

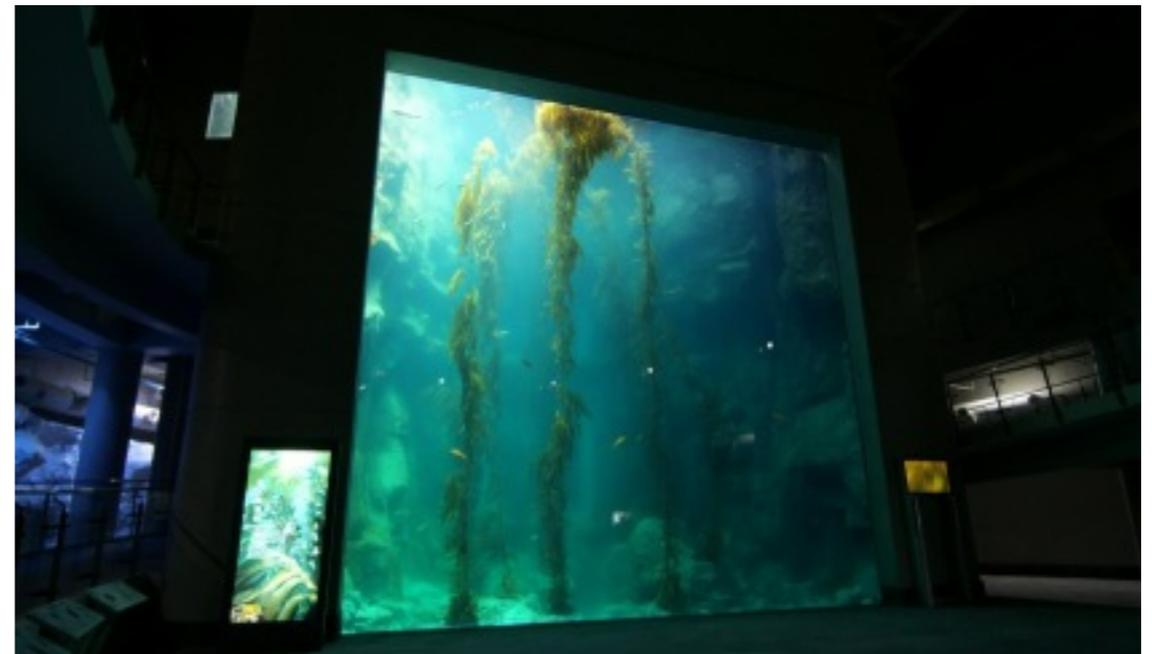
 **Big Eyes Family[®]**
Marine Life




NATIONAL
MUSEUM
OF MARINE BIOLOGY &
AQUARIUM
國立海洋生物博物館

A brand of Big Eyes
Family in NMMBA

Ming-Chin Liu



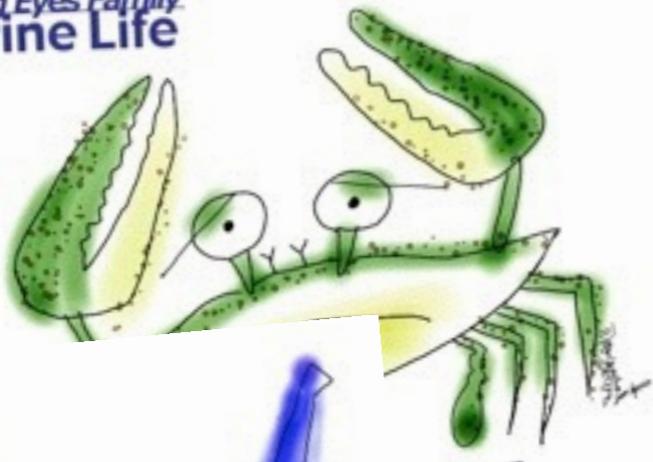
National Museum of Marine Biology and Aquarium (NMMBA) is a museum with marine creatures and was established in 2000.



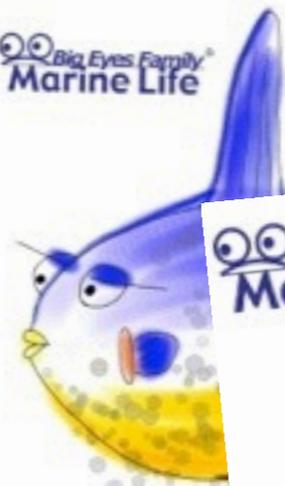
Because the exhibition areas of NMMBA are operated by a non-government company, many commodities in the shopping area are the same as those in Kenting. Thus, the Staff Consumer Cooperatives of NMMBA had started to develop new commodities.

