

IV. 文化 Culture

Economic achievements are far from being the only contribution Far Eastern Group makes to Taiwan. Providing high quality education while fostering and enriching culture through institutions and foundations, Far Eastern Group enlightens minds and improves living standards for people in Taiwan.

■ Ms. Fang-Yi Sheu, the artistic successor of American dancer Martha Graham. Sheu is one of the foremost pioneers of modern dance and was sponsored by Far Eastern Group



Arts

Far Eastern Group puts great effort into searching for the wellsprings of Taiwan culture, carving out new channels for creative energy to flow. By supporting the arts, FEG has been able to heighten the cultural awareness of its people. In 1995, Far Eastern Group Chairman Douglas Tong Hsu, an avid supporter of the arts as Vice Chairman of International Affairs for the Metropolitan Museum of Art in New York City, established the Sino-American Asian Cultural Foundation Taiwan, affiliated with the Asian Cultural Council founded by John D. Rockefeller III. Established in partnership with Taiwanese entrepreneurs, it is the largest privately owned platform for cultural exchange between America and Asia. Giving artists the means to more easily advance their studies and creative work in the early stages of artistic development, FEG administers both the *Taiwan Fellowship Program* and the *Far Eastern Art Award*. Both awards provide artists opportunities to study abroad and receive specialized artistic training in the United States in the hope of sparking more innovative works. This enables the seeds of culture to grow deeper roots in society.

Douglas Tong Hsu, Chairman of the Sino-American Asian Cultural Foundation Taiwan, provides artists with financial and practical support through the artistic and cultural platform of the foundation so that artists can more freely develop their work. Huai-Min Lin, Founder and Artistic Director of Cloud Gate Dance Theatre of Taiwan and Ms. Fang-Yi Sheu, the artistic heir of American modern dance pioneer Martha Graham, are beneficiaries of this program. The 35-year old Cloud Gate Dance Theatre is known throughout the world for its blend of modern and traditional Chinese dance elements. The most gratifying moment for a long-term supporter of art and cultural programs is when sponsored artists reach the pinnacle of their potential and have mastered their art.

FEG also supports Chinese and Taiwanese opera performances and activities. By sponsoring national tours, people gain more exposure to this important cultural traditional art form. FEG has also introduced international performance groups to Taiwan. In 2009, several firms within FEG jointly sponsored the premier performances in Taiwan of Cirque du Soleil. The Group provided free tickets to university students studying music, drama, and dance. From supporting artists, promoting local art and culture, and sponsoring international performance groups, FEG is a true diamond-level supporter of the arts and can be counted on for its leadership, wisdom, and resources. Prosperity created by economic growth should be balanced with art and culture to increase the worldliness of its citizens and broaden horizons.

The ideal society has a rich cultural and spiritual life.



■ Taiwanese Opera, Ming-Hwa Yuan Arts & Cultural Group, sponsored by Far Eastern Group



