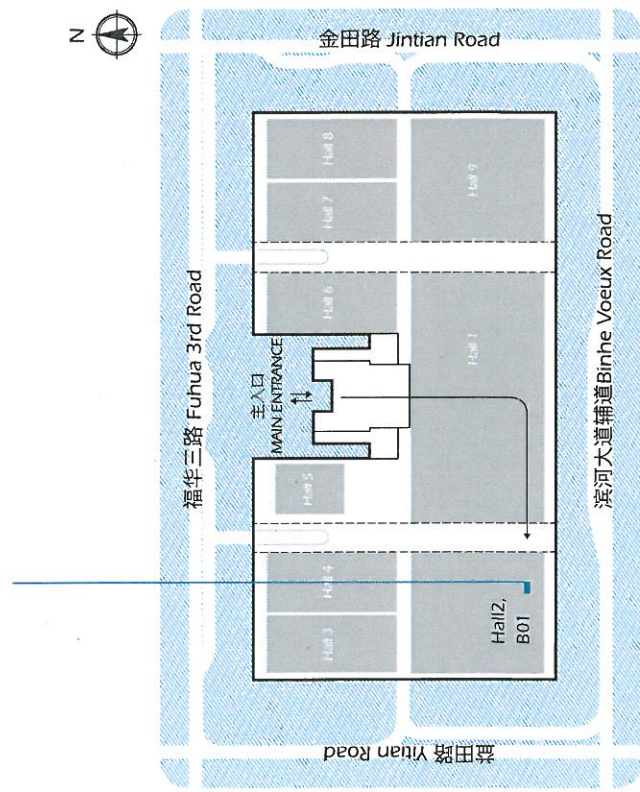


Fresh
TAIWAN
SEE THE DIFFERENCE

深圳国际文化产业博览交易会

Int'l Cultural Industries Fair SHEN ZHEN

Date 5 / 17 - 20, 2013 Place SZCEC Hall 2, B01



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前言 Foreword

Fresh TAIWAN SEE THE DIFFERENCE

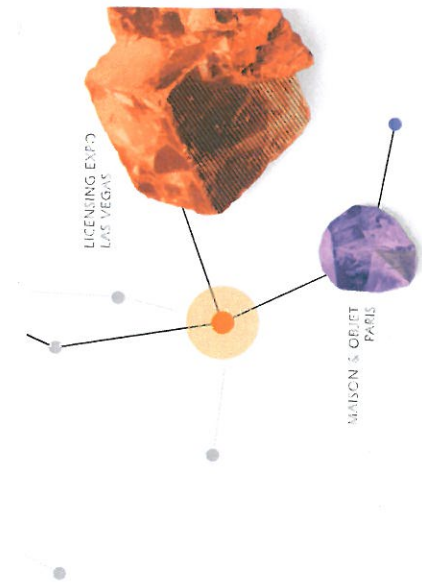
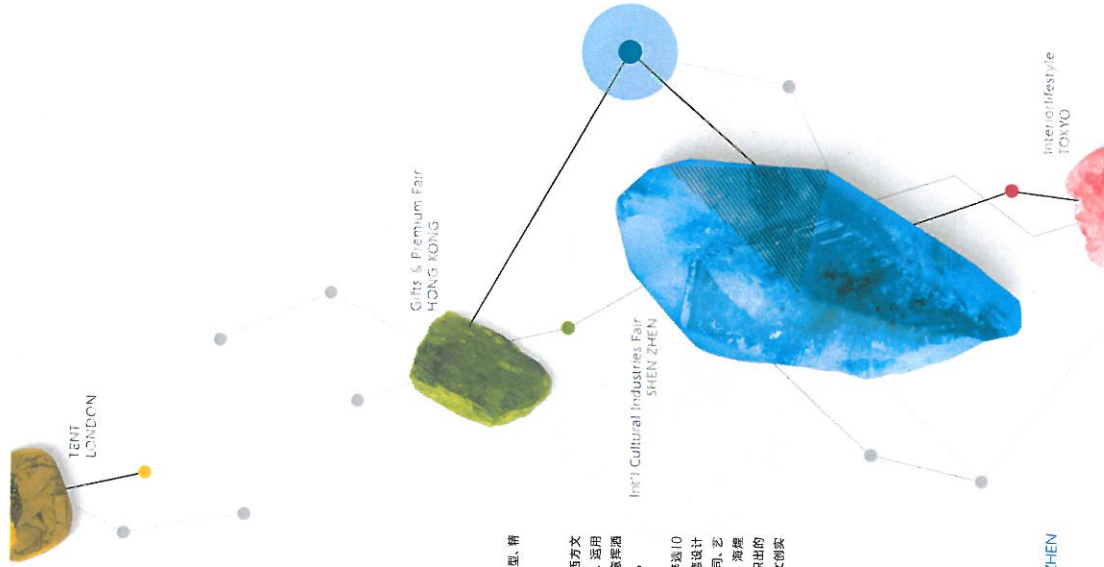
台湾 - 千万种无限的可能。

