
 **TRA** 鐵道生活文化專輯 2

鐵道生活文創 

The Cultural and Creative Lifestyle of Railways.

透過鐵道，
我們，
記憶人情感動，
愛上庶民文化，
享受慢活行旅悸動，
驅動文化生活價值，
迎向明日新臺灣。

*Through the rails,
we,
touched by memories,
fall in love with popular culture,
and enjoy slowing down while traveling,
based in the values of life and culture,
welcoming a new dawn for Taiwan.*



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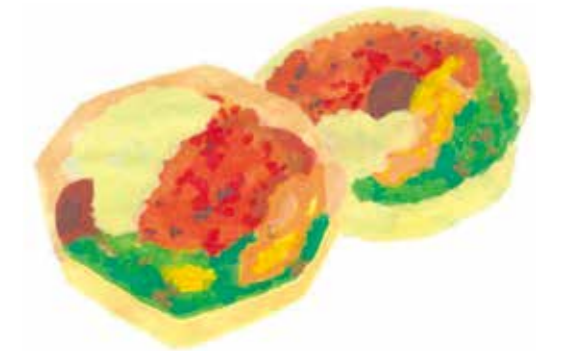
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局長序一 騰雲御風話復興

Foreword by the Director General – Revitalizing the TRA

台鐵，乘載了這片土地上無數的美好生活記憶。台灣人對火車的記憶，更橫跨了二個世紀之深遠。在不斷凝聚眾力及驅動創新中，而今的台鐵已進化轉型，讓百年人文鐵道，揮灑出鮮活創意的現代色彩。

在 2016 年暨台鐵創建 129 週年的時刻，奉獻心力於台鐵一輩子的老台鐵人，記憶中所描繪的台灣鐵道樣貌，並不是生硬的資產物件，而是豐厚的承傳使命與歷史情感。當騰雲號運輸營運在 1891 年開通，台北鐵路餐廳在 1908 年開幕；在二次大戰結束台灣光復後推出鐵路便當，並在 1949 年成立貨運服務總所，從事貨運服務到物流，再轉型到不動產經營的資產活化。台鐵，已是新台鐵。

台鐵局透過這本小冊子表達對所有旅客的敬意與謝意。同時，也宣告台灣鐵路文藝復興時代的來臨。

The Taiwan Railways Administration (TRA) has been a part of the collective memory of the people of Taiwan for over a century. The TRA has evolved, and now displays a vibrantly modern touch in completing its mission of “connecting people and driving innovation.”

The TRA celebrates its 129th anniversary in 2016. Among the memorable events that have happened since the agency’s founding: the Teng Yun steam engine’s first run in 1891; the introduction of boxed lunches after Taiwan’s retrocession; and the transformation of the the Freight Service Department from logistics to other ventures that revitalized real estate assets. The TRA now has a brand new look.

With this brochure, the TRA expresses its appreciation all those who’ve ever ridden with us, as we usher in a renaissance for the TRA.



阿里山森林鐵路於 2015 年 12 月 25 日歡慶 103 週年慶活動，台鐵局周永暉局長與日本黑部峽谷鐵道公司小橋社長共同參與。
The Alishan Forest Railway turned 103 in 2015. TRA Director General Chou Yung-Hui and Kurobe Gorge Railway Co., Ltd. President Kobashi attended commemorations together.



生活即是文化
Life is Culture.

最貼近庶民的生活文創 開創旅遊新視野

Bringing culture to people and creating new perspectives for travel

台灣鐵道總長約 1,100 公里，
車站座落於全台各縣市城鎮，
每年總搭乘人數高達 2 億 3 千萬人次。

台灣鐵道，是最貼近庶民生活的交通工具，
穿梭在各鄉鎮及田野間的火車，
更是最迷人的移動風景。

Every year, the TRA provides 230 million person-times of service on tracks that run the length of the island. Taiwan's railways are at the heart of people's lives, and run through the island's most enchanting scenery.



承載深遠的記憶

Enduring memories

在台灣，40 年前，扛著扁擔，搭乘台鐵普通車送菜去菜市場的阿公阿婆；30 年前，頂著髮禁平頭，搭平快車到校的青年男孩；20 年前，穿著套裝高跟鞋，搭乘電聯車的通勤 OL；10 年前，擠在人潮中，搭內灣線賞螢、坐平溪線賞天燈的愛情男女；直到現在，是帶著阿公阿媽，舉家一起搭乘普悠瑪號，開心到花東玩耍過暑假！

一條鐵道，乘載著無數人生，刻劃台灣人最深層的記憶。從第一次遞告白紙條給車廂上暗戀的女孩；第一口嘗到鐵路便當裡的滷蛋有多香甜；第一次北上求學返鄉，在車窗外看到龜山島而不自覺落下的想家眼淚；第一次帶著孩子在彰化扇型車庫，孩子驚奇的大喊：「哇！火車的家耶！」，完全融化了新手父母的疲累！

Forty years ago, people took their vegetables to market by train; thirty years ago, teenagers rode the local train to school; twenty years ago, office workers commuted to work on the Electric Multiple Unit (EMU); ten years ago, lovers took the Neiwan Line to watch fireflies, and the Pingxi Line to see sky lanterns. Today, families take the Puyuma Express to Hualien and Taitung for summer vacation.

Taiwan's people have deep memories of the railway. Here, a boy has passed his first love note to a girl; here, a student traveling home has wept upon seeing once again Turtle Island; here, parents taking a child to the Changhua Roundhouse have felt revitalized as their child cries out happily, "Look, it's the trains' home!"



揮灑鮮活色彩的百年人文鐵道

A vibrant, century-old railway

透過蒸汽火車的修復復駛、觀光彩繪列車啟動及郵輪式列車的遊程規劃，在台北、板橋、南港、新左營等全新鐵路車站城，結合生活與旅行所需的經濟與人文活動，結合餐飲、旅館、鐵道文化、百貨商場，提供全方位服務，並展現出包容多元文化的精神，如台北、桃園、高雄等車站設置回教祈禱室，以及各車站大廳空間也成為全民展演場所，台北車站的快閃舞蹈、板橋車站的民歌快閃，為民眾帶來驚奇！

The TRA seeks renewal through restoring steam engines, planning cruise-style train journeys, and opening new stations in Taipei, Banqiao, Nangang, and New Zuoying that offer dining,



accommodation, and shopping options. Cultural diversity is respected, with, for example, Muslim prayer rooms available at Taipei, Taoyuan, and Kaohsiung stations. Station lobbies, meanwhile, often host exhibitions.

緊繫庶民生活情感 流動創意開創藍海

Bonding with people and creating a "blue ocean" strategy

現代化的開放空間，賦予台鐵車站全新生活文創語彙；而全線鐵路電氣化及普悠瑪列車的開通，則再次緊繫了鐵道與民眾的庶民生活情感。

2014年6月28日首航，在7月1日台東南王部落長老看見普悠瑪彩繪列車，緩緩駛入台東車站，不禁感動的親吻車廂說：「你來了！」。這一刻，台東人足足盼了40年！這輛由曾入圍葛萊美唱片設計獎的蕭青陽操刀設計，搭配徐明正的攝影作品，利用紙雕風格，帶出台東八大印象，蘭嶼的飛魚、達悟族的頭髮……等視覺圖騰，8節車廂、8個故事拼貼出的，不僅僅只是台東人的想望。

台鐵車站是全民的藝術舞台，國立臺北藝術大學學生在台北車站大廳演出。
TNUA students perform in the lobby of Taipei Main Station



從台灣鐵道史上第一代的騰雲號、CK101、CK124、DT668、CT273等蒸汽火車修復再現，蒸汽郵輪式列車的仲夏寶島號復駛，到現今最新引進的傾斜式特快車TEMU1000及TEMU2000型的開行，讓台北到台東縮短到3.5小時。承先啟後，讓花東旅遊進入新藍海。

Open space gives life to TRA stations. Railway electrification and the Puyuma Express have once again bound the railway to people's lives.

The Puyuma Express took its maiden voyage on June 28, 2014. As the train entered Nanwang village in Taitung, the indigenous chief there kissed the train happily, as the people of Taitung had been waiting for this moment for four decades! The paintings on the eight cars conveyed impressions of Taitung, including the flying fish of Orchid Island and the hairdos of the Yamis people.

Having restored steam engines Teng Yun, CK101, CK124, DT668, and CT273, and launched the cruise-style train Summer Formosa, the TRA has also introduced tilting trains, the TEMU1000 and TEMU2000, that cut travel time from Taipei to Taitung to 3.5 hours, bolstering tourism to Taiwan's East Coast.

