



2019 | WINTER | NO.72



禁止酒駕 🥸 酒後不開車安全有保障



禁止酒駕。 酒後 不開車安全有保障



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Promotion 特色商品推薦

Cultural 藝文展演

Special Report 桃園在地文化

Corporate Social Responsibility 采盟公益

Unique Taiwan 台灣特色文物





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地址 Address

台北市復興北路 57 號 3 樓之 1 3F-1, No.57, Fu-Hsing North Road, Taipei, Taiwan

客戶服務電話 Service Line

0800-001-699

網址 Website | www.tasameng.com.tw

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地址 Address

台北市民生東路二段 141 號 6 樓

6F.,No.141, Sec. 2, Minsheng E. Rd., Zhongshan Dist., Taipei City 104, Taiwan

電話 Tel|

+886-2-2500-7578

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禁止酒駕 ి 飲酒過量 有害健康



我們都需要一段質感旅程,去認識 更好的自己;倘若在機場的場域設 計中,就能開啟象徵旅程前沿的質 感漫旅呢?走過數十個年頭的采盟, 已扛起國門美學場域的風格擔當, 在每一次的規劃,都創造了時代的 內蘊與態勢;2020年,采盟將持續 投注更多創新與創意能量,稱職地 以內外並蓄的思維模式,優雅表述 機場免稅購物場域的獨到之處。

We can all get to know better versions of ourselves through great journeys. What if the design of the airport's public space could be the start of such a journey? After many years, Tasa Meng has taken on responsibility for the aesthetics of the country's entrypoint, and each of their projects has driven the trends of its time. In 2020, Tasa Meng will continue to invest their innovative and creative energies, elegantly expressing the uniqueness of the airport's duty-free shopping area.

Traveling With TASA MENG Duty free

內外並蓄的機場美學

蘊含風格與服務的感性場域

頂級品牌的演繹,堪稱是機場免税店 中,最具風華的一趟旅程。在流動快 速 日雲 屯雨集的機場裡,采 閣邀請各 大國際精品進駐,跨國網羅眾多香 水、化妝品、鐘錶、珠寶品牌,並搭 配豐富菸、酒、巧克力等各類多元暢

銷商品,提供豐富面貌的質感風格, 為旅人帶來跳脱傳統免税商店框架的 期待。再者,以專業且親切著稱的采 盟客服人員,能針對機場內不同疑難 雜症進行解説與導覽,期望透過台灣 「最美的人情風景」,讓國內、外旅 客都能感受到台灣的熱情好客。

另外,采盟更從細節著手,針對 D 區全區共13間廁所與購物推車,全 面進行優化; 前者透過完善硬體設 備與無障礙如廁體驗的貼心服務思 維,提昇整體如廁環境與功能便利 性;後者更貼心為有嬰幼兒同行的 旅客提供更舒適的服務,以安全的 天使購物車暨幼童安全座椅,保護 最需照顧的同行幼童,致力為旅客 打造最完善便利的購物環境。

未來, 采盟於公共區域更將設置緊 急視訊連線通話服務,提供旅人更 即時安全的全方位服務,並也將為 藝術展演注入創新科技,透過臺灣 好展演空間及數位藝廊的規劃,讓 藝術突破現有框架,以更活潑多元 的形式融入機場;除此之外,智慧 科技的運用更將擴及於消費體驗的 提升,例如:智慧貨架、數位化會 員卡及服務 App 等的規劃,讓消費 更加便利,實踐創新科技提升購物 體驗的初衷。

用想像和故事傳遞在地美學

采盟以台灣在地風土出發,打造別 具在地特色主題候機室,軟化了機 場制式的格局,期望透過世界各地 旅人的雙眼,將台灣友善真誠的美 麗風景, 紮實地烙印心中, 將一部 份的場域,歸還給旅人,並期望以 文化、藝術的解析,給予民眾不 一樣的機場視角; 未來, 采盟 更將設置各異其趣的互動科 技,為候機旅客帶來令人耳 目一新的全新體驗,透過軟、 硬體的全新規劃, 向這個國 度最美好的實力致敬。

A Sympathetic Space with Style and **Unique Service**

Tasa Meng has invited major international boutiques to set up shop in the fast-moving and bustling airport, bringing together a large number of international perfume, cosmetics, watch and jewelry brands, as well as a variety of popular goods such as tobacco, wine and chocolate, providing rich and high-class style. In addition, Tasa Meng has focused on the details, facilitating upgrades to Zone D's thirteen washrooms and shopping carts, to create a convenient and relaxed shopping environment.

In the future, more smart technologies will be used to enhance the consumer experience, such as smart shelving, digital membership cards, and service apps. These technologies will make shopping more convenient, reflecting Tasa Meng's goal of using innovative technologies to improve the shopping

Using Imagination and Stories to Pass on Local Aesthetics

With the local customs of Taiwan as their starting point, Tasa Meng has created several unique themed waiting lounges, softening the rigid layout of the airport and returning part of the public space to travelers. In the future, Tasa Meng will set up different interactive technologies, providing refreshing new experiences to waiting passengers.



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AI 智慧科技新浪潮 奉茶機器人

《AI新世界》的作者、創新工場董 事長李開復曾説:「AI是跟電一樣, 將會改變人類的歷史。AI已經過了 發明時代,現在進入應用時代,而 且應用會越來越容易,影響所有的 行業。」 這樣的預言,現在儼然已 在全球掀起巨大浪潮,連國家門面 的「機場」也不例外。被譽為「最 有溫度」的桃園機場,以細膩服務 在全球機場中展現其人文溫度,尤 其,在第二航廈通過證照查驗前方, 就有專業茶師奉上剛泡好的熱茶, 使這個名為「台灣好」的茶桌,成 為旅行常客的駐足之處。而為了響 應上述 AI 智慧科技發展的新浪潮, 采盟免税店也特別設計了「AI 智能 小幫手」,為更多機場旅客提供奉 茶服務。

這個名為「奉茶機器人」的用心設 計,既引來許多人的好奇圍觀,也 將台灣在地好茶持續推廣給大眾。茶 師將泡好的菜,置放在機器人小幫手 前方特製的茶盤上,按下出勤指示 後,奉茶機器人就會循著設定好的路 線出發,在不同定點提供旅客品茶; 用充滿樂趣的方式簡單問候和説明 品茗特色,不僅協助推廣台灣茶, 也增加與旅客互動。另外,奉茶機 器人也設有垃圾桶與感應器,行走 中若遇到人時,會自動停下來,避 免碰撞危險;變化不同表情的可愛 眼睛,更讓許多旅客紛紛拍照留念, 為旅途加添一段另類體驗。

A New Wave of Al **Smart Technology Tea Service Robot**

Kaifu Lee, author of the "New World of AI" and chairman of the Sinovation Ventures, said, "AI is just like electricity, it will change the history of mankind. AI has passed the era of invention, and now it has entered the era of application, which will

approach in its service, using simple



wave around the world. Even airports, countries' gateways, are no exception. Taoyuan Airport, reputed as the world's "warmest" airport, displays its human warmth through its meticulous service. In particular, in Terminal 2, just after passing the ID check there is a professional tea master serving freshly brewed hot tea. The excellent tea here at "Taiwan Good" makes it a place for frequent travellers to stop at. In response to the new wave of AI smart technology mentioned above, Tasa Meng Duty Free has also specially designed an "Al Smart Helper" to provide tea service to more airport passengers.

This carefully designed robot, dubbed "Tea Service Robot", has not only attracted the curious gaze of many onlookers, but also furthers the cause of promoting Taiwanese tea to the public. The tea master places the brewed tea on a specially made tea tray on the front of the robot helper. After pressing the dispatch button, the robot follows its set route, providing travellers with tea at a number of fixed points along it. The robot adopts a fun

greetings and description to explain the various characteristics of the products, enhancing the impression of Taiwanese tea. In addition, the tea service robot is also equipped with a trash can and a proximity sensor. When it encounters a person on its route, it will automatically come to a stop in order to avoid risking collision. The cute eyes that can adopt different expressions also attract travellers to take pictures as mementos of this special experience.



來自福爾摩沙的珠寶盒 夢幻蜜拉 Dreamy Miracle

台灣素有「水果王國」的美譽,不僅 水果種類豐富,因現今科技的農業技 術發達,許多水果已經可以一年四季 生產,無論迎逢什麼季節,都能夠嘗 到鮮甜可口的台灣水果。有鑑於台灣 水果優異的品質,「Dreamy Miracle」 也以清爽天然的水果冰棒,為台灣食 品品牌爭取國際高度,推出「高顏值 系」的美味利器;以獨一無二的風味 和視覺饗宴,重新定義何謂「台灣水 果冰棒」。

「Dreamy Miracle」從水果栽種便進 行最嚴格的控管,必須經過 SGS 檢

驗合格,才能進行採收,並由承襲 了母公司「冠南生物科技」國內唯 一冷凍水果專業生產廠的技術加持, 讓饕客不僅能品嚐到水果的天然風 味,還能將水果豐富的營養吸收, 以醞釀自台灣美麗風土的水果冰棒, 推廣天然、健康、夢幻的視覺饗宴。 在配送上, Dreamy Miracle 嚴守全 程-18度 C的保鮮運送,精選台灣時 令頂級水果,直接從產地直送,經 洗滌、切丁、急速冷凍、包裝,不 僅吃得到水果新鮮自然的風味,也 能看見各類水果色彩的混搭創意。 想要品嚐這股天然的好味道,快到 桃園機場第二航廈 3F 出境 D 區的 D3bar 搶先購入!

Jewelry Box from Formosa Dreamy Miracle

Taiwan is known as the "Kingdom of Fruits". Not only is it rich in many different types of fruit, but also its advanced agricultural technology allows many fruits to be produced all year round. No matter the season, you can always get your hands on fresh and delicious Taiwanese fruit. In view of the excellent quality of Taiwanese fruit, "Dreamy Miracle", with their refreshing fruit popsicles made from natural fruit, are striving to raise Taiwanese food brands to international heights. To this end, they have introduced the "attractive" series - a true visual feast with unique flavors, giving new meaning to the term "Taiwan Fruit Popsicle".

"Dreamy Miracle" exercises strict control from the moment the fruit is planted. The fruit must pass SGS inspection before it can be harvested. The company also receives technical support from their parent company, Guannan Biotechnology, which is Taiwan's only specialist frozen fruit producer. Customers can not only taste the fruits' natural flavors, but also absorb their rich nutrition. These fruit popsicles created from beautiful Taiwan are natural, healthy and dreamy visual feasts. During distribution, Dreamy Miracle strictly maintains temperatures of -18°C in order to preserve freshness. The company selects only the top seasonal fruits in Taiwan, and they are transported directly from their place of origin to be washed and diced before being hurried to the freezer and packed, ensuring that each popsicle is full of fresh and natural flavors and visually creative combinations of colored fruits. Head to the D3 bar in Departure Area D, 3F, Terminal 2, Taoyuan Airport to have a taste!



▼ TISSOT T-Race MotoGP ™石英計時碼表

天梭 T-Race MotoGP 具有強烈的個性和許多細節,這款限量版石英機芯是每款 MotoGP ™粉絲的必備品;錶殼背面刻有官方的 MotoGP ™標誌。



▲ ZENITH PILOT TYPE 20 ADVENTURE 腕錶

Pilot Type 20 Adventure 腕錶結合都市外型及無與倫比的多功能,表現出可靠、舒適和堅固的性能。

▼ Grand Seiko Spring Drive GMT 腕錶 旋轉錶圈、錶冠與錶扣上 G

旋轉錶圈、錶冠與錶扣上 GS LOGO 皆為 18K 金,是 GS 史上首次出現的設計。 藍與金的對比配色,令人聯想起水平線 日出的景象。



West Character State Character

PRECIOUSTIME

見證腕錶的經典時刻



腕錶,用精湛的廓型連結了時間與人,也在指針流轉間,予 人探索非凡的設計風格及實用功能,在腕上精巧、方寸的區 域,呈現時間彌足珍貴的哲思。冬日何不跟著腕錶,用象徵 自我風格的頂尖製錶工藝,盡顯個人極致品味。



STIRO Laboration And State of the State of t

▲ SEIKO LUKIA 腕錶

LUKIA 獨有的優雅柔美,讓台灣 女性在繁忙的生活中,永遠帶來愉 悦的存在,展現出台灣女性的自在 與魅力。

▲ Swatch Destination Watch 城市錶 #Taiwandering

> Swatch 針 對「Destination Watch」 城市 錶系列為台灣量身打造第一款限定腕錶 「#Taiwandering」(悠遊台灣)。

◆ ORIS 第 40 中隊限量腕錶

充滿軍事風格細節,以橙、綠和米色呼應了第40中隊駕駛的海王直升機上的色彩,錶背鐫刻中隊的徽章。



Scuderia Ferrari #TimeForSpeed



── New Arrival 新品推薦



▼ Plantronics BB FIT 3200

全新打造的隔音耳塞 +13.5mm 揚聲器, 打造渾厚強勁 "低音砲" ,舒適的被動 降噪耳塞帶來身歷其境的沉浸式享受, 更能激發您的運動潛力,盡情揮汗。





▲ GoPro Hero8 Black

HERO8 Black 磅礴登場:有史以來功能最多、手持最穩定的 HERO 相機。精簡化設計更貼合口袋大小,內建摺疊式固定接頭,讓你在幾秒之內就完成更換固定座。此外,HyperSmooth 2.0 穩定功能可拍攝令人驚嘆不已的慢動作鏡頭,創造攝影新高度。

▲ Buttons Air

由黑眼豆豆創始人 will.i.am 所創立。Buttons Air 提供卓越音質、穩定性高、低延遲及低功率。採 用航太級陶瓷外殼,如藝術品般優雅璀璨。使用 時間長達8小時,搭配充電盒可持續聆聽20小時。

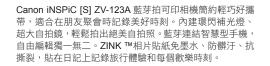
STYLISH TRAVELER

新移動電子時代



點到點的距離,有無限多種可能性,而電子 時代的來臨,也為「移動」注入嶄新的能量 與想像。步入「新移動時代」,你能透過影 像、旋律的實用功能性,為旅程植入滿滿樂 趣,重新感受生活中質感的細節。

