

# 博士論文 (要約)

**Spontaneous Development of Entertainment Environment for Elderly in Taipei**

(台北における高齢者の娯楽環境の自然発生的展開)

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**Chapter One:  
Research Background**



## 1.1 Introduction

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Taiwan had reached Aging society in 1993, expected to become aged society in 2018 and enter hyper aged society from 2025 onward. As one of the fastest aging nation, the population structure is changing rapidly, it leads to the question of how aging communities should be treated from society. Government has already proposed various facilities to enhance the quality of elderly lifestyle. However, what is really needed for elderly community might not be easily discovered only from top-down approach, thus, this research aim to learn directly from elderly communities and explain the needs from their aspects.

In Taiwan, there are general aspects regarding of lifestyle: Eating, Clothing, Living, Commuting, Educating and Entertaining<sup>1</sup>. As the term "Lifestyle" can be defined as "*the outcome of choices about how to allocate resources, not only economic but also time, effort, involvement, etc.*"<sup>2</sup>( Michelson and Reed, 1970) Beside fulfilling the basic needs, aspects of both educating and entertaining can be considered as quality enhancement of lifestyle. Most of the research regarding to the aging society are related to first five categories, but less focus on entertaining. It is such an important aspect for elderly but often be ignored.

The new finding of this research is Longshan Underground Mall<sup>3</sup>, which will be used as a model to analyze and study for its spatial qualities in relation to setting of elderly behavior. The original development intention from government does not match with the programs developed later by the community. In many aspects, the process can be considered as a "spontaneous development", and gain huge support from elderly community in Taipei.

*"In reality, under most conditions, people choose and select environments, and this process of habitat selection is the most important aspect of the effect of environment on people."*<sup>4</sup> The key to determent the success of any proposal is based on the habitat selection, as model of Longshan Underground Mall has been widely accepted by community, it explains the positive outcome of this model. The research aim to learn from the development history to understand what had triggered the happening in relation to cultural background, as well as the development process according to the needs of society.

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<sup>1</sup> 食衣住行育樂, considered as six general aspects of lifestyle in Taiwan

<sup>2</sup> Amos Rapoport, 2005, *Culture, Architecture, and Design*, Chicago, Locke Science Publishing Company, Inc, p.96

<sup>3</sup> "龍山寺地下街" or "龍山地下商場", as there is no official English translation of name, name "Longshan Underground Mall" is used in this research, and sometimes refer to its short term of "LSUM". Since there are two basement floor, for more specific location reference, "B1" and "B2" or "LSUM B2" are used.

<sup>4</sup> Amos Rapoport, 2005, *Culture, Architecture, and Design*, Chicago, Locke Science Publishing Company, Inc, p.11

Another key concept which this research adapted, is Japanese theory of *Ibasho*<sup>5</sup>. "*Ibasho*" as Japanese phrase which literally refer to "good place to stay", however, the meaning can be expressed deeper base on how it associates with context. It described subjective emotion from user to environment. It could be temporary due to the event and will change according to time. It can't be designed, as different users might hold different preferences toward to the same place. To fully explore this aspect, this research set up to learn from perspective of users and analyze their preference and value judgment toward to perceived environment.

In order to obtain objective data collection, this research set up qualitative survey and learn from users. Survey questions are developed along interview process for 115 users. The aim of this chapter is to provide a good overview of research background so to explain the intention and motivation for further analysis.

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<sup>5</sup> 居場所, word "居" refer to living, and "場所" refer to place, literal translation refer to "good place to stay", however, there are deeper meaning associate according to the context, refer to Chapter 1.5 Literature Review for more explanation

## 1.2 Research Background

### 1.2.1 Change of Population Structure

The structure of population in Taiwan is facing severe challenge of transformation, as increase of elderly population and decrease of birth rate. The aging phenomenon does not only happen in Taiwan, but as the tendency of most of the developed countries, however, through comparison, Taiwan should alerted for its fast aging rate in regarding of future development.

In 1949, National party retreated to Taiwan from China with additional 1.2 million population including militaries and their families, the overall population in Taiwan had expanded in a sudden. However, after the baby booming period, the average birth rate of individual family in Taiwan has decreased.

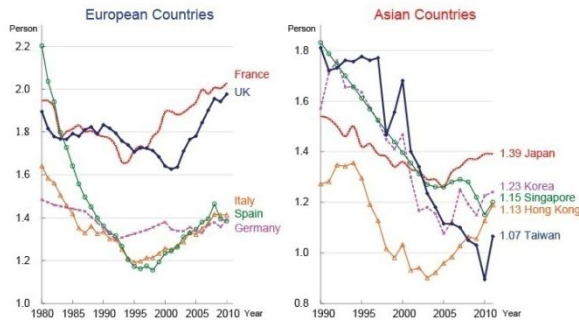


Fig. 1-1 Average birthrate of different countries<sup>6</sup>

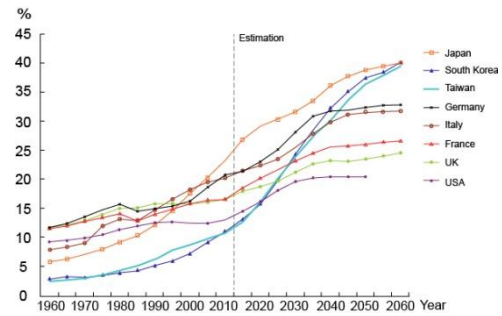


Fig. 1-2 Aging ratio of different countries<sup>7</sup>

According to Fig. 1-1, decrease of birth rate had happened not only in Taiwan but all other countries in the world. Compare to selected European countries on the diagram, the birth rate start to increase around 1995 to 2000, and there is also a tendency of increasing in other Asian countries like Japan and South Korea after 2005. In Taiwan, birth rate had reach its lowest point in 2010, and is less than 1 baby per family in average.

Although Taiwan is not currently the most aged country in the world. However, reference to Fig. 1-2, comparison of aging rate of reaching 14% from 7% between countries, France took 115 years, USA took 73 years, UK took 47 years, Germany took 40 years, Taiwan and Japan are in the similar pace of 25 years. Both Taiwan and South Korea estimated to reach 20% of hyper-aged society around 2026, which is the ratio of one elderly in every five citizen.

<sup>6</sup> 行政院經濟建設委員, 2012, 「中華民國 2012 年至 2060 年人口推計」 報告, p.6

<sup>7</sup> 行政院經濟建設委員會(2012), 「中華民國 2012 年至 2060 年人口推計」 報告, p.23

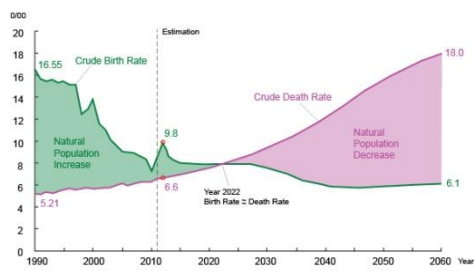


Fig. 1-3 Population increase rate<sup>8</sup>

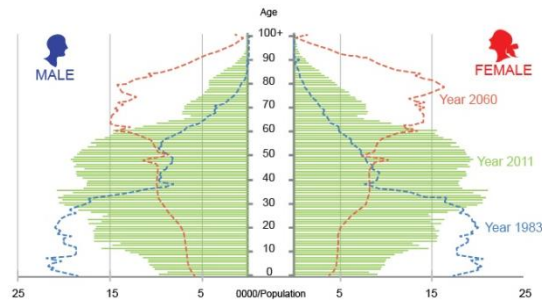


Fig. 1-4 Population pyramid<sup>9</sup>

Decrease of birth rate will dramatically change the population structure of the society, it also become heavy burden for social welfare and national economic development. According to Department of Council for Economic Planning and Development of Taiwan, reference to Fig. 1-3, the expectation of overall population will reach nurture in 2022, then negative growth will occur afterwards. If the decrease of birth rate is worst than estimated, the negative population growth might even happen sooner.

Population pyramid reflects the population distribution of working population (15-64), child population (0-14) and aged population (>65). According to Fig 1-4, estimation of year 2060 will be unproportional weighted on aged population, compare to 2011 and 1983. Therefore, until 2060, the social responsibility for working population to carry will much greater than 1983 and 2011.

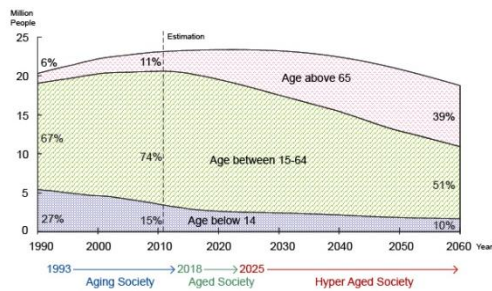


Fig. 1-5 Change of population structure<sup>10</sup>

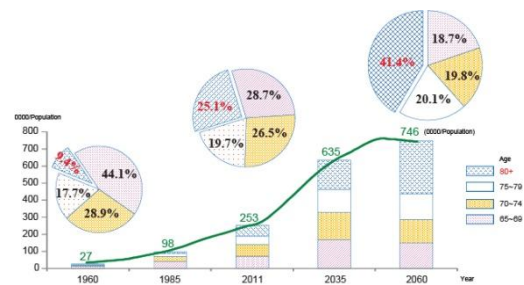


Fig. 1-6 Structure of aging population<sup>11</sup>

Defined by WHO (World Health Organization), age over 65 consider as elderly. When the percentage of elderly population to overall population over 7%, is consider as "Aging Society", over 14% as "Aged Society" and over 20% as "Hyper aged society". Taiwan had reached aging society in 1993, expected to transform to aged society in 2018 and enter hyper aged society from

<sup>8</sup> 行政院經濟建設委員會(2012),「中華民國 2012 年至 2060 年人口推計」報告, p.11  
<sup>9</sup> 行政院經濟建設委員會(2012),「中華民國 2012 年至 2060 年人口推計」報告, p.14  
<sup>10</sup> 行政院經濟建設委員會(2012),「中華民國 2012 年至 2060 年人口推計」報告, p.16  
<sup>11</sup> 行政院經濟建設委員會(2012),「中華民國 2012 年至 2060 年人口推計」報告, p.18



2025 onward. According to Fig 1-6, within the aged population, the percentage of older-elderly, who is over age of 80, will increase from 25.1% in 2011 to 41.4% in 2060. This means more consuming of social resource and increase of pressure for working population.

The challenge for changing of population structure is severe, however, if it is where the tendency leads to, what can be done for better preparation for the future is the original intention of this research. As new challenges often associate with new possibilities and opportunities, this research set target on elderly community and aim to learn from their perspective for what might be more appropriate and suitable for future suggestions.

### 1.2.2 Lifestyle of Early Period

Behavior and habits are developed and influenced by life experience. In order to analyze the issues of aging society in relation to entertainment culture and influence on target community, it is necessary to obtain the basic understanding of their lifestyle in early period of Taiwan.

In 1949, after government retrieve Taiwan, the society was in average poor and underdevelopment condition, the lifestyle at that time were much basic and simpler as there are no many choices provided for entertaining, or were affordable for local residents. The "Open Air Tea House"<sup>12</sup> which is a particular type of street performance with cover stage and stool for seats, gained its popularity in Danshui, as one of the gathering place that local residents can afford to go and entertained themselves. There is no ticket for sale, but only purchase a cup of tea for a seat. At its peak, there are about more than 20 different facilities and able to attract thousands of customers to gather. Most of those music are from mainland China, specially Shanghai.

Due to the issue of noise in public space, government finally banned those facilities. In 1955, the fist indoor perform theater known as "cabaret"<sup>13</sup> was established. Due to the success of business, few other similar cabaret was also developed. At that time, it was considered as high class entertainment theaters, each theaters have capacity for hundreds of audiences.

*"After National Party retreat to Taiwan, those military soldiers receive lifelong pension. Without family, they often come to cabaret to listen to music. At that time, it was considered as high class entertainment. For those who wish to enter, always need to queue up for long line to purchase tickets, it was so popular at that time."<sup>14</sup>* explained by a Hon Bao Chang customers.

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<sup>12</sup> 露天茶室, Open Air Tea House, particular type of street performance with cover stage and stool for seats

<sup>13</sup> 歌廳, Cabaret, performance theater with stage and also large capacity of seats

<sup>14</sup> #51-HBC Customer-Mr.H

Cabaret adapted the setting of theater and considered as formal entertainment place. It was also the birth place for many famous singers, explained by a experience musician, *"In the early period, there is only cabaret. Some theater is big enough for capacity of 900 audience. The performance including dancing, short drama, singing, like to watch for a performance show. Then it transform into western style of restaurant<sup>15</sup> which was also considered as high class. In term of entertainment culture at that time, Cabaret was mainly for performance show, Dance Hall was for dancing, Night Club was restaurant with live band performance.<sup>16"</sup>*

Around 1960s, the fist music program was broadcast on TV, it highly increased the exposure of singers, it then enhanced the development of relationship between "stars" and "fans". The culture of cabaret become more popular because of famous singers. If cabaret considered as the formal performance, then "restaurant show<sup>17"</sup> can be described as casual entertainment. The western style restaurant, in order to attract more customers, employ in house performance on stage. Some famous restaurant employ large group of musician for live music performance.

As described by an experience musician, *"When I played in Guobin restaurant, the band including 16 musicians; when I played in Lisheng cabaret, the band including 13 musicians; when I played in Zhongyang night club, the band including 11 musicians. It was formally performed and consider as proper entertainment place. The really famous singers, talk show host, or short drama actor are all base in the same cabaret, and later when TV became popular, they become famous all over Taiwan and even Asia region. Nowadays, there are no more cabaret and night club.<sup>18"</sup>*

Until 1980, culture of cabaret started to fade out, entertainment facilities was dominated by "restaurant show". At its peak, there were hundreds of restaurants provide such entertainment service. It was more acceptable due to the price, scale of performance, food and beverage service, and was suitable for entire family to enjoy together, compare to setting of Cabaret. After the trend of restaurant show, is Hon Bao Chang<sup>19</sup>, which will be explained in detail in chapter two.

Trace back to the history of entertainment, for those who had experience from early time, the singers, the songs, the setting of theater, or the show in restaurant, are all part of the memory for constructing that particular period of lifestyle. As there aren't many other options to choose from,

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<sup>15</sup> 西餐廳, Western style restaurant, serve steak, wine, consider as high class restaurant at that time

<sup>16</sup> #95-Nakashi Musician -Mr.C

<sup>17</sup> 餐廳秀, performance in the western style restaurant

<sup>18</sup> #95-Nakashi Musician -Mr.C

<sup>19</sup> 紅包場, Hon Bao Chang, Taiwanese style of cabaret performance, singer receive tips in the red envelope (Hon Bao) from customers during performance

such entertainment culture dominate the trend of that period. Therefore, it is difficult for generation who born in the age of KTV to understand the attraction of setting of Hon Bao Chang, as there is no memory and past experience associate with it. As for elderly community who get use to the setting of theater or restaurant show for entertainment, it is difficult for government to mimic their lifestyle by providing facilities or programs to cope with, without understand of their particular way of enjoyment.

### **1.2.3 Model of Longshan Underground Mall**

Longshan Underground Mall is an urban renovation project completed and started to operate since 2005. The initial aim was to utilize the opportunity of new development of Longshan MRT Station and transform the entire area into a vibrant city center of Wanhua. The intention was to develop a new shopping mall for local and international tourists. However, business decline right after its completion.

The model of Longshan Underground Mall, B2, refer to the collective entertainment facilities which started from 2009, when first establishment of Nakashi<sup>20</sup> store. B2 start to become the gathering place for elderly who are enthusiastic about music entertainment in north Taiwan. Such model regarding of setting of entertainment environment and also interaction between users are completely new. Learning from feedback of interview, this model considered as positive outcome since it gain huge support from elderly community.

This model can be used to explain the needs of the society, since it is not provided or encouraged by local government. According to the interview with director of Department of Social Welfare, the model of Longshan Underground Mall provide an environment that allowed those elderly who might not considered as successful in the society to gather, to express their emotion, as well as to obtain their own sense of belonging<sup>21</sup>.

Model of Longshan Underground Mall provide unique opportunity for users to associate, during its peak time when both Nakashi and karaoke stores were operating in 2013, this model are able to attract couple of hundreds elderly to gather per day. It became a well known destination of entertainment hub not only for local district but for entire north Taiwan. Unfortunately, due to the political issues and contract problems with government, the place had been shut down in July 2014.

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<sup>20</sup> Refer to Chapter 2.4.4, Nakashi

<sup>21</sup> Refer to Chapter 3.7.1, Associativity B1+B2

#### 1.2.4 Spontaneous Development and Concept of *Ibasho*

Word "spontaneous" implies self-generation and absence of design, and can refer to informal choices making process which is not based on explicitly stated model or theories. "Spontaneous development" refers to an occurring, a process of production, or outcome of performance through natural selection procedure without external force destruction. Reference to Longshan Underground Mall, the original intention of development does not target on elderly community, and is never expected to become a collective entertainment environment. It was base on the accident of establishment of one Nakashi band to generate such attraction for elderly community to gather. The occurring of this model base on accident, and such accident reflect the needs from the society.

*"Culture-environment relations are not "designed" in the usual sense. It is the outcome express interest share by group through choice making process from actions of many independences, and the outcome add up to form a recognizable whole over long period of time.<sup>22</sup>"* The nature of spontaneous development reflect the choice making decision of users in relation to particular culture, as model of Longshan Underground Mall reflect the needs for particular users regarding of entertainment environment in Taipei.

Regarding of Japanese theory of *Ibasho*<sup>23</sup>, which describes the subjective feeling of users with associated emotion toward to physical environment. From the individual aspect, it refers to a place where similar value judgment generated by interactional relationship with others, with things and with events, thus the sense of belonging are obtainable. Such environment provides opportunity for emotional comfort and allow for setting one's mind at rest. From the social aspect, it refers to an environment where one's natural existence can be accepted and one's existence is needed from the surrounding environment, through interaction with others or response to emotional support.

The concept of *Ibasho* has direct relationship to choice making process from cultural environment. It is another definition to express how adaption or rejection happened through user preferences. Therefore, regarding of spontaneous development and concept of *Ibasho*, the common aspect can be referred to the natural selection through procedure of choices, which one focus on the outcome of user selections toward to an environment and the other focus on the attitude of users toward to the environment.

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<sup>22</sup> Amos Rapoport, 2005, *Culture, Architecture, and Design*, Chicago, Locke Science Publishing Company, Inc, p.52

<sup>23</sup>居場所, word "居" refer to living, and "場所" refer to place, literal translation refer to "good place to stay", however, there are deeper meaning associate according to the context

Moreover, to reconstruct the spontaneous development is to reinterpret the selection process from users so to understand the needs for environmental quality, in relation to particular culture and user groups. By understanding the reason of how a place can be interpreted as *Ibasha* to certain group of users, the quality of desired environment can be understood. If spontaneous development refer to an outcome of choice made and setting preferred from environmental aspect, concept of *Ibasha* can be described as leaning process toward to environment from the users aspect.

Although both seems coming from two different directions, but the main focus is on the preference of choices made from particular users, in the case of this research, both theories are referenced as two major principles to follow, so to define the quality needed to sustain the model of Longshan Underground Mall.

### **1.3 Problems and Challenges**

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Since Taiwan had reached aging society in 1993 and expected to transform to aged society in 2018. The changing of population structure create not only challenge to the overall mentality of society but also the social burden for younger generation. How to create a self-sustainable lifestyle has always been the focus from government, especially for those who considered as the lower class of society.

To propose ideas for any kind of development for particular communities, one has to understand the needs from their perspective regarding of user behavior, preference and lifestyle. This regard often been ignored as new proposals or politics often base on the future expectation or vision of improvement. As elderly community often been considered as social burden, although there are facilities proposed for elderly community, however, most of them regarding of secondary or supplementary usage and intent for other purpose.

As learnt from the survey, there are not many places in the society designated for elderly community. As new development always focus on affordable consumer group, it result issue of isolation and segregation for unaffordable users. Example of elderly often go to local park in the morning, not because of their preference but is the only period they are accepted for such location. Thus, general public often gain bias impression of "elderly like to go to park." Moreover, local park should not only be an open space without amenities to accompany any activities and expect users like elderly to visit and stay. Such problems often occurred when a proposal executed as a top-down approach without understanding the actually needs of users.

Learning from the model of Longshan Underground Mall, it explained how top-down approach fail to fulfill the need from surrounding environment and local culture. However, the success of the model after the establishment of entertainment facilities does not gain support from government, moreover, base on the conflict of regulation and political issues, the place had been shut down in July 2014 and no related entertainment facilities are allowed at this location. On one hand, this research aim to explain the needs of elderly community, on the other hand, to appeal to government to be supportive for those with limited affordability but still eager to enjoy their lifestyle through entertainment facilities.

## **1.4 Research Aim**

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### **1.4.1 Aim and Objective**

As society evolve through time, it associates with various issues and problems. Designers, especially relate to built environment, are responsible for enhancement of living quality and better environment. Current perceived environment serve as the outcome through process of adaption or rejection from users through time. Therefore, the aim of this research target on one of the most important social issue - aging society, and base on perspective of users to understand their value judgment, so to discover the potential opportunities for new design proposals.

The new finding is the model of Longshan Underground Mall. As Entertainment can be treated as enhancement of lifestyle, reference from the development history, as well as through comparison between various selected facilities, the uniqueness of this model can be learnt. The setting of spatial quality is new, as an multi-connected and yet segregated open environment for collective entertainment service, thus new setting of user behavior are encouraged to develop. The diversity of entertainment culture has also been emerged in this model, thus diversity of options are provided to suit various users.

Concept of spontaneous development and *Ibasho* were referenced, according to its development process, as well as the sense of belonging obtained by users. Through the evaluation process to compare and to analyze the key factors which sustain this particular model, hence to obtain new findings and develop proposals regarding of aging society. The initial target users focus on elderly whose age over 65 and treat entertainment as important part of their retirement lifestyle. However, through the survey regarding all related entertainment facilities, this research found most of the target users are male in gender, and age above 60 are also included.

## 1.4.2 Hypothesis

### **Longshan Underground Mall B2 serve as a new type of *ibasho* for elderly**

Reference from Japanese theory of *ibasho*, it refer to a place that user would like to visit and stay. From the individual aspect, *ibasho* refer to the place where user can set their mind at rest and can behave as true-self. From the social aspect, it refer to the need of user from others or from environment, thus to gain enhancement of self-value. Longshan Underground Mall B2 provide opportunity to sustain both aspects of *ibasho*, as positive outcome for elderly community in Taipei.

### **Positive value can be learnt from the model of spontaneous development**

As most of the developed facilities are either public found or private found, Longshan Underground Mall B2 represent a unique model, which public intent to develop but can only survive with approach of private run. It explained that there are hidden factors which have been ignored from top-down approach. Those factors should be highly valued and further analyzed, as preference of elderly community, as well as reference for enhancement of quality of their lifestyle.



## 1.5 Literature Review

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### 1.5.1 Concept of *Ibasho*

現代人の居場所

藤竹暁

"*Ibasho*<sup>24</sup>" as a term refer to Japanese theory without direct translation in English. In general sense, *Ibasho* often refer to amenity of place, landscape or environment, as the comfort setting for particular lifestyle. It refers to a place where provide feeling of secure, contentment, meaning, fulfillment and achievement to those who adapted such setting of lifestyle.

Akira explained when discussing of *Ibasho*, it is necessary to differentiate between space and place. Space contain psychological and symbolic meaning of place rather than the geographical environment. Place refer to the physical environment and its current setting of established connection between users and objects within certain environment, regardless whether the connection is temporary or permanent. When one refer to one's own *Ibasho*, it represents a specific physical place.

There are two aspects of *Ibasho* which can described as social *Ibasho* and personal *Ibasho*. Personal *Ibasho* refer to a place that one can obtain the feeling of secure, relax, comfort, content, and is also where one can freely express oneself within such setting of environment. As for social *Ibasho*, it contain all the qualities as personal *Ibasho*, moreover, it refer to a place where ones existence is needed and one's ability can be expressed and supported by others.

Personal *Ibasho* focus on one's own emotional relate to a specific place regardless any association with others. It also implies set up of one's own territory, due to the lack of interaction with others. Another layer of meaning can be referred as a place where one can escape and isolate from surveillance of others. *Ibasho* can also be described as "a place to go back to", like one can always go back home which not only allow to set one's mind at rest, but also express of emotion.

Social *Ibasho* refer to where one can obtain one's own social value and self-confident via supporting and interacting with others, who share the similar value judgment and interest. Within social *Ibasho*, ones position are also defined and valued by others. Both personal *Ibasho* and social *Ibasho* are important for healthy lifestyle and either one should be ignored.

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<sup>24</sup>居場所, word "居" refer to living, and "場所" refer to place, literal translation refer to "good place to stay", however, there are deeper meaning associate with different usage according to the context.

Existence of *Ibasha* can also be referred as temporary or permanent. Temporary *Ibasha* can be explained as a place when opportunities occurred for particular user during transformation of situation in relation to specific time or atmosphere. Example of working in an office, one might like to escape the tension from working place to somewhere other surveillance can be avoided, such as corridor, roof top or toilet. Permanent *Ibasha* base on the general lifestyle which one would always like to go back to; whereas temporary *Ibasha* base on certain situation or timeframe where one would like to be.

Although *Ibasha* refer to one's choice of place, however, base on different situation and timeframe, the choice of *Ibasha* might be different according to subjective needs. Therefore, *Ibasha* is a subjective term associate with personal emotion and can not be defined by others.

## 1.5.2 Environmental Behavioral Study

### Culture, Architecture and Design

Amos Rapoport

According to Rapoport, design is a problem solving process, which aim to create a better environment. Therefore, outcome of design are judgeable according the setting of problem and the improvement of environment. However, to set up appropriate approach for design, one first need to have clear mindset regarding of targeted problem; and second, meaning of "better environment" need to be defined in relation to target problem.

Environment provide cues and rules for interpreting the social situation, which regulate the behavior of users. If the cues and rules can be understood and clarified, the social context can be judged correctly according to setting of behavior. Moreover, behavior can not be generated through environment, but blocked from particular setting. Sometimes new setting of behavior seem to be generated through new environment but it should be understood as releasing of behavior which was blocked by previous environment.

"Culture-environment relations are not "designed" in the usual sense. It is the outcome express interest share by group through choice making process from actions of many independences, and the outcome add up to form a recognizable whole over long period of time.<sup>25</sup>" Therefore, the model of design evaluation process can be structured.

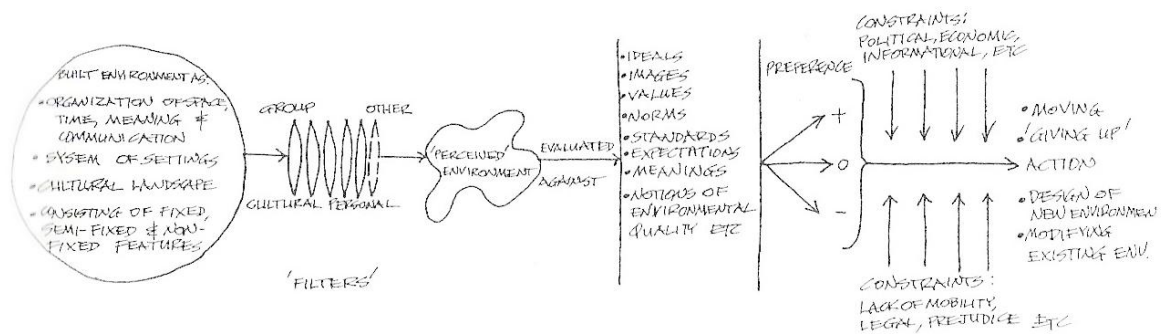


Image 1-7 Model of design evaluation process<sup>26</sup>

Environment as a whole, can be interpreted in four conceptual categories, provide culturally related cues and rules, through the choices making process of users, it result perceived environment as current situation. Such process can be set as reference to evaluate against the

<sup>25</sup> Amos Rapoport, 2005, *Culture, Architecture, and Design*, Chicago, Locke Science Publishing Company, Inc, p.52

<sup>26</sup> Amos Rapoport, 2005, *Culture, Architecture, and Design*, Chicago, Locke Science Publishing Company, Inc, p.53

new design proposal and judged by the outcome, in relation to positive or negative feedback from society.

There are three type of definition of culture: First type describes it as the way of life of people, including their ideals, value judgment, repetitive pattern of behaviors, etc. Second type refer culture as a "system of schemata transmitted symbolically across generation"<sup>27</sup>, the transmission not only through language or any kind of recording elements, but also through built-environment. The third type of definition defines culture as a means of ecological adaptations, the use of resources, or exploiting from various ecosystems to enables humans to make a living.

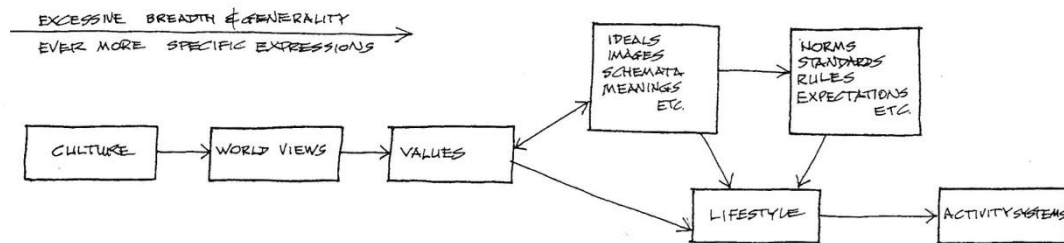


Image 1-8 Analysis of dismantling "Culture"<sup>28</sup>

According to the explanation of diagram, the relationship between culture and lifestyle is through the value judgment. "Value are often express through ideals, images, schemata, meanings, and the like. These in turn lead to certain norms, standards, expressions, rules, etc. These play an important role in the evaluation of environments. They, as well as values, lead to lifestyle."<sup>29</sup>

If design is to provide better solution for problem and enhance the quality of environment, "What is better" are subject to cultural variables, as defined by Rapoport, "the result of "better" environments depends on lifestyle, rules, social arrangements, stage of acculturation, development of new social mechanisms, values, norms, ideals, and so on. As these change, so will the evaluation of environments and changes to environments, and hence also the acceptability and desirability of environments"<sup>30</sup>

<sup>27</sup> Amos Rapoport, 2005, *Culture, Architecture, and Design*, Chicago, Locke Science Publishing Company, Inc, p.78

<sup>28</sup> Amos Rapoport, 2005, *Culture, Architecture, and Design*, Chicago, Locke Science Publishing Company, Inc, p.95

<sup>29</sup> Amos Rapoport, 2005, *Culture, Architecture, and Design*, Chicago, Locke Science Publishing Company, Inc, p.96

<sup>30</sup> Amos Rapoport, 2005, *Culture, Architecture, and Design*, Chicago, Locke Science Publishing Company, Inc, p.9

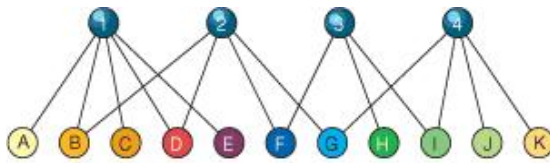
## 1.6 Terminologies

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**Bipartite Network:** Network system composed by two sets of nodes, nodes A-E are indirectly related via connecting or sharing the same nodes of 1, refer to Figure 1-9. In term of social network, it could also refer to relationship between users and affiliation, such as share events or things.

**Unipartite Network:** Each node within this network system can be directly connected to other nodes base on the relationship between, refer to Figure 1-9.

Bipartite Network



Unipartite Network

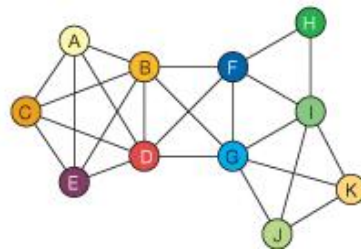


Fig. 1-9 Network Diagram<sup>31</sup>

**Polymodality:** Proposed by Hungarian composer and pianist Béla Bartók, it refer to the same tonice in music share by any or all musical modes simultaneously or in succession, thus creating a texture involving all twelve notes of the chromatic scale<sup>32</sup>

**Ibasho:** 居場所, word "居" refer to living, and "場所" refer to place, literal translation refer to "good place to stay", however, there are deeper meaning associate with different usage according to the context.

**Longshan Underground Mall (LSUM):** "龍山寺地下街" or "龍山地下商場", as there is no official English translation of name, "Longshan Underground Mall" is used in this research, and sometimes refer to its short term of "LSUM". Since there are two basement floor, for more specific location reference, "B1" and "B2" or "LSUM B2" are used. Learning from interview, for those who had been interviewed outside of LSUM refer such collective entertainment facilities as "LSUM"; and for those who is inside of LSUM, refer to "B2" to distinguish its specific location.

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<sup>31</sup> Steven H. Strogatz, 2001, *Exploring complex networks*, Nature International weekly journal of science, No. 410, p.268-276

<sup>32</sup> Wilson, Paul, 1992, *The Music of Béla Bartók*, Yale University Press, p.8-9

**Hon Bao Chang (HBC):** "紅包場", Taiwanese style of cabaret performance, singer receive tips in the red envelope (Hon Bao) from customers during performance.

**Supper Section:** "消夜場", supper refer to the meal after dinner, for the additional section after the second section of Hon Bao Chang, public often refer to "supper section". Not all Hon Bao Chang hold supper section, and could be leased to another party to operate.

**Credit of Achievement:** "業績", as refer to how many customer a singer can bring per month, as how much they can earn for owner. The credit does not only limited to entry fee, cost of additional food, and specially alcohol are also considered.

**Special Industry:** "特種行業", Industries relate to entertainment service but might also associate with intimate relationship between male and female, since sexual service are banned in 1979 and sexual industry went underground, those facilities require special regulation to control. General public often refer to "八大行業", as "Eight Major Industry".

**Open Air Tea House:** "露天茶室", prototype of early entertainment in Taiwan, refer to street performance type of setting but with cover stage and stool for seats.

**Tea House / A Gong Dian:** "茶室", Tea House, also call "阿公店" A Gong Dian, refer to private room setting of drinking place with accompany of hostess. Popular for the labor class.

**Cabaret:** "歌廳", performance theater with stage and also large capacity of seats.

**Restaurant Show:** "餐廳秀", performance in the western style restaurant.

**Nakashi:** "那卡西", Nakashi have two meaning, one refer to the band which normally form by drum and keyboard, sometimes plus guitar, bass or saxophone depend on the need of the situation; Another meaning is a name of a place which allow customer to sing with live performance played by Nakashi band.

**Twatiutia:** "大稻埕", one of the permitted location for street performance, since the music style leaning toward old Taiwanese music, therefore become one of the most popular place for elderly community to gather and to dance.

**Line Dance:** "排舞", type of group dance without physical body contact with partner, one person lead the dancing step in front and others follow.

**Hostess:** female server for alcohol drinking accompany. Female server provide same service in different facility will gain different name, such as "酒家女" in Jiu Jia, "酒店小姐" in Jiu Dian, or "小姐" in karaoke.

**Change Table Service:** "轉台", meaning hostess change target customer to serve, it often happen when there are more than one customers choose the same hostess for accompany service. It is common in karaoke culture for hostess to move around and interact with different customers.

**Black Deal:** often refer to the service which does not permitted to operate base on the application of license. This term is more often use to imply deal associated with physical intimacy between male customer and female hostess, and deal will be exchanged outside of the business location.

## **1.7 Research Methodology**

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### **1.7.1 Choice of Method: Interview and Observation Survey**

There are two reasons to set up interview and observation survey as methodology for this research. The first reason is that culture of entertainment is the most less considered aspect for research, therefore, published resources are limited. Model of Longshan Underground Mall B2 is relatively new, it was not expected by government and even conflict with the initial design intention. In order to obtain ideas and data from such new prototype, the most direct approach is to learn from the site. Same situation applied on other facilities such as Twatiutia and Nakashi.

Although history of Hon Bao Chang can be traced base to 1960, however, since the place was only designated to older generation, it is relatively an unknown realm for general public. As the facilities fading out from the society due to the decline of customers, it result limited publication and resource to be reviewed.

Another reason can be refer to the concept of Rapoport, as users serve as filter from environment through value judgment process, and result preceded environment. Therefore, the users preference serve as an important factor to judge whether or not the proposal is successful. Therefore, the most straightforward method is to learn directly from users through communication of interview and experience from observation. Method of qualitative survey was employed for obtaining data. Observation survey was executed regarding of spatial quality, as fixed, semi-fixed and non-fixed elements in relation to setting of behavior of users.

In order to obtain wider range of knowledge from users, the interview set to encourage various interviewees to discuss base on their understanding and preferences. Questions were developed and added along the process of conversation with 115 interviewees.

### **1.7.2 Data Collection Process**

The very first visit of Longshan Underground Mall for this research was during the Chinese new year in 2013. At that time, the massive crowd of elderly were observed, as well as how they enjoy the entertainment system. The positive energy had been generated through the interaction of elderly, the facial expression explained their confident and enjoyment while perform on the stage. The positive energy spread through the entire floor and affect all others including those who just pass by or sitting on the corner along. However, it was not a place for everyone, especially for younger generation. The very distinguish generation gap had been experienced through music



selection, dance style, topic of communication and even language used.

Pre survey was conducted from May 2013, when three Nakashi stores and three Karaoke stores were existed at the same time, and the place packed with hundreds of elderly daily. The aim of pre-survey was to obtain the overall impression for further analysis. In June 2013, the entire Longshan Underground Mall had been shut down due to the violation of contract regulation, it trigger the demonstration and news publication. The survey start from July 2013, when local government negotiated with store owners and allowed temporary business operation till May 2014 without three Nakashi stores. The frustration from elderly community, the transformation of operation and the complain from customers were witnessed.

The next survey was conducted in September 2013. At this visit, the Longshan Club had been forced to close down due to the contract issue, and another new Nakashi name "Sakura" which was original operate in Longshan Underground Mall, had opened near Taipei Train Station. Since connection with some customers has been established, place like Twatiutia, local Karaoke, A Gong Dian and Dance Hall has been introduced and gain a better understanding of overall perspective of entertainment environment in Taipei. Five formal interviews with owners from each Hon Bao Chang and also two formal interviews with government representative are successfully completed.

During survey in May 2014, which suppose to be the last month for business operation, city government extended the deadline to July, the number of customers decreased dramatically, this is also the period when Sakura Nakashi change name to Cai Ying. By end of July, B2 had finally been closed and the only relocation household had been moved to Longshan Underground Mall B1.

Regarding of observation survey for all selected facilities, all floor plans were measured and drafted by author with permission of every store owners. However, due to the limitation of access for some restricted private area such as kitchen, office, backstage, storage or bathroom, such potion of plan was subjected to estimate. Photos recording were strictly forbidden during performance in most of the entertainment facilities. Therefore, manual recording such as note and sketch were executed for explanation without evident of photos.

### 1.7.3 Selection of Interviewee

Regarding of survey design and approach, the research aim to learn from perspective of users, establish personal connection to elderly community is the first approach. Through introduction of musician who use to work at Longshan Underground Mall and also Hon Bao Chang, relationship with few others start to established through chatting and hangout. Below were few selected locations to conduct interview from.

Longshan Underground Mall: The key place of this research. Including all four karaoke stores, there are about 300 seats in total, this research plan to interview 30 customers as about 1/10 of the total store capacity. Interviewee include owner, waitress, customers and others such as security and information desk officer.

Hon Bao Chang: Interviewee include singers, waitress, customers and also each store owners, who are the most challenging person to meet due to the business confidentiality.

Nakashi: The opportunity had been obtained to interview the owner of Longshan Club before the store was closed in September 2013. Most of the customers in this particular Nakashi prefer singing with live band and all had experience of singing in Longshan Underground Mall B2 before Nakashi was banned. The other Nakashi near Taipei Main Station and opened in July 2013, name Sakura and changed to Cai Ying in 2014, was also visited and interviewee including owners and customers.

Twatiutia: One of the most well known location for street performer, as well as for elderly community to gather. The place was introduced by customers from Longshan Underground Mall B2 during the survey. Interview had been conducted with various different performers, including Tian Mi Mi, and also conversation with local community had been recorded.

Karaoke: Different from karaoke in Longshan Underground Mall B2, the individual operated karaoke often content its own culture, some provided hostess for drinking and singing accompany. Selection of two karaoke stores were base on different reason, one relate to Hon Bao Chang as owner was the previous singer, and the other owner own karaoke store in Longshan Underground Mall B2.

Government representative: Scheduled meeting with head of Taipei Department of Social Welfare and learnt about the facilities provided by government. Met with vice president of Taipei City Market Administration Office and learnt the difficulty for operation and management for Longshan Underground Mall.

## **1.8 Research Framework**

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Framework has been set up base on development process of this research. Chapter one regarding research background, which explain the intention and motivation for starring of this research, as well as problems and challenges learnt from the society.

Social background of entertainment environment in Taipei is described in Chapter two. It includes the development history of entertainment culture in Taiwan, government found facilities for elderly in Taipei, and description of each selected entertainment facility which are Longshan Underground Mall, Hon Bao Chang, Twatiutia, Nakashi, and Karaoke.

Chapter three regarding data collection, from both interview and observation survey. It has been categorized according to five different model attributes, which are analyzed from the interview questions and feedback. Chapter four follow the same category of Chapter three but focus on comparative analysis of those selected facilities. Each category of model attribute leads to new finding, as suggestions to designers and can be referred as design attitudes.

The process of model reconstruction was developed base on "Model of evaluation process" by Rapoport, then to explain "Model reconstruction process" in Chapter five. Refer to different findings through comparison of Chapter four, there are two proposals suggested as the outcome of this research: one refer to architectural scale as "Polymodal *Ibasho*", and the other refer to urban scale as "Aging in Network".

Chapter six as conclusion, it generally summarized from each chapter and explained the context in short. The modern sense of two proposal "Polymodal *Ibasho*" and "Aging in Network" are explained as potential design approach for further study.

## Flow Chart Diagram

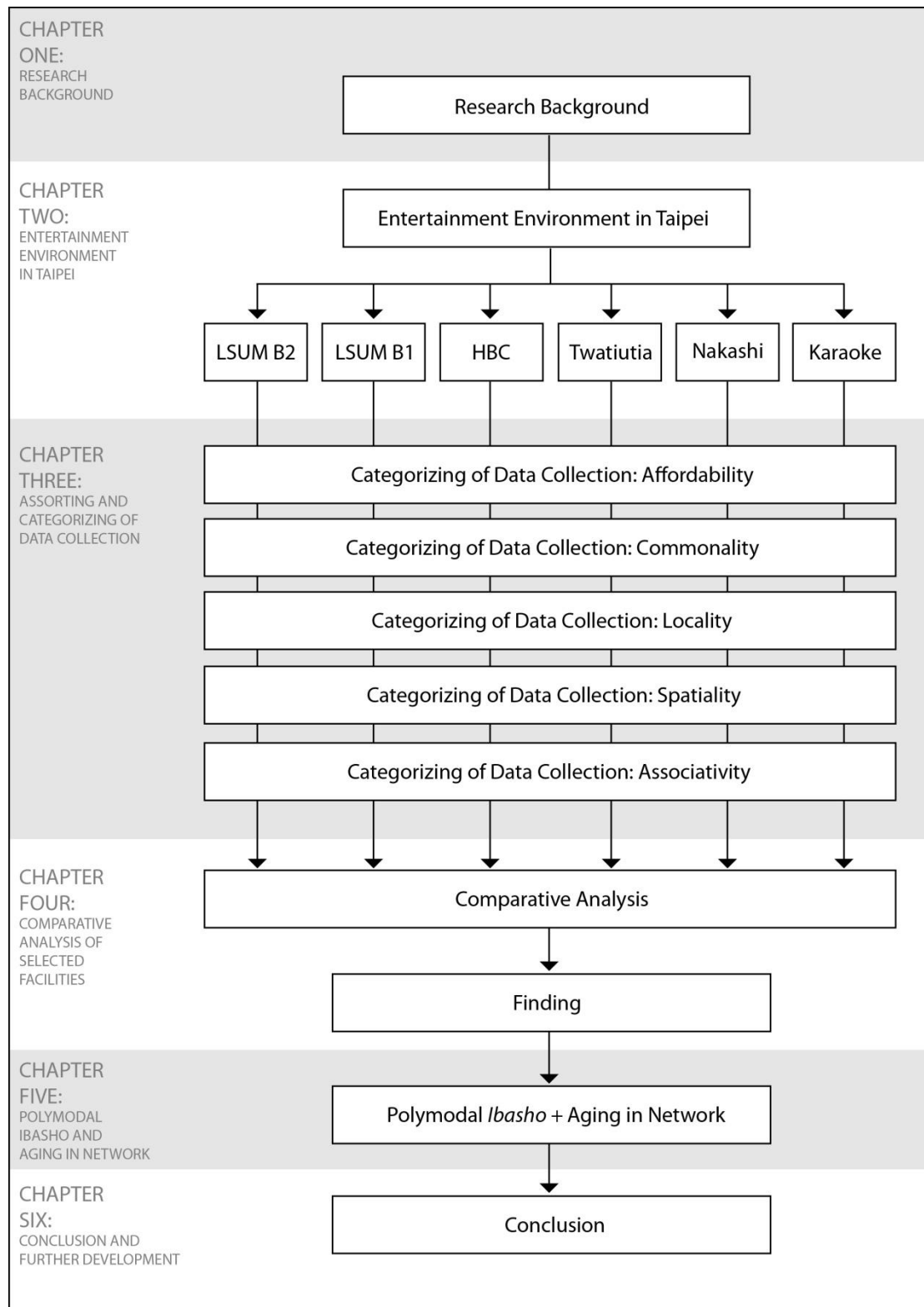


Fig. 1-10 Flow Chart Diagram<sup>33</sup>

<sup>33</sup> Diagram created by author

## 1.9 Reference

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### 1.9.1 List of interviewee

Place	Interviewee	Code	Number
Longshan Underground Mall B1+B2	B2 Customer	#1-#27	27
	B2 Waitress	#28-#32	5
	B2 Owner	#33-#36	4
	B1 Customer	#37-#38	2
	B1 Store Owner	#39-#41	3
	Other	#42-#43	2
Hon Bao Chang	Customer	#44-#64	21
	Waitress	#65-#66	2
	Singer	#67-#77	11
	Owner	#78-#82	5
Nakashi	Customer	#83-#92	10
	Owner	#93-#94	2
	Musician	#95	1
Twatiutia	Customer	#96-#99	4
	Street Performer	#100-#108	9
Karaoke	Owner	#109-#111	3
	Waitress	#112	1
Dance Hall	Owner	#113	1
Government Representative	Department of Social Welfare, Taipei City	#114	1
	Taipei City Market Administration Office	#115	1
<b>Total Interviewee</b>			<b>115</b>

### Longshan Underground Mall: B2 Customer

Code	Name	Age	Gender	From	Time	Appendix
#1	Mr. A	60	M	Sanchong	15	Live alone
#2	Ms. B	70	F	--	5	Performer partner of Mr. C
#3	Mr. C	70	M	--	8	Motorbike to LSUM
#4	Mr. D	65	M	Wanhua	5	Walk to LSUM
#5	Mr. E	65	M	--	12	Visit LSUM everyday
#6	Mr. F	65	M	Jiangzicui	6	Metro to LSUM everyday
#7	Mr. G	65	M	--	5	Sometimes visit HBC
#8	Mr. H	60	M	Jiangzicui	5	Metro to LSUM
#9	Mr. I	70	M	Wanhua	6	--
#10	Mr. J	60	M	Banqiao	6	Often visit HBC
#11	Ms. K	80	F	Wanhua	3	Walk to LSUM everyday
#12	Ms. L	60	F	Wanhua	5	Often visit Nakashi to dance
#13	Mr. M	80	M	Banqiao	3	--
#14	Mr. N	60	M	Sanchong	3	--
#15	Mr. O	70	M	Wanhua	3	Sometimes visit park to dance
#16	Ms. P	65	F	Jiangzicui	3	--
#17	Mr. Q	80	M	--	12	Ex-politician
#18	Mr. R	60	M	--	3	--
#19	Mr. S	65	M	Sanchong	5	Visit LSUM since 1 year go
#20	Mr. T	83	M	Miaoli	5	Live alone
#21	Mr. U	61	M	Wanhua	20	Motorbike to LSUM everyday
#22	Ms. V	60	F	Wanhua	9	Bus to LSUM
#23	Mr. W	70	M	--	6	Bicycle to LSUM
#24	Mr. X	75	M	Taipei	5	Metro to LSUM
#25	Mr. Y	60	M	--	7	--
#26	Mr. Z	65	M	Shulin	7	Drive to LSUM
#27	Ms. A	55	F	--	5	--

### Longshan Underground Mall: B2 Waitress

Code	Name	Age	Gender	Experience	Time	Appendix
#28	Ms. B	60	F	2 years	10	From Zhong Hua
#29	Ms. C	60	F	4 years	5	From Cai Ying
#30	Ms. D	50	F	1 year	3	From Cai Ying
#31	Ms. E	55	F	2 year	8	From Na Lu Wan
#32	Ms. F	55	F	--	15	From Na Lu Wan, was HBC singer

**Longshan Underground Mall: B2 Owner**

Code	Name	Age	Gender	Ownership	Time	Appendix
#33	Ms. G	55	F	From 2013	20	Owner of Na Lu Wan
#34	Mr. H	60	M	From 2011	40	Owner of Zhong Hua
#35	Mr. I	63	M	From 2013	40	Owner of Cai Ying
#36	Mr. J	60	M	From 2011	15	Owner of A Qiu

**Longshan Underground Mall: B1 Customer**

Code	Name	Age	Gender	From	Time	Appendix
#37	Mr. K	60	M	--	30	Buddhist monk
#38	Mr. L	65	M	Shulin	7	--

**Longshan Underground Mall: B1 Store Owner**

Code	Name	Age	Gender	Ownership	Time	Appendix
#39	Ms. M	60	F	From 2005	13	Owner of karaoke store
#40	Mr. N	80	F	From 2005	15	Owner of antique store
#41	Mr. O	60	M	From 2013	30	Owner of snack bar

**Longshan Underground Mall: Other**

Code	Name	Age	Gender	Position	Time	Appendix
#42	Mr. P	25	M	Security	5	--
#43	Ms. Q	55	F	Receptionist	10	--

**Hon Bao Chang: Customer**

Code	Name	Age	Gender	From	Time	Appendix
#44	Mr. A	85	M	Taipei	3	Live alone
#45	Mr. B	85	M	--	3	Live with family
#46	Mr. C	70	M	Keelung	8	Visit HBC by train
#47	Ms. D	70	F	Keelung	8	Wife of Mr. C
#48	Mr. E	70	M	--	4	Like to sing at karaoke
#49	Ms. F	65	F	--	4	Often come with husband
#50	Mr. G	90	M	Taipei	5	Visit HBC for 30 years
#51	Mr. H	65	M	Wanhua	12	--
#52	Mr. I	66	M	Songshan	9	Visit HBC for 30 years
#53	Mr. J	75	M	Taipei	3	Often come with husband
#54	Mr. K	65	M	--	3	Visit HBC for 20 years
#55	Ms. L	75	M	Tianmu	10	Visit HBC for 25 years

#56	Mr. M	65	M	Taipei	3	Visit HBC for 30 years
#57	Mr. N	65	M	--	3	--
#58	Mr. O	90	M	Danshui	6	Visit HBC for 30 years
#59	Mr. P	65	M	--	10	Visit HBC for 8 years
#60	Mr. Q	70	M	--	8	Live alone
#61	Mr. R	75	M	Zhongli	4	Live with family
#62	Mr. S	70	M	Yonghe	20	Visit HBC for 35 years
#63	Mr. T	50	M	--	14	Visit HBC for 20 years
#64	Mr. U	85	M	Wanhua	12	Visit HBC for 47 years

### Hon Bao Chang: Waitress

Code	Name	Age	Gender	Experience	Time	Appendix
#65	Ms. V	50	F	20 years	30	--
#66	Ms. W	50	F	23 years	10	Sister of HBC singer

### Hon Bao Chang: Singer

Code	Name	Age	Gender	Experience	Time	Appendix
#67	Ms. A	50	F	20 years	15	Discontinue for 9 years-
#68	Ms. B	45	F	12 years	13	--
#69	Ms. C	40	F	10 years	13	--
#70	Ms. D	50	F	25 years	10	--
#71	Ms. E	55	F	4 years	6	--
#72	Ms. F	55	F	30 years	3	--
#73	Ms. G	55	F	30 years	3	Discontinue for 10 years
#74	Ms. H	55	F	25 years	5	Oversea performance experience
#75	Ms. I	50	F	25 years	5	--
#76	Ms. J	60	F	30 years	15	Sing at HBC and LSUM
#77	Ms. K	55	F	30 years	55	--

### Hon Bao Chang: Owner

Code	Name	Age	Gender	Ownership	Time	Appendix
#78	Ms. L	55	F	From 2008	25	Was singer, owner of Xing Guang
#79	Ms. M	55	F	From 2008	30	Was singer, owner of Golden Age
#80	Ms. N	55	F	From 1994	21	Was singer, owner of Jin Chao Dai
#81	Ms. O	55	F	From 2009	60	Was customer, owner of Han Sheng
#82	Ms. P	55	F	From 2012	25	Was singer, owner of Feng Huang



**Nakashi: Customer**

Code	Name	Age	Gender	From	Time	Appendix
#83	Mr. Q	65	M	--	13	Use to visit LSUM Nakashi before
#84	Ms. R	80	M	--	5	Use to visit LSUM Nakashi before
#85	Mr. S	65	M	Wanhua	12	Use to visit LSUM Nakashi before
#86	Ms. T	60	F	--	4	Use to visit LSUM Nakashi before
#87	Mr. U	60	M	Taipei	6	Often visit HBC and karaoke
#88	Mr. V	70	M	Zhonghe	8	Practice dance at local park
#89	Mr. W	80	M	Wanhua	3	--
#90	Ms. X	50	F	--	5	Use to visit LSUM Nakashi before
#91	Mr. Y	50	M	--	10	Use to visit LSUM Nakashi before
#92	Mr. Z	60	M	--	16	Often visit LSUM and Twatiutia

**Nakashi: Owner**

Code	Name	Age	Gender	Ownership	Time	Appendix
#93	Mr. A	60	M	From 2013	15	Owner of Cai Ying Nakashi
#94	Mr. B	60	M	From 2012	40	Founder of Longshan Club

**Nakashi: Musician**

Code	Name	Age	Gender	Experience	Time	Appendix
#95	Mr. C	60	M	40 years	47	Played at HBC, LSUM, Nakashi

**Twatiutia: Customer**

Code	Name	Age	Gender	From	Time	Appendix
#96	Mr. D	65	M	Wanhua	3	Listen only
#97	Mr. E	60	M	Xinzhuang	5	Often visit LSUM, Nakashi
#98	Ms. F	60	F	Xinzhuang	6	Often visit LSUM, Nakashi
#99	Mr. G	65	M	Shilin	4	Practice at local park

**Twatiutia: Street Performer**

Code	Name	Age	Gender	From	Time	Appendix
#100	Ms. H	50	F	--	6	Often play at Longshan park
#101	Mr. I	50	M	--	7	Tianmimi, use to play at LSUM
#102	Mr. J	60	M	--	8	Tianmimi, use to play at LSUM
#103	Ms. K	75	F	--	10	Tianmimi, use to play at LSUM
#104	Mr. L	55	M	--	9	Also play at Longshan park
#105	Mr. M	55	M	--	12	Often play at Longshan park

#106	Mr. N	50	M	--	10	Also play at other locations
#107	Mr. O	55	M	--	7	Also play at other locations
#108	Mr. P	50	M	--	3	--

#### **Karaoke: Owner**

Code	Name	Age	Gender	Ownership	Time	Appendix
#109	Ms. Q	55	F	From 2008	8	Owner of Like (Karaoke)
#110	Ms. R	50	F	From 2008	20	HBC singer for 20 years
#111	Mr. S	60	M	From 2013	15	Owner of Cai Ying (Karaoke)

#### **Karaoke: Waitress**

Code	Name	Age	Gender	Experience	Time	Appendix
#112	Ms. T	50	F	10 years	6	--

#### **Dance Hall: Owner**

Code	Name	Age	Gender	Ownership	Time	Appendix
#113	Mr. U	65	M	15 years	30	--

#### **Government Representative: Department of Social Welfare, Taipei City**

Code	Name	Age	Gender	Position	Time	Appendix
#114	Ms. V	65	F	Director	40	--

#### **Government Representative: Taipei City Market Administration Office**

Code	Name	Age	Gender	Position	Time	Appendix
#115	Mr. W	55	M	Deputy Director	60	--

## 1.9.2 Interview Questions

### Interview questions for Longshan Underground Mall (B1+B2) Customer:

1. What is your background and where do you come from?
2. What is the most important reason for you to keep coming here?
3. After retirement, what is the major difference compare to before?
4. Any other interest or hobby do you have?
5. Where else will you go beside LSUM?
6. Will you go to HBC? or what do you think about that place?
7. How often do you come here? and how do you come here?
8. Do you find the sense of belonging here?
9. Any other activity you do here beside singing?
10. What is the difference between karaoke in LSUM and other karaoke?
11. What kind of attitude or mood do you have when singing or listening?
12. How do you choose song to sing?
13. Do you think music will reflect past memory of life experience?
14. In your view, why is music important to this place?
15. How many different type of customer groups can be divided here?
16. What is the role of female and male customers?
17. Any interaction between other customers?
18. Any social relationship between LSUM and surrounding environment?
19. What kind of relationship is between customer and owner?
20. What kind of relationship is between customer and waitress?
21. What is the most needed for elderly but society has not yet prepared for?
22. What will you suggest to government?

