

# 桃園市平鎮區公所新聞稿

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## 2021 桃園第七屆花彩節平鎮場開幕儀式

### Year 2021 Taoyuan City Pingzhen District

### The 7<sup>th</sup> Flower Festival Opening Ceremony

桃園市長鄭文燦今(6)日上午出席「2021 桃園花彩節—平鎮展區」的開幕活動，鄭市長表示，市府舉辦桃園花彩節已邁入第七屆，運用農地休耕期間，規劃大面積花海、農事體驗、鄉間小旅行等，經過這些年的成長，孕育出獨立且成熟的桃園特色活動，今（110）年由平鎮跟大溪兩大展區攜手，自 11 月 6 日到 11 月 28 日，為期 23 天。本周由平鎮展區打頭陣，從今天開始到 11 月 14 日，為期 9 天，以「Hello~平鎮！野(球)趣」為主題，將棒球元素、花田迷宮融入田野風光，讓民眾悠遊於花田中感受平鎮特色及田園之美。

Mayor of Taoyuan City, Cheng Wen-Tsan, attended the opening activity for “2021 Taoyuan Flower Festival- Pingzhen Exhibition Area” this morning (6<sup>th</sup>) and said the city government has hosted Taoyuan Flower Festival for 7 years now. Using the period of time when the field is lying fallow, the government planned a large area of flower sea, a farming experience, and small trips to countryside. With the development in the past years, it has turned into an independent and well-developed featured activity in Taoyuan. This year (2021), Pingzhen and Daxi, two exhibition areas work together for the festival. The exhibition is from November 6<sup>th</sup> to November 28<sup>th</sup> for a period of 23 days in total. Pingzhen Exhibition Area takes the lead this week and starts its 9-day exhibition from today until November 14<sup>th</sup>. It uses “Hello~ Pingzhen! Field (baseball) Fun” as the

theme, integrating the element of baseball and maze in the flower field into the landscape in Pingzhen so that people can go around the flower fields leisurely to enjoy the key features in Pingzhen as well as the beauty of field.

鄭市長指出，本次活動平鎮區公所擁有 200 多年歷史的建安宮前，打造 17 公頃大型花田遊樂園，不僅有多彩繽紛的花區，這次更特別規劃棒球互動區、花田野餐區、向日葵迷宮區等三大主題，同時各主題展區亦設置景觀高台，供俯瞰視角，欣賞花海美景，另外在廟前路的林蔭大道上，設有文創市集走廊，為唯美的花田景色更增添藝文色彩。

Mayor Cheng highlighted that Pingzhen District Office created a large flower field amusement park with an area of 17 hectares in front of Chien-An Temple that has more than 200 years in history for the activity this year. Other than colorful flower exhibition areas, three key themes of baseball interactive area, flower field picnicking area, and sunflower maze area are specially designed. Additionally, each exhibition area has an elevated scenic overlook platform to provide a view from above for people to appreciate the beautiful scenes of the sea of flowers. In addition, a cultural and creative market corridor is established on the wooded roadway along Miaoqian Road to add art and cultural atmosphere to the wonderful view of flower field.

其中棒球互動區，是藉由棒球元素之圖騰及鑲嵌在花田中大型展物，提供借位拍攝，與本市棒球發展重鎮的平鎮相呼應，另外在場區中央，提供野餐區及街頭藝人表演，讓民眾在花田中享受愜意時光。展區後段還有比人高的向日葵巨型迷宮亦不能錯過。同時活動也搭配沉浸充滿客庄原味的鄉野小旅行，還有提供特色體驗，包括「古法割稻」、「竹掃把 DIY」等，其中「紮掃把」更是東勢庄 50 年代的特有產業之一。

In the baseball interactive area, we provide forced perspective photography through the totem of baseball element and the large installation art in the flower

field to respond to the key town, Pingzhen, for baseball development in our city. Moreover, we also provide picnicking area and show from street performers in the middle of the exhibition area for people to spend some leisure time in the flower field. In the far-end side of the exhibition, we also have a large sunflower maze that is taller than normal people, which you must not miss. Meanwhile, the activity is also matched with small field trips full of Hakka atmosphere as well as special experience like “cutting rice in the traditional technique” and “bamboo broom DIY”. Among them, “tying brooms” was one of the specific industries in Dongshizhuang during 1950s.

鄭市長進一步指出，市府配合農委會對地綠色環境給付計畫，利用計畫經費支持，於休耕農地種植景觀作物，並與在地休閒農業相關發展協會合作，期望能透過開花期間一系列的活動舉辦，將在地品牌與循環農業理念推廣給社會大眾，讓更多人、更多產業可以參與，以結出具地方特色的農業產業體系之果實。

Mayor Cheng further pointed out that the city government followed the “Green Environment Benefit Program to Land” promoted by Council of Agriculture and used the program budget to plant landscape crops on the fallow farms as well as worked with local development association related to agriculture tourism. It is expected to promote the local brands and the concept of circular agriculture to the public through the series of activities during blossoming. We want to invite more people and more enterprises for participation in order to develop fruits of agricultural industry system that are with local features.