▼ CANON 相印機 ZV-123A 珍珠白





▲ GoPro MAX

MAX 獨領風騷,是有史以來 最具創意的 GoPro。可使用 無法據動的穩定功能拍攝傳 統 HERO 風格影片,也可拍 攝身歷其境的 360 度影片。 不須平移即可拍攝鏡頭之間 像,可在各種數位鏡頭之間 做選擇,同時享受絕佳 360 度立體聲音效。



▲ JBL Reflect Flow

Reflect Flow 耳機具有 IPX7 防水和防汗功能,並可提供 10 小時的連續播放時間,羽翼耳塞套可讓您佩戴更加舒適安全,讓您無論是在健身房訓練,還是在戶外活動,都能激勵您的運動效能,讓您積極面對生活。



▼ CLARINS NEW Limited Edition Golden Double Serum 新年限量版 黃金雙激萃

> 新年限量版黃金雙激萃讓您以 柔嫩潤亮的活力美肌迎接收穫 滿滿新的一年。



► Elizabeth Arden **VITAMIN C CERAMIDE CAPSULES** 維他命 C 激活煥白膠囊

釋放 178 倍均亮淨白 C, 迅速渗透吸收, 可明顯消除暗沉、對抗色斑,立即展現明 亮肌膚,給你戀愛發光肌。



BOBBI BROWN Intensive Skin Serum Foundation SPF 40 PA+++

高保濕修護精華粉底 SPF40 PA+++

糅合珍貴蟲草精華與鹵蟲精萃組成的的精 華粉底,內含 UV 紫外線防護功能,卓越 抵禦外界污染侵害,打造透亮柔滑、完美 無瑕的妝容。





GÉNIFIQUE

為迎接 2020 年的到來,全新小黑瓶未 來精華另推出新年限量包裝,可讓肌膚 更水嫩、更透亮,帶給你 200% 年輕。



AGELESS SKIN

肌膚保養之歌



▲ Clé de peau BEAUTÉ The Serum 精萃光采激活晶露

能喚醒肌膚智慧, 並激活 肌膚深層的活力與光采的 全能精華液。



如何在保養工序之間,運用合宜保養產品與質感彩妝替肌膚加分,是 季節交替之間,最需要琢磨的細節。換季保養的選擇,除了溫和的調 性之外,最重要的就是滋潤度與修護的功能;透過iTravel新一季保養 彩妝提案,您也能為肌膚領航啓程,演奏出健康肌膚的歡歌。



在惡劣的環境中保護肌膚的 健康,包含 ImuGeneration TechnologyTM* 注入植物自然 力量,讓肌膚保持最佳狀態, 經得起歲月考驗。



熱銷 NO.1 化妝水,有效修護鎮 定調理,讓肌膚更聽話!





▲ ESTEE LAUDER Re-Nutriv Ultra Radiance Liquid Makeup 白金級寶石光提粉底精華 SPF 15/PA+++

> 融合白金級抗老精華及5種頂級 寶石璀璨光暈,同時結合光源擴 散科技和絕佳保濕功效。質地絲 滑輕柔,不僅立即匀稱膚色,還 能淡化細紋、皺紋與瑕疵。





▲ HUGO BOSS BOSS Bottled Absolute Eau de Parfum 博斯男士淡香精 精醇版

> 結合蘋果和天鵝絨般的辛辣香 氣及精巧的木質結構,詮釋了 現代男性向外界展現最佳魅力 的需求。



在木質調香氛中,融入了清 新明亮的花香,令人驚豔。





L'EAU KENZO FOR HER 純浄之水香氛女香水

情侶款香氛 女香:帶著清新活力的清雅花香,並以明媚柚子芬芳,交纖著胡椒及沁爽薄荷的香氣。

▲ KENZO L'EAU KENZO FOR HIM 純淨之水香氛男香水

情侶款香氛 男香:清新的柚子中完美融合著薄荷,並與雪松基底來做迷人的調和。



質感香氛美學



▲ YVES SAINT LAURENT Mon Paris EDP Floral
您望巴黎淡香精 星木蘭版

清新蜜桃與佛手柑交織性感曼陀 羅並點綴芍藥與木蘭,縱享叛逆 衝動,恣意逐愛。



無論果味、木質、清新、濃郁,香氛將醞釀自天地的美好,精緻呈現,更窺探了隱藏在個性下,嶄新的自我。無論是單擦的俐落還是和諧的疊韻,香氛都代表當下個人思緒性格的反觀,能與記憶情感連結,使時尚品味多了自傳性色彩。

▼ ESTEE LAUDER Beautiful Belle EDP 美麗香水 - 貝兒系列

清甜東方花香調。前味以甘甜的荔枝代表甜蜜;中味以花香調的橙花、梔子花與夜來香完美融合;後味以沉穩的木質調香氣傳遞出繼人間的永恆承諾。



◀ TIFFANY & CO. Tiffany & Love For Him & For Her Tiffany & Love 摯愛男女對香

以成雙成對的緣分和默契為靈感,此對情侶香氛採用了一個標誌性的共同成分:藍色紅杉。其濃郁的木質香氣,使兩者芬芳氣息協調統一並充滿層次感。





▲ BVLGARI ROSE GOLDEA BLOSSOM DELIGHT EDP

寶格麗歡沁玫香女士香水

全新玫瑰麝香花香調香水,玫瑰芳香貫穿前中後調。一款彰顯女性獨特個性、散發女神魅力的香水。



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Across the Temple of Knowledge of the World-The library that triggers imagination 穿越世界知識殿堂-觸發想像的世界圖書館 從古至今,書籍打通了人類知識的任督二脈,每一位留名於史的文學家、知識份子,無不 曾流連於這些廣納學問的殿堂,在不同風格的場域空間中,探索盈滿文化的況味,使這個 名為「圖書館」的場所,跳脫建築刻板的示意,成為城市裡,激活思想的載體 From ancient times right up to the present day, books have opened up new frontiers of learning, and every writer and intellectual whose name is recorded in history will forever linger on here in these halls of human knowledge. In the variety of spaces presented here, each with its own style, one can explore the richness of world culture, such that these libraries break away from architectural preconceptions and become vectors for stimulating ideas in cities.





像是一本攤開的大書,桃園市立圖 書館龍岡分館,用「看得懂」的直 白建築語彙,把書的意向和意涵 一併置入龍岡地區。挑起主設計 的盧俊廷建築師(CTLU Architect & Associates),將自己從小到大居住 的環境,以建築與讀本串連起來, 讓中壢知性的一面重新浮出;他在 採訪時曾説,「這棟圖書館的意義 在於『讓每個人都能找到適合自己 的角落』。」延續如此想像,台灣 生活及眷村日常在樹下乘涼話家常 等景致,也成為建築養分;挑高的 空間與錯落實木環境,在場域形成 如光合作用般地温潤質地;南向的 書本遮陽板與北向的寬敞開窗,各 自向外引入目光與溫柔光線;而太 陽能與雨水回收的系統,更落實了

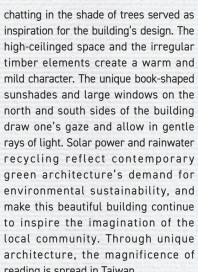
當代綠建築對於永續環境的想望 讓這座內外都具有感染力的建築, 持續驅策著社區的想像,發起一場 以書、以建築為名的光華,向台灣 各個城市蔓延。

The Community's Most **Beautiful Hall**

With an appearance akin to a large open book, the Longgang branch of Taoyuan Public Library uses straightforward architectural vocabulary to bring the wonder of books to the Longgang area. Jun-Ting Lu (CTLU Architect & Associates), who was responsible for the main design, grew up locally, and with this project has helped Zhongli's intellectual side to reemerge. He said in an interview: "The significance of this library lies in enabling everyone to find a corner that suits them." Taiwanese life and daily affairs in military dependents' villages

reading is spread in Taiwan.









桃園市立新圖書總館

New Taoyuan Main Public Library





盤旋知識的生命樹

身為醞釀知識的殿堂,圖書館給人 的建築印象,往往排除了粗獷主義 的剛硬,反而運用材質,內化出一 種雋永的人文精髓。即將在 2021 年 完工的桃園市立新圖書總館,請來 日本 2020 東京奧運主場館設計團 隊之一的「株式會社梓設計國際團 隊」,與台灣「郭自強建築師事務 所」聯手合作,以樹狀多層次結構 盤旋而上,用「生命樹」的概念主 軸, 撐起建築內部的主架構; 樓頂 中央所設置的「圓錐狀環保節能通 風採光井」、木紋 Low-E 複層式玻 璃、大屋簷與植栽等綠色細節,也 同步張羅出綠建築與環境共榮共生 的永續禮讚,落實自然採光、建置 感應式居住空調系統及良好的室內 通風規劃,並陳述這座建築「知識 螺旋」、「綠色螺旋」、「環保外皮」 及「書架耐震壁」的獨特元素;隨 著中央結構而環繞的書架,也以獨 特的流動感,凝聚出這座顛覆圖書 館規模尺度和時代意義的建築特質, 更讓桃園躍身最美圖書館建築的城 市聚落。

Tree of Life that **Encircles Knowledge**

As a place where knowledge is explored, the architectural environment of libraries generally does not permit the rigidness of Brutalism, but instead uses physical material to internalize a kind of thoughtprovoking human essence. The New Taoyuan Main Public Library is due to be completed in 2021. The project brought in Azusa Sekkei (Japan), one of the design teams behind the main stadium of the 2020 Tokyo Olympics, to work together with T.C.K. Architect Engineer Planner to develop a spiralling tree-shaped multilevel structure to support the main internal framework of the building. The main concept behind the design is "The Tree of Life". The conical environmentallyfriendly and energy-saving ventilated light well and low emissivity multi-layer glass set in the center of the roof, large eaves and plants further emphasise the symbiosis between the building and the environment. Natural lighting, inductive air-conditioning and well-planned ventilation tell the story of the building's primary elements - the knowledge spiral, the green spiral, the environmentallyfriendly outer layer and the bookshelf shear wall. The bookshelves surrounding the central structure have a unique feeling of mobility, condensing the scale and subversive architectural nature of the building, and forming a beautiful library worthy of the city of Taoyuan.

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台北市立圖書館北投分館

Taipei Public Libraa Beitou Branch

溫泉鄉的綠色木船

正因為圖書館對知識的流通與存儲。 我們才有能力在任何時代咀嚼和反 思,也擲出場域不同凡響的意義。 這樣的思想, 既為當代建築師提供 嶄新的構築新意,也讓圖書館無所 侷限。曾獲選「全球最美的 25 家公 立圖書館之一」的台北市立圖書館 北投分館,坐落在綠意盎然的北投 公園,是台灣首座綠建築圖書館, 也是台灣知名的綠色建築師張清華 的設計,曾獲得「台灣建築獎」、 「公共工程金質獎」等國內重要建 築獎項。這個外型如一艘木造大船, 樸質溫和駛入北投溫泉鄉的綠建築, 和周圍的綠地景觀與豐富生態形成 北投標誌性的地景,除了硬體規劃 的太陽能發電、雨水回收系統及大 面積的落地窗之外, 這裡的所有建 材更是均可回收再利用,就連木格 柵與深陽台等設計,也能降低熱輻 射進入室內,而斜屋頂與草坡,則 能收集雨水再利用;另外, 這裡內 部的空間,也同步規劃了綠建築與 生態保育的書籍專區,讓閱讀成為 改變的催化劑,瞭解城市環境,進 而實踐環保永續。有趣的是, 這裡 刻意限高的書架,保留了自然景觀 與讀者視線的開放性,在這裡不僅 陽光、空氣是流動的, 連視覺上, 也充滿迷人的自由度;陽台的閱覽 區,更可看見北投溪從旁流過,在 迷人的景致中,流連於知識、建築。







Hot Spring Town's Green Wooden Ship

It is precisely thanks to the distribution and storage of knowledge enabled by libraries that we have the ability to learn and reflect upon all eras, and on the remarkable role of the public space. This kind of thinking not only provides contemporary architects with new ideas, but also removes the limits on library design. The Taipei City Library Beitou Branch, which has been selected as one of the 25 most beautiful public

libraries in the world, is located in the lush Beitou Park. It is the first green library building in Taiwan and was designed by Zhang Qinghua, a wellknown green architect in Taiwan. The design has won important domestic architectural awards such as the "Taiwan Architecture Award" and the "Public Construction Commission Golden Quality Award". The exterior of the building evokes a simple and elegant wooden ship sailing into Beitou Hot Spring Township, and together with the surrounding green terrain and rich ecology form the iconic landscape of Beitou. Besides hardware such as solar panels, the rainwater recovery system and the large floor-to-ceiling windows, all the materials used in construction of the building can be recycled and reused. The design incorporates wooden grilles and deep balconies to reduce incoming thermal radiation, while the inclined roof and grass slope allow the collection of rainwater for reuse. In addition, the interior space also includes an area dedicated to books on green architecture and ecological conservation, making reading a catalyst for change. Understanding the urban environment is the first step towards practicing environmental sustainability. The height of the bookshelves is deliberately limited in order to preserve the openness of the natural landscape and the views of readers. Here, not only the sun and the air flow in an out, but also the space itself is full of fascinating visual freedom; from the reading area on the balcony, the Beitou River can be seen flowing past, welcoming visitors to linger on in this enchanting place of knowledge and wonderful architecture.