■ The beauty of a Cloud Gate Dance Theatre performance



■ Yuan Ze University, an institution filled with an abundance of art and culture





Literature

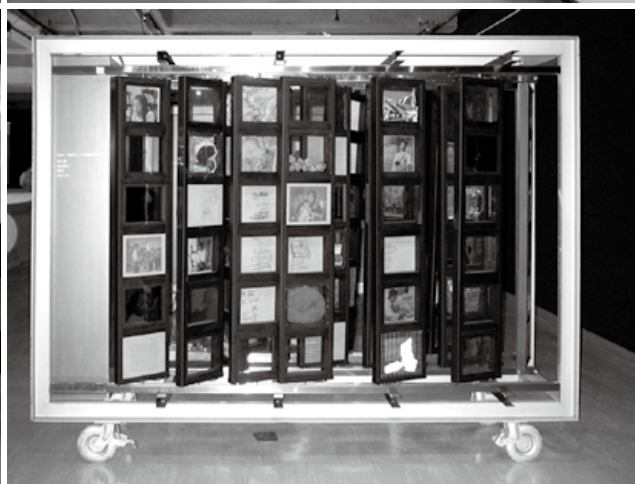
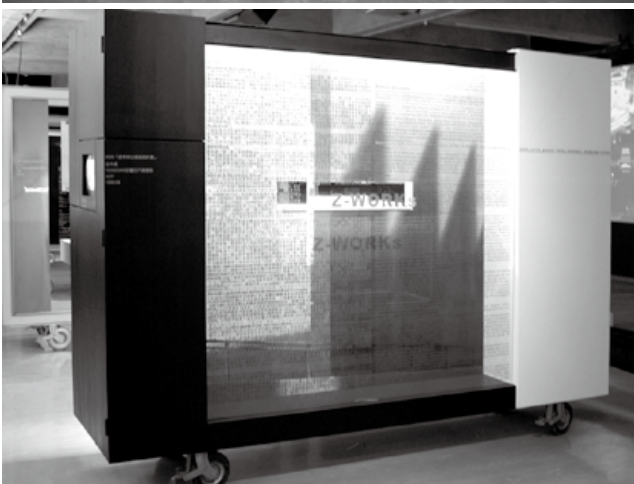
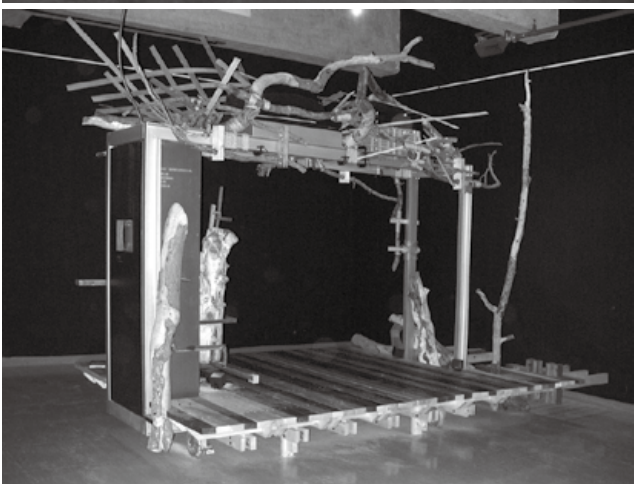
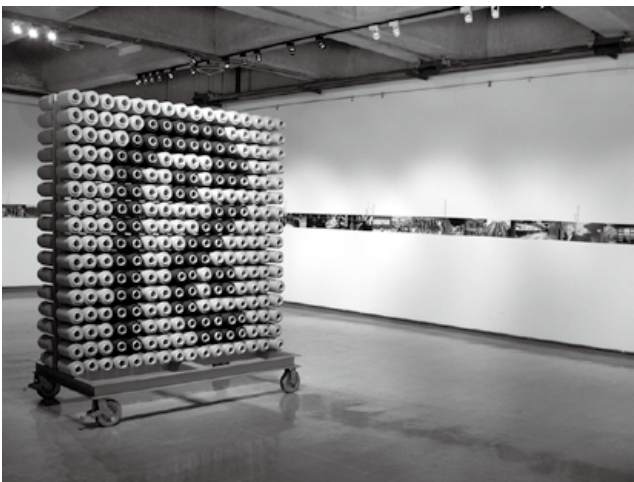
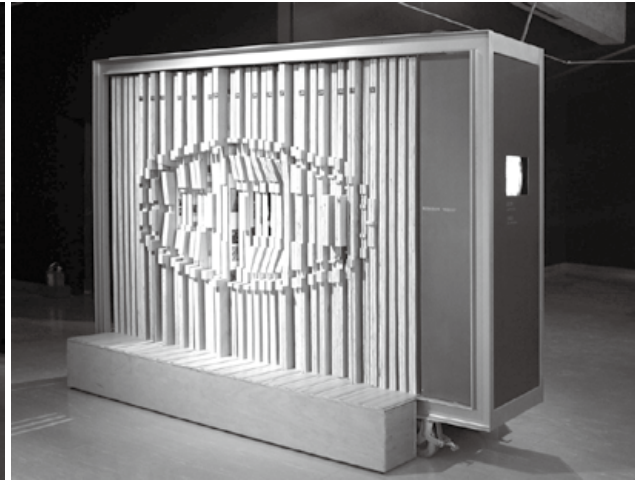
Yuan Ze University (YZU), which started out as an institute of technology, sets its sights on promoting and integrating culture into people's lives. To promote the humanities, liberal arts and ethics development, YZU allocates 10% of its budget to "Aim for the Top University and Elite Research Center Development Project" from Taiwan's Ministry of Education, becoming one of the country's exceptional universities and encouraging the well-rounded development of its students. "The quality of culture is one of the most important experiences in life," says Dr. Tsong-Pyng Perng, President of Yuan Ze University. Starting in 2006, YZU began hosting the annual *Yuan Ze Laurel Award* for Literacy for Authors, with the aim of bringing culture out of the classroom and sharing it with society. The first three winners of the *Laurel Award for Writers* were Zhe-Fan Chen, who in addition to a background in science is also well known for his literature; Kenneth Hsien-Yung Pai, a pioneer with new interpretations in modern Chinese theatre; and Chou-Yu Cheng, already famous in Asia for his poetry. These three award recipients have made outstanding contributions to society in literature, Chinese Kunqu opera, and poetry, and serve as inspirational student role models.

