



# 頑石創意股份有限公司

Bright Ideas Design Co., Ltd.



總經理 林芳吟女士  
President & CEO : Ms. Lin, Fang-Yin

負責人：林芳吟

地址：115台北市南港區南港路一段364號  
11樓

電話：02-27868000

傳真：02-27863000

推薦單位：中小企業信用保證基金

營業項目：  
• 博物館服務  
• 整合設計  
• 原創數位內容開發

產品名稱：  
• 卡滋幫動畫

• 圓明園特展  
• 四大古文明



<http://www.brightideas.com.tw>

Owner : Lin, Fang-Yin

Address : 11F., No.364,Sec.1,Nangang Rd., Nangang, Taipei 115,  
Taiwan (R.O.C.)

Tel : +886-2-27868000

Fax : +886-2-27863000

Recommended by :

Small and Medium Enterprise Credit Guarantee Fund of Taiwan

Business Items :

- Museum Services
- Cultural Creative & Integrated Design
- Original Property Development

Main Products :

- Katz Fun Television Series
- The "Three Hills and Five Gardens" Traveling World Exhibit
- CD Rom- The four great ancient civilizations



公司門口 Bright Ideas Design Co., Ltd



研發團隊 R&D team

「頑石創意」名字來自紅樓夢頑石點頭的典故，蘊含著藝術文化是一條小眾而孤寂的路，需要投注更多堅持與熱情，才能讓人感動、讓頑石也點頭，這樣的理念成為頑石創意的企業文化靈魂，特別在創辦人林芳吟身上，深刻感受她對中華文化的熱情。

頑石創意因緣聚合一群跨界人才，擅長以新穎、活潑的科技語言與設計，透過多媒體、動畫、互動體驗與擴充實境等娛樂科技，重新詮釋文化內涵，將無形的文化資產帶入流行的設計風潮，賦予傳統文化時代的精神，橋接東方與西方，連結古代與當代，成為台灣最令人期待的國際團隊。

### 結合藝術與科技的國際創意團隊

頑石創意創立於1999年，草創期以「博物館專案服務」為主要業務，成功將多媒體導入國立故宮博物院數位建置，並連續三年獲選為執行故宮數位化之專責廠商。2003年更獲得法國羅浮宮埃及特展策展人青睞，投入大型展覽經營。

蛻變期（2004-2007年）頑石創意與國立故宮博物院發展雙品牌，文化公仔不僅帶動國內設計潮流，也獲得國家設計獎，並為彰化花卉博覽會及台灣設計博覽會操刀策畫，將設計帶入地方，同時在國際上發光，獲得法國博物館協會頒發最高成就獎，創辦人林芳吟女士應邀發表博物館的數位革命，預告博物館數位文創的新紀元。

起飛期（2007-2013年）以「為台灣人說自己的故事」為理念，發展台灣原創動畫，在經濟部主導性產品計畫支持，投入研發卡滋幫高畫質3D動畫，不但在美國卡通頻道播映，並榮獲第47屆金鐘獎最佳動畫節目獎，培育頑石創意堅實的動畫團隊。2010年起布局兩岸文創，歷經三年策劃「圓明園特展-大清皇帝最美的夢」巡迴展，不僅開創數位展覽里程碑，也整合了台灣軟體與硬體，由台灣策展作服務輸出的典範，榮獲聯合國科教文組織評選「數位詮釋與重建（interpretation and reconstruction）」全球五大經典案例榮耀，也因此締造兩岸文化創意創新營運模式。

圓明園特展推出之後，頑石創意跨入快速成長期，邁入國際化業務發展，與英國維多利亞艾伯特博物館合作，啟動頑石創意以國際的亞洲文化收藏的博物館服務策略，並結合國際策略夥伴，拓展到建築文創、文創園區及主題樂園規劃設計，頑石創意將整合文創資源拓展華人聯合品牌。

### 運用核心能力，建立數位文創產業價值鏈

頑石創意不僅具有文化內容詮釋能力，並善於應用數位「跨平台」與「跨領域」設計整合能力，「圓明園特展」即成功整合了台灣高端硬體與軟體研發，進一步達到文化服務輸出，不僅開拓數位文創領域的領先地位，且成為兩岸文創標竿，也將事業版圖拓展到國際。頑石創意不斷地開發華人優質智財內容，持續創造新話題與新商機。



策展規劃-圓明園  
"Yuan Ming Yuan Qing Emperors' Splendid Gardens"  
Interactive Exhibition

