eslite's 35th Anniversary: Live Your Dream!
Each exciting and highly anticipated encounter,

every charming and captivating story,
fuels our journey towards a better future.

ESLITE
— SPECTRUM —

eslite 35th Anniversary

Live your Dream

Sailing towards Dreams

ESLITE SPECTRUM
SONGYAN

eslite spectrum Songyan | **Profile**

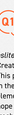
A seasoned cultural and creative professional with a love for animals, an appreciation for the finer things in life and a keen awareness of new trends and social issues. Passionate about sports, culture and the arts. May appear composed and refined on the outside but harbors a spirited and somewhat rebellious nature within.

| Cultural fusion. Live experience |

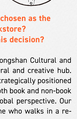
Framed by a stunning 100-meter expanse of floor-to-ceiling windows, *eslite spectrum Songyan* beautifully captures the ever-changing skies and cityscapes, both by day and night. It provides an innovative blend of experiences that celebrate life's most inspiring moments, curating elements that resonate with the soul to create a warm welcome for every visitor.

Once named by CNN as one of the "world's 14 coolest department stores," *eslite spectrum Songyan* delivers a 24-hour immersive lifestyle experience!

Expert Talk : Quick Q&A



Eslite Bookstore
Interviewee | KC
Store Manager



Q1 Why was *eslite spectrum Songyan* chosen as the location for the 24-hour eslite bookstore? Is there a specific reason behind this decision?

eslite spectrum Songyan is situated within the Songshan Cultural and Creative Park, an internationally renowned cultural and creative hub. This prime location, rich in cultural heritage and strategically positioned in the heart of Taipei City, allows us to integrate both book and non-book elements with a blend of humanistic care and global perspective. Our hope is to design a bookstore that offers everyone who walks in a refreshing and enriching experience.

Q2 How does the bookstore curate different themes to merge life and reading?

For example, when it comes to literary books, during the renovation of *eslite spectrum Songyan*, we added a salon space focused on contemporary issues. This was done to strengthen the connection between reading and prevailing social topics, while also showcasing a diverse range of cross-genre topics curated by publishers. Additionally, we hold weekly lectures where authors and readers can engage in discussions. Also, the entrance now features "reading keywords," focusing on trending topics being widely discussed in the news and social media. We also collaborate with external partners to promote performing arts and cultural events through curated book selections and organize thematic exhibitions that pair books with lifestyle objects, showcasing the bookstore as a space that transcends just reading.

Q3 Has anything particularly memorable happened in the bookstore?

Earlier this year, right after the Lunar New Year, we received a heartfelt letter from Han Xiu, a Chinese-American author who had stayed at *eslite Hotel*. While traveling in Taiwan, she found a book in our store that she had been unable to find in bookstores across many major cities worldwide; it was a book about Venice and its Renaissance painters. She wrote a touching, three-page letter expressing her appreciation for the *eslite bookstore*'s meticulousness and how deeply moved she was to have found that book. Fulfilling the needs and expectations of our readers and receiving such recognition, is a great honor for *eslite bookstore*.

Store Location Information:eslite spectrum Sonyan 3F

Brand Mingle

eslite garden
Interviewee | Becky Wan
Manager

Q1 Can you share the brand story behind the *eslite garden*?

In the beginning, many guests staying at *eslite Hotel* expressed their wish for a Chinese restaurant. Through a fortunate turn of events, we took over the current restaurant space at *eslite spectrum Songyan*. Surrounded by an expansive curved glass wall, every table offers a stunning view, overlooking the cultural and creative park with a distant view of Taipei 101. Situated in the harmonious blend of old and new at Songyan, we invited Chef Chien-Feng Liu (now an advisor) to helm the kitchen. He combines innovative techniques with classic dishes to showcase the allure of Chinese cuisine, which we hope becomes the hallmark experience we offer.

When we first established the restaurant, we put a lot of thought into finding the perfect name. Many colleagues participated in brainstorming sessions and voted on ideas. Ultimately, we chose the name *eslite garden*. The word "yu" in Chinese emphasizes the importance of "reunions" or "gatherings" in Chinese dining culture, where delicious food acts as a bridge that brings people together. We paired it with "lou," (pavilion) symbolizing the timeless elegance and solemnity of traditional Chinese architecture..

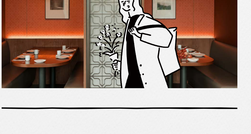
Q2 Why was *eslite spectrum Songyan* chosen as the location for eslite garden's first store?