一座蕞尔小岛，人民运用丰富的想像力及丰沛创造力，发展出小型、精緻、多元及跨域的独特品牌。

台湾的文创精神反映其历史及地域特色，位属悠久中华文化与西方文明的交汇点，创作者尽情吸收多元文化，并转化为丰富创作灵感，运用跨界的观点，创造出令人惊艳的火花。散落在地的文创内蕴，逐渐将酒传承的文化因子，台湾多元的文化创意潮流，正向世界蔓延延伸。

2013年由台湾创意设计中心策划「FRESH TAIWAN」高峰，精选10家富有创意、能展现的文创品牌，包含晋堂茶业股份有限公司、晋峰设计团队有限公司、朝野创意设计有限公司、佳音茗茶、叶朵设计有限公司、艺新国际有限公司、晋杰艺术事业有限公司、艺号国际有限公司、海樾有限公司及台湾艺术品企业社。台湾设计者们将创意与文化突出的设计理念，转化成成为极富设计美感的生活日常用品，展现台湾次实力量。

Let's see the difference!



Let's see
the difference!

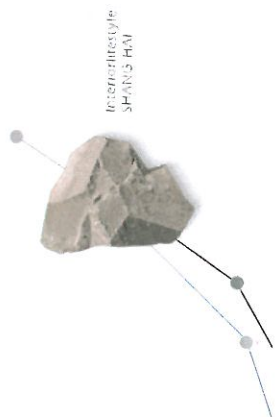
Taiwan - countless and endless possibilities

A tiny island, on which the community use their vivid imagination and unbounded creativity to develop small, exquisite, diverse, cross-disciplinary and unique brands.

Taiwan's cultural and creative spirit reflects its history and geographical features - standing at the meeting point of the centuries-old Chinese culture and Western civilization. Design pioneers have fully absorbed the cultural diversities of the East and West, and derived from them a source of prolific and rich creative inspiration. Drawing from inspirations that cross borders, this tiny island has ignited sparks of creativity that surround people. Rooted in the land of cultural and creative content, and wholeheartedly embracing traditional cultural factors, Taiwan's diverse cultural and creative origins are sweeping across the world.

The Taiwan Design Center has plans for the "FRESH TAIWAN" Exhibition Hall in 2013 and select the ten best cultural and creative industry brands known for their creativity. These companies include Chafel Tea Co., Ltd., MCTOR Design Group Ltd., Oshan Co., Ltd, GHIA SHANG TEA, Yeduo design, Exese Worldwide Inc., Ltd., Capital Art Enterprise Co., LTD., BONHO Inc., Cobit, Inc. and YAIHWA POTTERY. The Taiwanese designers combine creativity and culture in their design concepts, to produce aesthetically pleasing everyday utensils, thus demonstrating the strength of Taiwan's cultural creativity sector.

Let's see the difference!