### Interview questions for Longshan Underground Mall (B2) Waitress:

1. Your background and where do you come from?
2. How do you know LSUM? and reason for coming here to work?
3. What kind of food and beverage is provided?
4. How do you interact with customers?
5. Any other type of service provide here to enhance relationship with customer?
6. From your observation, how do customers interact with each other?
7. What is the role of female and male customers?
8. Different between karaoke in LSUM and others karaoke?

9. Why music is important to this place?
10. Do you think music reflect memory of past life experience?
11. Any social relationship between LSUM and surrounding environment?
12. What kind of relationship is between customer and owner?
13. Any interaction between customer and customer?
14. What is the most needed for elderly but society have not yet prepared for?
15. What will you suggest to government?

**Interview questions for Longshan Underground Mall (B1+B2) Owner:**

1. Your background and current living location?
2. Reason to choose this location?
3. How did this business start?
4. Your opinion regarding of original expectation of this place from government?
5. What is your opinion regarding Nakashi had been banned?
6. Reason for LSUM can sustain and exist till now?
7. What will be the future of LSUM?
8. What is the space regulation applied here?
9. How is the business model operate?
10. What is the management system here?
11. Any relationship between set price and rental cost?
12. What kind of customers will be attracted to here?
13. Capacity of your store? Number of customers come per day?
14. Special thoughts given to furniture arrangement and space layout?
15. Why music is important to this place?
16. Different between karaoke in LSUM and others karaoke?
17. Other type of service provided in this place?
18. What is the role of female and male customers?
19. Any social relationship between LSUM and surrounding environment?
20. What kind of relationship is between customer and owner?
21. Any interaction between customers? or method of interaction?
22. What is the most needed for elderly but society have not yet prepared for?
23. What will you suggest to government?

### **Interview questions for Hon Bao Chang Customer:**

1. What is your background and where do you come from?
2. How often do you come? and how do you come?
3. What is the most important reason for you to keep coming here?
4. After retirement, what is the difference compare to before?
5. Any other interest or hobby you have?
6. Where else will you go beside HBC?
7. Any chance for interaction with other customers?
8. Why all HBC are located in Ximending?
9. Why music is important in this place?
10. What is your mood or attitude while listening, especially for the songs you knew?
11. Do you often order song for singer to sing?
12. Does music reflect memory of life experience to you?
13. Any other service provided in this place?
14. Social relationship between HBC and surrounding environment?
15. What kind of relationship is between singer and customer?
16. What kind of relationship is between waitress and customer?
17. What kind of relationship is between owner and customer?
18. What kind of relationship is between customer and customer?
19. Do you know LSUM? or what kind of place do you think it is?
20. Any story that you can share regarding of HBC?

### **Interview questions for Hon Bao Chang Waitress:**

1. Your working experience and background?
2. In your view, how does society think about the place like HBC?
3. Please compare the current condition of HBC to the past?
4. What is the most important reason to you that HBC is declining?
5. Reason for this HBC can sustain itself and exist till now?
6. Any positive response from government?
7. How did this HBC start?
8. How does the service system work in HBC and interaction between customers?
9. Why all HBC are located in Ximending?
10. In your view, why music is important to this place? or to elderly?
11. What is your role in this place as a waitress?
12. What kind of customer do you often receive?

13. From your observation, does life style of elderly change through time?
14. How many different customer groups can be divided here?
15. Other kind of service provided in this place?
16. Any social relationship between HBC and surrounding environment?
17. What kind of relationship is between singer and customer?
18. What kind of relationship is between waitress and customer?
19. Any interaction between customer and customer? or how?
20. What do you think about LSUM and customers who goes there?
21. Your perspective or suggestion of this place in the future?
22. Any story you can share regarding of HBC?

**Interview questions for Hon Bao Chang Singer:**

1. Your singing experience and background?
2. In your view, how does society think about the place like HBC?
3. Please compare the current condition of HBC to the past?
4. What is the most important reason for HBC to decline?
5. Reason for this HBC to be able to sustain itself?
6. Any positive response from government?
7. How does the service system work in HBC and interaction between customers?
8. Why all HBC are located in Ximending?
9. How does this business model operate?
10. In your view, why music is important in this place? or to elderly?
11. What is your role in this place as a singer?
12. What kind of customers do you often attract?
13. From your observation, does life style of elderly change through time?
14. How many different customer groups can be divided here?
15. Other kind of service provided in this place?
16. How do you choose song to sing? any relationship to customer's preference?
17. Do you think that music reflect memory of past life experience? any example?
18. Any social relationship between HBC and surrounding environment?
19. What kind of relationship is between singer and customer?
20. Any interaction between customer and customer? or how?
21. What do you think about LSUM and customers who go there?
22. What will be the difference between singing at HBC and at LSUM?
23. Your perspective of HBC in the future?
24. Any story between you and customer that can share with?

### **Interview questions for Hon Bao Chang Owner:**

1. How did this business start?
2. Reason for choosing this location?
3. Different operation condition compare to before?
4. Reason for this HBC can sustain itself and exist till now?
5. Any positive response from government?
6. What kind of customers come here?
7. From your observation, does life style of elderly change through time?
8. How does the business model operate?
9. Any transformation of operation model through time
10. What is the management system here?
11. Any relationship between set price and the rental cost?
12. What is the regular and special operation period of this place?
13. What kind of space regulation has been applied here?
14. Type of operational license for this business?
15. Why all HBC are located in Ximending?
16. In your view, why music is important in this place? or to elderly?
17. What is the overall space capacity here?
18. Number of customers visit per day?
19. Special thoughts given to furniture arrangement and space layout?
20. How many different customer groups can be divided here?
21. What is the role of female and male customers?
22. Any social relationship between HBC and surrounding environment?
23. What kind of relationship is between customer and owner?
24. Any interaction between customer and customer? or how?
25. What do you think about LSUM and the customer who goes there?
26. Your perspective of this place in the future?

### **Interview questions for Nakashi Customer:**

1. Your background and the job position before retirement?
2. Where do you live now? What is the condition of living environment?
3. Any other interest and hobby?
4. How do you know here? and how often do you come?
5. How do you come here? and the reason for you to come?
6. Different lifestyle before and after retirement?

7. Where else will you go in your free time?
8. Do you find the sense of belonging here?
9. Do you also go to HBC? what is the difference compare to here and LSUM?
10. In your opinion, why is music important here?
11. Difference between singing in Nakashi and karaoke?
12. Difference between singing in LUSM and here?
13. What other activity do you do beside singing in this place?
14. How many different customer group can be divided here?
15. How do you interact with other customers? How do you compare to LUSM?
16. What kind of mood or attitude do you have while singing or listening?
17. What is your feeling while hearing a song you knew?
18. How do you choose song to sing? How does it relate to other customer?
19. Social relationship between LSUM and surrounding environment?
20. What kind of relationship is between owner and customer?
21. What kind of relationship is between customer and customer?

**Interview questions for Nakashi Owner:**

1. Your background and work experience?
2. How did this Nakashi start?
3. How do you choose this location?
4. How does this place relate to LSUM? What is the current condition compare to the past?
5. What is the original intention for development of LUSM from government?
6. The similarity or difference in term of operation mode compare to LSUM and here?
7. What is your opinion when Nakashi had been banned in LSUM?
8. The most distinguish difference compare LSUM to here?
9. What is the capacity here? Number of customer come per day?
10. Any thoughts regarding furniture arrangement and space layout?
11. Any relationship between set price and rental cost? Compare to the price at LSUM?
12. What is the regular and special operation period of this place?
13. What was the condition of LSUM in the early time?
14. What is the space regulation here? Similar or difference compare to LSUM?
15. What is the building permit here?
16. What is the operation mode here? Similar or difference compare to LSUM?
17. How does this place relate to outside environment?
18. What kind of customer come here? do they also go to LSUM?
19. What is the role of female and male customers?



20. What kind of relationship is between customer and customer?
21. From your observation, does life style of elderly change through time?
22. What is needed the most for elderly but the society has not yet provided?
23. What will you suggest to government?

**Interview questions for Nakashi Musician:**

1. Your background and performance experience?
2. Do you also work at other place such as LSUM or HBC?
3. Any relationship between those place?
4. Could you explain about the role as Nakashi musician in Taiwan?
5. How did place like LSUM or HBC start?
6. What is the key reason for those facilities to sustain and exist till now?
7. What is the difference of business model between Nakashi, LUSM and also HBC?
8. What might be the future of LSUM or HBC?
9. What is your opinion when Nakashi in LSUM been banned?
10. What is the different between customer group in LSUM and HBC?
11. As a musician, do you need to interact with customers? and how?
12. Any story you can share while you play in LUSM or HBC?

**Interview questions for Twatiutia Customer:**

1. What is your background and where do you come from?
2. What is the most important reason for you to keep coming here?
3. Will you go to HBC or LSBM? or what do you think about those places?
4. How often do you come here? and how do you come here?
5. What is the difference between dance here compare to other places?
6. Do you know the performer? If you do, how?
7. Will you tip performers? or how to interact with them?
8. What is the role of female and male customers?
9. Any interaction between other customers?
10. Any social relationship between this place and the surrounding environment?
11. What do you think is the most needed for elderly but society has not yet prepared for?

**Interview questions for Twatiutia Street Performer:**

1. Your background and performing experience?
2. How did you start?
3. How do you choose this location?
4. What is the regulation of street performance?
5. Any regulation for this location?
6. What do you need to invest for performing?
7. Are you able to support yourself base on street performance?
8. What kind of customer come here?
9. Do you interact with customers?
10. Do customers interact with each other? or in what way?
11. From your observation, does life style of elderly change through time?
12. What is needed the most for elderly but the society has not yet provide?

**Interview questions for Karaoke Owner and Waitress:**

1. How did this business start?
2. Reason for choosing this location?
3. What kind of customers come here?
4. What is the business operation model here?
5. Any transformation of operation mode through time?
6. What is the management system here?
7. Any relationship between set price and the rental cost?
8. Type of operational license for this business?
9. What kind of food or beverage you serve?
10. Other kind of service provided in this place?
11. How many different customer groups can be divided here?
12. What is the role of female and male customers?
13. Any social relationship between this karaoke and surrounding environment?
14. What kind of relationship is between customer and servers?
15. Any interaction between customer and customer?

**Interview questions for Dance Hall Owner:**

1. How did this business start?
2. What is Special Entertainment Industry in Taiwan?
3. What kind of relationship is between customers, bar girls, and owner?
4. Any particular reason for choosing of business location?
5. What kind of customers that you targeted on?
6. What is the business operation model here?
7. Any transformation of operation model through time
8. Type of operational license for this business?
9. What kind of food or beverage you serve?
10. Other kind of service provided in this place?
11. What kind of relationship is between customer and owner?
12. Any interaction between customer and customer?
13. What do you think about HBC and LSUM, if you know?

**Interview questions for Taipei City Market Administration Office:**

1. What is the condition requirement for store rental at LSUM?
2. How does LSUM been managed and regulated?
3. What was the original expectation of LSUM? and compare to current condition?
4. How was the region before the development of LSUM?
5. What is your opinion regarding of current condition and operation mode of LSUM?
6. For those years since the development, does attitude of government changed?
7. In your opinion, do you satisfy with the current situation of LSUM?
8. What will be your suggestion?
9. Regarding of LSUM, what is the influence to the surrounding environment?
10. What is the expectation from local community?
11. The reason for banning the Nakashi at LSUM?
12. What is the operation license from each stores?
13. Special regulation for operation to comply for building permit and fire regulation?
14. If LSUM became a gathering platform for elderly community might have positive contribution to the society, what is your opinion?
15. In your opinion, what will be better for future LSUM?

**Interview questions for Department of Social Welfare, Taipei City:**

1. What kind of facilities does Social Welfare Department provided regarding of aging community and social gathering?
2. How do those facilities related?
3. Any kind of principle that your department follow for proposing those facilities?
4. What might be the future improvement for those facilities?
5. What is your opinion regarding of current situation of LSUM, where had already became the gathering of elderly community?
6. Possibility for Department of Social Welfare to be in charge and regulate LSUM?
7. What is the attitude of Social Welfare Department toward to HBC or LSUM?
8. What is the expectation from local community?
9. "LSUM had already became the elderly gathering platform of the region and form its own kind of community like social network", what is your opinion regarding to this statement?

**Chapter Two:  
Entertainment Environment in Taipei**



## 2.1 Introduction

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To understand the behavior of particular users, social background should be understood in relation to particular cultural environment, as well as options offered for users to choose from such environment. The aim for this chapter is to provide in depth knowledge regarding of various entertainment facilities. The history of sexual industry in relation to various of entertainment facilities and specially regulated industry are also explained for better understanding of overall entertainment culture in Taiwan.

Beside private found facilities, government try to enhance the quality of lifestyle for elderly community by proposing various recreational programs and related facilities. Through the interview with director of Taipei City Department of Social Welfare and understand from the perspective of government, comparison between public and private facilities are set up and included in this chapter.

Learning from interviewees, there are other facilities that customers from Longshan Underground Mall will also visit. Thus, facilities such as Hon Bao Chang, Twatiutia, Nakashi and Karaoke are selected to analyze and set up for comparison with Longshan Underground Mall, in relation to the development history, related issues, and current situation, so to define the meaning of overall entertainment environment in Taipei. Meaning refer to the most important aspect of function from defined environment<sup>34</sup>. Therefore, although elderly have different preference for different entertainment facilities, the most important functions for those facilities can be interpreted as the opportunity for interpersonal association.

All plans of selected facilities presented in this chapter were measured and drafted. Part of feedback from interview survey are used in this chapter as objective knowledge from users, since resource can be obtained regarding of those entertainment facilities are limited. The summary of feedback from survey questions are categorized into five key aspects as model attributes, for further analysis in the following chapter.

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<sup>34</sup> Amos Rapoport, 2005, *Culture, Architecture, and Design*, Chicago, Locke Science Publishing Company, Inc, p.48

## **2.2 Development of Entertainment Culture**

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### **2.2.1 History of Sexual Industry and Entertainment Facilities**

Wanhua, also known as Mungar<sup>35</sup>, is the oldest district in Taipei. It has long history of being the religion center, as well as the hub of sexual industry in Taipei. The development of various entertainment industry was well related to the gathering of population. Since 1870s, the success of shipping industry attributed to its prosperous and was the first undergo economic development district in Taipei. The first regulated prostitution area was established in Wanhua. Around 1884, due to the shoaling effect of the Danshui river, Twatiutia start to gain its prosperous and the high class special industry with sexual service such as early model of Jiu Jia<sup>36</sup> was developed.

In 1896, after the colonization of Japanese government, licensed prostitution was set up in Wanhua, and was designated to become the center of special entertainment district. After 1930, the entertainment industry was strongly influenced by western concept from Japan and China, and developed facilities such as Bar, Cafe, and Tea House<sup>37</sup>. In order to attract customers, female servers for socializing and drinking accompany was developed, as "hostess<sup>38</sup>". The culture of hostess influenced sexual industry, as many prostitution start to work as hostess, but provide sexual service for extra earning. During the same period, Beitou<sup>39</sup> gain its popularity due to the development of hot spring. In 1950s, musicians start to gather in Beitou and perform on street for tips or on call for entertainment service, it was the raw model of Nakashi.

After retrocession of Taiwan, Taiwanese government was first intended to prohibit prostitution but no actually result achieved. In 1949, "Specialized Jiu Jia" was set up as the facilities for transition period for banning prostitution. Hostess allowed to work in those facilities for drinking accompany and sexual service, till 1956, "Specialized Jiu Jia" was banned. Although the term "Jiu Jia" was currently still in use, but the meaning of the facilities are different from early period of time.

From Korea War in 1950 to Vitamin War in 1955, till 1970, Taiwan serve as a base camp for US army. According to the needs of military service, entertainment facilities were encouraged to

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<sup>35</sup> 萬華, Wanhua, name of district in Taipei. 艋舺, Mungar, the Taiwanese pronunciation of Wanhua.

<sup>36</sup> 酒家, Refer to 2.2.2 Category of Special Industry for more explanation

<sup>37</sup> 茶室, Tea House, also known as A Gong Dian, 阿公店, Refer to 2.2.2 Category of Special Industry for more explanation

<sup>38</sup> Refer to 2.4.5 Karaoke for more details

<sup>39</sup> 北投, Beitou, famous location for hot spring in Taipei



develop. During that time, the establishment of special entertainment facilities in Taipei can be clearly defined based on its distribution of locations. The designated licensed prostitution was concentrated in Wanhua district. Western style facilities such as bar and pub for US military were well established in west of Zhongshan district. Facilities targeted on Japanese such as Japanese restaurant, small drinking place, karaoke were gathering in south of Zhongshan district. Beitou was popular for its well established hot spring hotels and related entertainment services, such as Nakashi.

In 1979, law was established to forbid the activity of prostitution and especially target on Beitou area. In Taipei, since the designated area was banned, sexual service started to transform into all kinds of business in various locations. The sexual industry then formed its underground culture in Taipei.

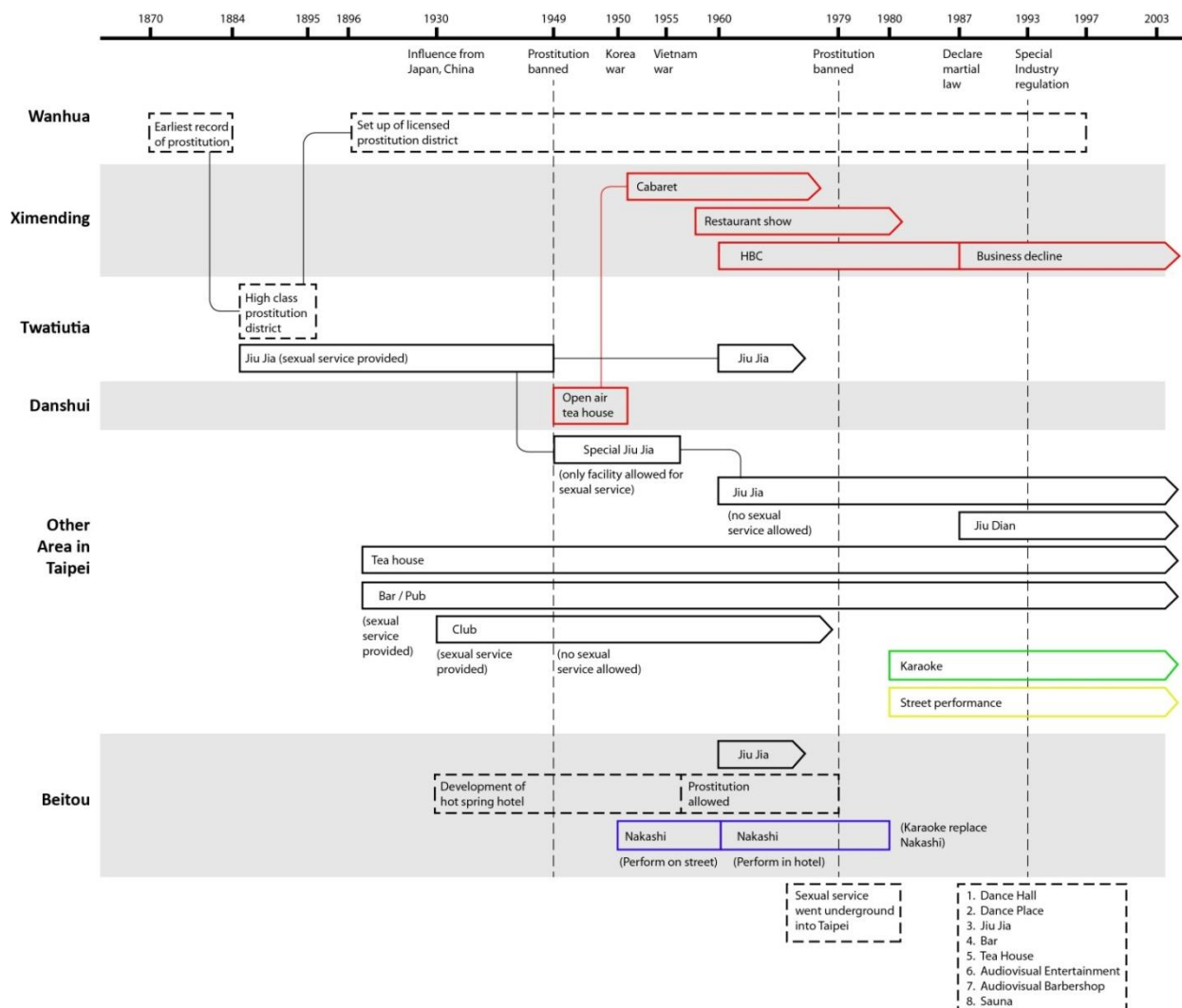


Fig. 2-1 History of Sexual Industry and Selected Facilities<sup>40</sup>

<sup>40</sup> Diagram created by author

## 2.2.2 Category of Special Industry

"Special Industry"<sup>41</sup>, often refer to eight specialized categories, thus known as "Eight Major Industry"<sup>42</sup>. Those industries often refer to recreational or entertainment facilities which often associate with intimate relationship between male and female. Although sexual service was banned, however, after 1979, sexual industry went underground and established in various kinds of setting in Taipei. The special regulation were applied to control those facilities which provide accompany of hostess for alcohol drinking or other services, within setting of entertainment environment.

In 1993, category of eight major industries was established with concern of public safety and security. In 1997, new regulation was published and enforced to prevent any happening from public accident. The latest update of enforcement was in 2006, according to the regulation of Taiwanese Law<sup>43</sup>, and reference from Taipei City Office of Commerce<sup>44</sup>. Eight Major Industry can be defined base on category as follow:

### 1. Category of Dance Hall (舞廳):

Business regarding place where provide female dancing partner for random male customer. It is the place with live music to dance and intimate body contact with female dancing partner.

### 2. Category of Dance Place (舞場):

Business regarding place for dancing without providing dancing partner. It is the place for singles to meet via activity of dance. This facility are popular for elderly community but not for young generation.

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<sup>41</sup> 特種行業, Special Industry, Industries relate to entertainment service but might also associate with intimate relationship between male and female, since sexual service are banned in 1979 and sexual industry went underground, those facilities require special regulation to control

<sup>42</sup> 八大行業, Eight Major Industry, refer to eight special categories for regulation, same as Special Industry

<sup>43</sup> 中華民國 95 年 7 月 24 日臺北市府九十五府法三字第 09531851400 號令修正 公布名稱及全文 8 條條文(原名稱:臺北市舞廳舞場酒家酒吧及特種咖啡 茶室管理規則)

<sup>44</sup> 臺北市商業處, 2009, 什麼是八大行業?, Retrieved April 2013, from <http://www.tcooc.taipei.gov.tw/ct.asp?xItem=207701&ctNode=6823&mp=105011>

### 3. Category of Jiu Jia (酒家):

Business regarding place which serve food and alcohol beverage, as well as female hostess for drinking accompany. It can refer to the establishment of "Specialized Jiu Jia" in 1949, but without sexual service. Jiu Jia refer to those with proper license, for those without, or call underground Jiu Jia, might use license of restaurant, snack bar, hotel, etc, to operate the same business.

### 4. Category of Bar (酒吧):

Business regarding service of alcohol beverage, as well as server for accompany. Both bar and pub was developed during the stay of US military. By regulation, hostesses are not allowed to provide sexual service, but often it considered as a suitable environment to negotiate deals and the service was done outside of the business place.

### 5. Category of Special tea house (特種咖啡茶室):

Business regarding place which serve alcohol beverage, as well as female hostess for drinking accompany, also call A Gong Dian (阿公店). Same situation for Bar and Pub, as those places serve as suitable environment for negotiating sexual service.

### 6. Category of Audiovisual signing place (視聽歌唱):

Business which provide audiovisual singing facility for entertainment purpose, such as Karaoke or KTV. Some karaoke provide service of hostess, as well as some KTV have service of on call escort girl as accompany. Sexual service are not allowed, but might be negotiated in some karaoke or KTV and done somewhere else.

### 7. Category of Audiovisual Barber (視聽理容院):

Business which provide private room for barber, cosmetic, or massage service, with audiovisual facility. Most of the workers are female and there might be opportunity for exchange deals of sexual service.

### 8. Category of Sauna (三溫暖):

Business provide service for body relaxation, often provide service for message or body treatment by female workers within a private room setting environment, some might provide sexual service.

### 2.2.3 Elderly Specific Entertainment Facilities

However, not all of the Special Industry are designed for elderly. Base on the interview survey with customers from Longshan Underground Mall and store owner of both Dance Hall and Karaoke, as well as experience from observation, details information including service type, facility setup and price range of popular entertainment facilities for elderly are selected and explained below:

#### Jiu Jia (酒家)

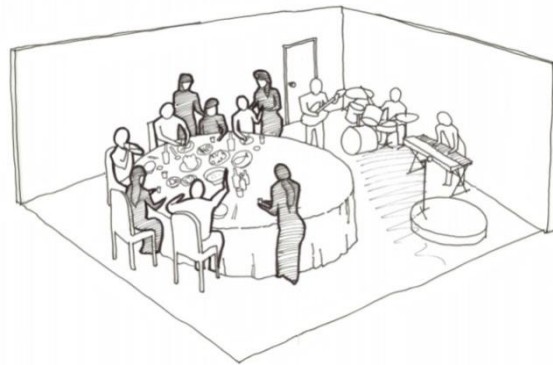


Fig. 2-2 Jiu Jia<sup>45</sup>

Jiu Jia<sup>46</sup> is basically restaurant with private room setup for group of customers to gather. Inside each private rooms, Nakashi<sup>47</sup> is hired to play for entertainment service. Drinking service was provided with accompany of young hostess<sup>48</sup> whose age is normally around 30. Cost is based on ordered of food and alcohol plus tips for hostess. Minimum cost start from NT\$15000 per visit per person.

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<sup>45</sup> Sketched by author

<sup>46</sup> Reference from Dance Hall owner, there are currently three famous Jiu Jia in Taipei: (1) 黑美人酒家 (2) 杏花閣酒家 (3) 百花紅酒家

<sup>47</sup> Nakashi have two meaning, one refer to the band which normally form by drum and keyboard, sometimes plus guitar, bass or saxophone depend on the need of the situation; another meaning is a name of a place which allow customer to sing with live performance played by Nakashi band. It refer to the band at this particular sentences.

<sup>48</sup> Term "Hostess" here refer to "酒家女", meaning female server for alcohol drinking accompany. Female server provide same service in different facility will gain different name.

## Jiu Dian (酒店)

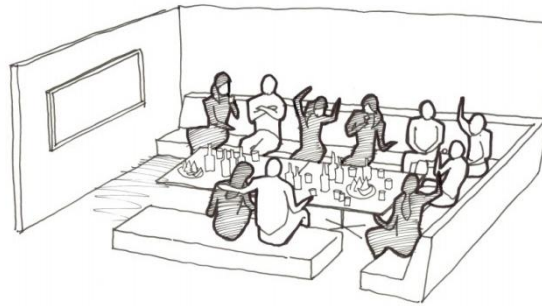


Fig. 2-3 Jiu Dian<sup>49</sup>

Due to the quality of young hostesses<sup>50</sup> whose age from 20-30, Jiu Dian considered as high class entertainment facility. It is popular not only for male elderly but also younger generation who can afford the cost. Jiu Dian private KTV<sup>51</sup> style drinking place and cost is based on time period with hostess and ordered of alcohol. Minimum cost start from NT\$15000.

## Dance Hall (舞廳)



Fig. 2-4 Dance Hall<sup>52</sup>

Dance Hall<sup>53</sup> is facility with live music performed by Nakashi on stage for customers to dance in ballroom style. Entry charge is based on order of dancer<sup>54</sup> and alcohol. There are two section per day, afternoon section from 15:30-19:30, night section from 20:30-1:15. Typically, the duration of visit per customer is around 1-2 hour, with cost of NT\$1000 per hour

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<sup>49</sup> Sketched by author

<sup>50</sup> Term "hostess" here refer to "酒店小姐", meaning female server for alcohol drinking and singing accompany in Jiu Dian.

<sup>51</sup> KTV refer to private room setting of karaoke singing facilit.

<sup>52</sup> Sketched by author

<sup>53</sup> Reference from Dance Hall owner, there are currently five famous Dance Hall in Taipei: (1) 新加坡舞廳 (2) 華僑舞廳 (3) 欣儂舞廳 (4) 金員外舞廳 (5) 大東光舞廳

<sup>54</sup> Term "dancer" here refer to "舞小姐", meaning female server for alcohol drinking and dancing accompany.

## Dance Place (舞場)



Fig.2-5 Dance Place<sup>55</sup>

Dance Place is a club type of place set up for dancing. The music is played by DJ and there are bar area for drinking. Although it is not considered as popular facilities for general public, but for single male or female elderly, this is the popular destination to meet other singles. The seating area divided into two section, one is for customers who bring their own partners, the other section is for random singles. Cost about NT\$300 per section and there are two section per day, afternoon section from 15:30-19:30, and night section from 20:30-1:10.

## Hon Bao Chang (紅包場)



Fig.2-6 Hon Bao Chang<sup>56</sup>

Place provide live performance on stage by various singers. Customer pay for a pot of tea or plate of fruit and entitle to sit through the section. Singers always walk around and socialize with customers. During the performance, customers directly tip signers on stage by Hon Bao (red envelope). There are two section per day, evening section from 14:00-17:00 and night section from 19:00-22:00 and the basic cost for a seat is NT\$350 or \$450 depend on the choices between pot of tea or fruits.

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<sup>55</sup> Sketched by author

<sup>56</sup> Sketched by author

## Karaoke (卡拉 OK)

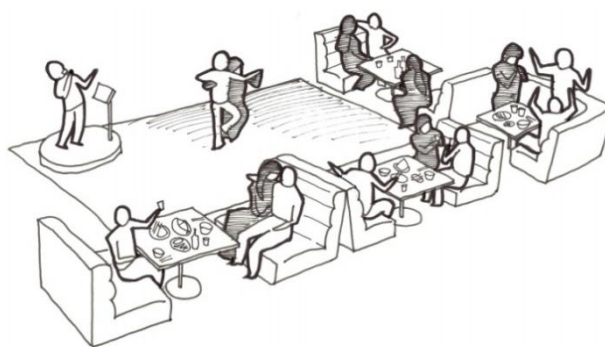


Fig. 2-7 Karaoke<sup>57</sup>

In Taiwan, there are two different type of singing facility, KTV and karaoke. KTV refer to the singing facility within private room, karaoke refer to singing facility of one open space for different groups of customer. KTV is popular for younger generation and karaoke remains popular for elderly community. There are two type of karaoke, one with accompany of hostess<sup>58</sup> whose age around 40, and the other one without. Basic charge is NT\$300 per entry and additional NT\$300 for hostess. Service fee such as order of food or drink can be deducted from the basic charge. The location of karaoke spread out in every community.

## Tea House (茶室) / A Gong Dian (阿公店)

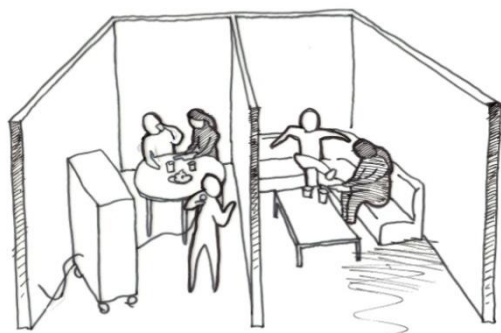


Fig.2-8 Tea House / A Gong Dian<sup>59</sup>

In Taipei there is one particular area<sup>60</sup> concentrate with more than hundred of tea House/A Gong Dian. This facility provide private room for drinking with hostess accompany. Cost depend on size of room chosen and mobile karaoke machine are also provided for singing service. The age of hostesses are around 50, often had past experience of working in other facilities. Customer groups are normally labor class and cost per visit with alcohol is normally around NT\$3000.

<sup>57</sup> Sketched by author

<sup>58</sup> Term "hostess" here refer to "小姐", meaning female server for alcohol drinking accompany.

<sup>59</sup> Sketched by author

<sup>60</sup> 萬華的阿公店：位於和平西路、梧州街一帶(整區)

## 2.2.4 Distribution of Elderly Specific Entertainment Facilities in Taipei

During 1960-1970, it was the most active period for sexual industry. Similar type of facilities are gathered and locations of those gathering were distributed base on local culture and government regulation. Although the Sexual industry was banned after 1979 and transform into underground service in Taipei. The current locations of gathering of entertainment facilities reflect the past distribution, without sexual service provided.

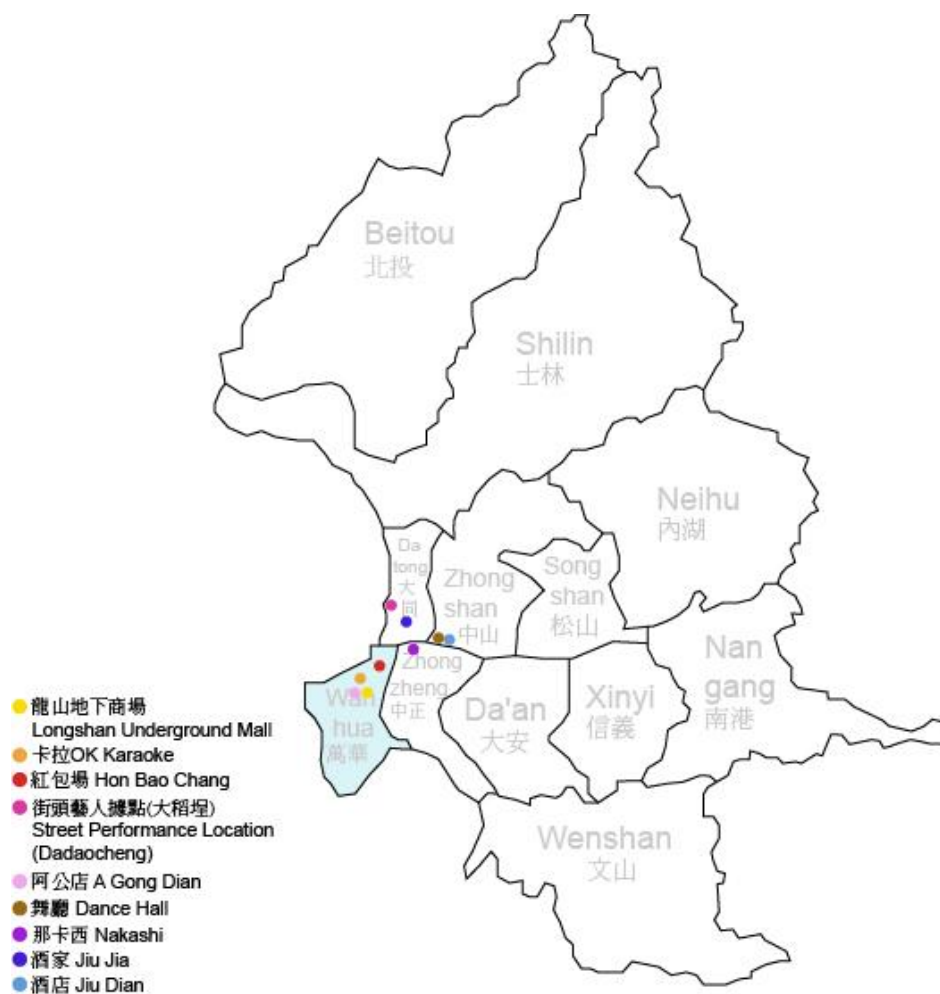


Fig. 2-9 Distribution of Elderly Specific Entertainment Facilities in Taipei<sup>61</sup>

<sup>61</sup> Diagram created by author



## 2.2.5 Locations of Entertainment Facilities in Wanhua District

Longshan Ungergroun Mall located in Wanhua, right adjacent to the area where hundreds of A Gon Dian gather, which indicated in pink. In order to learn more regarding of entertainment facilities in relation to Longshan Underground Mall, this map was composed by survey, as learnt from customers, owners; experience of walk thought; as well as track from the Google map to check every streets.

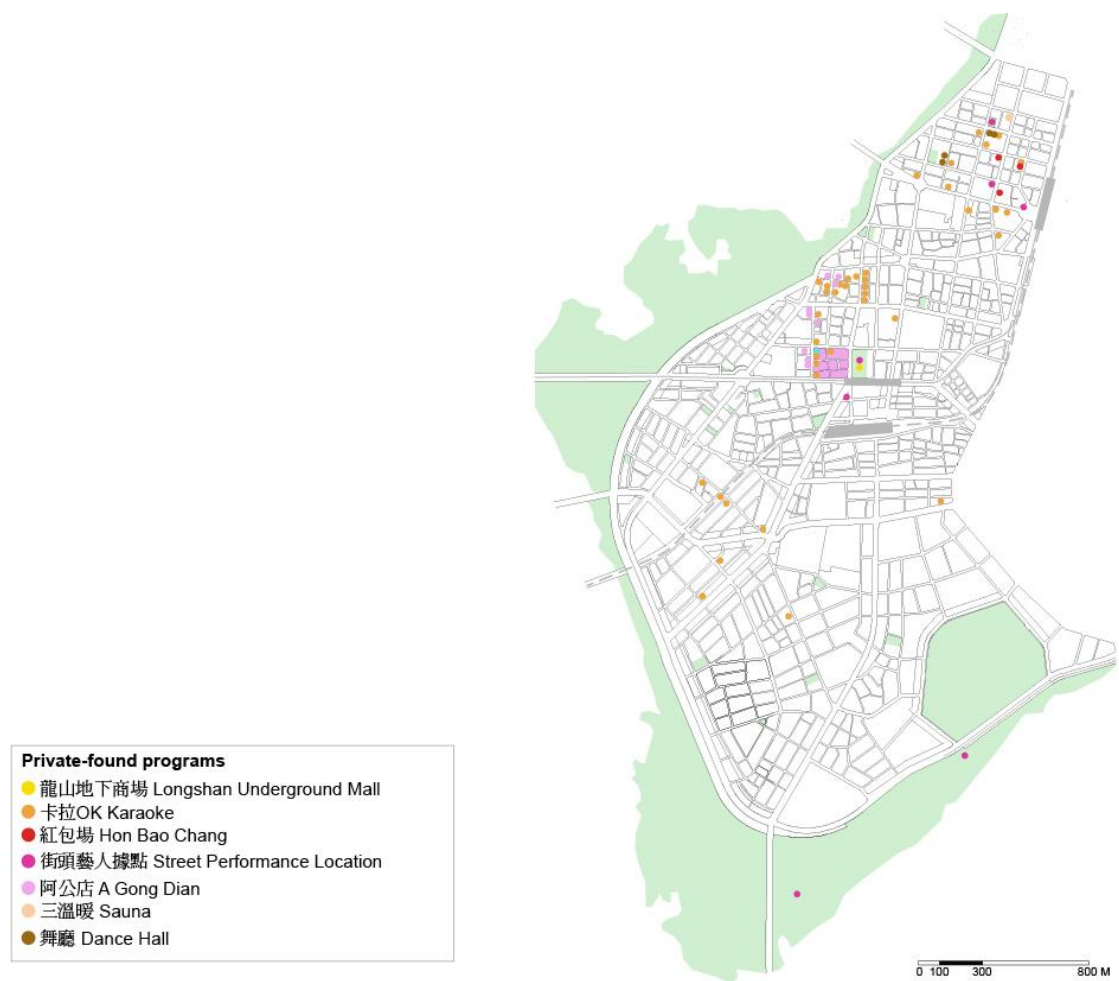


Fig. 2-10 Locations of Entertainment Facilities in Wanhua District<sup>62</sup>

<sup>62</sup> Diagram created by author

## 2.2.6 Price Range in Relation to Age of Hostess

Regarding to hostess, the age limit directly reflect on workable facilities thus reflect their earning ability. Jiu Dian and Jiu Jia, as considered as high class entertainment facility require only young female for position of hostess. As explained in this chart, the limitation of age increase as the earning ability from the facility decrease.

	Cost Analysis	Pay Service	Activity	Female Age	Nakashi Size	Gender Focus	Attraction
Jiu Dian 酒店	\$\$\$\$ cost per hour + drink	Hostess Drink	drinking singing chatting with hostess	20~30	X	male only	quality hostess
Jiu Jia 酒家	\$\$\$\$ cost per hour + drink	Hostess Drink Food	drinking eating singing with hostess	30~	Nakashi 3-4 members	male only	eating drinking atmosphere
Dance Hall 舞廳	\$\$\$\$ cost per 10min + drink	Hostess Drink	deancing drinking chatting with hostess	30~40	Nakashi 5-7 members	male only	dancing with dancer
Wu Chang 舞場	\$ cost per visit	Entry	dancing	X	X	female + male	meet other singer
Hon Bao Chang 紅包場	\$ cost per visit + tip	Entry	listening chatting with singer	40~50	Nakashi 2 members	female + male	support idol
A Gong Dian 阿公店	\$\$ cost per visit + drink	Hostess Drink	drinking chatting with hostess	50~	X	male only	drinking with hostess
Nakashi 那卡西	\$ cost per seat + sing	Seat Sing	singing dancing listening	X	Nakashi 3-5 members	female + male	live performance
Karaoke 卡拉OK	\$ cover charge per visit include food + sing	Hostess Food Drink	singing eating chatting with hostess	40~	X	male only	singing eating with hostess
Street Performance 街頭藝人	X free	Free	listening dancing	X	Nakashi or other types	female + male	free dancing gathering place
Longshan Underground Mall 龍山地下商場	\$ / X cost per seat + sing free visit	Seat Sing	singing listening dancing	X	Banned	female + male	singing gathering

Fig. 2-11 Price Range in Relation to Age of Hostess<sup>63</sup>

<sup>63</sup> Diagram created by author

## **2.3 Government Found Facilities for Elderly in Taipei**

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### **2.3.1 Department of Social Welfare of Taipei City**

Department of Social Welfare of Taipei City in charge of senior welfare and provide assistance for elderly community in Taipei. The interview was set up with director to lean from the perspective of government regarding of services, programs and other related facilities provided.

*"There are five key aspects as emotion dependence of elderly, which is their children, their partner, living environment, healthy, and pension or saving. What government trying to do is to provide support base on those aspects."<sup>64</sup>* explained by director as the basic aspects for enhance quality of lifestyle for elderly. The service provide regarding of senior welfare including following categories<sup>65</sup>:

1. Income maintenance (Subsidy)
  1. Providing the senior citizens life allowance for middle-low and low income.
  2. Granting the special care allowance to the middle and low-income senior.
2. Community care:
  1. Home service
  2. Friendly visit to the senior who lives alone.
  3. Meals delivery service to the senior who lives alone.
  4. Day care service.
  5. Establishing community care stations.
3. Medical and health care:
  1. Subsidizing middle-low and low income senior citizens aged 65-69 for National Health Insurance.
  2. Subsidizing nursing fee to 1.5 times middle-low income senior citizens suffering serious illness.
4. Senior citizen protective service :
  1. Protection and emergent placement for the senior.
  2. Emergent rescue lifeline service
5. Subsidizing middle-income and low income senior citizens for repairing their houses.
6. Management and guidance of senior citizens' welfare institutes.
7. Institution care service:

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<sup>64</sup> #114 -Government officer -Ms. U

<sup>65</sup> Social Welfare Department, New Taipei City Government, 2013, *Senior Citizen's Welfare*, Retrieved April 2013, from [http://www.sw-en.ntpc.gov.tw/\\_file/1409/SG/32670/D.html](http://www.sw-en.ntpc.gov.tw/_file/1409/SG/32670/D.html)

1. Subsidizing the senior for institution care fees.
2. Organizing Wugu Senior Apartment.
3. Organizing Yi-An Senior Day Care Center
8. Recreation and leisure service:
  1. Collage of senior citizens.
  2. Recreation and leisure tour service for senior citizens.
  3. Other activities for senior citizens.
9. Preferential transportation service
  1. Every senior welfare recipient can take a free bus ride sixty times each month in New Taipei City's joint transportation system.
  2. Half price for MRT ticket .
10. Other welfares:
  1. Training for care service staffs.
  2. Supporting service for family care givers.

In general, there are two categories of elderly regarding of their physical condition, healthy or disable. Disable including physical disability and mental disability. According to the target elderly of this research, facilities provided for healthy elderly are in focus. Reference from the interview survey, there are different scale of facilities provided for elderly to gather and to excise.

#### Community center (臺北市社區活動中心)

Larger scale activity center for local community, provide all type of activity programs not only for elderly but all local residents. Certain period is dedicated to elderly for free entry, 8-10am and 2-4pm, as encouragement for usage, there are assistants provided to help elderly for using equipments, and also consulting for healthy advise.



Fig. 2-9 Community center<sup>66</sup>

"There are 14 community centers in Taipei. Which serve as the main administration office with support of volunteers and in charge of elderly community from each neighborhood. They also collaborate with Department of Health to provide health consultation service. Programs were

<sup>66</sup> 台北市明生社區活動中心, Retrieved April 2013, from <http://ace2005.pixnet.net/album/photo/37523847>

hold not only for elderly, but also social disadvantage group or disable residents.<sup>67</sup>"

#### Senior service center (臺北市各老人服務中心)

Provide educational programs for elderly and simple health care service involving volunteers and social workers. With capacity about 100 people, the space is designed to have many small classes and one small gathering hall, often collaborate with Senior Citizen Adult Education Program.



Fig. 2-10 Senior service center<sup>68</sup>

#### Senior Activity Station (老人活動據點)

Small gathering space of capacity of 30 elderly, sometimes provide food service. It often subsidized from other public facility, thus opening time is limited for education or entertainment programs.



Fig. 2-11 Senior Activity Station<sup>69</sup>

"In Taipei, there are 12 districts, more than 100 locations that we set up for such services. Our support is based on collaboration of management or financial sponsor. For example, if they need table or chair to hold Mahjong<sup>70</sup> game; need TV for karaoke event; need cooking facilities for meal service, we are all be able to provide.<sup>71</sup>"

<sup>67</sup> #114 -Government officer -Ms. U

<sup>68</sup> 台北市龍山老人服務中心, Retrieved April 2013, from <http://www.lishin.org.tw/11>

<sup>69</sup> 台北市中正區永寬社區, Retrieved April 2013, from <http://sixstar.moc.gov.tw/blog/k8899/blogAlbumAction.do?method=doListAlbum>

<sup>70</sup> 麻將, Mahjong, as one typical Taiwanese table game and require four players

<sup>71</sup> #114 -Government officer -Ms. U

"For Senior Activity Station, it also include meal service, which can be considered as self-cooking, or provided by volunteers. We aim to encourage them to go out more and meet others, so will also arrange contract with local restaurant for meal service.<sup>72</sup>"

#### Silver-Haired Assistance Station (銀髮友善好站)

Under the vision of "love in every corner", the idea is suggested by director of department and aim to provide facilities to form network service within every 10 min walking distance. Four main functions such as welfare information, phone calling service, seating and toilet was focused and targeted on local convenient stores, public offices, religion facility, to promote supporting program of public welfare for positive business image.

