



島語

望安地方創生

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Wangan Placemaking

專題指導老師 | 胡文淵 Wen-Yuan Hu

團隊成員 |



趙甄妮
Chen-Ni Chao

ton90039@gmail.com

文字撰寫 | 視覺設計



陳薇安
Wei-An Chen

sheila98028258871@gmail.com

包裝設計 | 印刷實務

「注入設計能量，翻轉小島命運！」

我們希望能夠服務到以前設計到不了的偏鄉小島，發掘出屬於望安的元素及色彩，轉化成視覺意象並廣泛應用在當地的特產上，使地方特色印象更多元且容易識別，透過設計創意，來表現出望安特色的人文與土地、自然、產業的緊密關係，讓大家看見地方內涵與感受深層的地方情感。

"Inject design energy and flip the fate of Wangan."

We want to help some remote places that were previously impossible to reach to do design work. We discover the elements and colors that belong to Wangan and transform them into visual imagery. They widely apply to the local products, so that the local characteristic impressions are more diverse and easy to identify. Through creativity of design, the close relationship between Wangan's humanities, land, nature and industry is presented. Let everyone see the local connotation and feel the deep local emotions.

望安是什麼樣的小島？

望安是澎湖周圍的一個小島，島上有豐富的自然景觀，例如玄武岩山崖及天然海灣，也是綠蠵龜重要的繁殖地，中社聚落則保存了特殊的傳統合院建築，古昔稱花宅，在對外交通不便的情況下，更保留過去生活型態的原始樣貌以及當地特有的產業技能，由於聚落文化的延續，居民彼此間的感情友好，經常互相幫助，是個處處都能感受到人情味的美麗小島。

what kind of island of Wangan?

Wangan is an island around Penghu. Wangan is rich in natural landscapes, such as basalt cliffs and natural bays. It is also an important breeding ground for green sea turtles. Zhongshe settlement has preserved a special traditional heyuan building, formerly known as HuaZhai. In the case of inconvenient external transportation, the original appearance of the past life style and the local unique industrial skills are more retained. Due to the continuation of the settlement culture, the residents are friendly to each other and often help each other. Human kindness is felt everywhere in Wangan.



