

《 TAIWAN'S CITY OF ART 》 台灣藝術之城

by Beat Baumann 貝亞 包曼



A Public Art Project (Mural) in Pier 2 Art Center, Kaohsiung

2023.10

TABLE OF CONTENTS 目录

	Page
I. LOCATION & REACH 地點和覆蓋率	3
II. PROJECT 公共藝術	4
III. SCHEDULE 行程計劃	5
IV. ARTIST 藝術家	6
V. PURPOSE 目的	7
VI. POTENTIAL 項目的潛力	8
VII. SOCIAL MEDIA PLAN 社交媒體策略	9
VIII. SPONSORS 贊助商	10
IX. REALISATION PLAN 實施計劃	11
X. FINANCING PLAN 融資計劃	12
XI. BUDGET PLAN 預算計劃	13
XII. CONTACT 聯繫方式	14

LOCATION & REACH 地點和覆蓋率

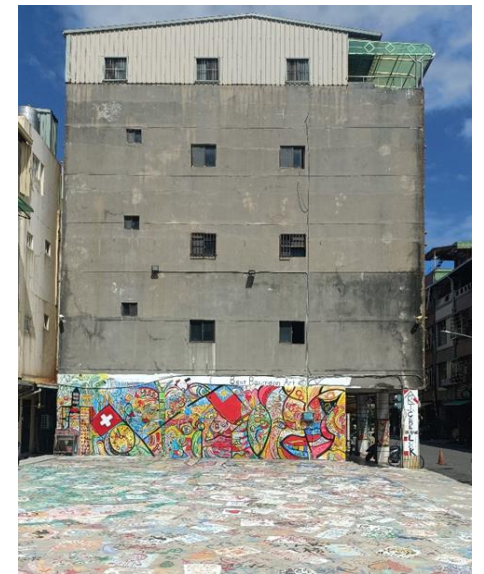
高雄市 鹽埕區 駁二藝術特區 PIER 2 ART CENTER

Kaohsiung is Taiwan's second-largest city, once renowned for heavy industry, agriculture, and its role as a major port city in Taiwan. Over the past decade, Kaohsiung has evolved into a cultural hub of Taiwan. This city's cultural transformation has given rise to projects such as the Kaohsiung Pop Music Center, the Wei-Wu-Ying National Arts and Culture Center, and the Pier-2 Art District.

The Pier-2 Art District, once a series of abandoned warehouses and railway yards situated beside the old Kaohsiung Harbor, has now become one of Kaohsiung's most popular cultural destinations. The Pier-2 Art District regularly hosts art and music festivals while showcasing public art, infusing the city with a refreshing vibrancy.

Location : The mural is located on the main thoroughfare of the art district, adjacent to the popular Eslite Bookstore, a plaza for gatherings, an outdoor music venue, and a renovated warehouse theater. (60 Bixin Street.)

Offline Reach : In 2022, over 6.2 million people visited the Pier-2 Art District. The peak visiting period for Pier-2 is during the Lunar New Year holiday. The eight-day holiday in 2023 attracted more than 800,000 visitors.



PROJECT 公共藝術

Swiss artist Beat Baumann is embarking on **his first public art project, and it's his most significant one to date:** a five-story-high art mural at the heart of Kaohsiung's Pier-2 Art District.

Titled "**Taiwan's City of Art 台灣藝術之城**," the mural will be an interpretation of Kaohsiung's urban landscape by the artist. It stands as a testament to the city's cultural transformation, shifting from an industrial powerhouse to a modern cultural city with iconic architectural masterpieces.

In addition to the city's contemporary vibe, the Love River meandering through the city's core introduces a natural softness, inspiring fluid elements within the artwork. The contrast between the urban landscape and nature will be prominently displayed, offering viewers a profound sense of relaxation. It's as if they are strolling along the riverbank, enjoying the romantic city lights in the gentle breeze and shimmering waters.

Baumann's distinctive art style combines vibrant and contrasting colors, harmoniously balanced by captivating lines, expressing the youthful and ambitious personality of Kaohsiung.

