

**Seeking Alternativeness Through Community: The Case Study of  
TheCube Project Space (立方計劃空間)'s fundraising exhibition - *The  
Topography of a Decade***

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**Abstract**

My paper examines the alternativeness and sense of community of alternative space by analyzing TheCube Project space (立方計劃空間)'s fundraising exhibition - *The Topography of a Decade*. Alternative space that first emerged in the United States in the 1980s has played a significant role in the art scene in Asia since the 1990s. They are called 'alternative' space because it was established based on the concept of alternativeness to institutional museums or conventional platforms such as a commercial gallery. However, currently, in Taiwan, the concept of alternative encompasses the question of economic survival since most of the alternative spaces rely on government subsidies which makes the term 'alternative' more ambiguous.

TheCube Project Space, which was established in 2010 in Taipei, seeks the opportunity to retain its identity as an alternative space and connect with the community. In 2020, marking its 10th anniversary, TheCube Project Space held its first fundraising exhibition - *The Topography of a Decade*. Despite the growing percentage of funding from the private sector, they have relied heavily on government subsidies for the past ten years. Although it is uncommon for Taiwanese alternative spaces to hold fundraising events, they seek contemporary forms of alternativeness. To move a step forward to gain support from art communities, they developed a small fundraising model with a budget of less than 2,000 NTD. People may not be able to sponsor in the same way collectors can, but they still can agree with the philosophy and directing points and show their support. Through their fundraising exhibition, they reach out to different groups of people and understand better the positioning and attributes of the TheCube Project Space.

**Keywords: Alternative Space, Alternativeness, TheCube Project Space, Fundraising**