



01 實踐大學創意產業博士班新科博士與謝孟雄董事長、謝文宜董事合影。
New GICI graduates with Chairman Shieh Mung-Shiung (謝孟雄) and Executive Director Wendy Shieh (謝文宜)

開拓視野連結國際： 創意產業博士班兩岸交流境外參訪

謝明宏 | 創意產業博士班主任

實踐大學管理學院創意產業博士班自 2012 年創辦以來，廣納國內外人才。一場疫情翻轉人類溝通互動的模式，讓博士班兩岸師生改以線上方式進行教與學的遠端交流。

2023 年 11 月底，籌備多時的「兩岸交流境外參訪」是解封後博士班最盛大的活動，目的是跨出螢幕藩籬，讓兩岸師生恢復往昔交流的深度，也為學生打開與世界連結的機會。

此次活動由實踐大學謝孟雄董事長、謝文宜董事及創意產業博士班謝明宏主任，帶領博士班師生從廣州、深圳到香港，展開為期四天三夜的文化交流。謝主任特別安排廣州美術學院、騰訊控股有限公司、恆生大學及香港故宮文化博物館等地，涵蓋服務設計、IP 發展及藝術美學等多元領域進行交流。

與藝術文化深度對話

前國立故宮博物院院長室專門委員陸仲雁客座教授在此次參訪行程中，特別推薦廣東省博物館及香港故宮文化博物館。

此行參觀 2010 年開幕的廣東省博物館新館，其中包括廣東省歷史文化、廣東省自然資源、端硯藝術、潮州木雕藝術及館藏曆代陶瓷等展館。2022 年開幕的香港故宮文化博物館係由香港賽馬會慈善信託基金捐贈，西九文化區管理局興建與管理營運，該館展覽包括來自北京故宮博物院橫跨五千年華夏文明的文物，以及香港收藏文化展等。

香港故宮文化博物館特別安排專人導覽，介紹由香港故宮、四川廣漢三星堆博物館與成都金沙遺址博物館主辦的「凝視三星堆」特展，以及英國國家美術館的「從波提切利到梵高：英國國家美術館珍藏展」。透過東西方文物與藝術展品，引導參訪者拓展文明與藝術視野。

承蒙陸仲雁客座教授引薦，由謝孟雄董事長率領的代表團，專程拜會香港故宮文化博物館館長吳志華博士。會面雖短暫卻收穫豐碩，透過面對面的交流，更瞭解吳館長如何致力於推動國際合作，將博物館發展為與世界文化對話的平臺，他的視野與胸襟，讓在場師生獲益良多。

文化藝術的誕生與延續

為了更深入與在地藝術文化交流對話，此行安排極負盛名的廣州美術學院、香港恒生大學兩所校院進行雙向對話交流。

在廣州美術學院，辛向陽教授與我們分享他對服務設計領域的獨特見解。更令人振奮的是，辛教授特地為參訪團隊頒發服務設計證書，未來能讓博士班有意朝此領域發展的學生，將專業觸角進一步與國際連結，此張證書可說是該領域的敲門磚。

第 24 屆冬季奧運會吉祥物的主要設計者視覺藝術設計學院劉平雲副院長，慷慨分享「冰墩墩」IP 設計過程，以及在市場上的成功應用。令大家驚豔的是，劉副院長揭示「冰墩墩」未來的延伸應用計畫，創造該 IP 延續其生命的更多可能性。

除此之外，博士班師生有幸與香港恒生大學藝術設計系許焯權教授深度交流。許教授分享文創產業結合商業經營的豐富經驗，提出關於文創產業管理的專業創新思維。

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陸仲雁客座教授(右一)引薦代表團謝孟雄董事長(左二)、謝明宏主任(左一)拜會香港故宮吳志華館長(右二)。
Visiting Professor Lisette Lou (陸仲雁, right) helped organize a meeting with Director Ng of Hong Kong Palace Museum. From left: GICI Chair Hsieh Ming-Hung (謝明宏), Chairman Shieh Mung-Shiung and Director Louis Ng Chi-wa (吳志華)。



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參訪兩校時，除了聆聽辛向陽教授、劉平雲副院長、許焯權教授及該校多名學生的學術與實務經驗分享外，本校博士班學生也與該校師生分享自身專業領域的學習成果與心得，讓三位教授及師生都留下深刻印象。