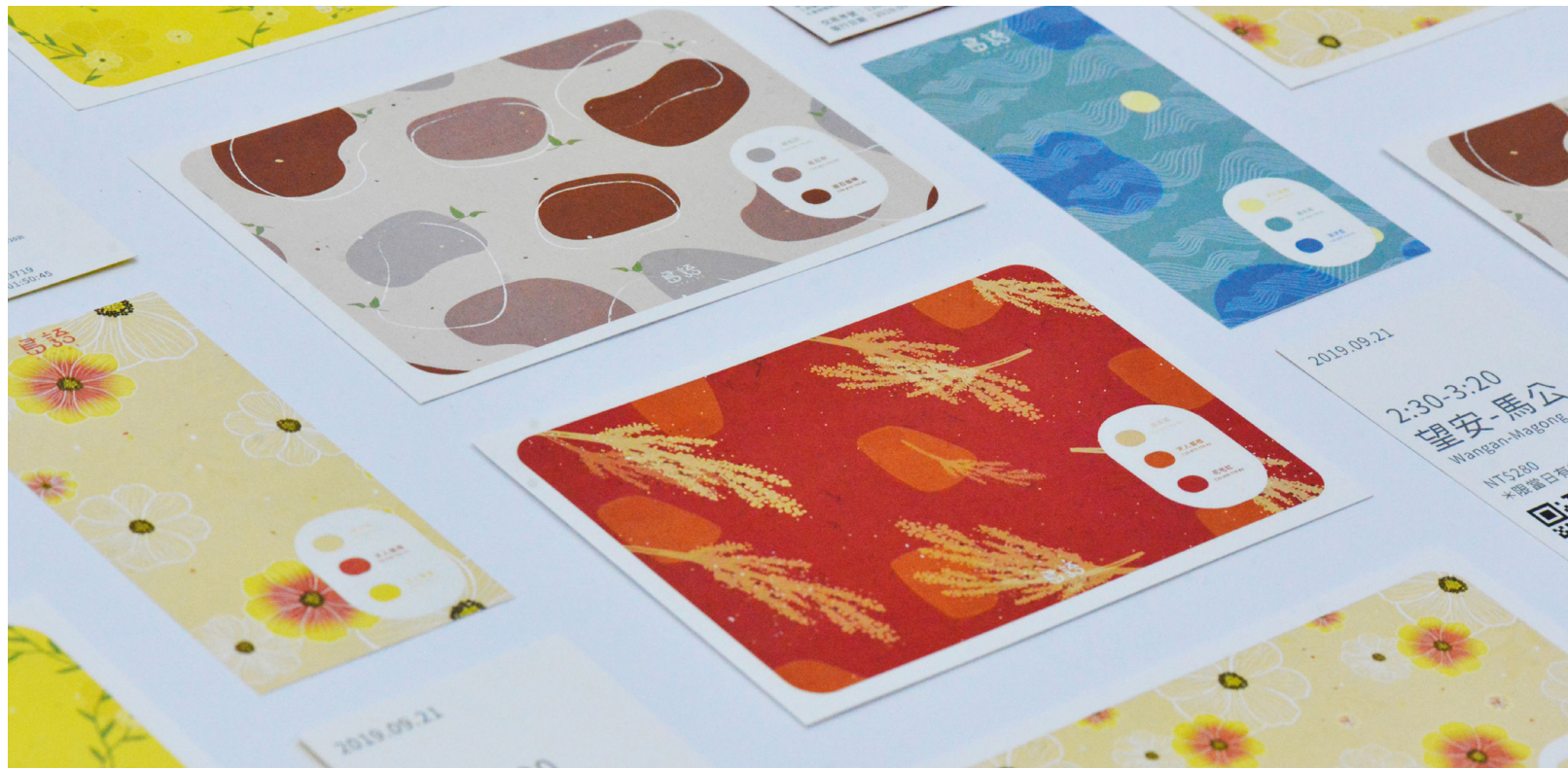
如何執行望安地方創生計畫？

我們蒐集了獨屬望安的色彩及元素，整合成一套色票和元素符碼表，分成五大類：農藝作物、古蹟建築、特產美食、特色植物、自然景觀，每個類別有相對應的視覺系統，在包裝設計上加入不同的視覺元素，使包裝更有設計感以及地方特色，除此之外，我們與當地居民達成共識，共同建立「望安優良食品」的認證標章，堅持使用無人工添加的原料製作產品，讓消費者在選擇上有個指標性的參考。

How to implement a Placemaking plan in Wangan?

We collected the colors and elements unique to Wangan, and integrated them into a set of color tickets and element form, dividing into five categories: agricultural crops, historic buildings, specialty foods, characteristic plants, and natural landscapes. Each category has a corresponding visual system. We even added different visual elements to the packaging design to make the packaging more sense of design and local specialties. In addition, we reached a consensus with the local residents to jointly establish the certification mark of "Wangan Excellent Food" and insist on using non-artificial additives. So consumers have an indicative reference in their choice.





對於計劃的未來期許是什麼？

我們希望藉由系統化的整合，讓居民知道產品可以如何優化以及改善問題，除了更加凝聚居民彼此間的情感以外，也讓觀光客對望安改變既有的印象，期許透過設計賦予當地特產新的樣貌，使包裝設計更具紀念意義以及地方價值。

what will be the inference after this project ?

We hope that through systematic integration, residents will know how the product can be optimized and improved. Besides condensing residents' emotions with each other, it also allows tourists to change their existing impressions of Wangan. The new appearance of local products makes the packaging design a commemorative meaning and local value.