

行政院所屬各機關出國報告

(出國類別:展覽)

100% Design 倫敦設計展出國考察報告

出國機關及人員:

行政院文建會 副處長 徐宜君

出國日期:100年9月19日至9月27日

出國地點:英國倫敦

報告日期:101年1月17日

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壹、考察目的

「創意台灣--文化創意產業發展方案」細部計畫於98年10月經行政院核定，文建會負責文化創意產業的環境整備工作，其中自99年度起推動文化創意產業市場流通及拓展計畫，透過於國內舉辦臺灣國際文化創意產業博覽會，以及徵選及協助業者赴海外參展等方式，協助業者拓展國內外市場。

100年文建會規劃參與之海外展會包括：香港家居用品展、東京國際居家設計生活展、倫敦設計展及上海國際時尚家居用品展覽會，以台灣主題館形式，打造台灣文創精品意象。

「倫敦100%設計(100% Design London)」為文建會第二次組團參展。這個展覽為世界重要的設計展之一，為維持展慧之品質，主辦單位設置有100%Design的設計評審小組，透過嚴格的審核機制，審查申請參展單位及作品，於此展會設置台灣文創的國家館，除可宣傳台灣文創品牌的總體形象，有助於國家文化力的展現與文創品牌及形象的提升，對於台灣文創品牌在世界市場的流通及拓展亦有一定助益。

貳、考察行程

日期	行程
9/19(一)	臺北--倫敦
9/20(二)	10:00-15:00 參訪泰德現代美術館、設計博物館等文化設施 18:00-20:00 英國貿易投資署歡迎晚宴
9/21(三)	參訪倫敦泰晤士河南岸 OXO TOWER 等創意聚落 14:00-19:00 倫敦設計展佈展
9/22(四)	10:00-21:00 倫敦設計展開幕及展出 15:00 VIP 茶會
9/23(五)	10:00-19:00 倫敦設計展 20:00-22:00 參觀 V&A 博物館

9/24(六)	10:00-12:00 參訪 Tent London 13:00-18:00 倫敦設計展
9/25(日)	10:00 參訪 Designers Block 12:00-17:00 倫敦設計展展出 17:00-19:00 卸展 19:30-21:00 參觀 Formosa Show
9/26(一)	倫敦—台北
9/27(二)	抵達台北

參、參展內容及實際展出情形

一、展會簡介

近年來，英國不論在設計、時尚、建築、產品設計，乃至音樂、戲劇等各方面可說是人才輩出。為了培養頂尖好手的「品牌」，英國政府更是每年發出許多大大小小的獎助金，讓藝術或創作人可進行創作，並讓這些創作可以紮根到社區當中。而由英國政府所主導的都市再生或是閒置空間再利用等計畫，也將創意產業的發展。其中，以每年九月舉辦的倫敦設計節（London Design Festival）最具標竿。

被定位為英國當代文創經驗的倫敦設計節（London Design Festival），其宗旨是促進及推廣倫敦的創意產業，樹立倫敦作為世界設計中心的重要位置。於 2003 年創辦以來，發展迅速，現已成為全球設計業的盛事，與倫敦時裝周（London Fashion Week）、Frieze 藝術展（Frieze Art Fair）及倫敦電影節（London Film Festival）

等重要的創意活動同期舉行，互相輝映。設計節已成為海外買家和生產商物色優秀設計的重要平臺。

倫敦 100%設計(100% Design London)，始於 1995 年，是全世界最重要的當代設計展之一，呈現當代第一流的居家、材質、和建築設計。由國際專業展覽主辦單位 Reed Exhibitions Limited 所舉辦，展主要以「居家生活」與「當代設計」為主軸，為歷年倫敦設計節(London Design Festival)的重要焦點之一，也是現代世界上最重要的設計盛會之一。每年吸引全英國超過 25,000 名主要專業買主(包括建築商、家居數計商等)，以及各大高級家居設計通路(Selfridges、Liberty、Heal's 等)之直接採購等。總計媒體效益超過 25 億台幣。

「倫敦 100%設計展」採大會評審委員組審查模式；確保展品皆為當代一流原創設計產品。通過大會審查的展品始可參展。

展會日期	2011年9月22-25日
展會地點	英國倫敦，主展場位於Earl's Court，設計節活動則分布於倫敦市內一百多個不同地點
網址	http://www.100percentdesign.co.uk/
參展商數	431 (100% Design+100% Materials+ 100% Futures)
參觀人數	約19,000人 (室內設計、建築、零售通路)(詳細報告尚未公布)
觀眾類別	2010年的資料： <ul style="list-style-type: none"> ◆ 室內設計：3,362人 ◆ 建築顧問/實作公司：2,489 ◆ 設計顧問：2,236人 ◆ 零售通路：1,108人
產品類別	綜合性文創設計產品/概念(家居設計、家具、建築、材料、未來新概念)

參展審查	採大會評審委員組審查模式；確保展品皆為當代一流原創設計產品。通過大會審查的展品始可參展。
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二、 通過決選赴倫敦參展廠商

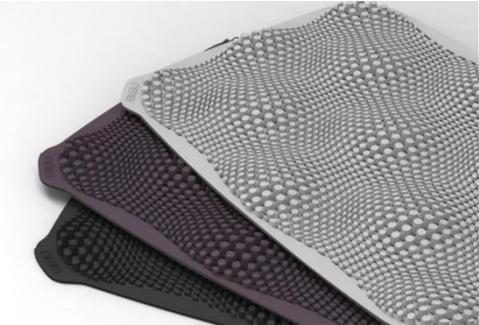
(一) 徵選方式

此次臺灣形象館以公開方式徵選赴，共有 20 家臺灣文創品牌通過文建會第一階段初選；經送倫敦百分百設計展主辦單位審查後，最後有 12 家文創品牌、共計 44 件展品通過審查。

根據主辦單位統計表示，臺灣館的展品審查有 60% 的通過率，高於大會其他國家、攤位的平均水準(30%-50%)，顯現臺灣作品的成熟度與市場能力。

(二) 各入選廠商作品及內容如下：(由各廠商提供之參展資料節錄)

參展公司/品牌名稱	參展公司介紹	參展展品
兩個八月 Biaugust Creation Office	<p>同是八月出生的莊瑞豪與盧衫雲，對設計的熱愛如同八月太陽一般炙熱，2005 年完成日本的學業後選擇回臺灣，於臺北成立「兩個八月創意設計」，開始平面設計的工作，同時也開始藝術創作的活動。</p> <p>堅持將【生命與感動】融入創作一直是他們的堅持，也是創作的原點。</p>	

<p>日日商業 Day & Day Trading Corp.</p>	<p>公司於 1979 年成立，致力於家居生活空間及品味的提升，創造美感與機能兼具的產品，長期以來即為公司經營的宗旨。在目前這個更加重視品味生活的時代，日日希望透過自創品牌的成立，融入新的生活態度及理念，提供更貼近現代人生活所需的商品形態，進而傳遞 21 世紀的嶄新生活用品潮流。</p>	
<p>奇想創造 GIXIA Group</p>	<p>由謝榮雅所創辦領軍的奇想創造事業，累積八十五座國際設計獎項之實力，及超過二十年產業設計顧問經驗的成員於 2011 年所組成的創新設計公司，服務經驗橫跨傳統與科技產業、服務業與連鎖系統。我們志於結合跨域整合的設計思維，以實現人類夢想，進而開創明日永續環境與美好生活。</p>	
<p>勤貿實業 Lin's Ceramics Studio</p>	<p>「陶作坊」於 1983 年成立於臺灣。從創作第一把小壺開始，至今已成為華人地區知名的專業茶器具創作品牌，並曾獲臺灣優良工藝品年度評鑒之最佳陶瓷美質獎等 10 多項設計大獎，並於 2004 年獲選為文化創意知名品牌，也是 2010 上海世博會臺灣館的茶藝展演贊助廠商。</p>	
<p>旨由國際 PRO-ISMA International Co., Ltd.</p>	<p>旨由是一個成立於 1993 年多元文化的公司，專精設計和製造創新的水龍頭，我們團隊認為好的外觀設計也需要搭配無懈可擊的結構，因此 ISMA 堅持使用高品質的材料和零配件。</p> <p>由於 ISMA 堅持不斷創新產品，在 2010 年「二重奏」（DUO）榮獲</p>	

