

## **ART TAIPEI 2015 wins the TID Award, major break-through to be expected for ART TAIPEI 2016**

2016/05/25

ART TAIPEI 2015, organized by Taiwan Art Gallery Association (TAGA), wins the TID Award. ART TAIPEI invited specially the award winning architecture firm, Wooyo, to take charge of the spatial planning and image design of the public space for its 2015 edition and has successfully created the ultimate fair experience for its participants.

TID ( Taiwan Interior Design Award) was founded by the elitist interior designers in Asia Pacific region for more than eight years. It is aimed to create a platform for gathering the thoughts and creativity of the modern designers, and the jury is consisted of some of the most well-known, representative members from different domain, including fine arts, design and media, which makes it one of the most important award for interior designers in Taiwan, Asia Pacific countries and even the international society. Furthermore, through the extensive influences of CSID (Chinese Society of Interior Designers) and TDC (Taiwan Design Center) in international design organizations, the winning projects will have the chance to be promoted and join the international competitions. We believed that being entitled by TID awards, there will definitely be more to expect in ART TAIPEI 2016.

- **The unimaginable Space with clear spatial planning**

In 2015, ART TAIPEI extended its exhibition area to the whole floor of Taipei World Trade Center exhibition hall 1, with approximately 23,450 square meters of space for the first time in 2 decades. And has thus recruited “WOOYO” to take charge of the spatial planning and image design of the public space in order to create the ultimate experience for its participants. The designers have broken the traditional norms and rearranged the placement as well as the route of the exhibition, and has eventually turned the exhibition hall into a large-scale organic artwork.

With the main purpose of connecting each section of the fair and form a clear floor plan, WOOYO and ART TAIPEI 2015 chose to input the 8 meter long connection between the east and west entrance in order to set the axis of the exhibition hall and the visiting route. Also, with the hope of preventing the floor plan from being too complicated, the team decided to place several small plazas to separate the four sections of the fair, which has successfully provided a clear route for the audience. Apart from the space, the tall wall and the evenly distributed lighting equipment has created a particular boundless visual effect. The fair design has not only mapped out a convenient route for the visitors, but also encouraged them to see, understand and re-shape their own ideas of space and art.

- **The Meaningful Design of VIP Room and Café: Life and Nature are the interpretation of Art**

The ART TAIPEI 2015's VIP room is designed to be an exclusive space of single entrance and a linear route. As for the space, the 6 meter tall curved wall along with a series of mirrors showing reflection of the guests and served as a leading way. Moreover, the application of contrast color for the VIP room and the conference area allows the VIPs to realize the true essence of art while indulging in the contrast of colors and the idea of visionary and reality. Likewise, the design of the coffee area is referred to Buddhist ideology, expressing that space and time are illusion. With the gigantic mirrored and sandy table, people would have to push the sand aside to place their trays, then they could see their own reflection through the mirrored-table. By doing so, the designers aimed to delivered their philosophy of the space that is the world can be as broad as the universe or as small as a grain of sand. This also showed considerations of the fair to save a spot for the visitors to rest and revise. It is this design that allows people to experience the delicate diversity derived from Life and Nature, the true interpretation of Art.

- **ART TAIPEI continuous to pursue excellency**

ART TAIPEI 2015 has attracted more than 47 thousand visitors, and receiving the TID award judges' unanimous affirmations on the fair design is certainly an icing on the cake to its former achievement. There are definitely more to expect in 2016, and TAGA will also remain positive and seek the best to build a better platform for Taiwanese art industry.

**Notes to Editors:**

**ART TAIPEI 2016**

**VVIP Preview**

2016. November 11<sup>th</sup>. Friday 12:00-15:00

**VIP Preview**

2016. November 11<sup>th</sup>. Friday 15:00-18:30

2016. November 12<sup>th</sup>. Saturday 10:00-13:00

**Public Opening**

2016. November 12<sup>th</sup>. Saturday 13:00-19:00

2016. November 13<sup>th</sup>- 14<sup>th</sup>. Sunday & Monday 11:00-19:00

2016. November 15<sup>th</sup>. Tuesday 11:00-18:00

**Venue**

Taipei World Trade Center Exhibition Hall 1

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The design of ART TAIPEI 2015's entrance.  
There were around 47 thousand visitors within five exhibition days.



1. ART TAIPEI 2015 has its clear route for the audience.



3. The coffee area of ART TAIPEI 2015 was designed to present the concept of Nature by putting the sand on the mirrored-table.



4. The lights around the interior space provided a boundless image.



5. The VIP room of ART TAIPEI 2015 used multi-mirrors along the curved wall.

