations outside metropolitan Taipei, and collaborating with local schools. Additional programs include "The Saturday Night at the NPM" for youths, "The Banquet at the NPM" at the Sanxitang Tea Room, which combines fascinating artifacts with educational events, and "New Melody from the NPM" in our Wenhuitang Auditorium, which wonderfully integrates the appreciation of Chinese artifacts with traditional performance operas. Moreover, the Museum has utilized digital technology, cultural and creative films, and social networks to make the exquisite cultural and educational resources available to everyone. To maximize the educational outreach potential of the NPM, the "Digital NPM" exhibition, with "Technology and Arts Communication" as its theme, was launched in the Huashan Cultural and Creative Park.

Embarking on a mission to encourage cultural heritage and innovation, the NPM has actively planned the "Grand Palace Museum Expansion Plan," which was formally announced by President Ma in the Republic of China's 100th year. The "Grand Palace Museum Expansion Plan" will be the benchmark for promoting Chinese culture and include an expansion of the NPM and the creation of the "Cultural and Creative Industrial Park," which will amplify the exhibition area and related public spaces by five-folds, elevating the collection, research, preservation, exhibition, education, entertainment, and other functions with the updates of a modern museum. Thus, the NPM will become a world-class cultural tourism institution, boosting tourism development and value around the museum district, and an increase of employment opportunities for related industries.

The NPM's rich cultural assets and international reputation found its niche, as the concept of "cultural creativity" has become a driving force in this knowledge-based economy. Through the channel of brand licensing, the NPM worked with professional designers to promote artifact-derived products for the global market. At the same time, the NPM continued to cultivate fresh creative talent and to develop successful strategies and results through the third "Cultural and Creative Industry Workshop." Yet the most extensive effort to make the Museum a focal point in the world's cultural and creative industry has been through the "Grand Palace Museum Expansion Plan." Merging the NPM together with cultural and creative development centers, rest areas, and collectibles markets to create a united park, the NPM will promote the new opportunities of industry, life, economy, and cultural prosperity all together. The integration of the property across the street into the NPM will allow the "Grand Palace Museum Expansion Plan" to develop a cultural and creative park based on themes of related industries. NPM's artwork and culture from the past thousands of years, combined with contemporary design, technology, and ideas, will transform the park into a key position for "Cultural Production Industry."

2011 also marks the re-start of the Southern Branch construction plan. Carrying out the national mandate, the Museum efficiently dealt with various problems and completed an overall revised plan. The dedicated employees of the Southern Branch Museum were transferred to the Jiayi office to aid in accelerating the software and hardware construction. With initial stages of the Southern Branch construction in place, the NPM hopes to develop a continual flow of local prosperity in Jiayi.

The number of visitors at the NPM hit a record high in the past three years. This year, a record attendance with more than 3.84 million people came to experience the treasures of the NPM. Such a prosperous year is a perfect tribute to the century of founding the ROC, the century of new power. Sharing the vision of "Forming new vitality for the collection, Creating new value for the museum," the entire staff members of the NPM will continue to draw inspiration from the past to make new strides and accomplishments for the Museum's future.

Kungshin Chan
Director



故宮2011

The National Palace Museum in 2011







組織員額

Organization and Staff Members



組織員額

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

另，本院處務規程部分條文修正條文及編制表業奉行政院100年9月23日函核定，並經本院同年10月25日令發布，自101年1月1日施行。本院未來組織架構，除將安全管理處修正為安全管理室外，其餘各單位仍予維持，且以任務編組方式設法規會。

國立故宮博物院預算員額表(100年度) 單位：人

職 稱	人 數	合 計
職 員	政務人員	2
	公務人員	197
	聘任人員	105
駐警	63	63
工友	42	42
技工	52	52
駕駛	3	3
聘用	3	3
約僱	24	24
合計	491	491



明 邊文進 三友百禽
Three Friends and Hundred Birds, Bian Wenjin, Ming dynasty.

Organization and Staff Members

To create an efficient and streamlined government, on January 12, 2010, the Legislative Yuan completed its third reading of the Organizational Reform Act for the Executive Yuan. By January 2011, the reform act for each Executive Yuan branch had been sent to the Legislative Yuan for approval. On January 1, 2012, the reform acts were implemented. Although Article 8 of the Organization Reform Act of the Executive Yuan stipulates: "The National Palace Museum is placed under the Executive Yuan," the Museum, as an independent institution, will not be merged, re-appointed, or dissolved. Its restructuring, property arrangements, and budget management are simpler than the Executive Yuan's other branches; therefore, the new Organization Reform Act will not affect the Museum.

Thus, according to an issue ordered by the Executive Yuan on September 23, 2011, the Museum's revised Guidelines and Organizational Chart would maintain all its departments and offices, with the exception of the Department of Security Management, which would become the Security Management Office.



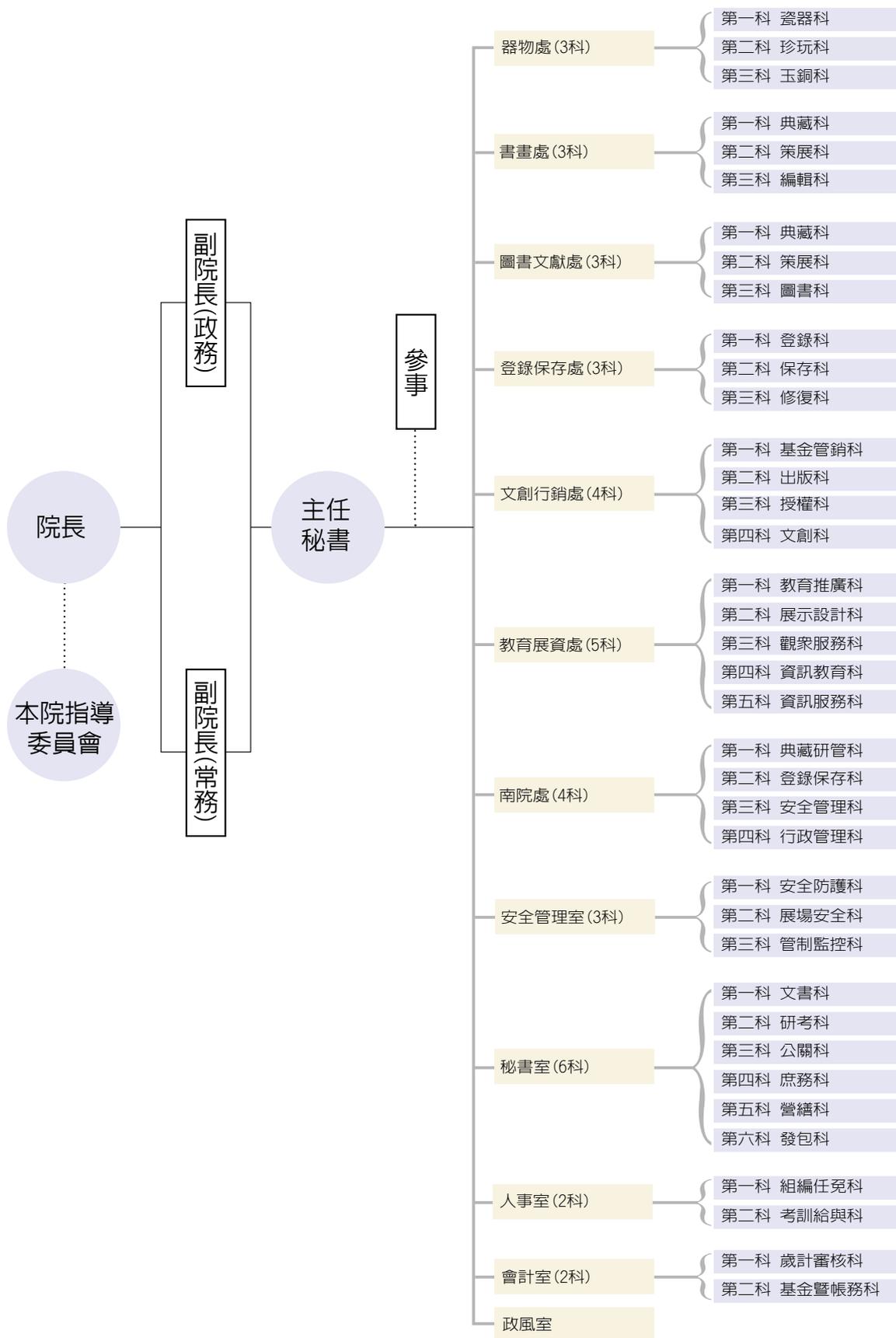
清 陳書 歲朝麗景
Beautiful Scenery for the New Year, Chen Shu, Qing dynasty.

Budgeted Staff Members in 2011

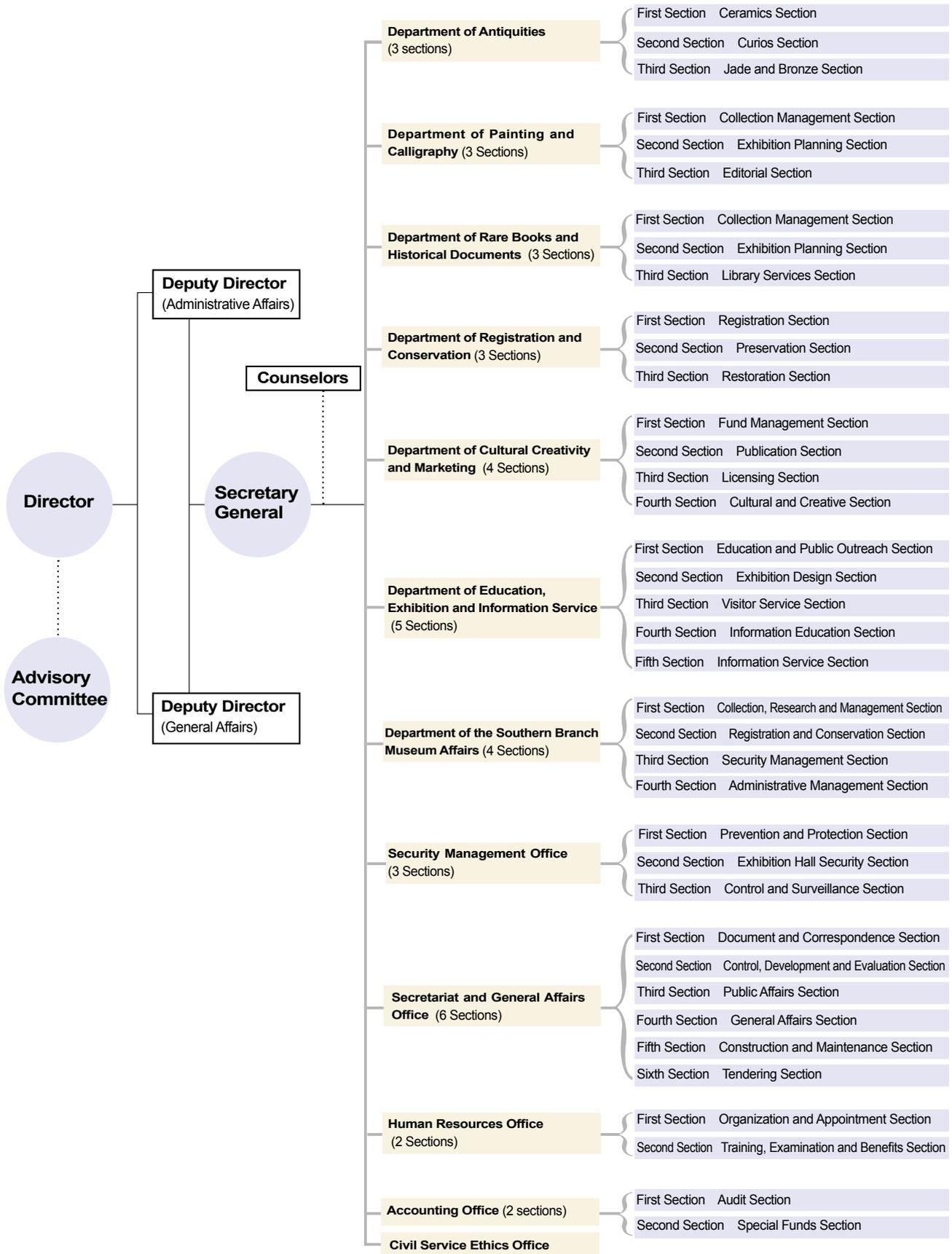
Unit: Person

Title	Number	Total
Authorized Staff	High-ranking Official	2
	Civil Servant	197
	Appointed Staff Member	105
Stationed Police	63	63
Maintenance Worker	42	42
Technician	52	52
Driver	3	3
Contracted Employee	3	3
Contract-based Personnel	24	24
Total	491	491

國立故宮博物院組織架構圖



NPM Organization Chart







典藏維護

Collection Management



典藏維護

本院典藏文物截至100年12月31日止，共達693,507件，數量眾多，且具重要歷史及藝術價值，故文物之典藏管理及安全維護，係本院重要使命之一。依故宮典藏計畫，本院持續辦理文物購藏作業，拓展本院典藏內容。同時，辦理來臺後第3次文物盤點，並將盤點結果公布於本院網站供民衆檢視，以昭信大眾。

文物盤點

自97年10月開始至100年12月31日止，書畫12,935件全數盤點完畢，器物完成47,298件，圖書文獻415,066件，總計475,299件。全部盤點工作將於101年完成。

文物抽點

為切實檢視文物典藏管理工作執行情形，本院每年分四季進行不定期抽點各類文物。100年度不定期抽點院藏器物、書畫及文獻等各類文物共1,822件。



本院周功鑫院長抽點圖書文獻類文物
NPM Director, Kungshin Chou, spot checking rare books and documents.



本院進行器物類盤點工作
NPM conducted an inventory of antiquities.

Collection Management

By December 31, 2011, the Museum has accumulated 693,507 artifacts of significant historical or artistic values and, in accordance with the NPM Collection Project, the Museum will continue to acquire and purchase artifacts to diversify its collection. Therefore, the management and security of these treasures are one of the Museum's most critical tasks. A complete inventory inspection has begun since 2008. This is the third time the Museum conducted an inspection of this scale since it relocated to Taiwan. To allow for transparency, the results have been posted on the NPM website and are available to the public.

Inventory Collection

The inventory count began on October 2008. By December 31, 2011, a total of 475,299 items have been registered, including the full inventory count of 12,935 paintings and calligraphies, 47,298 antiquities and 415,066 rare books and historical documents. The inventory count is scheduled to finish by the end of 2012.

Spot Check of Inventory

In order to closely monitor the management of the Museum's collection, spot inventory in all categories of our collection is conducted each season. This year, 1,822 items were examined, including antiquities, calligraphies, and paintings and historical documents.

100年度本院文物抽點數量統計表

季 別	日 期	單 位	數 量	總 計
第1季	3/17	圖書文獻處	1,424	1,822
第2季	4/21	器物處	35	
第2季	5/20	南院處	10	
第3季	7/29	書畫處	16	
第4季	12/27	圖書文獻處	337	

文物徵集

本院典藏政策以徵集及收購中華文物為重點，並配合南部院區作為亞洲藝術文化博物館之規劃，徵集亞洲國家重要文物及藝術品。100年度本院及南部院區文物購藏、受贈及寄存項目分別如下表：

100年度本院文物購藏及受贈一覽表

文物購藏	文物受贈
<ul style="list-style-type: none"> 購藏慶豐銀行書畫746件 購藏玉器4件 	<ul style="list-style-type: none"> 曹興誠先生捐贈漢陶豬2件。 孫超先生捐贈瓷器24件 傅狷夫先生家屬傅勵生、傅冬生先生捐贈書畫40件 葉博文先生捐贈玉器1件 香港中國文化協會有限公司捐贈舊籍425種，共10,584冊 莊靈先生捐贈舊籍1冊 鄭建弼先生捐贈舊籍2冊 曾秀雄、曾文雄昆仲捐贈畫像1幅
100年度本院購藏及受贈文物總數：購藏750件、受贈10,655件。	

100年度南部院區文物購藏及受贈一覽表

文物購藏	文物受贈
<ul style="list-style-type: none"> 韓國青瓷7件 中國青花軍持1件 東亞漆器2件 日本煎茶道器物1組 慶豐銀行陳設品33組件 	<ul style="list-style-type: none"> 韓國漆器1件
100年度南部院區購藏及受贈文物總數：購藏文物11組件、陳設品33組件，受贈1件。	

2011 Artifact Spot Check Statistics

Season	Date	Department	Number Count	Total
Season 1	Mar. 17	Department of Rare Books and Historical Documents	1,424	1,822
Season 2	Apr. 21	Department of Antiquities	35	
Season 2	May 20	Department of the Southern Branch Museum Affairs	10	
Season 3	Jul. 29	Department of Painting and Calligraphy	16	
Season 4	Dec. 27	Department of Rare Books and Historical Documents	337	

Acquisitions

The Museum primarily focuses on the acquisition and purchase of Chinese artifacts. However with the planning of the Southern Branch museum to serve as a collection for all Asian cultures and arts, the Museum has also begun to acquire other important Asian artifacts and artworks. In 2011, the Museum and its Southern Branch have made purchases, received donations, and deposited artifacts as follows:

Purchases, Donations and Deposited Items in 2011, The National Palace Museum

Purchase	Donation
<ul style="list-style-type: none"> · 746 paintings and calligraphies from Chinfon Bank · 4 jade pieces 	<ul style="list-style-type: none"> · 2 Han dynasty ceramic pigs from Mr. Cao Xingcheng · 24 porcelain items from Mr. Sun Chao · 40 paintings belonging to Mr. Fu Chuanfu, donated by Mr. Fu Lisheng and Mr. Fu Dongsheng. · 1 jade piece donated by Mr. Ye Bowen · 10,584 volumes of 425 ancient books from the Hong Kong Chinese Culture Association Ltd. · 1 ancient book donated by Mr. Zhuang Ling · 2 ancient books donated by Mr. Zheng Jianbi · 1 portrait piece donated by Zeng Hsiuhsiung and Zeng Wenhsiung brothers
Total: 750 purchases and 10,655 donations	

Purchases, Donations and Deposited Items in 2011, The NPM Southern Branch

Purchase	Donation
<ul style="list-style-type: none"> · 7 Korean celadons · 1 Chinese blue and white porcelain piece · 2 East Asian lacquerware items · 1 Japanese tea set · 33 collectibles from Chinfon Bank 	<ul style="list-style-type: none"> · 1 Korean lacquerware item
Total acquired artifacts for the Southern Branch in 2011: 11 sets of artifacts, 33 collectibles, and 1 donation	





文物展覽

Exhibitions



文物展覽

博物館展覽為教育觀眾的最佳載具，本院因藏品質量兼具，為讓觀眾對華夏文化與藝術有系統性瞭解，本院在30餘間展覽室內，依常設展及特展2種方式，陳列書畫、銅器、瓷器、玉器、漆器、雕刻、善本圖書、文獻檔案等，並搭配出版圖錄或導覽手冊，讓觀眾一覽豐饒的華夏文化。同時，本院也積極推動國內外借入及借出展覽，將故宮典藏與本土文化相融合並接軌國際，呈現博物館普世價值。

常設展覽

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

- 99年2月推出「搏泥幻化－中國陶瓷發展史」，展覽依序分成「陶與瓷」、「新石器至五代」、「宋至元」、「明」及「清」5個展示區，共計展出364組件，讓觀眾完整認識中國陶瓷發展。
- 99年5月推出「吉金耀采－中國歷代銅器展」，共計展出225件銅器，讓觀眾整體認識銅器在商周貴族生活中的功用與文化底蘊。
- 99年11月推出「敬天格物－中國歷代玉器展」，展覽分成「玉之靈」、「玉之德」、「玉之華」、「玉之巧」、「玉不琢不成器」、「玲瓏璀璨」6個單元，共計展出400餘件。「敬天格物」詮釋了中華民族玉文化之特性，也說明了中華古玉最深層的內涵。
- 本院珍藏的善本舊籍約20萬冊，其中不乏珍罕的宋、元刊本及僅存的孤本，而清代文獻檔案則有近40萬件，係記錄清代政經典章的第一手資料，本院自98年起長期展出院藏珍貴圖書與文獻檔案，讓民眾深入瞭解清代許多傳聞不斷的政治與宮廷秘辛。



清 郎世寧 萬壽長春
Felicitations for Long Life and Eternal Spring, Giuseppe Castiglione, Qing dynasty.



清 康熙 銅胎畫琺瑯花卉方盤
Square plate with floral décor, Kangxi reign, Qing dynasty.

Exhibitions

Cultural Knowledge is best conveyed through exhibitions of the museum. With a splendid collection in both quantity and quality, the Museum was able to organize several permanent and special exhibitions this year. Within more than thirty galleries, paintings, bronzes, ceramics, carvings, jades, lacquerwares, rare books, calligraphies, and historical documents were showcased. Complemented with catalogues, albums, and pamphlets, the exhibits aimed to provide viewers with a systematic understanding of Chinese culture and its rich art. The Museum also actively worked with local and international museums to facilitate mutual exchanges and to integrate its Chinese collection into local and foreign cultures, thus conveying a universal value of art and museums.

Permanent Exhibitions

Permanent exhibitions are most capable of showing the breadth and systematization of a museum. The National Palace Museum houses the imperial collection of four dynasties: the Song, Yuan, Ming, and Qing, which fully demonstrates the imperial taste as well as the beautiful and delicate artistic achievements of ancient China. The exhibits are arranging to allow viewers grasp the development of Chinese material civilization in a systematic way, thereupon according to the material of antiquities and in chronological order.

- The exhibition “The Magic of Kneaded Clay: A History of Chinese Ceramics” was launched in February 2010. The 364 artifacts were displayed in 5 sections: “Pottery and Porcelain,”

“Neolithic Age to the Five Dynasties,” “Song to Yuan Dynasties,” “Ming Dynasty,” and “Qing Dynasty,” to allow visitors to fully comprehend the development of Chinese ceramics.

- The exhibition “Rituals Cast in Brilliance: Chinese Bronzes Through the Ages” was opened in May 2010. The exhibition showcased 225 bronzes to allow viewers to appreciate the functions and cultural significance of the bronzes from the aristocracies of Shang, Zhou, Qin and Han dynasties.
- “Art in Quest of Heaven and Truth: Chinese Jades through the Ages” was opened to the public in November 2010. The exhibition displayed more than 400 artifacts into 6 subtopics: “The Spirit of Jade,” “The Virtue of Jade,” “The Blossoms of Jade,” “The Ingenuity of Jade,” “Jade without Grinding is of No Use,” and “Dazzling Gemstones.” The phrase “The quest for heaven and truth” interprets the special characteristics of Chinese jade culture and how deeply cherished this stone is in the hearts of the Chinese people.
- The Museum is home to about 200,000 ancient books, including rare and valuable block-print editions from the Song and Yuan dynasties, as well as nearly 400,000 historical documents from the Qing dynasty. These are the first-hand sources for understanding the political and economic systems of that time. Since 2009, we have begun to show different selections of these rare books and documents to the public, allowing the general audience to catch a glimpse of the workings, secrets, and mysteries of the Qing court.



宋 李嵩 花籃
Basket of Flowers, Li Song, Song dynasty.

100年度常設展一覽表

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



唐人 宮樂圖 (局部)
A Palace Concert, anonymous, Tang dynasty (detail).

2011 Permanent Exhibitions

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

年度特展

一般特展多為主題展，也是典藏單位研究成果展，能呈現策展同仁研究深度。100年度特展如下：

滿庭芳—歷代花卉名品特展(100.1.1~100.5.31)

本院所藏以花卉為主體的作品，歷代均有佳作，本展分為「一年好景」、「境由心造」、「丹青面目」和「祥瑞吉兆」4個單元展出。遴選四時花卉表現季節和時令，顯示畫家如何以巧思構景造境和運用雙鉤填彩、沒骨、白描和寫意等基本技法，讓單純的題材呈現多種面貌或時代性，並解析繪畫中的吉祥寓意，以便欣賞畫家展現的不同角度，賞析花卉繪畫特有的美感和多樣性。展覽期間，適逢臺北市舉辦「國際花卉博覽會」，恰可將生態與藝術之美，古今名花兩相映照，讓觀賞者享受並沈浸在一片花團錦簇的綺麗世界中。

龍藏—院藏大藏經特展(100.1.22~100.7.17)

本院典藏的藏傳佛教法典中，以清康熙8年(1669)清宮寫造泥金寫本《藏文龍藏經》最受矚目，內容包括秘密部、般若部、寶積部、華嚴部、諸經部及戒律部等6大部，共收經典1,057種，總集了釋迦牟尼一生所說的〈教法〉和所制的〈律典〉的藏文譯本，是《藏文大藏經》中的《甘珠爾》部。配合《龍藏經》的問世，特別策劃本展讓觀眾一睹這部「法寶明珠」的原貌。展覽分2單元，除將康熙8年泥金寫本《藏文龍藏經》的6大部及其裝幀配件一一展出外，也配合展出乾隆皇帝效法乃祖康熙皇帝所製作的泥金寫本《藏文甘珠爾經》及朱印本《滿文大藏經》，以饗觀眾。

寄情人間—香港中山圖書館捐贈善本舊籍特展(100.1.25~100.4.25)

為感謝中華救助總會、中國文化協會及中山圖書館贈書的盛情美意，本院特別於慶賀中華民國建國百年活動中推出本展，將這藏書界的盛事公諸於世。中山圖書館捐贈以清末民初出版品為主，適足說明中國近代出版事業之遞嬗情形。因此，展覽以「雕版刻印」與「新式出版」為綱，以「坊間出版」、「私人出版」與「官方出版」三目，綜述清末民初傳統雕版刻印事業的存續與衰落；並以「近代印刷術」、「新式出版品」及「古籍翻印」三目，勾勒出中國出版事業從傳統走向現代的歷程。

典藏新紀元—歷年入藏書畫精品展

(100.2.1~100.4.30)

博物館豐富的收藏，遠非一日之功。有感於社會各界熱心人士慷慨捐贈，近年來於本院書畫展區開闢專室，輪流展出受贈、寄存的新典藏。本展精選歷年接受捐贈的書畫藏品，除了向許多不存於私的捐贈者致敬外，也展示本院多年來積極徵集藏品的成果，更企望各界人士共襄盛舉，使本院成為全民共享的博物館。



清 翠玉白菜
Jadeite Cabbage with Insects,
Qing dynasty.



清 康熙8年 内府泥金寫本 藏文龍藏經
Tibetan Dragon Sutra, Handwritten in gold ink during the reign of Emperor Kangxi, 1669, Qing dynasty.



清 順治 西藏金嵌松石珊瑚壇城 順治9年達賴5世進
Mandala, Tibetan tributes by the 15th Dalai Lama in 1653, Qing dynasty.

Special Exhibitions

The special exhibitions are thematic expositions featuring the depth of our collection and the research achievements of our staff. Special exhibitions in 2011 included:

Fragrance Fills the Courtyard: Chinese Flower Paintings Through the Ages (1.1.2011-5.31.2011)

The National Palace Museum's collection of paintings include many excellent floral paintings from various dynasties. This special exhibition can be divided into four sections "Beautiful Scenes All Year Round," "Formal Expressions of the Mind," "Their Many Features in Painting," and "Auspicious Signs and Lucky Omens." These artworks demonstrate how artists used compositional arrangement and basic techniques, such as ink outlines filled with colors, "boneless" washes, fine ink lines, and freehand "sketching ideas" to transform seemingly simple subjects into a wide variety of forms. Timing this exhibition to coincide with the 2010 Taipei International Flora Exposition held by Taipei City, the National Palace Museum provided visitors with an opportunity to enjoy the wonders of genuine flowers while viewing the images captured by Chinese painters in the past. Viewers could immerse themselves in two different, yet equally beautiful worlds of floral bouquets.

The Tibetan Dragon Sutra: the Great Treasury of Buddhist Scriptures in the National Palace Museum (1.22.2011-7.17.2011)

Among all Tibetan Buddhist sutras in the National Palace Museum's collection, the *Tibetan Dragon Sutra*, hand-written in gold ink and commissioned by Emperor Kangxi of the Qing dynasty in 1669, attracts the most attention. Divided into six sections, namely, *Rgyud* (esoteric teachings), *Sher phyin* (perfection of wisdom), *Dkon brtsegs* (collected Mahāyāna sutras), *Phal chen* (flower-garland), *Mdo sna tshogs* (collected sutras), and *Vdul ba* (monastic discipline), the combined 1,057 units is a Tibetan translation of all "teachings" and "laws" by Śākyamuni himself. This is known as the *Bkav vgyur* (translation of the world) portion of the *Tibetan Tripitaka*. Also accompanying the *Tibetan Dragon Sutra* was the document, *The Tibetan Dragon Sutra: the Great Treasury of Buddhist Scriptures in the National Palace Museum*, which gave visitors a rare opportunity to witness the extraordinary manuscripts of the "Treasure of Dharma." This exhibition was divided into two sections. Along with the six divisions of the Sutra and its mounting accessories, two other

sutras were also on view: (1) the *Bkav vgyur Sutra*, hand-written in Tibetan script in gold ink, and (2) the *Tripitaka*, printed in Manchu script in vermilion pigment, commissioned by Emperor Qianlong (1711-1799), who had been a follower of his grandfather, Emperor Kangxi, all his life.

Conveying Affection to the World: Antiquarian Books Donated by the Sun Yat-Sen Library of Hong Kong (1.25.2011-4.25.2011)

As part of the Museum's celebrations for the centennial of the Republic of China, the exhibition is organized as a gesture of our appreciation to the kind generosity of the CARES, the Chinese Culture Association Limited, and the Sun Yat-Sen Library. It is believed that the presentation is to usher in a major event in the world of antiquarian book collecting. The donation from the Sun Yat-Sen Library is largely consists of publications from the late Qing and early Republican periods, which serve to demonstrate the development of the publishing enterprise in modern China. Organized around the themes of woodblock and modern printing, the tradition of Chinese woodblock printing and its decline in the late Qing and early Republican periods are addressed in the sections of commercial, private, and official publishing, while the rise of modern publishing is dealt with in the sections of modern printing technologies, modern publications, and the reproduction of antiquarian books.

A New Era for the Museum Collection: Recent Additions of Fine Painting and Calligraphy (2.1.2011-4.30.2011)

The rich collection of the museum is not something that appears overnight. In appreciation of the enthusiastic individuals from around the world who have so graciously donated to the National Palace Museum, a special painting and calligraphy gallery at the Museum was created in recent years to present these new donations in rotations. The exhibition included select paintings and calligraphies that have been donated to the Museum over the past few decades and not only paid tribute to the individuals who have so unselfishly donated, but also displayed the Museum's fine achievements in actively acquiring artworks over the years. It is hoped that all community members will continue to participate in this grand project of building a collection, to help make the National Palace Museum a museum shared by all the people.



元 黃公望 富春山居圖(無用師卷)局部
Dwelling in the Fuchun Mountains(Master Wuyong Scroll, detail), Huang Gongwang, Yuan dynasty.

天真和樂—蘇漢臣嬰戲圖雙幅

(100.4.1~100.6.27)

「嬰戲圖」是以兒時玩樂情景為題材的中國繪畫類型，為一項自宋代開始流行的重要畫題。孩童形象早見於秦漢以前的工藝藝術，以繪畫呈現的例子也可追溯到六朝。唐代逐漸出現在單一畫面中以孩童玩耍情景為主的表現，發展至宋元以後，成果斐然。此次展出〈秋庭戲嬰〉與〈冬日嬰戲〉二軸，正是此類繪畫題材的佳作。兩幅畫一寫秋景，一寫冬景，孩童都是一男一女的組合。〈秋庭戲嬰〉梳著雙髻的女童，似乎正向年幼男童說明撥動棗磨的竅門，而〈冬日嬰戲〉手持五色棋的梳髻女童，也像是護衛著手執紅線的男童，兩件作品呈現了天真童趣，手足融洽的氣氛。畫中孩童雖是稚幼神態，但一動一靜之間卻都流露著和諧安樂的情調，在講究熱鬧的嬰戲圖繪中顯得獨樹一幟。

山水合璧—黃公望與富春山居圖特展

(100.6.2~100.9.5)

〈富春山居圖〉是元代四大畫家之一黃公望(1269-1354)晚年的精心傑作，也是中國繪畫史上曠世名蹟。此圖畫風遠承五代董源、巨然，近師趙孟頫，發展以書法入畫，抒情寫意的文人畫精神，創造水墨畫新境界，並影響明清以後山水畫的創作，在中國文人畫傳統中具有承先啓後的重要價值。〈富春山居圖〉作於元順宗至正10年庚寅(1350)，時黃公望82歲，流傳至清世祖順治7年庚寅(1650)，收藏者雲起樓主人吳洪裕(問卿)臨終之際，以此卷火殉，幸經家人救出，因火毀損而分為兩段。前一段〈剩山圖〉橫51.4公分，今為浙江省博物館的重要收藏；後一段六

紙，橫636.9公分，於清高宗乾隆11年(1746)入藏內府，今為本院國寶級畫作。360餘年間，兩段原蹟不會在同一地展出，本次特展商得浙江省博物館同意出借〈剩山圖〉來臺，兩卷瑰寶得以合併展出，重現〈富春山居圖〉的原貌，觀眾可以藉此對此幅傑作有完整的認識。本次特展，分為2期，第1期除了同時展出〈富春山居圖〉剩山圖卷與無用師卷外，另規劃「黃公望的書畫珍蹟」、「富春山居圖臨仿本」、「黃公望的師承與交遊」等單元，第2期為「明清時期黃公望的影響」及「黃公望傳稱作品」等單元。

山水合璧—黃公望與富春山居圖新媒體藝術展

(100.6.10~100.9.5)

山水畫長卷成為中國文化心靈印記，黃公望的〈富春山居圖〉可謂其中的代表作。此畫作中靈遠的山水形象涵蘊了圓融自由的覺識，是素樸生命哲學的藝術體現。觀眾除了親臨感受原畫作的靈光，與其精微痕迹形象的覺知之外，本院亦另闢展區嘗試以新藝術手法延伸畫作美學及其相關文史知識，邀請當代的藝術與設計思惟介入，做另一種二次感物的創造。結合貫穿今古的時空脈絡與當代視覺經驗，將中國山水繪畫中大膽自由地打破時空限制及高度寫意情境的精神，在新的呈現語彙中，融合古典文化記憶與當下體驗，創造博物館展覽中更豐富的賞遊層次，提供觀眾更多想像的維度與審美的自由愉悅，以更開放的感知經驗漫遊山水之境與大癡神會。



Harmony and Innocence: Su Hanchen's Pair of Paintings on Children Playing (4.1.2011-6.27.2011)

“Children playing” is a joyous subject in Chinese painting that became popular in the Song dynasty. Images of children appeared in Chinese arts and crafts as early as the Qin and Han dynasties. Others have dated back to the Six Dynasties period. However, paintings focusing mainly on children playing only began to emerge in the Tang dynasty, developing later in the Song and Yuan dynasties. For this special exhibition, two masterpieces, “Children Playing in an Autumn Garden” and “Children at Play on a Winter Day,” were selected to illuminate this endearing theme in Chinese paintings. One painting was set in autumn and the other in winter, both featuring a boy and a girl. In “Children Playing in an Autumn Garden,” a boy is explaining a spinning toy game to a girl with her hair tied in two buns. In “Children at Play on a Winter Day,” the girl carrying a colored banner with her hair tied up seems to lead the boy holding the red string. Both paintings not only convey the innocence of children, they also emphasize their harmonious relationship. Despite the paintings tender age, the static and active portrayals of these two paintings express a deeper sense of peace and accord, unique in the lively illustrations of children.

Landscape Reunited: Huang Gongwang and “Dwelling in the Fuchun Mountains” (6.2.2011-9.5.2011)

“Dwelling in the Fuchun Mountains” is not only the greatest surviving masterpiece by Huang Gongwang (1269-1354), one of the Four Yuan Dynasty Masters, it is also a work highly acclaimed in the history of Chinese painting. The style of this handscroll traces back to Dong Yuan and Juran of the Five Dynasties, and more recently to Huang’s contemporary, Zhao Mengfu. It reflects the development of infusing calligraphic techniques into paintings, emphasizing the expression of ideas with freehand brushwork to create a new realm of monochrome ink painting. This painting technique heavily influenced landscape paintings of the Ming and Qing dynasties, placing crucial value on drawings from the past and inspiring future generations in Chinese painting. “Dwelling in the Fuchun Mountains” was completed around 1350, when Huang Gongwang was approximately 82 years old. Passed down through the generations until the early Qing dynasty, in 1650, it was placed in the Yunqi Hall collection of Wu Hongyu (Wenqing). On his deathbed Wu consigned this painting to the flames, but fortunately a family member saved it. The scroll nevertheless suffered damage and was separated into two sections. The first part, known as “The Remaining

Mountain,” is 51.4 centimeters long and is now an important work in the Zhejiang Provincial Museum collection. The latter section, composed of six joined pieces of papers and measuring 636.9 centimeters long, entered the Qing imperial collection in 1746 and ranks as a national treasure of the National Palace Museum. For this special exhibition, the Zhejiang Provincial Museum agreed to lend “The Remaining Mountain” to Taiwan so that these two treasures could be displayed together for the first time in 360 years. By recreating the original appearance of “Dwelling in the Fuchun Mountains,” audiences could have a deeper understanding of this important masterpiece of Chinese art. This special exhibition was divided into two rotations. The first rotation highlighted the simultaneous display of “The Remaining Mountain” and “The Wuyong Version” of “Dwelling in the Fuchun Mountains.” It also featured other works divided into the following sections: “Huang Gongwang’s Treasures of Painting and Calligraphy,” “Copies and Imitations of ‘Dwelling in the Fuchun Mountains,’” and “Huang Gongwang’s Heritage and Associations.” The second rotation was divided into the sections “Huang Gongwang’s Influence in the Ming and Qing Dynasties” and “Huang Gongwang’s Attributed Works.”

Landscape Reunited: Huang Gongwang and “Dwelling in the Fuchun Mountains” New Media Arts (6.10.2011-9.5.2011)

Landscape paintings have long been considered the heart of Chinese culture. Huang Gongwang’s “Dwelling in the Fuchun Mountains” is an example of this type of masterpiece. The spiritual and remote landscape formed in this digitalized painting contained a consciousness of freedom, an artistic expression of the philosophy behind a simple life. Visitors could not only personally feel the spirit of the original painting, they could also understand the details of its outlines and forms. The National Palace Museum opened this exhibit area in an attempt to extend the aesthetics of this painting and its related history through new media art techniques. The highly impressionistic method of fusing painting and new media together presents a classical and contemporary viewing experience. The audience is provided with an even broader space for imagination, thus giving the notion of traveling through the landscape and meeting with the “Great Fool” himself, Huang Gongwang, even more accessible. By creating a link between the past and present, as well as designing a contemporary visual experience, the Museum has broken past the boundaries of time and space in Chinese landscape painting.



宋 蘇漢臣 冬日嬰戲
Children at Play on a Winter Day, Su Hanchen, Song dynasty.

錦繡呈輝—五代繡三星圖(100.7.1~100.9.18)

刺繡為古老工藝，可喻為「錦上添花」的藝術。五代、北宋的刺繡，在唐代基礎上續作發展，〈五代繡三星圖〉堪稱此期的代表精品。本幅繡三星列坐長松下，眾女仙奏樂歌舞，人物尺寸因身份尊卑而有大小之分。背景作長松聳立，吉祥花果點綴其間，雲氣繚繞，彩色繽紛，氣象真若神仙福地，堪稱是五代的代表精品。全幅繡法自如，施針時並未拘泥於原稿圖樣，墨線底稿猶依稀可辨，針腳細密，處處展現了早期刺繡的精湛技術。

百年傳承·走出活路—中華民國外交史料特展

(100.8.8~101.2.6)

欣逢建國百年，外交部特將典藏豐碩的檔案予以爬梳整理，與本院合作策劃「百年傳承·走出活路—中華民國外交史料特展」。特展分為「歷史之鑑」、「力爭平等」、「臺灣光復」、「走出活路」與「外交傳承」等5單元，共選展88件條約、地圖與重要文件，並製作〈中華民國外交部保存之前清條約協定一覽表〉、〈中華民國歷任外交首長銜名年表〉及〈中華民國國民可以免簽證或落地簽證方式前往之國家或地〉，配合珍貴的外交檔案照片，一併展出。期許國人、外交部同仁及朝野各界，都能瞭解與珍惜中華民國外交發展上力爭自由平等的奮鬥歷程，並秉持此一優良傳承與豐富資源，為現今「活路外交」更增佳績。

精彩100·國寶總動員(100.9.23~101.1.3)

中華民國於西元1912年開國，在民主理念下，將帝王所屬收歸全民共享。民國元年先在國子監成立歷史博物館；3年，集中遼寧盛京、熱河行宮文物，成立古物陳列所；13年遜清皇室出宮，隨即點收紫禁城收藏，並於次年國慶日成立故宮博物院，開放供參觀，一個公眾博物館的展覽、研究、典藏、教育、推廣等功能於焉展開。其後，為避戰火，文物幾經精選裝箱、輾轉播遷；民國54年，以古物陳列所與歷史博物館文物為主的中央博物院，和以紫禁城文物為主的故宮博物院，在臺北外雙溪共同組成國立故宮博物院，成為舉世知名的中華文化寶庫與藝術殿堂。國立故宮博物院的發展與民國的運命緊密相繫，值此建國一百年之慶，本院特就文物之具歷史性、重要性、稀少性、藝術性、人氣性等，精選百件共呈，說明博物館文物的流傳有緒及多樣特色，並以國運永昌的祝福。



清 雕紫檀多寶格方匣
Square Treasure Box, Qing dynasty.



明 景泰 掐絲琺瑯番蓮紋盒
Round Box with Lotus Decoration, Jingtai reign,
Ming dynasty.



元 景德鎮窯 霽青單把杯、盤
Single-Handled Cup and Saucer, Yuan dynasty.

Weaving a Brocade of Beauty and Splendor: A Five Dynasties Embroidery of “The Three Star Gods” (7.1.2011-9.18.2011)

The ancient craft of embroidery can be described as the art of “adding splendor to beauty.” Embroideries of the Five Dynasties and Northern Song period developed from the influences of the earlier dynasty, the Tang dynasty. The masterpiece, “Three Star Gods,” is a representative of this amalgamation of influences. In this embroidery are three star gods seated under a pine tree with groups of immortal maidens playing music and dancing. The sizes of the figures are shown relative to their status. A tall pine tree rises in the background dotted with various auspicious flowers and fruits as well as swirling wisps of clouds. A profusion of colors creates an atmosphere that truly echoes the joyous realm of immortal beings. The embroidery technique throughout this work is spontaneous and not restricted to the pattern of the original draft since ink outlines are still barely discernible. Such finely made stitches exhibit the consummate skill of early embroidery.

A Century of Resilient Tradition: Exhibition of the Republic of China's Diplomatic Archives (8.8.2011-2.6.2012)

On the auspicious occasion of the centennial of the Republic of China, MOFA carefully sorted through its archives and, with the National Palace Museum, co-organized the exhibition, which was divided into five sections: Lessons of History, Striving for Equality, Retrocession of Taiwan, Era of Resilience, and Diplomatic Legacy. On display were 88 items, including treaties, maps, and documents, together with three charts: List of Qing Treaties and Agreements Preserved by the Ministry of Foreign Affairs of the Republic of China, List of Ministers of Foreign Affairs of the Republic of China, and Countries/Territories Granting Visa Waivers or Landing Visas to ROC Passport Holders. Rare photographs were also on display to highlight the crucial moments in history. The museum hoped this exhibition would enable people from all over Taiwan, as well as friends from abroad, to better appreciate the history of the nation's diplomatic efforts, which were made with the belief of freedom and equality. It was also hoped that, with its fine diplomatic tradition and resources, the nation would go on to make even greater achievements through its latest approach to foreign affairs: viable diplomacy.

Splendid Treasures: A Hundred Masterpieces of the National Palace Museum on Parade (9.23.2011-1.3.2012)

The overthrow of the Qing dynasty in 1911 set the stage for the formal establishment of the Republic of China in the following year. Based on the principles of democracy, the possessions acquired by the imperial family were returned to the public

to be shared by all. In the first year of the Republic, 1912, the Museum of History was established at the Directorate of Education. Two years later, objects at the temporary palaces in Shengjing and Jehol in Liaoning were gathered to form the Institute for Exhibiting Antiquities. After the abdicated imperial family left the palace in 1924, an inventory of the collection in the Forbidden City was finally conducted, paving the path for the public opening of the Palace Museum in the following year on October 10. Following the grand opening, the museum began to develop its functions as a public museum devoted to the exhibition, research, collection, education, and promotion of its holdings. However, soon after the opening, China entered a string of wars. To avoid destructing the collection, the best of the collection was crated and transported to safety several times. In 1965, the Central Museum (with its objects mostly from the Institute for Exhibiting Antiquities) and the Museum of History along with the Palace Museum (with their holdings for the most part from the Forbidden City) were brought together to form the National Palace Museum in the Taipei suburb of Waishuangxi, creating a world renown treasury of Chinese art and culture. Thus, the history of the National Palace Museum is intricately related to that of the Republic of China. On this occasion of the country's centennial celebrations, the Museum gathered and presented a special selection of a hundred objects noted for their historic significance, importance, rarity, artistry, and popularity. In doing so, the museum illustrated a continuous heritage of art and culture and displayed the artifacts' multiple facets, offering blessings for the continuous prosperity and good fortune of the nation.



明 嘉靖 剔彩漆九龍圓盤
Plate with Nine-DrAGON Motif, Jiajing reign, Ming dynasty.



路易十四肖像 凡爾賽宮暨特里亞農宮博物館藏
Portrait of Louis XIV, Musée National des Châteaux de Versailles et de Trianon.



康熙戎裝像 北京故宮博物院藏
Emperor Kangxi in Martial Attire, Collection of the Palace Museum in Beijing.

康熙大帝與太陽王路易十四—中法藝術文化的交會特展 (100.10.3~101.1.3)

為慶賀建國一百年，本院特籌劃推出本項展覽，除選展83件院藏文物外，北京故宮博物院、上海博物館與瀋陽博物院分別提供20件、10件與2組件文物參展，另外也向香港私人收藏家商借1件藏品參展。除了兩岸三地的文物外，也遠自法國的國家圖書館與12個博物館商借74組件文物參展。此外，法國外交部珍藏一封路易十四寫給康熙大帝的信函，因2010年曾展出，故此次特精心複製後共襄盛舉。在藉文物述說文明的原則下，展覽分成4大單元，第1單元開宗明義地介紹康熙大帝與太陽王路易十四的個人、家庭、重要事功等；第2單元闡述當時法國耶穌會士在兩位君王間架起的無形橋樑；第3單元重點述說經由傳教士與商旅的推介，中法兩國在文化與藝術方面的直接接觸與模仿；第4單元原則舉例詳述雙方交會後各自創發的成果。

得佳趣—乾隆皇帝的陶瓷品味

(100.11.1~101.9.30)

「得佳趣」為乾隆皇帝鑑賞璽印，其印文的意涵為從鑑賞文物中感受美好的視覺經驗與樂趣。本展覽透過有跡可循的鑑賞印記，展出本院典藏鐫刻乾隆御製詩的陶瓷，和能與陶瓷圖冊對照的作品。藉由乾隆皇帝御覽陶瓷的軌跡，瞭解他的鑑賞品味。整個展覽以乾隆皇帝的陶瓷鑑賞觀做為主軸，並且依照他御覽之際所規範出的2種不同整理方式，將展覽分2個單元。第1單元「以詩為記」，主要展出本院所藏刻詩陶瓷；第2單元「再現品味」，展出陶瓷圖冊中所畫的瓷器。



清 康熙 金胎內填瑠瑯番蓮碗
Bowl with lotus-spary décor, Kangxi reign, Qing dynasty.



新石器時代 紅山文化晚期玉勾雲形佩
Hooked Cloud-Shaped Ornament, Neolithic Age, Late Hongshan culture.



清 康熙 銅胎畫瑠瑯牡丹方壺
Square ewer with peony décor, Kangxi reign, Qing dynasty.



清 康熙 銅胎畫瑠瑯玉堂富貴瓶
Vase with floral décor symbolizing prosperity, Kangxi reign, Qing dynasty.

Emperor Kangxi and the Sun King Louis XIV: Sino-Franco Encounters in Arts and Culture (10.3.2011-1.3.2012)

This exhibition was organized to celebrate the centennial of the founding of the Republic of China. On view was a fine selection of 83 artifacts from the National Palace Museum, 33 sets of works from the Palace Museum of Beijing, the Shanghai Museum, the Shenyang Palace Museum, and a private collection in Hong Kong. Also highlighted were 74 sets of objects on loan from the Bibliothèque Nationale de France and 12 French museums. In addition, the French Ministère des Affaires Étrangères et Européennes was most generous in producing an exact replica of a letter from Louis XIV to Kangxi for this exhibition, as the original was displaced in another exposition in 2010 and could not be shown for preservation purposes. To allow the artifacts tell a story, the exhibition was grouped into four sections. The first section gave a comprehensive account of Emperor Kangxi and the Sun King Louis XIV, their achievements, and their families. The second section revealed the intangible bridge between the two monarchs that the French Jesuits engineered. The third addressed the Sino-Franco connections and mutual emulation in arts and culture, prompted by missionaries and traveling merchants. The fourth then illustrated the resulting innovations in China and France in the wake of the encounters. It was hoped that the exhibition would offer the audience an opportunity to better understand how the two monarchs had come to learn about each other and how the Sino-Franco encounters in arts and culture came about by way of French Jesuit missions between the latter half of the 17th and the early 18th centuries.

Obtaining Refined Enjoyment: The Qianlong Emperor's Taste in Ceramics (11.1.2011-30.9.2012)

This exhibition revolves around the marks of appreciation left by the Qianlong Emperor on ceramics. Displayed in particular are those pieces with his poetry now in the National Palace Museum collection, as well as those illustrated in ceramics catalogues of that time. Using these concrete traces of Qianlong's appreciation, we can better understand his taste in ceramics. This exhibition as a whole focuses on Qianlong's appreciation of ceramics based on two different types of collecting methods which he standardized consequently yielding two sections in the special exhibition. The first category is entitled "Poetry as Record," mainly presenting examples of ceramics from the Museum collection with his engraved poetry. The other section is "Taste Re-Presented," displaying porcelains illustrated in the Qianlong Emperor's albums of ceramics.

院外借展

古希臘人體之美—大英博物館珍藏展

(99.10.15~100.2.9)

在戲劇、哲學、歷史，以及醫藥科學、廣義自然科學等領域中，希臘人率先將人類心智引導至追求自我認識的方向。人體作為一件美的作品或傳達意義的媒介，其藝術上的發展驅動力量，正導源於古希臘人對生命的熱情，以及對不斷研究探討的渴望。「古希臘人體之美」所佈陳的展品，悉來自大英博物館豐富館藏。觀眾於檢視古希臘對人類性格、性別認同、社會認同的關注之外，亦將透過古希臘人的雙眼，針對人類的存在，獲得一次既富視覺魅力，亦足引人深思的體驗。

生日快樂—夏卡爾的愛與美特展

(100.2.26~100.5.29)

本展展品主要來自日本各大美術館與私人收藏，輔以法國尼斯夏卡爾美術館與夏卡爾家族的典藏，並獲得夏卡爾家族第三代的唯一繼承—夏卡爾的學生外孫女Be11a Meyer、Meret Meyer的支持

與協助。展品有42幅油畫、104幅彩色版畫，其中有一件形式相當特別的石版畫屏風。本展的最大特色，是有許多甚少公開展示、難得一見的夏卡爾畫作，以首度公開的秘藏版「生日」作為展覽核心，圍繞著夏卡爾的藝術與人生歷程，濃厚的生命熱愛與浪漫色彩，呈現夏卡爾畢生信仰與追求的愛與美，豐富並溫暖世人的心。

慕夏大展—新藝術·烏托邦

(100.6.11~100.9.12)

本展覽由本院、慕夏基金會和雙瑩文創股份有限公司共同主辦，展出來自捷克慕夏基金會的藏品，呈現跨世紀且影響全球的藝術與設計風格—「新藝術」之代表大師阿爾馮斯·慕夏178組件的作品。「新藝術」興起於19世紀末，注重生活美學，強調生活即藝術，並努力將建築、日常生活用品、家具、工藝、設計等提升到藝術的境界。慕夏除了開啓商業設計深入生活的風潮，也是百年前文創美學的先驅者，對於現今的設計風格、動漫角色設計也影響甚深。



生日 夏卡爾 日本 AOKI 藏
L'anniversaire, Marc Chagall, AOKI Holdings Inc.



慕夏 「吉絲夢妲」海報
Alphonse Mucha, Poster for Gismonda

Loan Exhibitions

The Body Beautiful in Ancient Greece

(10.15.2010-2.9.2011)

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

Celebration by Marc Chagall (2.26.2011-5.29.2011)

The Museum launched the special exhibition "Celebration by Marc Chagall," from February 26, 2011 to May 29, 2011. The 42 oil paintings and 104 woodcut paintings in this exhibit were supplemented by the Chagall Museum in Nice, France and Marc Chagall's family collection. Marc Chagall's granddaughters provided much assistance and support during this process. The prominent feature of this exhibition was the numerous Chagall paintings that have never been publically displayed before. "L'anniversaire," meaning "birthday," is a painting from a private collection that revolves around the arts and journey, passion and romantic nuances of Chagall's life. The unveiling of his faith and pursuit of love and beauty warmed the hearts of the audiences. The artworks on display in the exhibition were mainly from various world renowned Japanese art galleries and private collections, but various pieces were also supplemented by the Chagall Museum in Nice, France and the Chagall family collection. Marc Chagall's remaining third-generation successors, his twin granddaughters Bella Meyer and Meret Meyer, provided much assistance and support during this process.

Alphonse Mucha: Art Nouveau & Utopia

(6.11.2011- 9.12.2011)

The National Palace Museum, in partnership with the Mucha Foundation and City x Culture, presented a diverse array of 178 works by Alphonse Much (1860-1939), a Czech master of Art Nouveau. As an outstanding icon of this decorative trend in Europe, Mucha embodied the apogee of "Art Nouveau." With an emphasis on the aesthetics of life, not merely did Art Nouveau set a high standard for architectural designs, but it also elevated the style of everyday objects, furniture, crafts, and design in the world of arts. The extent to which Mucha introduced commercial design into everyday life pushed the realm of cultural and aesthetics innovation. His distinctive techniques have exerted a great influence of character development in anime nowadays.



學術研究

Academic Research

手機請關機與震動
禁止飲食及拍照錄音及錄影





學術研究

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

國際研討會

本院舉辦者

- 本院於文會堂舉辦「山水合璧－黃公望與富春山居圖特展」專題講座會，會中由本院何傳馨處長主講「明清時期黃公望繪畫的影響」、傅申教授主講「黃公望九珠峰翠」、浙江省博物館王小紅女士主講「關於富春山居圖原貌的思索」、浙江大學客座研究員樓秋華先生主講「富春山居圖臨仿本」、本院書畫處前處長王耀庭先生主講「後黃公望風格」。(100.7.14)
- 為慶祝中華民國建國百年，並配合本院舉行之「精彩一百·國寶總動員特展」，本院於文會堂舉辦「與故宮有約－建國百年故宮回顧與前瞻」座談會，由本院周功鑫院長主持，由各處處長與主管討論故宮百年來在博物館典藏、研究、展覽規劃、文物登錄、文物保存、教育推廣、數位發展、文創行銷以及近年來在兩岸與國際交流之發展，並探討未來在新時代的展望。(100.10.6)

- 本院於文會堂舉辦「兩岸故宮第3屆學術研討會－17、18世紀(1662-1722)中西文化交流」。為配合「康熙大帝與太陽王路易十四－中法藝術文化的交會特展」，與北京故宮博物院合辦本研討會。3天研討會共有3篇專題演講、26篇論文發表；其中臺灣地區10篇、大陸地區11篇、歐美8篇。除邀請臺灣地區各學術文化單位學者出席外，並開放社會各界人士參與。(100.11.15~17)
- 本院於文會堂舉辦「大故宮計畫可行性評估及先期規劃評析」國際座談會，會中由「大故宮計畫可行性評估及先期規劃報告案」負責人劉培森建築師進行簡報，並邀請阿布達比羅浮宮博物館法國總規劃Mr. Jean-Francois Bodin、美國公共建築美學大師Mr. Curtis Fentress、大埃及博物館計畫主持人Mr. Shih-fu Peng擔任評論人，並分由國內知名建築師姚仁喜建築師、簡學義建築師及蘇重威建築師擔任與談人，藉由諮詢美、英、法大型博物館擴建或整建之專業團隊、建築設計師等，瞭解國外先進博物館之軟、硬體整體規劃及設計理念，以作為「大故宮計畫」各階段之推動參考。(100.12.1)

「與故宮有約－建國百年故宮回顧與前瞻」座談會一覽表

日期	講題	主講人	
10/6	國立故宮博物院肩負的時代使命	本院周功鑫院長	
	文物典藏、研究與展覽規劃	器物典藏、研究與展覽	本院器物處／蔡玫芬處長
		書畫典藏、研究與展覽	本院書畫處／何傳馨處長
		圖書文獻典藏、研究與展覽	本院圖書文獻處／李天鳴處長
	登錄保存	故宮文物ID	本院登錄保存處／嵇若昕處長
		永續發展的博物館文保事業	本院登錄保存處／岩素芬副處長
	教育推廣、數位發展	教育推廣	本院教育展資處／林慧嫻副處長
		數位發展	本院教育展資處／林國平處長
	文創行銷	文創發展與市場行銷	本院文創行銷處／蘇文憲處長
	兩岸與國際交流	近三年來國立故宮博物院推動兩岸與國際交流	本院馮明珠副院長

Academic Research

To raise its academic research standard, the Museum invited domestic and international experts and scholars for lectures, organized seminars and conferences, and has taken part in academic and cultural exchanges, thereby advancing academic studies and broadening our research horizon.