輕鬆慢活新玩法 郵輪式列車

A new choice for slow-paced travel, the cruise-style train

郵輪式列車，突破以往列車到站即開模式，以類似遠洋郵輪停泊於各港口一段時間，再續開往下一港口方式，開行特定列車。選定數個可停留賞景之車站，讓搭乘火車旅客於定點車站下車，在特色車站附近景點，觀賞風景。其中，「跟著蒸汽火車去旅行」主題，搭配蒸汽老火車頭的郵輪式列車行程，如仲夏寶島號的花東行程，是鐵道迷跟親子旅行最熱門的首選。

移動的創意，包括自 2008 年開辦以來，台北到蘇澳間「丟丟噹山海行－東北角一日遊」、高雄到台東間「陸上新郵輪－秘境新探索」、彰化到竹南間「山海線之旅」、台北到追分成功間「山海觀幸福之旅」、台北到瑞穗間「瑞穗、安通溫泉美食嘉年華」、台北到二水間「穿越時空集集支線懷舊之旅」……等路段列次，讓車次遊程遍及台灣各特色觀光景點。

列車遊程也搭配了當地文化節慶、新觀光景點，或自行車減碳雙鐵等行程，如台東熱氣球節、宜蘭幾米主題廣場、日月潭自行車嘉年華車等活動，為地方帶來人潮及可觀的觀光產值。

Cruise-style trains are like cruise liners, in that they make extended stops at several stations, where passengers can alight to enjoy the scenery. The package tour “Travel by Steam Engine,” which includes the cruise-style itinerary, such as taking the “Summer Formosa” to the East Coast, has proven a top choice of rail enthusiasts and families.

Since 2008, the TRA has launched many routes around Taiwan, including the “northeast coast line” from Taipei to Suao, the “land cruise” from Kaohsiung to Taitung, “the mountains and coasts line” from Changhua to Chunan, the “happy trip” from Taipei to Zhufen, the “hot spring festival” from Taipei to Ruisui, and the “nostalgic tour” from Taipei to Ershui.

Trains also travel to scenic spots and local festivals, including the Taitung hot air balloon festival, Jimmy Square in Yilan, and the Sun Moon Lake cycling festival. These trains have created considerable revenue for local businesses.



結合文化觀光 彩繪列車奔馳創意

The painted train enlivening culture and tourism

自 1998 年 6 月 9 日鐵路節首次復活蒸汽機車，並完成環島壯舉起，台鐵即不斷嘗試進行文化創新與改造，推出緊密結合地方文化的觀光彩繪列車，以貼近民眾生活化素材，引起民眾讚嘆與追逐。

彩繪列車之所以迷人，在於車身上繪出了生動活潑的獨特性，為搭乘的旅客創造出意外的驚喜。除與藝術家合作的蕭青陽「普悠瑪彩繪列車」、李明道「台鐵進化 1001」外，與地方政府合作「童玩快飛號」、「基隆黃色小鴨彩繪列車」、「恆春民謠節彩繪列車」、「內灣動漫竹縣彩繪列車」，以及與易遊網合作「環島之星（觀光列車彩繪）」、與觀光局合作「台鐵彩繪列車喔熊 OhBear」、與客委會合作「客家桐花祭桐花之星」、與雲朗觀光合作「希望飛羊列車 2015 台灣燈會專車」。

其中，「希望飛羊列車 2015 台灣燈會專車」，更是突破彩繪技術、結合產業特色，不僅以主題繪製年節窗貼、燈籠等，更以 LED 燈裝飾車身，在時速 110 公里奔馳時，閃耀著絢爛的美麗光軌，展現新春喜氣及希望。



「希望飛羊」2015 台灣燈會 LED 專車。
The 2015 lantern festival train

On June 9, 1998—Railway Day—the TRA restored its first steam engine and sent it on a trip around Taiwan. The TRA also put into service trains featuring paintings of local culture.

These trains have proven enchanting due to their unique designs, including the “Puyuma Express” by artist Xiao Qingyang and the “The Evolution 1001” by Akibo Lee. The TRA has also introduced the “folk games express,” “Keelung yellow duck train,” “Hengchun folksong train” and the “Neiwan anime train,” as well as the “Formosa Express” in conjunction with ezTravel,



恆春民謠節彩繪列車。
Hengchun folksong train

the “OhBear Express” with the Tourism Bureau, the “Hakka tung blossom train” with the Hakka Affairs Council, and the “2015 lantern festival train” with the LDC Hotels & Resorts Group.

The 2015 lantern festival train, celebrating the Year of the Ram, used window stickers, lanterns, and even LED light bulbs in its decorations. When this train sped by at 110 km/hr, it glowed brightly with joy and hope.



平溪線彩繪列車。
Pingxi line painted train

一站一特色 喚起行旅記憶

Memorable stations

古蹟車站、木造建築車站、日式宿舍，以及舊山線、三支線等，在在都充滿人文歷史軌跡。車站，流轉著不同的人生，有著不一樣的風格故事。近年來，鐵道輕旅行的風潮，讓台灣鐵道支線成為最熱門的旅遊勝地，別具地方風情的特色小火車站，古意盎然的磚造或木造懷舊建築，是民眾假日最佳休閒處所，也激起特色車站旅行風潮。

Historic stations, Japanese-style houses, the TRA's mountain line, and the three branch lines are full of history and culture. In recent years, traveling by train has become wildly popular, and the branch lines are among the most well-traveled. Stations built of wood and brick are particularly popular among rail enthusiasts.



西岸風情 內灣線與集集線

The west coast: the Neiwan and Jiji lines

內灣線的一線九驛計畫，西起巴洛克特殊造型的「新竹火車站」，東迄橫山內灣站，沿途主題包括連結愛情與幸福的甜蜜驛站「合興車站」、「漫畫夢工場」、「好客好品」，以及結合電影拍攝等彩繪列車活動，結合觀光、文創、插畫、動漫，創造出多樣風采的行旅記憶。

集集線是台鐵中部最重要的旅遊驛站。每年透過卡通人物代言集集支線，包括小熊學校繪本場景、湯瑪士火車館、卡通鐵道村等規劃，搭配 CK124 或 DT668 蒸汽包車專列彩繪，陪伴無數親子度過美好暑假時光。

The Neiwan line's "9 stations on one line" program runs from Hsinchu Railway Station to Neiwan Station. Along the way are Hexing Station, the Taiwan Comics Dream Park, and the New Hakka Cultural Park. Trains running on this line feature a cinematic theme.

The Jiji line is the most important, tourism-wise, in central Taiwan. Every year, cartoon characters are enlisted to "serve" this line. Characters from The Bear's School and Thomas the Tank Engine, as well as paintings of the CK124 or DT668 engines, have created fond memories among riders.



內灣線的合興車站，充滿歷史人文感的木造建築，遂成為旅遊最熱門景點。Hexing Station on Neiwan Line has become a tourist attraction for its wooden architecture.



集集線彩繪列車。
Jiji line painted train

平溪深澳雙支線

Pingxi / Shen'ao Line

平溪線是歷史最悠久的鐵路支線，也是最具國際曝光度的觀光支線。名聞國際的平溪天燈節，沿途有原始的壺穴、瀑布等豐富河谷景觀。

隨著熱門電影《那些年》拍攝場景的推波助瀾，讓平溪老街、十分車站、菁桐老街、平溪石底橋等地，頓時成為觀光客熱門景點。

平溪深澳雙支線一日周遊券，則可當日無限次搭乘平溪線、深澳線，加上 2015 年 8 月推出的台灣自行車節「喔

熊 OhBear」彩繪列車，讓遊客盡情深度體驗平溪迷人風情。

另外，「漫遊鐵三角，秘境小站集戳章之旅」私藏秘境活動，以竹南火車站鄰近的招呼小站——崎頂、造橋、談文三個秘境為駐點，讓民眾尋幽探秘輕旅行，感受台鐵山線及海線分岔點樂趣。

近年來，國內電影產業的蓬勃，《賽德克·巴萊》、《總鋪師》、《鐵支路》等知名影片，均以台鐵車站、鐵道為拍攝場景，影片中時見鐵道情懷與風采。



平溪線彩繪列車在山谷中馳騁前進。
A Pingxi line painted train transits a valley



《總鋪師》電影場景。
A scene from "Zone Pro Site"



十分車站。
Shifen Station

The Pingxi line is the oldest line in Taiwan. It takes passengers to the Pingxi Sky Lantern Festival, and past “giant’s kettle” pothole formations and waterfalls.

