

摘要

本文目的其一在闡述作者策劃國立臺灣美術館教育展「花花世界・玩布樂：薪傳臺灣之美」的理念。展示理論聚焦在文化再現與意義建構的關係以及展覽即教育的觀點，探討啟動行動模式學習、多重感官體驗、情境學習與關聯認同的美術館經驗在展示教育上的重要性。其二在探討觀眾參與該展之後的回應，包含對於花布生活經驗之回想、花布文化意義之詮釋、花布美感覺知之向度，以及展覽對花布文化新知之開啓等面向。觀眾回應的研究，主要以質性研究焦點團體訪談和開放式填答問卷的方法收集資料，以觀察法作研究對象的目的性取樣，並用歸納法進行資料分析。觀眾回應研究的主要結果顯示：(1) 年齡與居住地影響花布經驗的多寡，傳統臺灣花布是許多年長者童年的回憶；(2) 臺灣花布是臺灣文化與族群認同的符號；(3) 美感品味隨著時代改變，須用創新設計走向臺灣花布的未來；(4) 展覽開啓多元的臺灣花布文化新知，帶動觀眾的文化實踐生產。

關鍵字：美術館教育展、展覽策劃、博物館觀眾研究、臺灣花布

Abstract

The purpose of this study was first to describe and evaluate the author's planning theories for creating an educational exhibition called "Enjoy the Beauty of Taiwanese Floral Cloth" at the National Taiwan Museum of Fine Arts in 2011-2012. These theories focused on (1) the relationship between cultural representation and visitors' meaning-making, and (2) an exhibition as educational, using interactive learning, multi-sensory experience, situated learning, and identity-related museum experience. Secondly, the study assessed the visitors' responses to this exhibition according to their life experiences, cultural identity, aesthetic awareness, and knowledge. The study used the focus-group interview method and an open-ended questionnaire to explore and understand the visitors' responses to this exhibition. The findings were: (1) age and residence had an impact on the visitors' experiences of the Taiwanese floral cloth, with many older people remembering its use during their childhood; (2) Taiwanese floral cloth is a sign of Taiwan's cultural and ethnic identity; (3) visitors' aesthetic tastes change over time; thus, creativity is the key to developing the uses of Taiwanese floral cloth in the future; and (4) this educational exhibition of the many contemporary uses of Taiwanese floral cloth enriched and expanded the visitors' knowledge and practices of this cultural art and tradition.

Keywords: educational art museum exhibition, exhibition planning, museum visitors' study, Taiwanese floral cloth