



2019

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經濟部中小企業處為鼓勵臺灣地方特色產品創新，自 2007 年起舉辦「臺灣 OTOP 產品設計獎」，促進地方特色產業的設計美學更能貼近大眾需求，並傳遞臺灣生活文化與在地精神。歷年來經濟部中小企業處網羅了諸多地方特色產業與設計產業的人才，發掘設計新血，運用臺灣在地素材，結合創意巧思，為產品注入嶄新的生命力，提升廠商品牌知名度，協助拓展銷售商機，擴大通路據點及消費客群，為地方特色產業業者開創歷史新頁。

Since 2007, the Small and Medium Enterprise Administration of the Ministry of Economic Affairs held the OTOP Product Design Awards annually in order to encourage product creativity in Taiwan's local cultural industry and promote design aesthetics that are closer to public sensibilities, thereby transmitting a sense of Taiwanese lifestyle and local spirit.

In recent years, design professionals have been recruited as "new blood" for every local cultural industry and the design industry. Combining creativity and ingenuity, this fresh talent has utilized local features to give a brand new vitality to traditional products. At the same time, local materials from Taiwan are used for domestic mass production, and a channel for sales services has been provided, creating a new page in history for local cultural industry entrepreneurs.



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【醬職人】國產黑豆蔭油禮盒組

[Sauce Craftsman] Taiwan Black Bean Sauce Gift Box

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Mullet Wooden Snack Box Houli Master-Picnic Basket

嬤嬤覓呀純干貝醬-影響禮盒

Mamagoods Gift Box

花伴 Floral

Award Winner :

手手企業社
Hands

Cooperative Unit :

正利木器

T : 0912-710-461

E : handsthehand@gmail.com

新北市板橋區四川路二段 245 巷 85 號二樓之一

Specification :

15cm x 15cm x 5cm





用工業設計思維擦亮傳統技藝

Polishing up Traditional Crafts with Industrial Design Concepts

【結合設計美學與臺灣傳統工藝，讓設計走進生活】

臺灣這一塊土地有許多珍貴的文化，但疏於保存之下，歷史建築、民族文化、工藝技術、傳統產業生活美學正逐漸流失。時代變遷與商業發展快速的環境下，姜文中認為傳承是最主要核心理念，為了傳承文化價值，因此創辦品牌“Hands”，以提倡找回自我文化認同，堅持手工藝價值，提升生活美學觀念，創造臺灣產業價值，共創美好生活體驗為其宗旨。

Combination of Design Aesthetics and Taiwanese Traditional Craftsmanship in Life

Taiwan is rich of various cultural heritage and aesthetic life style of traditional handicrafts, but many of which have been vanishing. Jiang Wen-zhong, the brand founder of “Hands”, tries to preserve and promote traditional culture through creative works of handicraft, combining the search for self-identification, the value of handmade, the promotion of aesthetics, and the efforts to create Taiwan’s industrial value and life experience.

【細緻又溫柔的存在】

姜文中為保存古老傳統技藝，與彰化鹿港的正利木器陳煌輝老師傅合作研發花伴。陳老師傅專注製作木工技藝，傾其一生鑽研工藝技術，一個看似簡單的花窗蘊含日本組子細工技法之獨門技藝，活用木頭的工藝特性使其彎曲，重新設計成花瓣造形的鎖匙收納架，幾何六角形的樣式，可自由排列在空間之中，既能吊掛鎖匙也能掛帽子，為日常生活中兼具裝飾與實用性的工藝商品。

【在地文化淬鍊生活之美】

身為設計人的姜文中，期透過設計讓工藝與生活取得平衡，把美好的手做技藝從生活中找回來，採用自然的素材維持環境的友善，並且找回生活最初的單純與樸質，創造屬於臺灣的在地生活理念，運用傳統技藝與職人精神，推廣臺灣在地的深度文化與優質產業。

Existence of Delicacy and Tenderness

Jiang has cooperated with wood artist , founder of in Town of Changhua County in central Taiwan, in developing this product Floral. Master Chen has devoted all his life to woodworking artisanship, specialized in creating wooden pieces of “flower window”, which was inspired by Japanese “kumiko” woodworking style and was once an industry in Lukang decades ago. Chen created all the curbs and patterns with purely handmade techniques based on his understanding of wooden textures, and joined the hexagon fittings together into an object, which is not just an ornament but it also can be used practically in household life as a hanger for keys and hats.

Beauty of Life Extracted from Local Culture

Jiang Wen-zhong as a designer wishes to strike balance between art and life and recover the fine art of handmade in our life. He has adopted eco-friendly natural materials in creating products, with the hope to bring the very simplicity back into our life, create our own life convictions, and promote Taiwanese industry and culture depth.



EcHome 擴音器

EcHome speaker

Award Winner :

方木有限公司
Funwood Co., Ltd.

T : 04-2568-5560

E : sharon@funwood2017.com

臺中市大雅區中清路三段 819 巷 20 號 2 樓

Specification :

9.8cm x 9.6cm x 8.5cm





金木相融 以溫潤感受時尚

The Fusion of Wood and Metal, a New Look and Feel of Fashion

【自然極簡新生活】

林姿余與劉嘉澤兩人於林木產業加工及設計 10 多年之經驗，有鑑於臺灣傳統林木產業面臨轉型急迫性與困境，因此決心在木工雕刻、木製家具、木工機具等專業師傅人才薈萃之地的「臺中」，開拓臺灣自有品牌的轉型契機，因此於 2018 年共同創辦成立獨立設計品牌 Fünwood，fün 為有趣的，wood 為木頭，Fünwood 想要傳達的理念為「有趣的木頭」，以「木藝創價」為品牌核心，將「木質」與「金質」工藝融合，讓作品散發出溫質木頭與時尚金屬感。

Extracting the Very Simplicity of Life for Quality Pursuers

Lin Zi-you and Liu Jia-ze had been occupied in wood processing and woodwork design for over a decade before they established the brand Fünwood in 2018. They decided to base their firm in Taichung where many carpenters, wood furniture producers and wood processing machinery experts have gathered, with the hope to push for industrial transformation with the newly joined effort of their self-owned brand. The brand conveys the ideas of “funny wood pieces”, trying to create “value of wood art” by combining the warmth of wood and fashionable feels of metals.

【EcHome Speaker 聲林之家】

EcHome 在視覺效果上運用圓球優雅的造型，在不使用任何電力之下，利用木材與銅片的間距，可使播放音樂之音質溫厚怡人，使之放出的音樂失真率下降，透過作品本身更能表現出擴音器的意境，聲音表達之共鳴能使聽者更加悅耳動聽。Fünwood 以工業設計的角度切入時尚領域，醉心潛心研發金質與木質的拼接工藝，超越大眾對純木作的想像，在金屬與木頭兩方調校出的最適間距裡，設計出每一項金與木相敬如賓又兼容性強的作品。

【木藝作品，永續傳承木業城】

Fünwood 透過”木”為媒介，運用簡單趣味的設計想法，結合不同的材質特性(金屬、水泥、壓克力等)及色彩的變化，賦予作品更多的可能性，跳脫傳統的木工思維，讓原木作品呈現出不一樣的風貌，讓你我有更多的想像空間及樂趣。為此 Fünwood 期望帶給大眾的是一片「會發光的森林」，讓傳統木製產業透過品牌重現木業活力，結合創新材料、美學理念以及品牌轉型，讓臺中木業城永續傳承。

The speaker product EcHome, which features a round and elegant shape, sends sounds by arranging the distance between wood and copper sheets without using any electric power. The speaker makes a piece of music more pleasant to your ears with minimum distortion from the original recording, turning the speaker itself into a part of music performance. Fünwood has dedicated itself to the art of how to splice and integrate different materials of wood and metals into harmonious and compatible pieces which are beyond people's imagination of traditional woodworks, honoring industrial design with fashionable feels and touches.

Wood Artworks and Sustainable Wood Industry

Fünwood tries to break out of the frames of traditional wood artifices by combining wood with different materials (e.g., metals, cement and acrylic) and color variations to create new possibilities, making new fun that is beyond our original imagination. With creative and aesthetic designs, Fünwood wishes to rejuvenate Taichung's traditional wood industry and push for the industry's transformation so that it can be sustainable as long as the land exists.



貓裏桂花磚

Miaoli-fermented Bean
Curd With Osmanthus
Blossom

Award Winner :

全美廣告印刷設計/桂花品東西
Flawless Visual Communication Design

T : 037-683-411

E : h683412.h683411@msa.hinet.net

苗栗縣頭份市濱江街 48 巷 2 號

Specification :

12cm x12cm x 6cm





苗栗苑裡 舌尖上的美味，回味悠遠

Yuanli Miaoli and Its Flavors on the Tip of the Tongue

【前蘭後桂，濃厚客家風情】

苗栗客家人喜愛桂花，家家戶戶總少不了一株幽香的桂花，「前蘭後桂」詮釋著客家山城豐富的文化內涵，桂花雅緻清香、低調不喧的特質，描繪傳統客家婦女的寫照。黃敏媛來自苗栗客家庄，以在廣告領域上近 25 年的經驗累積，磨練出深度的觀察力與敏銳的市場嗅覺，而她感嘆許多用心製作的傳統美食並沒有人發掘，為讓這質樸的苗栗文化得以被看見，遂成立以「山城美食、客家等路」為主軸的品牌「桂花品東西」，期許創造客家伴手禮界中的 LV。未來將持續透過用心製作出的客家美食，讓更多人體會桂花品東西濃郁豐富的客家風情。

Osmanthus Products Imparting Hakka Cultural Scents

The Hakka people living in Miaoli are fond of Osmanthus Fragrans as much as Orchids. Growing some orchids in the front area of house and some osmanthus shrubs in the back yard is a common sight of most Hakka households and a cultural scene of Hakka mountain towns. The elegant and low-keyed fragrance of sweet osmanthus resembles the traditional characteristics of Hakka women, and Huang Min-yuan is one of them. Coming from a Miaoli Hakka village, Huang has leveraged her 25-year experience in advertising designs and developed Hakka products with unique insight and style. Her self-owned brand explored the charms and souls of Hakka foods flavored by osmanthus, with its products deemed as "LV-level" Hakka gifts.

【醞釀香醇濃厚中國起士】

每年夏日純樸明媚的外獅潭社區，總要藉著烈陽曝曬，採用非基因改造黃豆，製作需時半年，並以米粕發酵自然熟成，有中國起司之美譽的【貓裏桂花磚】豆腐乳，嘗起來口感細滑醇香、綿密鬆軟，久釀回甘，吃得到感動懷念，擁有陽光深厚的味道。為使更有客家風味，外包裝以客家圓樓為發想，扁平寬口易夾取之玻璃瓶為容器，輕時尚造形，搭配竹藍底盒，突顯竹編在客家文化的歷史過程，以竹籃創造包裝再利用的價值，創造不易取代的市場差異及辨識度。

【社區產業讓傳統文化源遠流長】

人生百味，一路走來自是幾番風雨和滄桑，農業時代婦女們以勤巧儉樸的硬頸精神發展出各式的桂花美食，黃敏媛在 18 鄉鎮中尋找社區媽媽的好手藝，合力研究開發，不斷調整精進，堅持客家原味，增加在地婦女二度就業機會，以在地原物料、循古法手作生產，用一份懷念的味道喚起過去的記憶，在吃的感動中解析前人的生活與智慧。透過客家伴手禮，讓年青後代及外來旅客皆能分享這客家媽媽的好味道，亦引領社區產業走出客家庄，期望達成讓苗栗貓裏文化被看見的初衷。

Fermenting the Strong-flavored “Chinese Cheese”

The bright summers days are the season for Wai-shi-tan village to make “tofu-ru”, when cubic bean curds are exposed to the baking sun for drying, before they are packed into containers to go through fermentation which takes about half a year—usually with yeast rice and select flavorings soaked in brine. The Maoli Osmanthus Bricks is a fermented bean curd product flavored with osmanthus, which presents texture of a firm and smooth paste, tastes salty and slightly sweet, and has a mouth feel similar to that of a soft cheese, imparting the smells of sun, Hakka life and memory about mountain towns. The packaging mimics the shape of Hakka traditional round buildings, added with Hakka bamboo weaving art, which differentiates the product itself and increases value.

Community Industry Prolongs Traditional Culture

The flavors of life are as complex as the vicissitudes we have gone through, while the frugal and hard-working Hakka women in the old days of agricultural period had learnt to utilize osmanthus to impart a sweet aroma to a great variety of foods as well as to life. Huang Min-yuan had travelled to 18 Hakka towns to find out all the good old crafts preserved by Hakka mothers in her research and development process. Her products use local ingredients and traditional manual methods, imparting the scents of memory of the old days and rejuvenating the wisdom of ancestors with creative packaging designs. The product aim is share the good flavors of Miaoli Hakka mothers' foods with youngsters, visitors and outsiders, and with the world.



臺灣水果茶組盒

PAHJI HUE' Gift Box-Fruit Tea

Award Winner :

百二歲國際開發有限公司
PAHJI HUE' International Co., Ltd

T : 04-2314-8259

E : eateal20@gmail.com

臺中市西區博館路 210 號

Specification :

28cm x 14cm x 8cm





邂逅茶香。 傳承厚工心意，孵化嶄新品牌

Meeting with the Fragrance of Tea and the Inherited Meticulousness.

【炙熱茶櫥下誕生的百二歲】

百二歲，一個在茶櫥下長大的仔所創立的茶文創品牌。第五代茶農之子李鎮嶺記得小時候，總是看著父母頂著炙熱陽光，反覆將茶菁翻炒的身影。阿爸說：「要把握每一分最適合茶菁曝曬的時間，不能停止懈怠，所呈現出來的茶湯風味才是最完美的。」這句話在李鎮嶺的心中埋下了一顆種子，接班後的他更加堅信：傳承向來就不是一件簡單的事，而創新更需要一顆勇敢與堅定的心。於是，百二歲在 2014 年，殷殷期盼下誕生了。

PAH JI HUE', a Brand Hatched under Tea Trees

PAH JI HUE' was founded by a son of tea farmer who spent most of his childhood under the tea trees. Li Zhen-ling remembers that when he was a small kid, he often watched his parents frying tea leaves under the baking sun. His father said, "We have to seize the best time to do this so that the tea leaves will produce the best fragrance in the tea cup." These words had planted a seed in Li's mind, and when he took over his father's tea plantation, he knew well that it is not a simple business to inherit; also, it would require courage and determination to make innovations. In 2014, he started up PAH JI HUE'

【茶の多元創新與新風貌】

臺灣有著「水果王國」的美譽，水果種類豐富，一年四季皆有不同的特色水果，因此，由百二歲得獎無數的資深品茶師用傳統技術與經驗，將水果融入茶中，不斷創造臺灣茶的可能性，讓臺灣最具特色的水果與茶葉重新結合，激盪出新的火花，此次結合四款產自嘉義阿里山的金萱茶、南投日月潭阿薩姆紅茶、南投名間小葉種紅茶及臺北木柵文山包種茶等臺灣知名茶品，依其適性選擇適合的水果，融入茶中，《愛文芒果x阿里山金萱》帶有專屬的天然奶香味，散發出濃濃的熱帶水果風情；《翡翠檸檬x日月潭阿薩姆》產自南臺灣的翡翠檸檬，融合日月潭阿薩姆特殊的柑橘風味，讓酸味溫潤，茶香濃郁甘醇；《玉荷包x小葉種紅茶》有妃子笑之稱的玉荷包，結合青心烏龍製成的小葉種紅茶，加上使用古法土窯柴燒，產生淡淡柴燒香氣的荔枝乾，讓紅茶帶有淡淡的荔枝風味，十分獨特；《金鑽鳳梨x文山包種》臺灣早期栽種的鳳梨品種，肉質纖維細、味甜香濃，加上清澈甘甜的文山包種茶，茶湯清新爽口，冷熱皆宜。

【茶農之子，為臺灣茶尋出全新生命】

李鎮嶺創立的品牌，很有鄉土的親切感，百二歲是期許，亦是祝福。身為百年茶農的下一代，背負著茶農用心厚工的堅定使命，希望能發揚家族的茶葉，自此從大盤批發走進大眾市場，賦予家鄉的茶葉全新生命。百二歲找到令舌尖感動的茶香，再以此為核心，秉持著健康天然無毒的理念，讓茶有了多元創新的新風貌，讓不同的國籍、不同的年齡層，與各種不同的茶遇見了新的邂逅，讓茶文化永續傳承，源遠流長。

Eat Sweets and Bring People Together

Taking advantages of Taiwan's rich variety of fruits in all seasons, PAH JI HUE` has added the flavors of Taiwan's staple fruits into Taiwan tea and created a lot of new possibilities. This gift box contains four of Taiwan's most famous tea varieties and their marriage with a fruit that is specifically suited for them in flavor. The slight milky flavor of Alishan's Jin Xuan Oolong Tea is savored by the sweet tropical Aiwen Mango. The zest lemon flavor from Southern Taiwan becomes mellow when it meets with the Assam Black Tea from the central Taiwan's Sun Moon Lake area, the latter being famous for its slight citrus flavor. The Yuherbau lychees, another famous tropical fruit from southern Taiwan, when baked together with Honey Aroma Black Tea in a traditional wood-fired clay oven, produce a unique smoky flavor and add a twist of dried lychee flavor to the black tea. Lastly, Jin Zuan Pineapple, which literally means "golden diamond pineapple", featuring tender and sweet texture, here goes with the clear and sweet Wenshan Bao-chung Tea, which produces a fresh flavor suited for both hot and cold drinks.

Son of Tea Farmer Seeks out a New Life for Taiwan Tea

The brand created by Li Zhen-ling has a sense of local cordial feeling, as PAH JI HUE` in local language means longevity, usually used to express good wishes for others. As the new generation of a century-old tea plantation, Li bestows himself with missions to inherit the meticulous working attitude of his parents and promote the family's tea business. He has expanded his family's business landscape from wholesale to consumer market and given a new life to his hometown's tea industry. PAH JI HUE` finds the fragrances that touch people's tongue tip and mind, and develops products that combine ideas of health, chemical-free food and local cultural characteristics, making a new dress for Taiwan tea to give a more diverse and creative look, with the hope to sustain tea culture forever.