	<p>世界上最重要的紅點設計大獎；今年 2011 年，「水上曲棍」(Kross) 再次被榮獲紅點設計獎殊榮。</p>	
<p>佳士達科技 Qisda Corp.</p>	<p>QisDesign 是臺灣科技大廠—佳世達科技股份有限公司在 2009 年成立的設計品牌。結合尖端科技與美學設計，融合理性和感性，QisDesign 以想像力打破傳統界線、創造新的可能性，回應消費者內心深處對美好生活的渴望，帶來驚喜的感官盛宴。</p>	
<p>肆意設計 Si-Yi Design Co.</p>	<p>肆意設計有限公司(ndd design taipei)成立於民國88年。多年來肆意設計在3C、家電、家用品、文具、健康、照明與工具等產業，累積了許多豐富的創新實務經驗。</p> <p>目前公司主要業務為提供企業創新設計方面的服務與諮詢。整合了產品策略規劃、造型設計、機構與結構設計、商業設計。在這個市場過度競爭的情勢下，從源頭全面增加企業的競爭力。</p>	
<p>達摩工坊 Studio Domo Inc.</p>	<p>達摩工坊-Studio Domo, domo 字義為 design of modern objects, 意謂現代設計精品，在拉丁文及義大利文中，Domo 令人聯想到溫馨舒適的家，至於發音則與日文的「感恩、謝謝」相近—亦代表著在品牌發展過程中，對社會的關心、感恩與回饋。</p> <p>最重要的中文命名，則是取自「允文允武，內外兼修」的傳奇人物達摩祖師。在高度原創品牌精神引導下創造出精緻實用，貼近人心的作品。</p>	

<p>異數宣言 The One</p>	<p>素言 · 華美 以傳遞東方人文美學為己任，The One 有別於傳統對東方圖騰式思考的創作概念，期以「素言，華美」的設計風格來詮釋新東方人文情懷。 素言，是一極緻精簡的選擇，曖曖內涵的人文堅持。 華美，是一不經意流露本色，近乎工藝雕鑿的精神。 在素言的斂與華美的奢之間，體會生活最初至最終的感動。</p>	
<p>桔思創意 Think If Design Co., Ltd.</p>	<p>桔思創意成立於2000年，並於2005年創立 Kedo 以及 Rondo 設計生活品牌，將專業技術結合生活創意為旨，永續經營。近年來，桔思創意更將服務領域擴展，轉型為全方位的設計公司 Think If Design，憑藉著對產品開發高度的熟悉與市場敏銳度，還有各種材質加工技術的掌握，為新興的創意產業開拓出一個以設計為主導的全新局面。</p>	
<p>玩美文創設計 Wonderful Design Studio</p>	<p>玩美文創設計工作室設立於 2010 年 3 月， 從事於產品設計等相關設計， 並投入陶瓷產的開發用真誠的心對待每件產品、嚴格的標準檢視每個環節。並將傳統文化融入設計，使設計生活化。希望藉由”玩美”的設計讓生活更”完美”。</p>	
<p>陽泰電子 Yantouch</p>	<p>2008 年 2 月在董事長林孝平(上市智原科技總經理)的支持下，由總經理歐陽為賢領軍，成立了陽泰電子，品牌命名為 YANTOUCH。陽泰電子著重色彩燈光的顯示情境，用來定義與設計人們生活中的各項創意商品，並以 3D 創新、觸控操作及環保 LED 燈三大主</p>	

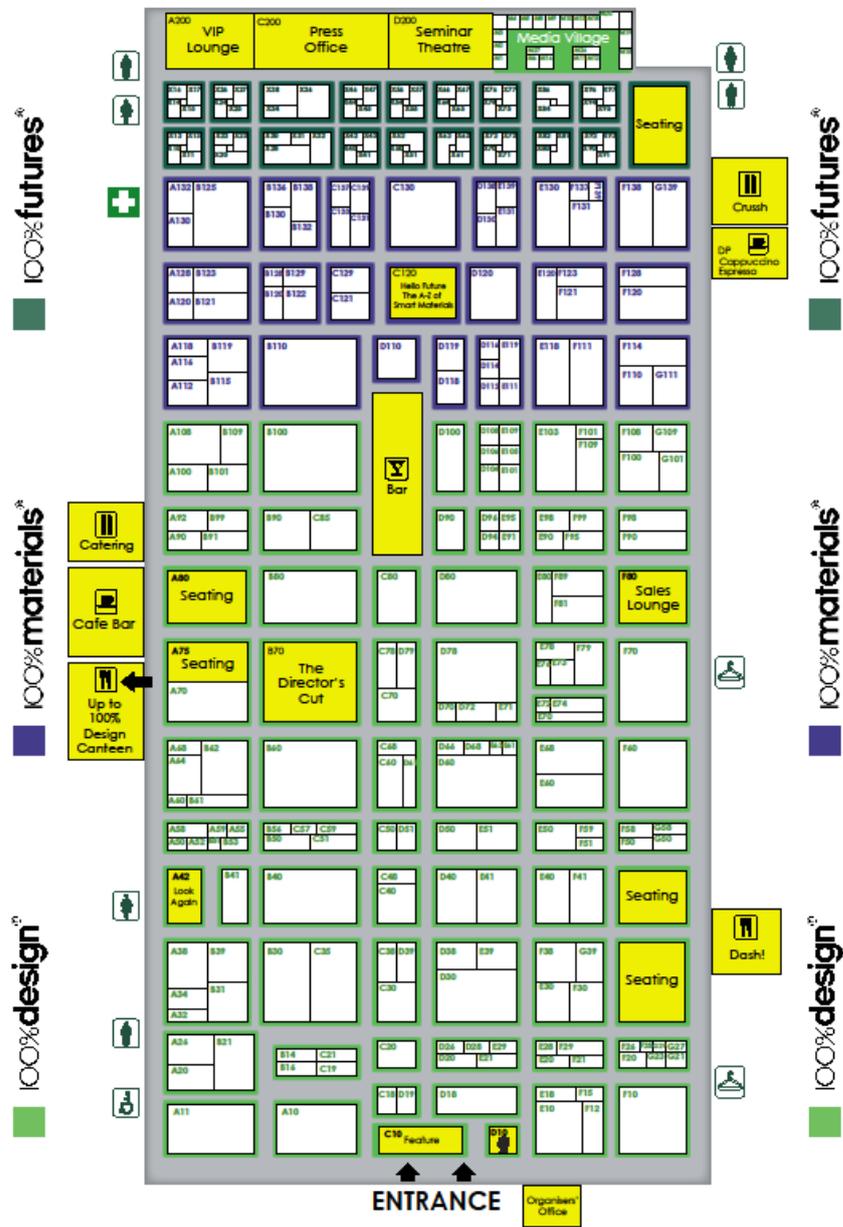
軸，努力成為歐洲與其他國際市場的品牌創新研發中心。

三、展區位置

臺灣館攤位號碼：F38

攤位面積：36平方米

規模：6 X 6，位於展場主走道區域。



四、 展場設計圖(頑石創意提供)

(一)臺灣館的規劃設計重點:

1. 主視覺背板:大幅展示「Charming TAIWAN」臺灣文創形象館主題。

希望以顯眼視覺吸引現場所有造訪來賓觀眾之目光，整體媒體宣傳效果亦佳。



五、展覽活動辦理情形

經過 2 天的施工及佈展，100%Design 的台灣館於 9 月 22 日上午順利開展，首日開放時間從當地時間上午十時至晚上九時，僅開放貿易商及媒體參觀。

本次展覽延續 100 年度臺灣國際文化创意產業博覽會整體形象以 Charming Taiwan 參展，並集結佳世達、異數宣言、陽泰電子、桔思創意、奇想創造、達摩工坊、肆意設計、日日商業、兩個八月、陶作坊、旨由國際、玩美文創等十二家文創業者的產品作展示。

