

馬女遊龍

繪出新視界



創意動機

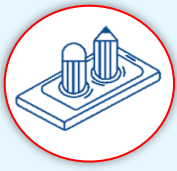
民國 38 年政府遷台，為安定軍心、照顧其眷屬，在全台各地興建或配置的村落，即為現今「眷村」。眷村裡蘊含了不計其數的歷史文化，但都因都更計畫，面臨拆除的命運。全台曾經有過 886 個眷村，現行經營具「文化資產身分」眷村卻僅剩 50 個，在眷村數量已屈指可數的情況下，保護及延續傳統文化顯得十分重要。

為增加馬祖新村之曝光度，本小組將AR結合馬祖新村之眷村文化，提升大家對馬祖新村認知。使用繪本「祖傳說」及桌遊「遊牧民祖」作為產品，不僅藉由繪本「祖傳說」使親子之間增加互動，還可藉由桌遊「遊牧民祖」快樂學習，了解馬祖新村附近的**美食以及景點**，增加馬祖新村的參訪率，解決吸引力不足等問題。



產品介紹

商品	定價	特色
遊牧民祖 	\$ 299	<ul style="list-style-type: none">遊玩中即可了解馬祖新村附近的美食景點及歷史故事利用APP掃描卡牌即可觀看AR導覽影片 
祖傳說 	\$ 199	<ul style="list-style-type: none">內容介紹馬祖新村的歷史故事父母陪同小朋友閱讀，促進親子關係材質提升小朋友的認知能力，增強小肌肉結合3D建模技術設計出專屬軍人，透過動手著色軍人，讓小朋友提升成就感 



Matsu New Village

Creating a New World



Creative Motivation

In 1949, the government relocated to Taiwan. To stabilize the military and take care of their dependents, villages were constructed or allocated across Taiwan, which are known today as "**military dependents' villages**." These villages are rich in historical and cultural significance, but many face demolition due to **urban renewal projects**. **There were once 886 such villages in Taiwan, but only 50 currently retain the status of "cultural assets."** With the number of these villages dwindling, **protecting and preserving traditional culture** has become critically important.

To increase the exposure of Matsu New Village, our team is integrating **AR with the cultural heritage of Matsu New Village** to enhance public awareness. We are using the picture book "**Ancestral Legends**" and the board game "**Nomadic Ancestors**" as our products. The picture book "**Ancestral Legends**" fosters **parent-child interaction**, while the board game "**Nomadic Ancestors**" **provides a fun learning experience about local cuisine and attractions** near Matsu New Village. This initiative aims to **increase visit rates** to Matsu New Village and address **issues related to its lack of attraction**.



Product Introduction

product	price	feature
Nomadic Ancestors 	\$ 299	<ul style="list-style-type: none">While playing, you can learn about the local cuisine, attractions, and historical stories around Matsu New Village.By using the app to scan the cards, you can watch AR guided tour videos. 
Ancestral Legends 	\$ 199	<ul style="list-style-type: none">The content introduces the historical stories of Matsu New Village.Parents accompanying their children in reading promotes parent-child relationships.The materials enhance children's cognitive abilities and strengthen fine motor skills.By integrating 3D modeling technology, we design personalized soldiers. Through hands-on coloring of the soldiers, children can enhance their sense of accomplishment. 