烏日酥餅禮盒

Wuri Pastry

Award Winner :

卷卷有限公司
Roll bakery

Cooperative Unit :

禾翌創意有限公司

T : 04-2337-6222

E : curlyroll@gmail.com

臺中市烏日區三和里學田路 8 巷 68 號 1 樓

Specification :

6 入 24cm x 23cm x 6cm

9 入 32.3cm x 34.5cm x 6cm





卷卷烘焙 卷起幸福每一天

Roll Bakery, Rolling up the Days and Relishes

【烏日·曖曖內含光的城鎮】

臺中烏日，雖名為烏日卻是擁有多處百年古蹟、自然景觀步道、在地美食饗宴、商業發展之據點，讓烏日有著迷人豐富的故事而閃閃發光。近年更因臺中高鐵站落成、雙鐵共構的交通優勢，引入了大量的國內外旅人，烏日成為眾多旅人造訪寶島之心的第一站，卻鮮少人駐足留意烏日迷人的故事與風情，閃閃發光的城鎮故事逐漸被旅人淡忘。自詡「地表最弱連續失敗創業家」李世弘，擁有強大好勝心、不服輸 DNA 的他，即使面對 100 人創業僅有 1 人存活的低成功率，仍然願意做那 1% 的傻子，創辦「卷卷烘焙」。李世弘將職涯與創業心得轉換為事業養份，使每一次的危機轉換為商機，並以「卷起幸福每一天」為核心精神，在原材料選擇上下足功夫，將主廚的心意與烏日情懷卷進內餡裡，甜蜜卻不失清爽、濃郁卻不膩口的滿足口感，帶給大眾細細體會。

Wuri, a Town Gleaming with Hidden Glamour

The District of "Wuri", which literally means "cloudy sun", is actually a bright shining town at central Taiwan. Though deemed as an outlying area of Taichung municipality, Wuri has its own stories of historical relics, rich natural resources, and gourmet culture as well as business development. Since the inauguration of Taichung Station of Taiwan High Speed Rail in Wuri, many foreign and domestic tourists have visited Wuri, but mostly just for a short stopover. Only a small portion of them have ever stayed and listened to Wuri, a charming but long neglected place. Li Shi-hong, who had suffered frustration over and over again in his career pursuit, felt himself identical to Wuri, gifted but unseen, till he started a very successful business in bakery here. The Roll Bakery uses select ingredients in making sweet fresh desserts, which are lighter and healthier for consumers without sacrificing mouth feels and flavors. The baker rolls his love for Wuri and all his stories into the dough and filling.

【卷卷烘焙·直達心裡的幸福美味】

以烏日故事與人文風情為食譜、巧妙結合在地特色物產與上等進口食材，日日出爐美味感十足、閃耀著幸福光芒的糕點甜品，「烏日酥餅」黑白漸層的素雅外表下，藏著那經過千錘百鍊才得的柔和金黃，也一同體會暖暖內含光的內斂滋味。而在包裝上，採用紅藍線條重錯重疊描繪新舊烏日的著名地標，構成有趣畫面，並於禮盒中附上遊戲濾鏡，透過紅、藍濾鏡來看圖樣，當紅藍線條各自被濾鏡洗鍊後，能欣賞到新舊烏日的不同歷史樣貌，讓簡單的包裝設計不但有了指標性，也增添了互動性！

【烏日酥餅·嘗一口幸福滋味】

卷卷烘焙李世弘細細盤點烏日在地故事並融入自己多次創業之心路歷程，以烏日地名為啟發、撥雲見日的良好寓意推出「烏日酥餅」，禮盒上的紅藍圖樣，透過濾鏡發現舊時烏日歷史風情、現代烏日的摩登魅力，以及馳騁在烏日阡陌的卷卷車。來到烏日，歡迎來到卷卷烘焙品嚐一塊有著富饒趣味意涵與美味的烏日酥餅。

Roll Bakery, Delicacies that Reach Your Mind and Soul

The bakery has combined imported ingredients and Wuri's local produces in creating various delicacies with packaging designs full of Wuri elements. For example, the product Wuri Pastry is contained in a box of black and white gradient and shimmering golden words. Delicate blue and red lines intertwine to form the patterns of Wuri's famous landmarks, which intriguingly present different historical looks when deemed via different colored sides of a lens filter enclosed in the box with the compliments of the baker, an interesting design to create interaction with consumers.

Wuri Pastry, a Bite of It is a Taste of Happiness

The product Wuri Pastry is flaky Chinese pastry encasing soft paste, or filling. Inspired by the name Wuri, the baker created the pastry in an effort to combine the past and the present days of Wuri and his own journey of heart in starting business. The product name and packaging design imply that "every cloud has a silver lining"—as long as we insist, all the travails will end in sweet results, just like the soft golden filling of the Wuri Pastry. Take a visit to Wuri and Roll Bakery to have a taste of Wuri Pastry and Wuri's history.



【醬職人】國產黑豆蔭油禮盒組

【Sauce Craftsman】Taiwan
Black Bean Sauce Gift Box

Award Winner :

味榮食品工業股份有限公司
Sauceco Food Co., Ltd.

Cooperative Unit :

極思數位商略有限公司

T : 04-2532-0279

E : powerorange16@yahoo.com.tw
臺中市豐原區三村里西勢路701號

Specification :

29.5cm x 37.5cm x 8.5 cm





深耕豐原， 醞釀點滴美味

Drips of Relish Brewed in Fengyuan District

【一甲子的濃郁釀造工藝】

味榮於豐原耕耘七十餘年，致力於結合在地農產與人文。葫蘆墩(豐原舊名)自古以「水清、米白、查某水」聞名。「水清」意指大甲溪引進的水清澈無比，「米白」指的曾受天皇稱讚的葫蘆墩米。味榮醬油採用葫蘆墩圳水與米，並承襲老師傅的釀造工藝，成就了滴滴亮亮的好味道。且以精緻味噌、有機釀造的專家為經營指標，多年累積的特殊口味與專業生產經驗，奠定臺灣中部第一品牌的地位及信譽，以客戶的滿意為依歸，貫徹品質目標。

Over 60-year-old Sauce Fermentation Crafts

Sauceco Food, founded over 70 years ago in Fengyuan, has made every bit of effort to combine Fengyuan's agricultural produces and human interests into their products. From ancient times, Fengyuan has been famous for "clear water, white rice and beautiful women." The clear water refers to Dajia River, which has cultivated high quality rice once acclaimed by Japanese emperor. The company has used Fengyuan's rice and water to make sauces with crafts inherited from the old masters. Each drop and drip shines with good flavors. Miso paste and organic soy sauce are their flagship items, with long-built reputation and unwavering position in the trade of sauce at central Taiwan.

【文創職人風格，賦予傳統蔭油新生命】

承襲日據時期創辦人的職人精神，推出醬職人黑豆蔭油禮盒，於選擇黑豆品質上則指定契作專業的黑豆農友謝明控先生，使用產地在雲林縣東勢鄉的黑豆品種『臺南5號』，臺灣黑豆含有花青素、維他命及胺基酸，又富含大豆異黃酮、多酚、卵磷脂，可幫助身體健康有活力。在盒蓋及內襯紙的設計上，以樸實的版畫，將蔭油製程視覺化，呈現釀造古法的手感與文化，並以麴盤造型開發盒形，闡述味榮引以為傲的釀造工藝，讓消費者了解蔭油從土地到餐桌的歷程，瓶身則採用手作紙張包裹，襯托蔭油的高價值、創造視覺差異性。藉由賦予傳統工藝新時代的文創風格，讓傳統的調味料成為年節餽贈的文創精緻伴手禮。

【歷久彌新，展望未來】

味榮食品放眼未來，不僅以滿足國內外消費者的品味與健康需求，並期許達到全球化永續經營之目的，也為創造兼顧健康與美味的飲食文化而努力，以「醬職人」為名推出臺灣黑豆蔭油系列禮盒，強調以臺灣農產品原料生產，與傳承70年釀造工法生產製作，黑豆蔭油製程繁複、成本高，產量相對少，加上風味細膩多層次，推出醬油界中的極品，透過釀造工藝將味榮的文化與理念繼續傳承下去。

Renaissance Revival of Traditional Soy Sauce

The Sauce Craftman black bean sauce gift box is a reincarnation of the Sauceco founder's craftsmanship. Selecting Taiwan's black bean variety "Tainan No.5" as major ingredient, which is rich in anthocyanin, vitamins, amino acid, isoflavone, and other nutrients, the product can help increase health and vitality. The gift box's cover and lining paper use printmaking design in visualizing the ancient process for producing bean sauce. In addition, the box is shaped like a koji tray, a tool for bean sauce production, evoking a feel of handmade culture and a sense of "earth to table". With creative packaging, the traditional condiment turns a new face and becomes a delicate gift for expressing festival blessing.

Traditional Condiment Becomes Even Newer as Time Goes by

Looking into the future, Sauceco will not just satisfy consumers' taste buds and health needs, but will also make effort to create a food culture that pays attention to both health and relish. The [SAUCE CRAFTSMAN] product series of black bean sauce has emphasized the use of Taiwan's indigenous ingredients and production techniques inherited for over 70 years. In contrast to soy sauce, the black bean sauce is made with traditional manual method in smaller quantity at higher cost, but the flavor richness of black bean sauce is unrivaled. Offering the best of its class, Sauceco hopes to keep on with its business as well as cultural beliefs.



一茶一會 相聚林園

Lin Yuan Tea

Award Winner :

林園製茶
Lin Yuan Tea Company

Cooperative Unit :

國立雲林科技大學創意生活設計系
鄭月秀老師研究室

T : 05-2561-523

E : s8541107@yahoo.com.tw

嘉義縣竹崎鄉中和村石棹 19-57 號

Specification :

16cm x 12cm x 11cm





飄渺雲霧間， 品味迷人茶文化

A Sip of Tea Culture of Alishan

【只緣身在此山中】

石棹，這個坐落在阿里山半山腰的小村莊，沿著山脈彎延纏繞，映入眼簾的滿山青蔥翠綠的茶園，如同飄邈在雲霧裡，虛無縹緲，敞開在陽光下，山風涼涼的在耳邊呢喃，鳥雀輕輕的在樹梢歌唱。位於高海拔 1300-1700 公尺，常年日夜溫差大，因此生產出品質極佳的阿里山高山茶，林園製茶由林仕育雙親創辦於民國 74 年，手工採收無農藥殘留的茶菁，再經由繁複的加工手續製成茶葉成品，所製茶品獲獎無數，更曾獲神農獎，獲頒十大傑出農民獎項。總監林仕育本在竹科擔任電子工程師，在妻子紀妃玲的支持下，毅然辭職回鄉投入茶農行列，夫妻倆透過重新包裝行銷，學習茶藝，取得陸羽泡茶師及中級品評師證照、丙級廚師證照，而紀妃玲認為從前的柴米油鹽醬醋茶，與我們的生活息息相關，將日常生活轉化為生活美學，在茶席中加入花藝，透過茶席與日本交流，希望能讓全世界喝到石棹的好茶。

As if You Were in the Misty Mountain

Shi-zhuo is a small village half way up the Ali Mountain (Alishan). Walking along the winding mountain road, you can see tea plantations one after one, sometimes they look as if they were floating in the cloud and mist, and sometimes they gradually become vivid under the bright sun. The slightly cool wind whispers softly in your ears, while the birds singly on the top of trees. 1300-1700 meters above sea level, this is where Lin Yuan Tea Factory makes their high quality Alishan tea, and this is where they grow their tea, too. The company owner Lin Shi-yu was originally an electronics engineer at Hsinchu Science Park, who decided to return to hometown with his wife Ji Fei-ling to inherit his parents' tea business. They started by learning tea art and culinary from the ground up until gaining professional licenses. They decided to rejuvenate the old tea by adding aesthetic elements with new packaging and branding strategies, with the hope to introduce the flavor of Shi-zhuo Tea to the world.

【文創書本打破茶禮盒刻板印象】

紀妃玲有感於生態環境的變遷，特以在地特有生態保育類動植物搭配茶品特色，設計「書本幀裝」形式作為文創禮盒，外盒設計如同書本般掀開，內頁部分以紙雕鏤空手法呈現日出、陽光、茶葉、阿里山等抽象圖騰，融入在地風土物產意象，揮別阿里山小火車、神木等傳統包裝形式，展現不同以往的新意，並承載著石棹最具特色的三款茶品，以手繪風格呈現山麻雀、藍腹鷓、山椒魚、草木、水塘等阿里山特有稀有動植物插圖，作為圖騰轉換的元素，並透過動物之習性代表三種不同的茶，【山椒魚——蜜香紅茶】生活的豐富多變像極紅茶層次鮮明；【藍腹鷓——冷韻烏龍】其高雅氣質代表發酵較輕的烏龍茶。喉韻迷人又回味無窮；【山麻雀——甘醇金萱】光澤羽毛象徵金萱茶葉肥厚、鮮嫩，清新的嗓音，如同金萱茶甘醇爽口的滋味，並為因應現代人講求方便性，設計方便沖泡的原片茶包，採等量包裝，每包 10 公克，一包一泡沖氣保鮮，讓茶葉保持在最佳狀態。

【茶香回甘，感受輕揉慢捻的製茶過程】

林園製茶自詡為高山茶的先驅，製茶至今已近 40 年，期間不斷在製程及品質上把關，積極改善製茶環境及空間，將茶廠提升為安全衛生四星茶廠及符合清真認證茶廠，除了每年的抽檢外，更於每季茶葉生產完畢自主送驗，提供給消費著最安全健康的茶飲。讓茶的品項變得更多元，由原先的阿里山珠露茶、金萱茶為基礎，研發出屬於高山的綠茶及紅茶，保留綠茶的營養素以及迷人的風味，而紅茶特製成球型或條形，促使入口甘甜層次豐富。林園為讓更多人看見茶的美好，期待有一天能憑藉著茶讓世界看見臺灣，讓茶品成為臺灣的驕傲。

Creative Gift Box in the Form of a Book

The wife Ji Fei-ling, now the company's marketing supervisor, has designed a gift box mimicking the form of a hand-bound book for encasing their tea products. Opening the "book", you can see sunrise, tea leaves, Ali Mountain and local produces created by paper cutting art. The gift box contains small packs of three varieties of tea—each married to a protected Alishan animal according to their inner similarities. The illustration of Taiwan Salamander goes with the vivid and changeable Black Tea; the elegant Taiwan Blue Pheasant goes with the slightly fermented Oolong Tea featuring rich and delicate aftertaste; and Russet Sparrow goes with Jin Xuan Tea, which features thickness, sweetness and freshness. By adding Alishan's natural and human elements into the products, Ji combined her care for the environment with the tea.



Gently Rolled Tea and Its Sweet Aftertaste

Founded in 1985, Lin Yuan has been a pioneer in making high mountain tea. With decades of accumulated experience, the company has not only insisted in producing high quality tea, but has dedicated itself to continual improvements on tea production process and environment. It is a graded 4-star tea factory in hygiene and safety management and a Halal certified tea factory. Started from Alishan's staple tea varieties like Alishan Zu-Lu Tea and Jin Xuan Tea, Lin Yuan has added self-developed Green Tea and Black Tea into their product portfolio, with the hope to bring Taiwan's most distinct fragrance to the world.



仙草甘茶

Mesona Tea

Award Winner :

員林食品有限公司
Yuanlin Food Co.,Ltd

Cooperative Unit :

麥傑廣告(麥傑特設計)

T : 04-835-3111

彰化縣員林鎮大饒路 543 巷 102 號

Specification :

17cm x 11.4cm x 29.4cm



YuanLin
員林食品



黑金經濟， 走向世界舞臺

“Black Gold” Economy of Grass Jelly Making Strides

【從涼水攤走向品牌之路】

1900年，百年前的彰化員林張家，開啟了屬於仙草的人生。當時的張家仙草，在市集中，日復一日，靠著祖輩每天勤奮的熬煮翻攪，純然的仙草，簡單的工法，卻陪伴家戶度過夏日歲月。1970年左右，與知名仙草蜜的合作，是張家的另一段啟程。由當初市集販售走向專業的商業模式，成為仙草原料供應的第一把交椅，中央工廠的建立，是對食品衛生的前瞻性思維，逐步奠定仙草原料的安心供應商代名詞。2017年，員林食品第四代接班人張敦斐總監成立自有品牌，並與苗栗銅鑼農會簽署第一年的本土仙草契作，期以臺灣在地百年的企業，支持本土農業的再興。以此拋磚引玉，讓更多閒置農地能獲得用加利用，也以此能重新詮釋臺灣仙草的在地意義。

From a Small Cold Drink Stall to a Self-owned Brand

In 1900, the Zhang family in Yuanlin of Changhua County started up their century-old career in making Xiancao, an Eastern herbal jelly or herbal tea made from Chinese Mesona, a plant of the mint family. The Zhang ancestors worked at a stall in the market, boiling the stalks and leaves of Mesona grass for hours until they became black thick liquid, which is the traditional method for making Xiancao, usually served cool in Summer. By 1970, Zhang Family Xiancao entered a new stage, when they became a contract supplier for a big grass jelly brand. To fulfill orders, they started to build food factory and commercialize their products with modern business practices, and became the No. 1 xiancao supplier in Taiwan. The year 2017 is another milestone, as the 4th generation Zhang Dun-fei decided to establish self-owned brand by cooperating with Tongluo Farmer's Association in Miaoli County to obtain Taiwan-grown Mesona grass through contract farming. By doing so, the centennial enterprise hopes to help revive Mesona farming in Taiwan and rejuvenate the old “black gold” legacy of Taiwan Xiancao.

s said to be the heaven's gift to relieve the summer heat It grows freely in the wild, adapting
onment and weather. It complies with the rules of nature and never stands out, but waits for

【百年仙草時尚翻身，邁向下一個100年】

員林食品累積百年的經驗與智慧，以百年仙草為品牌，走入國際市場，致力於形塑品牌差異化，採用六道製程、三重把關，淬煉出品質最好的仙草，期望以這款獨特清涼口感的臺灣小品，使國際感受臺灣在地的特色風情。為讓仙草飲品特色加值，張敦斐在 2018 年催生打造首支屬於員林百年仙草的仙草甘茶，將產品包裝融入現代新穎設計感，以「美式包裝」外觀為傳統老仙草注入新生命。期使傳統工法得以延續及創新，並讓國際市場得以品嚐到臺灣百年淬鍊的智慧結晶。

【契作穩定農友收入 展現社會責任】

張敦斐堅持安心食材的純粹初心，本著取之於土地，回饋於土地的理念，且有感於臺灣農業人口外流，張敦斐先自種一甲地，一年後，與苗栗銅鑼新雞隆的產銷班契作代耕，保證價格收購，鼓勵農友友善種植仙草。期望透過品牌推廣及契作，表達對在地農業的支持，讓本土仙草世代傳承。張敦斐期許仙草這臺灣庶民小品，能走入世界，讓臺灣發光，也為了更遠大的百年企業社會責任，希望能再度潤澤這片土地，期許為員林百年仙草寫下全新一頁。

Century-old Herbal Beverage Turns over a New Face

Branded as Centennial Xiancao, the company rolled out this new product series in 2018, trying to add young elements into this Taiwanese old drink by brand new packaging strategy. The striking packaging style expresses the firing passion of the island nation, while what canned inside is the purest grass essence extracted by 6-step manufacturing process, a traditional drink thought to have cooling properties with slight herbal fragrance that can quench summer thirst and cool down your soul. The undertone coolness and golden color of the black Mesona grass tea indicates the depth of life extracted by time, just like the herbal legend the Zhang family has created in Yuanlin.