上午開展即有不少貿易商及媒體參觀，下午三時舉行開幕酒會，包括駐英國倫敦代表處代表張小月、外貿協會呂文瑞主任、英國貿易及投資署創意服務組專案經理 Barry Nicholson、Design Bridge 事業發展處長 Nick 等皆親至會場。張小月代表仔細觀看每一件產品，並詢問產品設計理念、在歐洲目前銷售情形，以及後續如何協助推展等；外貿協會呂主任則邀請參展業者參加於 11 月 3-5 日於倫敦諾丁丘 GU SU Gallery 的 Road Show 進行台灣產品推廣。

媒體部分包括中國時報、中央社、宏觀電視、BBC World Service、韓國 DesignTV、倫敦 ICON 雜誌等，大會主辦單位 Reed Exhibitions 的策展人 Peter 也特別接受中央社記者採訪，提到對於本次台灣館的看法。

首日參觀反映踴躍，多數參觀者為設計師及貿易商，對於台灣館呈現的產品設計都表達讚嘆，其中佳士達、陽泰電子、異數宣言、旨由及奇想創造等業者詢問度都不錯，今日詢問及希望獲得進一步資訊的買家及媒體超過百家。

100%Design 活動自 1995 年開始舉辦，2010 年預估吸引超過 21000 人、包括建築師、室內設計師、設計諮詢顧問、貿易商及相關通路商

等，今年將近四百個單位參展，除一般攤位外，大會另規劃 100%Material 及 100%Future(年輕設計師)，探討材質及各種可能性，也給與年輕設計師策展及創意發揮的空間。

此次有 13 個國家以國家館方式參展，包括韓國、法國、挪威、奧地利、阿根廷、智利、捷克、希臘、義大利、中國大陸等，其中中國大陸、智利及希臘為今年首次參展。

中國大陸以深圳的相關文創產業為參展單位，攤位面積為台灣館的 2-3 倍，但策展方式仍以個別公司的簡介輸出為主，並掛了許多字畫，深圳的主辦單位及業者多次前來台灣館詢問業者及展品挑選方式及機制，並表示應該向台灣學習，才能呈現有設計感的深圳。

幾個國家館如法國、挪威等以簡單的名稱 100%Franch、100%Norway 直接呼應大會主題，也讓人印象深刻，而韓國則以韓國設計振興院為主，召集韓國幾位設計師及品牌參展。除中國大陸外，各個國家館的展場設計都讓人耳目一新，簡單、時尚有設計感。

透過國際性專業設計展覽，讓臺灣的設計品牌能在國際舞臺上展演，臺灣的設計產品不論在外觀與包裝設計、功能設計、文化內涵、及高科技的應用等層面，與歐洲國家產品相較毫不遜色，並具有其融合臺灣文化&科技資源之獨特性。

四天的展覽中，臺灣館是是全館最吸睛的地方之一，每天都有很多媒體、設計師、公關行銷業者、零售商、建築師及前來交流互動。其他參展單位也對臺灣的設計品大表讚賞，很多參訪者甚至想當場購買樣品。

在參展期間所安排的記者發表會及開幕酒會，讓臺灣館增加曝光及報導機會，來訪媒體都對於臺灣館產品的多元創意與優質產品產生深刻印象，藉由媒體的宣傳，希望能成功的推廣品牌，更有效地傳達

商品的設計概念，讓消費者知道臺灣文創將為生活帶來更多美好的生活。

此次是臺灣第二次參與倫敦設計展，集合臺灣優質品牌共同參與，獲得各國媒體的注目與報導，成功地宣傳臺灣文創產業。英國主辦單位也表示「今年展品比去年更有設計感、創意，內容也更豐富」，並表示明年將邀請臺灣直接參與前期的策展規劃；由於今年每家廠商皆派代表親臨展覽會場，不僅可與消費者做即時的溝通，更可以直接聽到消費者對產品的意見，讓廠商能更清楚的瞭解目前國際市場的趨勢與需求。

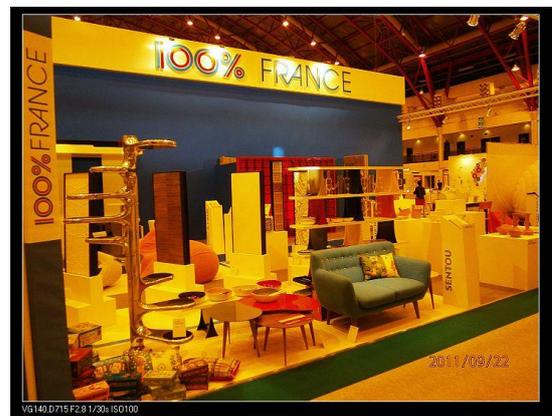
經過四天的展會，估計有 17 家國內外媒體進行採訪，到訪的專業人士/買主數約 160 人，來訪客數約千人，預估此次參展文創業業者透過本次參展，未來一年產值可達 1,500 萬元。



上圖左為布展情形，右為展場佈置



上圖左為當時駐英國代表張小月參觀台灣館，右為觀眾參觀情形



上圖左為智利國家館，右為法國國家館



上圖左為韓國國家館，右為捷克國家館

◎展後延伸展覽（倫敦臺灣貿易中心）

倫敦設計展後財團法人中華民國對外貿易協會「倫敦臺灣貿易中心(Taiwan London Trade Center)」邀請參展業者參加該會在倫敦舉辦之” ROAD SHOW” ；進一步開拓宣傳在英國品牌知名度。

台灣產品推廣 Road Show



台灣產品推廣 Road Show



肆、展會周邊活動及文化設施參訪

一、同期展會活動

◎倫敦設計節

九月下旬的倫敦市可以說處處都有設計相關的活動，除了 100% Design 外，包括舉辦第五年的 The London Design Festival，從 9 月 17 日至 9 月 25 日（100% Design 也納為其中重要活動之一），這個設計節總共結合 200 個單位，280 個以上的活動，包括主要活動場域的 V&A 博物館、設計博物館等的展出及論壇、等，同時還有鼓勵年輕新秀展現創意的 Tent London（於杜魯門釀酒廠）以及 Design District(包括六個主要創意街區)等。

倫敦設計節已經連續第三年以「居住在 V&A 博物館」的主題，運作一個範圍廣泛的活動方案。2011 年有 13 個特別委託案裝置 V&A 博物館，並在 V&A 賽克勒中心舉辦主要的公共資訊點和新聞辦公室，以及相關研討會及講座。特別活動包括早餐與時代系列研討會，午間活動、講座和參觀。



上圖左為 V&A 博物館正面的裝置作品，右為創意街區的簡介



上圖左：九月下旬的倫敦處處可見倫敦設計節的立牌

上圖右：參訪人員於設計節活動前留影

◎ 帳篷倫敦(TENT LONDON)

倫敦設計節除了以 V&A 等博物館、畫廊為中心舉辦的展覽及論壇活動，以及 100%Design 之外，還包括強調設計趨勢與發掘新設計人才的帳篷倫敦(TENT LONDON)，以及設計師街區(Designers Block)等。

9 月 24 日上午前往帳篷倫敦(TENT LONDON)參訪，這個展會於 9 月 22-25 日在老杜魯門酒廠舉行。這個展覽地點位於東倫敦，是孟加拉裔等群聚的地方，處處可見塗鴉，一大早從地鐵站前往展場的路上，仍可以隱約聞到前晚狂歡留下的氣味，沿路商家招牌寫著印度、孟加拉或其他國家的文字，超市裡傳來陣陣異國的音樂。有趣的是沿

路沒有 TENT LONDON 的指標，也許是名氣很大，不需要宣傳就會有人慕名而來。

TENT LONDON 的設計展旨在為年輕設計師提供一個平臺，幫助年輕設計師與製造商、材料商、零售商、發行商和消費者之間建立商業聯絡。2011 年邁入第五個年頭，提供參展者、製造商，設計師和設計團體，提出先進的當代室內設計產品和數字設備；向人們展示各自在藝術、建築等方面的力作。

2010 年首創“人才區”，展示應屆大學畢業生的設計作品，希望將他們推向市場，展示英國設計界的活力和創造力。強調手工製作的傢俱，燈具和紡織品，集強大陣容、品牌，展品跨越各個年代，從藝術建築佳作到數位照明設備，向人們展示了在紡織、時尚、陶瓷等方面最新的設計理念，並完全向大眾市場看齊，是十足商業導向、叫好又叫座的品牌設計。