"We did not pay for those facilities to joint our service to form the network system, all those shops or convenient stores who joint us are based on their good intention. We had designed the logo for those who jointed in order to display on the front of their store, as positive business impression for helping to achieve Taipei Friendly City<sup>73</sup>"



Fig. 2-12 Silver-Haired Assistance Station<sup>74</sup>

#### Senior Citizen Adult Education Program (長青學苑)

The education facility for elderly community, provide all kinds of programs, range from computer, painting, singing, dancing, Chinese calligraphy class, etc. The purpose is to encourage elderly not only come for passing time but also learn and exchange experience for self-enhancement. The location for programs base on various senior service center of local community.

<sup>72</sup> #114 -Government officer -Ms. U

<sup>73</sup> #114 -Government officer -Ms. U

<sup>74</sup> 台北市年鑑 2013, 社會福利, Retrieved April 2013, from <http://www.taipei.gov.tw/ct.asp?xItem=81259048&ctNode=73254&mp=100102>

### 2.3.2 Distribution of Public Found Facilities in Wanhua

Reference from Taipei City Social Welfare Department<sup>75</sup>, various government found facilities for elderly in Wanhua district are illustrated below. As locations of facilities are evenly distributed, it reflects the expectation of director of department as "network system within every 10 min walking distance."

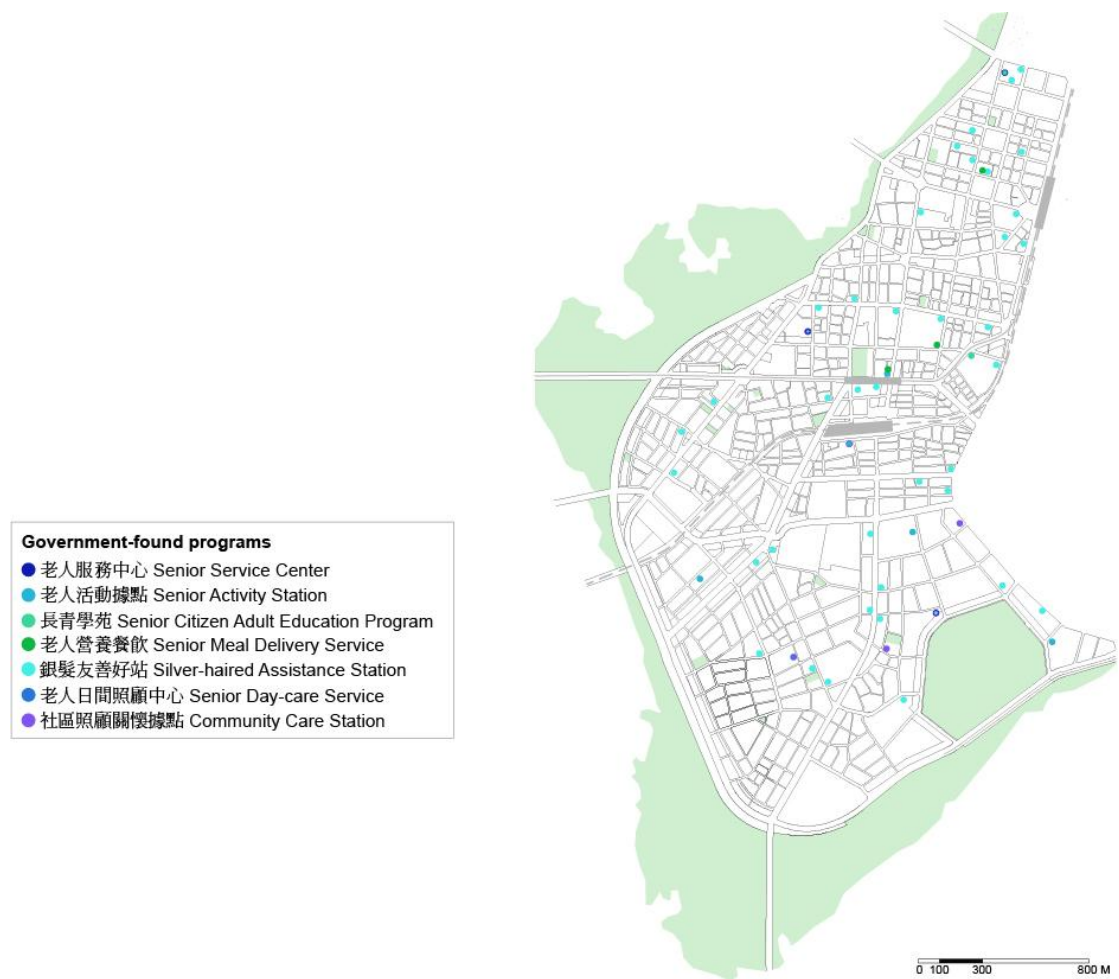


Fig. 2-13 Distribution of Public Found Facilities in Wanhua<sup>76</sup>

<sup>75</sup> Social Welfare Department, New Taipei City Government, 2013, *Senior Citizen's Welfare*, Retrieved April 2013, from [http://www.sw.ntpc.gov.tw/\\_file/1588/SG/24811/38916.html](http://www.sw.ntpc.gov.tw/_file/1588/SG/24811/38916.html)

<sup>76</sup> Diagram created by author

### 2.3.3 Public and Private Entertainment Facilities in Wanhua

Regarding of entertainment facilities, although program provided by government leaning towards to aspect of educating<sup>77</sup>. Compare public found facilities which provide programs associate with singing and dancing, to private found entertainment facilities, the options provided by government for elderly community to choose from are much less than existing private found entertainment facilities in Wanhua district.

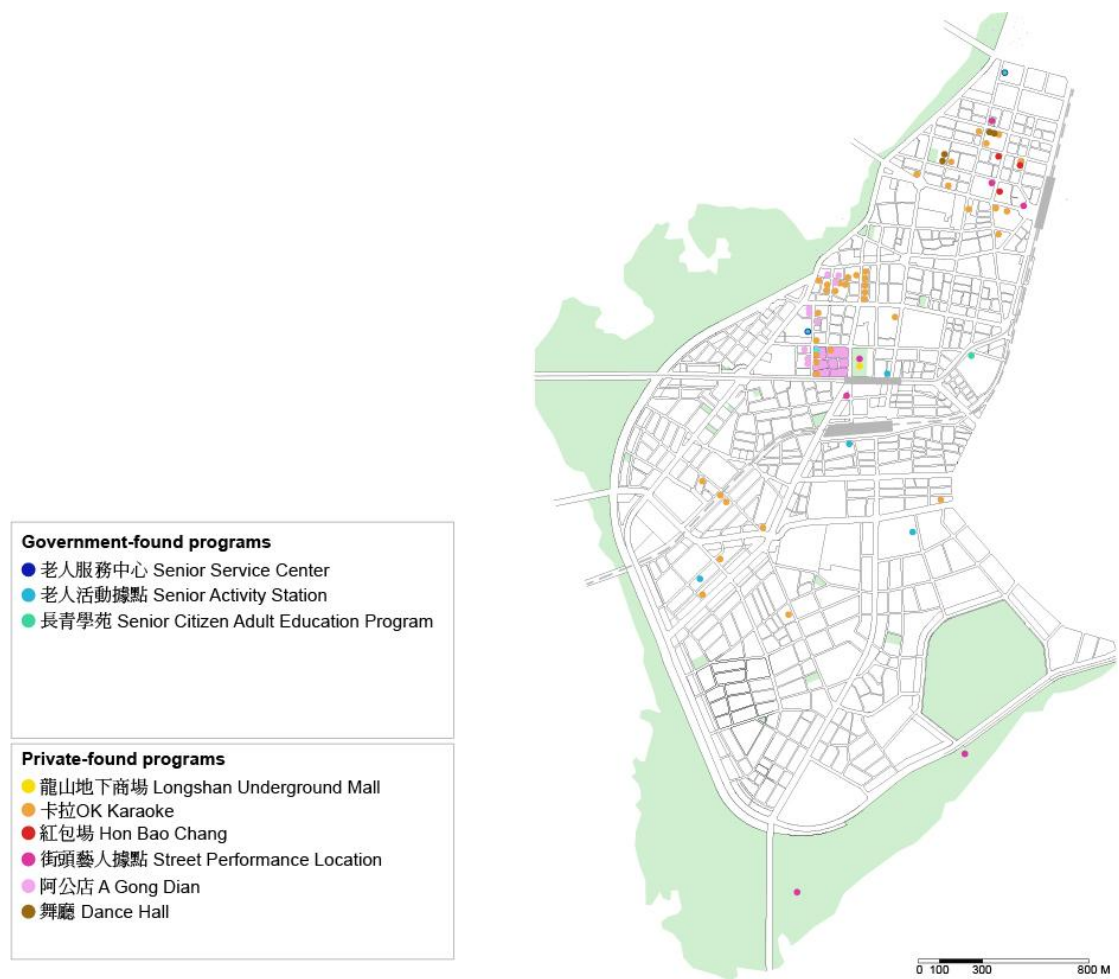


Fig. 2-14 Public and Private Entertainment Facilities in Wanhua<sup>78</sup>

<sup>77</sup> 食衣住行育樂, general aspects regarding of lifestyle in Taiwan: Eating, Clothing, Living, Commuting, Educating and Entertaining

<sup>78</sup> Diagram created by author



## 2.4 Selected Entertainment Facilities

### 2.4.1 Longshan Underground Mall

#### 2.4.1.1 Location and Plan



Fig. 2-15 Mouggar Park and Longshan Underground Mall<sup>79</sup>

<sup>79</sup> Aerial photo from Google map

Image Reference: Moungar Park

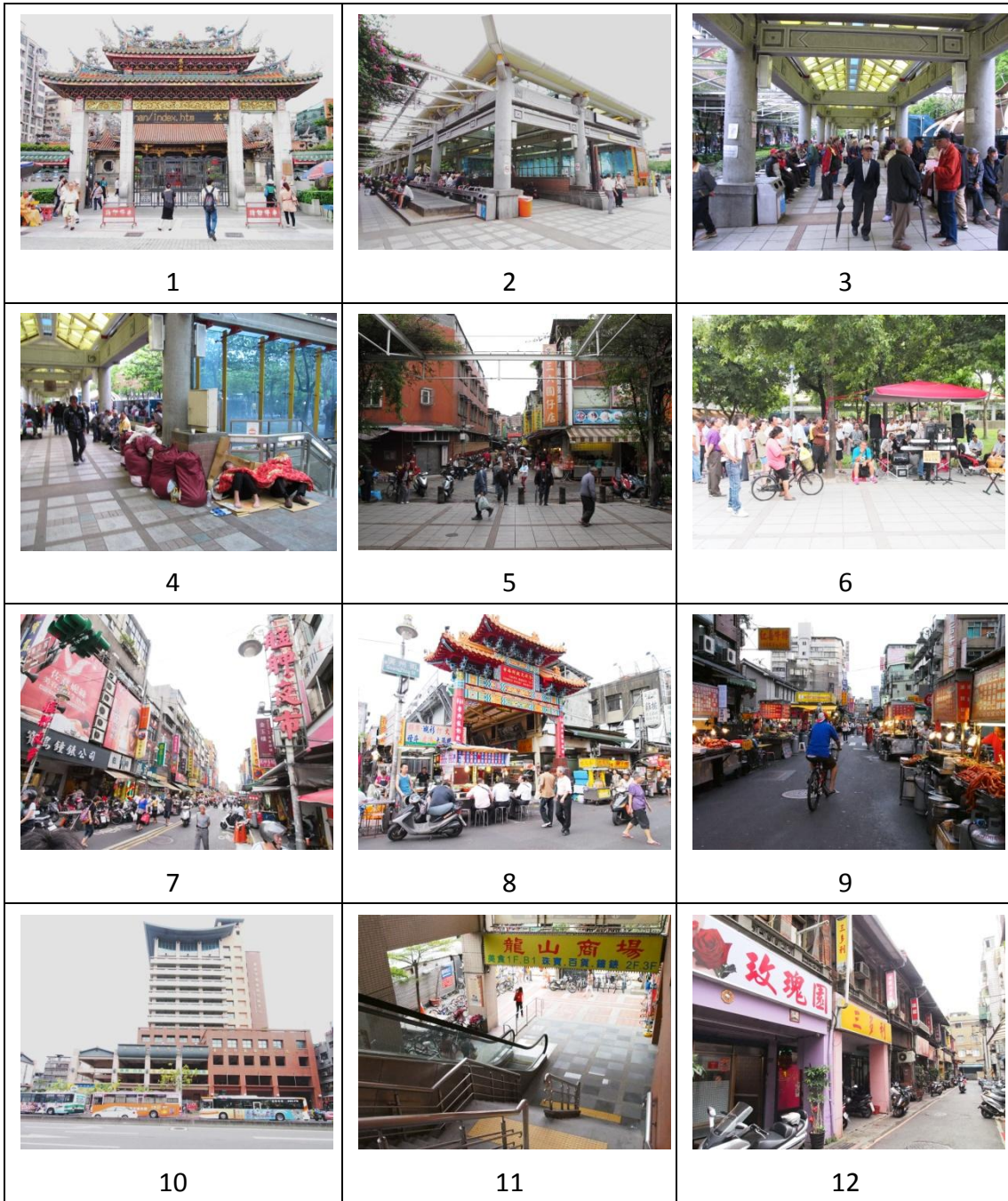


Fig. 2-16<sup>80</sup>

<sup>80</sup> Photos recorded by author

Image Reference: Longshan Underground Mall B1



Fig. 2-17<sup>81</sup>

<sup>81</sup> Photos recorded by author

## Plan and Reference: Longshan Underground Mall B1



Fig. 2-18 Plan of Longshan Underground Mall B1<sup>82</sup>

<sup>82</sup> Measured and drafted by author

**Image Reference: Longshan Underground Mall B2**



Fig. 2-19<sup>83</sup>

**Plan and Reference: Longshan Underground Mall B2**

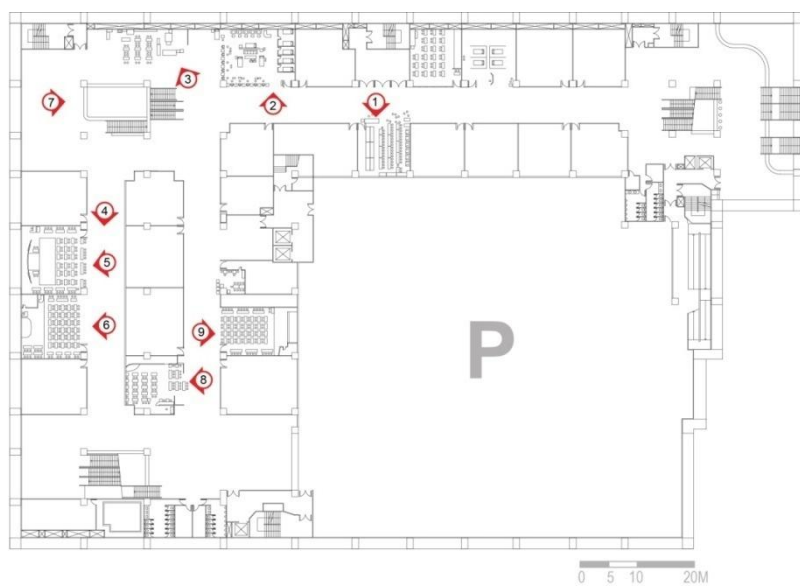


Fig. 2-20<sup>84</sup>

<sup>83</sup> Photos recorded by author

### 2.4.1.2 History of Development

Longshan Underground Mall is an urban renovation project and first proposed in 1998. The proposal combine with the new development of Longshan MRT station, which situated on one of the most popular MRT line in Taipei<sup>85</sup>. With direct access to MRT station from B1, adjacent to four stories of parking lots, nearby Wanhua Train Station and various bus stops, it was aimed to become a transit hub of Wanhua area. The entire place started to operate in September 2005.

This urban renovation project including not only Longshan Underground Mall, but Longshan Plaza Building on the south, and Moungar Park on 1F. Longshan Plaza Building is a new 10 stores of administration office building. Within that building, B1 to 3F belong to Wanhua plaza, from textile business on B1, food court on 1F, general merchandise on 2F and 3F. Other government departments such as Bureau of Public Health and government district office also locate on upper floor. On the north side, remove all illegal settlement so to revitalize the public park for local residents. Relocation households have been distributed into both Longshan Plaza Building and Longshan Underground Mall<sup>86</sup>.

Before development of Moungar Park<sup>87</sup>, there was a famous plaza for gathering of food stalls and snack bars, as well as some illegal settlements. Cooperate with the new transportation system, urban renovation project and construction of park, government decide to demolish the old plaza and remove those illegal settlement.<sup>88</sup>

There are 23 rental space on B1 and 25 rental space on B2, which was used to settle relocation households for demolition of market space on 1F. However, since the decline of business, in 2006, there are seven meetings hold to negotiation between households and Taipei City Market Administration Office. In 2007, government decided to take back the usage permission and paid each household NT\$840,000 for release of their right. In 2013, there are 22 stores on B1 and 1 stores on B2 operated by relocation households.

Since 2007, government started to take over the rental space on B2, at the same time, planning to rent out the entire B2 through public tendering process. In 2008, contract for renting entire B2 was signed to Taiwan Service Industries Association for four years duration. The organization

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<sup>84</sup> Measured and drafted by author

<sup>85</sup> 台大意識報, 城市的多維向度—談台北的「東西軸線翻轉」, Retrieved April 2013, from <http://cpaper-blog.blogspot.tw/2013/03/blog-post.html> 2013 3/13

<sup>86</sup> #115-Government Office -Mr.W

<sup>87</sup> 艋舺公園, Moungar Park, Moungar is Taiwanese of Wanhua, since it is right in front of famous Longshan Temple, general public often refer to Longshan Park

<sup>88</sup> #115-Government Office -Mr.W

serve as an administrator for entire B2 and lease out each store space to individual owners to operate. In 2012, another organization name Dandelion Development Association (DDA) awarded with the new contract through public tendering process<sup>89</sup>.

Longshan Underground Mall was originally intended to develop as boutique shopping mall which target on tourists of Longshan Temple. Therefore, category of business on both B1 and B2 were suggested and divided in section for operation. Since the "units<sup>90</sup>" received for individual household was not enough for renting one store, it required joint units of several households (5-10 or more depend on store size) to gain useable area for business operation. Thus, all of the store owners were in partnership and business operation was based on suggestion from government but not freewill of owners. Until most of the households in B2 move out, government resign contract to third party to operate, other type of programs then gain the chance to come, such as Longshan Club.

*"Before Longshan Club established in B2, government create a "Traditional Culture Area", which hold pay exhibition and try to promote local culture such as set up a small shrine. The atmosphere is just weird and spooky. Most of the time, there is no one there. I understand what government try to attract foreign tourists, but never realize they won't even come down here<sup>91</sup>".* Described by one of the customer.

"Longshan Club" is a name of a band, who use to play old music for elderly community in Mungar Park as street performer since 2005. Since B2 start to empty out, in 2009, it established the first Nakashi<sup>92</sup> store in B2. The intention was to provide a shelter to escape the bad weather condition for elderly. Through the local radio advertisement, it soon turned into a huge success and attracted hundreds of elderly to visit per day. Three other similar types of entertainment facilities, Big Head, A Qiu and Zhong Hua, started to follow, and transform the empty B2 into a gathering space of elderly community<sup>93</sup>.

After the first contract end in 2012, new contractor, DDA aims to expend the entertainment business so to increase the rent. Longshan Club (Nakashi) and Big Head (Karaoke) left, whereas A Qiu (Karaoke) and Zhong Hua (Karaoke) stay. In addition, four other stores were established at

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<sup>89</sup> 台北市議會公報 第94卷 第2期 p.222

<sup>90</sup> "Unit" as what government promise to give back before they demolish the old facilities, but not in one store to one store ratio, new space require joint units from various household in order to match the rentable area.

<sup>91</sup> #37-LSB2 Customer-Mr.K

<sup>92</sup> A small band formed by few musician dedicated to play old Mandarin, Taiwanese and Japanese music for customer to sing, Nakashi use to refer to the band only, but in this case, Longshan Club establish a store, which is the first one in Taiwan.

<sup>93</sup> Refer to diagram analysis in 2.7 meaning of entertainment facilities

the same time in 2013, as three Nakashi stores of Sakura, Broadway and Tian Mi Mi, and one karaoke store of Cai Ying. The entire floor of B2 had officially transformed into a entertainment hub in Wanhua district.<sup>94</sup>

However, the application for category of business operation from DDA did not explain such intention to government and "Cabaret" as type of business category which content singer, host, stage and live band, are forbidden in public space. The places had been banned after 6 months of operation, the contract of B2 was terminated.<sup>95</sup>

Since store owners claimed as victim who did not know the contract issue between DDA and government, but the contract signed with DDA allow them for such business. Government extend the operation period for four karaoke stores (three original stores plus one additional store transformed from a snack bar after reopen) for another year, but three Nakashi stores were banned, after one month of closing period. In July 2014, the only one relocation household were moved to B1 and entire B2 had been closed down.

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<sup>94</sup> #94 Nakashi Owner, Mr.B

<sup>95</sup> #115-Government Office -Mr.W



### 2.4.1.3 Current Situation

The survey of this research took place from May 2012 to September 2014. The complete transformation of Longshan Underground Mall was recorded and witnessed, from its peak when there are three Nakashi with three karaoke stores, through the period when the entire B2 was banned, reopen again with only four karaoke stores, then completely close down in July 2014. Most of survey were done after the reopening within the period of temporary extension of operation.

As one karaoke owner described, *"There is no other place in Taiwan like B2, or can compete with. It had became the gathering place for elderly in north Taiwan. It form the tendency for the past 4, 5 years."*<sup>96</sup> Such tendency of collective entertainment also affect the lifestyle of elderly community, as another owner explained his understand between the entertainment program in relation to what government aim to achieve. *"This place is such an important place for elderly. If it is not for entertaining, no one will ever come down here. Government keep saying that they want to rent out to bigger supermarket or for other office use, but who will actually come here? Otherwise, this place should not be empty for so many years and all the previous store owners try hard to move out"*<sup>97</sup>.

Most of the customers prefer variety of entertainment facilities on B2, and describe the difference without Nakashi stores. *"When Nakashi were still playing on B2, it attracted a lot of crowd and the entire space was pack of people. The number of customers who were tipping singers were actually more than number of customers who were sitting down. This place even attract singers from HBC. This is what they exactly do for living, skill for singing and social for tips. At that time, at least 500~600 people per day"*<sup>98</sup>.

*"The peak period of B2 was when there were three Nakashi stores with three karaoke stores, it started from beginning of 2013 and only last for 6 months. I was playing at Broadway Nakashi at that time and we had about 100 customers per day. Tian Mi Mi Nakashi was the most popular one, they had at least 200 customers per day. Sakura Nakashi was also about 100 customers per day. Karaoke stores was not full, about 30-40 customers per store. Plus all the random wanders, at least 500-600 customers visited this place per day"*<sup>99</sup>. Explained by a Nakashi musician who also had experience play for other entertainment facilities, such as Hon Bao Chang.

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<sup>96</sup> #35-LSB2 Owner-Mr.I

<sup>97</sup> #36-LSB2 Owner-Mr.J

<sup>98</sup> #23-LSB2 Customer-Mr.W

<sup>99</sup> #95-Nakashi Musician -Mr.C

Compare current situation to what was like before Nakashi were banned, the number of visiting customers are dramatically reduced, as how one karaoke owner described, *"Compare to before, the total number of visiting customers are less than half. It was pack with customers before, and all you see are customers, who are either singing, chatting or enjoying performance. It is just what elderly need, and this kind of place is something our society does not provide"*<sup>100</sup>.

Karaoke require not only singing but audience participation for listening. The uniqueness of karaoke stores on B2 provide opportunity which is different from other individual karaoke store elsewhere, as described by an owner, *"This place is different from other independent karaoke. Other karaoke are all small in size, and because some customers drink and chat loud so is often noisy. Under such atmosphere, when one is singing, nobody is really listening. But most of the time, there aren't enough customers. Karaoke is a dying business, there are too many everywhere and customers all disperse to all different locations"*<sup>101</sup>.

The most unique setting of B2, according to many customers, is its open setting of spatial quality. *"Activity of karaoke can only be interesting if there are audiences who willing to listen. B2 is a great place because there are so many random wanders who might walk around or pass by MRT station, attracted by performance and became a listener. B2 provide great opportunity for different group of users to interact"*<sup>102</sup>.

Nowadays, Longshan Underground Mall serve as an entertainment environment for elderly community. As learnt from survey, customers much preferred when Nakashi were around, due to the reason of variety and diversity. The spatial quality of B2 provide opportunity to interact between different user groups, which was highly appreciated by users.

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<sup>100</sup> #35-LSB2 Owner-Mr.I

<sup>101</sup> #36-LSB2 Owner-Mr.J

<sup>102</sup> #36-LSB2 Owner-Mr.J

#### 2.4.1.4 Related Issues

The regulation and control of public facilities are often complicated and require collaboration between different government departments, it often results inefficiency and difficulty in management. In term of regulation and control for Longshan Underground Mall, as explained by government officer regarding of responsibilities, *"Parks and Street Lights Office encourages local residents to utilize this park space; Department of Environmental Protection in charge of regulation and control of environmental issues; Department of Rapid Transit System in charge of MRT system and protects the flow of passengers; Department of Civil Affairs in charge of temple regarding of ceremony and behavior relate to worshipping; Local Police Department in charge of public safety and security; Department of Social Welfare in charge of social service. Office of Commerce in charge of commercial activities, etc"*<sup>103</sup>.

Regarding of license issue, although contract was signed with Taipei City Market Administration Office, but most of the stores apply for business category as general merchandise first then change into snack bar with karaoke, which arguable legally comply with the business operation category for public space.

*"Base on the business operation category of building usage, business like cabaret are not allowed. At the beginning when contractor applied for bidding, the submitted business operation category need to comply with regulation. Most of them applied for usage of general merchandise first, then reapplied for change of operation category to snack bar with karaoke. After we questioned for its operation mode, reported by public and inspected by other department, we refused to accept the application and asked to correct. It is not acceptable if one apply for certain category but change afterwards without our approval again"*<sup>104</sup>.

Some regulation was set by other departments and serve as general guideline. Although it is arguable to operate karaoke store on B2, but Nakashi are definitely not allowed. *"Define by law regarding of cabaret, there are four key factors which is stage, band, host, and performer. Therefore, Nakashi had been banned and karaoke are arguably accepted to stay. This is not based on our decision as Market Administration Office but Ministry of Economic Affairs, Department of Urban Development and also by regulations of Urban Planning Act"*<sup>105</sup>.

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<sup>103</sup> #114-Government Officer -Mr.V

<sup>104</sup> #115-Government Officer -Mr.W

<sup>105</sup> #115-Government Officer -Mr.W

In term of approach, government send out warning. After few times of negotiation failure, the contract had been terminated. *"Regarding of contractor DDA, they against both regulation of Urban Planning Act for land use and building use. We first give warning and ask store owners to correct the operation mode which should follow the original business intention as proposal for bidding submission before. After failure of negotiation for many times, we then have to terminate the business operation by executing the regulation of breaching contract and ask them to leave<sup>106</sup>."*

Government was disappointed with DDA regarding of breaching the contract, and also with those store owners who don't comply with what they had applied for. *"We are of course not satisfy with DDA. First, base on the contract, after the termination, they suppose to clean up the entire floor and return to Market Administration Office, but they didn't. This part we had already file the legal sue and process the case. Second, for those store owners who had contract with DDA, they believe they were deceived and wished government to understand their situation and loss of investment. Therefore, for those stores who comply with applied business operation category, we decide to extend the operation period for another year, for them to have extra time to make up their loss. For those stores which obviously violate against the regulation, we refuse for their staying. Therefore, only karaoke stay and Nakashi have to leave<sup>107</sup>."*

From the operation perspective, there are also political issue involved, as two different organizations with two different political support and fight for the authority for operation of Longshan underground Mall. *"One of the reason for Nakashi to be banned from B2 and forced to close is due to the political issue. The organization of contractor is from Shilin, they might have profit conflict with local Wanhua organization. Therefore, both parties find their local councilor as representative and argue with each other. One party report there are activities such as "sexual offenses" and "detrimental to public morale" on B2 and interrogate local government. The other party try to defense for their right as contractor. Otherwise, Nakashi has been accepted on B2 for couple of years already, and government has been supportive for our facilities<sup>108</sup>."*

DDA as new contractor of B2 aims for profit driven business, different from the intention of previous contractor, thus some operation approach might not exactly follow the regulation. *"When Longshan Club was playing on B2, there was no issue for Nakashi at all. We followed the rule and our intention was for benefit of public, so government had been supportive for us. However, after DDA took over the place, three new Nakashi and one new karaoke was added. For*

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<sup>106</sup> #115-Government Officer -Mr.W

<sup>107</sup> #115-Government Officer -Mr.W

<sup>108</sup> #36-LSB2 Owner -Mr.J

*the purpose of attracting more customers, they started to challenge the boundary of regulation. Also because of the political issues, media started to pay attention on B2 and drew comparison to Hon Bao Chang, to create public pressure to government. So B2 was forced to close down<sup>109</sup>."*

The reason B2 had been used to compare with Hon Bao Chang, one is because general public have no real understanding regarding to this place and often associate with negative meaning. Second is because of tipping culture in karaoke environment. *"Although tipping is part of the tradition in Taiwan karaoke culture, but is not allowed on B2 due to the complain. Government think that elderly doesn't have earning ability so store owners should not encourage for extra spending, as this is not a place for singers to make money, but the place for elderly to come and stay. Therefore, there are post on the wall explain that "no tips should allowed and here is not HBC"<sup>110</sup>."*

When singers from HBC was first invited to LSUM B2, they use to dress up formally as how they perform in HBC, it then invited a huge complain from public. *"In order to attract more customers, singers from HBC had been invited to perform here. You know HBC, all singers wear formal dress, which is less than normal clothe, when going on to stage to sing to show respect to customers. Some media use excuse such as "sexual offenses" or "detrimental to public morale" to complain about their performance in public environment."<sup>111</sup>"*

As the result of political conflict between different parties. In order to create shocking news for public awareness so utilize as pressure for government, media focus on issue of "prostitution on B2" and "B2 became HBC" to create misleading opinion for public. *"Although LSUM is right adjacent to the area of prostitution, but there is no prostitute inside of B2, I have been playing there everyday and had never seen that happen. Media try to use excuse of "prostitution in LSUM" as title to shock the society for attention, but that is not true. Moreover, media also claim that "B2 had became HBC" as HBC is a negative place for public. That is just such a bias and misleading opinion base on misunderstanding of HBC."<sup>112</sup>"*

Regarding of accusation of "detrimental to public morale", after inspection of competent authority which is department of police and found no evident to prove, therefore such accusation does not sustain. As government only focus on breaching of contract and against the regulation of Urban Planning Act<sup>113</sup>.

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<sup>109</sup> #41-LSB1 Owner -Mr.O

<sup>110</sup> #9-LSB2 Customer -Mr.I

<sup>111</sup> #95-Nakashi Musician -Mr.C

<sup>112</sup> #95-Nakashi Musician -Mr.C

<sup>113</sup> #115-Government Officer -Mr.W

Regarding of new contractor to operate B2, the main issue for other proprietor to contract with government is because of the relocation household. *"Due to the settlement of relocation household who had dispersed all over the LSUM, it is difficult for new proprietor, especially for the bigger company, to accept our contract. There are few consent such as the ownership of the entire property, future control and regulation, as well as overall business impression. Therefore, it is very challenging for LSUM to operate as other basement shopping mall of MRT station in Taipei."*<sup>114</sup>

As for those elderly who sit on the public space on B2, it somehow create negative impression to outsider who might wish to wander through. *"We actually receive a lot of complain from store owners, and security often argue with those who sit on the stair and block the access. Some elderly refuse to follow thus create problem for others. This is a commercial space for public, and they create somehow negative impression to those who might visit and wander through the space."*<sup>115</sup>

Because of the religious believe, some believers will come here to distribute free lunch box, it creates additional issues for government for regulating this area. *"Some place in Taiwan are superstitious, Longshan Temple is one example, where a lot of religious believers will come and make a wish first, then return it afterwards by donating charity such as provide free lunch box for homeless. This action creates problems for us. First, the environmental problem of extra quantity of rubbish. Second, it will make those homeless to be more dependent and take it for granted. Moreover, it is more difficult for us to come in and introduce new job opportunity because they don't find the need."*<sup>116</sup>

There are a lot of under-layer issues regarding of Longshan Underground Mall, only through enormous survey process, so be able to interpret the overall schema of what problem might be, as well as how one issue might relate to another, or trigger other issues to happen. It is complicated when a place became profitable facility, so involve profit conflict between different organizations. In the end, it has been closed down, and no entertainment facilities are allowed. It become a great loss for the elderly community and society in Taipei.

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<sup>114</sup> #115-Government Officer -Mr.W

<sup>115</sup> #43-Government Officer -Ms.Q

<sup>116</sup> #114-Government Officer -Ms.V

## 2.4.2 Hon Bao Chang

### 2.4.2.1 Location and Plan

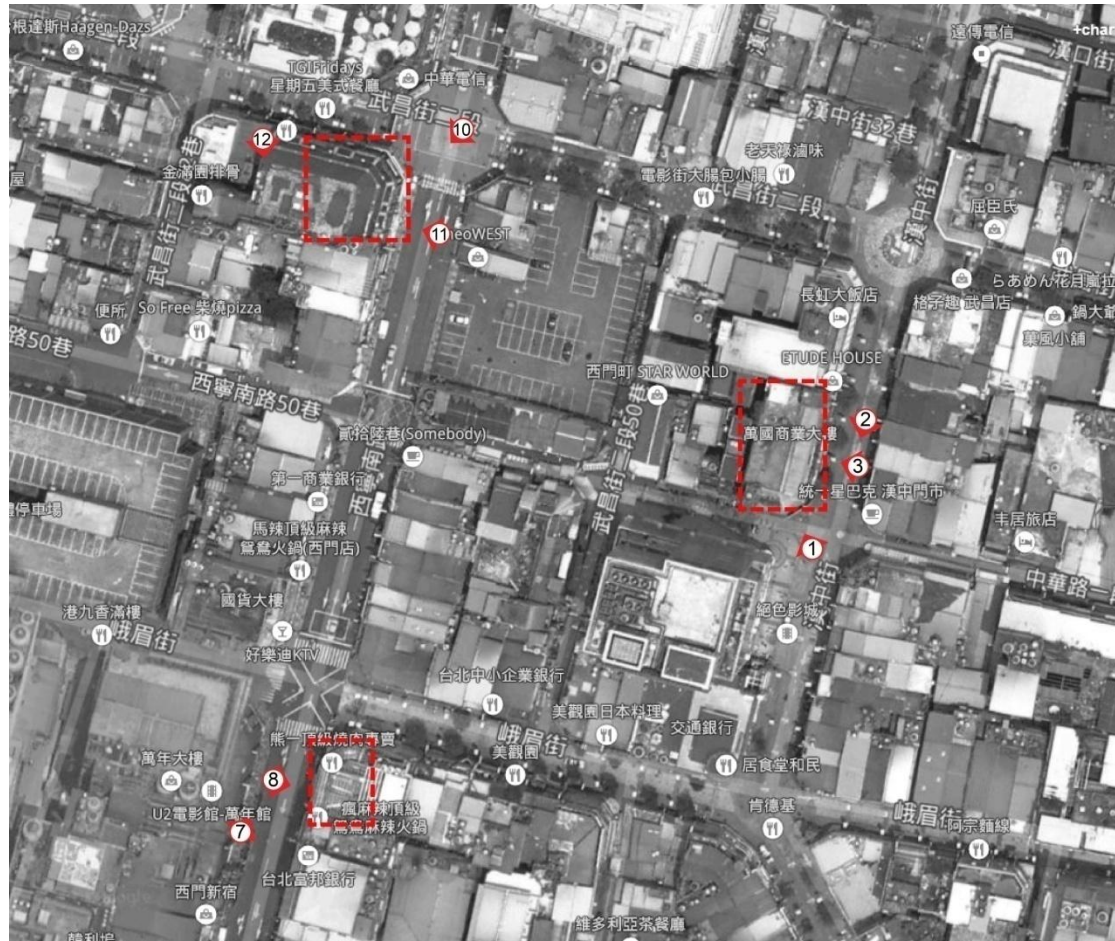


Fig. 2-21 Location and Environment: Hon Bao Chang<sup>117</sup>

In 2013, there are five HBC in Taipei, in the following year, one close down. The location of HBC are all concentrated in the same area, Ximending. Three of HBC (Han Sheng, Golden Age, Xing Guang) are located in the same building, and the other two are few blocks away. Jin Chao Dai, which closed in 2014, was converted from cinema theater, it was on a slop setting and staircase was added to level the floor for better access of elderly.

<sup>117</sup> Aerial photo from Google map

**Image of Building Location and Entrance: Han Sheng, Golden Age, Xing Guang**



Fig. 2-22<sup>118</sup>

**Image of Building Location and Entrance: Feng Huang**



Fig. 2-23<sup>119</sup>

**Image of Building Location and Entrance: Golden Age**



Fig. 2-24<sup>120</sup>

<sup>118</sup> Photos recorded by author

<sup>119</sup> Photos recorded by author



**Image Reference: Han Sheng**

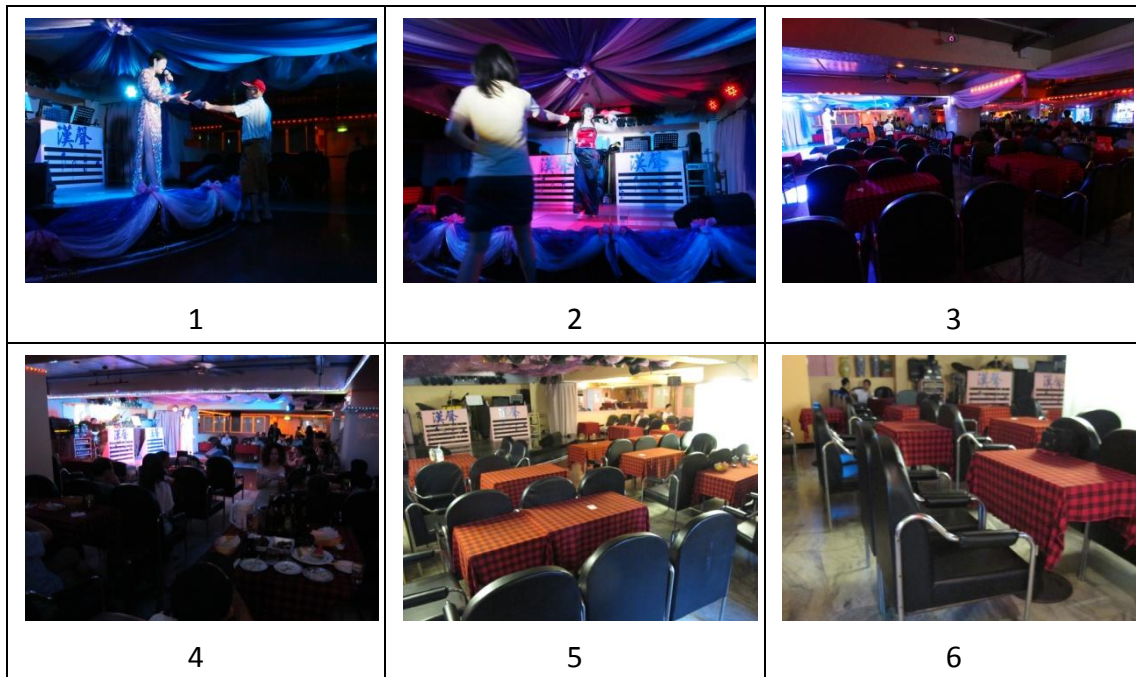


Fig. 2-25<sup>121</sup>

**Plan and Reference: Han Sheng**

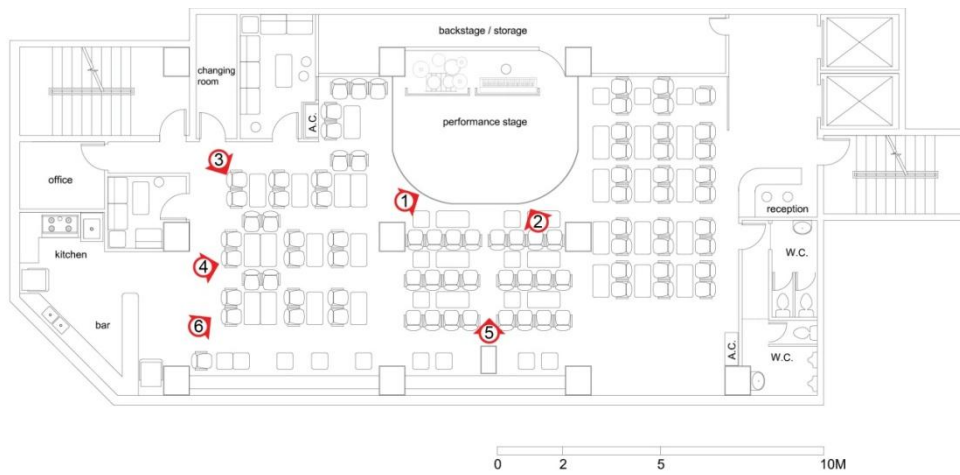


Fig. 2-26<sup>122</sup>

<sup>120</sup> Photos recorded by author

<sup>121</sup> Photos recorded by author

<sup>122</sup> Measured and drafted by author

**Image Reference: Golden Age**



Fig. 2-27<sup>123</sup>

**Plan and Reference: Golden Age**



Fig. 2-28<sup>124</sup>

<sup>123</sup> Photos recorded by author

<sup>124</sup> Measured and drafted by author

**Image Reference: Xing Guang**

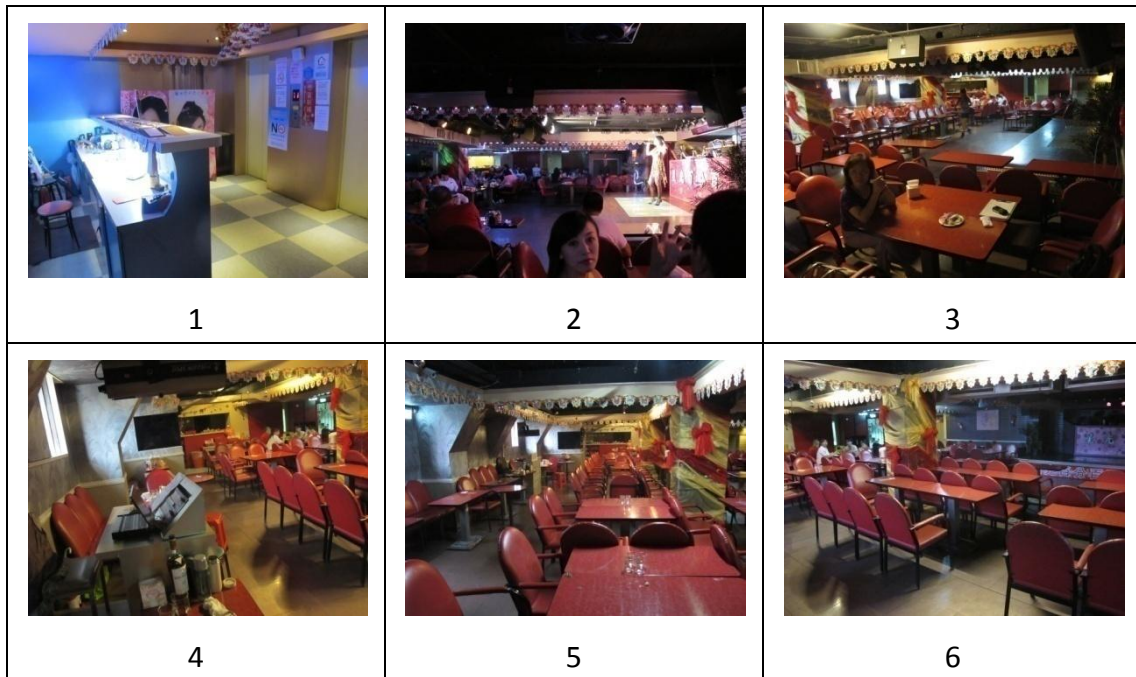


Fig. 2-29<sup>125</sup>

**Plan and Reference: Xing Guang**



Fig. 2-30<sup>126</sup>

<sup>125</sup> Photos recorded by author

<sup>126</sup> Measured and drafted by author

**Image Reference: Feng Huang**



Fig. 2-31<sup>127</sup>

**Plan and Reference: Feng Huang**



Fig. 2-32<sup>128</sup>

<sup>127</sup> Photos recorded by author

**Image Reference: Jin Chao Dai**

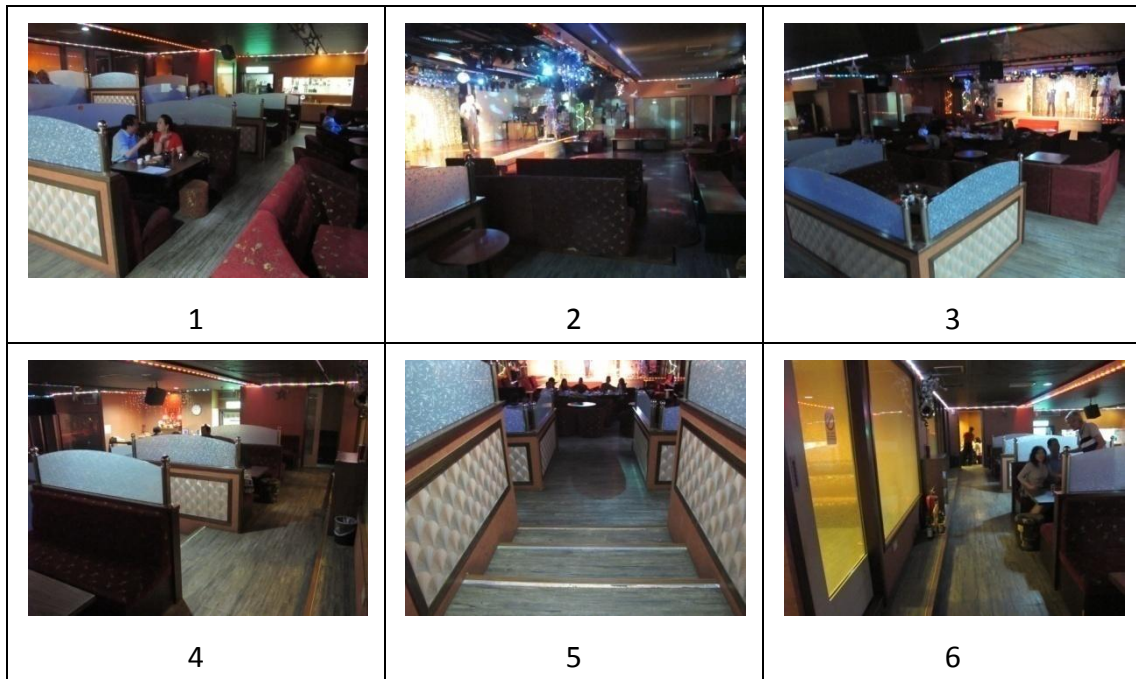


Fig. 2-33<sup>129</sup>

**Plan and Reference: Jin Chao Dai**



Fig. 2-34<sup>130</sup>

<sup>128</sup> Measured and drafted by author

<sup>129</sup> Photos recorded by author

<sup>130</sup> Measured and drafted by author

### 2.4.2.2 History of Development

Hon Bao Chang is Taiwanese style of cabaret performance since 1960. Most of the location of Hon Bao Chang are concentrated in Ximending area since early period. "Hon Bao Chang" was not the formal name, it refer to the tipping culture from customers to singers. When customers show their support to their favor signers, they insert tips into the red envelope (Hon Bao) and gave to the signer on stage during performance. It forms unique relationship between singers and customers. For singers, in order to receive more support, enhance the relationship with customers via interaction are important; as for customers, to receive attention from their favor singers and treated them as emotional dependence.

*"HBC was mainly target on retired military who came to Taiwan from Mainland China and can not go back. They can only rely on singers from HBC for emotional dependence. From elderly perspective, those HBC singers was outstanding while performing on stage and if they are willing to have a meal or chat, elderly felt overwhelmingly respected<sup>131</sup>."*

In the early period, customers treat singers with high respect. Often, the supportive customers for the same singer will team up as a fan club to know each other, which is very different from the HBC culture today. *"10, 20 years ago, when there are still a lot of customers, for those who have the same support singer, all of them unite and form a fan club. So we will know each other and sometimes come together to support. There is no issue of jealousy since everyone is conservative. They treat singer will high respect and are honored for the chance to have meal with singer, it normally take months of waiting period. It is all different and changed nowadays<sup>132</sup>."*

In Taiwan, there are two group of elderly, Native Taiwanese and Mainlander. The main customer group of Hon Bao Chang are Mainlander. They came to Taiwan in 1949 with Nationalist Party, most of them are military and planed to fight back within 5 years. In order to reduce the military cost, the marriage is not allowed before 28 years old. A lot of them stay single till now. They receive monthly pension from government, and visit Hon Bao Chang daily as part of their lifestyle. They treat signer as their daughters, lovers, family members, and tip them to show their support. As the signer, will also spend time to talk and care about them, normally one to many, the relationship between the two party can be as close as godfather and goddaughter.

*"Since 30 years ago, I started to go to HBC. At that time, there were all mainlander in Ximending."*

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<sup>131</sup> #80-HBC Owner-Ms.O

<sup>132</sup> #77-HBC Singer-Ms.K

*All the restaurants were occupied by mainlanders with HBC singers. After lunch, they all went back to HBC and continue their performance. We all know they have lifelong pension, and it is decent amount, but they all badly dressed. They save all they money and come to see those singers and tip them with all they earn, just for the emotional dependence<sup>133</sup>."*

Hon Bao Chang operate in two sections, 2pm to 5pm and 7pm to 10pm, the cost for entry is per section. It open daily and no closing day beside Chinese New Year Eve. Some owner will operate the place after finishing of second section, as "supper section<sup>134</sup>" for karaoke singing and alcohol drinking place for additional earning.

The business of Hon Bao Chang is based on singers to bring customers, owner as a manager and place provider; waitresses provide miscellaneous services and mainly earn from tips from customers. Owner split the earning with signers base on agree amount of "credit of achievement<sup>135</sup>", as how many customers singers can bring in per month, to negotiate salary.

Although there are cover charge for customer to pay per entry and price depend on order, plate of fruit or pot of tea, customers sign bill according to particular singer, as the credit of achievement for that singer. Same system apply for any additional order of food or alcohol. In order to encourage customers for spending, interaction between customers and singers might take place outside of Hon Bao Chang, such as meal or coffee. Therefore, most of the customers follow singers, instead of loyal to owner or place, therefore, when singers leave, that also mean owner will loss certain group of customers. However, there are several special events hold in HBC every year, in order to help earning for owner:<sup>136</sup>

Annual Ceremony: around Jun or July, it is the celebration for the store and every staff have certain amount of tickets to sell, as refer to the "credit of achievement". If there are any short for amount, they need to pay up the difference.

Star of the Day: every singer need to choose a day within a year and be the start of that day, and use this reason to attract all customers to the place. Certain amount of credit of achievement is pre agreed with owner. It can be pair up with others and time of performance can be selected.

Birthday of Singer: birthday of singer, similar to star of the day, the amount of credit of

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<sup>133</sup> #85-Nakashi Customer -Mr.S

<sup>134</sup> 消夜場, supper refer to the meal after dinner, for the additional section after the second section, public often refer to "supper section". Some HBC has this section some doesn't, and could be leased to another party to operate.