Pingxi Old Street, Shifen Station, Jing Tong Old Street, and Pingxi Shidi Bridge have been tourist destinations since being featured in the film, “You’re the Apple of My Eye.”

The one-day Pingxi / Shen’ao Line pass offers unlimited rides on these two lines. In addition, the “OhBear Express” launched in August 2015 takes tourists by all the majestic scenery of Pingxi.

The “secret stamps collecting trip” takes passengers to Ciding, Zaoqiao, and Tanwen stations, where they can seek out the underappreciated beauty of these areas.

Films such as “Seediq Bale,” “Zone Pro Site,” and “RailWay” have included shots of the TRA stations and railways, rekindling memories of rides along these storied rails.

兩鐵一鐵路 + 鐵馬 低碳慢活心旅行

Railway + Cycling=a low-carbon lifestyle



台鐵局無償提供舊草嶺隧道，為民眾打造低碳樂活的自行車道。
The TRA promotes low-carbon lifestyles by providing a cycling trail through Caoling Tunnel.



安通鐵馬站。
Antong bicycle stop

最迷人的生活風景，往往需要放慢腳步、靜心欣賞才能感受得到！以低碳愛地球角度出發，推出節能減碳零污染之兩鐵慢活自行車騎乘活動，針對各種車廂進行改造，推出可搭載自行車的兩鐵慢活列車。

在花東線新城、玉里、瑞穗、台東、安通、關山等處開設自行車補給站，連結觀光系統或形成旅遊節點。同時，台鐵提供廢棄舊鐵道路線、隧道及車站周邊設施等，作為自行車道及步道，共 20 條路線，全長高達 179.3 公里。兩鐵業務每年全台至少 24 萬名旅客搭乘，配合加開兩鐵列車，每年平均 10% 的成長速度，大幅改變環島旅遊文化及有效降低碳排放量。

為提供旅客更靜心舒適的旅遊環境，特別與國立歷史博物館合作，以窯燒玻璃方式重製 24 幅藝術家馬白水作品《太魯閣之美》，裝置於花蓮新城太魯閣車站大廳內，展現太魯閣春夏秋冬的慢活之美。



東豐自行車道是全國第一條由廢棄鐵道改建而成的自行車專用道，全長 12 公里。
The 12-km long Dongfeng cycling trail is the first cycling trail to run along abandoned rails.

By taking it slow, passengers are treated to mesmerizing views. The TRA encourages low-carbon journeys by having modified certain cars to accommodate bicycles.

At Xincheng, Yuli, Ruisui, Taitung, Antong, and Gaunshan stations on the Hualian-Taitung line, there are bicycle supply stations. Abandoned railways, tunnels, and their surroundings have been transformed into 20 cycling and walking trails running 179.3 kilometers.

Some 240,000 passengers take bicycle-ready trains every year. This line has greatly changed travel customs, and cut carbon emissions.

The TRA, in conjunction with the National Museum of History, has duplicated 24 paintings by artist Ma Pai-shui that show Taroko Gorge during each of the four seasons. These replicas have been installed at Xincheng Taroko Station.



服務即是感動
Service is Touching.

觸動人心的台鐵感動服務

The TRA provides superior service



台鐵人總給一股像家人般的親切。
The TRA train crew works like a family.

鐵道，是城市與鄉間的通勤連結，也是流轉著百態人生的角落情緒，每個人的抵達與離開，都有著各自不同的時光記憶，月台上進站的列車，更牽引著迥異的悲歡離合與成長記憶。

正因為這場域，是如此深刻特殊，台鐵，總給人一種特殊的溫度。從站長、列車長、剪票員、車勤服務員，帶給旅客的熟悉感，散發著宛如家人般的親切。

如果用一種聲音，來代表台鐵，「第三月台，開往高

雄的自強號列車，即將要開了，還沒有上車的旅客，請趕快上車。」，這應該是所有來往台北車站旅客再熟悉不過的聲音了。在台北車站擔任播報員超過 30 年的朱薇，懷著帶給即將返鄉遊子幸福感的心情，播送著溫暖的語句。

台鐵車勤服務員鄭淑君，在列車上遇到一名身障無手、賣玉蘭花的阿伯，向她買便當。她放下手邊工作，用筷子一口一口餵其吃飯，這感人畫面獲得高度迴響，網友直呼：「因為有妳，台灣更美！」



播報員朱薇。
Station broadcaster Chu Wei

Railways connect rural and urban areas, and witness the ups and downs of life. Trains' arrival and departure mean memories are being made, both happy and sad.

Given the significance people imbue their memories of train journeys with, station masters, conductors, ticket inspectors, and train crew work become like family.

“The Tze-chiang Limited Express to Kaohsiung is about to



台鐵服務員鄭淑君。
TRA train crew member Cheng Shu-chun

depart from Platform 3. All aboard!” Station broadcaster Chu Wei has worked at Taipei Railway Station for over 30 years, and her familiar voice is a welcome sound for travelers arriving home.

TRA train crew member Cheng Shu-chun once met a handless old man as he bought a boxed lunch from her. She immediately set her work aside and fed the old man. This story went viral, with netizens saying, “Taiwan is made more beautiful thanks to her!”

台鐵圓夢計畫鼓勵追夢勇氣

Making dreams come true

多年來為弱勢朋友打造的台鐵圓夢計畫，其中最令人津津樂道的，就是為國立和美實驗學校打造無障礙輪椅專用車廂。原本每週上下課時間，家長總是要舟車勞頓接送，透過打造無障礙輪椅專用車廂，這些身障孩子們，可以輕鬆的坐上列車北上上學及南下回家，讓學生與家的距離更近更短了。

此外，與台中沙鹿光田醫院合作，讓發展遲緩且是火車迷的早療兒童們，穿上台鐵制服體驗當一日列車長的滋味，圓了孩子們長久以來的夢想。而為患有亞斯伯格症的超級鐵道迷 -- 陳柏安，義賣畫作籌旅費，帶肯納症的哥哥搭火車環島旅行；帶創世基金會桃園分院植物人兒童到桃園新站看火車；與喜憨兒社會福利基金會合作，推出「新自強號手工餅乾」禮盒，是台鐵實踐感動服務的具體行動與用心。將來台鐵還會再以吉祥物的便當熊和老火車的台灣藍鵲作為媒介，為更多的孩子打造夢想。



台鐵為和美實驗學校打造無障礙輪椅專用車廂。
The TRA introduced a wheelchair-accessible car for National Hemei Experimental School.



一日列車長。
Conductors for a day

One “make dreams come true” TRA project has been the introduction of a wheelchair-accessible car for National Hemei Experimental School. Parents of disabled students used to pick up their children themselves, but the introduction of this car means physically challenged students can take the train on their own.

The TRA has worked with Kuang Tien General Hospital to have children with developmental delays don a TRA uniform and become conductors for a day. It organized a charity auction to sell the paintings of Chen Po-an, a rail buff with Asperger's syndrome. Proceeds were used to take Chen and his brother, who has Kanner's syndrome, on a ride around Taiwan. The TRA collaborates with the Genesis Social Welfare Foundation to take children in a vegetative state to see trains. And, with the Children Are Us Foundation, the TRA sells boxes of “Tze-chiang Express cookies.”



台鐵夢工場幫陳柏安義賣畫作籌旅費，協助完成帶肯納症的哥哥搭火車環島旅行的夢想。

The Taiwan Railway Workshop organized a charity auction of Chen Po-an's paintings, so he could take his brother on a ride around Taiwan.

充滿記憶溫度的台鐵便當

The TRA boxed lunch: evoking fond memories

鐵路便當幾乎是四、五年級世代的美好回憶！在那個物資不豐的年代，以圓形鋁盒盛裝的熱騰騰台鐵排骨便當，絕對是搭乘火車的最大享受，滷到軟 Q 入味的排骨、香濃滷蛋，以及拌過豬油的菜飯，是旅途中最幸福滿足的滋味。

鐵路便當已為台鐵創造出驚人的餐旅產業奇蹟。2014 年，台鐵便當銷售量為 867 萬份，便當盒連接起來的長度，約是從台北到日本福岡間航線距離，共 1,530 公里長！2015 年，總銷售量更超過 950 萬個便當，約當 800 座 101 大樓！



The TRA boxed lunch is part of the collective memory of many Taiwanese. A highlight of every journey, the slowly braised pork chop, rich braised egg, and vegetable rice drizzled with lard were synonymous with good living.

In 2014, 8.67 million boxed lunches were sold. End-to-

end, these could link Taipei to Fukuoka, Japan.

In 2015, 9.5 million lunches were sold!



