

館長序

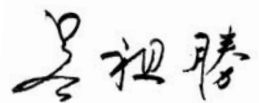
「民族風格的創新設計」是國立臺灣藝術教育館於2004年舉辦藝術生活叢書徵稿活動所選出六件入選作品之一。本館舉辦這項活動的目的，一方面是為出版優良的藝術生活讀物，供各級學校師生作為課外藝術學習輔助教材使用，一方面也在於透過公正客觀的評選，鼓勵藝術領域的人才，能多加從事藝術學習輔助教材或課外讀物之創作，以協助政府推廣學校一般藝術教育，建構優質的藝術學習環境，提升國人藝術與人文素養。

馮永華先生任教於輔仁大學應用美術系，有感於長久以來全盤西化的設計風，讓華人世界的設計創意缺乏主體思想，在他的「民族風格的創新設計」中，即企圖從民族的歷史脈絡中，尋找出這種不正常現象的原因，從而對症下藥喚起藝術家，一方面能擷取他人的長處，一方面也能建構出屬於自己的民族風格。

任何科技文明的創新發展，均須經過漫長歲月不斷的累積經驗汰舊更新，醞釀發酵、反省再造的過程，我們深切體認中華文化符碼在全球性文化締造中，佔有一席重要的地位，不要因為長久以來的故步自封或一味崇尚西風阻礙了我們對藝術與設計的探索，唯有開放包容兼具恢弘的民族自信與襟懷的設計思維，才能創造現代化設計藝術的新契機。

本書的發行，對於設計師、藝術家、業者及藝術教師們，是一項極佳的參考工具。因為我們知道，近年來政府大力推動文化創意產業，隨著人們品味的提高，未來藝術設計及行銷，如果不能由內而外的展現文化主體性，是不易獲得共鳴的。

本館隸屬教育部，職掌我國藝術教育之研究、推廣及輔導業務，藝術教育出版品的開發推廣，也是其中一項重點工作。目前本館藝術教育出版品除推廣至各級學校以外，為縮短教育資源落差，各出版品也同步刊登於本館所建置的「臺灣藝術教育網」(<http://ed.arte.gov.tw>)，有興趣的民眾透過本網，即可取得包括本書電子版，以及其他豐富的藝術教育資料及資訊，歡迎大家多多利用。



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"The Creative Design of National Style" is one of the six selected works from "Artistic Living Books Contribution Activity" held by National Taiwan Arts Education Center in 2004. The purpose of this activity is to publish excellent reading matters of artistic living for all-level school's teachers and students in extracurricular teaching materials of art study, on the other hand, through just and objective election, encourage the talents of art field to carry out more creations of supplemental teaching materials or for art education or extracurricular reading matters for art education in schools, in order to assist government to promote general art education, to build excellent art learning environment, and to upgrade national capacity and quality of art and culture.

Mr. Feng, Yung-Hua teaches at Department Applied Arts of Fujen Catholic University, considering the design style with complete westernization for long that causes the design and creation in Chinese world to be short of main thinking. In "The Creative Design of National Style", he attempts to find the reason of abnormal phenomenon from the national history, and then arouse artists by proper remedy in order to learn other's virtues and construct the national style belonged to us.

Any creation and development of technology and culture must pass the process that continuously accumulated experiences for long, eliminating old and then renew in order to brew the process of self-examination and reconstruction. We deeply feel the symbol of Chinese culture occupies an important position in global culture creation, don't obstruct our exploration of art and design due to long-term complacency and conservation or upholding of western style. Only the design thinking of open, tolerating with extensively national confidence and mind could create new moment of modernized design art.

This book is a very excellent reference for designer, artist, manufacturer and art teacher. Because we know that the government actively drives culture and originality industry in recently year; with raising of people's taste, if the future art design and marketing could not display the main of culture from inside to outside, that is not easy to obtain resonance.

This center is subordinated to Ministry of Education to be in charge of study, promotion and guide of art education, in addition to the important task of development and promotion of publications of art education. Presently, the publications of art education issued by this Center are promoted to school of every level in order to shorten the drop of educational resources, and announced in "Taiwan Art Education Website" (<http://ed.arted.gov.tw>) established by this center in the same time. The public who are interested in may visit this website to get the electronic version of this book and other rich materials and information of art education as well. Your visiting will be highly welcomed.



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