

Editorial Note– Humanity *vis-à-vis* Business Management Innovation, and the Governance of Cultural Infrastructuring

Volume 3 Number 2 of the international journal *Culture: Policy, Management, and Entrepreneurship* has accepted two academic research papers, one policy review, one art critique, and two forum notes.

WU Se-Hwa and LO Ting-Hsuan's invited research paper, "Theory and Practice of the Humanistic Innovation H-EHA Model: A Case Study of 'Goldfish Cuobian'" takes a dialogic approach between the humanistic thought and business management. It proposes the H-EHA theoretical model of innovation 3.0 (i.e., the integration between Humanity, Ecosystem, Hub, and Asterism), and analyzes the practice of local revitalization of the case "Goldfish Cuobian" which is located in the Toucheng Township of Yilan County. The so-called H-EHA model emphasizes an autonomous, pluralistic and symbiotic "ecosystem" driven by "humanistic" elements. The axis "hub" connects and promotes the flow of various parties and resources to nurture a vibrant "asterism" and a robust cultural ecosystem. The case study reveals that companies involved in local revitalization are no longer prioritizing the accumulation of capital or technology, but are putting humanistic values at the core of their operations. The companies go beyond the simple pursuit of profits to deeply understand and respond to the basic needs of "human being". Through business management innovation, the humanistic spirit also cherishes the cultural and geographical resources, avoids abuse, and further empowers the creation of new meanings. The paper concludes that the foresight and charisma of leaders, the unique geographical, cultural and social conditions of the local are difficult to replicate; while difficulties of coordination among the interests of parties are the biggest challenges and limitations in local revitalization. In the era of Innovation 3.0, economic value will become a natural outcome of the realization of human value, rather than its ultimate end. We hope that this article opens up a new rout of dialogue between the knowledge field of business management and humanities in Taiwan, and stimulates a new discursive paradigm for cultural governance and business innovation.

WANG Chih-Hung's article, "Tensions and Potentials in the Infrastructuring of Cultural Governance with Local Performances as Examples", analyzes the multiple tensions inherent in the infrastructure of cultural governance and social life, such

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as abundance, fixation and waste, in the relationship between cultural governance, material deployment and spatial allocation. The author first traces the inspiration of cultural materialism, material culture studies, and new materialism, and then connects the dynamic process of cultural infrastructuring to art venues, entrance image, public art, land arts festival, and living landscape. The article analyzes four issues in the facilities of Taiwan's post-war local exhibition and performance activities, including: 1. the overlay infrastructure with government decrees and beautification paintings; 2. the cultural infrastructure with exclusive or reincarnated art venues; 3. pseudo-infrastructure symbols with landmarks, entrance images, and public art; and 4. cultural landscapes with local art festivals and land art festivals. Wang points out that festivals that cobble together various wonders to attract people is not in line with the ideal of cultural infrastructuring. Although it may bring short-term economic benefits, it will not help the long-term improvement of the humanistic environment. The infrastructuring of cultural governance and life is in other words the creation of a good living environment. As for what culture and good is, it remains to be defined by the continuous debate, rhetoric and practice of all parties in the collaborative mechanism of cultural governance. The two research articles echo the problems raised in the two forum notes published in this issue, namely, the lack of an overall territorial plan for cultural heritage preservation and revitalization; and the fragmentation of local cultural economy in Taiwan, which require the establishment of a robust cultural network and ecosystem.

The policy review of **CHU Shui-Chi**, "Limbo of a National Policy: What Happened to Public Art Legislation?" examines several core issues of Taiwan's current public art law and policy, including: the illusion of environmental aesthetics; the contradiction in the implementation and power design of public art; the dissipated enthusiasm of public service due to the introduction of the project management; and the disconnection between the art industry and the public art policy. The author puts forward two advocacies: first, to re-face the initial expectations of public art policy, and to formulate new laws in line with the imagination of "public" and "art". Second, to re-examine the participants of the public art "industry" and assist artists, curatorial teams, and professional committee members to grow and learn from each other.

LIANG Ting-Yu's art critique takes up questions about the methodology and epistemology of "islands". The article looks into the rationale behind the practice of "islands as methods" in contemporary art exhibitions and academic seminars that involve "island studies" and "archipelago thinking" in Taiwan. The author argues that the idea of the state as an end means that the island has become the price in achieving the ultimate goal of nationalization. It is thus difficult to fully realize the denationalized imagination of "thinking like an island". The "island epistemology" aims to regain the existential position and critical dynamism of the "geo-island", and to practice a geo-aesthetics/philosophy in order to get rid of the "inter-national" view and move towards the decolonization of the island itself.

The two forum notes record the experts' debate in "Forum of The Next Step for

Taiwan's Cultural Governance," which were held by the Taiwan Association of Cultural Policy Studies in collaboration with other think tanks in September 2023. **HSIEH Hui-Yu's** article summarizes "Session B. Sustainable Conservation, Revitalization and Spatial Reconstruction of Cultural Heritages" and proposes nine policy recommendations to seek the sustainable development of Taiwan's cultural heritage and spatial reconstruction. **CHIEN Tzu-Han's** note on "Session D. The Next Steps in Cultural Labor and Cultural Economy," on the other hand, puts forward observations, criticisms and analyses on the fragmentation of Taiwan's art labor conditions and cultural economy, and synthesized five policy conclusions for the 2024 Presidential Election.