百年文山、千年茶香！
喜茶茶业位于木栅，是深具品质的茶行，保有传统古法、文化为内涵，但突破更为时尚、创新，荣获为多次文山茶展最佳茶洋。其中欢喜台湾、游茶趣礼盒荣获2012年德国IF国际设计大奖，在网路行销与口碑双双，为台湾好茶推广、凸显在地新茶文化。

ChaTei Co., Ltd. is a well-known tea shop located in Muzha, Taipei's Wenshan district. The shop's owner Mr. Aihang Weng regards Tea as the cornerstone Taiwanese culture. He regularly holds get-togethers where the enjoyment of tea is combined with music and art performance. As a pioneer, ChaTei gives the traditional "Wen-Shan Tea" a new annotation, and also spread out the new local tea culture in the tea industry. It keeps the traditional way of making tea to innovate the new flavor and also uses the delicate package to show the young spirit. It has been successfully attracted the young generations.

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W www.chatei.com.tw / E chatei@chatei.com.tw



欣悦茶叶礼盒 ChaTei – Joyful Tea Gift Box

「简单生活，简洁设计，映照出对大自然的呵护与尊重，而重复利用的礼盒设计，高质感生活多功能的收纳创意。」
The design of the package is well-conserved for the environment and by using different materials. "Simple life, Pure Design" of the gift box express the respect and care to nature. By reusing designed box, ChaTei Tea Company displays the multi-functional gift box for our life in this modern century.

31 x 8.7 x 7 cm
硬纸质手工礼盒

小间茶入礼盒 Cozy Teahouse Tea Gift Box

「小间茶入，浓情融入三五好友相聚，享受带着珍藏的好茶分享品茗，彼此互相交流沟通情感，人生真谛。」
Travel taking tea fragrantly. We protect every stretch of tea and this stretch of land seriously, diligently, rich thick. Humane taste and naturally simple design, and fully show tea culture and local characteristic. The funnier virepping let you travel bringing tea fragrantly.

21.4 x 9.5 x 7.3 cm
硬纸质手工礼盒

欢喜台湾·游茶趣礼盒 Discover Formosa Tea Gift Box

「以品茶四悦：观其色、闻其香、尝其味、品其韵，让茶由四面八方扑鼻而来，香醇能体验简单的「品」茶智慧。」
Fun Taiwan, Fun Tea, Stamps express the love and sentiment for the land of Taiwan. We explored the stories of tea and illustrated each intricate stamp design. The fun of making tea and the expressions of the tea tasters present the trust sentiments of the Taiwanese.

24.3 x 24.3 x 7 cm
硬纸质手工礼盒

根据设计以「东方心西方器」的品质精神为初衷，并强调环保与美学之设计，研发新产品，并运用在地素材木、竹、陶器、瓷器、砂陶等，整合并带动台湾传统产业正向发展，坚持100%台湾设计、台湾制造，有深厚的文化底蕴，让在地经济精神与东方文化相完美的结合，塑造设计美学精品，将工艺与设计美学推向国际市场。

The design group which is led by director-general Motor Hung has plenty of flight. We operate on Industrial Design, Branding, Packaging Design, Visual Design, interior design and Design Consultant, combined with different territory. After boisterous life, we want to seek the peace. Memory is the original creativity for our design. Living wisdom of ancestor and western technology to do the design is our essentiality of thinking. We believe that "Eastern Mind Western Objects" Will create a new aesthetics of life.

捷通设计团队有限公司

MOTOR Design Group Ltd.

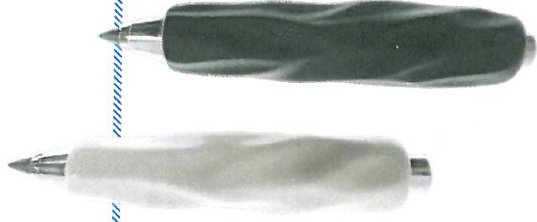
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水波筆 Water Waves Pen

水波筆的设计理念本身源自于自然优美的柔和线条，整体呈现出优雅精致的数字笔触，温润的手感随体温而改变，而其中的凹形设计正好以完美的角度符合人体工学，使长期握笔而不觉得过于酸痛。

The product is inspired by the ripples and the texture of porcelain itself. The texture of the marker is smooth as jade Zen. And the shape of the marker not only fits the standard of beauty but also very well ergonomically designed.

