Touching Your Heart Exploring Taipei





Taipei is a city that touches your heart. First-time visitors are amazed not only by its lively and diversified cosmopolitan cityscape, but also by the generous and friendly smiles of its citizens. This flourishing metropolis is famous for its wide range of attractions, from gourmet food to high fashion to cultured living to advanced transportation. The energy in this city's heart is waiting to be discovered by every traveler.

The theme of the 2015 Taipei Pass is "Happy City Travels," featuring six tour themes focused on the unique charms of Taipei: design and creativeness at every corner, shopping districts with an urban flare, a city's riverbanks offering relaxing and recreational amenities, Taipei's 24H nightlife, rejuvenated cultural heritage, and an alluring new/old Taipei medley. Whatever the reason you are visiting this amazing city, you will find its myriad faces irresistibly fascinating.



TAIPEI PASS

Including Six Itinerary Themes and Coupons from Ninety-Four High Quality Shops in Taipei



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Traffic Legend

- ☎02-2765-1388
- 🔾 133, Guangfu South Road, Xinyi District, Taipei
- 34H Outdoor Area
- Exit at MRT Taipei City Hall Station Exit 1, and walk about 6 minutes.
- 吞 Tel
- Add
- Opening Hours
- Getting There





First Time in Taipei

About Taipei Pass Available Options



Usaae

The Taipei Pass allows for unlimited rides on the Taipei Metro system and associated bus services in Taipei City and New Taipei City during the period of its validity. Users are required to tap the card over the EasyCard sensor area on fare gates in Taipei MRT stations and on buses (buses that accept the card will display a Taipei Pass identification sticker). The Maokong Gondola 1-Day Pass is valid for unlimited trips on the Maokong Gondola.

Where to Buy

EasyCard Service Center in Taipei Main Station Information Counter in all Taipei Metro stations

**Restriction: Cannot be used for trips on 4-digit bus routes.



For further information, please call EasyCard Customer Service at (02) 412-8880 or the Taipei MRT 24-Hour Customer Service Hotline at (02) 218-12345.







Jbike YouBike

EasyCard holders can register as a YouBike member at any YouBike station kiosk, on the YouBike website, or at the Service Center. Place your EasyCard on the top of the duck column, wait for the "Take" green light to flash, and then pull the bike from behind to ride. Those who do not have an EasyCard can use a mobile phone or a chip credit card to rent a bike at any station.

YouBike Website: www.voubike.com.tw *Taipei Pass cannot be used allow for YouBike rental.

Riverside Bikeways

There are six major riverside bikeways in Taipei: Keelung Riverside Bikeway, Guandu, Golden River Bank, and Bali Left Bank Bikeway, Jingmei River Family Bikeway, Shezidao and ErChong Spillway Bikeway, Xindian River, Dahan River, and Tamsui River Bikeway, and Shuangxi Riverside Bikeway. They offer great scenery and a wonderful recreational atmosphere.

website: http://www.riversidepark.taipei.gov.tw (Chinese)









Taiwan tourist shuttle bus service Beitou-Zhuzihu Route

Enjoy the splendid natural scenery and nostalgic atmosphere on the Taiwan Tourist Shuttle service's Beitou-Zhuzihu Route. It starts from Beitou and passes by Beitou Park, Liuhuanggu (Sulfur Valley), Yangming Park, Grass Mountain Chateau, Yangmingshuwu, and other attractions. Pay the fare when boarding the bus in coins or with an EasyCard or Taipei Pass.



Taiwan Tourist Shuttle Service Website: www.taiwantrip.com.tw



Blue Highway

There are two main routes on the Blue Highway, along the Keelung River and the Tamsui River. The Keelung River route sets out from Daiia Riverside Park and cruises up to Neihu Technology Park, then returns from the area's wharf. For the Tamsui excursion. board the ferry at Dadaocheng Wharf or Guandu Wharf and cruise all the way to the port town of Tamsui's Fisherman's Wharf.

*Departure times depend on river tides. Please call ahead for updated service schedules. Blue Highway Tour Website: http://www.riverfun. taipei.gov.tw

Maokong Gondola

The Maokong Gondola is the first and longest gondola-lift transportation system in Taipei City. Passengers can pay fares using the Maokong Gondola 1-Day Pass, the EasyCard, or purchase single-journey/super value round-trip tickets in any of the stations.

Website: http://www.trtc.com.tw





Travel Light in Taipei



Taipei Visitor Information Centers

The centers provide a variety of assistance for tourists. including information about scenic sites, dining, accommodations and transportation, itinerary planning, plus free print brochures and maps, access to travel books. free Youth Travel Card application, TPE-Free registration. the lending of reading glasses, and free mobile-phone charging. You can also ask for a direction-inquiry Guide Sticker to get help finding your way around town.



3, Beiping W. Rd., Taipei City (southwest area of Main Hall on 1F)	02-2312-3256
340-10, Dunhua N. Rd., Taipei City (Arrival Hall, Terminal 2)	02-2546-4741
Room 4-2, B1, 77, Sec. 1, Da'an Rd., Taipei City	02-6638-0059
6, Sec. 5, Zhongxiao E. Rd., Taipei City (1st floor lobby)	02-2723-6836
Exit 5, B1, 20, Sec. 5, Xinyi Rd., Taipei City	02-2758-6593
Exit 5, B1, 32-1, Baoqing Rd., Taipei City	02-2375-3096
Exit 1, 65, Sec. 5, Zhongshan N. Rd., Taipei City	02-2883-0313
Exit 2, No. 9-1, Jiuquan St., Taipei City	02-2591-6130
1, Guangming Rd., Taipei City (left side of entrance)	02-2894-6923
6, Zhongshan Rd., Taipei City	02-2897-2647
20, Jingye 3rd Rd., Taipei City (behind the 1F fountain)	02-8501-2762
2, Ln. 10, Sec. 2, Xinguang Rd., Taipei City (1F, Maokong Gondola Service Center),	02-8661-7627
35, Ln. 38, Sec. 3, Zhinan Rd., Taipei City (exit)	02-2937-8563
(s) 3 R 6 E E E 1 1 6 2 ()	southwest area of Main Hall on 1F) 40-10, Dunhua N. Rd., Taipei City (Arrival Hall, Terminal 2) soom 4-2, B1, 77, Sec. 1, Da'an Rd., Taipei City , Sec. 5, Zhongxiao E. Rd., Taipei City (1st floor lobby) xit 5, B1, 20, Sec. 5, Xinyi Rd., Taipei City xit 5, B1, 32-1, Baoqing Rd., Taipei City xit 1, 65, Sec. 5, Zhongshan N. Rd., Taipei City xit 2, No. 9-1, Jiuquan St., Taipei City , Guangming Rd., Taipei City (left side of entrance) , Zhongshan Rd., Taipei City 0, Jingye 3rd Rd., Taipei City (behind the 1F fountain) , Ln. 10, Sec. 2, Xinguang Rd., Taipei City IF, Maokong Gondola Service Center),