But how can we make any differences with those ready-made ones?

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翻车鱼
Sunfish

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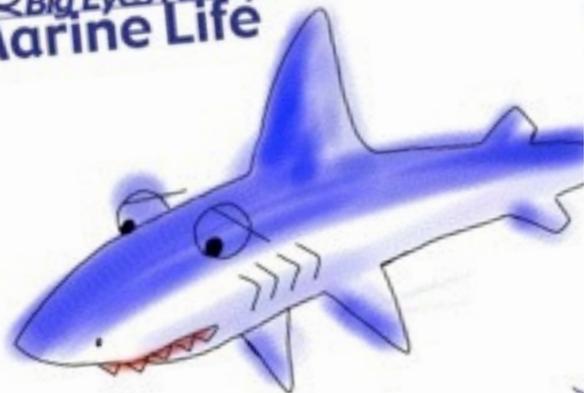


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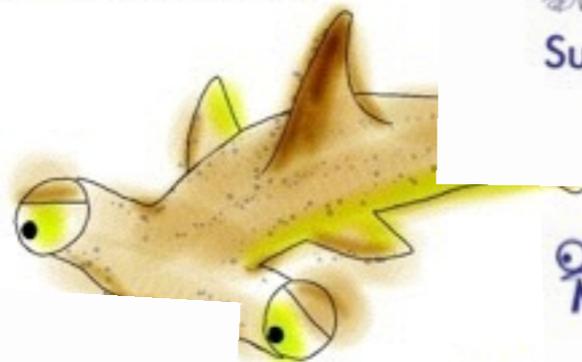


青眼蝦
Shrimp

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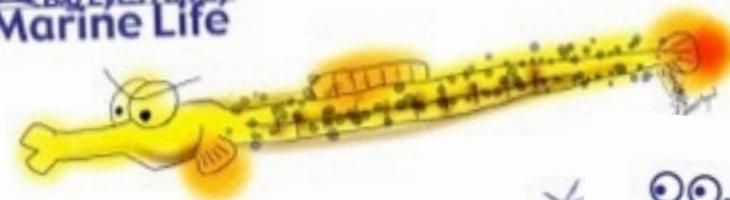
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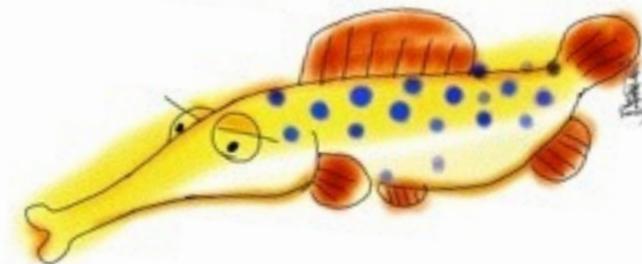
𩚑

Hamm



管口魚
Pip

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管口魚
Tubefish

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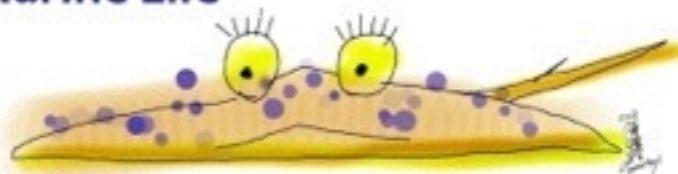