International Conference

Conference hosted by the Museum

- On July 14, 2011, the NPM organized “Landscape Reunited: Huang Gongwang and ‘Dwelling in the Fuchun Mountains’ Lecture Series” in the Wenhuitang Auditorium. Speakers include Chief Curator Ho Chuanhsing presenting “Influence of Huang Gongwang paintings in the Ming and Qing dynasties,” Professor Fu Shen presenting “Huang Gongwang’s Nine Pearly Peaks in Green,” Ms. Wang Xiaohong from Zhejiang Provincial Museum presenting “The Original Appearance of the Fuchun Mountains,” Mr. Lou Qiuhua from Zhejiang Provincial Museum presenting “Imitation Piece of the Fuchun Mountains,” and Mr. Wang Yaoting, former Chief Curator of the Department of Painting and Calligraphy, presenting “Huang Gongwang’s Style.”
- On October 6, 2011, to celebrate the centennial of the founding of the Republic of China, the NPM organized “Splendid Treasures: A Hundred Masterpieces of the National Palace Museum on Parade Special Exhibition.” Coordinating with this special occasion, Director Kungshin Chou hosted a conference called “The Past and Future of the National Palace Museum.” Each department’s Director-general was invited to discuss the development of the Museum in its collection, research, exhibition planning, antiquities recordings, antiquities preservation, educational promotion, multimedia development, creative and cultural marketing, the recent years’ cross-strait and international exchanges, as well as the future outlook of the Museum.

- From November 15 to 17, 2011, the Museum held “The 3rd Academic Symposium Organized by the Palace Museum across the Strait: Sino-Western Cultural Exchange in the 17th and 18th Centuries (1622-1722)” international conference in the Wenhuitang Auditorium. To coincide with “Emperor Kangxi and the Sun King Louis XIV: Sino-Franco Encounters in Arts and Culture Special Exhibition,” the NPM co-organized a conference with the Beijing Palace Museum. The three-day conference consisted of 3 lectures and 26 publish papers (10 of which were from Taiwan, 11 from Mainland China, and 8 from Europe). In addition to inviting the Taiwanese cultural institutions and scholars, this conference was open to public for everyone to attend.
- On December 1, 2011, the Museum organized the “Grand Palace Museum Expansion Plan Feasibility Assessment and Early Planning Conference” in the Wenhuitang Auditorium and invited internationally renowned architects from around the world, including the designer of the Abu Dhabi Louvre Museum Mr. Jean-François Bodin, US architect Mr. Curtis Fentress, and Egyptian Museum project leader Mr. Shih-fu Peng, to serve as a commentator. The “National Palace Museum Expansion Plan Feasibility Assessment and Early Planning Project” project leader, Ricky Liu, was in charge of the briefing. Other locally renowned architects include Kris Yao, Yi Jian-shue, and Chung-wei Su, who acted as advisors by offering consultation regarding the large-scale US, British, and French museum expansions, professional teams, architects, etc. Understanding the overall planning and design of other museum’s hardware and software concepts provided a reference for the “Grand Palace Museum Expansion Plan” project.

“The Past and Future of the National Palace Museum” Conference

Date	Subject	Speaker
Oct. 6	NPM Shouldering the Burden of Time	Kungshin Chou Director, NPM
	Antiquities Collection, Research, and Exhibition Planning	Tsai Meifen / Chief Curator, Department of Antiquities, NPM
	Paintings and Calligraphies Collection, Research, and Exhibition	Ho Chuanhsing / Chief Curator, Department of Painting and Calligraphy, NPM
	Rare Books and Historical Documents Collection, Research, and Exhibition	Li Tienming / Chief Curator, Department of Rare Books and Historical Documents, NPM
	Registration and Conservation	Ji Rouxi / Chief Curator, Department of Registration and Conservation, NPM
	Sustainable Development for Museum’s Antiquities Conservation	Yan Sufen / Deputy Chief Curator, Department of Registration and Conservation, NPM
	Educational Promotion, Multimedia Development	Lin Huixian / Deputy Chief Curator, Department of Education, Exhibition and Information Service, NPM
	Multimedia Development	Lin Guoping / Chief Curator, Department of Education, Exhibition and Information Service, NPM
	Cultural Creativity and Marketing	Su Wenxian / Chief Curator, Department of Cultural Creativity and Marketing, NPM
	Cross-Strait And International Exchanges	Fung Mingchu / Deputy Director, NPM

「兩岸故宮第3屆學術研討會－17、18世紀（1662-1722）中西文化交流」一覽表

日期	內 容
11/15	<p>專題演講：法國路易十四時期中國風尚的興起與發展</p> <p>引言人：鄭欣淼院長（北京故宮博物院）</p> <p>主講人：周功鑫院長（國立故宮博物院）</p>
	<p>第1場：康熙帝與太陽王路易十四時期－通論</p> <p>主持人：武斌院長（瀋陽故宮博物院）</p>
	<p>論文發表</p> <p>論文：康熙－千年一帝</p> <p>發表人：閻崇年教授（北京社會科學院研究員）</p> <p>與談人：莊吉發教授（國立故宮博物院前研究員）</p>
	<p>論文：康熙萬壽盛典獻物中與書畫相關問題之研究</p> <p>發表人：陳葆真教授（國立臺灣大學藝術史研究所）</p> <p>與談人：賴惠敏教授（中央研究院近代史研究所研究員）</p>
	<p>論文：康熙帝、路易十四、彼得大帝與中歐宮廷文化的交流</p> <p>發表人：趙中男教授（北京故宮博物院科研處編審）</p> <p>與談人：劉潞女士（國家清史編委會圖錄組組長）</p>
	<p>第2場：康熙帝與太陽王路易十四的藝術品味（一）</p> <p>主持人：張臨生館長（震旦藝術博物館）</p>
	<p>論文發表</p> <p>論文：康熙時期宮廷內歐洲裝飾藝術的引進、複製與改變</p> <p>發表人：畢梅雪教授（法國巴黎高等研究實踐學院學務長）</p> <p>與談人：柯蘭教授（法國遠東學院臺北中心主任）</p>
	<p>論文：法國傳教士所記載的康熙玻璃工作坊</p> <p>發表人：庫爾提斯教授（獨立學者）</p> <p>與談人：韓琦教授（中國科學院自然科學史研究所研究員）</p>
	<p>論文：康熙帝時法國使節帶來的里摩居畫珐瑯</p> <p>發表人：Véronique Notin (Director, Musée des Beaux-Arts de Limoges, Palais de l'Evêche)</p> <p>與談人：蔡玫芬處長（國立故宮博物院器物處）</p>
	<p>第3場：康熙帝與太陽王路易十四的藝術品味（二）</p> <p>主持人：林柏亭教授（國立故宮博物院前副院長）</p>
	<p>論文發表</p> <p>論文：康熙朝宮廷繪畫三題－舉臺北故宮藏畫為例</p> <p>發表人：王耀庭教授（國立故宮博物院書畫處前處長）</p> <p>與談人：何傳馨處長（國立故宮博物院書畫處）</p>
	<p>論文：社會功能與製作機制－康熙皇帝與路易十四「御容」之比較</p> <p>發表人：劉輝女士（北京故宮博物院故宮出版社副總編輯）</p> <p>與談人：王正華教授（中央研究院近代史研究所副研究員）</p>
	<p>論文：路易十四之子－梅恩公爵對中國的熱愛</p> <p>發表人：蒙曦教授（法國國家圖書館東方手稿部中文處主任）</p> <p>與談人：劉巧楯博士（國立臺灣大學歷史學系副教授）</p>

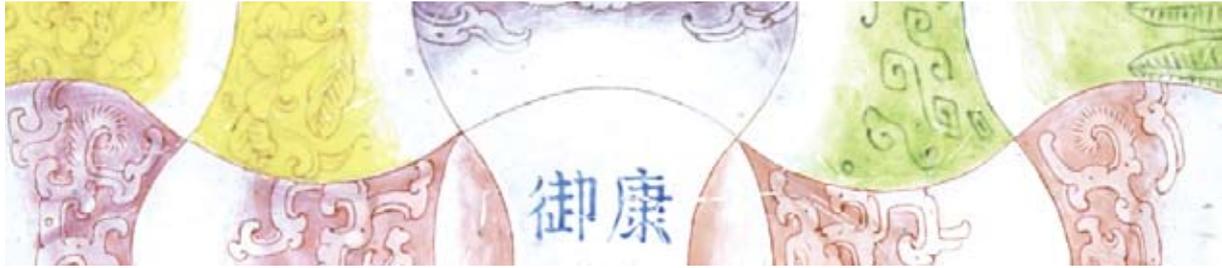
The 3rd Academic Symposium Organized by the Palace Museum across the Strait: Sino-Western Cultural Exchange in the 17th and 18th Centuries (1662-1722)

Date	Contents
Nov. 15	<p>Keynote Speech: The Rise and Development of Chinese Style during the Reign of Louis XIV Moderator: Zheng Xinmiao (Director, Palace Museum in Beijing) Speaker: Kungshin Chou (Director, National Palace Museum)</p> <p>Session 1: Emperor Kangxi and the Sun King Louis XIV— General Introduction Moderator: Wu Bin (Director, Shenyang Palace Museum)</p> <p>Published Papers</p> <p>Thesis: Kangxi-Greatest Emperor in a Thousand Years Author: Prof. Yan Chongnian (Researcher, Beijing Academy of Social Sciences) Discussant: Prof. Chuang Chifa (Former Researcher, National Palace Museum)</p> <p>Thesis: The Significance of Chinese Painting and Calligraphy Used as Gifts for Emperor Kangxi's Sixtieth Birthday Author: Prof. Chen Paochen (Graduate Institute of Art History, National Taiwan University) Discussant: Prof. Lai Huimin (Researcher, Institute of Modern History, Academia Sinica)</p> <p>Thesis: The Royal Court Cultural Exchange in the Era of Emperor Kangxi, Louis XIV, and Peter the Great Author: Prof. Zhao Zhongnan (Palace Museum in Beijing) Discussant: Ms. Liu Lu (National Committee for the Compilation of Qing History)</p> <p>Session 2: Artistic Tastes of Emperor Kangxi and King Louis XIV (I) Moderator: Chang Linsheng (Director, Aurora Art Museum)</p> <p>Published Papers</p> <p>Thesis: Notes on European Decorative Arts at the Chinese Court during the Kangxi Reign: Importations, Copies and Adaptations Author: Prof. Michele Pirazzoli-t'Serstevens (Ecole Pratique des Hautes Etudes E.P.H.E.) Discussant: Prof. Paola Calanca (Director, Taipei Center, French School of Asian Studies)</p> <p>Thesis: French Missionary Records for the Kangxi Emperor's Glass Workshop Author: Prof. Emily Byrne Curtis (Independent Scholar) Discussant: Prof. Han Qi (Researcher, Institute for the History of Natural Science, Chinese Academy of Sciences)</p> <p>Thesis: Les émaux peints ambassadeurs de Limoges à la cour de l'empereur Kangxi Author: Véronique Notin (Director, Musée des Beaux-Arts de Limoges, Palais de l'Évêché) Discussant: Tsai Mei-fen (Chief Curator, Department of Antiquities, National Palace Museum)</p> <p>Session 3: Artistic Tastes of Emperor Kangxi and King Louis XIV (II) Moderator: Professor Lin Poting (Former Deputy Director, National Palace Museum)</p> <p>Published Papers</p> <p>Thesis: Imperial Paintings during the Kangxi's Reign in the National Palace Museum Author: Prof. Wang Yaoting (Former Researcher, Department of Painting and Calligraphy, National Palace Museum) Discussant: Ho Chuanhsing (Chief Curator, Department of Painting and Calligraphy, National Palace Museum)</p> <p>Thesis: Comparison between Kangxi Emperor's and Louis XIV's "Imperial Portrait" Author: Ms. Liu Hui (The Forbidden City Publishing House) Discussant: Prof. Wang Chenghua (Associate Researcher, Institute of Modern History, Academia Sinica)</p> <p>Thesis: Le duc du Maine et sa passion pour la Chine Author: Professor Nathalie Monnet (Department of Manuscripts, Bibliothèque nationale de France) Discussant: Dr. Liu Chiao-mei (Associate Professor, Department of History, National Taiwan University)</p>



「兩岸故宮第3屆學術研討會－17、18世紀(1622-1722)中西文化交流」國際學術研討會會場

The 3rd Academic Symposium Organized by the Palace Museum across the Strait: Sino-Western Cultural Exchange in the 17th and 18th Centuries (1622-1722) international conference.



日期	內 容
11/16	<p>專題演講：白晉與昂菲特利號的第一次旅程 引言人：張臨生館長（震旦藝術博物館） 主講人：戴浩石教授（法國吉美博物館主任研究員）</p> <p>第4場：傳教士與中西文化交流（一） 主持人：陳克倫副館長（上海博物館）</p> <p>論文發表 論文：互動與對話－從康熙年間的滿文史料探討中西文化交流 發表人：莊吉發教授（國立故宮博物院前研究員） 與談人：閻崇年教授（北京社會科學院研究員）</p> <p>論文：郎世寧與瓷器 發表人：余佩瑾博士（國立故宮博物院器物處） 與談人：陳克倫副館長（上海博物館）</p> <p>論文：康熙與路易十四時代的工藝美術交流互動－以清宮畫珐瑯為例 發表人：施靜菲博士（國立臺灣大學藝術史研究所副教授） 與談人：嵇若昕處長（國立故宮博物院登錄保存處）</p> <p>第5場：傳教士與中西文化交流（二） 主持人：馮爾康教授（南開大學歷史學院）</p> <p>論文發表 論文：武英殿總監造赫世亨－「禮儀之爭」事件中的一位內務府人物 發表人：陳國棟教授（中央研究院歷史語言研究所研究員） 與談人：徐光台教授（國立清華大學通識教育中心）</p> <p>論文：從南懷仁到馬國賢－關於康熙宮廷西洋版畫之演變 發表人：劉潞女士（國家清史編委會圖錄組組長） 與談人：馬雅貞教授</p> <p>論文：南巡、傳教士和外交－兼論康熙對禮儀之爭和教廷特使多羅來華的反應 發表人：韓琦教授（中國科學院自然科學史研究所研究員） 與談人：古偉瀛教授（國立臺灣大學歷史學系）</p> <p>第6場：傳教士與中西文化交流（三） 主持人：古偉瀛教授（國立臺灣大學歷史學系）</p> <p>論文發表 論文：白晉、萊布尼茲以及東西方巴黎、北京與柏林之間的學院 發表人：柯蘭霓教授（德國明斯特大學應用神學院） 與談人：古偉瀛教授（國立臺灣大學歷史學系）</p> <p>論文：傳教士在法國流傳的康熙皇帝相關訊息（17世紀末至18世紀初） 發表人：藍莉教授（法國社會科學院高等研究院研究員） 與談人：陳方中博士（輔仁大學歷史學系副教授）</p>



Date	Contents
Nov. 16	<p>Keynote Speech: Joachim Bouvet et le Premier Voyage de l'Amphitrite Moderator: Chang Linsheng Speaker: Professor Jean-Paul Desroches (Musée Guimet)</p> <p>Session 4: Missionaries and Sino-Western Cultural Exchange (I) Moderator: Chen Kelun (Deputy Director, Shanghai Museum)</p> <p>Published Papers</p> <p>Thesis: Investigating Sino-Western Cultural Exchange through the Manchu Materials during the Reign of Kangxi Author: Prof. Chuang Chifa (Former Research, National Palace Museum) Discussant: Prof. Yan Chongnian (Researcher, Beijing Academy of Social Sciences)</p> <p>Thesis: Castiglione and Porcelains Author: Dr. Yu Peichin (Deputy Chief Curator, Department of Antiquities, National Palace Museum) Discussant: Chen Kelun (Deputy Director, Shanghai Museum)</p> <p>Thesis: The Cultural Exchanges between China and Europe: the Case of Painted Enamelware in the Qing Court Author: Dr. Shih Chingfei (Associate Professor, Graduate Institute of Art History, National Taiwan University) Discussant: Chi Johsin (Chief Curator, Department of Registration and Conservation, National Palace Museum)</p> <p>Session 5: Missionaries and Sino-Western Cultural Exchange (II) Moderator: Prof. Feng Erkang (Department of History, Nankai University)</p> <p>Published Papers</p> <p>Thesis: Heshihen, Superintendent of the Wuyindian Workshops: a "Rites Controversy" Figure of the Department of Imperial Household Author: Prof. Chen Kuotung (Researcher, Institute of History and Philology, Academia Sinica) Discussant: Prof. Hsu Kuang-tai (Center for General Education, National Tsing Hua University)</p> <p>Thesis: Development of Engraving Techniques in Kangxi Dynasty: from Ferdinand Verbiest to Matteo Ripa Author: Ms. Liu Lu (National Committee for the Compilation of Qing History) Discussant: Prof. Ma Yachen (Institute of History, National Tsing Hua University)</p> <p>Thesis: The Southern Tours, Missionaries and Diplomacy: Kangxi Emperor's Reactions towards the Chinese Rites Controversy and de Tournon's Legation in China Author: Prof. Han Qi (Researcher, Institute for the History of Natural Science, Chinese Academy of Sciences) Discussant: Prof. Gu Weiyong (Department of History, National Taiwan University)</p> <p>Session 6: Missionaries and Sino-Western Cultural Exchange (III) Moderator: Prof. Gu Weiyong (Department of History, National Taiwan University)</p> <p>Published Papers</p> <p>Thesis: Joachim Bouvet, Gottfried Wilhelm Leibniz, and Academies in East and West Between Paris, Peking, and Berlin Author: Prof. Claudia von Collani (Katholisch-Theologische Fakultät, University of Muenster) Discussant: Prof. Gu Weiyong (Department of History, National Taiwan University)</p> <p>Thesis: par les missionnaires (fin 17e siècle-début 18e siècle) Author: Prof. Isabelle Landry-Deron (Researcher, CECMC, EHESS) Discussant: Dr. Chen Fang-chung (Associate Professor, Department of History, Fu Jen Catholic University)</p>



日期	內 容
11/17	<p>專題演講：康熙皇帝與中西文化交流 引言人：馮爾康教授（南開大學歷史學院） 主講人：陳捷先教授（國立臺灣大學名譽教授）</p> <p>第7場：中西科學交流（一） 主持人：劉廣定教授（國立臺灣大學化學系）</p> <p>論文發表 論文：折射光－笛卡爾與惠更斯光學元素在康熙宮廷內的引介 發表人：安國風教授（荷蘭國家公眾健康與環境研究院研究員） 與談人：徐光台教授（國立清華大學通識教育中心）</p> <p>論文：論清代滿漢蒙文《時憲書》的編纂始末 發表人：春花女士（北京故宮博物院圖書館善本組研究館員） 與談人：林士鉉博士（國立故宮博物院圖書文獻處助理研究員）</p> <p>論文：神威四域－康熙朝歐式火砲的鑄造與應用 發表人：周維強博士（國立故宮博物院圖書文獻處助理研究員） 與談人：黃一農教授（清華大學歷史研究所）</p> <p>第8場：中西科學交流（二） 主持人：閻崇年教授（北京社會科學院研究員）</p> <p>論文發表 論文：乾隆朝「萬壽慶典圖」卷上的西洋建築 發表人：任萬平教授（北京故宮博物院古器物部副主任） 與談人：林莉娜女士（國立故宮博物院書畫處副研究員）</p> <p>論文：清初湯若望案始末 發表人：郭美蘭女士（中國第一歷史檔案館副研究館員） 與談人：查時傑教授（中原大學宗教研究所）</p> <p>論文：康熙時期西洋醫學在清宮中傳播問題的再考察 發表人：關雪玲女士（北京故宮博物院宮廷部研究館員） 與談人：張嘉鳳女士（國立臺灣大學歷史學系副教授）</p> <p>第9場：中西科學交流（三） 主持人：馮明珠副院長（國立故宮博物院）</p> <p>論文發表 論文：跨越時空的傳遞－記康熙時期傳教士與全國總圖的測繪 發表人：李孝聰教授（北京大學歷史系） 與談人：林天人博士（國立故宮博物院圖書文獻處研究員）</p> <p>論文：知識、想像與文流－兩懷仁《坤輿全圖》之動物圖像研究 發表人：賴毓芝博士（中央研究院近代史研究所助理研究員） 與談人：李紀祥教授（佛光大學人文學院院長）</p> <p>論文：康熙帝、傳教士、經緯度測量與地圖測繪 發表人：章宏偉所長（北京故宮博物院故宮學研究所） 與談人：李孝聰教授（北京大學歷史系）</p>



Date	Contents
Nov. 17	<p>Keynote Speech: Emperor Kangxi and the Cultural Exchanges between China and the West Moderator: Prof. Feng Erkang (Department of History, Nankai University) Speaker: Chen Chieh-hsien (Emeritus Professor, National Taiwan University)</p> <p>Session 7: Scientific Exchange (I) Moderator: Prof. Liu Kwang-ting (Chemistry Department, National Taiwan University)</p> <p>Published Papers</p> <p>Thesis: Refracted Light: Elements of Descartes' and Huygens' Optics Introduced at the Kangxi Court Author: Prof. Peter Engelfriet (Researcher, National Institute for Public Health and the Environment, Netherlands) Discussant: Prof. Hsu Kuangtai (Center for General Education, National Tsing Hua University)</p> <p>Thesis: The Story Behind the Compilation of Shi Xian Calendar or Shi Xian Book in Qing Dynasty in Chinese, Manchurian and Mongolian Ms. Chun Hua (Researcher, Palace Museum in Beijing) Discussant: Dr. Lin Shihhsuan (Assistant Curator, Department of Rare Books and Documents, National Palace Museum)</p> <p>Thesis: Gunpowder Empire: the European Artillery and Military Operations during the Kangxi Reign Dr. Zhou Wei-qiang (Assistant Curator, Department of Rare Books and Documents, National Palace Museum) Discussant: Prof. Huang Yi-long (Institute of History, National Tsing Hua University)</p> <p>Session 8: Scientific Exchange (II) Moderator: Prof. Yan Chongnian (Researcher, Beijing Academy of Social Sciences)</p> <p>Published Papers</p> <p>Thesis: Western Style Architectures on Two Birthday Ceremony Paintings of the Qianlong Reign Author: Prof. Ren Wanping (Palace Museum) Discussant: Ms. Lin Lina (Associate Curator, Department of Painting and Calligraphy, National Palace Museum)</p> <p>Thesis: The Cause and Effect of Tang Ruowang's Case in Early Qing Dynasty Author: Ms. Guo Meilan (First Historic Archives of China) Discussant: Prof. Cha Shihchieh (Chung Yuan Christian University)</p> <p>Thesis: A Further Research on the Spreading of the Western Medicine into the Qing Court during the Reign of Kangxi Emperor Author: Ms. Guan Xueling (Palace Museum in Beijing) Discussant: Dr. Chang Chia-feng (Associate Professor, Department of History, National Taiwan University)</p> <p>Session 9: Scientific Exchange (III) Moderator: Fung Ming-chu (Deputy Director, National Palace Museum)</p> <p>Published Papers</p> <p>Thesis: Deliver across Time and Space: Record the Jesuits with Mapping of the General Map in the Emperor Kangxi Era Author: Prof. Li Xiaocong (Department of History, Beijing University) Discussant: Dr. Lin Tienjen (Researcher, Department of Rare Books and Historical Documents, National Palace Museum)</p> <p>Thesis: Knowledge, Imagination, and Exchange: A Study of Animal Images in Ferdinand Verbiest's Complete Map of the World Author: Dr. Lai Yuchih (Assistant Research Fellow, Institute of Modern History, Academia Sinica) Discussant: Prof. Lee Chi-hsiang (Dean of the College of Humanities, Fo Guang University)</p> <p>Thesis: Emperor Kangxi, Missionary, Longitude & Latitude Surveying and Mapping Author: Zhang Hongwei (Director, Institute of Gugong Studies of the Palace Museum in Beijing) Discussant: Prof. Li Xiaocong (Department of History, Beijing University)</p>

「大故宮計畫可行性評估及先期規劃評析」國際座談會一覽表

日期	內 容
12/1	致詞 國立故宮博物院周功鑫院長 國立故宮博物院指導委員會林百里召集人
	大故宮計畫可行性評估及先期規劃報告 報告人：劉培森建築師事務所 劉培森建築師
	大故宮計畫可行性評估及先期規劃評析 評論人：阿布達比羅浮宮博物館法國總規劃／Mr. Jean-François Bodin 與談人：大元建築及設計事務所 姚仁喜建築師
	大故宮計畫可行性評估及先期規劃評析 評論人：美國公共建築美學大師／Mr. Curtis Fentress 與談人：竹間聯合建築師事務所 簡學義建築師
	大故宮計畫可行性評估及先期規劃評析 評論人：大埃及博物館計畫主持人／Mr. Shih-fu, Peng 與談人：潘冀聯合建築師事務所 蘇重威建築師

同仁參與院外者

100年度本院同仁參與院外國際學術研討會共計28場。

100年度本院同仁參與院外國際學術研討會一覽表

項次	日期	姓名/職稱	主辦單位/研討會	發表/評論論文
1	1/2	陳桂雲 編審	浙江紹興/ 2011年海峽兩岸春節傳統節日文化高峰論壇	發表「清宮的年貨大街」
2	2/12	何傳馨 處長	香港藝術館/ 明月清風系列講座	發表「明清之際黃公望繪畫影響」
3	4/9-10	周維強 助理研究員	南港：中央研究院科學史委員會/ 第9屆科學史研討會	發表「師夷長技：清代子母礮之制度及其應用」
4	5/17	馮明珠 副院長	蘇格蘭巴勒珍藏館與格拉斯哥博物館/ 西方攝影師眼中的中國	發表「解讀『約翰·湯姆遜眼中的中國』」（因故未能出席，論文委請格拉斯哥博物館研究人員鍾瑜平教授代為宣讀）
5	5/26	陳維新 助理研究員	國立清華大學/ 東亞的書院與科舉學術研討會	發表「乾隆時期廣西鄉試科舉舞弊案簡述」
6	6/4-6	陳桂雲 編審	江蘇蘇州/ 第7屆蘇州吳地端午民俗文化節暨2011年蘇州海峽兩岸「端午文化」高峰論壇	發表「清院本《十二月令圖》中的重五競渡」
7	6/24	李玉珉 副處長	The International Association of Buddhist Studies/ The XVIth Congress of the International Association of Buddhist Studies	發表「A Regional Study of Maitreya Iconography in the Northern Dynasties Period」
8	6/25	李玉珉 副處長	中央研究院歷史語言研究所/ 中國圖像文化史的流變－以魏晉與唐宋變革為中心	評論「林聖智，〈四川綿陽平陽府君闕研究〉：李裕群，〈吐魯番吐峪溝石窟的新發現〉」
9	6/25-26	陳韻如 助理研究員	中央研究院歷史語言研究所/ 中國圖像文化史的流變－以魏晉與唐宋變革為中心	發表「8至11世紀的花鳥畫變革」

Grand Palace Museum Expansion Plan Feasibility Assessment and Early Planning Conference

Date	Content
Dec. 1	Opening Remarks Kungshin Chou, Director, NPM Barry Lam, The NPM's Chairman of Advisory Committee
	Grand Palace Museum Expansion Plan Feasibility Assessment and Early Planning Conference Speaker: Ricky Liu & Associates Architects + Planners, Ricky Liu
	National Palace Museum Expansion Plan Feasibility Assessment and Early Planning Commentator: Louvre Abu Dhabi Museum French project leader Mr. Jean-François Bodin Discussant: Artech Inc., Kris Yao architect
	National Palace Museum Expansion Plan Feasibility Assessment and Early Planning Commentator: US architect and public building designer Mr. Curtis Fentress Discussant: Chien Architects and Associates, Yi Jian-shue architect
	National Palace Museum Expansion Plan Feasibility Assessment and Early Planning Commentator: Egyptian Museum project leader Mr. Shih-fu, Peng Discussant: J.J.Pan and Partners, Architects and Planners, Chungwei Su architect

NPM Attendance in International Conferences

In 2011, NPM Colleagues attended 28 international conferences.

2011 List of NPM Participation in International Conferences

No.	Date	Name / Title	Organizers / Conference	Author / Published Paper
1	Jan. 2	Chen Guiyun, Executive Officer	Shaoxing, Zhejiang Province/ 2011 Cross-strait Traditional Festivals for Spring Festival Cultural Forum	Published "Chinese New Year's Street Festival in Qing Dynasty"
2	Feb. 12	Ho Chuanhsing, Chief Curator	The Hong Kong Museum of Art/ "Bright Moon and Light Breeze" Lecture Series	Published "The influence of Huang Gongwang's Paintings during Qing and Ming Dynasties"
3	Apr. 9-10	Zhou Weiqiang, Assistant Curator	Academia Sinica/ 3rd Technology Conference	Published "Learning from the Westerners: Qing Dynasty Large and Small Cannon, the System, and it's Application"
4	May 17	Fung Mingchu, Deputy Director	The Burrell Collection and The Glasgow Museum/ China Through the Eyes of Western Photographers	Published "Interpretation: 'China Through the Eyes of John Thompson' (Paper commissioned by Professor Zhong Yuping, who is from the Glasgow Museum)"
5	May 26	Chen Weixin, Assistant Curator	National Tsing Hua University/ East Asian College and Imperial Examination Academic Conference	Published "Guangxi Provincial Examination Division's Fraud Case in Emperor Qianlong Dynasty"
6	Jun. 4-6	Chen Guiyun, Executive Officer	Suzhou, Jiangsu Province/ The 7th Session of 2011 Suzhou Dragon Boat Festival, Suzhou Cross-Strait Dragon Boat Festival Culture Forum	Published "May 5th of Dragon Boat Race from the 'Twelve Months Diagram' in Qing Dynasty"
7	Jun. 24	Li Yumin, Deputy Chief Curator	The International Association of Buddhist Studies/ The XVIth Congress of the International Association of Buddhist Studies	Published "A Regional Study of Maitreya Iconography in the Northern Dynasties Period"
8	Jun. 25	Li Yumin, Deputy Chief Curator	The Institute of History and Philology, Academia Sinica/ "The Flow and Change of Chinese Images and Cultural History Based on Wei, Jin, Tang, and Song Dynasties" Workshop	Commented: "Lin Shengzhi, Sichuan Pingyang Imperial Palace Research" and "Li Yuqun, Discovery Mud Houses in Caves at Tulufan"
9	Jun. 25-26	Chen Yunru, Assistant Curator	The Institute of History and Philology, Academia Sinica / "The Flow and Change of Chinese Images and Cultural History Based on Wei, Jin, Tang, and Song Dynasties" Workshop	Published "Changes in the 8th to 11th Century Flower and Bird Paintings"

項次	日期	姓名/職稱	主辦單位/研討會	發表/評論論文
10	6/25-26	賴依縵 助理研究員	中央研究院歷史語言研究所/ 「中國圖像文化史的流變—以魏晉與唐宋變革為中心」工作坊	發表「中國中世到近世的佛教密宗圖像之變」
11	8/8	盧雪燕 副研究員	中國地方志指導小組/ 方志文獻國際學術研討會	發表「故宮博物院收藏方志特色」（由彭慰女士代為宣讀）
12	8/17-22	胡進杉 編纂	寧夏大學西夏學研究院/ 第2屆西夏學國際學術論壇	發表「西夏文《七功德譚》與《佛說止息賊難經》譯註」
13	8/18-22	張志光 助理研究員	敦煌研究院、甘肅省文物局、國家古代壁畫保護技術工程研究中心/ 「2011敦煌論壇：文化遺產與數位化」研討會	發表「大量器物數位圖像之生產、管理與應用實務探究—以國立故宮博物院器物數位典藏計畫為例」
14	8/21	馮明珠 副院長	四川博物院/ 邊茶·藏馬·茶馬互市—傳承茶馬文化論壇	發表「川茶與印茶交鋒—從一張19世紀末藏南邊域古輿圖說起」
15	8/22-25	蔡慶良 助理研究員	中國社會科學院考古研究所安陽工作站/ 未來十年殷墟考古發掘與研究學術討論會	發表「安陽花園莊M54出土玉器風格研究」
16	9/26	游國慶 副研究員	國立臺灣藝術大學/ 「2011兩岸漢字藝術節—兩岸當代書法」學術研討會	發表「漢字書法本質內涵的新呈現—從漢字文化節與藝術節的活動說起」
17	10/15	游國慶 副研究員	安陽中國文字博物館/ 第3屆中國文字發展論壇	發表「漢字書法的本質內涵與科技新呈現」
18	10/19-22	周維強 助理研究員	曼谷：太平洋鄰里協會年會	發表「資料庫與氣候變遷史：國立故宮博物院清代文獻資料庫中所見清季東南沿海的風災及其破壞」
19	10/28	游國慶 副研究員	杭州西泠印社/ 第3屆孤山證印西泠印社國際印學峰會	發表「清代皇家寶璽與古篆」
20	10/21-22	賴依縵 助理研究員	國立臺北藝術大學/ 「從南亞到臺灣」國際學術研討會	發表「The Sculptures Excavated from the Anguo Monastery, Xi'an, China—an Eighth-century Mandala」
21	10/23-24	鄭邦彥 助理研究員	「國際博物館協會-國際博物館學委員會」2011年年會	發表「From Dialogue To Understanding: A Case Study Of The Taiwanese Gay And Lesbian Exhibition Curating」
22	10/27-28	賴依縵 助理研究員	韓國「真覺文化傳承院開館紀念國際學術大會」	發表「Scriptures and Images: Sarva-tathagata-tattva-samgraha-nama-mahayana-sutra and the Ninth-century Vajradhatu Mandala Excavated from the Famen Monastery, Xi'an, China」
23	11/10-11	周維強 助理研究員	中央研究院科學史委員會、義守大學通識教育中心主辦/ 2011海峽兩岸科學與工藝遺產研討會	發表「北京古觀象臺儀器被劫壁還記」
24	11/24-25	蔡玫芬 處長	中央研究院/ 「2011明清研究前瞻」國際研討會	發表「康熙時期官用陶瓷的管理、發展與影響」
25	11/26-27	余佩瑾 副處長	新北市立鶯歌陶瓷博物館/ 「青韻流動：東亞青瓷」國際學術研討會	發表「雍乾仿官的問題」
26	12/15-16	余佩瑾 副處長	國立臺灣大學/ 「宮廷與地方：乾隆時期之視覺文化」國際學術研討會	發表「乾隆皇帝與「宋朝」官窯鑑賞」
27	12/17	陳桂雲 編審	南亞技術學院通識教育中心、中國文化大學中國文學系、中國口傳文學學會主辦/ 2011海峽兩岸民俗暨民間文學學術研討會	評論：「王益章，〈赫哲族薩滿舞「跳鹿神」(溫吉尼)綜論〉」
28	12/20-21	鄧淑蘋 研究員	良渚論壇理事會、中華玉文化中心、中國考古學會/ 「中國古代玉器與傳統文化」學術研討會	發表「從玉琮、玉龜甲、神祖面紋初探史前上層交流網」

No.	Date	Name / Title	Organizers / Conference	Author / Published Paper
10	Jun. 25-26	Lai Iman, Assistant Curator	The Institute of History and Philology, Academia Sinica/ "The Flow and Change of Chinese Images and Cultural History Based on Wei, Jin, Tang, and Song Dynasties" Workshop	Published "Changes of the Buddhist Tantric Images from A to B"
11	Aug. 8	Lu Xueyan, Associate Curator	Local Chinese Guidance Group/ Records and Documents International Conference	Published "Records of NPM Collection" (Read by Ms. Peng Wei)
12	Aug. 17-22	Hu Jinshan, Executive Officer	Ningxia University/2nd Western Xia Dynasty International Research Conference	Published "Western Xia Dynasty 'Saptaganapariradanakatha' and 'Taisho Tripitaka' Annotation"
13	Aug. 18-22	Zhang Zhiguang, Assistant Curator	Dunhuang Research Institute, Gansu Province Bureau of Cultural Relics, National Ancient Fresco Preservation Technology and Engineering Research Center/ "2011 Dunhuang Forums: Cultural Heritage and Digitalization" Conference	Published "Large Scale Digital Imaging Production of Antiquities, Management, and Practical Application : National Palace Museum Digital Archives Project as Example"
14	Aug. 21	Fung Mingchu, Deputy Director	Sichuan Museum/Tea, Horse, Tea and Horse Trade: Transition of Tea and Horse Culture Discussion	Published "Sichuan Tea and Indian Tea Clash: From a 19th Century Southern Map"
15	Aug. 22-25	Cai Qingliang, Assistant Curator	Chinese Academy of Social Sciences Institute of Archaeology, Anyang Workstation/ Next 10 years of Yin Lu Archaeological Excavations and Research Discussion	Published "Anyang Garden Village M54 Style Jade"
16	Sep. 26	You Guoqing, Associate Curator	National Taiwan University of Art/ 2011 Cross-strait Chinese Character Arts Festival – Contemporary Calligraphy" Academic Conference	Published "New Renderings of Chinese Calligraphy: Starting from Chinese Characters Culture and Art Festival"
17	Oct. 15	You Guoqing, Associate Curator	National Museum of Writing/ 3rd Chinese Character Development Forum	Published "The Essence of Chinese Calligraphy and New Technology Rendering"
18	Oct. 19-22	Zhou Weiqiang, Assistant Curator	Virtual Museum and Cultural Property for the 2011 Pacific Neighborhood Consortium in Bangkok	Published "Database and History of Climate Change: Discovery of Hurricane and Destruction of Southeastern Coast of Qing Dynasty in NPM Qing Dynasty Literature Database"
19	Oct. 28	You Guoqing, Associate Curator	Hangzhou Xiling Seal Society/ Third Session of Gu Shan Xiling Society of Seal Arts National Imprinting Summit	Published "Qing Dynasty Emperor Royal Signet and Ancient Seal"
20	Oct. 21-22	Lai Iman, Assistant Curator	Taipei National University of the Arts/ "From Southern Asia to Taiwan" International Conference	Published "The Sculptures Excavated from the Anguo Monastery, Xi'an, China-an Eighth-century Mandala"
21	Oct. 23-24	Zheng Bangyan, Assistant Curator	The International Council of Museums, the Committee for the International Committee for Museology, ICOM -ICOFOM 2011	Published "From Dialogue To Understanding: A Case Study Of The Taiwanese Gay And Lesbian Exhibition Curating"
22	Oct. 27-28	Lai Iman, Assistant Curator	Korea "Opening of the Commemoration of Zhen Jue Inheritance Culture at International Academic Conference"	Published "Scriptures and Images: Sarva- tathagata-tattva- samgraha- nama- mahayana- sutra and the Ninth-century Vajradhatu Mandala Excavated from the Famen Monastery, Xi'an, China"
23	Nov. 10-11	Zhou Weiqiang, Assistant Curator	Academia Sinica and I-Shou University/ 2011 Cross Strait Science and Technology Conference	Published "Robbed and Returned: Beijing Ancient Observatory Instruments"
24	Nov. 24-25	Tsai Meifen, Chief Curator	Academia Sinica/ "2011 Prospects of Ming-Qing Studies" International Conference	Published "Management, Development, and Influences of Official Ceramics in Kangxi Period"
25	Nov. 26-27	Yu Peichin, Deputy Chief Curator	New Taipei City Yingge Ceramics Museum/ "Ambient Green Flow: East Asian Celadon" International Academic Conference	Published "Exploration of Imitation Guan Ware from Emperor Yong Chen and Emperor Qianlong Dynasties"
26	Dec. 15-16	Yu Peichin, Deputy Chief Curator	National Taiwan University/ "Visual Culture in the Era of Emperor Qianlong" International Academic Conference	Published "Qianlong Emperor and Song Dynasty Appreciation of Kiln"
27	Dec. 17	Chen Guiyun, Executive Officer	Taoyuan Innovation Institute of Technology, Chinese Culture University and Chinese Oral Literature Association/2011 Cross-Straight Folklore and Folk Literature Conference	Commentator: Wang Yizhang, "Hezhe Ritual Dance 'Deer God' (Wen-Ji-ni) Comprehensive Theory"
28	Dec. 20-21	Teng Shup'ing	The Liangzhu Forum Council, Chinese jade culture, Chinese archeology meeting/"Ancient Chinese Jade and Traditional Culture" Academic Conference	Published "Analyzing the Social Interaction from Jade Cong, Jade Tortoise shells, and Godhead Patterns"

學術交流

- 本院劉芳如科長與陳慧霞科長押運「文藝紹興－南宋的藝術與文化」特展借展文物赴北京，並參訪北京故宮博物院、首都博物館等。(100.1.5~100.1.10)
- 本院賴依縵助理研究員執行國科會計畫，前往印度加爾各達印度博物館等地進行考察研究。(100.1.13~100.1.24)
- 接待南京博物院胡衛民先生，並安排日常工作事項觀摩。(100.2)
- 本院賴依縵助理研究員執行國科會計畫，前往印尼雅加達國家博物館等地進行考察研究。(100.4.18~100.4.27)
- 本院鄧淑蘋研究員與蔡慶良助理研究員赴陝西洽談101年「赫赫宗周－西周藝術文化特展」借展事宜。(100.4.18 ~100.4.22)
- 本院馮明珠副院長率何傳馨處長、邱士華助理研究員、許兆宏助理研究員等人赴北京參加「山水合璧－黃公望與富春山居圖特展」大陸特展新聞通氣會及借展品點交押運工作。(100.5.17~100.5.20)
- 本院蔡玫芬處長執行國科會計畫前往河北省考察考古發掘成果。(100.5.28~100.6.10)
- 英國蘇富比拍賣公司Regina Krahl女士等一行2人，特別參觀南宋官窯青瓷，並作學術研討。
- 本院余佩瑾副處長執行國科會計畫，前往考察日本博物館。(100.6.27~100.7.2)
- 本院陳韻如副研究員執行國科會計畫，前往日本考察博物館。(100.7.17~100.7.22)
- 成陽基金會贊助邀請北京社科院研究員趙永暉（揚之水女士）來院，發表「遼代金銀器中的漢風」、「明代金銀首飾的樣式與名稱」，並特別提件參觀。(100.7.26~100.8.1)
- 本院劉芳如科長獲香港利榮森紀念交流計畫獎助，赴北京故宮進行為期5個月的學術交流，針對北京故宮展覽籌劃、書畫保存與修復及文物數位化系統發展進行研究與學術研習。(100.8.1~100.12.31)
- 本院楊若苓助理研究員赴葡萄牙參加第16屆國際博物館學會轄下文物保存維護委員會（ICOM-CC）會議。(100.9.15~100.9.26)
- 本院余佩瑾副處長執行國科會計畫，前往北京故宮博物院收集資料。(100.10.7~100.10.11)
- 邀請大都會博物館名譽館長屈志仁先生來院交流與座談，並配合「精彩一百·國寶總動員」特展，演講「我心目中的故宮十大國寶」。(100.10.10~100.10.14)
- 本院馮明珠副院長與蔡玫芬處長於北京洽談婦好墓文物借展事宜。(100.10.31~100.11.2)
- 本院許兆宏助理研究員赴大陸考察書畫裝裱材料。(100.11.11~100.11.20)
- 本院林燕雪技佐參加行政院文化建設委員會文化資產總管理處籌備處主辦之織品文物保存維護工作坊。(100.11.25)
- 本院黃蘭茵助理研究員赴倫敦參加東方陶瓷學會舉辦之Dr. Uta Lauer講座活動，並特別參觀研究大英博物館藏黑釉瓷器。(100.12.6)



本院何傳馨處長於「山水合璧－黃公望與富春山居圖特展」專題講座會致詞
NPM Chief Curator, Ho Chuansheng, delivered a speech at the "Landscape Reunited: Huang Gongwang and 'Dwelling in the Fuchun Mountains'" special exhibition lecture



「大故宮計畫可行性評估及先期規劃評析」國際座談會會場（左圖）

“Grand Palace Museum Expansion Plan Feasibility Assessment and Early Plans Analysis” international conference.(left)

本院蔡玫芬處長於「精彩一百·國寶總動員」會場講演（右圖）

NPM Chief Curator, Tsai Meifen spoke at the “Splendid Treasures: A Hundred Masterpiece of the National Palace Museum on Parade” lecture.(right)

Academic Exchange

- NPM’s Section Chief Liu Fangru and Chen Huixia supervised the transportation of antiquities to Beijing, China for the “Dynastic Renaissance: Art and Culture of the Southern Song” special exhibition and visited the Beijing Palace Museum and the Capital Museum (January 5 to 10, 2011).
- NPM’s Assistant Curator Lai Iman carried out research in India’s Calcutta Indian Museum and other places for the National Science Council (January 13 to 24, 2011).
- Received Mr. Hu Weiming from the Nanjing Museum and made arrangements for him to observe the day-to-day matters (February 2011).
- NPM’s Assistant Curator Lai Iman carried out the research in Jakarta National Museum and other places for the National Science Council Project (April 18 to 27, 2011).
- NPM’s Researcher Teng Shup’ing and Assistant Curator Cai Qingliang went to Shanxi to discuss the borrowing items for 2012 exhibition (April 18 to 22, 2011).
- NPM’s Deputy Director Fung Mingchu, Chief Curator Ho Chuanhsing, Assistant Curator Qiu Shihua, and Assistant Curator Xu Zhaohong attended the special exhibition press conference for Beijing’s “Landscape Reunited: Huang Gongwang’s ‘Dwelling in the Fuchun Mountains’” and supervised the borrowing of item (May 17 to 20, 2011).
- NPM’s Chief Curator Tsai Meifen carried out the research in Hebei Province to study archaeological excavation results for the National Science Council (May 28 to June 10, 2011).
- Regina Krahl and two others from United Kingdom’s Sotheby Auction Company visited the NPM to examine the Southern Song Dynasty Guan ware and conduct academic study.
- NPM’s Deputy Chief Curator Yu Peichin carried out research in Japan for the National Science Council Project (June 27 to July 2, 2011).
- NPM’s Associate Curator Chen Yunru carried out research in Japan for the National Science Council Project (July 17 to 22, 2011).
- Mai Foundation assisted in inviting the Beijing Academy of Social Sciences researcher Zhao Yonghui (Ms. Yangzhishui) to the NPM to publish “The Han Style in Liao Dynasty Gold and Silver,” “Ming Dynasty Gold and Silver Jewelry Styles and Names” and offered special visit to view artifacts (July 26 to August 1, 2011).
- NPM’s Section Chief Liu Fangru participated in a 5-month academic exchange program at the Beijing Forbidden City through the Hong Kong Lee Jungsen Memorial Exchange Program Grants. She carried out research and studies regarding the Beijing Forbidden City exhibitions, painting and calligraphy preservation and conservation, and digitalization progress (August 1 to December 31, 2011).
- NPM’s Assistant Curator Yang Ruoling participated in the International Council of Museums Committee for Conservation’s 16th International Association of Museums in Portugal (September 15 to 26, 2011).
- NPM’s Deputy Chief Curator Yu Peichin carried out research in Beijing Palace Museum for the National Science Council Project (October 7 to 11, 2011).
- NPM invited the Honorary Director of the Metropolitan Museum of Art Mr. James CY Watt for discussions and exchanges. Coincidentally set during the time of “Splendid Treasure: A Hundred Masterpieces of the National Palace Museum on Parade” special exhibition, Mr. Watt presented a lecture on “The Top Ten National Treasures in my Heart” (October 10 to 14, 2011).
- NPM’s Deputy Director Fung Mingchu and Chief Curator Tsai Meifen visited Beijing to discuss the Fu Hao Tomb loan exhibition matters (October 31 to November 2, 2011).
- NPM’s Assistant Curator Xu Zhaohong visited China to study calligraphy and the materials necessary to mount paintings (November 11 to 20, 2011).
- NPM’s Assistant Technical Specialist Lin Yanxue attended a cultural fabric preservation maintenance workshop organized by Council for Cultural Affairs Headquarters Administration of Cultural Heritage (November 25, 2011).
- NPM’s Assistant Curator Huang Lanyin attended the Dr. Uta Lauer lecture organized by Oriental Ceramic Society in London and studied the British Museum’s black glaze porcelain (December 6, 2011).

國科會計畫

- 國立故宮博物院印度佛教文物研究II/III，李玉珉。
- 張勝溫梵像卷研究，李玉珉。
- 維摩與天女：從〈宋人維摩圖〉論維摩形象於宋元以後的新發展，陳韻如。
- 清國史館「傳包」文獻類別暨清國史館「傳稿」與《大清國史人物列傳》、《清史稿·列傳》比較研究，馮明珠。
- 宋金戰爭期間宋朝的軍隊，李天鳴。
- 故宮明清輿圖類文獻數位典藏子計畫，盧雪燕。
- 皇輿搜覽－尋訪清宮流散歷史輿圖連結數位計畫，林天人。
- 探索南宋時期所用的瓷器，蔡玫芬。
- 匠作之外－從唐英〈陶成紀事碑〉來看清雍正官窯的燒造，余佩瑾。
- 世德永昌－清高宗乾隆皇帝典藏畫珐瑯和洋彩的意義，余佩瑾。
- 收藏印記－從御製詩看乾隆皇帝典藏的古代名窯，余佩瑾。
- 國立故宮博物院藏夏時期至六朝玉器研究，鄧淑蘋。
- 唐中葉密教造像藝術－以西安出土石彫群中心，賴依縵。
- 清宮寶石玉石藏品之顯微拉曼光譜鑑定分析暨玉石次生變化研究，陳東和。
- 數位典藏與數位學習國家型科技計畫－子計畫：文物X光三維電腦斷層掃描影像紀錄，陳東和。
- 國立故宮博物院人才培育與形象推廣計畫 I，徐孝德。
- 東亞文化意象之形塑(二)－第11至18世紀間中日韓三地的藝文互動項下的子計畫(居士意象之確立與衍生：11至16世紀中日繪畫裡的維摩詰形象與化身)，陳韻如。
- 10至11世紀花鳥畫史的再考察，陳韻如。
- 國立故宮博物院藏唐本毘沙門天王研究，賴依縵。

專題演講

本院100年度院內、外專題演講共57場次：

100年度院內、外專題演講一覽表

項次	日期	講者及講題
1	1/28	本院馮副院長於本院主講「母儀天下－孝莊太皇太后與《龍藏經》的製作兼介『院藏《大藏經》展覽』」。
2	2/12	本院馮副院長應國立歷史博物館邀請，主講「正史與傳說中的孝莊太皇太后」。
3	2/19	本院林士鉉助理研究員應國立歷史博物館邀請，主講「努爾哈齊與皇太極－談滿文的創製與大清開國」。
4	3/22	本院林國平處長應真理大學資訊管理學系邀請，主講「古往今來－資訊科技於文物典藏和行銷之應用」。
5	3/29	本院林國平處長應輔仁大學博物館學研究所邀請，於「2011博物館觀眾研究實務工作坊」主講「瞬息萬變時代下的博物館觀眾研究、社交媒體－博物館觀眾研究的新平台以及觀眾研究在科工館大螢幕電影院選片之應用等」。
6	3/29	本院周維強助理研究員應淡江大學歷史學系邀請，主講「北京古觀象臺天文儀器遭劫壁還記」。
7	4/1	北京大學董珊副教授蒞本院主講「陝西周公廟出土西周龜甲卜辭及相關問題」。
8	4/2	本院馮明珠副院長應國立歷史博物館邀請，主講「奉天承運，皇帝詔曰－清代詔令歷史文書中蘊含的故事」。
9	4/7	本院馮明珠副院長應中研院歷史語言研究所邀請，參加「中國歷代人物傳記資料庫(CBDB)暨唐宋元明清史研究」工作坊，主講「《大清國史人物列傳及史館檔傳包、傳稿全文影像資料庫》介紹」。
10	4/8	本院林國平處長應「展示科技聯誼會」邀請，於「展示科技應用知識分享研討會－從博覽會到博物館－展示科技創造台灣文創新藍海」研討活動中，主講「展示科技應用於博物館展示之種類及趨勢」。
11	4/25	本院林國平處長為「全球科技高峰論壇」之與會國外科技領袖蒞院參訪，主講「E-Culture is not Just Digitizing: the Experience of National Palace Museum」。
12	4/26	本院周功鑫院長應行政院國家科學委員會邀請，於「全球科技高峰論壇」研討會主講「國立故宮博物院與文創產業」。
13	5/7	本院鄧淑蘋研究員應典藏藝術家家庭邀請，主講「玉的質地、製作及其他」。

NSC Projects

- Lee Yumin, A Study on the NPM's Collection of Indian Buddhist Artifacts (II and III).
- Lee Yumin, A Study on Zhang Shengwen's "Handscroll of Buddhist Images."
- Chen Yunru, "Vimalakirti Debating the Scriptures": The Evolution of the Image of Vimalakirti since Song and Yuan.
- Fung Mingchu, The Comparative Study on the Biographical Packets and Drafts from the Archives of Qing Dynasty's Historiography Institute, the State Biography of Historical Figures of the Qing Dynasty, and the "Zhuan" (Biography of Notable Figures) in the Draft History of the Qing Dynasty.
- Li Tienming, Song's Army during the Song-Jin War.
- Lu Xueyan, NPM Ming and Qing Dynasty Maps and Documents Digital Archives Project.
- Lin Tienren, The Digital Project of Locating the Lost Imperial Historical Maps of the Qing Dynasty.
- Tsai Meifen, Investigating the Porcelains in Southern Song.
- Yu Peichin, Beyond the Craftsmanship: From Tang Ying's "On the Completion of the Porcelain" to the Porcelain Making in Royal Kilns (Guan Ware) during the Qing Emperor Yongzheng's Reign.
- Yu Peichin, The Meaning of the Painted Enamels and Decorative Porcelains Collected by Qing Emperor Qianlong.
- Yu Peichin, Imprints on Collections – Viewing Emperor Qianlong's Famous Ancient Kilns Through Imperial Poem Collections.
- Teng Shup'ing, A Study on the Xia Jade and Six-Dynasty Jade Collection of the National Palace Museum.
- Lai Iman, Esoteric Buddhist Remains in Late Eighth-century China.
- Chen Tungho, Investigation of Gems of the National Palace Museum by Micro-Raman Spectroscopy and Study of Secondary Alteration of Jades.
- Chen Tungho, Taiwan e-Learning and Digital Archives Program, Sub-program: X-ray CT Imaging of Relics.
- Shu Xiaode, The Talent training and Image Marketing Project of the National Palace Museum (I).
- Chen Yunru, Shaping the Cultural Images of East Asia: the Cultural Interaction between China, Japan and Korea from the 11th to the 18th Century (Project 9, The Establishment and Derivations of Layman Buddhist Imagery: Forms and Incarnation of Vimalakirti in Chinese and Painting of the 11th to 16th Centuries).
- Chen Yunru, The History of Bird-and-Flower paintings during 10th to 11th Century.
- Lai Iman, National Palace Museum Research of Tang Dynasty Tibetan Vaisravana.

Keynote Speeches and Lectures

57 speeches and lectures were given in 2011.

Speeches and Lectures in 2011

No.	Date	Speaker, Subject and Place
1	Jan. 28	NPM's Deputy Director Fung Mingchu, Governing the World – Empress Dowager Xiao Zhuang and "Dragon Tripitaka" Production and the Museum's Collection of "Dragon Tripitaka" Exhibition, at NPM.
2	Feb. 12	NPM's Deputy Director Fung Mingchu, Official History and the Legends of Empress Dowager Xiao Zhuang, at National Museum of History.
3	Feb. 19	NPM's Assistant Curator Lin Shihhusan, Nurhaci and Hong Taiji: Creation of the Manchu Qing Dynasty, at National Museum of History.
4	Mar. 22	NPM's Director-general Lin Guoping, From Past to Present: Application of Information Technology to Antiquities Collection and Marketing, at Department of Information Management, at Aletheia University.
5	Mar. 29	NPM's Director-general Lin Guoping, Rapidly Changing Era of Museum Visitor Research, Social Media: New Platform for Museum Visitor and Selecting Film for Science and Industry Museum's Big-Screen Movie Theater Visitor Research, at Fu Jen Catholic University Institute of Museum Studies's 2011 Museum Visitor Research Workshop.
6	Mar. 29	NPM's Assistant Curator Zhou Weiqiang, Robbed and Return: Beijing Ancient Observatory Instrument, at Department of History, Tamkang University.
7	Apr. 1	Associate Prof. Dong Shan of Peking University, Unearthing Western Zhou Dynasty Turtle Shell Inscriptions at Shaanxi Province Zhougong Temple and Related Problems, at NPM.
8	Apr. 2	NPM's Deputy Director Fung Mingchu, Mandate from Heaven: Emperor's Order – Qing Dynasty Historical Documents and Decree, at National Museum of History
9	Apr. 7	NPM's Deputy Director Fung Mingchu, 'Qing Dynasty Historical Figure, Message Transfers, and Image Database' Introduction, at Academia Sinica Institute of History and Philology's China Biographical Database. (CBDB) and the Song, Yuan, Ming, Qing Dynasty Historical Research.
10	Apr. 8	NPM's Director-general Lin Guoping, Demonstrating the Types and Trends of Technology in Museums, at Infinity Touch Association's Demonstrating the Application of Technology Workshop: From the Expo to the Museum to Display Creative and Innovative Technology
11	Apr. 25	NPM's Director-general Lin Guoping, E-Culture is not Just Digitizing: the Experience of National Palace Museum, at National Science Council's Global Science Leaders Forum and Foreign Science and Technology Leaders Visit to Museum.
12	Apr. 26	NPM's Director Kungshin Chou, National Palace Museum and the Cultural and Creative Industries, at National Science Council's Global Science Leaders Forum.
13	May 7	NPM's Researcher Teng Shup'ing, Jade Texture, Production, and Others, at Art & Collection Group.