020

國立台東大學圖書資訊館

National Taitung University Libray
WERPAC

山丘上的圖書館

作為一種公共空間,圖書館有一種能力,倡導著知識與想像力的併行,反映出我們如何在生活中思考空間與結構的制式定位,並透過學習,去顛覆場域所能供給的框架,讓思想自由展翼。位於台東的國立台東大學圖書資訊館,坐落在群山和太平洋之間,將圖書館和電子計算中心合併,由境向聯合建築師事務所的建築師陳良全所規畫。依循花東地區獨有的山海環境,這座圖書館賴覆了中規中矩方體廓型,讓空間成為活化場域的活力因子,以綿延地形的建築方式,讓校區與湖泊、

金字塔結構。不僅如此,從 2015 年至今,台東大學圖書資訊館也以 年年得獎且獲世界建築界肯定的綠 建築,創造出生態永續的共生環 境,以大量的綠色草皮覆蓋親水模 主體,並讓自然光線流動於室內空 間;而不規則散落的窗景,也能有 趣地使建築物隨著距離、角度不同, 轉換多種觀察面貌;另外,大學圖 書資訊館自成一格的屋頂階梯,的 愜意地讓建築體回歸公共空間,前 來的人能沿著斜屋頂拾階而上,登 高西望中央山脈或向東俯瞰太平 洋,創造圖書館知覺上的前衛形貌 與意涵,更被國際知名建築師網站 architizer.com 列為世界 8 個有特色



Library On the Hill

As a public space, a library has the ability to simultaneously confer knowledge and trigger the imagination, reflecting how we think about the positioning of space and structure in life, and through learning, to subvert the framework that public spaces can provide, letting one's thoughts fly free. Situated in Taitung, the National Information Center is located between It combines a library and computer center, and is the brainchild of architect Liangguan Chen from EDS International. Respecting the unique mountain and Taitung area, the library has broken away from the traditional rectangular layout, bringing life to the space. The campus is connected with lakes and mountains in a continuous fashion, forming an abstract pyramid structure. The Taitung University Library and Information Center has created an ecologically sustainable symbiotic environment with award-winning green buildings incorporating green turf cover over a main structure of fair-faced concrete. Natural light flows into the interior space, and irregularly placed windows make the building's appearance change depending on the distance and angle from which it is viewed. In addition, the steps on the roof of the University Library Information Center further emphasise its public character. Visitors can climb the sloped roof for views of the central mountain range to the west or the Pacific Ocean to the east. The avant-garde appearance and feel of the library have lead it to be listed by well-known international architecture website arhcitizer.com as the best among eight featured libraries from around the world.

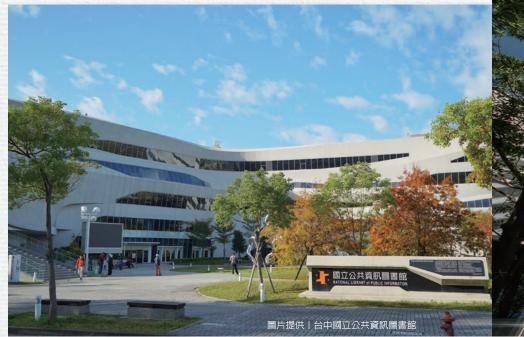


台中國立公共資訊圖書館

NATIONAL LIBRARY of PUBLIC INFORMATION

流動的知識母體

一座如外星母體的建築,拔地而起, 這個「橫向流動」、以莫比烏斯環 為靈感的圖書館,不僅藉由設計和 技術,革新台灣圖書館的建築面貌、 突破傳統圖書館的限制,也用莫比 烏斯環「無限」的存在,帶出知識 源遠流存的概念,更構築一座在台 灣別具特色的曲面建築。為了表現 貫穿台中主要兩條河川 (大甲溪及 大肚溪)的地景,由「潘冀聯合建 築師事務所」重新設計規劃的台中 國立公共資訊圖書館表面,使用了8 種不同粒徑的白色馬賽克磁磚細膩 拼貼,企圖陳述出水波紋和河川卵 石的意象,內斂呼應建築量體所儲 存孕育的知識河流,帶出資訊相互 交流的深層意義; 而為了實現立面 無拘束的流線延展和樹幹狀的樑柱, 設計師也以 3D 立體設計與現場實體 模型,呈現出輕盈有機的遞進效果, 運用質地、廓型與光影的細微交融 説出這個當代美學圖書館所帶給台 中的豐厚能量。



高雄市立圖書館總館 Kaohsiung Public Library

From Where Knowledge

A building like an alien spaceship rises from the ground. This "horizontal flow" library, taking inspiration from the shape of a Möbius strip, not only revolutionizes the architectural appearance of Taiwanese libraries with its design and technology, but also breaks new ground in library design. The "neverending" nature of the Mobius strip represents the idea of the library being an enduring source of knowledge, while giving the building a curved appearance that is unique in Taiwan. Inspired by the two main rivers (Dajia River and Dadu River) that run through the city, the facade of the Taichung National Public Information Center, remodelled by J.J. Pan and Partners, makes use of eight different sizes of white mosaic tiles delicately arranged in an attempt to evoke image of rippling water and river pebbles. The idea of flowing water mirrors the currents of knowledge that are stored in and flow through the building and the exchange of information that occurs within. In order to realize the unconstrained trunk-like columns, the designers used 3D design and onsite solid-modelling to create a gentle organic effect. Subtle blends of textures, profiles, light and shadow, are used to tell the story of the rich energy that this contemporary library brings to Taichung.

Flows

書與樹的建築禮讚

隨著時代演進,建築早已跳脱水泥怪 獸的禁錮,更可自由表現。身為全 世界第1座懸吊式綠建築、全球最 大懸吊景觀中庭、全球景觀穿透性 最高圖書館、全球首座挑高 7.5 米無 柱遮蔽式廣場、全國首座全方位系 統建築和全國最具功能彈性建築物 這座由劉培森建築師所設計的高雄 市立圖書館總館,以「樹中有館、館 中有樹」理念,用罕見懸吊式結構, 結合令人稱頌的綠建築,隱而不揚地 將豐富的空間變化,原創構築;外 觀極簡的設計,刻意保留簡約廓型, 將想像和可塑性留給室內空間。尤其 「四角結構」、「鋼棒懸吊」、「室 內無柱空間」及「由上往下施工」的

高難度建築工法,突破了傳統的「方 柱結構」,以「書」與「樹」重新思 考閱讀環境;走到頂樓的露天劇場, 還能遠眺高雄海港景致,以嶄新的前 鋒之姿,撼動全球建築。

Architecture Brought to Life by Books and Trees

With the evolution of the times, architecture has broken free from the confines of concrete monstrosities. The Kaohsiung City Library, designed by Liu Peisen Architects, is the world's first suspended green building, the world's largest suspended courtyard, the world's most transparent library, the world's first 7.5-meter-high pillarfree enclosed courtyard in a library, the country's first comprehensive building and the country's most functionally

flexible building. The library's original construction techniques combine excellent green architecture and an unusual suspended structure with the concept of "library in the trees and trees in the library" to imperceptibly alter the space. The minimalist design deliberately retains a simple profile, leaving the imagination and plasticity as the preserve of the interior space. In particular, the "four-corner structure", "steel bar suspension", "indoor columnfree space" and "top-down construction" are difficult construction methods that break away from the traditional square pillar structure, rethinking the reading environment with books and trees as the starting point. Walking to the amphitheatre on the top floor, visitors can also overlook Kaohsiung Harbour from this pioneering building that sent waves through the architectural world.











韓國「星空圖書館」

Korea Starfield Library

購物中心裡的奇幻圖 書館

首爾壯觀的星空圖書館(Starfield Library)從開幕一開始,就引起了轟動。除了它引人注目的巨大書櫃設計之外,位於購物中心裡意想不到的地域位置,也吸引了來自世界各地的愛書人、自拍愛好者和遊客前往。在這個2800平方公尺的2層樓空間裡,玻璃帷幕引入了大量明亮光線,讓3個裝載5萬本書的高聳書架,更加突顯。這些13公尺的華麗「書塔」,提供了各種各樣的書籍及電子書,光是可供瀏覽的國內

外雜誌,就高達近 600 多種,你還可以攜帶著雜誌,到購物中心的其他角落閱讀。與傳統圖書館相比, Starfield 圖書館更像是一個文化空間,在這裡不只有愛閱讀的書蟲, 也匯集了另一派文藝風範的活動展演,舉行著像是作者見面會、讀書 會、詩歌朗誦、講座、書展等豐富 活動;Starfield 圖書館自開業以來, 更大大改善了商場長期低迷的窘境, 成為韓國另一新興打卡點。

Fantasy Library in a Shopping Mall

The spectacular Starfield Library in Seoul caused a sensation from the moment it opened. In addition to its strikingly large bookcase design, its unusual location in a shopping mall

attracts book lovers, selfie enthusiasts and tourists from all over the world. Glass curtains walls ensure this 2,800-square-meter, two-storey space enjoy ample natural illumination, making the three tall bookshelves with their 50,000 books even more prominent. These gorgeous 13-meter tall "Book Towers" offer a wide variety of books and e-books to browse. Domestic and foreign magazines alone number over 600. You can also take magazines to other areas within the shopping mall to read. Compared with traditional libraries, the Starfield Library is more like a cultural space. It's not only frequented by bookworms, but also brings together art and literaturerelated events and activities such as meet-and-greets with authors, book clubs, talks, and poetry readings. Since its opening, the library has reversed the long-term downturn of the mall and become a popular attraction in Korea.

天津圖書館

Tianjin Library

打開知識**咸知的潔白** 建築眼

白色的階梯如波浪般展開,這座在立方體埋入「眼睛」,由荷蘭 MVRDV 建築設計事務所、天津市城市規劃設計研究院建築分院聯袂合作設計的天津圖書館,用一種抽象的地域文化符號,由內而外、流線式地將知識包覆在巨大量體中,並且通過穿透性極佳的玻璃帷幕,讓曲面層遞堆疊的橢圓形空間,從外部結構就能窺探;寬闊的中庭,更隨著書架的起伏,從外觀化為宛如眼睛的設計,梳理出建築體背後蘊藏的文化意涵。作為這個

城市文化區裡代表性的建築體,天津 圖書館帶有未來主義的感知廓型,的 確喚醒了城市裡的社會空間與公共建 築意識;五層樓的建築,也包含大量 的教育設施,更反映出建築外衣下, 一個國家對於踴動知識的渴求。儘管 目前部分書架為營造整體氛圍張貼假 的書籍輸出,在建築界中引起不少反 彈,但仍然擋不了這座潔白無暇圖書 館所帶來的震撼。

Pure White Eye of Knowledge and Perception

Tianjin Library's white bookshelves spread out like a wave enveloping the central "eye" within the cubic building. The library was designed by the Dutch architectural design studio MVRDV working together with the architectural branch of the

Tianjin City Planning and Design Institute. It uses abstract local cultural markers, and contains knowledge elegantly in a huge space. Glass curtain walls let in an abundance of light, making the elliptical space with its curved, stacked layers easily visible from the external structure. The wide atrium follows the undulating form of the bookshelves, resulting in an outward appearance that resembles an eye, a reference to the cultural purpose of the library. As a landmark building of the city's cultural district, the Tianjin Library's futuristic appearance invigorates the social space and promotes awareness of public buildings in the city. The fivestorey building also contains a large number of educational facilities, reflecting the country's underlying desire to impart learning and knowledge. Although the discovery that some of the books on the bookshelves are not real and are purely decorative caused a stir in the architectural world, it hasn't damped this pure white library's popularity.





阿德蒙特修道院圖書館

Admont Abbey Library

蹲踞藝術殿堂的綺麗 圖書館

阿德蒙特修道院 (Admont Abbey) 是 一座位於奧地利阿德蒙特 (Admont) 小鎮、恩斯河畔(Enns River)的 本篤會修道院。它是史泰利亞邦 (Styria) 現存最古老的修道院,擁 有世界上最大的修道院圖書館。阿 德蒙特修道院以巴洛克式建築、藝 術和手稿而聞名,雖然修道院本體 在 1074 年建成,但是阿德蒙特修道 院圖書館(Admont Abbey Library)卻 一直到 1776 年才完成,它由當時的 修道院院長 Matthaus Offner (1751-1779年在位)所委托建造,由奥地 利知名巴洛克建築大師 Josef Hueber 於 1764 年設計建築,總長為 70 公 尺,寬14公尺(中央穹頂為12公 尺)。宛如皇宮殿堂的圖書館大廳, 主要連結三個相連結構;其中12根 顯眼的粉色大理石柱, 齊力支撐著 中間主要圓形穹頂, 兩邊各自伸展 出三個狹長空間。室內精巧、魔幻 的光源,來自於48扇長窗與12扇 隱窗,如此流動光影,使得室內金 色與白色基底色調,更加耀眼華麗,也映襯出阿德蒙特修道院圖書館互久豐沛的歷史記憶;尤其,由奧地利巴洛克畫家 Bartolomeo Altomonte所完成的 7 大圓頂壁畫,更是主宰整座圖書館的奇幻氛圍與藝術高度,描繪了人類從科學到神聖啟示的哲思;另外,圖書館內也收藏了奧地利知名巴洛克雕塑家 Josef Stammel著名的雕塑作品「四件最後的事」(The Four Last Things)、20 萬冊藏書及 1400 多份手稿,成為藝術、建築、歷史和書籍愛好者的朝聖之境。

A Beautiful Library in a Palace of Art

Admont Abbey is a Benedictine abbey in the small town of Admont, Austria, on the Enns River. It is the oldest surviving monastery in Styria and has the largest library of any monastery in the world. The Admont Abbey is famous for its Baroque architecture, art and manuscripts. Although the monastery itself was built in 1074, the Admont Abbey Library was not completed until

1776. The abbot of the time, Matthaus Offner (abbot from 1751-1779), entrusted the design to the famous Austrian Baroque architect Josef Hueber in 1764. The library has a total length of 70 meters and a width of 14 meters (with a central dome of 12 meters). Like the library hall of an imperial palace, it consists of three primary connected spaces. Twelve eye-catching pink marble columns together support the main circular dome in the middle, and from each side there extend three additional narrow spaces. The ingenious and magical interior lighting comes from 48 long windows and 12 hidden windows, creating moving patterns of light and shadow that bring life to the gorgeous white and gold colours, mirroring the rich history of the Admont Abbey Library. In particular, the seven dome murals completed by the Austrian Baroque painter Bartolomeo Altomonte create a fantastical atmosphere and raise the artistic level of the entire library with their depictions of human philosophy from science to divine revelation. In addition, the library also contains the famous Austrian Baroque sculptor Josef Stammel's "Four Last Things", 200,000 books and more than 1,400 manuscripts, and has become a pilgrimage destination for art, architecture, history and book lovers alike.