Foreign tourists can request assistance in registering for Taipei Free service at all Taipei Visitor Information Centers. For current information on opening hours and addresses. please visit: www.travel.taipei

Taipei MRT Route Map

Taipei MRT 24-Hour Customer Service Hotline; 02-218-12345



Calendar



Zhuzihu Calla Lily Festival

Yangmingshan Flower Festival





Taipei Lantern Festival

Spring February March

April

October September

August

Autumn



Shilin Residence Chrysanthemum Show

Taipei Shopping Festival



Taipei Dadaocheng Fireworks Festival

Taipei Hot Spring Festival



Taipei International Beef Noodle Festival

Taipei Arts Festival

Taipei International Dragon Boat Festival





Taipei Fun Water Festival

Taipei Children's Arts Festival

Summer

May June July

November

Winter



Taipei International Flower Exhibition

Taipei International Marathon





* For more information on these and other festivals in Taipei, please visit: www.travel.taipei

Must-Buy Experience Special Souvenirs

Taipei is a colorful, captivating, multifaceted metropolis. To bring back the fond memories of your time here, choose from a splendid variety of gift/souvenir items. Family members and friends back home will be delighted, happy to share a taste of your travels!







Tgipei City souvenir

Building on Taipei's "City Branding" concept, the Taipei City souvenir collection presented by the Department of Information and Tourism promotes items that are special, stylish, and functional. These souvenirs superbly represent the city of Taipei and its unique culture











Pork Floss

Past and present, pork floss has long been an indispensable dish/accompaniment to start a day in Taipei. Following a traditional method in making the meat flavored and flossy, the old taste of Taipei is guaranteed to be a most - missed dish, especially for Taiwanese people abroad.

Taipei Jerky

"Dried meat" also called "ierky." is one of the most popular snacks in Taiwan Manufacturers have developed



unique meat-preservation techniques. introducing ever tastier varieties of different textures and flavors. This is a bestseller and must-buy gift among tourists, especially from other parts of Asia.



Muna Bean Cakes

Promoted as a Taipei Second Specialties Souvenir, traditional mung bean cakes are now offered in healthier, finer-tasting modern new versions. This delicious confection has long been a delicacy of classically Taiwanese character.



Taiwanese tea

Taiwanese tea has been cultivated for over centuries, and Taipei can be regarded as the originator of Taiwan's refined tea. The tea terroirs in Muzha and Wenshan are renowned at home and abroad. With a variety of distinctive aromas and tastes, Taipei's tea culture has continued to evolve with time, soothing the hearts and palates of Taipei residents and tourists alike.





lively and diversified shopping night out!

Linjiang Street Night Market is situated between Keelung Road and Tonghua Street, Entering from the Keelung Road side, a diverse palette of street delicacies comes into view. The market is also a great shopping venue for trendy clothing, toys, and home-décor items. Enjoy a

Take Taipei MRT Wenhu Line to Liuzhangli Station, leave and walk about 15 minutes.

Recommended Specialties

Spicy Boiled Chicken: Perfection seasoning and juicy, tender texture results in long queues in front of vendor stalls. Black chicken is a mouth-watering alternative. Pork Sausage Wrapped in Sticky Rice: Though big in quantity, the sausage and sticky rice are low in fat and calories. The condiments can be tailored to your taste.





Shilin Night Market is one of Taiwan's most popular night markets, attracting many international tourists. One area stretching from Wenlin and Dadong

roads offers a store by store shopping experience. The other area, covering Yangming Theater, Cicheng Temple on Da-nan Road, and the food court on Jihe Road, serves a wide variety of street food, Small Bun Wrapped in Large Bun, Stir-fried Cuttlefish, Shilin Super Size Sausages, Huge Chicken Fillets, and Pan-Fried Buns are the not-to-be-missed delicacies.

🗐 Take Taipei MRT Tamsui-Xinyi Tine to Jiantan Station. Take Exit 1 for immediate arrival.

Recommended Specialties -

Stir-Fried Cuttlefish: Fresh, large cut of cuttlefish sautéed, mixed in a thick. tasty soup, makes a unforgettable mouth-watering seafood eating experience! Huge Chicken Fillets: Unique way of preparing chicken breast, deep-fried and using a special marinade, make the fillets crispy and fragrant. This is one of the most popular snack-food treats in Taiwan.



Entering Raohe Street Tourist Night Market from Ciyou Temple on Bade Road, the famous Pepper Pastry Cakes stall comes into view. The market offers a wide variety of the most popular snack foods, including Medicinal Pork Rib Stew and Oyster Vermicelli. There is also an array of stores selling fashionable clothes and souvenirs at affordable prices.



Recommended Specialties



Pepper Pastry Cakes: Using an improved traditional method, this savory pie's slightly charred crust remains tender. The marinated filling is imbued with the sweetness of pork and the fragrance of scallion. Definitely a treat not to be missed.

Medicinal Pork Rib Stew: A dozen medicinal herbs are used to cook the pork ribs. The stew is rich and fragrant, the ribs melt-in-your-mouth soft. A real treat!

Take Taipei MRT Songshan-Xindian Line to Songshan Station, leave by Exit 1 and walk about 6 minutes.

