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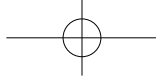
藝術介入社區：以元智大學推動藝術節為例

Art Into Community : A Case Study of Community Art Festival of Yuan Ze University

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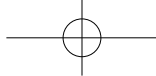


摘要

二十一世紀的大學面對瞬息萬變的挑戰，除了提供傳道、授業、解惑為主的教學和學術服務之外，如何協助學生豐富其理想的心智和營造有創發性的文化生活是不可避免的大學重要任務之一。而在實踐教育和學術目標的同時，大學也逐漸重視對社會良心的延伸，強化貢獻社會和服務大眾的體現。換言之，公共領域的服務與介入是當今大學機構不可抵擋的新趨勢和新使命。大學不再只是莘莘學子獨享的知識高塔，打開大門之外的社區是當今大學必須面對和經營的新領域。積極主動的作為可促使大學與所在社區之間優質互享、互惠和互動關係之建立，在雙方利己和利他的共享資源下，成為夥伴關係或生命共同體，創造雙贏局面。

藝術介入社區，不僅可落實社區的文化自覺，喚起人們重新思考生活的態度，並可用藝術的渲染力，轉化為豐富人心的能量。本研究探討大學機構可以如何透過「藝術介入社區」的觀念和實際作為影響社區與民眾，並以〈元智大學社區藝術節〉的實際經驗為例，分析其如何藉由藝術的能量建立生活美學的論述，鼓勵學校與社區的身體力行，共同體認公民的美感責任，並歸納整理耕耘多年所展現的特色與成效，以證實大學可以運用積極的藝術節慶模式，透過與社區的雙向溝通、友善互動和社會交換，創造雙贏的合作體現，擴增大學的公共服務領域，並成為社區群體和地方認同的寶貴資源。

關鍵詞：藝術介入、藝術節、公共服務、社區、元智大學



Abstract

Universities of the 20th century have been facing up to rapidly changing challenges. In addition to the provisions of teaching activities and academic services, all universities of today have taken inevitable obligation to help students enrich their mind and develop creative life. While aiming at educational practices and academic goals, universities progressively value the outreach of social conscience with the embodiment of social contribution and public service. In other words, the service and intervention of public domain become irresistibly new trend and mission for higher educational organizations. No longer just a tower of knowledge for college students, the university opens the door to community as a new field of cultivation. Proactive attitudes enable to establish the good relationship of sharing, benefiting and interacting between university and community. Thus, both turn into partnership and common thread mutually sharing resources and making win-win situation.

Art into community is able to carry out people's cultural consciousness awakening a new attitude toward life as well as transforming into energy. The paper explores how university can affect the community and public via ideas and practices of art intervention into community. A case of Community Art Festival of Yuan Ze University is taken as the basis to analyze how the university has built up the statement of life aesthetics and motivated the civil obligation of aesthetic perception via art. This study also sums up the characteristics and outcomes of the case in order to verify the articulation of art festival as an effective medium to make the connection of university and community. Thereby, the results of mutual communication, friendly interaction and social exchange naturally become one of the most valuable resources for both sides.

Keywords :art intervention, art festival, public service, community, Yuan-Ze university