Helping Farmers with Assured Purchase Price

Yunglin Food Director General Zhang Dun-fei insists on using safe and good ingredients. Seeing continual population drain in Taiwan's agriculture, Zhang decided to encourage youngsters to return to their homeland to practice eco-friendly farming of Mesona grass by cooperating with Tongluo Farmer's Association and purchasing the grass grown by contract farmers with assured prices. By doing so Zhang wishes to fulfill his company's social responsibility and help the native Mesona grass industry continue to grow from generation to generation.



山蕉大山禮盒

Ji Yuan Guo Jiji Mountain
Banana Fruit Sanck

Award Winner :

集元果食品有限公司
Jiji-Banana

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E : kmd00825@gmail.com

南投縣集集鎮富山里大坪巷 38 號

Specification :

22.7cm x 22.7cm x 30.3cm





再現香蕉傳奇 用休閒零嘴征服味蕾

Recovering Banana Prosper with Creative Savors

【用山蕉串起集集歷史】

臺灣素有「香蕉王國」美稱，早在民國五十年代，香蕉貿易即占全臺外匯收入三分之一。除了高雄旗山和屏東的田蕉，在海拔約 250 到 700 公尺高的南投集集地區，因環境條件適合，當地所種的山蕉更是受到日本天皇喜愛，曾被選為進貢名物。然好景不長，香蕉產業大崩盤，滯銷情況嚴重，蕉農世家第五代黃稚淋看到父母親為了香蕉產銷而煩惱，決定返鄉幫助父親黃榮炫，頂著法律系畢業的背景，發揮專長協助地方產業轉型，研發特色伴手禮、打造山蕉歷史文化館。2012 年，成立了集元果食品有限公司，黃稚淋努力研發香蕉加工品，一項一項實踐成形、上架，期盼以曾被進貢日本天皇的山蕉，自創品牌重現風光，為在地蕉農找新出路。

Traditional Gourmet that Started up in a Market over Half a Century Ago

Taiwan was once a kingdom of banana. In 1960s, banana exports made up one-third of the island's foreign currency earnings. Jiji Township in Nantou County is one of the island's most prominent banana production areas. Grown in an environment with greater temperature differences between day and night and better drainage in slope areas, the bananas produced in Jiji feature thicker fragrance and firmer texture, once particularly fond of the Japanese emperor during the colonial period. However, in recent decades Taiwan's banana industry has suffered severe decline in exportation and agonizing production surplus. Huang Jhih-lin, the fifth generation of a banana farming family and a National Taiwan University law department graduate, decided to return to hometown to help her parents. She founded the company Ji Yuan Guo with self-owned brand Jjibanana, which has developed a great variety of creative snacks of banana flavors.

【山蕉大山承載產銷夢想】

黃榮炫父女倆積極拓展傳統產業觀光化，結合場域傳承與推廣山蕉，興建 Jijibanana 集元果觀光工廠，打造成活潑趣味的山蕉森林樂園。新鮮山蕉彈牙美味，加工後的山蕉食品也令人驚豔！為改變山蕉廉價印象，以包裝設計為出發，其設計理念以集集山蕉的產地「集集大山」為設計元素，融合日據時期天皇御用蕉的特殊符號「千」字等元素設計，一層一層堆疊，再以臺灣人「剝」香蕉方式，將禮盒從山頂「剝」開，外包裝一體成形，堆疊出大山造型的禮盒，再以版畫技法刀刻的圖像，象徵百年來香蕉文化產業興替，內容呈現四種山蕉烘焙食品，包括鳳梨酥、金蕉條、雪蕉捲、千蕉糖，除了集集的香蕉外，也選用了八卦山的土鳳梨，適度的酸甜調和，讓山蕉的滋味結合人文的溫度。期待將集集山蕉推向國際市場，讓更多人品嚐到 Q 彈的山蕉產品。

【揚名世界，蕉心依舊】

日本有香蕉蛋糕、韓國有香蕉牛奶，兩個不產香蕉的國家都有特色招牌，盛產山蕉的臺灣卻沒有代表性產品，集元果第 3 代黃榮炫因為有感於集集的山蕉被多數人遺忘，故成立集集山蕉合作社，整合在地蕉農，研發出天然的山蕉產品，並藉由文化館，讓更多旅客可以認識山蕉，也了解山蕉的背後故事，黃家父女希望透過自己的力量，為當地蕉農開創生機，重啟黃金歲月，用新產品突破產銷困境。

Banana Mountain and Banana Marketing Dreams

With the dream to revive Jiji's banana industry, the father Huang Rong-syuan and daughter Huang Jih-lin also established a banana history museum and a tourist factory, which is a banana play-land full of DIY funs. To alter the banana's stereotypical image as a cheap fruit, the company designed its Jiji Mountain Banana Fruit Snack gift box with elements referring to the banana's cultivated land Jiji Mountain and the Japanese character symbol for the emperor's royal use, as well as print art illustrating banana industry. To open the box, you peel off layers of these symbols and prints like peeling a banana, and you can see four varieties of banana delicacies, including pineapple-banana pastry, golden banana strips, banana egg rolls and dried bananas. The company hopes to introduce not only Taiwan's banana products but also Taiwan's banana culture to the international market.

The World-Famous Banana and the Persistent Mind Behind It

Japan has had a highly popular brand of banana cake, and Korea's banana milk beverage has made a hit, too. The two countries even do not produce banana. On the contrary, Taiwan, a world famous banana production kingdom, has not created a flagship banana delicacy. The Huang family, afraid that someday people would forget the Jiji mountain bananas and the behind stories, have made effort to organize local banana farmers and encourage them to practice eco-friendly farming methods and produce high quality bananas. They also have developed a variety of creative banana delicacies that they hope will help increase banana sales and bring back the golden age of banana to Jiji.



源天然米磚禮盒

Origin Rice Fiber Gift Box

Award Winner :

源天然農業有限公司
Origin Agriculture Co. Ltd

Cooperative Unit :

點睛設計有限公司

T : 08-936-0960

E : ashley@orice.cc

臺東縣臺東市浙江路 287 號

Specification :

12.7cm x 6.9cm x 4.9cm





臺東池上孕育特有黑纖米

The Distinct Black Rice Nurtured by the Soil of Chihshang

【友善環境，圓滿品牌理念】

臺東縣池上鄉最高的稻田區，最常出現的不是農夫，而是守護著田地的山豬群，這塊土地純淨的生態環境孕育了大自然中大冠鷲、金線蛙、穿山甲及山羌等稀有生物。而「源天然」范逸嫻與羅永昌返鄉落地生根後，以環境友善為其品牌的經營理念，導入科技農業技術與優質黑纖米，並與家鄉池上的部落農民合作共生，透過均衡生態環境，提供絕佳生長環境，提昇稻米品質，增加口感與營養素。初期在沒有客源的情況下，積極參與農夫市集和農事旅遊體驗活動，並透過網路操作等方式，逐漸建立品牌良好名聲。且為永續保護四周的生態環境，以自然農法生產影響周邊農民耕種，以達生生不息之經營目的。

Environmental Friendliness as the Core of Business

The Chih-shang Township of Taitung County is one of Taiwan's most outstanding rice production areas, noted for its pure natural environment, where wild boars, crested serpent eagles, green pond frogs, pangolins and Formosan barking deers appear in the rice paddies more often than human beings do. Fan Yi-sian and Luo Yongchang returned to their hometown Chihshang and founded the company Origin Agriculture, which sought for cooperation with local tribal farmers in producing Black Rice, a Taiwan's newly developed long-grained non-glutinous rice variety noted for rich nutrients. They try to grow the rice with friendly farming methods and promote their products in farmers' markets and online shops, gradually earning good reputation from a wider base of customers.

【以稻為道，傳遞米食文化】

范逸嫻與羅永昌務實打造「源天然」品牌，行事風格反映品牌精神與個性，推出的「稻纖禮盒」，設計以天然黑米及稻米的大地色系表現，材料選用稻殼再生材質，擁有淡淡的稻穗香，運用環保材質，不使用接合劑連著，沒有過度的包裝，外盒可重複利用，巧妙變成可以堆疊的收納盒，亦可藉由其稻殼纖維製成的特性再製成會呼吸的小盆栽，更能實踐關懷自然與土地共生的信念。考量增加消費者親子之間更親密的互動，造型設計採用積木堆疊概念，凹槽的結構，能夠創造出各式各樣的型態。源天然期望透過品牌與包裝的優質化，發揚光大臺灣米食文化。

【以愛出發，米壽之約】

「米」字可拆解成八十八，從前用來祝賀高壽長生，「呷飯沒」代表著愛與關懷。一碗米飯是飽食的基礎，范逸嫻與羅永昌一路走來，每一步都走得認真踏實，不僅深入研究黑米營養特質，亦跟著農業試驗所退休教授范宗辰進入米種培育的世界，並取得新品種黑纖米，成為源天然新一代的黑米代表產品。為了貫徹好東西要讓更多人知道的思想，源天然期望對社會與地方產業貢獻一己之力，與在地稻農一同發展池上稻米產業，因此連續二年帶著黑纖米遠赴比利時參加國際性食品品質比賽，期望透過池上獨有黑纖米，讓臺灣富饒的美食文化在國際發光發熱。

Rice as an Carrier for Culture

Adhering to the company branding strategy, Origin Rice Fiber Gift Box adopts minimalist packaging design and uses environmental friendly materials made from recycled rice husks without the use of chemical adhesives. Slightly smelling of rice spikes, the gift box can be reused as a stackable container or a plant pot. It was designed like a building block with undercut grooves around face edges so that you can use a multiple number of it to build different shapes of stacked containers. The use of natural materials based on recycling concepts is one of the company's ways of defining quality products, with the hope to make a hit on international stage to allow the world to see Taiwan's enticing rice culture.

The Rice with Good Wish for Longevity

“Have you eaten rice yet?” is a traditional greeting common in Taiwan society for expressing good will and care, where a bowl of cooked rice is the source for feeling of fullness. With the wish to bring rice back to Taiwanese people's dinner table as a staple food, Fan Yisian and Luo Yong-chang have been working very hard. They have studied nutritional facts about rice thoroughly, they have followed the retired agricultural scholar Fan Zong-chen to learn about the breeding of rice varieties, and finally they chose the newly innovated variety—the long-grained non-glutinous Black Rice for their staple products. They have worked side-by-side with local rice farmers, and they have gone abroad for several times to participate in international food quality competitions, with the hope that one day the distinct rice grown in their hometown Chihshang will glow on the international stage.



烏魚子杉木食盒

Mullet wooden snak box
Houli master-Picnic basket"

Award Winner :

樂物文創股份有限公司
LoLo-Wood

T : 04-2436-4055

E : service1@loowood.com /
臺中市北屯區建功巷 29-11-7 號

Specification :

19cm x 13.5cm x 14cm





透過木作創意食器， 重溫過往的美好

Getting Back to the Good Old Days in the Odor of Wood

【與木為伍樂生活】

臺中豐原與東勢地區早期鄰近大雪山林場運輸集散地，深厚的林業產業背景，造就了豐原、東勢、后里、神岡地區一帶下游木器加工業風光一時。隨著林業沒落，木加工產業逐漸外移，許多美好木加工技藝也逐漸消失，喜愛木頭的劉孟宜因而創辦品牌樂樂木，以「樂於與木為伍的樂生活」之品牌初心，現代設計的品牌創新，讓傳統匠師的精湛手藝再現。初期樂樂木開發手機座、鑰匙圈等療癒小物，這兩年則取材臺灣以往生活的器物，一同找尋童年中那股木製器皿的味道，因此常使用於運輸食材與送食物的提籃、謝籃等為設計概念，持續開發木製食盒、木製置物盒等木盒類產品，把美好木器物的記憶，再度帶回到人們的日常生活中。

Live a Life with Love for Wood

The Dasyueshan, or Big Snow Mountain, has Taiwan's finest high mountain forests, which had spawned thriving wood-related industries in its surrounding areas, including wood transportation and distribution, wood processing, woodworking and wood art, until the ban on deforestation became the keynote of governmental policy in late 1980s. As many wood processing firms have moved abroad, many native woodcrafts have also gradually disappeared. Kay Liu, a designer from Fengyuan District of Taichung, decided to return to her hometown to establish Lo-Lo wood in an effort to revive the art of traditional woodcraft with modern designs. From wooden phone holder, key ring, to a broader range of utensils such as wood food box and container, Lo-Lo wood has been making every effort to recover the once-familiar nice odor of wood in our life and memory.

【溫潤木製食器乘載豐富意念】

劉孟宜於創作時希望能用溫暖的木頭為媒材，製作不失設計感與傳統文化意涵的實用木製品，因此從早期臺灣日常生活發掘出此次烏魚子杉木食盒的創作理念，使用材料係以適合吸收水份、不易發霉的雲杉木製作而成，雲杉從前便是用來製作儲放米食飯桶或是蒸籠的材料，讓木食盒可以直接呈裝熟食，使用後保養也非常簡單，溫暖木頭材質打磨的木食盒，有著豐原傳統匠師純熟的技藝，也有劉孟宜現代設計的巧思，食盒材質邊角圓滑，搭配木栓加固，再以棉麻或皮革提把裝飾，上蓋則有一條固定提帶的溝槽，形似烏魚子，因而取名為烏魚子杉木食盒，而這也是連結起食物與食器的關係，木盒更可依使用需求堆疊收藏，做為家庭聚餐擺盤或是旅遊野餐，外食等都是適宜的食器，造型和手感擷獲不少木作愛好者的心。

【以小我完成大我，再造木作產業繁華】

樂樂木之經營理念，係以生活化與量產為主要產品概念，希望能真正的落實生活層面上的使用，不是工法堆疊昂貴的藝術品，而是實用與設計感兼具的產品，選用木質材料都是來自國際認證 FSC 的循環經濟樹種，希望木頭的使用循環對環境是友善的，讓木器產品透過設計使價格更親易近人，更容易進入到每個人生活中成為實在的生活伴侶。劉孟宜憂心木加工業逐漸流逝，期盼透過自己的木作設計，能夠為在地的產業尋找新方向，讓豐原的木業加工再創風華。

Lukewarm Wooden Food Container Carrying Rich Ideas

The Mullet Wooden Box can serve as a meal box, a snack box or a picnic box, made of spruce wood, which is light, soft, easy to absorb water but less easy to grow molds. The product is rich not only in practical usages but in cultural implications, as in the early days of Taiwan, spruce was often used for making cooked rice barrels or steamers. This piece was designed by Liu and made by a skilled Fengyuan artisan; it features warm and polished wood material, round edges, wooden pegs, in addition to a carrying handle made from cotton, linen or leather. On the top of the cover, there is a groove for fastening the handle, which is like the groove on mullet, a symbolic linkage between food and container and the reason why the food container is named as Mully. The hand-making feel of this product has enticed many wood lovers.

Not for Self-interest but Overall Industrial Revival

The Lo-Lo wood founder Kay Liu does not pursue after highly crafted and expensive art pieces but price-affordable commodities that can be practically used in life with an esthetic touch of design. She uses only FSC-certified wood varieties in producing her works, as a way to promote the ideas of environmental friendliness and circular economy. She is so afraid of the decay of her local wood processing industry, wishing to find a way out for the local traditional industry and pushing for a wood revival on her motherland.