YZU also hosts events to give students opportunities to experience the beauty of art and culture. Starting in 2005, YZU and the Far Eastern Memorial Foundation have collaborated to support a large National Art Camp. Each year, famous Chinese writers gather at the university campus to promote literature and share their talent. This greatly increases YZU's visibility in the arts, and broadens horizons of all students fortunate enough to experience the camp's offerings. Throughout the year, many famous writers and artists are invited to the university to lead and participate in seminars, forums, exhibitions, work discussions and other activities. These writers and artists share experiences and thoughts, and encourage the enthusiasm of the arts to spread to various corners of the campus. YZU has also extended this cultural atmosphere to outside of the classroom where through the Far Eastern Memorial Foundation, YZU purchases works from the *Laurel Award* winners donating them for exhibition at both rural and overseas schools.

With strong emphasis on professional skills and the quality of culture, today Yuan Ze University is focused on planting deep roots to revive Taiwan's art and cultural environment.



■ Scenery on the campus of Yuan Ze University



Social Education

During every stage of Taiwan's growth, Far Eastern Group has not only pushed the nation's economic development; it has stepped outside the pursuit of profits to expand minds and bring the world's elite scholars to Taiwan. Since 1980, FEG and Institute of Economics, Academia Sinica have collaborated to invite over thirty world-renowned economists to lecture in Taiwan. Besides establishing the Oriental Institute of Technology and Yuan Ze University Founder Yu-Ziang Hsu pushed for community education to spread economic knowledge: "My whole life's effort is based on the hope that I can benefit this society," he said. Straight from his heart his mission strived to stimulate positive energy in society, stressing the possession of knowledge to increase the power to move forward. FEG's Chairman Douglas Tong Hsu inherited his father's belief in community education. The events he has facilitated include the *Chinese Economics Lecture Series*, *Y. Z. Hsu Financial and Economic Forum* and the *Round-Table Discussion of Financial Liberalization for the Asian Financial Crisis' 10 Year Anniversary*. Invited guests included Nobel Prize in Economic Sciences winners, Professor James J. Heckman (2000) and Sir James Mirrlees (1996).

With the ever-changing growth of our environment, society is paying increased attention to living standards. Cultural innovation has become an important link to economic development and Douglas Tong Hsu, an architectural aficionado, hopes to foster advanced architectural innovation to usher Taiwan into

the 21st century. In addition to sponsoring the *Far Eastern Architecture Award*, he encourages architects to break through the status quo and innovate, through hosting seminars on the subject, he helps those understand the mindset of international architects and experience the beauty of architecture.

FEG hosts special *Far Eastern International Architectural Seminars* every year and has invited well-known international architects such as Kisho Kurokawa, Tadao Ando and Makoto Sei Watanabe to lecture, so that Taiwanese architects can discover new trends in international architecture. To benefit a broader community for discussions on a particular building, Far Eastern also organized Far Eastern Architectural Seminars. In 2002, Far Eastern hosted *Breakthrough and Innovation - Far Eastern Architecture Award Exhibition* at the Taipei Fine Arts Museum and Kaohsiung Far Eastern Department Stores. Through the display of architectural work and models, many people experienced the intricacy and richness architecture can contribute to society.