Gourmet

Take Taipei MRT Tamsui-Xinvi Line to Shuanglian Station, Take Exit 1, walk about 10 minutes.

Want to try authentic Taiwanese snack foods? Ningxia Night Market, between Naniing West and Minsheng West roads, is a must-go place. Start with the rich and savory Oyster Omelet, followed by a bowl of Pork Liver Soup

with rice dumplings. No need to worry about the calorie overdose—this market is the first to make calorie content and ingredient information available for customers. Another way to enjoy the market's specialties is the Millennium Feast, with 20 traditional dishes (reservation needed), served right at the Ningxia Night Market Tourism Committee's banquet-table facility.

Recommended Specialties -

Tofu Pudding: Using only traditional methods, the tofu pudding is smooth and silky, fragrant and not overly sweetened. Flavor accompaniments can be added to suit your personal taste.

Fried Taro Balls: Quality taro produced locally is hand-mashed and deepfried. The rich flavor and creamy texture make the taro balls one of the market's most popular snacks.

Huaxi Street Tourist Night Market is the oldest and best-known international tourist night market in Taipei. It is famous for snake soup and many other wild-game delicacies. Hearty dishes from Assorted Cooked Noodles to Thick Rice Noodle Soup can still be found at old restaurants, all Huaxi icons.

Recommended Specialties

Tempura: Taiwan-style tempura, called tianbula, cooked in white-radish stock and accompanied by homemade sauce. is simply delectable!

Aivu Jelly: Refreshing and thirst-quenching, this is one of Taiwan's most popular summer snacks. Perfect for eating on



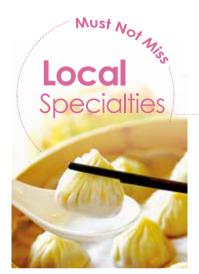
🖪 Take Taipei MRT Bannan Line to Longshan Temple Station. Take Exit 1, walk about 8 minutes.

Take Taipei MRT Bannan Line to Longshan Temple Station. Take Exit 2, walk towards Section 2, Zhonghua Road, about 15 minutes.

Nanjichang, or "South Airport," got its name from a military airstrip used by the Japanese during their occupation of Taiwan. Located among the alleys off Zhonghua Road, the market offers street delicacies in generous portions, from chicken soup to noodles and dumplings. A must-try for local residents and visitors alike.

Recommended Specialties

Sesame Oil Chicken Soup: A pair of disposable gloves allows you to fully enjoy the tasty chicken with your hands without getting greasy. This rice wine-enhanced soup is a perfect winter treat to warm up. Soup Dumplings: Each dumpling is handmade, with a thin dough skin and generous filling. Guaranteed taste and quality!



Steamed Buns Deliciously flavored, the meat filling saturated with soup juice, these steamed buns are a highly recommended Taiwanese snack for foreign visitors. Steamed until the skin becomes translucent. the filling oozes out as a rich broth when pierced with chopsticks. Irresistible!



Beef Noodles The soup base for this dish can be clear or soy saucebased, both full of flavor. The noodles absorb the rich savory broth, vet maintain their chewy texture. Premium boneless ribs and tendons are most commonly added for their tenderness

Spicy Hotpot It is a common scene across Taipei: simmering pots of broth filled with a mysterious mix of

selected Chinese medicinal herbs and spices to create a rich flavor. Fresh meat and vegetable ingredients are dipped into the broth. satisfying diners craving tongue-numbing excitement.



Taiwan's street foods fully showcase the local dietary culture that attracts the attention of media and tourists from home and abroad. To make your journey to Taipei the most memorable possible. savor the true taste of Taiwanese specialties and experience the warm hospitality of the city.

Braised Pork Rice Fresh pork and local sov sauce stewed together. the savory and fragrant sauce then ladled onto a bowl of hot rice, is the all-time favorite for generations of Taiwanese people. Top choice when

traveling on a budget!



Mango Shaved Ice A mountain of shaved ice generously topped with diced fresh mango and lightly sweet mango-based syrup, this avalanche-like dessert has been named one of the best in the world. Who can say



no to the lavish golden color and the sweet fruity fragrance? A treat that can only be found in Taiwan, home of premium-quality mangoes.

Pearl Milk Tea Served hot or cold with lightly sweetened, chewy "pearls" made with tapioca starch, pearl milk tea has a pleasant mellow taste and texture that has conquered teadrinkers around the world.



Deep-Fried Chicken Fillets Crispy on the

outside, juicy on the inside, accompanied by a generous sprinkling of ground pepper and spices, the Deep-Fried Chicken Fillet is one of the most popular snacks. in Taiwan, and a musttry for all tourists. Pearl milk tea makes a perfect companion.

Planning My

Taipei Promenade 24-Hour Non-Stop Fun Cultural-Creativity, Fashion, LOHAS, Nightlife, Classical, and Architecture - six recommended theme tours to suit your every fancy!

Itinerary

Plus Celebrity Picks on what's cool in Taipei. From early morning to late at night, there is so much to do and see in Taipei. Start planning your itinerary now!



Architecture in Taipei

Windows to the Past

P.40

Classic Taipei

Focus on cultural beauty, old and new

P.20**Celebrity Picks**



Cultural-Creative Taipei

Discover the city's creative energy



Fashionable Taipei

Feel the pulse of modern fashion



P.32 LOHAS Taipei

Leisurely river cruises - Invigorating natural forest fragrance



City experience - Bright lights. thoughts of fun and revelry

Ximending







The City That Never Sleeps

No other city in the world is as convenient and diversified as Taipei! You can find 24-hour convenience stores, supermarkets, and eateries on every street corner. The public transportation



system, including the Taipei Metro, many bus routes, and YouBike public bike-rental service, allows easy access to all points in Taipei.

While the city embraces modernity in the east district, emerging as a bustling center of finance and a highend commercial district, nostalgia is still in the air in the Ximending and Zhongshan North Road areas. You can also enjoy the stylish Western flare of Tianmu or the thriving hightech and commercial area in Neihu. All are unique in their own way.