配合母親節推出台鐵焗焗風味餐。
The TRA potluck meal was introduced on Mother's Day.



台鐵北海道特色便當。
The TRA & Hokkaido special boxed lunch

聲名遠播海外 觀光客必嘗的台灣好味道

The TRA boxed lunch: an international hit

台鐵懷舊便當的經典好滋味，也聲名遠播至海外，2003 年及 2004 年赴日本參加第 38 屆及第 39 屆車站便當暨美食大會，均造成大轟動，銷售雙雙突破一萬份台鐵懷舊便當。

台鐵便當已成為日人來台觀光必品嚐的台灣好味道，台北鐵路餐廳進而與北海道知名驛弁「釧祥館」合作，在 2014 年共同推出「台鐵・北海道特色便當」，透過互相傳授技術，交流國際美食。同年，「台鐵便當」更獲得全台第一張便當「碳足跡標籤」認證，引領同業跟進，並藉以推廣「碳標籤」認證。

2015 年 2 月，台鐵與日本京濱急行電鐵公司合作，台鐵便當也在日本限量開賣，內容除炸豬排便當、「京急 × 台鐵」紀念手提袋，還有台鐵的招牌鐵盒，限量販售，全數搶購一空。

The delicious TRA boxed lunch is famous at home and abroad. In 2003 and 2004, TRA boxed lunches were featured at the 38th and 39th Railway Station Boxed Lunch and Food Festival in Japan, and over 10,000 were sold in one day!

The TRA boxed lunch has become a must-try for Japanese tourists. The TRA restaurant in Taipei has cooperated with Senshoukan—a famed Japanese boxed lunch maker—to create the “TRA & Hokkaido special boxed lunch” in 2014. Also that year, the TRA boxed lunch earned its first carbon footprint certificate.

In February 2015, the TRA worked with Keikyu Corporation to provide TRA boxed lunches for sale in Japan. The pork chop boxed lunches, along with “Keikyu x TRA” handbags and TRA signature metal lunch boxes, sold out immediately.



第一屆鐵路便當節吸引大批民眾排隊購買台鐵便當。
The 1st Railway Boxed Lunch Festival attracted a large crowd.



小小鐵道員體驗叫賣台鐵懷舊便當。
Peddling the TRA boxed lunch

懷舊保原味 研發新味蕾

Traditional flavors and modern tastes

掀開台鐵便當的演變歷史扉頁，台鐵便當從最早每盒 20 元的滷排骨便當，提供旅客一個方便飽食的餐點服務，至今經過無數次的研發創新味蕾改革，如今多樣化菜色及品牌特色，已蛻變為台鐵文創精神的代表。每位旅客握在手心上的飯盒，不僅僅是一份便當而已，而是飄散著台灣人共同記憶中，最有鐵道記憶溫度的味道。

為傳承這份餐旅服務精神，為此數次請回已退休高齡老師傅，教授與全程監督懷舊便當製作過程，務必使懷舊便當保有原味。菜色方面，除招牌的排骨飯和作家劉克襄力推的櫻桃鴨風味便當外，亦推出雞腿飯、素食便當、牛肉飯、鰻魚飯……等，甚至為滿足更多早起通勤旅客的需求，推出了「幸福飯糰」早餐。此外，於 2015 年 7 月舉辦國際鐵路便當節及排骨 PK 大賽，為台鐵便當注入傳承新意，同時邀請日本參與，促進跨國交流。

Since its launch, the TRA pork chop boxed lunch has become an emblem of the TRA's commitment to cultural creativity. The TRA boxed lunch is more than just food, as it has become a taste lingering in the collective memory of Taiwan's people.

The TRA has invited retired chefs to teach and supervise the making of boxed lunches, to ensure that the original flavor is retained. In addition to the signature pork chop boxed lunch,

the TRA also offers chicken drumstick, vegetarian, beef, and eel boxed lunches. To meet early commuters' needs, the TRA prepares "happy rice balls." The TRA also hosted the International Railway Boxed Lunch Festival and pork chop competition in July 2015, to which Japanese purveyors of these foods were invited.

異業結盟 主題行銷

Cooperating on new boxed lunch ideas

為打造台鐵便當的文創產值，進行異業結盟行銷，以重新打造的仿古圓形不銹鋼餐盒，配套製作便當提袋及不銹鋼筷，每年定期推出不同款式的不銹鋼圓形、琺瑯、陶瓷款式懷舊便當紀念盒組。

此外，還有以特殊主題及風味行銷的「台鐵宜蘭風味便當」、「兒童造型便當」、「琺瑯懷舊便當」、「老夫子瘋台鐵，暢遊全台灣便當」、「樹寶寶蔬食便當」、「屏東萬巒豬腳便當」……等。其中，配合「植樹造林、呵護台灣」活動，在 2015 年植樹節推出「樹寶寶蔬食便當」，以蔬食便當概念推廣植樹造林及環保意識。

The TRA has cooperated with others to introduce retro round lunch boxes and stainless steel chopsticks, as well as a lunch box bag. Every year, different styles of the boxes made of stainless steel, enamel, or ceramic are produced.

Other themed lunch boxes have also been created, including

one that features the flavors of Yilan, Pingtung pig knuckle, vegetarian cuisine, and those in enamel boxes or featuring cartoon character Old Master Q. Vegetarian boxed lunches were introduced on Arbor Day 2015.



每年定期推出不同款式的懷舊便當紀念盒組。
Every year, different styles of the boxes are produced.



「老夫子瘋台鐵，暢遊全台灣」台鐵便當。
Old Master Q TRA boxed lunch

文化志工喚起台鐵魂

Cultural volunteers awaken the TRA's soul

有形的舊車體及鐵道歷史空間是台鐵最重要的文化資產，而「台鐵人」及其所代表的「台鐵魂」精神，支撐台鐵百年老店於承傳中，更是追求創新、蛻變的核心動能。許多台鐵員工退休後，都積極投入志工行列，繼續為台鐵資產文化保存盡心盡力。

文化傳承是組織永續最重要的一環，積極投入台灣鐵道文化紀錄的保存與推廣，包括配合台北機廠遷廠，協助成立木模工作室。聘回該廠老師傅，招募文化志工，依文

資法文物保存方式，進行台北機廠文物調查、口述歷史等工作，並成立「木模工作室」，將日治時期至民國，包含各式車種 5 萬餘件木模，分類整理保存。

在建國一百週年暨縱貫鐵路通車 103 週年時，台北車站多功能展演廳舉辦「火車載阮向前行—台鐵百年文物特展」，由文化志工導覽，以感性解說方式，將台鐵歷程傳遞觀眾，並舉辦親子活動，閉幕時締造 20 萬人次參觀紀錄，推廣鐵道文化不遺餘力。



台鐵擁有台灣最珍貴的鐵道文化資產。
The rails themselves are the TRA's most important cultural asset.



台鐵積極投入文化志工培訓，以記錄保存及推廣台灣鐵道文化。
The TRA has trained volunteers to preserve and promote rail culture.



以鐵道教育為主軸，舉辦「台鐵小英雄」體驗活動，讓孩子認識台灣鐵道之美，並在 LDK58 蒸汽火車頭前歡樂留影。
The "Little TRA Heroes" camp allowed children to appreciate the beauty of railways, and pose before the LDK58 steam engine.



relocation and sought volunteers to conduct artifact inspection and capture the TRA's oral history. A woodworking workshop was founded, and 50,000 works from the Japanese colonial period to the present were classified and preserved.

During the ROC's centennial in 2011, the TRA organized "A Joyful Ride with TRA" exhibition at Taipei Main Station. Volunteers shared the TRA's stories with the public, and there were special events for families. Over 200,000 attended.

Trains and railway history are the TRA's most important cultural assets. The people, however, are the soul of the organization, helping it to preserve tradition while introducing innovations. Many retired TRA staff have even become volunteers helping to preserve TRA culture.

