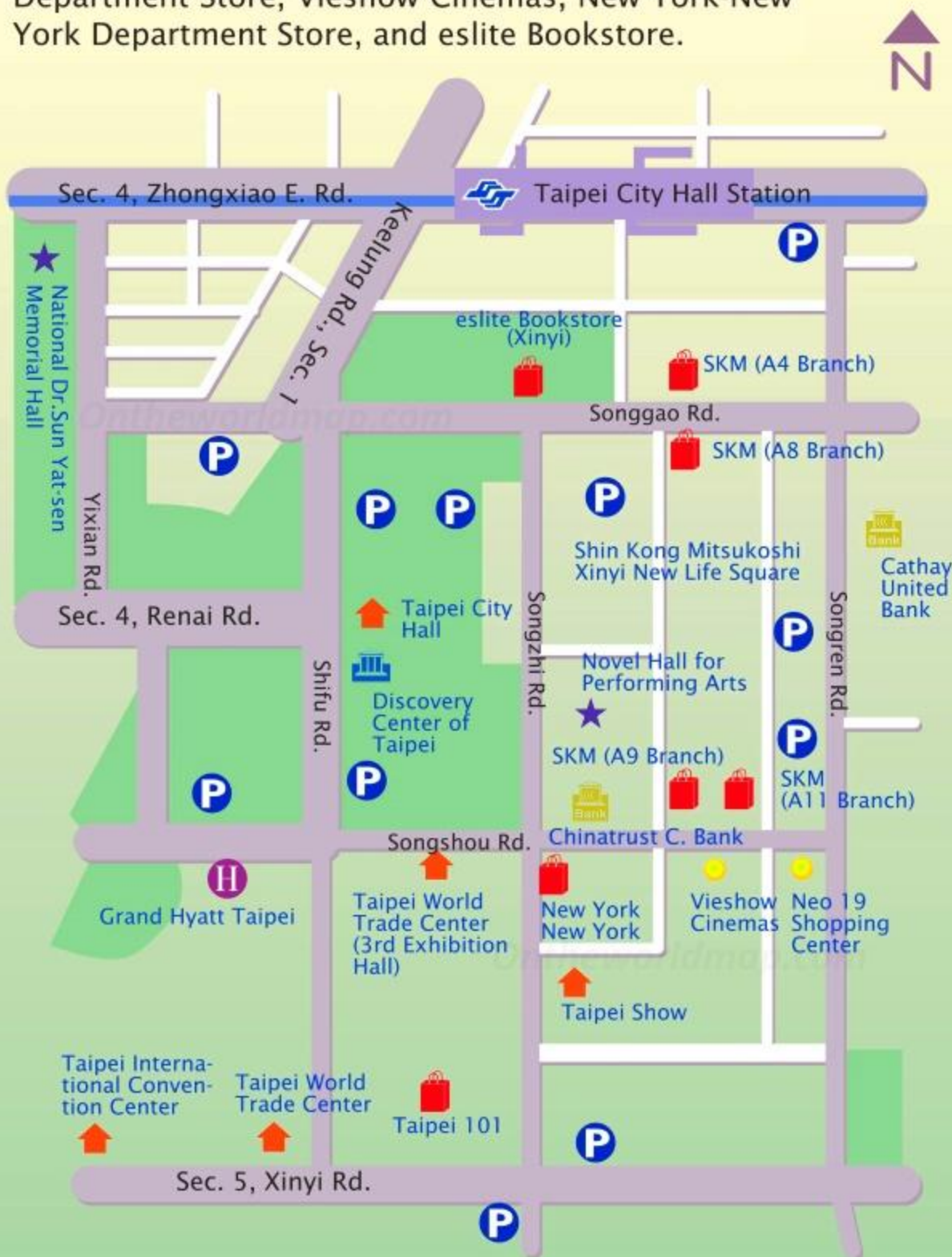


# Xinyi Commercial District



Besides being the major financial center, Xinyi is also the largest shopping area in Taipei. You can find the pleasures of shopping, cuisines, and entertainment at places such as the world's famous building, TAIPEI 101, Shin Kong Mitsukoshi Department Store, Vieshow Cinemas, New York-New York Department Store, and eslite Bookstore.



## SHOPPING AND TOURIST ATTRACTIONS

- **TAIPEI 101 Observatory:**  
89F, 7, Sec. 5, Xinyi Rd.  
Ticket Office and Entrance:  
5F, TAIPEI 101 MALL  
Tel: (02)8101-8898  
[www.taipei-101.com.tw](http://www.taipei-101.com.tw)



- **eslite Bookstore (Xinyi):**  
11, Songgao Rd.  
Tel: (02)8789-3388  
[www.eslitebooks.com](http://www.eslitebooks.com)

- **Discovery Center of Taipei**  
1, Shifu Rd.  
(Enter through the west entrance of the Taipei City Hall)  
Tel: (02)2757-4547  
[www.discovery.tcg.gov.tw](http://www.discovery.tcg.gov.tw)

