

V. 生活美學 Life

Far Eastern Group touches the daily lives of the people of Taiwan. Through the Group's wide scope of products and services offerings, we have a unique opportunity to enhance the quality of life and shape the perception of beauty in Taiwan.

This is what Founder Yu-Ziang Hsu once called the "Cotton Spirit" which is the essence of Far Eastern Group. "It is simple in nature, with little fragrance, no dazzling colors or appearances, yet provides the most warmth."

Frank Lloyd Wright wrote: "Every great architect is – necessarily – a great poet. He must be a great original interpreter of his time, his day, his age."

For 60 years, Far Eastern Group has been creating and interpreting the aesthetic spirit of each generation.

■ *Design for Asia Award 2004-Eslite Bookstore, Kaohsiung FEDS Store*





Exquisite Shopping Space within Far Eastern Department Stores

For 42 years and counting, Far Eastern Department Stores (FEDS) have been working towards offering Taiwan residents a better and happier life. In 1972, FEDS opened its then-flagship Baoqing Store, thus opening the door as one of the few stores to find imported boutique products. Embarking on the 21st century, FE21' (Far Eastern 21st Century) was born; Existing FEDS were renovated to provide guests with a pleasant, airy, shopping environment and bright, colorful merchandise display counters were added to create a more cheerful and inviting atmosphere. Now the third generation FE21' Mega store satisfies greater customer demands for "one-day, one-stop" shopping where people under one roof can enjoy life, experience modern trends, appreciate art and feel the pulse of society.

FEDS' Kaohsiung Store, which opened in 2001, with a 6,600 square meters outdoor square and a multi-functional public hall hosts major city entertainment events such as fashion shows, art exhibits, concerts, and film festivals. Taiwan's ubiquitous Vieshow Cinemas occupy the 13th to 15th floors comprising 16 theatre salles and an upscale Gold Class theatre, offering the most luxurious experience in movie viewing.

Eslite Bookstore's flagship store is located on the 17th level, and features a ten-meter high ceiling. The store is a highly sought venue for seminars and concerts. From inside the bookstore, the scenic view of Kaohsiung Harbor is stunning and two large staircases offer the young a chance to sit and read in comfort. The store won the *Design for Asia Award* in 2004, which is an endorsement of Eslite Bookstore and underscores FEDS' interest in creating innovative, life spaces.

Bullish about increasing demand for leisure products and activities in and around one of the world's leading technology parks - Hsinchu Science Park, FEDS opened the Hsinchu Store in 2002. It imported from Japan the children's favorite Yu Kids Island with its Yu Kids play system, and set up a comfortable customer lounge for shoppers on every floor. Magazines and Internet access in the VIP lounge on the 8th floor provide the same type of customer-oriented service in a department store as that of exclusive hotels.

Far Eastern Department Stores continue to provide exceptional service and award-winning shopping environments, reflecting FEDS' close reading of life trends.



■ Above: Far Eastern Department Stores Kaohsiung Store
 ■ Right: The customer-Friendly Shopping Environment at Far Eastern Department Stores









New Life Inspired by SOGO

In May 2009, the Pacific SOGO Department Stores Tianmu Store officially opened, featuring large French windows that give the building a bright and spacious feel. The Tianmu Store's design is based on the New Life Concept, and is another example of Far Eastern Group's (FEG) success at embracing trends. "With sharing and caring, sustainability, quality of life and cultural innovation as its four core values," SOGO has an outlook that reflects modern lifestyles. SOGO Chairperson Sophia C. W. Huang says: "Every SOGO branch is not only a successful lifestyle creation, but a store that represents modern trends and the uniqueness of the local community." Based on the New Life Concept, natural elements such as water curtains framed by bamboo were incorporated into the store's design to represent the more leisurely lifestyle and environmental awareness of the local residents. The store was also the first in Taiwan to establish a "Kitchen Studio" for intimate group cooking classes. Every area, including auxiliary spaces such as the game room and the women's washrooms, are treated with the utmost care showcasing the store's exquisite service in every detail. The food court of diverse eateries was moved from the usual basement levels to the 8th floor, so diners can view in style the greenery of Yangming Mountain while enjoying a fabulous meal. The famous Japanese Junkodo Bookstore accepted its invitation to take up occupancy in the store and offering over 100,000 Japanese titles, the majority of which are for reference, make it the largest reference bookstore in Taiwan.

Eco-friendliness is another important aspect of the New Life Concept and is fully utilized wherever possible. For example, a rain-recycling bin in the basement of the building collects rain-water for cleaning and watering plants, the solar power collected from eight rooftop panels creates restroom lighting, and although not visible to customers, the 8th floor rooftop is covered with green grass for insulation. A 6,600 square meters ground floor atrium providing a spacious green area is just one of the reasons, the Pacific SOGO Department Stores Tianmu Store is one of the most popular places for local residents to spend their leisure time.

