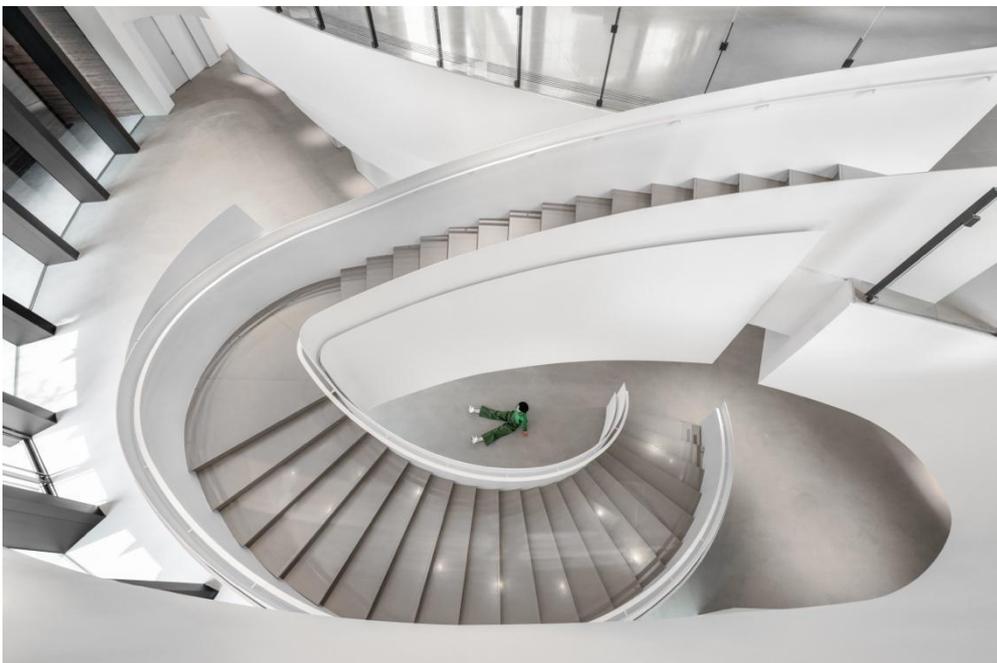


## Design Unveiled: Discover the Visual Elements of CMP INSPIRATION!

Expressing Identity: CMP INSPIRATION's Collaboration with biaugust CREATION OFFICE, googoods design, and fuyue

Although CMP INSPIRATION does not host a permanent collection, the venue's identity is vividly expressed through its branding, public furniture, and staff uniforms.



CMP INSPIRATION, a hub for inspiring imagination, integrates art into everyday life while fostering cultural awareness among the public. (Photo credit: CMP INSPIRATION; photography by Chen Yang)

### Taiwan's Design Talent Defines the Venue's Distinctive Character

With the announcement of CMP INSPIRATION's inauguration, excitement is growing about how this "hub for inspiring imagination" will take shape. Nestled in the CMP Park Lane community, CMP INSPIRATION is uniquely situated between the National Museum of Natural Science and the National Taiwan Museum of Fine Arts, making it the only corporate art museum along the Calligraphy Greenway. While its esteemed neighbors focus on ecological science, the arts and humanities, and academic exploration, CMP INSPIRATION adopts a more approachable and creative outlook and encourages artistic experimentation and imagination. Together, these institutions create a dynamic and interconnected cultural landscape.

What sets CMP INSPIRATION apart is its decision to forgo a traditional permanent collection. Instead, the museum conveys its identity through branding, public furniture, and staff uniforms. These elements, crafted by Taiwanese design teams [biaugust](#) CREATION OFFICE, [googoods design](#), and [fuyue](#), capture the museum's spirit. Drawing inspiration from architecture, interactivity, humor, and creativity, these designs integrate aesthetics, symbolism, and functionality, establishing CMP INSPIRATION as a museum "without a permanent collection, yet enriched by iconic elements." Now, as these innovative designs are revealed, let's explore the creativity that defines this unconventional museum.



[biaugust CREATION OFFICE](#) designed CMP INSPIRATION's logo as a visual and interactive game, blending typography and imagery to embody the museum's spirit of "unlocking imagination." (Photo credit: [biaugust CREATION OFFICE, CMP INSPIRATION](#))

## Branding: An Interactive Game that Unlocks Imagination

CMP INSPIRATION's visual identity was designed by renowned Taiwanese studio [biaugust CREATION OFFICE](#). The large area of negative space in the center of the logo is so striking that it sparks imagination. Drawing inspiration from the museum's history of boundary-breaking exhibitions and its focus on human interaction, creative directors Owen Chuang and Cloud Lu crafted a logo that captivates curiosity from the first moment of viewing while embodying the spirit of unlocking imagination.

[biaugust](#) used the font outline of the Chinese characters for CMP INSPIRATION, incorporating a high proportion of white space in the center. This creates a visual twist that resonates with the museum's spirit of pushing boundaries and unlocking imagination. As the strokes extend toward the end, geometric shapes and transformations symbolize the power of imagination brought to life. When the public first sees the logo, it captures their attention and invites them to reflect on and speculate about the changes in the text and imagery. This interactive process resembles the experience of viewing art, where the artwork is infused with spiritual value and vitality as viewers interpret it.