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魷魚
Parrotfish

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魷魚
Ray

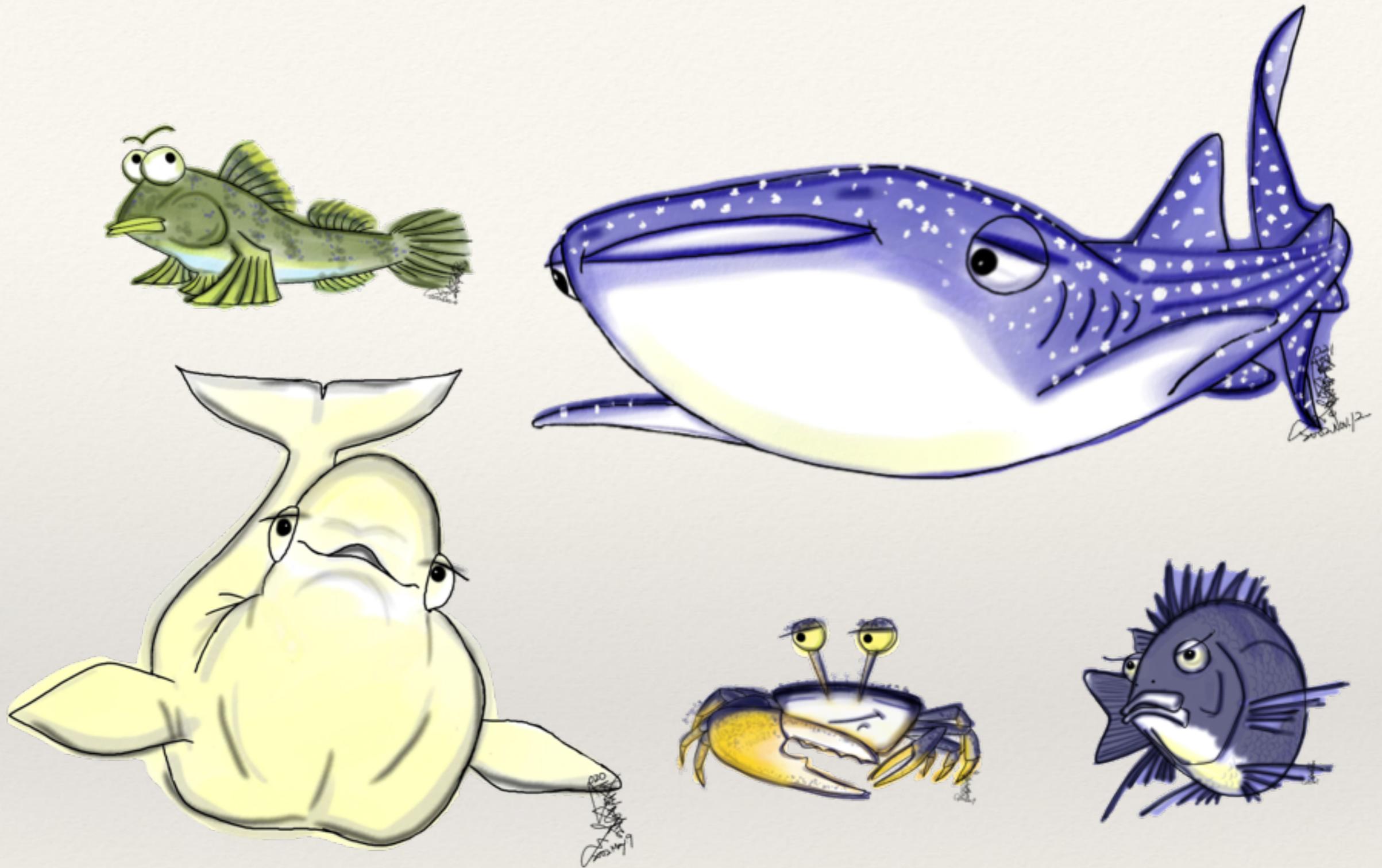
These are those early figures made on the computer.



