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NYUST President Tsong-Ming Lin charts course of progress

NYUST heading for a new era

The National Yunlin University of Science and Technology, at the helm of NYUST president Tsong-Ming Lin, is progressing in full steam towards industry-academia cooperation, digitalization, and globalization. The university distinguishes itself from other technological institutes which are upgraded from vocational colleges in that it has a defined role as a tertiary institution from its inception. As such, NYUST boasts a strong academic staff of highly qualified, young and vibrant faculty members. In the College of Engineering, for example, 117 of the 118 faculty members hold doctoral degrees, and two thirds have proven track records in the industry. The staff projects a sense of team spirit, professionalism, and dynamism typical of the private enterprise.

Most non-technological universities tend to place their emphasis on theory and classroom instruction. That may explain why students are ill-equipped for the practical needs of the industry, and a shortage in professional expertise exist side by side with rising unemployment. Therefore, technological universities should undertake the responsibility of striking a balance between theory

and practice as well as integrating the two. To this end, Dr. Lin advocates “theory-based practice and practice-oriented theory” for the development of technological human resources.



Dr. Lin (4th R) leads the 15th anniversary celebration of NYUST last year.

Industry-academia co-operation

The university has in place several outreach programs. The “3+1 program” is the first of its kind in the country to offer academic staff the incentive of one-year paid leave to gain practical experience in the industry after a three-year service. This, Dr. Lin believes, enables teachers to keep in touch with the fast changing dynamics in the economy. The final outcome would be a win-win situa

tion in which instruction that combines theory and practice benefits the students, and contact between the academia and the industry promotes business partnerships.

NYUST maintains close cooperation with the industry and operates several service centers and R&D teams under the sponsorship of the education ministry, the economic ministry and the Environmental Protection Bureau to assist businesses in various ways. For instance, the Technological Cooperation Center provides technical assistance; the Science and Technology Law Center legal counseling; the College of Management management consultation, systematization and e-technology; the College of Engineering research and development, technological upgrading, patent application and technological transfer; and the College of Design product image design; visual design and packaging design. The College of Humanities and Applied Science strives to enhance the foreign language proficiency, literary appreciation and meaningful recreation of the student body.



Senior officials and representatives from the government and business sectors grace the 15th anniversary celebration.

The achievements of the service centers and R&D teams have won wide recognition in the business sector. Dr. Lin envisaged that further success depends on the effective integration, balanced representation and broad-based participation of faculty staff from different colleges. Given the keen competition among universities and the current economic slowdown, industry-academia collaboration poses many challenges. NYUST, however, continues to enjoy a rising number of such projects under the concerted efforts of the various

centers and departments.

Nurturing high competence

As an encouragement for students to go beyond obtaining a diploma, the university has introduced a "1+4 program" aimed at developing their competency in non-academic aspects. These include technical competence, foreign language competence, information literacy, and participation in extra-curricular activities (ECA). ECA participation,



A strong supporter of international cooperation, president Lin signs collaborative agreements with universities in Europe, America, Asian and Pacific countries.



A pep talk from the president: Learn today, lead tomorrow

President Lin believes, helps students develop skills in communication, organization and business planning as well as personality development. He also attaches importance to the knowledge of arts and the humanities, and helped establish the Art Center. Taking the long view, the university hopes to enhance students' career prospects in the global community through such efforts. In fact, the Management College and Engineering College have

begun guiding students in seeking international accreditation.

Leading with dedication and vision, Dr. Lin is himself a source of inspiration. He urges students to grow with the university and prepare themselves for leadership in the future. Lying at the heart of his education philosophy is the firm belief that students should learn not only to develop their professional expertise but also to fulfill their social responsibility.

Study trip to creative industry in Spain

A 15-member delegation led by vice education minister Mr. Chou Tsan-der and NYUST president Dr. Tsong-ming Lin conducted a 10-day study trip in Spain from May 3 to 12 last year. The delegates, consisting of faculty and students from various universities, set out with the purpose of art appreciation, industry-academia exchange, and learning about the creative industry.



Spanish education officials, Taipei representative Chih-min Lan and Taiwan delegation share their experiences in academic exchange and cooperation.

Art appreciation in Madrid

In Madrid, the delegation visited the Museum of Prado (Museo del Prado) and the Art Center of Queen Sofia (Museo Nacional Centro de Arte Reina Sofia). In addition to being the politic, economic and cultural center of the country, Madrid is a historic city rich in artistic heritage. The delegates began their cultural exchange

with a meeting attended by officials of Spain's education ministry and Taipei Cultural Economic Office in Spain representative Mr. Chih-min Lan. Vice Minister Chou conveyed the delegation's goodwill and expressed interest in future cooperation. The participants then shared their views and experiences regarding international cooperation and exchange.

Industry-academia co-operation in Valencia

At Valencia, Spain's third largest city, the delegation went on a guided tour led by Professor Gabriel Songel Gonzalez to NYUST's sister university, Valencia Polytechnic University (Universidad Politecnica de Valencia).