To experience the widest possible range of the different tastes of Taipei living in one day, why not spend a sunny morning in Tianmu. ZABU Café, near the Tianmu Traffic Circle, is a perfect spot for brunch and a really nice cup of offee. I love to laze on the old couch at the café, definitely a luxury amidst the hustle and bustle of the normal city routine. For an afternoon stroll, check out the array of stylish shops along Section 2, Zhongshan North Road. Among these is the iconic Taiwanese designer-brand flagship store STEPHANEDOUCHANGLEEYUGIN. Nearby you can find Mogu Café, a creative spot featuring design items and exhibits on different themes.

Don't miss SPOT-Taipei Film House in the same neighborhood. This is much more than a coffee shop brimming with an air of history – it is a film house exploring cinematic themes.



Famous Artist

Vega Tsai



A City to Fulfill Your Dreams

Whenever my foreign friends ask "What kind of place is Taipei", I smile and say: "Taipei is a modern metropolis that cannot be



explained in just a few words, or understood in one visit. For me, she is the epitome of the history and culture of Taiwan, and a city for the young people to create and fulfill their dreams."

I like to take my friends from abroad to the National Palace Museum to admire the treasures of Chinese culture, bringing them beyond what they see in books. Then we visit the misty hot springs and old Japanesestyle architecture in Beitou, to witness the encompassing history of Taiwan. Or we walk the back alleys of Ximending or the east district, enjoying the cultural-creativity displayed in the eclectic cafés and handicraft stores.



Of course, the delicious food in Taipei is not to be missed. I take my friends to "Taiwan Village Bistro" for the iconic dishes representing different China provinces, or to "Tung Hakka Cuisine" for the delicacies from my mother's hometown. Even more importantly, I treat them to the renowned congee and side dishes offered in the restaurants along Fuxing S. Rd., enjoy Taipei's late-night charm.

The beauty of Taipei is found in its different facets and myriad details, and what you'll find depends on what you wish to accomplish during your visit. Ready?

Gourmet and Travel Writer
Radio Program Host **Danny Wen**







Creative Park Discover Treasure Hill **Artivists** the city's CO-OP creative Sonashan Cultural and **Creative Park** Yonakana Commercial District

Give yourself some leisure time and pay a visit to a cultural-creative cluster hidden away in the city's lane-and-alley grids, stopping a while to enjoy a cup of coffee. On the way you will see the traces of old Taipei, and also feel the vibrant new cultural atmosphere.

In Taipei you will enjoy unexpected encounters with inspiring design; each time you turn around, you'll witness unbounded creativity.





Sonashan Cultural and Creative Park

This was originally a tobacco factory, built in 1937. The buildings are simple yet stylish, and exhibit fine craftsmanship. The complex was designated a city heritage site in 2001. The warehouse and other spaces have been turned into art spaces,



mainly used to exhibit the work of artists and designers from Taiwan and overseas, using the exhibition method to combine the historical and the modern. The park has a large outdoor area and, with its greenery and pond, has become an urhan oasis

₹02-2765-1388

- 133. Guanafu South Road, Xinvi District, Taipei City (enter via Lane 553, Section 4. Zhongxiao East Road).
- Store, exhibition, and event times are as announced by the respective units.
- Take the MRT Bannan Line to Taipei City Hall Station. leave by Exit 1, then walk 6





- 1, Section 1, Bade Road, Zhongzheng District, Taipei City.
- Store, exhibition, and event times are as announced by the respective units.
- Take the MRT Bannan Line to Zhongxiao Xinsheng Station, leave via Exit 1, and walk for around 6 minutes.

Huashan 1914 Creative Park

The forerunner of this park was a Taiwan Tobacco and Wine Monopoly Bureau distillery. Efforts by the artistic community led to the establishment of this Taipei City arts landmark. The combination of building structures and techniques from different periods, and the



distinctive shops and other cultural-creative attractions, give the park its unique character. It frequently serves as venue for various arts events and exhibitions, and attracts arts lovers and young people in large number - a place of burgeoning vitality and creativity.

Huashan 1914







Yongkang Commercial District

In the Japanese colonial period, this area was a residential area for Japanese officials. Today it is a shopping and dining district that combines culture, art, taste, and good food. Yongkang Commercial District is full of culturalcreative shops, handicrafts made by newgeneration craftspersons, and boutiques selling international goods. It has also spawned a "take your time" operating philosophy unique among Taipei's commercial districts. Qingtian 76 was originally a dormitory for Japanese professors during the Japanese colonial period, and retains the simple old-time atmosphere. It is a good example of the active reuse of cultural-heritage assets. Here, visitors can learn of the beautiful stories created by the old building and the people who have dwelled within.





- Taipei's Yongkang Street, Qingtian Street, and Wenzhou Street neighborhood.
- (Store, exhibition, and event times are as announced by the respective units.
- Take the MRT Tamsui-Xinyi Line and get off at Dongmen Station, leave via Exit 5, and walk a short distance.

Hui Liu, a teahouse and vegetarian restaurant next to Yongkang Park, has a simple façade and gray stone wall with oval lines that is both unusual and distinctive. The interior contrasts with the simple exterior; it is like a small exhibition space, with various teapots, cups, and other tea ware that are minimalist yet elegant, displayed in different kinds of cabinets. The exquisite and delicious vegetarian dishes served have helped make this one

of the area's best-known restaurants.

Take a book with you, randomly select a café with a distinctive style, and you will enrich mind and body while wiling away a leisurely afternoon.





Treasure Hill Artivists CO-OP

Also called Treasure Hill Artist Village, this enclave is comprised of houses illegally erected in the 1960s and 1970s, built up a slope and, due to the terrain, arranged in an intricate and haphazard manner. They have significance because they present a uniquely Taiwanese scene. Treasure Hill Temple was declared an official heritage building in 2004, and the artists' village was created. Not many of the original inhabitants still live here, but quite a few artists have moved in. The artists have free rein to use the public walls and old buildings

as their canvases for creating works of art. Walking through the quiet alleys, surprises wait around every corner.