Songshan Cultural and Creative Park is a hub that blends culture, art and lifestyle, offering diverse experiences. However, before *eslite garden* opened in 2021, *eslite spectrum Songyan* lacked a Chinese restaurant that could showcase the richness of Chinese culinary arts, aside from its food court. We saw an opportunity to elevate the visitor experience. Additionally, *eslite spectrum Songyan* holds strong brand value and consumer trust, attracting a customer base that appreciates lifestyle, design and sophistication, making it the ideal location for our first *eslite garden* restaurant.

Q3 What unique elements can be found in *eslite garden*'s décor and menu?

Our menu offers a range of dishes inspired by Jiangsu-Zhejiang, Sichuan, Cantonese and Taiwanese cuisines. A must-try is our signature dish, "Shixiang Ruyi Stir-fried Rice Noodles," inspired by the traditional handmade New Year dish from the Jiangsu-Zhejiang region. Other popular dishes include the creative "Honey Coated Crispy Short Ribs" and "Parma Ham Truffle Fried Rice," both favorites among discerning bodies. As for the space, we allow the breathtaking views beyond the curved glass to take center stage, while incorporating decorative elements like iron windows commonly seen in Taiwan's everyday life, complemented by warm wooden tones, creating a harmonious blend of modern East-West aesthetics.

Store Location Information:*eslite spectrum Sonyan* 3F



Joanne Studio

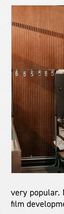
Interviewer | **Liu Bing-Jian**
Manager

Q1 Could you share with us the brand story behind Joanne Studio?

We've been a part of *eslite spectrum Songyan* for almost a decade now. When *eslite* first invited me, they introduced the concept of the building, describing it as a ship sailing out into the world. At that moment, I knew I wanted to partner with *eslite* to promote film photography and do something meaningful together. Back then, the film photography industry wasn't as vibrant as it is today. I had to leverage many connections, even traveling to Japan and the U.S. to gather the necessary equipment, including enlargers, vintage film cameras, chemicals and darkroom tools. I firmly believed that photography could be widely promoted and after a decade of dedication, the scene has flourished beyond what I could have imagined. Film cameras have made a comeback, and I believe that this is the result of many people's hard work, including the contributions of *eslite spectrum Songyan*.

Currently, we are focused on promoting black-and-white film photography. As a filmmaker and magazine photographer myself, I consider black-and-white film to be the most challenging of all photography techniques. The difficulty lies in capturing a world reduced to only black and white, where you have to profoundly appreciate the relationship between light and shadow, study the contours of people and adjust based on the appearance of objects in the frame. When we teach, we don't use reflectors, additional lighting or touch up the photos. Once the film is developed, we review it directly. This approach helps students master the art of photography in its purest form, even in natural environments. I'm 71 years old now and every time I teach, I share everything I've learned without holding back, hoping to continue passing on the beauty of photography to future generations.

Q2 Why did you choose to collaborate with *eslite spectrum Songyan* to establish Joanne Studio (the first black-and-white darkroom in a mall in Taiwan)?

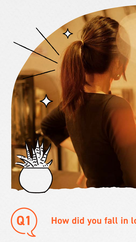


Our goal is to promote film photography and a darkroom is essential to that mission. Mastering the skill of developing photos completes the entire photography process, allowing learners to understand how an image comes to life. In the past, many photographers would develop photos in a darkroom based on "intuition." However, we value science and precision, so we've developed a complete SOP (Standard Operating Procedure) to ensure consistency. As a result, the error margin for each roll of film we process is minimal, making our darkroom services very popular. Many photography enthusiasts come to us specifically for film development.

Q3 Can you recommend some good spots for photography?

eslite spectrum Songyan is located within the Songshan Cultural and Creative Park and our store is on the second floor. Simply heading downstairs to the outdoor area on the first floor gives you direct access to the Park. The Park is vast, featuring traditional Japanese-style architecture, a modern park and an ecological pond. The interplay of light and shadow across these various scenes creates fascinating contrasts, making it an interesting place to shoot. I often take students to shoot around the Songshan Cultural and Creative Park, and after the photo session, we head back to the store to develop the film. The feeling of holding the final product in hand is incredibly rewarding!

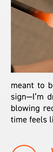
Store Location Information:*eslite spectrum Sonyan* 2F



Kun's Crystal

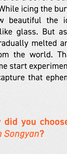
Interviewer | **Lynn Lin**
Arts and Crafts Specialist

Q1 How did you fall in love with glass art?