From school to social education, FEG pushes lifelong learning for the exploration of new horizons. Through his love of architecture, Douglas Tong Hsu plans to introduce Taiwan to higher standards in new building styles and innovations. "The future is full of potential. We need to keep a feel for the world's pulse and continually explore," he says. Besides its involvement in the economy and architecture, FEG's promotion of community education is also a profound and thought-provoking journey of possibilities.



■ Left and above: *Far Eastern Architecture Award Exhibition*, 2002



■ Above: Far EasTone Cup 3-on-3 basketball competition
■ Right: Ya Tung Girls' Basketball Team

Legend of Sports

Ya Tung Girls' Basketball Team is the first women's basketball team to be completely supported by local businesses; in the 1970s, the team built a sound reputation in international competition.

Far Eastern Group Founder Mr. Yu-Ziang Hsu applied business management to establish policies and a long-term development plan to nurture athletes. Establishing ground rules for businesses wishing to sponsor a newly created women's basketball team, the resulting team would raise the standard of women's basketball in Taiwan. Ya Tung Girls' Basketball Team was invited to more than ten countries in Asia, America, and Europe for friendly competition, which while a popular trend, improved Taiwan's foreign affairs, opened cultural exchanges, and sparked a growth in women's basketball teams among businesses and increased the popularity of women's basketball in general in Taiwan. At the height of popularity in Taiwan basketball, the Ya Tung Girls' Basketball team members exhibited charisma and good character upholding the pledge they held with Mr. Yu-Ziang Hsu that "All new team members must take sportsmanship and ethics seriously, and develop and display correct manners and etiquette."

When Ya Tung Girl's Basketball Team competed in the United Kingdom, foreign teams were curious: "How can they play so well and all still be so beautiful and well-mannered?" The team was not only skillful in playing basketball; they also were prime examples of that era and its unique women's culture.

In hopes of reviving the same effect, Ya Tung Girls' Basketball Team was re-launched 40 years later.

In 2004, following current trends, the first annual women's 3-on-3 basketball competition was held and was sponsored by Far EasTone Telecommunications. This was the first 3-on-3 basketball competition strictly for women athletes. Besides promoting women's sports to increase health and confidence, the event was also set up to discover blossoming new talent. This competition was officially turned over to Far Eastern Department Stores to manage, and renamed the *Far Eastern Department Store Cup*. The first time this cup was hosted in Kaohsiung, southern Taiwan; it invited a cross section of both men and women basketball lovers to the competition. After six overall cups, over 3,000 teams composed of over 10,000 male and female athletes have competed. Picking up the torch from the Ya Tung Girls' Basketball team, the *Far Eastern Department Store Cup* has created a much needed summer sports trend and hopefully will continue to attract more young men and women to join contributing to a healthier and more optimistic outlook and lifestyle.



Innovation in the Service Industry

If a hospital can treat patients like a five-star hotel, then a hotel can raise its service standards to an even more superb level. Taiwan's hospitality industry can create a unique competitive edge for Taiwan by delivering a better quality of service at an international level.

Far Eastern Memorial Hospital (FEMH) was able to upgrade from a community hospital to a large-scale medical center by seeing things from a patients' perspective. That is the reason why many people from other cities and towns are drawn to this hospital.

FEMH is known for its medical experience and treatments in cardiovascular medicine, cancer, critical care, traumatology, transplantation, minimally invasive surgery, nephrology and the other areas. Dr. Shu-Hsun Chu, the President of FEMH, is keen on providing the best quality service based on respect for the patient.

"In earlier days, it was more important to treat the illness; now the focus is on healing the whole patient," Dr. Chu said.

Dr. Chu trains doctors and encour-

ages empathy. In order to provide more comfortable medical treatment, the hospital asks doctors to insert themselves into the mindset of each injured patient undergoing treatment. This practice helps the doctors better understand and relate to their patients. Many hospital services and personnel regularly undergo inspection of procedures, clinic visits, treatments, from admission to discharge. Only under a complete and proper examination, can staff identify gaps or issues for further improvement.

FEMH implemented a quality-assurance management system from 2001 to 2004 that provided a set of standard operating procedures for staff to follow. The hospital also established a reward system to encourage the staff in better hospital management.

"If an employee makes a mistake, it's due to the system. If a patient complains about an employee, it's due to the hospital not training this employee well enough." Dr. Chu said: "There's always room for improvement."