W11.5 x D3.3 x H2.3 cm

笔、枪木、金属 Porcelain, Cypress wood, stainless steel



白鹿棒组 Deerhorn Stirring Rod Set

古法陶器工艺，塑造出鹿角迷人的线条，深圆而结实的杯身，象征着禅意的自信气息，更凸显了白鹿棒优雅的风格。

This white deer horn style Stirring Rod is well sculptured by following the craft process of an ancient Chinese ceramic technique. The pen has excellent feel and touch, and it also gives the leadership power and great confidence to the user.

W2.5 x D1.7 x H1.5 cm

茶、皮革、天然木 Porcelain, Cypress, Leather



树枝棒 Stirring Rod

茶也可置于树枝棒上，享受泡茶时光，可固定于杯壁上，底部设计可加快搅拌均匀。

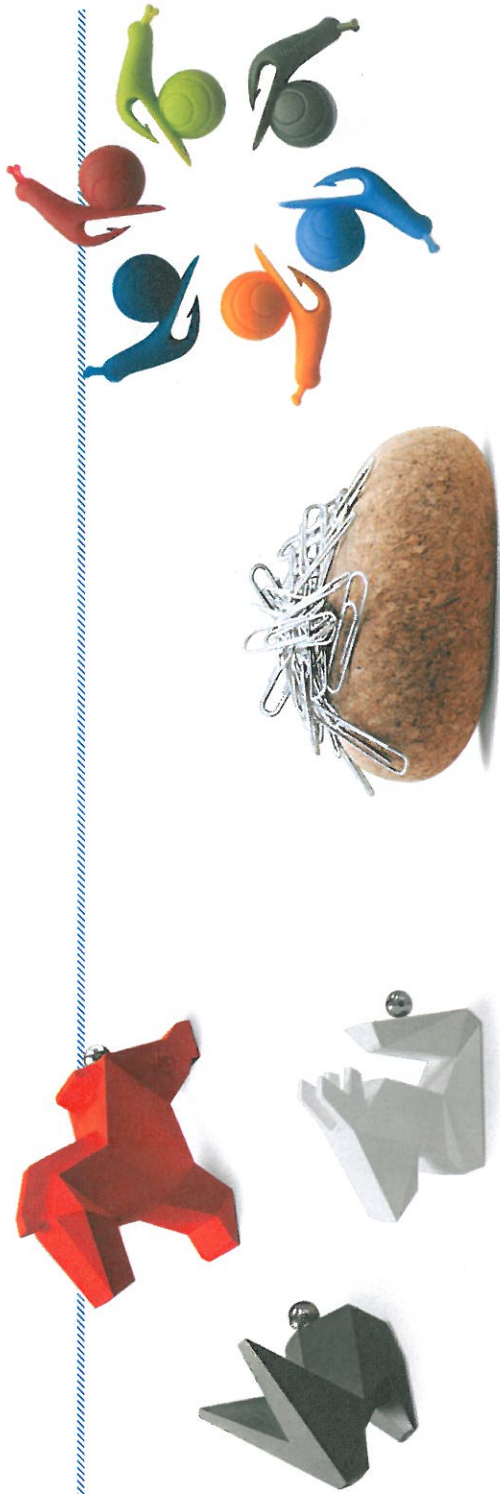
The muddler can be placed in different containers and make them look like elegant vessels. And it's also multifunctional. It's very spontaneously and naturally shaped. A simple sense of beauty, a whole new fresh kind of feeling.

W22.5 x D5.4 x H1 (X) / W13.7 x D3.5 x H0.75 (O)

食品级PP塑料 PP

集合设计师精品，协助台湾设计品行销全球。
创意、设计、品牌，引领设计新生活。

Collect designer's products to market Taiwan
creativity, design, and brand!
Innovative concepts lead the lifestyle with a new
taste of design.



