

## [She-Lin Night Market 1]

# King of the Night: Shi-Lin Night Market

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### Welcome to the Kingdom

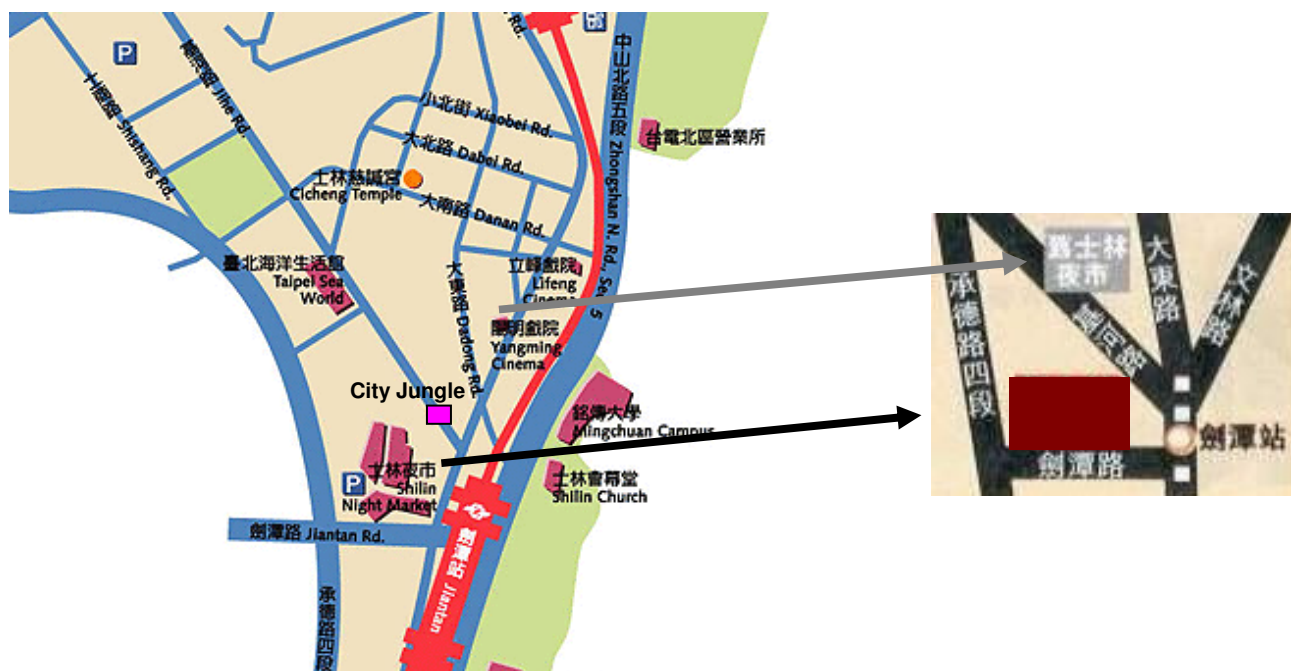
**Shi-Lin Night Market!!!** With no imperial power in its center, no strict rules to regulate its people, and no clearly marked boundaries, this kingdom provides an endless array of foods, clothing, ornaments and fun. Before you enter this wonderland, have you ever wondered what makes Shi-lin night market so prosperous?



Let's take a closer look at its distinct features of its spatial arrangement, its business trend, traditional and interesting food stands, its clever sale strategies of stands, , the youngsters' carnival at City Jungle, and, finally, different combination trips in and around the night market. Just follow closely because now we are going to take you on the route from "The Entrance" to "The King's Heart", from its Secret to its VIP room, and finally to the "King's Empire" in and around the night market It's a feast for your palate, eyes and mind

### *The Entrance to the Kingdom: Two Steps to Take*

Handy Maps ([Source](#))



First of all, please take a look at the handy maps on top . The one on the left provides you a clear location of the night market and the one on the right, the present sight-seeing night market (the red square bordered by Jian-Tan Rd., Wen-Lin Rd. and Ji-Ho Rd.) and the old night market (grey square between Da-dong Rd and Wen-Lin Rd)..

Secondly, think of the best and quickest way to get to the gate of the Kingdom:

- **Tourists:** If you are the first-time visitor to Shi-lin night market from other cities or countries, you can take MRT Tam-Sui Line[淡水線] from Taipei Main Station directly to Jian-Tan Station[劍潭站]. Once you go out of Exit 1, the crowd and noise will welcome you to enter the Kingdom.
- **Free Market Goers:** If you just come up with the idea of going to Shi-lin night market, take Bus 6、216、217、218、203、224、266、269、277、280、308、310 and get off at the stop of “捷運劍潭站” or “銘傳大學”. You can also take MRT to go there.
- **Motorcycle Rider or Car Driver:** (from downtown area in Taipei)If you go from Taipei Railway Station, find **Cheng-De Rd** [承德路]. first, which hits

Civic Blvd at the center back of the station. Go straight on this road to sec 4, cross Cheng-De Bridge[承德橋], turn right on Jian-Tan Rd. [劍潭路], and then you can see the Sight-Seeing Market.

- **The Old Night Market:** After passing Jian-Tan Station, go straight to Wen-Lin Rd.[文林路], and you can reach the old night market near Yang-Ming Theatre.



I believe that you all choose your best way to enter the Kingdom, so let's go further to see how the Kingdom was established and has been developed.

### ***Feature 1: Areas with a Clearly Defined Focus***

Different from the other night markets, Shi-lin night market has more exclusive areas for food, clothing, and for fun, which are formed naturally according to the business trend rather than divided artificially by government. While **food area** is the main circle around Yang-Ming Theater[陽明戲院], **clothing area** starts from the inner alley and throughout the whole streets, and **the area for entertainment, with City Jungle** as its center, runs along Ji-He Rd. [基河路]. This feature creates a clear map in consumers' mind so that they know where they are going to.

### ***Feature 2: Areas for Youngsters***

Besides the area distinction, **City Jungle** is important to the success of Shi-lin night market because City Jungle is well-organized and it also has the clear and impressive signs to attract people. For instance, each section in City Jungle is seen as a street which is named after its main merchandise. Here are some examples:



“Japanese Street”



“Pet Street”, one of the most famous spots in Shi-lin night market



“Nail-polishing Street”



“Fortune-telling Street”

City Jungle is so attractive to youngsters that the street mainly selling clothing to youngsters in the outdoor night market is even named “**The Street for Youngsters**” [少年街] and is linked to City Jungle. Since the two areas are connected to each other, it is convenient for market goers to go to and shop around in them.



Let's check again how these two areas are connected and the section signs within City Jungle.

## Possible Routes?

- For Food: We suggest that you go to the entrance of **Yang-Ming Theater** and **Sight-Seeing Market** in front of MRT Station to have tasty food.
- For Fun: After eating satisfactorily, you could go to City Jungle to play games and have fun.
- For Clothes: If you want to buy some economical clothes, you could also get to clothes-stand streets such as **teenage-streets** [少女街, 少男街] to buy clothes at low prices.
- Strolling freely around: And if you don't have any plan, then you could just relax, hang around and share the cheerful atmosphere there in the crowd.