- **20** 02-2364-5313
- 2. Alley 14, Lane 230, Section 3, Tingzhou Road, Zhongzheng District, Taipei City
- Public spaces: 11:00-22:00. Exhibition spaces 11:00-18:00, closed Mondays; Micro Loft studio opening times are set by the respective studios.
- Take the MRT Songshan-Xindian Line to Gongguan Station, leave via Exit 1, and walk for around 12 minutes.





Feel the pulse of modern fashion

Fine goods and fashion converge in Taipei, and the city has many luxury-brand stores, putting it at the leading edge of fashion in Asia. Local design brands have also made an appearance, showcasing the

talent of local designers to the fashion world. Whether luxury fashion, individual fashion, or novel fashion ideas, the fashion diversity Commercial of Taipei rivets the gaze of the fashion-conscious.

District

Xinvi

Guanghua

District

Avenue of **Boutiques** -Zhongshan North Road



Xinvi Commercial District

Combining large malls and department stores, multiplex theaters, and large bookstores, this is the most fashionable area of the city, and also its business and financial center. On weekends and holidays street performers can be seen, and there are frequent music album and movie promotional events. Taipei City Hall and various starred hotels are also in the district, as well as many visually compelling publicart installations, with passersby often seen stopping to take photographs of them. As well as fashion and entertainment, this district also offers attractive scenery worth savoring at every turn.





- Xinvi Dist., Taipei City
- The outdoor area is open 24 hours a day. Store, exhibition, and event times are as announced by the respective units.
- Take the MRT Bannan Line, get off at Taipei City Hall Station, and leave via Exit 3: or take the Tamsui-Xinvi Line, get off at Taipei 101/Taipei World Trade Center Station, leave via Exit 4. then walk along Keelung Road or City Hall Road to Songshou Road to reach the shopping/entertainment district.



Fashionable Taipei



East Taipei Commercial District

The shopping district centered on the intersection of Zhongxiao East Road and Dunhua South Road has a number of department stores and the main stores of many clothing brands and retail chains. In the lanes and allevs, small cafes and eateries of distinctive character, as well as shops selling the most fashionable clothes, shoes, watches and accessories. can be found. The area around the Renai Traffic. Circle, at the intersection of Ren-ai Road and Dunhua South Road, along with the Fuxing South Road area, are battlegrounds for hot independent designers. Also tucked away down the lanes and alleys are many highly popular fashionable restaurants. The Dunhua South Road branch of Eslite Bookstore, open 24 hours a day, is packed with books of all kinds and is a place that offers so much enjoyment you may well forget when it's time to go home.

- Area around sections 3 & 4 of Zhongxiao East Road, and along Dunhua North/South Road in Da'an District.
- Take the MRT BanNan Line and get off at Zhongxiao Fuxing Station or Zhongxiao Dunhua Station, with immediate arrival upon exit.







- Zhongshan North Road
- Take the MRT Tamsui-Xinyi Line and get off at Zhongshan Station, leave via Exit 3, and walk towards Section 2, Zhongshan North Road.

Avenue of Boutiques-Zhongshan North Road

Zhongshan North Road is one of the city's three main tree-lined thoroughfares. The Regent Taipei, Hotel Royal-Nikko Taipei, Ambassador Hotel Taipei, and other premium hotels, along with many luxury-brand flagship stores, line the road. Heading north, the MRT Zhongshan Station shopping district is passed through, and the Tianmu shopping district eventually reached. With a strong international character, this long avenue serves up myriad novel and innovative items of international character worth buying.

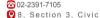






Guanghua Digital Plaza

This facility has six levels, with branded 3C products, light foods, and product displays on the first floor, bargain-priced new 3C products and second-hand books on the second and third, electronic components, audio-visual equipment, and PC peripherals on the fourth and fifth, and a repair and assembly center on the sixth. Offering a vast array of items at reasonable prices, this is claimed as the biggest 3C plaza in the whole of Taiwan, an unbeatable destination for one-stop purchase of 3C-related products.



- Boulevard, Taipei City
- 10:00-21:00, closed last Tuesday each month
- Take the MRT Bannan Line and get off at Zhongxiao-Xinsheng Station, leave via Exit 1, and walk for about 5 minutes.





Leisurely river cruises - Invigorating natural forest fragrance

Dadaocheng Historical District Camphor Tree Trail

Tea fun at Maokong

> Blue Highway

Maokong Gondola

walk along a winding forest path lined with lush vegetation; or take a cable-car ride to Maokong, where the scent of tea fills the air, to enjoy some fine locally produced golden brew; or take a Blue Highway cruise to enjoy the riverside scenery, forgetting about the pressures of big-city life for a while; or visit a city-neighborhood historic block, seeing the traces of the past and feeling

If you want to feel the pulse of the city, take a







Maokong Gondola

This is Taipei's first tourist cable-car service, and is both the longest in Taiwan and the first mass-transport cable-car line. The line begins outside Taipei Zoo, and has three other stations – one in the zoo, at Zhinan Temple, and at the Maokong terminus. Sliding windows provide ventilation in the cabins, and each is decorated with cute animal illustrations. The system's most striking feature is the transparent floor in each Crystal Cabin, allowing passengers to view the scenery below them.

- 30, Section 2, Xinguang Road, Wenshan District, Taipei
- Tuesday to Thursday 09:00-21:00. Friday and day before national holiday 09:00-22:00. Saturday and national holiday 08:30-22:00, Sunday and last day of national holiday 08:30-21:00.
- ➡ Take the MRT Wenhu Line and get off at Taipei Zoo Station, then walk to the Maokong Gondola zoo station (around 350 meters).

Camphor Tree Trail

This flat trail is easy to walk, and suitable for people of all ages. The highlights of the trail are a wood-fired kiln, pig sty, ox cart, irrigation pond, mud-walled house, barn, tea plantations, and vegetable gardens, giving it a rustic charm and reflecting local history. The trail changes in appearance through the seasons, with different flowers blooming and different crops being harvested, and is well worth visiting.







Tea fun at Maokong

Maokong has long been a tea-growing area, specializing in Tie Guanyin (Iron Goddess) tea. The area has numerous tourist-oriented teahouses that combine traditional Chinese tea art with dining. Visitors can enjoy fine tea and tasty, hearty dishes at the same time. On clear days, after dark enjoy the superb night-time scenery, looking out over the myriad flickering bright lights of the city.