嬤嬤覓呀
純干貝醬-影響禮盒

Mamagoods gift box

Award Winner :

嬤嬤覓呀
Mamagoods

Cooperative Unit :

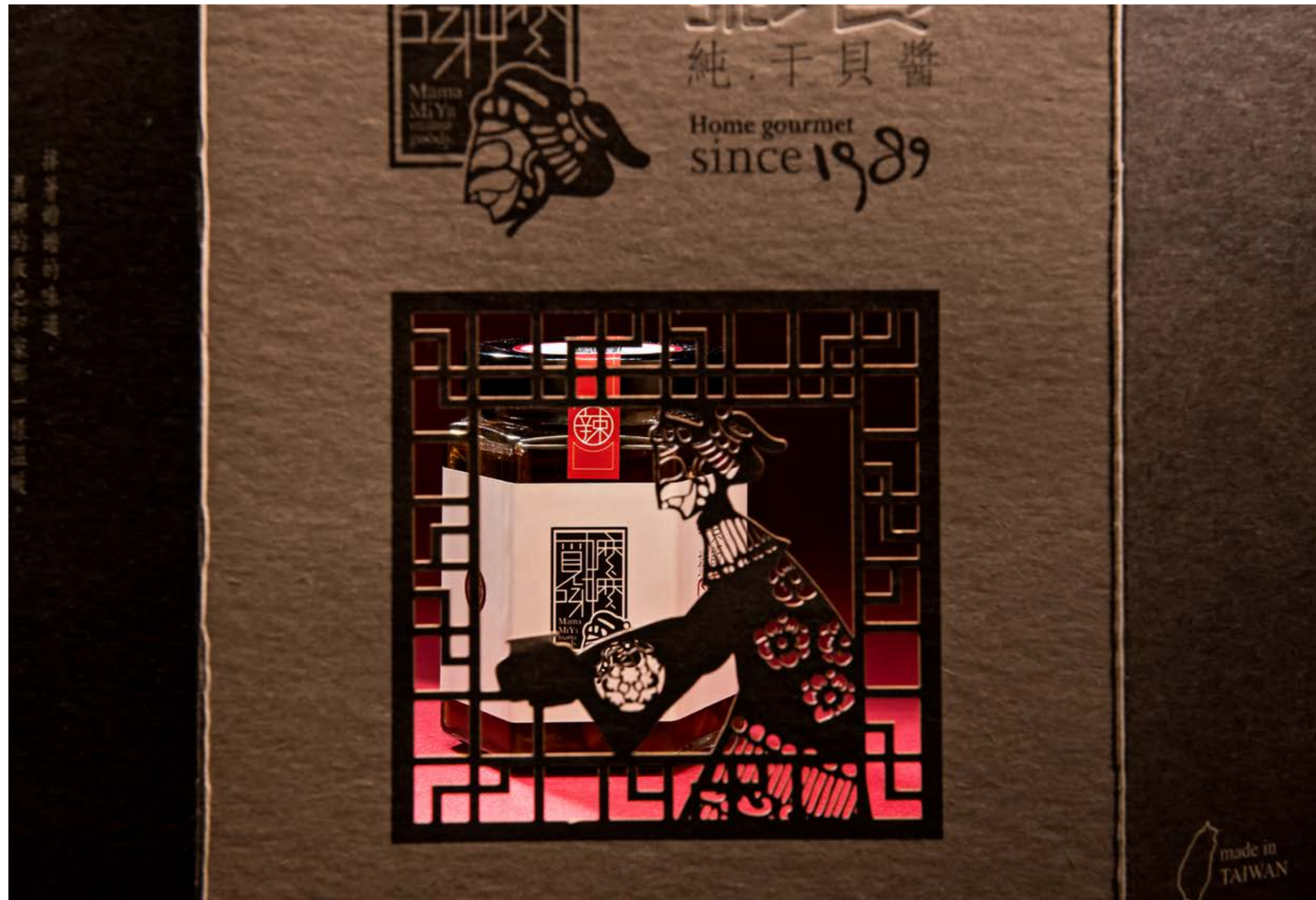
妝點視覺設計

T : 07-522-7028

E : grace_chien@mamagoods.com.tw
高雄市鼓山區明誠三路 475 號

Specification :

24.5cm x 16.1cm x 7.3cm





用吃的原味， 了解愛天然的味道

The Savor of Love Learnt from Mom

【手撕，守思】

一切，都是從愛開始，二十年前，媽媽做了干貝醬，怕不會煮飯的女兒在英國沒吃好。二十年後，女兒學了干貝醬，想讓不愛吃飯的幼子多吃幾口飯。不放添加物、不放防腐劑、不放干貝以外的食材，只是原則，這罐干貝醬的講究，是堅持手撕。干貝夠大夠好，一縷縷嚼到天然的甘甜。成團的干貝堅韌，要成絲，只能耐著性子，重複同一個步驟。手撕的人，同時也是守思的人。守在這裡，思在那裡，把絲絲縷縷的心意裝進瓶裡，送到掛念的人手裡，想為他添點溫暖，想讓他在往夢想走去的路上多點力量。因此簡曉琛於 2015 年創立品牌 嬾嬾覓呀，「覓呀」的臺語意指：「東西」，國語的覓為「尋覓」，依著嬾嬾呵護家人的心，致力於生產吃的安心的食品，就像媽媽的私房菜沒有捷徑，沒有複雜調味和過度烹煮，沒有米其林餐廳的挑剔絕學，卻能忠實保留食材原本的風味和營養。

Hand-shredded Scallop Sauce, the Most Missed Flavor

It all began with love. 20 years ago, when the daughter was in England, the mother in Taiwan was so afraid that her daughter did not eat well while away from home, so she made this scallop sauce, commonly known as XO sauce, and sent it to her daughter. 20 years later, when the daughter became a mother, she tried to learn how to make the same scallop sauce to make the plain rice more palatable and enjoyable so that her kids would eat more meals. Without additives, preservatives, and unnecessary ingredients, this bottle of scallop sauce uses solid scallops and natural flavorings. Instead of using machines or mechanical tools, the steamed scallops were shredded into threads by breaking them up between fingers before they are fried to make the sauce. The daughter and mother Jian Siao-chen founded the brand Mamagoods in 2015, with its brand name playing words and puns in both Chinese and English versions. No Michelin-grade extraordinariness, the product is as simple, as natural, and as good as Mommy's love for kids, gastronomy from mother's kitchen.

【以古典風格襯托高雅的東方魚子醬】

簡曉琛對產品的要求細緻，禮盒設計上特以窗櫺的刻花，搭配嬤嬤覓呀的皮影戲風格 Logo，以現代復古風的包裝設計，結合高雄大崗山皮影戲的在地特色，在「影」之間聯想起「影響」與「皮影戲」，將母親的愛與東方藝術結合，帶出故事影響力。材質上則呼應無添加的概念，選用灰紙板，以精緻的雷射雕刻將干貝醬襯托出「東方魚子醬」的高雅形象。運用仿金屬材質特性所造成的倒影效果，當光線映入鏤空的皮影雕刻，光影隨之閃動，似母親給予異鄉遊子的愛，遠遠的卻又默默的影響著，嬤嬤的微彎身軀帶著一抹微笑，總在兒女最疲憊時給予濃烈關愛。採取打凹印刷，淺化影響二字，不加以過多色彩，「影響」總在時間洗滌下而顯得迷人，沉靜地像是嬤嬤的異鄉叮嚀，像是餐桌上總忘不了的那道純干貝醬。

【唯有愛，才能堅持原味】

嬤嬤覓呀成立於 2015 年，是一家來自高雄的在地廠商，強調在地特色，致力於生產吃的安心的食品廠商，也因此嬤嬤覓呀所有系列產品的製造過程，依循歐盟 clean lable 精神製造，訴求嚴選食材，使用環保包裝，無添加物。純粹的食材原味，去除火腿、蝦米、魚干、雞粉等提味佐料，簡單素材還原，天然回甘，不加糖、味精、人工甘味劑，忠實呈現頂級大干貝自然鮮甜，堅持純手工，細心剝絲，干貝絲長而不硬，口感軟 Q 纖細，保留食材原始風味。簡曉琛異鄉求學記憶中的干貝醬，在她 20 年後重返高雄這片土地，縷縷在她心頭上魂牽夢縈，用這份愛的味道投注在後續誕生的杏鮑菇拌飯醬、鳳梨青檸醬等產品，皆謹守無添加的原則，精緻細膩的味道與包裝成了表達心意的送禮上選，媽媽對孩子的愛、家人之間的愛，因之世代傳承，無限擴大。

Classic and Elegant “Eastern Caviar”

The Mamagoods gift box adopts a modern-retro style in packaging strategy, with references to traditional window frames, engraved flowers and shadow puppetry. Shadow puppet theatre is a traditional folk art once prospering in Da-gang-shan district of Kaohsiung, Jian Siao-chen's hometown, while here also conveying how the mother's love can play influence on their kids. Using gray paperboard and laser engraving images, the packaging tries to deliver a low-key but elegant product image of scallop sauce, which in eastern Asian areas including Taiwan and Hong Kong is deemed as caviar on the western dining tables. The shadow puppet image created by paper-cutting is a grand mom bending over with a loving smile, indicating the maternal care that soothe our soul while we are away from home and the dishes and flavors that we would never forget, including this scallop sauce.

The Insist on Original Flavors Because of Love

The Mamagoods is a company based in Kaohsiung with their products emphasizing local features and food safety guidelines. All its series products use environmentally friendly packaging materials and are manufactured in observance of EU “clean label” doctrines without adding artificial additives—no sugar, no MSG and no artificial sweetener. The contents include only big scallop, ham, shrimp, dried fish, and simple flavorings to present natural sweetness of prime seafood ingredients. The steamed scallops are manually shredded into threads to preserve texture and good flavors. The meticulousness is an influence from mother, and the influence can be seen in other products of the company, such as king oyster mushroom sauce (for rice bowl) and pineapple lemon sauce. Mamagoods hopes to pass down mother's gastronomy and maternal love from generation to generation.



2007-18 歷屆獎作品介紹

Previous Award Winning
Introduction 2007-2018

2007



2018

OTOP

Previous Award Winning Introduction

歷屆設計獎

2018

Awards Winners Introduction

得獎作品介紹

詩味。台灣茶詩蛋糕&花見餅乾

許家長壽麵禮盒

有土斯有財-平安香火

豬仔肉乾禮盒

花都嘉年華禮盒

【野樂茶】茶山太極-台灣文山包種茶

好緣糖

所長茶葉蛋【蛋願人長久】四囍蛋禮結

上下花器

迷你號角

熊爸爸與牠的家

老鍋米粉-65公克即食沖泡米粉單入包

竹叉匙

詩味。台灣茶詩蛋糕&花見餅乾

Poet's tea cake & flower cookie



山木島結合特色花卉與花語，融合在地情感入詩，推出詩味。台灣茶詩蛋糕&花見餅乾，邀請世界各地的人們透過閱讀深入了解孕育當代創作養分的這片美好土地。

Shanmu handmade these Flower Cookies & Poet's Tea Cake that combined with images and connotations of Taiwanese flowers, and tried to connect people's feelings, that allowed foreigners around the world to read and understand the beautiful land

得獎者 -

山木島

Award Winner -

Shānmù

Tel -

03-787-4988

Web-

<https://shanmudao.com.tw/>

許家長壽麵禮盒

Shiding Hsu's longevity handmade noodle gift box



許家麵線以手感版畫表現山城靜謐，運用不同的色彩區隔產品口味，搭配「壽」字腰帶設計，將臺灣手工麵線文化與工藝之美，分享給更多遠道而來的客人。

Shiding Hsu's Handmade Noodle shop provided that noodles are packaged with prints of handmade feel, with different colors segregating different flavors, and the Chinese knot of merry color on elegant belly band, making the product suitable to share Taiwan's characteristic noodle culture and craftsmanship to a broader world.

得獎者 -

石碇許家手工麵線行

Award Winner -

Shiding Hsu's Handmade Noodle

合作單位 -

麥傑特設計有限公司

Cooperative Unit -

MAGIC CREATIVE

Tel -

02-2663-3004

Web-

<https://www.facebook.com/sdnoodles>

有土斯有財-平安香火

Yingge Fuhsing Temple lucky charm- luck and fortune



平安香火牌以傳統護身符為其造型，上方壓印地名、廟名、神明聖號，隨著配戴時間漸長，便能感受古早磚胎歷經歲月後的溫潤質感，更是生活記憶中深具溫度的土地故鄉情。

The Yingge Fuhsing Temple Lucky Charm contains a ceramic talisman pressed with characters indicating the place, the temple's name and the god's holy name; the color of biscuit firing conveys the warmth of time, the temperature of kiln and the people's affections for the land.

得獎者 -

新旺陶瓷股份有限公司

Award Winner -

The Shu's Pottery

Tel -

02-2678-9571

Web-

<http://www.shuandws.com/>

豬仔肉乾禮盒
Pork Jerky Gift



「豬仔肉乾禮盒」取名諧音「豬寶盒」，期望將一甲子的種種回憶如珠寶般存放於寶盒內，獻給同等珍貴的顧客，包裝材質選用環保紙漿模，可作為存錢筒、收納盒、植苗盆等多種用途。

“Jewelry box”, as in Chinese the word “pig” is homophonous to “jewelry”. The design indicates that the memory about the old days which is as precious as jewelry and shall be presented to esteemed guests. Environmental friendly paper materials can serve to be a pig bank, storage box or seeding box.

得獎者 - 萬全馨食品行
Award Winner - W.C.HSING
Tel - 04-2687-2369
Web- <https://www.wchsing.com.tw>

花都嘉年華禮盒
Flower Carnival



丸文秉持高品質原物料，精選超大型白旗魚，二十年以上職人烘炒技術，搭配獨家提煉豬油及魚大骨高湯川燙，造就魚鬆綿密口感，香味十足，也因此遠近馳名。

Wan-Wen has insisted in high quality production process, and selected the giant black marlin which was fried finely shredded fish meat with exclusively skills of over 20 years experience, achieving the fluffy and grainy Sailfish Floss known far and wide for its rich savor.

得獎者 - 丸文調理食品有限公司
Award Winner - WAN-WEN FOOD PROCESSING INDUSTRY CO.,LTD
Tel - 04-3608-6789
Web- <https://www.wan-wen.com.tw/>

【野樂茶】茶山太極-台灣文山包種茶
[Delight Tea] Tai Chi Taiwan Wenshan Pouchong Tea



也樂選用臺灣代表性茶樹品種青心烏龍，忠實呈現包種茶鮮活甘甜，似露似霧凝香的滋味。以團球狀的棉布茶包，包裝繫綁形態神似如打太極，故名「太極茶包」。

ELLO Company selected the leaves of Taiwan's Qingxin Oolong that presents the sweet and vivid, dewy fragrance of Wenshan Pouchong Tea, and the tea is wrapped in a small round cotton bags and tied up with drawstrings in a shape resembling a person doing Tai Chi movements.

得獎者 - 也樂商號
Award Winner - ELLO COMPANY
Tel - 02-2914-5134
Web- <https://ellostore.com.tw>

好緣糖
Tea Candy



好緣糖的原料嚴選日月潭紅茶、凍頂烏龍茶及臺灣蒸菁抹茶，外包裝以御守為造型，結合了臺灣在地神祇文化，透過細膩的工筆畫和討喜用語，成為祝福親友的送禮伴手好物。

Tea Candy is made from tea named Sun Moon Lake Black Tea, Dong Ding Oolong Tea and Primary Processing Matcha. And they are designed into shape of talisman and each has image of a Taiwanese deity on it. These design is a suitable gift for relatives or friends to deliver good wishes.

得獎者 - 百二歲國際開發有限公司
Award Winner - PAH JI HUE' Gift Box-Fruit Tea
Tel - 04-2314-8259
Web- <https://www.eatea120.com.tw/>

所長茶葉蛋【蛋願人長久】四喜蛋禮
Happiness Gift Box



這「史上最龜毛」的茶葉蛋，歷練著功夫和心意。由資深裁縫職人使用大菜市布莊的平織綿布織縫寄託祝福與思念的特製和風紙腰帶包覆之。

The meticulous process requires not only skills but also mind and thoughts. And the gift box is wrapped up with cotton fabric nicely tailored by senior tailors. A Japanese style paper belly band is applied to deliver wishes and blessings.

得獎者 - 所長茶葉蛋
Award Winner - Sheriff Tea Egg
Tel - 06-590-0513
Web- <https://www.sheriffteaegg.com>

上下花器
The New old Vase



上下花器製程堅持臺灣在地工廠工法技術製造，結合異材質，支架採用鐵線技術，表面電鍍噴漆；外容器採用山毛櫸磨砂，透明漆塗裝；花器內容器則以鋁材車床成型。

All processes are completed by local factories using their own methods and technology. This piece is composed of multiple materials: the supporter uses wiring technology, with plated and spread-painted; the exterior container uses beech wood, and painted with gloss lacquer; and the interior container is made of aluminum.

得獎者 - 柒木設計
Award Winner - KIMU Design
Tel - 02-2503-3651
Web- <https://www.kimushoptw.com>

迷你號角

The Mini Bugle



賀聲樂器將傳統的三種調性結合於號角上，黃銅管材由工匠操作精密機台，使之經歷三次彎曲成型，此步驟強調熟練的技能與經驗，細緻的表面處理，成就非凡多調性號角。

Hoxon Gakki developed the mini-bugle, which combines three traditional tonalities for brass instruments into a small piece one, that is processed by craftsman with high precision machines to be welded together. These excellences, combined with refined surface treatment and quality, are all the makings of this extraordinary multi-tonality Mini-Bugle.

得獎者 - 賀聲樂器股份有限公司
Tel - 05-295-0717
Award Winner - Hoxon Gakki Corporation
Web - <http://www.carolbrassstourismfactory.com>

熊爸爸與牠的家

Bear Papa & His Home Ratcheting Screwdrivers



熊爸爸與牠的家，內含棘輪裝置握把及常用規格尺寸的起子頭，操作簡單輕鬆，老少咸宜，家則是一收納盒，整體還可延伸使用功能作為手機架或名片座。

Bear Papa is a set of easy-to-use ratcheting screwdrivers with regular specifications, convenient for parents and kids to do repairs or DIY works at home; HIS HOME is a container for affiliated tools and can also be served as mobile phone stand and name card holder.

