

## ■ 論文摘要

# 迷人的文化樞紐： 舊金山亞洲藝術博物館的 「Asian For All」運動

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亞洲藝術博物館作為舊金山通往亞洲世界的大門，是美國首屈一指的亞洲藝術機構，擁有全世界最完整的亞洲藝術收藏。館藏所涵蓋的深度與廣度，使博物館能夠展示所有亞洲主要的藝術與文化傳統。然而就和所有的藝術博物館一樣，對於不同的文化，其表現形式的深入度也都有所差異。亞洲藝術博物館針對這個不平衡的差異，希望能透過有目的性、且具規劃的展覽活動，來提升展現那些被低估展示的文化。我演說的第一個部分會討論幾個亞洲藝術博物館的相關個案。

亞洲藝術博物館欲透過藝術活動，來激起跨時空與文化的連結，並強調藝術與文化的普世價值，及亞洲藝術博物館之宗旨：成為一座迷人的文化樞紐。這裡的關鍵字會是「連結」，該詞表現在我們博物館各個面向的實作上。透過建立連結，我們要推展「Asian For All」運動。這個相連的、與現代相關的、共有的概念，是亞洲藝術博物館在新時代、新扉頁的關鍵。作為文化樞紐的我們，要推動包容性、同理心、共享的人文精神，並使亞洲的藝術文化成為美國生命中不可或缺的一塊。

### 總結來說，一個文化樞紐是

- 策劃多感官經驗
- 支持各角落的地方團體
- 培養出一個說「Yes」與問大問題的文化
- 說出不同層次的故事
- 連結過去與現在

### 因為當我們

- 策劃多感官經驗：我們會在發現中找到驚喜與樂趣
- 支持各個角落的地方團體：我們與大眾產生共鳴，並創造出一個有意義的聚集空間
- 培養出一個說「Yes」與問大問題的文化：我們打破與觀眾的距離
- 說出不同層次的故事：我們讓經驗更具感染力，培養出同理心，使觀眾更能感受其力量

### 最後，當我們

連結過去與現在、亞洲與世界、藝術與生命：我們使亞洲成為所有人的

演說的第二段會討論亞洲藝術博物館如何實現這些原則，並朝此目標邁進。藉此，盼我的演說可以為我們的領域提供新的博物館實務典型，並得到回饋。

## ■ Abstracts

# An Engaging Cultural Hub: Making "Asian for All" at the Asian Art Museum of San Francisco

Ja Xu, Director

Located in San Francisco, a gateway to Asia, the Asian Art Museum is a premier institution in the United States devoted to Asian art, holding one of the most comprehensive collections of Asian art in the world. The collection's scope and breadth enable the museum to provide an introduction to all the major traditions of Asian art and culture, yet the representation varies in depth and breadth from one cultural region to another, as is the case with every art museum. The Asian Art Museum addresses this imbalance and enhances representation of under-represented cultures by a purposefully planned exhibition program. The first part of my presentation will discuss a number of cases to illustrate the practice at the Asian art museum.

Through its artistic program, the Asian Art Museum aims to spark connections across cultures and through time, and emphasize the universal value of artistic and cultural expression, and what the Asian Art Museum aims to be: an engaging cultural hub. The key word here is "connections", which in our museum's practice are expressed in several dimensions. By building connections, we want to convey we are here to make "Asian for All." That sense of connection, of being relevant to the present, of being "for all," is key for the Asian Art Museum's new chapter in the new era, in which we are an engaging cultural hub to foster inclusivity, empathy and a shared sense of humanity, in which Asian art and culture becomes an essential part of American life.

### In summary, what a cultural hub does are:

- Curate multisensory experiences
- Champion local community and be specific to your location
- Foster a culture of "Yes" and ask big questions
- Tell stories in layered content
- Connect past to present

### Because when we:

- Curate multisensory experiences: we surprise and delight through discovery
- Champion local community and be specific to our location: we resonate with audiences and create a meaningful gathering place
- Foster a culture of "Yes" and ask big questions: we break down barriers to engage audiences
- Tell stories in layered content: we emotionalize the experience, nurture inclusivity, and empower visitors

### And finally, when we:

- Connect past to present, Asia to the world, art to life: we make Asia for All

The second part of my presentation will discuss how the Asian Art Museum practices these principles and works towards its stated goal. In doing so, I hope my presentation can contribute to the ongoing exploration of new models of museum practice in our field and gain feedback and learn from our peers.