Take the Maokong Gondola and get off at Maokong Station.

Dadaocheng Historical District

In days of old Dadaocheng was the birthplace of new culture in Taiwan. Today, traditional culture and innovative concepts are combined here. For example, the URS (Urban Regeneration Station) creative bases here make active use old buildings; New ArtYard and ArtYard have, respectively, created Taiwanese-theme cloth bags, book covers, the Pumpkin Tea Set and Tea Egg Tea Set, and other culture-based creative products. Yongle Market, within the neighborhood, is a famous fabric-wholesale center offering a wide range of materials. The eateries on the fourth floor are distinctive in style, and this was one of the locations where Luc Besson shot the film Lucy in the city. The Taipei Xiahai





City God Temple is the spiritual center of the area, and also a famous Chinese Cupid temple, attracting believers, men and women, from far and wide, who pray to the god Old Man Under the Moon to help arrange a good marriage. The heart of Dadaocheng is Dihua Street, lined

with joined shophouses fronted by arcades to give protection from the frequent rain in Taiwan. The building facades feature Western-style ornamental features, creating an East-West hybrid character that is very attractive. After strolling along the old street, visitors can ride a rented bicycle along the nearby Tamsui River, enjoying the riverside scenery.

Take the MRT Tamsui-Xinyi Line to Shuanglian Station, leave via Exit 2, and then walk for around 20 minutes.



Blue Highway

A Blue Highway river cruise is perhaps the best choice for those seeking a pleasant, undisturbed outing. The Tamsui River and Keelung River run through Taipei, adding to its visual aesthetics, and in recent years have become "water roads" carrying tourists - the Blue Highway. The Keelung River route goes from Dajia Riverside Park to Neihu Science Park, offering views of numerous distinctive buildings and other structures along the way. After dark, bright lights illuminate the night sky. By day or night, a boat ride on the river shows a different kind of Taipei beauty. There are two points at which Tamsui River Blue Highway cruises can be taken: Dadaocheng Wharf, inside the flood gates near Dihua Street, and Guandu Wharf near Guandu Temple. The boats take passengers to Fisherman's Wharf in Tamsui, along the way serving



up magnificent mountain scenery. At dusk, beautiful sunsets can be enjoyed, creating a memorably romantic atmosphere.

Take the MRT Tamsui-Xinyi Line to Shuanglian Station, leave via Exit 1 or 2, take R33 bus (fixed schedule), and get off at Dadaocheng Wharf stop.

City experience

Bright lights, thoughts of fun and revelry

Taipei is a city that never sleeps, beautiful 24 hours a day, all year round. Watch a traditional opera, dance the night away at a trendy nightclub, or take a giant Ferris wheel ride to see the limitless charm of this city spread out before you.

Enjoy tasty snack delicacies and latenight rice congee with tasty side dishes. By night Taipei satisfies all senses. Songshan Ciyou Temple

> Fuxing South Road Rice Congee and Side Dishes

Myst Night Club

> Miramar Entertainment Park

Wufenpu







Miramar Entertainment Park

No feature of the Dazhi horizon is more striking than the giant Ferris wheel that stands atop Miramar Entertainment Park. Especially popular with sweetheart couples and families, the wheel turns slowly, carrying passengers high up into the sky, from where they can enjoy a memorable bird's-eye panoramic view of Taipei.

 (b) 11:00 ~ 22:00

Take the MRT Wenhu Line and get off at Jiannan Road Station, then leave the station via Exit 3 and walk a short distance.





TaipeiEYE

Traditional arts performances staged here include Peking opera, folk arts and music, traditional ballad-singing, storytelling, and other forms of Chinese theatre arts, as well as the song and dance of Taiwan's indigenous peoples. The audience enjoys a chance to feel the charm of traditional theatre arts, getting up close to the performers. TaipeiEYE now offers Chinese, English, Japanese, and Korean subtitles and interpretation. With performances that have both international and local flavor, it strives to introduce traditional Chinese arts to a wider audience.

113, Section 2, Zhongshan North Road, Zhongshan District, Taipei City (Jinzhou Street entrance)

Performances start at 20:30 on Monday, Wednesday, and Friday (tickets available from ERA or www.taipeieye.com).

Take the MRT Tamsui-Xinyi Line and get off at Shuanglian Station, leave the station via Exit 2, and then walk a short distance; or get off at Minquan West Road Station, leave the station via Exit 8, and walk a short distance.



Wufenpu

Wufenpu is Taipei's largest wholesale clothing market. With over 1000 stores, brands from Japan, China, Thailand, and elsewhere can be bought. There is clothing for men, women, expecting mothers, children, and even dogs and cats — most any type of garment you can think of (plus accessories and shoes), and all at reasonable prices. This market is the best place for small retail traders to stock up on new items, and also a good place for everyday folk to buy fashionable attire.

- The area around Songshan Road, Yongji Road, and Zhongpo North Road.
- Take the MRT Songshan-Xindian Line and get off at Songshan Station, leave the station via Exit 4, and walk for around 5 minutes.

Songshan Ciyou Temple

The main deity at this temple, established in 1753, is the Black-faced Mazu. The stone lions at the front of the main hall are the temple's highlight. The woodcarvings inside the temple are elaborate and lifelike. During birthday celebrations for Mazu. Goddess of the Sea, which is on the 23rd day of the 3rd lunar month, local store owners and staff greet her as she passes by in her palanquin on an inspection tour. Nearby Raohe Street Tourist Night Market has many unmissable snacks, such as oyster vermicelli, soy sauce-braised pig intestine, pork ribs with medicinal herbs, and old-style tofu pudding. After enjoying some tasty snacks, visitors can take the opportunity to go to nearby Rainbow Bridge: its S-shape and projection lighting add a touch of extra charm to the night scene, and the bridge has become a city tourism landmark

- 761, Section 4, Bade Road, Songshan District, Taipei City
 505:30-22:00
- Take the MRT Songshan-Xindian Line and get off at Songshan Station, leave the station via Exit 5, and walk for around 2 minutes.