Shangri-La's Far Eastern Plaza Hotel, Taipei

Shangri-La's Far Eastern Plaza Hotel (FEPH) opened for business in 1994. Located on a prime piece of real estate on Tun Hwa South Road in Taipei, it is a leading five-star hotel with an international vision. Combining the "Shangri-La style of hospitality" with the willingness and enthusiasm to "go the extra mile," the hotel is well known for its outstanding service.

FEPH's General Manager, Resident Manager, Food and Beverage Director, Executive Chef, and various ethnic cuisine chefs have been chosen from among the world's best professionals in their respective fields. The kitchen adds local flair to world cuisine sparking an innovative style of fusion dishes. The hotel has also developed its own food hygiene standards; from purchasing and storage to preparation and cooking, all staff must adhere to the highest standards to provide unmatched quality and surpass customers' expectations.

"With technological advances in this age of globalization, the hotel often greets guests with a lot of information and travel experience. Experienced guests are more difficult to tend to, as they have higher standards," says Ulf Bremer, General Manager. "We need to do more than expected to be certain that we provide extraordinary service each and every time."

With 15 years experience delivering outstanding service, Shangri-La's Far Eastern Plaza Hotel, Taipei has won a number of international awards. In 2009, *Travel + Leisure* magazine ranked it 89th among the Top 100 hotels of the world. The hotel was also ranked 2nd among the World's Top 20 Business Hotels voted by readers and 11th among the Top 25 Asian Hotels. It was the only hotel in Taiwan to win those awards. At the same time, it won the honor of Taipei's Most Outstanding Service Hotel Award from *Business Traveler Asia-Pacific* magazine. In 2006, *SmartTravelAsia.com* listed Far Eastern Plaza Hotel among the Top 25 Asian Business Hotels and Top 25 Asian Conference Hotels. Shangri-La's FEPH was once again the only Taiwanese hotel to receive this honor.

The exquisite service provided by Taipei Far Eastern Hotel has made it the choice of many international celebrities when they visit Taiwan. Such entertainment moguls as John Woo and Ang Lee the world-renowned film directors, and movie stars Matt Damon and Tom Cruise have all been known to stay at the hotel when promoting movies. In the political arena guests have included former U.S. President Bill Clinton, presidents and high ranking officials of other countries, while local stars and celebrities are also frequent guests of the hotel. "We try to make them feel at home," Bremer says.

Many people who stay at FEPH are touched by the efforts of the entire staff, from frontline service people to administrative employees. "If every patron has a smile when they check in and out, that is our best customer story," Bremer says: "Service is to be a good host!"

Shangri-La's Far Eastern Plaza Hotel, Taipei - it feels like home.



■ Shangri-La's Far Eastern Plaza Hotel, Tainan was Awarded the Best Lobby Design Award at the 29th Annual Gold Key Awards in 2009



■ Above and right: The ultimate top-notch international hotel - Shangri-La's Far Eastern Plaza Hotel, Taipei





Fashion Inspired by The Mall

Taiwan’s first boutique shopping center, The Mall, also situated in a prime location on Tun Hwa South Road in Taipei, opened in 1994, and has five shopping levels, two basement levels and ample parking. This mall’s design is centered on customers, and diverges completely from typical images of a shopping center. The architecture combines bright sunshine, green trees and flowing water, bringing nature indoors, while a well-designed central spiral escalator brings the whole building to life. The clever arrangement of the common area features a high vaulted ceiling, wide walkways, and large doors. “With consumers’ incomes rising, the customer asks for a better shopping experience. The Mall possesses unique attributes to reach out to niche customers,” explains Marta Lou, the first General Manager of The Mall. She also notes that many superb European, American and Japanese designer brands chose The Mall as their first counter location, which created the “flagship store” concept. Yohji Yamamoto, Issey Miyake, Max Mara, Polo Sport and Aveda all have had boutiques in The Mall with even one of the most exclusive brands from Hong Kong, Joyce, making itself at home in Taipei with nearly 3,300 square meters. The Mall is a relaxed and spacious shopping environment featuring top-notch international brands to become an internationally known fashion treasury in Taiwan. Major local fashion events such as Yohji Yamamoto and Issey Miyake’s show (which included the ten most famous Taiwanese men to walk the runway) not only introduces international brands to Taiwan, but inspires those who aspire to uniqueness and a different lifestyle by standing out from the crowd.