項次	日期	講者及講題
14	5/8	本院林國平處長應「華山精彩數位故宮－動漫故宮」特展邀請，主講「讓文物動起來」。
15	5/13	本院朱惠良處長應北京市首都博物館邀請，主講「故宮博物院教育推廣之創新模式與數位化教育媒材之發展」。
16	5/14	本院鄧淑蘋研究員應典藏藝術家家庭邀請，主講「中國新石器時代至隋唐的玉器文化I」。
17	5/18	本院童文娥助理研究員應博物館協會518國際博物館日活動邀請，主講「古畫中的兒童天地」。
18	5/18	本院譚怡令助理研究員應博物館協會518國際博物館日活動邀請，主講「花卉之美－自然與繪畫的結合」。
19	5/18	本院陳韻如助理研究員應博物館協會518國際博物館日活動邀請，主講「山水合璧－黃公望與富春山居圖」。
20	5/21	本院鄧淑蘋研究員應典藏藝術家家庭邀請，主講「中國新石器時代至隋唐的玉器文化II」。
21	5/28	本院鄧淑蘋研究員應典藏藝術家家庭邀請，主講「中國新石器時代至隋唐的玉器文化III兼談18世紀前的中亞、西亞東歐、南亞玉器」。
22	5/30	本院李玉珉副處長應國立台灣師範大學美術系邀請，主講「敦煌藝術」。
23	6/4	本院蔡慶良助理研究員應典藏藝術家家庭邀請，主講「紋飾的魔術－新石器至商周玉器」。
24	6/5	本院朱惠良處長應紐約華美協進社邀請，主講「故宮的前世今生」。
25	6/11	本院蔡慶良助理研究員應典藏藝術家家庭邀請，主講「紋飾的魔術－戰國至漢代玉器」。
26	6/15	邀請河南省文物局外事處陳彥堂處長蒞院主講「漢朝銘袖陶的起源與發展」。
27	6/25	本院張麗端副研究員應典藏藝術家家庭邀請，主講「五代至清朝的玉器文化I」。
28	6/25	本院許文美助理研究員於本院文創產業發展研習第3屆課程主講「繪畫欣賞－明清」。
29	6/25	本院邱士華助理研究員於本院文創產業發展研習第3屆課程主講「宋元山水畫」。
30	6/27	國立臺南藝術大學博物館學及古物維護研究所周寶中教授來院主講「文物材質分析的相關問題」。
31	7/2	本院張麗端副研究員應典藏藝術家家庭邀請，主講「五代至清朝的玉器文化II」。
32	7/12	本院馮副院長應臺北市政府捷運局邀請，主講「山水合璧－黃公望與富春山居圖特展」。
33	7/27	邀請中國社會院文學研究所研究員揚之水(趙永暉)教授蒞院主講「遼代金銀器漢風」。
34	7/29	邀請中國社會院文學研究所研究員揚之水(趙永暉)教授蒞院主講「明代金銀首飾的樣式與名稱」。
35	7/30	本院邱士華助理研究員應資策會邀請，於本院圖書文獻館善本閱覽室主講「夢想黃公望」。
36	8/7	本院馮明珠副院長應輔仁大學博物館學研究所邀請，參加「2011博物館領袖營」，主講「未雨綢繆·防之未然－國立故宮博物院風險管理決策與案例」。
37	8/16	本院周功鑫院長應新興資訊科技會議邀請，於「駐紐約台北文化中心」主講「國立故宮博物院歷史與珍藏」。
38	8/18	本院邱士華助理研究員應大法官研習班邀請，於本院圖書文獻館繕本室主講「夢想黃公望」。
39	8/19	本院周功鑫院長應新興資訊科技會議邀請，於「哈佛大學」研討會主講「國立故宮博物院與文化創意產業」。
40	9/17	本院馮明珠副院長應中國國家清史編纂委員會邀請，參加「辛亥革命百年紀念暨第14屆國際清史學術研討會」，主講「涓滴成洪流－清宮國民革命史料彙編出版經緯」。
41	9/29	本院周功鑫院長於本院主講「法國路易十四時期中國風尚的興起與發展」。
42	9/30	本院周維強助理研究員應淡江大學歷史學系邀請，主講「博物館產業的發展與現況－以東京地區博物館美術館互動裝置為例」。
43	09/30	本院周維強助理研究員應淡江大學歷史學系邀請，主講「清嘉慶朝天津綠營水師的成立」。
44	10/16	本院蔡玫芬處長應典藏古美術邀請，主講「精彩100·國寶總動員」。
45	10/23	本院蔡慶良助理研究員應典藏古美術邀請，主講「玉辟邪」。
46	10/24	本院林慧嫻副處長應臺北市政府教育局邀請，主講「創新服務V.S.教育行銷」。
47	10/27	本院林國平處長於本院所舉辦之「數往知來：數位典藏100年度推廣工作坊」中，主講「古藝術科技新體驗－談新媒體藝術於古典藝術之應用」。
48	10/30	本院余佩瑾副處長應典藏古美術邀請，主講「汝窯溫碗」。
49	11/2	本院周功鑫院長應遠見雜誌華人企業領袖高峰會邀請，主講「文化與整合的力量」。
50	11/6	本院余佩瑾副處長應英國東方陶瓷學會邀請，主講「Porcelain with cImperial poems by Empesus Qianlong」。
51	11/19	本院林處長國平參與「博物館電腦網路協會2011年會」，於Creating a Better Learning Experience場次中，主講「NPM Interactive Kiosks for Chinese Painting and Calligraphic Works」。
52	11/22	本院陳韻如副研究員應國立臺灣大學藝術史研究所邀請，主講「東亞的花鳥畫」。

No.	Date	Speaker, Subject and Place
14	May 8	NPM's Director-general Lin Gouping, Adding Spice to Antiquities, at Huashan NPM Digital: NPM Animation' Special Exhibition.
15	May 13	NPM's Director-general Zhu Huiliang, NPM Education Promotion, Innovative Models, and Multimedia Development, at Beijing Capital Museum.
16	May 14	NPM's Researcher Teng Shup'ing, Jade Culture from the Neolithic Period to the Sui and Tang Dynasties (I), at Art & Collection Group.
17	May 18	NPM's Assistant Curator Tong Wene, Ancient Paintings of Toddlers, at Museum Association for 518 International Museum Day.
18	May 18	NPM's Assistant Curator Tan Yiling, The Beauty of Flowers: Nature and Painting Combined, at Museum Association for 518 International Museum Day.
19	May 18	NPM's Assistant Curator Chen Yunru, Landscape Reunited: Huang Gongwang's 'Dwelling in the Fuchun Mountains' Painting," at Museum Association for 518 International Museum Day.
20	May 21	NPM's Researcher Teng Shup'ing, Jade Culture from the Neolithic Period to the Sui and Tang Dynasties (II), at Art & Collection Group.
21	May 28	NPM's Researcher Teng Shup'ing, Jade Culture from the Neolithic Period to the Sui and Tang Dynasties (III), and the Jade in the 18th Century of Central Asia, Western Asia, Eastern Europe, and Southern Asia, at Art & Collection Group.
22	May 30	NPM's Deputy Chief Curator Li Yumin, Dunhuang Art , at Department of Fine Arts, National Taiwan Normal University.
23	Jun. 4	NPM's Assistant Curator Cai Qingliang, The Magic of Ornamentation: Neolithic Age to the Shang and Zhou Dynasty, at Art & Collection Group.
24	Jun. 5	NPM's Director-general Zhu Huiliang, Past and Present NPM, at New York China Institute.
25	Jun. 11	NPM's Assistant Curator Cai Qingliang, Magic of Ornamentation: Warring States and Han Dynasty Jade, at Art & Collection Group.
26	Jun. 15	Director-general Chen Yantang of Henan Provincial Bureau of Culture Relics, Origin and Development of Han Dynasty Glazed Pottery, at National Palace Museum.
27	Jun. 25	NPM's Associate Curator Zhang Liduan, Five Dynasties to the Qing Dynasty Jade Culture (I), at Art & Collection Group.
28	Jun. 25	NPM's Assistant Curator Xu Wenmei, Appreciating Ming and Qing Paintings, at 3rd Cultural and Creative Industry Development Workshop.
29	Jun. 25	NPM's Assistant Curator Qiu Shihua, Song and Yuan Dynasty Landscape Paintings, at 3rd Cultural and Creative Industry Development Workshop.
30	Jun. 27	Prof. Zhou Baozhong of Tainan National University of the Arts, Analysis of Artifacts Material, at National Palace Museum.
31	Jul. 2	NPM's Associate Curator Zhang Liduan, Five Dynasties to the Qing Dynasty Jade Culture (II), at Art & Collection Group.
32	Jul. 12	NPM's Deputy Director Fung Mingchu, Landscape Reunited: Huang Gongwang's 'Dwelling in the Fuchun Mountains,'" at Department of Rapid Transit Systems, TCG.
33	Jul. 27	Prof. Yang Zhishui (Zhao Younghui) of Chinese Academy Social Science, Liao Dynasty Gold and Silver Style, at National Palace Museum.
34	Jul. 29	Prof. Yang Zhishui (Zhao Younghui) of Chinese Academy Social Science, Ming Dynasty Gold and Silver Jewelry Style and Name, at National Palace Museum.
35	Jul. 30	NPM's Assistant Curator Qiu Shihua, Huang Gongwang's Dream, at National Palace Museum Library Building.
36	Aug. 7	NPM's Deputy Director Fung Mingchu, Preparing for the Future: National Palace Museum Risk Management and Decision-making, invited by Fu-Jen University Museum Studies to attend "2011 Museum Leadership Camp".
37	Aug. 16	NPM's Director Kungshin Chou, National Palace Museum History and Collection, at Emerging Information Technology Conference's Taipei Cultural Center in New York.
38	Aug. 18	NPM's Assistant Curator Qiu Shihua, Dream of Huang Gongwang, invited by Judicial Yuan to present at National Palace Museum Library.
39	Aug. 19	NPM's Director Kungshin Chou, National Palace Museum and the Cultural and Creative Industries, at Emerging Information Technology Conference at Harvard University.
40	Sep. 17	NPM's Deputy Director Fung Mingchu, A Trickle Becomes a Stream: Qing Dynasty Revolutionary Published Historical Data, at Xihai Revolution Centennial and 14th International Qin Dynasty Conference.
41	Sep. 29	NPM's Director Kungshin Chou, Chinese Fashion and Development during the Rise of Louis XIV of France, at National Palace Museum.
42	Sep. 30	NPM's Assistant Curator Zhou Weiqiang, Development and Current Status of Museum Industry with the Interactive Installation of Tokyo Art Museum as Example, at Department of History, at Tamkang University.
43	Sep. 30	NPM's Assistant Curator Zhou Weiqiang, Establishment of Qing Dynasty Emperor Jiaqing's Naval Forces in Tianjin, at Department of History, at Tamkang University.
44	Oct. 16	NPM's Chief Curator Tsai Meifen, Splendid Treasures: A Hundred National Treasures on Parade, at Art & Collection.
45	Oct. 23	NPM's Assistant Curator Cai Qingliang, Jade Wards off Evil Spirit, at Art & Collection.
46	Oct. 24	NPM's Deputy Director-general Lin Huixian, Innovative Services vs. Educational Marketing, at Department of Education, at Taipei City Government.
47	Oct. 27	NPM's Director-general Lin Gouping, Experience of Ancient Art with New Technology: Talk about Applying New Media Art to Classical Art, at 2011 NPM Digital Collection Outreach Workshop.
48	Oct. 30	NPM's Deputy Chief Curator Yu Peichin, Ru Ware Warming Bowl, at Art & Collection
49	Nov. 2	NPM's Director Kungshin Chou, Power of Culture and Integration, at Annual Global Views Business Forum Integrating Worldwide Chinese Talents and Resources.
50	Nov. 6	NPM's Deputy Chief Curator Yu Peichin, Porcelain with Imperial Poems by Emperor Qianlong, at British Oriental Ceramic Society.
51	Nov. 19	NPM's Director-general Lin Gouping, NPM Interactive Kiosks for Chinese Painting and Calligraphic Works, at 2011 Museum Computer Network Association Annual Meeting, Creating a Better Learning Experience Session.
52	Nov. 22	NPM's Associate Curator Chen Yunru, East Asian Flower and Bird Paintings, at Graduate Institute of Art History, National Taiwan University.

項次	日期	講者及講題
53	11/25	本院吳誦芬助理研究員應臺灣集中保管結算所邀請，主講「故宮院藏書畫欣賞」。
54	11/30	本院陳韻如副研究員應國立暨南大學歷史系邀請，主講「圖像與文字的拉鋸」。
55	12/8	本院林莉娜副研究員應香港東方陶瓷學會邀請，赴香港主講「COURT PAINTERS OF THE KANGXI REIGN INFLUENCED BY WESTERN METHODS」。
56	12/9	本院周功鑫院長應富邦藝術基金會邀請，主講「康熙大帝與路易十四—君王的教養學」。
57	12/20	本院劉芳如副研究員應北京故宮博物院科研處邀請，主講「兩岸故宮書畫展覽與保存、應用的比較研究」。

本院小型學術研討會

自99年11月起，本院同仁每月定期舉辦院內小型學術研討會，以鼓勵同仁研究發表，藉跨單位領域腦力激盪提升同仁研究廣度與深度，帶動本院全面研究風氣。100年度辦理場次如下表：

100年度本院小型學術研討會一覽表

日期	主辦處	講員	發表主題
1/6	書畫處	何傳馨／處長	李士行江鄉秋晚圖解讀
1/24	登錄保存處	周佳樺／副研究員	從法國博物館探索法國文物之蒐藏機制
2/23	教育展資處	林白苧／技佐	社群媒體與博物館
5/25	圖書文獻處	林天人／研究員	先秦天命觀及子曰：「五十而知天命」考
6/30	器物處	鄧淑蘋／研究員	從玉器看魏晉以來的中土與周邊
8/4	書畫處	吳誦芬／助理研究員	陳洪緞水滸葉子版畫初探
9/13	登錄保存處	陳東和／助理研究員	從技術與審美趣味看南宋官窯的演進
12/21	南院處	賴國生／助理研究員	高劍父的傳統花鳥畫—從沒骨走向寫意「金石風」



本院周院長於「山水合璧—黃公望與富春山居圖特展」專題講座會致詞
NPM Director Chou delivered a speech at the "Landscape Reunited: Huang Gongwang and 'Dwelling in the Fuchun Mountains'" special exhibition lecture.

No.	Date	Speaker, Subject and Place
53	Nov. 25	NPM's Assistant Curator Wu Songfen, Appreciation of National Palace Museum Collection of Paintings and Calligraphies, at Taiwan Depository and Clearing Corporation.
54	Nov. 30	NPM's Associate Curator Chen Yunru, Correlation between Images and Text, at Department of History, National Chi Nan University.
55	Dec. 8	NPM's Associate Curator Lin Lina, Court Painters of the Kangxi Reign Influenced by Western Methods, at Hong Kong's Oriental Ceramic Society.
56	Dec. 9	NPM's Director Kungshin Chou, Emperor Kangxi and Sun King Louis XIV: A King's Education, at Fubon Art Foundation.
57	Dec. 20	NPM's Associate Curator Liu Fangru, Cross-Straight Palace Museums Painting and Calligraphy Exhibition and Preservation, Comparative Study, at Beijing's Palace Museum Research Department.

NPM Seminars

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

In-museum Seminars in 2011

Date	Host	Speaker	Subject
Jan. 6	Department of Painting and Calligraphy	Ho Chuanhsing, Chief Curator	Analysis of Li Shihsing's "River Along a Village in an Autumn Dusk"
Jan. 24	Department of Registration and Conservation	Zhou Jiahua, Associate Curator	Exploring the French Museum for French Antiquities and Collection System
Feb. 23	Department of Education, Exhibition and Information Service	Lin Beizhu, Associate Technician	Social Media and Museums
May 25	Department of Rare Books and Historical Document	Lin Tienren, Researcher	Discussing the Early Qin Dynasty Destiny and Confucius's "Knowing Your Destiny at Age 50"
Jun. 30	Department of Antiquities	Teng Shup'ing, Researcher	Using Jade to View the Wei and Jin Dynasty Central Plains and Surrounding
Aug. 4	Department of Painting and Calligraphy	Wu Songfen, Assistant Curator	Exploration of Chen Hongshou's Block Print "Leaf Floating on a Riverbank"
Sep. 13	Department of Registration and Conservation	Chen Tungho, Assistant Curator	Viewing the Technical and Aesthetic Taste of Guan ware during the Southern Song Dynasty
Dec. 21	Department of the Southern Branch Museum Affairs	Lai Guoshen, Assistant Curator	Gao Jianfu's Traditional Flower and Bird Drawings.



「兩岸故宮第3屆學術研討會—17、18世紀（1622-1722）中西文化交流」國際學術研討會會場

"The 3rd Academic Symposium Organized by the Palace Museum across the Strait: Sino-Western Cultural Exchange in the 17th and 18th Centuries (1622-1722)" international conference.



「山水合璧—黃公望與富春山居圖特展」專題講座會場
"Landscape Reunited: Huang Gongwang and 'Dwelling in the Fuchun Mountains'" lecture.





保存修護

Preservation and Restoration



保存修護

保存維護文物是博物館的基本功能之一，本院在保存環境、修護作業方面，皆以達到文物預防性保存、維持文物最佳狀況及保留文物最多歷史訊息為目標，以進行典藏、展示、研究。此外舉辦相關專業培訓以提升員工專業能力及專業演講與院外民眾分享文物保存的認識，並加強學術交流，促進文物保存維護的發展。

保存環境

- 正館展場完成「文物保存環境溫溼度感知監測系統」建置迄今一年半，除陸續更新溫溼度感測器之電池，資料接收器斷訊外，皆確實掌握保存環境的溫溼度，若有溫濕度異常，可即刻發出異常通報；此外，另機動性地佐以溫溼度紀錄器，定時派人員進行展場及庫房溫溼度檢視，務使文物恆常保存在恆溫恆濕的環境。
- 配合各項展覽進行溫溼度調控及展櫃內微環境處理，對於溫濕度敏感之文物進行櫃內相對濕度控制，含漆器櫃調濕與銅器櫃的除濕。
- 執行各項展覽前的照明強度偵測與調整，以及展場減光與濾光作業，以維持光線在標準範圍內，共計12展次。
- 測試展覽、典藏用材之材質釋酸性，防止酸性造成文物的損壞，測試項目包括漿糊、壁布、濾光片、白膠、黏著劑、密迪板、矽酸鈣板、調和漆、防潮櫃、夾板、木芯板、角材、大圖輸出、品名卡輸出、布、石膏粉、吸音壁布、地毯、軟木片、油漆、批土壓克力、裱布、裡布、紙板，共計106件。
- 文物及展存用材進行冷凍除蟲，以確保無蟲害之虞，共計16次，包括圖書、織品、繡畫等文物1503件和展存用材5批。
- 敏感性有機文物預防性除蟲，以脫氧劑脫氧處理書畫處卸展書畫共計243件；以氮氣調濕櫃低氧除蟲南院處280件織品、書畫處卸展書畫195件。
- 定期清潔維護文物展存空間、調查有害生物之跡象，並執行環境消毒作業，計有配合圖書文獻處陳列室展前環境消毒2次（含第1季卸展及外交特展），書畫處陳列室展前環境消毒共4次（含105、107陳列室第1季卸展消毒及2樓西側陳列室三季之換展消毒），山水合璧多媒體展配合階段性裝修工程環境消毒共2次，器物處陳列室展前環境消毒共2次（含國寶展105、107陳列室、得佳趣—乾隆皇帝的陶瓷品味特展203陳列室），文獻大樓特展區消毒共2次（含「生日快樂—夏卡爾的愛與美」特展卸展消毒、「康熙大帝與太陽王路易十四」特展展前消毒），及南院處行政大樓庫房和文物預備室環境消毒各1次。



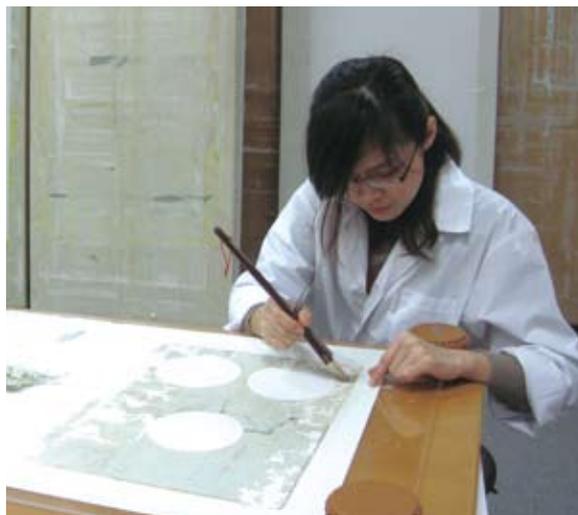
清 鄒一桂 畫菊（局部）
Chrysanthemums (detail), Zou Yigui, Qing dynasty.

Preservation and Restoration

The preservation and restoration of artifacts are the fundamental functions of a museum. The NPM has strived to maintain its collection as well preserved and in the best condition as possible, while assuring its historical information. Preventive conservation and appropriate restoration measures were practiced in order to accomplish the purposes of a museum, i.e. exhibition and research, etc. Additional measures were taken to strengthen academic exchanges and to promote the preservation of antiquities. Events include organizing professional training courses to enhance our staff's professional abilities and providing open lectures held by professional speakers to raise the awareness of artifact conservation.

Preservation of Museum Environment

- The Project of "Monitoring System of Temperature and Relative Humidity (RH) in the Museum Environment" for the Main Exhibition Hall was completed in 2010. In order to maintain the system, batteries of monitoring sensors changed as needed. The NPM can always monitor the temperature and RH in the galleries at all times except during rare disconnections of data receivers,. If there are any abnormal temperature and humidity, a notification will be sent immediately. In addition, staff members regularly check the temperature and humidity of exhibitions to ensure our collection is maintained in constant temperature and humidity.
- The temperature and humidity in the showcases are adjusted according to the requirements of the different types of artifacts. As for the sensitive items, the temperature and RH in the showcase are strictly controlled. For instance, the showcases exhibiting lacquer ware and bronzes are adjusted respectively to RH 60% and RH 45%.
- The lighting of the exhibitions was checked prior to the installation to make any necessary adjustments, such as decreasing and/or filtering UV radiation lighting to maintain the standard range of luminance and UV level. This procedure was done in 12 exhibitions.
- 106 items in the exhibition galleries and storage facilities were tested for their acidity levels, including paste, wall cloth, light filter, white glues, adhesives, MDF boards, calcium silicate boards, mixed paint, Moisture-proof cabinet, plywood, block boards, angled timber bars, large images, description labels, cloth, gypsum powder, acoustic wall cloth, carpet, cork, paint, acrylic, cloth, interfacing, and cardboard.
- Freezing treatments are necessary for the collections and the exhibition/storage materials to minimize the risk of pest. 1503 artifacts of rare books, textiles and embroidery, as well as 5 groups of previously exhibited items, had undergone treatment.



修護人員進行「西清續鑑鏡匣」修護
Conservators restored "Xiqing xujian mirror cases."



文物入院前的預防性冷凍除蟲處理
Freezing treatment to eradicate pests was performed on new artifacts.

- Following the guideline of preventive policy, sensitive artifacts, a total of 243 paintings and calligraphies previously exhibited in 2011, were treated with oxygen absorber to control pest. 280 textiles and 195 paintings and calligraphies were treated in the nitrogen chamber with RH control.
- Regular cleaning and disinfecting of the exhibition galleries and storages are done to prevent pests. The Museum has environmental disinfection operations which disinfected the exhibition environment. This was completed a total of 14 times.

- 委託環境保護署自100年4月15日至5月6日進行3週院區年度戶外空氣品質監測，確保文物保存環境無不利文物保存之有害氣體入侵之虞。
- 100年4月29日完成正館、行政大樓及文獻大樓建物週邊木樁埋設與標記作業總計294支，之後每個月進行木樁檢視，作展存環境周邊白蟻種類和族群分布之調查，並依發現種類及分布進行必要之防治處理，減低其入侵建築物之可能性。目前總計8次調查作業，發現有臺灣家白蟻、黃肢散白蟻和黑翅土白蟻3個白蟻種類，其分布隨時間改變；防治處理5處，更換耗損木樁83支。

修護作業

執行本院藏品之修護作業及維護、管理措施、修護資料紀錄保存等，維持院藏文物於最佳保存狀況，延續文物保存年限。此外並配合本院文物抽點、文物徵集、文物借展等執行文物狀況檢視，以協助相關作業的執行，亦將文物修護資料進行數位化。

100年度文物維護處理內容

- 圖書文獻類文物修護共2,199件，包括文獻類攤平、托裱、重新裝幀共1,995件；善本書更換縫書線、修補、重新裝幀共204冊。
- 書畫類修護送修297件(另含冊頁113開)，文物檢視560件，無酸紙盒、裝框與板架共51件，新裱41件，修復重裱4件(1件手卷、2件掛軸、1件冊頁)。
- 器物類文物修護共40件，包括織品2件、雜項4件、戶外雕塑1件、瓷器6件、玉器2件、書畫木匣25件。
- 完成四庫全書木匣修護共208件。

借展文物狀況檢視

- 包括「文藝紹興—南宋藝術與文化」特展借自日本東京博物館及京都博物館書畫共9件，以及澎湖縣文化中心、連江縣政府文化局(馬祖)、十三行博物館陶瓷破片共30片；「大英博物館珍藏展—古希臘人體之美」特展137組件借展品；「生日快樂—夏卡爾的愛與美」特展118件借展品；「山水合璧—黃公望與富春山居圖」特展12件借展品、「慕夏大展—新藝術·烏托邦」特展178組件借展品、「康熙大帝與太陽王路易十四」特展法國72件借展品。

- 協助「康熙大帝與太陽王路易十四」特展72件法國借展品展示固定。

科學研析

為協助文物修護、維護、徵集等業務或為增進文物歷史或工藝技術的瞭解，藉由文物結構或材質成分研究分析或文物保護材質的釋酸性分析以獲得更多資訊與相關作業的判斷與依據。100年度完成工作內容包括完成文物分析、持續建構儀器、與國內外專業機構及專家協商合作研究的可行性，並赴院外發表相關研究成果。

完成科學分析項目

- X光透視攝影共4件，包括雜項1件、漆器1件、瓷器2件。
- X光螢光分析儀(XRF)分析金屬器共5件。
- 拉曼光譜儀分析：鑲嵌碧玉屏風1件、「康熙大帝與太陽王路易十四」特展之玻璃香水瓶1件、100年國寶展鑲嵌寶石如意1件、擬採購伊斯蘭玉器6件、擬購藏及贈藏玉器23件、西清續鑑匣1件、陶瓷標本27件。
- 以電子顯微鏡分析材質：研究樣品8件、陶瓷標本6件、紙類標本3件。

拉曼光譜實驗室

本年度拉曼光譜實驗室持續進行院藏寶石與玉石顯微拉曼光譜資料庫之建立及玉石次生變化研究，以及文物贈藏與購藏前之材質檢測鑑定工作。此外，亦持續擴充科學分析儀器設備，以提升科學研究水準，包括拉曼光譜映像定位掃描系統建置及雷射光源擴充、文物三維電腦斷層掃描系統建置、樣品製備室建置。



與大陸學者進行文物修護技術交流
Conservation techniques were exchanged with scholars from China.



與國外學者進行文物修護技術交流
(左圖)

Conservation techniques were exchanged with international scholars.(left)

南京博物院文保科技研究所萬俐所長來院演講(右圖)

Chief Curator of the Nanjing Museum Department of Conservation and Preservation, Wan Li, gave a speech at the Museum. (right)

- From April 15 to May 6, 2011, the Environmental Protection Administration monitored the outdoor air quality of the National Palace Museum to ensure environmental preservation and also to make certain no harmful gases, which may damage the environment or artifacts, were released in the air.
- On April 29, 2011, the museum tagged 294 wooden stakes around the Main Exhibition Hall, the Administrative Building, and Library Building for termite control. The stakes have been examined and termite invasion was found. The Museum investigated the species and population distribution to make necessary preventative measures to reduce the possibility of termite invasion in buildings. A total of 8 surveys were conducted and 3 termite species were found: *Coptotermes formosanus*, *Reticulitermes flaviceps* and *Odontotermes formosanus*. Since the population distribution changed with time, investigations were conducted 5 times with the replacement of 83 stakes.

Restoration

- The inspection and conservation, management system, reparation recordings, etc. are necessary to maintain the Museum's artifacts best condition and to prolong their existence. All information related to reparations of artifacts will be digitalized to coordinate with the Museum's spot checks, artifact collection, and artifacts for special exhibitions, while also to implementing other cultural artifact investigations and assisting in related jobs.

2011 Content of Conservation and Preservation

- A total of 2,199 rare book and documents were repaired, including leveling of documents, restoring lining, and rebinding of 1,995 items. Additional works include replacing the binding thread, filling, and binding of 204 rare books.
- 297 paintings and calligraphies were sent to repair (including 113 album leaves); 560 artifacts were investigated; 51 items were placed in acid-free boxes, framed, and plank stands; 41 items were newly mounted; 4 items were remounted (1 hand-scroll, 2 hanging scrolls, and 1 album).
- 40 antiquity items were repaired, including 2 textiles, 4 miscellaneous items, 1 outdoor sculpture, 6 porcelains, 2 jades, and 25 wooden cases for paintings and calligraphy.
- Completed repairing 208 wooden case for the Complete Library of the Four Treasuries.

Content of Loaned Exhibitions

- For the special exhibition "Dynastic Renaissance: Art and Culture of the Southern Song," 9 paintings and calligraphies were borrowed from the Japan's Tokyo National Museum and Kyoto National Museum and 30 ceramic pieces from Penghu Country Cultural Center, Lien Chiang County Cultural Affairs

Department, and Shihsanhang Museum of Archaeology. For the special exhibition "The Body Beautiful in Ancient Greece," 137 items were borrowed. 118 items were borrowed for the special exhibition "Celebrations by Marc Chagall." 12 items were borrowed for the special exhibition "Landscape Reunited: Huang Gongwang and 'Dwelling in the Fuchun Mountains.'" 178 items were borrowed for "Alphonse Mucha: Art Nouveau and Utopia" special exhibition. 72 items were borrowed for the special exhibition "Emperor Kangxi and the Sun King Louis XIV: Sino – Franco Encounters in Arts and Culture."

- To aid the "Emperor Kangxi and the Sun King Louis XIV : Sino- Franco Encounters in Arts and Culture" special exhibition, 72 loaned items from France's museums were fixed.

Scientific Research and Analysis

To aid artifact repair, maintenance, assembly, operation, and to enhance the understanding of cultural history or technology, analysis of artifact structure, material composition, and acid release from conservation materials are conducted to obtain more information. In 2011, the completed works include completion of artifacts analysis, continuation of construction equipment, and the feasibility of cooperation between domestic and international professional organizations and of expert consultation and cooperation. To share this achievement, the Museum has released its research to the open public.

Completion of Scientific Analysis

- X-ray photography of 4 items, including 1 miscellaneous item, 1 lacquerware, and 2 porcelains.
- X-ray fluorescence (XRF) analysis of 5 items.
- Raman Spectroscopy analysis of 1 jade inlaid screen, 1 glass perfume bottle from "Emperor Kangxi and the Sun King Louis XIV: Sino-Franco Encounters in Arts and Culture" special exhibition, 1 precious stone from the 2011 National Treasures special exhibition, 6 Islamic jade purchases, 23 jade acquisitions and donations, 1 Xiqing Xujian item, and 27 ceramic pieces.
- Electron Microscopic analysis of material for 8 analysis samples, 6 ceramic pieces, and 3 paper items.

Raman Spectroscopy Laboratory

This year, the Raman Spectroscopy Laboratory continued to build upon the Museum's research database through Raman microscopy analysis of the Museum's precious gems and jade, as well as artifacts donated and acquired prior to purchase and collection. In addition, the Museum has continued to expand its scientific research equipment to enhance the standards of scientific analysis. New items include Raman spectroscopy position imaging scan equipment and laser light, 3D tomography system imaging, and sample preparation room.

與國內外研究單位合作交流

- 與中央研究院原子與分子科學研究所合作，進行顏料與染料之表面增強拉曼光譜(SERS)技術開發。
- 與中央研究院地球科學研究所合作，利用電子顯微鏡(SEM-EDS)及電子微探針(EPMA)分析陶瓷樣品。
- 與國立陽明大學生醫影像暨放射學系及國家同步輻射研究中心進行三維電腦斷層掃描技術交流。
- 與美國肯塔基(Kentucky)大學Brent Seales教授團隊交流，討論古籍文獻數位修復技術交流合作事宜。
- 與義大利波隆納大學物理系Franco Casali教授團隊進行技術交流。

專業培訓

舉辦專業演講及工作坊以提升院內文物保存維護水平並促進學術交流。

- 邀請日本脇屋助作先生教授日式書畫掛軸裝裱。(100.5.16~25, 100.11.7~11)
- 周寶中先生來院演講「文物材質分析的相關問題」。(100.6.27)
- 辦理「書畫暨古籍文獻保存技術與數位修復研習會」，邀請美國Kentucky大學視覺化及虛擬環境中心Brent Seales主任及Charles L. Pike教授、國立清華大學物理系洪在明教授，以及本處洪順興先生、高宜君小姐及陳東和先生進行專題演講。(100.12.13)

書畫暨古籍文獻保存技術與數位修復研習會

日期	講者	主題
12/13	Brent SEALES, Professor, University of Kentucky	From Damage to Display:Frontiers in Digitization
	Charles L. PIKE, Engineer, University of Kentucky	From Damage to Display:Pilot Projects in Digital Restoration
	洪順興／本院助理研究員	書畫文物檢視與劣化狀況處理
	高宜君／本院助理研究員	古籍文獻的保存工作與修護實例
	洪在明教授／國立清華大學物理系	紙張的皺紋是怎麼產生的？它們背後有什麼規律？
	陳東和／本院助理研究員	書畫及古籍文獻的科學檢測：技術與案例

參訪交流

- 頤和園闕躍園長等一行人來訪，與本院交流文物保存維護措施。(100.2.8)
- 接待南京博物院陳列藝術研究所胡衛民副所長觀摩展場環境控制方式。(100.2.22)
- 國立政治大學圖書資訊與檔案學研究所師生參訪裱畫室。(100.5.17)
- 美國Freer Gallery 助理修復師Grace Jan參訪裱畫室。(100.6.9)
- 香港藝術館王雅君助理館長參訪裱畫室。(100.6.29)
- 國家同步輻射研究中心殷廣鈞博士來訪，就電腦斷層掃描(CT)建置相關技術進行交流討論。(100.7.11)
- 中國絲綢博物館技術部周暘副主任參訪器物修護室及裱畫室。(100.8.25)
- 慕夏大展文物押運員Jane Frazer 女士參訪裱畫室。(100.9.26)
- 南京博物院社會服務部主任李竹及辦公室主任劉文濤參訪器物修護室。(100.10.7)
- 與四川考古科學院9人參訪團，分別就科學分析、保存、修護相關議題進行座談。(100.10.14)
- 北京故宮博物院前圖書館館長朱賽虹女士參訪裱畫室。(100.10.26)
- 行政院新聞局邀請捷克平面媒體「權利報」副總編輯Mr.Kazda參訪裱畫室。(100.11.25)
- 美國Kentucky大學視覺化及虛擬環境中心Brent Seales主任及Charles L. Pike教授參訪裱畫室與裱書室，討論數位修復交流合作事宜。(100.12.14)
- 上海博物館前文物修復部顧友楚副組長及南京博物院文物保護科學技術研究所萬俐所長來院進行銅器修護技術交流。(100.12.25~31)
- 上海博物館前黨委書記胡建中及諸品芳書畫修復師參訪裱畫室。(100.12.29)
- 100年度申請至保存維護處實習學生共3位，包括7月至10月國立臺南藝術大學博物館學與古物維護研究所古物組研究生林佳樺同學至裱書室實習；1月至5月趙嘉雯同學及6月至9月何羿嫻同學至裱畫室實習。

Domestic and International Research Exchanges

- In cooperation with Academia Sinica's Institute of Atomic and Molecular Sciences, the Museum conducted pigment and dye enhanced Raman Spectroscopy (SERS) technology development.
- In cooperation with Academia Sinica's Institute of Earth Sciences, the Museum used electron microscopy (SEM-EDS) and electronic microprobe (EPMA) to conduct analysis of ceramic samples.
- In cooperation with the National Yang Ming University Department of Biomedical Imaging and Radiological Sciences and National Synchrotron Radiation Research Center, the Museum exchanged three-dimensional computed tomography technology.
- In cooperation with Professor Brent Seales' team from the University of Kentucky (USA), the Museum discussed the digital restoration of ancient books and documents and exchanged technological methods in related matters.
- In cooperation with Professor Franco Casali's team from the

Università di Bologna Department of Physics, the Museum discussed technological exchanges.

Professional Training

The Museum has organized lectures and workshops to enhance the Museum's artifacts preservation, maintenance standards, and academic exchanges.

- The NPM invited Japanese professor to instruct the mounting of hanging calligraphy and painting scrolls (May 16 to 25, 2011. November 7 to 11, 2011).
- Mr. Zhou Baozhong gave a lecture regarding "Analysis of Artifacts Material" (June 27, 2011).
- Organizing "Workshop on Conservation and Digital Restoration of Paper-Based Relics," the Museum invited Brent Seales, Director of University of Kentucky Visualization and Virtual Environment Center, Professor Charles L. Pike, Professor from Department of Physics National Tsing Hua University, Professor Hong Zaiming, and Mr. Hong Shunxing, Ms. Gao Yihun, and Mr. Chen Donghe from the Museum to deliver lectures (December 13, 2011).

Workshop on Conservation and Digital Restoration of Paper-Based Relics

Date	Speaker	Topic
Dec. 13	Brent SEALES, Professor, University of Kentucky	From Damage to Display: Frontiers in Digitization
	Charles L. PIKE, Engineer, University of Kentucky	From Damage to Display: Pilot Projects in Digital Restoration
	Hong Sunhsin, NPM Assistant Curator	Investigating Paintings and Calligraphies and Handling Deterioration Situations
	Gao Yichun, NPM Assistant Researcher	Conservation of Ancient Books and Archives
	Hong Zaiming, Professor, National Tsinghua University	How Does a Paper's Wrinkle Develop? What is behind it?
	Chen Tungho, NPM Assistant Curator	Scientific Testing of Paintings, Calligraphies, and Rare Books: Technology and Projects

Visits and Exchanges

- On February 8, 2011, Director Kan Yue of the China Summer Palace visited the Museum to exchange maintenance measures of cultural properties.
- On February 22, 2011, Deputy Director of Nanjing Museum Institute of Arts, Hu Weimin, visited the environmental control of the NPM exhibition spaces.
- On May 17, 2011, students and professors from the National Chengchi University Graduate School of Library, Information, and Archival Studies visited NPM's painting conservation lab.
- On June 9, 2011, Assistant Conservator, Grace Jane, from the US Freer Gallery visited NPM's painting conservation lab.
- On June 29, 2011, Assistant Curator of Hong Kong Museum of Art, Wang Yajun, visited the Museum's mounting room.
- On July 11, 2011, the National Synchrotron Radiation Research Center, Dr. Yin Gaungqian visited the Museum to discuss and exchange topics related to computing tomography (CT) and related technology.
- On August 25, 2011, the Deputy Director of China Silk Museum, Zhou Yang, visited the NPM object conservation lab and painting conservation lab.
- On September 26, 2011, Mucha exhibition supervisor, Ms. Jane Frazer, visited the NPM painting conservation lab.
- On October 7, 2011, the Nanjing Museum Department of Social Services Chief, Li Zhu, and Chief of Office, Liu Wentao, visited the NPM painting mounting lab.
- On October 14, 2011, 9 visitors from the Sichuan Archaeological Academy visited the Museum to discuss matters related

to scientific analysis, preservation, and repair.

- On October 26, 2011, the Beijing National Palace Museum former library curator, Ms. Zhu Saihong, visited the book and archive conservation lab.
- On November 25, 2011, Government Information Office invited the Czech news media "Rights Newspaper" Deputy Editor-in-Chief, Mr. Kazada, to visit the book and archive conservation lab.
- On December 14, 2011, Director of University of Kentucky Visualization and Virtual Environment Center, Brent Seales, and Professor Charles L. Pike visited the painting conservation lab and exchanged digital repair matters.
- From December 25 to 31, 2011, Deputy Director of Shanghai Museum Department of Conservation, Gu Youchu, and Chief of Nanjing Museum Institute of Science and Technology Research, Wan Li, visited the Museum to discuss bronze repair technology.
- On December 29, 2011, the former party secretary of the Shanghai Museum, Hu Jianzhong, and painting and calligraphy restorer, Zhu Pingfang, visited the NPM mounting room.
- In 2011, three students applied to intern in the NPM Department of Conservation and Preservation. The July to October intern for the book and archive conservation lab Internship was graduate student Lin Jiahua from the National Tainan University of Arts Museum Resources, Research, and Development Center and Institute of Antiquities Maintenance. From January to March, Zhao Jiawen interned at the painting conservation lab. From June to September, He Yixian interned at the painting conservation lab.



教育推廣

Education and Public Outreach





教育推廣

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

參觀服務

參觀導覽

- 定時導覽：包括國語導覽、英語導覽、特展專題導覽及親子導覽4種。每日上午9:30、10:00、下午2:30、4:30各1場國語定時導覽，若參加人數過多，在導覽人力許可下，本院機動配合增加場次服務。每日上午10:00、下午3:00各1場英語定時導覽。配合大型特展，每日上午10:00、下午4:30各1場特展專題導覽，週末期間上午10:00、下午3:00各1場親子導覽。100年度共計提供國語導覽795場次，服務12,317人次。英語定時導覽770場次，服務8,621人次。特展專題導覽443場次，服務7,938人次。週末親子導覽163場次，服務717人次。
- 中外貴賓導覽：本院安排專人免費提供中、英、法、西、日、韓語之貴賓導覽服務。100年度共計提供3,020次，服務52,860人次。
- 學生團體導覽：提供學生團體優質專題導覽、精華文物導覽、語音導覽等。100年度共計服務77,336人次。
- 視障團體導覽：100年度「跨越障礙·欣賞美麗」視障導覽計服務本國與日本等6個視障團體或學校，服務人數292人次。
- 張大千紀念館導覽：提供預約申請張大千紀念館導覽服務。100年度共計服務3,383人次。
- 語音導覽：提供中、英、日、韓語版付費式語音導覽服務，並配合正館各項展覽，增加語音導覽文物內容。100年度使用個人語音導覽人數為146,757人次，團體子母機2,243,299人次。

- 多媒體導覽：本院於正館1樓入口設置導覽大廳，結合數位科技與藝術典藏，以多媒體的方式簡介故宮院史、常設展覽以及樓層導引等。
- 99年度來院參觀人潮達344萬人次，100年度更已達384萬人次，為紓解團體參觀人潮，提升觀眾參觀品質，自99年7月1日起，延長每日開放時間，上午由原來的9點開館提早到8點30分，下午由原來的5點閉館延長開放到6點30分，團體可在延長之時段預約，有效分散參觀人潮，提升參觀品質。此外，本院業已建立導遊聯絡網，有關院方展覽相關訊息與參觀注意事項，皆會以E-mail的方式轉寄導遊人員，同時也攝製參觀須知宣導短片，以供旅行業者及導遊人員於遊覽車上播放，先行宣導參觀注意事項。本院亦將持續與交通部觀光局合作，加強導遊培訓與稽查，以維參觀品質。

97年至100年本院各類遊客人數統計表

單位：人次

年度 類別	97年	98年	99年	100年
國人	1,443,204	1,267,608	1,540,580	1,647,200
東南亞	70,410	86,439	129,544	82,647
日本	355,194	346,704	354,980	440,740
韓國	108,283	61,244	95,155	104,610
大陸	123,043	625,649	1,164,450	1,432,498
香港	89,296	108,473	85,390	67,218
歐美	20,005	20,625	25,630	20,241
其他	34,849	58,062	45,519	54,423
總計	2,244,284	2,574,804	3,441,248	3,849,577

Education and Public Outreach

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

Tour Service

Guided Tour

- **Daily Guided Tour:** Regularly scheduled English, Chinese, special exhibition, and family tours are available free of charge. The daily Chinese guided tour is at 9:30 am, 10:00 am, 2:30 pm and 4:30 pm. If the number of participants in our tours exceed the number count, the Museum does its best to accommodate the visitors by providing more tours. The English tours are at 10:00 am and 3:00 pm. Special exhibition tours are at 10:00 am and 4:30 pm. On the weekends, family tours are provided at 10:00 am and 3:00 pm. A total of 795 Chinese tours and 770 English tours were given this year, serving 12,317 and 8,621 visitors respectively. A total of 443 special exhibition tours were provided, serving 7,938 visitors. 163 family tours were given in 2011 for a total of 717 participants.
- Individually guided tours are available for special guests free of charge in Chinese, English, French, Spanish, Japanese and Korean. 3,020 of such tours were arranged this year for 52,860 visitors.
- Guided and audio tours are available for students to enjoy our special exhibitions and treasures. In 2011, 77,336 students enjoyed the service.
- A tour service titled "Appreciating Beauty without Hindrance" was launched for the visually impaired. In 2011, 6 tours were given to locals, Japanese groups, and special education schools, with a total of 292 attendees.



本院志工為視障人士進行文物導覽
NPM volunteers gave tours to the visually impaired.

- **Guided Tour for Chang Da-ch'ien's Residence:** Tours are available only by appointments for the late Chang Da-ch'ien's Residence. 3,383 people visited the house this year.
- **Audio Tour:** Audio tours guides are available for a fee in Chinese, English, Japanese, and Korean. To match the Main Building exhibitions, the contents of the audio guides have increased. In 2011, 146,757 individual viewers and 2,243,299 group visitors used this service.
- **Multimedia Tour:** Located on the ground floor of the Main Exhibition Hall lobby, a combination of digital technology and artifacts introduce the history of the Museum, its permanent exhibitions, and its gallery contents for each floor.
- In 2010, 3,440,000 people visited the Museum. In 2011, 3,840,000 people visited. To alleviate the crowds and to improve the visiting experience, starting July 1, 2010, the NPM prolonged its opening hours. The museum now opens at 8:30 am (instead of 9:00 am) and closes at 6:30 pm (instead of 5:00 pm). The NPM also maintains close contact with the Tourism Bureau. Any information regarding the Museum's exhibitions or visitation can be relayed to tour group staff through e-mail. Short films promoting the Museum are also sent to tour groups and tour guides to show on buses. The Museum will continue working with the Tourism Bureau to strengthen the tour guide training process to ensure the quality of each visitor's visit.

2008 to 2011 Visitors from Different Regions

(Unit: Persons)

Year \ Region	2008	2009	2010	2011
Taiwan	1,443,204	1,267,608	1,540,580	1,647,200
Southeast Asia	70,410	86,439	129,544	82,647
Japan	355,194	346,704	354,980	440,740
Korea	108,283	61,244	95,155	104,610
China	123,043	625,649	1,164,450	1,432,498
Hong Kong	89,296	108,473	85,390	67,218
Europe and America	20,005	20,625	25,630	20,241
Other	34,849	58,062	45,519	54,423
Total	2,244,284	2,574,804	3,441,248	3,849,577

觀眾服務

- 服務台諮詢：中、英、日文人員為觀眾提供各項諮詢。100年度現場諮詢132,894人次、電話諮詢21,375人次。
- 走動式服務：於正館B1及1樓展覽大廳實施走動式服務，縮短觀眾尋找參觀資源與項目之時間。
- 代客叫車服務：於正館B1服務台提供代客叫車服務，計有14家車行加入服務。100年度累計代客叫車次數達14,690次。
- 無限上網服務：本院自100年7月1日起於公共服務空間提供無限上網服務。

觀眾意見回應

- 觀眾意見處理與回覆：100年度處理356位觀眾反應之意見與建議，觀眾反映內容與展覽有關之意見90件、設施方面117件、服務方面149件。
- 召開「提升整體服務品質」會議：針對觀眾意見提出改善及解決方案。如：完成正館B1哺乳室「使用中」之燈號施作；完成語音公司與本院票務之整合；自99年7月1日起，本院延長開放時間，週日至週五8:30至18:30，週六8:30至20:30，且自18:30後提供免費參觀之服務；完成參觀禮儀之宣導短片，發送旅行業者於遊覽車上播放；正館B1兩側大門改採西進東出單一動線，引導並分散遊客入場後之參觀動線；自99年8月初起，團體子母機發放時間已可控制為每團2至4分鐘，減少團體等待時間；增派2名引導人員，於入口處指引導遊至票務櫃臺購票及指引團體至發放點等候；建立「陳列室與會議室等機具設施損壞通報機制」，以利展場維護；自100年5月初起，每日上午尖峰時段(8:30至10:00)，開放使用B1東側(近服務臺右側)圖示之位置，做為日本觀光團、或其他小型團體之語音發放集合點。
- 100年7月1日起，為分散展場人潮，改善參觀品質，週一至週五16:30至18:30離峰時段採取優惠配套措施：(1)門票一律半價；(2)登記參加加場之中文定時導覽；(3)購物9折優惠。
- 辦理年度觀眾滿意度調查：調查結果顯示，100年度參觀民眾整體滿意度為90.4%，較99年度85.7%提升4.7%。

文宣編印

- 編印「故宮通訊」中、英、日文版：寄贈故宮之友會員、媒體、飯店、文化及旅遊等機構，提供本院展覽、教育推廣、出版品及參觀最新訊息。100年度共計發行4期162,000份。
- 配合年度各特展印製展覽摺頁。100年度共計472,000份。
- 配合活動：印製「故宮新韻」海報/節目手冊/教推手冊，增進相關教育推廣之實效。100年度共計41,400份。
- 編印11項常設展單張說明書中英日文版。100年度共計2,430,000份。
- 編印中、英、日、韓4國語版導覽圖，100年度共計1,930,000(中1,150,000/英300,000/日450,000/韓30,000)份。



絡繹不絕的觀眾欣賞著文物
Audience in an endless stream visited the NPM's artifacts.



本院志工為青少年故宮文物暑期研習營學員導覽
NPM volunteers gave tours to participants of the NPM Summer Youth Camp.

Visitor Service

- Information Desk: Information about the Museum and exhibitions is available in Chinese, English and Japanese. This year we answered 132,894 on-site requests and 21,375 telephone inquiries.
- Gallery Service: On-site service is available on the B1 floor and the first floor of the Main Exhibition Hall to provide active service to visitors and to shorten their time of finding exhibits and other resources.
- Taxi-calling Service: Taxi-calling service is available at the information desk on the B1 floor. There are 14 contracted taxi companies, serving 14,690 times in 2011.
- Unlimited internet service: From July 1, 2011, the public services areas began to provide unlimited internet services.

Response to Suggestions and Comments

- Response to Suggestions and Comments: This year, the Museum received 356 visitor suggestions and comments. 90 concerning the exhibitions, 117 about the facilities, and 149 on the service.
- Monthly Meeting for Service Quality Improvement: Museum-wide meetings were held regularly to address issues raised by visitors. Solutions made to better our service and exhibition quality include: Installing an "In Use" sign outside the Nursing Room on the B1 floor of the Main Exhibition Hall; completing the integration of our ticket office and the audio guide office, which allows visitors to rent the audio device right after purchasing the ticket at the audio guide counter on the B1 floor; prolonging the opening hours since July 1, 2010; free entry after 6:30 pm on Saturdays; offering videos explaining the instructions and rules for visiting the Museum to tour guides to play on the bus; switching the B1 main door entrance to the West door and the exit to the East door to alleviate the crowd; starting August 2010, the time spent to pass out the audio headset for tour groups was limited to 2-4 minutes/group to reduce the waiting time; 2 additional staff members now work at the Museum entrance

to provide directions and collect tickets; coordinated "Galleries and Meeting Room Equipment Damage Reporting System" to facilitate the maintenance of the exhibitions; starting May 2011, during the rush hour of 8:30 to 10:00 am, B1 east side (to the right side of the information desk) was opened as a Japanese tourist attraction or for other small groups as a meeting point.

- Starting July 1, 2011, to alleviate the crowds and to improve the quality of each individual's visit, complimentary measures are offered at off-peak hours of 16:30 to 18:30 Monday through Friday: (1) Tickets purchased at half-price. (2) Participation to the additional Chinese tour. (3) 10% off from gift shops.
- Annual Visitor Satisfaction Survey: In 2011, 90.4% of the interviewed visitors were satisfied, a improvement of 4.7% compared to last year.

Brochure and Pamphlet

- The quarterly NPM Newsletter is available in Chinese, English and Japanese. Free copies are mailed to the press, major hotels, cultural institutions, travel agencies and the members of the NPM Friends to provide the latest information on our outreach programs, exhibitions, publications and visiting information. 4 issues were published this year with a total of 162,000 copies.
- 472,000 copies of introductory brochures were printed for the special exhibitions in 2011.
- To bring out the full potential of our special events, the Museum printed posters, programs, and teacher's guides for "New Melody from the NPM," as well as pamphlets introducing the achievements of education and public outreach. A total of 41,400 copies were printed this year.
- In 2011, 2,430,000 copies of explanatory brochure about the Museum's 11 permanent exhibitions were printed in Chinese, English, and Japanese.
- 1,930,000 copies of museum map were printed this year, available in Chinese, English, Japanese, and Korean.

文物研習

100年冬令文物研習會於1月26日至1月28日共舉行3天9場故宮文物研習課程，共計2,313人參加。100年度夏令文物研習會於8月5日至8月12日舉行，共計7天21場演講，3,913人次聽講。演講課程如下表：

100年冬令文物研習會課程

日期	講題	主講人
專題一：中國歷代玉器		
1/26	新瓶舊酒說玉器－中國歷代玉器展子題一	鄧淑蘋／本院器物處研究員
1/26	通靈與比德－中國歷代玉器展子題二	鄧淑蘋／本院器物處研究員
1/26	華巧之最－中國歷代玉器展子題三	張麗端／本院器物處副研究員兼科長
1/27	紋飾的魔術－商周玉器設計原則	蔡慶良／本院器物處助理研究員
專題二：藏傳佛教與清康熙龍藏經		
子題一－藏傳佛教藝術與宗教		
1/27	西藏佛教藝術的源流與發展	李玉珉／本院書畫處副處長
1/27	西藏佛教史概說	蕭金松／法光佛教文化研究所所長
子題二－故宮院藏大藏經		
1/28	母儀天下－孝莊太皇太后其人及龍藏經的製作	馮明珠／本院副院長
1/28	藏文龍藏經述要	胡進杉／本院圖書文獻處編纂兼科長
1/28	院藏乾隆藏文甘珠爾經與清文全藏經	胡進杉／本院圖書文獻處編纂兼科長

100年夏令文物研習會課程

日期	講題	主講人
入門課程		
8/5	故宮銅器與銘文	游國慶／本院教育展資處副研究員兼科長
8/5	玉器之美	蔡慶良／本院器物處助理研究員
8/5	搏泥幻化－陶瓷入門	陳鳳儀／本院教育展資處助理研究員
8/6	筆有千秋業－法書展覽巡禮	盧素芬／東吳大學歷史學系兼任講師
8/6	中國山水畫入門	邱士華／本院書畫處助理研究員
8/6	認識中國花鳥畫－由宋代花鳥作品談起	陳昱全／本院書畫處人員
特展專題一：精彩一百·國寶總動員		
8/7	百年來玉器鑑賞的轉變－以國寶展選件為例	張麗端／本院器物處副研究員兼科長
8/7	吉金慶百禧－精彩一百·國寶總動員銅器巡禮	朱林澤／本院器物處人員
8/7	百年來陶瓷鑑賞的轉變－以國寶展選件為例	余佩瑾／本院器物處副處長
8/8	國寶展中的皇家珍玩	陳慧霞／本院器物處副研究員兼科長
8/8	丹青瑰寶	李玉珉／本院書畫處副處長
8/8	翰墨光華	何炎泉／本院書畫處助理研究員
8/9	蘭臺攬勝	曾紀綱／本院圖書文獻處助理研究員
特展專題二：山水合璧－黃公望與富春山居圖		
8/9	摩詰意韻：黃公望的書畫交遊活動與其雪圖風格	陳韻如／本院書畫處助理研究員
8/9	夢想黃公望	邱士華／本院書畫處助理研究員
特展專題三：康熙大帝與太陽王路易十四		
8/11	康熙皇帝與他的時代	莊吉發／本院研究員退休
8/11	路易十四時代的文化與權力	秦曼儀／國立臺灣大學歷史學系助理教授
8/11	康熙朝廷的洋大人	陳方中／輔仁大學歷史學系副教授
古今生活藝術對話		
8/12	書法與生活	李蕭銀／國立臺北藝術大學美術學系副教授
8/12	茶文化的未來	李曙韻／人澹如菊負責人
8/12	不是風流物不捨－遺忘的東方香文化	江赫／不二齋主人、本院文創課程香藝老師

Seminars

This year, the 3-day winter session art seminar began on January 26, with 9 lectures and 2,313 participants. The 7-day summer session started on August 5, with 21 lectures and 3,913 attendees.