都柏林大學三一學院舊圖書館

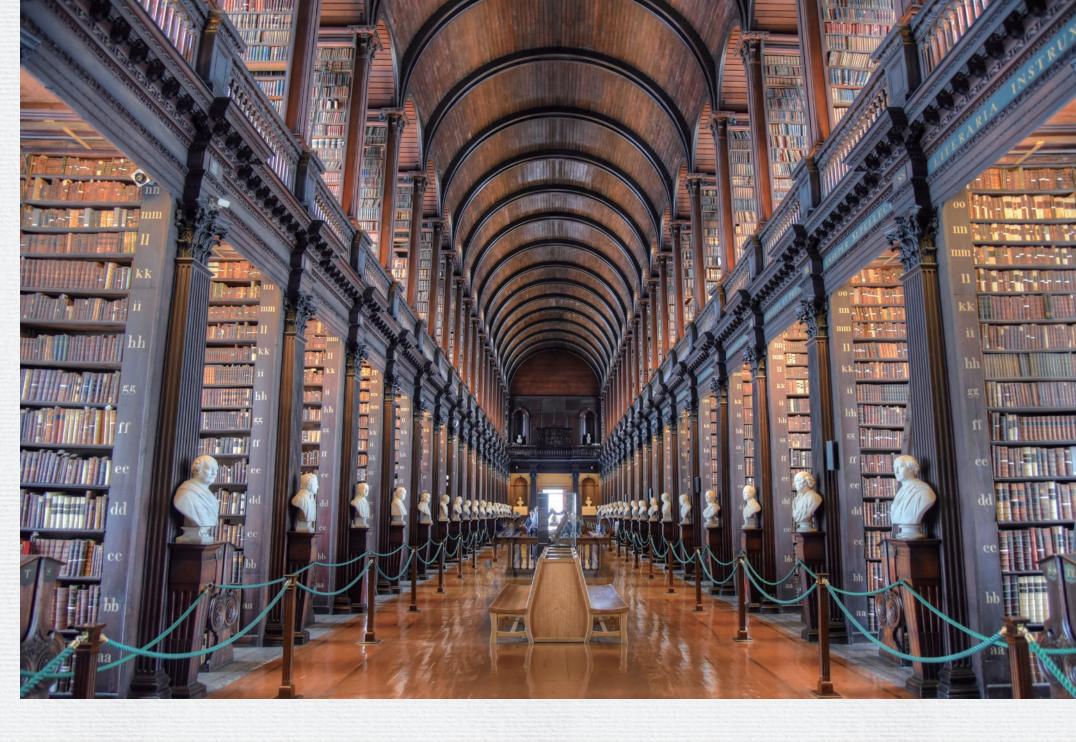
Trinity College Dublin The Old Library

長廊裡的迷幻書蹤

信息和知識之間的界限正在消失, 科技的出現消磨了所謂的閱讀文 化,面臨潛在退化的危機。從歷史 的角度觀察圖書館的存在, 它堅定 地站在紙本的立場上,守護那些最 具影響力和最古老的印刷書籍發源 地,而這些書籍,推動了人類的思 想和歷史,像是都柏林聖三一學院 (Trinity College)中的長廊圖書館, 就是這樣宏偉的存在。為了滿足三 個多世紀以來對知識的渴求, 這座 令人驚嘆的圖書館,擁有超過20萬 本書,從流行的經典著作到所有已 知的印刷書籍,這些富有啟發性的 篇章,保留了歷史上珍贵的手稿,

書蟲前往拜訪。圖書館的歷史可以 追溯到1592年,這個以深色橡木 牆壁襯和著優雅拱形天花板的建築 物,囊括了滿滿從地面到天花板的 雙層書架,收藏了世界上最古老和 最有價值的書籍,長廊圖書館之所 以迷人,除了擁有超過 200 英尺的 廊道、形成一股無限景深的古典魔 幻氣息之外,還收藏了大量歷史上 最傑出的哲學家與作家的大理石半 身像,和愛爾蘭現存的三個最古老 的豎琴之一,更展出擁有1200年歷 史的愛爾蘭國寶手抄手繪聖經《凱 爾經》(the Book of Kells),承載了

也以精湛的建築,吸引世界各地的 歷史最珍貴的紙本記憶。



Enigmatic Gallery of Books

The line between information and knowledge is disappearing, and the emergence of technology has eclipsed the so-called "culture of reading", resulting in a crisis of potential degeneration. Observing the existence of libraries from a historical perspective, they stand steadfast on the side of paper books, guarding the most influential and oldest printed books. These books promote human thought and history, just like those in the magnificent library of Trinity College in Dublin. To satisfy readers' thirst for knowledge for more than three centuries, this stunning library has collected over 200,000 books, from popular classics to other printed works, as well as preserving precious historical manuscripts. These inspiring works, and the superb architecture, attract lovers of reading from all over the world to come and visit. The history of the library can be traced back to 1592, and the building contains dark oak wall linings and elegant vaulted ceilings. Within it are housed double-storey bookcases that stretch from the floor all the way to the ceiling, upon which the world's oldest and most valuable books are collected. Dublin's Trinity College Library fascinates people with its 200-foot long gallery that creates a

magical atmosphere with a seemingly infinite depth of field, while also housing a collection of marble busts of the most outstanding philosophers and writers in history. One of Ireland's three oldest harps can also be found here, as well as a 1200-year-old Irish national treasure a hand-written Bible called "The Book of Kells" that carries on its pages the most precious memories of history.

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世界最大的圖書館

成立於 1800 年,美國的國會圖書館 是世界上最大、設備最好的圖書館 之一, 也是全美歷史最悠久的聯邦 文化機構; 這裡記錄下美國政府立 法機構的使命, 收集世界各地文明 的進步和知識,維護這些歷史上重 大的創造力,為後代蘊藏無與倫比 的珍貴資源。國會圖書館頌揚了美 國對世界知識的貢獻, 宛如紀念碑 象徵的圖書館建築體,則是對那些 推動知識的人們,表示讚揚。靈感 來自於巴黎歌劇院的國會圖書館設 計,以23克拉的鍍金圓頂,蓋住這 個世界上「最大、最昂貴和最安全」 的圖書館建築,超過40名畫家與雕 塑家,共同裝飾了圖書館的外部立 面及室內空間, 使其在古典文化上 的地位,超越了許多歐洲的圖書館。

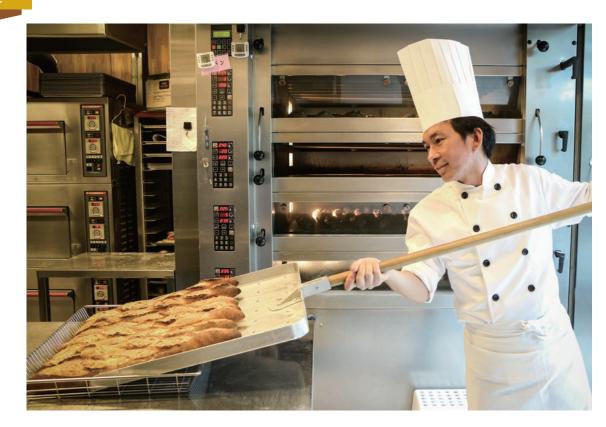
總長約838英里的書架上,有超過1.67億件藏書。館藏包括3900多萬冊書籍和其他印刷材料、360萬份錄音、1480萬張照片、550萬張地圖、810萬張樂譜和7200萬份手稿;除了紙本的留存之外,國會圖書館更開放廣大收藏的一部分,讓民眾能以網路方式自由查閱。

The Largest Library in the World

Founded in 1800, the Library of Congress in the United States is one of the largest and best-equipped libraries in the world, and is the oldest federal cultural institution in the United States. It records US government legislation, collects the knowledge and advancements of civilizations around the world, and preserves these historically significant documents and extremely precious resources for future generations. The

Library of Congress celebrates the contributions of the United States to world knowledge, and the library building is a momunent to those who promote knowledge. The design of the Library of Congress was inspired by that of the Palais Garnier in Paris, with a 23-carat gold-plated dome covering the world's "largest, most expensive and safest" library building. More than forty painters and sculptors contributed to the decoration of the façade and interior spaces of the library, such that its place in classical culture transcends that of many European libraries. The bookshelves have a total length of approximately 838 miles, and the collection contains more than 167 million items, including over 39 million books and other printed materials, 3.6 million audio recordings, 14.8 million photos, 5.5 million maps, 8.1 million pieces of sheet music and 72 million manuscripts. Besides preserving paper copies, the Library of Congress has also opened up a part of its vast collection for people to access freely online.





從台灣出發的冠軍麵包職人 —— 吳寶春

Wu Pao Chun — An Artisan Baker Breaking out from Taiwan

在一片台式麵包為浪潮的那個時代,歐式麵包的出現,既挑戰了味蕾,也扭轉了當時麵包界的風向;闢出歐式麵包一方天地的,正是現在享譽國際、家喻戶曉的吳寶春師傅。如今的他,不再是年少為了溫飽而學習麵包製作的匠人,而是大膽刻畫當代麵包魂的舵手,期望在創作麵包的道路上,拾起製程的初心,用麵包閱讀世界,感動眾人。

從十多歲的少年學徒做到從軍,每 天 14 小時的工作磨練,是吳寶春出 師之前,土法煉鋼的紮實傾注。之 後,他開始在各大國際比賽中,嶄 露頭角,也第一次讓台灣麵包,站 上世界的舞台。「年輕時的夢想雖 然會被嘲笑『不切實際』,但當時 沒有能力達成,不代表我永遠沒有 能力。」他這麼說道。

職人,是一份無止盡的學習

「身為一個麵包師傅,我覺得不論 在哪一個階段,都是要不斷的學習, 並對事物永遠充滿好奇。」不斷歸 零、不斷重拾初衷,才能以更堅定 的意志走出職人路。有一段時間, 各界對吳寶春的印象,好像從「世 界麵包冠軍」變成了「經營者」; 人們對吳寶春烘焙的印象,也僅止 於 2008 年的「酒釀桂圓麵包」與 2010 年的「荔枝玫瑰麵包」。自品 牌成立後,吳寶春雖必須轉身投入 經營之道,但其實一直以來,他仍 嚴守著內心那顆被他比喻成「鑽石」 的麵包魂,無論身在哪個位置,都 將烘焙的初心,放在前頭。

如今,在品牌漸趨穩定之際,他重新回歸麵包師傅的角色、再度以麵粉裹手,以「義大利水果麵包」為起首,直至近期於2019年11月在技術上的自我突破,發表了他心目中的夢幻口感-「夢幻麵團」,再次與台灣在地食材-梔子結合;並將小時候最愛之一的傳統美味-粉粿,融入夢幻麵團裡。期許自己每年都要研發讓世界驚豔的新口味,再一次把台灣風土的記憶,透過雙手,傳遞到世界。



In the traditional trends of the Taiwanese bakery market, the popping-up of European bread is not only challenged the taste buds but also reversed the drift of the bread industry at that time. The one who leads the European bread into Taiwan bread broad is none other than the internationally renowned master -Wu Pao Chun. Today, he is no longer a young man apprenticed to bread-making for living, but a helmsman who boldly portrays the soul of contemporary bread. He hopes to continue on the path of creating bread with his original spirit, and use it as the window to experience the world, and touching the hearts of people.

As a teenage apprentice, Wu Pao Chun spent fourteen hours a day sharpening his bread making skills. Then he began his compulsory military service, so that was all the bread-related foundation he had. Afterwards, he came to prominence in international competitions, which put Taiwan Bread on the world stage. "Although my teenage dream was ridiculed as unrealistic, and at that time, I failed to achieve my goal, this did not mean that I would never have the ability to fulfill my dream later on ."said Wu.

Artisanship is Endless Learning

"As a baker, I feel that no matter at what stage, I have to constantly learn and always be curious about things".



Constantly returning to the start-point and keeping in mind what one originally set out to do, the career path of the artisan can be walked with a more determined will. For a period of time, the impression of Wu Pao Chun in various circles seemed to change from that of "World Bread Champion" to "Manager". People's impression of Wu Pao Chun's baking also came to an end with " Taiwan Longan with Red Wine Bread" in 2008 and " Taiwan Litchi Rose Champion Bread" in 2010. Since the brand was established, although Wu Pao Chun had to pivot towards the world of business, he has nevertheless always retained his bread heart, which he likens to a diamond. No matter where he is, his first priority remains the same as always - baking bread.



Now, as the brand stabilises, he is returning to the role of a baker, covering his hands with flour again. He made a new start with his "Panettone", and after a technical breakthrough recently in November 2019, presented his "Dream Dough", once again utilising local Taiwanese ingredients (in this case cape jasmine). The Dream Dough also contains one of his favorite traditional childhood flavors - Teochew dumplings. He hopes that every year he can develop new flavors that will amaze the world, and pass on the memory of Taiwan's natural conditions using his hands.

6 吳寶春麥方店



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從微生物理工領域華麗轉身, Escape from Paris 芙芙法式甜點的 甜點主廚 Camille,把科技工程裡的 精準和明示純粹美學的藝術在法式 甜點裡結合。自 Ferrandi 斐杭狄法 國高等廚藝學院畢業後, Camille 先 後進入巴黎香榭大道上的四季酒店 工作,開始真正的甜點之路。身為 甜點界初試啼聲的後起之秀,她謙 遜且嚴謹地持續精進烘焙技藝,在 不同配方裡,用甜點師難能可貴的 經驗值,設計出屬於自己風格的法 式風味;「品嚐法式甜點很像在欣 賞一種可食用的精緻藝術品; 它必 須過渡視覺、氣味到味蕾的不同層

次。」Camille 這麼説。

現在, 芙芙法式甜點引人注目的, 不僅是它每一個華麗甜點的外觀, 還有埋入在其中的台灣風土滋味。 「從台灣綠茶、茉莉花茶、四季春、 紅玉紅茶到紅心芭樂、金桔、黑芝 麻醬、爆米香粒、馬告山胡椒等在 地食材,我們在每一次的新品創作 中,都會嘗試讓台灣在地食材走入 甜點,期望能將台灣與生俱來的美 味,在法式甜點中同步綻放。」

⑥ Escape from Paris 芙芙法式甜點

Pivoting gracefully from the field of microbiology, Camille, head dessert chef at Escape from Paris, combines the precision of science and technology with the art of pure aesthetics in French desserts. After graduating from the Ferrandi culinary school in France, Camille worked in the Four Seasons Hotel on the Champs-Elysées in Paris, and began her dessert journey. As a rising star in the dessert world, she continues to humbly and rigorously refine her baking skills. In different recipes, she uses her valuable experience as a dessert chef to design French flavors in her own style. Camille

said: "Tasting French desserts is like

enjoying an exquisite edible work of art;

it must transition between different levels

of vision, smell, and taste".