Vice education minister Tsan-der Chou (right) and NYUST president Tsong-Ming Lin presented mementos to UPV president Justo Nieto (center).



Delegation hosted to reception by UPV president and vice president.

The university has a population of more than 35,000 students, 2,400 academic staff members, and 1,600 administrative staff members. It consists of the Valencia main campus, and the Gandia and Alcoy campuses, offering various programs in architecture, civil engineering, industry engineering, information technology, and design engineering. Most noteworthy is the School of

Design Engineering which is one of the largest in the country. With a long tradition dating back more than a century ago, the schools of design engineering and fine arts have nurtured countless artistic and designing talents, thus establishing a high reputation in the industry for such achievements.

UPV president Professor Justo Nieto Nieto hosted a reception and introduced to the delegation the institutional setup, innovative achievements and industry-academia cooperation. Much were being discussed as NYUST students eagerly soaked in the Spanish experience. In 2003, the two universities signed a memorandum of co-operation and NYUST president Tsong-Ming Lin obtained the support of the UPV president to bring about an exchange visit of two UPV industrial design students in the following year.



A tour of Columbus Square, the famous art and science city in Valencia.

Cultural tour in Barcelona

The last leg was Barcelona, Spain’s second largest city and venue of the 1992 Olympic Games. It is also home to such great contemporary artists as Picasso, Joan Miro and Dali, and exhibits a cultural diversity of modernity side by side with historic traditions.



UPV officials give a briefing on the Valencia main campus



Delegates visit Barcelona Pavilion.



Christopher Colombo square

As the biggest city in the Mediterranean, Barcelona shines like a gem valued for its trendsetting role in architecture, fashion and designing. Most noteworthy are the works of Antoni Gaudi, which include Casa Mila, Templo de la sagrada familia and Parque Guell. During a visit to these sites, the delegates feasted their eyes on the marvels of Gaudi’s talents in blending revolutionary

architectural style and contemporary art to create the unique Barcelona architecture.

Casa Mila features a design of curves with no right angles anywhere to be found. The abstract style of ocean waves, a white wall of irregularities, and the playground-like attic composes a fantasy structure that the delegates could hardly associate with a private residence.

Templo de la sagrada familia, Gaudi's last work, was never completed since its construction in 1884. The design evokes an ambience unlike the somber atmosphere of other places of worship, highlighting images of nature such as the sun, fruit, flowers, birds and plants. The only project completed under Gaudi's direction was the Facade of the Nativity, where the central portal – the "Door of Christian Love" – is marked by sculptures of two huge turtles and a tree on which birds perched in allusion to the religious following. The delegates were amazed at the magnificent creation.

Park Guell was constructed to follow the contours of a slope. Interesting features are the colorful candy room, the wave bench, and the psychedelic lizard. Through lively designs and multi-colored tiles, Gaudi created life in the architecture to tease the viewer's imagination. As if transporting the viewer to a legendary fairyland, the park is another testimony to Gaudi's ingenuity.

The Barcelona Pavilion was the final attraction. The building was constructed by Ludwig Mies van der Rohe in 1929 for the world expo to embody the concept of "less is more" that he proposed in 1928. The simple yet complex spatial arrangement creates a fluid flow of space devoid of demarcation between the interior and the exterior. The Barcelona chair designed for the event is chic simplicity and counts among his finest works.

The delegation returned to Taiwan on May 12 and brought with them many fruitful and enlightening experiences that were to be an impetus to further pursuits of excellence.

Winbond Electronics Corporation campus art exhibition – "The World Crane" by Anderson Yang



Winbond Electronics Corporation, established in 1987 at the Hsinchu Science-based Industrial Park, is one of the largest high-tech companies in Taiwan well-known for IC design and production. On top of being a leader in technological advancement, the company has also contributed generously to charitable causes and cultural activities in the community.



"Demoiselle" taken by Guo-Hai Yu

One recent effort is a cooperative project with NYUST – the "Anderson Yang World Crane Art Exhibition". The two-week event (from March 25 to April 8 2005) sought to arouse public awareness of ecological preservation through aesthetic appreciation.

Anderson Yang represents the first generation of Taiwan artists committed to protecting the environment. Dedicated to "ecology art" for more than a decade, Yang paints his passion - from early works on wild brooks and birds to recent motifs of swans and cranes. To breathe life into his paintings, Yang would observe the birds at their natural habitats and wait on icy ground or marshy swamps for hours on end despite the heat or the cold – only to capture fleeting moments that inspire the "aesthetic reality" on the canvas.

While Taiwan industries have attained a high level of technological advancement, the accompanying changes in living conditions have upset the ecological balance. In line with the company's philosophy and Yang's dedication to ecological preservation, Winbond launched in

1996 a five-year sponsorship for the World Crane Painting Project. This enabled Yang to trace the habitats of cranes from Alaska to South Africa and to Australia, and chronicle his expedition in more than 50 paintings. The collection is available in the Winbond cyber gallery and e-cards, and open to the public in campus art exhibitions.