Lectures for the 2011 Winter Art Seminar

Date	Subject	Speaker
Topic 1: Chinese Ancient Jade		
Jan. 26	A New Way of Viewing Ancient Jade: Chinese Ancient Jade	Teng Shup'ing, Curator, Department of Antiquities, NPM
Jan. 26	Spiritual and Ethnical: Chinese Ancient Jade	Teng Shup'ing, Curator, Department of Antiquities, NPM
Jan. 26	The Splendor and Ingenuity of Chinese Jade	Zhang Liduan, Associate Curator and Section Chief, Department of Antiquities, NPM
Jan. 27	The Magic of Decoration: Shang and Chou Dynasty Design Principals	Cai Qingliang, Curator, Department of Antiquities, NPM
Topic 2: Tibetan Buddhism and Emperor Kangxi Buddhist Scriptures		
Subtopic 2: Tibetan Buddhist Art and Religion		
Jan. 27	The Origins and Development of Tibetan Buddhist Art	Li Yumin, Deputy Director-general, Department of Painting and Calligraphy, NPM
Jan. 27	A Summary of the History of Tibetan Buddhism	Hu Jinshan, Director, Fa-kuang Institute of Buddhist Studies
Subtopic 2: National Palace Museum Tibetan Buddhist Scriptures		
Jan. 28	Acting as a Mother for all: Dowager Hsiao Chuang, her Life, and the Printing of Tibetan Dragon Sutra	Fung Mingchu, Deputy Director, NPM
Jan. 28	An introduction to Tibetan Dragon Sutra	Hu Jinshan, Chief Officer and Section Chief, Department of Painting and Calligraphy, NPM
Jan. 28	The Bhav Vgyur Sutra Hand-written in Tibetan Script with Gold Commissioned by Emperor Qianlong and Tripitaka in Manchu Script	Hu Jinshan, Chief Officer and Section Chief, Department of Painting and Calligraphy, NPM

Lectures for the 2011 Summer Art Seminar

Date	Subject	Speaker
Introductory Courses		
Aug. 5	The NPM Bronze and Inscriptions	You Guoqing, Associate Curator and Section Chief, Department of Education, Exhibition, and Information Services, NPM
Aug. 5	The Beauty of Jade	Cai Qingliang, Assistant Curator, Department of Antiquities, NPM
Aug. 5	The Magic of Kneaded Clay: Introduction to Ceramics	Chen Fengyi, Assistant Curator, Department of Education, Exhibition, and Information Services, NPM
Aug. 6	The Ancient Art of Writing: A Chinese Calligraphy Exhibition	Lu Sufen, Lecturer, Department of History, Soochow University
Aug. 6	Introduction to Chinese Landscape Painting	Qiu Shihua, Assistant Curator, Department of Painting and Calligraphy, NPM
Aug. 6	Understanding Chinese Bird and Flower Paintings: Starting from Song Dynasty Bird and Flower Works	Chen Yuquan, Staff, Department of Painting and Calligraphy, NPM
Special Exhibition Topic 1: Splendid Treasures : A Hundred Masterpieces of the National Palace Museum on Parade		
Aug. 7	The 100-year History of Jade Appreciation	Zhang Liduan, Associate Curator and Section Chief, Department of Antiquities, NPM
Aug. 7	Celebratory Jubilee: Tour of the 100 Bronzes	Zhu Linze, Staff, Department of Antiquities, NPM
Aug. 7	The 100-year History of Bronze Appreciation	Yu Peichin, Deputy Chief Curator, Department of Antiquities, NPM
Aug. 8	Emperor's Curios on Display	Chen Huixia, Associate Curator and Section Chief, Department of Antiquities, NPM
Aug. 8	Treasures of Paintings	Li Yumin, Deputy Chief Curator, Department of Painting and Calligraphy, NPM
Aug. 8	Splendors of Calligraphy	He Yanquan, Assistant Curator, Department of Painting and Calligraphy, NPM
Aug. 9	Introduction to the Imperial Library Collection	Ceng Jigang, Assistant Curator, Department of Rare Books and Historical Documents, NPM
Special Exhibition Topic 2: Landscape Reunited: Huang Gongwang and "Dwelling in the Fuchan Mountains"		
Aug. 9	In the Style of Wang Wei: Huang Gongwang's Circle of Calligraphers and Paintings and the Style of His Snow-scene Paintings	Chen Yunru, Assistant Curator, Department of Painting and Calligraphy, NPM
Aug. 9	Dreaming of Huang Gongwang	Qiu Shihua, Assistant Curator, Department of Painting and Calligraphy, NPM
Special Exhibition Topic 3: Emperor Kangxi and the Sun King Louis XIV		
Aug. 11	Emperor Kangxi and his Era	Zhuang Jifa, Retired Curator, NPM
Aug. 11	The Era of Louis XIV Culture and Power	Qin Manyi, Assistant Professor, Department of History, National Taiwan University
Aug. 11	Foreign Ministers in the Kangxi Court	Qin Manyi, Associate Professor, Department of History, Fu Jen Catholic University
Dialogue of Art in the Life of the Past and the Present		
Aug. 12	Calligraphy's Influence in Life	Li Xiaokun, Associate Professor, Department of Arts, Taipei National University of Art
Aug. 12	The Future of the Tea Culture	Li Shuyun, Head of Tea Gallery
Aug. 12	The Long Lost Culture of Oriental Incense	Jiang He, Owner, Bu Er Chai, Lecturer of NPM Cultural Creativity Art Session

系列講座

- 配合本院各項展覽、故宮新韻表演活動舉辦系列專題演講，使觀眾深入了解文物藝術與歷史相關知識，100年度共舉辦46場，3,894人次聽講。
- 本院為服務其他地區民眾，並推廣藝術教育，與院外單位財團法人平等文教基金會、至善老人安養護中心、南港軟體園區、私立衛理女子中學合作故宮文物專題演講100年度共舉辦20場，參加人次1,409人。

100年度系列講座

日期	講題	主講人
第一季新展專題演講		
1/13	寄情人間－歷年捐贈器物特展	朱林澤、黃蘭茵、陳瑛／本院器物處人員
2/18	寄情人間－香港中山圖書館捐贈善本古籍特展	盧雪燕／本院圖書文獻處副研究員
3/17	由書蹟觀世變－談楊維禎題古泉譜冊	朱惠良／本院教育展覽處處長
「生日快樂－夏卡爾的愛與美」特展專題演講（與聯合報合辦）		
3/20	夏卡爾在巴黎	鄭治桂／國立臺灣科技大學兼任助理教授
3/27	永恆的鄉愁與愛戀夏卡爾藝術賞析	陳淑華／國立臺灣師範大學美術學系教授
4/23	夏卡爾的藝術世界	陳悅怡／國立臺灣藝術大學美術學系暨碩士班副教授
4/30	夏卡爾的猶太人生	張守慧／文藻外語學院德國語文系副教授
故宮新韻專題講座		
4/26	夢中之情何必非真－談湯顯祖牡丹亭的愛情觀	李惠綿／國立臺灣大學中國文學系教授
7/29	真情與法理的激戰	徐之卉／國立臺灣藝術大學戲劇學系講師
518國際博物館日專題演講		
5/18	古畫中的兒童天地	董文娥／本院書畫處助理研究員
5/18	花卉之美－自然與繪畫的結合	譚怡伶／本院書畫處助理研究員
5/18	山水合璧－黃公望與富春山居圖	陳韻如／本院書畫處助理研究員
「山水合璧－黃公望與富春山居圖特展」專題演講		
6/9	談黃公望富春山居圖卷的筆墨	林柏亭／本院前任副院長
6/10	從骨法、位置、傳移來看黃公望的富春山居	許郭瑋／本院前書畫處人員
7/21	擬古創新－「山水覺」新媒體展示創意幕後	許瑞容／青島媒體藝術執行長
博物館學專題演講		
8/16	變動的價值觀與當代博物館	Gary Edson／美國德州理工大學博物館與資產管理研究所資深教授
「百年傳承·走出活路－中華民國外交史料特展」演講		
8/18	百年傳承·走出活路－中華民國外交史料特展	馮明珠／本院副院長
9/1	走出活路－中華民國外交人員奮鬥歷程	王贊禹／外交部資訊檔案處處長
9/1	清季列強瓜分中國檔案選介	陳維新／本院圖書文獻助理研究員
9/15	「百年傳承·走出活路－中華民國外交史料特展」展場巡禮與展件精選	蔡承豪／本院圖書文獻助理研究員
10/14	「百年傳承·走出活路－中華民國外交史料特展」展出意義	沈呂巡／外交部政務次長
11/3	從中俄密約談到蘇友好同盟條約	段培龍／前中華民國駐白俄羅斯代表
11/24	從中美共同防禦條約談起－一個外交老兵憶往	鄧申生／前中華民國駐以色列代表、駐美副代表、紐約辦事處處長
12/2	從百年條約展看臺灣的法律地位	陳錫藩／前中華民國駐美代表
「慕夏大展－新藝術烏托邦」專題演講（與雙堂文創公司合辦）		
6/11	慕夏大展與慕夏基金會介紹	John Mucha／慕夏基金會執行長Tomoko Sato慕夏大展策展人
6/19	新藝術與慕夏	陳淑華／國立臺灣師範大學美術學系教授
7/3	新藝術運動與20世紀藝術發展	王德育／臺北市立教育大學視覺藝術學系教授
7/17	新藝術時尚－彩妝慕夏	張景凱／時尚彩妝品牌總監
8/7	慕夏帶你遊捷克	高嵩明
8/14	新藝術時尚－服裝慕夏風	林國基／私立實踐大學服裝設計學系兼任講師
8/28	繁花似錦聽慕夏	邢子青／臺北愛樂電台主持人

Lecture Series

- This year, the Museum held 46 lectures to teach the historical background and artistic style of the exhibitions, artifacts, and other events (such as the “New Melody from the NPM”) program. 3,894 participants were involved.
- To serve the audience outside Taipei and to promote art education, the NPM worked with the Equality Foundation, the Zhi-shang Senior Care Center, Nankang Software Park, and Wesley Girls High School to hold 20 lectures with a total of 1,409 audience members.

Lecture Series in 2011

Date	Subject	Speaker
Lectures on the First Quarter of 2012 Exhibitions		
Jan. 13	Sharing Treasures: A Special Exhibition of Antiquities Donated to the Museum	Zhu Linze, Huang Lanyin and Chen Ying, Staff, Department of Antiquities, NPM
Feb. 18	Conveying the Affection to the World: Antiquarian Rare Books Donated by the Sun Yet-Sen Library of Hong Kong	Lu Xueyan, Associate Curator, Department of Rare Books and Historical Documents, NPM
Mar. 17	Analyzing the Changes of Time Through Yang Weijen's Calligraphy	Zhu Huiliang, Chief Curator, Department of Education, Exhibition, and Information Services, NPM
Celebration by Marc Chagall (with Gold Media Group)		
Mar. 20	Chagall in Paris	Zheng Zigui, Assistant Professor, National Taiwan University of Science and Technology
Mar. 27	Appreciating the Nostalgia and Eternal Love in Chagall's works	Chen Suhua, Professor, Department of Arts, National Taiwan Normal University
Apr. 23	Chagall's Art World	Chen Kuangyi, Associate Professor, Department of Arts Masters Program, National Taiwan University of Art
Apr. 30	Chagall's Jewish Life	Zhang Shouhui, Associate Professor, Department of German Studies, Wenzao Ursuline College
New Melody From the NPM		
Apr. 26	Discussion about the Viewpoints of Love in the Peony Pavilion	Li Huimian, Professor, Department of Chinese Literature, National Taiwan University
Jul. 29	Battle between Righteousness and True Love	Xu Zhihui, Professor, Department of Theatre, National Taiwan University of Arts
518 International Museum Day		
May 18	The World of Children in the Ancient Paintings	Tong Wene, Assistant Curator, Department of Painting and Calligraphy, NPM
May 18	The Beauty of Flowers: The Combination of Nature and Paintings	Tan Yiling, Assistant Curator, Department of Painting and Calligraphy, NPM
May 18	Landscape Reunited: Huang Gongwang and “Dwelling in the Fuchun Mountains”	Chen Yunru, Assistant Curator, Department of Painting and Calligraphy, NPM
Landscape Reunited: Huang Gongwang and “Dwelling in the Fuchun Mountains”		
Jun. 9	Discussion of Huang Gongwang's Brushwork in “Dwelling in the Fuchun Mountains”	Lin Boting, Former Deputy Director, NPM
Jun. 10	Analyzing Huang Gongwang's “Dwelling in the Fuchun Mountains” from the Property of Brushstroke, Composition, and Re-presenting of Paintings	Xu Guohuang, Former staff, Department of Painting and Calligraphy, NPM
Jul. 21	Innovation from the Masterpieces: Beyond Landscape: Meeting Huang Gongwang and New Deductions of the Landscape	Xu Ruirong, CEO, Blue Phoenix Art
Museology Lectures		
Aug. 16	The Theory of Value and the Contemporary Museum	Gary Edson, Professor, Museum of Texas Tech University, Institute of Asset Management
“A Century of Resilient Traditions: Exhibition of the Republic of China's Diplomatic Archives”		
Aug. 18	A Century of Resilient Traditions: Exhibition of the Republic of China's Diplomatic Archives	Fung Mingchu, Deputy Director, NPM
Sep. 1	Progress of Struggles of the ROC Diplomats	Wang Zanyu, Director-general, Ministry of Foreign Affairs Information Archives
Sep. 1	Qing Partition of Chinese Archives	Chen Weixin, Curator, Department of Rare Books and Historical Documents, NPM
Sep. 15	A Century of Resilient Traditions: Exhibition of the Republic of China's Diplomatic Archives and Its Selected Pieces	Cai Chenghao, Assistant Curator, Department of Rare Books and Historical Documents, NPM
Oct. 14	The Significance of “A Century of Resilient Traditions: Exhibition of the Republic of China's Diplomatic Archives”	Shen Lüxun, Deputy Minister, Ministry of Foreign Affairs
Nov. 3	Talking about the Progress from the Li-Lobanov Treaty to the Treaty of Friendship and Alliance Between the Republic of China and the Union of Soviet Socialist Republics	Duan Peilong, Former representative of Belarus, Republic of China
Nov. 24	Memory of A Retired Diplomat: Talking about the Sino-American Mutual Defense Treaty	Deng Shensheng, Former Israeli representative, Republic of China Embassy Deputy Representative, New York Office
Dec. 2	The Legal Status of Taiwan: Seeing from the Exhibition of the Republic of China's Diplomatic Archives	Chen Xifan, Former ROC representative, Republic of China
Alphonse Mucha: Art Nouveau & Utopia (with Shuang-Ying Creative and Cultural Company)		
Jun. 11	Introduction to the Alphonse Mucha: Art Nouveau & Utopia Exhibition and the Mucha Foundation	John Mucha, Executive Director, Mucha Foundation Tomoko Sato, Mucha Exhibition Curator
Jun. 19	Mucha and Art Nouveau	Chen Shuhua, Professor, Department of Fine Arts, National Taiwan Normal University
Jul. 3	The Art Nouveau Movement and Development of Art in the 20th Century	Wang Deyu, Professor, Department of Fine Arts, Taipei Municipal University of Education
Jul. 17	Art Nouveau Fashion Style: Make-up Inspired by Mucha	Zhang Jingkai, Director, Fashion and Make Up
Aug. 7	Traveling Through the Czech Republic with Mucha	Gao Songming
Aug. 14	Art Nouveau Fashion Style: Costumes Design Inspired by Mucha	Lin Guoji, Lecturer, Department of Fashion Design, Shih Chien University
Aug. 28	Music and Mucha	Xing Ziqing, Host, Taipei Philharmonic Radio

日期	講題	主講人
「精彩一百·國寶總動員」專題演講文物系列		
9/28	國之重寶：精彩的器物典藏	蔡玫芬／本院器物處處長
10/20	丹青瑰寶	李玉珉／本院書畫處副處長
10/28	翰墨光華	何炎泉／本院書畫處助理研究員
11/8	從「金匱寶笈」選件談清宮御用書房的特色	林士鉉／本院圖書文獻處助理研究員
「精彩一百·國寶總動員」專題演講·名家精選—我心目中的故宮十大國寶		
10/11	我心目中的故宮十大國寶	屈志仁／美國大都會博物館前亞洲藝術部主任
10/11	我心目中的故宮十大國寶	張臨生／震旦藝術博物館館長、國立故宮博物院前副院長
10/17	我心目中的故宮十大國寶	林柏亭／本院前副院長
10/18	我心目中的故宮十大國寶	馮明珠／本院副院長
「與故宮有約—建國百年故宮回顧與前瞻」座談會		
10/6	與故宮有約—建國百年故宮回顧與前瞻	本院周功鑫院長及各處主管
故宮新韻康熙萬壽聖節戲曲歷史講座		
10/21	花、雅爭輝：清代宮廷戲曲	陳芳／國立臺灣師範大學國文學系教授
11/1	康熙皇帝萬壽聖典活動	莊吉發／國立故宮博物院研究員退休
「康熙大帝與太陽王路易十四」特展專題演講(與時藝多媒體合辦)		
11/5	法國路易十四時期中國的興起與發展	周功鑫／本院院長
12/3	康熙大帝與太陽王路易十四	嵇若昕／本院登錄保存處處長
12/4	允合天度，有益戎行：耶穌會士南懷仁在華的科學活動	周維強／本院圖書文獻處助理研究員
12/18	康熙與路易十四時代中西方在科學技術領域的交流	沈定平／中國社會科學院歷史研究所教授
平等文教基金會親近故宮系列演講(新竹市文化局)		
2/19	風花雪月—南宋的生活美學	梁惠生／本院資深導覽志工
2/26	搏泥幻化—中國陶瓷與世界	鄭明萱／本院資深導覽志工
3/5	看書法·講閒話(宋元篇)	詹于佳／本院資深導覽志工
3/12	鐘鼎彝銘	黃于真／本院資深導覽志工
3/19	中國繪畫賞析	王淑貞／本院資深導覽志工
平等文教基金會親近故宮系列演講(南投縣埔里鎮)		
3/26	繽紛釉彩	蘇展平／本院資深導覽志工
4/2	欣賞—宋、明、清本(清明上河圖卷)	熊玲玲／本院資深導覽志工
4/23	匠心與仙工—明清雕刻	何幗姿／本院資深導覽志工
至善老人安養護中心關懷系列演講		
3/31	清康熙龍藏經的故事	梁惠生／本院資深導覽志工
4/28	中國陶瓷與世界(上)	鄭明萱／本院資深導覽志工
5/19	中國陶瓷與世界(下)	鄭明萱／本院資深導覽志工
6/30	黃公望的富春故事	梁惠生／本院資深導覽志工
7/28	清院本清明上河圖賞析	熊玲玲／本院資深導覽志工
8/25	玲瓏璀璨：中國歷代玉器	何幗姿／本院資深導覽志工
9/29	看字畫、聊八卦	詹于佳／本院資深導覽志工
10/27	故宮的金銅佛像	鄭玉英／本院資深導覽志工
12/8	國寶山水半日遊(上)	洪金冠／本院資深導覽志工
12/15	國寶山水半日遊(下)	洪金冠／本院資深導覽志工
南港軟體園區「2011藝術小包厢」演講		
7/6	富春山居傳奇—山水合璧特展導賞	詹于佳／本院資深導覽志工
私立衛理女中暑期高中生英語研習營演講		
7/20	國立故宮博物院院史	蘇佳莉／本院資深導覽志工
7/20	故宮玉器	蘇佳莉／本院資深導覽志工

Date	Subject	Speaker
Exhibits in the Exhibition Splendid Treasures: A Hundred Masterpieces of the National Palace Museum on Parade		
Sep. 28	Splendid Treasures: A Hundred Masterpieces of the National Palace Museum on Parade	Tsai Meifen, Chief Curator, Department of Antiquities, NPM
Oct. 20	Treasures of Paintings	Li Yumin, Deputy Chief Curator, Department of Painting and Calligraphy, NPM
Oct. 28	Splendors of Calligraphy	He Yanquan, Assistant Curator, Department of Painting and Calligraphy, NPM
Nov. 8	The Exhibits in Golden Chambers and Treasured Cases and the Imperial Libraries in the Qing Court	Lin Shixuan, Assistant Curator, Department of Rare Books and Historical Documents, NPM
Master's Selections in the Exhibition Splendid Treasures: A Hundred Masterpieces of the National Palace Museum on Parade		
Oct. 11	My Selection of 10 National Treasures in the NPM Collection	Qu Zhiren, Former Director, Asian Art in the Metropolitan Museum
Oct. 11	My Selection of 10 National Treasures in the NPM Collection	Zhang Linsheng, Curator, Aurora Art Museum. Former Deputy Director - NPM
Oct. 17	My Selection of 10 National Treasures in the NPM Collection	Lin Boting, Former Deputy Director - NPM
Oct. 18	My Selection of 10 National Treasures in the NPM Collection	Fung Mingchu, Deputy Director, NPM
"The Past and Future of the National Palace Museum" Conference		
Oct. 6	The Past and Future of the National Palace Museum	Director Kungshin Chou and Chief Curators of each departments, NPM
Lectures on New Melody from the NPM: Emperor Kangxi's Favorite Plays		
Oct. 21	The Plays in the Qing Court	Chen Fang, Professor, Department of National Literature, National Taiwan Normal University
Nov. 1	Activities to Celebrate Emperor Kangxi's Birthday	Zhuang Jifa, Retired Curator, NPM
Emperor Kangxi and the Sun King Louis XIV (with Media Sphere Communication LTD.)		
Nov. 5	The Rise and Development of China during the Period of Louis the XIV	Kung-shin Chou, Director, NPM
Dec. 3	Emperor Kangxi and the Sun King Louis XIV	Chi Johsin, Chief Curator, Department of Registration and Conservation, NPM
Dec. 4	Jesuit Ferdinand Verbiest's Scientific Activities in China	Zhou Weiqiang, Assistant Curator, Department of Rare Books and Historical Documents, NPM
Dec. 18	The Exchanges in Science and Technology of China and the West during the Reigns of Emperor Kangxi and Louis XIV	Shen Dingping, Professor, Chinese Academy of Social History
Outreach Lecture Series in Hsinchu(with the Equality Foundation)		
Feb. 19	The Aesthetics of Life in Southern Song Dynasty	Liang Huisheng, Senior Volunteer Docent
Feb. 26	The Evolution of Clay: the World of Chinese Ceramics	Zheng Mingxuan, Senior Volunteer Docent
Mar. 5	The Calligraphy in the Song and Yuan Dynasties	Zhan Yujia, Senior Volunteer Docent
Mar. 12	Bronze Inscriptions	Huang yuzhen, Senior Volunteer Docent
Mar. 19	Appreciation of Chinese Paintings	Wang Shuzhen, Senior Volunteer Docent
Outreach Lecture Series in Puli, Nantou(with the Equality Foundation)		
Mar. 26	Colorful Glaze	Su Zhanping, Senior Volunteer Docent
Apr. 2	Appreciation the Song, Ming, and Qing Version of "Along the River During the Ch'ing-ming Festival"	Xiong Lingling, Senior Volunteer Docent
Apr. 23	Uncanny Feat and Celestial Ingenuity: The Carving of the Ming and Qing Era	He Guozi, Senior Volunteer Docent
Outreach Lecture Series in Zhi-shan Elderly Care Centre		
Mar. 31	The Story of Tibetan Dragon Sutra in Emperor Kangxi, Qing Dynasty	Liang Huisheng, Senior Volunteer Docent
Apr. 28	Chinese Ceramics and the World (Session 1)	Zheng Mingxuan, Senior Volunteer Docent
May 19	Chinese Ceramics and the World (Session 2)	Zheng Mingxuan, Senior Volunteer Docent
Jun. 30	The Story behind Huang Gongwang's "Dwelling in the Fuchun Mountains"	Liang Huisheng, Senior Volunteer Docent
Jul. 28	Appreciation the Qing Court's Version of "Along the River During the Ch'ing-ming Festival"	Xiong Lingling, Senior Volunteer Docent
Aug. 25	Dazzling Gemstones and Jewelry: Ancient Chinese Jade	He Guozi, Senior Volunteer Docent
Sep. 29	Appreciation of Chinese Painting and Calligraphy	Zhan Yujia, Senior Volunteer Docent
Oct. 27	Buddhist Statues Collection in the NPM	Zheng Yuying, Senior Volunteer Docent
Dec. 8	Tour on the Landscape Paintings in the NPM (Session 1)	Hong Jinguan, Senior Volunteer Docent
Dec. 15	Tour on the Landscape Paintings in the NPM (Session 2)	Hong Jinguan, Senior Volunteer Docent
Outreach Lecture Series at Nankang Software Park		
Jul. 6	Admiration of "Landscape Reunited: Huang Gongwang and 'Dwelling in the Fuchan Mountains'"	Zhan Yujia, Senior Volunteer Docent
Outreach Lecture Series at the Wesley Girl High School		
Jul. 20	The History of the NPM	Su Jiali, Senior Volunteer Docent
Jul. 20	Jade Collection in the NPM	Su Jiali, Senior Volunteer Docent

推廣活動

「當young people遇上故宮—故宮週末夜表演藝術活動」

- 由頂新國際集團及味全公司贊助，100年度共舉辦52場，觀賞人數總計57,493人次。此外，為增節慶熱鬧氣氛，100年的大年初一及元宵節，計辦理2場節慶表演活動，觀賞人數超過1,000人次。
- 100年度申請團隊共計184件，經2次評審會議審查後，共選出54個表演團體(包含節慶特別活動)，補助金額總計134萬5,500元。涵蓋了中西音樂、舞蹈、戲曲、民俗技藝等多元藝文表演內容。

「故宮新韻」傳統戲曲定目演出活動系列

故宮新韻固定於週三下午2時30分至4時於本院文會堂多功能演藝廳演出。自98年7月起開辦以來，邀請蘭庭崑劇團、臺北新劇團、相聲瓦舍等優秀表演團體來院演出，100年度4至6月為延伸本院「滿庭芳—歷代花卉名品展」之多元藝術效益，邀請「臺北崑曲研習社」推出晚明劇作家湯顯祖的代表作《牡丹亭》；7至9月由國光劇團演出中國名劇《白蛇傳》；10至12月配合本院年度大展「康熙大帝與太陽王路易十四特展—中法藝術文化的交會」，由國立臺灣戲曲學院精選3齣，曾於清朝康熙皇帝60大壽慶典演出過的戲劇，演出【康熙賞劇選粹—〈醉打山門〉、《西廂記·遊殿》、〈單刀會〉】。98年7月至100年12止共計演出93場次，共吸引16,624人次欣賞。

國寶票選活動

配合「精彩一百·國寶總動員特展」自100年9月23日至11月22日止舉辦「投國寶·抽大獎—精彩一百網路票選活動」，邀請民眾上網票選心中最喜愛的故宮國寶。票選活動結合實體展覽，同步在網路上呈現出最具代表性的故宮典藏文物，並提供相關文物之學習資訊連結，民眾於票選之同時，也可上網學習，增進對於故宮文物的瞭解。票選結果期能開啓民眾欣賞故宮典藏的新視野，除將運用於學生團體導覽路線規劃外，亦將研發教案、學習單等供一線教師使用，希藉此宣傳故宮珍貴文物，加強與各級學校之合作，並提升故宮典藏文物價值。

2011兩岸漢字藝術節

國立故宮博物院以豐厚的文物典藏，作為文化宏揚的根據地，對於漢字藝術的推廣，一直是不遺餘力的。為配合2011兩岸漢字藝術節及未來「漢字博物館」先期規劃，除了「吉金耀采—歷代銅

器展」、「鐘鼎彝銘—漢字源流展」等實體展覽外，另於正館210展廳之多媒體放映室，展示「非看不可金文互動桌」(20件)、「非看不可書法互動桌」(20件)、「冊頁—赤壁賦四家書風比較」、「手卷—東坡寒食帖與山谷跋」、「立軸—石鼓文與吳昌碩篆書」、「翰逸神飛—漢字書法的創變與風華」影片、「雕龍鑄篆—彝器與銘文的奇逸飛動」3D影片、「毛公鼎—漢字演變百例」漢字源流影片等多項互動裝置和漢字影片，以彰顯漢字形體的多元性、文化性以及書法線條空間的藝術性、節奏性。此外，亦於本院長期在臺北捷運士林站與臺北車站所設的「藝文空間」，籌辦漢字書法專題展，展出國寶展中帶銘銅器、歷代法書之「精製文物」，藉由大圖擴放重組設計，及精仿實體的搭配展陳，以呈現漢字書法於篆、草、行、楷各體的不同風貌，讓更多從外地來的朋友能先睹「漢字藝術之美」的高仿精緻。

「康熙大帝與太陽王路易十四」歌劇

為慶祝中華民國建國一百年、本院院慶，本院特別以清盛世之始，聖祖康熙皇帝與法王路易十四時期兩國間的「交鋒」為主題，於100年10月初推出「康熙大帝與太陽王路易十四—中法文化藝術的交會特展」，為讓民眾能更親近這些珍貴的古文物，特別策劃大型歌劇表演，由國內(外)知名表演家及藝術團隊，全新創作一齣大型表演製作，由表演藝術的觀點，重新演繹中西兩位歷史人物交鋒下輝煌的「多元藝術饗宴」和「文化創意應用」的交會。以慶祝中華民國第一個百年，並預告下一個百年盛世的到來。此外，為兼顧「推廣文化藝術」、「走出故宮」、「結合地方」及服務全民之目的，本計畫係與苗栗縣政府共同主辦，共計演出5場，分別於10月15、16日在故宮戶外廣場演出2場，10月21至23日在苗栗小巨蛋演出3場，計吸引近20,000人欣賞。



故宮新韻系列：國光劇團演出《白蛇傳》

New Melody from the NPM: Guoguang Opera Company presents "Legend of the White Snake."

Outreach Programs

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

- The event was sponsored by the Dinxin International Group and the Wei-chuan Foods Corp. A total of 52 shows were presented this year, with 53,955 attendants. Another 2 shows were put on during the Lunar New Year and Lantern Festival, with 1,000 attendants.
- 184 groups applied to perform and 54 were selected after two review meetings. The grant in total was NT\$1,345,500. The shows included music, dance, folk operas and traditional performance arts.

New Melody from the NPM

New Melody from the National Palace Museum is held in the Wenhuitang Auditorium every Wednesday between 2:30 pm and 4:00 pm. Starting From July 2009, Lanting Kun Opera Troupe, Taipei Li-yuan Chinese Opera Theater, the Comedians Workshop, and the Chinese Opera Troupe of National Taiwan College of Performing Arts have performed at the NPM. From April to June 2011, the NPM extended its “Fragrance Fills the Courtyard: Chinese Flower Paintings through the Ages” and invited the Taipei KunQu Society to present the late Ming dynasty playwright “The Peony Pavilion.” From July to September 2011, GuoGuang Opera Company presented the “Legend of the White Snake.” From October to December 2011, to coincide with the exhibition, “Emperor Kangxi and the Sun King Louis XIV: Sino-Franco Encounters in Arts and Culture,” the National Taiwan College of Performing Arts featured three plays performed during Emperor Kangxi’s 60th birthday: “Drunken Rage in the Temple of Wutai Mountain,” “The West Chamber – Temple Encounter,” and “Guan Yu’s Daring Escape.” From July 2008 to December 2011, a total of 93 shows were shown, attracting 16,624 attendees.

National Treasures Ballot

From September 23 to November 22, 2011, the “National Treasures Grand Selection: Splendid Treasures Online Ballot” was held simultaneously with the special exhibition “Splendid Treasures: A Hundred Masterpieces of the National Palace Museum on Parade.” Everyone was welcomed to vote online for their favorite national treasure in the NPM. The online ballot was combined with the physical exhibition to showcase the most representative Museum artifacts. Web links were provided to show related information regarding the artifacts. While voters

were selecting their favorite objects, they could learn more about the NPM’s artifacts. The result of the ballot will be used planning the route of student group tours, developing lesson plans for teachers, in hopes of promoting the Museum’s artifacts, enhancing the cooperation with schools on all levels, and increasing the cultural value of the Museum’s collections.

2011 Cross-Strait Chinese Character Art Festival

The National Palace Museum’s collection of rich culture is the basis for relentless promotion of Chinese Art. To accompany the “2011 Cross-Strait Chinese Character Festival” and the planned “Chinese Character Museum,” in addition to producing multimedia exhibitions of “Rituals Cast in Brilliance: Chinese Bronzes Through the Ages” and “The Bell and Cauldron Inscriptions—A Feast of Chinese Characters: the Origin and Development,” the Main Building gallery 210 multimedia screening room has shown “Must-see Chinese Painting Interactive Table (20 objects),” “An Album Comparing Four Masters ‘Ode to the Red Cliff,’” “Hand Scroll: Su Dongpo’s Cold Food Observance and Shan Ku’s Colophon,” “Hanging Scroll: Engravings on Drum and Wu Changshuo’s Seal,” “The Heavenly Spirit of Calligraphy: The Development and Beauty of Chinese Writing,” “The Casting of Ancient Bronze: the Movement Flow of Ritual Object Inscriptions (a 3D film),” “Etymology of Chinese Characters: 100 Examples from the Cauldron of Duke of Mao Inscription” interactive media describing the origin of Chinese characters and highlight the diversity, cultural significance, artistry and rhythm of calligraphy lines. In addition, the Museum has a display in the MRT Shilin Station and MRT Taipei Main Station, organizing the MRT Chinese calligraphy special exhibitions with national bronze inscriptions treasures, historical law books of “Refined Heritage,” enlarged images of the works, and reproductions of the actual national objects. The different styles Chinese calligraphy- seal, grass, clerical, and cursive - were introduced to foreign visitors to appreciate the “Beauty Within Chinese Characters.”

“Emperor Kangxi and the Sun King Louis XIV” Opera

To celebrate the centennial of the Republic of China and the anniversary of the Museum, the NPM launched “Emperor Kangxi and the Sun King Louis XIV: Sino-Franco Encounters in Arts and Culture” in October 2011. With the theme set as “Encounters” of the Patriarch Emperor Kangxi and France’s Louis XIV during Golden Age of the Qing Dynasty, this large-scale opera performance was a brand new creation with famous domestic and foreign performers and performing groups. Allowing viewers become familiar with the valuable ancient artifacts through this re-interpretation of the two Western and Eastern historical figures, the opera demonstrated the intersection of the two ruler’s “Diverse Banquet of Art” and “Application of the Cultural and Creative Inventions.” In addition, this opera rejoiced the first century of the Republic of China, while celebrating the arrival of the next century. Taking into account the ideas of “Promoting Culture and Arts,” “Stepping out of the National Palace Museum,” “Integrating Places,” and others, the NPM and the Miaoli County co-organized this project to promote their public services. A total of 5 shows were performed: Two shows were performed on October 15 and 16 at the National Palace Museum courtyard (outdoors) and three shows were performed from October 21 to 23 in the Miaoli Arena.



故宮週末夜表演
Saturday Night at the NPM performance.

教育培訓

教師研習及教學資源之建置

- 教師研習：為擴大本院藏品之教育推廣，增進學校教師對本院文物及相關教學資源之認識與運用，100年度辦理26場教師研習活動，研習對象包括高中、國中與國小教師，共計已培訓1,243名教師。相關辦理情形如下表：

100年度教師研習辦理情形

日期	活動名稱	辦理單位	對象
3/16	吉祥如意複製文物教育巡迴展及國寶展教師培訓（宜蘭縣場次）	本院與宜蘭縣國教輔導團共同辦理	宜蘭縣一般中小學教師，共計17名教師參加
3/12	廣達游於藝校園巡迴展夏卡爾特展教師研習營	本院與廣達文教基金會共同辦理	全國各縣市一般中小學教師，共計250人參加
3/26	夏卡爾特展教師培訓（臺北場次）	本院與聯合報共同辦理	北部縣市一般中小學教師，共計200人參加
4/24	吉祥如意複製文物教育巡迴展及國寶展教師培訓（澎湖縣場次）	本院與澎湖縣國教輔導團共同辦理	澎湖縣一般中小學教師，共計70名教師參加
6/12、6/13、6/15	慕夏特展種子教師營暨校長日活動	本院與雙瑩公司共同辦理	臺北市、新北市教師及校長，舉辦共9場，共計449人。
7/8	廣達游於藝富春山居圖特展巡迴展說明會	本院與廣達文教基金會共同辦理	巡迴展參加學校及各縣市一般中小學教師，共計60人參加
9/7	吉祥如意複製文物教育巡迴展及國寶展教師培訓（嘉義場次）	本院與嘉義市國教輔導團共同辦理	嘉義縣市一般中小學教師，共計107名教師參加
9/28、10/20、10/28、11/8	「精彩一百·國寶總動員特展」專題演講/教師研習活動（北部場次）	本院主辦	全國各縣市一般中小學教師，共4個場次，共計70名教師參加
8/18、9/1、9/15、10/14、11/3、11/24、12/2	「百年傳承 走出活路—中華民國外交史料特展」專題演講/教師研習活動	本院主辦	全國各縣市一般中小學教師，共7個場次，共計20名教師參加



與故宮有約—建國百年故宮回顧與前瞻座談會
A Forum on "The Past and Future of the National Palace Museum."



林柏亭前副院長主講「我心目中的故宮十大國寶」
NPM's former Deputy Director Lin Poting, spoke of "My Selection of 10 National Treasures in the NPM Collection."

Education and Training

Seed Teacher Program and Education Resource

- To carry out the educational role of our collection and to help teachers learn more about our artifacts and how to utilize our resources, the Museum hosted 26 training workshops this year, inviting 1,243 teachers from elementary to high schools to participate.

Teacher Training Courses in 2011

Date	Title	Organizer	Participants
Mar. 16	Traveling Education Exhibition of Replicas (Yilan County)	National Palace Museum and Yilan County Compulsory Education Advisory Group	17 elementary and middle school teachers from Yilan County
Mar. 12	Quanta Exhibition Tour: Chagall Special Exhibition	National Palace Museum and Quanta Culture and Education Foundation	250 elementary and middle school teachers
Mar. 26	Chagall Special Exhibition Teacher Training (Taipei Session)	National Palace Museum and United Daily News	200 elementary and middle school teachers from Northern Taipei
Apr. 24	Traveling Educational Exhibition of Replicas: National Treasures (Penghu Session)	National Palace Museum and Penghu Compulsory Education Advisory Group	70 elementary and middle teachers from the Penghu County
Jun. 12, Jun. 13, Jun. 15	Seed Teacher Program: Mucha Special Exhibition	National Palace Museum and Shuang-Ying Company	9 sessions for 449 teachers and principals of Taipei City and New Taipei City
Jul. 8	Quanta Exhibition Tour: Dwelling in the Fuchun Mountains Special Exhibition	National Palace Museum and Quanta Culture and Education Foundation	60 elementary to high school teachers
Sep. 7	Traveling Educational Exhibition of National Treasure Replicas (Chiayi Session)	National Palace Museum and Chiayi Compulsory Education Advisory Group	107 elementary to high school teachers from the Chiayi County
Sep. 28, Oct. 20, Oct. 28, Nov. 8	"Splendid Treasures: One Hundred Masterpieces of the National Palace Museum on Parade" Lecture/ Educational Activities for Teachers (Northern Taiwan Session)	National Palace Museum	4 sessions for 70 elementary to high school teachers
Aug. 18, Sep. 1, Sep. 15, Oct. 14, Nov. 3, Nov. 24, Dec. 2	"A Century of Resilient Tradition: Exhibition of the Republic of China's Diplomatic Archives" Educational Activities for Teachers	National Palace Museum	7 sessions for 20 elementary to high school teachers



精彩一百·國寶總動員特展北部地區教師研習活動學員聽講情形
"Splendid Treasures: One Hundred Masterpieces of the National Palace Museum on Parade" Lecture/ Educational Activities for Teachers. (Northern Taiwan Session)



吉祥如意複製文物巡迴展及國寶展教師培訓澎湖場次：教師參觀展覽並聆聽導覽
Traveling Educational Exhibition of Replicas: National Treasures. (Penghu Session)

- 館校合作：為開發院藏文物與原住民相關之教學資源，並豐富原住民學子藝術文化的學習，於100年度邀請北部縣市設有原住民教育資源中心，且實施原住民教育經驗豐富之三所中小學校，包括新北市烏來國民中小學、新北市新和國民小學、桃園縣僑愛國民小學等校參與。本案由各校具熱誠的一線教師組成「原住民教學資源研發推廣工作小組」，結合故宮文物及教育資源，由本院教育人員與學校教師共同研發設計創意教案、學習單。研發之教案及學習單將上傳至本院網站，以提供一線教師下載參考，並將配合本院教師培訓加以推廣。此外，本年度亦配合「精彩一百·國寶總動員特展」持續與鄰近社區之雨聲國小、士林國中進行館校合作方案，以促進本院特展與學校課程兩者之結合，服務學生人數256人。
- 輔助參觀教材與網路學習資源：為建立博物館教育學習經驗多元化與分齡化之新模式，本院已開發多項學習使用資源，以刺激兒童與親子觀眾在兒童學藝中心及故宮正館各陳列室參觀的學習動機，並加強學習效益。目前已完成兒童園地專題網站、18種學習單、8種教案、4種教師手冊、6種親子手冊上線，以提供教師、兒童與親子觀眾更豐富之網路學習教材與資源。

兒童、親子及青少年創意活動

- 本院為推廣優質兒童藝文活動，100年度辦理「小小故宮達人」兒童研習營以一系列豐富課程，寓教育於遊戲方式，讓兒童認識華夏文化與歷史。課程結合參觀展覽、DIY動手體驗創作，並同時融合本院研發的複製文物與數位成果，豐富教學內容。100年度共辦理4個梯次，招生學童206人。
- 配合各項特展及每季「故宮新韻」演出舉辦親子活動。特展親子活動包括「龍藏—院藏大藏經特展親子活動」共4個場次，參加人數132人；「黃公望富春山居圖特展親子活動」，共舉辦6個場次，參加人數184人；「精彩一百·國寶總動員特展親子活動」，共舉辦6個場次，參加人數188人。同時亦配合本院100年度故宮新韻演出，舉辦崑劇《牡丹亭》親子活動「角兒就是你！戲曲唱作初體驗」共2個場次，內容結合說故事、形體唱腔示範與唐詩崑歌教唱及扇子演示等，參加人數180人；《白蛇傳》親子活動「京劇童趣空間—水族裝扮與表演」共2個場次，以京劇彩粧與角色扮演，使用水旗、彩帶等舞台道具進行有趣的戲劇遊戲，參加人數142人。
- 配合本院「精彩一百·國寶總動員特展」，另辦理6場次志工爸媽說故事活動，以童趣角度，結合簡易戲偶及複製文物等道具，講述康熙大帝的故事，參加人次共計250人。
- 另邀請牛古演劇團來院演出3場次兒童劇，演出內容結合故宮典藏，藉由成長在臺北的阿弟仔和來自北京的乾隆皇在故宮的巧遇為主軸，揭露「精彩一百·國寶總動員特展」文物背後的故事，參加人次共計320人。
- 青少年故宮文物暑期研習營：由本院與財團法人台積電文教基金會共同辦理，台積電文教基金會全額贊助活動經費，並指定中國青年救國團為執行單位。邀請新竹、臺中、臺南地區國中美術班及對藝文有興趣的學生參加，透過文物研習營提升青少年對於故宮文物之興趣，共舉辦2個梯次，第1梯次於100年7月18至21日辦理，第2梯次為8月15至18日，參加人數共120人。
- 另為服務青少年中輟生，與社會福利機構「善牧學園」、「乘風少年學園」、「善牧蘆洲少年福利服務中心」合作辦理「精彩一百·國寶總動員特展」青少年中輟生教育活動，透過動手做DIY課程、特展專題導覽等，提供青少年中輟學生寓教於樂的博物館參觀經驗，共計辦理3場次，參與人數共計34人。



志工爸媽說故事活動
Volunteer storytelling activities.

- **Collaboration with Schools:** In 2011, the Museum invited the aboriginal education resource centers in Northern Taiwan Counties to implement an education curriculum in three schools, including New Taipei City Wulai Junior High School, New Taipei City Xinhe Elementary School, and Taoyuan County Qiaoai Elementary School. The education system was a collaborative act to introduce the Museum's resources into the aboriginal education curriculum in hopes of enriching student's learning of aboriginal art and culture. The dedicated teachers formed a group called "Aboriginal Teaching Resources to Promote Research and Development" to work with NPM staff to integrate the education resources of the NPM into class. The lesson plans will be uploaded to the Museum's website to be shared and downloaded by other teachers. In addition, to coincide with "Splendid Treasures: A Hundred Masterpieces of the National Palace Museum on Parade," the NPM collaborated with neighboring communities, Yushen Elementary School, and Shilin Middle School to promote the Museum's special exhibition and education program into the school curriculum. 256 students participated.

- **Supplementary Materials and Online Learning Resources:** The Museum has created a children thematic website, which includes 18 kinds of worksheets, 8 lesson plans, 4 teacher's manuals and 6 parenting manuals online, to provide rich educational materials and resources for teachers, children and parents. The NPM hopes to create a new model of diversified learning experiences for different age groups, raising family visitors' interest in our Children's Gallery and the exhibits, and maximizing their learning efficiency.

Creative Workshop for Children, Families and Youth

- This year, the Museum created the "Little Professionals of the NPM" children's workshop to offer a series of learning-through-games courses to promote top-quality children's art and culture programs and to help children understand Chinese culture and history. Besides visits to exhibitions and DIY courses, the workshop also used replicas and digital materials to enrich the contents. Four sessions were held this year with 206 students enrolling the program.
- Family programs were designed to accompany the special exhibitions and "New Melody from the NPM." Activities to match the special exhibitions include "Family Programs for the Tibetan Dragon Sutra: the Great Treasury of Buddhist Scriptures in the National Palace Museum," which was held 4 times with 132 participants. "Huang Gongwang's Dwelling in the Fuchun Mountains Special Exhibition Parent-child Activities" were held 6 times with 184 participants. "Splendid Treasures: A Hundred Masterpieces of the National Palace Museum Special Exhibition Parent-child Activities" were held 6 times with 188 participants. Activities which coincided with the New Melody from the NPM include the "Peony Pavilion" inspired "The Perspective is Yours! Experiencing Opera Singing for the First Time," which was held twice. The details of this activity include story telling, physical demonstrations, teaching and singing songs, poem reciting, and fan presentations. 180 people attended this event. The "Legend of the White Snake" inspired "The Playful Space of Opera: Dress Up and Performance Activity" involved Peking-Opera make up and role-playing. Flags, ribbons, and props were used for fun games. A total of 142 people participated.



兒童研習營：親子一起觸摸複製青銅器，聆聽講師講解青銅器的紋飾與功能

Children's Workshop: Parents and children touched a bronze replica cauldron and listened to a teacher explain the bronze decoration and functions.

- 6 volunteer storytelling activities were held to coincide with the special exhibition "Splendid Treasures: A Hundred Masterpieces of the National Palace Museum." The story of Emperor Kangxi was told from a childlike point of view by using simple puppets and replicate artifacts. A total of 250 people participated.

- The NPM invited the Newcool Troupe to perform 3 children's shows. The show presents Idea, a boy who lives in Taipei, meeting Emperor Qianlong from the Forbidden City to share the story behind of the artifacts on display in the exhibition "Splendid Treasures: A Hundred Masterpieces in the National Palace Museum On Parade." 320 people participated.

- **National Palace Museum Summer Youth Camp:** This was a collaborative act between the National Palace Museum and the TSMC Education and Culture Foundation. The TSMC Education and Culture Foundation offered full sponsorship to cover for the events and asked the China Youth Corp to organize the camp. Students interested in art and students from Hsinchu, Taichong, and Tainan middle school art classes were invited to learn more about the NPM's artifacts and collections. This camp had 2 sessions (July 18-21, 2011 and August 15 -18, 2011) and 120 people participated.

- The Museum coordinated several educational activities for young dropout students and social welfare agencies such as "Good Shepherd Academy," "Cheng Feng's Teenager School," "Good Shepherd Youth Welfare Service Center in Luchou" to share the "Splendid Treasures: A Hundred Masterpieces of the National Palace Museum on Parade." Through several hands-on DIY courses and tours of special exhibitions, the youth dropout students were able to have an entertaining experience of the Museum. There were 3 sessions with 34 participants.



周院長與本院志工合影
Group photo of the Director Zhou and the NPM volunteers.

兒童學藝中心

兒童學藝中心100年度共計115,843參觀人次，自97年5月18日開館至100年12月31日止，參觀人數累計共達430,300人次。100年度展示更新計畫於11月完成，局部更新展示範圍包含1個互動展示區及1個教育特展區，換展內容分別以院藏之漢字及玉器文物為主題。展覽目的在透過多媒體及遊戲互動裝置，讓學童從不同的角度探索文物的趣味，並鼓勵其在看完小故宮－「兒童學藝中心」後，能走進大故宮，尋訪故宮文物的真面目。

吉祥如意複製文物巡迴展

本院精製複製文物巡迴展巡迴全國各縣市，行之有年。自96年9月始，以吉祥如意為主題，推出「吉祥如意複製文物教育巡迴展」，迄今已巡迴20個縣市。100年度巡迴展出行程為：宜蘭縣政府文化局(100.3.12~100.3.31，參觀人數2,817人次)、澎湖生活博物館(100.4.23~100.6.22，參觀人數5,731人次)、新竹縣政府文化局(100.7.8~100.7.24，參觀人數13,705人次)、嘉義市立博物館(100.8.6~100.9.25，參觀人數36,457人次)，本巡迴展100年度參觀人數共計58,710人次。

精製複製文物監獄展

本院特別服務監獄收容人，推動複製文物展覽至監獄，以提供收容人豐富的藝術饗宴、提升美感

經驗。100年度與桃園女子監獄合作，展出「『精彩一百·國寶總動員』複製文物展」(展期：100.11.29~12.6)，共服務約1,400名女性收容人。

「國寶總動員」複製文物教育展

本院協辦臺中市政府文化局「梨山藝術節·相約Slamaw」活動，自100年11月12日至20日於梨山國中小展出以「『國寶總動員』3D動畫影片」為展覽主軸的小型教育特展，以貼近生活之展示語言，讓觀眾透過觀看、聆聽、觸摸、閱讀、遊戲及多媒體體驗，深度感受故宮文物之美，服務約500人次觀眾。

志工招募培訓

結合民間資源，招募對藝術文化有興趣又有意願協助博物館教育推廣之社會各階層人士，積極辦理培訓與教育訓練，投入志工業務。截至100年本院成人志工454人、高中志工91人，共計為538位。

小小志工

100年度共計139名學童報名，實際參加並完成初階培訓者計37名，於本院兒童學藝中心展開實習，負責整理教具與協助現場參訪孩童體驗互動遊戲，並於100年8月13日完成進階培訓課程，30位小小志工亦均已完成本年度20小時服勤時數。



桃園女子監獄巡迴展覽場綜觀
Traveling Exhibition of Replicas in Taoyuan Women's Prison.

Children's Gallery

Opened on May 18, 2008, the Gallery has attracted more than 415,862 visitors. The number of visitors is 11,5843. Part of the exhibitions, including an interactive area and a special education exhibition area, has been renovated in November, centered on the themes of Chinese characters and jade artifacts. Via multimedia and interactive installations, children can learn the artifacts from different perspectives and feel encouraged to step in the Museum to look at the real artifact.

Traveling Education Exhibition of Replicas

Starting from December 2007, the Museum organized the "Good Fortune: NPM's Traveling Replicas and Educational Exhibition" on a regular basis to serve the residents in 20 other cities, counties and outer islands. In 2011, the exhibitions were held at Cultural Affairs Bureau of Yilan County (Mar. 12 to Mar. 31, 2,817 attendees participated), Penghu Living Museum (Apr. 23 to Jun. 22, 5,731 attendees participated), Cultural Affairs Bureau of Hsinchu County (Jul. 8 to Jul. 24, 13,705 attendees participated), and Chiayi Municipal Museum (Aug. 6 to Sep. 25, 36,457 attendees participated). In 2011, 58,710 attendees visited the traveling exhibition.

Educational Exhibition of Replicas in Prison

To serve the inmates in prison with a feast of art and beauty, the Museum organized an exhibition of "Splendid Treasures: A Hundred Masterpieces of the National Palace Museum on parade" artifact replicas in Taoyuan Women's Prison from November 29 to December 6. A total of 1,400 participants attended this event.

Educational Exhibition of "The Masterpieces of the National Palace Museum on parade"

The National Palace Museum helped the Cultural Affairs Bureau of Taichung City Government create "Lishan Art Festival." From November 11 to November 20, 2011, "The Masterpieces of the National Palace Museum on parade" 3D animation was exhibited at the Lishan Junior High & Elementary School Exhibition, with the main emphasis on making the exhibition accessible and understandable to everyone. Using the everyday language to allow visitors see, hear, touch, read, play games, and experience the multimedia, the beauty and depth of the National Palace Museum was shared. About 500 attendees visited this exhibition.

Volunteer

Using private resources, the Museum recruited volunteers who are interested in arts and culture and are willing to promote the Museum's works across all social strata and undergo an education and training process. In 2011, the Museum has 454 adult volunteers, 91 high school volunteers, a total of 538 volunteers.

Junior Volunteer

139 children applied for our training program this year. 37 completed the courses and served their internship at the Children's Gallery, arranging teaching aids and helping children visitors use the interactive devices. By August 13, 30 junior volunteers completed their training and the 20-hour service.



牛古演劇團來院演出兒童劇
Newcool Troupe performed a children's show at the NPM's auditorium.



兒童學藝中心「玉不琢不成器」單元，以大書介紹古人製玉的12個步驟
The unit of "Jade must be cut and chiseled" in Children Gallery.





文創發展

Developing Cultural Creativity



文創發展

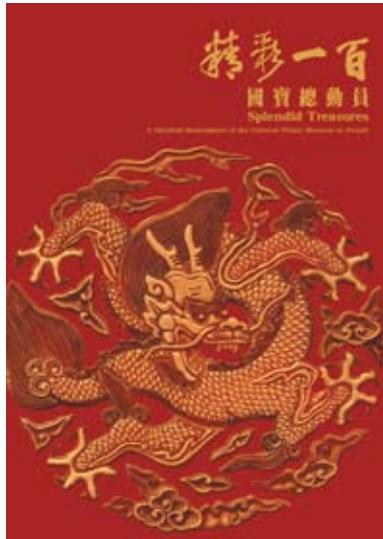
現今世界各地掀起文化創意產業的風潮，為邁向國際化，本院期望將品牌形象及中華文化藝術圖像精華推展於國際間，提升文化創意產品的附加價值，並實現「藝術生活化，生活藝術化」理念。

出版發行

- 依據本院文物藝術發展基金出版品、文物仿製品及委外經銷公開徵求須知，重新遴選 39 家績優經銷商，積極開拓國內外銷售據點，促進文創商品流通普及。100 年度本院出版品銷售營業額達新臺幣 127,588,000 元，總計銷售 243,800 冊。
- 透過故宮全球資訊網出版品展示系統及顧客服務平台，提供本院新書出版及促銷活動之即時資訊，並藉由網路商城，提供電子商務線上銷售服務。
- 參加「2011 年德國法蘭克福書展」、「2011 年東京國際書展」、「2011 年北京圖書訂貨會」、「2011 臺北國際書展」、「2011 年新加坡國際書展」、「2011 年馬來西亞國際書展」、「第 19 屆臺北國際書展」等 7 個國際性書展，以提高本院出版品之國際能見度及流通性。



本院出版品《康熙大帝－中國歷史上最傑出的皇帝》
NPM published "Emperor Kangxi: The Most Outstanding Emperor of Chinese History."



本院出版品《精彩一百－國寶總動員》
NPM published "Splendid Treasures: A Hundred Masterpieces of the National Palace Museum on Parade."



本院出版品《山水合璧－黃公望與富春山居圖特展》
NPM published "Landscape Reunited: Huang Gongwang and 'Dwelling in the Fuchun Mountains.'"



本院出版品《滿庭芳－歷代花卉名品》
NPM published "Fragrance Fills the Courtyard: Chinese Flower Paintings Through the Ages."

Developing Cultural Creativity

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

Publications

- Under the Museum's "Guidelines for the Publications of the Art Development Fund, Artifact Replicas and Outsourcing Distribution," we publicly reselected 39 agencies as outlets for our publications. Also, more retail outlets were sought both at home and abroad to promote our cultural and creative products. The revenue in 2011 was NT\$ 127,588,000 with a total of 243,800 copies sold.
- We regularly update our publication and promotion information on the customer service platform of our website. The Museum's online store was also launched to promote POD services and other e-services.
- This year, the Museum participated in 7 major international book fairs to raise the global exposure of our publications, including "2011 Frankfurt International Book Fair," "2011 Tokyo International Book Fair," "2011 Beijing Book-Ordering Fair," "2011 Taipei International Book Fair," "2011 Singapore International Book Fair," "2011 Malaysia International Book Fair," and "The 19th Taipei International Book Fair."