Escape from Paris is notable not only for the gorgeous appearance of the desserts, but also for the tastes of Taiwan embedded within. "From Taiwanese green tea, jasmine tea, four seasons spring tea, and ruby black tea to red heart guava, kumquat, black sesame sauce, popped rice, and Ma Gaoshan pepper, we try to make use of local Taiwanese ingredients in the creation of each new product, in the hope that we can bring the wonderful flavors of Taiwan to bloom in French desserts".



甦醒五感的職人乾拌麵 一 詹麵

Professionalism Dry Noodles that will Reawaken your Senses—JAMES YAMAKIYA Noodles

才剛拿下 ETtoday 星食榜乾拌麵爭霸 戰總決賽評審獎特優的「詹麵」, 是速食麵戰國時代裡的一顆明星。 這個承襲自主理人詹姆士多年料理 職人精神的品牌,挑戰了即食麵的 「時間概念」,以2分半快速上桌的 究極效率,帶出詹麵背後厚實的職 人 DNA。「我們 90 克麵條與醬汁, 是精算之後最完美的搭配比例;獨家 方形細麵,能讓醬汁完全包覆麵體, 採用高筋麵粉製作,口感紮實 Q 彈、 有咬勁,細長的麵體更節省了煮麵時 間。」詹麵吳總經理這麼說道。

不僅如此,詹麵的獨門醬包,濃縮 了堅果研磨出的天然健康油脂,及 主廚味蕾中最理想的風味,光是前

期研發就花費了三年半的時間,歷 經無數次的調整與挫敗; 品牌甚至 為了這一小包醬包,專門訂製研磨 醬料的機器,維持市場上少有、高 達 80%的堅果含量醬包,在在呼應 了主理人詹姆士在麵條和醬料製成 技術的精心琢磨。

Having just won the "Outstanding" prize in the ETtoday Star-Food Ranking dry noodles championship finals, JAMES YAMAKIYA Noodles is a star in this era of intense competition in the instant noodle market. Adopting the professionalism spirit of boss James and using his many years of experience as a springboard, JAMES YAMAKIYA Noodles is challenging preconceptions about instant noodles' preparation time, delivering noodles to customers' tables within only two and a half minutes, reflecting the professionalism DNA behind the brand. "After careful calculation, we've determined that our 90 grams of noodles and sauce is the most perfect proportion. The special thin square noodles allow the sauce to completely cover the noodles, and they are made of hard flour. The noodles are tough and chewy and have also reduced the cooking time" said JAMES YAMAKIYA Noodles' general manager Wu.

Besides the noodles, the brand's unique sauce also concentrates natural healthy oils made from ground nuts with the chef's favourite flavors. The initial research and development took three and a half years, and involved numerous adjustments and setbacks. The brand even uses special customized sauce grinding machines to produce this small sauce packet with an unusually high nut content of up to 80%, echoing manager boss James' meticulous approach to the production of noodles and sauce.

€ 詹醬





BURBERRY

優雅經典的時尚典範

實用與時尚並重的英倫名牌,以獨家的布料、經典的格子圖案、大方優雅的剪裁,贏得無數人的歡心。這個由駱駝色、黑色、紅色、白色組合成的格子圖案,原是1924年BURBERRY雨衣系列的襯裡設計,現在已成為經典標記。



The practical and trendy British brand

Burberry continues to win the favoritism of many with its unique fabric, classic check design and elegant cutting. The check pattern comprising of camel, black, red and white was once the liner of Burberry's raincoat series in 1924, and has now become a classic icon.



低調、品質及工藝一自 1966 年起 BOTTEGA VENETA 為奢華創造了一套新定義。匯集革大利出色傳統皮革工藝技師及歷史品,與宣中皮革產品與的格達,以與一個性及一。的稱號已經露個性及自信的哲學。

BOTTEGA VENETA

義大利精緻皮革工藝

Discretion, quality, and craftsmanship-

BOTTEGA VENETA has created a new standard of luxury since its founding in Vicenza in 1966. Steeped in the traditions of Italy's master leather craftsmen and long celebrated for its extraordinary leather goods, Bottega Veneta has recently emerged as one of the world's premier luxury brands. The company's famous motto, "When your own initials are enough," expresses a philosophy of individuality and confidence.

borsalini

現代女性的 時尚生活

創立於 1981年,時尚皮件品牌 borsalini 以「時尚實用」為設 計理念,將現代生活觀點融入 皮件設計,堅持選用高級真皮 材質,延續傳統的手工製作, 打造時尚品味的多元包款和時 髦皮件,以滿足愛美女性不同 的喜好,展現獨特的個人品味。

Founded in 1981, borsalini embodies the excellence in the high leather products making. Based on the design concept of "exquisite fashion and practicability", all made with select high-end material and exquisite craftsmanship. Its varietal materials and diverse designs cater to satisfying the fashion-conscientious women's different needs to show their personal unique styles.



BVLGARI

巧奪天工的義大利珠寶



在羅馬,BVLGARI是珠寶、卓越 與名望的同義詞;其創意精神源 自希臘與羅馬跨越時空的藝術, 使其具現代感。珍貴素材、俐落 線條與精緻細部的設計,大膽而 具創意,造就純粹的奢華,同時 更是風格與美的最佳代言人。

In Rome, Bvlgari is synonymous to jewelry, excellence and fame; its creative philosophy is originated from Greek and Rome as a time-and space-surpassing art to bestow a touch of modernity. Precious materials, clean lines, delicate and exquisite designs and boldness and creativity have created the pure luxury and also bespoken style and beauty.



太平洋SOGO忠孝店 3F / 信義新光三越A8館 2F / 遠東百貨板橋中山店 2F / 遠東百貨板橋中本店 3F 新光三越台中店 4F / 台中中友百貨B棟 2F / 新光三越台南新天地 2F 遠東百貨高雄店 2F / 新光三越左營店 2F / 夢時代購物中心 1F / 義大世界C區 LB



COACH

垂手可得的奢華



創立於 1941年,60年來 COACH已成為美國象徵的代 表之一。1962年,品牌創 立人 Miles Caha 從傳統的美 式棒球手套中得到靈感,結 合精湛的製造技術,將粗硬 堅固的棒球手套,變成柔軟 又富光澤的鞣革皮件,第一 個 COACH 包於是誕生。

COACH was founded in 1941 and it has become one of US symbols in these 60 years. In 1962, the founder Miles Caha was inspired by traditional American baseball gloves, with excellent manufacturing skills, he turned the tough, hard baseball gloves into soft, sheer leather goods, which was the birth of first COACH bag.

Cartier

珠寶商的皇帝

來自法國知名品牌,典雅登陸, 細看每個 Cartier 的作品,歷久 不衰的經典款式,以及融合新 意的創意表現,在時尚潮流裡, 以奢華與高雅的氣息吸引不同 世代一致讚嘆的目光,精湛的 工藝精神與恆久典範的藝術理 念,成為仕紳淑女們的最愛。

The renowned French brand projects elegance and opulence. By examining closely every Cartier piece, there is a time-enduring classic elegance, combined with innovative creativity, to awe and draw the adoration from different generations of consumers with its refinement and elegance in the realm of trendy fashion.











HERMÉS

HERMÈS

頂級皮革之最

以訂作高級馬具製作起家的 HERMÈS,隨著時代的日新月異,朝 向多方向發展。目前旗下已擁有領 帶、服裝、皮件、絲巾、香水、手錶、 琺瑯製品、家用品等全系列國際頂 級精品,有別於其他品牌,具收藏 與紀念價值。

Starting out as an equestrian gear producer, Hermès continues to expand with great diversity evolving with the changing time. At present, the lebal has expanded to include neckties, apparel, leather goods, silk scarves, fragrance, wristwatches, enamel accessories, household goods of a full range of international luxury shops that are distinctly differ from other brands to warrant a collectible and keepsake value.

德國經典品牌 HUGO BOSS 創立於 1923 年,以「為成功人士塑造專業形象」為經營哲學,在時裝界擁有舉足輕重的地位。旗下擁有男女高級服飾、鞋履、手錶、眼鏡及香水等眾多商品,高品質的用料及做工,深獲不同世代時尚談書睞。

The classic German brand HUGO BOSS was founded in 1923; its theory of business is to create professional appearance for successful individuals. The brand plays a significant role in the fashion industry, products including high-fashion clothing, accessories, footwear, watches, glasses and perfumes. The high quality material and workmanship of their products are widely appreciated and admired by fashion fans of all generations.

Hugo Boss

時尚男士服裝代名詞





LOEWE

西班牙皇室最愛

LOEWE 貴為西班牙皇家品牌,擁有超過 150 年的歷史,自 19世紀起,工匠發揮藝術特長,結合悠久歷史傳統與優質皮革,造就世界頂級奢華時尚品牌傳奇,因此於 1905 年享獲皇室委任為「特許供應商」的最高榮譽。

A royal Spanish brand, Loewe comes with more than a 150 years of history, and has since the 19th century been incorporating

extraordinary craftsmanship, combining its long history and fine leather materials, to create the legend of an unparalleled luxury brand, which earned it the highet honor of a royal appointment as the appointed royal supplier in 1905.

LONGCHAMP

精湛工藝享譽全球

在 1948 年由 Jean Cassegrain 在巴黎創立的品牌,至今還是由其 Cassegrain 家族所經營。 我們的行李箱、手提袋以及配件都是享譽全球的精湛工藝。其創造構想和設計是來自與 鞋子和成衣商品的搭配。目前在全球有超過約 300 間以上精品店。

The French fashion house Longchamp was founded by Jean Cassegrain in Paris in 1948 and is still owned and run by the Cassegrain family today. Longchamp handbags, luggage and accessories are renowned worldwide for their style, craftsmanship and quality, a reputation that now extends to its shoes and ready-to-wear collections. Longchamp is an international brand that has maintained momentum and energy across the decades. It epitomizes French elegance and inspires creativity, bringing a touch of luxury into the lives of countless women and men the world over.contemporary spirit of Longchamp, which now owns over 300 exclusive stores worldwide.



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MICHAEL KORS

美式生活風格代表

Michael Kors 為世界著名的時尚設計師,以其命名的公司成立於 1981年,旗下產品系列包括 Michael Kors Collection 以及MICHAEL Michael Kors。產品包括配飾、鞋子、腕錶、珠寶、男女服裝、眼鏡以及全線香水系列。

Michael Kors is a world-renowned, award-winning designer of luxury accessories and ready-to-wear. His namesake company, established in 1981, currently produces a range of products under his signature Michael Kors Collection and MICHAEL Michael Kors labels. These products include accessories, footwear, watches, jewelry, men's and women's ready-to-wear, eyewear and a full line of fragrance products.



MCM

引領潮流時尚

MCM 於 1976 年設立,正值慕尼 黑最為璀燦的黃金年代。MCM 的 每項單品都擁有一串個人化的獨 特號碼,鐫刻於每款產品的經典 銅牌上。這個獨樹一格的細節可 說是每個 MCM 包的畫龍點睛之 處,也使每個包都與其他包包不 同、珍貴足以傳家。

Founded in 1976 during the Golden Age of Munich. Each MCM piece is personalised with a unique number engraved on the iconic brass plate. Like a treasured heirloom, this signature detail is the finishing touch to every MCM bag, making every item iconic.







OMEGA

瑞士頂級鐘錶珍藏品

1848年,路易勃蘭特在拉紹德封創立了「Louis Brandt & Fils 鐘錶公司,當時此區域正是瑞士發展鐘錶工業的核心地。1894年,「Louis Brandt & Fils」推出名為「OMEGA19 令(19-line)機蕊」的自製機芯,震撼了瑞士的鐘錶業,並正式更名為「OMEGA」。

In 1848, Louis Brantdt founded "Louis Brabdt&Fils" company in La Chaux-deFonds where was the core place that the watch industry of Switzerland was developing at that time. Almost the greatest inventions of watches were born here. In 1894, "Louis Brandt &Fils" introduced "Omega 19-line caliber" which shocked the watch industry of Switzerland. Therefore, the company was officially named "Omega".



PRADA

極簡品味的代名詞

PRADA 創辦人 MARIO Prada 自 1913年開始生產並銷售皮件系列,皆以高級的材質與精緻的手 工技術完成,產品的創作與製作 均以獨立作業方式維持品質,進 而達到完美的效果,使 PRADA 在 時尚界佔有舉足輕重的地位。

The Prada founder Mario Prada had begun producing and selling leather goods since 1913, all made with select

high-end material and exquisite craftsmanship. With its product creation and production made in an independent mode to uphold the quality and a result of perfection, its perseverance has put Prada in a foremost position in the world of fashion.

Salvatore Ferragamo

完美製鞋工藝



承襲造鞋工藝起家的深厚基礎,結合傳統手工技術和創新設計譽滿全球,更深受奧黛莉赫本、瑪麗蓮夢露等好萊塢明星的青睞。發展至今,鞋子、服裝以至絲巾等配飾,兼具實用實穿與高貴典雅的風格,遍佈世界各角落。

Drawing inspiration from its sound foundation starting out as a shoemaking empire, Salvatore Ferragamo combines the traditional craftsmanship innovative design to earn a fine reputation around the global, and draws the patronage from the likes of the Hollywood celebrities of Audrey Hepburn, Marilyn Monroe to name a few. As the fashion house continues to evolve, it now offers a wide array of fashion choices, offering practicality and a touch of refined elegance.

VALENTINO

幾何萬花筒

由極具傳奇色彩的時裝大師 Valentino Garavani 於 1960 年創 立。目前由 Pier Paolo Piccioli 擔 任創意總監,呈現了 VALENTINO 女性美態的新視野,一顰一笑 之間,都是一種風情。柔弱而 難以捉摸的本質,在他的作品 中交融為一。

Established in 1960 by legendary fashion icon Valentino Garavani. Since October 2008, Pier Paolo Piccioli have been appointed Valentino Creative Directors. His collection expresses the new vision of the Valentino woman.



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宝峯

台灣創意珠寶品牌

以台灣寶島物產豐饒為概念設計 的珠寶專門店,主打商品為珊瑚、貓眼石、台灣玉等珠寶飾品, 店面外觀運用玉山山稜線作為牆面主視覺,並採用液晶螢幕呈現 瑰麗的珠寶世界,內部設計規劃 了顧客交易桌,提供顧客舒適優 雅的購物空間。

The jewelry boutique shop offers a wide selection of Taiwan precious stone such as coral, cat's eyes and other jewelry to represent the abundance of Taiwan, along with the ridge of Mt. Jade as a main attraction. Also, the LED screen shows the magnificent jewelry world on the outside wall and trading desk inside makes customers feel like home.



