

Executive unit	Department of Fine Arts
Project name	University Social Responsibility Hub (USR Hub): ‘Connecting, Sprawling, and Creating New Topography—Changhua City Art Highlights Project’
Project host	Yifan Chen

1. Project Summary:

With ‘cultural sustainability’ as the core topic, this project fosters art that connects local resources such as local culture, memory, and industry. We learn and create together to build a new landscape of Changhua’s old city to create a new landmark, namely a ‘sustainable city and community’.

2. Achievements :

This project is based on Changhua’s profound cultural heritage. It focuses on Changhua’s ‘Xiaoxi Street’ and the ‘official residence of the Nanguo County Chief’ to regain urban spirit and community confidence. It uses creativity and aesthetics as the medium, and art to intervene in the space to care about cultural sustainability, the urban landscape, and community development. Internally, this program cultivates students’ sense of social responsibility, constructs a cross-curricular integration mechanism, and exercises professional transformation and output. Externally, it connects resources, establishes a platform for cooperation, effects cultural mobilisation, integrates focus, and creates co-creation. These two parts together promote co-prosperity and sustainable development.

The Department of Fine Arts at our school has invested in local cultural and landscape preservation and revitalisation projects since 2017, establishing a foundation and gaining experience from then. This plan will deepen and expand this basis, combine historical study, and promote the city’s characteristics with the beauty of Changhua’s culture. In 2020, two projects, the ‘Xiaoxi Street Art Intervention Project’ and ‘Art Tour in Nanguo—Alleys Aesthetics Project’, were implemented. The results are as follows:

- (I) This project links community cultural resources and guides diverse participation. Participants include Changhua City’s returning youth, art and cultural spaces, community development associations, and cultural and historical studios.
- (II) The plan is implemented by uniting public sector resources. Our Department of Fine Arts, based on the cooperation project of the Cultural Bureau, developed the aesthetics of the Alleys in the old community. This effort penetrated the community through the community development association in the village, and we gradually formed partnerships with many units including the Changhua Culture Bureau,

Changhua County Guide Association, Xiaoxi Cultural Association, Huayang Lili, and community residents.

(III) This plan links teaching sites and facilitates deep education. The Department of Fine Arts creates a dialogue between industry, government, and academia, which integrates the resources of the Commission of Cultural Affairs to extend the influence of the project. Through the design of dialogue and participatory creative projects, we connect community cultural associations, returning young people from the township, and neighbouring elementary and middle schools (e.g. Nanguo Elementary School, Chang An Junior High School, and Guolizhanghuayishugaoji High School) to participate in co-creation. Such efforts establish dialogue and cooperation platforms for different communities, effectively narrowing the gap between industry, government, and education, and generate opportunities for cooperation.

Index
corresponding
to SDGs

SDG01 SDG02 SDG03 SDG04 SDG05 SDG06 SDG07
SDG08 SDG09 SDG10 SDG11 SDG12 SDG13 SDG14
SDG15 SDG16 SDG17

Supporting photos



Caption: Professor Yifan Chen leads the students to meet and discuss with the Xiaoxi Cultural Association



Caption: Xiaoxi Alley Aesthetics Plan Opening Press Conference



Caption: Art Tour in Nanguo-Guided Tour
of Alley Aesthetics Project

Related links

- Taiwan Shin Sheng Daily News - Art Intervening the Space - Xiaoxi Alley Aesthetics connects memory and emotions <https://reurl.cc/5rx9ZG>
- Changhua County Government Global Information Network “Art Intervention of the Space Project- Xiaoxi Alley Aesthetics” Art creation decorates the alleys, come visit Xiaoxi Street for a history and art tour <https://reurl.cc/qgRW3p>
- Changhua Newspaper Ma Tsai News Live (Video News) -Passions for the past- Art creation decorates the alleys, come visit Xiaoxi Street for a history and art tour <https://reurl.cc/R0odxx>
- The Epoch Times - Art creation decorates the alleys, Xiaoxi Street becomes a tourist attraction <https://reurl.cc/eEo5eK>
- NTD - Art creation decorates the Xiaoxi Street, creating an Alley Aesthetics light travel <https://reurl.cc/a9DI29>
- Taiwan Herald -Art connecting with history, Changhua Xiaoxi Street looks great again <https://reurl.cc/qgW1oR>
- Today's News (Video News)- Alley Aesthetics revitalizing old communities, a light trip to history and art <https://reurl.cc/XW8Kya>
- Citizen News - Art creation decorates the Xiaoxi Street, a trip to history and art <https://reurl.cc/9rkmqX>
- HotMessage - Decorating the community alley, the Xiaoxi Street improves the life aesthetics of community residents <https://reurl.cc/LbOKgx>
- Asia Pacific News Network-"Art Intervention Space Project-Xiaoxi Alley Aesthetics" Xiaoxi's new cultural experience is worth your experience <https://reurl.cc/IRWKOv>
- The real daily-Xiaoxi Alley Aesthetics, Wang Huimei is here to watch <https://reurl.cc/Dg2rpQ>
- News586 - “Art Intervention of the Space Project- Xiaoxi Alley Aesthetics” Art creation decorates the alleys, come visit Xiaoxi Street for a history and art tour