得獎者 - 愛心進行銷設計股份有限公司
Tel - 04-2335-4628
Award Winner - iThinking Original Design Co., Ltd.
Web - <https://www.ithinking.com.tw>

老鍋米粉-65公克即食沖泡米粉單入包

Old Pot Rice Noodles



老鍋米粉包裝設計採用城隍廟、新竹火車站、迎曦門等歷史建築、及製作米粉的原料及工具等，以圖章的方式呈現表示米粉產業與新竹在地印記相互融合。

The packaging of Old Pot Rice Noodles uses logo of design elements including images of Hsinchu City God Temple (Cheng Huang Temple), Hsinchu Railway Station, and Hsinchu's historical architecture Ying Xi Gate, as well as stamp images of tools and ingredients associated with rice noodle industry.

得獎者 - 興僖食品企業有限公司
Cooperative Unit - ATSAI Brand Design
Award Winner - Shing Shi Food Co., Ltd
Tel - 03-537-3075
合作單位 - 阿蔡品牌規劃有限公司
Web - <http://www.oldpotrice.com>

竹叉匙

Bamboo Fork&Spoon



竹叉匙採用臺灣特有的竹子「保青」技術，保留原有的紋路與色澤，並配置上磁吸功能，收納方便使用壽命長，發揮餐具最大的效能，降低環境生態壓力。

Bamboo fork and spoon are employed Taiwan's unique bamboo processing technique to protect the green color which preserve the natural pattern. Magnet is applied to make it easier for storage and extend length of the ones, maximizing the functions of tableware while lowering its impact on the environment.

得獎者 - 點睛設計有限公司
Tel - 02-2557-2887
Award Winner - Dot Design
Web - <https://www.ddoott.com>

2017

Awards Winners Introduction

得獎作品介紹

花語杯

HANDS 旺仔雞

LABOOS 健康分隔餐盤

「台中風采旅遊伴手禮」糖果盒

茶山房十週年紀念禮盒

壹口切烏魚子禮盒

賀聲樂器-迷你小號

后里職人-有禮木提盒

生命樹之萃禮盒

點茶 1869 台灣茶系列-山型禮盒組

花語杯

Floriography



花語是人們根據各種花卉的特點與習性，賦予不同的象徵意義，結合花語創作出一系列如花朵綻放般的造形杯款。

Every flower has its own character. Our team integrates the language of flowers into handmade blown glass to create a series of flower-shaped cups.

得獎者 -
韻晴創作室

Award Winner -
Avil Studio

Web -
avilstudio.com

Tel -
03-601-7328

HANDS 旺仔雞

Lucky chicken



「旺仔雞」，一款桌上型清潔毛刷，充分發揮雞毛本身的清潔功能，透過設計讓傳統工藝重新進入生活。

Taiwan Sambar deer are guardian spirits of the forest. The design symbolizes the spirit of Taiwan's aborigine people's coexistence with nature. This work of art can be used as a flower vase or an incense burner, and it is a fusion of handicraft design and life lived to the fullest.

得獎者 -
HANDS

Award Winner -
HANDS

Web -
<https://www.facebook.com/hands.LifeStyle/>

LABOOS 健康分隔餐盤

la-boos Healthy Portion Control Plates



laboos 的理念是「用簡單的設計和材質，解決生活的問題」，因而使用竹子製作出「健康比例的餐盤」。

LABOOS came up with an idea of making tableware from bamboo with a focus on healthy diets.

得獎者 -
樂舖

Award Winner -
laboos

Web -
www.laboos.com.tw

Tel -
049-264-3971

「台中風采旅遊伴手禮」糖果盒

FongDen - "Taichung style travel with hand ceremony" candy box



丰丹禮盒整體設計延續丰丹品牌華麗時尚的設計風格，創意繪製臺中十個具現代化特色的新地標活動景點。

With a gorgeous and stylish design, the Candy Box demonstrates 10 new landmarks with modern features Taichung.

得獎者 -	丰丹嚴選本舖有限公司	Cooperative Unit -	use brand & package design co., Ltd
Award Winner -	FongDen Strict Selection Co., Ltd.	Web -	www.fongden.com
合作單位 -	優勢品牌包裝有限公司	Tel -	04-2328-2789

茶山房十週年紀念禮盒

Teasoap 10th Anniversary Gift Box



深知肥皂的不起眼，但因為作皂職人用心與傳承的工藝，讓每一塊手工皂都「簡而不凡」，堅持用好的東西讓大家好用。

With patience and inherited crafts, craftsmen make each piece of handmade soap simple yet extraordinary We insist on sharing the best thing with everyone.

得獎者 -	茶山房	Web -	www.teasoap.com.tw
Award Winner -	Legoai Workshop	Tel -	02-8671-8822

壹口切烏魚子禮盒

Grilled Mullet Roe (one bite pack)



禮盒以烏魚子造型為設計概念，富有蚵仔寮當地特色，融合漁村文化，外盒使用再生紙製成，不僅美觀也將環保觀念融入其中。

The gift box is designed in the shape of mullet roe to reflect the feature of Keziliao Fishing Harbor and the culture of a fishing village. Made of recycled paper, the box is well-designed and environmentally-friendly.

得獎者 -	高雄市梓官區漁會	Cooperative Unit -	Bosin Design
Award Winner -	Tzukuan Fisheries Association	Web -	http://www.eatfish.org.tw
合作單位 -	柏鑫品牌設計公司顧問	Tel -	07-617-6110

賀聲樂器－迷你小號

Mini Pocket Trumpet



迷你小號是工匠嘔心瀝血的傑作，除了創新開發，也特別注重綠色設計的思維，期許能為臺灣銅管樂器文化的傳承盡一份心力。

Mini Pocket Trumpet, this year is a painstaking masterpiece with the special focus on green design, in the hope of contributing to the inheritance and promotion of brass instruments.

得獎者 -	賀聲樂器股份有限公司	Web -	www.carolbrasstourismfactory.com
Award Winner -	Hoxon Gakki Corporation	Tel -	05-295-3688

后里職人-有禮木提盒

Houli master-Picnic basket



樂樂木希望扮演一個透過設計與木工匠師們交流的平台，期望能將記憶中的美好木器物產品再帶入到我們的日常生活中，因為這是獨特的地方記憶所在。

LoLo-wood hopes to serve as a platform, where designers and carpenters exchange opinions. LoLo-wood hopes to bring the wonderful wood products he remembered to daily life once again.

得獎者 -	樂樂木	Web -	www.taiwanwoodlove.com
Award Winner -	LoLo-wood	Tel -	04-2239-6708

生命樹之萃禮盒

Extraction of tree in our life



結合臺灣在地木材及臺灣檜木而成的生命樹文創商品，每棵樹都有自己獨特的個性，搭配生命靈數來尋找與認識屬於自己的守護樹。

Integrating local wood and Taiwan Cypress, The Life Tree series emphasize that each tree has its own character. Everyone can find his/her guardian tree by matching the character of the tree and numerology.

得獎者 -	愛木村	Web -	iwoodvillage.com
Award Winner -	i-WOOD VILLAGE	Tel -	05-232-2441

點茶1869台灣茶系列-山型禮盒組

Chosen Tea 1869- Taiwanese Tea Series-The Mountain Set



點茶 1869 品牌包裝分成兩大系列，山型禮盒包裝及經典窗花木盒包裝。以環保材質、延續性及重複使用為主要重點。

The product is a perfect marriage of traditional craft art, modern technology and people's daily life, allowing more people to experience the beauty of brass instruments.

得獎者 -
點睛設計有限公司
Award Winner -
DOT Design

Web -
www.ddoott.com
Tel -
02-2557-2887

2016

Awards Winners Introduction

得獎作品介紹

大理石袋具系列-13吋大理石手拿包

臺灣新景禮盒

池上生活米禮盒

平衡茶具組

香水蓮花茶

走走印印·活印盒聞森笛

石好靈淨水石

福釀坊純釀醋

手機擴音器(復古琥珀)

2017

Awards Winners Introduction

大理石袋具系列-13吋大理石手拿包
Original Collection - 13" Marble Clutch Bag



運用天然樹脂混合大理石粉成為各色粉體並噴塗在布片上，由於粉體在凝聚過程中自由漫溢的特性，使得每件單品皆呈現獨一無二的礦石紋理。

The decorative powder is of various colors and made by combining natural resin and marble powder, which flocculates after being spread onto cloth and generates patterns of ore-like texture, with each piece different from each other.

得獎者 -	Web -
BLACK TAILORS	www.blacktailors.com
Award Winner -	Tel -
BLACK TAILORS	02-2944-9050

臺灣新景禮盒
Taiwan Alishan Tea Series Gift Set



「臺灣新景禮盒」內含烏龍、金萱、紅茶三種茶品，以輕巧、方便攜帶的袋包散茶裝，利於將臺灣茶推向國際。

The pack of Taiwan Alishan Tea Series Gift Set contains tea bags of three varieties--Oolong, Jinxuan, and Black Tea, which are easy to carry, helping to bring Taiwan tea to overseas countries.

得獎者 -	Web -
山里日紅	www.sunriserepot.com
Award Winner -	Tel -
Sunrise Re Pot	06-239-6858

池上生活米禮盒
The Gift Box of Life Style from Chi-shang



禮盒設計帶入郵件包裹意象的符號及繫盒紙繩，以送禮寄情之象徵，讓米也能成為傳遞人與人聯繫情感的橋樑。

The Gift Box of Life Style from Chi-shang is designed as a mail parcel tied up with a delicate paper string symbolizing sending love and care, making rice a bridge connecting human relationship.

得獎者 -	Cooperative Unit -
台東縣池上鄉農會	FANHSU Corporation
Award Winner -	Web -
Chi-shang Farmers' Association	www.csfa.com.tw
合作單位 -	Tel -
凡止文創有限公司	089-864-880

平衡茶具組
Balanced Kettle



平衡茶具組的設計蘊涵西方極簡風格，加上東方禪風美學，保留原本陶製品的溫潤感，以複合式材質增添層次感。

The Balanced Kettle combines western design principle of simplicity and aesthetics of Zen style.

得獎者 -	Cooperative Unit -
佳鼎國際股份有限公司	3+2Design Studio
Award Winner -	Web -
COCERA INT'L CO.,LTD	www.shus.com.tw
合作單位 -	Tel -
3+2Design Studio	02-2678-8868

香水蓮花茶
Lotus Tea



「香水蓮花茶」透過烘焙改良，綿延了蓮花有限的生命，將蓮花的高雅與香氣保留在適中溫度裡，讓品茗者擁有獨特生活體驗。

DeWind's Lotus Tea prolongs the life of pink water lily by dehydrating it through a baking process and preserves the flower's elegance and fragrance in a proper temperature range, which has refreshed drinker's tea experience.

得獎者 -	Web -
定風閣國際有限公司	goo.gl/18O18V
Award Winner -	Tel -
DeWind International Co.,Ltd.	06-222-8606

走走印印·活印盒
iLetterpress



「活印盒」以厚紙板做成各種尺寸「紙鉛角」，替代鉛減低重量與成本，既保留原有的技法，更易於攜帶及使用，讓大眾能透過簡易排版，瞭解活字印刷與鉛字的真正價值。

Paper quads are employed to substitute lead quads to make the box lighter and easier for carrying. Through the simplified and miniaturized product, people can understand the basic theory, practice and value of traditional letterpress printing.

得獎者 -	Cooperative Unit -
阿之寶有限公司	Peng-Hsiang Kao
Award Winner -	Web -
A-Zhi-Bao Co., Ltd.	www.facebook.com/iLetterpress
合作單位 -	Tel -
高鵬翔	03-831-5189

聞森笛

Wood Song Flute



「聞森笛」設計靈感源自嘉義市肢體障礙服務協會，為讓大家輕易學會樂器，拾憶設計團隊改良非洲「Kazoo」樂器，開發音樂性產品。

The design of Wood Song Flute was inspired by Chiayi City Disability Council, which is aimed to allow all people to learn and play the musical instrument very easily. The flute was renovated from the African musical instrument Kazoo.

得獎者 -
拾憶企業有限公司
Award Winner -
Wood Song Co., Ltd.

Web -
www.facebook.com/WoodSongDesign
Tel -
0929-855-320

石好靈淨水石

Water+ AQUA RECTifier



「石好靈淨水石」是全世界第一款環保攜帶式淨水石，期望傳達「喝好水、種好樹、做好事、利他也利己」的正面力量。

Water+ AQUA RECTifier is the world's first portable water purifier made of environmental friendly materials, which is meant to deliver positive power beneficial to environment, to other people and to ourselves.

得獎者 -
博凡生技有限公司
Award Winner -
PROVEN Biotechnology Ltd

Web -
www.proven.com.tw
Tel -
03-931-1780

福釀坊純釀醋

FU NIANG FANG BrewingVinegar



嚴選友善土地所孕育的農產品為原料，以獨家自釀菌種遵循古法進行酒化及醋化釀製，並加以改良修正製程，營養分子細小易吸收，並賦予醋飲獨特風味口感。

FU NIANG FANG has selected Taiwan's native and eco-friendly grown agricultural produces for ingredients,the company brews vinegar with ancient methods and refines it with innovative procedures to make it easier for body intake and deliver a unique flavor.

得獎者 -
揚大生技股份有限公司
Award Winner -
Yangda Biotech Co., Ltd

Web -
www.funiangfang.com.tw
Tel -
04-2254-7800

手機擴音器(復古琥珀)

Desk Trumpet in amber lacquer



將傳統技藝與現代 3C 科技、日常生活完美融合在一起，讓更多人體驗到銅管樂器之美。

The product is a perfect marriage of traditional craft art, modern technology and people's daily life, allowing more people to experience the beauty of brass instruments.

得獎者 -
賀聲樂器股份有限公司
Award Winner -
Hoxon Gakki Corporation

Web -
www.carolbrassstourismfactory.com
Tel -
05-295-3688

2015

Awards Winners Introduction

得獎作品介紹

擷竹椅

Bamboo Chair



傳統竹管椅製作技法融合現代高腳椅架構，竹管、木頭和金屬後加工的設計運用，宛如錯落的竹林，交錯構築跨世代印象的擷竹椅。

It combines the technique of producing traditional bamboo chairs and the structure of modern stools. The natural bamboo tube, wood and metal post-processing design constructs the "Bamboo Chair" with cross-generation image, just like the bamboos in bamboo forest.

得獎者 -
亞設王設計有限公司

Award Winner -
Asia One Design

合作單位 -
台灣高田股份有限公司

Cooperative Unit -
TAKATA

Web -
www.asiaone.biz

Tel -
02-7728-5585

綻放

Blooming



透過器具與圖騰了解當下生活面貌與文化意涵；將豐富而吉祥的傳統糕餅飾紋印記延伸到茶食器皿，畫面猶如百花綻放般生動優雅。

People can still get a glimpse of the traditional lifestyle and culture through the containers and the pattern designs. We extend the patterns represent good luck to tea and dessert utensils, reveals elegance and delicacy with the flowery patterns.

得獎者 -
二喜設計有限公司

Award Winner -
HEE Porcelain CO., LTD.

合作單位 -
宏大製模社

Web -
www.heeporcelain.org

Tel -
02-2368-3120

幸福同心鍋

Happiness Casserole



以 1200 度以上高溫燒制，經檢測均無毒反應，受熱均勻且保溫性佳，保留食物軟嫩溫潤滋味；木頭盤套的旋轉功能利於分享食物。

Fired by over 1,200 degrees heat, and prevented from any toxic reaction by testing. Happiness Casserole can help keep the tender and soft texture of foods. Also, its wooden turn-able plate makes it easy to share foods.

得獎者 -
佳鼎國際股份有限公司

Award Winner -
Cocera Int'l Co., Ltd

合作單位 -
三加二創意整合有限公司

Cooperative Unit -
3+2 Design Studio

Web -
www.shus.com.tw

Tel -
02-2678-8868

擷竹椅

綻放

幸福同心鍋

shan 善咖啡瓶中樹洗沐產品

自然相思·棋茶盤組

豆干大師禮盒

四季播茶

山和院品牌-黃金緯度系列

森韻禮盒

大豐收禮盒

shan 善咖啡瓶中樹洗沐產品
shan recafé tree in the bottle



以搖籃到搖籃為理念。咖啡渣回收製成洗髮精，用完的空瓶放入土壤將再生成一棵樹。這不僅是一瓶洗髮精，更是一個美好的生態系統。

The concept of "cradle to cradle". The main idea of this design is sustainable cycle, as the biodegradable bottle become the fertilizer for coffee tree and produce coffee, and the coffee remainings can again become the ingredients of the shampoo.

得獎者 - 歐萊德國際股份有限公司
Award Winner - Hair 'right International Corp.
Web - www.3shan.com.tw
Tel - 03-411-6883

自然相思·棋茶盤組
Acacia Confusa Chessboard with Tea Table



熟處理之臺灣相思木訴說在地故事，心邊材的自然紋理形成對奕之「楚河漢界」河流意象；茶具筒呈現山巒意象，體現人文藝術美學。

Taiwanese Acacia Confusa wood that went through heat treatment as the ingredient. The natural texture of heartwood and sapwood forms the "Chu He Han Jie" river image of Chinese chess. The tea ware can creates mountain image. It embodies the art and culture of local life in Taiwan.

得獎者 - 禮設計
Award Winner - Li-Design
Cooperative Unit - Kunn Yih Wood Corporation
Web - www.twbwood.com
Tel - 0983-667-944

豆干大師禮盒
[CLASSIC TOFU MASTER]



以大溪傳統原創黑豆干為原型，材質為環保紙漿；豆干意象表達產品本身特質，配合不同活動創造特色腰封，延伸包裝使用的新鮮感。

The gift box is designed with the image of traditional Dasi black bean curd, used paper pulp as the material to create the texture similar to bean curd. There can be different paper circle designs in different marketing campaigns. Therefore, it is possible to create surprise for the customers.