### 團隊是碩石創意最大的資產

研發是需要集體智慧與團隊成就，林總經理認為「團隊是碩石創意最大的資產」，同仁將最美麗的青春投注於公司，碩石也將以甜美果實回饋於他們！因此，去年規劃釋股給團隊，為下一步進入資本市場做準備，讓員工成為公司的經營夥伴，也藉此推動持續創新與成長，分享經營的成果。

碩石創意發展至今十六年，決定走向國際、發展自有品牌產品，源自於國際鼓勵，當法國博物館協會頒發給碩石創意最高成就獎時，會長關心碩石創意在台灣是否能獲利經營，在他們鼓勵之下，碩石開始參與國際展會與競賽，從國際舞台中尋找碩石創意的

The Chinese name for Bright Ideas Design Co. comes from the allusion "Even stones (nod in approval)" in Dream of the Red Chamber, referring to the arduous path of art taken by few but appreciated by many. This path requires even more dedication and passion to move people's hearts and make "rocks nod in agreement." This concept has become part of the corporate culture at Bright Ideas Design Co. and



親子故宮展覽  
Children's NPM Digital Art Exhibition

能量。但國際行銷立即面臨資金上的瓶頸，相較於現今對文創產業的支持，數年前銀行團對於文創產業仍有諸多存疑，也無法認同無形資產的價值，所幸透過信保基金的保證，碩石創意順利取得優惠貸款，籌措自由品牌開發與國際拓展的資金，所以林芳吟總經理由衷感謝：「如果沒有信保基金支持，就沒有碩石創意的品牌！」。

文創是感動的經濟，文創工作者最可貴是創造社會美好的價值，在數位時代中締造人文的感動，這是碩石創意創新的關鍵。林總經理在最困頓時刻，常常記取「行到水窮處，坐看雲起時」，也許是這種豁達的古人智慧，讓林總經理永遠充滿熱情，營造出溫馨的創作環境，也正因為「熱情、堅持、態度」，讓碩石創意在文創產業上能持續扮演領頭羊的角色。■

is especially evident in the company founder, CEO Lin Fang-yin, who has a deep passion for Chinese culture.

The team at Bright Ideas includes talents in many different fields who specialize in new and lively forms of technology and design. With various kinds of entertainment technology, such as multimedia, animation, interactive experience, and augmented

reality, that give new meaning to cultural content, the intangible quality of cultural heritage can be incorporated into current design trends. In doing so, the zeitgeist of traditional Chinese culture is able to bridge East and West to link past and present, creating an international design team with some of the highest expectations in Taiwan.

### **An International Creative Team Integrating Art and Technology**

Bright Ideas Design Co. was founded in 1999, its business model in the beginning focusing mainly on museum case projects and services. The company helped to successfully bring multimedia to the digital establishment at the National Palace Museum, for three consecutive years being selected as the sole party in charge of implementing digitization there. In 2003, the company won approval from curators of a special exhibition on Egyptian art at the Louvre Museum and delved into the management of major exhibits.

In its period of transition (2004-2007), Bright Ideas and the National Palace Museum developed co-branding with cultural figurines that not only stimulated domestic design trends but also won national design awards. And in curating the Changhua Straits Flower Exposition and the Taiwan Design Expo, Bright Ideas helped to bring design to local areas. Also shining in the international spotlight, Bright Ideas received the Grand Prix achievement award from the association of museums in France (AVICOM). Lin, Fang-Yin was even invited to give a speech on the digital revolution in museums, offering a preview of the new age for digital creativity at museums.

During the period when Bright Ideas really took off (2007-2013), the company also adopted the concept of allowing “people in Taiwan tell their own story” by developing Taiwan’s own indigenous animation. And with the support of a product guidance project from the Ministry of Economics in Taiwan, wholehearted attention was placed on researching and developing “Katz Fun” series of high-resolution 3D animations. The results have seen Bright Ideas’ animation appearing on the Cartoon Network in the US and also receiving Best Animation at the 47th Golden Bell awards in Taiwan, both inspiring

and rewarding the determination of the animation team at Bright Ideas. In 2010, Bright Ideas began expanding into cultural creativity on the other side of the Taiwan Strait, spending three years to develop the “Yuan Ming Yuan: Qing Emperors’ Splendid Gardens” traveling special exhibit. This marked not only another milestone in digital exhibitions but also reflected the integration of Taiwan’s high-tech software and hardware. A model for service output in Taiwan’s curatorial efforts, Bright Ideas went on to win recognition from UNESCO for one of the five most classic cases of “Interpretation and Reconstruction,” also serving as a model for mutual operation in cultural creativity between Taiwan and mainland China.