100年度新增出版品一覽表

項次	政府出版品統一編號	題 名
圖書類		
1	1010000857	「故宮法書新編」第六冊「唐玄宗書鵝鵠頌」
2	1010000828	「故宮法書新編」第七冊「唐 懷素自敘帖」
3	1010002548	「故宮法書新編」第八冊「宋 蔡襄墨跡」
4	1010002933	「故宮法書新編」第九冊「宋蘇軾墨蹟（上）」
5	1010002934	「故宮法書新編」第十冊「宋蘇軾墨蹟（下）」
6	1010000147	「敬天格物－中國歷代玉器導讀」導覽手冊
7	1010000196	「寄情人間－香港中山圖書館捐贈善本舊籍特展」導覽手冊
8	1010001065	「山水合璧－黃公望與富春山居圖特展」圖錄
9	1010002270	「百年傳承·走出活路－中華民國外交史料特展」圖錄
10	1010002735	康熙大帝－中國歷史上最傑出的皇帝
11	1010002904	「康熙大帝與太陽王路易十四特展」圖錄
12	1010002821	「精彩一百－國寶總動員特展」圖錄
13	1010002782	「精彩一百－國寶總動員特展」導覽手冊
14	1010002788	故宮藏畫大系 一
15	1010002789	故宮藏畫大系 二
16	1010002791	故宮藏畫大系 三
17	1010002793	故宮藏畫大系 四
18	1010002797	故宮藏畫大系 五
19	1010003277	親子攜手遊故宮－器物篇
20	1010003015	千古金言話鐘鼎
21	1010004752	李唐萬壑松風圖光學檢測報告
22	1010003276	故宮書畫圖錄(三十)
23		故宮「國寶奇珍」2012年大、小月曆
期刊類		
1	2007200004	故宮文物月刊（第334期至第346期）
2	2007200028	故宮學術季刊（28卷第3、4期）
3	2009001230	故宮英文年刊（第44期）
叢刊類		
1	1010000119	故宮文物叢刊《雙溪文物隨筆》
2	1010000955	故宮文物叢刊《佛陀形影》
錄影光碟類		
1	4510002947	故宮新韻：崑劇選粹〈牡丹亭〉
2	4510004077	康熙大帝與太陽王路易十四歌劇
3	4510004116	故宮新韻：京、崑劇選粹〈白蛇傳〉

New Publications in 2011

No.	GPN	Title
Books, Pamphlets and Albums		
1	1010000857	National Palace Museum New Collection of Calligraphy Masterpieces (VI): Praising the Pied Wagtail by Emperor Xuanzong (Tang Dynasty) and The Appointment of Chu Chü-ch'uan by Hsu Hao (Tang Dynasty)
2	1010000828	National Palace Museum New Collection of Calligraphy Masterpieces (VII): Huai-Su's Autobiography (Tang Dynasty)
3	1010002548	National Palace Museum New Collection of Calligraphy Masterpieces (VIII): Cai Xiang's Writing (Song Dynasty)
4	1010002933	National Palace Museum New Collection of Calligraphy Masterpieces (IX) Calligraphy of Su Shi (Song Dynasty) (1)
5	1010002934	National Palace Museum New Collection of Calligraphy Masterpieces (X) Calligraphy of Su Shi.(Song Dynasty) (2)
6	1010000147	Art in Quest of Heaven and Truth: Viewer's Guide to "Chinese Jades Through the Ages" Exhibition
7	1010000196	Conveying Affection to the World: Antiquarian Books Donated by the Sun Yat-Sen Library of Hong Kong (brochure)
8	1010001065	Landscape Reunited: Huang Gongwang and "Dwelling in the Fuchun Mountains"
9	1010002270	A Century of Resilient Tradition: Exhibition of the Republic of China's Diplomatic Archives
10	1010002735	Emperor Kangxi: The Most Outstanding Emperor of Chinese History
11	1010002904	Special Exhibit: Emperor Kangxi and the Sun King Louis XIV
12	1010002821	Splendid Treasures: A Hundred Masterpieces of the National Palace Museum on Parade
13	1010002782	Splendid Treasures: A Hundred Masterpieces of the National Palace Museum on Parade (brochure)
14	1010002788	A Panorama of Paintings in The Collection of The National Palace Museum (I)
15	1010002789	A Panorama of Paintings in The Collection of The National Palace Museum (II)
16	1010002791	A Panorama of Paintings in The Collection of The National Palace Museum (III)
17	1010002793	A Panorama of Paintings in The Collection of The National Palace Museum (IV)
18	1010002797	A Panorama of Paintings in The Collection of The National Palace Museum (V)
19	1010003277	Taking Your Child to the NPM: Learning more about NPM Antiquities
20	1010003015	Inscriptions of the Legendary Bell and Cauldron
21	1010004752	Optics Report for "Windy Pines Among a Myriad Valleys"
22	1010003276	Illustrated Catalog of Painting and Calligraphy in The National Palace Museum (vol.30)
23		2012 NPM "Exotic Treasures" Calendar in two sizes: large and small
Periodicals		
1	2007200004	The National Palace Museum of Chinese Art (vol. 334-342)
2	2007200028	The National Palace Museum Research Quarterly (vol. 28/3-4, vol. 29/1-2)
3	2009001230	The National Palace Museum Bulletin (vol. 44)
Collection		
1	1010000119	Cultural Notes of Shuangxi (Twin brooks) (in Chinese)
2	1010000955	The Various Forms of Buddha (in Chinese)
Videos and DVD's		
1	4510002947	New Melody from the NPM: "The Peony Pavilion"
2	4510004077	Emperor Kangxi and the Sun King Louis XIV Opera
3	4510004116	New Melody from the NPM: "Legend of the White Snake"

圖像及資料庫管理

文物圖像攝影

- 本院已通過ISO國際標準色彩認證，所有數位影像檔案將導入Ugra ISO 12647所通過之色彩認證管理標準。
- 辦理文物底片庫房RFID(Radio Frequency Identification)借出入管理系統後續擴充建置案，完成10,000筆RFID底片建置及硬體設備安裝作業。
- 建置維持恆溫恆濕環境空間的底片庫房，提供院外及院內申請使用(如學術研究、商品開發、出版品印製等各項用途)。100年度申請案(含代管理出版品光碟)共計124件2,973張。

文物資料庫行銷

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

授權、行銷與文物開發

完成修訂廠商申請出版品授權管理機制

本院於98年12月3日以臺博文字第0980013471號函發布「國立故宮博物院藏品圖像授權作業須知」，更於99年10月15日以台博文字第0990011367號令修正發布「國立故宮博物院珍貴動產衍生(文化創意)產品管理及收費規定」。為求建立更嚴密之故宮藏品圖像授權管理與稽核機制，本院除依「國立故宮博物院珍貴動產衍生品管理及收費規定」修訂版修正外，並加強內部稽核與控制，100年完成修訂「廠商申請出版品授權管理機制」。



文物圖像攝影
Photographer taking the images of artifacts.

圖像授權

100年度本院受理國內及國外各界索取本院文物藏品圖像授權件數共計236件，權利金收入共計新臺幣14,036,337元整。

文物仿製品、藝術紀念品委外合作開發業務

本院每年辦理3次公開徵求國內優良廠商作業，以廠商設計提案的方式，應用故宮典藏文物的文化元素、數位圖像或文物知識，針對本院經銷通路進行商品的設計開發。各合作廠商可透過與本院文物知識之交流與支援，提升商品之文化內涵，利用本院獨特的通路與客層共創商機。本院亦透過現行推動中之文創產業發展研習營，逐年甄選參訓團隊，培育各產業界廣為運用本院豐厚文物資源，俾利導入現行合作開發機制及運用產業界廣大通路資源，提升博物館及文創相關衍生商品生產品質與創意，並開拓國際市場，以落實博物館教育推廣理念。100年度與本院合作開發各類文創商品之廠商共計92家，營業總額約有新臺幣396,475,000元整。

品牌授權業務

本院近年來為推廣文化創意產業，積極推動品牌授權業務，授權自有品牌之廠商企業使用本院之註冊商標與本院進行品牌合作。100年度履約中之品牌授權廠商計有20家廠商，100年度銷售回饋金收入為新臺幣16,711,000元。100年度商標授權金收入為新臺幣4,000,000元；100年度新增廠商計有3家：琉園股份有限公司、八方新器股份有限公司及悠遊卡企業股份有限公司。100年度品牌授權之簽約金及權利金收入為新臺幣20,711,000元，品牌授權廠商推算營業額總計新臺幣366,053,000元整。



文創衍生商品競賽作品－青花大扁熱敷袋
Cultural and Creative Product Design Contest Product : Blue and white porcelain design on hot compress bag.



文創衍生商品競賽作品－表、裡
Cultural and Creative Product Design Contest Product: Appearance, Interior.

Image and Database Management

Imaging and Photographing the Artifacts

- We have a color management system of global standard in our Photo Studio. All the input and output digital images of the Museum's artifacts are processed in accordance with the Uga ISO 12647 standards.
- We have continued to expand the RFID (Radio-frequency Identification) borrowing system. The hardware has been implemented with 10,000 negatives and slides have been tagged.
- The Museum houses a storeroom for negatives and slides. The facility is kept at constant temperature and humidity and is opened to our staff and applicants from other institutions for research, product development, publication, and other uses. This year a total of 124 applications for 2,973 images were submitted.

Marketing our Artifact Database

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

Licensing, Marketing and Products Development

Revising "Vendor Application for Publication Authorization"

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

establish a rigorous collection management and image licensing procedure, the Museum imposed the "The Guidelines for the Management and the Pricing of the Products Derived from the NPM's Precious Properties" to revise previous amendments and strengthen the internal audit and control. In 2011, the "Vendor Application for Publication Authorization" was completed.

Image Licensing

This year, 236 copyrighted images of the Museum's artifacts were licensed at home and abroad, with a total of NT\$ 14,036,337 in royalty revenue.

Joint Development of Museum Products with Contracted Companies

Three times each year, the Museum publicly recruits companies to combine its artifacts, digital images and cultural contents to create replicas, souvenirs and other creative products. With the support of the Museum, the companies can increase the cultural and artistic value of their designs and utilize our distribution channels to network more business opportunities. In the future, we plan to recruit and train talents via our Cultural and Creative Industry Workshop, to encourage private sector's involvement in developing derivative products through our joint development mechanism and their distribution channels, and to improve the quality and creativity of the products to reach foreign markets and fulfill the Museum's outreach function. This year, 92 companies worked with the Museum to create various cultural and creative products, with an annual revenue estimated to be NT\$ 396,475,000.

Brand Licensing

To promote cultural and creative industries, the Museum has invested great effort in brand authorization in recent years. Based on the digital images of the Museum's collection, licensed companies were able to create quality products with the imprint of the Museum and Chinese culture. In 2011, the Museum had 20 companies under contract, creating NT\$ 16,711,000 in revenue of feedback funds. New contractors in 2011 included Tittot Company, Ltd., New-Chi Co., Ltd., and EasyCard Corporation. The royalty revenue of brand-licensing this year amounted to NT\$ 4,000,000. The total revenue of brand-licensing and feedback funds this year was NT\$ 20,711,000. The revenue of all contractors combined was estimated to be NT\$ 366,053,000.

100年度履約中品牌授權廠商明細表

項次	廠商名稱	申請商品系列
1	朱的寶飾有限公司	珠寶
2	霖沅企業股份有限公司	黃金套幣
3	澳門商大洋集團	矽膠（餐墊）、織品（手提袋）
4	禾禮有限公司	黃金畫
5	維渥特科技股份有限公司	3C科技
6	廣達香食品股份有限公司	食品
7	法藍瓷有限公司	陶瓷、壓克力、塑膠、食品
8	印傑影像服務股份有限公司	複製畫
9	藝奇藝術授權文化股份有限公司	複製畫
10	義美食品股份有限公司	食品
11	皇室股份有限公司	織品
12	鈴木工藝股份有限公司	金幣
13	富御全球股份有限公司	翡翠
14	Sanrio far East遠東三麗鷗	餐具、文具、吊飾、食品、織品
15	ALESSI	塑膠系列（家庭用品、小吊飾）
16	臺灣菸酒股份有限公司	食品（酒類）
17	品家家品有限公司	餐具系列
18	悠遊卡股份有限公司	數位商品系列
19	琉園股份有限公司	琉璃系列
20	八方新器有限公司	瓷器系列

文物加值衍生研發設計產品

- 配合建國一百年「精彩100·國寶總動員」特展舉辦第2屆「精彩100·國寶總動員」文創衍生商品設計競賽。以涵蓋器物、書畫、文獻等館藏珍品為文創衍生商品之發想主題，競賽自100年7月11日開始徵件至7月22日止，共計186件投件。針對參賽者舉辦國寶100之美學解析講座等豐富系列活動，增進參賽者對故宮文物內涵及創意化潛力的理解。競賽決選結果選出金、銀、銅獎各1名，以及佳作8名共11位得獎者，於100年9月20日舉行成果發表會暨頒獎典禮。
- 繼國寶文創設計競賽後，接續舉辦「紋藝·再生—2011故宮紋飾創意獎」文創商品設計競賽。本次設計競賽以「紋飾」與「再生」為題，揭示了「紋藝復興」與「環保利用」的雙面涵義，鼓勵創作者發揮創意與想像力，將故宮文物紋飾多元應用於各式生活設計，變成具有時尚感、實用性的故宮文創商品，本競賽自100年9月1日開始徵件，至100年11月1日截止，共計收件797件，並舉辦2場次美學講座、6場次校園巡迴、1場次頒獎典禮暨成果發表會及1場次設計師交流之夜。美學講座參加人次達200

人、成果發表會達100人次，並完成10件作品設計樣及成果手冊1式，成功吸引年輕學子及新銳設計師參與本次活動。

文物仿製品、藝術紀念品委外經銷

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

故宮精品型錄形象宣推

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

NPM Authorized Companies in 2011

No.	Company	Products
1	Chullery Art and Jewelry	Jewelries
2	Ling Yen International Corp.	Gold Coin Collections
3	Ta Yang Group (Macao Commercial Offshore) Ltd.	Silicon products, Textiles
4	Chin Ho Li Co., Ltd.	Golden paintings
5	Vivo Technology Co., Ltd.	3C products
6	Kuang Ta Hsiang Foodstuffs Co., Ltd.	Foods
7	Franz Collection Inc.	Ceramics, acrylics, plastics and foods
8	Jetprint Image Service	Replica paintings
9	Artkey Art Group	Replica paintings
10	I-Mei Foods Co., Ltd.	Foods
11	Royal H&S Group	Textiles
12	Suzuki craft Co., Ltd.	Gold Coin
13	Rich Jade Global Corporation	Jadeite
14	Sanrio Far East Co., Japan	Tableware, stationery, foods, textiles and drop ornaments
15	ALESSI	Plastic products
16	Taiwan Tobacco and Liquor Corporation	Foods (wines)
17	JIA Inc.	Tableware
18	EasyCard Corporation	Digital products
19	Tittot Company, Ltd.	Colored glazes
20	New-Chi Co., Ltd.	Porcelain

Artifact-inspired Products

- To celebrate the 100th anniversary of the Republic of China, which coincided with the “Splendid Treasures: A Hundred Masterpieces of the National Palace Museum on Parade” exhibition, the Museum held its 2nd cultural and creative product design contest. 186 projects were submitted from July 11 to 22. The Museum also hosted seminars and workshops on aesthetics and design to increase the contenders’ creative potential and their understanding of the Museum’s collection. There were a total of 11 winners: 1 Gold, 1 Silver, 1 Bronze, and 8 Excellent Works awards, who received their awards on September 9, 2011.
- Following the 2nd cultural and creative product design contest, the NPM held the “2011 Renaissance of Pattern Design: Cultural and Creative Product Design Competition.” The themes of this competition “decoration” and “renaissance” reveal the “pattern decoration” and “environmentally friendly” double entendre, pushing the designers’ limits of creativity and imagination encouraging them to apply the NPM objects to everyday life. The competition began on September 1, 2011 and ended on November 1, 2011. There were a total of 797 sample designs, 2 lectures on aesthetics with 200 participants, 6 campus tours, 1 award ceremony with 100 people attending, and 1 designers’ networking night. 10 design samples were completed and 1 sample manual was printed. This event successfully attracted young students and cutting-edge designers to participate.

Outsourcing the Marketing and Sale of the Museum Products

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

Promotion through the NPM Excellence Catalogue

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

文創衍生商品競賽作品－內務大臣
Cultural and Creative Product: Minister.





文創衍生商品競賽得獎者合影
Group photo of the winners of the Cultural and Creative Product Design Contest.

顧客經營平台導入互動行銷

建置本院顧客經營平台，漸次導入互動式行銷服務概念，名單規格建置陸續增加中，配合關鍵字行銷、消費喜好問卷及eDM發送，進行顧客關係維護，期能以此系統應用結合電子單頁版本的故宮精品型錄，使服務品質再提升，與民衆、媒體、設計產業、學生等分眾團體保持雙向即時溝通管道，與本院服務對象創造更頻繁緊密的關係。運用顧客經營平台之eDM功能，搭配節慶、特展或個人化主題等不同行銷活動，100年度共計完成12次eDM發送，目前資料庫累積之顧客名單已有資料12,000筆，並陸續增加中。

宋代文物色彩之分析研究與運用

本案由經濟部工業局出資、本院提供研究來源（典藏文物資訊、數位圖像等），由財團法人臺灣創意設計中心執行相關研究。針對本院典藏文物、圖像，以科學性的測色、檢色技術，進行色彩分析、色彩與材質分析，及色名訂定、典故說明等初步色彩文化研究。第1期以宋代文物色彩進行研究範疇，包括漆器、瓷器、玉器、銅器、書畫、緞絲等類屬。

文創參展

國內文創推廣

「2011年臺北國際禮品暨文具展覽會」於臺北世貿舉行，展期為100年4月21日至25日，本院以「形塑典藏新活力·創造故宮新價值」為主題，展現近年來本院積極推動品牌授權業務的成果，帶領8家品牌授權廠商共同參與。此次參加廠商，包括印傑影像文化股份有限公司、藝奇藝術授權文化股份有限公司、禾禮有限公司、大洋集團(澳門離岸

商業服務)有限公司、維渥特科技股份有限公司、品家家品及琉園股份有限公司，共7家品牌授權廠商加上本院員工消費合作社聯袂參展。展出商品包括：99年「MAGIC經典·國寶100總動員」設計競賽得獎作品、矽膠產品、黃金畫、3C商品、複製畫、餐具、琉璃系列及其他本院自行設計開發之博物館衍生商品等，本次展覽承蒙蕭副總統夫人等貴賓於4月25日上午蒞臨指導，除呈現近年來本院透過品牌授權，創造典藏新價值的具體成果外，亦有助於我國文創產值之提升。

兩岸文創交流

- 觀摩「2011武漢臺灣名品展」(100.10.13~16)，「2011年廈門海峽兩岸圖書交易會」(100.10.27~11.1)及「2011重慶臺灣名品展」(100.11.17~20)，以利兩岸文創交流。
- 「2011臺灣國際文化创意產業博覽會」於臺北南港展覽館舉行，展期自100年9月8日起至11日止，本次展出重點為推介本院出版品及文創成果，展現博物館與文化创意產業之互動交流，同時藉由本院品牌授權廠商：維渥特科技股份有限公司、印傑影像文化股份有限公司、禾禮有限公司、大洋集團(澳門離岸商業服務)有限公司、品家家品、琉園股份有限公司以及皇室股份有限公司等7家，加上本院員工消費合作社聯袂參展，共計8家參展，產品結合展示空間達到形象推廣及拓展文化创意產業的雙贏契機。



文創衍生商品競賽金獎得主葉倫芝及紀曉菁與得獎作品合影
Cultural and Creative Product Design Contest gold award winners Ye Lunzhi and Ji Xiaojing and their design.

Interactive Marketing and Customer Care

To construct a customer management platform, the Museum has looked into the idea of an interactive marketing service. The customer list has gradually grown in size as the NPM continued to maintain its consumer relations with keyword marketing, consumer preference questionnaires, eDM (electronic direct mail), and application of an electronic NPM boutique catalogue. The use of customer management eDM function has been efficient in the publicity of festivals, special exhibitions, and other activities. In 2011, a total of 12 eDM's were sent. To further enhance the quality of service and create a closer relationship with the public, media, and design industries, the Museum maintains an instant two-way channel of communication. Currently the database of customers has a list of 12,000 people and is still growing.

Analysis and Application of the Colors of the Southern Song Artifact

In partnership with the Taiwan Design Center, the NPM has conducted a series of analyses on its artifacts and archived images, such as color detection, color examination, color analysis, material analysis, color naming, and provenance. Apart from publishing and promoting the results at the conferences of the International Color Authority, the Museum plans to cooperate with companies to create a vertical integration in producing color charts, color samples and color master batches as well as developing products of various materials and categories. The first period analysis focused on the Southern Song artifacts, including jades, ceramics, bronzes, silk tapestry, paintings, and calligraphies.

Exhibitions

Local Promotion

The 2011 Taipei International Gift and Stationery Show was held at the Taipei World Trade Center from April 21 to 25. Under the theme of "Reviving the Charm of an Ancient Collection and Creating New Values for Generations to Come," the Museum partnered with 8 business partners to present the results of its effort and creativity. The participating companies are Jetprint Image Service, Artkey Art Group, Chin Ho Li Co., Ltd., Ta Yang Group (Macao Commercial Offshore) Ltd., Vivo Technology Co., Ltd., JIA Inc., Tittot Company, Ltd., and The NPM Employee Cooperative. The exhibited items were: "2010 Classical Magic: 100 National Treasures" design contest winners, silicon products, gold paintings, 3C (computer, communication, electronic consumer) products, replicated paintings, tableware, glassware, and other Museum design and development products. The NPM was appreciated Mrs. Xiao's (the wife of Taiwan's Vice President) and other dignitaries' visit on April 25. In the recent years, the Museum has used brand licensing and re-evaluation of our collection value to produce concrete results and to enhance Taiwan's cultural and creative output.

Cross-Strait Exchange

- The NPM observed the "2011 Hubei Wuhan Taiwan Famous Product Expo" (Oct. 13-16, 2011), "Xiamen Cross-strait Book Trade Expo" (Oct. 27 to Nov. 1, 2011) and "Taiwan Famous Expo in Chongqing" (Nov. 17-20, 2011) to facilitate the cross-strait cultural and creative exchange.
- The "2011 Taiwan International Cultural and Creative Industry Expo" was held at the Taipei World Trade Center Nangang Exhibition Hall from September 8 to 11. The focus was to promote the Museum's publications and cultural and creative products, demonstrating our efforts and results in cultural and creative exchange. Cooperating with 8 contracted partners, including Jetprint Image Service, Artkey Art Group, Chin Ho Li Co., Ltd., Ta Yang Group (Macao Commercial Offshore) Ltd., Vivo Technology Co., Ltd., JIA Inc., Tittot Company, Ltd., and The NPM Employee Cooperative, we presented a win-win model of how to promote brand image and cultural and creative industry at the same time.

文創產業發展研習營

- 國立故宮博物院文創產業發展研習營係針對產業而設計，強調「團隊」研習，且研習方式並非單向傳統授課，而是結合美學素養、生活品味、故宮文物、設計研發等元素，讓參與團隊在過程中產出具備文創理念的實質設計成果，成為商品研發提案，並導入故宮文創商品開發機制與品質管理，期望藉此提升博物館相關產業的品質與內涵，並建立故宮與文化創意產業之間的合作模式及行銷模式。每屆研習課程皆聘請30多名院內及院外師資群，講授「美學與感知」、「文物傳習」、「設計與創意」等3階段系列課程，搭配數位加值應用、茶席體驗與陶藝戶外教學等五感生活美學活動，課程為期6個月，計24週，總研習時數達百餘小時。
- 本研習營自98年9月5日開辦第1屆，至99年2月底完成研習，共徵選14家參訓團隊，主要來自故宮衍生商品既有合作廠商，計培訓58名學員。第2屆以「臺灣之光」為邀約對象，自99年5月

22日辦理始業式，迄10月30日完成所有研習課程，共招收12家參訓團隊，邀請在全世界設有廣大通路、堪稱「臺灣之光」的大型國際知名產業，計培訓65名學員，並於99年11月1日、2日辦理實作講評。第3屆仍以臺灣之光及本院既有合作廠商為對象，自100年3月19日開辦，共招收18家團隊，69名學員研習課程，並於100年9月17日結業。

- 為促進相關文創商品開發及文創資源共享，推廣本院典藏文物菁華，本院於99年12月23日至26日於如意館規劃辦理「文創產業發展研習營成果展」，將本院第1、2屆文創產業發展研習營參訓團隊結訓後所產出之設計成果作一展示發表。第3屆文創研習營成果展於100年11月12日至11月25日舉辦，共展出本屆16家參訓團隊在腦力激盪之後所產出的設計成果，成果涵蓋3C、傢飾、服飾、文具、珠寶、餐具及食品包裝等類別共計30組件展品，每一件都是參訓團隊在研習營結訓之後所發想出的巧思。



設計者展示其所設計的冰裂紋絲襪
The designers show their products: Porcelain Cracking Stockings.



「文創產業發展研習營」學員上課情形
Students in class at the "Cultural and Creative Industry Workshop."

Cultural and Creative Industry Workshop

- Industry and team-oriented, the NPM Cultural and Creative Industry Workshop replaced the traditional one-way teaching approach with a learning-through-process model, combining aesthetic taste, art of living, artifacts, design and development to help the attendants create marketable products inspired by the cultural and creative ideas. The Museum's product development and quality management mechanism were also introduced to improve the quality and the depth of the Museum-related industries and to create a model for the marketing and the cooperation between the Museum and cultural and creative industries. The 6-month Workshop had more than 100 hours of courses that were divided into 3 stages: "Aesthetics and Perception," "Artifact Preservation," and "Design and Creativity," along with lectures on digital value-adding applications and activities such as tea parties and outdoor pottery making. All courses were taught by more than 30 experts including the Museum's staff and other professionals.
- From September 5, 2009 to late February 2011, 14 groups (58 people) attended the 1st Workshop. Most of them were our

contracted partners. The 2nd Workshop (May 22 to October 30, 2010) focused on the globally renowned Taiwanese companies, with a total of 12 teams (65 people) attending the courses. A seminar was held on November 1 and 2 to evaluate the proposed projects. The 3rd Workshop brought together globally renowned Taiwanese companies and NPM business partners. Starting March 19, 2011, 18 teams (71 students) participating. The workshop ended on September 17, 2011.

- To promote the development of cultural and creative products, the sharing of cultural and creative resources, and the beauty of the Museum's collection, the NPM organized an exhibition at the Ruyi Hall to present the projects proposed by the attendants of the 1st and the 2nd Cultural and Creative Industry Workshops. The products proposed included 3C (consumer electronic, computer, communication), food packaging, furniture, stationery, clothes, jewelry, tableware, and 3D products, fully demonstrating each team's creativity. The 3rd workshop was held from November 12 to 25, and featured previous participants who formulated a design product from their brainstorming sessions. Each ingenious item is a product of the training course.



文創衍生品競賽展示會場
Cultural and Creative Product Design Contest show venue.

國立故宮博物院文創產業發展研習營第3屆課程表

階 段	週次	日期	主 題	講 師
第1階段 美學與感知	1	3/19	開業式	故宮與文創產業 周功鑫院長
			故宮禮品與文創產業 何春寰總經理	
			文創行銷處與你 / 合作機制 徐孝德處長	
			課程簡介 朱惠良處長	
			團隊形成與創意 吳靜吉先生	
	2	3/26	五感與美學	陸蓉之女士
	3	4/9	花與茶	廖寶秀女士
	4	4/16	聽！奇妙的聲音	吳榮順先生
5	4/23	香與茶	江赫先生	
6	4/30	色彩與線條	李蕭銀先生	
7	5/7	表演藝術之靜	林麗珍女士	
8	5/14	表演藝術之動	吳興國先生	
第2階段 文物傳習	1	5/21	雕刻	嵇若昕處長
	2	5/28	陶瓷之美	余佩瑾副處長
	3	6/11	戶外教學	孫超先生
				章格銘先生
	4	6/18	玉器	蔡慶良先生
	5	6/25	繪畫	邱士華助理研究員
				許文美助理研究員 許郭璜先生
	6	7/2	書法	何傳馨處長
				李玉珉副處長
	7	7/9	銅器與銘文	游國慶科長
	8	7/16	漆器	陳慧霞女士
	9	7/23	傳統裝飾繩結	陳夏生先生
10	7/30	游于藝	李慧漱女士	
11	8/6	博物館學	劉婉珍女士	
12	8/13	版畫	盧雪燕女士	
第3階段 設計與創作	1	8/20	設計與實務	黃振銘先生
	2	8/27	設計與實務	黃怡儒女士
	3	9/3	設計與實務	陸蓉之女士
	4	9/17	設計與實務	陳仁毅先生

文創衍生商品競賽作品－亞醜方盤開瓶器
 Cultural and Creative Product: "Square Gui Food container" Bottle Opener.



The 3rd NPM Cultural and Creative Industry Workshop

Stage	Week	Date	Course	Lecturer	
Stage 1 Aesthetics & Perception	1	Mar. 19	Introduction	NPM and Cultural and Creative Industry	Director Kungshin Chou
				NPM Gifts and the Cultural and Creative Industry	General Manager He Chunhuan
				Cultural and Creative Marketing and You / Cooperative Measures	Director-general Xu Xiaode
				Course Introduction	Director-general Zhu Huijiang
				Formulation of Teams and Creativity	Mr. Wu jingji
	2	Mar. 26	The Five Senses and Aesthetics	Ms. Lu Rongzhi	
	3	Apr. 9	Flowers and Tea	Ms. Liao Baoxiu	
	4	Apr. 16	Listen! Mysterious Sounds	Mr. Wu Rongshun	
	5	Apr. 23	Fragrances and Tea	Mr. Jianghe	
Stage 2 Artifact Preservation	6	Apr. 30	Colors and Lines	Mr. Li Xiaokun	
	7	May 7	Stillness in Performing Arts	Ms. Lin Lizhen	
	8	May 14	Movement in Performing Arts	Mr. Wu Xingguo	
	1	May 21	Carvings	Chief Curator Chi Johsin	
	2	May 28	The Beauty of Ceramics	Deputy Chief Curator Yu Peichin	
	3	Jun. 11	Outdoor Education	Mr. Sun Chao Mr. Zhang Geming	
	4	Jun. 18	Jade	Mr. Cai Qingliang	
	5	Jun. 25	Painting	Assistant Curator Qiu Shihua Assistant Curator Xu Wenmei Mr. Xu Gouhuang	
	6	Jul. 2	Calligraphy	Chief Curator Ho chuanhsing Deputy Chief Curator Li Yumin	
	7	Jul. 9	Bronze and Inscriptions	Section Chief You Guoqing	
	8	Jul. 16	Lacquerware	Ms. Chen Huixia	
	9	Jul. 23	Traditional Knot Tying	Mr. Chen Xiashen	
Stage 3 Design & Creativity	10	Jul. 30	Fun in the Arts	Ms. Lee Huixu	
	11	Aug. 6	Museumology	Ms. Lu Wanjen	
	12	Aug. 13	Printmaking	Ms. Lu Xueyan	
	1	Aug. 20	Design and Practice	Mr. Huang Zhenming	
	2	Aug. 27	Design and Practice	Ms. Huang Yiru	
3	Sep. 3	Design and Practice	Ms. Lu Rongzhi		
4	Sep. 17	Design and Practice	Mr. Chen Renyi		

國立故宮博物院文創產業發展研習營參訓團隊一覽表

第一屆參訓團隊
苗栗縣政府國際文化觀光局 http://www.mlc.gov.tw/
維渥特科技股份有限公司 http://www.vivotech.com.tw/
通德興業股份有限公司 http://www.fogson.com/
義美食品股份有限公司 http://www.imeifoods.com.tw/
朱的寶飾有限公司 http://www.chullery.com/
漢百貿易股份有限公司 http://www.hauscollection.com.tw/
富御珠寶有限公司 http://www.richjade.com/
臺灣吉而好股份有限公司 www.cheerful.com.tw/
十字手設計有限公司 http://www.widedesign.com.tw/
弘喜有限公司 http://www.billyking.com.tw/
廣達香食品股份有限公司 http://www.kthfoods.com/
瑞嶺實業有限公司 http://www.omnifocus.com.tw/
鵬錦百貨有限公司 http://22865041.aloha.com.tw/
彼得威尼斯琉璃手作坊 http://www.beadervenice.com/
第二屆參訓團隊
興采實業股份有限公司 www.singtex.com/
巨大機械工業股份有限公司 http://www.giant-bicycles.com/
正隆股份有限公司 www.clc.com.tw/
美立信實業股份有限公司 http://www.merryson.com.tw/
力鵬企業股份有限公司 http://tw.libolon.com/
法藍瓷有限公司 http://www.franzcollection.com/
神岡右線股份有限公司 http://www.turnright.com.tw/
冠軍建材股份有限公司 http://www.champion.com.tw/
牛耳時裝有限公司 http://60gp.ovh.net/~sophieho/zh/
環原設計有限公司 http://www.yuandesign.tw/
祥隆紙業股份有限公司 http://pulipaper.emmm.tw/
臺灣創意設計中心 http://www.tdc.org.tw/
第三屆參訓團隊
乾唐軒美術工藝股份有限公司 http://www.liven-china.com/
豐楊開發股份有限公司
藝奇藝術授權文化股份有限公司 http://www.artkey.com/
水鳳凰設計有限公司 http://www.fenice.com.tw/
太禹國際有限公司 http://www.007gift.com.tw/
蒙泰華實業社
異數宣言股份有限公司 http://www.theonestyle.com/
皇室股份有限公司 http://www.royal-hs.com.tw/home.php
光國文教資訊有限公司 http://www.sunedu.com.tw/
系微股份有限公司 http://www.insydesw.com/zh-hant
頑石創意股份有限公司 http://www.brightideas.com.tw
神斧藝繡有限公司 http://www.shenfu.com.tw/
財團法人紡織產業綜合研究所 http://www.ttri.org.tw/
彩虹餘文化事業有限公司
紐扣創意設計有限公司 http://www.mooq.com.tw/
紋傳股份有限公司 http://neatgraph.wordpress.com/
玩園股份有限公司 http://www.tittot.com/
宜昇科技股份有限公司 http://www.eerise.com.tw/cpy.htm

Participants of the NPM Cultural and Creative Industry Workshop

The 1st Workshop

International Culture and Tourism Bureau, Miaoli County <http://www.mlc.gov.tw/>

Vivo Tech Co., Ltd. <http://www.vivotech.com.tw/>

Racer International Co., Ltd. <http://www.fogson.com/>

I-Mei Foods Co., Ltd. <http://www.imeifoods.com.tw/>

Chullery Art and Jewelry, Ltd. <http://www.chullery.com/>

Haus Collection Co., Ltd. <http://www.hauscollection.com.tw/>

Rich Jade Global, Ltd. <http://www.richjade.com/>

Cheerful Fashion Goods Co., Ltd. www.cheerful.com.tw/

Wide Design, Ltd. <http://www.widedesign.com.tw/>

Billy King Jewelry Co., Ltd. <http://www.billyking.com.tw/>

Kuang Ta Hsiang Foodstuffs Co., Ltd. <http://www.kthfoods.com/>

Omnifocus Industries, Ltd. <http://www.omnifocus.com.tw/>

Pongjin Department Store, Ltd. <http://22865041.aloha.com.tw/>

Beader Venice Inc. <http://www.beadervernice.com/>

The 2nd Workshop

Singtex Industrial Co., Ltd. www.singtex.com/

Giant Manufacturing Co., Ltd. <http://www.giant-bicycles.com/>

Cheng Long Co., Ltd. www.clc.com.tw/

Merryson Industrial Co., Ltd. <http://www.merryson.com.tw/>

Li Peng Enterprise Co., Ltd. <http://tw.libolon.com/>

Franz Collection Inc. <http://www.franzcollection.com/>

Turn Right Co., Ltd. <http://www.turnright.com.tw/>

Champion Building Materials Co., Ltd. <http://www.champion.com.tw/>

Sophie Hong Fashion, Ltd. <http://60gp.ovh.net/~sophieho/zh/>

Yuan Design, Ltd. <http://www.yuandesign.tw/>

Shine Long Special Paper Manufacturing Co., Ltd. <http://pulipaper.emmm.tw/>

Taiwan Design Center <http://www.tdc.org.tw/>

The 3rd Workshop

ACERA <http://www.liven-china.com/>

Feng Yang Development Co., Ltd.

Artkey Licensing Co., Ltd. <http://www.artkey.com/>

Fenice Design <http://www.fenice.com.tw/>

Yi-Da Herbs Co. <http://yida.smartweb.tw/>

Mongolia, Thailand and China Industrial Companies

The One <http://www.theonestyle.com/>

Royal H&S Group <http://www.royal-hs.com.tw/home.php>

Sun Light Education Products Co., Ltd. <http://www.sunedu.com.tw/>

Insyde Software Corp. <http://www.insydesw.com/zh-hant>

Bright Ideas Desing <http://www.brightideas.com.tw>

Shen Fu Creative Embroidery Co., Ltd. <http://www.shenfu.com.tw/>

Taiwan Textile Research Institute <http://www.ttri.org.tw/>

Rainbow Culture Ltd.

Button Creative Design Co., Ltd. <http://www.mooq.com.tw/>

NEAT GRAPH <http://neatgraph.wordpress.com/>

Tittot Company, Ltd. <http://www.tittot.com/>

EeRise <http://www.eerise.com.tw/cpy.htm>



安全管理
Safety and Security





安全管理

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

安全系統

- 掌握安全系統控制中心24小時電腦及周邊設備正常運轉。
- 通信器材及無線電對講機汰換更新及建置數位化通訊網。
- 將避難方向指示燈具逐步汰換為LED中型指示燈具，以配合政府節約能源政策。
- 辦理本院101年至102年度安全設施預警系統保養維護採購案。

文物運送

- 配合執行「古希臘人體之美－大英博物館珍藏展」文物運送安全戒護相關事宜。(100.2.25～26)
- 配合執行「忽必烈的世界－中國元代藝術特展」文物運送安全戒護相關事宜。(100.1.9)
- 配合執行「文藝紹興－南宋藝術與文化特展」文物運送安全戒護相關事宜。(100.1.5、100.1.12～13)
- 配合執行「佛陀的故事－亞洲佛像之美特展」文物運送安全戒護相關事宜。(100.2.28～3.1)
- 配合執行「生日快樂－夏卡爾的愛與美特展」文物運送安全戒護相關事宜。(100.2.18～19、100.2.22、100.6.3)

- 配合執行「百年傳承·走出活路－中華民國外交史料特展」文物運送安全戒護相關事宜。(100.3.9、100.3.18)
- 配合執行「山水合璧－黃公望與富春山居圖特展」文物運送安全戒護相關事宜。(100.5.20、100.9.7～8)
- 配合執行「慕夏大展－新藝術烏托邦特展」文物運送安全戒護相關事宜。(100.6.3～4、100.9.16)
- 配合執行「康熙大帝與太陽王路易十四－中法藝術文化的交會特展」文物運送安全戒護相關事宜。(100.9.24、100.9.26～27、100.9.30)



清 康熙 玻璃胎畫珐瑯牡丹藍地膽瓶
Gall-bladder vase with peony décor, Kangxi reign, Qing dynasty.



本院展場一隅
A view of the NPM's Gallery.

Safety and Security

Security is a top priority for the Museum. To guarantee the safety of our collection, security guards and a high-tech security center monitor our galleries, storerooms and surrounding Museum buildings at all times. An impervious patrolling system is enforced to protect the safety of the artifacts under all circumstances and both artifact transportation and damage prevention are planned and executed by highly trained and experienced professionals. Due to the increasing amount of visitors, the Museum has also strengthened the safety and management in our galleries and exhibition halls to improve the quality of our viewers' visiting experience.

Security System

- The computers and peripheral equipment of the master security control system operate 24 hours/day.
- Communication equipment and wireless intercoms were updated and a digital communication network was installed.
- To meet the government energy conservation policy, the Museum's evacuation lights were replaced with medium-sized LED lights.
- The Museum is now planning the 2012 and 2013 annual Museum safety warning system maintenance and procurement project.

Artifact Transportation

- Security measures were taken in transporting the artifacts for the exhibition "The Body Beautiful in Ancient Greece" (2.25.2011-2.26.2011).
- Security measures were taken in transporting the artifacts for the exhibition "The World of Khubilai Khan: Chinese Art in the Yuan Dynasty" (1.9.2011).
- Security measures were taken in transporting the artifacts for the exhibition "Dynastic Renaissance: Art and Culture of the Southern Song" (1.5.2011, 1.12.2011-1.13.2011).
- Security measures were taken in transporting the artifacts for the exhibition "The Story of Buddha: The Beauty of Asian Buddhist Sculptures" (2.28.2011-3.1.2011).
- Security measures were taken in transporting the artifacts for the exhibition "Celebration by Marc Chagall" (2.18.2011-2.19.2011, 2.22.2011, 6.3.2011).
- Security measures were taken in transporting the artifacts for the exhibition "A Century of Resilient Tradition: Exhibition of the Republic of China's Diplomatic Archives" (3.9.2011, 3.18.2011).
- Security measures were taken in transporting the artifacts for the exhibition "Landscape Reunited: Huang Gongwang and 'Dwelling in the Fuchun Mountains'" (5.20.2011, 9.7.2011-9.8.2011).
- Security measures were taken in transporting the artifacts for the exhibition "Alphonse Mucha: Art Nouveau & Utopia" (6.3.2011-6.4.2011, 9.16.2011).
- Security measures were taken in transporting the artifacts for the exhibition "Emperor Kangxi and the Sun King Louis XIV: Sino-Franco Encounters in Arts and Culture" (9.24.2011, 9.26.2011-9.27.2011, 9.30.2011).

防災應變及教育訓練

- 辦理本院災害防救演習訓練課程，以加強展場第一線服務人員防災緊急應變能力。(100.2.8)
- 辦理行政院衛生署公告新版心肺復甦術加心臟自動去顫器展場一線人員訓練課程。(100.3.1~100.3.3)
- 辦理100年度駐警隊警犬常年訓練，依例洽請「宏名愛犬訓練學校」蔡國逞教練來院作訓犬動作示範與技術指導，以增進警犬組隊員訓犬技能。(上半年：100.3.7~100.3.31、下半年：100.9.6~100.9.30)
- 辦理本院健康檢查，特邀請行政院衛生署臺北醫院體檢中心來院為同仁進行免費健檢，以加強傳染病、流感疫情及慢性病之防治與監控。(100.3.22~23)
- 疾病管制局派員來院，為替代役辦理「結核病接觸者衛教宣導」。(100.4.18)
- 辦理駐衛警察100年度術科手槍實彈射擊訓練課程。(100.8.5)
- 依內政部消防署來函規定，規劃辦理地震防災教育訓練課程，以強化本院同仁緊急應變能力。(100.8.16)
- 辦理100年度駐警隊交通安全及事故處置常年訓練，函請臺北市政府警察局士林分局遴派教官來院授課以加強駐警隊同仁瞭解最新交通法令、法規及交通事故之防治處理。(100.11.1~100.11.2)
- 依臺北市政府警察局來函規定，配合內政部警政署辦理「防空警報系統發放海嘯警報傳遞測試」。(100.11.9)
- 辦理本院100年度防護團基本訓練課程。(100.12.9)

陳列室安全

- 本院由監控中心、駐警隊及展場管理員配合執行院區各項安全維護事宜，以防制及排除院區內一切危安狀況，另本院安全防護設施有盜警系統(紅外線、碎音)、火警偵測系統、文物庫房及展覽陳列室門禁管制系統、閉路電視監控錄影系統、通訊及廣播系統、電梯管制系統、消防滅火系統等7大系統，並於展場入口處設置2台金屬偵測儀，以防制觀眾攜帶違禁品入場，確保本院文物安全無虞。
- 監控中心全年無休，每日24小時作業由中央電腦監控系統掌握院區安全及預警情報資料之蒐集，一旦遇有危安狀況發生，立即以最迅速、最妥適之方式反映處理。其次駐警隊負責守護文物、執行警戒巡邏、門禁管制，全面防竊、防搶、防制一切不法破壞；管理員負責陳列室之巡察及秩序維護等狀況之發現、反應、通報、初步處理與記錄，並每年定期辦理緊急疏散遊客及逃生應變之演練，以加強展場管理人員危機應變能力。

展場秩序維護

- 各陳列室規劃遊客參觀動線引導指示。
- 為加強展場參觀人數流量管制，於正館出入口設置「流量辨識系統」，以提升展場參觀品質。
- 以手持立牌進行委婉勸導遊客，以降低噪音量並避免與遊客發生言語衝突及糾紛。
- 積極改善團體遊客之噪音問題，以提升展場參觀服務品質。
- 為維護「山水合璧－黃公望與富春山居圖特展」陳列室參觀秩序，計採購20組圍欄設置展間，並機動加強管理遊客參觀秩序，以提升展場參觀服務品質。

Disaster Prevention and Education Training

- On February 8, 2011, the Museum conducted disaster prevention and relief exercises to train the first response staff members in emergencies.
- From March 1st to March 3rd 2011, disaster prevention and relief exercises were conducted for the main exhibition gallery first response staff members to teach them the updated version of the Department of Health's cardiopulmonary resuscitation (CPR) and automated external defibrillator.
- From March 7, 2011 to March 31, 2011 and September 6, 2011 to September 30, 2011, police dogs were trained to develop technical guidance by Cai Guocheng from the "Hong Ming Police Dog Academy." Police officers were trained to increase their police dog training skills.
- From March 22, 2011 to March 23, 2011, the Museum invited the Taipei Hospital Department of Health to conduct free check-ups and to teach staff members preventative measures for infectious disease, influenza epidemic, and chronic disease.
- On April 18, 2011, the Center for Disease Control came to the Museum to teach the alternative military service members "Tuberculosis Prevention Health Education."
- On August 5, 2011, stationed police officers were trained in pistol shooting.
- On August 16, 2011, the National Fire Agency, Ministry of the Interior R.O.C. mandated earthquake disaster prevention education and training programs to enhance the emergency response capabilities of the Museum.
- From November 1, 2011 to November 2, 2011, instructors from the Taipei City Government Police Bureau Shilin Department trained our security staff in traffic safety and accident prevention and also strengthened our staffs' understanding of the latest traffic laws, regulations, and prevention methods.
- In accordance to the Taipei City Government Police Department regulations and in cooperation with the National Police Administration, the Museum conducted "the Air Defense tsunami warning system test" on November 9, 2011.
- On December 9, 2011, the Museum conducted basic training courses for its protection group.

Gallery Security

- The security control center, stationed police, and gallery assistants are responsible for the Museum's security, preventive measures and emergency relief. 7 additional security systems were installed, including a theft warning system (infra-red and alarm noise), fire detection systems, exhibition and storage facilities control systems, CCTV video surveillance systems, communications and broadcasting systems, elevator control systems, and fire extinguishing systems. Lastly, two metal detectors were installed at the entrance of the exhibition hall to prevent the visitors from bringing in unauthorized objects.

清 張若譚 畫高宗御筆秋花詩(局部)
Illustrating Gaozong's Poem on Autumn Flowers, Zhang Ruocai,
Qing dynasty (detail).

- The security control center operates 24 hours a day with a central computer system monitoring the whole Museum and collecting alert information to guarantee that any emergency would be dealt with immediately and properly. The stationed policemen are in charge of artifact protection, patrol duty, access control, as well as the prevention of theft, robbery, and other illegal activities that might happen in the Museum. Gallery assistants are responsible for the surveillance and management of exhibition rooms as well as responding, reporting, dealing, and recording incidents. Drills are also performed regularly to reinforce our gallery staffs' abilities in emergency countermeasures.

Order Management in Exhibition Halls

- Circulation route for each gallery are planned and implemented to guide visitors.
- To improve the quality of each viewer's visit, a counting system was installed to monitor the visitor flow in and out of the Main Exhibition Hall.
- Hand-held signs by gallery assistants subtly instruct visitors to lower their voice and avoid verbal or physical conflicts.
- To improve the quality of visit, measures were taken to resolve the noise issue of group visitors.
- To maintain orderliness of the exhibition "Landscape Reunited: Huang Gongwang and 'Dwelling in the Fuchun Mountains,'" the number of viewers in the exhibition at one time was limited to 20. This allowed the Museum to appropriately manage the visitors and to enhance the viewing quality.



龍泉道人三結禪
道在茶包中
年歲來付里何
公名灘水
五子



數位建設
Digitization





數位建設

為因應電腦科技發展及全球化之浪潮，本院自91年起參與「數位典藏與數位學習國家型科技計畫」，並自97年起執行「故宮精緻文物數位博物館知識庫建置計畫」，推動故宮文物之數位化，以提升本院教育文化影響力。本院未來的數位發展配合「愛臺12項建設」，執行推動「提供科技與人文跨域文創環境計畫」，期望透過新科技及新媒體的運用，突破博物館實體的藩籬，使故宮精美的文物及教育資源貼近人群，走向世界。

故宮精緻文物數位博物館知識庫建置計畫

- 建置器物、書畫、清代檔案、軍機處檔摺件、史館檔清人傳記、善本古籍、明清輿圖類文獻等文物數位影像，以及文物修護紀錄X光正片和保存修護書面資料的數位檔案及後設資料。
- 進行數位典藏資料庫更新彙整，以及相關資料備援：包含器物典藏資料檢索、書畫典藏資料檢索、清代宮中檔奏摺及軍機處檔摺件後設資料庫、善本古籍後設資料庫、明清輿圖類文獻資料庫等數位資料更新及對外部使用者免費開放；另進行數位檔案備援工作，提供已完成之數位化影像檔更安全可靠的儲存環境。

- 持續維護「故宮文物整合檢索系統」：透過此系統之單一檢索平台查詢各自獨立之資料庫系統，可簡化檢索流程並提升查詢效率，以達到資料搜尋便利之效；並藉由展覽主題查詢功能及統計功能，使用者可更容易查詢到欲檢索的文物資訊，且更有利於研究人員進行文物研究及策展規劃。
- 進行本院各數位典藏系統整合工作，並規劃符合藏品管理功能及典藏功能需求的單一管理系統，以提升整體工作效率。
- 養成研究團隊5隊，包含器物數位攝影工作小組、書畫數位攝影工作小組、清代檔案數位影像建置小組，善本古籍數位影像建置小組以及故宮院藏明清輿圖類文獻資料庫計畫小組。
- 開放資料庫免費檢索服務，包括器物數位典藏資料檢索系統、書畫典藏資料檢索系統、善本古籍影像檔資料、明清輿圖類文獻資料庫以及大清國史人物列傳及史館檔傳包傳稿全文影像資料庫。
- 持續進行數位化產出、數位影像檔保存、匯入聯合目錄及臺灣多樣性知識網資料庫以及進行智財權盤點等工作，數量及成果均穩定成長。



故宮精緻文物數位博物館知識庫建置計畫之網頁

Project for Establishing Digital Museum of Artifacts & Knowledge Database in National Palace Museum.



觀眾參觀「山水合璧－黃公望與富春山居圖新媒體藝術展」

Visitors viewed "Landscape Reunited: Huang Gongwang and 'Dwelling in the Fuchun Mountains' New Media Arts."

Digitization

In response to advances in computer technology and the trend of globalization, National Palace Museum (NPM) has participated in Taiwan e-Learning and Digital Archives Program (TELDA) since 2002 and implemented "Project for Establishing Digital Museum of Artifacts & Knowledge Database in National Palace Museum" to promote digitization of collections in the NPM and increase our cultural and educational influence since 2007. The next stage of NPM's development in digitization will follow the goals of 'i-Taiwan 12 Projects' to promote "The Project of Providing a Cultural and Creative Platform for Bridging Science and Humanity". By adopting new technologies and new media, we hope to break through the museum's physical boundaries, make its precious artifacts and educational resources more accessible to the public, and place NPM on the world stage.

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

- NPM has continued establishing digital files and metadata for digital images which include antiquities, calligraphy and paintings, Qing dynasty archives, Council of State archives, biographical materials of historical figures from the archives of the Qing Historiography Institute, rare books, and Ming and Qing cartographic documents, as well as conservation records such as X-ray images and textual documents of previous conservation efforts.
- Digital databases such as Antiquities Archives Data Search System, Painting and Calligraphy Archives Data Search System, and Qing Palace Archives and Palace Memorials Databank, Rare Books Data Search System, and Ming and Qing cartographic documents have been updated and are under integration. All these databases are open to the public free of charge. Moreover, the progress of offsite backup storage has been carried out to provide a safer and more reliable storage environment for digital image files.
- By unifying separate independent metadata systems, the integrated search system for NPM's artifacts has been maintained to simplify the search process, to improve efficiency, and to look up information conveniently. In addition, users can find information about the collections they acquire much more easily via segmented search functions like exhibition themes and statistics. The system is also beneficial to researchers who study archives and curate exhibitions.
- In order to improve overall efficiency, we have integrated the digital archives and other platforms into a single system and are planning on a single interface for searching artifacts, which combines functions of collection management and archive research.
- We have established five research teams regarding Digital Photography of Antiquities, Digital Photography of Calligraphy and Paintings, Digital Images Establishment for Qing Dynasty Archives, Digital Images Establishment of Rare Books, and Ming and Qing Cartographical Documents Database.
- NPM provides metadata searching services to the public free of charge, namely, Antiquities Archives Data Search System, Painting and Calligraphy Archives Data Search System, Rare Books Metadatabank, Ming and Qing Cartographical Documents Database, Database of Biographical Materials of Qing Historical Figures and Biographical Packets and Drafts from the Archives of the Qing Historiography Institute.
- NPM stably increased quantities and outputs of continuing digitization of collections, preservation of digital images, importation of databases into the unified inventory and, Knowledge Web of Taiwan's Diversity Database, and identification of intellectual property rights.



蕭副總統參觀「古畫動漫區」
Vice President Xiao viewed the "Paintings Anime."



「山水合璧－黃公望與富春山居圖特展」facebook 粉絲團聚活動
Landscape Reunited: Huang Gongwang and "Dwelling in the Fuchun Mountains" - Facebook Fans Gathering.

100年度數位成果推廣一覽表

項次	推廣內容
1	參與「2011臺北國際書展」及「數位典藏與數位學習國家型科技計畫99年度成果展『e百榮耀重現』」，推廣本院數位化成果，前後於臺北世貿中心、國立臺灣大學圖書館特展廳及科技大樓特展廳展出。
2	參與美國博物館協會(AAM)之2011年會及博物館博覽會，展出「唐宮狂想曲」互動藝術裝置，並宣傳本院數位典藏工作成果。
3	接待來自國內外之參訪團體，蒞院參訪貴賓人數達250位，包括全球科技高峰論壇與會國外科技領袖、國內外大學參訪師生、海外華語文經營管理人員、數位出版國際高峰會與會貴賓以及亞太區貿易便捷化與電子商務理事會(AFACT)與會貴賓等，藉此宣傳及推廣本院歷年累積之數位化成果。
4	為於泰國曼谷召開之「太平洋鄰里協會2011年會」，籌辦「虛擬博物館管理與文化資產永續經營」場次，邀請來自臺灣、馬來亞大學及泰國國立科學博物館之博物館專家學者，就數位典藏相關議題進行討論、分享與交流。
5	協助辦理「美國博物館電腦網路協會2011年會」以及「創造一更好的學習體驗」場次之籌備，並於年會中展示數位典藏重要成果，包括唐人宮樂圖複製畫、唐宮狂想曲互動裝置影片、本院英文版簡介、多項教育推廣品、以及故宮勝概(英文版)精美圖錄等，以推廣計畫成果並提高國家及本院之知名度。
6	辦理2場「數位典藏100年度推廣活動」，包括10月27日於本院文會堂所舉辦之「數往知來：數位典藏100年度推廣工作坊」，主要針對數位典藏相關從業人員以及博物館學相關系所學生所舉辦，邀請到產學界專家與現場學員分享實務經驗，共90人參與。會後並將現場實況錄音上傳至本院臉書粉絲專頁，以擴大活動效益；另於11月26日辦理為親子觀眾所設計之「我是故宮國寶小尖兵—小小國寶導覽員比賽」，向國小4至6年級學童推廣數位典藏內容，並透過趣味活動來培養「小小國寶導覽員」，擔任向更多學童推廣數位典藏成果之重要種子，共18組親子學員參與。
7	為整合本院數位典藏相關資源，於本院全球資訊網特別建立「數位典藏整合網頁」，將歷年資源及成果連結予以統整，提高大眾使用及搜尋數位典藏相關資料之便利度。
8	配合數位典藏與數位學習國家型科技計畫，提供本院文宣及教育推廣品於100年度資訊月中展出，吸引許多民眾索取，藉此宣傳本院數位典藏工作成果。



國際領導人高峰論壇貴賓聆聽簡本院數位推廣簡報
The Global Leadership Summit VIP guests listen to the NPM's digital promotion briefing.



「我是故宮國寶小尖兵—小小國寶導覽員比賽」學員合照
I am Promoter of NPM Treasures: Competition of Little Treasure Guides.