得獎者 - 大房食品股份有限公司
Award Winner - Tafang Foods Co.,LTD
Cooperative Unit - Dot Design
Web - www.tafangfoods.com.tw
Tel - 03-388-3457

四季播茶
Four Seasons Lei Cha Gift Set



將三峽碧螺春、新竹東方美人茶、花蓮紅玉紅茶、木柵鐵觀音直接磨成細緻茶粉，加入五穀雜糧、花果等元素，組成完美四季播茶。

SIIDCHA selected the Biluochun tea in Sanxia, the Dong Fang Mei Ren tea in Hsinchu, the Ruby tea in Hualien and the Tie Guan Yin tea in Muzha. SIIDCHA grinded those tea into powders, and add in mixed grain, flowers and fruits, creating the Four Seasons Lei Cha.

得獎者 - 吾穀茶糧(穀莊有限公司)
Award Winner - Gu-Zhuang Ltd.
Cooperative Unit - Victor Branding Design Corp.,
Web - www.siidcha.com
Tel - 02-2496-9976

山和院品牌-黃金緯度系列
Shan He Yuan-golden latitude



山和院將「茶職人」精神發揚光大，秉持14道傳統手工作法，100%保存茶韻；透過三角形符號，代表「製茶職人」的製程黃金比例。

In order to glorifies the spirit of "tea professionals", Shan He Yuan conducts 14 traditional hand-made procedures, so that 100% of the tea fragrance can be preserved perfectly. The triangle symbol represents the golden ratio of tea procedure for tea professionals.

得獎者 - 茗鼎茶園國際股份有限公司
Award Winner - Ming Ding Cha International Co., Ltd
Cooperative Unit - 3+2 Design Studio
Web - www.shan-he-yuan.com
Tel - 05-250-2109

森韻禮盒
Forest Rhyme Gift Box



以天空、山林轉化成霽青色主色，手繪形式帶出臺灣黑熊、水鹿、山豬、紅頭山雀、靈鳥、貓頭鷹，訴說古邁茶園與自然共生的永續堅持。

The sky-clearing blue of the package symbolizes the color of sky, mountains and forests. The hand-painting of Formosan black bear, sambar, wild boar, black-throated tit, divine bird and owl is to tell "KUMY" tea plantation's sustainable insistence to coexist with Nature.

得獎者 - 加霖國際有限公司
Award Winner - SLAMAW INTERNATIONAL TRADE CO., LTD.
Cooperative Unit - Magic Creative
Web - www.lishantea.com
Tel - 04-2598-1021

大豐收禮盒

HARVEST



味榮保存農民初心而延伸的穀物美味，以文創禮盒餽贈模式，與友人同享豐收喜悅；送一份自然原味，享一道真誠滋味。

SauceCo Food presents the products that contain all the farmers' original intention along with culture and creative gift box, people can share the joy of bumper harvest with their friends. Sending the natural and original flavor as a gift, and enjoy the most authentic gourmet.

得獎者 -
味榮食品工業股份有限公司

Award Winner -
SauceCo Food Co., Ltd

合作單位 -
極思數位商略有限公司

Cooperative Unit -
IDEAMAX

Web -
www.weijung.com

Tel -
04-2532-0279

2014

Awards Winners Introduction

得獎作品介紹

咚ㄅ咚ㄅ竹喇叭

紅鋼磚-文具商品系列

米粒碗

保青竹餐具組

紙藝花窗巧拼

花鳥風月

【趣消暑】台灣愛玉與山粉圓

狀元糕禮盒

元融堂-聚典山茗(單品組合)

本家手作食感禮盒

2015

咚方咚方竹喇叭

Bamboom



手工打造臺灣竹山孟宗竹箱體，呈現絲綢般音質。具藍芽無線技術及高效能電池，體積小、重量輕，攜帶方便。

The speaker box handcrafted with moso bamboo harvested from Jhushan produces high sound quality. Bamboom is also equipped with Bluetooth technology and high-performance battery. The small size and light weight offer great portability.

得獎者 -
耳酷點子有限公司
Award Winner -
acousdea LLC.

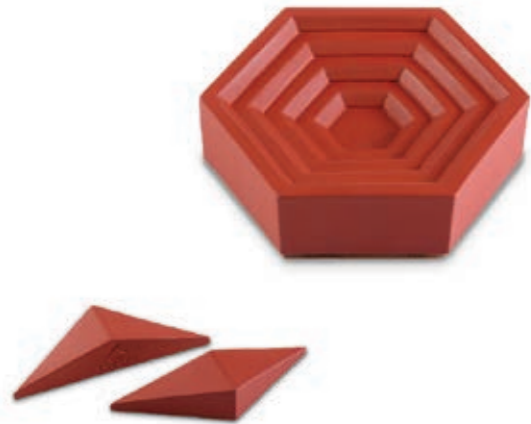
Cooperative Unit -
Idbee Branding Design
Web -
www.acousdea.com

合作單位 -
竹采藝品有限公司

Tel -
0937-261-189

紅鋼磚-文具商品系列

Red Brick Stationery



「集瓷」將鶯歌陶瓷與臺灣古早建築元素-紅鋼磚結合，經1200度高溫燒製，表面形成質感溫潤與細微顆粒觸感。

The Shu's Pottery has combined the elements of Yingge pottery and construction elements of early Taiwan - the red brick, fired at 1200 degrees to achieve a smooth, warm yet grainy surface texture.

得獎者 -
佳鼎國際股份有限公司
Award Winner -
Cocera Int'l Co.,Ltd.

Cooperative Unit -
3+2 Design Studio
Web -
www.shus.com.tw

合作單位 -
三加二創意整合有限公司

Tel -
02-2678-8868 #214

米粒碗

Rice Bowl Series



米飯是由稻穀加工從糙米、胚芽米成為白米；將加工痕跡呈現於產品外觀，讓人體會一粥一飯，當思來處不易。

White rice is going through various stages of being "husked rice" and "milled rice" before becoming "white rice" that we are familiar with. Through this product, People can understand that nothing comes by easily.

得獎者 -
點睛設計有限公司
Award Winner -
DOTdesign Co.,Ltd.

Cooperative Unit -
DONG-XIANG Porcelain Co.,Ltd.
Web -
www.ddoott.com

合作單位 -
東享瓷器有限公司

Tel -
02-2557-2887

保青竹餐具組

Green Bamboo Flatware



運用竹子型態與特性，保留竹皮原色；湯匙前端將竹節特性加工，並設計溝槽可放置筷子或叉子，方便收納攜帶。

"Green Bamboo Flatware" focuses on the natural form and characteristics of bamboo by retaining the natural color of the bamboo skin. The groove of the spoon has been designed as a receptacle for chopsticks or forks, so it is easy to carry.

得獎者 -
韓世國

Web -
www.ddoott.com

Award Winner -
Lance Han

Tel -
02-2557-2887

合作單位 -
竹采藝品有限公司

紙藝花窗巧拼

Paper Latticed Windows Collage



為因應現代人生活型態的改變，並搭配不同媒材的表現方式，擷取花窗型式斑芝蘭圖案作為主題，呈現花窗之美。

In accordance with the change of mankind's lifestyles and preferences for different mediums of presentation, the motif of orchid and iris lattice of the series enables the infusion of lattice window art and thus expresses the beauty of the traditional lattice window.

得獎者 -
台灣藝術大學工藝設計系 - 許容碩
Award Winner -
Hsu, Jung-Shou

Cooperative Unit -
KHPACK CO.,LTD
Tel -
0918-242-481

合作單位 -
匡和股份有限公司

花鳥風月

Harmony of Jasmine



以傳統中式茶壺為設計藍本，採安全農法栽種無毒茉莉花與嚴選茶葉製成，採花到製茶皆需手工作業，甚為珍貴。

Presented in a traditional Chinese tea pot as its packaging, and the product content is made from 100% pollutant and toxic free jasmine flower and carefully selected tea leaves cultivated by safe agricultural techniques.

得獎者 -
禾翌創意有限公司
Award Winner -
PH7 Creative Lab

Cooperative Unit -
Farmer's Association of Huatan
Web -
www.ph7lab.com.tw

合作單位 -
花壇鄉農會

Tel -
04-787-7558

【趣消暑】台灣愛玉與山粉圓

Summer Cool



本地農人將野生的愛玉與山粉圓引進農業領域，「趣消暑」以果實形狀外盒象徵成果，小容量單包可簡易手作。

The local farmers successfully include Aiyu and Chia seeds into commercial cultivation, "Summer Cool" features packaging in the shape of fruit seeds as receptacles for the products.

得獎者 - 也樂商號
Award Winner - Ello Company
Web- <https://ellostore.com.tw>
Tel - 02-2914-5134

狀元糕禮盒

Happiness Gift Box



以林金生香的祭祀文化為背景，將民俗轉換成隱喻式的視覺元素；透過包裝延續臺灣民俗風情及歷史在地文化。

With Lin Chin Sheng Hsiang's culture in traditional rituals, the product converts folk customs to simple yet subtle visual elements, and carry on Taiwan's folk customs, histories and local cultures with the packaging.

得獎者 - 林金生香
Award Winner - Lin Chin Sheng Hsiang Pastry Shop
Cooperative Unit - Hui-Min Tsai
Web - www.1866.com.tw
合作單位 - 蔡惠敏
Tel - 04-2383-37575

元融堂-聚典山茗(單品組合)

Premium High Mountain Tea



金色具有尊貴、吉祥、豐收的視覺感受，且與「金三峽」品牌名稱相呼應，以深色底代表實在、穩重。

The color gold symbolizes honor, luck and abundance, and it is related to the brand name "Jin San Xia", for the Chinese word "Jin" (金) means "gold". The dark background of the package represents dependability and stability.

得獎者 - 楊午憲
Award Winner - Gary Yang
Cooperative Unit - Yuan Rong Tang
Web - garywx.weebly.com
合作單位 - 世佳茶業有限公司 - 元融堂
Tel - 04-2462-0096

本家手作食感禮盒

The Mini Bugle



臺灣水鹿是保護森林的精靈，象徵原住民與自然共存的精神。可做為花器、熏香燭台，結合工藝設計與生活。

Taiwan Sambar deer are guardian spirits of the forest. The design symbolizes the spirit of Taiwan's aborigine people's coexistence with nature. This work of art can be used as a flower vase or an incense burner, and it is a fusion of handicraft design and life lived to the fullest.

得獎者 - 大甲本家有限公司
Award Winner - Noodles Origin.
Cooperative Unit - DOTdesign Co.,Ltd.
Web - www.noodlesorigin.com
合作單位 - 點睛設計有限公司
Tel - 02-8866-1501

2013

Awards Winners Introduction

得獎作品介紹

銅享

Flower City



手拉、手捏將提樑略右移銜接另一端壺身。銅享似刻意作舊的老銅化，不上釉以突顯氣孔，以陶擬銅展演時間性質。

Molded by hands, the tea pot handle connects the tea pot from one end to another like an expanding flow. Its antique-like look and design without glaze coating demonstrates the temperament of ceramic and brass.

得獎者 -

張自立

Award Winner -

Tzu Li Cgang

Tel -

02-2679-3112

芳香童玩好竹藝

An Aromatic Bamboo Toy



以臺灣傳統童玩為概念，將芳香劑與南投竹山鎮的竹子結合，採用傳統工藝呈現，並設計了卡榫，可替換芳香補充劑。

Use the traditional Taiwanese children's toy as the designing concept, combine aromatic and bamboos from Nantou Zhushan village. Presented with traditional handicraft, and there are tenons on the products so people can refill aromatic.

得獎者 -

玩味兒 / 臺南應用科技大學 - 林佳汶 / 朱紋利 / 陳怡君 / 鄧琪穎 / 蔣翠瑄

Award Winner -

Rotating Flavor / Tainan University of Technology

合作單位 -

牛車輪竹品坊

Cooperative Unit -

Bullock Cart Wheel Bamboo Workshop

Tel -

0985-269-431

長頸鹿母子燈

Giraffes (Mother&Son)



將南投竹子與高科技技術結合成為科技藝術品，內部獨特專利LED燈具，燈座還可360度旋轉，輕巧造型、收納便利。

Combine Nantou bamboo with technology to create high-tech artwork. It contains LED device with exclusive patent. The light stand can be rotated in 360 degrees. Its simple and light design make it very convenient to be stored.

得獎者 -

創芯綠能有限公司

Award Winner -

Chuang-Hsin

Greenery

Co.,Ltd

Web -

www.chuang-hsin.com

Tel -

049-231-5268

銅享

芳香童玩好竹藝

長頸鹿母子燈

奉茶壺組

一心二葉沏茶組

媽祖祈福款

誠舖邱媽油蔥

白玉蘿蔔禮盒

品竹花器組

21茶栽—21山嵐樂章禮盒

奉茶壺組

Gratitude Pot Set



古早碗對蓋，上為壺下為杯，此器型代表勤儉、樸實，青花紋飾展現客家質樸精神，也是台客藍時尚極簡風格代表。

This product is consisted of a tea pot placed on tea bowl. This design represents thifty and simple characteristics. The blue and white pattern reveals the unadorned spirit of Hakka people, and it is also a classic representative of Hakka Blue's fashion and simple style.

得獎者 -
世代陶瓷股份有限公司
Award Winner -
Sedai Ceramics Co.

Web -
www.facebook.com/
hakkablue
Tel -
02-2552-1338

一心二葉沏茶組

Two Leaves Teapot Set



一心二葉精神淬鍊在設計思維上，心是滋味所在，二葉則是香氣的來源；杯組表現竹節意象，壺身帶入一心二葉造型。

The design of this tea set is based on the essence of the 1-tip-2-leaf tea. The tip brings out taste, and the 2 leaves serve as the source of the aroma. The tea cups are in the shape of bamboo, and the 1-tip-2-leaf shape is cleverly presented on the tea pot.

得獎者 -
點睛設計有限公司
Award Winner -
DOTdesign Co.,Ltd.
合作單位 -
偉利陶瓷有限公司

Cooperative Unit -
Wei Li Ceramics Co.,Ltd.
Web -
www.ddoott.com
Tel -
02-2557-2887

媽祖祈福款

Matsu's Blessing Set



以祈福為設計主軸，將台灣傳統文化意向（拜拜、香、平安符）與伴手禮融合，成為傳達祈求平安的在地伴手禮。

The core design concept is blessing. By combining traditional Taiwanese religious culture (worshipping, incense and amulet) with souvenir, it wish to bring blessings to all those who receives it.

得獎者 -
林金生香
Award Winner -
Lin Chin Sheng Hsiang Pastry Shop
合作單位 -
蔡惠敏設計師

Cooperative Unit -
Hui-Min Tsai
Web -
www.1866.com.tw
Tel -
04-2383-3757

誠舖邱媽油蔥

Jinpo Auntie Chiu's Scallion Oil



以老臺灣風格結合古書直列式編排方式，並參考古早茶葉摺紙包裝方式，使用環保可分解材質、手工包裝呈現手感。

Combines old Taiwanese style with the vertical display of ancient books, and also adopts the ancient tea paper packing technique. Using the environmental decomposable material and create a soft touch with hand packing.

得獎者 -
姚紹惠
Award Winner -
Sophia Yao

Email -
www.jinpo.com.tw
Tel -
0976-285-798

白玉蘿蔔禮盒

Jade Radish Gift Set



產期限定的美濃白玉蘿蔔採用牛皮紙感包覆瓶口，呈現經典老缸釀造精神；亦希望能將這份熱情原封傳遞給消費者。

The seasonal-limited white jade radish from Meinong bottled and sealed with kraft paper, presenting the original aging brewery essence. Hopefully, this passion can also be pass on to the customers.

得獎者 -
明德食品工業股份有限公司
Award Winner -
Mingteh Food Industry Co.,Ltd.
合作單位 -
艾得彼創意設計有限公司

Cooperative Unit -
Idbee Branding Design
Web -
www.mingteh.com.tw
Tel -
07-629-6448

品竹花器組

Pin-Chu Vase



金色具有尊貴、吉祥、豐收的視覺感受，且與「金三峽」品牌名稱相呼應，以深色底代表實在、穩重。

The color gold symbolizes honor, luck and abundance, and it is related to the brand name "Jin San Xia", for the Chinese word "Jin" (金) means "gold". The dark background of the package represents dependability and stability.

得獎者 -
格璋國際有限公司
Award Winner -
Geway Internatioanl Co.,Ltd.

Web -
www.geway.net
Tel -
04-787-8866

21 茶栽. 山嵐樂章禮盒

Tea House - 21 Mountain Symphony Gift Set



嘉義阿里山高山茶，處於山林之間，滋養獨特的環境；原生的在地，在口齒留香其韻味猶如迴盪在耳邊的美聲。

The high mountain tea in Chiayi Alishan is cultivated in the mountains, the unique environment creates the special taste of the tea, which is like a beautiful melody lingering in people's mouths.

得獎者 -
麥傑廣告

Award Winner -
Magic Creative Design.

合作單位 -
葉文成茶業有限公司

Cooperative Unit -
Wen-Cheng Tea Firm

Web -
www.magic868.com.tw

Tel -
02-2719-2996 #60

2012

Awards Winners Introduction

得獎作品介紹

Re-turn

玉劍筆

牽筆

城市打卡-五都系列旅遊明信片

臺灣好味茶

魚造型脆片組合禮盒

Nature Berry 無患子洗潔系列

2013

Awards Winners Introduction

Re-turn

Re-turn



鐵花窗是古早眷村獨特的設計美學，轉開花窗燈也亮起，開燈即是開窗，照出鐵花窗圖案，自花窗透出溫暖微光。

The unique design aesthetic of the Tie-hua window derives from the villages of military dependents from early Taiwan. The light can be switched on by rotating the window. Whenever people "open" the window, the light glows and reflects the pattern on the windows.

得獎者 -
台灣藝術大學/工藝設計學系
/蕭伊舒
Award Winner -
National Taiwan University
of Arts Crafts & Design
Department / Yi-Shu Hsiao

合作單位 -
瑞鑫興業有限公司
Cooperative Unit -
Ruei Shing Enterprise Co., Ltd.
Email -
hsiaoyishu@gmail.com

玉劍筆

Jade Sword Pen



以玉、龍、劍三項元素巧妙結合出文書筆、手機座、桌案飾品等多重功能，呈現臺灣玉石清澈透亮的不凡色澤。

The product combined 3 elements including jade, dragon and sword to design a multi-functional set that can be a writing pen or a cell phone holder. It also presents the extraordinary luster of Taiwan jade.

