



評鑑會議節錄

日期：2011年6月7日

地點：新北市立鶯歌陶瓷博物館展覽預備室

評鑑方式：作品原件審查

評鑑結果：73件作品入選參展

本屆的陶瓷新品評鑑展結合「鶯歌燒品牌建置計畫」擴大舉辦，規劃「新品獎」及「主題獎」。新品獎以日用陶瓷、陳設陶瓷、衛生陶瓷、建築陶瓷、工業陶瓷等五大類為對象；主題獎則以近十幾年來最新流行的「金銀彩」為必要元素的新品為徵選對象。

今年五大類新品皆有陶瓷工作者報名參加，計有日用陶瓷83件、陳設陶瓷26件、衛生陶瓷4件、建築陶瓷13件、工業陶瓷1件及主題獎54件，包括104家廠商、181件產品送件參與評鑑。

本評鑑會議由5名委員組成，評鑑會議一開始，委員們先針對評鑑方式及每類選取件數做討論；每一類由第一次得票數排序中，從高票往低票選取入選者，並經再次討論，調整入選件數。

最後評鑑結果，總計入選廠商56家、作品73件，包括日用陶瓷36件、陳設陶瓷9件、建築陶瓷5件、衛生陶瓷2件、工業陶瓷1件及金銀彩主題獎20件。

各獎項中，新品獎不分組選出最佳新品獎、機能優良獎、美感創意獎、市場明星獎等，都是先由委員各自推舉，再由推舉的產品中以舉手共同表決。主題獎之技藝精湛獎與創意設計獎也是以同樣方式票選。最後，新品獎入選者中票選結果，由《品竹系列調味罐組》、《竹杵一壺》獲得最佳新品獎，《選擇》、《環保青花瓷牙刷》榮獲機能優良獎，《岩之茶器——個性柴燒茶組》、《萊茵河系列——柏拉圖磁磚》贏得美感創意獎，《亙古石板》獨得市場明星獎，而主題獎入選者中票選出《理性的溫柔》與《Happy煩》獲得創意設計獎，至於技藝精湛獎，雖有委員青睞之作品，但最終未能達到共識而從缺。

在整個評鑑中，不斷再確認是否有遺珠之憾或其他需要提出討論之事項，從不斷確認中，力求讓整個評鑑達到最公正。

會議過程中，評審提及現代人已經從生活基本需求進入物質的、心靈的追求，陶藝工作者不但要在傳統器形與功能性上著墨，也要追求工藝之美，還要進一步多加強化美感與創意，也就是藝術性與工藝的實用性兩者並重，如此才能符合時代性，並提升產品的競爭力。評審們更期待在一次一次的鶯歌燒品牌計畫能讓鶯歌燒獨特的樣貌與識別度越來越清晰。

The Selection Panel's Critical Evaluation

Date: June 7th 2011

Location: Exhibition Preparation Room, Yingge Ceramics Museum, New Taipei City

Method of Evaluation: Examination on original pieces

Result: 73 selected entries for exhibition

This year's exhibition integrates the "Yingge Wares" branding project with its New Works and Thematic Awards. The New Works Awards include the categories of Household, Decorative, Sanitary, Architectural and Industrial Ceramics, while the Thematic Awards solicited works painted with the gold and silver glazes that have been popular for decades.

There were 104 companies which submitted a total of 181 works covering all five categories, including 83 household ceramics, 26 ornamental works, 4 sanitary products, 13 architectural components, 1 industrial equipment and 54 Thematic works.

Throughout the selection process, the judges examined the works discreetly and exchanged their opinions enthusiastically to make sure that the final results were fair.

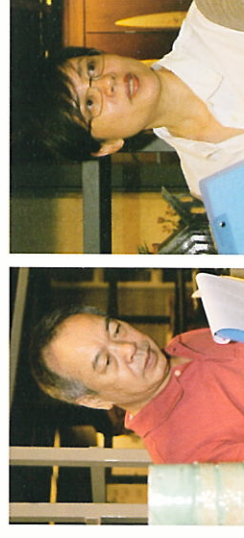
A total of 73 works from 56 companies are on the list of the selected entries, including 36 household items, 9 ornamental works, 2 sanitary products, 5 architectural components, 1 industrial equipment, and 20 Thematic works.

Not based on the categories aforesaid, the New Works Awards include the New Works Prize, Functionality Prize, Aesthetics Prize and Market Potential Prize. Among the finalists, the winners of the New Works Prize were "Bamboo Condiment Dispensers" and "A Pot with a Bamboo Pestle". The winners of the Functionality Prize were "Choices" and "Environmental Green Toothbrushes". The winners of the Aesthetics Prize were "Earthenware, a Stylish

Tea Set" and "Plato Ceramic Tiles: the Rhine". The winner of the Market Potential Prize was "Eternal Antique Stone Slate". The winners of the Innovative Design Prize were "The Gentleness of Reason" and "A Happy Ode." There were works that were deemed by some judges in the panel meetings to be worthy of the Technique Prize but none was selected in the end.

Throughout the evaluation process, the judges examined the works continuously to see if anything had been overlooked and they discussed other requirements. Their careful deliberation made sure that the final results were fair.