Every year, the Christmas tree lighting ceremony is a major event at The Mall. During Christmas weekend, horse carriages can often be seen circling the walkways to celebrate the holiday festivities. The store also hosted the first New Year’s Eve final countdown in Taiwan. The Mall provides consumers with more options for a better lifestyle, and continues to rejuvenate the nation’s fashion industry.



■ The first upscale, high-end shopping center in Taiwan - The Mall



Delights at city'super

In 1972, Far Eastern Department Stores Baoqing Store, Taiwan's first department store with a supermarket opened for business. This was Taiwan's first supermarket offering fresh fruit, vegetables, fish, meat section as well as cooked foods. In 1990, Far Eastern Group established Far Eastern Ai Mai (A-Mart)'s Jingmei store. To meet the modern family's needs, the Jingmei store changed the traditional business model of bulk buying and focused on offering packaged products in smaller quantities, easy for consumers to purchase and bring home. Providing the freshest fruits and vegetables, A-Mart promotes local produce, which is more eco-friendly and also guarantees freshness.

In 2004, FEG foresaw the purchasing power of the upscale market, so it introduced city'super, the first fashionably modern upscale food market in Taiwan, selling fresh foods, gourmet items, wines, and groceries from Europe, the United States of America and Japan. The store is able to offer a higher majority of imported goods than local goods in a chic and comfortable shopping environment. With over 700 cheese varieties and a wine cellar, it's able to keep its wine 99% in sync with the market in Japan.

City'super also imported the popular superlife culture club concept from Hong Kong. Seasonal cooking classes conducted by Executive or well-known guest chefs, present original and innovative culinary ideas with the abundantly fresh seasonal produce on offer at the store. It also offers tasting courses in red wine, sake, and cheese to share product knowledge and culture. "Consumers should understand how to buy high quality food; they also need to know how to make delicious dishes," city'super Chief Operating Officer Zhaoxiong Liu says. City'super's products and services create a shopping experience like none other in Taiwan. The interested shopper can literally take a world culinary tour in an hour seeing, tasting, and learning about countless international offerings. "Taiwan has officially entered the 'experience shopping' stage. Consumers not only buy tangibles, but also absorb marketing information provided by vendors, learn about the offerings, and experience the culture and top-notch food," says Zhaoxiong Liu.

At A-Mart and city'super, consumers enjoy life and share happiness with their loved ones.



■ The comfortable shopping environment at city'super





Popular Brand Name

Far Eastern Textile Ltd. (FETL, renamed Far Eastern New Century Corp.) began one thread at a time and in time achieved success by weaving roads leading towards more destinations.

FETL was the first company in Taiwan to produce and sell knitted undergarments with its own brand. In 1949, its *Skyscraper* brand was famous throughout Taiwan. In 1968, it introduced the famous New York brands *BVD* underwear and *Manhattan* shirts and became a name brand representative.

FETL created its own brand, F.E.T. in 1989. The all-cotton and comfortable, underwear became the leading brand in Taiwan. The company took its all-cotton underwear and extended it to everyday products for the family. The firm invented functional products with nano-composite materials and anti-bacterial qualities.

A brand's success does not happen overnight and in 1999, Far Eastern Apparel Corporation (FEAC), established by FETL, transformed itself from an apparel company to incorporate design, marketing, and branding. In 2001, it officially merged with FETL apparel domestic trading department. "Everything starts from creating a positive brand image," says M. F. Chen, Vice President.

In 1979, FEAC was the representative for *Society* Brands suits. In 1999, the company introduced *Hart Schaffner Marx* (HSM), the well know American suit brand, to Taiwan. The brand's relaxed yet fashionable style makes it one of U.S. President Barack Obama's favorites.

Subsequently, FEAC expanded its business to bedding, establishing three brands: *Tonia Nicole*, *La mode*, and *Charisma*. "If I was able to enjoy breakfast in bed, that would be my most wonderful time of day," Chairman Douglas Tong Hsu, once said. This romantic idyllic notion helped in the establishment of the creative and delightful *Tonia Nicole* line of linens.

"Understanding the human connection and the art of the hug as a wonderful experience," was the spirit of *Tonia Nicole* when it was established in 1986. Targeting female consumers, *Tonia Nicole* portrays a blissful lifestyle emphasizing soft luxurious fabrics and patterns of beauty, and is the most popular domestic bedding brand today. In 2002, *La mode* (meaning "fashion" in French) was established. Compared to *Tonia Nicole*, *La mode's* bold, striking colors are blended in a mix-and-match style. The following year, *Charisma* was introduced. The word *Charisma* originated from the Greek word *kharisma*, for one's ability to attract and influence and thus using lavish materials and product design, the brand is a symbol of the highest caliber of luxury.