VICTORIA'S SECRET

天使的祕密降臨



1977 年由 Roy Raymond 創立的美國連 鎖女性服裝零售店,主要銷售女性內 衣、服裝、睡衣、香水產品等。每季 服裝秀由維多利亞的天使們展演最新 的內睡衣服飾,總是全球注目的焦點, 以性感的意念貫穿產品線與形象廣告, 無法忽視的 Woman's Power 席捲全球。

Founded in 1977, the U.S. Female Apparel Retail Chains that established by Roy Raymond mainly sells woman's lingerie, clothes, pajamas, perfumes, etc. Every season, its fashion show presents the latest lingerie and pajama apparel by Victoria's Angels, which is always the global spotlight. The sexy image is the main theme of the product line and brand advertisement. The woman's power has swept the globe.





回歸美味的初心 — 詹麵

「詹麵」的誕生,在即食麵市場裡,擲出前所未有的亮點,也帶出詹姆士對於 料理的初心。如同英國米其林三星廚神Heston Blumenthal所說,「如果不夠美 味,就不會出現在菜單。」這樣直率的宣言,不僅呼應了主理人對於料理的期 盼,也將「美味」這件事,回歸理所當然的基本功。





情節,都有主角與配角的組合,若 説醬料是美食核心的靈魂,麵條就 是賦予光環的能量。」「詹麵」把 不同地區料理,調整成台灣人可接 受的味道,加深了乾拌麵裡味道的 層次、整合味道的地域性、和創意 食材的運用,讓三款麵都能做出 豐富變化與搭配性,目2分半就能 上桌;更赢得了 ETtoday 星食榜乾

拌麵爭霸戰總決賽評審獎特優 (第 二名)。消費者在家就能選擇激麻

從一個在家裡日式餐廳幫忙串燒的 國中生,到一位家喻戶曉的創意料 理大廚,詹姆士的廚師之路,就在 「吸納美味」的簡單理念中,不斷 地精進。在2006年走進電視之後, 2007年開始詹姆士也踏上外景,走 訪超過30個國家、200個城市,跟 1000 個全球各地的廚師面對面;這 些滿滿的經驗,化成巨大的能量, 促使「詹麵」於焉而生。

走入自宅的好味道

不同於以往的料理,要將工序、火 侯等精密細節都放置到統一量化的 「乾拌麵」裡,對詹姆士而言,充 滿著許多挑戰;儘管如此,「詹麵」 還是端出前所未有的「絕活」,正 如總經理所言:「一個完整的故事

麵、堅果辣沾麵或川麻麵,享受不 同風味的麵體層次。這次在國際機 場與采盟平台的合作,除了提升品 牌的知名度之外,也希望把台灣品 牌詹麵的好味道,介紹給國內外旅 客,希望帶來讓生活增加色彩的安





The appearance of JAMES YAMAKIYA Noodles is an unprecedented bright spot in the instant noodle market, and reflects James' culinary aspirations. Heston Blumenthal, a chef from the United Kingdom with three Michelin stars, said: "If it doesn't taste good, it doesn't go on the menu". This frank statement not only echoes the culinary expectations of JAMES YAMAKIYA Noodles' boss, but also brings "delicious" back to the basics that are too often taken for granted.

- 詹麵從料理前端就打好完美基礎, 精準抓好配方比例,讓消費者只 要花2分半煮麵,放入醬包,就 可以品嚐完美主廚特製料理。
- 用料品質是詹麵一直非常要求的 地方。從醬油、堅果、花椒等原 物料我們都是從好幾百間的原物 廠來挑選。堅持使用食材的原味。
- JAMES YAMAKIYA Noodles lays the perfect foundation at the preparation stage, with an accurate grasp of formula and proportions, such that consumers need wait only two and a half minutes for the noodles to be prepared and the sauce packet added before they can taste the chef's perfect special dishes.
- The quality of their ingredients is something JAMES YAMAKIYA Noodles has always been very particular about. The soy sauce, nuts, wild pepper and other raw materials are all selected from among hundreds of different producers, and the brand makes sure to stick closely to the ingredients' original flavors.



From his beginnings as a junior high school student helping to barbecue food at his family's Japanese restaurant to becoming a household name wellknown for his creativity, James' journey as a chef has been one of constant improvement, driven by the simple philosophy of "taking in the delicious tastes". After appearing on television in 2006, James started to venture abroad in 2007. Since then, he has visited more than 30 countries and 200 cities, and met face-to-face with 1,000 chefs from all over the world. He took these rich experiences and turned them into a powerful energy, driving the conception of JAMES YAMAKIYA Noodles.

Delicious Flavors in Your Home

Unlike cuisine in the past, precise details such as the process and the heat must be integrated and quantified in the dry sauce noodle dishes served at JAMES YAMAKIYA Noodles. This is full of challenges for James, but nevertheless, the brand still succeeds with unprecedented and unsurpassed skill. This is reflected in the words of the general manager: "A complete storyline needs a combination of protagonist and supporting cast. If sauce is the soul of the food, then the noodles are the energy that gives it a halo". JAMES YAMAKIYA Noodles takes cuisine from different places and adjusts it to suit the tastes of Taiwanese people. They have increased the depth of flavor



in the dry sauce noodles, integrated distinct regional tastes, and made use of creative ingredients, allowing the three types of noodles they offer to give rise to a multitude of different flavors. The noodles are served to the table in just two and a half minutes, winning 2nd place for the brand in the ETtoday Star-Food Ranking dry noodles championship finals. Customers can choose between super spicy noodles, spicy nut tsukemen or Sichuan spicy noodles and enjoy the different tastes in the comfort of their own homes. The cooperation with Tasa Meng in the international airport, aside from bringing more recognition to the brand, also hopes to introduce the delicious taste of Taiwan's JAMES YAMAKIYA Noodles to domestic and international travelers, bringing color and peace of mind to their lives through delicious



了台灣茶葉知識的專業,也將可能性,朝多元豐富的創意風奇蹟。在如此豐富的茶文化董台灣茶葉的歷史,可回溯至清 之下 ,台灣茶葉也早I , 更被譽為是4 的誕生,給 次 茶 提 湯 三 源 的 濟

啜一口茶湯,此時此刻你所勾勒的 景致是什麼?對「午茶夫人」創辦 人 Emily 來說,品牌的崛起,不僅 是台灣花草茶的起始句,也是她與 對茶過敏的姐姐,一同享用下午茶 的契機。為了排除傳統茶湯中引起 少數人過敏的成分, Emily 特意走遍 世界各地,尋找天然健康的草本茶 原料,期望透過「午茶夫人」溫和 的花草力量,將台灣新時代品茶美 學,傳遞出去。

台灣花草茶的獨有風韻

對於花草茶而言,透過不同原料種 類的比例和組成,能張羅出茶湯的 選、配方處理到包裝生產,都使用 最嚴格的製程;每批原物料更通過 第三方公正單位檢驗,透過契作溯 源管控,通過 FSSC、ISO、HACCP 等 專業國際認證,力求對消費者的最 高標準。另外,品牌與采盟平台的 合作販售,也為台灣花草菜,帶來 格外動容的推廣,誠如總經理 Andy 所説,「我們希望讓世界旅客知道 台灣茶不單只有阿里山烏龍茶,我 們還有各式天然花草複方茶飲可以 代表台灣的特色。」「午茶夫人」 未來也會持續創新推出飽富台灣風 土滋味的品味茶飲,催化出台灣花 草茶的不同風韻。



Herbal Tea for a New Era — Ladies Tea

The history of Taiwanese tea can be traced back to the fifth emperor of the Qing Dynasty, and it is regarded as Taiwan's first economic miracle. Under the influence of such a rich tea culture, Taiwanese tea has long ago diversified away from a single type, moving towards a variety of creative styles. The birth of "Ladies Tea", in addition to refining the specialist knowledge of Taiwan's tea, is also an elegant development in tea tasting.

Take a sip of tea - what is the scene you are picturing at this moment? For Emily, the founder of Ladies Tea, the rise of the brand is not only a bold statement of Taiwan herbal tea, but also brings the opportunity to enjoy afternoon tea with her sister, who is allergic to tea. In order to eliminate the ingredients used in traditional tea that may trigger some people's allergies, Emily has traveled all over the world to find natural and healthy herbal tea ingredients, hoping to pass on the beauty of Taiwan's new era tea through the gentle herbal power of Ladies Tea.

The Unique Charm of Taiwan's Herbal Tea By using different proportions and

compositions of various types of raw ingredients, different flavors of herbal tea can be uncovered. Ladies Tea uses only the most stringent processes from the selection of raw ingredients, formula and processing all the way to the manufacturing of the packaging; each batch must first pass inspection by an impartial third-party, tracing and control of source using deeds, and professional international certifications such as FSSC, ISO, HACCP, in order to bring consumers the highest standard of product. In addition, cooperation with the Tasa Meng sales platform helps to promote Taiwanese herbal tea. As the general manager Andy said, "We want to let travelers



from around the world know that Taiwanese tea is not only Alishan Oolong tea, we also have all kinds of natural herbal teas that can represent the characteristics of Taiwan". In the future, Ladies Tea will continue to innovate and put out exquisite teas that are full of the flavors of Taiwan, acting as a catalyst to spread the charm of Taiwanese herbal tea.



山烏龍茶,帶來浪漫茶飲新感受。

■ 桂花蕎麥茶則是以深焙蕎麥融合台灣 桂花,帶來明亮甘醇的創意茶湯滋味。

■ Ladies Tea seeks only the highest-quality natural ingredients and makes healthy herbal tea products. Each product goes through SGS inspection for agricultural chemicals, so that everyone can enjoy only the best tea.

Peach Oolong Tea incorporates peach pulp into Taiwanese high-mountain oolong tea, for a new sense of romance.

 Osmanthus Buckwheat Tea blends deepboiled buckwheat with Taiwanese osmanthus, resulting in a creative tea with a bright and sweet flavor.

展現創作的原力——藍染文創

「材質是創作的基礎」,這樣的精神對於「藍染」而言,不僅彌足珍貴,也陳述出台灣文化重要的一環。運用大菁植物提煉而成的藍靛,是藍染的重要原料,更是台灣苗栗三義卓也小屋引以為傲的文化之美。



Showing the Force of Creation—Indigo Dye

"Material is the basis of creation." This spirit is not only key to the technique of indigo dyeing, but also plays an important role in telling the story of Taiwanese culture. The indigo extracted from the Assam indigo is an important raw material for indigo dyeing, and is also the cultural pride of Miaoli's Sanyi Zhuoye House.



療癒的藍白紋路,放射狀地蔓延在 布匹上,這個承襲自中國 3000 多年 前的印染文化,從荀子「青出於藍」 的古老諺語中,就傳承至今。以大 菁植物提煉而成的藍染重要原料(藍 靛),是早期台灣人重要的外銷貿 易資源,直到同治末年隨著茶葉貿 易的普及而轉為沒落,如今,只有 極少地方仍然守著這個古法技藝。

包含休閒農莊、特色民宿與庭園餐坊的台灣苗栗三義卓也小屋,是台灣少數的綜合天然染織工藝園區, 民眾不僅能在此完整地體會藍草的 奧義,更可通過種藍、採藍、打 藍、建藍一直到藍染及染布作品, 細細品味這個擁有深厚文化的關鍵 作物。而除了藍染園區的佈局,卓 也小屋也創立卓也藍染品牌 Indigo Dyeing House,開發許多創新天然染 色產品。這次在 D 區藝文展演空間 所登場,針對桌旗、紋布、家飾用 品、鞋款、包款等不同型式的創新 設計藍染作品,也將台灣無與倫比 的美學實力,透過采盟藝文平台, 向國際推廣。



INFO

展出時間:即日起~2020/2/16 展出地點:第二航廈 D 區藝文展演空間(靠近 D7 登機門) Therapeutic blue and white lines spread radially across the cloth. This printing and dyeing culture, which inherits 3000 years of history from China, has been passed down through Master Xun's ancient proverb "blue comes from the Indigo plant" (a well-known Chinese metaphor for a student surpassing his master). Indigo, the key raw material used to produce the blue dye, is extracted from Assam indigo, and was an important source of foreign trade for Taiwanese in the early period. In the latter half of the 19th century, with the increase in tea trade, trade in indigo declined.

Today, this ancient art can only be found in a handful of places.

Sanyi Zhuoye House in Taiwan's Miaoli County includes a leisure farm, special guesthouse and a garden restaurant. It is one of the few integrated natural dyeing and weaving craft parks in Taiwan. Here, people can not only fully experience the mystery of bluegrass, but also through planting, picking, processing the dye and actually dyeing the cloth, get a taste for this deep culture. Besides the dyeing and weaving park, Zhuoye House has also established the Zhuoye

indigo dye brand 'Indigo Dyeing House' to develop many innovative naturally dyed products. Now in the Art Exhibition Space in Zone D, innovatively designed indigodyed tablecloth, patterned cloth, household items, bags and shoes can be found on display, promoting Taiwan's unparalleled aesthetic power internationally through Tasa Meng's arts and culture platform.

INFO

Exhibition dates: From now until 16th February, 2020

Exhibition location: Art Exhibition/ Gallery, Area D, Terminal 2 (Near D7 Waiting Lounge)



役所官舍、戰後改為中壢警察分局 的發展歷史,興建於民國 30 年的 「壢景町」,呈現的是中壢城市發



Unveiling the Brilliance of Zhongli — Lijingding Japanese-style **Dormitory**

After 78 years, this building left over from the period of Japanese rule over Taiwan has been redefined and given the new name "Lijingding", evoking the past glory of Zhongli. The new museum allows citizens to feel a part of and experience the ups and downs of the city during its history.

After the Zhongping Road Story House the third city museum established city is located in what was the Zhongl the building was used as the Zhongli Police Station's dormitory. Unlike the which was built in the 30th year of the itself and of the "Zhongli incident". The

recent opening of Lijingding coincided with the eve of the 42nd anniversary of the incident, and the Taoyuan City "Memories of Swirling Sakura Blossoms "Plug in for Democracy - See the 1977 Zhongli Incident", making use of vivid the appearance of Zhongli during the In addition, the city government links between the three museums.



