



2006年書展記實

A Report on Taipei International Book Exhibition

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2006年台北國際書展於2月12日圓滿落幕，有44萬人次蜂踴參觀，創下歷年新高。

一書展從2月7日至12日，為期6天，第一天與第二天上午，僅對專業人士開放；所謂的「專業人士」，就是「出版業者」。台北國際書展，不僅有歐洲的出版業者設攤位，全世界華文書商也

參與此展，以便觀察最新的華文書籍出版趨勢。2月7日一早，法界攤位燈光灼灼，一群出版業者競相以照相機、攝影機不停地拍下法界的攤位。法界攤位非常有別於其他的攤位，設計十分簡潔、醒目，與人一種清新脫俗的形象，卻又氣勢撼人；白色的壁面上，有著「宣化上人」四個大字，在旁更嵌入一台大型螢幕，黑白畫面簡單介紹上人的故事，經常有人駐足於法界攤位前欣賞我們的展示。

8日下午，開放給一般民眾參觀，書展的人流量大增，萬頭竄動。法界攤位前總是人潮洶湧，開始，參觀者從不可置信「賣相這麼好的食譜，怎麼可能免費贈送！」很快地，口耳相傳，人人競相索取；六天來《菜



On February 12, 2006, the Taipei International Book Exhibition successfully concluded. 440,000 people visited in swarms, an unprecedented record.

The Exhibition lasted for six days, from February 7-12. The first two days were open for professionals, i.e. publishers. This exhibition included not only publishing companies from Europe, but

also Chinese book companies from all over the world in order to display the latest trends in Chinese books. In the early morning on February 7, a group of publishers used cameras and videos to film at our booth. Unlike other booths, the Dharma Realm Buddhist Books Distribution Society (DRBBDS) booth was simple yet attractive in design. It conveyed a sense of refreshing purity and was quite impressive. The name “Venerable Master Hsuan Hua” was displayed in large characters on the white wall, next to it was a big screen playing the story of the Master; people often stood in front of our booth to enjoy the presentation.

From the afternoon of the 8th, the flow of visitors to the exhibition, open to ordinary people, increased greatly with tens of thousands circulating through; our booth was always packed. Originally, people kept asking in disbelief, “How could this beautiful recipe book be given away for free?” The news spread quickly and everyone came to request copies. In six days over 9,280 copies of the first and the second





根飄香》與《香積世界》共贈送出約9,280多本；這些書都是大眾以小額捐款集結而成，本著放生的初衷而致贈。也有索取〈衣裡明珠〉、〈發瞶振聾〉等系列小書，或抬頭看牆螢幕所播放的上人影片，簡介上人將佛法帶入西方以及教育西方弟子的梗概；攤位內，也有人良久埋首於上人的開示叢書。有許多人大為感動，有的人則當場發心助印，有的人更是發心要幫忙——不僅推廣素食，使生靈少一些浩劫；更要推廣上人的理念，使世界多一分祥和。

另外，法界最新出版的書《希望之光》，也舉辦新書發表與簽名的活動；使更多年輕學子，藉由清新、可愛的繪畫方式，讓佛法慢慢植入心中，用正面的態度，對待生命、改善人生。

今年，「法界佛教印經會」首次獨立參加台北國際書展。因為展區太大了，攤位地點便佔了相當大的重要性。攤位的位置由抽籤來決定，而抽籤的順序，又由攤位的大小依序來抽；法界的攤位只有2個單元，所以抽籤的次序排在很後面。代表法界抽籤的余國柱師兄深感責任重大，事前不但勤做功課，臨要抽籤之前，還先趕到「法界」，在祖師堂上人法相前跪了半小時，希望能藉由諸佛菩薩的加持抽得好籤。果然，抽中的位置相當相當的好，不但在三叉路口的主要走道上，而且緊鄰台灣四家大型主要出版社的攤位；可以說幾乎參觀書展的人都會從法界的攤位經過，人潮流量相當的大。

這次爲了節省經費，攤位布置、活動設計、贈品製作與攤位服務，均由法界工作人員親力親爲；雖然過程辛勞，每個人都法喜充滿地一路撐到底，爲這次盛會，畫下了完美的句點。

volumes were given away. The gift books were printed using a collection of small donations for “Liberating Life”. Some visitors requested small books from series such as “Pearls of Wisdom” and “Inspiring the Deaf and Dumb.” Others watched the video of the Venerable Master on the screen wall, which outlined how the Venerable Master brought the Dharma to the West and educated his Western disciples. Inside the booth,

visitors stood in silence, attentively reading the Venerable Master’s instructional talks. Many people were deeply moved. Some made donations on the spot and some resolved to help promote vegetarian food in order to reduce the killing of animals, and to advocate the Venerable Master’s teachings to increase world peace.

The author of *Light of Hope*, the latest publication of DRBBDS, signed many copies at the booth. Through her lively and adorable drawings, the Buddhadharma will gradually influence the hearts of young students guiding them to lead positive lives and improve their lives.

This year, DRBBDS participated in this exhibition on its own for the first time. The location of a booth is crucial because the exhibition area is so huge. The location of each booth was determined through drawing lots. Ours had only two units and was a fairly small one in our category, so our drawing was near the end. Layman Xu, the representative who drew for us, felt great responsibility and did his work vigorously. Not only that but before the drawing, he went to DRBBDS, knelt before the Venerable Master’s image for half an hour and prayed to the Buddhas and Bodhisattvas for a successful outcome. Sure enough, the location drawn was exceptionally good—not only was it on the three main crossroads, but also next to four of the major publishing companies in Taiwan. Almost all of the tremendous number of visitors had to pass by our booth.

In order to save cost, volunteers of DRBBDS arranged our booth, designed the activities, produced the gifts and served at our booth all by themselves. Even though it was tiring, everyone was sustained by Dharma bliss throughout the