In the future, FEAC plans to extend its business into the living accessories market and will continue to build its positive "Brand of Taiwan" image as a leading domestic brand.



■ Above: *Hart Schaffner Marx* (HSM) brand
■ Right: Exquisite bedding created by Far Eastern Apparel Corporation



Butterfly Garden

30 years ago, Tsai-Hsiung Chang, the plant manager at Asia Cement Corporation (ACC) Hualien plant in eastern Taiwan, had already indicated that industrial progress and environmental protection must be given equal priority. He was committed to turning the factory into a park. When economic growth was the top priority in Taiwan, the plant was a pioneer in the greening of Taiwan. The company created not only the most visually appealing cement plant, but also beautiful surroundings for butterflies. Many of the concrete walls of buildings in the plant area are covered with Boston Ivy, which makes the plant area feel like a park. In 1983, the factory planted over 350 phoenix trees outside its gate. During the summer, red flowers blossom to fill the road with beauty. The staff carefully takes care of the trees - every tree is dust free at the ACC Hualien plant.

In 2004, the plant created a Butterfly Garden to promote a more eco-friendly environment. The goal was to create the best butterfly farm in Taiwan. In order to attract butterflies, the garden and the factory were filled with over 140 types of vegetation, including 60 types of nectar plants and 80 types of herbivorous plants. Many beautiful butterflies are attracted to this environment and frequently nest. The Butterfly Garden has become an important educational site, and is also a major feature in local tourism. Many ACC employees act as nature guides and volunteer in the nurturing of the butterflies. Nature has come to stay at the ACC Hualien plant, and the factory has become a natural extension of the neighboring world-famous Taroko Gorge, Taiwan's Taroko National Park. Currently, about 5,000 people visit the Butterfly Garden each year. This is a call to all of us to love and protect Mother Nature.



■ Above: The Butterfly Conservatory at Asia Cement Hualien plant
■ Right: A cocoon in the Butterfly Garden at Asia Cement Hualien plant



■ Kaohsiung Mass Rapid Transit Central Park Station, constructed by Far Eastern Construction



Architecture Conveys a Sense of Beauty

Following the smooth operation of Asia Cement Corporation, Group Founder Yu-Ziang Hsu believed that real estate in Taiwan would make for a solid economic foundation, especially after the turbulence of Taiwan in the 1970s. Mr. Hsu decided then to establish Far Eastern Construction Co., Ltd. (FECC) to erect residential buildings and create jobs.

FECC devotes itself to deliver innovative and beautiful architecture. The company has built many residential neighborhoods, public areas, and office buildings, and also participated in public construction projects such as Taiwan's Yanshui Bridge in Tainan, central Taiwan. The Yanshui Bridge connects the No. 8 National Highway with the adjacent city; it was FECC's first public construction project.

At Yuan Ze University in Taoyuan, buildings No. 3, 5, and 6 are all FECC's achievements. The company also collaborated with the Kaohsiung City Government; Kaohsiung Mass Rapid Transit Central Park Station (R9) is the best representation of FECC's accomplishments. Richard Rogers, who designed Centre Georges Pompidou in France and Barajas Airport in Spain was the architect for the station. The large, curving metal motif of the roof symbolizes Kaohsiung City preparing to fly into the 21st century. The station also broke free from the traditional style of enclosed underground station platforms; it utilizes elongated escalators to extend the green scenery from outside to inside the station and connects relaxation and entertainment with businesses.

In 2008, FECC was awarded many times for its remarkable construction achievements including the *Public Landscape of Yuan-Yie Award* and *Cultural Environment Category of FIABCI-Taiwan Real Estate Excellence*. In 2009, FECC also received the *Public City Landscape Design Award* from the Urban Development Bureau of Kaohsiung City Government, the *Environmental Category Gold Award of the FIABCI Prix d'Excellence Award*.

Following Taiwan's 921 earthquake with a magnitude of 7.6 in 1999, FECC volunteered in Shihkang Township, Taichung County to build 50 homes named "Far Eastern Village." Although these were prefabricated homes, FECC dug the foundations to make these homes durable, longer-lasting and over ten years later still sturdy.

FECC created a landmark in Kaohsiung by constructing the Central Park Rapid Transit Station. At press time, a new landmark in Banqiao called Lightscape Plaza was under construction. The grand architectural style will highlight the beauty of Taipei County.