<sup>135</sup> 業績, as "credit of achievement", refer to how many customer a singer can bring per month, as how much they can earn for owner. it is not only limited to entry fee, cost of additional food, and specially alcohol are also considered.

<sup>136</sup> #65-HBC Waitress-Ms.V

achievement is counted toward to singer and no need to split with owner.

Christmas Day: normally four to five days around Christmas time, special program, drama will be prepared and performed. It is considered the most stressful period for all staffs. The amount of credit of achievement via selling tickets set very high, and often staff need to pay up the difference if couldn't achieve the set result.

Chinese New Year: will prepare gift for lottery, special programs are also prepare and normally, good opportunity for receive decent amount of tips.

Since the target customers of HBC are very specific, therefore, although there are other owners try to open in different location for the same business, but they all failed. *"HBC can only survive in Ximending. There use to be few in different part of Taiwan but they all failed and closed down. Till six or seven years ago, there were still three HBC in Kaohsiung, one opened for few months, one lasted for half of year, and the last one closed since two years ago. I heard someone went to Tainan, but also doesn't work out. There is no such needs for elderly community in the suburban area."*<sup>137</sup>

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<sup>137</sup> #80-HBC Owner-Ms.O



### 2.4.2.3 Current Situation

The number of HBC customers decline greatly compare to early period. There are several reasons as learnt through survey, the most direct reason is the population of target elderly decreased. The age different between singers and those elderly are about 40 years gap, if take average age of singer around 40-50, those target elderly are around 80-90 or even older. Even if they are still alive, the physical condition often need assistance from others, so are not as convenient to move any more. *" When I first start to sing is around my 20s and they are about 60s. They are getting too old now, or with physical problem so not be able to come anymore, even they wish to<sup>138</sup>."*

Another important reason is regarding of releasing of martial law in 1987 and military soldiers are allowed to go back to China. Eventually, HBC receive less and less support from those elderly community. Business then declined. *"After release of martial law and allow military soldiers to go back to reunite with their family in China, those elderly start to bring a lot of money back. Some go back and marry and bring family over. Since they have lifelong pension and after they pass away, their partner entitle to receive half of the amount. A lot of Chinese female then come to Taiwan to settle<sup>139</sup>."*

The other reason also refer to release of martial law is that large amount of Chinese female allowed to come to Taiwan to work. This is the turning point for HBC industry not only because of the business decline, but the position of singers are downgraded, due to the reason of different value judgment hold by Chinese singers who willing to do everything for money.

*"I have been working in HBC for more than 20 years. Customers use to pay a lot of respect to singers. But since government release of martial law, large amount of Chinese female find their way to Taiwan to work, especially in entertainment industry. Some of them aim to make money and willing to do anything. Thus, some customers start to believe money is all we after, so start to look down on us and pay less respect to singers<sup>140</sup>."*

The development of Hon Bao Chang can be referred to the historical event and understood as needs for certain period of society. As those needs no longer exist or the situation change through time, the issues start to appear base on different response of society.

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<sup>138</sup> #77-HBC Singer-Ms.K

<sup>139</sup> #51-HBC Customer-Mr.H

<sup>140</sup> #65-HBC Waitress-Ms.V

#### 2.4.2.4 Related Issues

Although Hon Bao Chang has long development history in Taiwan, particular in Taipei. However, most of the younger generation has no idea regarding of this particular type of facility. Hon Bao Chang has been preserved as a mysterious and yet special entertainment culture, as it might relate to relationship between male and female. Often, negative impression is hold from public toward to this place.

*"Part of the reason for younger elderly not willing to come to HBC nowadays is because of bias perspective from public. Government treat us as special entertainment industry and always promote HBC as negative impression to society. Another reason is because we don't know how to promote ourselves, as unique Taiwanese entertainment culture<sup>141</sup>."*

General public who doesn't know much about HBC general hold wrong impression regarding of tipping system. They think singers from HBC work on relationship in order to earn. This opinion might not be entirely true, if consider from different point of view. *"We actually more like helping and taking care of those elderly who need the support but can't receive from their family or friends. Yes, we earn tips from them, but we also offer a lot of our time to get to know them and to be friend with them. What general public doesn't realize is that tipping is the typical Taiwanese culture in entertainment industry. Like how others tip street performers and tip other singers in karaoke, there is nothing wrong. It is from customers to show their appreciation, not what we ask them to pay for listening and socializing<sup>142</sup>."*

There is no union for HBC and due to the reason of competition between customers, it is difficult for different HBC to unite. This industry is in the grey zone which government and owner have different opinion regarding of operation. *"There are only five HBC left now (2013), but it is difficult for us to unite due to the competition between customers. Industry of cabaret doesn't have union so no representatives are able to speak up for us but ourselves. Since this industry is in the grey zone, that means, government think it should be specially regulate, but owner apply for normally license and try to avoid the inspection. Even other associations relate to entertainment or performance art have very limit power to provide assist to us.<sup>143</sup>"*

There is issue of generation gap in this industry, most of singers who are currently on stage now facing the aging issue and will soon or later need to leave. As for younger singers, due to the modern mentality and attitude, often difficult to trained and become reliable in HBC.

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<sup>141</sup> #82-HBC Owner -Ms.P

<sup>142</sup> #82-HBC Owner -Ms.P

<sup>143</sup> #79-HBC Owner -Ms.M

*"Singers are getting fewer and fewer. Most of the singers when get up to certain age, have to quite from this business. Although there are few singers whose age around 45-60 and still capable to sing, but they might all need to leave the stage soon because of their age. There are so few singers whose age between 20-35 have ability to sing well, and willing to spend time socializing with customers. This is the issue of generation gap for this industry<sup>144</sup>."*

The mentality of singers changed, HBC use to be the place to get famous, the opportunity is attractive for many singers to come. Nowadays, there are too many channel to expose to public so less singers prefer to start from HBC. *"The biggest challenge for HBC is there is no suitable singers anymore. In the old days, cabaret use to be the stage for singers to train their performance skill, to gain support from the crowd, so to become famous. Often, those singers were invited to overseas to perform, couple of months here and couple of months there, so was quite an motivated opportunity for a lot female. Nowadays, there are many channel to become famous through media, so younger singers rather taking those chances, but not spending a lot of time to socialize and trying to please customers for their support here.<sup>145</sup>"*

There are issue regarding of operation license and building regulation for HBC. All three HBC together in the same building, receive NT\$120,000 fine from government due to the issue of violation of operation license. The authority in charge believe those three HBC do not hold a value license to operate cabaret and follow the building safety regulation. *"The license we hold is for restaurant but not cabaret so live band is not allowed. I follow the rule and stop the band to perform and the business just went bad. But soon I realize I am the only owner follow what was told, in order to survey, I have to change back.<sup>146</sup>"*

*"Regarding to the issue of operation license, the real problem is the building itself. It is an old commercial building and for this building to pass all the inspection, it requires not only to replace the old pipeline and other related facilities, but also all the facilities from tenants to pass the inspection. It will not only cost a lot of money to fix, a lot of effort to negotiate, and there is no guaranty to pass the final inspection.<sup>147</sup>"*

The license of HBC is always an arguable issue. Due to its history and tradition, the rule has been passed on and followed within a gray zone. *"The license we hold is for restaurant. The reason for that is, HBC was developed from western style restaurant since 30 years ago. At that time, this type of restaurant considered as high class facility, in order to attract more customers, those*

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<sup>144</sup> #79-HBC Owner-Ms.M

<sup>145</sup> #80-HBC Owner-Ms.N

<sup>146</sup> #79-HBC Owner -Ms.M

<sup>147</sup> #79-HBC Owner-Ms.M

*restaurant start to combine entertainment and performance. As for the formal cabaret, that refer to large theater type of setting, HBC is a small place with stage that only allow 2 -3 musicians on stage to perform, this is why all HBC owner tend to apply for restaurant license with additional business operation category rather than cabaret.<sup>148</sup>"*

As for government, different departments of agency regulate differently, so cost confusion for owners to fully comply with the license. *"The government policy for license are contradicting. Taipei City Office of Commerce can easily allow me to register as cabaret, but when I apply through Taipei City Construction Management Office for permit of fire regulation and building regulation, it has been rejected. Also, for the Department of Taipei City Revenue Service, it granted me with whatever license I applied, in order to charge me tax. I have been paying business tax, consolidated income tax as well as entertainment tax which is 15% of overall earning. Government accepted my tax but can not guaranty my legal operation of business. All those departments are individual operated and there is no collaboration between.<sup>149</sup>"*

About ten years ago, due to the issue of legal license of HBC, the public hearing was hold and government officers and local councilors were invited to participate, to discuss those arguable issues within government policy. *"We use restaurant license to operate HBC, Profit Enterprise Registration allowed us to hire performers for entertainment purpose. The consideration for band is more than two performers on stage. All different government departments have their own regulation to follow, this department might give me an ok for operation but might be rejected by another. Moreover, it was okay from the same department since few years ago, but because of staffs changed so become unacceptable and issue me a ticket today. What do we suppose to follow?<sup>150</sup>"*

The license issue of HBC are complicated due to its long history of development and is always in the gray zone. As general public consider as mysteries environment to visit, and younger singers refuse to joint, it adds difficulty to challenge such unique entertainment facility for future operation.

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<sup>148</sup> #80-HBC Owner-Ms.O

<sup>149</sup> #79-HBC Owner-Ms.M

<sup>150</sup> #80-HBC Owner-Ms.O

## 2.4.3 Twatiutia

### 2.4.3.1 Location and Plan

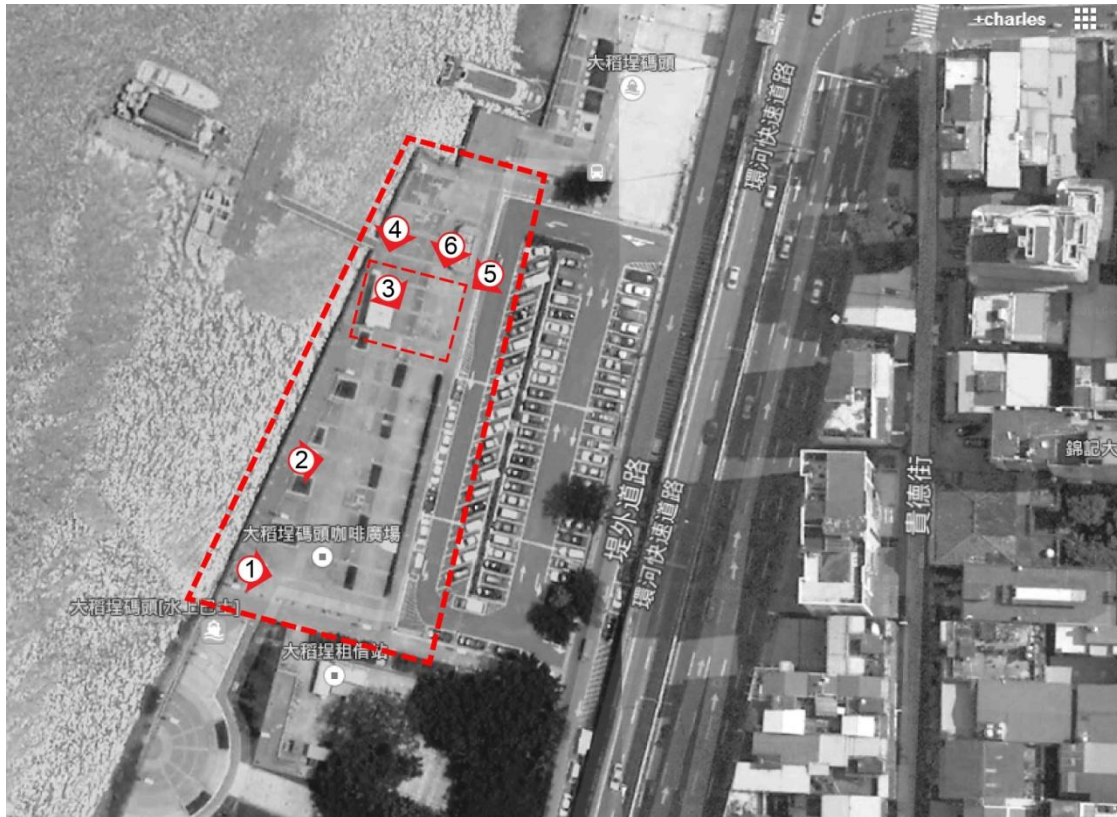


Fig. 2-35 Location and Environment: Twatiutia<sup>151</sup>

### Image Reference: Twatiutia



Fig. 2-36<sup>152</sup>

<sup>151</sup> Aerial photo from Google map

## Plan and Performance Location: Twatiutia

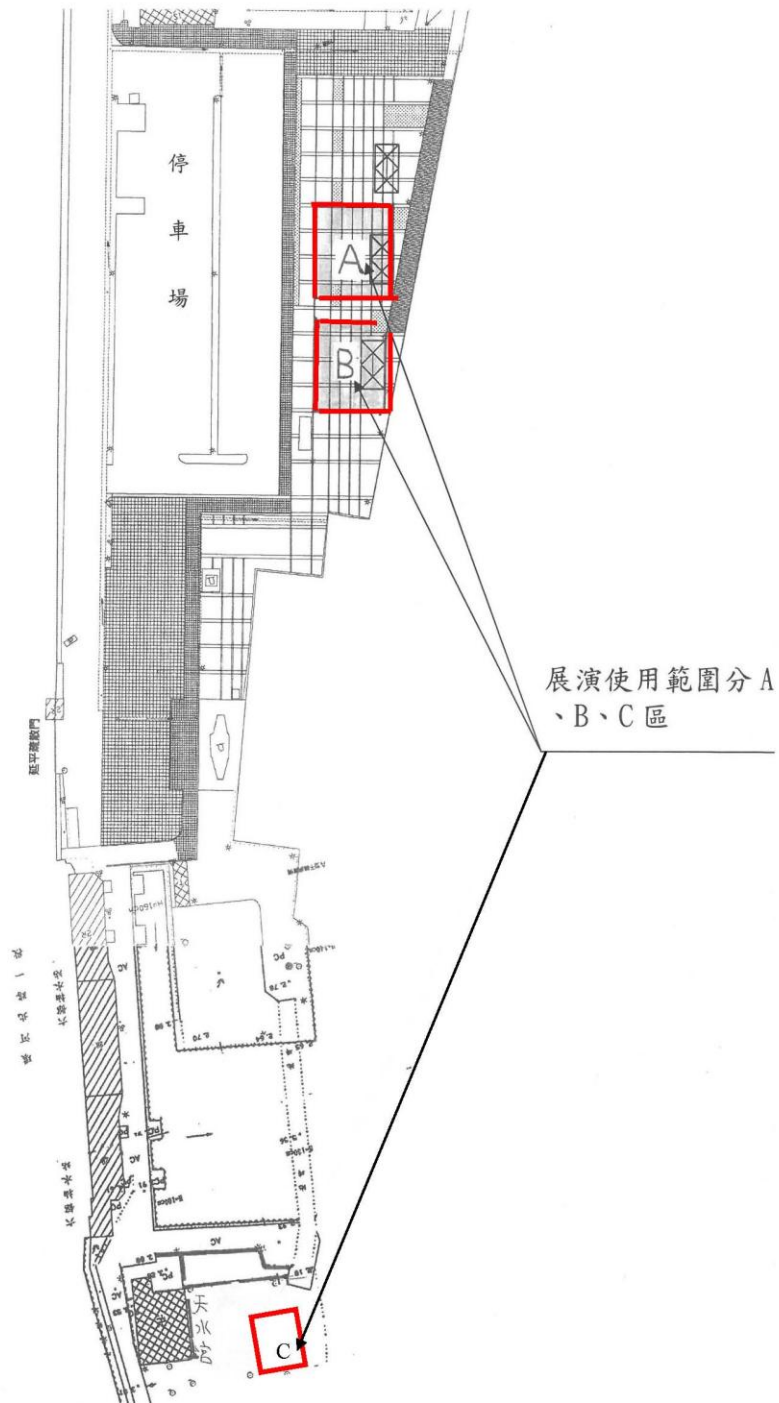


Fig. 2-37 Plan and performance location in Twatiutia<sup>153</sup>

<sup>152</sup> Photos recorded by author

<sup>153</sup> 台北市政府工務局水利工程處，河濱公園街頭藝人展演場地示意圖，Retrieved April 2014, from <http://www.heo.taipei.gov.tw/ct.asp?xItem=73626682&ctNode=71703&mp=106031>

### 2.4.3.2 History of Development

Twatiutia Harbor, often refer to Twaitiutia by public, as one of the important entertainment location for elderly community in Taipei. Twatiutia is a waterfront site along Danshui river with service of ferry to other stops along the river. It is also one of the most popular access point for bicycle and connect to waterfront bicycle path. Moreover, it is designated as one of the allowable site for street performance.

Regarding of street performance in Taiwan, reference to Taipei City Department of Cultural Affair, it can be interpreted as "performance of cultural art related activity<sup>154</sup> in public space under number of 10 people." There are two main categories as static presentation and performance art. This research particularly refer to performance art, as few musicians form a small performance group and mainly perform old music for elderly community in public space. Although setting of street performance are similar to Nakashi, but refer to the development history, both came from different roots.

Nakashi developed since 1950. They are musicians, individual or group, who play on the street for tips or on call for entertainment service in Beitou where is popular location for hot spring hotels and sexual industry district at that time. It might be considered as the original Taiwanese style of street performance. However, the term "Street Performance" is imported from overseas in 1980, and the current usage of this term include all other type of performance, whereas Nakashi refer to specific Taiwanese entertainment culture, therefore, should be differentiated.

Danshui used to be the birth place of entertainment culture in Taiwan. In 1950, before any formal entertainment facility established, the entertainment performance was set up outdoor, with basic cover stage and stools for seats. Such setting latter develop into a cabaret theater of performance style. *"In Taiwan, all performance use to be indoor but not outdoor, so there were no such term as "street performer" before. During that time, cabaret is the formal performance theater. However, because there are only limited number of formal cabaret theaters, mobilized performance with basic cover stage are also popular. Although it is still weather exposed, the intention and setting of such facilities are different from street performance."*<sup>155</sup>

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<sup>154</sup> 臺北市街頭藝人從事藝文活動許可辦法, 中華民國 94 年 4 月 27 日臺北市府(94)府法三字第 09413923300 號令訂定發布施行 "Cultural art related activity" defined as "Drama, mime, clowning, dancing, singing, musical instruments performance, magic, folk arts, acrobatics, puppetry, poetry recitation, painting, crafts, sculpture, performance art, environmental art using non-permanent fixture of the media or water-soluble pigment. , video recording, photography and other creative activities and arts scene related"

<sup>155</sup> #95-Nakashi Musician -Mr.C

*"Street performance was originate from US. It was the public performance and doesn't require any theater or stage. Originally, Taiwanese government adapted it with good intention of helping street beggars or disable to survive on street by themselves. Through the license exam system, they will pick up some basic instrument to perform, and receive their license when past the exam. It will not only reduce the problem of number of beggars on street, and also provide a chance for them to earn their dignity and pride again<sup>156</sup>."*

Nowadays, "street performance" has been accepted by government and public as a general term to describe all kind of performance in public space, as learnt from the survey, only experience musician who will urge to define their identity base on the difference.

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<sup>156</sup> #34-B2 Owner-Mr.H



### 2.4.3.3 Current Situation

Reference from the Taipei City Department of Cultural Affair, currently, there are 66 permitted location for street performance in Taipei. Among those location, Twaitiutia and Moungar Park, are two of the most popular locations for elderly community, as the performance groups at both locations only focus on old Taiwanese music. The space in Moungar Park are smaller, with two groups play at the same time, most of the elderly can only stay and listen, as for Twaitiutia, it is such a vibrant gathering place for elderly community every night, and has become one of the most popular free outdoor dancing place.

In order to apply for performing at those permitted locations, valid license of street performer is needed. Since 2003, city government set up qualification of license system for street performance and aim to enrich the quality of lifestyle of citizen with four purposes: (1) enhance the culture of art in public space, (2) culture promotion in daily life, (3) learn to respect art through paying, and (4) support of socially disadvantaged group<sup>157</sup>. The license require renewal and serve as a permit for registering to perform. The license is city based, there are different licensing systems for different city.

*"Without valid license, police will issue a ticket for violation of street regulation. Different places belong to different administration offices and have to organize registration separately. Quite a few spots along the waterfront area are permitted for street performance recently, with new bicycle path for connection, government try to enhance the culture activity."<sup>158</sup>*

Recently, street performance become popular and many non-disable performers try to obtain license. *"License of street performance is not considered as technical license, it is different from profession musician license or professional singer license from 1980s, it is purely based on the good intention of government."<sup>159</sup>* However, Twatiutia wasn't popular before, although it was established since 5-6 years ago, only till year 2013, it started to gain its reputation and popularity. *" Before this year, it wasn't popular at all. The performance schedule was less frequent, the advertisement was badly promoted, also the standard of performance were uneven, plus there was no public transit system. Therefore, only very few people know and even they know, was difficult to attract them to stay. However, this place had transformed and become the best place for street performance in Taipei recently."<sup>160</sup>*

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<sup>157</sup> 陳慧玲, 2010, *台北市街頭藝人生活型態與心理健康關係之研究*, 國立臺灣師範大學教育心理與輔導學系碩士論文

<sup>158</sup> #105-Twatiutia Performer -Mr.M

<sup>159</sup> #34-B2 Owner-Mr.H

<sup>160</sup> #104-Twatiutia Performer -Mr.L

Nowadays, Twatiutia serve as a important gathering location for those who enjoy dancing. Those audiences come from all other suburbs in Taipei, some by car, some by motorbike or bicycle. They come here for social interaction. They might practice different dancing steps in local parks near their place in the morning, then visit place like Longshan Underground Mall to enjoy their day, and meet up with friends for dinner and come to Twatiutia for continuing entertaining. Therefore, this place serve as an important part of entertainment environment in Taipei.

#### **2.4.3.4 Related Issues**

Learning from survey, most of performers and also customers appreciate for the opportunity to be able to gather with friends, interact with community, and also opportunity to show off individual ability of dancing. The allowable timeframe for performance is from 18:00 to 22:00, although the location is distance away from nearby building complex, however, there are concerns regarding noise from performers. Most of them strictly follow the rule and finish on time, as worry of such opportunity will be forbidden if complain by neighbors.

Some complaint filed from cyclers, who argue the interaction of elderly gathering at this particular location, cost inconvenient for bicycle access. However, as observed, there is no major issue regarding of traffic which might cause any danger to users due to the open setting of this place. Base on the convenient of bicycle path, many elderly ride to the site to enjoy the music, as well as some cycler. However, when there are gathering of people, there are opportunity for food vendors. The gathering of food vendors create chaotic situation for this location, as they tend to occupy place near the crowd and on the bicycle path.

Since the license only guaranty the registration for performance, there is no regulation in term of standard of performance. During the observation survey, different standard is witnessed, as one performer might gather most of the crowd but the other is empty. It will be the future challenge for government to deal with, as how to maintain the quality of performance for certain popular location, so able to guaranty the experience for audiences.

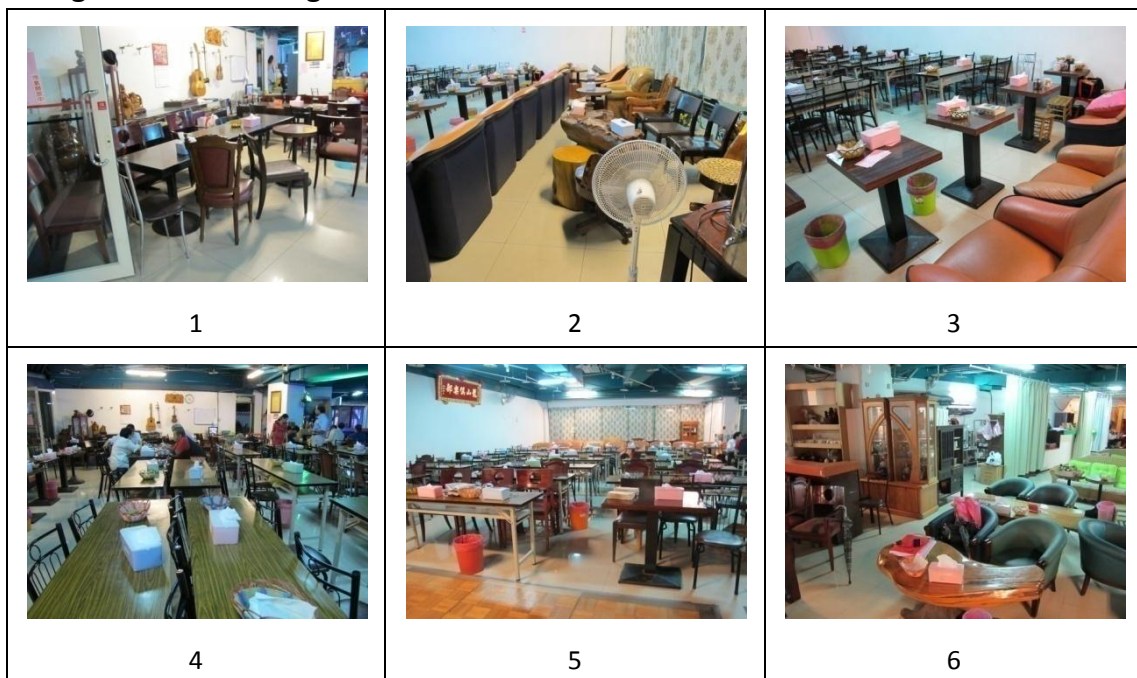
## 2.4.4 Nakashi

### 2.4.4.1 Location and Plan



Fig. 2-38 Location and Environment: Longshan Club<sup>161</sup>

### Image Reference: Longshan Club



<sup>161</sup> Aerial photo from Google map

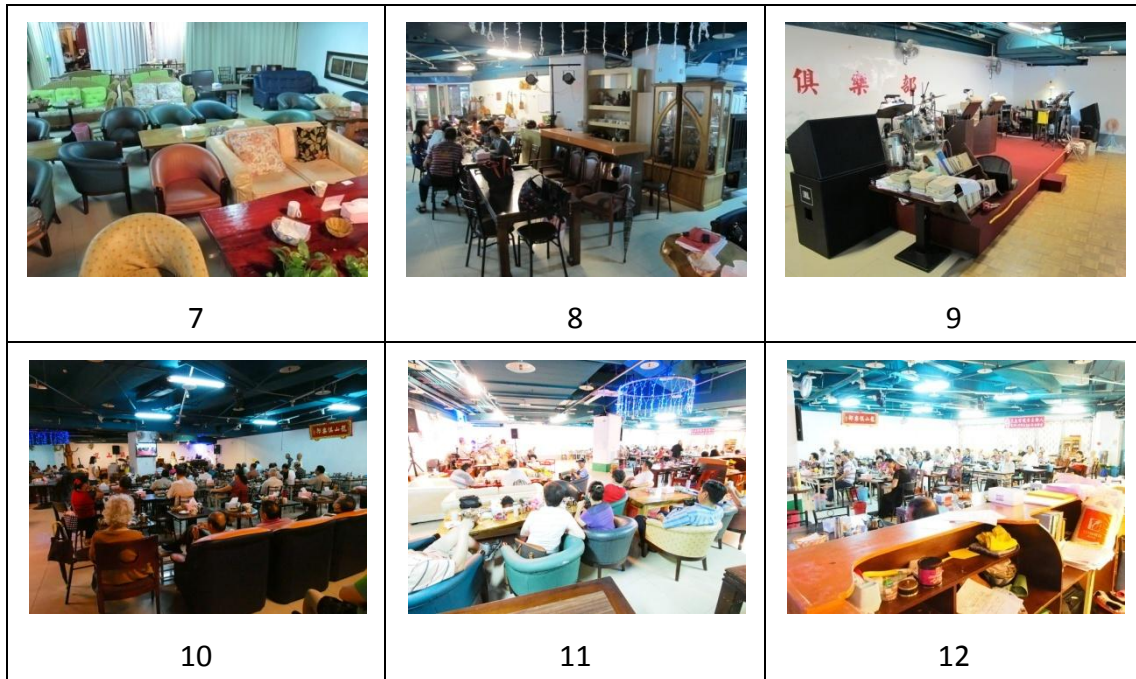


Fig. 2-39<sup>162</sup>

**Plan and Reference: Longshan Club**



0 2 5 10M

Fig. 2-40<sup>163</sup>

<sup>162</sup> Photos recorded by author

## Location and Environment: Sakura / Cai Ying



Fig. 2-41 Location and Environment: Sakura / Cai Ying<sup>164</sup>

<sup>163</sup> Measured and drafted by author

<sup>164</sup> Aerial photo from Google map

**Image Reference: Sakura**



Fig. 2-42<sup>165</sup>

**Plan and Reference: Sakura**

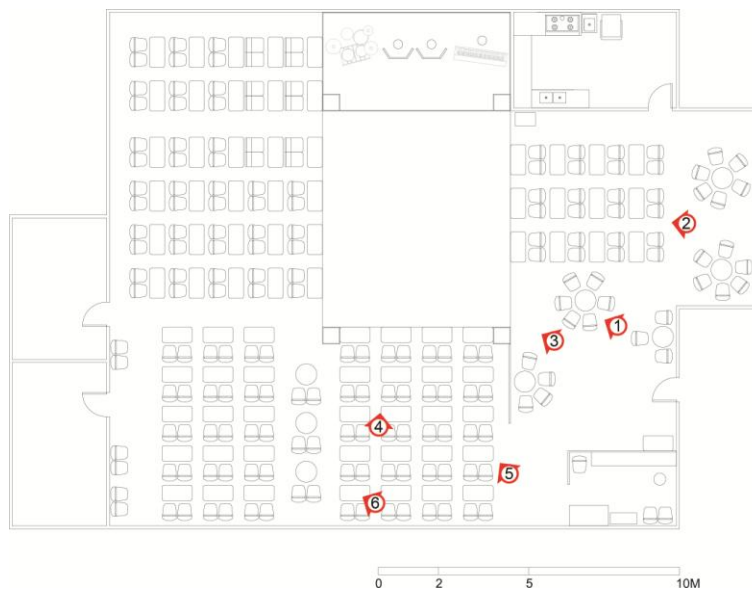


Fig. 2-43<sup>166</sup>

<sup>165</sup> Photos recorded by author

<sup>166</sup> Measured and drafted by author

**Image Reference: Cai Ying**

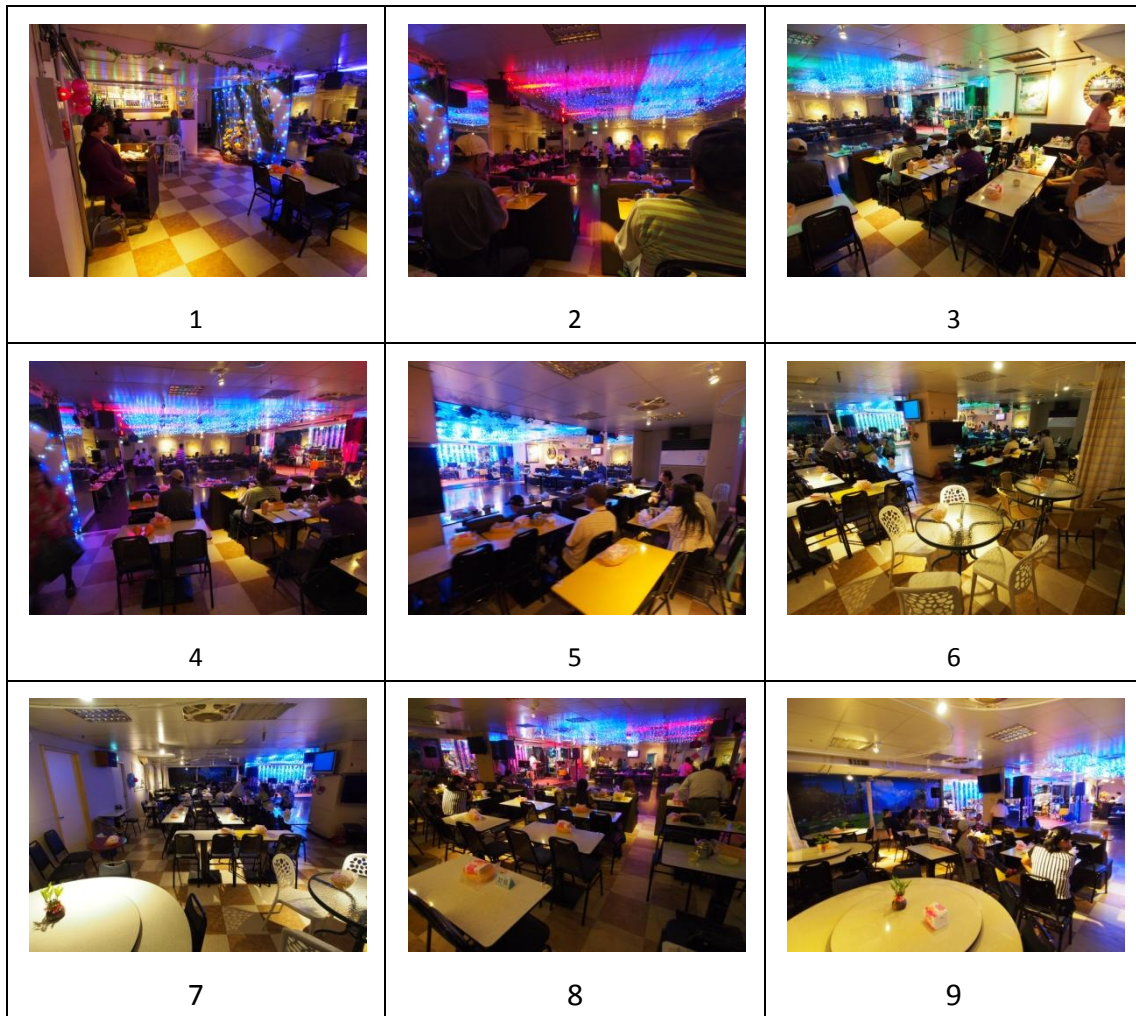


Fig. 2-44<sup>167</sup>

**Plan and Reference: Cai Ying**



Fig. 2-45<sup>168</sup>

<sup>167</sup> Photos recorded by author

#### 2.4.4.2 History of Development

Nakashi is Japanese word which explains the style of performance like water floating around, it refers to individual musician or a performance group who is on call for performance service. It started from Beitou in 1950s, followed by the establishment of hot spring hotel and sexual industry. Nakashi was first perform on street, which is more close to definition of street performance today. In 1960s, Nakashi started to be invited into hotel to perform, the instrument including acoustic guitar and accordion which require no power supply as "unplugged" performance. In 1970s, electric instrument became the trend among musician for performance, as many young musician find this industry profitable and choose to joint. From 1970s to 1980s, it was the peak for business of Nakashi, then followed the decline of hot spring industry, regulation for sexual service and development of karaoke, Nakashi musician start to spread out to other part of Taiwan<sup>169</sup>.

As for Nakashi today, there is no clear definition of performing instruments, the common characters which define Nakashi band is that performers, individual or group, are specializing in old music including Taiwanese, Japanese and Mandarin songs. The musicians of Nakashi are able to memorize hundreds of songs, so could perform according to the choices of customers.

Nowadays, Nakashi still serve as an important part of entertainment industry. It was employed by Jiu Jia, Dance Hall, as well as for other private events. Since the license system of street performance has established and various locations are permitted for music performance, Nakashi musicians are able to play on street for living. Until one Nakashi name Longshan Club established the very first Nakashi store in Longshan Underground Mall, Nakashi then can be refer to the particular type of facility, where perform live music of old Taiwanese, Japanese and Mandarin songs, for customers to sing with.

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<sup>168</sup> Measured and drafted by author

<sup>169</sup> 楊宜敏, 走唱人生「那卡西」講義氣, Retrieved April 2013, from <http://www.epochtimes.com/b5/3/11/2/n403990.htm>



### 2.4.4.3 Current Situation

Longshan Club play in the Moungar Park as street performer for four years before move into Longshan Underground Mall and established the first Nakashi store in Taiwan, as explained by an experience Nakashi musician. *"Nakashi use to be the general name for band who particular playing old Japanese, Taiwanese and Mandarin songs. Although it was embedded in Taiwanese culture, but there was never a space which dedicate to this type of performance until the establishment of Longshann Club in Longshan Underground Mall. That was the very first Nakashi store and had became a trend for Taiwanese entertainment"<sup>170</sup>.*"

After the first contract ended, Longshan Club move out, and reopen the store in Sanchong where owner was intent to use as a storage in the beginning. Due to the remote location, the business was difficult in the beginning, and at the same time, three new Nakashi stores opened at Longshan Underground Mall. One of the most popular Nakashi store, Tian Mi Mi, was formed by the guitarist who use to play in Longshan Club. After the contract ended with B2 and Longshan Club decide to leave, Tian Mi Mi was first established as street performer and was playing at Twatiutia. From then, some customers had been brought to Twatiutia from Longshan Underground Mall. Then when the opportunity came, Tian Mi Mi went back to B2 and establish the Nakashi store.

After the termination of contract and Nakashi had been banned, the business of Longshan Club went very well, since it was the only one at that time. Tian Mi Mi again went back to Twaitiutia. By end of 2013, the Tian Mi Mi Nakashi was opened in Sanchong, and still play once a week at Twatiutia. Another Nakashi name Sakura, found the location near Taipei train station and opened the Nakashi store in September 2013, in May 2014, the owner changed so rename as Cai Ying.

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<sup>170</sup> #95-Nakashi Musician -Mr.C

#### 2.4.4.4 Related Issues

As learnt from the history, the entertainment industry in general, always closely relate to the development of sexual industry. Since sexual service was banned in 1979 and no longer legal. It went underground and transform into all kinds of business mode. Therefore, in order to control, government set up strict regulation for "special industry", which include most categories of entertainment facilities. However, store owner try to avoid such regulation by applying different operation license, therefore, it is always an issue for both sides.

When Nakashi established in Longshan Underground Mall, there are complain from Hon Bao Chang, as how they had been regulated strictly but not in LSUM. The cabaret setting which including stage, performer, host and band are not allowed in HBC, but are acceptable in public environment like LSUM? Therefore, after second contract, Nakashi expended on B2, the public pressure accumulated towards to government.

Longshan Club were doing alright at this new place after move out from B2, but even though, they have issue with license so have to close down. *"We have license, permit for business, and application follows all the legal procedure. The music performance and singing activity is permitted at this location. Even Ministry of Finance accept our entertainment tax, business tax and comprehensive income tax, however, we never realized there is an issue of land use regulation, thus Department of Urban Development find us illegal. I had already spent so much money to renovate and operate this place, all my money and effort are wasted."<sup>171</sup>*

Nakashi store is new type of facility which mainly target on elderly community, if government regulate the facility base on category of cabaret, which is the large theater with formal stage, first, it is not correct comparison because of difference in business operation and scale of place; second, it will add extra cost for owner and will be difficult to maintain cheap cover charge as affordable price for elderly. As the entertainment industry are changing through time, the regulation need to be updated also.

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<sup>171</sup> #94-Nakashi Owner -Mr.B

## 2.4.5 Karaoke

### 2.4.5.1 Location and Plan



Image 2-46 Location of Cai Ying Karaoke<sup>172</sup>



Image 2-47 Location of Like Karaoke<sup>173</sup>

<sup>172</sup> Aerial photo from Google map

<sup>173</sup> Aerial photo from Google map

**Image Reference: Cai Ying Karaoke**

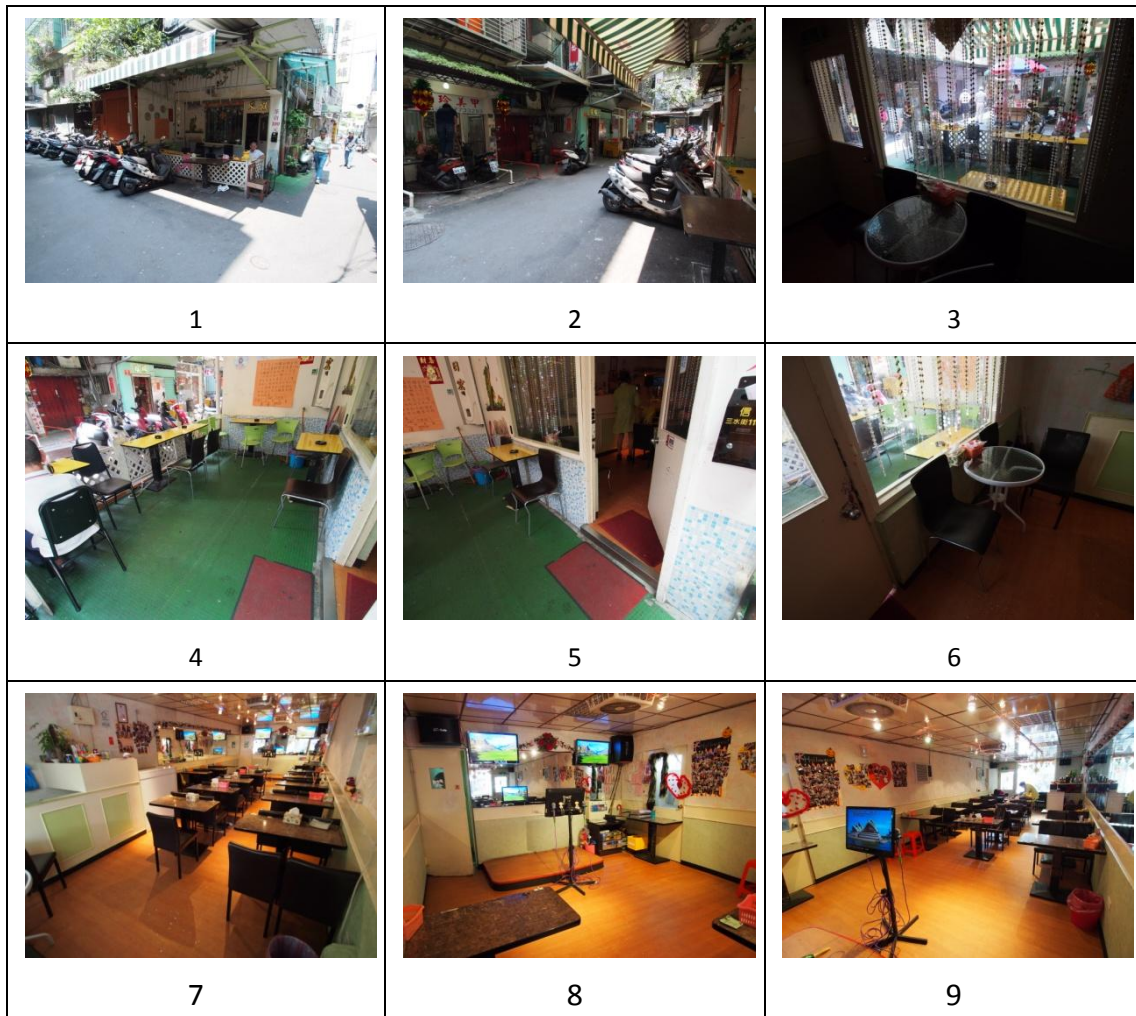


Image 2-48<sup>174</sup>

**Plan and Reference: Cai Ying Karaoke**

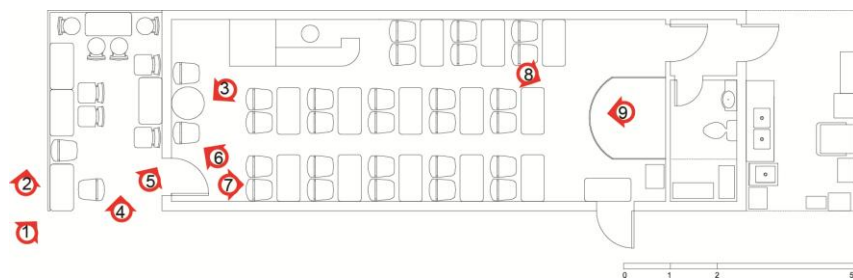


Image 2-49<sup>175</sup>

<sup>174</sup> Photos recorded by Charles Chiang

<sup>175</sup> Measured and drafted by Charles Chiang

**Image Reference: Like Karaoke**



Image 2-50<sup>176</sup>

**Plan and Reference: Like Karaoke**



Image 2-51<sup>177</sup>

<sup>176</sup> Photos recorded by Charles Chiang

### 2.4.5.2 History of Development

Karaoke was first invented in Japan in 1971, as a machine which able to provide background melody to sing with. It wasn't popular till 1980, when VCD was developed for visual display with function of choosing songs. In late 1980, culture of karaoke pass on to other part of Asia, and eventually to rest of the world.

After the adaption of Taiwan, karaoke was developed in various ways, such as mobile karaoke machine, fixed karaoke system in private room setting, or fixed karaoke system in one open place. Mobile karaoke machine often used in place where singing activity considered as supplementary entertainment service, such as A Gon Dian, restaurant or snack bar, or events require non-fixed singing facility. Fixed karaoke system in private room setting can refer to KTV, as well as Jiu Dian<sup>178</sup>.

Fixed karaoke system in one open place can refer to karaoke store, which is the focus in this research. This type of setting, typically preferred by elderly community as charge base per person per visit, and paying amount can be used for food ordering. With no additional cost for singing, it is cheaper to stay for longer time. As for KTV, it is preferred by the younger generation, as all activities such as holding party, drinking and shouting load are acceptable. Therefore, more old songs can be chosen from karaoke store, and more updated pop music can be found in KTV.

The setting of typical karaoke store are one room style, customers are either come in or stay out. Compare to karaoke store in Longshan Underground Mall, the semi-open setting provide unique experience not only for customers to interact but also random passers to wander, it is the first model of this type of system which operate differently compare to typical karaoke store.

*"Typical karaoke, as individual and independent own and operate store, customers either come in as customer or pass by from outside. Therefore no "in between" space for any random crowd to wander around. Even some stores locate close to each other, but there is no interaction between customers. Longshan Underground Mall is the first place establish such system, is the original model and complete different from how karaoke use to operate. It is one open public space and allow customers to wander<sup>179</sup>."*

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<sup>177</sup> Measured and drafted by Charles Chiang

<sup>178</sup> See 2.4 Special Industry in Taiwan for more description

<sup>179</sup> #95-Nakashi Musician -Mr.C

### 2.4.5.3 Current Situation

Karaoke is a popular entertainment facilities in Taiwan, but for owners, it is a competitive industry. Most of the karaoke are neighborhood based and target on local community, but for popular entertainment district like Ximending or Wanhua, it could gather hundreds of stores in the same neighborhood. In order to compete with other stores for business, some stores provide service of "hostess<sup>180</sup>". Thus, operation mode of karaoke can be categorized in two types base on whether such service are provided.

Hostesses are chosen and paid by customer, and suppose to provide accompanying service until customer leave. However, since other customers might also choose the same hostess, it is allowed for hostess to serve few others at the same time, such service is common and is call "change table service<sup>181</sup>". Therefore, customers often choose more than one hostess, so they can take term to come, to chat and to drink with customers. The charge for hostess is like paying for the accompany during the period of staying.

As for the cost, the price range are more of less similar according to the explanation of one customer. *" The charge of hostess is normally around NT\$300, some stores include in the cover and can be use as credit for food or drink, and some stores doesn't charge as extra but tips will be asked for hostess. It is vary depend on the stores but the price range are more or less similar."*<sup>182</sup>

As for entertainment facilities in Taiwan, it is male dominated environment. Therefore, majority of karaoke stores in Ximending and Wanhua area provide service of hostess, as it is the trend of preference for male customers. As for the typical karaoke store, there are female who server as public relation, could be owner or staff, they are in charge of managing the place with socializing ability to interact with different customers. They often move around and change table to chat. However, this type of store are getting less, as it is easier to hire many young hostesses, than to find an experience staff for public relation.

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<sup>180</sup> "小姐", direct translation in English is "maiden, miss, or lady", however, even in Taiwan, it is just a common name for those female who provide service for accompany of drinking, singing, dancing, chatting, or some might even offer sexual service. The word "hostess " are found most suitable to use and explain in context of such entertainment situation in karaoke.

<sup>181</sup> "轉台" as "change table service", meaning hostess change target customer to serve, it often happen when there are more than one customers choose the same hostess for accompany service. It is common in karaoke culture for hostess to move around and interact with different customers.

<sup>182</sup> #95-Nakashi Musician -Mr.C

#### 2.4.5.4 Related Issues

Regarding karaoke with hostess service provided, it is not entirely legal according to the regulation. As explained, there is a gray zone of entertainment facilities, the operation model might not match exactly with what has been regulated. As most of the karaoke store hold license of snack bar or restaurant with singing facility and alcohol permit, the service of hostess, is not consider permitted business category. Moreover, it might provide opportunity for underground sexual service. This is the gray zone that government try to gain control over, but owner want to claim their legitimate and wish to be treated as normal business.

Most of the earning for owner is from alcohol, and one of the major purpose to hire hostesses to entertain customers is to encourage purchasing of alcohol. Within one open space, as hostess can change around and customer are encourage to drink, often, there are issues of drunken customers arguing for same preferred hostess.

As age is an important reference for choice of place to work regarding of hostess. Most of the hostess in karaoke in Ximendiang area are from China. *"From what I know, most of the hostess who worked in karaoke in Ximending are from mainland China. They have no fix salary but only earn from tips from customers. In China, it is not easy to work as a hostess when age exceed 25, but is acceptable in Taiwan even when age over 35. If they are younger than 30, will normally choose to work at Jiu Dian or Dance Hall for better earning."<sup>183</sup>*

As it might not seems like an issue regarding of where those hostess coming from, however, as refer from singers from Hon Bao Chang, different mentality for earning will result different attitude and behavior in interaction with customers, through time, it will change the mindset of customers as what should be expected from such environment. The regulation set by government is to control such system, as to prevent the trend by following natural desired of male, but be more acceptable for general public.

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<sup>183</sup> #110-Karaoke Owner -Ms.R



## **2.5 Relationship between Selected Facilities**

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### **2.5.1. Key characters**

The reason for choosing certain entertainment facilities is based on the relationship with Longshan Underground Mall, through interview survey of owners and other users. Therefore overall network of entertainment environment then be able to trace and describe. Below are explanations of some key characters for the relationship diagram.

#### **User group**

The dotted outline indicated two major user groups, as Twatiutia, Longshan Underground Mall and Nakashi are preferred by native Taiwanese elderly due to performance of Japanese and Taiwanese songs. Hon Bao Chang are designated for mainlander regarding of preference of Mandarin songs.

#### **Longshan Club (Nakashi)**

Before its establishment in LSUM B2 in 2009, Longshan Club use to play in Mungar Park as street performer since 2005. It gains support from local community and all supporters follow them into B2 after Nakashi store been set up. After the first contract end, Longshan Club move to Sanchong and open a new Nakashi store. Some supporters then follow to new location. In 2013, it has been closed down due to the license issue. Since LSUM B2 were announced to close in 2014, owner of Longshan Club went back to LSUM B1 and set up a snack bar business, to wait for the opportunity again in B2. At the same time, perform in Twatiutia as street performer, for their supportive fans.

#### **Tian Mi Mi (Nakashi + Street Performer)**

The owner use to be the guitarist of Longshan Club. After the contract end in 2012, Tian Mi Mi Nakashi was formed and perform as street performer. Due to the invitation of new contractor of LSUM, Tian Mi Mi move back to B2 and Nakashi store was established. Jun 2013, after Nakashi had been banned from B2, Tian Mi Mi went back to Twatiutia as street performer and played for their supportive fans. By end of 2013, new Tian Mi Mi Nakashi store was established in Sanching.

### **Cai Ying (Karaoke + Nakashi)**

Ownership of stores sometimes based on partnership of several owners. After DDA took over the new contract from government, one shareholder of Broadway Nakashi, Mr. I, quit and establish Cai Ying karaoke in B2. Right after Nakashi had been banned and B2 had been closed, he open another Cai Ying karaoke in the area of A Gon Dian. At the same time, Mr. I jointed the ownership and open Sakura Nakashi store near Taipei Main Station. After reopening of LSUM, Mr. I then own 2 karaoke stores, one within LSUM and one located outside, as well as ownership of Sakura Nakashi store. In 2014, Mr. I took over Sakura Nakashi and change its name to Cai Ying.