Just like art in a gallery, what each person sees and experiences will vary. The longer one appreciates this mural, the more they will discover and appreciate the artist's hidden personal spirituality in each brushstroke.



Project Studies, 2022

SCHEDULE 行程計劃

December 2023:

Preparation and cleaning of the mural wall.

January 1, 2024:

Painting the mural. Beat Baumann's signature style artwork will be completed before the Lunar New Year (by February 7, 2024).

February 12-13, 2024 (3rd and 4th day of Lunar New Year):

Public Live-painting event (a total of 2 days). The public is invited to participate in painting the 154-square-meter plaza floor alongside the artist. Through community and artist collaboration, this project evolves from "My Kaohsiung" to "Our Kaohsiung."
#OurKaohsiung

February 14, 2024 (5th day of Lunar New Year, the last day of the holiday, Valentine's Day):

Opening event. Sponsors and media reporters are invited to attend the unveiling event.



ARTIST 藝術家

To fully comprehend the depth of any artist's work, one must consider the scenes of life and culture that the artist has experienced.

Background: Beat Baumann was born in 1965 in the picturesque city of **Lucerne, Switzerland**. His artistic foundation can be traced to **German Expressionism**. Baumann lived shortly in the United States in the 80s and shortly after his experiences there, he began painting with a new resolve. Surely this experience has left an impression on his artistic vision, **reminiscing of Pop Art**, be it consciously or not. Another element evident in Baumann's artworks is inherently **influenced by surrealist and abstract composition** born out of reality. This aspect of unique expression is highlighted by the use of the shapes and the way the colors are employed to create the painting's own "additional dimension".



Moving from Baumann's Western cultural birthplace to the Far East, where he currently resides, the era of globalization compels us to seek a common language that can be understood by all. From **traditional Chinese painting**, Baumann draws flexible and free brushwork, representing the spontaneous expression of the subjects he observes as an artist. After living in China and Taiwan for over 20 years, **elements of "qi"** seeking vitality appear in his artwork.

Beat Baumann has held **solo exhibitions** and participated in **international art fairs** in Switzerland, Austria, Italy, mainland China, and Taiwan.

Occupation: Baumann's **20-year career in the semiconductor industry might seem contradictory to his artistic identity**. The high-tech industry is bound by the constraints of measured logic and structured rationality. Baumann's work appears to be the antithesis of those systematic processes. However, his art does embody rationality and logic. From a distance, elements in his creations may seem irrational, random, or even chaotic, but his bold colors balance with confident, flowing black contours, creating a paradoxical and romantic landscape.

Creative Process: Beat Baumann's unique artistic style has matured but remains dynamic. It is never static. His style continuously evolves. He creates in a state of "**flow**," fully present and deeply focused on his work, with external distractions fading away, his mind entirely absorbed in the act of creation. In this state of mind, he produces evolving artworks at an incredible pace, never repeating himself. He is indeed one of a kind; what he produces in half a year, other artists might take a lifetime to achieve. *To quote Edward Hopper, "If I could say it in words, there would be no reason to paint." Beat Baumann's works are expressed universally, without the need for words.*

PURPOSE 目的

As a Swiss artist who has lived internationally for 30 years, Beat Baumann has found his second home in Taiwan. Within himself, his family, the respect for both his Swiss and Taiwanese identities, and the duality of his roles as an engineer and an artist, there exists a certain dichotomy. The old and familiar, the new and exotic, logic and emotion are tightly interwoven within him.

This internal discord will be reflected and moreover, celebrated in this “monumental” artwork. In this piece he is so fortunate to be able to display his Swiss and Taiwanese background and influences., along with his lifelong passion and love for life and art.

- ❶ This mural takes inspiration from Beat Baumann's experiences in Taiwan, particularly his affection for Kaohsiung. Through his art, he hopes to give back to and inspire the community, conveying his vitality and passion for life to people.
- ❷ By creating a new art landmark and tourist attraction, Baumann hopes to contribute to the Pier 2 Art Center and foster the development of arts and culture in Taiwan.
- ❸ Ultimately, it aims to awaken the creativity of the community and youth. Baumann hopes to inspire people to explore what art means to them personally.