- **20** 0911-439-997
- 9F, 12, Songshou Road, Xinyi District, Taipei City
- Monday/Tuesday 21:00-02:30, Wednesday/Thursday 20:00-04:00, Friday/Saturday 20:00-04:30, Sunday 21:00-02:30
- Take the MRT Tamsui-Xinyi Line to Taipei 101/Taipei World Trade Center Station, leave via Exit 4, and walk for around 10 minutes.

Myst Night Club

Offering fantastic night views and an unobstructed look at towering Taipei 101 opposite from an outdoor viewing deck, this club has dazzling LED lighting and state-of-the-art sound equipment. Young people flock here to dance the night away. The club was also a shooting location for the film Scarlett Johansson film Lucy.



Fuxing South Road Rice Congee and Side Dishes

Nicknamed "Midnight Snack Street," Fuxing South Road has a number of eateries that sell only rice congee and side dishes for night owls. The dishes at each restaurant are varied and distinctive in style, the diner able to experience a range of authentic Taiwanese dishes. From the house-special sweet potato and rice congee to tasty soy sauce-braised tofu and aromatic, chewy peanut gluten, to delicious preserved-radish omelets to various stir-fried seasonal vegetables, what the dishes have in common is that they are simple yet very tasty.

- Section 2, Fuxing South Road, Da'an District, Taipei City 11:00-06:00
- Take the MRT Wenhu Line, get off at Da'an Station and leave via Exit 5; or get off at Technology Building Station and walk for around 8 minutes.





Focus on cultural beauty, old and new

Take a trip to the National Palace Museum to appreciate Chinese cultural treasures, linger at Taipei 101 and Chiang Kai-shek Memorial Hall, crossing from past to present. Enjoy some quiet time and read about the beauty of the city at Eslite Bookstore; visit the Discovery Center of Taipei, viewing Taipei



National Palace Museum

This world-famous museum has a whopping 690,000 pieces in its treasure chest of Chinese culture, included ceramics, bronzes, jades, and paintings. It is one of the Top 5 museums in the world. The Jadeite Cabbage, Meat-shaped Stone, and Mao Gong Ding are known as the "Three Treasures of the National Palace Museum." Zhishan Garden, a Song Dynasty-style garden with a strong scholarly air, is to the right of the museum. After viewing the ancient cultural relics in the museum, visitors can take a walk through the garden to appreciate the beauty of a traditional Chinese garden.







- 221, Section 2, Zhishan Rd, Shilin District, Taipei City
- Sunday-Thursday 08:30-18:30, Friday/ Saturday 08:30-21:00; open year round
- Take MRT Tamsui-Xinyi Line, get off at Shilin Station, leave via Exit 1, and then take No. 30 Red bus to the National Palace Museum stop, right in front of the main entrance.

Chiang Kai-shek Memorial Hall

The memorial hall was built to commemorate late ROC president Chiang. The memorial hall has a cultural relic exhibition hall, art gallery, and lecture hall. The grounds feature a splendid variety of flowers and landscaping, a health path, and the grandiose National Concert Hall and National Theater. The changing of the guard ceremony that happens at fixed times every day is a favorite draw with domestic and foreign visitors.

2 02-2343-1100

- 21, Zhongshan South Road, Zhongzheng District, Taipei City
- © CKS Memorial Hall: 09:00-18:00 (closed on Chinese New Year's Eve, Chinese New Year's Day, and on electromechanical maintenance days); Park: 05:20-24:00 (open year round).
- Take the MRT Tamsui-Xinyi Line and get off at Chiang Kai-shek Memorial Hall Station, leave the station via Exit 5, and walk a short distance.





Taipei 101

Designed by master architect C.Y. Lee, the tower's shape, representing continual progress, and auspicious imperial coin and ru yi (symbolizing "everything as you desire") decorations give the building an appealing Oriental character. The building is divided into offices and a mall in which many luxury brands have established flagship stores, making shopping a real pleasure. The Observatory on the 89th floor offers panoramic views of the entire city from on high, and is a must-visit attraction for visitors.

- 2 02-8101-7777 (Taipei 101 Mall)
- 7, Section 5, Xinyi Road, Xinyi District, Taipei City
- (b) 11:00-21:30, Friday/Saturday 11:00-22:00
 Take the MRT Tamsui-Xinyi Line to Taipei 101/Taipei World Trade Center Station, leave via Exit 4, and walk a short distance.

Discovery Center of Taipei

Located inside Taipei City Hall, the highlight of the center is the Discovery Theater. The 360-degree screen and special lighting effects create a special moving theater. Other exhibition areas use sensory experience and interactive displays to guide visitors as they explore the course of the city's development. This should be the first stop for domestic and foreign visitors wanting to learn more about Taipei.

- 2 02-2720-8889, ext. 8630
- 1, City Hall Road, Xinyi District, Taipei City
- 09:00-17:00. Closed on Mondays and weekends/national holidays
- Take the MRT Bannan Line to Taipei City Hall Station, leave the station via Exit 2, and walk for around 8 minutes.





Eslite Bookstore Xinyi Flagship Store

The contents of this store and its spatial planning are based on the ideas of a "reading and life museum" and "cultural window through which Taiwan faces the world," and are intended to add to people's quality of life. There are different areas for books, each with its own feel spatial feel designed in accordance with the characteristics of the book type. There are also special children's, simplified Chinese character, and Japanese book sections. The third floor has a cooking classroom and open area in which cooking courses, presentation meetings, lectures, and other activities are often held. The facility's integrated shopping center offers fine goods, fashion clothing, distinctive cuisine, cultural-creative gifts. home furnishings etc., adding an international aspect to the Taipei city image and offering a diversity of perspectives to visitors.



- 02-8789-3388
- 11, Songgao Road, Xinyi District, Taipei City
 Bookstore (2F and 3F bookstore area: 10:00-24:00; weekends/holidays 10:00-02:00.
 Shopping mall: 11:00-22:00, weekends/holidays
- Take the MRT Bannan Line and get off at Taipei City Hall Station, leave the station via Exit 2, and walk for around 5 minutes.