### **Like (Karaoke)**

Like karaoke is an old karaoke with more than ten years of operation history. The current owner, Ms. R, who owned and operate this karaoke for six years, use to be one of the most famous HBC singer in Ximending. The location is close to all HBC, therefore, many HBC singers brought customers to this particular karaoke for dinner, during the gap time between two performance sections. This karaoke provide no hostess service, and owner herself are capable for management and public relation.

### **Han Sheng (HBC)**

Han Sheng HBC is one of the oldest HBC in Ximending. The current owner, Ms. O, use to be the previous owner of Like Karaoke. Although Ms. O still has other full time job, she use to run the "Supper Section" of Han Sheng HBC until she took over the ownership.

### **Singers from HBC**

Although there are no direct relationship between LSUM and HBC due to the difference of customer groups, native Taiwanese elderly and mainlander. However, since the establishment of Nakashi store, the required abilities for performance regarding singing with live band and socializing with customers, match with the capability of HBC singers. Therefore, some of the singers are invited to Nakashi to perform. It seems benefit for both parties, for Nakashi store, as occasional attraction for customers; for HBC singers, since number of customers of HBC decline, it serve as new opportunity to attract new supporters.

## 2.5.2. Relationship Diagram

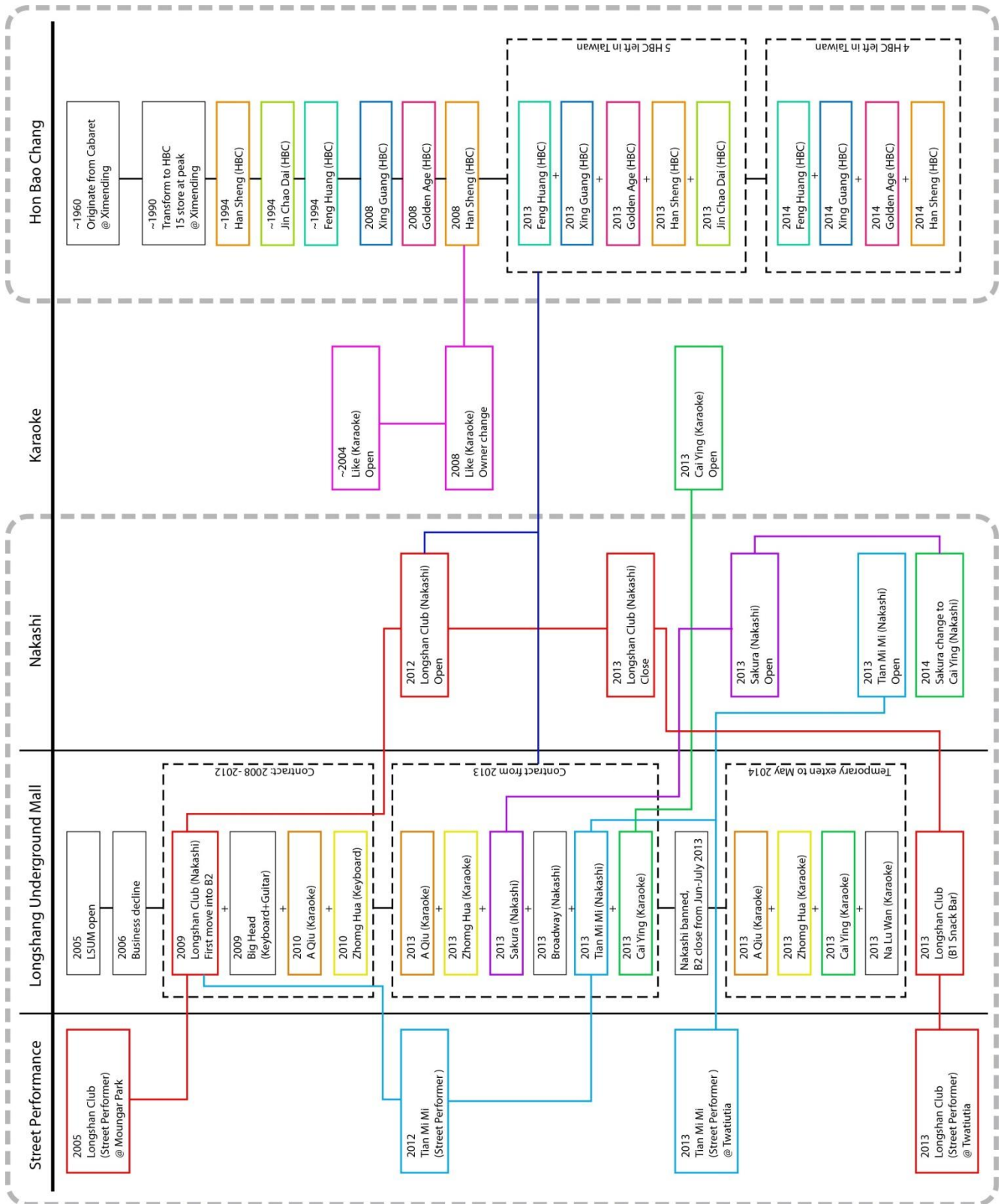


Fig. 2-51 Relationship Diagram<sup>184</sup>

<sup>184</sup> Diagram created by author

### 2.5.3. Meaning of Entertainment Environment

*"Meaning is not something added to the "function" but that meaning itself is a (the) most important function in the sense that the form of environment responds to it."<sup>185</sup>*

Although each selected entertainment facility originated from different cultural background and transform into current style through time, in many way, the interrelated connection established through different choice of users. For example, when street performer Longshan Club move into B2 of Longshan Underground Mall and establish the new Nakashi store, customers had also been brought into B2 and introduced to this new type of entertainment facility. The behavior of users changed according to new setting of system, from listening on the street to sit down for a day. Latter, when Longshan Club move out and establish Nakashi store elsewhere, it again forms a new type of lifestyle for those supportive customers who followed, base on their choice to travel to new location.

As for Hon Bao Chang, although there are no interaction between customers, but with singers or waitresses. Reason for elderly to continually visit the place is based on the relation developed with singers through time. Singers often serve as the emotion dependence for elderly, and elderly provide support to singers. Regarding of Karaoke stores, hostesses play an important role as to provide accompany for customers. As for street performance in Twatiutia, audiences follow the schedule of performer to show their support, and also obtain the chance to interact with others via activity of dancing.

The main purpose for customers to visit those facilities is to be entertained, and the function of those facilities are for providing entertainment services. However, if "meaning" of those facilities refer to the most important aspect of functions, base on the given examples of how customers follow owners to different location, and how owners try to maintain relationship with fans by playing on street, and so on. Therefore, interpersonal association and interaction between customers or between customers and servers can be best explained as the "meaning" of entertainment facilities.

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<sup>185</sup> Amos Rapoport, 2005, *Culture, Architecture, and Design*, Chicago, Locke Science Publishing Company, Inc, p.48

## **2.6 Conclusion**

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Learning from the development history and issues of various entertainment facilities in relation to current situation, this chapter explained the meaning of entertainment environment as interpersonal association, as relationship between customers in Longshan Underground Mall, singers and customers in Hon Bao Chang, or customers who followed Longshan Club to new location of Nakashi store, therefore, the sense of belonging can be obtained for different users through personal connection.

Different type of entertainment facilities are developed and needed from society regarding different period of time. Although some facilities might seem outdated due to the decline of target customers, and others might seem with upside potential and along with the entertainment trend, it is all about the changing of aging population in relation to evolution of society. As users choose to adapt suitable and better lifestyle, the less suitable options will be rejected. Therefore, those facilities should be considered as options for users, the existence of facilities depend on the needs of society.

The setting of behavior of elderly community were developed base on their life experience. Such memory reflect on their preference, habits, value judgment and attitude toward to their choice. It might seem challenge for younger generation to understand since the relation to the previous generation are limited. However, the choices of lifestyle made by elderly should be respected, as well as the places they prefer to visit with their own reasons.



**Chapter Three:  
Assorting and Categorizing of Data Collection**





### 3.1 Introduction

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This chapter present recoding data in categories from both interviewee and observation survey, as objective evident for further analysis. Regarding to interview, in order to discover broader range of aspects from users, few preliminary questions was set up first and developed along with the interviewing process base on new thoughts and feedback received from users.

Recording data from observation presented as visual reference of situation during different time within the same setting of environment. All plans of selected entertainment facilities are measured and drafted as part of the learning experience from the space. Since the scale of Longshan Underground Mall is larger than other comparative entertainment facilities, two different scale of observation survey were set up for analysis. In order to obtain data for movement pattern, each individual customer from different facilities was tracked by photo recording or manual note.

This chapter could be independently interpreted as "current situation of entertainment environment in Taipei", the texts and images were kept to reflect the original impression as how users perceive from the environment. Reference to Rapoport, process of choices making from users can be interpreted as filtering the adaptable qualities from environment. Learning from their perspective allow access to discover how different value judgment were developed; Reference to Japanese philosophy of *Ibashi*, learning about the reasons from users regarding emotional feedback received from the environment in order to better understand what should a positive environment be.

## 3.2 Categories of model attributes

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### 3.2.1 Model attributes

One of the most important concept for analysis of this research is that cultural environment provide cues and rules to users for restriction of behavior, through the value judgment and decision making process of users, it result perceive environment as current situation<sup>186</sup>. Base on this concept, the key to understand the filtering system is to learn from users, as individual or organization.

The approach of interview survey was trying to encourage the communication with interviewee in order to include broader range of knowledge for this research. Therefore, the questions was developed and modified through every interviews, for the better conversation next time.

There are in total 283 questions developed for different users in relation to entertainment environment. In order to better understand the collecting data, questions had been summarized into 30 references, which also linked to the feedback and serve as sub-heading in this chapter, as shown below:

#### Reference questions / feedback

1. Management system	11. Attitude for activities	21. Distinguished spatial quality
2. Support from government	12. Music reflect memory	22. Floor plan
3. Set price for customer	13. User group	23. Activity and timeframe
4. Cost for owner	14. History of location	24. Circulation movement
5. Operation model	15. Relation to surrounding	25. Service flow
6. Business intention	16. Choice of location	26. Rules and behavior
7. Operation license	17. Transit system	27. Sense of belonging
8. Control and regulation	18. Space layout	28. Socializing method
9. Change of lifestyle of elderly	19. Furniture arrangement	29. Personal interaction
10. Common Interest	20. Space capacity	30. Network system

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<sup>186</sup> Amos Rapoport, 2005, *Culture, Architecture, and Design*, Chicago, Locke Science Publishing Company, Inc

Those references can be further arranged into five different categories base on their attributes, and can be interpreted as important consideration for sustainable entertainment environment, as shown below:

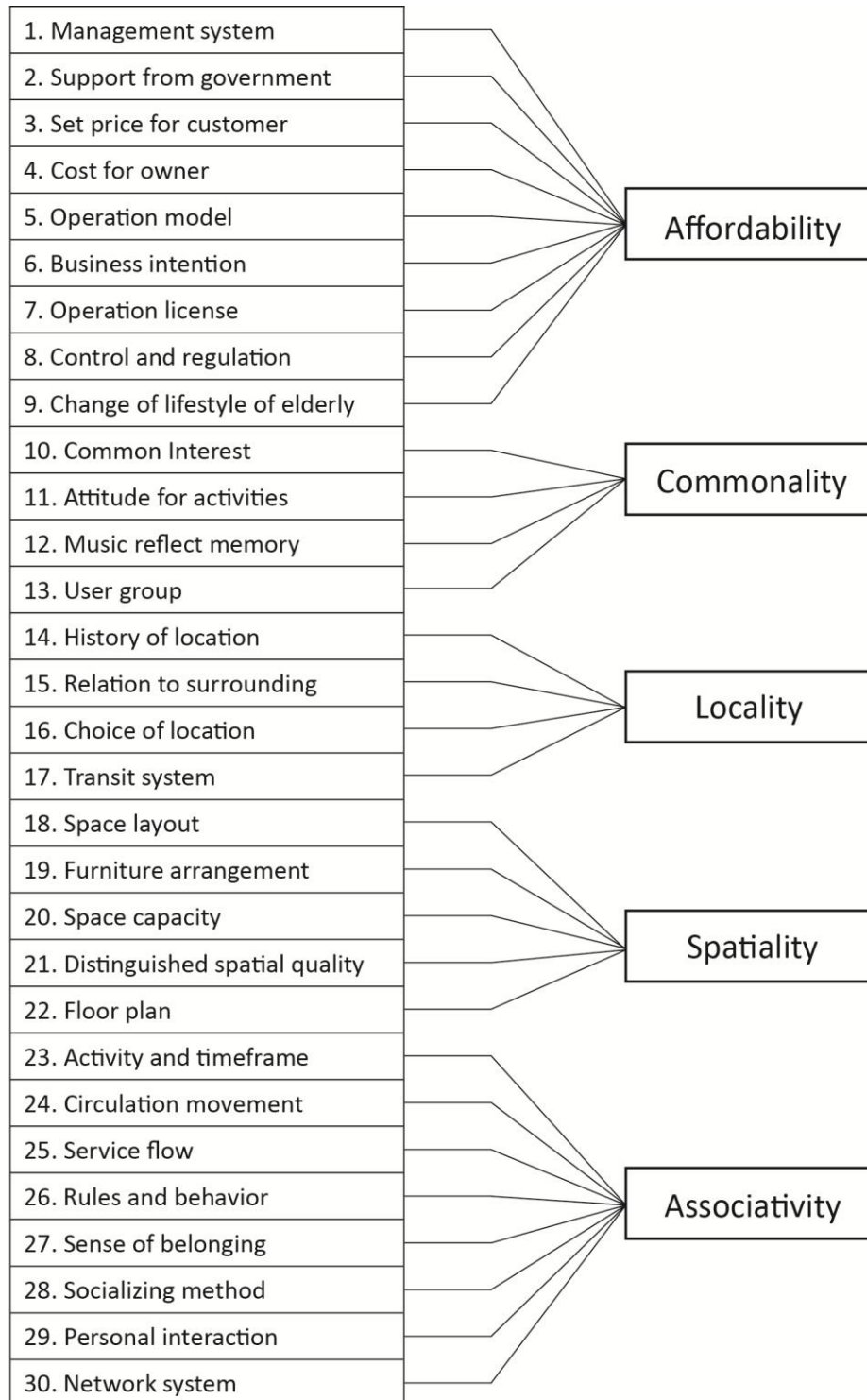


Fig. 3-1<sup>187</sup>

<sup>187</sup> Diagram created by author

### 3.2.2 Comparison between facilities

According to the reference of questions and feedback, for the purpose of better understanding and further analysis, comparison between facilities are set up in reference to different categories of model attributes.

Comparison between facilities<sup>188</sup>

	LSUM B2	LSUM B1	Hon Bao Chang	Twatiutia	Nakashi	Karaoke
<b><u>3.3</u></b> Affordability	<b><u>3.3.1</u></b> 1, 2, 3, 4, 5, 6, 7, 8, 9	<b><u>3.3.2</u></b> 1, 2, 4, 5, 6, 8,	<b><u>3.3.3</u></b> 1, 3, 4, 5, 6, 7, 8, 9	<b><u>3.3.4</u></b> 1, 4, 5, 6, 7, 8	<b><u>3.3.5</u></b> 1, 3, 4, 5, 6, 9	<b><u>3.3.6</u></b> 1, 3, 4, 5, 6, 7, 8
<b><u>3.4</u></b> Commonality	<b><u>3.4.1</u></b> 10, 11, 12, 13	<b><u>3.4.2</u></b> 10, 13	<b><u>3.4.3</u></b> 10, 11, 12, 13	<b><u>3.4.4</u></b> 10, 11, 12, 13	<b><u>3.4.5</u></b> 10, 11, 12, 13	<b><u>3.4.6</u></b> 10, 11, 13
<b><u>3.5</u></b> Locality	<b><u>3.5.1</u></b> 14, 15, 16, 17	<b><u>3.5.2</u></b> 15, 16	<b><u>3.5.3</u></b> 14, 15, 16	<b><u>3.5.4</u></b> 15, 16, 17	<b><u>3.5.5</u></b> 14, 15, 16, 17	<b><u>3.5.6</u></b> 15, 16
<b><u>3.6</u></b> Spatiality	<b><u>3.6.1</u></b> 18, 19, 20, 21	<b><u>3.6.2</u></b> 18	<b><u>3.6.3</u></b> 18, 19, 21	<b><u>3.6.4</u></b> 18, 20	<b><u>3.6.5</u></b> 18, 19	<b><u>3.6.6</u></b> 18, 19, 21
<b><u>3.7</u></b> Associativity	<b><u>3.7.1</u></b> 23, 24, 25, 26, 27, 28, 29, 30	<b><u>3.7.1</u></b> 23, 24, 27	<b><u>3.7.2</u></b> 23, 24, 25, 26, 27, 28, 29	<b><u>3.7.3</u></b> 23, 25, 26, 28, 29, 30	<b><u>3.7.4</u></b> 23, 25, 26, 29, 30	<b><u>3.7.5</u></b> 23, 25, 29

<sup>188</sup> Bold number with underline refer to the chapter section, and small number refer to the number of reference questions

**Chapter Four:  
Comparative Analysis of Selected Facilities**



## 4.1 Introduction

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The aim of this chapter is to set up comparative analysis base on categorized data collection from previous chapter. The structure follow previous chapter of five model attributes and both illustrative and descriptive analysis are applied. Illustrative analysis includes photos and diagrams is used to explain the observed situation. Descriptive analysis refers to what had learnt from interview, as summary and finding of each entertainment facility in relation to different attributes.

The observation of fixed, semi-fixed, and non-fixed elements are recorded and emphasized base on Furniture arrangement and circulation movement, as direct relation between setting of environment and behavior of users. Furniture arrangement, especially in seating, relate to body orientation and users' behavior, thus affect the socializing style with others. Circulation movement explains the relationship between intention of users and spatial quality, as customers and random wanders are identifiable on B2, space usage regarding different behavior of users can be learnt.

Since model of Longshan Underground Mall is the main focus of this research, two different observation survey are recorded in order to obtain more information regarding setting of environment. Recording of weekday and weekend refer to different group of users in B2, whereas recording of different time within same day refer to same group of users regarding different activities. Recording of entire B2 can be used to compare the importance of karaoke area to other stores, whereas recording which focus on karaoke area explain the relationship between circulation and different users. Other facilities are also analyzed by the same method and set up, according to the structure of previous chapter.

## **4.2 Affordability**

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### **4.2.1 Longshan Underground Mall B2**

#### **Great model for affordable price**

The model of Longshan Underground Mall are well received for elderly community. To them, this model does not only provide a place for spending time but also as an affordable environment to enjoy their day. NT\$100 for a seat for entire day is considered affordable price for most of the users. Moreover, free wandering is also acceptable within this particular setting of environment, therefore it soon gains its popularity. Although it cost extra for activity such as singing, but for those who can afford and willing to, the intention for singing activity are valued more than the cost, for example, some customers sing to gain attention from public, some customers sing to gain tips, and some customers sing to interact with other customers.

#### **Low profit but good intention business**

Most of the karaoke business started with good intention as to support elderly community. As explained by owners, it is low profit business. The major earning is from extra charge of singing and cost saving from the utility cost of public facility. Without benefit of cost saving, it is difficult to operate such business by only charge NT\$100 per person. Therefore, to sustain the place like B2, is mostly depend on support and willingness from government.

Affordability of elderly community mainly depend on pension and saving, as there are limited income resource. Currently, elderly pension is NT\$3500 a month, therefore, it might consider affordable to spend NT\$100 a day for a month, assume there is no other need. If increase of pension from government are too much to ask, then at least, government should try to be supportive to those facilities, so elderly who are unaffordable to visit other places can still have a place to go, to obtain the sense of belonging.

#### **Better collaboration between government departments are required**

According to the deputy director of Taipei City Market Administration Office, their duty is for business operation and profit earning, therefore if public found not suitable or believe other usage will be better fit for B2, the authority should be transfer to other department. This statement indirectly explain the poor collaboration between different departments, as there is no other alternative for operation but follow what had decided by belonging department, which



result failure of B2 for years. Although there are different departments in charge of different aspects of LSUM, but it seems like to function and regulate independently rather than collaboratively.

#### **Regulation should be clearly defined**

In term of regulation, it should be clearly defined for what is allowed and what is not. As entertainment facilities such as karaoke are often require license of snack bar with singing facility only, that will cost misleading information to new store owners, especially operate and manage through third party contractors. Such misleading attitude result stores on B2 to be closed down, lawsuit between government and contractor, and worst of all, it destroyed the environment which elderly rely on as important part of their lifestyle.

#### **4.2.2 Longshan Underground Mall B1**

##### **Different management system result different operation intention**

As described by B1 owner, their ownership of store was based on the contract with government as relocation household. Therefore, as long as there is no issue of violating regulation, they are able to keep staying with cost saving benefit from government. As for B2, since it is contract based, when third party contractor intent to operate differently, all they risk is to lose the contract, which can not be afforded by B1 household. Different management system from government result different operation intention of owners, therefore different approach for business.

##### **Unit system for relocation household set challenges to business**

The unit system designed to settle relocation household consider as challenging approach for both government and owners. It might be the only appropriated method form government point of view, due to the difference between built area of new development and existing ownership of settlement. However, it results difficult situation for owners to collaborate with others to form collective ownership, and also, to operation of business are not based on their capability and preference. It is more challenging for business operation to result positive outcome in LSUM.

### **Government are responsible for failure of business**

There is nothing wrong for government to aim to develop LSUM as a commercial focused mall base on its location and relation to famous Longshan Temple. However, there are some issue regarding of approach system. First, the unit system of relocation household lead to monotonic business operation, as none of owners operate their store base on their capability and preference. Second, the operation programs are controlled by government, only certain business categories are allowed to operate in order to match with their expectation, rather than market driven approach. Therefore, government should be responsible for the failure of business in LSUM.

### **4.2.3 Hon Bao Chang**

#### **Severe challenge for future operation of Hon Bao Chang**

As the decrease of number of military elderly, HBC is facing a severe challenge in operation. It is difficult for owner to pay all the cost for rent, utility, operation and staffing, but still need to split a portion of earning with singers. As for singers, it is not easy to gain loyal supporter since the attitude of customer had changed. As for waitress, who live only by tips from customers, it is much harder when the number of customer decreased.

#### **Cultural value embedded in Hon Bao Chang**

Hon Bao Chang represent the need of particular period of history, and use to serve as the place for unmarried military to seek for emotional dependence. However, base on challenge in current business situation, operation style had transformed and target customers had changed. There are important cultural value embedded in Hon Bao Chang culture, however, it is also natural to accept the transformation and moving forward due to change of society.

#### **License is always an issue**

Refer to the entertainment history, it relates closely to sexual industry, therefore it is always ambiguous regarding what is legal and allowed, this concern reflect on the operation license. Hon Bao Chang is the extension from "restaurant show". Therefore most of the HBC hold license of restaurant with alcohol permit. However, government want to regulate those facilities as Special Industry and owner want to be treated as typical business. Both parties have their reasons, without a mutual agreement and understanding from both sides, there will be no easy solution.

### **No support from government**

Government has reason and authority to regulate place like Hon Bao Chang. However, to support the society and to protect the particular style of Taiwanese culture are also part of the responsibility from government. As owner are totally responsible for the outcome of business, other government department can also associate with support, for example, to promote the local Taiwanese entertainment culture from Department of Culture Affairs.

### **4.2.4 Twatiutia**

#### **Free performance for public**

It is a great approach from government to provide free entertainment for enhancement for quality of lifestyle for residents. The location is selected by government and aim to utilize gathering of crowd to promote different location, base on particular timeframe. Although Twatiutia is also an important access point for bicycle path, however, without street performance and gathering of crowd, it will be much quieter and less active at night. Local residents love to gather there, to dance and to watch others to dance, some walk to here, some come by bicycle, the atmosphere is vibrant every good weather night.

#### **Performers invest all equipments**

Since there is no performance facility provided in public space for street performer, not even power supply, therefore, to be able to attract crowd by good quality of music, the investment of equipment is a must for performers. It is not easy to transport oversize electrical generator and amplifiers to set up before each performance, as well as pack all the gears afterwards. Especially during the cloudy day, when there is possibility to rain and uncertain for number of audiences will gather.

#### **Positive intention is needed for performers**

Right intention is the key mindset for a street performer, as there is no fixed income and audiences only tip according to their mood. Therefore, determining attitude to play and satisfaction gained by playing and entertaining others consider as more important reason than receiving tips from audiences. Their effort are greatly appreciated by public for place like Twatiutia, where its popularity start to developed and able to attract more audiences.

#### **4.2.5 Nakashi**

##### **Fist model of Nakashi store was set by Longshan Club**

Since the establishment of Longshan Club Nakashi in LSUM in 2009, it set up the new model of entertainment facility. Nakashi are usually hired to perform by customer in private setting environment. Since there is never a store designated for Nakashi before, it establish the new concept of singing activity. Moreover, due to the affordable set price, this new concept is widely accepted by elderly community as important part of their lifestyle.

##### **Standard price was referenced from Longshan club**

Since the first store was established by Longshan Club, with the good intention of owner for elderly community, it only charge for a pot of tea as price for a seat. It then become the reference standard for pricing for other Nakashi stores established later. Therefore, Nakashi can be accepted as common entertainment, which most general public are affordable to enjoy.

##### **Earning from weekend to cover the loss from weekday**

Although Nakashi stores are well accepted by society, however, it is still not as popular as other type of entertainment facilities. The operation cost are high due to the live performance. The number of visiting customers are fewer during weekday, compare to weekend. The earning from weekend can only cover the loss from weekday, thus to break even. It is not a profit making business but with good intention for enhancing quality of elderly lifestyle, it became an important facility for elderly community to gather.

## **4.2.6 Karaoke**

### **Singing in Karaoke is cheaper than singing in KTV**

In term of cost, KTV base on hourly rate and Karaoke base on number of customer per entry. Therefore, for an entire day of singing activity or holding small gathering party, karaoke considered as cheaper option compare to KTV, and was particular favored by elderly community as they can easily spend a day and enjoy the entertainment service there.

### **Profit base on alcohol selling**

Since there is no additional cost for singing in Karaoke, and the price is charged per entry, the major profit for Karaoke store is from selling alcohol. Therefore, in order to encourage drinking, most of store have female servers regardless they are hostess or staff for public relation. To target on drinking customers, some store adjust operation time in order to coordinate with the timeframe of customers who like to drink and close at 2 am.

### **Some store provide "Black Deal" for extra earning**

Refer to the history of entertainment culture, the drinking and entertaining environment often closely related to sexual service. Although such service is banned and considered as illegal activity, however, there are still places which might provide opportunity for under-table service such as karaoke. "Black Deal" often refer to the service which does not permitted to operate base on the application of license. This term is more often used to imply deals associated with physical intimacy between male customer and female hostess, and deals will be exchanged outside of the business location.

## **4.3 Commonality**

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### **4.3.1 Longshan Underground Mall B2**

#### **Crowd attract crowd**

Good performance attract crowd. Customers with similar interest tend to gather together to appreciate and enjoy the performance. Through observation, the number of crowd often reflect the popularity of performers, thus, quality of performance can be judged visually. Therefore, customers often walk around, not only seek for chance of interaction, but observe for the opportunity of good performance.

#### **Learn dancing from local parks and present at public**

Dancing is also a popular activity in LSUM. It requires physical excise and training for ability. Some customers who had practiced dancing in local park every morning and came to LSUM with friends to show their dancing ability. They bought new ideas from different community to meet and to share their experience in LSUM, as well as brought back with what had learnt from LSUM. Sometimes, they will go together to Twatiutia and continue to dance after dinner.

#### **User groups are connected with common interest**

There is no clear defined boundary in B2, therefore, everyone is welcome and accepted. However, different user groups often divided according to different behavior of customers. Some prefer to chat, some prefer to sit alone; some prefer to gather, and some might prefer to walk around. Although it seems like those elderly are able to establish their connection without restriction, however, those connection are only strongly linked within group with commonality, as most of the elderly are selective to establish connection to others.

#### **Music reflects memory of elderly**

Music play such an important role in B2. With commonality in users' interest and background, preference of music reflect memory of past experience for customers. Therefore, they share, they enjoy, they exchange thoughts and communicate via atmosphere created by music. It serves not only as a media for entertaining, but more importantly, as the media for memory storage.

### **4.3.2 Longshan Underground Mall B1**

#### **Without common interest, customer groups from B1 are more diverse**

Although quality of commonality can not be observed as a general character from user group on B1, due to its diverse character of stores. However, as a setting of a typical commercial mall, operation of business often attract customers with similar preference. Some customers from B2 also wander around B1 and tread B1 as extension of B2. The customer groups are more diverse on B1 as its well connect to MRT and various exits to outside.

### **4.3.3 Hon Bao Chang**

#### **HBC remain old style of performance**

Refer to the history of entertainment culture, from the early casual setting of "Open Air Tea House", to formal theater of "Cabaret", then "Restaurant show" in western style of restaurant, HBC preserve the Taiwanese entertainment culture and transform into a particular type of setting base on needs of society during certain period of time. For those elderly who had experience in setting of previous entertainment facilities, consider easy to adapt performance of HBC, as it associate with their past memory of entertainment and lifestyle.

#### **Memory not only embedded in music but also signers**

Music service as memory reminder to most of the elderly. Moreover, place like HBC, some singers who had already been singing for more several decades, as well as for some supportive customers. This means, the memory does not only be reminded from the music, but also through the actual performance of singers. This is such a valuable asset for elderly, as still being able to trace back to their past experience via connection with singers.

#### **Target customers start to shift from male only to both gender**

Target customers start to shift. It use to be the male dominated entertainment environment, due to the relationship between singers and customers. Since number of target customers decreased, and base on the reason of no direct interaction between other customers, it became a less complicated environment to enjoy performance for female, who tend to be more conservative than male.

#### **4.3.4 Twatiutia**

##### **Twatiutia as a place to perform dancing ability of customer**

There are designated public parks for learning dancing in Taipei. As the result of gaining and improving ability of dancing, as well as connected with similar interest group, Twatiutia, like LSUM, is an important gathering place for those to perform their ability, as well as to exchange ideas, to learn from other dancers, to watch and be watched by others. Twatiutia only operate after dinner, therefore, some customers came here with friends after staying in LSUM for a day, to continue their activity at night.

##### **Performers share their passion with others in public**

As for the intention and motivation of street performer, passion is highly required. To perform on street is like to share their passion of music to public through music. Although rewards are not predictable as it according to the mood of audiences. However, the satisfaction can be gained through the crowd via how they enjoy and interact with the performance. Through time, the relationship between performers and audiences are developed via such interpersonal association and interaction.

##### **Once performers are accepted by audiences, so as their performance**

Learning from a street performer, once the performer has been accepted by the audiences, who will also accepted all kind of music played by the performer, regardless whether is the favor of audiences or not. This could be interpret as once the relationship between performer and audiences has developed, they will be supportive regarding of performance, as the value of association is more important than the personal preference of music.



### **4.3.5 Nakashi**

#### **Specific dancing style is popular in Nakashi**

There are all kind of different dancing style which preferred by different dancers for different location and facilities. Line dance as particular style of dance popular in Nakashi. It is type of group dance, which require no physical contact with partners, and also without limitation of number of dancer perform at the same time. One person dance in front and all other follow the same step. It could be very entertaining to watch when there is big crowd and dance together.

#### **Only customers who accept old music visit Nakashi**

Nakashi is designated in performing old music. Only customers who accept this particular type of music visit Nakashi. Therefore, choice of music from any customer are always within the acceptable range of preference from others. Often, few popular songs will be selected by different customers for multiple times to sing, to listen and to dance. Since the music is performed in live, customer often interact with musician before and after their singing as appreciation of their playing, and sometimes require for suggestions and advises from musician for improvement. This interaction is very different from singing with karaoke machine.

### **4.3.6 Karaoke**

#### **Singing and listening with common interest**

Different customers have different preference of music, different kind of music will be sang and shared in the setting of one open space. Since setting of karaoke can only be accepted by particular customer groups, as for those younger generation who prefer singing in the private room setting will go to KTV. Therefore, the commonality in preference of music and setting of entertainment style are accepted before customers who choose karaoke to visit.

#### **Customers of Karaoke is different from customers of KTV**

To younger generation, KTV is much more popular, in term of music selection and private setting of singing style. Whereas Karaoke is more popular for elderly generation since it is the usual setting of singing style from the past, more selection of old music can be found in Karaoke than KTV. Therefore, group who interested in karaoke have similar preference in term of activity style and selection of music, in relation to the past experience of entertainment activity setting.

#### **Female and male customers prefer different visiting time**

Female prefer to come with friends during weekend afternoon and stay until night. Whereas male prefer to come during dinner time or after dinner time and stay for drink until late. Female treat Karaoke as a place where offer entertainment facility to gather. As male focus on expression of emotion through singing activity, or drinking and chatting with hostess. Different setting of behavior reflect different intention of customers, it can be interpreted as similar preference of different gender group.

## **4.4 Locality**

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### **4.4.1 Longshan Underground Mall B2**

#### **LSUM is well connected to surrounding environment**

Customers walk around often, from B2 to B1 to outside. As customers from B2 often treat their paid seat as a base to wandering around neighborhood of Wanhua. Relationship of different space are connected through customers. The success of LSUM is not only because of the suitable program provided, but also suitable location to attract suitable users. Therefore, interaction of customers are developed.

#### **Customers not only come from nearby suburbs but north Taiwan**

Reference from the owner of LSUM, there are customers come from all different locations of north Taiwan. It explained the uniqueness of LSUM and also the phenomenon of crowd attract crowd. Before Nakashi were banned on B2, there are customers come from middle of Taiwan. It is important for government to be supportive for this entertainment facilities because of the needs from society, and regulation should applied base on understanding of its positive value.

#### **"Elderly like to go to park" is a bias impression from general public**

Learnt from an elderly through interview, government expect elderly to use park space but without providing facilities such as seats, shelters, toilet and etc. Right design intention and suitable program should be considered for usage of public space, especially for elderly community. Elderly have many reason to dislike park space, such as bad weather condition and no facilities to rest when tired. In fact, there are only limited choices of places accept elderly to visit and to stay in current society, so they often stay at public park. Base on this situation, public gain bias impression as elderly always like to go to park.

#### **4.4.2 Longshan Underground Mall B1**

##### **Tourists are not attracted to visit LSUM due to the overall atmosphere**

Although the original intention for development of LSUM aims for tourism, so to set up control of business category for operation. However, most of the tourists came by bus and only temporary stop by the temple for sightseeing and leave right afterwards. The reason subject to local atmosphere of large elderly community within this particular neighborhood, homeless on 1F occupy the covered area, B1 are mostly operate by relocation household which stores are not specialized base on capability and preference of owners.

#### **4.4.3 Hon Bao Chang**

##### **Ximending is the birth place of HBC**

Ximending is the location where cabaret started, and later transformed into restaurant show and HBC. It was also one of the earliest developed region in Taipei for gathering of entertainment facilities, and had been preserved since then. Only until recent years, government start to promote this area to younger generation by holding different cultural events and activities to gain public attention, it then develop into a mix entertainment culture for two different generations.

##### **Difficult for outsider to gain access**

It is not easy for outsiders to discover HBC by themselves. As an unknown culture to younger generation and often associate with negative impression from media, it is not easy to enter and learn about this particular entertainment culture without introduction from someone who is familiar with. The threshold is high, not because of the cost or location, but the mental barrier for most of the new comers.

##### **Relocation of HBC will lose customers**

Although government require proper operation license from HBC and valid inspection of building, which sets great challenge for HBC due to the age of the building. One important reason for not to relocate because of worry for losing customers. Since establishment of each HBC associate with long history, and well relate to the memory and behavior of customers, therefore, owners rather risk to comply with operation license and regulation than move to elsewhere for business.

#### **4.4.4 Twatiutia**

##### **Performer respect the regulation as grateful to the opportunity**

All performers are aware of noise issue at night and worry about disturbing to neighbors. Most of performers are grateful for performing opportunity thus try to maintain positive relationship with surrounding neighborhood. Therefore, regardless the enthusiastic of crowd, most of the performers finish at 10pm sharp, as regulated time to end the performance.

##### **Accessibility is important for loading and unloading equipments**

Transit system is not only important for audiences to visit, but especially for performers who need to carry all equipments by themselves. Loading and unloading equipments are always an issue to consider regarding of performance place. Twatiutia provide direct parking access, and consider as a great access for performer. However, there are no public transit such as MRT or bus stops nearby, which set challenge for those who wish to come from further locations or other suburbs without car or motorbike.

##### **Local residents access by bicycle through bicycle path**

Twatiutia is an important access point for bicycle path, which extend along the waterfront and connect to various of locations in Taipei. It was designed for all age citizens to excise. Base on gathering of street performance and poor public transit system provided, bicycle path start to be utilized by elderly community as travel path to this location.

#### **4.4.5 Nakashi**

##### **Accessibility is the most important consideration for establish of new Nakashi store**

Learning from the interview with a Nakashi musician regarding story of how two Nakashi stores were looking for a new location, it explained the concern of public transportation as the priority for choosing a location, as well as how proposed program for operation local can be accepted by culture of surrounding environment. However, good location often defined by good transit system, and the better location relate to higher price. As for facility designated to elderly which aim to charge little, it sets great challenge to achieve such goal.

##### **Isolation of location associate negative impression to users**

The impression of surrounding environment relate to the location of facility. Reference to Longshan Club Nakashi in Sanchong, the location within industrial zone isolated from other facilities, thus result less interpersonal interaction. In LSUM, customers pay for a seat and use as a base to explore the surrounding. However, it is difficult to observe such interaction in Longshan Club Nakashi. Customers felt pressure to leave after dark due to the isolation setting of environment with nothing around.

#### **4.4.6 Karaoke**

##### **Karaoke are neighborhood based activity**

Karaoke is a neighborhood base activity, it direct relate to types of customers, as well as operation mode and location. Types of customers can be further interpreted as customers with similar setting of behavior from certain neighborhood, as well as similar preference for activities. Some karaoke choose to locate where customers can easily come after work and drink till late, thus to provide hostess for attraction; Some might choose to locate in the middle of neighborhood, as a gathering point for locals and away from other competition.

## 4.5 Spatiality

### 4.5.1 Longshan Underground Mall B2

Learning from interview of owners and waitresses, since customer with similar interest and personality like to sit together. Since furniture arrangement regulate seating location and relate to accessibility of particular activity, therefore, it reflects users' behavior. Through observation survey, mood and behavior of customer are often affected by the random crowd in public corridor during different time of day, it also serves as an attractor for seating selection. Seating arrangement are mostly stage orientated, this setting allows individual customer to sit alone without interacting with others. There are two different analysis, seating arrangement in relation to user behavior, seating arrangement in relation to setting of mode, explained as below.

#### Seating arrangement in relation to user behavior



Fig. 4-1 Seating arrangement in relation to user behavior<sup>626</sup>

<sup>626</sup> Measured and drafted by author

### Seating arrangement in relation to user behavior

Seating Location	Seat property	Body orientation	User behavior	Socialize style
Near stage	More attention from room	Stage orientated	Enjoy attention on stage, sociable	Singing and receive feedback
Near dance area	General	Stage orientated	Enjoy attention on stage, sociable	Dancing, with partner or group
Against wall on corner	Often reserve	Stage / center orientated	Often come, prefer alone	Less interaction with stranger
Toward back near corridor	Less attention from room, direct access to corridor	Stage orientated	Enjoy interaction with others, like to meet new friends	often walking around and chat on various places
Near owner	General	Stage orientated	Gain sense of belonging	Establish connection through owner and waitress

### Activities define seating location and socializing style

Red dots represent the location of owners, intention of store operation from owner relate to selection of store from customers. Thus, seat of owner somehow formulate the seating pattern of customers, as relationship with owner are valued by customers. Example of owner of Zhong Hua karaoke like to sit in the crowd and chat with customers. Color of sections represent different seating area in relation to the distance to the stage and public corridor. Red section refer to where customer who like to dance prefer to seat because of easy access to the dance area. Blue section represent where seats are often reserved, as those seats are against to the wall and provide less opportunity for interaction. This seating area are particular favored by elderly who prefer to listen rather than chat. Green section refer to seats for those who like to interact with others including random wanders from public corridor.



## Boundary-less segregation provide better interaction

The setting of environment on B2 provide an unique opportunity for public to blend into the private realm, as there are no division of wall for total enclosure of each store. The corridor space provide opportunity not only to connect to each store from public, but also as addition space for customers and random wanders to mix and stay, as relate to the performance of each store. The intention of the space design is not for karaoke, however, it has been adapted in the way that personal interaction can be encouraged.

## Seating arrangement in relation to setting of mode



Fig. 4-2 Seating arrangement in relation to setting of mode<sup>627</sup>

<sup>627</sup> Measured and drafted by author

### Randomness within ordered system is important

Same seating arrangement can be interpreted differently regarding of different references. The capacity of seat relate directly to the profit earning ability of each store, that means, every owners try to maximize the number of seating within limited rental space. Majority of seats are relate directly to the program, indicated in yellow section, which face the stage for activities such as dancing and singing, therefore, the level of attention required base on the orientation and location of seats. However, different seating locations serve different purposes, example of seats in blue section relate direct to corridor and require more interaction in chatting and walking, compare to seats in green section. Therefore, different setting of mode in relation to activity can be interpreted according to different level of attention received from others or required from program. The leftover seats are for the purpose of fulfilling the capacity but both orientation and location are not entirely align with the program, which indicated in red. However, since the receive and require attention are considered low, it allows freedom of choosing and changing activities, and lead to the casual attitude within the programmed space. If the diversity of choices is important for users, those seats can be explained as "Randomness with ordered system" should be highly valued.

### Seating arrangement in relation to setting of mode

Seating Location	Relation to program	Level of attention received from other users	Level of attention required from program	Setting of mode
Face and near stage	Direct relate to program	Normal, same as majority of other seats	High, as program required	Align with program, such as singing and dancing
Face stage but against wall	Direct relate to program	High, as seating in front beside stage	High, as program required	Align with program, such as singing and dancing
Away from stage and near corridor	Less direct relate to program	Low, back row and away from central attention	Low, with freedom to walk around and chat	Often relate to activity of corridor, such as chatting and walking around
Leftover	Indirect relate to program	Very low, as no attention was focused on those area	Very low, completely up to customers	Freedom of choice for activities, as less attention pay to program and received from others

## Transformation of Na Lu Wan Karaoke

During the survey process, the transformation of three different phase of Na Lu Wan karaoke are witnessed. As a newly open karaoke in July 2013, the owner intent to preserve a quality of singing environment within the store so to proposed an enclosed store design. The second phase is to demolish the division wall on one side so provide direct contact with random passer from the corridor. The third phase is to open both side of the walls completely, it does not only provide a visual contact from corridor to inside of store space, but also redirect the circulation pattern of customers.



Fig. 4-3<sup>628</sup>

<sup>628</sup> Photos recorded by author

## Transformation of Na Lu Wan Karaoke

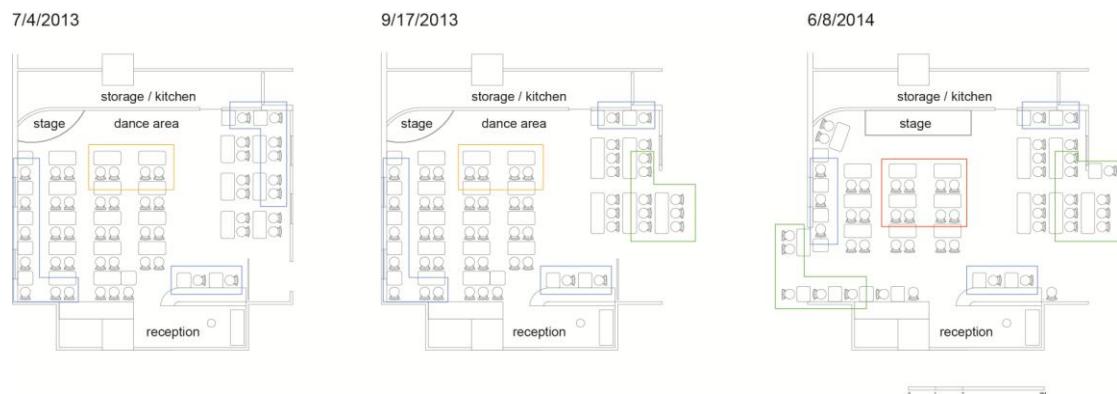


Fig. 4-4 Transformation of Na Lu Wan Karaoke<sup>629</sup>

### Space variety is valued by customers

Through the modification of different phases, it can be interpreted as realization process of importance of public corridor in relation to circulation movement of customers. Therefore, it was modified from a enclosed space to open setting to enhance the visual connection between inside of store and public corridor area. As for customers, the quality of enclosure limited the accessibility and contactability with random wanders or other customers, which restrict the freedom of choice for activities.

### Uniqueness compare to other entertainment facilities

Compare to other private entertainment facilities, the uniqueness of B2 can refer to accessibility of public corridor. First, the boundary-less segregation allow direct interaction between different users, public corridor serve as connector to each private store and transition of private and public space enhance the users to blend into the space as a whole. Second, diversity regarding seating arrangement and mode of activity were developed base on transition of public and private space, as users with various intention meet and interact, which distinguished from other private facilities such as Hon Bao Chang, Nakashi, and Karaoke, as one open space with clear definition of inside and outside. However, the negative aspect regarding boundary-less segregation in relation to connection of public and private space is the noise issue. Noise can be defined as undesired sound, it can be referred to particular type of music which might not be acceptable by general public. Therefore, it is fortunate that those collective entertainment facilities locate in B2, which noise issue can be isolated and reduced to affect others in public.

<sup>629</sup> Measured and drafted by author

## 4.5.2 Longshan Underground Mall B1

Following the initial intention of development of LSUM, B1 can be interpreted as a model designed according to the expectation of government. Since the target customers are neither local residents nor elderly community but tourists, stores on B1 only provide limit seats for their own customers. As observed, most of the random wanders travel through the space but not staying to establish connection.

### Space layout and furniture arrangement



Fig. 4-5<sup>630</sup>

### Program driven arrangement lead to monotonic setting

Yellow section indicate the only seating area on B1. The layout of space design was based on the setting of typical shopping mall, as public corridor in the center and connect stores on both sides. However, there is only limited interpersonal relationship can be developed, since there is no opportunity for staying beside two snack bars, and no common interest found between different customers. Setting of mode only refer to particular commercial programs, as there is no other options for activities provided for stores on B1.

<sup>630</sup> Measured and drafted by author

## 4.5.2 Hon Bao Chang

Space layout of HBC is in one room setting with stage in front and seats oriented toward to the center. Learning from interview, customers have different preference for seating regarding of location and orientation. As changing seat or walking around dose not often occur during performance period, the choice of seat often reflects the mood and attitude of customer. Therefore, seating location also relates to the socializing behavior of customers. Diversity of seating arrangement are provided in all HBC as observed and recorded. Two different analysis, seating arrangement in relation to user behavior, seating arrangement in relation to setting of mode, are explained as below.

### Seating arrangement in relation to user behavior

#### Han Sheng



Fig. 4-6<sup>631</sup>

#### Golden Age



Fig. 4-7<sup>632</sup>

<sup>631</sup> Measured and drafted by author

## Xing Guang



Fig. 4-8<sup>633</sup>

## Feng Huang



Fig. 4-9<sup>634</sup>

<sup>632</sup> Measured and drafted by author

<sup>633</sup> Measured and drafted by author

<sup>634</sup> Measured and drafted by author



Fig. 4-10<sup>635</sup>

### Variety of seat need to be provided for different customers

Seats can be defined in different sections, red section indicates the VIP seats, often preserve for important customer for the best view of the stage. Green section represents the private setting area, inside the private room or toward to the back of the room. Thos areas often away from the stage so noisy can be reduced while customers are gathering and partying inside. Blue section are normally for reservation, as regular customers use to seat. Yellow section indicates the flexible section which table and seats are allowed to rearrange according to the needs.

<sup>635</sup> Measured and drafted by author



### Seating location in relation to user behavior

Seating Location	Seat property	Body orientation	User behavior	Socialize style
Toward front	General / reserve	Stage orientated	Attention on performance	Focus on individual singer
Toward front	General	Table orientated	Performance as background music	Attention on friend, sometimes other table
Toward back	General / reserve	Stage orientated	Attention on performance	Rather enjoy overall performance than individual singer
Toward back	General	Table orientated	Performance as background music	Less attention on performance
Toward center	VIP / reserve	Stage orientated	Attention on performance	Attention received from signer on stage
Near bar area	Smoking area	Table orientated	Gathering, chatting, drinking	Value customer to singer if drinking
Near entrance	General / flexible arrangement	Stage orientated	New comer, less familiar	Chance for less famous singer
Front of stage	Reserve	Stage orientated	Focus on self enjoyment	Often seen familiar customer, for particular signer
Side of stage	General	Stage orientated	New customer, less familiar,	New comer, chance for less famous singer
Far back	General / reserve	Stage orientated	Familiar customer or new customer, usually single	More private chatting atmosphere on back
Enclose area	Reserve	Table orientated	Gathering focus	Singer become accompany for chatting

## Seating arrangement in relation to setting of mode

Another seating analysis focus on variety of mode in the open space, as private room only focus on privacy of customers and not fully relate to the performance on stage, thus isolate from interaction with variety of modes. Yellow section indicates the major section of seats with best view to stage. Green section also orientates toward to the stage but from sides, as indication of secondary seating position. Blue section are seats away from central focus and near entrance. Red section considers as most inner section but less attention focused seating area, with most private and flexible seating arrangement and often reserve for bigger crowd and use for smoking area.

### Han Sheng

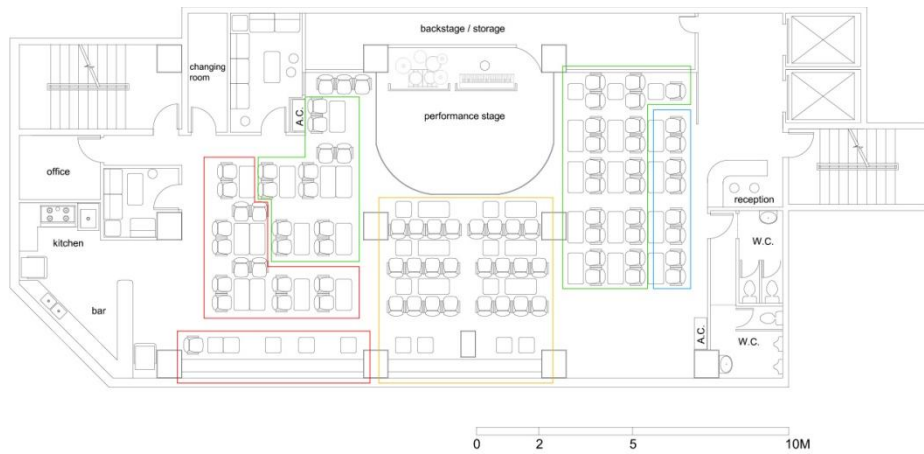


Fig. 4-11<sup>636</sup>

### Golden Age



Fig. 4-12<sup>637</sup>

<sup>636</sup> Measured and drafted by author

## Xing Guang



Fig. 4-13<sup>638</sup>

## Feng Huang



Fig. 4-14<sup>639</sup>

<sup>637</sup> Measured and drafted by author

<sup>638</sup> Measured and drafted by author

<sup>639</sup> Measured and drafted by author

## Jin Chao Dai



Fig. 4-15<sup>640</sup>

### Leftover space for seating provide value opportunity for usage

Learning from observation, red section within each HBC can be considered as less focus area. Furniture often used as fulfillment for such leftover space thus seating orientation seems random in some HBC, such as Han Sheng and Feng Huang. However, since attention required from program and attention received from others are much less than other seating location, thus offer better freedom of choice for variety of mode for customers, such as drinking, chatting, or even smoking, which is not allowed by regulation. Therefore, such randomness within ordered system are valuable.