POTENTIAL 項目的潛力

OFFLINE REACH : The mural is prominently located on the main thoroughfare of Kaohsiung's art district. Positioned at the main entrance to Pier 2 Art Center, visitors traveling by MRT are certain to pass by this mural. In 2022, over 6.2 million people visited the Pier 2 Art Center.

LIVE-PAINTING : The forerunner of this artwork (lower part of the mural) without intention engaged the locals and visitors in the Art District whom Baumann encouraged to participate on the forecourt plaza of the mural. Now his intention is to again incorporate the local communities' artistic contributions, however, in a structured professional manner, thus through collaboration of the community and artist, moving the project from "My experience in Kaohsiung" to "Our Kaohsiung". This 2-day event is planned during the New Year holiday period, which is also the busiest time in the Pier 2 Art Center. In 2023, the New Year holiday attracted 800,000 visitors to the Pier 2 Art Center.

SOCIAL MEDIA REACH : The precursor of the mural sparked community interest, leading to the creation of captivating user-generated content (UGC) on various social media platforms. Travel bloggers have also introduced this location as a must-visit place in Kaohsiung's Pier 2. Beyond becoming an "Instagrammable spot," this public art has attracted other artists collaborations for music videos, dance performances, and as shooting locations.

Based on past experiences, this project has the potential to generate organic traffic. This time, the project will actively encourage UGC to promote a structured social media strategy throughout the artwork's creation process and after its completion.

PRESS & MEDIA: The mural has the potential to attract attention from press and media, such as Travel Luxe, which published an article about Baumann's residency in Kaohsiung in May 2022 (earned media). Invitations will be sent to local media and the Pier 2 Art Center with the aim of showcasing and promoting the development of Taiwanese art and cultural exchange on an international level. The primary goal is to inspire community engagement in cultural exchange by sharing love for life through art.



twerk_mimix
駁二藝術特區 The Pier-2 Art Center



旅行探險遇畫家
受夠了台北20幾天的「雨水洗禮」，前些日子我投奔了陽光普照的南國。在駁二特區邊的小巷弄尋寶時，先是空氣中的淡雪茄香味悠悠飄來，轉個彎眼前的景象讓我傻眼。車庫改裝的大型畫室出現在我眼前，有位嘴含煙斗的很面熟大叔正盯著他的作品前皺眉沉思。我的小腿袋轉了又轉~哪裡見過? 哇塞! 我喜歡的住台瑞士畫家 Beat Baumann! 曾經在非池中藝術展看過他的作品，當時也心動想收藏。當天我逗留他畫室好幾個小時，聊藝術、聊人生，就像失散多年的老友。當天至今我多了位好友。所以說，旅行時不妨去探險周邊的巷弄，因為它有可能帶給你意外的驚喜及禮物。text & photo Helen Lee

★★★★★ a year ago
那天天氣很好，為了無人機去二副台灣燈會（雖然最後站錯位置都被高雄流行音樂中心擋住了），因為還很早，所以在駁二週邊四處逛逛，路過了這裡，好... More
See translation



塩程區藝術牆 Bea Baumann 貝亞包曼
AGA DESIGN
Subscribe

cwyuuuuu._0121



SOCIAL MEDIA PLAN 社交媒體策略

The entire process, from preparing the mural wall to the final opening event, will be documented:

Short-format content (videos and images) will be regularly shared on Beat Baumann's social media accounts and a dedicated website tracking the mural's progress, divided into three categories:

- 1 THE ART 藝術分享: Preparations, the creation process, time-lapse videos, drone footage—pure entertainment for the audience.
- 2 FOSTERING COMMUNITY 建立團體感: Encouraging a sense of community, where the audience shares ideas about art, their experiences in Kaohsiung, and cultural exchanges. For example, conducting interviews and discussions with the audience and featuring user-generated content on Baumann's social media and website.
- 3 EDUCATIONAL 知識共享: Providing insights into the artistic process and useful tips for other artists.