Sun Yat-sen Memorial Hall

The memorial hall was built to promote the spirit of the father of the ROC, Dr. Sun Yat-sen. Inside is the Auditorium, which is a national performance hall, history exhibition rooms, art galleries, and a library with over 40,000 books. The hall is surrounded by Zhongshan Park, which features Cui Lake, a plaza with a fountain, and a health path. The facility is often the venue for academic, educational, and arts activities, and is the arts and culture center of east Taipei. The changing of the honor guard every hour is popular with visitors.

- ₹02-2758-8008
- 2505, Section 4, Ren'ai Road, Xinyi District, Taipei City
- Exhibition hall: 09:00-18:00(closed on Chinese New Year's Eve, Chinese New Year's Day, and on electromechanical maintenance days)
- Take the MRT Bannan Line to Sun Yat-sen Memorial Hall Station, leave the station via Exit 4, and walk a short distance.









Windows to the Past

Longshan Temple Presidential Office Building

A visit to Taipei's historic buildings is a journey into a captivating world of culture and arts refined over the years. Taipei Story House

SPOT-Taipei

Plum Garden

The Red House Beitou Hot Spring Museum



- 211, Guangzhou St., Wanhua Dist., Taipei City
- 06:00am-10:00pm
- Take the MRT Bannan Line to Longshan Temple Station, leave the station via Exit 1, and walk a short distance.

Longshan Temple

Completed in 1740, Longshan Temple is built in the traditional three-hall, four-courtyard palace style and devoted to major deities of the Buddhist, Taoist and Confucian pantheons. The eaves of this grade-two national historic site are adorned with the vibrant colors of appliqué glass tile and cochin ceramics. The stone and wood carvings, painting, and structural layout of the temple are expertly rendered, showcasing the inspired traditional craftsmanship and beauty of Taiwan's temples.

Presidential Office Building

The building was formerly the Office of the Governor-General during the Japanese colonial period. Built in Post Renaissance style, its façade features classical and elegant colonnades, walls, arched windows, oeil-de-boeuf windows and Roman pil lars. The 60-meter high central tower, the façade and two corner towers form the shape of a pyramid. The exterior of the tower and main structure are built of red brick tiles with plaster ornamentation, creating a solemn ambiance.

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- 122, Sec. 1, Chongqing South Rd., Taipei City
- Monday-Friday 09:00-12:00 (ID required) Please check the official website for opening hours at the weekends.
- Take the MRT Tamsui-Xinyi Line to N T U Hospital Station, leave via Exit 1 and walk for around 5 minutes.



Architecture in Taipei





SPOT-Taipei Film House

SPOT-Taipei is located in a white Western-style building enveloped in the greenery of Zhongshan North Road. Formerly the residence of the U.S. ambassador, the building brims with a southern U.S. colonial elegance. Today, the historic site serves as an art space, with a cinema, café, art gallery, and multifunctional AV room, creating a place for creative interaction with an old-world ambiance.

- 18, Sec. 2, Zhongshan N. Rd., Zhongshan Dist., Taipei City
- (Line 11:00-midnight, 11:00-2:00 Fri and Sat
- Take MRT Tamsui-Xinyi Line to Zhongshan Station, take Exit 2, walk about 5 minutes.

Taipei Story House

Since 2003, Taipei Story House has become a mini museum introducing the historic and cultural life of Taiwan, and is an example of the reuse of historical monuments. Taipei Story House launches cultural activities and exhibitions quarterly. Visitors can experience the beauty of historical architecture and reminisce about the good old days.

- 181-1, Sec. 3, Zhongshan North Rd., Taipei City
- (Line 10:00-17:30 (Closed on Monday)
- Take the MRT Tamsui-Xinyi Line to Yuanshan Station, leave by exit No. 1 and walk approximately 10 minutes.









Beitou Hot Spring Museum

The most notable historic building in Beitou is this museum, once a public bathhouse and also once visited by the Crown Prince of Japan (later Emperor Hirohito). The European villa style exterior, stained glass windows, red brick walls and public pools have been completely preserved, and fully show the building's past splendor. As well as having displays that introduce the development of Beitou to visitors, arts

As well as having displays that introduce the development of Beitou to visitors, arts performances combining drama and music are often held, recreating this hot spring town's yesteryear elegance.

© 02-2893-9981 2, Zhongshan Road, Beitou District, Taipei City 9:00-17:00, closed Mondayst
The the MRT Tamsui-Xinyi Line and get off at Beitou Station, transfer to the New Beitou Branch Line and get off at New Beitou Station then walk for around 8 minutes.

The Red House

The Red House was built as Taiwan's first publicmarket. Opened in 1908, the market was designed by Japanese architect Kondo Juro with a cruciform-shapedmain building and eight-sided entrance structure thatwas given the nickname "Octagon Building." In 2002, the site was repurposed as a venue for performances, a creative bazaar, and other cultural-creative activities, housing artistic shops and an outdoor café.





- ₹ 02-2311-9380
- 10, Chengdu Rd., Wanhua Dist., Taipei City
- 11:00am-9:30pm Tues to Thurs and Sun, 11:00am-10:00pm Fri and Sat (closed Mon)
- Take MRT Bannan Line to Ximen Station, then take Exit 1.





Plum Garden

Built at the end of the 1930, this historic building exudes a wartime feel and Japanese charm. Above the main entrance, the Chinese characters for Plus Blossom Garden are engraved; they were written by master calligrapher and eminent scholar Mr. Yu You-ren. This was once Yu's summer retreat. The attractive garden is full of lush greenery and passersby can't resist taking a peek inside. The elegant Japanese style wood framed building and the basement air raid shelter have real historical significance. There is a visitor center that provides tourist information about the local area.



- 02-2897-2647
- Tuesday-Sunday 09:00-17:00, closed on Mondays and national holidays
- Take the MRT Tamsui-Xinyi Line and get off at Beitou Station, transfer to the New Beitou Branch Line and get off at New Beitou Station, then walk for around 5 minutes.