After the opening of the Yuan Ming Yuan exhibition, Bright Ideas has witnessed rapid growth, expanding in the international market and cooperating with the Victoria & Albert Museum in England. Doing so marks the beginning of Bright Ideas’ business strategy of cooperating with museums around the world that have Asian art collections. By working with strategic international partners, Bright Ideas’ designs have extended into architectural, cultural park, and even amusement park planning. Thus, Bright Ideas will integrate its cultural assets to become a universal brand for the Chinese people.

### **Using Core Abilities to Create a Chain of Digital Creativity Production and Sharing the Value with Its Employees**

Bright Ideas not only can do cultural content interpretation, it also integrative abilities with applied digital “cross-platform” and “cross-disciplinary” design. The “Yuan Ming Yuan” special exhibition, for example, successfully integrated Taiwan’s high-end infrastructure and software research and development to develop cultural services output, not only carving out a leading position for Bright Ideas in the field of digital cultural creativity, but also making it a benchmark for cultural creativity on both sides of the Taiwan Strait as well as the international market. Bright Ideas is continually developing quality intellectual content of the Chinese people to sustain new forms of creativity and new business opportunities.

Research and development requires collective



wisdom and group effort, which is why Lin, Fang-Yin believes that “teamwork is Bright Ideas’ greatest asset.” Her employees are devoting the best years of their lives to the company, and Bright Ideas is making every effort to reward them with the fruits it has achieved. As a result, Bright Ideas last year made plans for a stock release to its employees. This next step in preparing to enter the stock market will allow employees to become business partners and ensure continued innovation and growth for the benefit of all and to be shared by all.

In the sixteen years since the founding of Bright Ideas, the company decided to go international and develop its own brand products based on the encouragement it received. When Bright Ideas received the Grand Prix award for achievement from the association of French museums, its director at the time was concerned about whether Bright Ideas could turn a profit in Taiwan. With encouragement, Bright Ideas has begun to participate in international expositions and competitions, finding the energy and inspiration for continued development. International marketing, however, immediately led to a capital bottleneck for the company. Compared to the relative support for cultural creativity today, a few years ago banks had many doubts about the field and found it difficult to identify with the intangible assets of culture. Fortunately, the Small and Medium Business Credit Guarantee Fund in Taiwan allowed Bright Ideas to successfully apply for a loan on favorable



公司產品-卡滋鬃公仔  
Products- "Katz Fun" Action Figures

terms, allowing it to raise funds to freely develop its own name and go international. Lin Fang-yin expressed her gratitude by saying, “Were it not for the support of the Credit Guarantee Fund, there would be no Bright Ideas brand!”

Lin Fang-yin believes that cultural creativity is a mobile economy, and the most precious aspect of those in the cultural field is creating value for a better society. They help to form a moving experience for culture in this digital age, which is the key to innovation at Bright Ideas. In the most difficult of moments, Lin Fang-yin often reminds herself with lines of traditional Chinese poetry: “Go to the water’s edge and sit to watch the clouds rise.” Perhaps it is this simple wisdom of the ancients that has always filled her with enthusiasm to create a humanistic environment for culture using today’s technology. It is also “passion, determination, and attitude” that has allowed Bright Ideas to continue playing a leading role in the field of cultural creativity.

## 綜合評語 Commentary

該公司以文化素材及不同媒體應用，整合出具深度體驗的產品與服務，擁有獨特文化轉換及整合能力。以博物館服務作為核心價值，藉此開拓兩岸及國際博物館合作，以跨國合作，提昇台灣創意人才國際視野，同時以策展活動切入文化行銷，致力整合臺灣文創產業輸出國際，透過數位文創讓世界看見台灣，值得肯定。

This company employs cultural material and the application of various media to provide products and services with integrated, in-depth experience with its unique cultural translation and integration capacity. Using museum service as its core value, through which it explores the collaboration between cross-strait and international museums. Through transnational cooperation, the company enhances Taiwanese creative talents’ international perspective and curates activities to promote cultural marketing. The company is devoted to exporting Taiwan’s creative culture industry into the international arena. Through digital creative culture, let the world see Taiwan. It is a company that deserves recognition.