

The content and processes

of Exquisite Taiwan Ceramic Tableware Exhibition

Research Assistant of Taipei County Yingge Ceramics Museum Chuang, Hsiu-Ling

As part of its promotion of “cultural creative industry” embodying “global thinking and local action,” the Council for Cultural Affairs’ (CCA) first focus has been the ceramic handicrafts sector. One element of this project, “Project to Promotion and Develop Ceramic a Stunning Ceramic Tableware” involved the Taipei County Yingge Ceramics Museum. From December 23rd 2003-December 31st 2004, the Museum displayed newly designed tableware sets in its “Exquisite Taiwan Ceramic Tableware Exhibition”.

With the full support of pre-minister Tchen Yu-Chiou, the CCA has chosen to focus on environment building and information integration, as the best way to promote the further development of the local ceramics industry. This strategy has sought to make ceramics more relevant to daily life and thereby expand the domestic market. Secondly, an effort has also been made to strengthen the innovative use of materials, whilst also utilizing new modern designs based on a unique Taiwanese style, infusing the products made with added value. Finally, it is hoped that the combination of marketing and the establishment of a brand image will allow the gradual development of overseas markets.

In planning and executing the tableware set project, the museum has used design experts from a variety of different areas, thereby introducing new ideas and styles into the field of ceramic handicrafts. We also looked at the restaurant business and the sales experience of department stores, to ensure the final product was more relevant to daily life. This ensured that the project was developed in a way that combined several different approaches. The first step was to seek the help of architect Erin C. Shih and Tai-Hwa Pottery Co., Ltd., followed by an invitation to the internationally renowned designer Chen Jun-Liang, both of whom were asked to assist us in developing two 48-piece ceramic tableware sets. Later, a number of other noted artists, designers and architects were invited to produce their own tableware, with different patterns and glazes, based on the broad approach of the first two sets. This, it was hoped, would best highlight the infinite creativity and diversity of taste present in Taiwanese ceramic tableware.



(右) 2003年12月5日台灣當代精緻陶瓷餐具展第一次記者會會場，貴賓於餐盤上簽名紀念留影，由左至右分別為建築師石靜慧、台華聚邑兆衍董事長、國立台灣工藝所洪慶峰所長、台北縣文化局連成副局長、文建會陳郁秀主委、亞都飯店楊光宗主廚、視覺設計師陳俊良。
(左) 2003年12月5日台灣當代精緻陶瓷餐具展第一次記者會會場，當時的台北縣長蘇貞昌和文建會主委陳郁秀共同欣賞餐具。



2003年12月5日台灣當代精緻陶瓷餐具展第一次記者會會場餐具佈置。

The evaluation committee was established to review the process, comprising of Ms. Lin Man-Lee, Deputy Director of National Palace Museum, Ms. Chung Chin, Chairwoman of Pacific SOGO department stores, Mr. Chuang Po-He, a folk art researcher, Mr. He Cheng-Kuang, editor-in-chief of Artist magazine, Ting Shui-Chin, chief chef at the Howard Plaza and Lee Ming-Che, stewarding manager at the Grand Hyatt Hotel. After several meetings, the evaluation committee offered a variety of ideas on functionality, aesthetic style, and marketing, providing our collection of designers with information that ensured the design of the tableware sets accorded more accurately with the CCA’s policy of revitalizing the ceramics industry, enhancing the quality of Taiwanese ceramics, and establishing a distinctive Taiwanese ceramics brand to be promoted internationally. The ultimate aim was to produce a tableware set that infused life with art, making “aesthetics” and “cultural creativity” an integral part of life.

The two tableware sets developed; Erin C. Shih’s “Intersect” and Chen Jun-Liang’s “Round Sky & Square Ground” included a collection of bowls, plates, dishes, pots and saucers etc. Each one was then elaborated on through the ideas of five different designers. For the “Intersect” this included artist Yuan Jai’s “Man Made Nature Series,” artist Chen Shih-Hou’s “Treasure Series,” designer Ko Hung-Tu’s “Taiwan Natural Beauty Series,” artist Yang Li-Li’s “Butterfly Series” and architect Erin C. Shih’s “Yellow Water Lily Series.” The five designs for the “Round Sky & Square Ground” included calligrapher Tong Yang-Tze’s “Beauty Through the Years Series,” designer David Wang’s “Austronesian Light Series,”

designer Chen Jun-Liang’s “Tastes of Our origins Series,” designer Apex Lin, Pang-Soong’s “Playful Dreams of Life Series” and architect Ray Chen’s “Bamboo Series.” Not only are these sets suitable for use with both eastern and western meals they are also the first choice for the tourist restaurant industry seeking to create a new image for the Taiwan. They are equally usable for meals at home, whether for 2, 4 or 6 people, an indication of the highly effective combination of aesthetics and more practical considerations.

As one of the flagship ideas for the CCA’s promotion of culture and creative industry, this project serves as a model for the promotion of the local ceramics handicraft industry. On March 5th and 17th, 2004, two seminars were organized to discuss possibilities inherent in tableware design. It is hoped that we will have the opportunity to share our experience with other related industries, thereby strengthening the local ceramics industry, design studies, the restaurant industry, the tableware sales business and the way in which industry, government and academia work together. Hopefully, this project will help to elevate design standards, whilst establishing a Taiwanese ceramics brand and a healthy market mechanism, realizing the goal of the Council for Cultural Affairs to promote culture and creative industry.