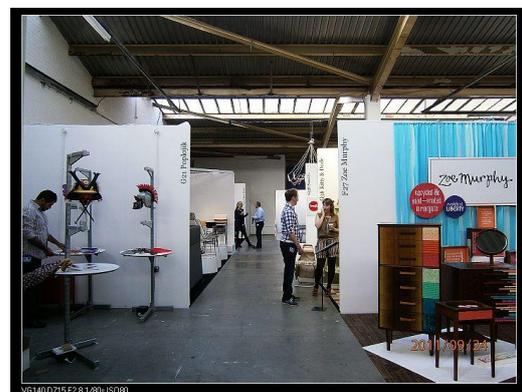
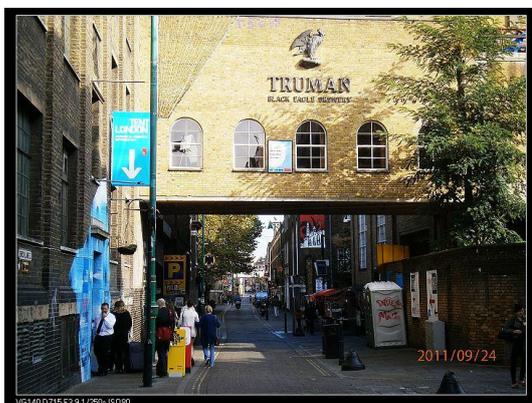
展館內劃分多個區域，將設計新手和成名設計師的作品，以及不同風格的作品分隔開，此次分為五個區(T1-T5)，共有 224 個參展單位。參展者以英國設計師為主，國外部分除台灣外，還包括智利、荷蘭、墨西哥、義大利、美國、斯洛伐尼亞、奧地利、丹麥、匈牙利、土耳其、瑞典、德國、法國、韓國及日本等，韓國及日本設計師及學生參展者人數最多。展出內容包括傢俱、家飾用品、燈具、飾品、腳

踏車等，攤位的安排並沒有特別的邏輯，先報名者就安排在 T1(展區空間及光線佳)，來自台灣的設計師共有三位，包括 AOI.CYCLE、HAOSHI(良事設計)及 DESIGNBURG(兆吉設計)，展位都在 T1。

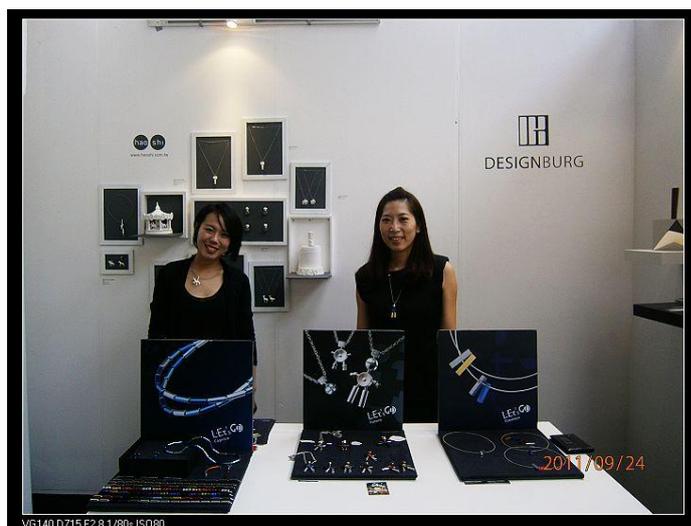
AOI 是腳踏車廠商，於 2010 年東京設計師周參展後受到 TENT LONDON 主辦單位的邀請，在攤位費上給予優惠。良事設計去年已經參展過，覺得對於品牌建立有不錯效益，因此繼續參展；兆吉設計則為文建會今年度產業補助業者，因為接受產品研發的補助，將產品做了調整及設計，因此與良事設計共同分攤一個展位(攤位費 1700 英鎊，約新台幣 8 萬元)，測試歐洲市場反應。

展場雖然也是一個個標攤，但是顏色簡單，設計簡約，很少特裝的攤位，但卻十分具有質感，可以作為後續展會的規劃的參考。

另外，展場附近的 Shoreditch 街區這幾年因為新銳設計師及藝術家的進駐，已經成為創意群聚的街區，2000 年後著名的 Spitalfield Market 也重新改建，成了年輕設計師展現作品的創意。



上圖左為 Tent London 會場入口，右為展場內參展攤位



上圖為國內設計師參展攤位，左為 AOI，右為良事設計及兆吉設計。

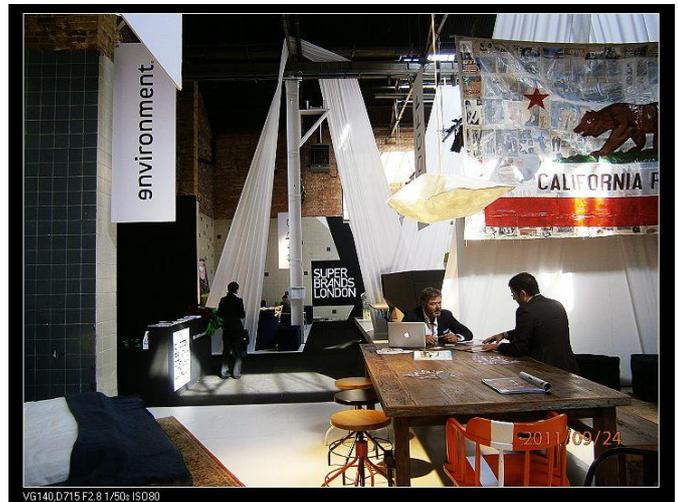
◎Designers Block

Designers Block 是標榜小創意大聚會的設計師街區，展出地點在 Clerkenwell 創意街區的一個閒置的維多利亞建築內，為了尋找這個地點花了許多時間，而且星期六遇上部分地鐵停開或過站不停，這個展覽點鄰近的車站(Farringdon)就屬於過站不停，必須從前一站 Barbican 下車後步行前往。

展出內容以傢俱、燈光、家飾、服裝、珠寶以及概念展等，集結一百個英國及國際新銳設計師、藝術家及建築師的創意作品，並舉辦工作坊，整體感覺十分類似台灣的設計師週。

展場裡又看到韓國的展位，他們除以 Korea design membership

為名集結幾個設計師一起參展，另外還有許多韓國新銳設計師及學生參展。從 100%Design、Tent London 到 Designers Block 都可以看到韓國發展及展現設計產業的企圖。



上圖為 Designers Block 展出的空間及設計師作品

二、其他文化設施及創意聚落參訪

◎泰德現代博物館 (Tate Modern)

位於泰晤士河南岸的泰德美術館，是由發電廠改建的美術館，巨型的煙囪高塔，原本是工廠區的地標，發電廠面積龐大，渦輪廠房長 155 公尺、寬 23 公尺、高 35 公尺。整座建築物共有七層樓，80 幾間展覽室。

這個美術館是將 1981 年閒置的火力發電廠 (Bankside Power Station) 透過建築師的設計，重新賦予新生命，可以說是透過文化設施帶動地方發展的例證，它的誕生成功改造了泰晤士河畔原本殘破的南華克區，

美術館的展覽與英國國家博物館的開放政策相同，除部分特展外，免費對外開放，展品十分豐富，可以看到許多國內耳熟能詳的藝術家如米羅、畢卡索、莫內、馬蒂斯等人的作品，在參觀的同時會看到許多學校老師帶著小朋友進行戶外教學，也有一些中學生坐在地上畫畫。

泰德美術館應該也算是英國國家級的館所，每年接受相當比例由政府經費補助，從一些資料中可以看到，每年的支出高達新台幣五十億元，其中三分之一來自政府編列，其餘三分之二則是自行籌措。但運用方式是採取非部門公共組織 (Non-Department Public Bodies)

的經營模式，可以自由雇用員工及使用預算。¹



上圖左為泰德美術館外觀，右為巨大的內部展覽空間

◎設計博物館 (Design Museum)

設計博物館是這次倫敦設計節的活動場域之一。這個館位在泰晤士河南岸，是世界第一座以設計為主題的博物館，外觀十分極簡但設計感十足，就如同這個館的展出風格，充滿創意及實驗精神。