- Top: Kaohsiung Mass Rapid Transit Central Park Station, constructed by Far Eastern Construction
- Middle: Yanshui Bridge in Tainan, constructed by Far Eastern Construction
- Bottom: Banqiao Baseball Stadium in Taipei County, built by Far Eastern Construction

Far Eastern EcoARK

With the Taipei International Flora Exposition having kicked off in November 2010, Far Eastern Group formed a collective design and development team including miniWIZ - a Taipei-based company dedicated to developing consumer energy solutions, Far Eastern New Century Fiber Plant, Far Eastern General Contractor, and Far Eastern Technical Consultants. The team designed and created Far Eastern EcoARK (EcoARK), a NT\$200 million - 80 meters by 130 meters by 30 meters pavilion-like structure covering over 3,300 square meters, constructed from 600,000 hexagonal “Polli-Bricks” (an architectural brick made from recycled polyethylene terephthalate (PET) bottles), each with the same size and hardness is a patented technology developed for EcoARK. Like a wall of crystal, it sparkles brightly both by day and at night with light-emitting diodes (LED), a semiconductor lighting device with very high brightness and diversity in colors.

Its physical conception began in 2008, when FEG promoted the Happy Go joint points-collection card recycling program through Far Eastern Department Stores, SOGO, A-Mart, Far EasTone, Far Eastern International Bank, and other Group companies. The program encouraged everyone to recycle, eventually collecting one million PET bottles (the equivalent of 50 tons) within the year to be used for the Far Eastern EcoARK. In essence, EcoARK is a gift to Taiwan from the Far Eastern Group in concert with efforts from thousands of school children, adults and families who contributed importantly to this unique and environment-friendly design.

“I hope that this exhibit can be a leading model of green architecture, which calls on people to conserve energy and reduce their carbon footprint,” FEG Chairman Douglas Tong Hsu says. The innovative and eco-friendly ideas of EcoARK breaks free of the traditional architectural style and reduces the Group’s carbon footprint. Due to safety concerns, the team continually tested and evaluated the wall during construction. The beehive-like structure is strong enough to support the weight of the wall, and can withstand wind, water, fire, and earthquakes. The cost of the building is about one-third less expensive than if it had been constructed using conventional construction methods. The carbon footprint is less than 10% of that for traditional building materials; thus, it is penny-smart and more sustainable. This is the first recycled PET wall in the world that’s light, transparent, and transportable. Even if the wall is not relocated, it can be disassembled, and the PET bottles can be recycled and reused. Since November 2010, Far Eastern EcoARK is leading us to Taiwan’s new domain, the green technology industry, and simultaneously bringing Taipei onto the international stage.



■ Far Eastern Group’s Exhibition Pavilion – Far Eastern EcoARK





Far Eastern Architectural Design Award

In 1999, the Far Eastern Y. Z. Hsu Memorial Foundation established the *Far Eastern Architecture Award*, modeled after the *Pritzker Prize* in the United States. By using “Innovation” as its theme, it encouraged architects to break away from tradition and seek innovative architectural concepts. Douglas Tong Hsu hopes that with this award’s encouragement, architects will beautify the urban landscape and improve the quality of life and standards of architectural beauty. The award itself is an innovation; it is the first award in Taiwan hosted by a private foundation, and comes with a large cash prize of NT\$1 million.

The judges also have diverse backgrounds in the field: the first round of judging is conducted by those with architectural backgrounds; the second round is conducted by artists with no architectural background; and the final round is conducted by world-renowned architects. The entire process takes time, energy, and people power, but ultimately its goal is to encourage local and foreign architects to create influential designs. This goal has certainly been achieved.

In the ten years since the competition’s inception, the award winners have gained international notice. Architects Kris Yao and Xue-Yi Jien, for example, won the award for designing the Hsinchu High Speed Rail Station and Yingge Ceramics Museum, in Taiwan. Art abounds and engenders a creative atmosphere in these two public places. Sheng-Yuan Huang is also an award winner. His design of a family home in Yilan county, in northern East Taiwan, with humble style has won great support from Japanese architect Kisho Kurokawa. The quiet and simple beauty of Huang’s design was awarded an honorable mention. He is a graduate of Tunghai University in Taiwan and received a Masters in Architecture with Honors from Yale University.

The 6th annual *Far Eastern Architecture Award* included architectural works from China and Taiwan. It serves as a platform for innovation and promoting architectural exchange between mainland China and Taiwan. This link was first extended to Shanghai architects, artists and designers, and will be expanded to other cities. It hopes to encourage architects from both sides of the Taiwan Strait to collaborate and create more outstanding work.



■ Left: 2000 Annual Far Eastern Architecture Award - Yingge Ceramics Museum, Taipei County
■ Right: 2007 Annual Far Eastern Architecture Award Honorable Mention - Taiwan High Speed Rail Hsinchu Station