社會創新觀點交流

擔任騰訊科技顧問同時也是創意產業博士班研究生陳青瑯，特別為我們安排參訪在深圳濱海大廈的騰訊總部。

走進充滿創意和科技氛圍的空間，深度瞭解騰訊企業文化、技術創新與未來發展。此行不僅與騰訊交流社會創新的宏大視野，更拓展對互聯網行業的瞭解，為博士班師生帶來更多文創產業的創新觀點。



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05 謝孟雄董事長親自為畢業生撥穗，儀式溫馨感人。 Chairman Shieh Mung-Shiung turned the tassel for graduates.

03 許焯權教授分享文創產業管理的豐富經驗與獨到見解 Professor Desmond Hui (許焯權) shared his experience and insight on the management of the cultural and creative industry.

04 騰訊控股有限公司陳妍秘書長分享騰訊的社會創新願景 Enya Chen (陳妍), Secretary-general of Tencent Holdings Ltd., talked about the vision of social innovation at Tencent.

謝孟雄董事長為畢業博士生撥穗

博士班師生兩岸大聚會是此次最為重要的活動之一，其中最具意義的是高齡 90 歲的謝孟雄董事長，親自為因疫情無法參與實體畢業典禮的大陸地區博士班畢業生進行撥穗儀式，以表熱烈、真誠的祝福。謝明宏主任則親授博士學位證書，鼓勵畢業生在未來的道路上堅持不懈、勇攀高峰。

在文化創意產業這片廣遼無垠的領域中，無論是服務設計、藝術人文、IP 的生成與商業應用，乃至互聯網科技的社會創新，唯有深刻的人文養成，才是使該產業注入永續活水與連結國際觸角的基石。

此行不但讓所有師生帶回豐沛的能量，更連結許多與創意產業相關的機會，也啟發對文化產業的深度思考。這次旅程不單只是一次參訪之旅，而是開拓康莊大道的起點，創意產業博士班將全方位協助博士生的足印踏遍世界各地，並致力於文化創意產業的持續創新與永續發展。■



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廣州美術學院



06

廣州美術學院辛向陽教授(前排右六)授予創意產業博士班博士生服務設計證書

Professor Xin Xiang-Yang (辛向陽, front row, 6th from right) from Guangzhou Academy of Fine Arts presented the service design certificate to GICI students.

A Trip to Broaden Horizons and Connect with the World: A GICI Visit to China

Hsieh Ming-Hung (謝明宏), Chair of the Graduate Institute of Creative Industries

Founded in 2012, our **Graduate Institute of Creative Industries (GICI) of the College of Management** has welcomed students from both Taiwan and abroad to apply. As the pandemic changed the way we communicate, the students and faculty members resorted to online platforms to learn and exchange ideas.

At the end of November 2023, the much-anticipated **cross-strait exchange visit**, the largest event of our graduate institute since pandemic restrictions were lifted, was held. The purpose was to help students and faculty members from both Taiwan and China resume the exchanges they used to enjoy and provide an opportunity for students to connect with the world.

Shih Chien University Chairman of the Board Shieh Mung-Shiung (謝孟雄), Executive Director Wendy Shieh (謝文宜) and GICI Chair Hsieh Ming-Hung (謝明宏) led the group of GICI students and professors for a four-day cultural exchange trip to Guangzhou, Shenzhen



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謝孟雄董事長率實踐大學師生拜會香港故宮文化博物館吳志華館長，並親贈攝影作品集。

Chairman Shieh Mung-Shiung led the team to visit Director Ng of Hong Kong Palace Museum and presented his photography work.

and Hong Kong. Chair Hsieh also arranged visits to the Guangzhou Academy of Fine Arts, Tencent Holdings Ltd., Hang Seng University and Hong Kong Palace Museum for students to learn more about service design, IP development and arts and aesthetics.

An in-depth conversation with arts and culture

Visiting Professor Lisette Lou (陸仲雁), who previously served as a specialist member under the director of National Palace Museum, recommended Guangdong Museum and Hong Kong Palace Museum as part of visit.