設計博物館雖然不大，卻是設計或建築的專業與愛好者到倫敦必訪之處。主要展示空間在 2 樓及 3 樓，戶外則有一個約三公尺立方體的 Design Museum Tank。1 樓的書店販賣著許多創意設計的用品，在其中閒逛，可以看到很多創意的產品，十分有趣。而踏上通往二樓的樓梯，可以看到許多知名設計大師們過去所發表對於設計的理想與態度的名言格句。2 樓以 Designers In Residence 2011 為題展出四個

¹ 見謝統勝、李蕙蕻，《不列顛文件》，典藏藝術家庭股份有限公司，2011，頁 36。

年輕設計師(Jade Folawiyo、Simon Hasan、Will Shannon 及 Hye-Yeon Park) 的創作，主要內容以當代設計在理論及實務的創新，以及創意概念及科技的實驗等為主，並提供設計師在創作及實驗過程的原型、素描和視覺等作品，透過材料的展示探討設計未來發展的可能性。3 樓則是以英國重要的工業設計師 Kenneth Grange 為主題，透過他的作品等，闡述英國工業設計的發展。



上圖左為設計博物館外觀，右為通往樓梯前各樓層展示的標示

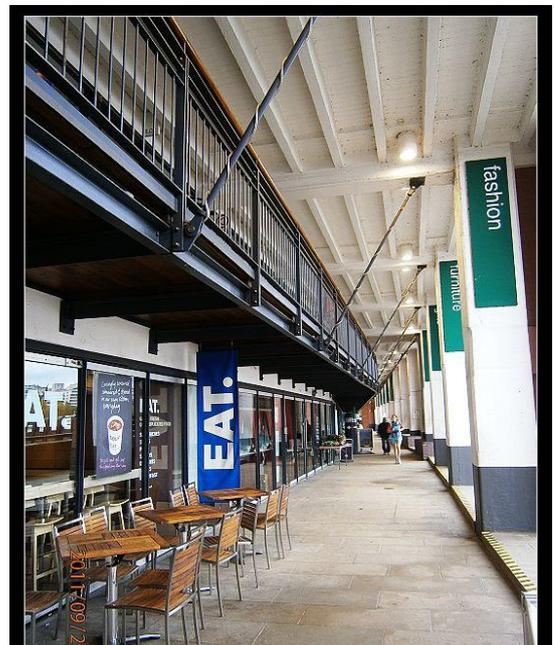


上圖左為一樓博物館商店，右為二樓展示空間

◎OXO Tower

OXO Tower 位於泰晤士河偏東的河岸邊，原本是郵局的電力發電廠，後來曾經改建為 OXO 啤酒的冷藏倉庫，屬於泰晤士河步道的一部分，與泰晤士河邊的文化藝術景點，包括南岸藝術中心、假日音樂廳、國家劇院等連結成一個軸帶。

這個建築物在 1970-80 年代原本規劃要拆除重建，但因為鄰近的 Coin Street 的社區居民反對，並進行當地整體改造計畫的公開的討論，因而保留下來，並於 1990 年代重新翻新成為結合住宅、餐廳、商店及展覽空間的複合式空間。自 1996 年對外開放以來，吸引大量遊客前來，也有許多設計師、工作室在此群聚，與鄰近的 Gabriel's Wharf 成為倫敦重要的創意聚落之一。目前約有五十家的商店、畫廊、餐廳、咖啡廳及酒吧等，類型從原創藝術、設計、時尚、珠寶及設計餐廳等，並有 Gallery@oxo 和 Bargehouse 提供免費的展覽。



上圖左為 OXO TOWER 外觀，右為內部空間



上圖左為 Gabriel' s Wharf，右為 OXO TOWER 內部空間

伍、心得與建議

一、參展主題及展位設計應配合大會風格並具設計感

本次參展的展位規畫及視覺設計，以清晰醒目又多彩多姿的『Charming Taiwan』為主，雖以臺灣館整體形象展展出方式，確保整體形象的優美呈現而不被切割。但展示之規畫以每個參展業者為獨立單元，反而造成參觀動線凌亂，且牆面的窗花雖突顯臺灣特色，卻也造成展品特色不易突出。建議未來攤位整體裝潢可更簡單大方，同時思考以『100% Taiwan』的名義參加此展會，加強印象，並爭取較大攤位空間，在空間設計上尋求更不同的突破與設計。

二、積極參與展會主辦單位相關策展規劃，以清楚展會定位及功能，挑選適合展品參展

由於「倫敦 100%設計展」已舉辦近 20 年，參展者展品皆具世界一流設計水準，除吸引許多專業人士來訪，亦具有不錯的國際媒體曝光度，是國際市場推動品牌形象的優良平臺，惟大會定位以當代居家設計為主，且專業參觀者及買家以建築師、室內設計師及家飾業者等為主，因此在參展廠商及作品挑選上應更能符合展會定位，才能引起

買家及參觀者的興趣，提升後續效益，另若能與展會主辦單位建立更深的合作關係，透過前期的策展溝通，亦可達到更大的展出效果。

三、運用多元管道，強化在地文宣，提升臺灣文創知名度

從本次展會的手冊中，除各展位的基本介紹外，可以看到許多國家館及廠商在內頁中刊登廣告，對於買家及參觀者而言，四百個攤位琳瑯滿目，如能在大會手冊中刊登廣告，應可能提高知名度及參觀率。此外，本次展會期間，英國政府主辦之倫敦設計節亦同時展開，許多國家館亦在其刊物中刊登廣告，吸引參與其他設計節活動者至會場參觀，日後本會參與類似國際展會亦可參觀此種作法更積極運用大會及其週邊活動的文宣，以加強宣傳臺灣整體品牌形象。

四、連結駐外單位的資源，擴大展會效益

臺灣文創產業已有進軍國際市場的實力，若搭配國家整體資源輸出和國際行銷運籌，將使臺灣文創產業進軍國際更加穩健踏實。累積臺灣館連續兩年參展所打下的紮實基礎，包括「倫敦 100%設計展」主辦單位的支持與和臺灣政府於當地駐外其他單位、英國駐臺單位的連結等，將可成為未來臺灣海外參展的豐富資源。

五、透過展會及週邊活動連結，擴大民眾參與，逐步落實城市即展會的理念

每年 9 月的倫敦，除設計展外，還有倫敦設計節等大大小小 300 個活動，從博物館、商店到創意街區等，整個倫敦都充滿創意的作品及氛圍，對於城市行銷有一定助益，建議未來台灣的文博會及相關活動，除主展場外，可串聯博物館、文創商店、創意街區等，擴大民眾參與機會，逐步落實「城市即展會」的理念，讓文創成為都市發展的動力。

附錄:文宣規劃與設計

(一) 臺灣館手冊:



文宣設計---手冊

序文及目錄



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Web: www.QISdesign.com

Story and Philosophy

Being beyond traditional boundaries, our design services consumers by bringing them a sense-rich experience. Based on our strong philosophy—imagine another possibility, we combine innovation, technology and sophisticated design to achieve perfection. We want to deliver a unique experience, not only fulfilling consumer's desires, but also stimulating their imagination.

Debuting in 2009, QISDesign is part of QISite, a leading Taiwanese tech firm. Its process in engineering and manufacturing, combined with its excellent design capability, results in the birth of QISDesign LED lighting fixtures that cater to both the aesthetic and the functional demands of consumers.

QISDesign, targeting at high-end lifestyle market, launches various collections of LED design luminaires. Since 2008, QISite showcased QISDesign products in international exhibitions, to gradually build up the sales network worldwide. Today QISDesign products is sold at sales points in more than 28 countries, the participating the 100% Design London. QISite plans to broaden QISDesign's global sales network to U.S. market.

Coral LED Table Lamp

Sparkling light from the water. The Coral Light, an LED lighting fixture, is inspired by the exquisite corals in the ocean. Intaking the natural coral reflects rays of light through the shiny sea, the Coral light creates a visually mesmerizing effect as it glazes a table.



Coral Reef LED table lamp

The Coral Reef Light, an LED table lamp, features an adjustable lighting platform, and is actuated by a touch sensor on the stand. Users can turn it on or change the lighting angle by simply tapping on the stand and play with the lighting platform.




