

解構文化展示與城市政治之間的關係——以臺北市為例

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近幾年來，世界各國多數大城市逐漸削減其對文化藝術的支出，然而臺北市政府對文化的支出反而日益增加。近六年來，臺北市文化局的支出已增加三倍，預計 2015 年將達到市府總預算的 3.18%。我的研究主要目的在於探討此趨勢之背後動機，以及分析文化活動愈來愈吸引政策制定者目光之緣由。我並以英國著名文化理論家 Raymond Williams 於 1984 年提出「文化展示」(culture as display) 的概念作為理論基礎。Williams (1984) 指出，文化已成為國家權力與地位之表徵。此理論與現代文化導向「城市品牌」(city branding) 的概念關係很密切。換言之，臺北市政府將大型文化活動作為主要的城市行銷工具。此外，我認為在現今的城市政治中，「文化展示」其實扮演多種角色。本研究方法採用政策文件分析以及當局精英深度訪談，藉此探討大型文化活動帶來的有形及無形利益。於此不僅呈現文化展示建立臺北市品牌價值之重要性，亦指出文化角色的拓展。

Deconstructing the relationship between the display of culture and urban politics: lessons from Taipei

In last few years, a large number of cities around the world have been gradually cutting their spending on culture and arts, whereas in Taipei, the annual expenditure for the Department of Cultural Affairs in last six years has increased threefold and is set to comprise 3.18 percent of the total budget in 2015. This paper examines the rationale behind this trend and argues that one of the major reasons for a significantly increased interest in the development of cultural sector in Taipei lies within an underlying presumption that culture can be utilized to enhance international visibility and boost the image of the city. In 1984, Raymond Williams referred to this phenomenon as culture-led concern with *display* where culture is employed to publicly demonstrate the power and predominance of the place. Nevertheless, it should also be noted that the display of culture nowadays seems to play a multifaceted role in urban politics. Drawing upon policy documents analysis and interviews with local policy makers and senior executives of large-scale cultural events in Taipei, this paper reveals a number of tangible as well as intangible benefits that urban policymakers expect to gain from large-scale cultural events. This

not only demonstrates the significance attached to the employment of culture as display, but also clearly articulates a broad spectrum of instrumental roles allocated to culture in Taipei.

主講人簡介：

柯絲婷 (Kristina Karvelyte)，立陶宛籍，柯女士現為英國利茲大學媒體與傳播學院博士生，她的研究方向主要包含城市文化政策與城市品牌化。本年獲得漢學研究中心獎助，來臺灣研究主題為「大中華區全球化創意城市之文化實力展示：以上海，香港及臺北為例」。主要研究目的為探討大型文化活動對於上海，香港及臺北帶來的利益，並分析此活動愈益吸引政策制定者目光之緣由。