I first encountered glass art while studying in an art class in Japan. I had the chance to create a piece using plastic and many people asked me, "Is this made of glass?". That sparked my curiosity. Following my teacher's advice, I enrolled in Japan's oldest glass school. The moment I first worked with glass, holding a piece heated to 1,200 degrees Celsius, I knew it was meant to be. Glass felt like my destiny. Maybe it's because I'm a fire sign—I'm drawn to things that are fast-paced and challenging. Glassblowing requires highly technical skills, focus and patience and every time feels like a new and exciting challenge.

Q2 Where do you find inspiration during the creative process?



My source of inspiration is drawn from everyday life. For instance, my Frozen series originated from a time when I suffered a severe burn while creating. While icing the burn, I observed how beautiful the ice was—it looked like glass. But as I admired it, it gradually melted and disappeared from the world. That moment made me start experimenting, hoping to capture that ephemeral beauty.

Q3 Why did you choose to open a store at *eslite spectrum Songyan*?

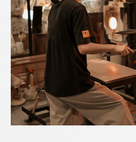
Eleven years ago, *eslite spectrum Songyan* approached us, and at first, I was reluctant to move the workshop into a retail space. However, after hearing about *eslite*'s vision to transform the mall into an unique space, with a focus on traditional crafts like metalworking and embroidery, we decided to join. We saw it as an opportunity to introduce more people to glass art through hands-on experiences.

The idea of Kun's Crystal's transparent workshop was developed in collaboration with *eslite*. We moved our studio into the mall so that visitors could experience the glass-making process firsthand. The transparent glass house allows people to see the art of glassblowing as if it were a performance. Passersby can stop anytime to watch and it turned out to be such a fun and engaging concept that we've continued for over a decade.

Q4 Who are your main customers here and have you had any memorable experiences?

In the past, most of our customers were international tourists. During the pandemic, we saw more Taiwanese visitors. Interestingly, Taiwanese parents usually bring their children to make glass pieces, while foreign visitors often participate as a whole family. That's one of the differences we've noticed. We also once had a guest who brought his 70-year-old father to experience glassblowing. The father had always been curious about the glass factories near his home but never had a chance to visit. Through our workshop, he was finally able to witness the glass-making process firsthand, which was a special experience for both of them.

Store Location Information:*eslite spectrum Sonyan* 2F



Hear the Locals

Songshan Cultural and Creative Park

Interviewee | Chen Yu-Hsiu
Director

Q1 **Songshan Cultural and Creative Park (Songyan) has become a popular destination in northern Taiwan. How have its missions evolved over the past 13 years and what is your vision for its future development?**

Songyan officially opened its doors in 2011 and its first major event was the Taipei World Design Expo 2011, setting a strong foundation for Songyan as a design-centered hub. In its initial phase, Songyan's primary mission was focused on "cultural heritage revitalization." We wanted to make the park accessible and vibrant, encouraging people to learn about and explore the space. In 2013, when *eslite spectrum Songyan* opened, it filled a key gap in the park's offerings and enhanced the overall experience. For instance, glassblowing, which requires high temperatures, couldn't be performed within the park's historical site restrictions. But visitors can head to *eslite spectrum Songyan*'s second floor to experience glassblowing, which has made our services more complete.

By 2019, Songyan had reached near full capacity in terms of use, with cultural activities flourishing. Looking forward, we envisioned the opening of the Taipei Dome as an opportunity to make the entire area more people-centered, rather than simply a destination for specific activities. In the past, people would joke that "Songyan is a food desert." Aside from the food court at *eslite spectrum*, it was difficult to find a place to relax and have a meal. Typically, visitors would see two exhibitions, grab a bite at *eslite spectrum* and then leave the park. We've conducted extensive visitor observations and taken their perspectives into account, striving to make their experience more holistic and enjoyable. In 2020, Songyan became the first cultural and creative park in Taiwan to welcome a convenience store, providing more services not only to the 3,500 office workers in the area but also to visitors. This move was also a preparation for future nighttime activities at Songyan.