The judges felt that people nowadays have materialistic and spiritual needs that ceramics would partly fulfill. Artists need to develop their traditional design and techniques to achieve technical beauty and aesthetic innovation. This is the multitude of importance of ceramics and craftsmanship in order to update the works for a modern society and to improve their competitive advantage. The judges hope that through the various Yingge Branding projects, works made in Yingge will become more and more recognized.





徵件紀實

典藏展示組 蘇世德

此次陶瓷新品評鑑展在2010年12月設計印製簡章，並開始於本館網站、電子報公告，同時寄送簡章到全國各博物館、美術館、公私立圖書館、大學圖書館、全國藝術設計或陶瓷相關系所、各陶瓷廠商及個人工作室等，並打電話邀請曾經報名過的廠商再度參加。

今年的評鑑展結合「鶯歌燒品牌建置計畫」擴大舉辦，規劃「新品獎」及「主題獎」，以2009年以後的日用陶瓷、陳設陶瓷、衛生陶瓷、建築陶瓷、工業陶瓷等五大類新品獎，以及近十幾年來最新流行的「金銀彩」為必要元素的主題獎新品為徵選對象，只要應用陶瓷材料設計製作新的產品都可參加。評選重點包括使用機能、技藝表現、美感創意、產品形象及市場時代性。

在5月20日截止報名後，5月29至31日為報名作品送件時間，隨後在6月7日評鑑完成。原先報名者之中有3件作品燒製失敗而未能送件，報名並送件的181件作品經過評審仔細檢視與討論，選出73件入選產品，包括日用36件、陳設9件、建築5件、衛生2件、工業1件及金銀彩20件。新品獎不分組選出最佳新品獎2件、機能優良獎2件、美感創意獎2件、市場明星獎1件；主題獎之技藝精湛獎從缺，創意設計獎則選出2件。

The Selection Process of the Choices

Su Shih-te, Collection and Exhibition Department

Notices about the Selected Exhibition of New Ceramic Works were released in December 2010 on the Museum's website and our digital newsletter. They were also sent to other museums, galleries, libraries (private, municipal and university) and agencies, enterprises and studios engaged in ceramics. We also phoned past participants to invite them to once more join our exhibition.

The Exhibition of New Ceramic Works aims to improve the visibility of Yingge ceramics with the New Works and Thematic Awards. The New Works Award features five main categories of works, while the Thematic Awards solicited works decorated with the gold and silver glazes that have been popular for decades. Artists were encouraged to submit innovative ceramic works, which would be judged based on their usability, technical performance, artistic creativity, product image and marketability.

The application deadline was on May 20 and the work submission deadline was between May 29 to 31. Then the selection process was finished on June 7. Three applicants were unable to submit their works due to firing errors. Among the 181 entrants, 73 works were selected as finalists after a series of careful discussions and evaluations by the panel judges. They include 36 household ceramics, 9 ornamental works, 5 architectural components, 1 industrial equipment and 20 wares painted in gold and silver glazes. The New Works Awards included 2 works for the New Works Prize, 2 works for the Functionality Prize, 2 works for the Aesthetics Prize and 1 for the Market Potential Prize. In the Thematic Award, no work was awarded the Technique Prize but there were two winners for the Innovative Design Prize.

新品評鑑展歷屆統計資料表

Historical Data on Past Selected Exhibitions of New Ceramic Works

年份 Year		2011	2010	2009	2008	2007	2006
日用陶瓷 Household Ceramics	參賽件數 Number of Entries	83	62	77	45	36	35
	入選件數 Number of Selected						
陳設（藝術）陶瓷* Ornamental Ceramics	參賽件數 Number of Entries	26	24	36	27	27	41
	入選件數 Number of Selected	9	8	13	14	16	26
建築陶瓷 Architectural Ceramics	參賽件數 Number of Entries	13	12	16	10	12	11
	入選件數 Number of Selected	5	7	4	7	11	10
衛生陶瓷 Sanitary Ceramics	參賽件數 Number of Entries	4	0	2	0	2	5
	入選件數 Number of Selected	2	0	2	0	2	5
工業陶瓷 Industrial Ceramics	參賽件數 Number of Entries	1	0	2	0	0	7
	入選件數 Number of Selected	1	0	1	0	0	6
主題獎 （鶯歌燒）** Thematic Award	參賽件數 Number of Entries	54	61	87	19	0	0
	入選件數 Number of Selected	20	22	44	12	0	0
參賽件數總計 Total Number of Entries		181	159	177	101	78	99
參賽公司數總計 Total Number of Applied Companies		104	57	67	48	42	47
入選件數總計 Total Number of Selected		73	46	92	61	52	77
入選公司數總計 Total Number of Selected Companies		56	37	61	38	34	42

* 陳設陶瓷與藝術陶瓷為同質異名。

Ornamental ceramics refer to also artistic ceramics.

** 鶯歌燒與新品展不論分開或合併辦理，皆列入主題獎統計。

Whether processed separately or not, Yingge-Brand Ceramics and Selected Exhibition of New Ceramic

Works are all counted together in the statistics.