Far Eastern Group hopes to improve the hospitality culture in Taiwan. Shangri-la's Far Eastern Plaza Hotel

and Pacific SOGO collaborated with Far Eastern Memorial Foundation to host the *Top Talent for New Life Cooking Competition*. The objective was to attract 17-to-23-year-old students and hospital-ity service staff to compete, and increase the quality of Taiwan's hospitality education. This competition had two parts: cooking and service. After two years, it has become one of the largest competitive events in the hospitality industry in Taiwan and in 2008 attracted 43 teams, 215 competitors, and 100 judges.

In addition to touching a generous purse, the champion is sent to the Shangri-La Institute in Beijing for training. The competition also promotes CO₂ reduction and Food Miles methodology, asking competing teams to select local produce for freshness and to minimize the cost of food transport. The participants can then realize the interconnection between food and the earth; and especially the process of how food arrives at the dinner table.

Working towards raising the standards of the medical and hospitality industries has always been a long-term goal for Far Eastern Group.



- Left: Shangri-La's Far Eastern Plaza Hotel's cordial service
- Middle: Tender care provided by Far Eastern Memorial Hospital
- Right: *Far Eastern Top Talent for New Life Cooking Competition*



Volunteer Works

Far Eastern Group never stands by idly when it comes to encouraging Taiwan's well being. In the last 45 years, the Group has spent over NT\$30 billion on public welfare. In addition to hired employees serving the Oriental Institute of Technology, Yuan Ze University, and Far Eastern Memorial Hospital, FEG's passion for public welfare can be seen with every employee in all business units. The Group has created an exceptional volunteer culture and encourages employees to volunteer in various non-profit activities.

This can be seen at the Pacific SOGO Department Stores, for example where *All-Volunteer Action* and the Volunteering Overseas Dream Foundation were established and where staff is encouraged to take twenty hours paid leave to volunteer in community activities. In 2008, Pacific SOGO Fuxing Store collaborated with a Taipei church during the Christmas holiday season to spread joy to the elderly living alone. The SOGO cycling team has volunteered to help in a number of ways, cleaning the beach on the Bali (northern Taiwan) waterfront, serving as storytellers to children, volunteering as firefighters, or helping out at hospitals. "SOGO is not just a retailing platform; it is a platform for love and hope," says Sophia C.W. Huang, Pacific SOGO Chairperson.

Far Eastern International Bank also created a platform of love through the financial industry. At its 17th anniversary in 2008, the bank started a new way to encourage community donations where employees and their friends and family can participate in a *one-day donation* event. By enabling this activity, the bank was able to purchase the first medical examination vehicle equipped with ultrasound for donation to the Mennonite Christian Hospital in Hualien, eastern Taiwan. "In the next ten years, this mobile medical station will travel to villages delivering care, love, health and well-being from everyone at Far Eastern International Bank and Mennonite Christian Hospital," exclaimed Ching-Ing Hou, Far Eastern International Bank Chairperson.

In 1989, Far Eastern Textile Ltd. (renamed Far Eastern New Century Corp.) Xinpu Fiber plant formed with over 200 employees the *Caring with Love Group*. The objective was to participate in looking after young students who have no caregivers after school. The plant group also extended the service area to 30 neighboring schools for the collection of recyclables and rolled up their sleeves to paint eight schools that were in need of a makeover to create a more attractive study environment.

Yuan Ze University in encouraging students to understand the importance and benefits of volunteer work, started in 2004, to assist Tibetan and Malawi children in Darjeeling, northern India through upgrading their digital knowledge. In 2007, they traveled to the Himalayas in Nepal to train the teaching cadre, set up e-classrooms and libraries and provide basic computer skill classes. In 2009, they again returned to Nepal to facilitate trainer training in computer-related subjects to better assist students.

Far Eastern Group will continue to encourage volunteer-based activities which bit by bit nurtures the positive energy that help make the world a better place.



■ Far Eastern Group staff, who volunteer for many non-profit events



■ Pacific SOGO Department Stores' All-Volunteer Action





The Bank New Year Gift

At the end of each year, Far Eastern International Bank (FEIB) gives out a pictorial calendar representing Taiwan's rich culture and pleasantly surprises customers with the efforts made as it accompanies them through the new year.