采盟公益

Tasa Meng Responds to Andrew Food Bank's Plan 采盟響應安得烈食物銀行計畫

Start the Cycle of Love 啟動愛的循環



年復一年,采盟文教基金會自始至 終,對於弱勢家庭及偏鄉兒童教育 等議題的關懷從未停歇,每年的 歲末,更會與其他單位共同合作, 共同提供物資、走訪弱勢等活動, 以行動齊獻愛心。尤其面對寒冷入 冬時節,許多弱勢家庭兒少,更是 需要社會上的援助,來度過寒冬。 今年,采盟攜手以「弱勢扶助、 急難救助、災害援助、教育推廣」 為核心的「安得烈慈善協會」, 從財務部、總務部、人資部及會 計部等跨部門同仁, 一齊致力於 安得烈食物銀行的物資分裝工作, 透過親手包裝與物資整理,用實際 行動打包滿滿的愛心與祝福,讓正 處於困頓的孩子們,感受到來自采 盟真摯的關心。

Over the years, the Tasa Meng Education Foundation has never wavered from their commitment to issues such as education for disadvantaged families and rural children. At the end of each year, the foundation works together with other organizations to provide materials and undertake activities such as visiting to disadvantaged people, taking action

Meng's heartfelt care.





to show their compassion. Especially in the winter, many children and young people from disadvantaged families need social assistance to get through the cold season. This year, Tasa Meng has joined hands with the Andrew Charity Association, whose core values are supporting the vulnerable, providing emergency assistance and disaster relief, and promoting education. Tasa Meng has brought together colleagues from across different departments such as finance, general affairs, HR and accounting to dedicate themselves to helping Andrew Food Bank prepare packages of materials. Through doing the packing and organizing themselves, they are taking practical action to pack them full of love and blessings, so that disadvantaged children can feel Tasa

隨著高齡化社會、人口少子化、子 女外出就業等因素,造成獨居老人 的問題和需求受到社會關切。據《天 下雜誌》報導,由聯合報與7-ELEVEN 合作的「邁入超高齡社會 - 年輕人認 知與態度大調查」更統計出,雖然有 高達近6成的人表示最關懷的對象是 老人,但對老人實際付出的關懷行 動卻偏低。為了幫助銀髮長者減少 憂鬱及減低罹患失智風險, 采盟於 高雄的營業部也特別在寒冬中前往 高雄市苓雅區的新立老人養護之家 (這裡主要提供腦中風患者、慢性 病患、失能老人等長短期的照護服 務。),舉辦桌遊活動,讓行動不 便的長者激盪大腦,並提供一段陪 伴的時光。透過桌遊過程中的簡單 聊天問候,希望可讓老人家感受到

An aging society, declining birth rates, and more young people pursuing employment abroad have focused society's attention on the problems and needs of elderly people who live alone. According to a report by CommonWealth Magazine, statistics collected for the survey "Towards an

台灣人誠摯的關心; 更期待透過這

樣正向的活動,讓更多人了解付出

的美好,分享傳遞,啟動愛的循環。

Ultra-Old Age Society - A Survey of the Perceptions and Attitudes of Young People", which was jointly conducted by United Daily News and 7-Eleven, show that although nearly 60% of respondents said that they were most concerned about the elderly, the real action taken to care for them is not great. In order to reduce depression among elderly people and lower the risk of dementia, in the cold winter the sales department of Tasa Meng in Kaohsiung went to the Sinli Elderly Care Home in the city's Lingya District, which

mainly provides long and short-term care for sufferers of strokes, chronic diseases and disabled elderly people. There, Tasa Meng's staff organized board games events to stimulate the brains of those with reduced mobility and provide companionship. It is hoped that the chatting and simple interactions facilitated by playing board games can allow the elderly to feel the sincere care of the Taiwanese people, and that this kind of positive activity can let more people understand the beauty of giving and sharing, kickstarting a cycle of love.







TAIWAN TAOYUAN INTERNATIONAL AIRPORT

臺灣桃園國際機場・指南

MAP & DIRECTORY









TERMINAL 1

第一航廈

























































































TERMINAL 2

第二航廈



















































臺灣桃園國際機場·第一航廈入境區

TAIWAN TAOYUAN INTERNATIONAL AIRPORT TERMINAL 1 ARRIVAL AREA



臺灣桃園國際機場:第二航廈入境區

TAIWAN TAOYUAN INTERNATIONAL AIRPORT TERMINAL 2 ARRIVAL AREA



公共服務設施

- M 盤洗室 無障礙廁所 Restroom for the
- 網際網路區
- 諮詢服務中心 Information
- 免税商品服務中心

休閒娛樂

轉機櫃檯 Transfer

\$ 銀行 Bank

其他

哺集乳室 Breactfooding

淋浴間













01 好饗廚房

第一航廈

- 02 昇恆昌免税商品服務中心
- 03 化妝品/香水區 04 台灣名產/菸酒/巧克力
- 05 台灣菸酒公司
- 06 化妝品/香水區
- 07 台灣名產/菸酒/巧克力
- 08 台灣名產/菸酒/巧克力
- 09 化妝品/香水區
- 10 台灣菸酒公司
- 11 台灣名產/菸酒/巧克力
- 12 化妝品/香水區

- 13 昇恆昌免税商品服務中心
- 14 好饗廚房

第二航廈

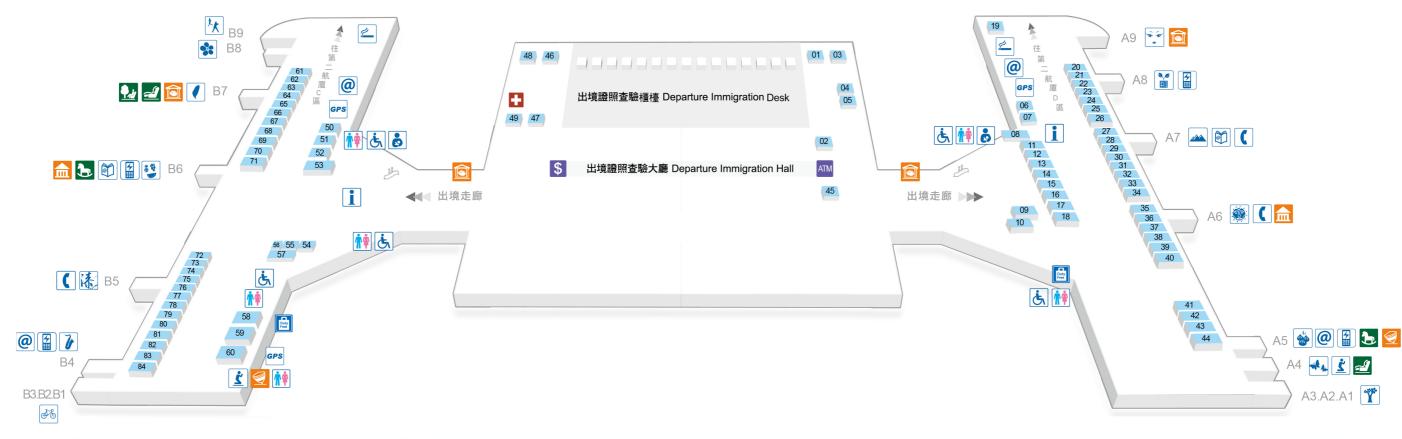
- 15 昇恆昌免税商品服務中心
- 16 台灣名產/菸酒/巧克力
- 17 化妝品/香水區
- 18 化妝品/香水區
- 19 台灣名產/菸酒/巧克力
- 20 昇恆昌免税商品服務中心
- 21 菸酒/巧克力
- 22 采盟免税商品服務中心
- 23 菸酒/巧克力
- 24 化妝品/香水/菸酒/巧克力

065

064

臺灣桃園國際機場・第一航廈出境區

TAIWAN TAOYUAN INTERNATIONAL AIRPORT TERMINAL 1



- ↑ A123 臺灣彩陶候機室
- → A4 蝴蝶青花候機室
- → A5 臺灣小吃候機室
- A6 原鄉藝術候機室
- A7 臺灣百嶽候機室
- A8 臺灣好茶候機室
- A9 臺灣歌仔戲候機室 A9 Taiwan Orem William
- B4 薩克斯風AR候機室 B4 Saxonhone AD Marie
- B123 自行車候機室
- B5 漆彩寶島候機室
- B6 臺灣水果候機室
- **●** B7 科技綻揚候機室
- B8 萬花織艷候機室
- B9 體育之光候機室

公共服務設施

- 公共電話 Public telep
- 洗手間 Restroom
- 無障礙廁所 Restroom Forth
- 哺集乳室 Breastfeed
- @ 網際網路
- GPS 全球衛星導航系統
- 諮詢服務中心
- **戶外吸煙區**
- 觀景電子圖書室

休憩娛樂

- 按摩紓壓區(功夫按摩小站)
- 景觀休憩區 Landscape Poles
- **兒童遊戲區** Children playgrou

手機充電站 Mobile Phone

☆ 心靈廣場

其他

\$ 銀行 Bank

ATM 自動提款機

● 免税商品服務中心

- 醫療中心 Medical Clin
- 文化藝廊 Art Gallery
- 台灣遊藝廣場 Taiwan Folks Art

藝文展演

博物館商店

免税店面標示圖

- 01 化妝品/香水區
- 02 菸酒專賣店
 - Tobacco & Liquo
 - 03 GODIVA Chocolate / Icecrea
 - 04 高級酒區
 - 05 台灣名產
 - 06 飾品專賣店
 - 07 VALENTINO
 - 08 台灣菸酒公司
 - 09 綜合菸酒/巧克力
 - 10 綜合精品/流行腕錶
 - 11 台灣名產
 - 12 昇恆昌珠寶

- 13 SALVATORE FERRAGAMO
- 14 RALPH LAUREN
- 15 MICHAEL KORS
- 16 手錶專賣店
- 17 化妝品/香水區
- 18 畢卓樂地餐廳

19 台灣名產

- 20 綜合菸酒/巧克力
- 21 旅遊藥妝店
- 22 ESPRESSAMENTE ILLY 23 書店
- 24 BOTTEGA VENETA

- 25 GUCCI
- Boutique 26 HERMÈS Boutique
- 27 MONCLER Boutique
- 28 BURBERRY Boutique
- 29 COACH
- 30 TOD'S
- 31 OMEGA
- 32 BVLGARI
- 33 MONTBLANC
- 34 維多利亞的秘密 35 JO MALONE
- 36 TUMI

- 37 BALLY Boutique
- 38 DUNHILL Boutique
- 39 3C專賣店
- 40 書店
- 41 好饗廚房
- 42 童心世界
- 43 台灣丰采館 44 綜合菸酒
- 45 LINDT
- olate / Pick & Mix 46 化妝品/香水區
- 47 菸酒專賣店
- 48 GODIVA

- 49 高級酒區
- 50 SWAROVSKI
- 51 飾品專賣店
- 52 AGNÈS B
- 53 台灣菸酒公司
- 54 菸酒/巧克力
- 55 台灣名產
- 56 昇恆昌珠寶
- 57 綜合精品/流行腕錶
- 58 高級手錶專賣店
- 59 化妝品/香水區
- 60 畢卓樂地餐廳

- 61 菸酒專賣店
- 62 旅遊藥妝店 Beauty & Health Care
- 63 童心世界

66 書店

72 CARTIER

- 64 ESPRESSAMENTE ILLY
- Fragrance 65 3C專賣店 77 OMEGA
 - - 78 BVLGARI
- 67 MCM 79 高級手錶專賣店
- 80 MONTBLANC 68 SALVATORE FERRAGAMO
- 81 好饗廚房 69 BOTTEGA VENETA
- 82 3C專賣店 70 GUCCI
- 71 HERMÈS 83 書店
- 84 台灣丰采館

73 BURBERRY

74 COACH

75 TOD'S

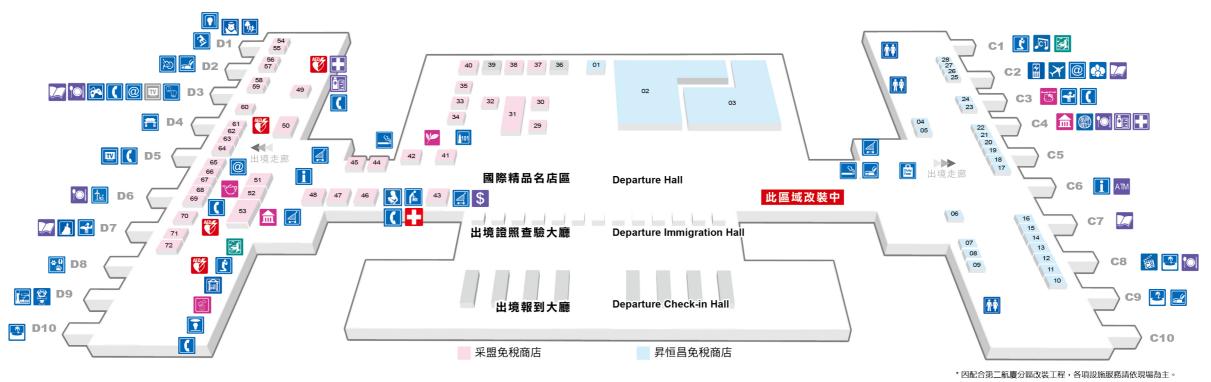
Boutique

Boutique

76 JO MALONE

臺灣桃園國際機場·第二航廈出境區(3F)

TAIWAN TAOYUAN INTERNATIONAL AIRPORT TERMINAL 2



公共服務設施

- 閱讀照明體驗區
- 行李手推車
- 網際網路服務
- 戶外吸煙區
- 祈禱室
- 紓壓休憩區
- 睡眠照明示範區
- 台北101造景區
- 機場圖書館
- 景觀休憩區
- 海岸風情主題候機室
- OHAS of Outlying Island
- 希望平溪主題候機室 Pingxi the Village of Hope Waiting Lounge
- 花東探遊主題候機室 🔯
- Exploration in Hualien and aitung Waiting Lounge 多功能影音候機室
- 智慧綠能主題候機室 👸
- - Smart Green Energy Naiting Lounge

特色商店

- 閩南館一福茶莊 The Fu-cha Village
- Hello Kitty 童話玩國
- 台灣好 茶葉體驗區
- Hello Taiwan: Tea Experience Area
- 博物館商店