折纸动物园 ZORIGAMI

以十二生肖为主轴，利用折纸概念，简化线条，简化线条，可直接插入名片或照片成为趣味名片座。(巴生产兔、龙、马)
This card stand is use the concept of origami, and design in the shape of animal. The steel ball as the tail of this rabbit, you just insert your business card, memo, or photo, you don't need to move the steel ball, then rabbit start to carry out your mission.

5.5 x 4 x 5.5 cm
材料: sorona 再生塑胶、磁铁、钢珠

每日吸 Memory Pebble

“每日吸”一个充满回忆的鹅卵石，固定照片、吸附回形针或是喜爱的便条纸，成为桌面上一个实用的配件。
People often bring something as a souvenir in a journey. To remember good times, We've designed "Memory Pebble" with this concept, an object full of joy. You can use it as a desk accessory to stick your photos, paper-clips or love-notes.

9.5 x 3.5 x 8 cm
需搭配进口天然软木、磁铁

派对蜗牛 Party Snail

蜗牛在我们心中是快乐的代表，假如享受自在做生活，在派对时可以说到饮料杯的使用者，也可以缓解压力，让派对更欢乐。
Party Snail provides a good way to find your own drink during a party. And to help you carry your teabag with its coiled shell while your hand are full.

1 x 2 x 4 cm
材料: 硅胶

鼎新创意有限公司

Ocean Co., Ltd.

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daibete

daibete 采自品香茶业旗下品牌，1957年创立于南投县名
向乡，为生产、制作、销售一贯作业专业化茶业公司，传承至
第四代已累积丰富茶业与制茶经验。daibete 为台湾生态
米茶的鼻祖，我们期望透过更多的年轻都会人进入茶世界，
简单喝茶方便茶饮，故自可以品尝到 daibete 米茶的专注，
以茶的传统文化为根基，用茶让生活更美好。

daibete is a brand of Pin Shiang, a tea enterprise
founded at Mingjian Township in Nantou County
and sales. The family business is now in its
fourth generation and has accumulated plentiful
experience in tea planting and manufacturing
daibete's derived from Pin Shiang professional
processes. Based on traditional cultures of tea,
it integrate into as a virtue, anticipating inviting
more people into the world of tea



茶米茶 宝岛生态 茗茶系列 daibete Formosa Ecology Tea

台湾是个美丽的宝岛，在这块土地上有许多正在面对濒临绝种的物
种，我们希望能在品尝宝岛茗茶时，也能够认识这些台湾美丽的动
物，让每一种生命都有被关怀的权力。
A strictly selected fine Taiwan tea collection. Each tea type
has an endangered animal on the packaging so that when
we drink tea, we can also know these beautiful animals,
most of which are endemic species in Taiwan, we should
allow each life to have the right to live.

24.5 x 6.5 x 4.3 cm
纸盒

茶米茶复刻台湾老乌龙 daibete Vintage Taiwan Old Oolong Tea

依据老师傅的经验传承，传统的制茶技术，坚持以传统古法制茶，不
断改良，以人文涵养为底蕴，注入茶人精神信念，使制茶经验凝聚成
熟。
By traditional methods based on old master's experiences,
and different levels of fermentation give different textures
and tastes. Culture and spiritual beliefs are integrated
for the processes to evolve to be more mature and as
perseverance toward taste

12 x 12 x 7 cm
纸盒

茶米茶 宝岛生态 茗茶系列 daibete Formosa Ecology Tea

从茶园开始悉心照料，不接触农药，与土壤中的虫子、微生物和平相
处，保留微生物植物的多样性，营造自然生态。通过 TAP 产销履历标章
产品认证标章。

Caring from the tea gardens, weeding is not performed,
and bugs and microorganisms are not eliminated,
maintaining the diversity of native plants can balance
natural ecology, product has TAP mark