FEIB President Eli Hong sees the calendar as a communication tool for creating a positive image for the bank. "Effort and creativity are key to aesthetic production," Hong strongly believes. In 2005, *921 Rebuilding School Beauty* was the first print to represent the style of the FEIB calendar. The calendar showed the awarding projects of the *Campus Reconstruction Award*, and many customers were moved by the calendar's images.

The 2006 calendar combined the painting, *Along the River During the Qingming Festival* with paper-cutting art to create a mixed visual effect. *Along the River During the Qingming Festival* is an intricate painting from the imperial Chinese court, while paper-cutting from more humble origins is an art form belonging to the people. With this meeting of imperial and civilian forms, the result besides its use of gold, silver, purple, and blue color to represent the four seasons displayed a style similar to woodcarving. This calendar also incorporated a clever design so it can be used as a paper-cutting project itself. When the pages are torn off the calendar, it becomes a do-it-yourself (DIY) project where parents can work together with children to experience the fun of paper-cutting. For those who appreciate its cultural history all twelve monthly calendars combine to assemble a complete print of *Along the River During the Qingming Festival*.

The theme of the 2007 calendar was *Chinese Calligraphy*. It reproduced the works of twelve well-known calligraphers through the Dynastic era. In respect of intellectual property rights, FEIB spent much time communicating with the National Palace Museum, Shenyang Museum in China, and the Japan Calligraphy Museum for authorization to reproduce their best calligraphic works. The 2008 calendar is filled with love for the Island of Formosa. The theme is *Grandparents' Childhood Fun*. The front features award-winning drawings from the country's best child artists, and the back has old theme related newspaper clippings filled with memories of the old days.

With its sponsorship of Cirque du Soleil in 2009, FEIB obtained authorization from the Canadian entertainment company's headquarters in Montreal, Quebec, Canada to use *Alegria*, one of its productions, as the calendar theme. The rich and colorful visuals were impressive honoring Cirque Du Soleil's description of its productions as a "dramatic mix of circus arts and street entertainment."

With deep anticipation, everyone always looks forward to the surprises Far Eastern International Bank's calendars will hold!

Far Eastern Magazine

The Far Eastern Group's internal publication, *Far Eastern Magazine*, has been published for over 20 years and has numerous times been the recipient of Taiwan's outstanding business magazine award, presented by Taipei City Council and Taiwan's Labor Affairs Bureau. From 1995 to 2000, it received the award for six consecutive years raising the bar for its peers in the business magazine category. Filled with rich content, it covers industry information, health and life, fashion and lifestyle trends, travel, and literature.

First published in August 1990, the magazine's original mission was to pass down the Group Founder's business spirit and improve internal communication within the Group. All of the content production, editing and layout, paper and printing quality are managed with adherence to the highest standards. The publishing team, consisting of over thirty members, travel all over Taiwan to participate in monthly editorial meetings to provide the most current information related to their business organization.

The magazine's publisher, Benjamin Shih, emphasizes that the objective for publishing this magazine is to improve internal communication and information sharing. *Far Eastern Magazine's* content can be divided into three categories: industry reports and policy introductions, group events and activities, and lifestyle information. Every year, the twelve major business trends discussion across diverse industries within the Group is the essence of the publication. The executive management teams utilize this opportunity to share their observations and analysis of the markets. Different reports on various industries spark new ideas related to their work while fostering loyalty to the Group.

The predecessor of *Far Eastern Magazine* was *Happy Family Magazine*. In the previous era of limited distribution of information, it was the magazine, which promoted modern trends in fashion and consumer products. Creating a new information channel over time it evolved into *Far Eastern Magazine* to engender internal communication within Far Eastern Group. In 2001, the magazine introduced a web edition as well as a weekly e-mail newsletter to reach more friends of Far Eastern Group. This concurrently reduced the printing costs and paper needed which had grown to the printing of over 10,000 magazines and furthered the new movement towards environmental protection. In the future, with expansion into China, the magazine will provide a cross-Straits communication platform spanning China, Hong Kong, and Taiwan.



■ *Far Eastern Magazine* inaugural issue



■ Far Eastern Magazine and its predecessor, Happy Family Magazine





Collection of Wisdom

Yuan Ze University (YZU) has outstanding architecture and offers students and faculty some of the most outstanding reading spaces found locally.