The **final long-format content will be a documentary of the project**, including the creation process, interviews with the artist, public events, and interactions between the artist and the audience.

The **Kaohsiung City Government's Cultural Bureau, Pier 2 Art Center**, and **travel KOLs** will be informed about the Live-Painting events to help with promotion, broaden the audience, and encourage tourism in Kaohsiung.

Furthermore, during the painting events and the artist's creative process, participants will be encouraged to share on their social media accounts using the **#OurKaohsiung** hashtag. Brushes and paints for the painting event will be provided.



<https://www.youtube.com/watch?v=pS0QNmrVYM>

#OurKaohsiung

SPONSORS 贊助商

Becoming a Sponsor, you will support:

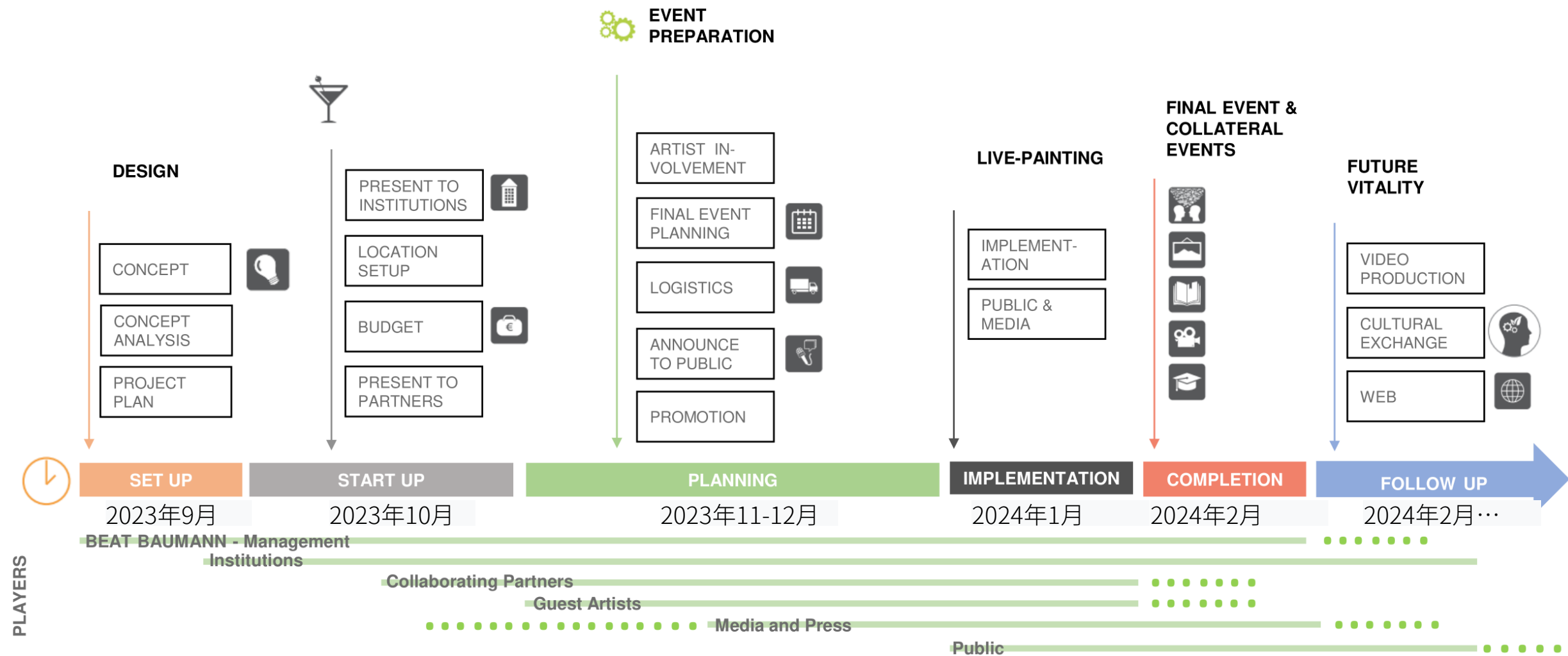
- ① Fostering Community with Public Art:** Your sponsorship will contribute to the creation of a mural that the local community actively participates in, fostering a sense of togetherness and local pride.
- ② Supporting Visual Arts and Culture in Taiwan:** By sponsoring this project, you'll play a vital role in supporting the visual arts and culture scene in Taiwan, helping establish Kaohsiung as a hub for artistic expression and creativity.
- ③ Boosting Kaohsiung Tourism :** The permanent mural will serve as a new cultural landmark, attracting tourists and increasing foot traffic to Pier 2, ultimately benefiting local businesses and the community.
- ④ Promoting Cultural Exchange:** Your sponsorship will promote meaningful cultural exchange between Taiwan and the world, showcasing Taiwan's rich artistic heritage to a global audience.