List of Digitization Promotion Achievements in 2011

No.	Promotion Details
1	Participated in the "Taipei International Book Exhibition 2011" and the "2010 Annual Exhibition of Taiwan e-Learning and Digital Archives Program" to promote the Museum's digital progress. Also held special exhibitions in the Taipei World Trade Center, National Taiwan University Library, and Technology Building.
2	Participated in the AAM 2011 Annual Meeting and Museum Expo to present "A T'ang Palace Rhapsody", an interactive art installation, and to publicize the NPM's digital archives.
3	Hosting receptions for more than 250 foreign and domestic guests, including global technology leaders, foreign and domestic university groups, overseas Chinese-language management personnel, and distinguished guests from International Digital Publishing Forum, VIPs from Asia Pacific Council for Trade Facilitation and Electronic Business (AFACT), and others to publicize and promote the NPM's cumulative outcomes of digitization.
4	Organizing the "Virtual Museum Management and Sustainability of Cultural Assets" for the 2011 Pacific Neighborhood Consortium in Bangkok, Thailand, the Museum invited researchers from Taiwan, University of Malaya, and National Science Museum in Thailand to discuss and exchange ideas regarding digital archives.
5	Arranged "Creating a Better Learning Experience" session in "2011 Museum Computer Network" and displayed this year's digitization outcomes including the duplicate of A Palace Concert, A T'ang Dynasty Rhapsody interactive installation video, an English introduction to the NPM, many educational materials, and Splendors of the National Palace Museum (in English) promoted and increased the awareness of Taiwan and the Museum.
6	The Museum held two 2011 Digital Archives Promotional Workshops. The 2011 Digitization Outreach Workshop was held on October 27 in NPM's Wenhuitang Auditorium, which targeted audiences of digitization workers and museology related students and invited professionals in the field to share their practical experiences. 90 people participated. The live recordings of the workshop were uploaded to the Museum's Facebook fan page to increase the effect of the activity. On November 26, another workshop regarding little treasure tour guide competition was held to target parent-child audiences, especially elementary school students from 4th-6th grade, to promote the contents of digitization. Little tour guides were disciplined via interesting activities to become important 'seeds' for introducing the achievements of digitization to more and more students. A total 18 groups of parent-child audiences participated.
7	To integrate the Museum's digital archives as well as related resources, NPM has established the "NPM Media" website, which links the resources and achievements of the Museum over the years. Accordingly, the website has increased the convenience of the public's usage regarding searching information in related to digital archives.
8	In cooperated with Taiwan e-Learning and Digital Archives Program (TELDAP), the Museum provided leaflets and educational products for promotion in the 2011 IT Month, which attracted many visitors' attention as well as promoted achievements of the NPM's digitization.

提供科技與人文跨域文創環境計畫

提供人文與科技跨領域文創樂趣欣賞，促進文創科技產學合作及轉移

- 結合「電腦圖學」發展，進行跨域合作：以本院獨特華夏文物內容，運用國內外最新研發之視覺計算技術，呈現古味的文物、創意與科技視覺效果兼具的跨域文創作品，例如唐宮狂想曲、書畫長卷多媒體及毛公鼎漢字互動裝置等。
- 結合本院大展人潮，持續導入與先前不同的展場跨域新科技多媒體展示(in-Gallery)，以透過人文結合科技方式，縮短文化與世代隔閡，提供華夏古藝術美學創新欣賞方式，例如桃園國際機場未來博物館、華山園區精彩數位故宮展覽及國內外巡迴參展等。
- 促進文創科技產學合作：藉跨域合作與導入研發創作成果於每年300萬人參觀展場實務運用機會，促進學研機構技轉於產業，並激勵學研單位研究動力或藝術家創作動機。

100年度本院多媒體展示一覽表

展示名稱	地點	內容
故宮－未來博物館	桃園國際機場	1. 本特展共分4個獨立展間，在近百坪之迴廊區內，規劃出「半結構性路徑」之動線，引導觀眾依序參觀各展間。就順序而言，展間一展出「唐宮狂想曲」、「透視」以及「玩古」等3組作品；展間二為「魔幻水晶球」；展間三展出「點蝕成金」；展間四則展出「魚躍龍門」。第2期展期自99年4月15日至100年4月15日。 2. 第3期展覽為「3D故宮」，展期自100年6月30日至101年6月30日，展出結合裸視3D的水墨書畫、運用3D環物攝影技術的魔幻水晶球，以及使用3D虛擬顯影技術的魚躍龍門。本展覽結合現今熱門的3D科技與國寶文物，呈現故宮文物在3D虛擬世界活潑生動的一面。
書畫多媒體室	本院正館210室	故宮書畫多媒體室於100年1月啟用，以高互動的教育媒材，深度呈現故宮書畫之美，透過多項頂尖科技，觀眾可動手跟文物互動，探索國寶名萃的細部與巧妙，或者觀賞模擬的動畫，想像畫中的故事情節，建立博物館主動學習的嶄新模式。多媒體室內設有「導覽影片區」、「隨選媒體區」、「主題展示區」、「非看不可互動桌」、「3D多媒體區」以及「書畫劇場區」6大學習空間。
美國博物館協會年會暨博覽會(AAM)	美國休士頓	100年5月展出「唐宮狂想曲」，透過互動，畫中唐宮仕女穿梭於世界各時區間遊玩。會展期間吸引許多國際人士參與互動。
山水合璧3D展示	本院正館105室	第1批山水化境展示作品於100年6月10日開幕，並已加入3D季節變化。第2批畫史傳奇展示作品於100年7月中旬開幕。第3批其他作品，「寫山水訣、聽畫、山水對畫」於100年8月17日全部展出，共展至100年9月5日。
古畫動漫	本院正館102書畫多媒體長廊	本年本院陸續推出清明上河圖等6系列故宮書畫之高解析動畫，統稱「古畫動漫」，以無接縫熔接技術將4台1080p Full HD高解析投影機，組成仿書畫長卷之長形螢幕光牆，讓觀眾置身8公尺寬的科技畫境中，體驗中國長卷繪畫之意境。此展覽精選院藏6組書畫名品，包含清院本清明上河圖、明仇英漢宮春曉、明文徵明傲趙伯驥後赤壁圖、清徐揚日月合璧五星聯珠圖、明人畫出警圖、入蹕圖、清院本十二月令圖（後2項作品預計101年底完成）。由史料為發想之基礎，以忠於原作的動畫展演6件典藏作品的精彩片段。



觀眾參觀本院古畫動漫區
Visitors in the Animated Paintings Area.

The Project of Providing a Cultural and Creative Platform for Bridging Science and Humanity

To provide entertaining exhibitions and performances that bridge sciences and humanities. To promote the cooperation and the exchange between the academics, the cultural, and the creative industries.

- With the development of computer graphics and an increase in cross-sector cooperation, the NPM has constantly promoted its unique Chinese content by using the latest local and foreign R&D visual computing methods to display its artifacts' ancient taste. Examples of the creative and technological innovations are: A Tang Palace Rhapsody, multimedia paintings and calligraphies, and interactive Chinese characters of the Mao-kung Ting.
- The NPM continuously uses new technology to create multimedia displays of past exhibitions (in-Gallery). Using a combination of science and technology, the Museum strives to shorten the cultural and generational barriers and to make the traditional Chinese art and design appreciated by everyone. Examples of such efforts are: NPM: Future Museum in Taoyuan International Airport, NPM Digital in Huashan Creative Park, and international tour exhibitions.
- Promoting cultural, scientific, and technological university-industry collaboration: More than 300 million visitors come to the National Palace Museum each year to view the exhibitions designed through cross-sector cooperation and R&D. The NPM promotes academic research that result in industry productions, in hopes of motivating further academic research and artistic creations.

NPM's Multimedia Exhibitions in 2011

Exhibition	Location	Detail
NPM: Future Museum	Taoyuan International Airport	The winding corridor was divided into four exhibition spaces with a semi-structural route to guide visitors. Three installations were shown in exhibition space 1: "The Tang Palace Rhapsody," "Inside," and "Appreciating Antiquities." Space 2 showed "Magical Crystal Ball." Space 3 exhibited "Turning Rust into Gold." Space 4 showed "Jumping over the Dragon Gate." The exhibition started on April 15, 2010 and closed on April 15, 2011. The next (third) round of exhibition, "3D NPM," is displayed from June 30, 2011 to June 30, 2012. Shown are 3D visuals of ink paintings and calligraphies, which utilize a 3D virtual imaging technique for "Magic Crystal Ball" and "Jumping Over the Dragon Gate." This exhibition combines 3D technology with the most popular cultural treasures to present a lively and virtual perspective of the NPM.
Multimedia Gallery of Painting and Calligraphy	The NPM's Main Exhibition Hall (Gallery 210)	The multimedia gallery, opened on January 2011, utilizes interactive media to present a new and in-depth view of the beauty of paintings. The multimedia gallery consists of six learning areas: the orientation film, E-museum digital database, interactive table, theme exhibition, 3D multimedia, and paintings theater.
American Association of Museums (AAM)	USA, Houston	In May 2011, the NPM exhibited "A Tang Palace Rhapsody," an interactive multimedia exhibiting the attire of Tang dynasty court ladies. Viewers from all over the world came to see this special exhibit.
3D Landscape Display	NPM Main Exhibition Hall, Room 105	The first quarter of landscape images, displaying 3D seasonal changes, were exhibited on June 10, 2011. The second quarter of The Legend in Art History displays began in mid-July 2011. The third quarter of works, exhibited from August 17, 2011 to September 5, 2011, included "Secrets in Depicting Landscapes," "Listen to the Painting," and "Painting a Dialogue with the Landscape."
Animated Paintings Area	NPM Main Exhibition Hall, Room 102, Multimedia Gallery	Since 2011 the National Palace museum initiated "Painting Anime", which are six series of high-resolution long scroll painting animation. Through the latest technology, four high-resolution 1080 HD projectors seamlessly unfold long scroll paintings on the light wall to present the classical scenery in Chinese paintings. "Painting Anime" reproduced six popular paintings, including Up the River During Qingming (Qing court artists), Spring Morning in the Han Palace (Qiu Ying), Imitating Zhao Bosu's Latter Ode on Red Cliff (Wen Zhengming), Syzygy of the Sun, Moon, and the Five Planets (Xu Yang), Departure Herald (anonymous), Return Clearing (anonymous) and Activities of the Twelve Months (Qing court artists). Inspired by historical material related to the artworks, the six pieces of animations faithfully present the true spirit of the original paintings and their most attractive parts.



「悠遊古今·品味生活」文創影片
One of NPM's digital films: "Journeying from Past to Present: A Life Refined Tastes."



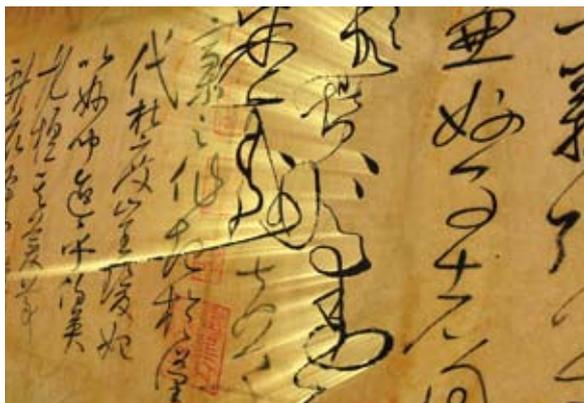
「精彩 100 網路票選活動」公開抽獎儀式
"National Treasures Grand Selection: Splendid Treasures Online Ballot Selection."

發展文創影片等數位內容，提供博物館虛實互補之教育經驗

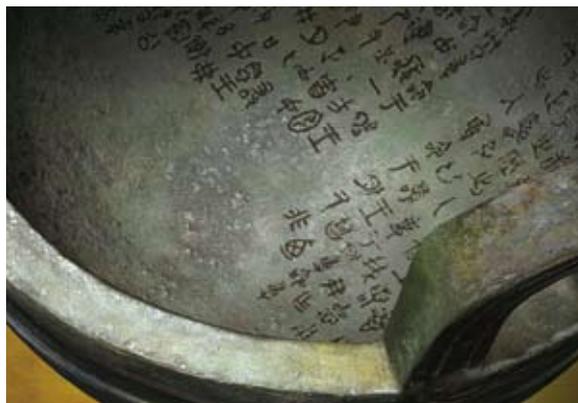
持續以分齡分眾的目標觀眾族群，分期完成包括數位動畫短片、紀錄片特展影片等多元豐富的文化創意數位內容，並藉由與實體教育空間或教育活動之結合，提供虛擬與實體互補之教育經驗，100年度製作「悠遊古今·品味生活」、書法發展史及富春山居等影片。

100年度本院製作數位影片一覽表

名稱	內容
「悠遊古今·品味生活」 文創影片	「悠遊古今·品味生活」文創影片，以創新動態多媒體方式詮釋故宮典藏書畫，介紹「文人四藝（琴、棋、書、畫）」與「生活四藝（點茶、焚香、掛畫、插花）」之古代生活意趣，並進而連結現今社會之美感經驗。本片透過動畫主角的奇幻之旅，引領觀眾走入古畫內的世界，體驗古今生活美學之共通性，展現現今臺灣社會傳承與永續推廣中華文化藝術之精神，傳揚中華文化藝術之美，推廣生活美學。
故宮院史文創影片	本片以國立故宮博物院「過去、現在與未來」之歷史發展為主軸，以一般民眾為目標觀眾，利用淺顯易懂、豐富生動之拍攝手法表現，透過優質影像述說本院設置歷史與發展，並傳達故宮文物與傳統文化之美，推廣現代生活美學。
山水合璧－黃公望與富春山居圖 特展影片	「山水合璧－黃公望與富春山居圖特展」影片，以動態多媒體方式展示被譽為「畫中蘭亭」之〈富春山居圖〉的創作緣由、流傳，以及合璧之故事。並進一步介紹文人畫家黃公望繪畫風格之淵源、元代文人墨客間的交遊情誼，以及對後世畫家之影響。本片以深入淺出的鋪陳方式，讓觀眾走入畫中，引領觀眾欣賞黃公望的筆墨意趣。
「翰逸神飛－漢字書法的創變與 風華」影片	本影片從漢字六書造字法則切入，首揭漢字構形的奇妙；再以甲骨、銅器、簡帛等歷代銘文書法作品，敘述漢字書法源流與演變，傳達漢字的多元性；接著透過音樂家演奏大提琴的影像，配合書法書寫的節奏，表現書法的韻律性，特別擷取自敘帖的草字，作出3D立體效果，微觀線條空間，讓視覺依著筆畫進入奇幻的空間世界。最後以歷屆漢字文化節與漢字藝術節的科技互動、動畫影片、漢字跨域展演、漢字新藝術表現、文創設計，以及古今書法落實於生活中的例子，突顯漢字應用的深度和廣度。
「雕龍鑄篆－彝器與銘文的奇逸 飛動」3D影片	本影片從毛公鼎全器器型與範鑄之銘文切入，環視毛公鼎器型，再以多角度視點拍攝，微觀其籀篆線條之美，以及淵雅銘辭之奧。長篇銘文裡不僅透露當時情勢危急與臨危授命的迫切，在鏡頭運轉下，銘文鑄造的質地和風化的歲月感，也一覽無遺，宛若置身浩瀚的銘文時空，沉浸在西周的肅穆典重氛圍之中，最後拉開鏡頭，呈現毛公鼎全銘，展現出舉世最長銘的宏偉氣度，復經歲月滄桑，成為今日形貌。
「毛公鼎－漢字演變百例」漢字 源流影片	「毛公鼎－漢字演變百例」以氏族的架構為分類，目的即在繫聯起三千年來漢字使用的縱貫脈絡，也由幾個族氏（大人氏、五官氏、手足氏、器用氏、萬物氏與天地氏），嘗試說明漢字繁衍分化的一些族群聚散關係。企盼經由有趣的文字演變動畫，喚起所有使用漢字的炎黃子孫，進一步朝漢字文化的廣闊世界，作更深入的尋幽訪勝，歸本追根。



「翰逸神飛—漢字書法的劇變與風華」影片
Line and Rhythms: the Many Splendid Forms of Chinese Calligraphy.



「雕龍鑄篆—彝器與銘文的奇逸飛動」影片
Ancient Majesty: Ritual Bronzes and Inscriptions.

Creating cultural and creative digital contents and offering educational experiences through virtual and real materials

Targeted towards visitors of all age groups according to their learning, sensory, and perceptual capabilities, various animated short films, documentaries, special exhibition films, and other richly cultural and creative digital contents were created by the NPM. Through different activities that require the use of virtual and physical space, participants receive a new experience in the usage of space. In 2011, the NPM developed films such as “Journeying from Past to Present: A Life of Refined Tastes,” and other films based on calligraphy, the Fuchun Mountains, and other subjects.

NPM's Digital Films in 2011

Exhibition	Detail
“Journeying from Past to Present: A Life of Refined Tastes” (a cultural film)	“Journeying from Past to Present: A Life of Refined Tastes” is an animated film which interprets paintings and calligraphies in the NPM collection. It introduces the “Four Arts of Literatus” (zither, go, calligraphy, and painting) and the “Four Arts of Life” (tea tasting, incense burning, paint hanging, and flower arrangement), while linking these charms of ancient life to the modern society. This video follows the journey of an animated character, bringing the audience into the world of ancient Chinese paintings. By demonstrating the commonalities between ancient and modern aesthetics, it demonstrates the heritage of the modern Taiwanese society and promotes the spirit of Chinese art and culture.
The Cultural and Creative History of the NPM (a film)	The high-quality film, The Future Museum of the NPM “Past, Present, and Future,” focuses on the historical development of the Museum. Using an easy to understand filming method, this film reaches audiences of all ethnicities and age and shares the beauty of traditional culture while promoting the aesthetics of the modern era.
Landscape Reunited: Huang Gongwang and “Dwelling in the Fuchun Mountains” (a special exhibition film)	“Dwelling in the Fuchun Mountains” is a dynamic multimedia video, praised as the “Orchid Pavilion of Painting” for its combination of popularity and creativity. It also introduces the origin of Huang Gongwang’s painting style, his associations with other literati and artists of the Yuan dynasty, and his influence on later generation of painters. The animated simulations use simple methods to highlight his paintings while leading audiences to further appreciate Huang Gongwang’s paintings.
“The Heavenly Spirit of Calligraphy: the Development and Beauty of Chinese Writing” (a cultural film)	The film begins with 6 methods of how Chinese characters developed on oracle bones, bronzes, and cloths and describes the origins, evolution, and diversity of Chinese calligraphy. An image of musicians playing cellos comes to screen, synchronized with the rhythm of calligraphy and writing, such as the cursive script of Autobiography by Huai-su. Using the 3D technology, viewers enter into a fantasy world, showcasing the timeline of writing and the beauty of each stroke of calligraphy. Finally the viewer reaches the Chinese Character Cultural Festival and Chinese Character Art Festival, which uses animation, cross-domain performances, new artistic expression, and cultural and creative design to show the integration of ancient calligraphy in modern day writing, highlighting the depth and breath of Chinese characters.
“The Casting of Ancient Bronze: the Movement Flow of Ritual Object Inscriptions” (a 3D film)	This film depicts the Duke of Mao cauldron and its inscriptions inside. Exploring the fascinating shape and perspectives of the cauldron, the viewers are taken into the microscopic beauty of the Seal script lines. The lengthy inscription is crucial to reveal the critical and urgent mandate. Viewers can immerse themselves in the austere atmosphere of the cauldron as the camera angles closely reveal the texture of the inscriptions and the weathered appearance, which at a glance, looks like a vast space with inscription. The last shot shows the Duke of Mao cauldron as a whole, displaying the magnificent appearance and complexity.
“Etymology of Chinese Characters: 100 Examples from the Cauldron of Duke of Mao Inscription” (an interactive film)	“Etymology of Chinese Characters: 100 Examples from the Cauldron of Duke of Mao Inscription” teaches viewers the clan framework for classification and demonstrates 3,000 years of Chinese characters. With major clans (Da-ren clan, Wu-guan clan, Shou-tsu clan, Chi-yong clan, Wan-wu clan, and Tien-di clan) as examples, this film attempts to explain the union and separation of various blood lines and the relationships in between. The interesting text animation encompasses all the descendants of Chinese characters, spreading the Chinese culture to the rest of the world.

發展全球資訊網觀光及提升國民美學素養

- 提供及推廣文創觀光內容：(1) 提供兒童紮根美學：為增進兒童對故宮文物的興趣與認識，以及文化創意的啟發，於100年度規劃專屬7至12歲學童的美學紮根網路空間，並與本院實體兒童學藝中心配合，帶給學童全新的文創體驗。(2) 社群網路之推展：(a) facebook：除於100年5月18日以本院「山水合璧－黃公望與富春山居圖」特展為主題，開設特展粉絲專頁外，另於同年7月6日正式設立「國立故宮博物院 facebook 專頁」，至12月31日止共獲8,123位粉絲按「讚」，並以「故宮加入 facebook 是為了讓故宮可以傾聽更多觀眾的聲音，讓故宮變得更好！」作為本院經營facebook的最大宗旨。因粉絲互動熱烈，故另結合虛擬網路社群和實際博物館體驗，特於2011年7月17日及8月21日舉辦2場故宮facebook粉絲團聚的參觀活動，共計90名粉絲參與。(b) flickr：開設國立故宮博物院兒童學藝中心flickr專頁，(3) 建置重要文物虛擬實境網頁：以往僅提供展覽簡介及文物基本說明的線上展覽資源，未來將運用多媒體影音及VR環景等現代科技，並融入文化創意精神，深入介紹策展精神、佈展理念及文化背景的線上展覽導覽資源。讓民眾在觀賞展覽文物同時，亦可瞭解文物創作與歷史文化的關係，藉以提升民眾的文創素養與新知。(4) 建置精選文物線上導覽資源：精選典藏文物，透過X光透視、顯微鏡影像及3D互動賞析等多元視角的提供，深入介紹文物的基礎、修護與保存知識。(5) 辦理網路文創推廣活動：透過活動舉辦與網路的廣告宣傳，增加故宮網站能見度，提升民眾上網學習文化藝術知識意願。
- 建構友善的網站環境：(1) 推動健全的網站資安管理機制：強化網站防毒、防駭等資安策略，營造一個優質、便利且安全的文化藝術網路環境。(2) 強化簡易資訊聚合(Really Simple Syndication, RSS)訂閱服務功能：擴充參觀、展覽、文創活動、學習課程及最新消息等即時訂閱服務系統，讓民眾依照自己的喜好，訂閱有興趣的RSS內容，而後透過RSS閱讀器(Reader)，就可以即時獲取博物館最新訊息的友善網路服務。

- 100年度完成主題導覽網站：「精彩數位故宮－四季故宮」、「得佳趣－乾隆皇帝的陶瓷品味特展」、「康熙大帝與太陽王路易十四－中法藝術文化的交會特展」、「百年傳承·走出活路－中華民國外交史料特展」、「3D故宮」、「山水合璧－黃公望與富春山居圖新媒體藝術展」、「山水合璧－黃公望與富春山居圖特展」、「天真和樂－蘇漢臣嬰戲圖雙幅」、「龍藏－院藏大藏經展」、「滿庭芳－歷代花卉名品特展」等28款。
- 製作增加26款靜態桌布、12款月曆桌布、26款靜態手機桌布、4款動態手機桌布、21款MSN動態顯示圖片、21款MSN表情符號、5款動態電子賀卡、8款創意手作DIY等多媒體素材。
- 製作發送「精彩一百－網路票選活動」、「康熙大帝與太陽王路易十四－中法藝術文化的交會特展」及「facebook，讓故宮和您更接近了！」3款EDM。

100年度各月份「故宮全球資訊網」網站流量統計表

月份	網站造訪人次(10種語言版合計)
1月	190,591
2月	196,882
3月	178,012
4月	191,198
5月	238,186
6月	250,939
7月	243,599
8月	229,977
9月	203,486
10月	211,985
11月	196,114
12月	201,433
合計	2,530,402

Developing online tourism and improving the public's aesthetic taste

- Providing and promoting the cultural and creative tourism contents: (1) To build a foundation for children in the field of art and to inspire children's interest and understanding in the NPM's collection: In 2011, in cooperation with the Children's Gallery, the Museum taught children of ages 7-12 about aesthetic art through an online course, in hopes of showing the children a new cultural and creative experience. (2) To promote social networking, two methods were used: (a) Facebook: Between May 18, 2011 and August 31, 2011, a specific fan page was set up for the special exhibition "Landscape Reunited: Huang Gongwang and 'Dwelling in the Fuchun Mountains.'" Later, on July 6, 2011, an official "National Palace Museum Facebook Fan Page" was set up. By December 31, 2011, 8,123 "likes" were received and "The NPM Joins Facebook to Hear More Feedback" became the objective of the Facebook pages. On July 17 and August 21, the Museum held activities for the online fans to create a virtual network with other communities and to provide an actual museum experience. A total of 2 sessions were held for 90 fans. (b) Flickr: the NPM set up a Children's Gallery Flickr page, as a platform for sharing photos to increase the visitor interaction as well as marketing strategies. (3) Constructing a cultural virtual reality environment: In the past, the Museum was only able to provide basic information and descriptions regarding the exhibitions and online resources. In the future, more modern technology will be used to create multimedia, virtual reality, and other electronic platforms. Thus, integrated with a cultural and creative spirit, these modern platforms will provide an in-depth online tour of resources. This will allow the viewers to admire the artifacts, while enhancing their cultural knowledge to better their understanding of the historical and cultural relationship. (4) Constructing an online guide for cultural resources: For select pieces of the Museum's collection, X-ray analysis, microscopic imaging, and 3D multimedia will be conducted to provide an in-depth review, maintenance, and preservation of the artifacts. (5) Online promotional activities: Through activities and online promotions, the NPM hopes to increase its website's visibility while increasing the public's willingness to look for online educational tools and information regarding art and culture.
- Building an internet-friendly environment: (1) To promote a comprehensive and secure website management system by strengthening anti-virus and anti-hacking measures to maintain a high-quality internet environment for art and culture. (2) To strengthen the RSS (real simple syndication) subscription services for extended visiting hours, exhibitions, and cultural activities, learning programs, the latest news, etc. so viewers can follow according to their own preferences. Through the process of subscribing to the RSS content of interest, viewers can use the RSS reader to receive the latest news instantly.

- 28 thematic websites were used to introduce the Museum's in 2011. Such websites include "NPM DIGITAL," "Obtaining Refined Enjoyment: The Qianlong Emperor's Taste in Ceramics," "Emperor Kangxi and the Sun King Louis XIV: Sino-Franco Encounters in Arts and Culture," "A Century of Resilient Tradition: Exhibition of the Republic of China's Diplomatic Archives," "3D NPM," "Landscape Reunited: Huang Gongwang and 'Dwelling in the Fuchun Mountain' New Media Arts," "Landscape Reunited: Huang Gongwang and 'Dwelling in the Fuchun Mountains,'" "Harmony and Innocence: Su Hanchen's Pair of Paintings on Children Playing," "The Tibetan Dragon Sutra: the Great Treasury of Buddhist Scriptures in the National Palace Museum," and "Fragrance Fills the Courtyard: Chinese Flower Paintings Through the Ages."
- Various multimedia products were created this year, including 26 desktop backgrounds, 12 calendar backgrounds, 25 cell phone backgrounds, 4 animated cell phone wallpapers, 21 animated pictures for MSN messenger, 21 emotions for MSN messenger, 5 animated e-cards and 8 creative DIY crafts.
- 3 EDMs (Email Direct Marketing) were produced this year: "NPM Digital," "Emperor Kangxi and the Sun King Louis XIV Sino-Franco Encounters in Arts and Culture," and "Facebook and the NPM Connected."

The Traffic Statistics of the NPM Website in 2011

Month	Number of Visitors (10 languages combined)
January	190,591
February	196,882
March	178,012
April	191,198
May	238,186
June	250,939
July	243,599
August	229,977
September	203,486
October	211,985
November	196,114
December	201,433
Total	2,530,402

100年度得獎紀錄

參賽名稱	得獎作品	類別	獲得獎項	主辦單位	日期
第44屆美國休士頓國際影展	透視內幕	文化藝術	銀牌獎	休士頓國際影展	4/16
	文藝紹興：南宋藝術與文化	教育推廣	銅牌獎		
第9屆Horizon Interactive Awards競賽	故宮全球資訊網	教育	銅獎	Horizon Interactive Awards	5/1
第17屆傳播獎	魚躍龍門(魚藻圖互動裝置)	互動媒體	教育類	國際視覺藝術研究院	5/27
	透視國寶Kiosk		金獎		
	雍正展互動桌		教育類		
	故宮全球資訊網				
	聲歷其境	影片	文化類／金獎		
	點蝕成金(毛公鼎互動裝置)				
	唐宮狂想曲(唐人宮樂圖互動裝置)				
	文藝紹興	影片	文化類／銀獎		
華夏百寶篇					
第6屆中國北京國際文化創意產業博覽會	精彩數位故宮	展覽	最佳展示獎	北京國際文化創意產業博覽會	11/13

華山精彩數位故宮展覽館建置

華山創意文化園區為早期酒廠遺址，具時間與空間的特殊歷史意義，近年更成為時尚青年與藝術家集結的空間，展現文化創意產業從創作、製造、增值、流通到消費端等所有面向。本院藉此特殊的場域展出數位故宮，呈現新舊交融及古文物的創新力量。數位故宮以「科技與藝術的溝通」為主軸，運用新科技及多元展示方式，藉由跨界、跨領域的思想內涵，賦予觀眾參觀的自主性及多重的感官體驗。第1期展覽於99年11月13日展至100年3月18日，以百花綻放之象，名之為「精彩」；並精選花卉圖像與器形器物，與臺北國際花卉博覽會遙相呼應，藉由數位作品綻放故宮之美。第2期展覽於100年4月1日展至100年10月23日，承襲原本展覽空間設計，以故宮典藏名作「唐人宮樂圖」揭開展覽之序幕並作為發想靈感。本期展覽除重新挑選展件外，簡易美化展場、於入口拱門及走廊添加主視覺圖案，加強整體效果，增加多項與觀眾互動之設施，如留言板與園區內之造型指示牌；並於100年4至8月推出6場系列之人文藝術講座與3場親子教育活動，以期向不同年齡層之民眾推廣故宮文物之美。第3期展覽「四季故宮」自100年11月25日預計展至101年5月20日，以四季之美為主題，將故宮經典名

畫結合投影技術、感測裝置等互動科技，賦予4幅經典畫作新的價值。民眾可用聲音喚醒郎世寧〈仙萼長春圖〉中，春天鳥語花開之盛況；親身體驗馮大有〈太液荷風〉薰風吹來、魚兒浮萍聚散熱鬧的景象；借民眾的手妝點出趙孟頫〈鵲華秋色〉細膩之美；最後，邀請民眾走進文徵明〈關山積雪圖〉，由燈光和白雪層層堆疊出的冬雪景色。展覽自開展至100年12月31日，已累積16,357參觀人次。



精彩數位故宮—動漫故宮展場內，觀眾與「唐宮狂想曲」互動
NPM Digital: visitors interacted with the work "Tang Palace Rhapsody" at the NPM Animation gallery.

Awards in 2011

Competition	Work	Category	Award	Organizer	Date
44th Worldfest- Houston Independent International Film Festival	Inside: The Emperor's Treasure	The Arts/ Cultural	Silver	Worldfest- Houston Independent International Film Festival	Apr. 16
	Dynastic Renaissance: Art and Culture of the Southern Song	TV Commercials & Public Service- PSA's: Education	Bronze		
9th Horizon Interactive Awards Competition	The World Wide Website of The National Palace Museum	Education Website	Bronze	Horizon Interactive Awards	May 1
17th Communication Prize	Jumping Over the Dragon Gate	Interactive multimedia	Gold	International Academy of Visual Art	May 27
	Inside the National Treasures				
	Yongzheng Emperor Interactive Tabletop				
	World Wide Web of the NPM				
	Sound in Scenery	Film	Silver		
	Turning Rust to Gold				
	A Tang Palace Rhapsody				
	Dynastic Renaissance				
The National Treasures	Film	Silver in Culture	International Academy of Visual Arts	May 27	
The 6th China Beijing International Cultural and Creative Industry Expo	NPM Digital	Exhibition	Best Demonstration Award	Beijing International Cultural and Creative Expo	Nov. 13

Establishing the “NPM Digital” at the Huashan Creative Park

The Huashan Creative Park was formerly a liquor factory that has special historical meaning in terms of time and space. In recent years it has become a gathering place for artists and youths of fashion, showcasing all perspectives of the cultural creativity industry, from design, manufacturing, value, distribution to the final consumer. This special location is now being used for the NPM Digital, demonstrating the fusion of traditional and modern, as well as the innovative power of ancient artifacts. The core concept of this NPM Digital was “Communication between Technology and Art,” using new technologies and diversified display methods to cross over all boundaries to offer the viewer



小朋友欣賞華山精彩數位故宮裸視 3D 影片
Children watched NPM's naked-eye 3D films.

with various perspectives and multiple sensory experiences. The theme for the first exhibition quarter was “splendid,” as hundreds of blooming flowers were arranged into astonished masterpieces. Displayed between November 13, 2010 to March 18, 2011, images and antiquities with a floral theme were especially chosen to echo the Taipei International Flora Expo. The second exhibition quarter was held from April 1, 2011 to October 23, 2011. The NPM presented its masterpiece “A Tang Palace Rhapsody” as an opening piece and inspiration. The second quarter also brought along new changes. In addition to replacing selected exhibition items, the appearance was renovated to look fresher and newer, while maintaining the original layout. Changes include additional visual patterns along the entrance arches and corridors to enhance the overall look and additional message boards and signs to increase the interaction between visitors and the facilities. On August 4, 2011, the NPM held 6 art and literature lecture series and 3 parent-child educational activity sessions to allow the beauty of the National Palace Museum collection be experienced by people of all ages. The third exhibition quarter is being held from November 25, 2011 to May 20, 2012, with the theme of “National Palace Museum Four Seasons.” Integrating sensing devices and interactive technologies with classical paintings, a new perspective was given to the classic paintings. One can use his/her voice to awaken the birds and flowers in Giuseppe Castiglione’s “Immortal Blossoms in an Everlasting Spring.” Blowing across the screen of Ma Dayou’s “Lotuses in the Wind at Taiye,” one can witness the fish and duckweed separating in the water. Using one’s hand, a visitor can experience the delicate beauty within Chao Mengfu’s “Autumn Colors on the Qiao and Hua Mountains.” Lastly, visitors are invited into Wen Chengming’s “Deep Snow in Mountain Passes” and welcomed to enjoy the winter scene designed by lights and layers of snow. The exhibition opened on November 25 and 16,357 people are viewed it until the end of 2011.

華山「精彩數位故宮展」第1期展覽一覽表

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

華山「精彩數位故宮」第2期展覽一覽表

展品名稱	內容簡介
唐宮狂想曲（互動裝置）	本作品以院藏名畫〈唐人宮樂圖〉為發想，創作幽默有趣的互動裝置。其特色在於巧妙地將仕女手中所持之樂器等物件，藉由觀眾進一步腳踏腳下不同的感應地板，抽換成不同主題之城市面貌。「唐宮狂想曲」創意地將現代意象注入古典的畫作中，結合豐富的音效及音樂，希望賦予唐代仕女畫一種當代的趣味及意涵，更進一步提供觀眾賞畫的新視野。
毛公鼎漢字互動裝置	本裝置由毛公鼎中的銘文帶動漢字藝術動畫，從機台延伸至環境空間，運用互動展示技術及情境設計，與環境空間之延伸互動，呈現漢字演變的動畫，及其所象徵的漢字生命歷程。在演繹文字數位內容的過程中，同時結合情境的塑造，包光燈光、投影、音效、圖像等豐富多重感官的媒體使用，互動環境亦隨互動流程而改變。使用者置身於漢字演變氛圍的同時，更能瞭解到我們如今使用的正體漢字，不但是生活中俯拾即是無盡寶藏，也是從古至今都與人們生活互相呼應的生命體。
非看不可的故宮書畫互動桌（觸控互動裝置）	古書畫由於材質脆弱，需以限時展出方式保護真跡，既使親臨故宮，也不一定就能看到傳世名家作品。因此，本裝置運用數位新科技的新方法，如多重解析、多指觸控等，讓畫作在新時代與觀眾產生新的互動，帶給觀眾不一樣的體驗。裝置內展示包含清院本清明上河圖、宋范寬谿山行旅圖、晉王羲之快雪時晴帖等15幅珍藏於故宮的書畫巨作。
國寶總動員等多部裸視3D影片（裸視3D特效顯示及3D影片播放）	1.《國寶總動員》裸眼立體動畫：將《國寶總動員》動畫片中活靈活現的3位主角—嬰兒枕、玉鴨、玉辟邪，以3D裸眼立體的方式呈現，製造出彷彿伸出手就能碰觸到它們的真實感。 2.《畫魚藻》裸眼立體動畫：以清郎世寧〈畫魚藻〉為原始素材，將平面繪畫製作成動態影像，並透過3D立體技術呈現出不須戴特殊眼鏡即可觀賞的裸眼立體動畫。 3.《畫花鳥》裸眼立體動畫：以蕭灑〈畫花鳥〉為原始素材，將畫面重新組合製作動態畫面，並透過3D立體技術呈現出不須戴特殊眼鏡即可觀賞的裸眼立體動畫。
影片放映室	本區放映《國寶總動員》、《文藝紹興—南宋藝術與文化特展》、《山水合璧—黃公望與富春山居圖特展》及《盛世裡的工匠技藝》等影片，藉由深入淺出的數位影像創作，引領觀眾認識故宮，並進一步瞭解故宮典藏文物的歷史意涵。

Exhibitions of the 1st “NPM Digital”

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

Exhibitions of the 2nd “NPM Digital”

Titles	Description of Exhibits
A Tang Palace Rhapsody (Interactive media)	This work, inspired by the famous Tang dynasty painting in the NPM collection, called “A Palace Concert,” was developed as a creative and humorous interactive installation. Its unique feature lies in allowing visitors to step on different sensors in the installation, which send these palace ladies holding musical instruments into different urban themes. “A Tang Palace Rhapsody” ingeniously injects modern meaning and imagery into this classical painting. Combining rich sounds effects with music, the Tang dynasty takes on a more modern meaning, providing audiences with a new way of viewing and appreciating paintings.
Turning Rust into Gold (Interactive media)	This installation uses the inscriptions of the Mao-gong bronze cauldron as the focus of animation. Demonstrating the use of interactive technology, design context, and how such interactions can be extended to the environment space, an animated evolution of Chinese characters is shown. The digital content interprets the text and demonstrates how each character is formed using lighting, projection, audio, multi-sensory images, and interactive environments that show the process of changes. While the user is exposed to Chinese characters, he/she can also better understand Chinese characters not only as a treasure in everyday life, but also how it tied into the lives of those from the ancient times.
The Must-See Paintings and Calligraphies (Interactive Tabletop)	The materials of ancient paintings and calligraphies are extremely fragile, thus to protect the authenticity of each painting and calligraphy, these artworks can only be displayed for a limited time. Even if you visit the NPM, you may not be able to see these famous masterpieces. Therefore, using new digital devices, such as multi-resolution and touch screen interfaces, the paintings of this new era can create an interaction with the audience, allowing the viewers to experience a different method of appreciating art. There are a total of 15 virtual paintings, including “Along the River During the Ching-ming Festival,” “Travelers Among Mountains and Streams by Fan Kuan from the Song dynasty,” and “Timely Clearing After Snowfall” by Wang Xizhi from the Jin dynasty.
“Adventures in the NPM” and Other Naked-eye 3D Videos (3D displays and 3D films)	<ol style="list-style-type: none"> 1. “Adventures in the NPM” Naked-eye 3D Videos: Through the 3D naked-eye method of creating the animation of “Adventures in the NPM,” three main characters: pillow in the shape of a baby, jade duck, and jade bixie, come to life. The animations appear so real as if you can reach out and touch them. 2. “Fish and Waterplant Painting” Naked-eye 3D Videos: Using the original motifs in “Fish and Waterplant Painting” by Giuseppe Castiglione, this two-dimensional painting has been transformed into an animated image. With the 3D technology, the viewer need not wear special eyewear to enjoy the 3D animation. 3. “Birds and Flowers” Naked-eye 3D Videos: Using the original motifs of “Birds and Flowers” by Xiao Rong, the NPM rearranged the elements to create an animated film. Using the modern 3D technology, the viewers do not need to wear special eyewear to view the 3D animation.
Screening room	The screening room displays short films such as “Adventures in NPM,” “Dynastic Renaissance: Art & Culture of the Southern Song,” “Landscape Reunited: Huang Gongwang & ‘ Dwelling in the Fuchan Mountains,” “ In the Golden Age of Craftsmanship.” Through these simple films, the NPM is able to teach the viewers about the historical art and culture of the Museum.

華山「精彩數位故宮」第3期展覽一覽表

展品名稱	內容簡介
春生 (聲控互動裝置)	春回大地滿天碧，花放枝頭歌聲飛。 海棠與玉蘭圖、牡丹圖、石竹圖、桃花圖是郎世寧工筆重彩的代表作，中西畫法併用且獨具一格，畫中鳥兒身姿嫵媚、花卉細膩寫實。透過聲控互動結合動畫，呈現畫中春天美麗動人之風采。本作品藉由觀眾合力完成，觀眾將以聲音觸動畫中看似靜止不動，實則隨風搖曳的鳥兒與花卉，帶領您一起沉浸於歷經了悠古，仍神趣宛真的郎氏畫作之魔幻力量中！
夏荷 (體感互動裝置)	接天蓮葉無窮碧，映日荷花別樣紅。 宋畫家馮大有筆下盛開的荷花池，荷葉田田，有的花開燦然，迎風帶露；有的含苞待放，顧盼生情。池中群鴨悠遊自在，空中彩蝶飛舞，飛燕展翅，活力十足，彷彿即將展開一場盛夏的視覺饗宴。建構虛擬體感的互動空間，呈現夏荷風滿塘、風姿萬千之景象，大地的吐納隨著行走觸發魚兒游來、浮萍聚散以及水面波動，同時，生命之風隨著時序日夜交替吹來，散發出無限的生機與活力，藉由新媒體技術應用賦與的真實感，讓觀眾以數位的方式感受夏日躍動的生命。
秋色 (手部辨識互動裝置)	清溪流過碧山頭，空水澄鮮一色秋。 趙孟頫憑藉著記憶描繪〈鵲華秋色〉，將浪漫詩意的寫意之景，贈送給好友周密，一解好友思鄉之苦。季節才轉入秋，紅葉片片，林間屋舍巖然，山羊穿梭其間，而辛勤的漁夫，似乎想趁著舒適的氣候滿載而歸。屋中的婦人，忍不住探出身子，彷彿也為這動人的情景所吸引。本作品以顏色和時序詮釋秋的信息，藉由數位體感互動的方式，透過您用手朝畫作揮舞，隨著手移動之處，畫作開始放大，呈現鵲華秋色原畫細緻之美，猶如幻化成畫家提筆揮毫，傳遞著文人間相知相惜之情誼。
冬雪 (傳感互動裝置)	曉妝初了明肌雪。 畫中隱約看見沿著層層向上堆疊的山間小路裡行走的人物，跟著文徵明畫中的點景人物，一同穿梭於層層積雪，跨越冰河，欣賞北方冰天雪地的風光。作品運用調光玻璃顯影和燈光裝置，打造雪景情境轉換之空間，雪的濃與淡、日與夜交融流轉，透過白、黃、紫、靛藍燈光轉變，營造出生命流動的氛圍，使空間中瀰漫著真實感。走入冬雪空間體驗感知互動技術，觀眾將置身於嶄新的關山積雪圖中。
影片播放區	本區放映「國寶總動員」、「百年故宮-現代篇」及「悠遊古今·品味生活」3部影片，藉由3種不同型式的數位影像創作，引領觀眾認識故宮近百年來的歷史與豐富的典藏文物。



觀眾與數位裝置互動
Visitors utilized the interactive devices.

Exhibitions of the 3rd “NPM Digital”

Titles	Description of Exhibits
Spring Birth	“Spring brings back all the verdure of the Earth, Blossoms burst forth on branches with their songs.” The images here of flowering crab apple, magnolia, peony, carnation, and peach blossom are representative works of Giuseppe Castiglione in fine brushwork and bright colors. The combination of Chinese and Western painting methods forms a unique style to portray the charming poses of birds and realistic finesse of blossoms. Combining voice-activated interaction and animation that brings the moving beauty of spring to life in the paintings, this installation is completed in using audience participation, with voice activation to control the animation and recreate the appearance of movement. With the birds and blossoms swaying in the breeze, you will become intoxicated by their eternal charm and enchanted by the magical power of Castiglione’s spirited naturalism.
Summer Lotus	“The green of lotus leaves stretches to the heavens, Lotus blossoms shine with their red in the sunshine.” The lotus pond in full bloom as conveyed by the Song dynasty artist Feng Dayou is filled with lotus leaves and blossoms in radiant bloom swaying gently in the breeze. Some are buds awaiting to open and bring further life to the scene. Ducks swim leisurely about the pond as colorful butterflies dance in the air with swallows in flight for a scene full of life unfolding in a visual feast for the eyes of summer at its height. The construction of a cyber-physical interactive space allows the myriad imagery of breezy summer lotuses filling a pond come to life with your steps activating the emergence of fish swimming and duckweed gathering and dissipating with the ripples on the water’s surface. At the same time, the breeze of life follows the cycle of time and day to issue forth boundless life and vitality. New media technology applied to a sense of realism allows you to use digital methods to feel the vibrant life of a summer’s day.
Autumn Colors	“A clear stream passes by mountains in green, Clear skies and limpid waters melt in the autumn hues.” Zhao Mengfu used his recollections to paint “Autumn Colors on the Qiao and Hua Mountains,” taking a romanticized and lyrical approach to sketching scenery as a present for his good friend, Zhou Mi, to relieve Zhou’s longing for his ancestral home. The scenery has just turned to autumn with red leaves appearing here and there. Cottages are scattered as goats roam around. Hard-working fishermen seem to take advantage of the pleasing weather and make their way home with a full catch. Womenfolk in the cottages come out in preparation for their return, making this scenery even more enticing. This installation uses color and timing to interpret the message of autumn. Using digital body sensor interaction, you can use your hand to wave over the painting and move your hands to initiate close-ups, revealing the original delicate beauty of “Autumn Colors on the Qiao and Hua Mountains.” It is like the magic in which the painter picks up and wields the brush to transmit the friendship of old as understood by fellow literati.
Winter Snow	“The dawn appears with makeup of bright fleshy snow.” Faintly seen in the painting is a small mountain path with travelers winding upwards layer-by-layer. Following the figures in Wen Zhengming’s painting, together we pass through layers of deep snow and cross a frozen river to appreciate the scenery of a frozen land in China’s north. This installation uses privacy glass and lighting to create a space filled with changing moods in this wintry scene. The variations from thick to thin snow and differences between day and night are suggested by changes in white, yellow, violet, and indigo lighting, creating an atmosphere of changes in life while giving the space a pervading sense of realism. Entering the snow-filled area and experiencing perceptive interactive technology, audiences can place themselves into a completely new awareness of mountain passes in deep snow.
Screening Room	This area presents screenings of three videos: “Adventures in the NPM,” “Centennial NPM: Modern Times,” and “Journeying from Past to Present: A Life of Refined Tastes.” These three genres of digital video introduce viewers to the history and wealth of the collection of objects at the National Palace Museum.



「夏荷」作品（體感互動裝置）
Summer Lotus

康熙大帝

與太陽王

路易十四



國際合作

International Cooperation





國際合作

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

文物借出

- 美國大都會博物館為舉辦「忽必烈的世界：中國元代藝術」特展，向本院借展4件文物。
(99.09.1~100.01.2)

文物借入

- 古希臘人體之美－大英博物館珍藏特展：向大英博物館借展文物136件。(99.10.15~100.2.9)
- 生日快樂－夏卡爾的愛與美：向日本及法國借展文物54組118件。(100.2.26~100.5.29)
- 慕夏大展－新藝術·烏托邦特展：向捷克借展文物178組件。(100.6.11~100.9.12)
- 山水合璧－黃公望與富春山居圖特展：向浙江省博物館、北京故宮博物院、上海博物館、南京博物院、雲南省博物館等借展文物12組件。
(100.6.2~100.9.5)
- 康熙大帝與太陽王路易十四－中法藝術文化的交會特展：向法國羅浮宮、凡爾賽宮博物館、北京故宮博物院等借展文物約107組件。
(100.10.3~101.1.3)

合作計畫

- 持續推動與法國遠東學院合作計畫，互派專家進行學術交流，並與法國吉美博物館簽訂合作意向書，秉持互惠原則進行合作交流。100年度，本院與法國遠東學院、吉美博物館於巴黎共同舉辦「柬埔寨藝術工作坊」，藉以擷取兩機構在柬埔寨藝術領域之豐富研究及典藏經驗，擴展本院研究人員國際視野，進而為故宮南院開館預作準備。
- 100年6月3日完成法國巴黎銀行贊助本院西清續鑒第30冊鏡匣修復案簽約記者會及貴賓之夜，本贊助計畫除修復鏡匣外，另結合本件歷史及工藝、鏡匣結構及材料科學分析、防蟲及防霉等進行整合性研究，本計畫將執行至101年7月31日。



本院向巴黎裝飾藝術博物館借展之文物
NPM borrowed artifacts from Les Arts Décoratifs – Musée des Arts Décoratifs, Paris.

International Cooperation

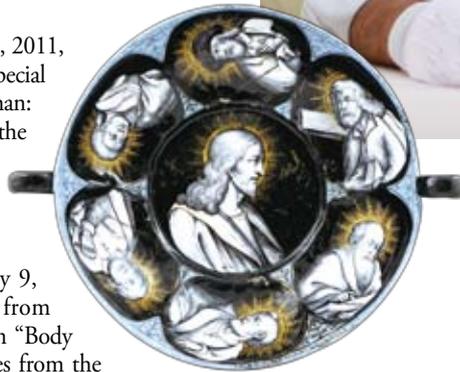
Over the years, our continuous endeavor in collecting, managing, preserving, exhibiting, studying, and promoting artifacts has made us internationally-acclaimed museum. Our goal is to strengthen the interaction and academic exchange with other world-class museums, to improve all aspects of the Museum, to promote a world-view of universality and diversity, and to make NPM a universal and educational museum for all visitors. In 2011, we actively participated in exhibitions around the world to promote cultural diplomacy by lending our collection to major museums abroad. We also borrowed antiquities from China and other countries as well as organizing special exhibitions to broaden the cultural and aesthetic scope of our viewers.

Outgoing loan Artifacts

- From September 1, 2010, to January 2, 2011, 4 artifacts were sent on loan for the special exhibition “The World of Khubilai Khan: Chinese Art in the Yuan Dynasty” at the Metropolitan Museum of Art in New York.

Incoming loan Artifacts

- From October 15, 2010 to February 9, 2011, 136 artifacts were borrowed from the British Museum for the exhibition “Body Beautiful in Ancient Greece: Treasures from the British Museum.”
- From February 26, 2011 to May 29, 2011, 118 artifacts were borrowed from Japan and France for the exhibition “Celebration by Marc Chagall.”
- From June 11, 2011 to September 12, 2011, 178 artifacts were borrowed from Czech for the exhibition “Alphonse Mucha: Art Nouveau & Utopia.”
- From June 2, 2011 to September 5, 2011, 12 artifacts were borrowed from the Zhejiang Museum, Palace Museum in Beijing, Shanghai Museum, Nanjing Museum, and Yunnan Museum for the exhibition “Landscape Reunited: Huang Gongwang and ‘Dwelling in the Fuchun Mountains.’”
- From October 3, 2011 to January 3, 2012, 107 artifacts were borrowed from the Louvre Museum, Palace of Versailles, and the Palace Museum in Beijing for the exhibition “Emperor Kangxi and the Sun King Louis XIV: Sino-Franco Encounters in Arts and Culture.”



本院向里摩居美術館（羅浮宮寄存文物）借展之文物
NPM borrowed artifacts from the Musée du Louvre, Musée des Beaux-Arts de Limoges – Palais de l'Évêché.

Collaboration Program

- Promotional collaboration programs with the École française d'Extrême-Orient have led to various expert academic exchanges and a signed agreement with the Guimet Museum in France to uphold the principle of reciprocity for cooperation and exchange. In 2011, the NPM and École française d'Extrême-Orient and Guimet Museum co-organized “Cambodia Art Workshop” in Paris to share the two art institution's rich research and collection experience while offering the NPM researchers an international perspective in preparing for the opening of the National Palace Museum Southern Branch.
- On June 3, 2011, the NPM held a press conference and VIP night for “BNP Paribas Foundation & BNP Paribas Taiwan Sponsoring NPM in the Restoration of ‘Xi Qing Xu Jian’s Mirror Case.’” In addition to restoring the box, this sponsorship project was a complete research project encompassing the research of detailed history, the techniques, the structure, a scientific analysis of material, techniques for making the box, and pest and mildew control. This project will be completed on July 31, 2012.



兩岸交流

Cross-Strait Exchange





兩岸交流

為配合政府推動兩岸關係正常化，並執行行政院重大興利政策，本院繼續辦理兩岸文化交流工作，積極與大陸重要博物館進行交流，並拓展相關合作機制。

交流訪問

- 本院與大陸南京博物院於100年1月中旬達成6項合作共識，並分別對臺灣媒體及大陸媒體同步發送各自之新聞稿。
- 大陸北京頤和園闢園長於100年2月19日率領所屬來院，就「如何用現代的科技保護文物及展示文物」、「頤和園與故宮文物互展之可能性」及「文物如何安全管理」等議題進行交流。
- 大陸首都博物館於100年4月8日來院參訪，並與本院相關茶文化的專家座談，俾其考察、交流、收集及複製有關茶文化的資料及文物。
- 大陸南京博物院胡衛民先生與黃海濤先生於100年1月5日至1月31日及於2月14日至3月14日，來院研習交流展覽策劃與文化產品研發工作。
- 本院於100年5月間提供「珍貴動產衍生品管理及收費規定」供大陸北京故宮博物院借鏡參考。
- 大陸北京故宮博物院圖書館館長朱賽虹女士獲利榮森基金會獎助，於100年4月29日至10月29日來院進行研究與交流。
- 本院器物處處長蔡玫芬於100年5月28日至6月10日期間赴大陸河北省及北京市各文博考古單位，探訪墓葬、塔基、窯址出土文物，並與相關單位進行研究討論。
- 大陸四川省省長蔣巨峰於100年5月23日來院參訪，並就未來文化交流合作事項進行商討。
- 大陸北京故宮於100年5月間提供「史料數位檔案」供本院研究使用。
- 大陸南京博物院民族民俗研究所主任陸建芳先生、左駿先生及杜臻先生於100年7月18日至29日來院進行學術及文化交流。
- 大陸上海市副市長沈曉明於100年7月6日來院參訪，並就未來文化交流合作事項進行商討。
- 大陸國家博物館都海江副館長等11人於100年8月1日來訪，就博物館展覽區、文物庫區、辦公區劃分及管理、文物庫區文物出入通道及管理措施、建築裝飾及新工藝、節能環保設施應用及設備運行管理、空調給排水及樓宇自控等設備的應用及管理業務，進行觀摩及文化交流。
- 大陸中國國家文物局文化遺產研究院劉曙光院長、考古處閻亞林處長等4人於100年8月26日來院進行文化交流。
- 大陸北京首都博物館常務副館長郝東晨及副館長黃雪寅等一行9人於100年9月16日來院參訪，並就合作辦展、博物館運作管理、展覽策劃、宣傳推廣、展場設計、文物安全、藏品保管、文化創意產品開發等進行交流。



本院周院長與浙江省博物館陳浩館長等人合影
Group photo of NPM's Director Chou, Zhejiang Provincial Museum's Director Chen Hao, and others.



「山水合璧－黃公望與富春山居圖特展」開幕儀式合影
Opening ceremony of "Landscape Reunited: Huang Gongwang and 'Dwelling in the Fuchun Mountains.'"

Cross-Strait Exchange

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

Exchanges and Visits

- In January 2011, the National Palace Museum and the Nanjing Museum in China reached a consensus for cooperation on 6 issues. Both parties synchronized their press releases to their respective media.
- On February 19, 2011, Kan Yue, Director of Summer Palace, Beijing, led a lecture on "How to use modern technology to protect and display ancient artifacts," "The possibilities of inter-exchanging cultural artifacts between the Summer Palace and the National Palace Museum," "Etiquettes for Artifact Managements," and other topics to begin the dialogue of cross-strait exchange between the two museums.
- On April 8, 2011, a representative from The Capital Museum of China visited the Museum to discuss, study, exchange, and collect information on the topic of tea culture.
- From January 5 to 31, 2011 and February 14 to March 14, 2011, Mr. Hu Wei-min and Mr. Huang Hai-tao from the Nanjing Museum in China visited the Museum to study the planning of cross-cultural exchange exhibitions and the research and development of cultural products.
- In May of 2011, the National Palace Museum provided "The Guidelines for the Management and the Pricing of the Products Derived from the NPM's Precious Properties" as a reference for the Palace Museum in Beijing, China.
- From April 29 to October 29, 2011, Ms. Zhu Saihong, the Beijing Palace Museum's Chief Librarian, visited the Museum to conduct research and exchanges through the sponsorship of the Rongsen Foundation.
- From May 28 to June 10, 2011, the Museum's Chief Curator of Department of Antiquities, Tsai Meifen, went to Hebei province and Beijing Municipal archaeological units to visit tombs, tower bases, kiln relic, and related research.
- On May 23, 2011, China's Sichuan Governor, Jiang Jufeng, visited the Museum to discuss the future cultural exchanges and cooperation matters.
- In May 2011, the Palace Museum in Beijing, China provided "Historical Digital Documents" as a reference for the National Palace Museum.
- From July 18 to 29, 2011, Mr. Lu Jianfang, the Chief of National Folk Customs Museum of the Nanjing Museum, Mr. Zuo Jun, and Mr. Du Zhen visited the Museum for academic and cultural exchanges.
- On July 6, 2011, China's Shanghai deputy Mayor, Shen Xiaoming, visited the Museum to discuss the future cultural exchanges and cooperation matters.
- On August 1, 2011, the Deputy Director of The National Museum of China, Dou Haijiang, and 10 others visited the Museum to observe and cultural exchanges via studying the exhibition space, storage space, administration space, management of storage accessibility, architectural decoration and new technologies, application of energy saving amenities and management of equipment, drainage and air conditioning equipment, building automation, other applications of equipments, business management, and services.
- On August 26, 2011, the Director of the Cultural Heritage Institute of State Administration of Cultural Heritage of China, Liu Shuguang, Director-general of the Department of Archeology, Yan Yalin, and 2 others visited the Museum to discuss future cultural exchanges.
- On September 16, 2011, the Beijing Capital Museum of China Deputy Director, Hao Dongchen, and Deputy Director, Huang Xueyin, along with 8 others visited the Museum to observe the collaborative exhibitions, museum operation and management, exhibition planning, publicity, exhibition design, preservation of artifacts, collection conservation, cultural and creative product development, and other exchanges.