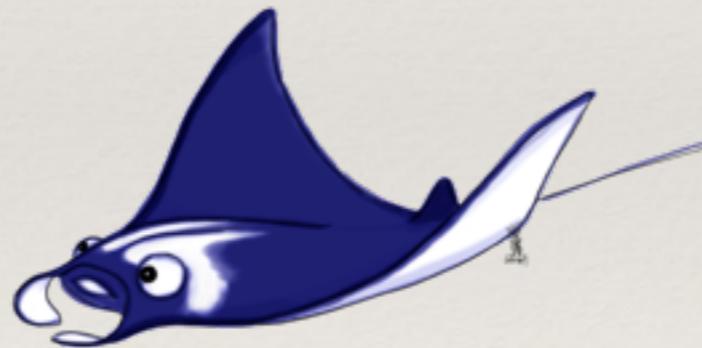
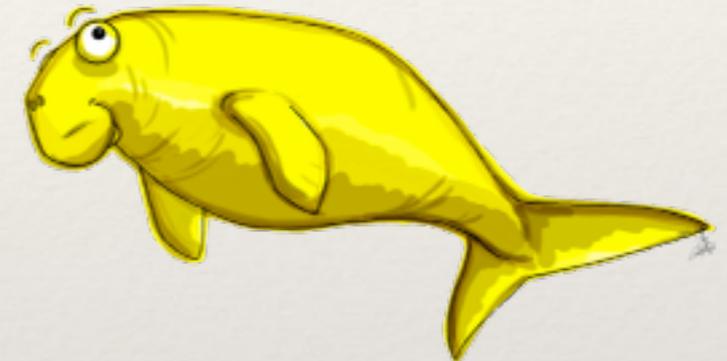
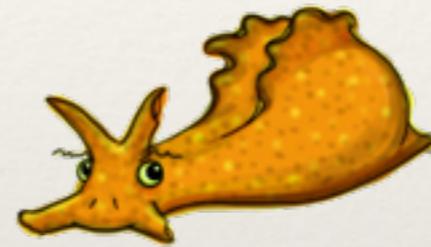
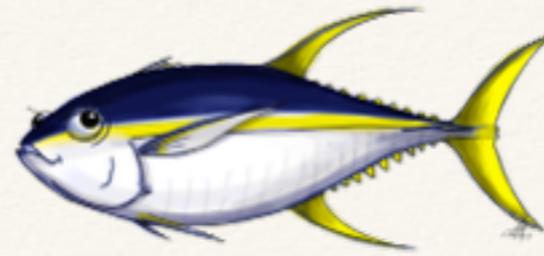
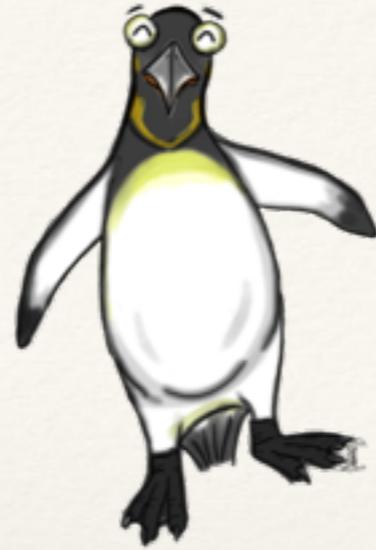
In 2000, the Big Eyes Family was officially set up and had a registered trademark. The brand belongs to the Staff Consumer Cooperatives of NMMBA, but not NMMBA.



The newer creations focused much more on the details of the animals.



As the computer became much faster, the resolution of the image are much bigger.