100%design
101 B&B Courtyard



Piano LED table Lamp

Inspired by the piano, the Piano Light, an LED lighting fixture, allows users to play the light as if they were playing the piano. Utilizing LED's low-temperature characteristics, which makes it possible to touch the product's surface without being burned, the Piano Light allows consumers to interact with the light.



Seagull LED Table Lamp

The Seagull Light takes the form of a flying seagull and functions similarly to it. In response to the wind speed, the light adjusts LED which consumes much less energy. It has two knobs on the main body, the front one for adjusting brightness and the back for adjusting lighting angles.




陽泰電子

06 CHARMING

YANTOUCH

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Story and Philosophy

- A world leading Mood lighting company
- Expert of Art and Technology mix.
- Founded by Hsiao-Pei Lin and Ken Chuang in 2006.
- Enabled by Energy Technology.
- a world leading IC ASIC service company.
- World's first touch panel controlled Mood lamp, JellyFish in 2009.
- JellyFish won 2010 Red Dot Design award.
- 10 Mood lighting patents pending by 2010.
- Wood-Fire Color Sunrise lamp, JellyWake in June, 2010.



Yantouch JellyFish
Designed to produce stunning color effects up to 16 million color combinations at your fingertips.



Yantouch JellyWake
Combined both color wash wall lamp (up to 16 million colors) and Sunrise wake light into one. The proximity sensor implanted allows user to control the unit without the need of physical contact.



100%design
2011 International

3D Ambience iPhone Dock

All Four Moons, Rise in 3D color
You've never seen a dock like this before. Its unique design brings all the colors of your iPhone screen into 3D, creating a sleek, stylish lightshow. Use the Black Diamond app to set ambience themes, or use your favorite music visualizer app to set the perfect mood. The dock also has an innovative acoustic architecture that amplifies your iPhone speaker to create a complete experience.






Baroque Light 100 DIY
Reddot Design Award winning Baroque 100 is composed of flexible PP triangular basic elements that can be assembled into complex polygon designs without any tools.

文宣設計---手冊



桔思創意

think if design
【桔思創意】

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Lab No.5

Lab No.5 is a range of labo containers inspired by lab ware. Each labware with different volume look are the perfect addition to your stylish kitchen.

Zen Cup

Bring peace to life. With the smooth clean line, the Zen Cup demonstrates the meaning of simplicity and inner peace. There is no extra curves, no being inconsiderate or put on the top. Great volume of the teacup allows people to properly appreciate the Chinese tea with elegance. Take your time and feel the tea in Zen way.

Story and Philosophy

Think if is the method of our thinking. We believe that the key to creativity is to demonstrate bright ideas and variety of possibilities in different angles, providing endless surprises for our fans.

think if design co., ltd. was founded in year 2000 along with the KEDCO brand, and in 2003 launched its second brand, thinkif. We are dedicated to "the business with professional skills and creativity in life. In recent years, we've expanded our service range and transformed think if design into an all-around design company. We are bonded with the market attachment and sensitive to product developments, in addition to the processing knowledge of different materials, we manage to create a design-oriented environment and open a whole new stage in the rising product design industry.

think if design provides creative design solutions for our clients, we understand the uniqueness of each client and with services of creative marketing strategy, CI consultation, website design, product scheme, production advice and wholesale display, etc., we are able to provide all-around services according to clients' needs. It's our task to assist corporations to achieve their goals and dreams, by means of flexibly applying design techniques in the projects and benefit the clients with maximum effect.

100% design
2011 thinkif.com.tw

Rotate Tea Set

The teapot comes with a smart top design. You can fill the pot with the water without removing the lid by just rotating the top to access the required opening. With the smooth line, the elegance of metal, and the elegance of pottery.

Purple Tea Set

The Flower Pot teacups traditional art with contemporary design. Intimately - dual-colored clay has been used, along with manual attachment and heating, hence combining innovative production with traditional handcraft, as well as creating value-added design and collectible culture, making every top of tea a masterpiece of art.

文宣設計---手冊



玩美文創

Wd
玩美文創

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Socket Tableware Series

The concept derives from Yigida's history of ceramic industry 80 years ago. Yigida was the basic white ceramic industry brand, but as plastic gradually replaced ceramic as the major material for tableware, Yigida faded from people's memory. The recent design "socket" is designed to revive people's memory of Yigida, to provide people with a green tea mouth set for health's sake, and also to save energy.

Story and Philosophy

Play design and wonderful design are both the newest burden for us. "Wonderful Cultural Creativity Design Studio" ("Wonderful Design") was established in 2010. Wondersh Design is specialized in product design and package design, especially in ceramic product design.

Wondersh Design is not only meeting on high quality but also on cultural creativity. Our products are an display in "Make your life more wonderful". People can own the excellent design at the good price and designs will be close to our fans.

Make your life more wonderful.
100% sincerity = 100% design.

100% design
2011 thinkif.com.tw

Exposed Form Tea Set

The concept comes from the Exposed Form of architecture's wall, the design follows the philosophy of Exposed Form. It can make you enjoy the tea from the great and great. The design keeps some details of the Exposed Form to show on the tea set.

Rich Bowl Series

This design revives the form of the instant noodle cup and makes a simple system. It provides an opportunity to people and expresses Taiwanese food culture.

It originates the tea from the agricultural society, the booming industrial era, and the 120000 trend in Rich Bowl, we see the ongoing history of the Taiwan society. The Chinese traditional bowl is also transformed by traditional handcraft industry to create a delicate dining experience.

KungFu Tea Set

The design of the KungFu Tea Set is inspired by Chinese tea ceremony. The shape of the teapot is in contrast with the same carefully selected within, gives the product its interesting look, and adding to the fun of pouring the water after a hectic day of work. To make the tea set easy to drink, the cap can be flipped over and placed atop the pot.

文宣設計-手冊



肆意設計

16 CHARMING DESIGN

taipei 肆意設計 有限公司

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Story and Philosophy

101 design Taipei, established in 1999. Our 11 designers excel in product design, commercial design and interior design. Sharing a vision and exchanging design experiences and capabilities, the group has re-invented traditional design systems in order to develop a new, more cooperative model. Over the years, 101 design Taipei has expanded its product designs for industries such as 3C, household appliances, furniture, stationary, healthcare and lighting. Our clients also include businesses in the communication industry. Providing innovative design and consultation services, 101 design Taipei integrates product strategy development with innovative, style, structural and commercial design. In today's fierce market competition, we undoubtedly enhance client competitiveness from top to bottom.

In addition to providing exceptional design services, we are committed to building and developing our own products in cooperation with successful businesses in manufacturing and marketing. We expect to provide an innovative platform and steady access to the global market for Taiwan's design industry. Visit the company website at www.101design.com to learn more about this working group and to view projects.

Good-looking magnifying glass pen

The combination of pen and magnifying glass is to the ability in the writing and reading can be readily obtained quickly. so the combination of pen brings an easy to use, make use of bamboo because bamboo has a natural heat into the pen by the fine line shape, can feel the grip on the smooth and gentle feel of bamboo, with a metal pen body, but also add a stylish and elegant texture.

100%design
100% Full-Cast System

Peaceful and healthy along with kit

The subversion tradition kit for person's stereotype impression. Into the kit no longer is only for the patient who fills it must take a drug cure, use extraordinary talent archery target matching, union traditional process and modern technology union, for human fashion, and the out of the ordinary feeling, into the game size, may put in the pocket and is conveniently in the pocket facilitates carries.

Comfortable system frame / of organ

Use the wild natural bamboo nature and the ceramics, will set at the function household elements in transition will be similar to the household porcelain decorative items, in the modeling the concept, form, and materials, into the user situation having very much puts the priority small on the bathroom, on the glass using goods in the ceramic foundation, and so on needs to act temporarily in the bathroom perhaps the bedside in the situation, provides the convenience practical function.

Sprouts the oil organ

Static in action, reflecting years of searching the chain of the unique aesthetic Table, potted plants, planting of people since the entrance of small plants using the product with a complete design increase the joy of life.