<sup>640</sup> Measured and drafted by author

**Seating arrangement in relation to setting of mode**

<b>Seating Location</b>	<b>Relation to program</b>	<b>Level of attention received from other users</b>	<b>Level of attention required from program</b>	<b>Setting of mode</b>
Face stage in center	Direct relate to program	High, same setting as majority of seats	High, as program required	Align with program, attention on performance
Face stage from side	Direct relate to program	Normal, as seating in front beside stage	High, as program required	Align with program, attention on performance
Away from center near entrance	Less direct relate to program	Low, away from central attention	Low, with freedom for other activity	Attention away from stage and sensitive for coming and leaving customers
Leftover	Indirect relate to program	Very low, as no attention was focused on those area	Very low, completely up to customers	Freedom of choice for activities, as less attention pay to program and received from others

#### 4.5.4 Twatiutia

Arrangement of chairs for seats are random, mostly base on first come first serve, and setting surround the dancing area in the middle. The main purpose for most of the audiences are either to dance, or to watch others to dance. Some audiences are more determine than others and will come early or with friends to enjoy dancing through the night; Some audiences are local residents who stroll around during nice weather day, sometimes temporary stay and watch on bicycle; Some audiences prefer to sit on existing fixture of park and watch from a distance; Some audiences bring their own chairs to sit. Two different analysis, staying location in relation to user behavior, staying location in relation to setting of mode, are explained as below.

#### Staying location in relation to user behavior

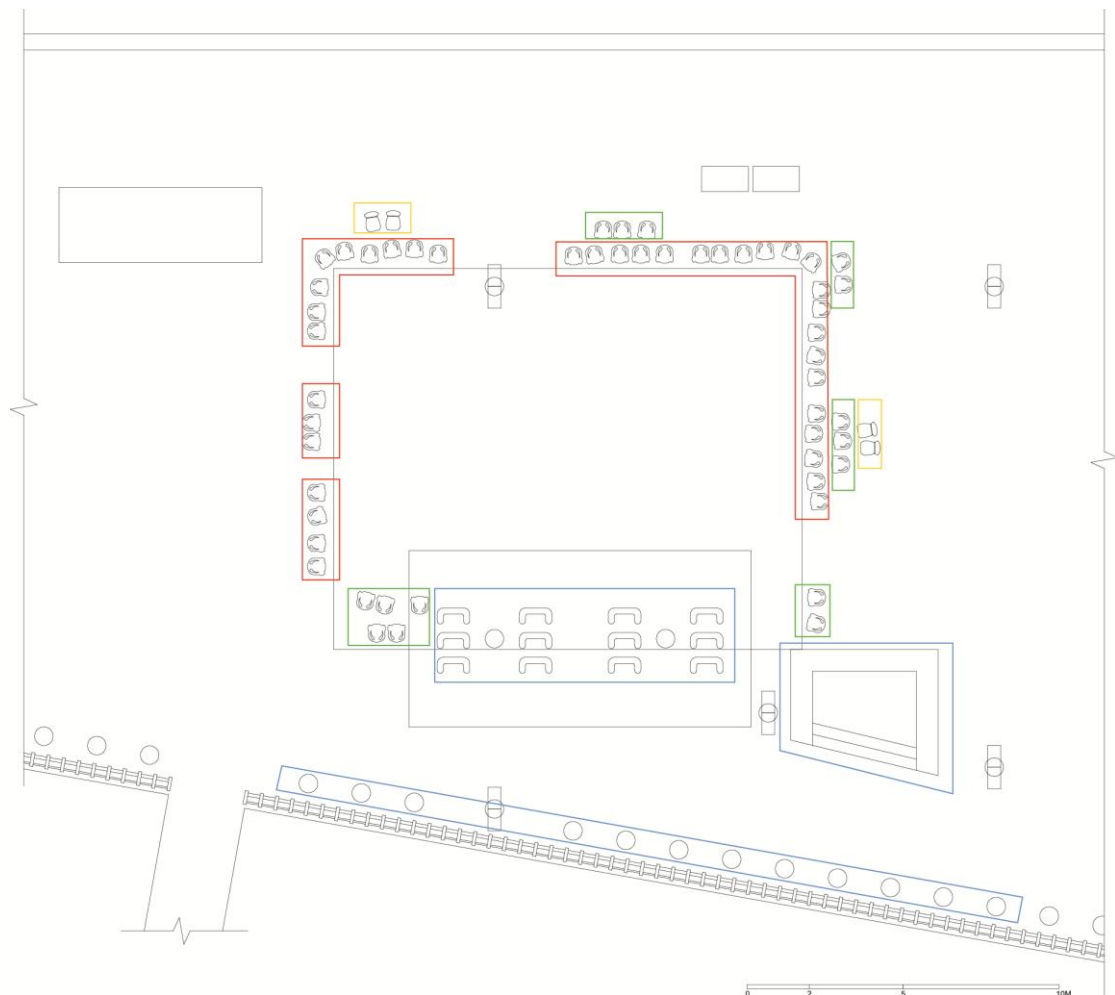


Fig. 4-16<sup>641</sup>

<sup>641</sup> Measured and drafted by author

### Seats reflect the relationship between audiences

Except for those who choose to sit on park fixture, all seats are moveable. As observed, audiences who know each other often move to sit together, thus, it often reflect the relationship between audiences. Red section indicate the front row, as for those who determine on dance will come early and occupy front seats for better access to dance. Both green and blue section indicate the secondary seating location for those who prefer to watch. Yellow section indicate seats which brought by audiences from home. Rest of the public area occupied by temporary audiences who travel by bicycle, stand and watch, or even practice dance behind the sitting crowd.

### Staying location in relation to user behavior

Staying Location	Seat property	Body orientation	User behavior	Socialize style
Front row, sit on park chair	First come first serve	Central orientated	Enjoy dancing, attention on invitation	Focus on dancing activity, highly aware of attention from the others
Bring own chair to sit	Back row, random	Central orientated	Enjoy music and friends accompany	Friend focus, enjoy entertainment atmosphere
Sit on existing park facility	Away from center, base on user preference	Central orientated	Depend on the facility, sometimes body position orientate away from center	No walking around, as it result losing of sitting spot, either stay or leave
On bicycle or standing	Temporary stay	Random	Ready to go anytime	Often alone, only stop by

## Staying location in relation to setting of mode

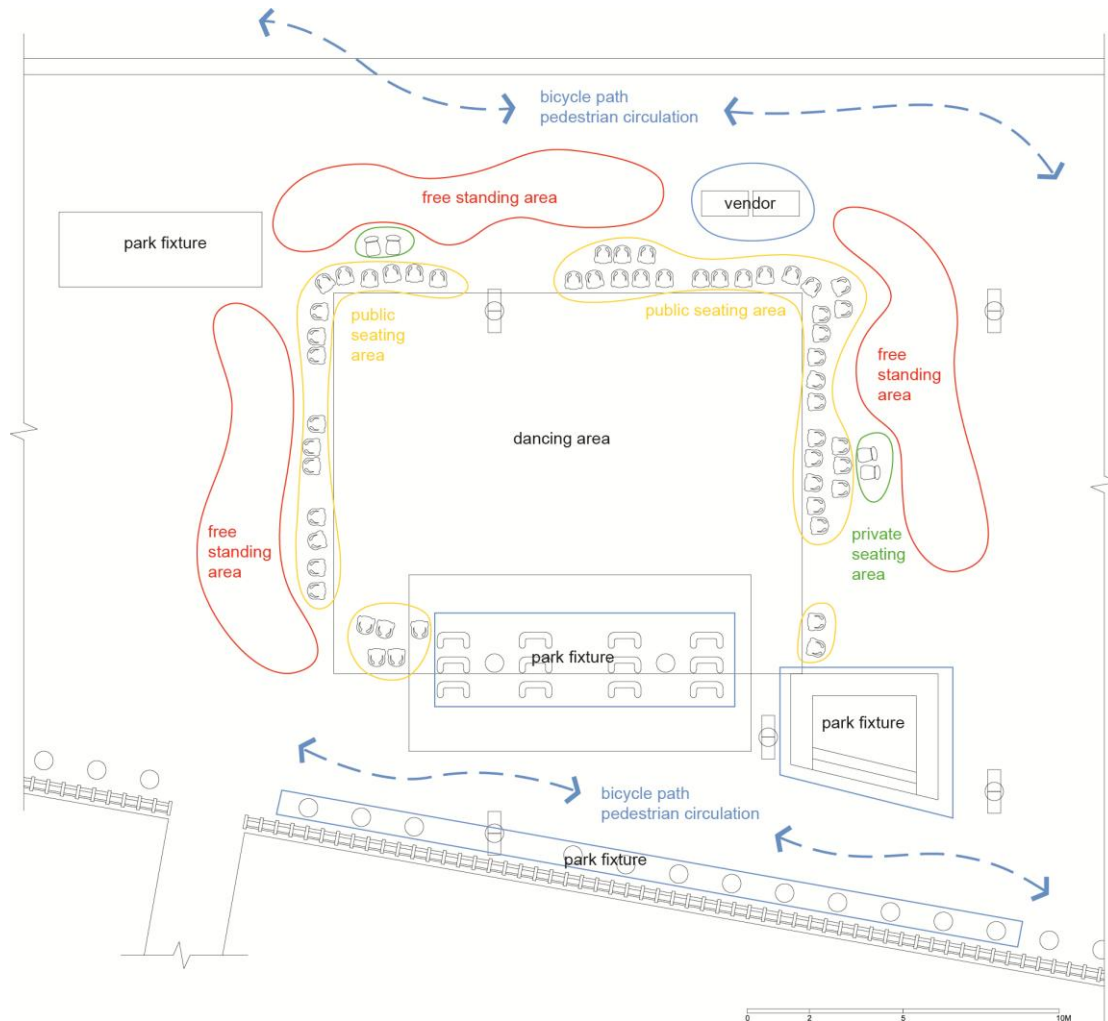


Fig. 4-17<sup>642</sup>

## Freedom of creating user's own mode

The major setting of mode at this public location is performing and dancing in the center, bicycle passing by from both sides, public gathering sometimes attract street vendors for selling foods or drinks, and park fixtures define the edge of space. Attractions on site are diverse, so as the seating location in relation to different setting of modes. Since all seats are moveable and locate in public space, therefore, the freedom for audiences to create their own mode are allowed. For those who prefer to dance and enjoy attention will tend to sit in front. For those who prefer to watch and chat tend to seat on the secondary row, example of local residents who brought their own seats. For those who temporary pass by might stand or stay on bicycle to watch, example of

<sup>642</sup> Measured and drafted by author



cyclers purchase food from street vendor. For those who prefer to participate privately stay in the back row, example of audiences practice dance behind the seats. This model allow multi setting of modes to developed at the same time within the same space, base on the freedom of choices of users. Photos recording of variety of modes explained as below.

#### Staying location in relation to setting of mode

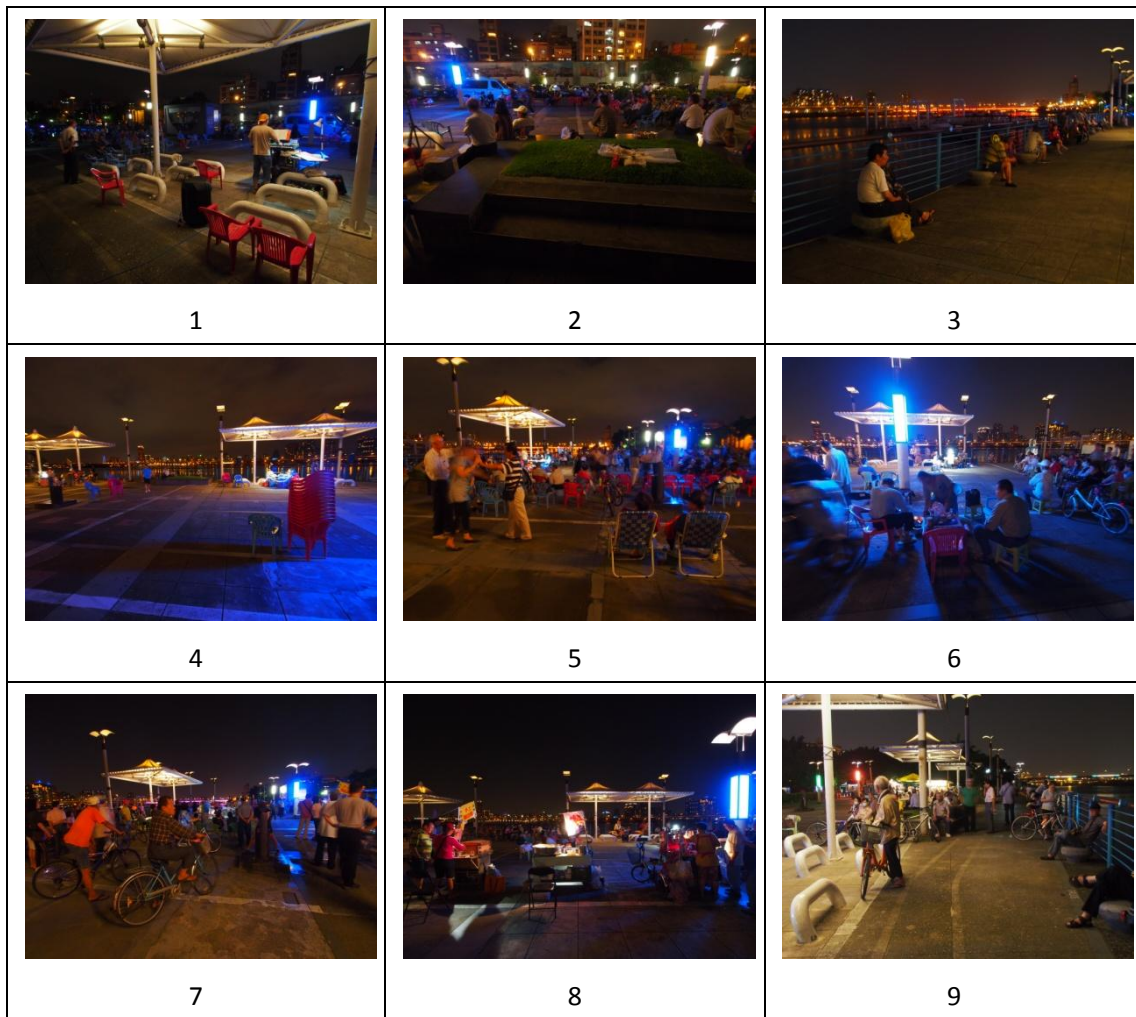


Fig. 4-18<sup>643</sup>

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<sup>643</sup> Photos recorded by author

### Staying location in relation to setting of mode

Staying Location	Relation to program	Level of attention received from other users	Level of attention required from program	Setting of mode
Face stage in center	Direct relate to program	High, same setting as majority of seats	High, as program required	Align with program, attention on performance
Face stage from side	Direct relate to program	Normal, as seating in front beside stage	High, as program required	Align with program, attention on performance
Away from center near entrance	Less direct relate to program	Low, away from central attention	Low, with freedom for other activity	Attention away from stage and sensitive for coming and leaving customers
Other public area	Indirect relate to program	Very low, as no attention was focused on those area	Very low, completely up to customers	Freedom of choice for activities, as less attention pay to program and received from others

### Uniqueness compare to other entertainment facilities

Twatiutia is considered as free public facility and diverse options regarding mode of activity are provided for users to choose according to their preferred location to stay. Base on status of staying, interpersonal relationship between users allow to developed. This aspect in many ways similar to Longshan Underground Mall B2, as spatial arrangement according to multi-mode focus, therefore, easier to meet the need from various users. This concept is especially valuable for design of public space where target users can not be clearly defined, options provide for users refer to acceptability of proposals from public, which can be judged whether or not the outcome is success.

However, the negative aspect of this free public gathering space is that performance subject to weather condition, except raining day, it might be pleasant during summer night but windy and cold during winter. Moreover, the open air setting regarding performance noise is another issue. Therefore, most of the performers follow the regulation strictly and stop after 10 pm to avoid the conflict with local residents. Although Twatiutia serves as an important elderly gathering location in Taipei, to operate such entertainment facility in open public space, more attention should be paid to the surrounding neighborhood and environment.

#### 4.5.5 Nakashi

According to interview, due to the size of the places and variety of seats provided, preference of seats for customers often relate to their intention of visiting and socializing behavior. Through time, it developed territorial pattern for certain group of customer. For Longshan Club, there are range of different seats provided such as stool, steel chair, sofa, and round table with set of chairs, and allow customers to choose. Both Sakura and Cai Ying Nakashi only provide unified type of chair for seat. Two different analysis, seating arrangement in relation to user behavior, seating arrangement in relation to setting of mode, are explained as below.

#### Seating arrangement in relation to user behavior

#### Longshan Club Nakashi

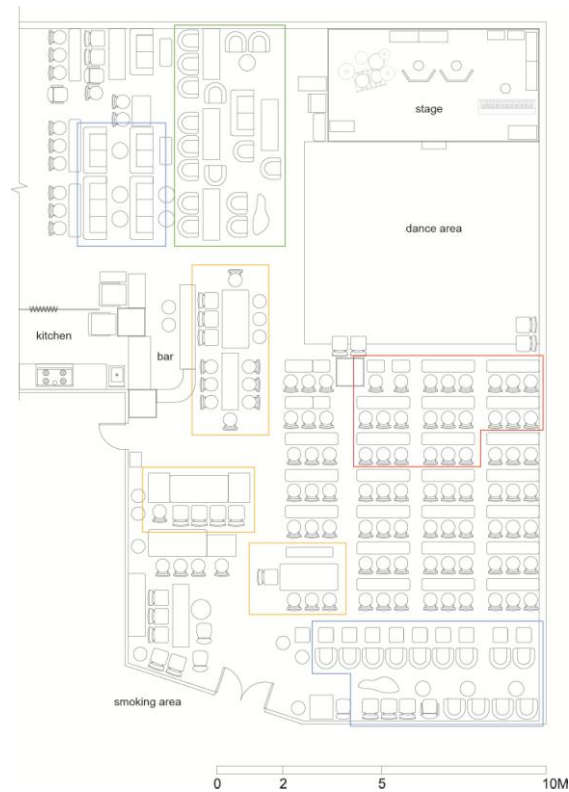


Fig. 4-19 Longshan Club Nakashi<sup>644</sup>

<sup>644</sup> Measured and drafted by author

## Sakura Nakashi

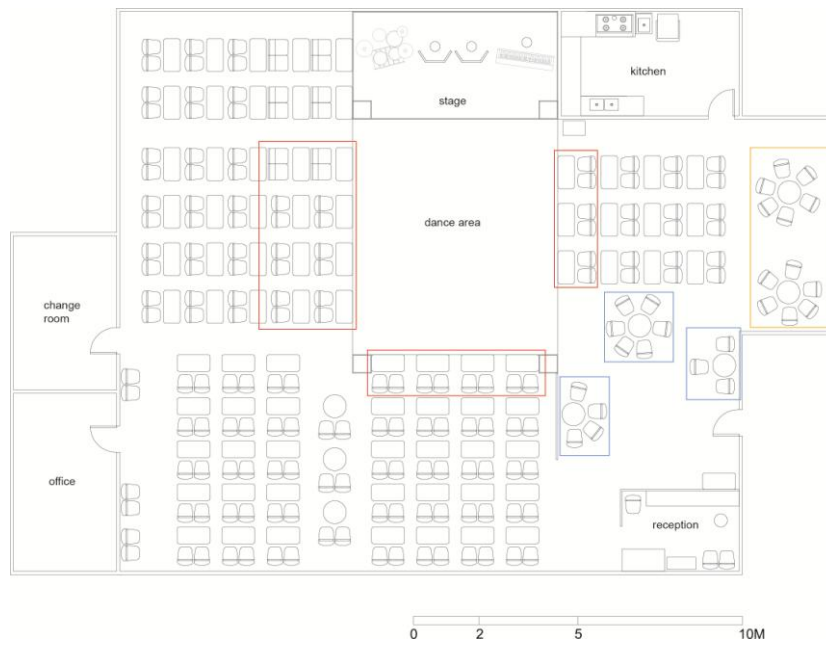


Fig. 4-20 Sakura Nakashi<sup>645</sup>

## Cai Ying Nakashi

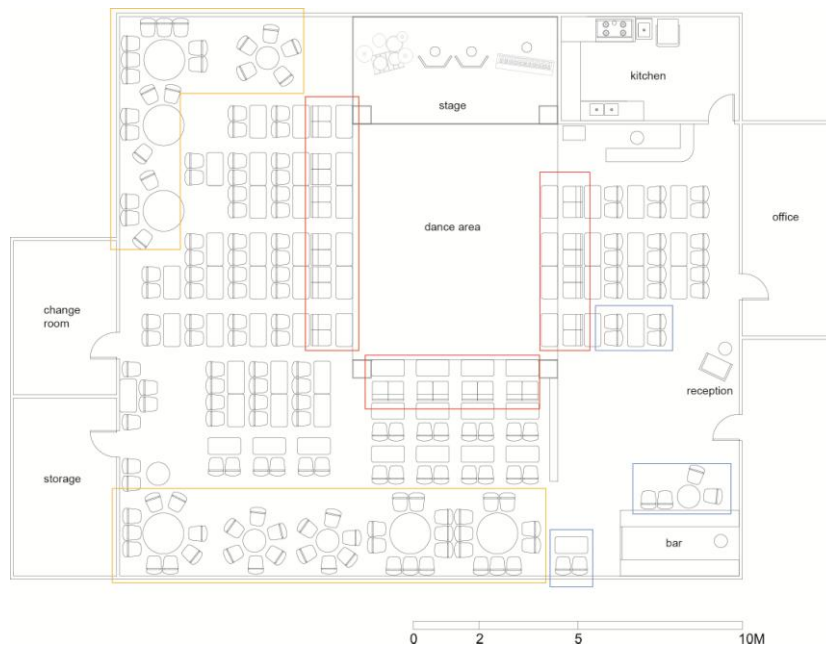


Fig. 4-21 Cai Ying Nakashi<sup>646</sup>

<sup>645</sup> Measured and drafted by author

<sup>646</sup> Measured and drafted by author

### Setting of space follow Nakashi store in LSUM

All Nakashi stores are influenced by first Nakashi store established in LSUM, the seating is followed the same setting and all orientate towards to the center. Red section indicate seats for those active customers who enjoy performance as well as attention from the room. The direct access from seat to stage for activity such as singing and dancing is focused. Blue section indicates seats near entrance. Yellow section represents area with flexibility for table arrangement and capable for accompany larger group of customers.

### Seating arrangement in relation to user behavior

Seating Location	Seat property	Body orientation	User behavior	Socialize style
Near stage	More attention from room	Stage orientated	Enjoy attention on stage, sociable	Singing and dancing
Near dance area	General	Stage orientated	Enjoy attention on stage, sociable	Singing and dancing
Against wall / on the side	Often reserve	Stage / center orientated	Often come, prefer alone	Less interaction with stranger
On the back / away from stage	Less attention from room,	Stage / center orientated	Focus on gathering, often in group	Chatting, eating, and sometimes drinking
Near entrance	direct access to outside	Stage / center orientated	Enjoy interaction with others, like to chat	often walk around and chat

## Seating arrangement in relation to setting of mode

### Longshan Club Nakashi

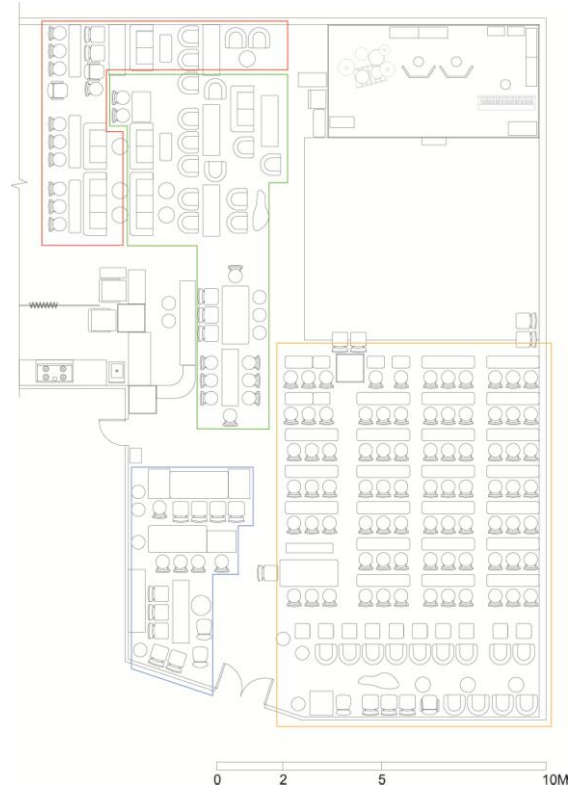


Fig. 4-22 Longshan Club Nakashi<sup>647</sup>

### Sakura Nakashi

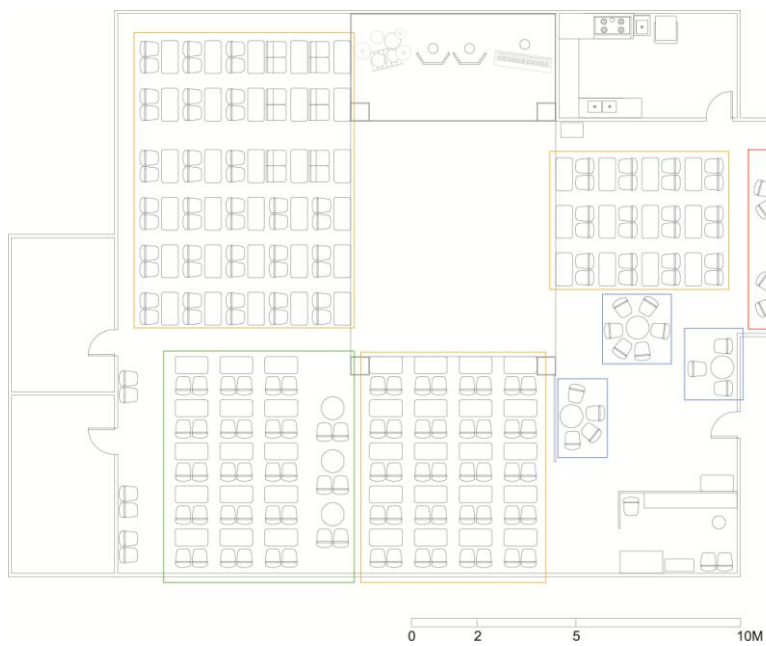


Fig. 4-23 Sakura Nakashi<sup>648</sup>

<sup>647</sup> Measured and drafted by author

## Cai Ying Nakashi

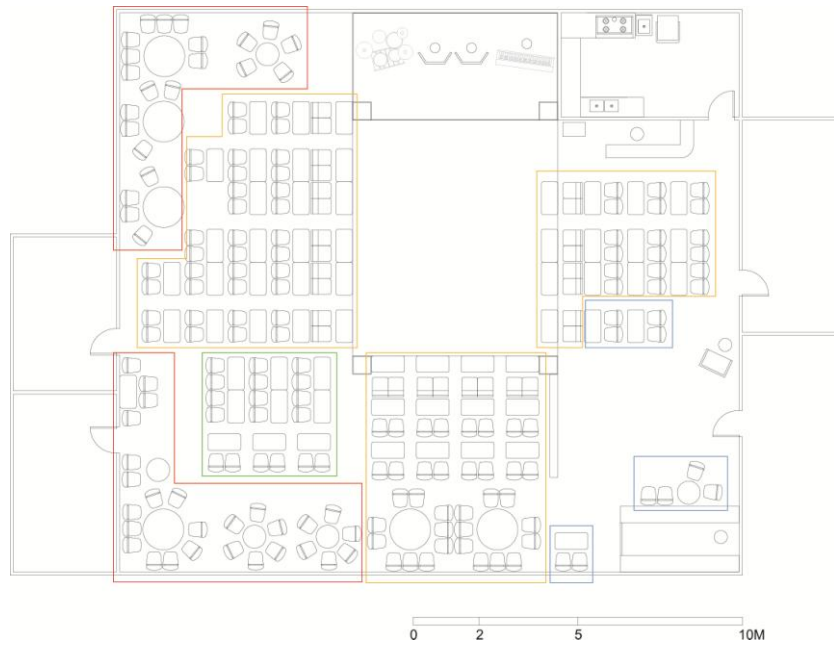


Fig. 4-24 Cai Ying Nakashi<sup>649</sup>

### Unified seating orientation result monotonic setting of mode

Since all seats in Nakashi stores orientate toward to the center, which can be interpreted as majority of seating property align with the program for central focus, which indicated in yellow. Green section indicates seats with side view and blue section refers to the seats near entrance. Red section indicates private seating area with less attention paid and received from rest of room, thus more free to choice for various of mode or even rearrange of seating space according to different activities.

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<sup>648</sup> Measured and drafted by author

<sup>649</sup> Measured and drafted by author

### Seating arrangement in relation to setting of mode

Seating Location	Relation to program	Level of attention received from other users	Level of attention required from program	Setting of mode
Central facing	Direct relate to program	High, same as majority of other seats	High, as program required	Align with program, such as singing and dancing
Side facing	Less direct relate to program	Low, as seating locate on side	Normal, as program required	Align with program, such as singing and dancing
Near entrance	Less direct relate to program	Low, away from central attention	Low, easy access to outside	Sometimes relate to activity of outside as others come and go
Others	Indirect relate to program	Very low, as no attention was focused on those area	Very low, base on preference of customers for activity	Private seating area with freedom of choice for activities



## 4.5.6 Karaoke

Since there are variety of karaoke stores, it is difficult to claim certain style of setting are considered as typical. Two examples are selected base on relationship to HBC and LSUM. The owner of Like karaoke use to be HBC singer and owner of Cai Ying karaoke own another karaoke inside LSUM. Two different analysis are explained below: seating arrangement in relation to user behavior, seating arrangement in relation to setting of mode

### Seating arrangement in relation to user behavior

#### Like Karaoke

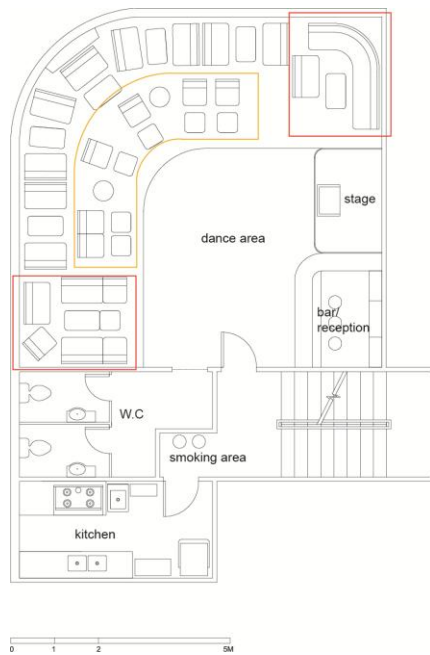


Fig. 4-25 Like Karaoke<sup>650</sup>

#### Cai Ying Karaoke

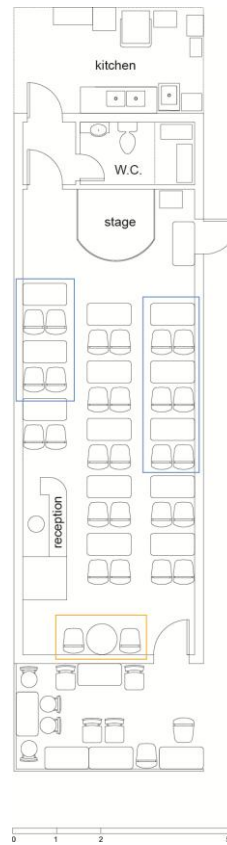


Fig. 4-26 Cai Ying Karaoke<sup>651</sup>

<sup>650</sup> Measured and drafted by author

<sup>651</sup> Measured and drafted by author

### Seating location in relation to user behavior: Like Karaoke

Sitting Location	Seat property	Body orientation	User behavior	Socialize style
Single seat	General, less popular	Stage orientated	Alone for meal	Close chatting with another person only
Double seat	General, more popular	Table orientated	Friends focus	Friends focus chatting
Gathering seat	Reserved for group	Table orientated	Friends focus	Larger gathering, could be louder sometimes

### Setting of every karaoke store is different

The arrangement of furniture in both karaoke store are different. Red section in Like karaoke represents seating area for larger crowd, yellow section refers to the flexible area where furniture can be rearranged according to the needs. Blue section in Cai Ying represents the popular seating area in the room. Below are analysis of Like Karaoke, regarding seating location and user behavior through observation.

### Seating arrangement in relation to setting of mode: Like karaoke

Seating Location	Relation to program	Level of attention received from other users	Level of attention required from program	Setting of mode
Front faced, single seat	Direct relate to program	High, as locate in the front row	High, as program required	Align with program,
Table faced, double seat	Less direct relate to program	Low, as locate on back row	Low, customer decide	Freedom of choices for activities
Table faced, group seat	Less direct relate to program	Low, as locate on the side	Low, customer decide	Freedom of choices for activities

## Seating arrangement in relation to setting of mode

### Like Karaoke

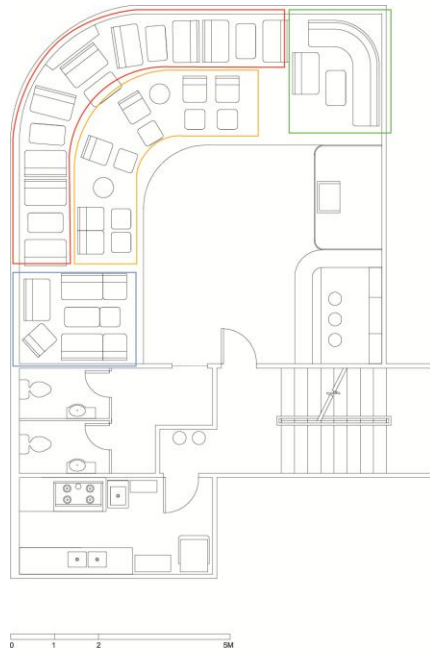


Fig. 4-27 Like Karaoke<sup>652</sup>

### Cai Ying Karaoke

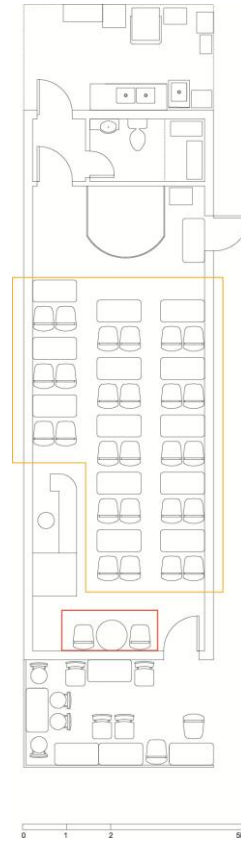


Fig. 4-28 Cai Ying Karaoke<sup>653</sup>

## Seating arrangement focus on profitable activity

Although singing is the main activity in Karaoke store, however, as charge per person per entry, singing as free activity so is not profitable for owner. Therefore, in Like karaoke, most of attention from seating orientation are table focused for activity of eating, drinking and chatting, which indicated in red. Yellow section provides seats for single customers. Both green and blue section designate for larger group, blue section is where near the entrance and toilet, thus more movement observed than green section. Most of the seats in Cai Ying serve the same function and orientate toward to the front, which provide monotonic characters for setting of mode.

<sup>652</sup> Measured and drafted by author

<sup>653</sup> Measured and drafted by author

## **4.6 Associativity**

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### **4.6.1 Longshan Underground Mall B1+B2**

#### **Longshan Underground Mall B2**

##### **See more often and easier become friends**

Learning from interview, more often for one customer to see the other, the higher the chance for them to establish connection and become friends. In term of interaction with strangers, elderly are conservative in general, so to protect their own privacy. However, for those who is frequent appear in this place, the impression of familiarity can be developed though time. Therefore, chances to meet, to chat, or to have common friends to interact with are higher. Also, the success of business on B2 base on personal interaction, the particular setting of environment encourage users to interact thus to connect.

##### **Most of elderly come alone to associate with others**

Refer to interview, 70% of elderly come by themselves, and the main reason is because most of them have nothing to do at home. They come to LSUM and meet others who is also in the same situation, through music, they sing together, listen together, chat together and care about each other, that is what exactly elderly seek for but might not be able to obtain from home. Through time, the sense of belonging will be developed, not because of the physical environment of LSUM, but more toward to the emotional support from others.

##### **Both mental and physical sense of belonging can be obtained**

There are two type of sense of belong, one is mentally and the other is physically. Sense of belonging in the mental sense could refer to the concept of *Ibashi*, as how one's feeling toward to a place. Whereas physical sense of belong describe a actual location where one always like to go back for obtaining feeling of comfort and secure. Elderly treated their paid seat as a base to wander around and Wanhus area considered as suitable environment for elderly. Thus, it established the connection with adjacent neighborhood and community.

### Female tend to be more conservative regarding of socializing with strangers

More female come to B2 to dance than male, and often come with friends together. Female who come to sing or listen, they normally won't come alone. For those who does, often have some friends in B2 already, or they might be close to owner and waitresses. Female are more conservative in term of socializing and interacting with strangers.

### Overall comparison between different users on B2

#### B2 user group and behavior analysis

Legend	User Group	Interaction	Position	Behavior
<b>OC</b>	Other Customer	No specific	Depend on the visited store	Depend on the visited store
<b>KC</b>	Karaoke Customer	Mainly between customers	Often walk around, as there is always a seat to come back to	Singing, dancing, or chatting
<b>KS</b>	Karaoke Server	Everyone, including random passer	Always standing outside near store	Always looking for target to communicate
<b>KW</b>	Karaoke Wander	No specific	Slow moving toward to attraction	Walk in slow pace, sometimes stay in one spot
<b>W</b>	Wander	No specific	Slow moving toward to different exit	Walk in slow pace, sometimes stay in one spot
<b>P</b>	Passenger	No body	Head to exit, walk in the center corridor	Clear destination, walk without wondering
<b>S</b>	Sitting	No body	On, below or near the stair	Reading, sleeping, eating or do nothing
<b>O</b>	Other	No body	Alone, in the corner	Alone, looking for temporary place to stay

Through observation, the user groups can be categorized base on their behavior and place of staying. Refer to recorded data of 3.7.1, number of users from various categories are recorded by interval of every 2 hours, during two random days of weekday and weekend. Details are analyzed as follow:

**Quantity analysis: number of users on B2**

	9/17/13 12:00	9/17/13 14:00	9/17/13 16:00	9/17/13 18:00	9/22/13 12:00	9/22/13 14:00	9/22/13 16:00	9/22/13 18:00
<b>OC</b>	56	69	68	47	67	92	72	56
<b>KC</b>	48	164	177	50	72	287	286	89
<b>KS</b>	8	8	8	5	7	7	7	5
<b>KW</b>	11	52	44	17	26	117	168	28
<b>W</b>	16	29	29	11	18	52	69	38
<b>P</b>	13	29	33	7	19	38	48	18
<b>S</b>	54	95	90	50	50	89	84	39
<b>O</b>	2	1	0	1	1	0	0	1

**Overall Comparison**

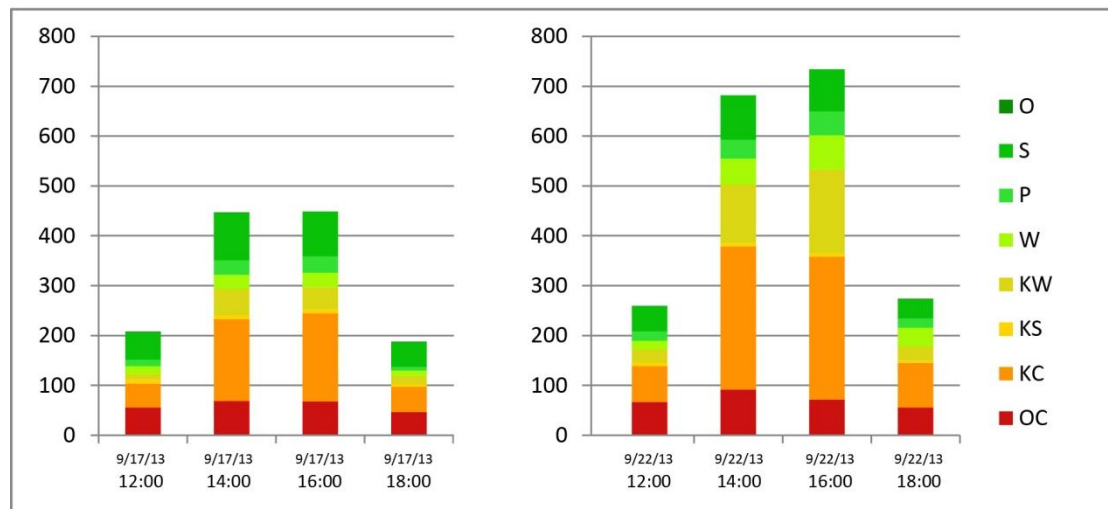


Fig. 4-29<sup>654</sup>

As shown on the diagram, the peak time is from 14:00 to 16:00, both weekday and weekend, however, the number of users during peak time weekend is almost 1.5 times more compare to regular weekday. This suggests that, first, even most of elderly are retired, preferred visit period might still relate to most of other visitors who are more free during weekend; Second, since customers knew it is going to be more popular during weekend, it is more enjoyable and exciting to perform on stage when there are more audiences, thus more willing to go during the peak time.

<sup>654</sup> Diagram created by author

## Importance of karaoke to entire B2

To define the importance of karaoke facilities on B2, the comparison has been set up between customers who relate to karaoke and also random wanders in the Karaoke area (KC+KS+KW), as well as to all others users (OC+W+P+S+O).

### Number of users between karaoke and other facilities on B2

	9/17/13 12:00	9/17/13 14:00	9/17/13 16:00	9/17/13 18:00	9/22/13 12:00	9/22/13 14:00	9/22/13 16:00	9/22/13 18:00
<b>KC+KS+KW</b>	67	224	229	72	105	411	461	122
<b>OC+W+P+S+O</b>	141	223	220	116	155	271	273	152

### Number of users between karaoke and other facilities on B2

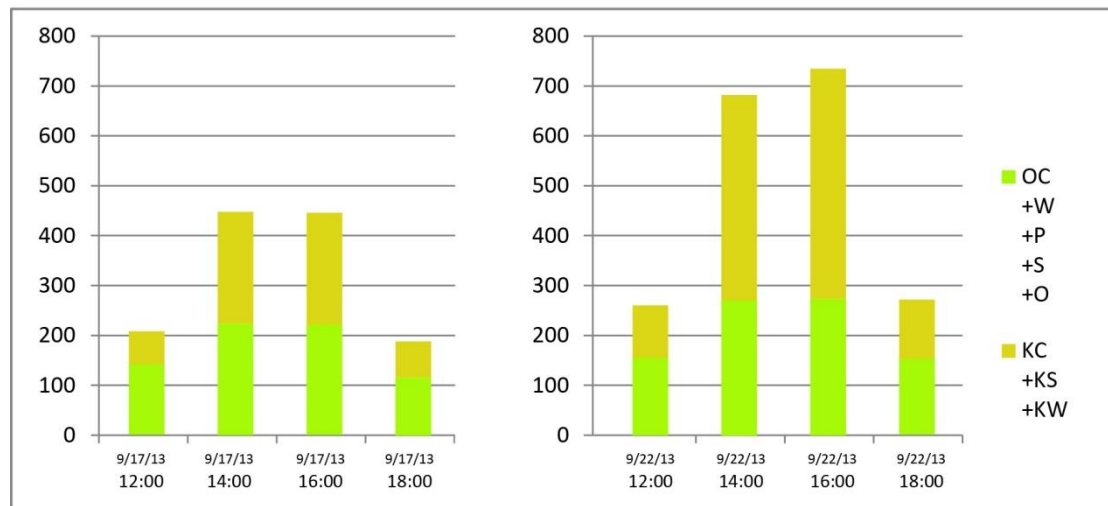


Fig. 4-30<sup>655</sup>

As explained by the chart, during peak and off peak time of the day, the number of visitor for all other facilities in B2 does not change much during weekday and weekend. However, number of users relate to karaoke fluctuate more during weekend. The number of the users relate to karaoke during peak hour in weekend is almost 1.5 time more than all other users on B2. Therefore, karaoke facilities dominate the entire B2 especially during weekend.

<sup>655</sup> Diagram created by author

## Comparison between karaoke and other programs

If only focus on comparison of programs, to exam how popular is karaoke compare to other facilities on B2, comparison between selected customers can be set up as follow:

### Number of customer between karaoke and other facilities on B2

	9/17/13 12:00	9/17/13 14:00	9/17/13 16:00	9/17/13 18:00	9/22/13 12:00	9/22/13 14:00	9/22/13 16:00	9/22/13 18:00
<b>OC</b>	56	69	68	47	67	92	72	56
<b>KC</b>	48	164	177	50	72	287	286	89

### Number of customer between karaoke and other facilities on B2

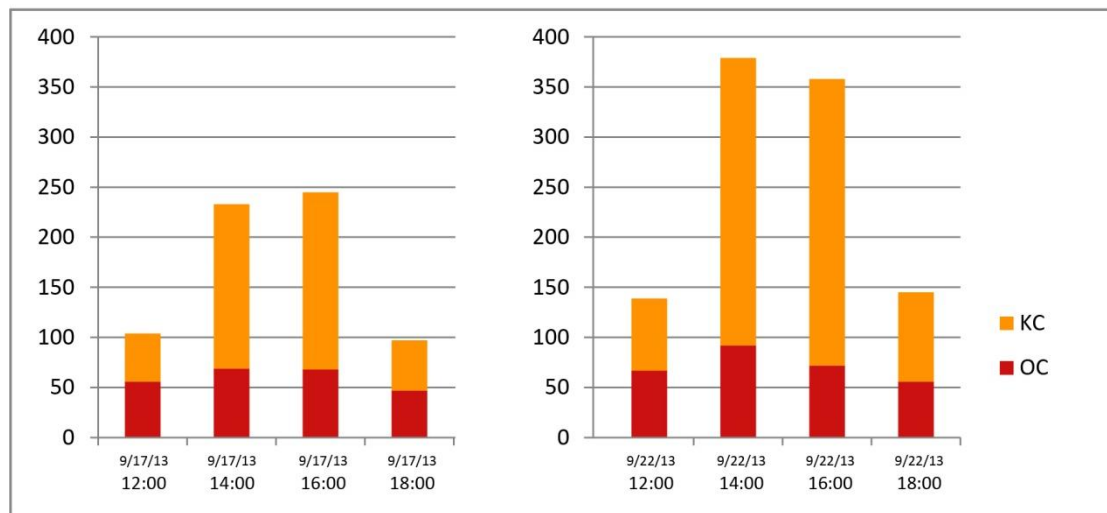


Fig. 4-31<sup>656</sup>

It is interesting to learn that number of users for other facilities are stable during weekday and weekend. The number of users increase dramatically during weekend peak time. This again suggest that karaoke customers are more willing to visit B2 during weekend when there are more crowd.

<sup>656</sup> Diagram created by author



## Potential customer for entertainment

As for each karaoke, main purpose of business is to invite customers to come. The typical independent karaoke in other locations are normally in one room setting, with main entrance serves as threshold, customers are either inside or outside. For LSUM B2, since there are public corridor connect from all different exits of MRT to each karaoke store, method of approaching customers are different from karaoke elsewhere.

For karaoke waitresses, their duty are not only server customer who pay for a seat, but constantly eyes on new comers. To them, those karaoke wanders are all potential customers. Comparison has been set up between two different wandering groups base on whether or not they find interesting in karaoke activity.

### Number of wandering visitor

	9/17/13 12:00	9/17/13 14:00	9/17/13 16:00	9/17/13 18:00	9/22/13 12:00	9/22/13 14:00	9/22/13 16:00	9/22/13 18:00
<b>KW</b>	11	52	44	17	26	117	168	28
<b>W</b>	16	29	29	11	18	52	69	38

### Percentage of potential customer for karaoke

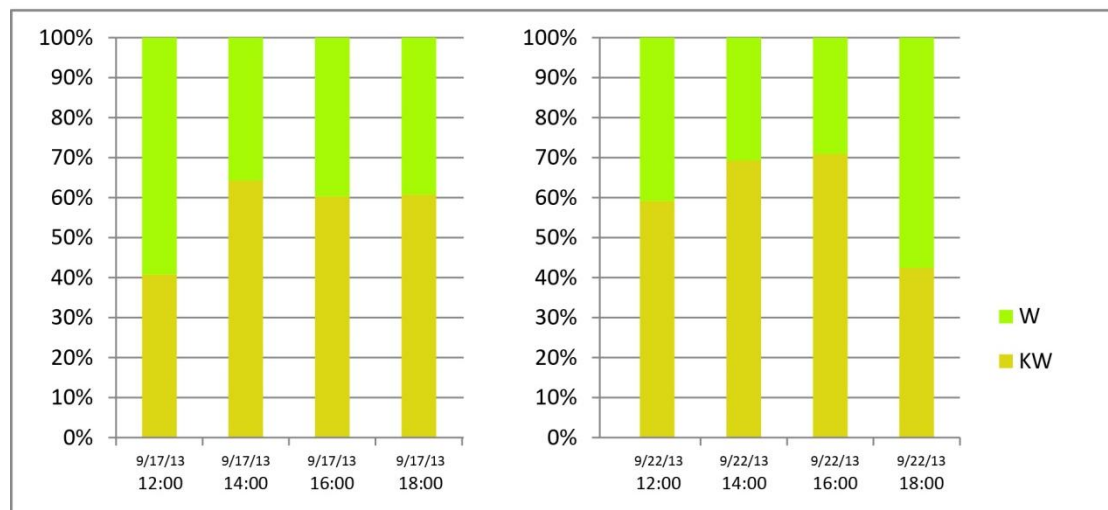


Fig. 4-32<sup>657</sup>

As shown on the chart, during peak time, more than 60% of wanders on the public corridor are interesting in karaoke activity. As they might have potential to become customer and connect to the existing network. Therefore, what public corridor provide to those karaoke stores is not only the space connector, but also potential for personal network.

<sup>657</sup> Diagram created by author

## Analysis of circulation movement on B1 + B2

Reference to recorded data and photo tracking of each individual customer in 3.7.1, circulation movement of different customers can be traced base on staying locations of different time and the "shortest distance" to suggest the movement. Example of customer B, from recording photos of location at 14:15 and 14:45, although customer B doesn't need that much time to move between two points and might already walk around the space few times, however, the circulation movement aim to illustrate the shortest and simplest route so able to analyze its relationship to spatial quality and interaction relationship, rather than accuracy of movement pattern. Same rules apply on all other illustrated diagrams of circulation movement.

### Recorded circulation movement on B1



### Analysis of circulation movement on B1:

1. Beside customers come for the facility which provide seating, which are two fruit juice bar, body massage store and one karaoke, there are no evidence found to explain customer stay on B1 for long period of time, so not able to record in 15 minutes interval within 2 hours duration.
2. Customer a, b, c, d are from B1. Beside Customer d came for massage service so stay for a short period of time, Customer a, c, d stay at same location and chat. Customer B, J, K, M, S

<sup>658</sup> Measured, drafted and recorded by author

came from B2 as the extension of circulation movement from B2.

3. Most of the stores on B1 target on local and international tourist, such as store of souvenir and fortune-telling. Only specific customers will visit those stores but not for general public.
4. Although corridor space on B1 serve as connector between different stores, however, most of the time, it is utilized by public as an access between Longshan MRT and other exits.
5. B1 can be treated as extension of B2, but not the other way round, as there is no place to stay on B1

### Recorded circulation movement on B2

Circulation movement on B2 are much more complex than B1. As most of the visiting customers stay for period of time, beside seating in a store for singing, listening, dancing and chatting, moving around, interact with others in public corridor are also important for establishing connections. Below are the circulation movement of customers from Zhong Hua karaoke store. Since they are from the same store, circulations are based on their seats and purpose of movement often focus on performance of other store, as shown on the illustrated diagram below. Photos are recorded for their interaction at locations 1, 2 and 3.