YZU has a bright and spacious library to increase students' interest and enjoyment of reading. Of its 8,000 students, close to half use the library daily. The relationship between the students and the library is very close and intimate. YZU also orchestrated *The Classics 50 Reading Project* to improve the reading level of its students and hone in on their soft skills.

The Classics 50 Reading Project is a plan for students to read at least 5-20 books on the program's reading list to earn 50 points. These points are equal to two credits of required classes during their four-year college study period, with their advisor's approval. The reading list includes books from the fields of literature, social sciences, life sciences, and culture. Every book is a classic that has

been passed down through generations. The books include *The Dream of the Red Chamber*, *The Journey to the West*, The Bible, *A Brief History of Time*, works of Shakespeare, and many more. The program also calls for study sessions and guided study groups. It arranged for 20 faculty members to assist in the approval process.

"Many people gain knowledge from the Internet. On-line information is fragmented, however. Only through the reading of books can one gain access to complete thoughts linked from beginning to end," YZU President Dr. Tsong-Pyng Perng says. YZU's *The Classics 50 Reading Project* has been adopted by many universities and colleges, and has created a trend for reading in schools.

In 2007, the Oriental Institute of Technology (OIT) Library won the *Taiwan Interior Design Award of Public Space*, receiving recognition for providing a comfortable reading space for students,

children, and local residents. The library has an organic structural design, which naturally makes people feel comfortable in its lounges and with an abundance of comic books attracts a range of visitors who spend time reading.

The OIT wants to increase the convenience of borrowing books and has collaborated with Far EasTone Telecommunications to provide library services on mobile phones. If a book is overdue, a text message is sent automatically to the borrower's cell phone. If the borrower wishes to renew the book, simply replying to the message will do so. This decreases trips to the library and also reduces the time spent on processing such tasks.

YZU and OIT focus on cultivating students' critical reading ability. Both schools hope that developing students' reading habits will enhance their knowledge and understanding of the world over the long-term.



■ Above: The bright and spacious Yuan Ze University library

■ Left: Oriental Institute of Technology Library 2007 award winner - *Taiwan Interior Design Award of Public Space*

Architectural Aesthetics of Yuan Ze University

Yuan Ze University's (YZU) construction material is mostly plain and undorned. The No. 3 building, No. 5 building (The College of Humanities & Social Sciences), No. 6 building and No. 7 (Far Eastern Yu-Ziang Telecom's buildings) all present a humble, natural style with clean, streamlined concrete buildings, which take on a low profile. They represent the individual cultural spirit of YZU.

"Not many schools dare to be as bold as Yuan Ze - to use a single material with a simple style to construct an entire campus," says Jia-Kai Yang, the architect of YZU's No. 7 building. The building does not have red bricks or tiles, creating a natural conversation between light, shadow, and the buildings, for a space encouraging philosophical exchange. YZU's No. 3 building was finished in 1991, and was the first building to feature an exterior of fair-faced concrete. The No. 5 building is presented as a 'light box' with the design of a hollow square and a glass box for architectural boldness. It received both an Outstanding Award from *Taiwan Architect Magazine* (1998) and a *Far Eastern Architecture Award* (1999). The No. 6 building, at the end of the campus traffic flow was designed with an ecological concept in mind. The No. 7 building is considered the most beautiful building on the campus. It is the education and research building for communications, electro-optics, and electrical engineering majors. This building won first place at the *Taiwan Architecture Award* from *Taiwan Architect Magazine* (2008). Looking up from the bottom of the building, it appears to be a folding board; making the observer to look up unconsciously. The hallways connecting classrooms in this building allow students and professors to freely converse, and an atrium having the capacity to project films are just a few of the special design features that exist. The open space can be utilized for dancing and performances. "The design creates a fluid flow of people and airiness, which is a result of the architect understanding the logic of nature," commented by the judges of *Taiwan Architecture Awards*.

YZU represents the nurturing vision of Far Eastern Group to create the perfect campus study space with a depth and richness for students to expand their knowledge.



■ Interior of Far Eastern Yu-Ziang Telecom building, Yuan Ze University No. 7 building





■ Exterior of Far Eastern Yu-Ziang Telecom building, Yuan Ze University No. 7 building