8.2 x 7.1 x 21 cm
纸盒

信譽茗茶

CHIA SHANG TEA

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Fresh Taiwan | Int'l Cultural Industries Fair SHEN ZHEN

YEDUO 叶朵
以精致的观察思考为茎叶，
将念心一表即趣味成花朵，
让产品更适用于场景。
设计的本质源自于对生活的细致观察，
而美好的生活总是常常来自于细致处的小小心心，
也许你们从各种不同的角度切入，
希望无论是浪漫理性亦或是内敛，各种个性的你们
都能从我们这里发现属于自己的快乐...

YEDUO
literally means "leaf and flower" in Chinese.
"Leaf" represents life observing.
"Flower" symbolizes happiness of living experiences.
Each of our design is not only made for practical use,
but creates humorous, interesting life
Let every body taste the life in depth!



赐行走中军令 Token card protector

我们将令牌与卡片保护套作了意味性的连接，在经过门岗时原令牌
有如拥有令牌的高贵，可以使人免受通行无阻的尴尬与幽默。
Military token means power & authority. The cid Chinese
military token card protector can protect your cards. When
you tag the Micro Card or ID Badge. You will feel so good
just like you are a bigwig.

10.2 x 5 x 0.6 cm
硅胶, silicon

玉手教星-手指虎 Finger Protect (Knuckle)

有了戴露武林的手新虎，将对手指意痛割，整日的将战利品带回家。
Don't worry about too much shopping to hurt your
delicate fingers. The silicon knuckle let you have reason
sleeping shopping!

10.6 x 6 x 1.7 cm
硅胶, silicon

窃窕曲线包_狂野皮草款 Pick your cup - Fur style

"保护动物 拒穿皮草"
"拒门穿"虎"两全其美
ink not Almk / Feil comfortable wearing printed bag and
let animals keep theirs

43 x 10 x 50 cm
帆布 canvas

叶朵设计有限公司

Yeduo design

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艺新国际为艺拓国际集团(Artlize Worldwide)旗下公司之一，透过融合创新美学趋势、多元整合价值思维、授权机制建立信賴等方式，引导消费者迈入时尚东方美学新生活。《TALES》神话音、藉由整合岩板、骨瓷、灯饰等全方位的东方时尚家居装饰品类，并结合茶道、香道等文人情趣雅致，提供五感六识体验优雅的生活美学。

With expertise spanned over manufacture, design, branding and marketing, Artlize team provide all-in-one service with our creativity, concisely, our versatility have successfully create TALES - a lifestyle brand that fuses Asian culture and arts. Since 2005, TALES have gathered innovative homeware design including wall decoration, dining wares, tea sets and incense accessories, bringing the oriental style to modern life.

艺新國際有限公司

Essee Worldwide Inc.

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酌墨-自敘帖品茗茶具組(四入)
Dancing Ink Teapot Set

壺、杯如墨滴垂之詩筆，杯沿毫髮控筆跡，水氣氤氳淋漓，墨高墨染，飛瀉的兩相筆致，巧妙融合于茶具遺韻之中，让书法体验转化现代茶具设计，画面设计以唐代怀素自叙帖为元素，将文中行气、神采飞扬的笔势于器物中重现。

The stripes of the pot and cup of the ink series are like flowing strokes of a brush soaked with ink and the experience of Chinese calligraphy is transformed into the spirit of modern tea set design. Pleasure of tasting tea is thus enhanced by the elegant curves.

40 x 27 x 15.5 cm

陶瓷

花瓶春芳-仙萼长春双耳壶套
Floral Glory Tea Set

采用代笔国画家用守所绘的仙萼长春系列，将色彩鲜艳的四季花卉，置放于优雅各式器型上，透过主从关系巧妙配置器物，相互辉映出现如雪景花园的一角。

This painting, selected from Lang Shih-ning's album Immortal Calyxes, Eternal Spring, depicts brilliantly colored peonies swaying in the wind. Painting from life, the artist has used such Western techniques as chiaroscuro and perspective. The results are very realistic.

