

# The chosen one



## Creative Motivation

The Taoyuan City Government is actively promoting tourism, with **Zhongli District** becoming the top tourist destination in the city in the first half of 2024. Renhai Temple, a nearly 200-year-old cultural landmark, has been recognized as an **English-friendly temple** by the Ministry of the Interior. Meanwhile, the children's literature market **grew by 9.33% from 2021 to 2022**, with translated books making up 41.78%, highlighting the potential of bilingual picture books. To promote Renhai Temple's culture, our team created a **bilingual picture book** introducing **Matsu culture** through **simple text and illustrations**. The book also includes an **interactive board game** for **parent-child engagement** and a unique translucent postcard showcasing Renhai Temple's key deities, blending traditional culture with modern technology to create innovative cultural products.



## Product Introduction

### Bilingual Picture Books :

Enhances language learning and promotes cross-cultural exchange.



### Board Game :

Adds fun and interaction, helping children to deepen understanding of Matsu historical stories.



### Optical Design for Postcard :

Uses optical principles and colored translucent sheets to help learning about color combinations.