Benefits of Becoming a Sponsor:

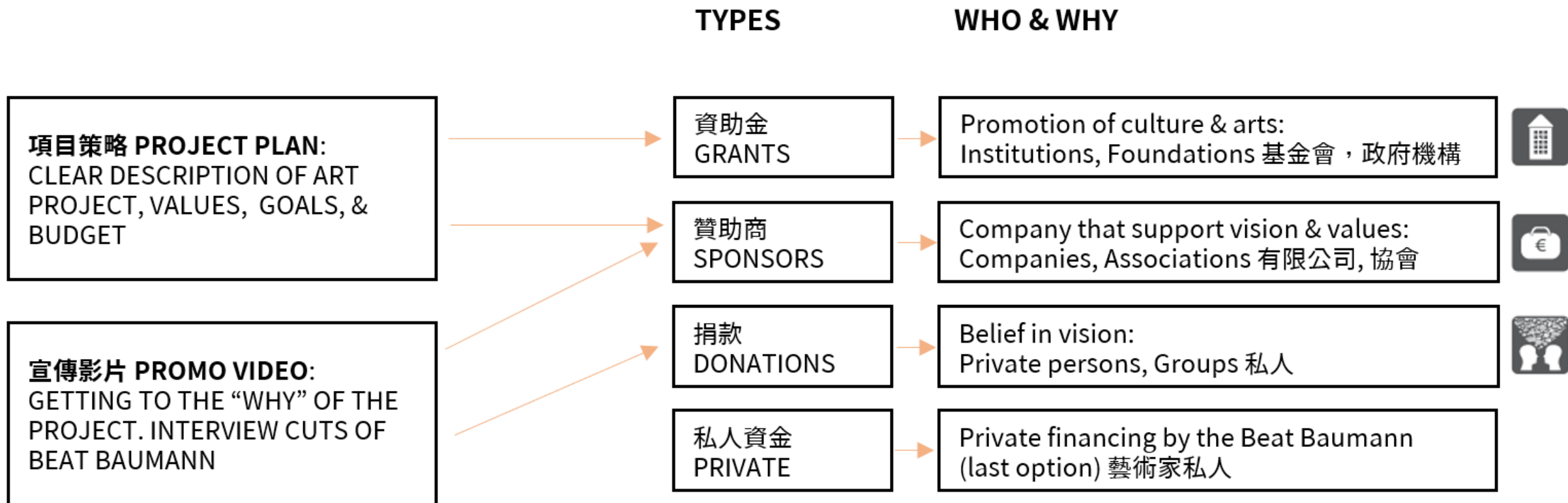
- ① Creative Collaboration:** Sponsors are encouraged to collaborate creatively with the artist, allowing for unique and engaging interactions that align with their brand values.
- ② Online Promotion:** Sponsors will receive mentions on social media platforms, including posts about the project's progress and their involvement. Sponsors will receive recognition on the project's official website.
- ③ Branding Opportunities:** Sponsors' branding may be integrated into the live-painting event, mural unveiling event, including banners, signage, and promotional materials.
- ④ Inclusion in Promotional Videos and Documentary:** Sponsors' logos and names may be featured in promotional videos and the final documentary film, increasing their visibility.
- ⑤ Invitation to Unveiling Event:** Sponsors will be invited to the final mural unveiling event as a token of appreciation for their support, providing networking opportunities and a chance to celebrate the project's success.
- ⑥ Exclusive Workshop Access:** Two main sponsors will have the privilege of joining a private 4 hour Wine & Paint workshop with the artist (max. 10 participants), fostering a deeper connection with the project and experience the creative process.
- ⑦ Impact Measurement:** Online engagement and offline events will be measured and reported at the completion of the project, showcasing the impact and the value contributed to the community.
- ⑧ Exclusive Merchandise:** Sponsors donating 30000 NTD or more will receive a framed limited-edition art print signed by the artist.