21 x 16.5 x 12 cm

陶瓷

清平乐-富春山居马克杯
Peaceful Joy Mug

元代《富春山居图》是画家黄公望晚年的长卷画作，描绘他游历富春江一带的山川景物。设计者汲取江岸、山峦、林木的景物，结合造型结构，营造幽美、游水之流动趣味。白色胚体搭配丰富多层次的花纹颜色，转化黄公望公署的理想山水形象。

The painting features layers of brush and ink, the landscape forms outlined and washed with great variation. The mountain stripes throughout the scroll range from rounded ones up close in layers stacked to the back to gently rolling slopes and banks, and even lofty peaks, revealing a rich variety to the landscape pattern.

21 x 16.5 x 12 cm.

陶瓷

资本集团集合台湾各领域的雕刻工作者，包括石雕家、木雕家、陶艺家、金属雕刻家……等，而成立之工作室。品牌成立于1999年，资本集团会同风格设计师，以原创的设计并融入东方精神，创造一系列最佳居家布置、艺术收藏的摆饰精品，并且以合理的价格让艺术爱好者更能亲近艺术。

Gallery Chuann is a studio gathering the sculptors from various fields in Taiwan, including stone carving, woodcarving, pottery, metal carving, etc. This brand established in 1999. Gallery Chuann combines different styles of design to create a series of the best fine works for the house disco and the collection of art, with the original design blending with the oriental spirit. And the reasonable price of the products makes the art lovers can be much closer to the art.



【台湾之美】系列 Formosa

每一个方格图案承载着一方亩之地，在凹凸之间，天然的美好跃然石上，成就了瓷之美《台湾之美》。全球限量799件。
Each brick carries a world, and every concave and convex presents the plentiness. All the beauty has sprung into the stone to create the "Formosa". Limited edition in 799 pieces worldwide.
10 x 11 x 13 cm
石材

【如鱼得水】系列 Live Swimmingly

运用精湛的工艺技巧，在坚硬的石材下以温顺的线条，带动抽象感的形体呈现出单纯的文化意象及生命力，打造富有人文精神与力量之台湾文创精品。全球限量799件。
Live Swimmingly With various stone and plentiful texture, all the works like the fishes swimming in water free and comfortably to color this flourishing world. Limited edition in 799 pieces worldwide.
25cm x15cm x30 cm
不锈钢、石材、铜

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cubii® X

Cubii是由三位设计师倾注其活力与热情倾力完成之艺术品。抱着一颗美学看精致的设计细节，完美结合功能与时尚概念，成功打造高品质Oval Pen 触控笔与3C周边设计产品。GR-Greenroom Ideas Cooperation, 手工设计品牌。生活中能蕴含小需求寻找适当的道具来满足。后台原创(Greenroom)以细腻的观察与设计哲学，突破外在限制，架构重要的「人」(物)、动线、系统日常运行的空白。我们结合两个品牌，用产品让科技与人文做了最完美的连接。

Cubii was created by three passionate designers whose persistence in ethnetic design and quality detail is transformed from innovative concepts into realistic creations by finding a perfect balance between Function & Fashion for their products. GR-Greenroom Ideas Cooperation. A handmade leather goods brand Life's little necessities are constantly searching for suitable objects to fulfill their needs. Background creations(Greenroom) according to exquisite observations within the philosophies of design interviewees a stark fabric. Fabricated instincts of the person/object generatrix embellish upon the daily advances of nothingness. We combine the two brands, the most perfect link with the product to that technology and the humanities.

台湾有限公司

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纯手工卡片夹 DU CASE

以平面缝合制造出立体的收纳空间，简约又独特，需要更多的随身空间可以并容纳存放更多的名片或是零钱!

Concept Background Unseen Fulfillment for People

Our goal provides customers the attitude of focusing on details. We believe in the idea that big things come in small packages, and these thoughts innovate our spirits. And this is what drives our design, material and quality to be the best out there on the market.

