

Abstract

In order to increase city quality and competitiveness, many developed countries have realized that culture is an inevitable way to present national strength. Therefore, they undergo "culture governance." When local governments face the double pressure of tight finance and the increasing demand of culture activities, the concept of "public-private partnership" has been emphasized. The attitude of the decision makers influence whether the public sector, the private organization, and the third party can form good public-private partnership interaction. This is no doubt the key for the culture governance to have more energetic and creative development. In other words, when culture becomes the main character in urban planning, culture policy prove effective on the future cultural direction of a city 's future. A good "culture partnership governance" is the turning point of a city 's culture.

This research analysis from interviews and has the following findings:

1. the predicament of the public sectors is the root source of culture governance;
2. without single collaborative mode, the interaction object and corporation model would be different;
3. the public sectors have the capital and physical resource injection, and the corporations acquire the certification endorsement from the public sector- this collaboration is helping each other;
4. charity image, acquiring the professional skill on exhibitions and shows, using the cultural space are the derive factors for the corporations and NPO to participate in culture governance;
5. the public sector can link to more private resources through NPO media;
6. open, equal, mutual benefit, and legal are the principals of culture collaborative;
7. culture volunteers are the best narrators and promoters for art events;
8. the volunteers can have better quality and service through educational training, seminars, and activity planning;
9. close interaction with schools and communities can increase art events participation;
10. hold family art events can gain better social recognition and participation;
11. the effect would be better if the communities hold and promote art events simultaneously;
12. no specific person in charge would influence the aim of public-private partnership.

We generalized and analyzed the above mentioned research and proposed the following suggestions in the aspects of culture policy, art marketing and promoting, and culture development. First, in the aspect of culture policy: 1. break the bureaucracy thinking, associate with mutual respect and trust, equal and benefit, and continuity; 2. consult communities

to hold art events simultaneously; 3. combine the school ' s resource and root and promote the arts; 4. manage and train the volunteers to increase their knowledge and activate human resource. Second, in the aspect of art marketing and promoting: 1. the marketing is to grab the hearts of the people and satisfy their excessive pride; 2. the art contents need to be attractive and contain the emotions of different groups to broaden the marketing; 3. the art events need to fuse into people ' s life. Third, in the aspect of culture development: 1. originate local communities and intrigue cultural life power; 2. train community art event planning talents; 3. public-private partnership is the best way for the culture center to find resource; 4. development the features of knitting museum and set the everlasting development vision for the culture centers.

Key words: culture, collaborative governance, culture governance, public-private partnership