藝文展演

藝文展演空間 Art Exhibition/Galle

餐飲

書店

醫療中心 Medical Clini

AED AED

Reataurant & Café

保健諮詢服務 Health care Services

Health care Services

公共電話 運動公園

蘭花區 Orchid Gallery

兒童遊戲區

育嬰室

哺集乳室

電視播映區

諮詢服務中心

Sports Park E世代電競體驗區

-Sports Experience Center

- 台灣黑熊主題宣導區 Taiwan Black Bear Advocacy Are
- 霹靂布袋戲主題候機室
- 樂活離島主題候機室 保育森活主題候機室 LOHAS of Outlying Island Wildlife Conservation
 - 原住民文化園區主題候機室 Taiwan Indigenous Cultural Park Waiting Lounge
 - C1音悦候機室 Taiwan Music Waiting Lounge
 - C2航空天際候機室
 - C8台灣電影候機室
 - 手機充電站 Mobile Phone Charging Station

免税店面標示圖

- 01 HERMÈS Boutique
- 02 化妝品/香水區
- Cosmetic & Fragrance 愛心小鋪 03 菸酒/巧克力/台灣名產
 - - 04 昇恆昌珠寶 Ever Rich Jewelry
 - 05 OMEGA Boutique
 - 06 BOTTEGA VENETA Boutique
 - 07 VICTORIA'S SECRET Boutique
 - 08 綜合精品、流行腕錶
 - 09 故宮博物院商店 National Palace Museum
 - 10 菸酒專賣店 Tobacco & Liquor
 - 11 輕旅行概念店 Travel Light Concept Store
 - 12 書店 Book Store
 - 13 3C專賣店 Digital Plaza
 - 14 樂活館 Lohas Shop
 - 15 菸酒專賣店 Tobacco & Liquor

- 16 台灣農特產品館/琉璃工房 Tastes of Taiwan & Boutiques
- 17 GUCCI Boutique
 - 18 BURBERRY Boutique
 - 19 綜合精品專賣店 International Boutiques
 - 20 3C專賣店
 - 21 旅遊藥妝店 Beauty & Health Care
 - 22 台灣名產/酒/巧克力 Taiwan Specialty & Liquor & Chocolate
 - 23 台灣菸酒 Tobacco & Liquor
 - 24 SONY/野獸國專門店
 - 25 Hello Kitty 童話玩國 Hello Kitty Gift Gate
 - 26 哈客館/原民館 Hakka & Aborigines Culture
 - 27 書店 Book Store
 - 28 菸酒/台灣農特產品 Tobacco & Liquor & Tastes of Taiwan
 - 29 化妝品/香水 Cosmetic & Fragrance
 - 30 CARTIER Boutique

- 31 手錶 Watches
- 32 BURBERRY Boutique
 - Boutique 34 OMEGA

33 VALENTINO

- Boutique 35 LOEWE
- 36 精品快閃店 POP-UP Store
- 37 PRADA Boutique
- 38 SALVATORE FERRAGAMO Boutique
- 39 精品快閃店
- 40 BOTTEGA VENETA Boutique
- 41 珠寶 Jewelry

42 台灣名產

- Taiwan Specialty 43 菸酒/巧克力
- Tobacco & Liguor & Chocolate
- 44 化妝品/香水 Cosmetic & Fragrance
- 45 酒/巧克力 Liquor & Chocolate

- 46 化妝品/香水 Cosmetic & Fragrance
- 47 Whisky Boutique Liauor
- 48 酒專賣店
- 49 旅遊藥妝 Beauty & Health care 50 酒/巧克力
- 51 台灣名產/酒/巧克力 Taiwan Specialty & Liquor & Chocolate
- 52 福茶莊
- 53 博物館商店 Taiwan Museum Shop
- 54 體育用品店
- 55 菸酒專賣店 Tobacco & Liquor
- 56 iTravel(Apple專賣店) Apple Authorized Reseller
- 57 體育用品店 Sports Store
- 58 VICTORIA'S SECRET Boutique
- 59 3C/影音光碟/書店
- Digital Plaza & Sound Vision & Book Shop 60 台灣名產/酒/巧克力 Taiwan Specialty & Liquor & Chocolate

- 61 手錶/珠寶 Watches & Jewelry
- 62 國際精品店 International Boutiques
- 63 BORSALINI
- 64 COACH Boutique
- 65 BVLGARI
- 66 HUGO BOSS Boutique
- 67 MCM Boutique
- 68 MICHAEL KORS Boutique
- 69 LONGCHAMP Boutique
- 70 3C/影音光碟/書店 Digital Plaza & Sound Vision & Book Shop
- 71 童趣館 Wonderland
- 72 台灣名產/酒/巧克力 Taiwan Specialty & Liquor & Chocolate

珠寶手錶 Jewelry & Wat 采盟免税菸酒商店 Liquor & Tobacco 運動用品店 Sports Shop 3C專賣店 Digital Plaza 書店 Book Store 旅行補給站 Travel & Health 童心世界 Kidsland

臺灣高雄國際機場平面圖 TAIWAN KAOHSIUNG INTERNATIONAL AIRPORT

Kiss goodbye to • Breast Cancer

乳房健康三部曲

20歲以上每月定期乳房自我檢查

30歲以上

每年定期專科醫師檢查 必要時醫師會輔以乳房超音波或X光攝影檢查

【45~69歳】婦女 或【40~44歲】二等親內有乳癌家族史者 每兩年一次免費乳房X光攝影檢查 並請定期專科醫師檢查

愛心捐款方式

18996418

財團法人乳癌防治基金會

帳號:03100400107652 戶名: 財團法人乳癌防治基金會



乳癌











禁止酒駕 酒後不開車 安全有保障



禁止酒駕 酒後不開車 安全有保障





細工彩繪-全家福獅對+木座

打造純手繪製作之工藝產品,細 工彩繪祥獅系列,獅者~智慧之 師百獸之王,主開運得吉祥。家 中有對獅,賺錢沒人知,家中有 一對,年年大富貴。

交阯陶-小金蟾 金蟾的形象在我們中華文化由來 已久,深入人心。金蟾又稱三足 金蟾,漢族神話傳說月宮有一隻 三條腿的蟾蜍,而後人也把月宮 叫蟾宮。古人認為金蟾是吉祥之物,可以招財致富。



交阯陶-火獅對

細工彩繪-新漢龍 打造純手繪製作之工藝 產品, 細工彩繪龍系 列,龍者~上天下海無 所不至,為權威尊貴 象,生旺財運、鎭宅避 邪、化解煞氣。

> 獅子,象徵著權利與公正,世人 用睡醒的雄獅來形容崛起的中華 民族。中國人喜歡獅子,常將獅 子形狀製成各式的藝品與擺飾 品,以顯示人們對獅子的喜愛。 家中有一對,年年大富貴。



景泰藍 精緻飾品 以台灣形狀打造的 精緻飾品,將台灣 在地之美透過瑰麗 多彩的景泰藍呈現 在世人眼前。



許家班餅舖鳳梨酥(15入) 香酥、鬆軟的外皮, 充滿著奶

奇軒綠豆糕

精緻的雕花瓣隨著淡淡的香味,綿密的 質地入口即化,讓人想要一再回味。



外皮酥鬆爽口、内餡香醇綿密,以純手工製作糕餅,每一顆內含特 製豆沙餡及精選蛋黃的蛋黃酥,均是以古法精心烤製而成,口感更 是細緻,完整呈現了蛋黃酥古早而雋永的美味,包裝外盒以喜氣的 大紅色作底,搭配可愛的人偶圖像,均是您最佳的選擇禮盒。







太陽堂·鳳梨酥

精選新鮮鳳梨製成内餡,微酸低甜的 口感中,保留著鳳梨的香醇美味及其 營養價值,輕咬一口,香氣四溢。



專屬禮遇再升級 iRich Club 等著你加入

Join the iRich Club for Premium Services

Text by 廖彥銘 YM Kevin Liao Translated by Rye Ting-Ru Lin











出國旅遊前,總是花很多時間精力找優惠、尋覓 划算的住宿與機票。在昇恆昌免稅商店看見比市價優 惠或免稅限定的商品,無論是寵愛自己或是替親朋好 友代購,怎麼算,都划算。

Ever feel like you waste way too much time before a trip trying to find the best discount products, hotels, and flights? There's an alternative: visit the Ever Rich Duty-Free Shop. There you'll find bargains and exclusive duty-free products for yourself, friends, and family.

昇恆昌為能更貼近您的需求,引頸期盼的 iRich APP 就此誕生!每一筆消費都能累積紅利點數!只要 會員在結帳時出示行動會員條碼,即可累積消費金額 及點數。等級越高,點數累積的速度也會越快喔!

Ever Rich Duty Free Shop makes your life easier with iRich App. With every purchase you make, you can also accumulate iRich Points and redeem exclusive gifts. All you need to do is to scan your members barcode (on the app) at checkout and it automatically accumulates points for your purchase. Higher membership class receives more iRich

只要手機下載 APP,完成註冊,立享 250 點入會 禮;已經是會員的朋友,好康更多!推薦好友註冊會 員,還可以獲得額外 50 點。

Download the app and register to receive a sign-up gift of 250 credits. Other discounts are available for our existing members; Inviting a friend to register also gets you an extra 50 credits

若會員升等到貓頭鷹及太陽等級,還可以額外享有 尊榮的專屬禮遇,包括禮賓服務、市區預售中心購物免 費接駁、機場尊榮接駁、環宇商務中心尊榮通關、菁英 系列活動邀請、金湖飯店及澎澄飯店住宿抵用券等回饋。

Members of Ithuu (Owl) and Cidal (Sun) will receive premium VIP treatment and offers including free pickups/drop-offs to Ever Rich Downtown Stores and airports, customs clearance service by Huan Yu VIP Terminal, invitations to exclusive events, Accommodation Vouchers to Golden Lake and Discovery Hotels and other members only benefits.

iRich App 豐富您的精采旅程

iRich App Enriches Your Amazing Journey



消費積點好方便 Collect iRich Points

手機就是你的會員卡,消費積點超簡單。 Present your Digital Membership Card at checkout and start collecting your iRich Points today.



點數就是好禮 Redeem iRich Points for Exclusive Gifts

消費換享受,點數可兌換多項抵用券,餐券與住宿券。 Get members only shopping coupons and hotel vouchers.



優惠資訊不間斷 Never Miss Another Special Offer

最新促銷訊息,就在彈指之間。

Receive notifications on the latest promotions with your phone.



禮遇服務不再是夢想 Get Your VIP Treatment

專屬機場接送、環宇禮遇通關服務等會員獨家權益,就是超享受。 Be the VIP you are and enjoy airport pickups, drop-offs, expedited airport Customs and more.



不再找不到酬賓券 手機一滑就有

Download Your Exclusive Members Coupons

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Get the iRich App on your phone and never forget to use your VIP gifts again.

幸福就在指尖 專屬你的 iRich

The iRich App: Exclusivity and Satisfaction



拖著行李,從一個城市到另一個城市,每一趟國際旅行,早在踏出家門的那一步便已啟程。將最好的自己準備好,走下樓搭乘專車接駁服務,機場再遠,一車就到,而且不僅限於桃園機場,提供多點多地的貼心服務。

You step foot outside your home, luggage in tow. What comes next may be a headache of taxis and trains or it may be a pleasure, with a private car picking you up and taking you in comfort to the airport. No matter how far the airport is from your home, the car delivers you there directly. And this pickup service isn't limited to the Taoyuan International Airport – you can enjoy multiple rides between various destinations.

抵達機場,除了一對一的禮賓服務迅速完成行李 托運、外幣兌換等繁雜手續,也能預約環宇商務中心 的尊榮通關服務,一站式完成海關、移民署、檢疫與 安全檢查,讓你把時間花在更美好的事物上。

After arriving at the airport, you can enjoy premium one-onone services including prioritised and streamlined check-in and money exchange. You may also reserve a spot in Huan Yu VIP Terminal, which allows you to complete the customs, immigrations, quarantine, and examination procedures all at the same time in the same place – giving you extra time to focus on more enjoyable matters.

悠閒的候機時光,走到事先代訂好的餐廳享受佳 餚。帶著專業購物諮詢所提供的當季新品資訊,逛逛 免稅商店。不僅可優先提貨,滿額即可擁有專屬禮遇。 結帳也相當俐落,拿出手機打開應用程式,就能輕鬆 累積點數,查看並使用虛擬優惠券,每一個好康都不 浪費。

With this newfound pre-boarding time, you can take your prebooked spot at a restaurant and browse the latest shopping catalogue. You can also pick up your goods with priority and receive exclusive gifts when your spending hits shops' numerous reward levels.

加入昇恆昌 iRich 行動會員,提前展開專屬精緻 旅程。不同於機場中的人來人往,這一次你可以更優 雅地恣意慢活。

Sign up for iRich membership on the app to turn your next journey from pedestrian to premium.







1. 一對一禮賓服務 One-on-one premium services 2. 專車接駁服務 Private Airport Transfers 3. 環宇商務中心尊榮通關服務 Huan Yu VIP Terminal *以上服務提供太陽等級及貓頭鷹等級會員預約使用。Note: Services above are provided with Cidal and Ithuu level of membership with reservation.





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膜斑蘭 經曲獨奏

KAVALAN SOLIST

OLOROSO SHERRY

SINGLE CASK STRENGTH

OLOROSO 雪莉桶 威士忌原酒 0.7L/









KA VA LAN

噶瑪蘭 經典獨奏 波特桶 威士忌原酒1L KAVALAN SOLIST PORT CASK

SINGLE CASK STRENGTH SINGLE MALT WHISKY

波特桶-カバラン ソリスト ポートカスク

シングルカスクストレングス

















KAVALAN PODIUM SINGLE MALT WHISKY カバラン ポーディアム



噶瑪蘭 經典獨奏

FINO 雪莉桶 威士忌原酒 1L

SINGLE CASK STRENGTH SINGLE MALT WHISKY

FINO-カバラン ソリスト

フィノ シェリー シングルモルトウイスキー

KAVALAN SOLIST FINO SHERRY













噶瑪蘭 經典獨奏 Manzanilla 雪莉桶 威士忌原酒0.75L KAVALAN SOLIST MANZANILLA SHERRY SINGLE CASK STRENGTH SINGLE MALT WHISKY Manzanilla-カバラン ソリスト マンサニージャ シェリー シングルモルトウイスキー









禁止酒駕 🐼 未滿十八歲 禁止飲酒