文宣設計-手冊



The One

12 CHARMING DESIGN

The One

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Story and Philosophy

The One, a brand of lifestyle with the goal of setting harmonious life, realized the concept of life originating from "10, 2012 XIAOHAN XIAN" company established in spring of 2003 in Taiwan Taipei 100th cultural inheritance, innovative conceptual and original thought, by concrete demonstration of value of design. The One is permeated into articles and forms of everyday life and is adding in a bridge to live a quality rich in sense and aesthetics.

Blossom

TABLE WARE "Blossom" derives from the Nature presenting the beauty of flower blossoming.

100%design
100% Full-Cast System

Fulfillment / Cutlery / Stror

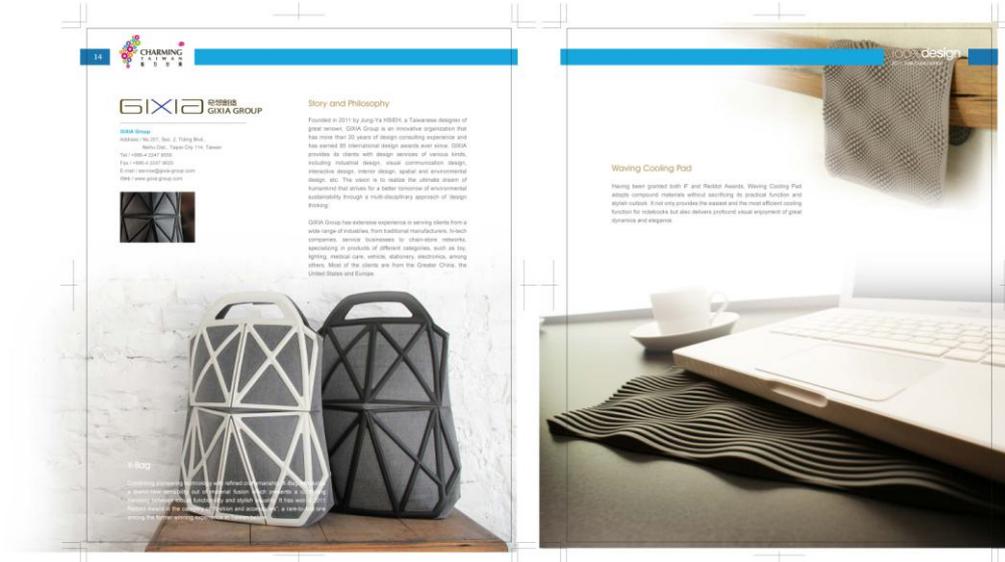
CUTLERY "Fulfillment" derives from the "10" anniversary because it means "Fulfillment".

Esquire

TABLE WARE "Esquire" derives from the concept of "bamboo" as Chinese gentleman with noble characters.

Epiphany

TEA CUP "Epiphany" derives from the concept of ancient Chinese gentleman's taste of life.



文宣設計---手冊



日日商業

18. CHARMING

TOAST

Story and Philosophy

Life is like a piece of toast with toast. We can enjoy it to the best of our ability, or we can let it go by adding different things to create our own favourite sandwich. Just as each of us has our own favourite sandwich, everyone has their own desired living lifestyle. With emphasis on enhancing the user experience, we seek to create homeware which reflects your desired life story.

TOAST LIVING, a designer homeware factory since 2007, seeks to create the life story you desire.

Using materials of everyday objects surrounding us, we seek to recreate a different experiential story to delight users of our designer's homeware. We inherit a fusion of modern contemporary form together with functional user center design ability to enhance the user experience. Drawing inspirations from things surrounding us, we deliver to you our range of emotional design products.

TOAST LIVING: TOAST TO LIFE

Lotus Tea set

"LOTUS" Tea set with a beautiful cover-sliding action, represents an art work combined of balance and peace from china. The cups with the frog placed on the table are just the two lotus leaves floating, and they also express a fascinating image and metaphor of two gentlemen's afternoons.

look:design

Origami Plate

The plate is inspired by 'origami', the 'drapes' synchronize the creases of folded papers to replicate a three-dimensional shape. Moreover, the food and oil or water can be captured by the crease, and we will both health and satisfied.

ARCHI teapot

The right angle and arc of the ARCHI teapot are just the pure various emotions and the essence of tea with harmonize and balance them.

Pouring the tea into cups, and heating the perfect 62 degree angle of the teapot handle. Every detail of the teapot is just like a spiritual ceremony.

文宣設計-手冊



兩個八月

21. CHARMING

28. biaugust DECO

Story and Philosophy

Both born in August, Owen Chung and David Lu named their co-founded design company "Biaugust" to declare that their love for design was as passionate as the August sun. After completing their foreign studies in Japan in 2005, both of them chose to return to Taiwan and establish the "Biaugust Creative Office" in Taipei. They then began to carry out a wide range of graphic design tasks, and wanted to participate in all kinds of art creation activities.

"Biaugust" has always insisted on being "Life and Emotion" in their creations, and regards this idea as the origin of all their art projects - that is, by blending life into their design work, the design itself will prove capable of touching people more deeply. By exploring any possible connections between the human and design elements through a variety of immediate materials, "Biaugust" has successfully developed its own unique design style and perspective. Since its establishment, "Biaugust" has received several domestic and international awards, and has participated in numerous art exhibitions in different parts of the world. By exploring a variety of avenues in which to exert their design expertise, "Biaugust" has received its good name into coffee, home, home interior design, industrial, art creation and other areas.

Since its establishment, "Biaugust" has continued the creation of "The Noble Deer", a series of design works that incorporate the concept of environmental protection.

Experimental craftsmen know the secret of how to use their hands to release life into their artworks. Using the simple model of animals to make up the modern art pieces, not only more elegant decoration but also attract our daily life.

SHADOW - Animal Chair II
(Cow, Horse, Peacock, Sheep)

In 2006, "Biaugust" started to cooperate with the "Wagtail Art Center" based in Japan, and has successfully seized the opportunity to extend its reach from graphic design to product design. In 2007, "Biaugust DECO" established the "Biaugust DECO" brand as its home design brand.

Through interaction between the human and the objects, life becomes re-awakened, and are once again able to feel the presence of life, and be moved by the happiness and warmth that comes from sharing beautiful things with other people. This is the "Biaugust DECO" artistic language that "Biaugust" has been striving to convey to its users.

look:design

A bitten plate

The cut of plate just look like the bitten by ants, flies and cockroaches and this make those plates different from the usual plates. By using laser cutting we make the images of ants, flies and cockroaches on the plates which should join the foods with us but because of the climate change all the creatures on the earth may face the shortage of food. At that time there is no more food for waste and the ants, flies and cockroaches will start to graze empty tableware.

A Flower

"A Flower" can't be separated into different combinations with your creativity. As the creative combination, make up the characteristic decoration. It will embellish a corner of the house in living space and blend in the romantic atmosphere into our life.

Love & Peace
(A Peaceful Home, A Love Gesture, A Hope Harvest, A Friendly Tone)

Weapons are not offensive anymore, they become the hope harvest, peaceful home, love gesture and friendly tone that can bring love and peace to our life. As our part to World Peace, we will donate partial proceeds to "Act Now to Stop War & End Racism".

達摩工坊

24 CHARMING DESIGN

STUDIO domo

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Story and Philosophy

Studio Domo is a brand whose philosophy is simple: a vision to turn imaginative and creative ideas into reality for the benefit of enhancing our everyday lives. Our designs are our passion, and we hope you share this passion with us and enjoy each and every product we design for you.

At Studio Domo we harness the diverse qualities of designers from different cultures around the world and blend them organically to create new, fresh and original designs to make your lifestyle living more enjoyable.

Chopsticks wardrobe

"CHOPSTICKS" is a wardrobe inspired by traditional Japanese wood gallery methods and the daily used chopsticks. Four bamboo sticks are loosely connected with an aluminum profile. The loose system gets very stable by the weight of the clothes.



100%design
2011 Expo Curator

Standby lifel

The lifel is a clever design which depicts the universal symbol for standby: an arrow in a circle. In order to entice the consumer that it is safe to place hot objects on it.

Standby is highly functional, being able to withstand high temperatures and has the unique feature of splitting into 2 pieces if required.



Peggy dish rack

Peggy Dish Rack is the perfect aid for organizing and drying cutlery/utensils. The innovation of it is to adapt to consumer needs through its unique peg system. The dish rack can be reorganized to the users' requirement, the cutlery holder can be positioned anywhere within the board and can be removed when handling cutlery. Strong enough dishes, it has a unique function to cater for oversized crockery by removing pegs to create space.