### Circulation movement of Zhong Hua customers: A, H, I, P, Q

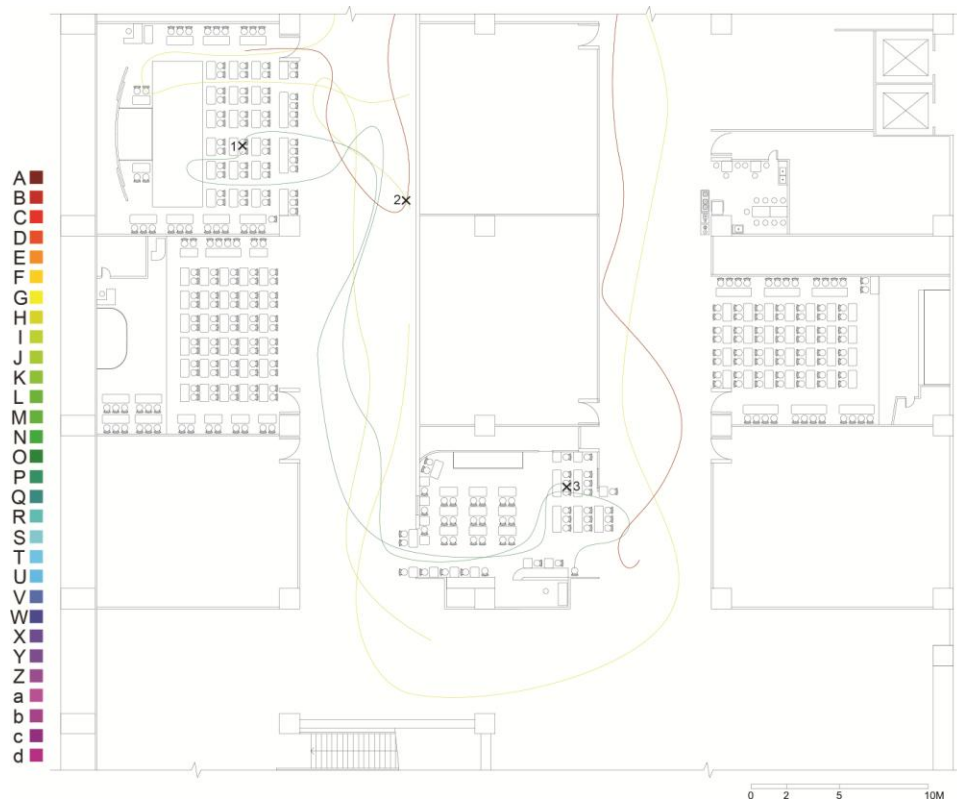


Fig. 4-34<sup>659</sup>

<sup>659</sup> Measured, drafted and recorded by author

**Interaction of Zhong Hua customers: A, H, I, P, Q**

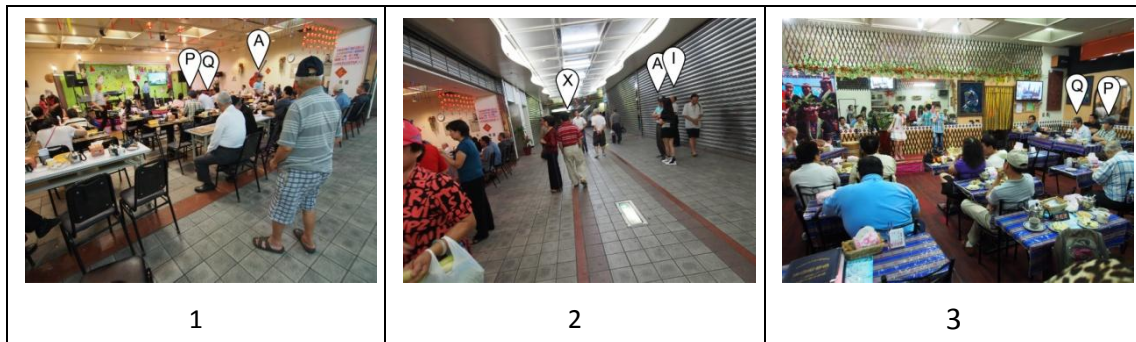


Fig. 4-35<sup>660</sup>

**Circulation of random wanderers are more diversified**

Circulation movement of random wanderers shown below set up comparison to Circulation movement of Zhong Hua customers. As wanderers have paid no seat from any store, wandering are the main purpose for them to come to B2, as well as finding a location to stay, such as around the staircase. Figure 4-37 recorded how alternative space, which indicated no particular program, can be utilized by random wanderers. The circulation movements are more diversified and expanded more into various alternative space, as users tend to explore space according to their usage to stay.

**Circulation movement of random wanderers: B, J, L, M, T, W**

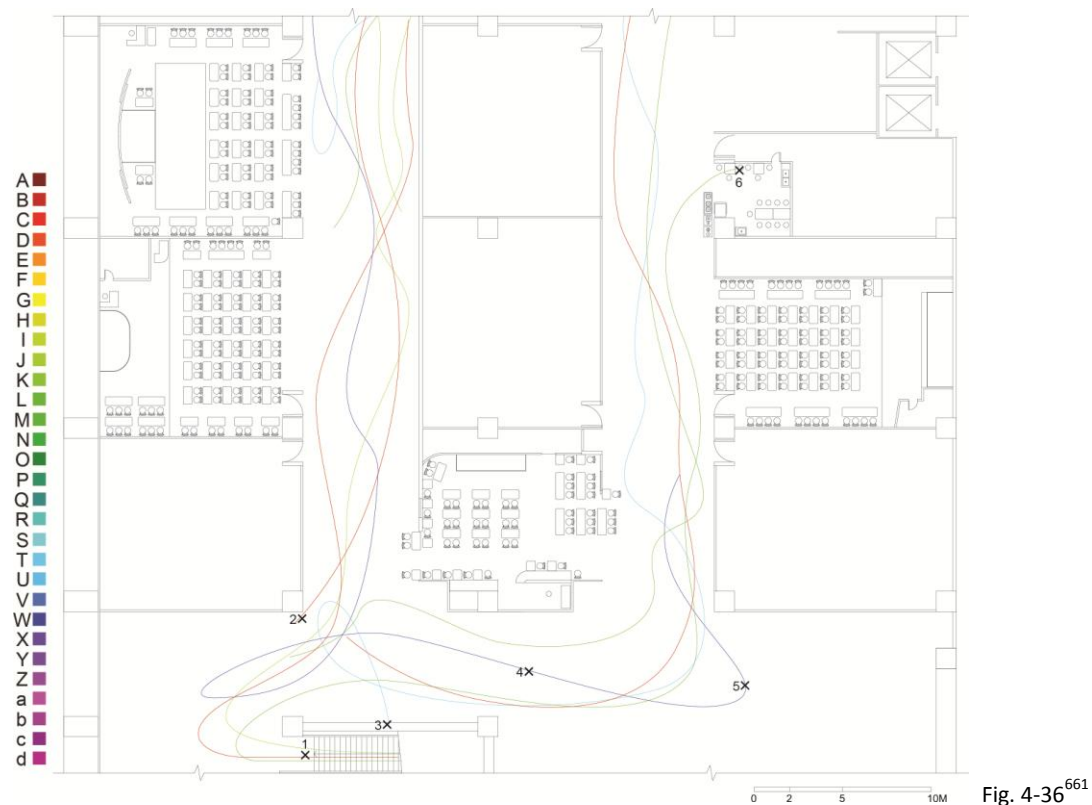


Fig. 4-36<sup>661</sup>

<sup>660</sup> Photos recorded by author

Space usage of random wanderers: B, J, L, M, T, W



Fig. 4-37<sup>662</sup>

Interaction of different users: A, C, G, I, N, O, P, Q, U, V, Z

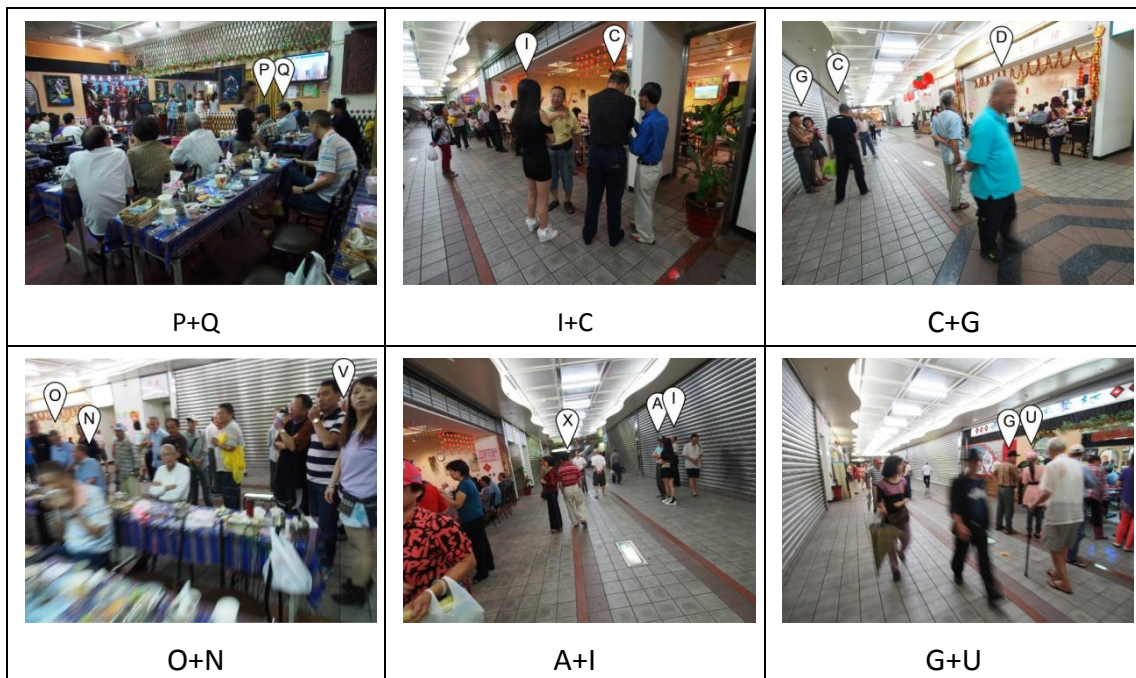


Fig. 4-38<sup>663</sup>

<sup>661</sup> Measured, drafted and recorded by author

<sup>662</sup> Photos recorded by author

<sup>663</sup> Photos recorded by author

### Unipartite network and bipartite network enhance overall interpersonal relationship

Another analysis focus on the interaction of circulation movement in relation to spatial quality. As Figure 4-38 recorded, various of interpersonal connection are developed between customers, such direct relationship can be referred as Unipartite Network<sup>664</sup>. As Figure 4-39 shown the recording data of 15:30, the gathering of crowd around Na Lu Wan Karaoke attracted by the performance of customer U. Customer C, N, O, P, V, Z thus indirectly related through customer U, as Bipartite Network<sup>665</sup>. Both types of network enhance the relationship of customers and result comprehensive connection, explained as Figure 4-40.

Recorded data: 6/8/2014\_B2\_15:30

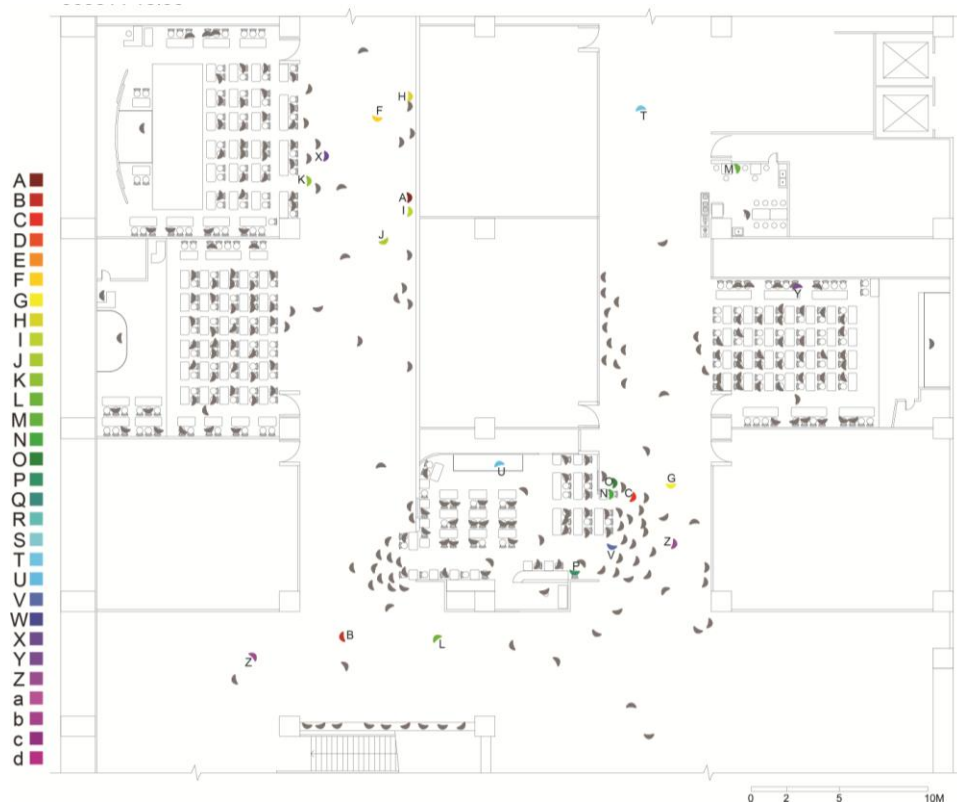


Fig. 4-39<sup>666</sup>

<sup>664</sup> Single node network connection, refer to 1.6 Terminologies for explanation

<sup>665</sup> Network system composed by two sets of nodes, refer to 1.6 Terminologies for explanation

<sup>666</sup> Measured, drafted and recorded by author

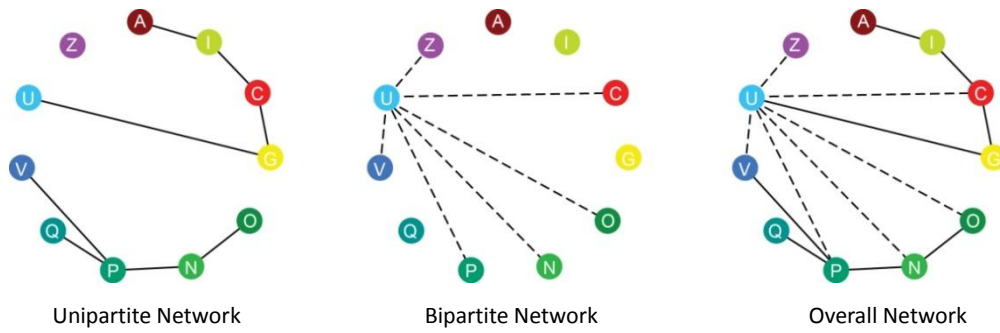


Fig. 4-40<sup>667</sup>

### Interaction of circulation relate to spatial quality

Refer to 4.5.1, Figure 4-4 Transformation of Na Lu Wan Karaoke, the division wall of Na Lu Wan Karaoke was modified through different phases. The opportunity for customers U to establish Bipartite Network was based on the direct visual contact from public corridor space to inner stage area. Although corridor served as path for circulation for customers from different stores or users with different identities such as random wanders, due to the performance, the public space transform into an extension of store for customers to interact, as shown in yellow section of Figure 4-41. Therefore, such spatial quality transform into an opportunity for interaction between circulation of different users.

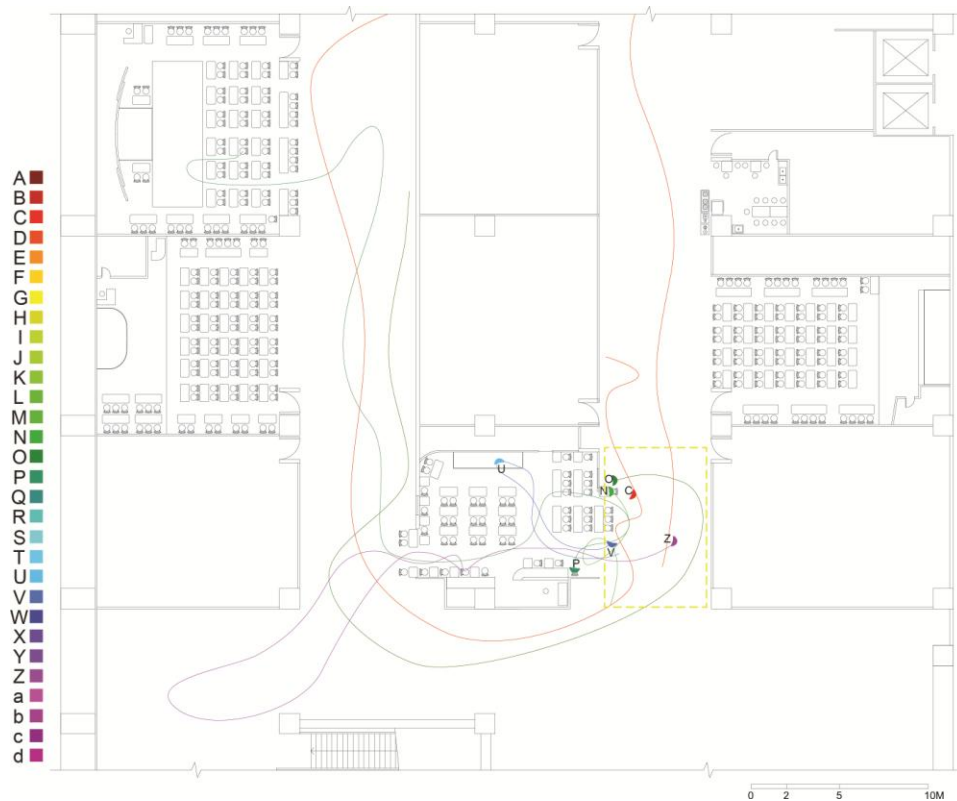


Fig. 4-41<sup>668</sup>

<sup>667</sup> Diagram created by author

### **Analysis of circulation movement on B2:**

1. Personal network are able to established between users due to reason of their staying
2. As crowd attract crowd, during peak time when more random wanders and customers tend to walk around more on the corridor space.
3. Circulation of random wanders compare to circulation of customers tend to be more diversified, as the main purpose for visiting are wandering between stores and exploring the potential usage of alternative space of B2
4. Boundary-less division of store allow corridor space to transform into the extension of interior space, since develop bipartite network connection to enhance the interpersonal relationship between users.
5. Therefore, corridor on B2 serve not only as corridor between different stores, but more importantly, as a connector for personal network.

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<sup>668</sup> Measured, drafted and recorded by author



## **4.6.2 Hon Bao Chang**

### **No interaction between customers in HBC**

During the early period, regarding of attitude of customer group, mentality consider more conservative and hold less expectation from singers, customers who support the same singer will form a fan club type of team and get to know each other. However, customers from younger generation treat singers differently. In current situation, there is no interaction between each individual customers in HBC. Most of the interaction is between customers and singers, waitresses, and sometimes owner.

### **Different singing style attract different customer group**

The major difference between LSUM and HBC is difference in target customers. Taiwanese elderly prefer LSUM because the music style of old Taiwanese and Japanese songs. For HBC, the target customers are mainly mainlander, so prefer old Mandarin songs. Since different HBC singers have different singing styles and different preference of music. For those who specialized in old Mandarin song, will be difficult to attract Taiwanese elderly so will not perform in LSUM.

### **Sense of belonging developed from interpersonal relationship**

Singer socializing for tips in the beginning, as relationship developed through time and attitude toward to customers start to changed. Some singers treat elderly as family or close friends and will take care of them in various ways. Through time, the supportive feeling from elderly transform into emotion dependence towards to singers. Therefore, the sense of belonging from customers are based on the relationship with singers, or waitresses.

### **Relationship between singer and customer extend beyond HBC**

Since the development of emotion dependence from elderly, especially for those who live alone, some singers will take care of them during other time. Refer to interview, calling is a typical way for showing care, walk them home during the raining day, visit them in the hospital, or even organize their funeral, etc. HBC provide a place for customers to interact with singers, through time, the personal interaction transform to family like relationship.

## Analysis of circulation movement: Hon Bao Chang

Refer to recorded data from 3.7.2, Han Sheng HBC has been used as an examples for circulation movement analysis as shown below. Base on different time and different position of servers such as singers and waitresses, the shortest traveling distance are connected to explain the circulation movement. However, process of singer to go onto the stage from changing room through back stage is not be able to record, therefore, it seems like singers walk onto the stage directly. As most of the customers prefer not to change seat during each section of performance and there are no interpersonal connection established between customers, the focus of this analysis is on movement of servers in relation to seating area.

### Circulation movement of Han Sheng HBC

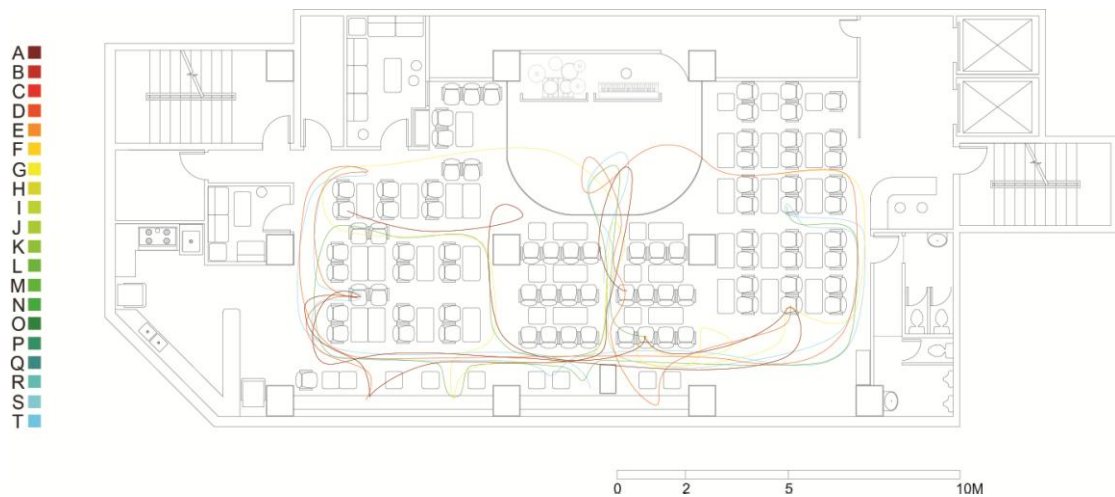


Fig. 4-42<sup>669</sup>

### Seating arrangement of Han Sheng HBC

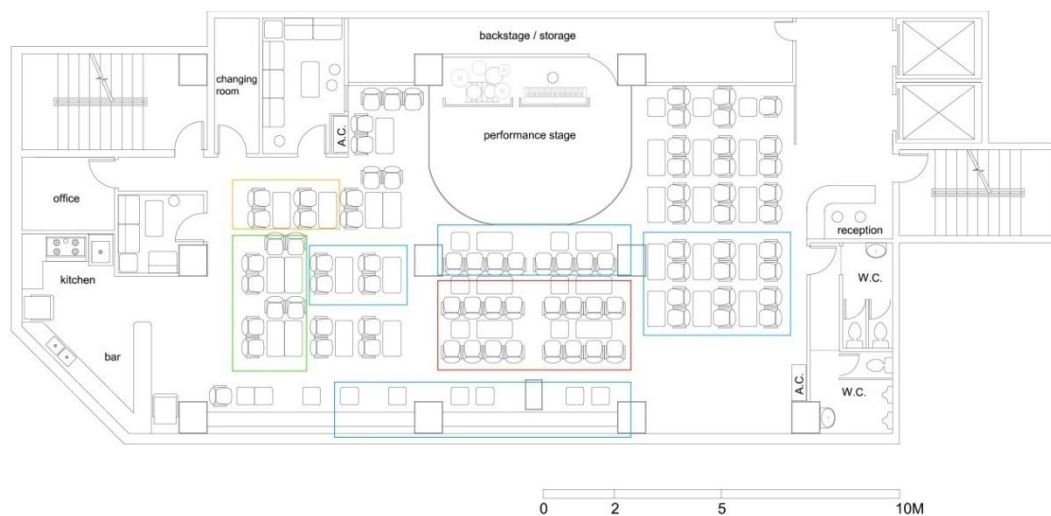


Fig. 4-43<sup>670</sup>

<sup>669</sup> Measured, drafted and recorded by author

<sup>670</sup> Measured and drafted by author

### **Seating location relate to received attention from servers**

Compare both diagram above, red section in seating arrangement indicated as VIP section, as better viewing seat for reserved customers, learning from the circulation movement, more attention were paid from singers and waitresses for this section of customers. Green seating section indicate the location of drinking customer group, since the system of "credit of achievement", it is also considered as profitable section for servers.

### **Analysis of circulation movement of HBC**

1. There is no direct connection between customers, as walking around during each section of performance are not often happened.
2. Singers and waitresses always walk around and socialize with different customers, for enhancement of interpersonal relationship, so to receive more support or tips in return.
3. Seating location of customers relate to received attention from servers, since it reflect different level of profitability.

### **4.6.3 Twatiutia**

#### **Selection of songs from audiences refer to the preference of particular location**

The attitude of street performer is not about showing off one's performing ability, but to interact with audiences via music. Therefore, performers often allow audiences to suggest their favor songs and play according to their suggestions. Since performers often change location to perform, and each locations gather by audiences with different preference. Thus, to learn the preference of particular location can be through the selection of songs from audiences.

#### **Audiences follow performers from LSUM to Twatiutia**

According to interview, Twatiutia only start to gain its popularity since one year ago. The reason is because of closing down of Nakashi stores in LSUM, thus Tian Mi MI start to establish in Twatiutia. Customers had been bought from LSUM to Twatiutia to continue support the performer and also extend their activity at night. It can be interpreted as how customers value the relationship with performer and willing to relocate for support.

**Only for those who knows each other well will swap partner to dance**

Since the popular dancing style in Twatiutia is ballroom dance, which require close body contact with partner. Due to this reason, people who intent to go to Twatiutia to dance often with partners. It is rare for dancers to swap partners, but if the situation occurred, it explained the close relationship, not only between two dancers, but also their partners.

**Analysis of relationship diagram: Twatiutia**

Refer to recorded photos of individual users, since most of the dancers came in pairs, and ballroom dance require close body contact, therefore, unless the relationships between two pairs of dancers are close enough, dancing with different partner normally do not happen. According to recorded photos of Relationship between partners, and Relationship between other users, analysis of Relationship diagram can be set up to discover the overall connection between users in this particular public location.

**Relationship between partners**

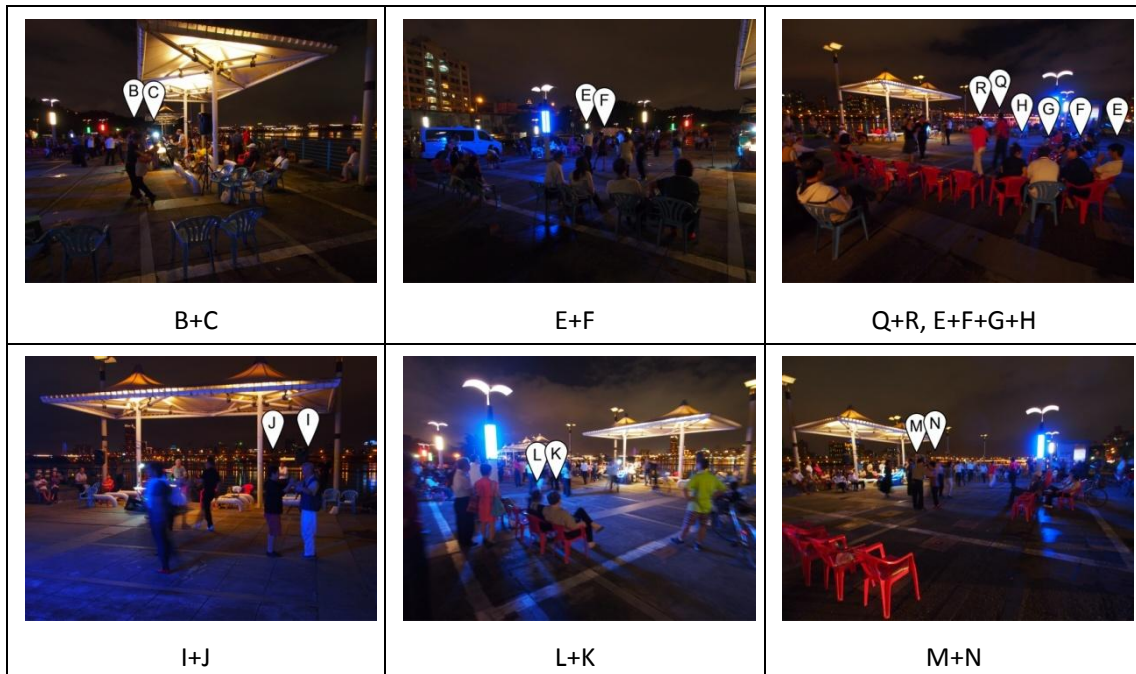




Fig. 4-44<sup>671</sup>

**Relationship between other users**



Fig. 4-45<sup>672</sup>

**Analysis of relationship diagram:**

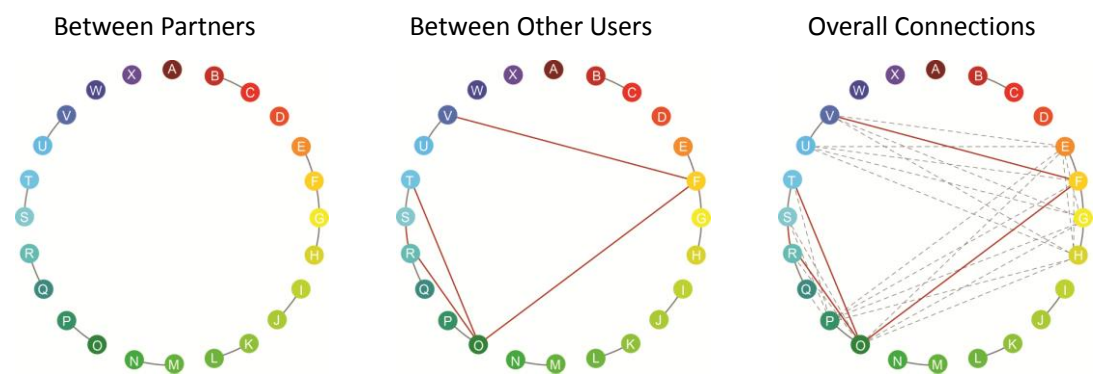


Image 4-46<sup>673</sup>

<sup>671</sup> Photos recorded and annotated by author

<sup>672</sup> Photos recorded and annotated by author

<sup>673</sup> Diagram created by author

Most of users come in pairs, relationship can be connected and shown as Diagram of Between Partners. Since there are other interpersonal connection which discovered and recorded by photos, Diagram of Between Other Users explain the alternative connections between different pair of partners. According to interview survey, such connection considered as close interpersonal relationship, thus partners of each connector are linked. Therefore, the overall connections result comprehensive network system, as more than half of the random selected users are somehow related.

#### **Relationship diagram of users in Twatiutia:**

1. Through observation, position of seats reflect the intention of users. People who determine to dance often go early and seat in front row, and people who like to participate by watching only, tend to seat further away from the center, or at the back row. Therefore, less attention and chance for interaction.
2. Dancing area is like a stage for dancers to introduce themselves to others. Dancers seek attention from audience by presenting their ability.
3. More than half of random selected users are connected. It explained the importance of association between users within this particular public entertainment location.

#### **4.6.4 Nakashi**

##### **Female are more conservative to socialize in Nakashi**

Learning from interview, female are more conservative in term of socializing with strangers. They tend to care more about who they communicate and interact with. That is the reason they often visit entertainment facilities, LSUM, Twatiutia, Nakashi, HBC or Karaoke, with friends or partner rather than alone. That is also one of the reason that there are always less females in those environment, not because of their interest and preference towards to activities, but the conservative attitude and behavior for interaction.

##### **Customers see each other as friends of owner**

Since most of the customers know owner from LSUM, and follow to the new location for entertainment services. Most of the customers see each other as friends of owner rather than completely strangers. It encourage the development of personal interaction through activities such as singing, dancing, and listening, the leaner personal connection of different customers start to intertwine and develop into a network. The sense of belonging are then able to be obtained within this environment. Such network all start from the connections with owner.

### Customer follow performer to new location

Longshan Club was established as street performer first before move into LSUM. The supportive crowd follow the performer into B2 and establish the successful result. After the contract end, they move to Sanchong, through the support of customers again, they open a new Nakashi store. Similarity in this sense could refer to the attitude of gathering of customers, with owner or with other customers. Such attitude developed into strong relationship which highly valued by customers, so willing to follow to different locations.

### 3 examples of circulation movement: Longshan Club Nakashi

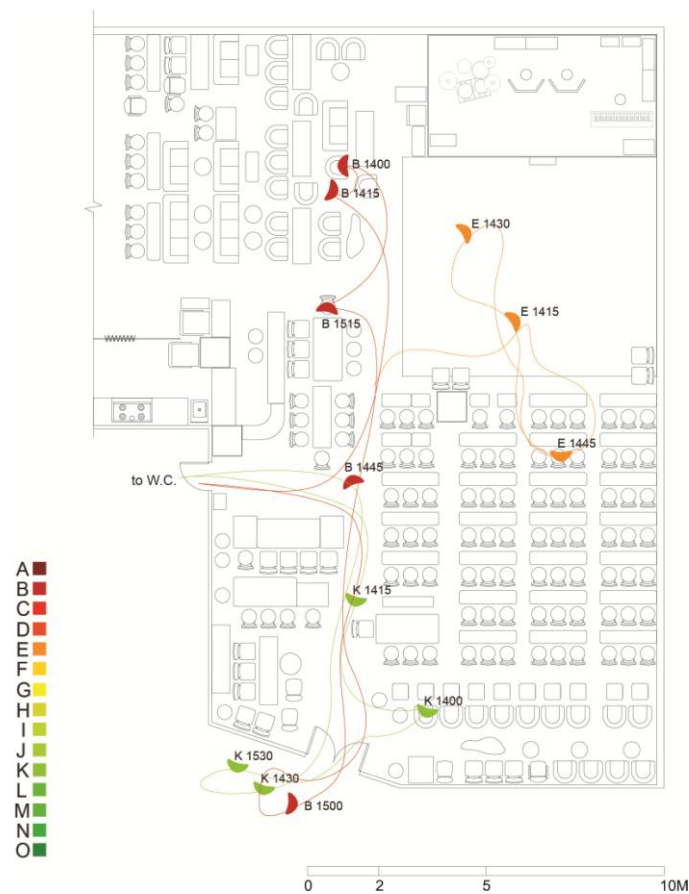


Fig. 4-47<sup>674</sup>

### Analysis of circulation movement of Longshan Club Nakashi:

1. Selection of seating location refer to accessibility of preferred activity. For those who are interests in dancing, will seat closer to the dance area; for those who are interesting in listening, prefer to seat further.

<sup>674</sup> Measured, drafted and recorded by author

2. Central corridor provides important access to outside, as Longshan Club Nakashi has no reception area, access to outside smoking area is direct, which is a popular small gathering space for chatting.
3. Since the location of Longshan Club Nakashi isolated from other surrounding facilities, circulation movement of customers only focus on inside of the store, therefore, compare to setting of LSUM, movement are much less frequent, as less mode of activities provided from this space.

#### 4.6.5 Karaoke

##### Customers come to karaoke for different reasons

Although the main function of karaoke store is for customers to sing, however, it might not be the only reason for customers to visit. The charge is base on per person per visit, and charge can be utilized toward food or drink. Some karaoke provide hostess service to accompany customers during their staying. Since there are no additional charge for singing for customers, it can be interpreted that singing as supplementary entertaining option to accompany activity of eating, drinking and chatting in karaoke store.

##### Circulation movement of staffs: Like karaoke

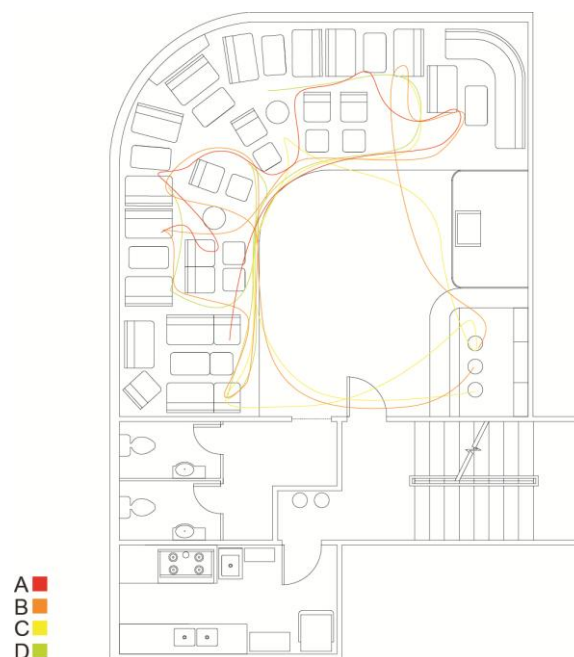


Fig. 4-48<sup>675</sup>

<sup>675</sup> Measured, drafted and recorded by author



#### **Analysis of circulation movement of Like karaoke:**

1. Due to the limitation of space, this karaoke is in one room setting. Options for different mode of activity are limited, and most of customers stay at their seats without moving around much.
2. No interaction between different group of customer has been observed and recorded, therefore, most of personal interaction are between customers and servers.
3. Socializing with customers are extremely important for owners, since major portion of earning is from selling of alcohol, rather than activity of singing.
4. The entrance is guarded by reception, it somehow make enter and exit as noticeable activity. As observed, there is no customer temporary leave the room, they either stay or leave.

#### 4.7 Overall Comparison

Model Attributes	LSUM B2	LSUM B1	Hon Bao Chang
<b>Affordability</b>	<ol style="list-style-type: none"> <li>1. Great model for affordable price</li> <li>2. Low profit but good intention business</li> <li>3. Better collaboration between government departments are required</li> <li>4. Regulation should be clearly defined</li> </ol>	<ol style="list-style-type: none"> <li>1. Different management system result different operation intention</li> <li>2. Unit system for relocation household set challenges to business</li> <li>3. Government are responsible for failure of business</li> </ol>	<ol style="list-style-type: none"> <li>1. Severe challenge for future operation of Hon Bao Chang</li> <li>2. Cultural value embedded in Hon Bao Chang</li> <li>3. License is always an issue</li> <li>4. No support from government</li> </ol>
<b>Commonality</b>	<ol style="list-style-type: none"> <li>1. Crowd attract crowd</li> <li>2. Learn dancing from local parks and present at public</li> <li>3. User groups are connected with common interest</li> <li>4. Music reflects memory of elderly</li> </ol>	<ol style="list-style-type: none"> <li>1. Without common interest, customer groups from B1 are more diverse</li> </ol>	<ol style="list-style-type: none"> <li>1. HBC remain old style of performance</li> <li>2. Memory not only embedded in music but also signers</li> <li>3. Target customers start to shift from male only to both gender</li> </ol>
<b>Locality</b>	<ol style="list-style-type: none"> <li>1. LSUM is well connected to surrounding environment</li> <li>2. Customers not only come from nearby suburbs but north Taiwan</li> <li>3. "Elderly like to go to park" is a bias impression from general public</li> </ol>	<ol style="list-style-type: none"> <li>1. Tourists are not attracted to visit LSUM due to the overall atmosphere</li> </ol>	<ol style="list-style-type: none"> <li>1. Ximending is the birth place of HBC</li> <li>2. Difficult for outsider to gain access</li> <li>3. Relocation of HBC will lose customers</li> </ol>

Twatiutia	Nakashi	Karaoke	Finding: Design Attitudes
<ol style="list-style-type: none"> <li>Free performance for public</li> <li>Performers invest all equipments</li> <li>Positive intention is needed for performers</li> </ol>	<ol style="list-style-type: none"> <li>Fist model of Nakashi store was set by Longshan Club</li> <li>Standard price was referenced from Longshan Club</li> <li>Earning from weekend to cover the loss from weekday</li> </ol>	<ol style="list-style-type: none"> <li>Singing is Karaoke is cheaper than singing in KTV</li> <li>Profit base on alcohol selling</li> <li>Some store provide "Black Deal" for extra earning</li> </ol>	<p><b>[Choice + Lifestyle]</b>  <b>Affordability of user refers to ability of choices for preferred lifestyle</b></p>
<ol style="list-style-type: none"> <li>Twatiutia as a place to perform dancing ability of customer</li> <li>Performers share their passion with others in public</li> <li>Once performers are accepted by audiences, so as their performance</li> </ol>	<ol style="list-style-type: none"> <li>Specific dancing style is popular in Nakashi</li> <li>Only customers who accept old music visit Nakashi</li> </ol>	<ol style="list-style-type: none"> <li>Singing and listening with common interest</li> <li>Customers of Karaoke is different from customers of KTV</li> <li>Female and male customers prefer different visiting time</li> </ol>	<p><b>[Memory + Value Judgment]</b>  <b>Memory of past experience reflects value judgment of user</b></p>
<ol style="list-style-type: none"> <li>Performer respect the regulation as grateful to the opportunity</li> <li>Accessibility is important for loading and unloading equipments</li> <li>Local residents access by bicycle through Bicycle Path</li> </ol>	<ol style="list-style-type: none"> <li>Accessibility is the most important consideration for establish of new Nakashi store</li> <li>Isolation of location associate negative impression to users</li> </ol>	<ol style="list-style-type: none"> <li>Karaoke are neighborhood based activity</li> </ol>	<p><b>[Facility + Environment]</b>  <b>Behavior of user relates to facility and surrounding environment</b></p>

Model Attributes	LSUM B2	LSUM B1	Hon Bao Chang
<b>Spatiality</b>	<ol style="list-style-type: none"> <li>1. Activities define seating location and socializing style</li> <li>2. Boundary-less segregation provide better interaction</li> <li>3. Randomness within ordered system is important</li> <li>4. Space variety is valued by customers</li> </ol>	<ol style="list-style-type: none"> <li>1. Program driven arrangement lead to monotonic setting</li> </ol>	<ol style="list-style-type: none"> <li>1. Variety of seat need to be provided for different customers</li> <li>2. Seating arrangement in relation to setting of mode</li> <li>3. Leftover space for seating provide value opportunity for usage</li> </ol>
<b>Associativity</b>	<ol style="list-style-type: none"> <li>1. See more often and easier become friends</li> <li>2. Most of elderly come alone to associate with others</li> <li>3. Female tend to be more conservative regarding of socializing with strangers</li> <li>4. Both mental and physical sense of belonging can be obtained</li> <li>5. Circulation of random wanders are more diversified</li> <li>6. Interaction of circulation relate to spatial quality</li> </ol>	<ol style="list-style-type: none"> <li>1. B1 can be treated as extension of B2, but not the other way round, as there is no place to stay on B1</li> </ol>	<ol style="list-style-type: none"> <li>1. No interaction between customers in HBC</li> <li>2. Different singing style attract different customer group</li> <li>3. Sense of belonging developed from interpersonal relationship</li> <li>4. Relationship between singer and customer extend beyond HBC</li> <li>5. Seating location relate to received attention from servers</li> </ol>

Twatiutia	Nakashi	Karaoke	Finding: Design Attitudes
<ol style="list-style-type: none"> <li>1. Seats reflect the relationship between audiences</li> <li>2. Freedom of creating user's own mode</li> </ol>	<ol style="list-style-type: none"> <li>1. Setting of space follow Nakashi store in LSUM</li> <li>2. Unified seating orientation result monotonic setting of mode</li> </ol>	<ol style="list-style-type: none"> <li>1. Setting of every karaoke store is different</li> <li>2. Seating arrangement focus on profitable activity</li> </ol>	<p><b>[Diversity + Randomness]</b>  <b>Randomness within ordered system provides opportunity for diversity</b></p>
<ol style="list-style-type: none"> <li>1. Selection of songs from audiences refer to the preference of particular location</li> <li>2. Audiences follow performers from LSUM to Twatiutia</li> <li>3. Only for those who knows each other well will swap partner to dance</li> </ol>	<ol style="list-style-type: none"> <li>1. Female are more conservative to socialize in Nakashi</li> <li>2. Customers see each other as friends of owner</li> <li>3. Customer follow performer to new location</li> </ol>	<ol style="list-style-type: none"> <li>1. Customers come to karaoke for different reasons</li> </ol>	<p><b>[Network + Community]</b>  <b>The meaning of entertainment environment is interpersonal association</b></p>

## 4.8 Finding: Design Attitudes

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Reference from the overall comparison of selected facilities, each category of Model Attributes relate to specific finding, which can refer to Design Attitudes, as suggestions to designers regarding elderly community, which are explained as below.

### 4.8.1 Choice and Lifestyle:

**Affordability of user refers to ability of choices for preferred lifestyle**

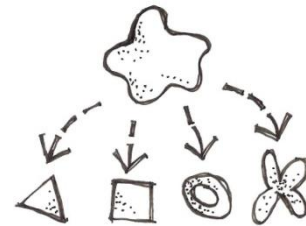


Fig. 4-49<sup>676</sup>

Lifestyle, as defined by Michelson and Reed, 1970, "*as the outcome of choices about how to allocate resources, not only economic but also time, effort, involvement, etc.*"<sup>677</sup>" Base on this definition, lifestyle is not only the outcome of way of living, but involved process of choice making through affordable options provided. Moreover, the term "style" contain the meaning of systematic choices among alternatives, from environment or from life. Such systematic choices in life develop habit and can also be referred from the past experience.

As entertainment can be explained as enhancement of life and is especially important for elderly community, although there are interest in different kind of entertainment facilities, the consuming cost set the threshold to different customers. One important reason for Longshan Underground Mall to be widely accepted is because it represent as affordable option for public to choose. It is affordable for elderly to visit and stay for an entire day. It is affordable for owner to rent and charge little from customers. Thus, it allow development of particular lifestyle for those elderly who choose to accept.

Therefore, when consider of design suggestions for particular target users, one should refer to different aspects of affordable options, as enhancement of lifestyle for users. However, such choice making process from environment are cultural influenced, as lifestyle not only suggest development of new mode of living but also refer to past experience of users. The affordable options relate to cultural variables might suggest different outcome of design proposal. Therefore, to suggest better choices for lifestyle, the approach also need to be based on understanding of local environment, as culturally responsive approach.

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<sup>676</sup>Diagram sketched by author

<sup>677</sup>Amos Rapoport, 2005, *Culture, Architecture, and Design*, Chicago, Locke Science Publishing Company, Inc, p.96

## 4.8.2 Memory and Value Judgment

### Memory of past experience reflects value judgment of user



Fig. 4-50<sup>678</sup>

Learning from both interview and observation survey, the interaction behavior of elderly well related to quality of commonality, such as common age group, common interest, common preference of activity and so on. Memory from past experience reflect on setting of behavior, development of habit, as well as choice of lifestyle. If outcome of design is to enhance the quality of environment, such outcome are judgeable though adaption or rejection process of users through time, then commonality in memory of target users provide hints for understanding their value judgment.

Memory as design reference can be suggested in three different aspects. First, as a media. In Longshan Underground Mall, music served as a media for memory storage and create certain atmosphere for those who can accept. It functions as a filter for those who are not be able to participate, such as customers from younger generation have less feeling toward to old music. In another aspect, it reminds elderly for their past experience. It is extremely important for those who in the lower class of society, they tend to look backward more often, as to refer to their past experience, rather than look forward to the future possibilities.

Second, as an activity. Learning from Twatiutia, where casual gathering and interaction between users are through activity of dancing. The specific dancing style refer to particular generation of users regarding of past fashion that users learnt, which create threshold for those who can not participate and from other generation. Third aspect can refer to the setting of environment. Hon Bao Chang as example, the place exist for more than several decades, for those elderly who continually going to the same Hon Bao Chang for past 20 or 30 years, they had already develop a deep attached feeling toward to the setting of location, the space arrangement, as well as mode of association with servers.

Designer often mistake to propose suggestions base on their own value judgment, experience, and imaginary expectation. Longshan Underground Mall for example, it was first proposed for a shopping mall but found unsuitable. Memory from past experience of users reflect their value judgment, which refer to whether or not the proposal will be accepted. The aspect of memory should be valued and emphasized by designers.

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<sup>678</sup> Diagram sketched by author

### 4.8.3 Facility and Environment

#### Behavior of user relates to facility and surrounding environment

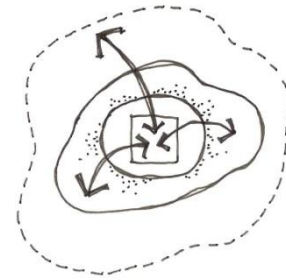


Fig. 4-51<sup>679</sup>

Learning from survey, when both Tian Mi Mi and Sakura Nakashi looking for location to establish new store after the Nakashi had been banned in Longshan Underground Mall. The most important aspect for selection of location can refer to culture of local environment, as well as the accessibility of transit connection. Nakashi represent particular entertainment culture, the main concern from owners toward to customers who treat Nakashi as part of their lifestyle is the acceptance from surrounding environment or neighborhood community.

Longshan Club Nakashi for example, the isolation of facility from surrounding environment associate with negative emotion toward to users, as customers feel pressure to leave after dark. Compare to location of Longshan Underground Mall which well connect to surrounding environment, customers treat their paid seat as a base to wander around the neighborhood in Wanhua. Although accessibility is important for users to reach facilities, however, local culture of surrounding environment are valued highly, as such entertainment facility are designed not only for users to visit and stay, but also to associate with their lifestyle.

As society often treat aging community as a particular entity to suggest proposal regarding of aging issue. Elderly actually prefer to blend into the society and participate social events like any other age group. As suggestion to designers, the relationship between facility and surrounding environment should be emphasized, especially when target on elderly community. The success of Longshan Underground Mall is not only about the suitable programs and convenient accessibility, but more importantly, the particular entertainment culture are well accepted by the surrounding environment.

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<sup>679</sup> Diagram sketched by author



#### 4.8.4 Diversity and Randomness

##### **Randomness within ordered system provides opportunity for diversity**

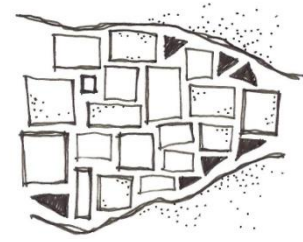


Fig. 4-52<sup>680</sup>

Environment provide cues and rules for users to filter from, it results perceived environment as current situation. As environment can not be designed, the crucial aspect for successful outcome refer to diversity, as different user group have different preference for different options.

One of the important reason for success of Longshan Underground Mall is regarding emerging of cultural diversity. Refer to social background of entertainment environment in Taipei, there are various setting of facilities base on different preference of users and needs from society. Model of Longshan Underground Mall represent the collective system which emerge variety of facilities. Therefore, options for entertaining service are diversified for users to choose from.

Diversity can also be applied into various of scale in relation to environment. Take Hon Bao Chang for example, reference from the analysis of spatiality from chapter 4.5, it is observed that diversity of seating arrangement reflect variety of socializing behavior of different users. Longshan Underground Mall as another example, seating arrangement refer to setting of mode base on level of attention required from designated programs. Various activities require attention for participation, for those seats which locate in between programs, or for the purpose of fulfilling the leftover space so arrange randomly, it require less attention and provide opportunity for choices of different modes.

According to chapter 4.6.1 circulation movement of random wanders, users who have not paid for a seat tend to explore more regarding of potential usage of various spatial quality, such as sitting on stair or public fixture. For those unprogramed and considered as open public space contribute to the diversity of overall space quality. Therefore, undefined space within programed facility, or random seating location within unified seating arrangement, such randomness within ordered system should be highly valued as important options regarding diversity.