得獎者 -
台灣吉而好股份有限公司
Award Winner -
Cheerful Fashion Goods Co., Ltd.
合作單位 -
如豐琢玉工坊

Cooperative Unit -
Roo-Feng Taiwan Jade Store
Web -
www.cheerful.com.tw
Tel -
02-2785-6699

牽筆

The Multifunction Pencil



創造充滿臺灣特色的鉛筆!透過想像各種可能性，將實用性置入鉛筆原有使用方式當中，為傳統帶來更多趣味體驗。

A pencil brimming with the uniqueness of Taiwan! By imagining all the possibilities of a pencil to incorporate the functionality of the original ways to put a pencil to use and provide more interesting experience than traditional pencils.

得獎者 -
點睛設計有限公司
Award Winner -
DOT Design Co., Ltd.
合作單位 -
玉兔文具工廠股份有限公司

Cooperative Unit -
Rabbit Industrial Corp.
Web -
www.ddoott.com
Tel -
02-25572887

城市打卡-五都系列旅遊明信片

CITY.COM - A series of tourist postcards of five cities in Taiwan



五種顏色外框作為識別，象徵五個城市所表現的獨特個性前後交疊產生景深，表現多元文化，傳達臺灣精彩概念。

The 5 differently-colored picture frames help differentiate the locales and symbolize the unique characteristics of the 5 cities. The multiculturalism of the cities conveys the sense of Taiwan's brilliance.

得獎者 -
銘傳大學/商業設計學系
/徐翠蓮、林婉珍
Award Winner -
Ming Chuan University / Department
of Commercial Design / Cui-Lian
Syu, Wang-Jen Lin

合作單位 -
銘傳大學產品創新組
Cooperative Unit -
MCU Product Innovation Section
Tel -
0933-941-123 / 0928-794-428

臺灣好味茶

Tasty Taiwan Tea



精選三種最具代表性好茶，將其特色轉化運用於包裝設計上，於第一時間吸引消費者目光，進而了解產品特性。

Features the 3 most classic Taiwanese tea, extend the specialties to product design to get the customers' attention at the very first time, and thereby make them want to know more about the product.

得獎者 -
琮笙茶業有限公司
Award Winner -
Taiwan Fine Tea

Cooperative Unit -
Chi Creative
Tel -
0919-692-791

合作單位 -
奇虹廣告設計有限公司

魚造型脆片組合禮盒

The Fish-Shaped Gift Box of Assorted Crisps



以呈現蚵仔寮漁村在地特色為主軸，運用在地出產的新鮮漁獲製成精緻風味脆片，並發展出鮮明趣味的視覺造型。

The main idea of the product's design is to present the local specialties of Kezailiao fishing village. The exquisitely tasty crisps produced from the local fresh catch are developed into various interesting visual form.

得獎者 -
梓官區漁會
Award Winner -
Tzukuan Fisheries Association

Cooperative Unit -
Bosin Design
Web -
www.eatfish.org.tw/front/bin/home.

合作單位 -
柏鑫廣告事業有限公司

html
Tel -
07-617-6110

Nature Berry 無患子洗潔系列

The nature berry cleansing series



系列包裝採無黏貼邊設計，材質為環保石頭紙，防水性利於浴室二次利用。瓶身融入無患子造型且符合人體工學。

The series' packages come without any adhesive, and uses environmentally-friendly stone paper as its packaging, so the product is water-proof and can be used multiple times. The ergonomic design of the bottle includes the shape of nature berry.

得獎者 -
台南應用科技大學/視覺傳達設計系-賴岳興/王玉筑/詹庭瑀/劉翔穎/洪伶宜/鄧如杉
Award Winner -
Tainan University of Technology/Department of Visual Communication Design
合作單位 -
古寶無患子生技開發有限公司

Cooperative Unit -
Soapberry Biotech Progress Co., Ltd.
Web -
www.5soap.com
Tel -
06-592-3840

2011

Awards Winners Introduction

得獎作品介紹

花城

百年好事盒

麥出雅器—豐之茗

「瓷紀百合」陶瓷瓶

「客鄉橘品」客家手作香皂

「福祿壽禧」百年賜喜茶禮包裝

台灣老茶伴手禮

台灣種子造型油瓶

鳳梨酥

林三益「美人妝」隨身彩妝包

2012

Awards Winners Introduction

花城

Flower City



花城呼應花的故鄉-田尾，意涵著現代的價值結合自然的純樸，可作為室內隔間、牆上裝飾，與大自然共生。

The name of this product recalls the town of Tienwei, which is considered as the hometown of flowers. The meaning of this product combines modern value with natural simplicity. The product can be used as wall dividers in the house and wall ornament.

得獎者 - 東海大學/許怡玫 Award Winner - Tunghai University/ Maggie Sheu	Cooperative Unit - Mustard seed creative & design INC. Tel - 04-24751321
合作單位 - 暮業整合創意策略有限公司	

百年好事盒

The Wonderful Case



取百年好「盒」的諧音，製作糕餅外型的盒子，衍生「百年好事（誓、飾）盒」，將所有的好事裝載起來。

The Chinese word for "box" (盒) sounds the same as the word for "union" (合). The design of the product is based on this idea, for people can "union" all their wonderful memories with this "box".

得獎者 - 台客藍(世代陶瓷股份有限公司) Award Winner - Hakka-blue	Web - www.facebook.com/hakkablue Tel - 02-2552-1338
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麥出雅器—豐之茗

An Exquisite Tea Set Featuring Wheat



臺中大雅以產麥聞名全臺，導入在地元素陶藝創作，簡潔直線成型；木製手把處下方雕刻麥紋表現在地特色。

Daya Township in Taichung is famous for producing wheat. The product infuses local ceramic technique, which creates its simple and straight shape. The wheat patterns under the wooden handle presents local specialty.

得獎者 - 趙家窯工藝坊/趙勝傑 Award Winner - Kiln Home.Chao/ Sheng-Chieh Chao	Cooperative Unit - Thank If Design Co., Ltd. Web - www.facebook.com/DaYaZhaoJiaYao Tel - 04-2566-2056
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「瓷紀百合」陶瓷瓶

"Taiwan Lily Being Together Forever" Ceramic Bottle



瓶內裝嚴選坪林文山包種茶，瓶身純淨光潔與清雅的臺灣百合相輝映，瓶口搭配木質圓環呈現優雅時尚感。

The bottle holds a bag of carefully selected Wenshan Pouchong tea from Pinglin. The clean and elegant Taiwan lily reflected on the bottle and the wooden ring express a refined and simple sense of fashion.

得獎者 - 和協陶瓷器有限公司 Award Winner - Huo Sie Ceramic Co., Ltd.	Cooperative Unit - UID Create Co., Ltd. Web - blog.xuite.net/lin774838/twblog/128091363 Tel - 02-2679-4043
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「客鄉橘品」客家手作香皂

Handmade hakka tangerine soap



透過斜切的方式表現客家藍衫意象，並透過鏤空的方式來呈現手工香皂的氣味，表達橫山地區特色。

Reflecting the image of Hakka blue shirt through beveling technique, and showing the fragrance of hand-made soap with hollow-out technique, which also reveals the specialty of Hengshan area.

得獎者 - 國立臺灣師範大學視覺設計系-蘇文清 Award Winner - National Taiwan Normal University Department of Visual Design/Wen-Ching Su	Cooperative Unit - Heng Shan Locality Farmers' Cooperative in Hsinchu Web - www.goo.gl/UAgTNp Tel - 03-5932006
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「福祿壽禧」百年賜喜茶禮包裝

Taiwan Centennial Blessing Tea Gift Set



包裝視覺選用「福祿壽禧」四個吉祥字樣呈現奉茶賜福的人情味，使用窗花圖案象徵歷史文化和生活藝術。

The package design includes the 4 blessed Chinese characters "fu-lu-shou-xi", which reveals the kindness of tea ceremony. The pattern of the traditional Chinese window symbolized historical culture and life art.

得獎者 - 我是寶國股份有限公司-何文、謝孟吟 Award Winner - Hohoengine Co., Ltd. / Kristy Wen Ho, Amoné Hsieh	Web - www.bonho.com.tw Tel - 02-8773-7028
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台灣老茶伴手禮

Taiwanese Aged Tea



以早期臺灣送禮之「布包袱」為發想，提把為竹山竹子，並以曇花花紋詮釋臺灣老茶之珍貴，越陳越醇厚。

The design idea is derived from the cloth package of the gifts in early Taiwan. The handle is made of bamboos cultivated in Zhushan. The tuberose pattern on the package symbolized the value of Taiwanese aged tea: The longer you keep it, the better it tastes.

得獎者 -
渥得國際設計有限公司
Award Winner -
Word Design Co, Ltd.

合作單位 -
淨光興業社

Cooperative Unit -
Gaiaspring
Web -
www.word-tw.com

Tel -
04-2315-9800

台灣種子造型油瓶

Seed-Shaped Taiwan Essential Oil Bottle



金色具有尊貴、吉祥、豐收的視覺感受，且與「金三峽」品牌名稱相呼應，以深色底代表實在、穩重。

The product combines 2 toxic-free local materials: glass and ceramic. The glass bottle reveals the natural luster of oil, and the ceramic case make it easy to store the oil inside.

得獎者 -
點睛設計有限公司
Award Winner -
Dot Design Co., Ltd.

合作單位 -
鴻奕有限公司

Cooperative Unit -
Hong Yi Co., Ltd.
Web -
www.ddoott.com

Tel -
02-2557-2887

鳳梨酥

Pineapple Cakes



【藏】，有收藏、典藏、寶藏之意。取永字八法的部首特色做為視覺應用，並結合國畫的花卉、果物展現創意巧思。

The color gold symbolizes honor, luck and abundance, and it is related to the brand name "Jin San Xia", for the Chinese word "Jin" (金) means "gold". The dark background of the package represents dependability and stability.

得獎者 -
金三峽食品有限公司
Award Winner -
Jin San Xia Co., Ltd.

合作單位 -
美食映象整合行銷顧問股份有限公司

Cooperative Unit -
Delicacy Impression
Web -
www.jsx.tw

Tel -
02-2673-3555

林三益「美人妝」隨身彩妝包

Lamsamyick Portable Cosmetics Brush Set



以東方美人特色服裝—旗袍的曲線與造型呈現古典美，襯托並詮釋林三益文化傳承與創新之百年意涵。

The product presents classical beauty with the design of the classic Chinese dress. This design sets off and interprets the centennial meaning of Lamsamyick's inheritance and innovation.

得獎者 -
林三益股份有限公司

Award Winner -
Lamsamyick Co., Ltd.

合作單位 -
紅海創意股份有限公司

Cooperative Unit -
Incredible Co., Ltd.

Web -
www.lamsamyick.com

Tel -
02-2556-6433

2010

Awards Winners Introduction

得獎作品介紹

竹燈

Bendoo Lighting



臺灣竹材特殊紋理與生活空間結合產生美感，將竹片與燈座勾勒出最完美曲度，透過滑動的變化性使竹燈可簡易變動。

Combining the special texture of Taiwan bamboo and life space to present beauty. The bamboo slip and lamp stand create the perfect curvature. By simply sliding the movable parts, the position of the light can be changed for any situation.

得獎者 -
南台科技大學數位內容與動畫設計
研究所 -葉基祥 / 王文雄 / 林
桓民 / 廖月綾 / 林文柄
Award Winner -
Southern Taiwan University-Graduate School
of Digital Content and Animation Design
合作單位 -
藝郵精品有限公司

Cooperative Unit -
Yi-Tsun Art Work Co., Ltd.
Email -
camolin.design@gmail.com
Tel -
0912-989-149

祈福

Praying for Good Fortune



以災區的淤泥打造，人偶雙手合握部分可插線香，供收藏者焚香祈拜；重現八八水災曾經造成的震撼形象。

Produced by the sludge reclaimed from Morakot flood disaster in 2009. The sculpture's hands can hold incense, so the collector can light the incense and pray with this product. The overall design reflects the shocking image of the flood.

得獎者 -
甘樂文創志業有限公司
Award Winner -
The Can Cultural and Creative
Chi Industry Co., Ltd.
合作單位 -
彭喜執設計工作室 / 賴唐鴉

Cooperative Unit -
Arty Design / Tang Ya Lay
Web -
www.thecan.com.tw
Tel -
02-8671-8822

藺凳

Stool of Triangle Rush



杯壺經專利的 1100 度「高溫炭化」燒製，杯子表面因「滲炭」作用，呈現銀黑色質感，並具有遠紅外線功能。

The cup and pot are fired with patented 1100-degree "high-temperature carbonization". The surface of the cup reveals silver and black luster because of the permeated carbon effect. The product also contains far infrared function.

得獎者 -
林芝帆
Award Winner -
Jhih Fan Lin
合作單位 -
苗栗苑裡山腳社區

Cooperative Unit -
Shanjiao Community,
Yuanli Township, Miaoli
County
Email -
fannie117@hotmail.com

竹燈

祈福

藺凳

香薷臨門

臺灣小籠包

思想起

焚時計

歡「喜」台灣・遊茶趣！禮盒系列

林三益「藏 禮盒」

竹之粹

香囍臨門

The Xiang Xi Lin Men



《香囍臨門》以立體「囍」字禮盒造型，搭配各式口味的迷你小米香，與臺灣在地傳統喜禮，重新詮釋喜慶文化。

The Xiang Xi Lin Men adopts the Chinese word "Xi" (囍) as the package design, and inside the package are mini rice cookies with various flavors. The product re-inteprets Taiwanese joyous culture with traditional Taiwanese joyous gift.

得獎者 -	Cooperative Unit -
泉利米香食品有限公司	Arty Design
Award Winner -	Web -
Chuan-Li Rice Cookie Food Ltd.	www.keelung-cherry.com.tw
合作單位 -	Tel -
彭喜執設計工作室	02-2423-1698

臺灣小籠包

Taiwanese Steamed Dumplings



起源於江南發揚於臺灣，「臺灣小籠包」生活調味罐，白瓷呈色，有小籠包經典摺痕，美觀實用，沒有賞味期限。

Originated in Jiangnan and glorified in Taiwan, the "Taiwanese Steamed Dumplings" condiment pots are made of white procelain and contain the classic folds of steamed dumpling. The pots look delicious but it won't be rotten.

得獎者 -	Web -
台客藍（世代陶瓷股份有限公司）	www.facebook.com/hakkablue
Award Winner -	
Hakka-blue	

思想起

Si Xiang Qi CD Player



包含高貴、女工、陽光、守護、智慧、純真及權勢等 8 款公仔；商品外型活潑可愛，傳達原住民先祖之使命及精神。

This set of glass art consists of 8 collections of glass dolls including Noble, Female Worker, Sunshine, Guarding, Intelligent, Innocent and Mighty. The series of dolls featuring lively and cute appearance deliver the mission and spirit of ancestors of aboriginals.

得獎者 -	合作單位 -
國立高雄師範大學工業設計學系/文化創意與人性化設計研究室-唐觀漁/楊宗熙/林加汶/吳政良/謝明衛/陳儀庭/陳鴻仁/林子升/徐偉容/薛雲迪/蔡麗梅	木斗翁原木裝潢企業行
Award Winner -	Cooperative Unit -
National Kaohsiung Normal University, Department of Industrial Design/Cultural and Creative Design Lab and humanity	Mudouweng Wooden Decorating Enterprise
	Email -
	yenyu@nkn.edu.tw

焚時計

Poem & Incense



雙層的玻璃杯在與茶邂逅後，能彰顯出茶色的淨透並凸顯杯上白色桐花紋之優美，中空隔熱設計可防止現泡燙手。

The double wall glass cup shows the sharp transparent color of the tea and the exquisite patterns of white Tung blossoms on exterior of the cup when tea is poured into it. The heat-insulated design of the double layer glass allows people to hold the cup of freshly-brewed tea safely without the worry of scalding hands.

得獎者 -	Cooperative Unit -
楊郁婷	Shih Chin Yu Sang Fang
Award Winner -	Email -
Rocio Yang	rocioeye@gmail.com
合作單位 -	Tel -
施金玉三房香品實業有限公司	0923-700-928

歡「喜」台灣·遊茶趣！禮盒系列

Discover Formosa. Let's Enjoy A Cup of TEA



用郵票的概念來傳遞臺灣在地的熱愛和情感，藉由插圖傳達製茶步驟－採、晒、揉、焙，體會臺灣製茶的趣味！

Conveying the love and passion towards Taiwan with the conce of stamp. The pictures illustrate the procedures of producing tea: picking the leaves, drying the leaves under the sun, kneading the leaves and baking them, so people can learn about the joy of producing Taiwanese tea!

得獎者 -	Cooperative Unit -
麥傑廣告	Cha-Tei Ltd.
Award Winner -	Web -
Magic Creative Advertising	www.chatei.com.tw
合作單位 -	Tel -
喜堂茶業股份有限公司	02-2719-2996 #60

林三益「藏」禮盒

LSY "Collectible Gift Box"



【藏】，有收藏、典藏、寶藏之意。取永字八法的部首特色做為視覺應用，並結合國畫的花卉、果物展現創意巧思。The Chinese word "tsang" (藏) means to collect as well as treasure. The visuals of the product combines the radical of the word "Tsang" and the flowers and fruits in traditional Chinese paintings.

得獎者 -	Cooperative Unit -
紅海創意股份有限公司	Lamsamyick Co., Ltd
Award Winner -	Web -
Incredible Co., Ltd	www.incredible.com.tw
合作單位 -	Tel -
林三益股份有限公司	02-2556-2869

竹之粹

The Essence of Bamboo



一片片的串連出創意方式。一朵花燈飾，
讓空間變得豐富、柔和，充滿四季如春的溫馨與盼望。

With this intricate, flower-patterned design, creativity shines out from each thread of paper. This paper lantern shade can add a wonderful, soft texture to your living space, creating feelings of eternal hope and kindness.

