

Jay Chou named one of top 100 creative businesspeople

周董榮登百大創意商人



Taiwanese pop star Jay Chou has been named one of the 100 most creative people in business in a recent edition of *Fast Company*, a US business magazine. Chou came in at number 70 on the list, with songstress Lady Gaga claiming the top spot. However, despite being an **accomplished** singer and songwriter, Chou made the list on account of his business **acumen** as head of JVR Music, rather than as a musician.

Only three singers made it onto the list: Chou, Lady Gaga and Jay-Z. While it may seem that Chou has been given the same recognition as Lady Gaga as an international musician, they appear in the list for completely different reasons. Lady Gaga is listed with the title "Pop Artist," and the magazine mentions her musical style as well as her distinctive attire.

Chou on the other hand is titled "Co-founder JVR Music," the enterprise that made NT\$560 million in 2009, producing music, TV and movies. The report describes Chou as a money making machine and emphasizes his talents as an entrepreneur, rather than the musical talents that he is so proud of.

JVR Music stressed that there is no such thing as ranking, that Chou doesn't think he is the 70th of the list, and that he just happens to be on the same list as Lady Gaga.

Chou recently made his directorial **debut** shooting the music video for his latest single. The video features Chou dressed up as teenager, dancing in a high school.

It tells the story about a little boy who wants to learn guitar, and how he later became successful. The **storyline** reminds Chou of his childhood when he had to practice piano. Whenever he wanted to play with other children, his mother used to say: "If you go out, don't think about coming back!"

(LIBERTY TIMES, TRANSLATED BY TAIJING WU)

美國商業雜誌「Fast Company」日前選出全球一百位最具創意的成功人士，「周董」周杰倫赫然名列其中，排名第七十位，與排名第一的美國流行天后女神卡卡同樣榜上有名，但弔詭的是，周董是以杰威爾音樂創辦人入選，並非以藝人身分，評審對於周董經商能力的肯定，似乎多過他的音樂實力。

全球百大創意人中，僅女神卡卡、傑斯和周董三位歌手入選，周董看似和引領全球潮流的女神卡卡齊名，但兩人入選頭銜卻大不相同，女神卡卡以流行歌手身分奪冠，雜誌肯定她在歌曲及造型上的創意表現。

反觀周董則是以「杰威爾音樂」創辦人入榜，文中指出他將事業版圖延伸到電視、電影等不同領域，去年成功吸金五、六億台幣，猶如一台「人肉印鈔機」，肯定他的生意頭腦及吸金功力，而非周董最引以為傲的音樂表現。

周董所屬的杰威爾卻強調，此榜單不分名次，周董不認自己排名第七十名、只認自己和女神卡卡同榜。

周董日前為新專輯中歌曲「免費教學入影帶」拍MV，除了再執導筒外，還首次大跳復古的洛克舞步，展現難得一見的青春洋溢。

故事情節描述一名想學吉他的朋友如何成功進入音樂領域，讓周董不禁憶起小時候辛苦練琴的過程，當時看到小朋友在玩也很想衝出去玩，但是媽媽就說：「如果出去就不要回來了！」

(自由時報記者郭子寧)

Left: Jay Chou poses during an autograph session on May 23. Chou was recently listed among the top 100 most creative people in business by the magazine *Fast Company*.

PHOTO: SUNG CHIH-HSIUNG, LIBERTY TIMES

Inset: The edition of *Fast Company* that listed Jay Chou among the top 100 most creative people in business.

PHOTO COURTESY OF JVR MUSIC

左圖：周杰倫五月二十三日簽唱會。他日前榮登美國商業雜誌「Fast Company」百大創意商人榜。

照片：自由時報記者宋志雄攝

嵌圖：周杰倫被「Fast Company」選為全球百大創意商人。

照片：杰威爾音樂提供

TODAY'S WORDS

今日單字

1. **accomplished** /ə'kɒmplɪʃt/ adj.
才華高的 (cai2 hua2 gao1 de5)，技藝高超的 (ji4 yi4 gao1 chao1 de5)
例：Peter is an accomplished pianist.
(彼得是位琴藝高超的鋼琴演奏家。)

2. **acumen** /ə'kjumən/ n.
銳敏 (min3 rui4)，聰明 (cong1 ming2)
例：Lisa's business acumen will make a difference to this company.
(麗莎的生意頭腦一定會為本公司帶來新氣象。)

3. **debut** /de'bjʊ/ n.
初次登場 (chu1 ci4 deng1 chang3)
例：Before I made my debut, I was very nervous.
(我第一次上台前，整個人緊張得不得了。)

4. **storyline** /'stɔ:ri,laɪn/ n.
故事情節 (gu4 shi4 qing2 jie2)
例：The movie had a strong storyline but poor acting.
(那部電影的故事張力很強，可惜演員的表現欠佳。)