本院周院長赴浙江省博物館參加「山水合璧－黃公望與富春山居圖」備忘錄簽署儀式
NPM's Director Chou attended the Zhejiang Provincial Museum "Landscape Reunited: Huang Gongwang and 'Dwelling in the Fuchun Mountains'" signing ceremony.

- 大陸南京博物院劉文濤女士及李竹女士於100年9月5日至10月31日來院進行博物館行銷管理與公眾服務等學術交流。
- 大陸文化部副部長歐陽堅率「大陸文化創意產業專業人士訪問團」一行15人於100年9月7日來院參訪，親身體驗臺灣文化發展狀況，並與本院進行經驗交流。
- 大陸國家文物局副局長宋新潮於100年10月9日來院參訪，並就教育推廣、文創行銷等業務進行文化交流。
- 本院器物處副處長余佩瑾於100年10月7日至10月11日前往大陸北京故宮博物院進行研究資料蒐集，並提看「御製詩的瓷器」10件及陳設檔。
- 本院登錄保存處許兆宏助理研究員於100年10月11日至20日前往大陸北京故宮博物院、上海博物館、浙江博物館、北京首都博物館、中國絲綢博物館等進行書畫裝裱材料考察。
- 本院馮明珠副院長應邀率同書畫處何傳馨處長及陳韻如副研究員於100年10月29日至31日出席參加大陸北京故宮主辦之「2011年故宮蘭亭國際學術研討會」。
- 本院於100年6月2日至100年9月25日舉辦「山水合璧－黃公望與富春山居圖特展」，共展出83件展品，其中12件向大陸各省博物館商借，藉由合璧展的故事性展開，成功塑造兩岸新的交流模式。
- 本院於100年10月3日至101年1月3日舉辦「康熙大帝與太陽王路易十四－中法藝術文化的交會」特展，分別向北京故宮博物院、上海博物館、瀋陽故宮博物院等共商借文物32組件參展。
- 本院於100年11月15日至17日舉辦「兩岸故宮第3屆學術研討會－17、18世紀中西文化交流」研討會，邀請大陸北京故宮博物院、北京社會科學院、中國科學院、國家清史編委會、中國第一歷史檔案館、瀋陽故宮博物院、北京大學、南開大學，及法國、德國、荷蘭、與我國各大學學者專家進行學術研討。
- 本院於100年7月間提供「晚明三松款雕竹窺簡圖筆筒」等圖像46件，授權大陸北京故宮博物院出版「故宮學術講壇輯錄」使用。
- 大陸北京故宮博物院紫禁城出版社出版之專書內圖像127張，經北京故宮博物院於100年9月間授權，提供本院編撰「故宮院史留真」照片展覽之導覽手冊使用。
- 大陸北京故宮博物院於100年10月間提供「丁觀鵬摹顧愷之洛神賦圖」圖像，授權本院於展場設計及相關出版物使用。

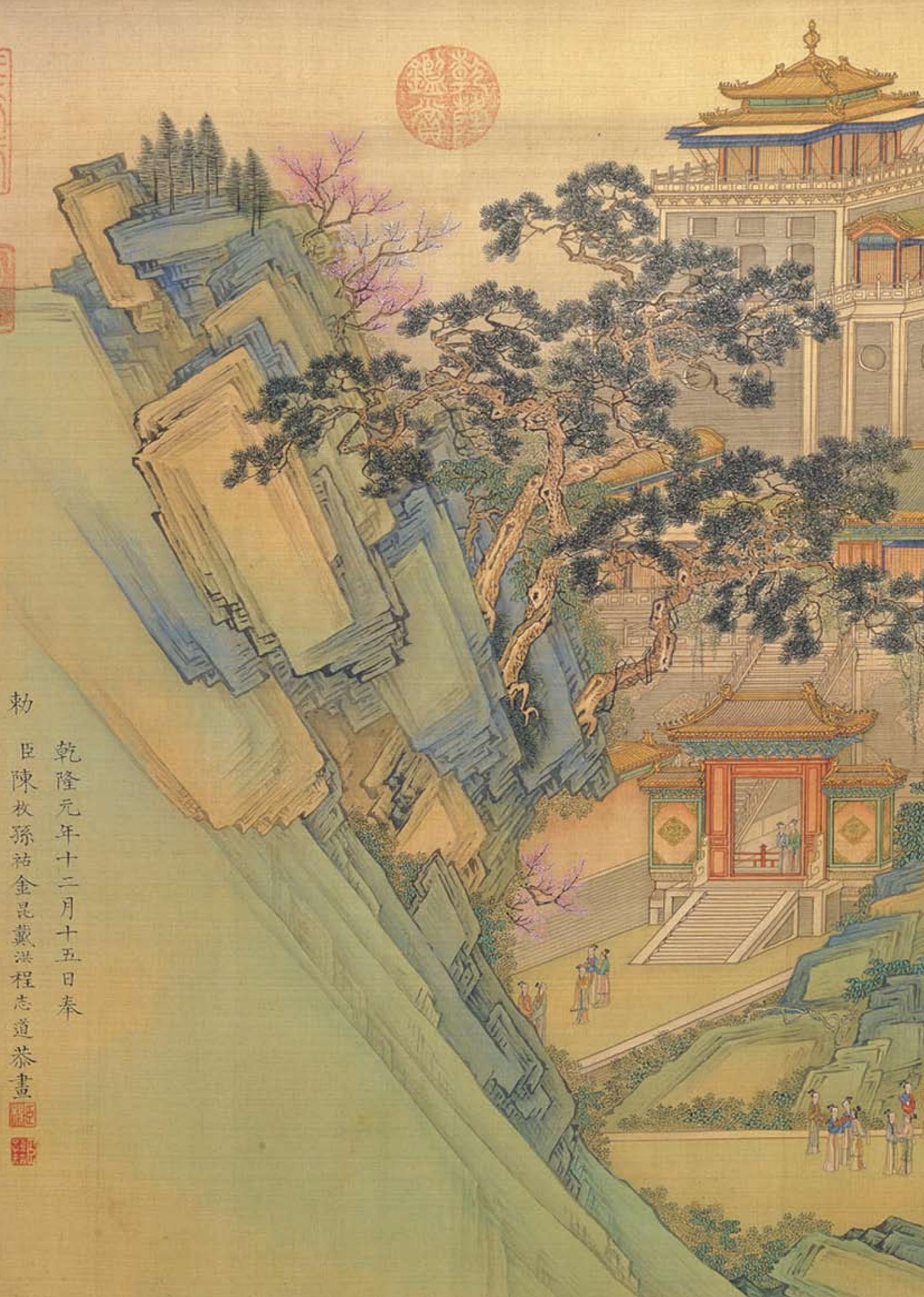
交流成果

- 本院於100年6月2日至100年9月25日舉辦「山水合璧－黃公望與富春山居圖特展」，共展出83



本院周院長與中華文化總會劉兆玄會長、浙江省委書記趙洪祝先生及林百里董事長合影
Group photo of NPM's Director Chou, President of Federation of Chinese Culture Liu Zhaoxuan, Zhejiang Provincial Party Committee Secretary Mr. Zhao Hongzhu, and Chairman Barry Lam.

- From September 5 to October 31, 2011, Ms. Liu Wentao and Ms. Li Zhu visited the Museum to study its marketing management, public services, etc.
 - On September 7, 2011, China's Vice Minister of Culture, Ou Yangjian, and 14 participants of "The China Cultural and Creative Industries Professional Delegation" visited the Museum to personally experience the Taiwanese cultural development.
 - On October 9, 2011, China's State Administration of Cultural Heritage Deputy Secretary, Song Xinchao, visited the Museum for exchanges in educational promotion, cultural and creative marketing, and such services.
 - From October 7 to 11, 2011, the Museum's Department of Antiquities Deputy Chief Curator, Yu Peijin, visited the Beijing Palace Museum to conduct research in data collection and to view 10 "Imperial Poetry on Porcelain" and furnishing files.
 - On October 11, 2011, the Museum's Department of Registration and Conservation Assistant Curator, Xu Zhonghong, visited the Beijing Palace Museum, Shanghai Museum, Zhejiang Museum, Beijing Capital Museum of China, and China Silk Museum to inspect the mounting material for paintings and calligraphies.
 - From October 29 to 31, 2011, the Museum's Deputy Director Feng Mingchu, Chief Curator of Department of Paintings and Calligraphy Ho Chuanhsing, and Associate Curator Chen Yunru were invited to attend Beijing's Palace Museum "2011 Palace Museum Lanting International Conference."
- Achievements**
- From June 2 to September 25, 2011, "Landscape reunited: Huang Gongwang and 'Dwelling in the Fuchun Mountains'" was featured in 83 exhibitions. 12 of those exhibitions were held in mainland provinces. By sharing the same narrative exhibition, both museums successfully created a new mode of communication.
 - From October 3 to January 3, 2012, the Museum organized "Emperor Kangxi and the Sun King Louix XIV Sino-Franco Encounters in Arts and Culture" special exhibition, borrowing items from the Beijing Palace Museum, Shanghai Museum, and Shenyang Palace Museum, a total of 32 items.
 - From November 15 to 17, 2011, the Museum organized "The Third Academic Symposium Organized by the Palace Museums across the Strait: Sino-Western Cultural Exchange in the Seventeenth and Eighteenth Centuries (1662-1722)." Attendees engaged in academic discussions including university scholars and experts from Beijing's Palace Museum, Beijing's Academy of Social Sciences, Chinese Academy of Sciences, National Qing Editorial Board, Historical Archives of China, Shenyang Palace Museum, Peking University, Nankai University, France, Germany, and the Netherlands.
 - In June 2011, the NPM authorized 46 images of the "Bamboo brush holder depicting a letter reading scene from the Romance of the Western Chamber" and other images for Beijing's Palace Museum publication of "Palace Museum Research Collection."
 - In September 2011, the NPM received authorization from the Beijing Palace Museum Publishing House to publish 127 images in the Museum's "True History of the National Palace Museum" photo exhibition.
 - In October 2011, the Beijing Palace Museum provided the NPM an image of "Ding Guanpeng's Copy of Gu Kaizhi's 'Nymph of the Luo River,'" authorizing the NPM's use of the image in exhibition design and related publications.



勅

乾隆元年十二月十五日奉
臣陳枚孫祐金昆戴洪程志道恭畫



營繕建設

Construction and Maintenance





營繕建設

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

籌建大故宮計畫

本院指導委員會第3屆第2次會議建議：「大故宮計畫是一個大方向，而且應該將文化創意產業園區計畫容納進去，併案評估，建議故宮集中人力、財力與精力妥善規劃。」另，本院99年元旦向馬總統進行業務簡報，並就大故宮計畫內容進一步說明，經馬總統指示：「大故計畫以容納日益增加之參觀人潮、擴大展廳面積、大幅改善現有參觀環境為目標，若可順利推動，將有效

紓解擁擠現象，並提升參觀品質，請周院長及故宮同仁依程序辦理相關之必要性與可行性評估作業，並邀請各方專家參與，就專業、安全、法令等面向進行研議」。

相關硬體設備概述

- 正館增建部分：(1)新館擴建、(2)行政大樓新建、(3)正館整建、(4)典藏大樓新建。
- 文創園區部分：(1)漢字與水墨藝術博物館、(2)文創品展示空間、(3)文創行政中心、(4)展演廳、(5)國際會議中心。

硬體建設規劃過程

- 99年3月10日籌建工作小組第1次會議決議：計畫總經費控制在新臺幣約100~120億元左右，籌建計畫委託經費函請行政院同意由「文化創意園區」法定預算（「文創產業發展第二期計畫—打造故宮成為全球文化創意產業應用重鎮計畫」）科目之項下相關經費勻支。



馬總統親蒞本院宣告「大故宮計畫」正式啟動
President Ma declared the official launch of the "Grand Palace Museum Expansion Plan" at the Museum.

Construction and Maintenance

To achieve the Museum's professional demands, construction and maintenance have been completed or are in progress to improve the buildings' infrastructure and surrounding environment. The Museum is now putting great efforts in the Grand Palace Museum Expansion Plan. By expanding the exhibition space to improve the visiting experience and to reduce the large crowds, the Plan aims to turn the Museum into a world-class, multi-functional institution of cultural tourism. Thus fulfilling its role as a culture collector, researcher, preserver, exhibiter, educator and entertainer, while becoming a cultural leader in celebrating the 100th anniversary of the Republic of China.

The Grand Palace Museum Expansion Plan

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

Infrastructure

- Museum expansion: (1)New building expansion, (2)New Administrative building, (3)Main building renovation, (4) New collection building.
- Cultural and Creative Industry Park: (1)Chinese Character and Ink Painting Museum, (2) Culture and Creative Exhibition, (3) Cultural and Creative Administrative Center, (4)Exhibition Gallery, and (5)International Convention Center.

Planning for the Infrastructure

- On March 10, 2010, the Project Planning Committee held its 1st meeting and reached a conclusion that the total budget for renovation should be around 10 to 12 billion NT dollars and that the Museum should ask for the Executive Yuan's permission to cover the budget for the Cultural and Creative Park. ("The 2nd-Stage Plan for Developing Cultural and Creative Industries: Turning the National Palace Museum into a Global Center of Cultural and Creative Industries")



本院院景一隅
A view of the NPM

- 99年3月24日通過「大故宮計畫」籌建會成立要點。
 - 99年4月7日籌建工作小組第3次會議決議：籌建計畫書製作委託技術服務案與「文化创意園區」BOT部分界面辦理方式，採併案辦理方式招標，使投標廠商對「大故宮計畫」及「文化创意園區」有全盤瞭解，俾作有效之評估及提出報院計畫，故文化创意園區維持BOT部分之各項評估併本案服務廠商一併辦理後報行政院。
 - 「文化创意產業園區開發計畫構想暨都市計畫變更技術委託服務案」於99年4月29日評選後辦理議價及簽約等程序。
 - 「大故宮計畫籌建計畫書製作委託技術服務案」於99年5月17日評審通過後辦理議價及簽約等程序。廠商綠野國際聯合建築師事務所依本院審查意見送交工作執行計畫書修正版本，經本院審核通過後，「期初報告」送經99年7月13日第一次籌建會委員審查，原則上通過，廠商於9月提送「期末報告」。
 - 99年7月15日馮明珠副院長率院內同仁赴行政院經濟建設委員會召開大故宮計畫籌建計畫書（草案）審查會議，會議結論建議行政院於核定100年度預算時，優先核列先期規劃與可行性評估費用新臺幣1,600萬元預算，以利本院於100年進行整體規劃及中長程計畫之提報。
 - 本院座落於外雙溪地區核心地域，該地區之都市計畫自76年後即未再進行通盤檢討，致使土地使用規劃內容與當地實際情況產生落差。臺北市府已積極配合本院「大故宮計畫」中文化创意產業園區之構想，主動提出外雙溪附近地區之都市計畫通盤檢討，本院將於都市計畫通盤檢討公告時間內，提出本院「文化创意產業園區」之規劃構想供臺北市府參考。
 - 100年1月19日本院周功鑫院長偕同林百里召集人率馮明珠副院長、王蘭生主任秘書及王芸芬主任赴總統府簡報「國立故宮博物院『大故宮計畫』籌建工作」進度，馬總統裁示略以「文建會建議預定設置之文化创意產業發展研究院，期能與大故宮計畫相結合」。故本院已邀集文建會召開協調會議，並請文建會提出空間定性及定量需求內容。經討論後，建議以文創園區南側8,000平方公尺之土地作為文創院興建位
- 置，並考量本區土地取得不易，取消旅館住宿等商業性質使用。
- 「大故宮計畫可行性評估暨先期規劃委託技術服務案」招標作業，於100年1月27日上網公告招標，於100年3月17日辦理評選，並於100年3月23日辦理議價，由劉培森建築師事務所得標。目前完成工作內容如下：(1)完成「大故宮計畫」院區及文創園區調查環境監測調查。(2)為辦理交通影響評估，已完成「大故宮計畫」進行旅次產生吸引特性問卷調查，院內員工需求部分將著手進行調查同仁及遊客問卷調查。(3)本院相關使用空間需求。(4)都市計畫主要計畫通盤檢討土地使用強度分析。(5)基本經濟效益評估。(6)工程經費及工期初步分析。
 - 100年1月19日赴總統府簡報後，奉馬總統裁示略以：「大故宮計畫空間利用方面，可讓民眾有自由發揮及參與的機會」。本院爰委由臺北大學以網路方式辦理問卷分析及統計，已於100年9月9日完成問卷調查，目前刻依調查結果進行統計分析，期納入規劃參考。
 - 100年6月13日本院周功鑫院長偕同林百里召集人率周筑昆副院長、馮明珠副院長赴總統府簡報，李述德部長提及「建議故宮成立大故宮發展計畫特種基金」乙節，本院已研擬基金可行性及相關執行辦法。
 - 有關都市計畫變更之方式(併通盤檢討辦理或以個案變更方式辦理)，將以臺北市府建議為主，本案不單獨辦理個案變更。
 - 本院檢陳「大故宮計畫」籌建計畫書報行政院核定一案，於100年7月27日業經經建會會商有關機關審議，為落實本計畫重要施政，達成「形塑典藏新活力，創造故宮新價值」之宗旨，經建會建議行政院優先核列本院101年大故宮計畫專案管理、設計監造及相關委託技術服務所需經費新臺幣3,500萬元，俾利本院持續辦理研擬綜合規劃及籌建計畫書之提報。
 - 有關大故宮計畫已納入「臺北市士林區外雙溪地區都市計畫通盤檢討」案中，臺北市都市計畫委員會分別於100年6月9日、9月16日、12月6日召開第1次、第2次及第3次「臺北市士林區外雙溪地區都市計畫通盤檢討(主要計畫)案」審查會議，本計畫業依委員之意見修訂中。

- On March 24, “The Guidelines for the Establishment of the Planning Commission for the Grand Palace Museum” was approved.
- On April 7, 2010, the Project Planning Committee held its 3rd meeting and decided that the bidding of the Project proposal and the bidding of the build-operate-transfer (BOT) part of the Cultural and Creative Park should be combined so that the potential bidders would understand the whole Project better and make feasible proposals. Therefore, the evaluation of the BOT project was submitted to the Museum until the bid winners were chosen.
- The bidders for “The Development of the Cultural and Creative Park and the Related Urban Planning Modification” were evaluated and the winner was chosen on April 29, 2010, followed by the price negotiation and the signing of the contract.
- The proposals for “The Grand Palace Museum Expansion Plan” were evaluated and the bid winner was selected on May 17, 2010. Following the price negotiation and the signing of the contract, the Green Field International Group submitted a revised proposal to the Museum. It was approved and sent to the Planning Commission on July 13, 2010 for evaluation. Later in September, the Green Field submitted a “Final Report” to the Commission.
- On July 15, 2010, Deputy Director Fung Mingchu and the Museum representatives attended the proposal-reviewing meeting hosted by the Council for Economic Planning and Development. The meeting concluded by suggesting the Executive Yuan to approve a budget of 16 million NT dollars next year for the preliminary planning and the feasibility assessment of the Plan so that the Museum can submit a complete proposal as well as mid-term and long-term plans by 2011.
- The Museum is located at the center of the Wai-shuan-xi area. The urban planning of this region is outdated because it has not been reviewed since 1987. In response to the Plan of Grand Palace Museum and Cultural and Creative Park, the Taipei city government proposed a thorough review of the urban planning of the Wai-shuan-xi area. The Museum has requested the designated site for the Cultural and Creative Industry Park to be included in this review and will submit its plan to the Taipei city government for reference.
- On January 19, 2011, Kungshin Chou, the director of the National Palace Museum, and Barry Lam, chairman of the Museum’s Advisory Committee, along with Deputy Director Fung Mingchu, Chief Secretary Wang Lansheng, and Chief Wang Yunfen presented the progress of the “National Palace Museum ‘Grand Palace Museum’ Planning and Progress.” President Ma instructed that the “Council of Cultural Affairs (CCA) recommend a set up for the Cultural and Creative Industry Park, which can be combined with the Grand Palace Museum planning.” The Museum invited the CCA to meet and discuss the CCA’s quantitative and qualitative requirements for the Grand Palace Museum’s spatial content. After discussion, the proposed Cultural and Creative Park and buildings would be placed on an 8,000 square meters piece of land south of the Park. The proposal for hotel accommodations and other commercial property was cancelled after considering the challenges of obtaining land in the Wai-shuang-hsi area.
- On January 27, 2011, the “National Palace Museum Expansion Plan Feasibility Assessment and Early Planning Technical Service Project” tendering was announced for online bidding. On March 17, 2011, a bidder was selected. On March 23, 2011, negotiations with Ricky Liu & Associates Architects + Planners, the winning bidder, began. Currently, the completed works include: (1) Completion of the “Grand Palace Museum” district and Cultural and Creative Park environmental survey and investigation. (2) A property survey to plan for the traffic controls and will be followed with a questionnaire survey to see the demands of the Museum staff and visitors. (3) Analysis of spatial requirements for the Museum. (4) Analysis of the overall urban planning and land. (5) Basic economic evaluation. (6) Engineering funding and the preliminary analysis process.
- On January 19, 2011, after a debriefing at the Office of the President, President Ma instructed: “In respect to the spatial use of the Grand Palace Museum, the Museum must allow people to freely explore and have the opportunity to become involved.” The Museum commissioned the National Taipei University to use online analysis and statistical questionnaires. 100 questionnaires were completed by September 9, 2011, and presented as a reference for the planning phase.
- On June 13, 2011, Kungshin Chou, director of the National Palace Museum, and Barry Lam, the chairman of the Museum’s Advisory Committee, were accompanied with Deputy Director Chou ChunKun, and Fung Mingchu to the Office of the President to give a briefing. Minister Li Shude “recommended that the funding for the Grand Palace Museum come from a special fund.” The Museum proceeded to devise a feasible funding plan and implementing measures.
- The Taipei City Government will make the decisions regarding the urban planning changes and methods (the comprehensive review methods and the different ways of handling a case). The Grand Palace Museum plan will follow the instructions of the Taipei City Government.
- The National Palace Museum sent the “Grand Palace Museum” plan to the Executive Yuan to be approved. On July 27, 2011, the Council for Economic Planning and Development (CEPD) discussed the important and necessary goals for this expansion, which is “to form a new vitality for the collection, creating new value for the museum.” The CEPD proposed that the Executive Yuan place priority on the 2012 Grand Palace Museum project management plan and designated a commission budget of NT \$35 million for construction supervision and technical services, which will make the planning and development process smoother and provide resources for the Grand Palace Museum report.
- The details of the Grand Palace Museum project were written in the “Taipei City Shilin District Wai-shuang-hsi Planning Area Comprehensive Review” report. The Taipei City Planning Commission met three times on June 9, 2011, September 16, 2011, and December 16, 2011 to discuss the “Taipei City Shilin District Wai-shuang-hsi Urban Planning Comprehensive Review (of projects).” The project plan is currently under revision by the committee members.

- 100年10月7日 馬總統於故宮公開宣佈「大故宮計畫」正式啓動。
- 爲瞭解本計畫基地地質狀況，於100年10月11日邀請學者專家審查廠商提送之地質鑽探報告書。
- 爲使在地居民瞭解本計畫並廣納各方意見，促使本計畫更加周延，分別於100年11月16日、11月30日及12月28日召開翠山里、永福里及臨溪里社區在地居民公開說明會，會中邀請在地居民、里鄰長及民意代表就本計畫提供意見。
- 爲使本計畫更臻完整，於100年12月1日舉辦第1場國際座談會，會中邀請國內、外學者專家及建築大師針對本計畫提供意見，並順利圓滿完成，將整合學者專家之意見並納入可行性評估暨先期規劃報告書中。



本院院景一隅
A view of the NPM.

營繕工程

100年度本院營繕工程一覽表

項次	營繕工程項目
1	大故宮計畫可行性評估暨先期規劃委託技術服務案
2	院區宿舍污水納管工程案
3	正館地下一樓展場迴音改善工程案
4	正館1樓廁所修繕工程案
5	院區環安暨節能總體檢案
6	正館空調冷卻水塔汰舊換新工程案
7	電信總機更新案
8	張大千先生紀念館房屋修繕工程案
9	故宮博物院院區油漆工程案
10	故宮博物院院區道路整修工程案
11	正館入口及大廳視覺意象與品質提升計畫工程案
12	正館地下一樓多媒體放映室建置案
13	「正館公共空間、展覽動線調整與周邊環境改善工程案
14	至善園廁所新建工程案
15	行政大樓穿堂展示幕工程案
16	行政大樓大會議室視聽系統建置案
17	正館地下1樓鐵捲門施作暨1樓鐵捲門改善工程委託設計、監造技術服務案
18	國立故宮博物院既有建物耐震能力驗證及詳細評估委託技術服務
19	國立故宮博物院水資源及雨水貯留利用系統改善工程委託設計暨監造技術服務



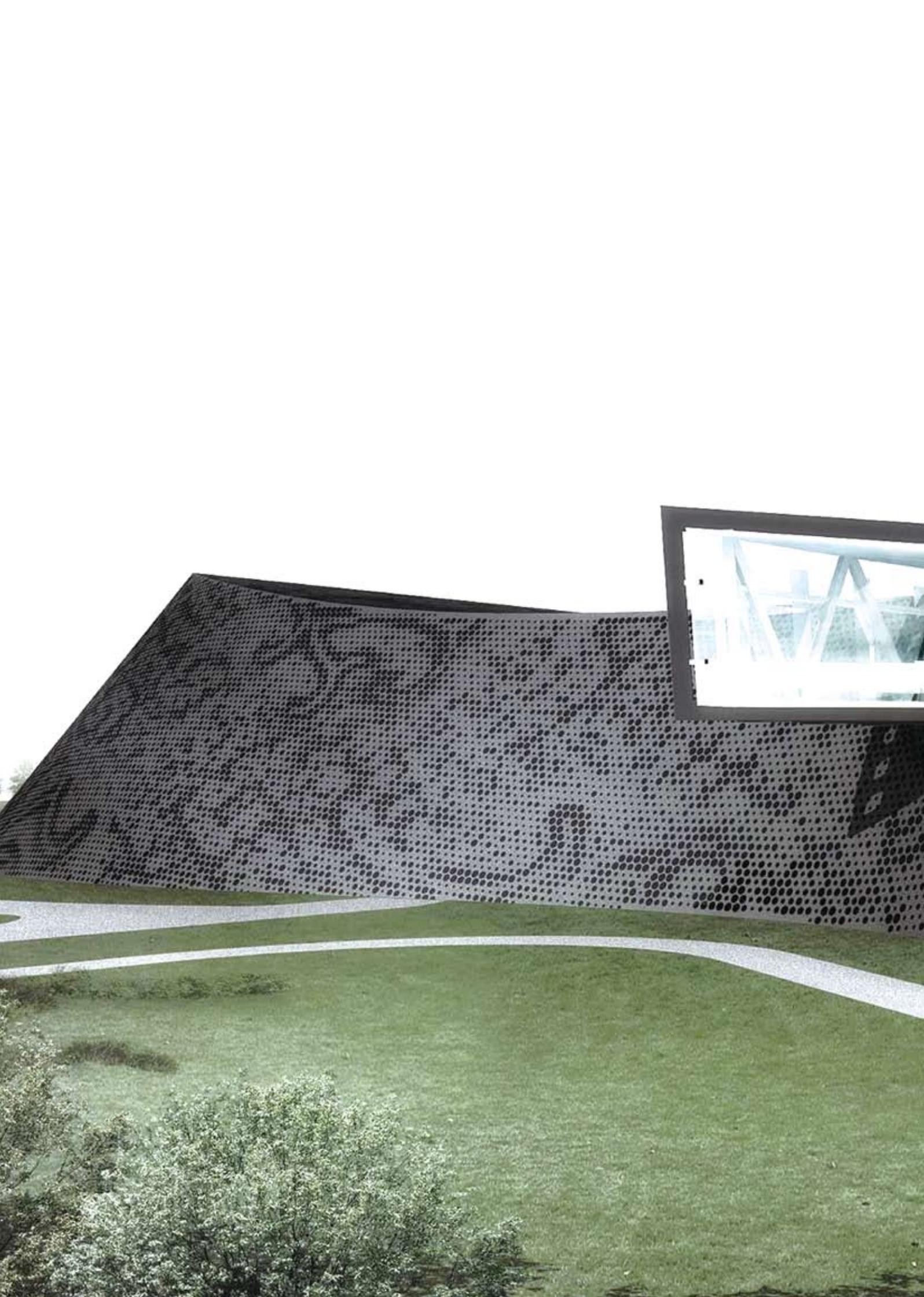
本院正館夜景
A night view of the NPM.

- On October 7, 2011, President Ma announced that the “Grand Palace Museum Expansion Plan” was officially launched.
- On October 11, 2011, the Museum invited scholars and experts to review the geological drilling reports submitted by companies.
- To allow local residents to understand the project and also to solicit opinions, separate meetings with the residents of Cuishan, Yongfu, and Lingxi were held on November 16, 2011, November 30, 2011, and December 28, 2011. Community residents, neighborhood leaders, and representatives provided advice and opinion on this project.
- On December 1, 2011, the first international conference was held to create a more comprehensive plan. Domestic and foreign scholars, experts, and architects were present to provide professional and expert advice. The conference was a success. The views of the scholars and experts will be incorporated in the preliminary feasibility planning report.

Construction and Maintenance Projects

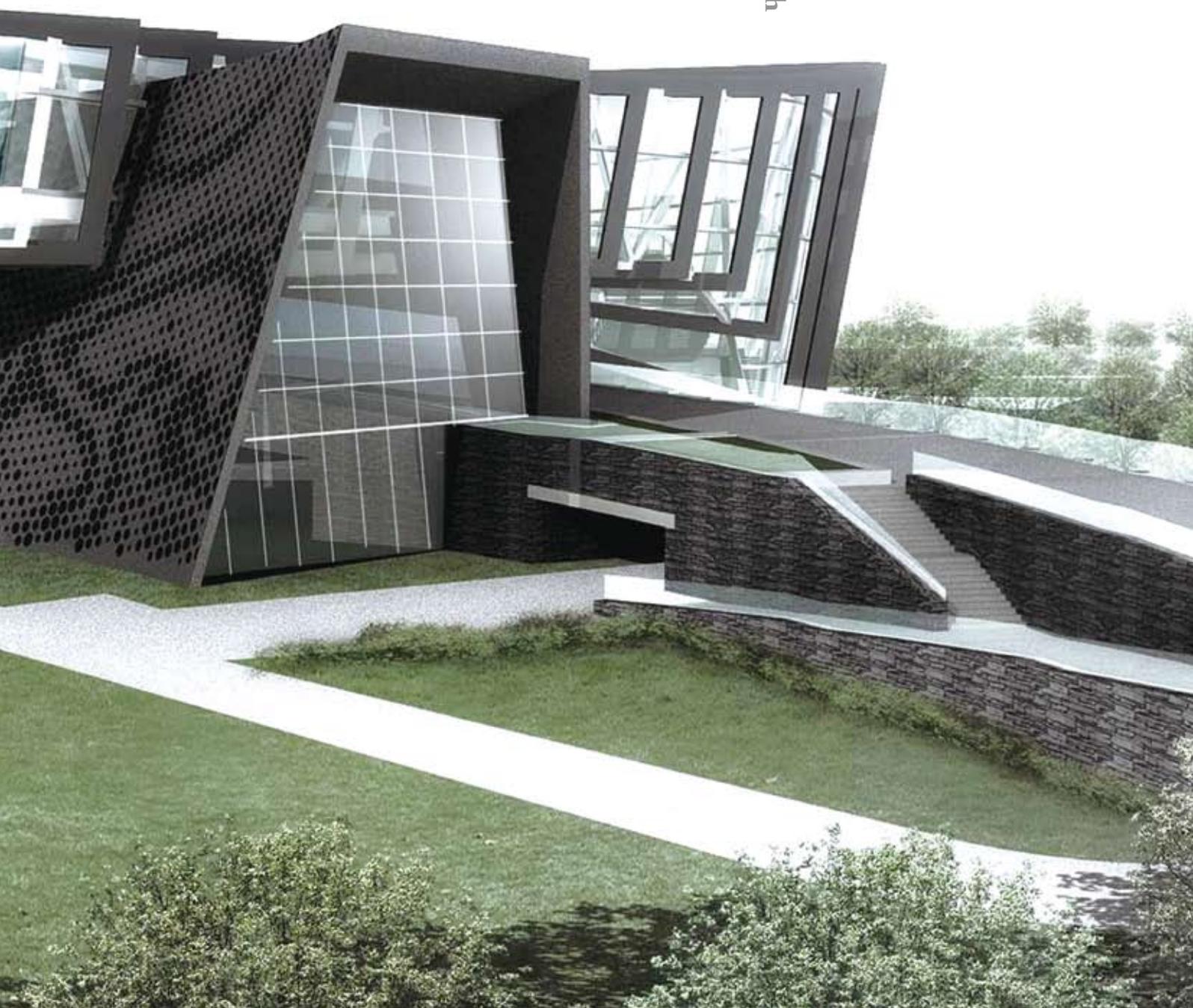
Construction and Maintenance Projects in 2011

No.	Projects
1	National Palace Museum Expansion Plan Feasibility Assessment and Early Planning Technical Service Project
2	Museum Dormitory Sewage and Pipeline Project
3	Main Building Basement and First Floor Echo Improvement Project
4	Main Building First Floor Restroom Renovation Project
5	Museum Environmental Safety and Energy Efficiency Project
6	Main Building Air-Conditioning Cooling Tower Replacement Project
7	Telecom Operator Update Project
8	Chang Dai-ch'ien Residence Renovation Project
9	National Palace Museum Painting Project
10	National Palace Museum Road Maintenance Project
11	Main Building Entrance and Lobby Visual Images Quality Improvement
12	Main Building Basement and First Floor Multimedia Screening Room Construction
13	Main Building Public Space, Exhibition Flow Adjustment, and Surrounding Environment Improvement Projects
14	New Construction of Zhishan Park Restroom
15	Administration Building Hallways Screen Display
16	Administration Building Auditorium Audio System Project
17	Main Building Basement and First Floor Construction of Iron Rolling Door Project
18	Verification of Earthquake Resistance for Buildings of National Palace Museum and Detailed Assessment of the Commissioned Technical Services
19	National Palace Museum Water and Rain Preservation System Improvement Project



南部院區

The NPM Southern Branch





南部院區

100年度是本院南部院區籌建計畫重新啓動的新紀元。儘管本計畫自93年核定後，推動過程迭有波折，衍生諸多糾紛，致使進度大幅落後，乃至窒礙難行，但在貫徹國家既定政策的使命下，本院務實處理各環節問題，已於99年10月完成計畫通盤檢討修正，並逐一排解障礙，重新啓動計畫。為加速推動各項軟硬體建設工作，本院專責單位南院處也於100年4月25日進駐嘉義基地辦公，目前計畫穩健推進中。

硬體建設

本院依據行政院核定之修正計畫，秉持「政策不變、策略調整」原則，結合工程專業積極推動建設工程，截至目前，尚稱順利。

博物館建築工程

- 博物館主體建築及跨湖橋樑等相關工程約20公頃，委託營建署代辦，工程設計監造案已於100年3月發包，由大元聯合建築師事務所接受委任辦理設計監造。在營建署、大元聯合建築師事務所及本院的密切合作下，規劃設計方案業於同年7月28日經營建署審查通過，並經本院核定，預定101年9月開工，104年完工開館試營運。
- 為落實環保節能政策，整體建築規劃將結合綠色工法、綠色材料、綠色設計與綠色能源，打造節能減碳的「鑽石級」綠建築。此外，為確保文物安全，將特別強化防震、防洪功能，透過地質改良強化地質承载力，建築結構也將結合隔震設計，大幅提升建築耐震度，並抬高地面高程，以提高基地防洪標準。

園區景觀工程

- 園區景觀規劃約50公頃，由本院自行辦理，工程設計監造案也於100年3月發包，由行遠國際工程開發股份有限公司接受委任辦理設計監造。經過密集研商、協力合作，執行計畫書已於同年7月29日核定，第1標園區周邊綠帶工程並於10月開工。除水綠基盤建設外，本院並同

步展開促參相關規劃及招標作業，將鼓勵民間企業參與設施建設，共同營造亞洲藝術文化體驗區，建設優質文化休閒環境，務達104底年開館試營運目標。

- 景觀園區將發揮南部農藝文化與蘭花產業特色及在地生活風格，並設置台灣、日本、東南亞、蘭花等主題庭園，結合生態環境體驗與學習活動，讓觀眾充分體驗豐富、多元的亞洲文化之美。

治水防洪措施

為維護未來博物館營運安全，免於水患災損，本院已由基地內外各面向加強防治措施。

- 博物館加高設計：目前一樓地板高程訂於11公尺，高於200年重現期距水位高程。
- 園區景觀工程滯洪設計：加強地下雨水儲水槽設計，以增加滯洪池。
- 基地周邊治水防洪：已協調水利署加速故宮南院排水路改善工程（護岸改善172公尺及橋樑改善1座），另建請水利署以200年重現期距標準辦理該地區排水治理並設置抽水站，惟水利署表示，囿於經費限制及用地徵收等問題，目前該區排水渠道設計係以通過10年重現期距洪峰流量、25年洪水不溢堤為標準。為降低可能風險，確保博物館永續經營，本院正進行影響評估中，將另行函陳行政院，以謀因應。



「嘉義·故宮零距離特展」開幕活動合影
Opening event photo of "National Treasures of NPM in Chiayi" special exhibition.

The NPM Southern Branch

The construction of the NPM Southern Branch was resumed this year. Although the plan was approved in 2004, many unexpected problems brought along a number of disputes, resulting in a significant delay of construction, as well as a reoccurrence of problems. However with the national mandate, the Museum has efficiently dealt with the various problems and completed a revised comprehensive plan in October 1999, which resolved the earlier obstacles and began the resumption of the project. To accelerate the construction and software implementation, on April 25, 2011, the Museum transferred staff members to the Chiayi office. The current project plan is progressing steadily.

Hardware Construction

The NPM adopted the policy approved by the Executive Yuan: "Policy unchanged, Strategy Modified," which actively promoted the construction of engineering projects. The construction has been smooth thus far.

Museum Construction

- The Construction and Planning Agency has been commissioned the construction for the Museum's main building, bridge crossing the lake, and related construction sites, a total of about 20 hectares. In March 2011, Artech Architects was contracted to supervise with the engineering projects. Under the close cooperation among the Construction and Planning Agency, Artech Architects, and the Museum, the plan and design was reviewed and approved on July 28, 2011. With the Museum's approval, the construction is scheduled to begin in September 2012 and be completed in 2015 for testing operations.
- To maintain environmental protection and follow the energy policy, the entire construction plan will combine sustainable construction methods, sustainable materials, sustainable design, and green energy, which will reduce the carbon emission and create a diamond grade green sustainable building. In addition, to ensure the safety of the antiquities, special measures were taken to enhance earthquake prevention and flood control and improve the geological surroundings. The architectural structure also combines a seismic isolation design, which will significantly enhance the building's earthquake-resistance, and a raised ground elevation to improve the flood protection.

Park's Landscape Project

- The 50 hectares of park landscape are being designed by the Museum's experts, while engineering and construction will be supervised by Progressive Environmental Inc, as decided in March 2011. After collaborative discussions, the proposal was approved on July 29, 2011. The landscape engineering of the park began in October. In addition to the sustainable infrastructure planning of the lake, the Museum also began the planning of private participation and tendering operations, encouraging private enterprises to participate in



行政院吳院長主持「行政院國立故宮博物院南部院區建築景觀工程進度說明」記者會
Executive Yuan Premier Wu held "Progress of the National Palace Museum Southern Branch Buildings and Landscape" press conference.

the infrastructure construction and to experience the Asian culture. The NPM hopes to build a cultural and leisurely environment, complete with all its objectives, by the 2015.

- The landscape of the park will display the agricultural culture of Southern Taiwan, the unique aspects of the orchid industry and local lifestyles. The themed gardens based on Taiwan, Japan, Southeast Asia, and orchids will combine the environmental experiences and learning activities together, allowing viewers to fully experience the rich and diverse beauty of Asian culture.

Flood Detention and Prevention

To ensure the future Museum's operational safety and to avoid flood losses, the NPM reinforced all aspects of the Southern Branch's base to strengthen preventative measures.

- Museum Heightening Plan: Currently the first floor base elevation is set at 11 meters, higher than the past 200 years of return period water level elevation.
- Park Landscape Detention Works: Strengthen underground rainwater storage tank and increase detention ponds.
- Preventative Measure Surrounding Base: Coordinating with the Water Resources Agency, the NPM Southern Branch has conducted drainage improvement works (172 meters of revetment and improvements to one bridge). Also, the NPM asked the Water Resources Agency to handle the drainage and the pumping station in accordance to the past 200 years of return period water level elevation. However, the Water Resources Agency said that due to financial constraints, land acquisitions, and other problems, the current drainage design will use the peak flow of the past 10 years, as well as the water flows of the past 25 years, as standards. To reduce the possible risks and to ensure the Museum's operations, the NPM is currently conducting an impact assessment and will submit the proposal to the Executive Yuan for approval.

軟體建置

為奠定故宮南部院區良好發展基礎，本院除加速硬體建設工程外，同時也致力軟體建置作業，以確保104年底順利開館試營運。

- 徵集亞洲文物：100年度購藏韓國青瓷7件、中國青花軍持1件、東亞漆器2件、日本煎茶道器物16組件，歷年徵集量累計2,316組件（含購藏1,692組件、捐贈624件）；另購藏陳設品33組件，歷年累計36組件，逐步豐富館藏。
- 策辦展覽活動：與嘉義地區各機關合作，持續推出亞洲藝術文化展覽活動，100年度計辦理4場次，參觀民眾超過7萬人次，包括在嘉義市立博物館展出「佛陀的故事－亞洲佛像之美特展」，在嘉義縣布袋遊客中心、嘉義縣議會及竹崎鄉立圖書館展出「嘉義·故宮零距離巡迴展」等。
- 充實南院圖書館藏：以建立亞洲藝術文化專業圖書館為目標，賡續擴增圖書館藏，100年度增購亞洲藝術文化相關圖書2,105冊，累計購藏6,392冊；另接受日本伊勢文化基金會捐贈茶道文化相關圖書雜誌212冊，為館藏增色。
- 加強教育推廣：100年度辦理南院志工第3期培訓計畫，培訓志工220名，歷年累計辦理3期，參訓志工超過510名。另推動亞洲藝術與文化教師培訓計畫，100年度計有教師267人次參訓，自99年開辦以來，累計參訓教師461人次。
- 推動文化深耕：加強與嘉義地區文史工作者合作交流，100年度就茶文化、織品、陶瓷及佛(道)教等主題訪查蒐集嘉義地區沿革發展文獻12處，並針對嘉義文史議題舉辦4場演講活動，開放民眾參與討論，逐步拓展文化紮根深度與廣度。

100年度南部院區相關演講

日期	講者	演講主題
4/20	美國哥倫比亞大學 許湘苓教授	從一件中亞陶罐談起
5/26	日本中近東文化中心 學藝長岡野智彥	伊朗波斯灣出土的中國陶瓷
8/24	中國絲綢博物館技術部 周陽副主任	織品預防性保存－以中國絲綢博物館為例
12/23	日本早稻田大學伊斯蘭地域研究機構 上級研究員深見奈緒子博士	從波斯建築文化思考乾燥地區的理想家園－伊斯蘭的庭園文化

- 推展國際學術交流：於100年9月間，與法國遠東學院及法國國立吉美亞洲藝術博物館共同舉辦「2011年柬埔寨藝術工作坊」，促進相關領域學者交流合作，並擷取其豐富研究與經驗，為本院南部院區開幕首展作準備；另辦理國際學術研討會及亞洲藝術文化系列演講活動等，增進各界對亞洲文化之瞭解，拓展國際視野。



周院長於南部院區建築暨景觀設計說明會與民眾合影
Group photo of Director Chou and the public at the Southern Branch building and landscape design seminar.



周院長審視姚仁喜建築師所設計之南部院區博物館模型
Director Chou examined architect Kris Yao's design model for the Southern Branch.



「嘉義·故宮零距離特展」開幕活動合影
Opening event photo of "National Treasures of NPM in Chiayi" special exhibition.

Software Installation

To assure that the NPM Southern Branch will lay down a good foundation for its development, the NPM actively sought to build its software operations, along with the hardware construction, to ensure a smooth opening in 2015.

- Collection of Asian antiquities: 2011 acquisitions include 7 Korean celadon items, 1 Chinese blue and white piece, 2 East Asian lacquerware, and 16 Japanese tea set. A total of 2,316 items were collected throughout the years (1,692 items acquired, 624 items donated). Other acquired items include 33 collectibles. A total of 36 items were collected throughout the years, enriching the Museum's collection.
- Exhibition activities include cooperation with organizations within the Chiayi area and a continuous promotion of Asian art and culture exhibitions and activities. In 2011, four exhibitions were held, with more than 70,000 attendees. "The Story of Buddha: The Beauty of Asian Buddhist Sculptures" was exhibited at the Chiayi Municipal Museum and "National Treasures of NPM in Chiayi" was exhibited in the Chiayi Visitor Center, Chiayi County Council, and Zhu Chi Library.
- Enriching the Southern Branch's Library: With the goal of creating a scholarly Asian arts and culture library, the Museum has begun to expand its library collection. In 2011, the purchases of Asian arts and culture included 2,105 books, with a total collection of 6,392 books. The Japanese Ise Cultural Foundation donated 212 books and magazines related to tea culture to diversify the library's collection.

- Education and Training: In 2011, the Southern Branch conducted its third Volunteer Training Program, training a total of 220 volunteers. The accumulated number of volunteers for the three training programs was 510. An Asian Art and Culture Teacher Training Program was also devised to train teachers. In 2011, 267 teachers participated. A total of 461 teachers participated in this training program since 2010.
- Promoting Cultural Roots: To strengthen the collaboration and exchanges with the Chiayi local historians, in 2011, the Southern Branch staff members went to 12 different regions in Chiayi to attain data regarding the development of Chiayi's tea culture, textiles, ceramics, and Buddhism/Taoism. 4 lectures were also held related to the history of Chiayi. Public participation and discussion was welcomed, deepening the participants' cultural roots.
- Promoting International Academic Exchanges: In September 2011, the NPM collaborated with École française d'Extrême-Orient and the Guimet Museum of France to hold the "2011 Cambodia Art Workshop," which promoted academic exchanges and cooperation in related fields. This workshop provided extensive research and experience for the preparation of the NPM Southern Branch. Another international conference and other Asian art and culture activities were held to promote the public understanding of Asian culture, while expanding its international perspective.

2011 Lectures Regarding NPM Southern Branch

Date	Speaker	Topic
4/20	Professor Hsu Hsiangling from Columbia University of United States	Let's Start Talking with this Central Asian Pottery Piece
5/26	Art Chief Okano Tomohiko from the Japanese East Asian Cultural Center	Chinese Ceramics Unearthed in Iran's Persian Gulf
8/24	Deputy Chief Zhou Yang from China Silk Museum Department of Technology	Fabric Preservation: Chinese Silk as an Example
12/23	Dr. Hukami Naoko from Japan's Waseda University, Organization for Islamic Area Studies	Ideal Homes in Dry Area for the Perspective of Persian Architectural Culture: Islamic Garden Culture



公共事務
Public Affairs





公共事務

因應博物館多元化的功能，本院策劃一系列敦親睦鄰、企業合作以及加強故宮之友向心力的方案，透過社會資源的有效整合，擴大故宮文物藝術之影響力，也利用鄰近社區獨特之人文藝術優勢，為地方創造繁榮及更高的附加價值，同時藉著媒體的參與合作，讓社會各界能同享故宮提供的藝術饗宴。

宣傳行銷

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



周院長於「山水合璧－黃公望與富春山居圖特展」開幕酒會致詞

Director Chou at the opening reception of "Landscape Reunited: Huang Gongwang and 'Dwelling in the Fuchun Mountains."



「富春山居圖瓷瓶發表」記者會

"Dwelling in the Fuchun Mountains Porcelain Vase" launching event.



「慕夏大展—新藝術·烏托邦大展」開幕酒會
"Alphonse Mucha: Art Nouveau & Utopia" Opening Reception.

Public Affairs

In response to the Museum's wide range of functions, the NPM initiated a series of events to promote the "Good Neighbor Program," improve public relations, seek cooperation with private sector and encourage the participation of "The Friends of the NPM" through an effective organization of social resources. Various channels were sought to extend the cultural influence of the Museum collection. With close cooperation with the media, the society can experience and share the wonderful resources of the Museum.

Promotion and Public Relations

This year, the Museum continued to organize refined exhibitions and cultural activities to diverse the audiences. Through the exposure of various press events and advertising channels, the positive coverage of the Museum's exhibitions and programs has given a boost for the overall cultural tourism. Furthermore, the Museum has strived to utilize foreign and domestic public marketing channels organized by corporations, groups, communities, and other social resources. For example, for many years, with the cooperation with Miramar Entertainment Park and other private enterprise's promotional channels, Phoenix TV, Gold Media Group, Want Want Holdings Limited, government organizations, local community newspaper, and corporate newsletters, the Museum has been able to maximize the advertising effectiveness under a limited budget.



周院長於「精彩一百·國寶總動員特展」開幕記者會致詞
 Director Chou at the opening press conference speech of "Splendid Treasures : A Hundred Masterpieces of the National Palace Museum on Parade."

100年度重要記者會一覽表

日期	記者會名稱
1/7	「故宮週末夜藝文表演活動」記者會
1/18	「書畫多媒體室啟用」記者會
1/26	《龍藏經》新書發表會
2/21	「生日快樂－夏卡爾的愛與美特展」開箱記者會
2/25	「生日快樂－夏卡爾的愛與美特展」預展記者會
3/25	「故宮南院建築暨景觀團隊遴選結果及設計方案發布」記者會
3/28	「故宮學藝與賞藝暨高鐵體驗之旅」聯合記者會
5/16	「慕夏大展－新藝術·烏托邦特展」宣告記者會
6/1	「山水合璧－黃公望與富春山居圖特展」開幕儀式
6/3	法國巴黎銀行贊助故宮「西清續鑑」鏡匣修護記者會
6/7	「慕夏大展－新藝術·烏托邦特展」開箱記者會
6/10	「慕夏大展－新藝術·烏托邦特展」開幕記者會
6/28	「康熙大帝與太陽王路易十四」歌劇宣告記者會
7/18	故宮青少年故宮文物暑期研習營開幕記者會
8/8	「百年傳承·走出活路－中華民國外交史料特展」記者會
9/22	「精彩100·國寶總動員特展」開幕記者會
9/26	「精彩100·國寶總動員」衍生文創商品設計競賽頒獎典禮暨開展記者會
9/28	「康熙大帝與太陽王路易十四－中法藝術文化的交會特展」開箱記者會
10/2	「康熙大帝與太陽王路易十四－中法藝術文化的交會特展」開幕記者會
10/6	行政院國立故宮博物院南部院區建築暨景觀工程進度說明記者會
10/7	「中華民國建國一百年國慶暨大故宮計畫宣告」酒會
10/12	《康熙大帝與太陽王路易十四》歌劇彩排記者會
11/11	第3屆故宮文創產業發展研習營成果展記者會
11/18	前瞻數位科技應用成果發表會
11/25	華山創意園區「四季故宮」新媒體藝術展開幕記者會
12/2	紋藝設計大賽頒獎典禮暨發表會



「富春山居圖三百六十年合璧」節目錄影
 "Reunited after 360 years 'Dwelling in the Fuchun Mountains'" Program Filming.

Major Press Conferences in 2011

Date	Subject
Jan. 7	Press conference for "NPM Performing Art Programs on Saturday Nights "
Jan. 18	Press conference for the Grand Opening of "Painting & Calligraphy Multimedia Room"
Jan. 26	Book launching event for "Tibetan Dragon Sutra"
Feb. 21	Press Conference for the unpacking of artworks of "Celebration by Marc Chagall" exhibition
Feb. 25	Press preview for "Celebration by Marc Chagall" exhibition
Mar. 25	Press Conference for "The Announcement of the Design Plan of the NPM Southern Branch"
Mar. 28	Press conference for "The National Palace Museum's High Speed Rail Art-Appreciation Tour"
May 16	Press conference for "Alphonse Mucha - Art Nouveau & Utopia" exhibition
Jun. 1	Grand Opening of the National Palace Museum's Special Exhibition "Landscape Reunited: Huang Gongwang and 'Dwelling in the Fuchun Mountains'"
Jun. 3	Press conference for "BNP Paribas Foundation & BNP Paribas Taiwan Sponsoring NPM in the Restoration of 'Xi Qing Xu Jian's' Mirror Case"
Jun. 7	Press Conference for the unpacking of artworks of "Alphonse Mucha: Art Nouveau & Utopia" exhibition
Jun. 10	Press Conference for the Grand Opening of "Alphonse Mucha: Art Nouveau & Utopia" exhibition
Jun. 28	Press conference of "Emperor Kangxi and the Sun King Louis XIV" Opera
Jul. 18	Joint Press Conference with TSMC: Experiencing the Beauty of NPM: The Opening of Summer Youth Cultural Studies Camp
Aug. 8	Press Conference for the Grand Opening of "A Century of Resilient Tradition: Exhibition of the Republic of China's Diplomatic Archives"
Sep. 22	Press Conference for the Grand Opening of "Splendid Treasures: A Hundred Masterpieces of the NPM on Parade" exhibition
Sep. 26	Award Ceremony of Cultural and Creative Product-Design Competition for "Splendid Treasures: A Hundred Masterpieces of the NPM on Parade" exhibition
Sep. 28	Press Conference for the unpacking of artworks of "Emperor Kangxi and the Sun King Louis XIV: Sino-Franco Encounters in Arts and Culture" exhibition
Oct. 2	Press Conference for the Grand Opening of "Emperor Kangxi and the Sun King Louis XIV: Sino-Franco Encounters in Arts and Culture" exhibition
Oct. 6	Press Conference for the progress of National Palace Museum Southern Branch Construction
Oct. 7	The Centennial of the Republic of China and the Pronouncement of the Grand Palace Museum Expansion Plan
Oct. 12	Rehearsal Press conference for "Emperor Kangxi and the Sun King Louis XIV's" Opera
Nov. 11	Press Conference for the Third Session of National Palace Museum Cultural and Creative Industries Development Presentation
Nov. 18	Press Conference for Digital Technology Application Presentation
Nov. 25	Press Conference for the opening of Huashan Creative Park's "The Beauty of Four Seasons" New Multimedia Art Gallery Opening
Dec. 2	Press Conference for the NPM's "Renaissance of Pattern Design Competition" Award Ceremony

敦親睦鄰

為推動本院對鄰近社區之教育推廣，100年度舉辦「古希臘人體之美—大英博物館珍藏展」、「生日快樂—夏卡爾的愛與美特展」、「康熙大帝與太陽王路易十四—中法藝術文化的交會特展」敦親睦鄰之夜活動，邀請臨溪里、溪山里、翠山里及福林里里民參加。現場除了讓里民免費參觀之外，更備有專人導覽以增進里民對文物之瞭解，普獲里民高度認同及熱烈反應。

各界贊助

為順應全球博物館之發展趨勢，本院基於互利互惠之精神，一方面致力於增進與企業團體以及相關文教基金會之互動，另一方面企圖創造更多資源整合的合作機會，使資源的利用更有效率。在社會各界對於故宮的贊助與支持下，使得本院軟硬體服務、展覽活動、教育推廣等方面，均能更順利推動且有突出的表現。

100年度各界捐贈一覽表

捐贈日期	單位名稱	捐贈內容	捐贈用途
4/6	有限責任國立故宮博物院 員工消費合作社	現金11萬元	「跨越障礙—觸摸美麗」私立惠明學校視障 導覽活動
4/7	有限責任國立故宮博物院 員工消費合作社	現金500萬元	100年度「故宮新韻傳統戲曲及說唱藝術表 演活動」
4/21	藝奇藝術授權文化股份有 限公司	現金100萬元	「山水合璧—黃公望與富春山居圖特展」等 兩岸文化交流事務
5/23	有限責任國立故宮博物院 員工消費合作社	現金200萬元	至善園公廁興建後續相關工程
5/26	法國巴黎銀行及法國巴黎 銀行基金會	現金160萬元	西清續鑑第三十冊之鏡匣修護
6/22	法藍瓷有限公司	現金200萬元	「山水合璧—黃公望與富春山居圖特展」等 兩岸文化交流事務
6/30	臺灣中小企業銀行股份有 限公司	現金500萬元	建國百年慶祝活動，包括「康熙大帝與太陽 王路易十四特展」以及「康熙大帝與太陽王 路易十四歌舞劇」
7/1	鳳凰衛視有限公司	現金500萬	「康熙大帝與太陽王路易十四特展」等相關 兩岸文化交流事務
12/7	用心藝術股份有限公司	「山水合璧—黃公望與富春山居 新媒藝術展」所有影音、圖像使 用權、驅動影像之軟體及支持展 示之硬體與道具。	用於世界各都市共同舉辦巡迴展覽。

The Good Neighbor Program

To promote the Museum's educational outreach, in 2011, the Museum invited local communities to appreciate "The Body Beautiful in Ancient Greece," "Celebration by Marc Chagall" and "Emperor Kangxi and the Sun King Louis XIV: Sino-Franco Encounters in Arts and Culture." Guided tours were available to help them understand the artifacts better. This year, Linxi, Xishan, Cuishan, and Fulin village were invited. The program received enthusiastic remarks and responses from the residents.