11 x 7 x 2 cm

纯牛皮



纯手工牛皮 iPhone 手机套 iPhone Sleeve

专为iPhone量身打造的手机套，轻柔软质保护宝贝的手机不会遭到刮伤和撞击，两侧夹层亦可提供使用者多样化的用途。

The iPhone Sleeve is designed for iPhone. Soft leather protects your precious cell phone. The side pockets also offer additional purpose for users

16 x 9 cm

纯牛皮



双用设计触控笔 OVAL PEN

铜制笔身握感触控笔头的高灵敏度及精度，触控笔头的滑顺度和灵敏度，适合任何手写，画图，或是触控页面的需求。

Copper-made pen body combined with high sensitive stylus tip provides accuracy and smooth writing

14 x 1.1 x 1.1 cm

铜

「台华窑」以生产高级瓷器名闻中外，有「皇家故宫」之美誉，为馈赠亲朋好友礼品之生产主力。由「台华」名称可以了解我们常型发扬「台湾光华」提升陶瓷艺术境界。

Tai Hwa Pottery Co. is known as 'Yingge's Palace Museum'. We are honored to provide souvenirs for the national guests. With the title 'Tai Hwa' we intend to prolong 'Taiwan's glories' with outstanding ceramic products.

台华窑实业社

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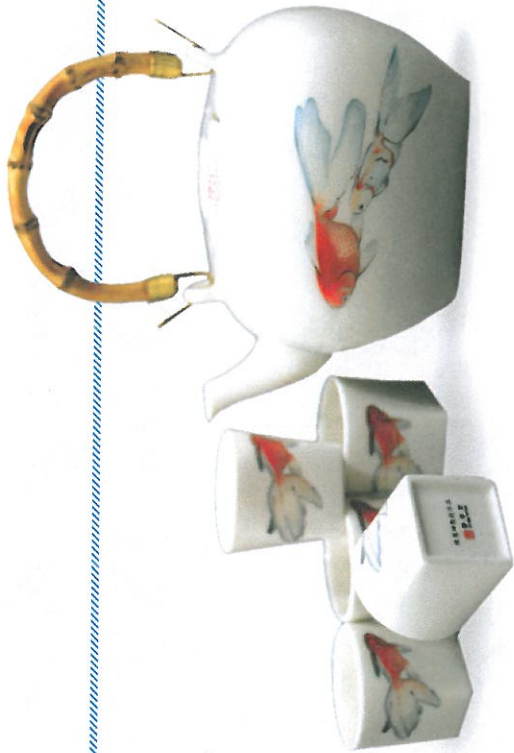
金玉满堂糖果罐
Joy of Swimming Jar

此系列作品为陈惠坤教授 (1907-2011) 著名绘画图案。陈教授生于台湾台中龙井，一生作育英才无数，勤于绘画，佳作不断。

These series creations of the famous painting pattern by Professor Chen Huikun (1907-2011) Professor Chen was born in Longjing, Taichung city, Taiwan. His contribution for education is excellent also diligent painting masterpiece constantly.

16 x 16 x 19 cm

陶瓷



金玉满堂中式茶组
Joy of Swimming Chinese Tea set

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1 壶 5 杯

陶瓷

关于台湾创意设计中心 About TDC

台湾创意设计中心定位为台湾创意产业发展综合服务平台，主要任务为提升设计人才原创能力，促进国际设计交流，加强产业市场竞争力并激发企业发展自有品牌意识，提高产业附加价值，并借由向世界宣示，“Designed in Taiwan”的时代已经来临。

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Taiwan Design Center has been positioned as an integrated platform to promote creative design. Its main mission is to upgrade original creativity of Taiwanese designers, promote international design exchanges, upgrade market competitiveness of Taiwanese industries, help enterprise build up their own brand, raise value-added of the said industries, and announce to the world that the era of "Designed in Taiwan" has come.

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Executive Organizer  台灣創意設計中心
TAIWAN DESIGN CENTER