Once the Taipei Dome is fully operational, Songyan will mark a new chapter, with an even more diverse visitor demographic. Families coming to watch baseball games will bring new vibrancy to the park, making it more inclusive in terms of age and gender. Songyan is both global and local. It creates commercial value for creative industries, but our mission extends beyond serving the design community—we aim to cater to the broader public. Our future vision includes integrating Songyan with the Railway Museum and linking the area to Zhongxiao East Road, creating a continuous cultural corridor. Rooted in design and everyday life, Songyan hopes to not only maintain its strong foundation but also expand its influence outward.

Q2 **Songshan Cultural and Creative Park uniquely blends historical landmarks, nature and urban sophistication, creating a unique charm where these three distinct elements coexist and blend seamlessly. With eslite also offering diverse content within Songyan, how do you view eslite's impact on Songyan?**

Taipei has many well-established commercial districts. For instance, Dadaocheng is a place rich in history and industrial resources, where many creators and industries continue to live and work—a contrast to Songyan. Songyan, being a revitalized former tobacco factory heritage site, focuses on integrating functionality into everyday life, making these historical sites a part of people's daily routines and enhancing the desire for visitors to explore Songyan. The addition of *eslite spectrum Songyan* has completed the puzzle of providing more human-centric services. For example, after visiting an exhibition, any lingering questions can be immediately answered by walking into the bookstore. *eslite spectrum Songyan* offers a wide range of services, including a cinema, multiple arts and design brands, iconic dining experiences and even extending to *eslite hotel* for a tourism and hospitality experience. This multifaceted service offering, accentuated by Songyan's distinct ambiance, perfectly reflects a contemporary outlook on life.

Q3 **Could you share your favorite area to explore within *eslite spectrum Songyan*?**

On the third floor, there's a 10-meter stretch of floor-to-ceiling windows that runs from the bookstore to *eslite garden*. *eslite bookstore* has reserved the best spot with this stunning view for readers, creating a dedicated reading area. I once saw a similar design at *eslite spectrum Nihonbashi* in Japan and when sunlight pours through the windows, illuminating people engrossed in their books, it creates such a truly stunning scene.

These windows also offer a new perspective of the entire park. I especially enjoy encouraging guests to dine at *eslite garden*, where they can look out through the glass and see the whole park. While we usually experience Songyan from within, viewing it from this elevated angle provides a newfound appreciation of its charm.

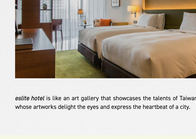
eslite art house

Address | B2, No.88, Yanchang Rd., Xinyi Dist., Taipei City, Taiwan
(*eslite Songyan Store*)

eslite art house gives priority to art films, with a selection of art films, independent productions, creative Chinese movies, documentaries and animation from home and abroad. At the same time, we also organize film festivals and cross-border art activities using a variety of cultural and creative resources. At present, "Wednesday, WOM movies Night", "Every Sunday" and other themes have been planned and expected to become a place "where cinema meets life" and "Taiwanese film events take place."

eslite Performance Hall

NB2, No.88, Yanchang Rd., Xinyi Dist., Taipei City



eslite Performance Hall hosts concerts, plays, and lectures, providing a professional, versatile venue that fosters cultural exchange and creativity.

eslite hotel

No.98, Yanchang Rd., Xinyi Dist., Taipei City
+886.2.6626.2888

eslite hotel is like an art gallery that showcases the talents of Taiwan artists whose artworks delight the eyes and express the heartbeat of a city.

eslite SPECIAL OFFERS FOR OVERSEAS TOURISTS

2025.1.01 Wed - 12.31 Wed

Overseas visitors can get the eslite DISCOUNT PASS / sticker with their passports at the eslite customer service counter. Present the Pass while shopping in eslite stores and enjoy shopping discounts.

- Discount Passes are limited to one per person and are available only while stocks last.
- When redeeming the Discount Pass, please present the passport of a non-Taiwanese (R.O.C.) entry.
- All discounts are subject to change, please confirm before checkout.
- eslite spectrum reserves the right to adjust and change the content of the event.

eslite spectrum Songyan

Opened in September 2013

No. 88, Yanchang Road, Xinyi District,
Taipei City, 110, Taiwan (R.O.C.)

TEL: 02-6636-5888

Opening Hours

Mall:	11:00 - 22:00
Bookstore/Music Hall:	Open 24 hours
eslite café:	10:00 - 24:00
eslite Performance Hall:	Open based on event announcements
eslite Gallery:	Closed Sunday and Monday Tuesday - Saturday	11:00 - 19:00
eslite art house:	Monday - Saturday 11:00 - 22:00 Sunday	10:00 - 22:00

誠品生活松菸
All rights reserved