The TRA has preserved and promoted Taiwan's railway culture in line with the Cultural Heritage Preservation Act. The TRA hired retirees from the Taipei Railway Workshop after its

拓展文創精神的台鐵夢工場 The Taiwan Railway Workshop

迴力小火車。
A mini train set



為讓台鐵融入民眾生活，成立台鐵夢工場，以足以代表台鐵、充滿文創設計感的各式商品，並以「牽手同行、禮藏紀念」品牌標誌的概念，成立網站及台北與高雄兩處門市，建立品牌，推展文創商品。

其中，由法藍瓷與台鐵獨家開發「航向幸福」台鐵 128 週年紀念瓷盤，以騰雲號與普悠瑪號為創作主軸。深具劃時代意義的兩列火車、摩天大樓及百年古厝分別串聯新舊時空，傳遞「承先啟後」與「繼往開來」意義。

展現創意，將開通隧道的「貫通石」和開工動土用的「金鏟子」，特選 2013 年 3 月 4 日貫通山里隧道的最後數顆原石，結合迷你版金鏟子，做成的「早生貴子禮盒」，成為新婚賀禮熱門商品。

配合 2015 年中部及宜蘭地區電子票證多卡通 6 月 30 日啟用，特邀林磐聳教授設計「2015 幸福旅行」限量卡。

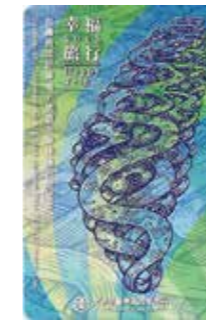


由法藍瓷與台鐵獨家開發「航向幸福」台鐵 128 週年紀念瓷盤。
Franz and the TRA produced the "Sailing to Happiness" ceramic plate to commemorate the TRA's 128th anniversary.

以台灣島與圖像作為題材，以四通八達貫穿台灣全島的線條，象徵電子票證提供更加暢通便捷的服務，吸引民眾購買收藏！

此外，西洋情人節推出以 22kg/m 鋼軌重新包裝打造的「濃情密意愛情文鎮禮盒」，造成搶購熱潮；以曾役於基隆站內縱貫線附近深具歷史意義及履歷之道釘，推出「破冰達陣—鐵釘成功」道釘文物禮盒，寓以幾經波折，終能「破冰達陣鐵定成功」之意涵，用於學業與事業祝福，極富收藏價值。

其他還有多樣性的文創商品，如紀念便當盒、DT668 系列、迴力小火車、軌道模型、明信片、文具小物及紀念票品等。其中，迴力小火車系列，更是長年熱銷商品，平均每年賣出一萬多台，每年售出的迴力小火車，可堆疊出將近 12 棟 101 大樓！



由林磐聳教授設計「幸福旅行紀念電子票證」。
The smart card designed by Professor Lin Pan-song

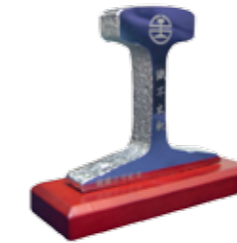
The Taiwan Railway Workshop, located in Taipei, Kaohsiung, and online, offers for sale all manner of TRA-related cultural and creative products.

The company Franz and the TRA produced the "Sailing to Happiness" ceramic plate to commemorate the TRA's 128th anniversary. Featuring the Teng Yun Steam Engine and Puyuma Express, the plate commemorates the TRA, both of old and today.

The penetration stone used in creating the Shanli Tunnel and the mini golden shovel used in the groundbreaking were packaged into a gift box called "May you soon have a baby" for newlyweds.

The TRA introduced smart card readers on June 30, 2015 in Central Taiwan and Yilan. Professor Lin Pan-song designed the

早生貴子金鏟子禮盒。
"May you soon have a baby" gift box



愛情文鎮。
A rubber stamp

card, featuring lines running across Taiwan to symbolize that the card is useful islandwide. It has become a best-seller.

On Valentine's Day, the TRA introduced a stationery gift box made of rail steel. Another gift box, featuring a rail spike, wishes that someone will "nail it" in their professional or school career.

Other cultural and creative products include the lunch box, a mini train set, a railway model, postcards, stationery, and special tickets. The mini train set has proven popular, with over 10,000 sets selling each year.



鐵路旅行幸福 100—幸福百站章戳。
Stamps of 100 stations



懷舊車票掀起收藏熱潮 車票工場變身文創產業

A new popular hobby in ticket collecting



1993年7月15日發行「永保安康」紀念車票，因其平安符意涵，成為民眾贈禮的熱門小物，一推出即創下一天賣出10萬張紀錄，再造台鐵懷舊車票熱潮。

台鐵以品牌化文創小物概念，2000年9月9日以舊式名片式車票，軋日機印上「99-9-9」日期，搭配正反面印上「長長久久永保安康」與「9999 珍愛一世長長久久」字樣特別版，引起的搶購熱潮，間接帶動地方觀光人潮，



鑄字工場。
At work at the TRA ticket factory

接續再推出「追分成功」、「榮華富貴」、侯硐變猴硐的「舊侯硐」車票等，期能以鐵道生活文創，帶給民眾旅途幸福感。此外，著手改變印車票的機器，將生硬的鑄造車票活字印刷的工廠，變成鑄字工場，翻轉為鐵道文創產業，延續過往知識與智慧，推展人文旅遊環境。

A ticket released on July 15, 1993 featuring the place names of Yongkang (“always healthy”) and Bao’an (“remain safe”), proved extremely popular. 100,000 were sold in one day, a new record.

On September 9, 2000, the TRA released a ticket printed with the date “99-9-9” (9 being a homophone in Chinese for “long-lasting”). The words “always safe and healthy” and “9999, long-lasting love,” were printed on the other side, making the tickets a bestseller. Tickets bearing other messages of well-being and fortune were introduced soon after. The ticket factory has become a crucible mixing culture and tourism.

便捷科技化的多卡通電子票證乘車系統

The convenient smart card reader system

為縮短乘客搭乘購票時間及提升競爭力，推出多卡通電子票證乘車系統，結合悠遊卡、一卡通 (i-pass) 等卡。台灣鐵路各站均可使用，不但縮短乘客進出站時間，加速通勤時間的交通流量，也提升台鐵內部產業效率。

以自2015年6月開通的中部地區電子票證為例，每日平均使用人數達到28萬人，平均每年成長12%。因電子票證上線，顧客免除購票及進出閘門驗票等時間，每人每年平均節省約25.4小時，一年創造17.64億元之時間成本效益。也因電子票證之活絡應用，間接帶動商業活動大幅成長，例如轉乘、車站便利商店刷卡扣款、悠遊聯名卡等。

此外，「台鐵e訂通」APP行動訂票及列車動態查詢服務，一機在手，可隨時進行訂票與線上/離線時刻查詢、查詢列車動態、訂票紀錄，還能進行鐵路警察局線上報案，兼顧搭乘旅客的便利性與安全性。

To save passengers' time, the TRA introduced a smart card reader system, which can read a variety of stored-value cards, allowing for faster passenger entry and exit from the TRA system.



多卡通電子票證乘車系統，成功縮短了乘客進出站時間，加速通勤流量。
The multi-card reader saves passengers time.

In central Taiwan, the smart card reader was installed in June 2015. Here, the number of daily riders has reached 280,000, marking 12 percent growth. This system can save up to 25.4 hours per person per year, translating into NT\$1.76 billion dollars. With its growing prevalence, e-cards have driven business growth, as they can also be used for in-station purchases.

The TRA has also launched an app that provides timetables and online booking. Users can book tickets, check timetables both on and offline, and even contact railway police.



懷舊即是創新
Old is New.

台鐵，擁有最豐富鐵道資產，這些文化資產也應是全民所共享，台鐵以傳承為核心價值，透過鐵道文化脈絡，走入群眾生活。從騰雲號、CK101、CK124、DT668、CT273 等修復完成蒸氣機車，到新竹車站、台南車站、苗栗舊山線、平溪線、頭城站站長宿舍、鐵道藝術村、彰化扇形車庫建築、七堵木造車站、總統花車、台北機廠、舊台東站文化館……等，到 90 戶鐵道聚落日式宿舍，這些難以數盡的台灣鐵道歷史文物，都是台鐵積極保存規劃，戮力推廣的生活文創素材。

鐵道文創生活，已從文創產業園區，擴展至文創產業廊帶，並延展至整個文創產業網絡。包括北區「台灣鐵道文化遺產 vs 台灣現代化」：北門舊鐵道部——開放性博物館、台北機廠——類博物館、富岡車輛基地。中區「靜動態鐵道車輛產業區」：苗栗鐵道文化園區、台中車站與 20 號倉庫、彰化扇形車庫；南區「車站建築與藝術」：嘉義火車站與鐵道藝術村、台南火車站、雲林斗南他里霧文化園區、高雄舊火車站、打狗鐵道故事館、枋寮 F3 藝術特區；東區的「鐵道休閒觀光」：花蓮鐵道文化園區、關山車站、台東舊站藝術村等。



新竹車站。
Hsinchu Station

The TRA's railways are a cultural asset shared by all. The TRA is committed to sharing railway culture with the public.