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<sup>680</sup> Diagram sketched by author

#### 4.8.5 Network and Community

##### The meaning of entertainment environment is interpersonal association

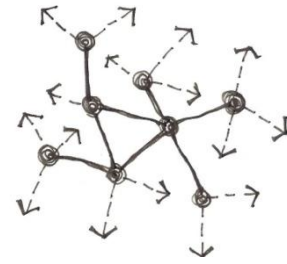


Fig. 4-53<sup>681</sup>

According to chapter 2.5.3, meaning of entertainment environment can be explained as interpersonal association and interaction. As customers who visit entertainment facilities not only after entertainment service, but more importantly, to obtain opportunity for establishing social connection to others, and such relationship might extend beyond service of facility. Example of customers who meet each other from LSUM and visit other places such as HBC, karaoke or Twatiutia; customers who know each other from Nakashi organize group tour to travel together; as well as HBC customers rely on singers as their emotion dependence.

Another important reason can refer to sense of belonging, as explained by director of Department of Social Welfare, place like LSUM provide opportunity for those elderly who are not considered as successful to gather and to express their emotion. Since they might share the same problems, or been though the similar situation, thus more willing to communicate and provide assistance to each other. That is also the reason that 70% of elderly visit LSUM alone. Therefore, many linear interpersonal connections establish and transform into a community like network system.

One of the most important concept regarding of aging society is "Aging in Place", it can refer to aging within familiar environment which contain exist network relationship to others including kinship, friendship, or relationship from neighborhood or work place, so will be easier to seek for help if necessary. Learning from the model of LSUM which, in many ways, align with the concept of "Aging in Place". As suggestion to designers, opportunity for developing of interpersonal connection for elderly to form a complex network or community should be the ultimate goal for any design proposal regarding of aging society.

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<sup>681</sup> Diagram sketched by author

## 4.9 Conclusion

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The aim of this chapter is to defined findings from each categories of model attributes, via analyzing from previous chapter and comparing with selected facility. It can also be explained as analysis process from model attributes to design attitudes, as development of sustainable quality for model reconstruction regarding suggestions to designers.

Affordability not only refer to set price within acceptable range for customers, but also affordable operational cost for owner. Since setting of many entertainment facilities are similar, the major threshold for customers is price range. As explained, entertainment can be interpreted as enhancement of quality of lifestyle, thus affordability can also refer to ability of choices for preferred lifestyle of users.

Commonality refer to the reason for gathering of customers. Customers with common interest or similar personality tend to be closely related and connected to each other. However, such commonality base on past experience of users and reflect on their value judgment regarding of environment. Therefore, memory of users which relate to their value judgment should be highly valued.

Locality not only refer to accessibility of certain location, but impact from surrounding environment. Example of Longshan Club located in the industrial zone and its isolation from surrounding environment create pressure to customers to leave after dark, and also limits the extension of personal connection to surrounding neighborhood. Therefore, behavior of users not only relate to facility but also surrounding environment.

Analysis of spatiality regarding of seating arrangement and setting of mode explain the importance of randomness within ordered environment, as less attention required from leftover seating location to allow freedom for choosing different modes. Learning from circulation movement, random wanders tend to explore potential of space usage to fit their needs. Such unprogramed and leftover space enhance the diversity of choices for users.

Associativity can considered as most important aspect of entertainment environment, as users not only after service but focus more on interpersonal relationship. Such relationship extend beyond the service of facility and form a community like network system in model of Longshan Underground Mall. The development of comprehensive network system can be interpreted as the ultimate goal for any design proposal regarding of aging society.



**Chapter Five:**  
**Polymodal *Ibasho* and Aging in Network**



## 5.1 Introduction

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Design refer to process of problem solving and outcome is to create a better environment for users, which can also be explained as the responsibility of designers<sup>682</sup>. Regarding of aging society, facilities which encourage establishment of network connection are highly valued by elderly community, as model of Longshan Underground Mall is well accepted and can be interpreted as the need from society.

Model of evaluation process from Rapoport are referenced to reconstruct the model of Longshan Underground Mall. As environment provide cues and rules to users, users served as filter through their value judgment to decide whether or not accept. Such process result current perceived environment. Base on this understanding, both model attribute and design attitudes can be extracted from the proposal of model reconstruction process as the key factors to understand the sustainability of Longshan underground Mall.

The aim of this chapter is to explain the proposal of new approach and concept regarding issue of aging society. Reference from comparison and finding from previous chapter, different setting of modes in relation to different activities can be accepted and operated within one space, which can be regarded as the uniqueness of model and refered to the concept of "Polymodality".

As model of Longshan Underground Mall can be explained as model of *Ibasha* for particular elderly community, with quality of polymodality, it suggests the new concept of "Polymodal *Ibasha*", which result interpersonal network establishment, and can be further developed into proposal of "Aging in Network". Such proposal provide assistance through network base on common interest and can be utilized as method of enhancement to support aging society.

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<sup>682</sup>Amos Rapoport, 2005, *Culture, Architecture, and Design*, Chicago, Locke Science Publishing Company, Inc, p.3

## **5.2 Uniqueness of Longshan Underground Mall**

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Concept of Polymodality was proposed by Hungarian composer and pianist Béla Bartók, it refers to the same tonic in music shared by any or all musical modes simultaneously or in succession, thus creating a texture involving all twelve notes of the chromatic scale<sup>683</sup>. Although this concept refers to music as how alteration of modes can be accepted when tonic has been established, it also well defines the uniqueness of Longshan Undergroudn Mall, as different setting of modes refer to different activities can be accepted and operated within one space.

The concept can be referenced in architecture as group of users gather in one location for different intentions and participating in different activities. Differ from conventional top down design approach of single program focused proposal and target on particular user group, concept of Polymodality refers to diversity of options which suggested from perspective of users.

Both model of Longshan Underground Mall and Twatiutia share similar spatial qualities regarding choices of various modes. Both models provide freedom of choice for users to relocate themselves in relation to preferred activity, and less attention are required for proposed program. Example of seating location in between public corridor and front stage allow choce for listening, chatting and walking around in Longshan Underground Mall. Example of cyclers stay on bicycle while purchaing food from vendoeer and watching performance in Twatiutia. Compare to spatial quality of other selected facilities, such freedom allows varity of modes to develop in both models.

Moreover, although Longshan Underground Mall considered as public space, but its interior quality with collective private space allow mixture of users with different identiy. For those who accept the offer from servers and choose to seat, not only identity have changed from random wanders to customers, but also personal connection are accepted to establish to others, as well as relationship to surrounding environment, example of utilize paid seat as a base to wandering around neighborhood. Therefore, model of Longshan Underground Mall does not only provide freedom of choice for mode of activity, but also mode of user, which can be considered as its unique quality.

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<sup>683</sup> Wilson, Paul,1992, *The Music of Béla Bartók*, Yale University Press, p.8-9



## 5.3 Reconstruction of Model

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### 5.3.1 Model of evaluation process

In order to reconstruct the model of Longshan Underground Mall, the setting of social background in relation to cultural environment should also be first understood. Model of Evaluation Process<sup>684</sup> by Rapoport is referenced to explained the process of analysis and design approach of this particular model. According to Rapoport, environment can be classified into four different conceptualized categories<sup>685</sup>, which explain from the most abstract level to most concrete level in relation to Longshan Underground Mall.

(1) The organization of space, time, meaning, and communication.

This category beyond the typical definition of space, due to the factor of "time" has been involved. Regarding of time, as how particular culture transformed and adapted by society into current setting, which can refer to the social background of entertainment culture in Taipei. The transformation can be judged as reference to understand the cues and rules provided from environment though different phase of time.

(2) A system of settings.

Setting of environment vary base on different options offered from different culture. Appropriated behavior might be different according to different situation. Setting differ from space, as one space may contain different settings and those setting might transform during different time. Since the focus is Longshan underground Mall, and it represent as one of the setting pattern, thus overall system can refer to regional environment as Wanhua area. Thus, the relationship between location and surrounding can be better defined; influence from local culture such as underground sexual industry and other local facilities can be better analyzed; as well as response from local community can be better understood.

(3) The cultural landscape.

The important aspect of this category is options of choices provided from particular environment,

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<sup>684</sup> Amos Rapoport, Culture, architecture, and design, Locke Science Publishing Company, Inc, USA, p53

<sup>685</sup> Refer to 5.3 Conceptualized classification of environment

through the selection process of many individual, certain pattern of behavior can be distinguished, and the overall process of development can refer to its culture landscape. In this research, cultural landscape for development of entertainment facilities is in focus, as learning from history of development to understand the cultural transformation process regarding how users response to different entertainment facilities and acceptability from society through time.

(4) Consisting of fixed, semi-fixed, and non-fixed elements.

This category can be related directly to the setting of Longshan Underground Mall. The setting of built-environment guide behavior of users, especially through the semi-fix furniture within fixed architectural environment impact on circulation movement of different users, which can be referred as non-fixed elements.

According to Model of evaluation process below, "Environment", can be defined as "Entertainment Environment in Taipei", which provided cues and rules to restrain behavior of users. Users serve as filter, through acception or rejection process, it result preceived environment as currently observed situation. In Rapoport's model, the preceived environment can be used as a reference to evaluate against various design proposals and judge base on wheather or not the outcome is positivite.

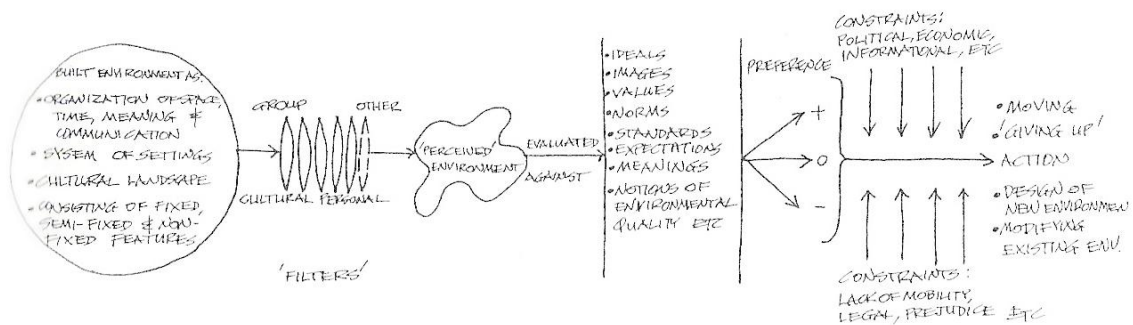


Fig. 5-1 Model of evaluation process<sup>686</sup>

<sup>686</sup> Amos Rapoport, Culture, architecture, and design, Locke Science Publishing Company, Inc, USA, p53

### 5.3.2 Model reconstruction process

In this research, the model of Longshan Underground Mall can be accepted as positive outcome by elderly community according to the result of survey, therefore the focus is not to evaluate the design proposal of the model but to learn from the "filter" of their value judgment, as well as to observe from the current environment for their setting of behavior.

Both models aim to extract the cues and rules from the environment for development of attributes of characteristics, however, the focus of both approaches are different. In Rapoport's model, the intention is to evaluate those attributes against design proposals (ideas, images, values, norms and so on), in order to judge whether or not the outcome is positive, according to acceptance of users and society. As for model reconstruction, it emphasizes on the preference and desire of users. It refers to the cultural influence in relation to value judgment to analyze the essential structure of the model, which explained in the diagram below.

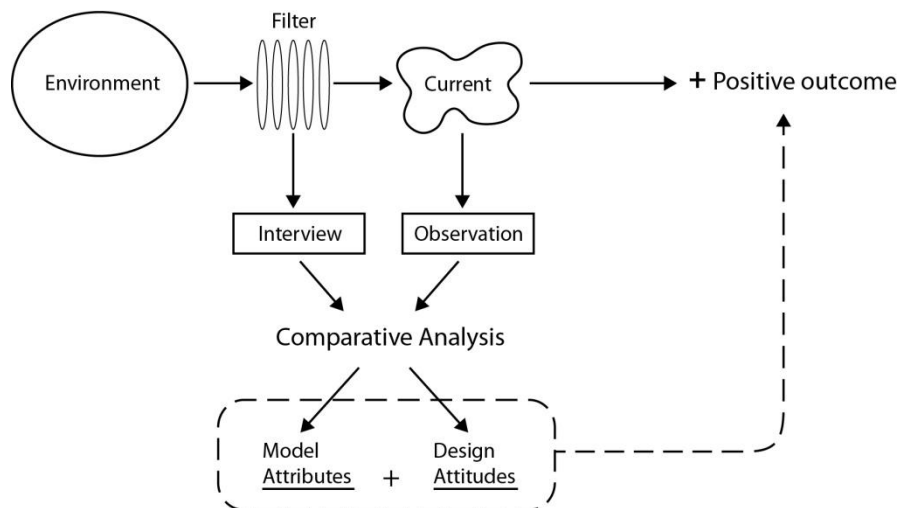


Fig. 5-2 Model reconstruction process<sup>687</sup>

Regarding of development process of this research, after defining the environment, qualitative survey was employed to obtain knowledge from "filters" and observation was set up to learnt from the preceived environment. Through the process of categorizing and competative analysis, to analyze model attributes in relation to findings which refer to design attitudes, as approach for reconstruction of model of Longshan Underground Mall.

<sup>687</sup> Diagram created by author

### 5.3.3 Theoretical framework

Base on the model reconstruction process, the theoretical framework of this research can be reinterpreted as diagram below.

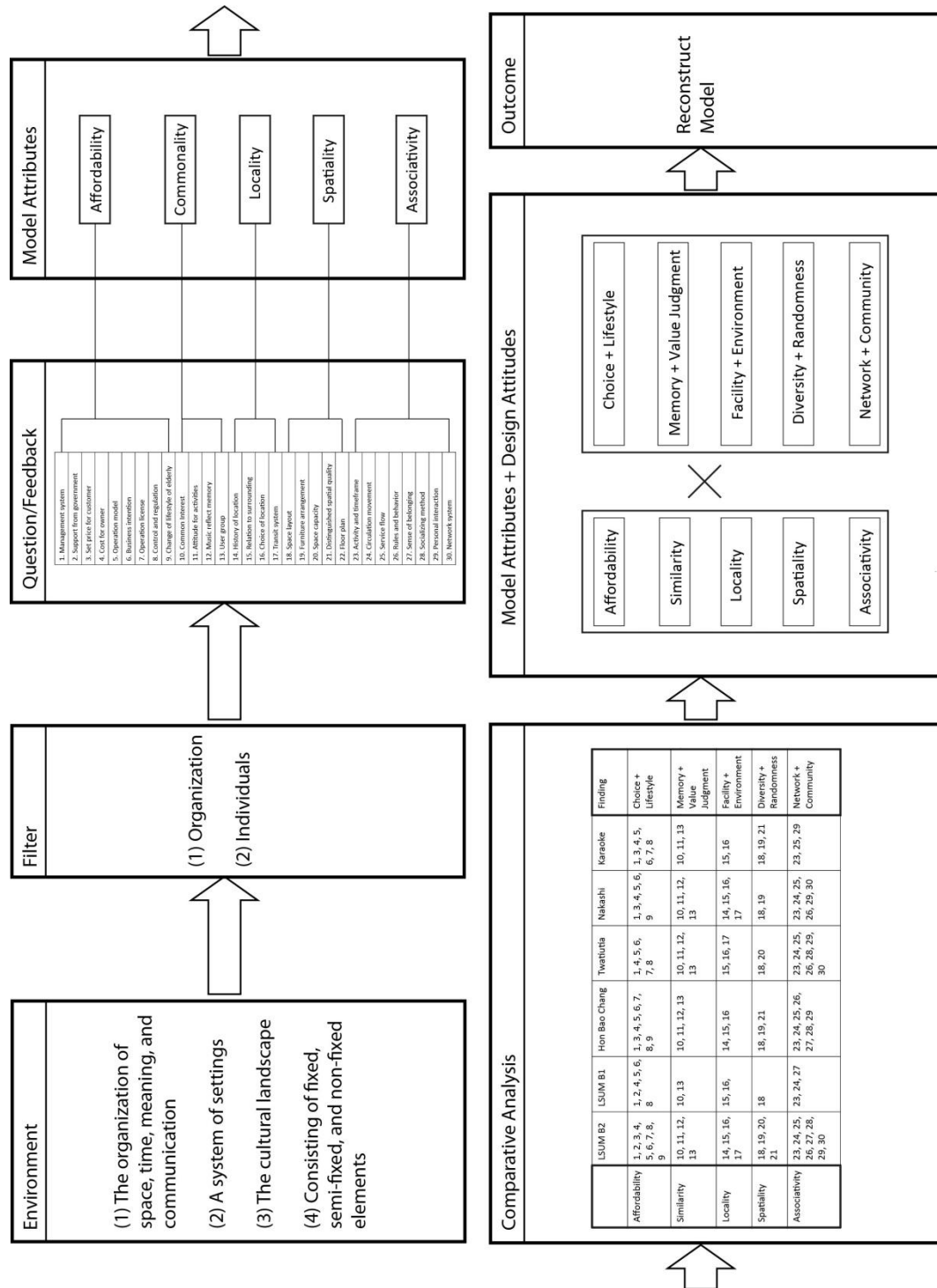


Fig. 5-3 Theoretical framework<sup>688</sup>

<sup>688</sup> Diagram created by author

### **5.3.4 Model attributes and design attitudes**

As explained in the previous chapter, model attributes as feedbacks from organization and individuals who had filtered the cues and rules from environment base on their value judgment. The survey was obtained from 115 different users who involved or related to any selected entertainment facilities for better understanding of general entertainment environment in Taipei.

Through the comparative analysis of different facilities, the characteristic of model of Longshan Underground Mall can be distinguished. Although five model attributes are essential for sustaining the success of business operation for any entertainment facilities, however, it is not specified enough for the uniqueness of Longshan Underground Mall. Therefore, analysis of overall comparison are set up to explain each model attribute correspondence with particular finding as design attitude.

In order to reconstruct the uniqueness of model of Longshan Underground Mall, both model attributes and design attitudes need to be well considered in relation to particular cultural environment regarding entertainment. The value judgment of users serve as key factor to understand the success of model, and require close observing and learning from their perspective.

## 5.4 Polymodal *Ibasha*

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This research is set to learn from spontaneous development and aims to reconstruct the model of Longshan Underground Mall which accepted by the community and society. Model attributes, which categorized from feedback reference of users, serve as a basic guideline for design principles, and considered as essential criteria for understanding the model. Design attitudes are suggested base on findings from comparative analysis. Both model attributes and design attitudes should be well considered before development of design process.

As explained in chapter 1.2.3, concept of *Ibasha* refers to the subjective feeling of users with associated emotion toward to a particular environment, where one can set one's mind at rest, and one's natural existence can be accepted by others. The main reason for model of Longshan Underground Mall to be widely accepted by elderly community is not only because of the entertaining service, but also the sense of belonging. Thus, model of Longshan Underground Mall can be represented as model of *Ibasha* for particular users.

Although concept of *Ibasha* is not supposed to be reconstructable, due to the reason of its subjective personal feeling, various users might have various attitudes towards to the same environment thus adapted differently. However, refer to the Rapoport's model of evaluation, when particular type of cultural environment is defined, then particular users and their setting of behavior can be learnt base on understanding of their value judgment. Therefore, the subjective feeling of *Ibasha* toward to certain setting of environment for particular user group can be analyzed.

Moreover, as explained in chapter 5.2, the uniqueness of this model refers to quality of polymodality, as various modes can be chosen to participate simultaneously, as well as various modes of users can be accepted at the same environment. As different users explore the different potential of space usage to suit their needs as their *Ibasha* to stay for a period of time, quality of polymodality allow options of choice to be diversified so to enhance the possibilities to match with needs from various users. Therefore, the model of Longshan Underground Mall is not only the model of *Ibasha* for particular users, but with quality of polymodality, therefore, can be referred as model of "Polymodal *Ibasha*".

The meaning of entertainment environment is interpersonal association, as explained in chapter 4.8.5, various connections can be established to form a community like network system due to the status of staying of various users. Thus, the outcome of Polymodal *Ibasha* can be explained as establishment of interpersonal network.

## 5.5 Aging in Network

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### 5.5.1 Current approach for aging society

In Taiwan, as wealthiness set reference to various social classes and new development or urban renovation project often focus on users with higher consuming ability. It results limitation of choices for unaffordable group such as elderly from lower social class. Learning from survey, society misunderstood public place such as local park, and believe as preferred location by elderly. However, the main reason has often been ignored, as most of elderly choose to visit because of lacking of other suitable site. Otherwise, as weather condition in Taiwan often too hot during summer and rainy during winter, public place such as local park can only serve for limited usage.

Refer to the concept of *Ibasho* in chapter 1.2.3, the completely opposite concept of *non-Ibasho* can be explained as negative subjective feeling toward to a physical environment. It refers to one's existence alien to surrounding thus nervous and can not be neutral to oneself; as well as there is no need for ones' existence from others and no sense of belong can be obtained for such environment. Example of this concept can be referred to elderly within newly developed shopping mall with full of luxury boutique stores. As Taipei city aim to develop toward to international modern city, proposals of new urban development result issue of gentrification and lead unaffordable user groups such as elderly community to be more segregated and isolated from society.

Due to the change of population structure, increase of elderly population and decrease of birth rate result unbalance working population for sustaining social pressure from aging society. Approach from Taiwanese government change through different phases, from family care to facility care, and to community care<sup>689</sup>. The conventional method from government regarding elderly population is to encourage to live with family and to be cared by their family members. As society transform from traditional family to nuclear family, public and private elderly care facilities start to established. However, facilities such as elderly apartment or retirement village tend to establish isolation from society regarding elderly community. Recently, due to the increase of elderly population, approach of community care is encouraged and concept of "Aging in Place" are widely accepted. However, learning from literature review, such concept often adapted from living aspect<sup>690</sup>, as development of connection and interpersonal relationship based on living location.

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<sup>689</sup> チャールズ チャン, 台湾の住宅地再生におけるコミュニティ形成に関する調査研究, 公益財団法人アーバンハウジング, p90-96, 2014.4

<sup>690</sup> 食衣住行育樂, Eating, Clothing, Living, Commuting, Educating and Entertaining considered as six general categories of lifestyle in Taiwan

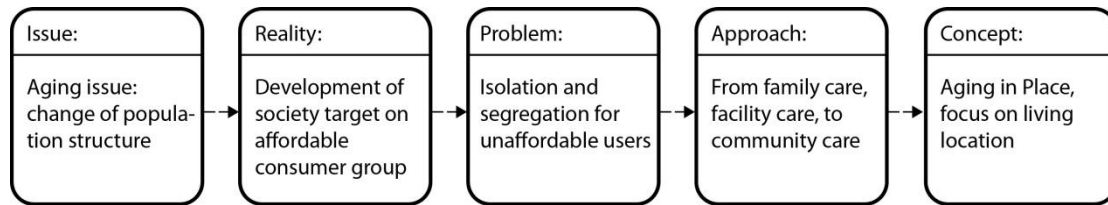


Fig. 5-4 Issue, problem and current approach<sup>691</sup>

## 5.5.2 Model attributes from urban perspective

As explained in chapter 4.8.5, concept of "Aging in Place" refers to aging within familiar environment which contain exist network relationship to others including kinship, friendship, or relationship from neighborhood or work place, so will be easier to seek for help if necessary. Learning from the model of Longshan Underground Mall, association between users within suitable collective environment enable to form a community like network system. Such opportunity is especially precious for elderly, base on the reason of gentrification process of society which result limited affordable choices for lifestyle of elderly. Such model can be designed in relation to suitable cultural environment, thus not necessary to focus on living location for personal network establishment. Therefore, this concept can be applied as alternative suggestion to aging society as "Aging in Network".

Learning from reconstruction of model, the essential qualities of both model attributes and design attitudes can be interpreted in urban scale to sustain the concept of "Aging in Network".

**Model attribute: Associativity**

**Design attitude: Polymodal *Ibasho* establish network connection**

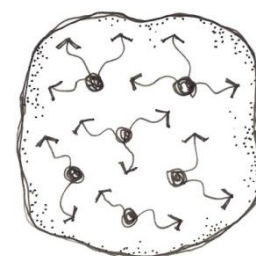


Fig. 5-5<sup>692</sup>

Refer to chapter 5.4, the model of Polymodal *Ibasho* refer to where multi group of users like to visit and stay regarding common interest, and able to obtain the sense of belonging from particular environment. Therefore, personal connection can be established to form a network system which provide assistance and emotional support to each other. Regardless the living location of users, such network system base on common interest allow connection establishment from various neighborhoods.

<sup>691</sup> Diagram created by author

<sup>692</sup> Diagram sketched by author



**Model attribute: Commonality**

**Design attitude: Gathering location reflect common interest of users**



Fig. 5-6<sup>693</sup>

Compare both digrams below, distribution of public facilities explain the uniformly distribution of facilities which designed from top down approach. As distribution of private facilities, the locations of stores reflect the attitude of users with common interest tend to gather together. Such distribution associate with historical or cultural reasons, which should be highly valued and respected. As links between cues and rules provide from environment, as well as judgment made by users are all culturally referenced, and such link often define whether or not a new proposal can be accepted by society. Therefore, proposal such as development of network system should base on understanding the local culture as an enhancement from exist condition.

Destruction of private facilities

Destruction of public facilities

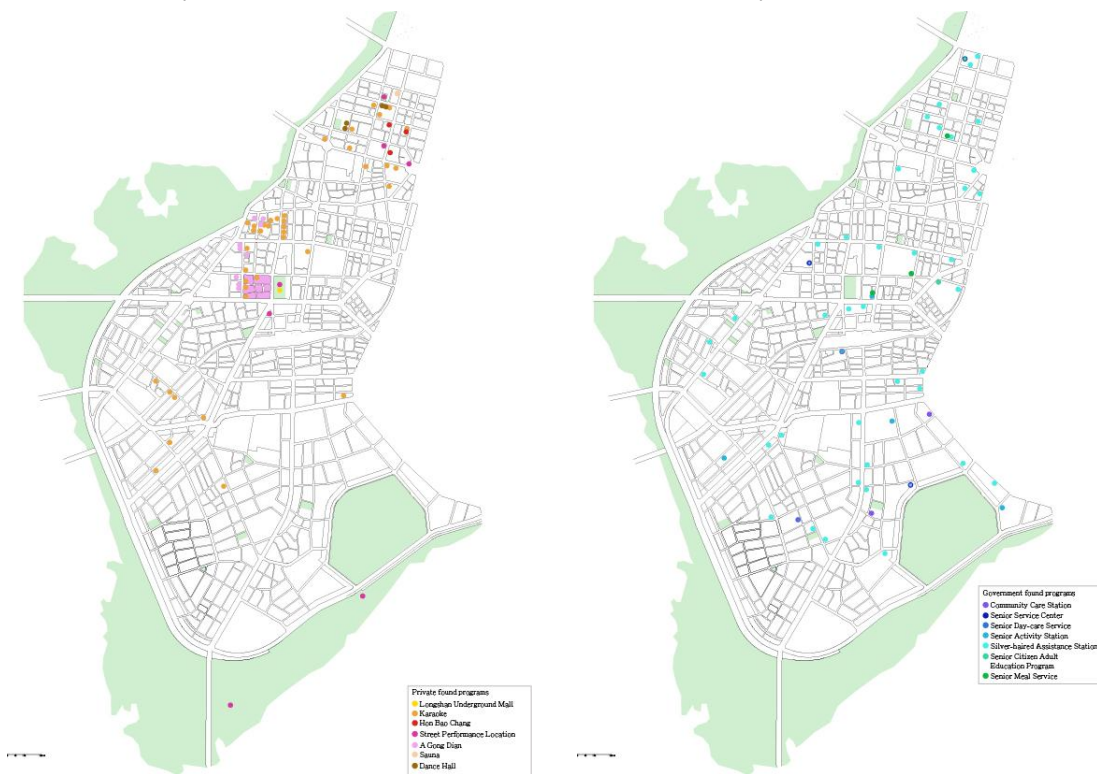


Fig. 5-7 Distribution of Private and Public Facilities in Wanhua<sup>694</sup>

<sup>693</sup> Diagram sketched by author

<sup>694</sup> Diagram created by author

**Model attribute: Spatiality**

**Design attitude: Randomness within ordered system provides opportunity for diversity**

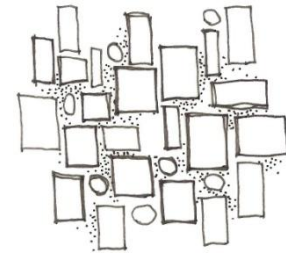


Fig. 5-8<sup>695</sup>

As randomness in seating arrangement provide diversity in socializing behavior and choice of mode. Regarding of urban environment, such randomness can refer to unused or unprogramed space. The system of street performance set up by government allows opportunity of gathering at various locations base on particular timeframe. Twatiutia set an example of how unused urban space can be activated as gathering location for users with common interest, thus provide alternative and affordable options for lifestyle. However, not every locations are as success as Twatiutia due to the relationship between proposed program, local culture and transit connection.

**Model attribute: Affordability**

**Design attitude: Leftover urban space provide affordable potential**

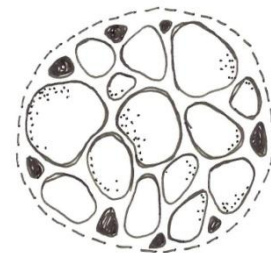


Fig. 5-9<sup>696</sup>

Longshan Underground Mall as example, since its completion in 2005 the business start to decline. All relocation households in B2 sold their right back to government in 2007 and move out. B2 became leftover and unwanted urban space in Wanhua area, although there are advantage of MRT connection and located right next to famous Longshan Temple. However, there are other negative aspects regarding of overall atmosphere such as homeless issue, sexual industry, oldest neighborhood in Taipei, therefore, most of tourists come by tour bus only stop by Longshan Temple and leave right after visiting. Base on those negative characteristic of local environment, B2 store owners are able to afford reasonable rent to operate entertainment business by charge little from users, as to provide affordable options for elderly community.

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<sup>695</sup> Diagram sketched by author

<sup>696</sup> Diagram sketched by author

**Model attribute: Locality**

**Design attitude: Accessibility are the key for Aging in Network**

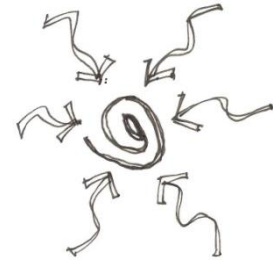


Fig. 5-10<sup>697</sup>

Locality refer to relationship between facility and environment. As behavior of users relate to surrounding environment, example of customers pay for a seat in LSUM B2 and utilize as a base to wandering around the neighborhood. Elderly preferred to be blended into society, in term of physical aspect of local environment, as well as mental aspect of sense of belonging. Concept of Polymodal *Ibasho* allow establishment of network system base on common interest, which relate to cultural environment of surrounding but not living location of users. Therefore, accessibility in this aspect are extremely important to connect individual users to facilities.

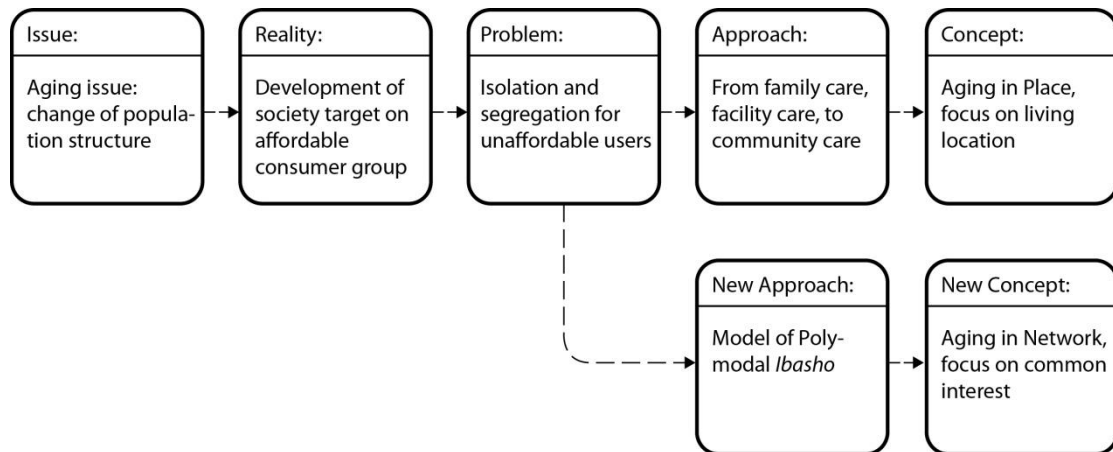


Fig. 5-11 Issue, problem and new approach<sup>698</sup>

To sum up, "Aging in Network" can be explained as "assistance from network", which base on interpersonal network development regarding of common interest. This concept does not relate to living location of users, thus allow connection from various neighborhoods. Selection of location for setting up model of Polymodal *Ibasho* is the key to determine the success, since it relate to local culture, affordable cost for owners and users, as well as public transit connection. Therefore, unused and unprogramed urban space, as well as locations base on gathering of common interest provide opportunity for potential success for establishment of model of polymodal *Ibasho* for aging society, as enhancement of quality of lifestyle for unafforable group of society.

<sup>697</sup> Diagram sketched by author

<sup>698</sup> Diagram created by author

## 5.6 Conclusion

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This chapter explains the concept of Polymodal *Ibasha*, as the unique characteristic of Longshan Underground Mall, it results not only as a preferred gathering location of users, but establish a community like network system. Such network connection allow elderly community to assist each other and more importantly, the sense of belonging can be obtained.

Model of Polymodal *Ibasha* can be constructed base on model attributes and design attitudes, which was extracted and learnt from the process of model reconstruction. Model attributes can be interpreted in both architectural and urban scale. In architectural scale, it explains the essential qualities for susatining the success of entertainment facility; as in urban scale, it serves as important guideline for developing concept of "Aging in Network".

Each category of model attributes can be explained in relation to urban environment. Association can refer to concept of Polymodal *Ibasha* for establishment of interpersonal network. Commonality can be interpreted as social phnomano for gathering of facilities reflect users with common interest. Spatiality focus on the randomness within ordered system, as unused and unprogramed urban space with potential to provide alternative options for lifestyle. Afforability can be obtained from leftover urban space such as LSUM B2 to Wanhua. Locality explained the importance of accessibility to connect living locations of users to proposed facilities.

Different from "Aging in Place", which base on living location to provide assitance and caring, "Aging in Network" provide opportunity for connection from different neighborhoods regarding common interest of users, thus to obtain the sense of belonging. It can be treated as an alternative suggestion to enhance the concept of "Aging in Place" for aging society.

**Chapter Six:  
Conclusion and Further Development**



## **6.1 Conclusion**

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### **6.1.1 Lifestyle of aging community**

#### Change of Population Structure

Taiwan had reached Aging society in 1993, expected to become aged society in 2018 and enter hyper aged society from 2025 onwards. The increase of elderly population and decrease of birth rate result unbalance change of population structure. It does not only increase additional social pressure for working population, but also issues associate with increasing of aging community start to be revealed. Traditionally, family in Taiwan was encouraged to live together to care and assist each other, as family care system to support aging population. Later, development of nuclear family require support from elderly facility, various public and private facilities start to develop in order to provide such service, as facility care system. Currently, as aging population increase, community care system start to gain attention and concept such as "Aging in Place" has been widely adapted to encourage caring system base on living location.

#### Lifestyle of Early Period

Lifestyle can be defined in six general aspects of Eating, Clothing, Living, Commuting, Educating and Entertaining. Within that, aspect of entertaining can be considered as quality enhancement of lifestyle and is especially important for elderly community after retirement. However, to understand this aspect of elderly, setting of behavior in relation to preference of entertainment are deeply associated with their past experience, thus understand the lifestyle of early period reveal some clues for their acceptance of particular type of entertainment mode, such as setting of environment, context of facilities, as well as modes of interpersonal association in relation to various activities.

#### Model of Longshan Underground Mall

The finding of this research is model of Longshan Underground Mall B2. This model creates huge impact on elderly community who accept music related activities as their major recreational lifestyle, not only in adjacent neighborhood but also all over north Taiwan. It services as a new type of collective entertainment facilities, which allow both customers and random wanders to visit and to stay. The uniqueness of this model is the opportunities provided for development of interpersonal relationship, which can be considered as the most important aspect for lifestyle enhancement of aging society.

## Spontaneous Development and Concept of *Ibasho*

Longshan Underground Mall was never intended to develop as entertainment facility, in fact, government holding conservative opinion against such ideas due to the issue of regulation control and performance in public environment. Therefore, the process of development of this model can be considered as spontaneous development, which reflect the need of society, as the outcome through natural selection procedure without external force destruction or base on explicitly stated model or theories.

Japanese theory of *Ibasho* is referenced to analyze the model from perspective of users, elderly community. This concept refer to the subjective feeling of user with associated emotion toward to physical environment, thus to obtain personal sense of belonging. Base on this understanding, this research aim to learn from the perspective of users, in order to extract the uniqueness of this model.

### **6.1.2 Entertainment Environment in Taipei**

#### Development of Entertainment Culture

Development of entertainment facilities associate with development of sexual industry, as customers who look for sexual service always relate to drinking and music entertainment. As government try to control and forbid such activity, sexual industry transform from designate control area into underground culture, especially into entertainment industry. Regulation was developed to control those facilities which might relate or provide such services and can be understood as regulation of Special Industry. It result strict regulation control for entertainment service and issues relate to operation license and allowed business category become challenge for business operators.

#### Selected Entertainment Facilities

Learning from the interviewees, there are other facilities that customers from Longshan Underground Mall will also visit. Thus, facilities such as Hon Bao Chang, Twatiutia, Nakashi and Karaoke are selected to analyze and to set up comparison to Longshan Underground Mall, in relation to the development history, related issues, and current situation, so to define the meaning of overall entertainment environment in Taipei.



## Relationship between Selected Facilities

Meaning refers to the most important aspect of function from defined environment. Reference to the relationship diagram which developed base on interview survey, and realize the interpersonal relationship developed between customers or customer with servers can consider as the most important aspect for visiting of users. It explains that users who visit entertainment facilities not only after entertaining service but more importantly, to establish interpersonal connection so to obtain sense of belonging from particular setting of environment.

### **6.1.3 Assorting and Categorizing of Data Collection**

#### Categories of Model Attributes

To encourage interviewees to share their knowledge regarding of entertainment environment, survey questions were developed and added along the process of interview survey. It results 283 questions and can be summarized into 30 references in order to organize interview context. Base on those references, five aspects of Affordability, Commonality, Locality, Spatiality, Associativity are categorized as model attributes, for five basic aspects for sustaining entertainment business model.

#### Data Collection

Large amount of interview context are assorted base on 30 summarized references to explain the recorded conversation and observed information, as important evidences for further analysis. In order to compare and discover the difference between Longshan Underground Mall and selected facilities, arrangement is set up according to each aspect of model attribute.

### **6.1.4 Comparative Analysis of Selected Facilities**

#### Finding from Affordability

Lifestyle can refer to outcome of choice regarding allocation of resource in affordable manner. As entertainment can be interpreted as enhancement of lifestyle, the price range set threshold in relation to affordability of different customers. Lower the set price might attract more customers but require more challenges for rental price and running cost for owners. Regulations has direct impact on affordable lifestyle of customers, as public place such as Longshan Underground Mall

will not be able to sustain itself without support of government, if the operational cost are higher so less affordable option can be provided for customers.

#### Finding from Commonality

Memory of past experience reflect on setting of behavior, development of habit, so as value judgment of users. Commonality refer to similar value judgment, as similar age group share the same culture background, or similar style of activities are accepted by group with similar preference. Learning from survey, commonality are the key reason for gathering of users, especially for elderly community. Therefore, the cultural influence on memory for elderly generation should be valued so to understand their value judgment.

#### Finding from Locality

Surrounding environment influence users even while staying inside of facility. The attached emotion relate to location of staying for customers are sensitive, especially for those who tread such staying location as part of their lifestyle to establish connection, as well as to obtain sense of belonging. Reference from Longshan Club Nakashi, isolation from surrounding environment associate with negative feedback to those who are staying, as a force to leave after dark. From this aspect, it also explain the attitude of elderly which prefer to be blended into the society, rather than treated separately.

#### Finding from Spatiality

Reference to space division of Longshan Underground Mall, boundary-less segregation allows direct contact between private and public section thus enhances the interaction between different group of users. As seating arrangement refers to behavior of users and relates to socializing method of customers. Various activities happen simultaneously and different seating location require different level of attention for different setting of modes. Randomness in seating within ordered furniture arrangement provide opportunity for diversity in setting of modes, which allow development of alternative options for users and should be valued.

## Finding from Associativity

The meaning of entertainment environment is interpersonal association. Customers are not only after entertainment service but more importantly, the sense of belonging which is defined by interpersonal relationship from particular environment. Reference from survey, 70% of customers visit Longshan Underground Mall alone, as elderly prefer to establish connection to others with common interest and background, entertainment environment provides such opportunity for gathering, thus form a community like network system for assistance to each other.

### 6.1.5 Polymodal *Ibasho* and Aging in Network

#### Reconstruction of Model

According to model of evaluation process from Rapoport, when specific cultural environment are defined, target users can be treated as filter regarding to their value judgment, such process results current perceive environment. Reference from Rapoport's model for development of model reconstruction process, culture of entertainment environment needs to be defined first. It can refer to social background of entertainment, cultural of Wanhua region, development of each entertainment facility, as well as emphasize on model of Longshan Underground Mall. Although the outcome of model reconstruction base on model attributes and design attitudes, understand the cultural environment in relation to particular user groups are essential for development of model reconstruction process.

#### Polymodal *Ibasho*

Concept of *Ibasho* refers to subjective feeling toward to a physical environment, therefore, learning from perspective of users regarding intention of visiting and reason of staying thus to define quality of *Ibasho* for model of Longshan Underground Mall. Reference from model attribute of spatiality, as uniqueness of model can refer to quality of polymodality, as various modes can be chosen to participate simultaneously, as well as various modes of users can be accepted at the same environment. Therefore, the model of Longshan Underground Mall is not only the model of *Ibasho* for particular users, but with quality of polymodality. Therefore, it can be referred as model of "Polymodal *Ibasho*", and can be constructed base on model attributes and design attitudes within defined cultural environment. The outcome of this model is to establish interpersonal network, which can be considered as one of the most important aspect for enhancement of quality of lifestyle for aging society.

## Aging in Network

Refer to research background regarding aging society, since development of society always target on affordable consumer groups and result isolation and segregation for other unaffordable groups, such as elderly community. Learning from model of Longshan Underground Mall, the interpersonal relationship are developed between users from various locations, it forms a community like network system base on common interest. Since this particular type of network connection are highly valued by elderly community, and model of Longshan Underground Mall explain the need from society, the relationship between urban context can be reinterpreted regarding each model attribute, thus to establish the new concept of "Aging in Network".

Attribute of associativity refers to model of polymodal *Ibasha*, as this model bases on common interest rather than living location to establish interpersonal network system. Refer to figure 5.5, attribute of commonality can be explained in distribution of private facilities, which reflects local culture and gathering of users with similar interest. Attribute of spatiality focuses on opportunities of diversity regarding of randomness with ordered system, which can be interpreted as unused or unprogramed urban space such as Twatiutia. Potential of affordability can be discovered from leftover urban space, example of Longshan Underground Mall B2 used to be an empty space so running cost are affordable. As for locality, since model of polymodal *Ibasha* base on common interest, therefore, accessibility are the key for transit connection.

Concept of "Aging in Place" explains the importaness of associated relationship bases on living location. Concept of "Aging in Network" regarding model of Polymodal *Ibasha* which refers to common interest of particular group of users to form a community like network system. There are opportunities embedded in unused and unprogramed urban space for sustaining such model. As increase of aging population result high demand for opportunity of interpersonal association from aging community, concept of "Aging in Network" can be treated as enhancement for concept of "Aging in Place", for achieving better quality of lifestyle for aging society.

Polymodal *Ibasha*

Aging in Network

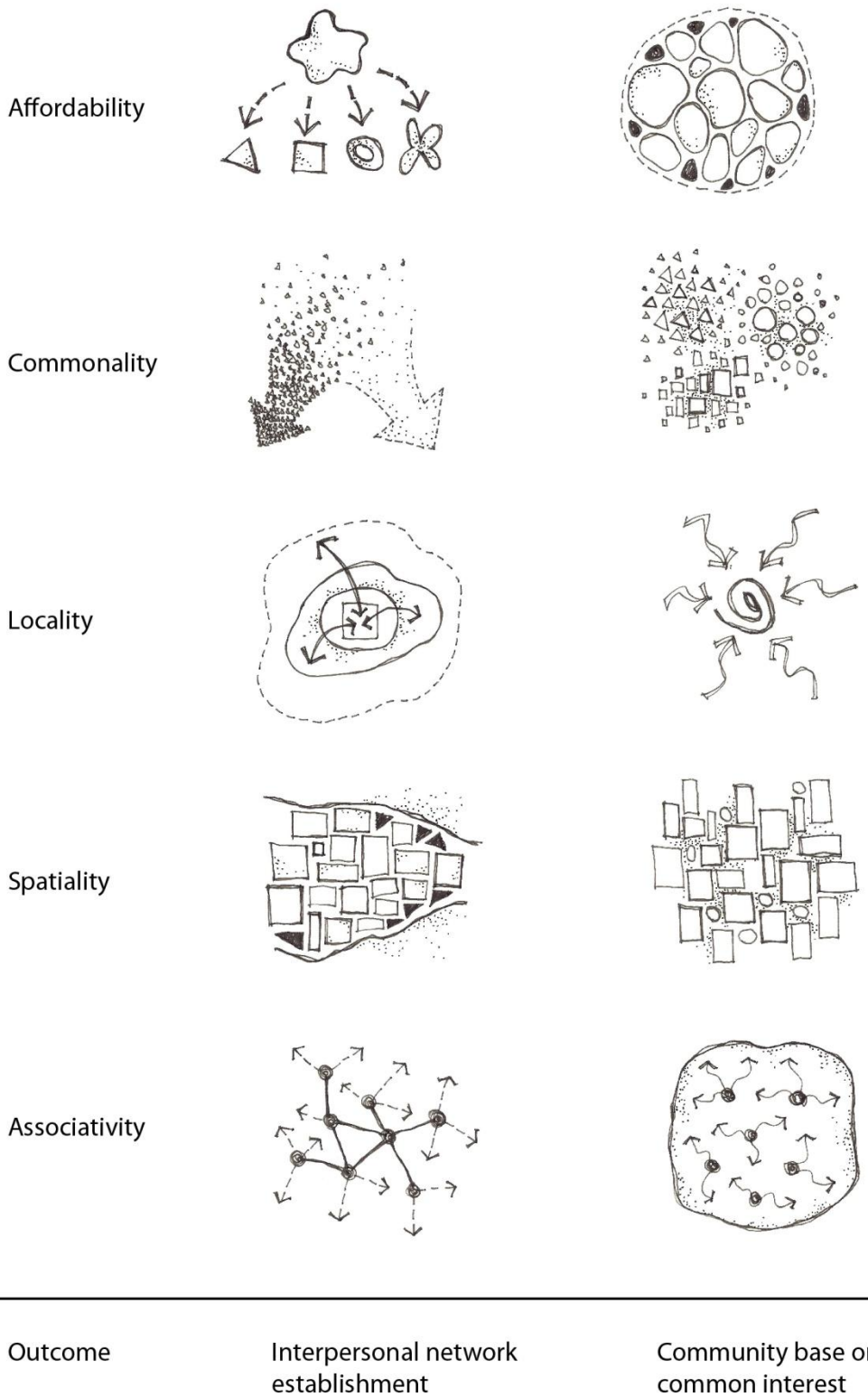


Fig. 6-1 Polymodal *Ibasha* and Aging in Network<sup>699</sup>

<sup>699</sup> Diagram created by author

## **6.2 Further development and application**

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Design is the process of problem solving with attitude to create better living environment. Thus, to identify the problem is the first step for setting up the correct design approach. Learning from the history, the problems of built-environment developed through time and transform through different phases according to different occurring of social events and associate with different needs from society.

Therefore, design approach should based on understand of current occurring in reference to cultural background, to analyze potential possibilities for future consequence to develop problem solving attitude. This research aims to focus on one of the most obvious social issue, aging society, which impact social structure of current society, to discover the potential opportunity for proposing new suggestion.

Every culture is unique and different, and was developed according to choices making process of society for a long period of time. That says, without fully understanding of particular local culture, it is not possible to suggest suitable cultural responsive design approach. Moreover, to deal with particular social issue, reference from other case study from other culture might not suit the need for the local situation.

This research target on elderly community regarding entertainment aspect of lifestyle, to analyze and learn from the perspective of users, so to propose two design approaches, as "Polymodal *Ibasho*" and "Aging in Network". Both concepts try to suggest proper approach in pre-design stage, however, regarding of possibility for actual design application in relation to other associated challenges, will require further examination as future development.

Model of "Polymodal *Ibasho*" is developed according to gathering behavior of elderly community, this model also explains the needs for other groups of users and can be applied in modern architecture, as how one space contain multi-setting of modes rather than single program focus, as well as freedom of choice for various users to accompany their needs. Designers relate to built-environment should not only consider top down approach as suggestion regarding lifestyle of users, but provide opportunity to allow users to explore and choose.

The outcome of Polymodal *Ibasho* is interpersonal network establishment, in term of application in reality, designer should first clarify the needs for particular users, and how fulfillment of such needs can be achieved by providing opportunity regarding interpersonal connection. This research target on elderly community, as most of elderly are considered as less attention focused community in the society, and often been ignored in their family, network connection become extremely important from their perspective. When apply to other group, say younger crowd who

are into drinking and clubbing, as the purpose and intention are different, the model of Polymodal *Ibashio* represents different social value.

Example of Clarke Quay in Singapore can be explained as collective entertainment facilities for younger crowd. Five blocks of restored warehouses converted to restaurant and night club, with cover above the pedestrian walkway, it transformed entire district into one entertainment center. Although some nightclubs require entry fee thus completely enclosed from outside, with many restaurants housing live performance and can be observed from street, such setting attract many random wanders to visit, to stay and to be entertained. Various setting of modes are accepted in one location, and particular atmosphere is developed for attracting particular users to stay. However, due to the difference visiting intention of users, development of interpersonal connection regard completely different meaning compare to Longshan Underground Mall.



Fig. 6-2<sup>700</sup>



Fig. 6-3<sup>701</sup>



Fig. 6-4<sup>702</sup>

The cultural aspect of urban design is one of the most valuable but difficult design approach. Proposal of "Aging in Network" can refer to "Assistance from Network". In modern sense, gathering of crowd for particular interest in relation to accepted environment can be suggested as opportunities for enhancement of local culture.

In order to apply this concept, procedure and approach should be carefully considered. As cultural environment developed base on acceptance of users through time, and can not be designed, the relationship between selection of location and surrounding environment should be the first concern. Second, the target users who accept certain cultural environment should be defined, as well as their needs should be understood regarding of how interpersonal relationship can enhance their life regarding friendship, personal network, or connection to society. Third, base on their common interest to suggest suitable interactive program. As concept of *Ibasho* not

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<sup>700</sup> Clarke Quay, Singapore, KAJIMA, Retrieved Jan 2015, from [http://www.kajima.co.jp/ir/annual/2007/overseas\\_operations.html](http://www.kajima.co.jp/ir/annual/2007/overseas_operations.html)

<sup>701</sup> Clarke Quay, Singapore, The Straits Time, Retrieved Jan 2015, from <http://www.straitstimes.com/breaking-news/singapore/story/shorter-clarke-quay-booze-hours-20130718>

<sup>702</sup> Clarke Quay, Singapore, Wikimedia Commons, Retrieved Jan 2015, from [http://commons.wikimedia.org/wiki/File:Clarke\\_Quay,\\_Singapore\\_\(3170277473\).jpg](http://commons.wikimedia.org/wiki/File:Clarke_Quay,_Singapore_(3170277473).jpg)

only refer to the attraction of location for visiting, but more importantly, provide preferred environment for users to stay. If proposed program can be interactive, it encourage opportunity for sharing and interacting, thus enhance the opportunity for personal connection.

There are also other aspects of lifestyle worth to explore regarding of personal network assistance, such exploration can be treated as discover process for potential design opportunities. The learning process from perspective of users are valuable for distinguishing the importance of issues, thus to set the correct attitude for design approach. As success of design proposal base on value judgment from users through time, thus, such approach can be considered as valuable cultural responsive proposal for positive outcome of better environment in the future.



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