The crane is a symbol of "luck" and "longevity" in oriental art and culture. Its choice as a motif in the joint Winbond-NYUST exhibition reflects the significance of ecological preservation in aesthetic ideals.



Anderson's work-"Sarus Crane"



"Sarus Crane" taken by Jia - Sheng Chen



The live scene where Anderson took his photograph of crane (Crane Watching in Zhalon)



"Demoiselle" taken by Anderson

NYUST Finance Department and Prudential sign industry-academia cooperation agreement



The first joint project between the academia and the finance industry in Taiwan kicked off when the NYUST Department of Finance and insurance giant Prudential signed an agreement of mutual cooperation. Prudential, a subsidiary of Prudential PLC, entered the local insurance sector in November 1999.

NYUST president Tsong-min Ling commended Prudential for its achievements in the industry and its contribution to education and academic research. He also noted that the Department of Finance faculty staff rank among the best in the country, being highly qualified and accomplished in research studies. The university, he said, strongly supports faculty staff to engage in industry-academia cooperation and research. This would motivate students to seek relevant vocational certification and enrich their knowledge in both theory and practice.

The NYUST-Prudential project operates on two levels. One is the free training provided by Prudential to prepare students for agent certification in life insurance and related investment products, including practical training. Prudential staff will share their field experiences with students on campus. The company will also recruit student trainees with promising potential.



NYUST President Tsong-Ming Lin and Prudential General Manager Shuei Mao Liao sign agreement on closer industry-academia cooperation.

The second level involves academic exchange. Prudential will provide non-classified material to the Department of Finance and Department of Management for teaching and research purposes while the two departments conduct research commissioned by Prudential relating to such topics as management, marketing and product development. The Department of Finance will also plan for extension education courses to be incorporated in the Prudential training program.

A dialogue on ceramic art across the Taiwan Straits

In a recent seminar on cultural exchange, Director of Zhejiang Province National Art Center Professor Guo Yi updated her NYUST counterparts on the developments of ceramic art in Mainland China and witnessed the changing scene on Taiwan.

A lifelong commitment to ceramics

Professor Guo learned the art from her parents during her childhood days and has since dedicated herself to ceramic creation. She now specializes in the teaching and production of traditional Zhejiang handicraft.

Zhejiang province, central China, is where celadon originated more than 7,000 years ago. There, ceramic items produced by the imperial kiln were one of the most distinguished creations in the early days. Later, black pottery also emerged as another prized art of the region. Given its long traditions, Zhejiang ceramics develops an even wider reputation after Chinese craftsmen engaged in handmade ceramics.

Characteristics of Taiwan ceramics

Professor Guo observed that firing techniques vary according to the raw material used when she visited the Jiji Snake Kiln. There, the highly oxidized clay can withstand firing temperatures of up to 1,300°C without distortion of the form. Furthermore, the final product is waterproof. In comparison, the temperature in Zhejiang ceramic production is relatively low due to the high ferrous content of the clay.



Chinese ceramics expert Professor Guo I

Differences between Taiwanese and Chinese ceramic artists

Professor Guo noted a difference in attitude between ceramic artists of both regions that she observed several years ago when Taiwan artists visited the Chinese mainland. “They said they were full-time practitioners and I wondered how they could make a living,” Prof Guo recalled. “They assured me it was not a problem.” Most ceramic artists in Mainland China, however, are part-timers.

In Zhejiang, production consists largely of decorative ceramics and ceramic pottery. The former form the bulk of production and are catered to a regular clientele such as antique dealers, so that reproducing imitations is a lucrative trade. However, the making of pottery and chinaware for practical purposes is neglected given the low demand. “This is an issue we have to look into – how to preserve and develop traditional ceramic art in daily ware,” Professor Guo said.

Incorporating ceramic art in daily life

Pleased with the rewarding trip, Professor Guo said her visit to Jiji Snake Kiln and Hua Kiln opened her view to how a creative industry can evolve from traditional ceramics and how the cultural essence of the art can be given full play. She was most impressed by the way Taiwan artists incorporate art in daily life as they reach out to influence the public into accepting art as part of

life. Taiwan is about 20 years ahead of the Chinese mainland in promoting handicraft art, ceramics, and modern ceramic art. Therefore, the current trend of integrating art and living on the island offers valuable lessons for mainland artists.

“Many Chinese artists are trying to transform ceramics into a handicraft art or an industry, and even contemplating setting up a creative industry,” said Professor Guo. “But we have yet to actualize these ideas.”

Apart from being an exchange of experience, the seminar also gave rise to discussions on future lectures and workshops to be held by NYUST faculty in the Chinese mainland as part of a cross-Straits collaboration to popularize ceramic art.



NYUST vice-president Chen-Kan Hou presented to Professor Guo the medal "Light of the Art"

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