The Teng Yun, CK101, CK124, DT668, and CT273 engines, Hsinchu Station, Tainan Station, Miaoli mountain line, Pingxi line, Toucheng dormitory, Changhua Roundhouse, Qidu wooden station, Presidential floats, Taipei Railway Workshop, old Taitung Station, and 90 Japanese-style accommodations, are all cultural assets preserved by the TRA.

In the north, Taiwan's cultural heritage is juxtaposed with a modern society, as embodied in an open museum near the

railway at Taipei's old North Gate, and a museum at the Taipei Railway Workshop and Fugang Vehicle Depot. In Central Taiwan are the Miaoli railway cultural park, Taichung Station, and Art Stock 20, and the Changhua Roundhouse. In the south are Chiayi Station and the Art Site of Chiayi Railway Warehouse, Tainan Station, Taliwu Culture Park in Yunlin, old Kaohsiung Station, Takao Railway Museum, and Fangliao-F3 Railway Art Village. In the east are the Hualien Railway Culture Park, Gaunshan Station, and Taitung Railway Art Village.



雲林斗南他里霧文化園區。
Taliwu Culture Park in Yunlin

國寶級技藝薪傳 帶動復古文創風潮

Passing on wisdom and embracing the retro

蒸汽火車為台灣這塊土地的人民貢獻近一個世紀（1887～1982），西線在1979年因鐵路電氣化而全面停駛，花東線則在1982年6月東線拓寬完成後停駛。

功成身退的蒸汽機車陸續報廢解體，但為讓年輕世代也能看到蒸汽機車的英姿，台鐵局將23輛蒸汽機車保存在台北228紀念公園、板橋藝文中心、苗栗鐵道文化展示館、台鐵台北機廠、宜蘭市運動公園、台南成功大學、彰化扇型車庫、花蓮鐵道展示館……等地，讓民眾近距離欣賞到老火車身影。

隨著懷舊旅遊風潮的崛起，台鐵局對於蒸汽機車的修復保存計畫，從靜態展示進一步提升為動態的復駛，以活化文化資產、深度。其中，以讓沉睡35年沒發動過、有「蒸汽機車女王」稱謂的CT273蒸汽機車「復活」，為經典案例。

2014年，台鐵127歲生日鐵路節時，三顧茅廬請出高齡81歲的退休老師傅劉樹根重出江湖。劉樹根素有「蒸汽機車教科書」封號，退休後也曾經指導整修CK101、CK124等蒸汽機車。在劉樹根前輩老技師帶領下，台鐵局修復團隊成功克服了零件年久失修、難僅憑藉工程圖修



在台鐵修復團隊的努力下，讓許多年久失修的蒸汽火車復駛重生。
A steam engine is restored after years in storage.

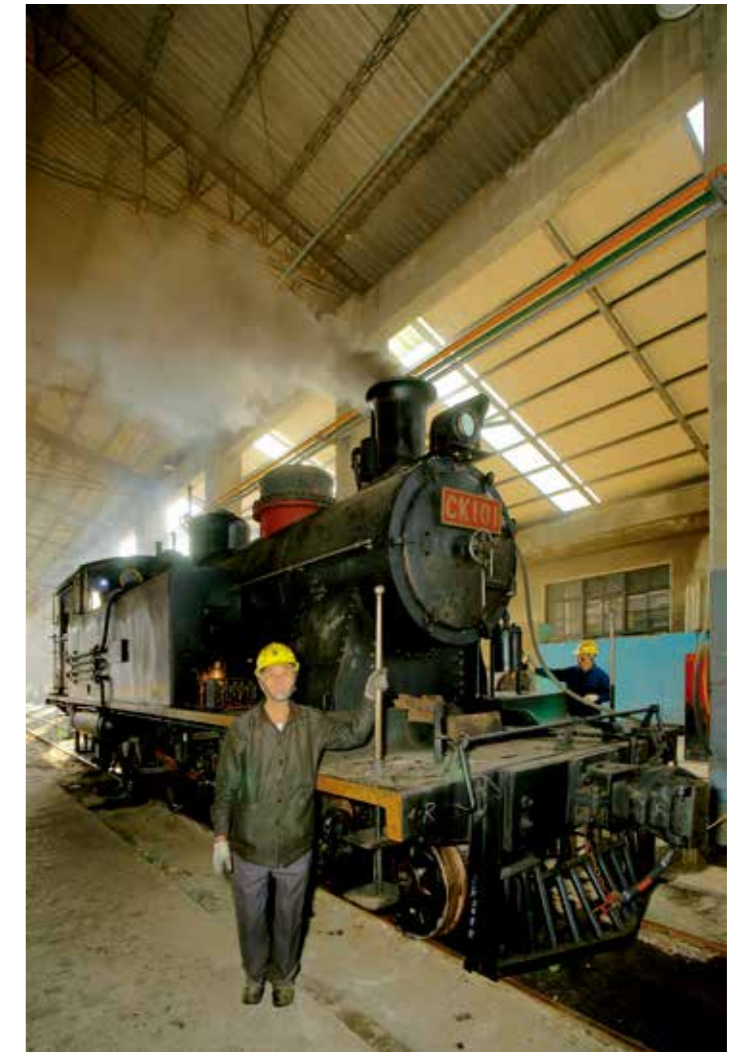
復……等，種種高難度挑戰。當達成修復重責，重新啟航霎那，空氣於無數感動中凝結。在2014年鐵路節首航活動中，1943年製造、被稱為蒸汽機車頭女王的CT273，加掛四節藍皮老車廂，載著240名遊客，從彰化站前往二水站進行首航，吸引無數鐵道迷一睹風采，更是台鐵人展現薪火相傳的最佳典範。

In service from 1887 to 1982, steam engines played an indispensable role in Taiwan for nearly a century. The Western Line was terminated in 1979 due to railway electrification, and the Hualien-Taitung Line was shuttered with the expansion of the Eastern Line in June 1982.

To give younger generations the chance to see steam engines, the TRA displays 23 of them at 228 Peace Memorial Park in Taipei, New Taipei City Art Center, Miaoli Railway Museum, Taipei Railway Workshop, Yilan Sports Park, National Cheng Kung University in Tainan, the Changhua Roundhouse, and Hualien Railway Museum.

As people are nostalgic about traveling by train, the TRA has expanded its restoration projects. One of the most impressive of these efforts has been the restoration of the CT273 steam engine, the “Queen of Locomotives,” which had been idled for 35 years.

In 2014, the TRA asked 81-year-old Liu Shu-gen to restore its trains. Liu supervised the restoration of the CK101 and CK124, among others. The TRA restoration team overcame great challenges, such as a lack of component parts. When the trains were restarted, all involved were very proud. On its maiden voyage, the restored CT273 carried 240 passengers on a trip from Changhua Station to Ershui Station. Numerous rail enthusiasts watched from along the rails.



在國寶級老師傅劉樹根修復下，許多蒸汽老火車再度重現生命。
Liu Shu-gen oversees the restoration of steam engines.

跟著蒸汽火車去旅行 仲夏寶島號復駛奔馳

Take a Ride on the “Summer Formosa” Steam Train

為重現蒸汽火車奔馳場景，台鐵局規劃了以蒸汽火車頭領航的仲夏寶島號 (Summer Formosa)，在每年 7~8 月暑假期間，於支線、台東線推出定期定線郵輪式列車。結合推廣國際鐵道旅遊規劃，與 JR 北海道株式會社簽訂合作交流協議，由 CK124「仲夏寶島號」與日本 C11 型「冬季濕原號」締結姊妹列車。

2015 年，為慶祝仲夏寶島號締結 3 週年紀念，更請出了國寶級 CT273 蒸汽機車，與 R40 柴電機車一起前後牽引四輛藍皮普通車行駛宜蘭線，而滿載旅客的「蒸汽火車遇見幾米星空列車」，從瑞芳車站到冬山車站，回程停留宜蘭車站，令人飽覽美麗的山海景色。



奔馳在東部海岸的 CT273 蒸汽火車。
The CT273 steams along the East Coast.

懷舊即是創新 | Old is New.

The TRA brings the “Summer Formosa,” steam train CK124, out of retirement in July and August each year to run along its branch lines and on special cruise-like journeys along the Taitung line. These are held in honor of the sister relationship reached for the CK124 and Japan’s C11 train called the “Winter Wetland.”

In 2015, the CT273 steam train and R40 diesel-electric were hitched to the CK124 for a special journey from Ruifang along the Yilan Line to Dongshan in an unforgettable journey through fabulous scenery along Taiwan’s east coast.