All sponsors will receive a framed limited-edition poster of the mural.

REALISATION PLAN 實施計劃



FINANCING PLAN 融資計劃



BUDGET PLAN 預算計劃

STARTUP & PLANNING: PROJECT PREPARATION		NTD	CHF	Total	180,000 NTD	5054.76 CHF
PROJECT MANAGER (3 months)	Roles: start-up, project plan, contact sponsors, press contact & public relations, ads & promotion, procurement of project materials, coordination of social media & content, final event plan & execution, follow-up	50,000	1404.10	1 CHF	35.61 NTD	18.09.2023 Currency Rate
VIDEOGRAPHER (1 month)	Roles: pre-project promo video, 2-3 weekly short videos during live-painting, event, final documentary film	50,000	1404.10			
MARKETING MATERIALS	Posters, gifts (sponsorship banners excluded)	5,000	140.41			
SOCIAL MEDIA ADS	Ads on Facebook, Instagram, Youtube	30,000				
IMPLEMENTATION: LIVE-PAINTING				Total	139550 NTD	3918.84 CHF
LIGHTING SYSTEM	For mural, permanent installation	30,000	842.46			
INSURANCE (1.5 months) & SAFETY INSTALLATION	Accident insurance and safety harnessing	15,000	421.23			
CRANE RENTAL (1.5 month)	(Moveable crane 直臂式高空車18M, incl. transport)	82,550	2318.17			
MATERIALS: PREPPING	Cleaning and wall-primer (4 gallons)		0.00			
MATERIALS: PAINTING	Tools incl. brushes and rollers, paint, paint spray (Rainbow)	10,000	280.82			
MATERIALS: COATING	Acrylic Emulsion coating and UV Protection varnish		0.00			
MATERIALS: PUBLIC PAINTING	Simple tools and paint for public painting event on the plaza	2,000	56.16			
COMPLETION: FINAL EVENT & COLLATERAL EVENTS				Total	10000 NTD	280.82 CHF
F&B	Vendors (2 food & 1 beverage); vendor pay for stand	0	0.00			
DJ	Final event afternoon (2pm-6pm)	0	0.00			
SOUND SYSTEM	Final event Incl. stereo, microphone (Cijin Sunset Bar)	0	0.00			
FURNITURE RENTAL	Fold tables and chairs incl. transport (City Suites?)	5,000	140.41			
ARTIST WORKSHOPS	2x Wine & Paint workshop (3-4hrs) offered to main sponsor (10 people per session)	5,000	140.41			
TOTAL COST					284550 NTD	7148.27 CHF

*Excluding Artist Fee

* 不包含藝術家工資

CONTACT 聯係方式

負責人

Sonya 包曼嘉琳

LINE / 電話 +886 (0) 900 616 429

Email BeatBaumannArt@gmail.com

BEAT BAUMANN 社交媒體

Website www.beatbaumann.com/zh/about

Facebook www.facebook.com/beatbaumannart

Instagram www.instagram.com/beatbaumannart

Google地圖 <https://maps.app.goo.gl/uJdAPTJxBxChwte5A>

REFERENCES

2022年，6,244,698人次參觀了駁二藝術特區 (2023.10.07 <https://stat.taiwan.net.tw/scenicSpot>)

2023年，高雄駁二初一到初八迎來80萬人潮 (2023.10.07 <https://udn.com/news/story/7327/6934728>)

雜誌 Travel Luxe (2022/05)：旅行探險遇畫家 (2023.10.07 <https://www.travelerluxe.com/>)