

城市環境形象與文化創意策略研究－以台北地區為例

The Strategy of city image and Culture Creative - With Taipei Area as an Example

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摘要

在今日全球化競爭的架構之下，透過城市本身無可取代的自然和人文等發展條件所建立之明確城市形象，將有助於爭取觀光客、跨國企業、專業人才及資金進入，尤其是如何以具創意的思考方式彰顯地方特色，提昇市民生活美學水平，促進城市達到永續發展的理想。故本研究基於此思考，透過經驗法於文獻資料和長期環境觀察之結果，以及國內外的案例比較，對城市形象的建立與行銷上，有以下幾項重點討論：

1. 由各城市獨有特質所成就之形象行銷，應具有其不可取代的優勢。
2. 透過地方文化創意產業與生活藝術表現的融合，發展地方獨有的特色，凝聚國際對地方的共識，如此才能針對一個共同被認定的明確形象發展，具體得知城市發展的優勢，以及有發展潛力但仍待開發之面向，作為未來的城市發展經營策略。
3. 以主軸形象為中心，對周遭環境與相關配合產業的發展不容忽視，彼此相互配合除能讓文化經營效果顯現，亦能擴大形象經營的受惠者範圍。
4. 結合傳統中華與世界異國料理的台北市美食文化，具有國際級的競爭力，以此為中心發展城市形象經營，將有助於觸發其他周邊的特色產業，透過異業合作，擴大行銷效益。

Abstract

Through the city's unique natural, culture and conditions for development that establishment of a clear image of the city in global competition framework now. It will contribute to fight for tourists, multinational corporations, professionals and access to capital, in particular, how to use a creative way of thinking to shows local characteristics, upgrading the living standard of aesthetics, and promote urban sustainable development to achieve the ideal. The purpose of this study based on this thinking, through the experience in literature and long-term environmental observation of the results, as well as domestic and foreign cases compared to the urban image-building and marketing, has focused on the following:

1. The success of the marketing image in the cities characteristic. It should have

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its irreplaceable advantages.

2. Use the local cultural and creative industries and artistic life of integration to development the unique local characteristics and cohesion of the international consensus on the local. In order to build a clear image of the development of concrete advantages that urban development, and Development potential but has not yet been developed for, the future of urban development as a business strategy.
3. Use the image of the center, combine the surrounding environment and associated with the development of the industry that can expand the scope of the beneficiaries of the image of the operation.
4. Combination of Chinese food and different country's food in the culture of Taipei city, as the image of the city center to operate, that have great International competitiveness in Taiwan.