活化歷史古蹟 彰化扇形車庫

Changhua Roundhouse: A living monument

彰化縣定古蹟「彰化扇形車庫」興建於 1922 年，是台灣唯一保存、也是東南亞地區唯一仍在使用的扇型車庫，從高空鳥瞰時如一把張開的扇子而得名，是鐵道迷的朝聖地。因主要供長距離奔馳的蒸汽火車頭休息或整備的場所，故又有「火車頭旅館」之稱。

彰化扇形車庫結構由 12 個軌道及 1 個轉車盤構成，可停放 12 輛火車頭外，利用 360 度旋轉的轉車盤，能快速調動車頭方向。未來，台鐵局將規劃「蒸汽火車博物館」，動態展示蒸汽火車，為老空間賦予新生命。

Built in 1922, the Changhua Roundhouse is Taiwan's only such surviving structure. The roundhouse, a "hotel for trains" serves as a resting spot and a maintenance depot for steam engines.

The roundhouse consists of one turntable and twelve tracks. The TRA is infusing new life into the roundhouse by creating a Steam Locomotive Museum here featuring a steam train exhibit.



彰化扇型車庫是東南亞唯一目前仍在使用的扇型車庫。
The Changhua Roundhouse is the one of the world's last working roundhouses.

舊鐵道空間釋放 促進地方文創發展

Spurring cultural and creative development on unused railway property

台鐵局釋放出的鐵道閒置空間再利用，為原本老舊的鐵道空間，賦予新文化與新意義。

其中，台中鐵道藝術村 20 號倉庫，孕育無數中台灣當代藝術創作者，還有匯聚台東人文音樂人才的鐵花村、藝文團體駐站創作基地的嘉義鐵道藝術村、枋寮鐵道藝術村，從科技城市出發強調在地文化生活的新竹鐵道藝術村，以及由宜蘭鐵路局舊宿舍化身改造的觀光熱門景點幾米主題廣場……等，創造藝文新地標。

「台東鐵道藝術村」，則是以合作經營方式與地方政府共同推動台東鐵道新聚落計畫。將鐵花村及舊站區納入，讓 80 年歷史的台東火車站搖身一變，成為歷史建築、藝術、旅遊休閒的多元文化空間，原味重現車站、月台、機關庫、三角線迴車道、轉車台、貨運倉庫等建物風貌。

聚落裡，保留三節 DR2050 舊車廂展示，搭配藝術家李明道（Akibo Lee）創作的「叭嘍白鯨冰淇淋」，將卑南族古老大魚傳說，揉合鐵道文化，以充滿卡通趣味的白鯨造型車廂，整點啟動背上泡泡機，讓舊鐵軌散發童稚親切氣息！整體空間和鄰近影城周邊地區也連結在一起，形成鐵花新聚落，帶動周邊飯店、民宿業發展。

The TRA is opening up unused space to cultural and creative developers.

The Taichung Railway Arts Village has been the incubator of many artists in central Taiwan, the Tiehua Village serves Taitung's musicians, and the Chiayi Railway Arts Village and Fangliao Railway Arts Village serve their respective communities. The Hsinchu Railway Arts Village accentuates local Hsinchu culture, while the old TRA dormitory in Yilan features the works of artist Jimmy.

The 80-year-old Taitung Railway Station is today a place where history, the arts, tourism, and culture come together thanks to a partnership with the local government. The station, platforms, tracks, and warehouses at the station have all been converted into multipurpose venues.

Artist Akibo Lee created the piece “White Whale Ice Cream” for the Tiehua Village. The piece is a nod to a Beinan indigenous group legend. This, and other improvements made to the Tiehua Village such as the display of a restored DR2050 railway car, have bolstered business for local hotel operators.

懷舊即是創新 | Old is New.



- 1、2. 由台鐵貨倉宿舍改造的鐵花村，成為台東最重要的音樂、藝術、文創市集的交流舞台。
Tiehua Village has become a Taitung landmark for culture and the arts.
3. 由宜蘭鐵路局舊宿舍化身改造的幾米主題廣場。
A converted TRA dorm is now a treasure trove of the works of artist Jimmy.





在地即是國際
Local is Global.

日、美締結姊妹鐵道 成功鐵路外交

Building railway friendships with Japan and the US

最在地化的生活脈絡，往往是最具國際魅力的旅遊風景。台鐵局對於蒸氣火車的修復保存歷程，也吸引日本鐵道公司的目光，進而締結國際姊妹鐵道。

2014年，與JR北海道「SL冬季濕原號」同時開行專列的仲夏寶島號，懸掛紀念車頭銘板，並首度結合森鐵列車，開行兩趟次郵輪式列車「雙鐵（台鐵+森鐵）之旅」，再掀郵輪式列車旅遊熱潮。



與JR北海道「SL冬季濕原號」同時開行專列的仲夏寶島號。
The "Summer Formosa" (right) featured in a joint promotion with Japan's "Winter Wetland."

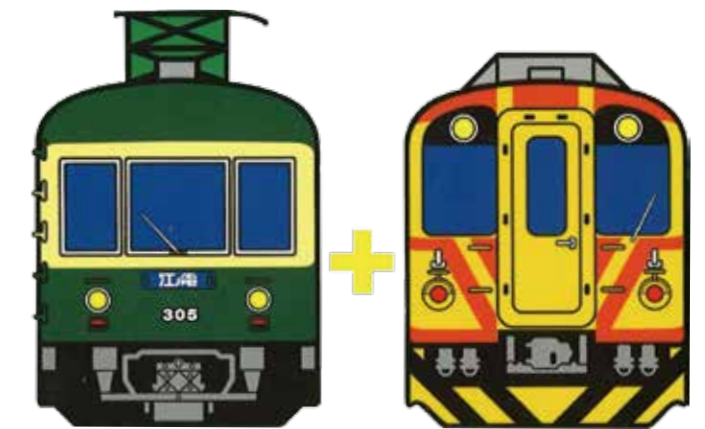


「平溪線」與日本「江之島電鐵（簡稱江之電）」、「由利高原鐵道」進行聯合行銷，結合彼此山線與海線觀光鐵道特色，以無償兌換雙方一日周遊券方式，共同推銷平溪線周邊及日本神奈川縣之旅遊觀光。

2013年，滿100歲的新竹火車站與美國紐約中央車站(Grand Central Terminal)，簽署締結姊妹車站，增加國際曝光度；2015年2月，與日本東京站也正式締結姊妹站。新竹車站與兩座同為百年車站的國際大站締約，成為鐵路外交的亮眼新頁。

在台北車站設站邁進125週年的時刻，特於台北車站打造「台日鐵道觀光藝展區」，作為台灣鐵路與日本鐵道互動推廣舞台，共同迎接鐵路運輸、觀光旅遊、文化創意三贏的新紀元。2015年12月4日，台北車站與日本關西最大車站—大阪車站締結姊妹站，並為台鐵局開啟與JR西日本合作之新里程。

平溪線與江之島電鐵、由利高原鐵道以無償兌換雙方一日周遊券。
The Pingxi Line and Japan's Enoshima Line held a joint promotional activity.



The TRA's restoration of steam trains attracted the interest of the Japan Railways Group (JRG), which led to the signing of a sister agreement.

In 2014, the TRA and JRG put together a joint cruise-style package tour for rail enthusiasts, with JRG running the Winter Wetland train and the TRA the Summer Formosa.

Moreover, the TRA's Pingxi Line and Japan's Enoshima Line, whose trains both pass by picturesque mountain and sea scenery, together sold tickets for grand one-day tours that took riders to incredible destinations.



台鐵新竹車站與美國紐約中央車站，簽署締結姊妹車站。
Officials sign an accord making Hsinchu Station and New York Central Station sister stations.

Hsinchu Train Station signed sister agreements with New York's Grand Central Station and Tokyo Station in 2013 and 2015, respectively, linking these three century-old stations in an historic achievement for "rail diplomacy."

With the 125th anniversary of Taipei Main Station's construction coming up, a special exhibit on Taiwan and Japan's railways promoted rail travel, transport, and culture. The Station signed a sister agreement with Osaka Station in 2015.



台鐵新竹站與 JR 東京站締結姊妹站。
Officials sign an accord making Hsinchu Station and Tokyo Station sister stations.