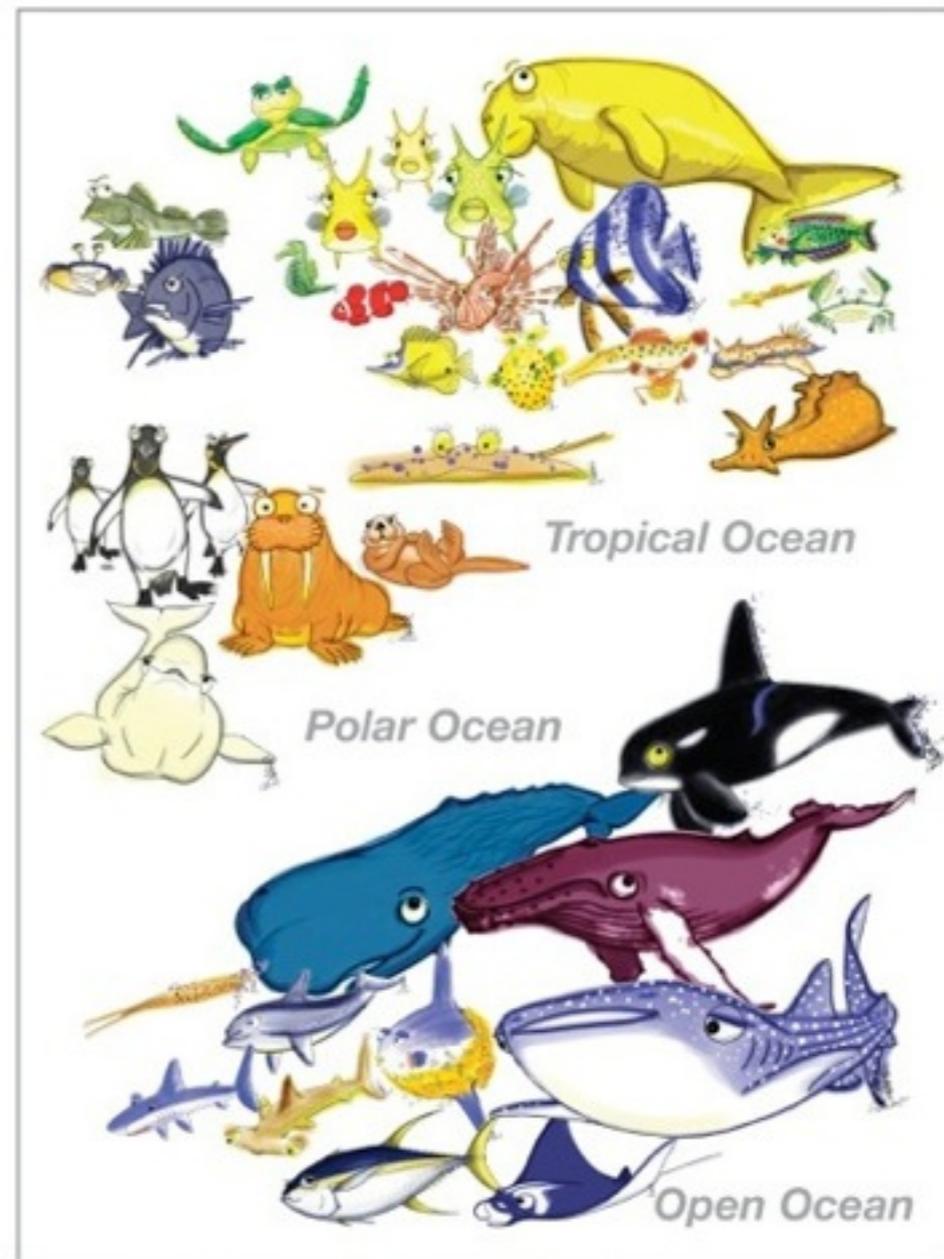


These are other creations.