## Public Furniture: Playful Homages to Iconic Works

googoods design is an expert in transforming style and everyday living through design. In collaboration with CMP INSPIRATION, googoods has created interactive furniture, public furniture, and hardware that enhance the museum's creative and distinctive character. These designs center on the concept of reimagining iconic artworks, such as Dalí's *The Persistence of Memory*, Munch's *The Scream*, and Millet's *The Gleaners*. Designer Chihong Chuang, a long-time partner of CMP Museum, sees the venue as ideal for storytelling and imbued with a sense of humor. As such, he proposed reinterpreting masterpieces by Dalí, Munch, and Millet to invite the public to explore the possibilities of art.

For example, the museum entrance features 10 interactive pieces of furniture. These stone pedestals, inspired by sculptures like *The Discobolus*, *The Thinker*, and the Statue of Liberty, are designed as "unfinished" works inviting visitors to complete them by posing with them. The team at googoods design examined the classic elements, visual distinctions, associations, and bodily transformations present in iconic masterpieces throughout history. They selected sculptures suited for playful reinterpretations and placed two clues beside each piece: one showing the original sculpture's year of creation, and the other, a silhouette hint beneath the artwork. Through humor and interactive design, these installations guide visitors to co-create, exercise creativity, and stretch their bodies to create their own artistic landscape.



Inspired by classic artworks, these sculptural pedestals invite visitors to interact with and co-create the venue's unique ambiance. (Photo credit: googoods design; photography by Yan)

## Seating and Trash Bins: Visual Harmony in Contrast

The auditorium's furniture design takes inspiration from Dalí's famous *The Persistence of Memory*. The imagery of melting clocks, crawling ants, and the table form the foundation for the flowing lines of these public furniture pieces. Designer Chihong Chuang sees the museum's sunken interior space as a hub for creative exchanges, aligning the curved architectural design with the aesthetics of Dalí's masterpiece. The descending staircases and the melting seats forms strike a delicate balance between visual tension and harmony.

Building on *The Persistence of Memory*, the design features seats in colors that reflect the painting, with embroidered clock hands and wooden tables decorated with electroplated ant motifs. These intricate details highlight the museum's playful and inventive spirit. Elsewhere in the space, Chuang reinterprets Munch's *The Scream* into a whimsical trash bin and incorporates elements from *The Gleaners* into an umbrella stand. Even the globally recognized "banana duct-taped to a wall" is reimagined as a fire extinguisher holder. Through unexpected, imaginative reinterpretations, humor and serious craftsmanship come together seamlessly.



The auditorium's flowing tables and seating are inspired by Dalí's *The Persistence of Memory*. Viewers are invited to deconstruct and explore the details of the spatial design. (Photo credit: googoods design; photography by Yan)

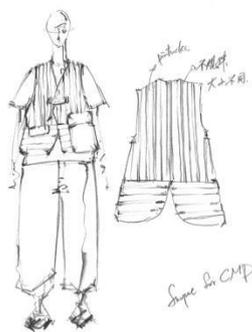


Trash bins inspired by Munch's *The Scream* and an umbrella rack referencing *The Gleaners* reflect the museum's creative and playful character. (Photo credit: googoods design; photography by Yan)

## Staff Uniforms: Fluid Lines Inspired by Architecture

Taiwan's leading fashion design team, fuyue, crafted CMP INSPIRATION's staff uniforms. Designer Jerry Wang drew inspiration from the flowing lines of the venue's architecture, designed by Japanese master Kengo Kuma. The result is a comfortable garment that allows the wearer to feel a sense of space and movement.

Using linear elements and pleating techniques, the uniforms incorporate architectural textures into the fabric, breaking away from traditional uniform styles. Without overtly emphasizing or highlighting the wearer, this minimal yet functional design subtly conveys the identity of the museum staff while extending the continuity of the museum's visual elements. The design features layers of textured cotton with streamlined structures at the shoulders, upper chest, and hem. The layered asymmetry evokes a sense of motion while practical pockets ensure functionality without compromising the tailored fit.



The minimalist uniform vest resonates with the museum's architectural lines, enhancing the venue's visual elegance with a touch of subtle vitality. (Photo credit: left to right: fuyue, CMP INSPIRATION)

Three design teams from Taiwan contribute unique collections to the museum, showcasing creativity in branding, public furniture, and uniforms, all while embodying CMP INSPIRATION's creative spirit. Opening on December 13, CMP INSPIRATION will debut its first international exhibition, inviting visitors to explore and awaken their imaginations both within and beyond. CMP INSPIRATION is ready—step in and experience it!

**【Public Relations】**

CMP PUJEN Foundation for Arts and Culture

Julie Chen

[julie.chen@cmp.com.tw](mailto:julie.chen@cmp.com.tw)

**【INFO】**

CMP INSPIRATION

Phone: +886 4 2328-5000

Address: No. 79, Guanqian Rd., West Dist., Taichung City, Taiwan