During this trip, we visited the new branch of Guangdong Museum that opened

in 2010. The branch presents the history and culture of Guangdong, natural resources of the province, Duanzhou inkstone art, Chaozhou’s whittling art, the porcelain collection and much more. Opened in 2022, Hong Kong Palace Museum was founded by the Hong Kong Jockey Club Charities Trust with a donation, built and operated by West Kowloon Cultural District Authority. Its collection came from exhibits that span across 5,000 years from the Palace Museum in Beijing and other exhibits from the exhibition “The History of Chinese Art Collecting in Hong Kong”.

At Hong Kong Palace Museum, a guided tour was arranged to show us the special exhibition “Gazing at Sanxingdui”, an event jointly organized by Hong Kong Palace Museum, Sichuan’s Sanxingdui Museum and Chengdu’s Jinsha Site Museum. We also had a chance to see the special exhibition “Botticelli to Van Gogh: Masterpieces from the National Gallery, London”. The exhibits from the east and the west helped visitors broaden their horizons in culture and arts.

Thanks to the arrangement of Professor Lou, the delegation led by Chairman Shieh Mung-Shiung had the opportunity to visit the Director of Hong Kong Palace Museum Louis Ng Chi-wa (吳志華). Brief but fruitful, the in-person meeting helped us learn about how Director Ng has endeavored to promote international collaboration and create dialog for cultures around the world through museums. All of us learned much from his vision and broad-mindedness.

The birth and continuation of culture and arts

To have a more in-depth exchange with local arts and culture, we organized visits to the famous Guangzhou Academy of Fine Arts and Hang Seng University.

At the Guangzhou Academy of Fine Arts, Professor Xin Xiang-Yang (辛向陽) shared with us his unique insight into the area of service design. Professor Xin prepared and gave all participants a service design certificate, a boost for any of our PhD students interested in exploring in this area.

School of Visual Arts Design Associate Dean Liu Ping-Yun (劉平雲), the chief designer of the 2022 Winter Olympics mascot, generously shared the design process of the IP Bing Dwen Dwen and its successful application in the market. Associate Dean Liu also talked about the extension of future applications of Bing Dwen Dwen and possibilities to prolong the life of the IP.

In addition, we also had the chance to visit Professor Desmond Hui (許焯權) from Hang Seng University's Department of Art and Design. Professor Hui shared his rich experience in applying business management in the creative industry and proposed innovative ideas about the management of the creative industry.

During our visits to these two renowned universities, we listened to Professor Xin Xiang-Yang, Associate Dean Liu Ping-Yun and Professor Desmond Hui about their experience in academia and

industry. Our students and faculty members also shared what they've learned from and thoughts about their own professional areas, which left an impression on these professors.

An exchange on social innovation

One of our students Chen Ching-Lang (陳青瑯), who is also an advisor to Tencent, has helped us arrange a visit to Tencent's headquarters in Shenzhen's Seafront Towers.

We walked into an environment full of creativity and advanced technology to learn more in-depth about its corporate culture, technical innovation and its way forward. The visit gave us an opportunity to have a dialog with Tencent about social innovation and helped us learn more about the Internet industry.

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劉平雲副院長(右)慷慨分享 IP 產業的商業模式
Associate Dean Liu Ping-Yun (劉平雲, right) generously shared the business model of the IP industry.



Chairman Shieh Mung-Shiung turning the tassel for graduates

The most important event during the trip was a gathering of students and faculty members from both Taiwan and China. Ninety-year-old Chairman Shieh Mung-Shiung attended the event to turn the tassel for the students in China, who couldn't attend the commencement due to the pandemic. Chair Hsieh Ming-Hung also presented PhD certificates and encouraged the graduates to persevere to achieve whatever goals they have set on their paths forward.

From service design, arts and culture, IP and its business application, to social

innovation in the context of Internet technology, the cultural and creative industry encompasses a wide range of areas. Profound character development is the key to constant rejuvenation of the industry and connection to the wider global community.

Everyone participating in the trip felt a renewed energy. Opportunities were created and people gained an in-depth perspective about the cultural industry. It was more than a trip but a start to a new journey. GICI will spare no effort to assist our students in visiting places around the world and continuing the innovation and sustainable development of the cultural and creative industry. ■

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創意產業博士班新科博士與陸蓉之教授、高日菘副教授合影。

New GICI graduates with Professor Viki Lu (陸蓉之) and Associate Professor Rex Kao (高日菘)