Individual and Corporate Sponsors

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

Corporate Sponsors in 2011

Date	Sponsors	Contents	Use
Apr. 6	The NPM Employee Cooperative	NT\$ 110,000	"Overcoming the Barriers – Touching the Beautiful" Private School for the Visually Impaired Tour Activities
Apr. 7	The NPM Employee Cooperative	NT\$ 5,000,000	2011 "New Melody from the NPM Traditional Opera and Oral Performing Art Activities"
Apr. 21	Artkey Art Group	NT\$ 1,000,000	Cross-strait cultural exchange (for exhibitions such as "Landscape Reunited: Huang Gongwang and 'Dwelling in the Fuchun Mountains'"
May 23	The NPM Employee Cooperative	NT\$ 2,000,000	Zhi-shan Garden Restroom Construction Project
May 26	BNP Paribas & BNP Paribas Foundation	NT\$ 1,600,000	Restoration of the Mirror Case registered in the "Xi Qing Xu Jian"
Jun. 22	Franz Collection Inc.	NT\$ 2,000,000	Cross-strait cultural exchange (for exhibition such as "Landscape Reunited: Huang Gongwang and 'Dwelling in the Fuchun Mountains'"
Jun. 30	Taiwan Business Bank	NT\$ 5,000,000	Celebrating 100 Year Activities, including "Emperor Kangxi and the Sun King Louis XIV: Sino-Franco Encounters in Arts and Culture" and "Emperor Kangxi and the Sun King Louis XIV Opera"
Jul. 1	Phoenix TV	NT\$ 5,000,000	Cross-strait cultural exchange (for exhibition such as "Emperor Kangxi and the Sun King Louis XIV: Sino-Franco Encounters in Arts and Culture"
Dec. 7	Careful Art Co., Ltd.	"Landscape Reunited: Huang Gongwang's 'Dwelling in the Fuchun Mountains' Multimedia Exhibition" sound system, imaging rights, software, hardware, and display properties.	International Traveling Exhibitions



「故宮週末夜藝文表演活動」記者會
Press conference for "NPM Performing Art Program on Saturday Nights."



「故宮學藝與賞藝之旅」記者會
"Learning and appreciating art at the NPM" press conference.



蕭副總統於「百年傳承·走出活路—中華民國外交史料特展」開幕酒會致詞

Vice president Xiao at the "A Century of Resilient Tradition: Exhibition of the Republic of China's Diplomatic Archives" opening reception speech.

故宮之友

針對故宮之友，本院除按季寄發展覽通訊，亦不定期邀約參與本院大型展覽及活動，如「古希臘人體之美—大英博物館珍藏展」、「生日快樂—夏卡爾的愛與美特展」、「慕夏大展—新藝術·烏托邦特展」、「山水合璧—黃公望與富春山居圖特展」及「康熙大帝與太陽王路易十四特展」相關開幕/預展活動等，並搭配宣傳活動致贈故宮之友環保袋，提高故宮之友歸屬感。

100年度「尚雅故宮之友」

陳宏益及蘇玲淑每人捐款臺幣 100,000元。

100年度「終身快樂故宮之友」

楊賽芬、張淑芬、雷麗蓉、張兆勳、彭肇華、陳韻琳、游惠宇、黃炳照、張凱迪、鄭榮富、彭明慧、徐重弘、高采琳、彭力軍、張祐禎、吳麗冠、張加欣、李康煒、陳郁文、杜國禎、邱志豪、余家庭、張惠鴻、王以萱、顏薰齡、徐心蘭、袁憶平。

100年度「年度快樂故宮之友」捐款名單

洪彩華、連寶春、藍山靈、沈平、黃慶森、林坤、蘇美月、林妙俞、顏鳳舒、周秋霞、林淑芬、林筱雯、Stephen Payton、楊姮姬、郭慧霞、洪玉燕、沈俐君、李易軒、都中謀、許東豪、李啓彰、李紫蓉、王玉琴、林一全、洪採滿、余怡蓉、蘇哲充、鄭鴻光、林嘉玲、郭麗瑛、康嘉

純、陳人愷、劉燕玲、陳宗祺、李燕敏、梁元媛、谷浩宇、李竹香、劉君勳、謝又康、王俊雄、邱慧珠、鍾潔美、蘇子川、許志堅、趙宗平、吳育樺、李麗華、郭煖、陳文得、焦文玉、武定群、張麗華、莊如玉、陳傳文、李美華、惠君、羅逸倫、李振亞、陳明州、陳麗玲、戎禹帆、廖珈暄、廖珈敏、陳節貞、汪愷、莊雅琪、張宜寧、藍芳欽、陳健甯、李坤玲、劉炳榮、王俐心、王明元、薛聖光、Bian min shr、王惠汝、崔世仁、葉向華、許碧桂、陳吳勝美、陳麗靜、島上裕輝、邱馨儀、施如玲、李芳琳、黃詩茜、吳璧妃、陳芷芸、高宇成、雷敦淵、譚駿飛、王勝弘、曾泰翔、漆懿德、羅惠真、吳明和、蘇采禾、陳映竹、賴芊羽、Sureshkumar Manthiriyappan、稻田惠一郎、林育如、莊啓佑、朱靜玲、何孟宗、曾文慧、黃寶金、李真延、陳慕桃、王嘉琪、谷德禮、陳美如、曹美惠、郭憲鴻、秦得峰、彭安安、林心虹、台友旅行社股份有限公司、林光輝、賴秋華、謝馥宇、廖寬繪、都中謀、郭瑪琍亞、林至德、鄧秋景、陳秀玲、董策、李葦珠、吳麗華、洪志中、張耀文、吳存玉、金澤李香、劉錫麟、梁靜萍、吳茲明、江明蓉、曾美玲、鄭延偉、王翠萍、李嬌享、李旻穗、白堅偉、魏靜、廖淑蘭、林明宜、徐昕新、余明珠、劉建國。

The Friends of the NPM

Newsletters are sent every season to “The Friends of the NPM” as well as invitations for the exhibitions and other events such as “The Body Beautiful in Ancient Greece,” “Celebration by Marc Chagall,” “Alphonse Mucha: Art Nouveau & Utopia,” “Landscape Reunited: Huang Gongwang and ‘Dwelling in the Fuchun Mountains,’” and “Emperor Kangxi and the Sun King Louis XIV: Sino-Franco Encounters in Arts and Culture.” Complimentary gifts bags are given for free to encourage their participation.

Elite Friend of the NPM in 2011

Chen Hongyi and Su Lingsu. (Each donated NT\$ 100,000)

Lifetime Friend of the NPM in 2011

Yang Saifen, Zhang Shufen, Lei Lirong, Zhang Zhaoxun, Peng Zhaohua, Chen Yunlin, You Huiyu, Huang Bingzhao, Zhang Kaidi, Zheng Rongfu, Peng Minghui, Xu Zhonghong, Gao Cailin, Peng Lijun, Zhang Youzhen, Wu Liguang, Zhang Jiabin, Li Kangwei, Chen Yuwen, Du Guozhen, Qiu Zhihao, Yu Jiating, Zhang Huihong, Wang Yixuan, Yan Xunling, Xu Xinlan, Yuan Yiping.

Annual Friend of the NPM in 2011

Hong Caihua, Lian Baochun, Lan Shanling, Shen Ping, Huang Qingsen, Lin Kun, Su Meiyue, Lin Miaoyu, Yan Huangshu, Zhou Qiuxia, Lin Shufen, Lin Xiaowen, Stephen Payton, Yang Hengji, Quo Huixia, Hong Yuyan, Shen Lijun, Li Yixuan, Dou Zhongmou, Xu Donghao, Li Qizhang, Li Zirong, Wang Yuqin, Lin Yiquang, Hong Cai man, Yu Yi rong, Su Zhechong,

Zheng Hongquang, Lin Jialing, Quo Liying, Kang Jiachun, Chen Renkai, Liu Yangling, Chen Zongqi, Li Yanmin, Liang Yuanyuan, Gu Haoyu, Li Zhuxiang, Liu Junmai, Xie Youkang, Wang Jung Xiong, Qiu Huixu, Zhong Jiemei, Su Zichuan, Xu Zhijian, Zhao Zongping, Wu Yuhua, Li Lihua, Quo Nuan, Chen Wende, Jiao Wenyu, Wu Dingqun, Zhang Lihua, Zhuang Ruyu, Chen Chuanwen, Li Meihua, Hui Jung, Luo Yilun, Li Chenya, Chen Mingzhou, Chen Liling, Rong Yufan, Liao Jiaxuan, Liao Jiamin, Chen Jiezhen, Wang Kai, Zhuang Yaqi, Zhang Yining, Lan Fangqin, Chen Jianning, Li Kungling, Liu Bingrong, Wang Lixin, Wang Mingyuan, Xue Shengguang, Bian min shr, Wang Huiru, Cui Shiren, Ye Xianghua, Xu Bigui, Chen Wushengmei, Chen Lijing, Shimagami Yuki, Qiu Xinyi, Shi Ruling, Li Fanglin, Huang Shiqian, Wu Bifei, Chen Zhiyun, Gao Yucheng, Lei Dunyuan, Tan Junfei, Wang Shenghong, Ceng Taixiang, Qi Yide, Luo Huizhen, Wu Minghe, Su Caihe, Chen Yingzhu, Lai Qianyu, Sureshkumar Manthiriyappan, Inatakei Ichirou, Lin Yuru, Zhuang Qiyu, Zhu Jingling, He Mengzong, Zeng Wenhui, Huang Baojin, Li Zhenyan, Chen Mutao, Wang Jiaqi, Gu Deli, Chen Meiru, Cao Meihei, Quo Xianhong, Qin Defeng, Peng Anan, Lin Xinhong, Taiwan Cotomo Travel Ltd., Lin Guanghui, Lai Qiuhua, Xie Fuyu, Liao Kuanhui, Dou Zhongmou, GuoMa Liya, Lin Zhihde, Deng Qiuqing, Chen Xiulin, Dong Ce, Li Weizhu, Wu Lihua, Hong Zhizhong, Zhang Yaowen, Wu Cunyu, Jinze Lixian, Liu Xilin, Liang Jingping, Wu Ziming, Jiang Mingrong, Ceng Meiling, Zheng Yanwei, Wang Cuiqing, Li Qiangxiang, Li Minsui, Bai Jianwei, Wei Jing, Liao Shulan, Lin Mingyi, Xu Xinxin, Yu Mingzhu, Liu Jianguo.



《康熙大帝與太陽王路易十四》歌劇採排記者會
Rehearsal Press conference for “Emperor Kangxi and the Sun King Louis XIV” Opera.





休閒消費

Recreational Facilities



休閒消費

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

員工消費合作社

- 本院前基於院區安全管理及概括承受原福利會員工就業需要，自民國90年起即以「行政程序法」第135條及當時之「合作社法施行細則」第5條第1項規定，以行政契約之方式將故宮院區出版品、文物仿製品及餐點等業務委託員工消費合作社經營，嗣後各次之續約，仍依「行政程序法」第135條及修正後之「合作社法」第3條之1第2項規定以行政契約之方式委託員工消費合作社繼續經營。
- 民國98年6月17日內政部函令修正有關政府委託合作社代辦業務規定，針對委託代辦業務範圍、委託方式、盈餘處理、認定標準及其他應注意事項（公益金支用用途），做出明確規定。故宮消合社隨即針對消合社營運宗旨、組織分工、財務流程、盈餘處理、公益金支用辦法進行修正，並於98年12月31日前完成上述因應工作。
- 民國100年立法院第7屆第8會期於預算審查時，鑑於故宮文創商品係國家資產之衍生，公器不得私用，多位委員遂建議該項業務稅後盈餘應全數繳回國庫。爰此自100年度起，本社委辦業務所得之盈餘全數繳交故宮文物藝術發展基金。
- 修正後的故宮消合社已轉型成爲一個非營利性、接受政府機關委託代辦業務的雙重對內（社員）及對外（遊客及非社員）餐飲服務與紀念品販售功能的合作社性質機制。同時，藉由委託代辦業務範圍、委託代辦方式、盈餘處理、公益金等營運機制與執行制度的明確化，使得故宮消合社扮演了對國庫及故宮文物藝術發展基金的收益、社會公益、藝文推廣均有貢獻的角色與功能。
- 本院委託消合社辦理商店暨餐飲服務合約將於101年4月到期，爲求合於內政部98年6月17日函令規定委託應採公開招標或促參方式辦理，並著手公開辦理委託代辦事項，本院擬具「故宮附設博物館商店暨餐飲服務委託經營管理計畫書」報請行政院100年3月24日院臺文字第1000013535號函核備。爲辦理「國立故宮博物院附設博物館商店暨餐飲服務委託經營管理案」之招標，本院與故宮員工消費合作社98年5月1日至101年4月30日之「國立故宮博物院出版品、文物仿製品及餐點等業務委託經營合約」，本院已於100年7月28日函告消合社提前終止合約，並經雙方同意提前於100年12月31日終止合約。
- 「國立故宮博物院附設博物館商店暨餐飲服務委託經營管理案」依「政府採購法」第22條第1項第9款規定辦理招標，公開評選專業營運團隊委託經營，本招標案於100年8月10日上網公告招標，計有4家廠商投標，並於100年9月22日召開評選委員會議評選出優勝序位。惟於籌辦議價過程中，經立法院第7屆第8會期通過決議，要求自100年度起，故宮凡銷售文物衍生商品及餐飲服務業務之廠家應將銷售盈餘全數繳回故宮文物藝術發展基金，準此，旨揭採購因上開主決議作成，其內容已超出原招標文件規範之需求條件，而造成採購計畫變更，爰故宮依「政府採購法」第48條第1項第7款不予決標（即廢標）在案。本院已重行研擬招標文件，並組成籌備小組（成員包含會計、法學及採購等專家）辦理後續重行招標相關事宜。

Recreational Facilities

This year, we fully utilized our business management resources to create a more diversified exhibition environment by forging cross-industrial alliances and integrating external resources.

The NPM Employee Cooperative

- Previously, to assure the management safety of the Museum and to continue the Welfare Association staff employment needs, the Welfare Association staff members were transferred to the NPM Employee Cooperative in 2001, in accordance with Administrative Procedure Act, Section 135 and Enforcement Rules for the Cooperatives Act, Section 5, Provision 1. As signed on the administrative contracts, the NPM Employee Cooperative was in charge of publications, imitation products, dining, and other services. This was made official by the Administrative Procedure Act, Section 135 and revised Cooperative Act, Section 3, Provision 1 and 2, in which the NPM authorized the NPM Employee Cooperative to continue the management of its above-mentioned services.
- On June 17, 2009, the Ministry of Interior announced the amendment of government-entrusted co-operatives, which will regulate the business scope, entrusting methods, surplus disposal, recognizing standards, and other matters needing attention (public welfare fund). By December 31, 2009, the NPM Employee Cooperative had corrected its operational purpose, division of labor, finance process, surplus process, and Community Expenditure Purpose.
- In 2011, during the 8th session of 7th Legislative Yuan budget preview term, the Legislative Yuan decided the NPM's cultural and creative products are considered a national commodity. Thus, it was suggested the after-tax profits from these commodities must be returned to the National Treasury. Therefore, since 2011, the NPM Employee Cooperative was entrusted to handle this operation and to return all profits to the National Treasury.
- The NPM Employee Cooperative transitioned into a non-profit organization after amending its policies. Since then, it has accepted non-profit businesses, contributing its proceeds to the treasury, National Palace Museum Art Development Fund, social welfare, and arts promotion. The Cooperative's non-profit businesses include catering services and souvenir operations for members, non-members, and external tourists. As part of its amendments, the NPM Employee Cooperative clarified its business scope, business methods, profit management, public welfare, and other services to operate and execute the Museum.
- The NPM Employee Cooperative catering services contract will expire in April 2012. So on March 24, 2011, a new "NPM Museum Store Catering Services Management Plan"



停雲書店
Ting-yun Bookstore.

was drafted and approved by the Executive Yuan, number 1000013535. With the Ministry of Interior's order on June 17, 2009 to publicly handle infrastructure projects via an open tendering process, the NPM requested that the former "NPM Publications, Reproductions, Dining, and other Services Commissioned Operation Contract," originally from May 1, 2009 to April 30, 2012, to be terminated early, on July 28, 2011. Upon mutual agreement, both parties agreed to terminate the contract on December 31, 2011 so that the tendering project for new "NPM Museum Store and Catering Services Management Project" could proceed smoothly.

- According to the Government Procurement Act, Section 22, Act 1, Paragraph 9, a professional operations team selected by the public must be entrusted for the tendering operation. On August 10, 2011, the tendering case was publicly announced via the internet and 4 vendors replied. On September 22, 2011, a Selection Committee Meeting was held to select the winning bidder. On December 13, 2011, during the 8th session of 7th Legislative Yuan, Education and Cultural Committee term, a policy was approved stating that from 2011, all profit from the sale of derivative products and dining services must be returned to the NPM's Art Development Fund, which exceeds the original requirements of the tendering documents. Therefore, according to the Government Procurement Law Article 48, Section 1, Paragraph 7, the Museum should not determine the successful bidder (ie. annulment) for the project. The tender documents have been re-evaluated and a preparatory group (accounting, law, and procurement specialists) has been formed to handle the follow-up re-tendering matters.



富春居
Fu-chun-ju Bistro.

有限責任國立故宮博物院員工消費合作社營業收入金額與國庫收入

單位：元

年度	全年營業收入	繳交國庫之營業權利金 (稅後盈餘之30%)	公積金 (稅後盈餘之10%)	公益金 (稅後盈餘之20%)
96	361,815,466	0	5,644,977	11,289,953
97	367,787,299	20,270,594	4,726,003	24,489,028
年 度	全年營業總收入 (委辦業務)	繳交國庫之營業權利金 (營業總收入之10%，含其他收入)	公積金 (委辦稅後盈餘之10%)	公益金 (委辦稅後盈餘之90%)
98	542,956,828	55,548,656	3,768,206	33,913,856
99	666,890,076	68,166,277	5,234,542	47,110,879
100	845,502,152	86,468,951	0	0

備註：依立法院第7屆第8會期主決議文辦理，自100年度起委辦業務稅後盈餘23,118,015元，全數繳入故宮文物藝術發展基金。



「2011 教學創意體驗工作坊」合影
2011 Creative Teaching Workshop.

Revenue and Payment from the NPM Employee Cooperative Turned Over to the National Treasury (Unit: NT Dollar)

Year	Revenue	Payment (30% of the after-tax profits)	Public reserve fund (10% of the-tax profits)	Public welfare fund (20% of the after-tax profits)
2007	361,815,466	0	5,644,977	11,289,953
2008	367,787,299	20,270,594	4,726,003	24,489,028
Year	Revenue	Payment (30% of the after-tax profits and other revenues)	Public reserve fund (10% of the-tax profits)	Public welfare fund (90% of the after-tax profits)
2009	542,956,828	55,548,656	3,768,206	33,913,856
2010	666,890,076	68,166,277	5,234,542	47,110,879
2011	845,502,152	86,382,923	0	0

100年度有限責任國立故宮博物院員工消費合作社公益活動執行一覽表

執行單位	活動內容	場次	受惠人次	動支金額 (單位：元)
有限責任國立故宮博物院員工消費合作社	故宮敦親睦鄰－歲末送暖活動案	5	87	322,916
有限責任國立故宮博物院員工消費合作社	故宮年俗節慶表演公益活動	4	4,000	525,501
有限責任國立故宮博物院員工消費合作社	故宮學藝與賞藝之旅－第1梯次	15	898	3,165,108
有限責任國立故宮博物院員工消費合作社	故宮寒冬送暖－社會服務公益活動	7	350	212,969
中華民國博物館學會	博物館學術研究發展計畫	6	7,500	992,000
財團法人天主教善牧社會福利基金會	愛不中輟讓愛繼續	1	30	1,437,600
新北市身心障礙體育推廣協會	99年度清寒身心障礙冬令救濟發放活動	1	50	5,150
東元科技文教基金會	2011教學創意體驗工作坊	6	1,280	1,350,624
東元科技文教基金會	學藝與賞藝深耕計畫－台灣人文教育紮根工程 (含書籍4,437)	1	300	154,687
國立故宮博物院	100年度故宮新韻表演活動案	35	5,542	5,000,000
國立故宮博物院	「跨越障礙·觸摸美麗」視障教育推廣活動案	1	209	110,000
有限責任國立故宮博物院員工消費合作社	故宮文物寶藏新編－偏鄉捐贈案	61	3,000	90,690
有限責任國立故宮博物院員工消費合作社	故宮學藝賞藝暨高鐵體驗之旅－第2 梯次	9	488	1,233,946
有限責任國立故宮博物院員工消費合作社	母親節康乃馨贈送	5	1,000	12,000
有限責任國立故宮博物院員工消費合作社	至善園公廁興建後續相關工程	1	20,000	2,000,000
有限責任國立故宮博物院員工消費合作社	偏遠鄉鎮藝術圖書捐贈－花東贈書計畫	1	237	8,433,984
勵馨社會福利事業基金會	再現力與美的希望花園－花蓮馨工房琉璃珠品質提升計畫	1	20	486,900
財團法人中華民國帝門藝術教育基金會	「快遞故宮美力」－藝術家駐校計畫	3	300	993,000
財團法人中華民國帝門藝術教育基金會	「美的力量·故宮列車」－國立故宮博物院藝文推廣巡迴公益活動	237	11,850	839,400
創世基金會	「故宮有禮·文化獻愛」－捐助回禮活動	1	1,000	351,595
多加幸福協會	「多加關懷兒童幸福」計畫－故宮參訪	1	100	274,004
李國鼎科技發展基金會	故宮創意工坊	1	60	946,800
有限責任國立故宮博物院員工消費合作社	觀眾回饋計畫－消合作社嘉南地區民眾回饋活動	10	200	265,985
台北市立浩然敬老院	致和樓安全防護網支撐架更新專案計畫	1	400	344,840
橄欖文化事業基金會	銀翼天使漫遊故宮－故宮重陽節敬老關懷活動	1	120	192,460
有限責任國立故宮博物院員工消費合作社	愛心捐助活動計畫－故宮關懷銀髮敬老公益活動(水果捐贈)	26	4,500	76,000
台灣社會向上發展協會	「勇敢築夢·逐夢踏實」－台灣青年學生向上計畫	2	11,000	541,600
社團法人中華民國華夏社會公益協會	經典詩文誦讀比賽－出國補助計畫	1	7	87,150
台北市立陽明教養院	故宮公益金媒合旗艦計畫	1	500	478,984
財團法人青年之愛文教基金會	兩岸藝文交流活動	1	300	200,000
有限責任國立故宮博物院員工消費合作社	日本災區學童來訪贈書	1	36	8,232
有限責任國立故宮博物院員工消費合作社	月滿中秋－雙重關懷公益活動	7	420	91,425
有限責任國立故宮博物院員工消費合作社	補繳費用－98年社員定期壽險與住院醫療保險	1	760	942,299
歲末捐贈		44	27,426	282,250
合 計		499	80,544	32,450,090

2011 Community Service of the NPM Employee Cooperative

Organization	Title	Sessions	Participants	Expense (NT Dollars)
The NPM Employee Cooperative	Sending Love Throughout Winter: Public Service Activities	5	87	322,916
The NPM Employee Cooperative	Folklore Arts Festival	4	4,000	525,501
The NPM Employee Cooperative	NPM Art Appreciation Tour 1	15	898	3,165,108
The NPM Employee Cooperative	Sending Love Throughout Winter: Public Service Activities	7	350	212,969
Chinese Association of Museum	Academic Research Museum Development Plan	6	7,500	992,000
Good Shepherd Social Welfare Service	Plan to Prevent Dropouts	1	30	1,437,600
New Taipei City Disabled Sports Association	Winter Relief Distribution for Low-Income Families with Disabilities	1	50	5,150
Teco Technology Foundation	2011 Creative Teaching Workshop	6	1,280	1,350,624
Teco Technology Foundation	Cultivating the Learning and Appreciation of AAS: Taiwan Humanities Education Works (including 4,437 books)	1	300	154,687
The National Palace Museum	2011 New Melody from the NPM	35	5,542	5,000,000
The National Palace Museum	"Leaping over the Obstacles – Seeing the Beauty" Educational Activities for Visually Impaired	1	209	110,000
The NPM Employee Cooperative	Donation of Books to Remote Towns	61	3,000	90,690
The NPM Employee Cooperative	NPT Art Appreciation Tour 2	9	488	1,233,946
The NPM Employee Cooperative	Mother's Day Carnations Donations	5	1,000	12,000
The NPM Employee Cooperative	Completion of Zhi-shan Garden's Restroom Construction	1	20,000	2,000,000
The NPM Employee Cooperative	Hualien and Taitung Book Donation Program for Remote Townships	1	237	8,433,984
The Garden of Hope Foundation	Reproducing the Power and Beauty of the Garden of Hope-Hualien Glass Bead Studio Quality Improvement Plan	1	20	486,900
Dimension Endowment of Art	Express Train to the Beauty of NPM: Plan for Artists Stationed at Schools	3	300	993,000
Dimension Endowment of Art	"The Force of Beauty: NPM Train" NPM Art Tour Public Service Activities	237	11,850	839,400
Genesis Social Welfare Foundation	Return of Donation Items Activities	1	1,000	315,595
Increase of Happiness Association	"Extra Care for the Welfare of Children" Plan: Visit to NPM	1	100	274,004
K. T. Li Foundation for the Development of Science and Technology	NPM Creative Workshop	1	60	946,800
The NPM Employee Cooperative	Encouraging Visitor Plan: Feedback in Chianan District	10	200	265,985
Taipei Municipal Haoran Senior Citizen Home	Zhi He Building Safety Net Renovation Plan	1	400	344,840
Olive Culture Foundation	NPM's Chung Yang Festival to Respect the Elderly	1	120	192,460
The NPM Employee Cooperative	Donations Plan: NPM Care for Citizens, Public Service Activities (Fruit Distribution Plan)	26	4,500	76,000
Taiwan Code Up Association	"Live your Dreams, Make Them a Reality" Taiwan Youth Plan	2	11,000	541,600
Republic of China Juridical Social Welfare Association	"Classical Poetry Contest" International Grant Program	1	7	87,150
Taipei Municipal Yang Ming Home for the Disabled	NPM's Large-scale United Plan	1	500	478,984
Caritas Taiwan	Cross Strait Exchange Programs	1	300	200,000
The NPM Employee Cooperative	Book Donation Program for Japan Disaster	1	36	8,232
The NPM Employee Cooperative	Mid-Autumn Festival: Extra Care for Charitable Activities	7	420	91,425
The NPM Employee Cooperative	2009 Life Insurance and Hospitalization Medical Premium Membership Cost	1	760	942,299
The NPM Employee Cooperative	Donation to the end of 2011	44	27,426	282,250
Total		499	80,544	32,450,090

空間設施效能

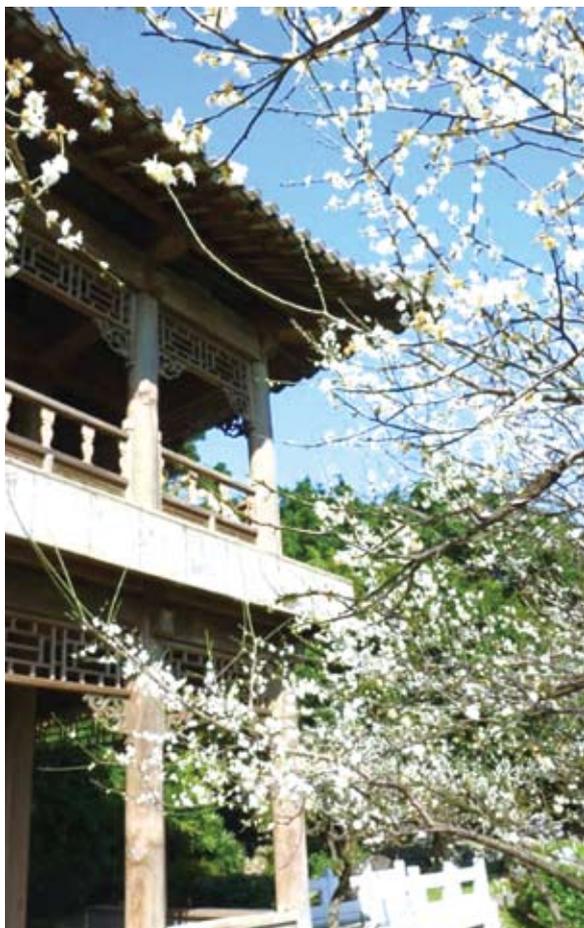
- 至善園：至善園佔地5,687坪，擷取中國傳統造園經驗，構築出具有文人氣息的仿古宋園景緻。
- 至德園：位於本院區右側畸零地，園中曲橋池沼，小亭憑望。
- 文會堂：位於本院第1行政大樓，共260個席位，為提升文會堂功能，特將其改裝及加設劇場布景設備，並自98年8月推出「故宮新韻」，以本院藏品為核心，結合與文物相關的傳統戲曲，如崑曲、京劇等，藉由生動的戲曲表演、研習活動與兒童DIY體驗，提供多重官能學習。
- 三希堂：位於第1展覽區4樓，供應中國茶、熱食、點心、咖啡。本院為響應政府文化觀光政策，活化本院各項資源，提供國內外人士優質參觀環境及提倡我國固有文化傳統，自98年11月推出「故宮夜宴」活動，結合本院國寶文物導覽、本院「三希堂」特色餐飲及「南管」等傳統藝術文化，整合成為套裝行程，提供國內外人士優質參觀及欣賞藝文活動的最佳環境。本活動由院外企業或機構提出申請，利用本院週六延長夜間開放或其他夜間時段舉行，達到「有看頭」（國寶文物）、「有甜頭」（特色餐飲）、「有癮頭」（傳統表演藝術）的故宮特色參觀之旅。100年度辦理場次為：日本三越集團(100.2.25)、臺灣期交所(100.3.3)、可口可樂太古集團(100.4.19)、台灣證券交易所-2011亞太市場新興年會(100.9.22)、日本CLUB TOURISM(100.10.11)、台灣證券交易所(100.11.2)、中歐工商管理學院(100.11.4)、日本CLUB TOURISM(100.11.11)、日本小田急株式會社(100.12.9)、日本CLUB TOURISM(100.12.12)。
- 停雲書店：位於第1展覽區2樓，內售各式精裝書本。
- 閒居賦：位於第1展覽區1樓，供應飲料、輕食等。
- 富春居：位於第2展覽區1樓，供應飲料、簡餐等。
- 禮品店：本院內設有多處禮品店，分別位於正館地下1樓、2樓等處，販售故宮出版之書籍、文物複製品，以及精美的文物禮品及紀念品等。
- 故宮晶華：位於本院院區內的「故宮晶華」，肩負著宣揚中華美食文化的重責大任，其菜色內容與餐具器皿的設計將緊密的與故宮文物結合，料理口味力求美味、服務流程和用餐氛圍則是展現以現代演繹傳統的獨特性，在晶華國際酒店集團的精心規劃之下，多樣化的美食以及豐儉由人的價位，可以讓國際商旅以及美食饕客們，在飽覽文物之際，也能品賞精緻美饌，透過這個平台更可以讓中華美食的博大精深，持續揚名國際。



明 殷宏 花鳥
Flowers and Birds, Yin Hong, Ming dynasty.

Auxiliary Facilities

- **Zhi-shan Garden:** Covering an area of 4.6 acres, the Zhi-shan Garden is constructed based on the concept of traditional Chinese architecture, reflecting the garden design of the Song Dynasty and the artistic taste of the literati.
- **Zhi-de Garden:** The Museum turned the unused land on its right-hand side into an open-air garden, the Zhi-de Garden, with a zigzag bridge, a pond and a small pavilion.
- **Wenhuitang Auditorium:** Located in the First Administrative Building with 260 seats, the Wenhuitang Auditorium has been renovated to have theater facilities. In August 2009, it became the stage for “New Melody from the NPM,” a multi-faceted show integrating the antiquities of the Museum into traditional Chinese performing arts like Kun Opera and Peking Opera. The goal is to combine lively shows, seminars, and children's DIY workshops together to achieve multi-sensory learning.



至善園
Zhi-shan Garden.

- **San-xi-tang Tea Room:** The tea room is located on the 4th floor of the Main Exhibition Hall, serving Chinese tea, hot dishes, dim sum and coffee. In response to the government's policy to promote cultural tourism, the Museum created “The Banquet at the NPM” since November 2009, combining an antiquities tour, San-xi-tang dining, and traditional Nanguan music to provide a perfect environment for foreign and local visitors to enjoy our traditional art and culture. The Banquet is held on Saturday nights (or any weekday evening with prolonged opening hours) and available only by group application (companies or institutions). Applicants to date include: Japan's Mitsukoshi Group (Feb. 25, 2011), Taiwan Future Exchange (Mar.3, 2011), Coca Cola Swire Group (Apr.19, 2011), Taiwan Stock Exchange: 2011 Asia-Pacific Market Annual Meeting(Sep.22, 2011), Japan's CLUB TOURISM (Oct.11, 2011), Taiwanese Stock Exchange (Nov.2, 2011), CEIBS (Nov. 4, 2011), Japan's CLUB TOURISM (Nov. 11, 2011), Japan Odakyu Railway (Dec. 9, 2011), Japan's CLUB TOURISM (Dec. 12, 2011).
- **Ting-yun Bookstore:** Located on the 2nd floor of the Main Exhibition Hall, the bookstore boasts a wide collection of hardcover books.
- **Xian-ju-fu Café:** Situated on the ground floor of the Main Exhibition Hall, the cafe has floor-to-ceiling glass windows looking out to the platform and surrounding mountains. Floral teas, coffee, cakes and sandwiches are served during the open hours.
- **Fu-chun-ju:** Located on the ground floor of the Library Building (the 2nd Exhibition Hall), the bistro offers coffee, hot and cold beverages, desserts and light meals.
- **Gift Shop:** The Museum has several gift shops located on the basement floor B1, the ground floor and the second floor of the Main Exhibition Hall. Items displayed include NPM's publications, replicas, licensed merchandise and fine souvenirs.
- **Silks Palace Restaurant:** As the Museum's ambassador of Chinese cuisine, the Silks Palace draws inspiration from the artifacts in designing its dishes and tableware. Thanks to the meticulous effort of the Formosa International Hotels Corporation, the dishes are delicious, the service and the atmosphere are good, and the decoration is unique in its modern interpretation of ancient antiquities. Foreign visitors and food connoisseurs will enjoy the diversity and the price of the food while appreciating the beauty of the Museum's collection and the breadth of Chinese cuisine.





人事異動

Staff Rearrangement



人事異動

為健全博物館專業及發揮組織綜效功能，本院適時檢討各處室人員配置情形，以提升員工向心力及工作士氣。100年度相關人事異動如下表：

100年度本院副院長以上人事異動表

日期	姓名	異動前職稱	異動後職稱	異動情形	說 明
2/1	周筑昆	-	副院長 (政務)	到任	由行政院公共工程委員會技術處處長退休後再任

100年度本院公務人員科長級以上人事異動表

日期	姓名	異動前職稱	異動後職稱	異動情形	說 明
4/12	王蘭生	主任秘書	參事	調動	由主任秘書調整為參事
4/18	孫潤本	-	主任秘書	到任	由僑務委員會簡任秘書調任
7/1	喬建中	科長	-	調離	調至臺北市政府法規委員會
7/6	王蘭生	參事	-	調離	調至國立臺灣傳統藝術總處籌備處
7/20	黃宣政	-	政風室主任	到任	由法務部簡任視察調任
7/25	李文彬	技正	科長	代理	代理教育展資處資訊服務科科長
8/1	吳望亨	科長	編審	調動	由秘書室科長調整為編審
8/4	徐孝德	處長	參事	調動	由文創行銷處處長調整為參事
8/8	蘇文憲	-	處長	到任	由經濟部專門委員調任
8/11	王士聖	簡任編纂	兼任科長	兼任	兼任教育展資處觀眾服務科科長
10/24	李文彬	技正	科長	陞任	由教育展資處資訊服務科技正代理科長陞任為專任科長
10/25	孫潤本	主任秘書	-	辭職	另有生涯規劃
10/31	徐佳鈴	-	科長	到任	由行政院新聞局專員調任
12/16	趙修美	-	科長	到任	由行政院公共工程委員會技正調任

100年度本院聘任人員兼科長級以上人事異動表

日期	姓名	異動前職稱	異動後職稱	異動情形	說 明
9/19	朱惠良	處長	-	退休	原擔任教育展資處處長
10/5	呂憶皖	副研究員	副研究員兼科長	兼任	教育展資處副研究員兼任教育推廣科科長
11/22	林慧嫻	副研究員	代理副處長	代理	教育展資處副研究員代理副處長
11/22	林國平	副處長	處長	陞任	教育展資處副處長陞任處長

Staff Rearrangement

The Museum regularly reviews its personnel performance and makes necessary rearrangements to improve professionalism, create synergy, and boost the morale and unity of our staff. Staff rearrangement in 2011 was as follows:

High-ranking Official (Deputy Director Higher)

Date	Name	Old Post	New Post	Reason	Note
Feb. 1	Zhou Zhukun	-	Deputy Director (Administrative-Affairs)	Took Office	Retired Director-general of Public Construction Commission before taking position

Civil Servant (Section Chief or Higher)

Date	Name	Old Post	New Post	Reason	Note
Apr. 12	Wang Langsheng	Secretary General	Counselor	Reappointed	Transferred from Secretary General to Counselor
Apr. 18	Sun Runben	-	Secretary General	Took Office	Transferred from the Overseas Compatriot Affairs Commission
Jul. 1	Qiao Jianzhong	Section Chief	-	Transferred	Transferred to the Law and Regulation Commission, Taipei City government
Jul. 6	Wang Langsheng	Counselor	-	Transferred	Transferred to the Preparatory Office of the National Headquarters of Taiwan Traditional Arts
Jul. 20	Huang Xuanzheng	-	Chief	Took Office	Transferred from the Ministry of Justice
Jul. 25	Li Wenbin	Engineer	Section Chief	Substitute	Substitute Section chief for Department of Education, Exhibition, and Information Services
Aug. 1	Wu Wangheng	Section Chief	Executive Officer	Reappointed	Transferred from Secretariat and General Affairs Office
Aug. 4	Xu Xiaode	Director-general	Counselor	Reappointed	Transferred from Department of Cultural Creativity and Marketing
Aug. 8	Su Wenxian	-	Director-general	Took Office	Transferred from the Ministry of Economic Affairs
Aug. 11	Wang Shisheng	Senior Executive Officer	Acting Section Chief	Concurrent	Acting Section Chief for the Visitor Section of the Department of Education, Exhibition and Information Service
Oct. 24	Li Wenbin	Engineer	Section Chief	Promoted	Promoted from the Acting Section Chief of the Department of Education, Exhibition, and Information Services to the Section Chief
Oct. 25	Sun Runben	Secretary General	-	Resigned	Other career plans
Oct. 31	Xu Jialing	-	Section Chief	Took Office	Transferred from the Government Information Office
Dec. 16	Zhao Xiumei	-	Section Chief	Took Office	Transferred from the Public Construction Commission

Appointed Staff Member (Section Chief or Higher)

Date	Name	Old Post	New Post	Reason	Note
Sep. 19	Zhu Huijiang	Director-general	-	Retired	Previously Department of Education, Exhibition, and Information Services Director-general
Oct. 5	Lu Yiwan	Associate Curator	Associate Curator and Acting Section Chief	Concurrent	In charge of both Associate Curator and Acting Section Chief of the Department of Education, Exhibition, and Information
Nov. 22	Lin Huixian	Associate Curator	Acting Director-general	Substitute	Acting Director-general for the Department of Education, Exhibition, and Information
Nov. 22	Lin Guoping	Deputy Director-general	Director-general	Promoted	Promoted from deputy Director-general of the Department of Education, Exhibition, and Information Services to Director-general





預算分配

Budget Allocation



預算分配

公務預算

國立故宮博物院單位預算預決算表

歲出部分（中華民國100年度）

單位：新臺幣千元

科目名稱	預算數		決算數	
	金額	百分比	金額	百分比
一般行政	529,012	55.67	530,646	55.83
文物管理	7,427	0.77	7,198	0.76
文物展覽	73,903	7.72	73,787	7.76
資訊管理	129,722	13.55	127,502	13.41
保存維護與文化行銷	10,871	1.14	10,799	1.14
安全系統管理維護	8,938	0.93	8,919	0.94
故宮南部院區籌建	113,951	11.90	113,951	11.99
一般建築及設備	79,687	8.32	77,652	8.17
第一預備金	4,000	-	-	-
合計	957,511	100	950,454	100

歲入部分（中華民國100年度）

單位：新臺幣千元

科目名稱	預算數		決算數	
	金額	百分比	金額	百分比
罰款及賠償收入	100	0.02	659	0.12
賠償收入	100	0.02	659	0.12
一般賠償收入	100	0.02	659	0.12
規費收入	338,223	68.09	342,741	61.72
使用規費收入	338,223	68.09	342,741	61.72
資料使用費	7,000	1.41	9,620	1.73
場地設施使用費	330,223	66.48	332,006	59.79
服務費	1,000	0.2	1,115	0.2
財產收入	123,371	24.84	161,452	29.07
財產孳息	123,321	24.83	161,188	29.03
廢舊物資售價	50	0.01	264	0.05
營業盈餘及事業收入	35,000	7.05	35,000	6.3
非營業基金贖餘繳庫	35,000	7.05	35,000	6.3
贖餘繳庫	35,000	7.05	35,000	6.3
其他收入	-	-	15,474	2.79
雜項收入	-	-	15,474	2.79
收回以前年度歲出	-	-	186	0.03
其他雜項收入	-	-	15,288	2.75
合計	496,694	100	555,325	100

Budget Allocation

Budget Report

NPM Budget Balance Sheet 2011

Expenditures 2011

(Unit: NT\$1,000)

Item	Budget		Final Amount	
	Amount	Percentage %	Amount	Percentage %
General Administration	529,012	55.67	530,646	55.83
Artifact Management	7,427	0.77	7,198	0.76
Artifact Exhibition	73,903	7.72	73,787	7.76
Information Management	129,722	13.55	127,502	13.41
Preservation and Cultural Marketing	10,871	1.14	10,799	1.14
Security System Management and Maintenance	8,938	0.93	8,919	0.94
Constructing the Southern Branch	113,951	11.90	113,951	11.99
General Construction and Facilities	79,687	8.32	77,652	8.17
Primary Financial Reserves	4,000	-	-	-
Total	957,511	100	950,454	100

Revenues 2011

(Unit: NT\$1,000)

Item	Budget		Final Amount	
	Amount	Percentage %	Amount	Percentage %
Penalty and Compensation	100	0.02	659	0.12
Compensation	100	0.02	659	0.12
General Compensation	100	0.02	659	0.12
Government Fee	338,223	68.09	342,741	61.72
Accessible Government Fee	338,223	68.09	342,741	61.72
Accessible Material	7,000	1.41	9,620	1.73
Venue Equipment Management	330,223	66.48	332,006	59.79
Service Charge	1,000	0.2	1,115	0.2
Property	123,371	24.84	161,452	29.07
Fructus	123,321	24.83	161,188	29.03
Sale of Expired Items	50	0.01	264	0.05
Operational Profit and Business Income	35,000	7.05	35,000	6.3
Non-operational Surplus turned over to the National Treasury	35,000	7.05	35,000	6.3
Surplus turned over to the National Treasury	35,000	7.05	35,000	6.3
Other Sources	-	-	15,474	2.79
Miscellaneous Income	-	-	15,474	2.79
Recovered Expenditure from Previous Year	-	-	186	0.03
Other Miscellaneous Income	-	-	15,288	2.75
Total	496,694	100	555,325	100

故宮文物藝術發展基金

收支餘絀預決算表（中華民國100年度）

單位：新臺幣千元

科目	預算數		決算數	
	金額	百分比	金額	百分比
業務收入	353,745	100.00	307,982	100.00
銷貨收入	353,745	100.00	307,982	100.00
業務成本與費用	219,615	62.08	200,407	65.07
銷貨成本	208,306	58.89	191,492	62.18
行銷及業務費用	7,566	2.14	6,071	1.97
管理及總務費用	3,743	1.06	2,844	0.92
業務賸餘(短絀－)	134,130	37.92	107,575	34.93
業務外收入	1,580	0.45	2,031	0.66
財務收入	1,580	0.45	1,782	0.58
其他業務外收入	0	－	249	0.08
業務外費用	300	0.08	216	0.07
其他業務外費用	300	0.08	216	0.07
業務外賸餘(短絀－)	1,280	0.36	1,815	0.59
本期賸餘(短絀－)	135,410	38.28	109,390	35.52



清 汪承霽 春祺集錦（局部）
A Collection of Spring Fortune, Wang Chengpei, Qing dynasty.

**The NPM's Art Development Fund
Surplus and Deficit Balance Sheet 2011**

(Unit: NT\$1,000)

Item	Budget		Final Amount	
	Amount	Percentage %	Amount	Percentage %
Business Revenue	353,745	100.00	307,982	100.00
Sale Revenue	353,745	100.00	307,982	100.00
Business Cost and Expenses	219,615	62.08	200,407	65.07
Sale Cost	208,306	58.89	191,492	62.18
Marketing and Business Expense	7,566	2.14	6,071	1.97
Management and General Affairs Expense	3,743	1.06	2,844	0.92
Business Surplus(or Deficit)	134,130	37.92	107,575	34.93
Non-business Income	1,580	0.45	2,031	0.66
Financial Income	1,580	0.45	1,782	0.58
Other Non-business Income	0	-	249	0.08
Non-business Expense	300	0.08	216	0.07
Other Non-business Expense	300	0.08	216	0.07
Non-business Surplus (or Deficit)	1,280	0.36	1,815	0.59
Total Surplus(or Deficit)	135,410	38.28	109,390	35.52





大事紀要

Chronology of Events





大事紀要

一月

- 推出「滿庭芳－歷代花卉名品特展」
- 推出「龍藏－院藏大藏經特展」
- 推出「寄情人間－香港中山圖書館捐贈善本舊籍特展」
- 開辦「冬令文物研習會」
- 啓用書畫多媒體室
- 赴總統府簡報「大故宮計畫」

二月

- 推出「典藏新紀元－歷年入藏書畫精品展」
- 推出「生日快樂－夏卡爾的愛與美特展」

三月

- 推出「嘉義·故宮零距離巡迴展」
- 開辦第3屆「國立故宮博物院文創產業發展研習營」
- 召開100年度志工大會
- 決標「博物館主體建築及相關工程設計監造服務案」予大元聯合建築師事務所（南部院區）
- 決標「非博物館區景觀基礎設施規劃設計及監造技術服務案」予行遠國際開發工程股份有限公司（南部院區）
- 辦理圖書文獻類文物抽點

四月

- 推出「天真和樂－蘇漢臣嬰戲圖雙幅特展」
- 推出精彩數位故宮第3期展覽「動漫故宮」（華山創意文化園區）
- 參加「2011臺北國際禮品暨文具展覽會」
- 辦理事物類文物抽點
- 行政院新聞局邀請國際媒體駐臺記者來院進行周功鑫院長專訪

五月

- 辦理南院處文物抽點
- 外交部邀請日本關西地區媒體來院採訪本院文物赴日展出相關事宜

Chronology of Events

January

- Launched the exhibition “Fragrance Fills the Courtyard: Chinese Flower Paintings through the Ages.”
- Launched the exhibition “The Tibetan Dragon Sutra: the Great Treasury of Buddhist Scripture in the National Palace Museum.”
- Launched the exhibition “Conveying Affection to the World: Antiquarian Books Donated by the Sun Yat-Sen Library of Hong Kong.”
- Held “2011 Winter Arts Seminar.”
- Grand opening of the Multimedia Paintings and Calligraphies Gallery.
- Briefing at the Office of the President Republic of China (Taiwan) for “The Grand Palace Museum Expansion Plan.”

February

- Launched the exhibition “A New Era for the Museum Collection: Recent Additions of Fine Painting and Calligraphy.”
- Launched the exhibition “Celebration by Marc Chagall.”

March

- Launched the exhibition “National Treasures of NPM in Chiayi.”
- Held the third “NPM Cultural and Creative Industry Workshop.”
- Held the 2011 Volunteer Conference.
- Awarded the “Museum Main Construction and Related Engineering Services Project” to Artech Architects.
- Awarded the “Outer Premise Landscape Infrastructure and Technical Services Planning and Design Supervision Project” to Progressive Environment. (Southern Campus)
- Conducted spot checks on rare books and historical documents.

April

- Launched the exhibition “Harmony and Innocence: Su Hanchen’s Pair of Paintings on Children Playing.”
- Launched the Digital NPM’s third exhibition of “NPM Animation.” (Huashan Creative Park)
- Participated in the “2011 International Taipei Gift and Stationary Exhibit.”
- Conducted spot checks on antiquities.
- Government Information Office invited the international media to interview Director Kungshin Chou.

May

- Conducted spot checks on artifacts in the Department of the Southern Branch Museum Affairs.
- Ministry of Foreign Affairs invited the Japanese Kansai regional media to the Museum for an interview regarding the exhibition of Museum’s artifacts in Japan.

六月

- 推出「山水合璧－黃公望與富春山居圖特展」
- 推出「山水合璧－黃公望與富春山居圖新媒體藝術展」
- 推出「慕夏大展－新藝術·烏托邦」
- 舉辦「故宮南院建築與景觀設計案說明會」
- 開辦「精彩100·國寶總動員衍生文創商品設計競賽暨講座活動」
- 赴總統府簡報「大故宮計畫」

七月

- 推出「錦繡呈輝－五代繡三星圖特展」
- 舉辦「山水合璧－黃公望與富春山居圖特展專題講座會」
- 召開「國立故宮博物院第4屆第2次指導委員會議」
- 開辦「青少年故宮文物暑期研習營」
- 設立「國立故宮博物院facebook專頁」
- 辦理書畫類文物抽點

八月

- 推出「百年傳承·走出活路－中華民國外交史料特展」
- 舉辦「夏令文物研習會」

九月

- 推出「精彩100·國寶總動員特展」
- 參加「臺灣國際文化創意產業博覽會」
- 開辦「投國寶·抽大獎－精彩一百網路票選活動」
- 開辦「紋藝·再生－2011故宮紋飾創意獎」文創商品設計競賽
- 赴總統府簡報「大故宮計畫」
- 本院處務規程部分條文修正條文及編制表奉行政院核定
- 與法國遠東學院及法國國立吉美亞洲藝術博物館共同舉辦「2011年柬埔寨藝術工作坊」

十月

- 馬英九總統蒞院主持「一百年國慶暨大故宮宣告儀式」
- 推出「康熙大帝與太陽王路易十四－中法藝術文化的交會特展」
- 推出「康熙大帝與太陽王路易十四歌劇」
- 舉辦「與故宮有約－建國百年故宮回顧與前瞻座談會」

十一月

- 推出「得佳趣－乾隆皇帝的陶瓷品味特展」
- 推出精彩數位故宮第3期展覽「四季故宮」（華山創意文化園區）
- 舉辦「兩岸故宮第3屆學術研討會－17、18世紀(1622-1722)中西文化交流」
- 舉辦第3屆「文創產業發展研習營成果展」

十二月

- 舉辦「大故宮計畫－可行性評估及先期規劃國際座談會」
- 辦理圖書文獻類文物抽點

June

- Launched the exhibition “Landscape Reunited: Huang Gongwang and the ‘Dwelling in the Fuchun Mountains.’”
- Launched the exhibition “Landscape Reunited: Huang Gongwang and the ‘Dwelling in the Fuchun Mountains’ New Media Arts.”
- Launched the exhibition “Alphonse Mucha: Art Nouveau & Utopia.”
- Organized “National Palace Museum Southern Branch Architecture and Landscape Design Conference.”
- Held “‘Splendid Treasures: A Hundred Masterpieces of the National Palace Museum on Parade’ Derived Cultural and Creative Product Design Contest.”
- Briefing at the Office of the President Republic of China (Taiwan) for “The Grand Palace Museum Expansion Plan.”

July

- Launched the exhibition “Weaving a Brocade of Beauty and Splendor: A Five Dynasties Embroidery of ‘The Three Start Gods.’”
- Organized “Landscape Reunited: Huang Gongwang and ‘Dwelling in the Fuchun Mountains’ Special Exhibition Conference.”
- Held “The Second of the 4th Advisory Committee Meeting.”
- Held the “NPM Youth Summer Camp.”
- Established “National Palace Museum Facebook Group.”
- Conducted spot check on paintings and calligraphies.

August

- Launched the exhibition “A Century of Resilient Tradition: Exhibition of the Republic of China’s Diplomatic Archives.”
- Held “2011 Summer Arts Seminar.”

September

- Launched the exhibition “Splendid Treasures: A Hundred Masterpieces of the National Palace Museum on Parade.”
- Participated in the “2011 Taiwan International Cultural and Creative Industry Expo.”
- Held “National Treasures Grand Selection: Splendid Treasures Online Ballot Selection.”
- Held “Renaissance of Pattern Design” Cultural and Creative Product Competition.
- Briefing at the Office of the President Republic of China (Taiwan) for “The Grand Palace Museum Expansion Plan.”
- The NPM’s revised Guidelines and Organizational Chart was approved by the Executive Yuan.
- Co-organized the “2011 Cambodia Art Workshop” with École française d’Extrême-Orient and the Guimet Museum.

October

- President Ma Yingjiu hosted the ceremony for “The Centennial of the Republic of China and the Procurement of Grand Palace Museum Expansion Plan.”
- Launched the exhibition “Emperor Kangxi and the Sun King Louis XIV: Sino-Franco Encounters in Arts and Culture.”
- Launched the opera “Emperor Kangxi and the Sun King Louis XIV Opera.”
- Organized “The Past and Present of the National Palace Museum .”

November

- Launched the exhibition “Obtaining Refined Enjoyment: The Qianlong Emperor’s Taste in Ceramics.”
- Launched the 3rd part of the special exhibition “Four Seasons at NPM.” (Huashan Cultural Park)
- Organized “The Third Academic Symposium: Sino-Western Cultural Exchanges in the 17th and 18th Centuries (1662-1722).”
- Organized the third “Exhibition of Product Designs from the Cultural and Creative Industry Workshop.”

December

- Organized “National Palace Museum Expansion Plan Feasibility Assessment and Early Planning.”
- Conducted spot checks on rare books and historical documents.

國立故宮博物院一百年年報

發行者：周功鑫
策劃：周筑昆、馮明珠
召集人：王芸芬
編務行政：張錦川
編輯小組：呂仁華、劉君祺
英文編譯：黃琳
審稿：陳欽育、方慧潔
攝影：本院照相室
美術設計：劉淑芬
出版者：國立故宮博物院
地址：11143臺北市士林區至善路2段221號
電話：(02)2881-2021
傳真：(02)2882-1440
網址：www.npm.gov.tw
印刷：社團法人中華民國領航弱勢族群創業暨就業發展協會
工本費：新臺幣300元整
地址：11143臺北市士林區至善路2段221號
電話：(02)2881-1230
版權所有，翻印必究
中華民國101年4月初版一刷
GPN：3910100486

National Palace Museum 2011 Annual Report

Publisher : Kungshin Chou
Organizer : Chou Chukun, Fung Mingchu
Convener : Wan Yunfen
Executive Editor : Chang Chinchuan
Editorial Committee : Lu Renhua, Liu Chunchi
English Translator : Elaine Wong
Copy Editor : Chen Chinyuh, Fang Huijie
Photographer : Photography Lab., NPM
Designer : Liu Shufen
Publisher : National Palace Museum
Add : No.221, Sec 2, Zhishan Rd. Shihlin District, Taipei 11143, Taiwan, R.O.C.
Tel : +886-2-2881-2021
Fax : +886-2-2882-1440
NPM website : www.npm.gov.tw
Printer : Navigator Disabled Persons Occupation Development Association
Price : NT\$300
Add : No.221, Sec 2, Zhishan Rd. Shihlin District, Taipei 11143, Taiwan, R.O.C.
Tel : +886-2881-1230
Copyright©2012 National Palace Museum. All rights reserved.
First print : April 2012
GPN: 3910100486