<https://news.586.com.tw/2020/09/362504/>

- ZCNews - “Art Intervention of the Space Project- Xiaoxi Alley Aesthetics” Art creation decorates the alleys <https://reurl.cc/kZeKb9>
- Shiangchin - “Art Intervention of the Space Project- Xiaoxi Alley Aesthetics” <https://reurl.cc/j8EK4L>
- NewAgeNews - “Art Intervention of the Space Project- Xiaoxi Alley Aesthetics” Art creation decorates the alleys, come visit Xiaoxi Street for a history and art tour <https://reurl.cc/no3Gjv>
- RVN- Art creation decorates the alleys, come visit Xiaoxi Street for a history and art tour <https://reurl.cc/6amn36>
- Storm Media Group - Art creation decorates the alleys “Art Intervention of the Space Project- Xiaoxi Alley Aesthetics” <https://reurl.cc/VExbON>
- Kbroncc News- Art Intervention of the Space, Xiaoxi Alley Aesthetics Sharing and Creation <https://reurl.cc/yE89Nq>
- Campus Headline –“Xiaoxi Alley Art Intervention of the Space Project” Triggers the memory of the locals, Fine Arts Department creates characteristical alleys <https://reurl.cc/Gm626p>
- Changhua County Government –“Art Tour in Nanguo- Preclude of the 2021 Changhua International Festival of Arts” Your invitation to follow Art and understand Chuanghua while touring <https://reurl.cc/no3G32>
- Changhua County Government -“Art Tour in Nanguo- Preclude of the 2021 Changhua International Festival of Arts” Starting from 11/7, Welcome to experience the beauty of art in Changhua at the County Art Museum for two consecutive weekends <https://reurl.cc/0jqMMo>
- Central News Agency - Preclude of the 2021 Changhua International Festival of Arts Accumulate vitality and enthusiasm for the 2021 Art Festival <https://reurl.cc/qgRWW3>
- TaiwanHot-Preclude of the 2021 Changhua International Festival of Arts, follow Art and tour Chuanghua <https://reurl.cc/qgRWWE>
- Chinatimes -Art Tour in Nanguo, Come find treasures ! Visit and understand the Changhua Trilogy to explore the new charm of the ancient city <https://reurl.cc/vqzRNe>
- NcdTV(Video News) -Art Tour in Nanguo Changhua International Festival of Arts, your invitation to follow Art and tour Chuanghua <https://reurl.cc/Q9qKQq>
- Kbroncc News (Video News)- Preclude of the International Festival of Arts, Art Tour in Nanguo, coming 117~1115 <https://reurl.cc/a9YKWl>
- PeoPo -Art Tour in Nanguo Preclude of the 2021 Changhua Festival of Arts, follow

Art and tour and understand Chuanghua <https://reurl.cc/ogMEav>

- Taiwan Shin Sheng Daily News -Preclude of the 2021 Changhua International Festival of Arts coming on 7~15th <https://reurl.cc/Q9qKMp>
- The Epoch Times -Using art to tour and understand Changhua Experience the charm of the Cultural City <https://reurl.cc/kZeK6r>
- National Education Radio – “Art Tour in Nanguo Preclude of the 2021 Changhua International Festival of Arts” Invite everyone to visit and learn Changhua <https://reurl.cc/j8EKAZ>
- Broadcasting Corporation of China -2021 Changhua International Festival of Arts Art Tour in NanguoAs the pioneer <https://reurl.cc/qgRW7g>
- Police Broadcasting Service -Art Tour in Nanguo coming up on the 7th <https://reurl.cc/O031OX>
- Taichung Broadcasting – “Art Tour in Nanguo- Preclude of the 2021 Changhua International Festival of Arts” Your invitation to follow Art and understand Chuanghua while touring <https://reurl.cc/6amnoM>
- News586 -Art Tour in Nanguo- Preclude of the 2021 Changhua International Festival of Arts <https://news.586.com.tw/2020/11/370846/>
- Shiangchin – “Art Tour in Nanguo- Preclude of the 2021 Changhua International Festival of Arts” <https://reurl.cc/R0V3pe>
- Changhua Newspaper Ma Tsai News Live (Video News)-Art Tour in Nanguo - Preclude of the 2021 Changhua International Festival of Arts Your invitation to follow Art and understand Chuanghua while touring <https://reurl.cc/MA5apK>
- City FM- “Art Tour in Nanguo-Preclude of the 2021 Changhua International Festival of Arts” Your invitation to follow Art and understand Chuanghua while touring <https://reurl.cc/ZG30KM>
- TV CH-03(Video News)-Art Tour in Nanguo, Preclude of the 2021 Changhua International Festival of Arts debut <https://reurl.cc/rgqOzx>
- Liberty Times - Preclude of the Changhua International Museum are so cute, "South Road Eagle Man" and "Parrot Man" steal the spotlight <https://reurl.cc/dG34EM>
- TaiwanHo-Preclude of the 2021 Changhua International Festival of Arts follow Art and tour Chuanghua <https://reurl.cc/eEleeL>
- United News Network - The Parrot Man Strikes Preclude of the 2021 Changhua International Festival of Arts7 Large installation art exposed <https://reurl.cc/4azVZ3>
- TV CH-03(Video News) -Art Tour in Nanguo, Preclude of the 2021 Changhua International Festival of Arts having a brilliant debut <https://reurl.cc/kZeKD3>
- Campus Headline – “Art Tour in Nanguo” The grand opening, the Department of Fine Arts invites you to follow the art and experience Changhua <https://reurl.cc/6amnrR>