Big Eyes Family[®] Marine Life



國立海洋生物博物館
NATIONAL MUSEUM OF NATURAL HISTORY
100, Tainan, Taiwan



國立海洋生物博物館
NATIONAL MUSEUM OF NATURAL HISTORY
100, Tainan, Taiwan

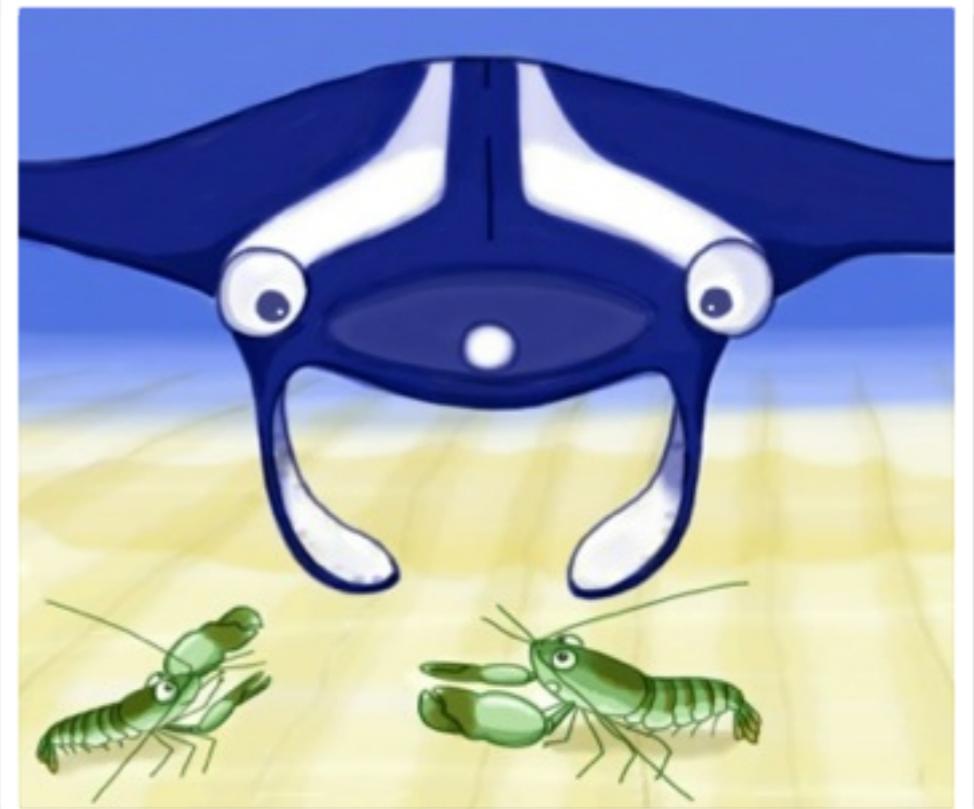
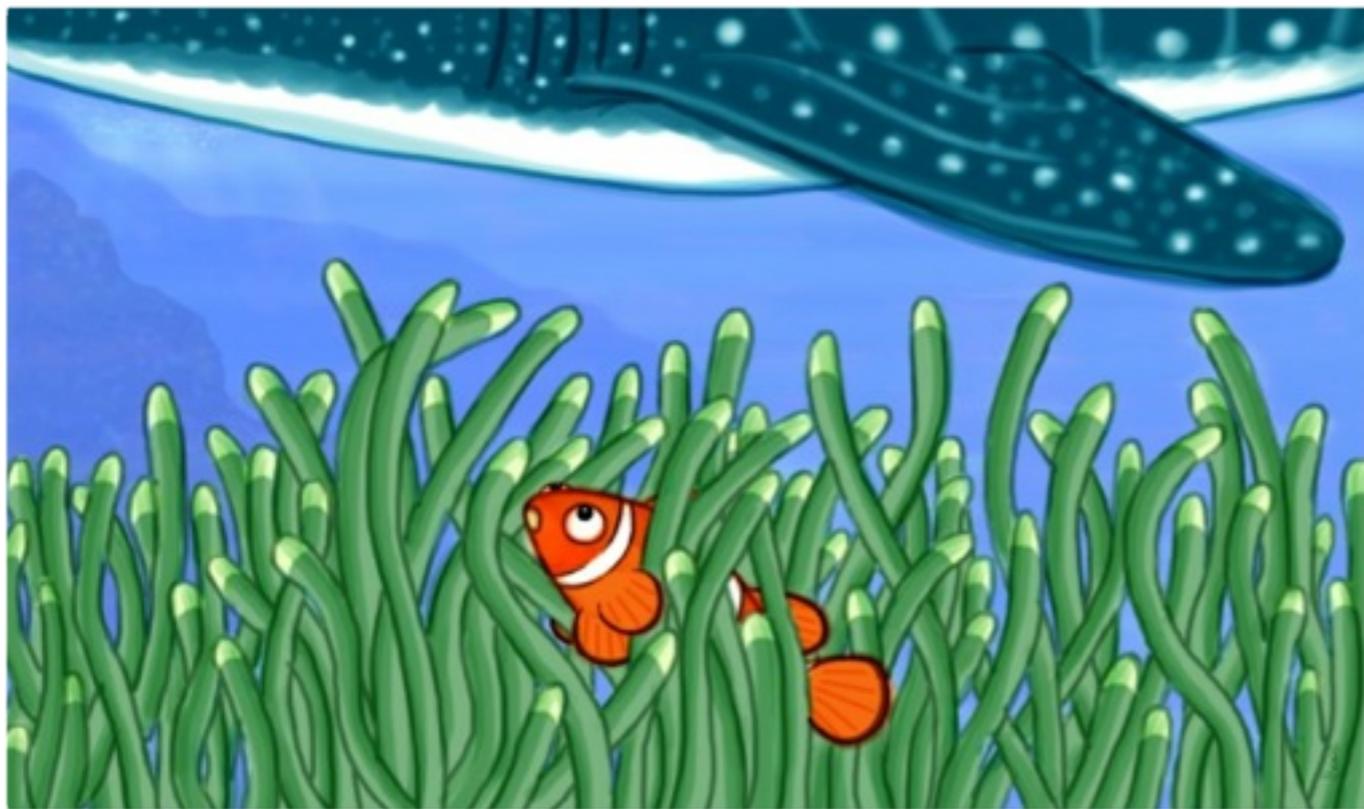
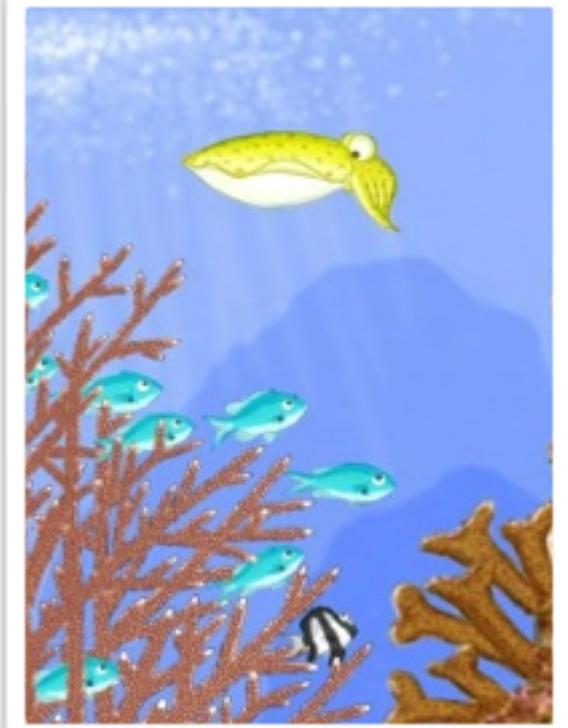
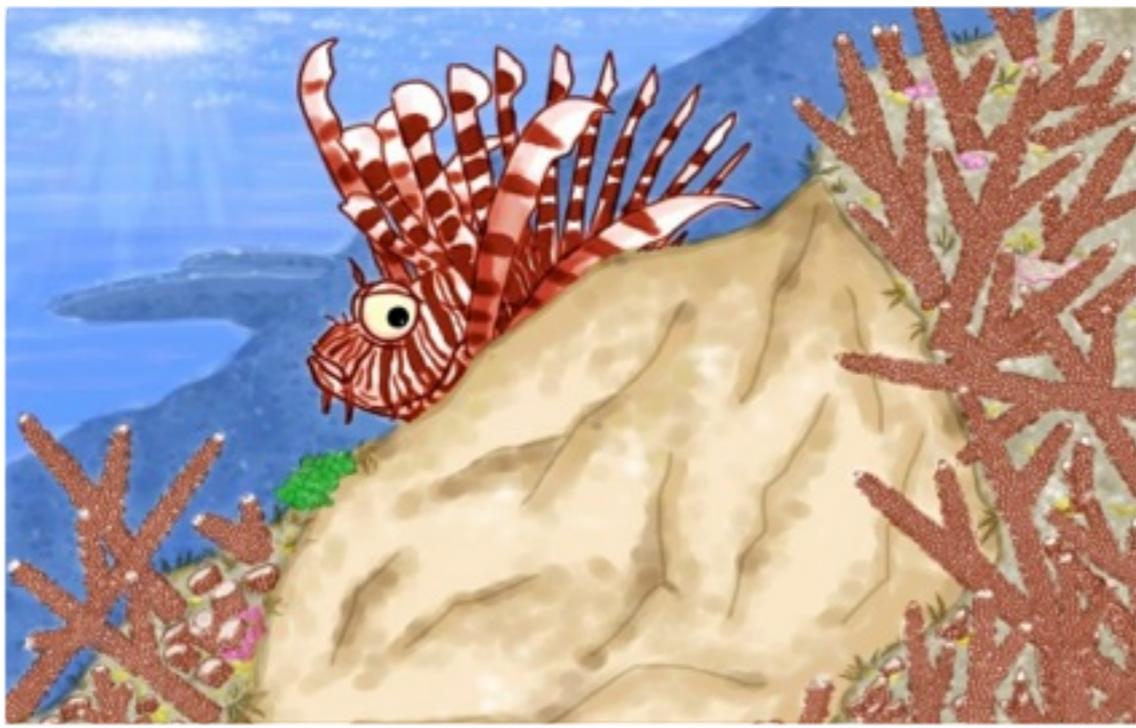
This is a poster. Because of the limitation of funds, the prices of the commodities we created are not high unless those authorized consign for sale.



Keychain, cup, hanger, T-shirt, magnate, bag, L folder, baseball hat, mug and even disposable tableware are commodities created during these years.



The Staff Consumer Cooperatives officially authorized the Museum to use these images to create the exhibition, "Who is the suspect? The Kong-fu master in the sea" in 2011.



This is the story of the exhibition.



This is the exhibition area. This is the first time that the Museum used the Big Eyes Family to popularize the knowledge of marine creatures.

Next Step

It is really uneasy to have a brand for more than 10 years in the days which the government try very hard to push the cultural and creative industry.

Thus, it is hard for the Museum to ignore the existence of the Big Eyes Family and create a new brand of cultural and creative industry. Through the authorization of the brand might be a good way.

However, because the Staff Consumer Cooperatives plays a very special role here, it is still uncertain to promote this idea.