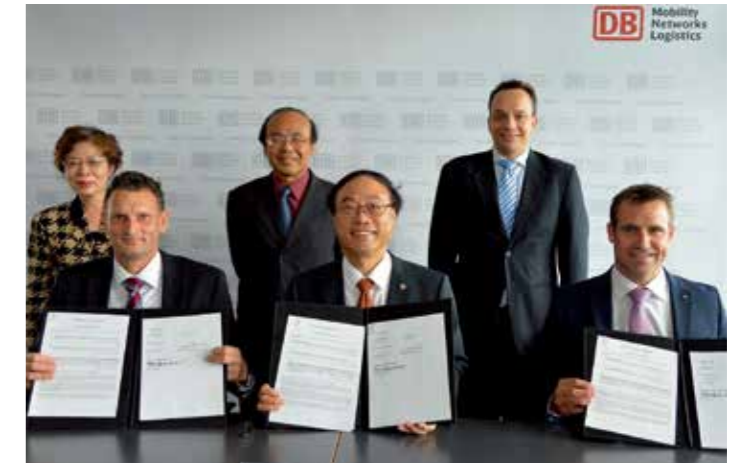
德、瑞締約交流 技術行銷觀光合作 Promoting tourism with Germany and Switzerland

2015 年 7 月，與德國國鐵 (DB) 簽署「策略合作夥伴備忘錄」，並進一步和「德國鐵路國際顧問公司」(DB International) 及歐洲最大鐵路技術中心的「德國鐵路系統技術公司」(DB Systemtechnik) 技術合作，促進鐵道文化及技術交流。

另瑞士 Matterhorn Gotthard Bahn (馬特洪峰哥塔) 鐵道公司，旅客 75% 為國際觀光客，與台鐵進行參訪交流，共促台瑞觀光，期以鐵道專業技術及鐵道觀光行銷概念為交流重點，雙方將於 2016 年締約。

The TRA signed an MOU with Deutsche Bahn in July 2015 allowing for technical cooperation with DB Systemtechnik, the largest rail technology center in Europe.

It likewise hopes in 2016 to sign a pact with Switzerland's Matterhorn Gotthard Bahn to allow for exchanges that promote bilateral tourism and information sharing on both technical and tourism issues.



台鐵與德國國鐵簽署「策略合作夥伴備忘錄 (MOU)」。
Taiwan and Germany sign an MOU on technical cooperation.



瑞士 Matterhorn Gotthard Bahn 鐵道公司主動拜訪洽談鐵道觀光交流事宜。
Representatives of Switzerland's railway authority visit Taiwan to discuss cooperation.

鑽石級綠能環保車站 客家風情國際視野

Diamond EEWH certification and Hakka style

除舊有鐵道建設外，為響應綠色節能及國際環保視野，正在興建或預計興建之新車站，均朝向低碳排放綠建築概念設計，包括太陽能光電、雨水回收系統、採用自然通風設計，以及納入綠化植栽隔熱等。

目前已達成鑽石級綠建築車站標章認證者，包括北湖車站、竹北車站、苗栗站跨站式站房。其中，苗栗站跨站式站房，更融入在地客家元素，深具地方人文特色。未來，台鐵局將以建構綠建築標章車站為目標，持續推廣綠能環保至各縣市。

Stations under construction or being planned must submit plans for how they will be “green” buildings by, for example, using solar power systems, recycling rainwater, using natural airflows, or using vegetation to help cool the building.

At present, stations with diamond, the highest level of EEWH environmental certification, include Beihu, Zhubei, and Miaoli. The Miaoli structure features a Hakka style, reflecting local culture.



台鐵苗栗站跨站式新站房，融合在地客家元素，打造出國際級環保車站。
The stunning, Hakka-inspired interior of the restored Miaoli station

青年返鄉築夢創業鼓勵文創產能

Young people live out their cultural creative dreams

為深耕在地、接軌國際，以縮短城鄉差距為概念，鼓勵在地文創產業發展，啟動「青年返鄉築夢創業」暨「台灣文化創意產業」專案計畫，整理全台 123 戶未使用的公用不動產，提供青年創業或文創產業，以低價承租來鼓勵人才返鄉築夢，投入文創發展。

The TRA has set aside 123 plots of unused public land for use by young people to start business or build their cultural creative dreams. Low rents are being offered to encourage young people to spur cultural development in their hometowns.



凝聚眾力 驅動創新

Connecting People, Driving Innovation

車站，是人們出發的起始站，也是返家的最終站；車廂，可以是凝聚眾力的場域，更是驅動創新的實驗地。2015 年，台鐵局將局長行政專車 DR1001，改造為一個科幻旅行的主題列車，「進化 1001 號」由藝術家李明道 (Akibo Lee) 設計，以兩位外星寶寶 mr. ten 及 miss.



台鐵「進化 1001 號」的誕生，象徵著台鐵凝聚眾力，驅動創新的力量。
“The Evolution 1001” train car symbolizes a commitment to connect people and drive innovation.

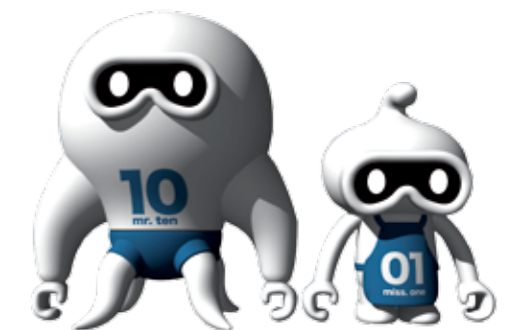
在地即是國際 | Local is Global.



one，從遙遠銀河系來到地球旅行，愛上四通八達的台灣鐵道，外星人找家的奇幻旅程故事，在車廂裡與乘客驚喜相遇。

DRC1001 局長行政專車，過去是天然災害或重大事故的臨時指揮所，因有會議功能，相關設備一應俱全，還能進行視訊會議，曾被稱為「台鐵一號」。進化後的「進化 1001 號」，是一列屬全民所有的鐵道支線旅遊列車，行駛在台鐵支線載客，肩負起帶動鐵道旅遊重任，也象徵著台鐵驅動創新、不斷進化的未來力量。

生活即是文化 (Life is Culture)，服務即是感動 (Service is Touching)，懷舊即是創新 (Old is New)，在地即是國際 (Local is Global)。百年企業「台灣鐵路管理局」，以推動台灣鐵道生活文創為使命，不斷地撒出前進的新種子，凝聚眾力，驅動創新 (Connecting People, Driving Innovation)，為我們所深愛的這片土地，創造出更美好的共同新記憶！



The Director-General's Train Car (DR1001) has been redesigned by artist Akibo Lee, who added to the décor of the train car, renamed "The Evolution 1001," to feature the cartoon aliens Mr. Ten and Miss One. Having traveled to Earth from the far reaches of the galaxy, these two fell in love with the Taiwan railway system, and their story plays out along the exterior and interior of the train car.

The DRC1001 was, in a former life, a command center used during natural disasters or other emergencies. It featured

equipment necessary to conduct meetings, including virtual meetings. Today, it is a car for the people, and runs by turn on all of the TRA's lines, reminding people that the TRA is always innovating.

The TRA's main motivators today are to connect people and drive innovation, and create happy memories for all riders thanks to excellent service that combines the old with the new, and the local with the global.



台鐵局凝聚眾力，驅動創新，使命推動台灣鐵道文創新生活。
A new TRA culture is being built around connecting people and driving innovation.



交通部臺灣鐵路管理局
為您勾勒美好行旅記憶的新未來

The Taiwan Railways Administration
wishes you unforgettable journeys



記憶深長 余光中


記憶像鐵軌一樣長
像山線的隧道一樣深
像海綫的窗景一樣遠
車站有短靠也有長靠
月台有長亭也有短亭
揮手有送別也有歡迎
便當有排骨和黃蘿蔔
真心有鳳梨酥和太陽餅

到站會重重喘一口氣
出發會筋骨一下子抽緊
一聲長嘯拖一道黑煙
枕木在風火輪下呻吟
來來的鐵軌當更快捷
一舉就貫通地下的關節
但南來北去的趁客啊誰會
忘記從前趁車多趁心

"Abiding memories" By Yu Kwang-chung

Memories are like train tracks
They run deep like tunnels
They run broad like ocean views
Gaps, like train stops, can be long or short
Memories, like platforms, can be long or short
A wave can be in welcome or farewell
Boxed lunches contain both pork chops and radishes
Snacks can be pineapple cakes or "sun cookies."

When we arrive, a deep breath
When we depart, I tense
A whistle, a puff of smoke
The railroad ties groan
The railroad is set to become faster
One ticket will take you anywhere
North to south
Where you can forget all

 **TRA 鐵道生活文化專輯 2**

鐵道生活文創  **The Cultural and Creative Lifestyle of Railways.**
| 生活即是文化 | 服務即是感動 | 懷舊即是創新 | 在地即是國際 |
Life is Culture. Service is Trucking. Old is New. Local is Global.

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