

For this year's workshop, Associate Professor Mark McConaghy of Sun Yat-Sen University's Department of Chinese Literature was invited to give a keynote speech on the topic: "Taiwanese Sinology in Times of Crisis: From the Interwoven Way to Co-Becoming." Professor McConaghy shared his experiences from many years of conducting cross-cultural research in Taiwan in an easy to understand manner, further discussing the past and present of Chinese Studies and Sinology and how the field has kept pace with changes in the modern world and demonstrates diversity to reflect our times.

Professor Chia-chiu Tsai, director of National Taiwan Normal University's Graduate Institute of Art History conducted a lecture on the topic "The History of Modern Taiwanese Art." Through a series of wonderful images of paintings and other works of art, Professor Tsai led participating students on a journey exploring Taiwan's rich, colorful, and diverse art history along a timeline of Taiwan's modern art history. Dr. Ling-fang Wei, Head of the Materials Division at NCL's Center for Chinese Studies conducted a lecture on "Academic Research & Research Support in Taiwan," introducing participating students to important academic resources for Chinese Studies research in Taiwan. In addition, a tour was organized for students to visit NCL's Rare Books Room, where they were led by Director Chia-Bin Chang of the Special Collections Division. Afterward, they were introduced to different Chinese ancient text binding and layout methods in the Conservation Room by NCL Assistant Editor Li-ling Lin and witnessed conservator Chuan-chen Chiu demonstrating ancient text restoration techniques.



International youths visit NCL's Rare Books Room

In addition, the students were brought on visits to two special museums. The first was renowned calligraphy museum, the HCS Calligraphy Foundation Art Museum, where Foundation Chairman Kuo-ching Ho gave a personal tour and introduction to East-Asian calligraphy and painting. Foundation Director Kuo-Hao Wu guided students in learning to appreciate authentic Ming and Qing Dynasty calligraphy and paintings and picked up a calligraphy brush himself for a demonstration of different calligraphy styles and fonts. He then guided students to try their hands at the art of calligraphy for themselves. An additional visit was made to the SuHo Memorial Paper Museum where students witnessed demonstrations of two different paper making techniques in the museum's paper making workshop.



Calligraphy experience for participating international youths

■ Taipei Publishing Industry Summer Forum: Is the Non-Mainstream the New Mainstream? Publishing's Old Edge and New Delights

On August 22nd at 2pm in the National Central Library International Conference Hall, National Central Library and the Taipei Publishing Industry Trade Association jointly held a forum entitled: "Taipei Publishing Industry Summer Forum: Is the Non-Mainstream the New Mainstream? Publishing's Old Edge and New Delights." Many publishing professionals were invited to take part in the event, coming together to discuss and investigate how the publishing industry can transform its thinking to adapt to a new era and work to create reading interests and purchase demand among

the contemporary public during a time of unique challenges in the industry; discussing how to turn weaknesses into opportunities, and create brand new paths for publishing industry innovation.

Taipei Publishing Industry Trade Association Director General Cheng-ming Chao was invited to make opening remarks at the forum and also served as the forum's host. NCL Deputy Director General Chih-tsung Weng was also in attendance to participate in the forum. During the first forum session, Sharp Point Press CEO Chun-ping Chen, Crown Culture Corporation Executive Editor Ting-ting Hsu, Cite Publishing Limited General Manager Shu-Chen Huang, Linking Books General Manager Chi-yu Chen, and Reading Times Publishing Executive Editor Spring Liang each shared their own experiences about how to utilize the unique advantages of individual publishing companies to seize upon new publishing opportunities, establishing unique directions and possibilities within a sluggish publishing market. Today, the old logic and focus on best-sellers has already transformed, with the experiences of publishing companies highlighting the importance of targeted marketing. Therefore, the new industry focus is how to practice precision targeting and work to cultivate lesser known book genres.

During the second half of the forum, host Director General Cheng-ming Chao and United Distribution Co. General Manager Chien-chung Lin, as well as CEO Chun-ping Chen, General Manager Shu-Chen Huang, and Executive Editor Spring Liang engaged in a discussion about how to respond to today's new reading trends, in a session entitled: "Exploring the New Face and Latest Trends in Taiwan Publishing." They also discussed the massive and ongoing changes in readers' purchasing behavior in recent years, and how in such rapidly changing tides, any loss of focus on the latest trends will leave publishers left behind. During the course of the forum, panelists suggested that publishers must maintain unique perspectives, retaining their ability to consider ideas beyond the confines of traditional books, so that the mainstream and non-mainstream can collide to create new sparks and flames. As a distributor rather than a publisher, General Manager Chien-chung Lin offered a different perspective

on the industry. He expressed that the publishing industry is indeed facing decline, but it is difficult to anticipate what books will become best-sellers, so publishers must also focus on the marketing of long-term sellers in order to keep the heart of the industry beating into the future.



View from a corner of the forum

The topics discussed in the forum were closely connected to the common struggles facing publishers today, surely resonating strongly with all in attendance. This event was the Taipei Publishing Industry Summer Forum and host Director General Cheng-ming Chao expressed that there are further plans to host fall and winter forums as well. He hopes that all members of the public interested in these topics will come out to attend the discussions.



Group photo with honored guests

■ The 2024 Trend Literature Children's Theater Presents "My Secret Summer Mission"

After the success of their 2023 collaboration on the play "The Magical Health Room," National