Porter tray table

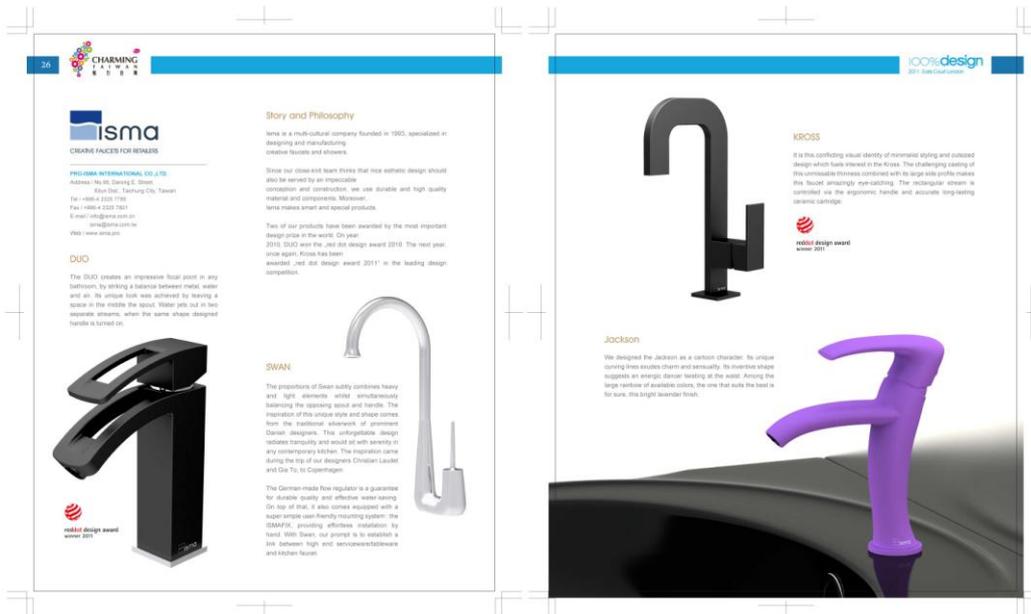
This delightful side table fits snugly beside the sofa or the bed, where it will accommodate a newcomer: a glass of water to the service center. Its C-shaped supporting frame allows the table to be pushed over the seat of a sofa. The removable plastic tray makes cleaning up and clearing easy. It is secured by a metal bracket that also acts as a spring handle – so you're free to take the demountable table whenever it's needed, for example, out on the balcony.



文宣設計---手冊



旨由國際



各式商務文件



買主訪談單(格式一)

買主訪談單(格式二)

CHARMINGTAIWAN Pavilion.
Interior Lifestyle 2011 (2011.6.01-6.03).

Buys' Demand Sheet.
By Bright Ideas Design Co., Ltd. For C&A.

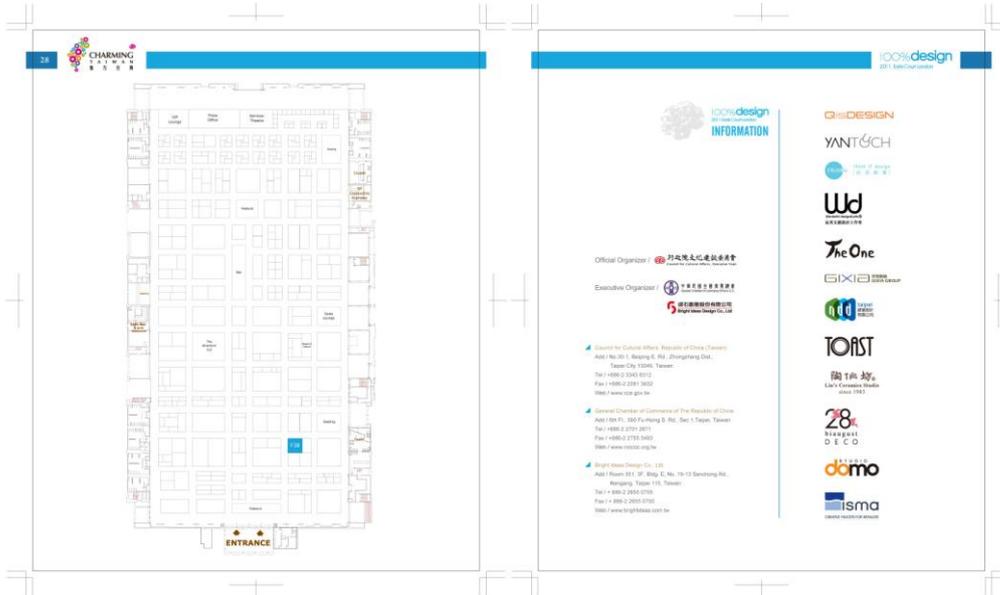
公司名稱 Company Name:		
連絡性質 Channel's:		
聯絡人 Contact Person:		
網址 Website's:		
電話 TEL:		
電子郵件 E-MAIL:		
連絡性質 Channel's:		
國別 Country's:		
需求品項 Inquiry Items:	需求數量 Demand Quantity's:	洽詢條件(價格、寄售、貿易) Commercial Terms:
1.		
2.		
3.		
4.		
5.		
6.		
其他條件/意見 Other Terms/Comments:		
交貨日期 Delivery Date's:		
其他 Others:		
後續工程 Following Works:		
1.		
2.		
3.		
4.		
5.		
記錄人 Recorded by:		日期 Date:

CHARMINGTAIWAN Pavilion Interior lifestyle 2011 (2011.6.01-6.03).

Customer Overview		Contact Person
Company Name:		= President / CEO / Director.
Contact Person:		= Production / Operations Manager.
E-MAIL:		= Purchasing Manager.
URL:		= Department Manager.
ADD:		= Sales/Marketing Manager.
TEL:		= Others.
FAX:		Email:
Channel Property		Cooperation Interest
Is your company also:		Which product(s) of BRAVO TAIWAN are you interested in?
(Multi choice):		= National Taiwan Craft Research and Development center
<input type="checkbox"/> Architectural Practice.		= Carpenter Handmade Craft Garden
<input type="checkbox"/> Interior Design Practice.		= Takumi Collection
<input type="checkbox"/> Product Design		= Bessal Wooden Ind. Corp.
<input type="checkbox"/> Retail/Wholesale/distributor agent.		= Ten Sheng Kien Ceramic Art Co. Ltd.
<input type="checkbox"/> Manufacturer.		= Si-Yi Design Co.
<input type="checkbox"/> Property Developer.		= U-CUBE Creative Ltd.
<input type="checkbox"/> Importer.		= Cheerful Fashion Goods Co. Ltd.
<input type="checkbox"/> Press/Magazine.		= Hixalmedia International Co., Ltd.
<input type="checkbox"/> Other.		= Object Innovation Corporation
		= Serena Chen.
		= Cache-Cache Design INC.
		= New Vision Integrated Marketing Communication Co., Ltd.
How do you resell products? (Multi choice):		Which partner relationship are you going to develop with us?
<input type="checkbox"/> Direct Sales		= Sales partner
<input type="checkbox"/> Distributors/Subsidiaries		= Agent
<input type="checkbox"/> CEAs		= Wholesaler
<input type="checkbox"/> Dealers		= Design Service
<input type="checkbox"/> Telemarketing		= Brand Alliance
<input type="checkbox"/> Service Provider Only		= Others.
<input type="checkbox"/> Others		Which territories are you focused on?
		()
		Area Countries:
Purchased amount per year (Approx.):		What kind of business are you interested in?
= Under US \$ 100,000.		= Chain Retailer, quantity:
= US \$ 100,001-500,000.		= Wholesale, quantity:
= US \$ 500,001-1,000,000.		= Import.
= Above US \$ 1,000,000.		= Agent.
= Others.		= Co-Branding.
		= Small order, quantity:
		= Others.
		Which further information do you need our support per Email after the show?
		= Price Quotation
		= Catalog
		= Demo reel
		= Appointment.
		= Others.

■ 臺灣館 e-DM

文宣設計---EDM



文宣設計---酷卡

