

1. Culture

The exhibition has set up ‘Six Senses of Taiwan’ to enable visitors to experience Taiwanese culture by using their six senses: sight, smell, hearing, touch, taste and feel. ‘Taiwan Cultural and Creative Industry Pavilion’ has created three areas including ‘Taiwan Creative Life’, ‘Food and Design’ and ‘Museum Authorized Application’ to demonstrate how Taiwan can transform its life inspiration into product value; the ‘Taiwan Indigenous Hub’ will showcase Taiwan’s aboriginal cultural creativity industry, characteristic agriculture, and eco-tourism industry.

Company	Product Highlight	Photo
Six Senses Taiwan	Six Senses Taiwan incorporates human senses into the design of the exhibition space, and integrates culture as an important element connecting daily narratives and memories while triggering your very own personal ‘Sixth Senses Taiwan’.	
The Smell of Taiwan		
	<p>YIRI LIVING</p> <p>The sense of smell is the most enduring human sense and is linked with memory in a subtle and delicate way. From cuisine, to industry, to beliefs, to environment, each of these aspects in Taiwan has a unique look and culture.</p> <p>What ‘Taiwanese smell’ do you remember most? Is it the memorable smell of tea eggs that welcomes you when you step into a Convenience store? Or is it the scent of herbs that permeates small lanes and alleys? Lift the glass cover, pick up the scented paper, and discover your very own smell of Taiwan!</p>	
Surfing in Taiwan		
	<p>Hylerwoods Surfboarding HTC VIVE, Heran TV 46”</p> <p>In the past, the ocean bestowed Taiwan its important fishing industry. As tourism has developed and environmental protection has risen, Taiwan’s marine ecology has nurtured a tourist culture, and the island’s geography has</p>	

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	<p>created many scenic surfing spots. Surfing is a lifestyle. Standing on a wooden surf board, virtual reality connects between surfing and the environment. Wait for the waves, see the mountains and feel nature around you.</p>	
Biking in Taiwan		
	<p>GIANT Bike Taiwan is known as the bicycle kingdom. With rich and diverse topography, a simple turn can change the scene right in front of your eyes from mountains over three thousand meters to the endless Pacific Ocean. Take another turn, and expansive golden rice paddies await. The scenic landscape along a bike track transports you into a nature film with sceneries changing with the pace and rhythm of biking.</p> <p>Hop on a bike and enjoy the breathtaking scenery along the Sun Moon Lake Bikeway, which CNN has named one of the most beautiful bikeways in the world.</p>	
Zine in Taiwan		
	<p>Fountain of Creativity BaconPress Although the emergence of digital media seems to have caused the downfall of print publications, a wave of zines has swept Taiwan and introduced a trend of independent culture that is diverse and rich.</p> <p>Each zine is an exquisite craftwork in terms of its design, and serves as an important medium, through which the young generation expresses their inner world. Put down your mobile phone for a while and dive into the world of zines and perceive Taiwanese charm through its pages.</p>	
Letterpress in Taiwan		

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	<p>A Letterpress Ri Xing Type Foundry</p> <p>Letterpress typography has been around for nearly a thousand years and has greatly contributed to the spread of knowledge in modern times. The layout of each individual character and line can be arranged and printed to show different forms of expression in contemporary design.</p> <p>A modified letterpress machine emits the glory of an ancient craft, entering our daily life in a charming way. Come and print a name card that preserves the warmth and hand-made experience of Six Senses Taiwan!</p>	
Rapping in Taiwan		
	<p>KAO!INC. YO - TRONICS</p> <p>As the most significant origin of Chinese pop music, from the birth of a Taiwanese pop singer to international tours, the music and video industry has become one of Taiwan's soft cultural powers that cannot be ignored.</p> <p>Hip-pop and rap music is the most popular music types among the young generations today, who use the musical forms of vocal delivery to convey feelings and social critique, and portray the positive and negative sides of society. Let's get it! Put on headphones and go with the flow to feel the charm of Chinese rap music. You might even hear your own stories.</p>	
Tea in Taiwan		
	<p>Caketrees Studio</p> <p>From traditional tea culture to countless cups of bubble tea in the hands of young people, Taiwan's tea culture brands have crossed international borders and become a crucial part of food culture. Tea calms the soul. The various amber colors fill tea drinkers with a sense of joy.</p>	

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	<p>Have a sip of wonderful Taiwanese tea! Immerse yourself in the humanistic ambience of tea with traditional tea-making instruments. Come and bathe in the joy of savoring tea, a daily experience that all Taiwanese people know and love.</p>	
<p>Taiwan Cultural and Creative Pavilion</p> <p>Mega Nano Technology (Brand: GOLD DECO)</p>	<p><u>Bentood Chair - The Nude</u> GOLD DECO engaged the digital printing technology with the chair into a new perspective. Which offers endless possibilities, from photorealistic designs to graphic structures in all colour variations. And now we add more inspiration let the possibilities are as limitless as your imagination.</p> <p><u>San Yu</u> San Yu's works combine qualities of Chinese literati painting and the Western art, a combination that evolves into his unique style of expression. San Yu's subjects ranged from figure painting to still life, animals and landscape, and he worked various media such as pencil, watercolor and oil. The National Museum of History collection of San Yu's works, making NMH one of the important museums with collection of San Yu's late works.</p>	
<p>Taiwan Cultural and Creative Pavilion</p> <p>Woo Collective</p>	<p><u>Liquor Perfection Vall / Liquor Perfection Stick</u> Tin removes some of the harsh bitterness from alcohol. The spiral shape of this tin decanter top mimics the look of flowing water while maximizing surface area contact with the liquor in your decanter or glassware. The liquor pours out in a beautiful stream while flowing through the tin spiral, resulting in a smoother, mellower drink that's as easy on the eyes as it is on the palate.</p> <p>*Awards Golden Pin Design Award Red Dot Design Award</p>	

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<p>Taiwan Cultural and Creative Pavilion</p> <p>By Young Creative Co. Ltd. (Brand: Bu Young)</p>	<p><u>BYC Wiper</u></p> <ol style="list-style-type: none"> 1. By Young Co. (BYC) has transformed plain color cleaning wipes for 3C products into printed pattern wipes, characteristic of life style, including traditional foods in night markets and cute pop art animals. 2. The fiber is about 1/200 the diameter of a strand of human hair. 3. Triangular-shaped fiber removes all kinds of stains easily and leaves the surface of products undamaged. 4. Strong water absorption. 5. Sourcing raw materials to designing, printing, packaging - all made in Taiwan. 	
<p>Taiwan Indigenous Peoples' Hub</p> <p>Council of Indigenous Peoples</p> <p>Brand: Ayoï</p>	<p><u>Deer Fire</u></p> <p>"Ayoï" is the greeting phrase which means 'welcome' and 'appreciation' in the Yami (Dawu) language. Let's warmly welcome our local and international friends to experience the culture, arts, and creativity of Taiwanese indigenous people. Ayoï welcomes your visits and offers a comfortable space to freely read about the tribe, listen to the indigenous sounds, free your soul and wander away, and further embrace the beautiful living attitudes of the indigenous people!</p> <p>Deer Fire is an aboriginal ethnic handmade iron carving.</p>	