得獎者 -
桔禾創意整合有限公司

Award Winner -
UID Create Ltd.

合作單位 -
東方茶行

Cooperative Unit -
Eastern Tea Factory

Web -
www.ui-d.com.tw

Tel -
02-2778-8849

2009

Awards Winners Introduction

得獎作品介紹

蝶舞翩翩

再生術

自在+分享茶具組

「小間茶入」沁情禮盒系列

茶葉·蛋

禾下土

油桐中空杯

粒粒皆感動

拼·盤

一朵花

2010

Awards Winners Introduction

蝶舞翩翩

Dancing Elegantly



不需更換陶瓷燭心的獨特設計，僅須加適量燃料，即可不斷燃燒，讓芬芳舒壓的同時，亦減輕對環境的負擔。

The unique design of the product make it does not have to change the ceramic candlewick. All it need is some fuel to be lit up, so you can enjoy the aroma without doing too much harm to the environment.

得獎者 - 新旺集瓷
Award Winner - The Shu's Pottery
Web - www.shuandws.com
Tel - 02-2678-8868

再生術

Reborn" Pencil Sharpener



內容為苦茶油加麵線。外盒可作為面紙盒，面紙抽出口為客家人著藍衫擺放手巾的位置，面紙抽出猶如藍衫手巾抽出。

This gift box contains camellia oil and vermicelli. The box can serve as tissue box, and the opening of the box is the place where the handkerchief was kept in Hakka blue shirt. The way to draw out the tissue is like that to draw out the handkerchief from the blue shirt.

得獎者 - 玉兔文具工廠股份有限公司
Award Winner - Rabbit Industrial Corp.
Cooperative Unit - Chialin Mao
Web - www.rabbit1.com.tw
Tel - 03-965-3670

自在+分享茶具組

Free+ Easy Tea Set



杯壺經專利的1100度「高溫炭化」燒製，杯子表面因「滲炭」作用，呈現銀黑色質感，並具有遠紅外線功能。

The cup and pot are fired with patented 1100-degree "high-temperature carbonization". The surface of the cup reveals silver and black luster because of the permeated carbon effect. The product also contains far infrared function.

得獎者 - 讚炭工房
Award Winner - Zantan Studio
Web - facebook.com/zantan.workshop
Tel - 0933-746-679
合作單位 - 劉得劭 / 蔡子彥

「小間茶入」沁情禮盒系列

"Cozy Teahouse" Tea Container Series



茶葉、木盒、陶瓷茶罐、布茶袋組合，象徵三五好友相聚，帶著珍藏的好茶彼此分享及品茗，顯出茶濃、情更濃。

The combination of tea leaves, wood box, ceramic tea can and cloth tea bags symbolize several friends getting together and share the most valuable tea with each other. The taste of tea is thick, yet their relationship is even thicker.

得獎者 - 麥傑廣告
Award Winner - Magic Creative Advertising
Cooperative Unit - Cha-Tei Ltd.
Web - www.chatei.com.tw
Tel - 02-2719-2996 #60
合作單位 - 喜堂茶業有限公司

茶葉·蛋

Leaf Egg



以樸質的陶做成傳統茶葉蛋造型，以釉料燒製出冰裂紋，並將茶葉造型點綴於蓋上，增添品茶輕鬆趣味。

Creating a traditional, leaf egg appearance out of ordinary ceramics; using glaze to create a cracking effect; adding a tea-leaf design to the lid; which helps call to mind the comforting pleasures of tea tasting.

得獎者 - 台客藍（世代陶瓷股份有限公司）
Award Winner - Hakka-blue
Web - www.facebook.com/hakkablue
Tel - 02-2552-1338

禾下土

Rice to Earth



包含高貴、女工、陽光、守護、智慧、純真及權勢等 8 款公仔；商品外型活潑可愛，傳達原住民先祖之使命及精神。

This set of glass art consists of 8 collections of glass dolls including Noble, Female Worker, Sunshine, Guarding, Intelligent, Innocent and Mighty. The series of dolls featuring lively and cute appearance deliver the mission and spirit of ancestors of aboriginals.

得獎者 - 彭喜欽設計工作室
Award Winner - Arty Design
Cooperative Unit - Hsinpu Farmers Association, Hsinpu Township, Hsinchu County
Web - www.arty-design.com
Tel - 02-2740-8871
合作單位 - 新竹縣新埔鎮農會

油桐中空杯

Double Wall Glass Cup



雙層的玻璃杯在與茶邂逅後，能彰顯出茶色的淨透並凸顯杯上白色桐花紋之優美，中空隔熱設計可防止現泡燙手。

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得獎者 -	Cooperative Unit -
樸象創意整合有限公司	Ho Seng Glass Co. Ltd.
Award Winner -	Web -
Jiva Design Associates	www.jivadesign.com
合作單位 -	Tel -
和增實業有限公司	02-2778-8386

一朵花

One Flower



一片片的串連出創意方式。一朵花燈飾，讓空間變得豐富、柔和，充滿四季如春的溫馨與盼望。

With this intricate, flower-patterned design, creativity shines out from each thread of paper. This paper lantern shade can add a wonderful, soft texture to your living space, creating feelings of eternal hope and kindness.

得獎者 -	Cooperative Unit -
財團法人樹火紀念紙文化基金會	Biaugust Creation Office
Award Winner -	Web -
Suho Memorial Paper Culture Foundation	www.suho.org.tw
合作單位 -	Tel -
兩個八月創意設計有限公司	02-2507-5535

粒粒皆感動

Emotion in Every Grain



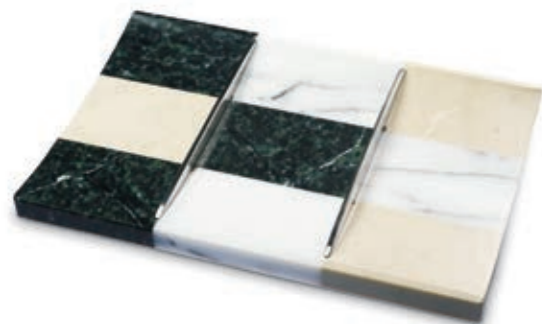
源自傳統米香，融入家人與祖孫間的摯情，蘊含友人與情人夫妻間的溫暖，添加了臺灣文學的獨特底蘊。

The design of this traditional rice cookie communicates the fusion of the eternal bonds of family, the warmth of friendship and romantic love to present the touching poetic words of Taiwan's history.

得獎者 -	Cooperative Unit -
泉利米香食品有限公司	20/20 Creative Co. Ltd.
Award Winner -	Web -
Chuan-Li Rice Cookie Food Ltd.	keelung-cherry.com.tw
合作單位 -	Tel -
20之20創意行銷有限公司	02-2423-1698

拼。盤

The New old Vase



花蓮大理石之環保設計，重新詮釋本被視為餘料的小塊石材。大理石紋理韻味搭配不鏽鋼金屬材質，形成新穎對比。

This product is an environmental design made from pieces of Hualien marble that are normally too small to be used. The distinct, natural and colorful patterns in the marble are combined with stark stainless-steel ornamentation to provide an eye-catching contrast in appearance.

得獎者 -	Cooperative Unit -
徐啟賢/黃元一/黃佩瑩/賴佳宏	Chyi Yuh Stone Ltd.
Award Winner -	Web -
Chhsian Hsu / Yuanyi Huang / Peiyung Huang / Jiahong Lai	xian016@yahoo.com.tw
合作單位 -	Tel -
奇錕石業股份有限公司	0982-929-261

2008

Awards Winners Introduction

得獎作品介紹

中秋水月禮盒

麵面俱到

好杯

醉春蜂-蜂蜜酒

客來月飲-六堆客風酒器

琉璃有禮。心中有你

埤禮的月光

喜堂-欣悅系列禮盒

伍兩金茶酥

和菓森林綜合頂級紅茶中秋禮盒

中秋水月禮盒

Mid-Autumn Festival Water Moon Soap Gift Box



以水、月為題，內含「水潤」和「月白」兩款肥皂及「水月」白瓷造碟；肥皂隨使用逐漸消失，象徵月亮的圓缺。

Featuring themes of water and moon, this gift box contains the soap of "Aqua" and "White Moon" and "Water Moon" white porcelain dish. The gradual use of soap symbolizes the waxing and waning of the moon.

得獎者 -
阿原工作室有限公司

Award Winner -
Yuan Workshop Co., Ltd.

Web -
www.taiwansoap.com.tw

Tel -
02-2808-5663

麵面俱到

Hakka Wooden Tissue Box



內容為苦茶油加麵線。外盒可作為面紙盒，面紙抽出口為客家人著藍衫擺放手巾的位置，面紙抽出猶如藍衫手巾抽出。

This gift box contains camellia oil and vermicelli. The box can serve as tissue box, and the opening of the box is the place where the handkerchief was kept in Hakka blue shirt. The way to draw out the tissue is like that to draw out the handkerchief from the blue shirt.

得獎者 -
山板樵農場

Award Winner -
Shanbanqiao

合作單位 -
伊歐設計有限公司

Web -
sbc.emmm.tw

Tel -
037-875-766

好杯

Good Cup



以衣領特徵表現男女，組合女領杯和男領杯就成了「好」；底座的概念來自原住民的慶典連杯，代表分享和敬重。

This work takes the characteristics of collar to symbolize men and women, bringing the woman collar-shaped and man collar-shaped cup together to form the Chinese character 好 (good). The concept of the base originates from the aborigines' linked drinking, signifying sharing and respect.

得獎者 -
旭珂工藝社 / 施惶傑

Award Winner -
Shiko / Huang-Chieh Shih

合作單位 -
安達窯

Cooperative Unit -
Anta Pottery Art Co., Ltd.

Web -
shiko.yingge.tw/shiko/

Tel -
02-2670-4749

醉春蜂-蜂蜜酒

Pork Jerky Gift



以埔里頂級花蜜與甘泉釀造出獨特香甜的蜂蜜酒，結合水里蛇窯燒製的「醉蜂（翁）陶瓶」來盛裝蜜酒，自然古樸。

The mead with its unique sweet and velvety taste is brewed with the prime honey and sweet fresh water from Puli, combining the "Drunken Spring Bee Ceramic Bottle" from Shuili Kiln, embodies the natural and antique simplicity.

得獎者 -	宏基蜜蜂生態農場有限公司	Cooperative Unit -	USE Image Design
Award Winner -	Hung Gee Bees Farm	Web -	www.hgbees.com.tw
合作單位 -	優勢品牌包裝有限公司	Tel -	049-298-0851

客來月飲-六堆客風酒器

Guest Visiting, Moonlight Drinking-Liouduai Hakka Style Drinking



以陶瓷與金屬複合媒材為創作材質，融合南部六堆客家人之傳統「藍衫」主色，傳達客家硬頸、外圓內方的精神。

Using ceramic and metal mixed media as the creative materials, and infusing the traditional main color of "blue shirt" of Hakka people in Lioudui of Southern Taiwan to convey the classic Hakka spirit of "stiff neck" and "round outside but square inside".

得獎者 -	台客藍（世代陶瓷股份有限公司）	Web -	www.facebook.com/hakkablue
Award Winner -	Hakka-blue	Tel -	02-2552-1338

琉璃有禮。心中有你

Ata Ohiyah



包含高貴、女工、陽光、守護、智慧、純真及權勢等 8 款公仔；商品外型活潑可愛，傳達原住民先祖之使命及精神。

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得獎者 -	沙滔琉璃藝術空間	Tel -	08-799-1563
Award Winner -	Shatao		

埕禮的月光

Checheng Speciality Wooden Gift Box



主體採用車埕當地著名木業木材，內含水里產的紫蘇梅、魚池產的阿薩姆紅茶及臺十八號茶包及車埕的手製糕點。

The gift box is made mainly from the famous wood of Checheng near Sun Moon Lake and contains Perilla plums from Shuili, Assam Black Tea from Yuchi, Formosa Ruby Black Tea (Taiwan Tea #18) and hand-made pastries from Checheng.

得獎者 -	森製菓食品股份有限公司	Cooperative Unit -	www.morisweet.com
Award Winner -	Mori	Tel -	04-2208-0167
合作單位 -	雙美圖設計事務所		

喜堂-欣悅系列禮盒

Cha Tei - Joyful Series Tea Gift Box



英文名Cha Tei為台語「呷茶」的諧音，具親切問候、招待奉茶之意，意喻臺灣人熱情與真誠，如茶壺永保熱情與溫度。

Attentive Attitude of Cha Tei, Flavor, Taste and Aroma of Freshly Finished. As the homonym of Taiwanese "Drink tea", "Cha Tei" means genial greetings and serving tea that embodies the Taiwanese locals' passion and sincerity just as teapot keeps tea warm at the perfect temperature.

得獎者 -	喜堂茶業股份有限公司	Cooperative Unit -	Magic Creative Advertising
Award Winner -	Cha-Tei Ltd.	Web -	www.chatei.com.tw
合作單位 -	麥傑廣告	Tel -	02-8661-8551

伍兩金茶酥

Five Tael Golden Pineapple Pastry



「今日伴手伍兩金，禮重人更親。」以金塊造型茶酥搭配精選茶餅，與親友分享從九份黃金山城攬勝歸來的懷舊風情。

"Nowadays, a precious gift such as the Five Tael of Gold Pineapple Cake Gift Box brings people closer together." Sharing the choice tea cakes in the shape of gold nugget with close friends together with the nostalgia from Jiufen gold mine.

得獎者 -	九份茶坊有限公司-洪志勝	Cooperative Unit -	IDER Visual Image Design/Shan Mai Taro Cake
Award Winner -	Jiufen Teahouse	Web -	www.jiufen-teahouse.com.tw
合作單位 -	伊德視覺形象設計/先麥食品股份有限公司	Tel -	02-2497-6487

和菓森林綜合頂級紅茶中秋禮盒

Hugo Assam Tea Farm Mixed High Grade Black Tea Mid-Autumn Festival Gift Box

以圓形包裝禮盒表現出月圓人團圓的概念，圓滿、討喜，同時與日月潭的湖光和中秋的月色相互輝映。

The round-shaped meal box package expresses the idea of family reunion under the full moon that brings a sense of completion and happiness, and at the same time, the Mid-Autumn moonlight is reflected on the water of Sun Moon Lake.



得獎者 -
華奧博岩廣告企畫有限公司-尤宣尹
Award Winner -
Fair Brain Creative Ideas Co., Ltd

合作單位 -
普林斯企業有限公司

Cooperative Unit -
Hugo Assam Tea Farm
Web -
www.assam.com.tw

Tel -
049- 289-7238

2007

Awards Winners Introduction

得獎作品介紹

台灣水鹿熏香花器

鴨鴨井字棋

山豬藝術杯組

神話岩飾-飛魚之歌

織女與獵人

此木草個人品茗組

新港馨香燈

結婚筷樂

鼠來寶

虎頭香能量香品

魚找茶-魚形茶葉沖泡器

2008

Awards Winners Introduction

台灣水鹿熏香花器

Taiwan Sambar Deer Aroma Diffusing Vase



臺灣水鹿是保護森林的精靈，象徵原住民與自然共存的精神。可做為花器、熏香燭台，結合工藝設計與生活。

Taiwan Sambar deer are guardian spirits of the forest. The design symbolizes the spirit of Taiwan's aborigine people's coexistence with nature. This work of art can be used as a flower vase or an incense burner, and it is a fusion of handicraft design and life lived to the fullest.

得獎者 - 勒戈堆工作室	Cooperative Unit - idbee Creative & Design
Award Winner - Legoai Workshop	Web - blog.sina.com.tw/ttob
合作單位 - 艾得彼創意設計	Tel - 0927-073-630

鴨鴨井字棋

Creative Tic Tac Toe



將簡單純樸的兒時遊戲收藏在口袋裡印象，加以暖色調與天然木紋作成的棋盤，更代表三義的地方人文色彩。

Recalling a simple game of childhood carried in the pocket, the warm-hued natural wood grain of this Tic Tac Toe board game represents the local culture of Sanyi Township.

得獎者 - 三義一丫箱寶	Cooperative Unit - Li-An Chen
Award Winner - Sanyi Cgerushed Treasure	Web - www.dp-duckdiy.com.tw
合作單位 - 陳麗安	Tel - 037-872-076

山豬藝術杯組

Blooming



山豬是鄒族最受歡迎的圖騰之一，俐落鮮明的線條詮釋著勇士精神。杯身述說一段山豬愛上人類的淒美愛情故事。

The wild boar is one of the most popular totems of the Tsou Tribe. The smooth, clear-cut lines are the best interpretation for the warrior spirit. Depicted on the cups is the sad but beautiful story of a spirit of the wild boar falling in love with a human.

得獎者 - 不舞作坊	Cooperative Unit - Dong-Xiang Co., Ltd.
Award Winner - Pu-U Workshop	Tel - 0921-500-848
合作單位 - 東亨瓷器有限公司	

神話岩飾-飛魚之歌

Tales By Pave-Song of Flying Fish



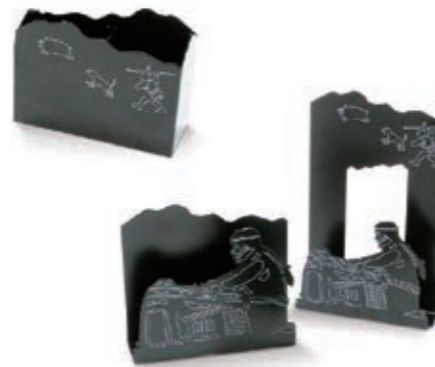
蘭嶼達悟族黃清文，運用特殊材質使岩飾呈現石雕的溫暖、潤澤觸感；飛魚圖騰則表達對自然的尊重與關懷。

The Tao aboriginal artist Ching Wen Huang uses special materials to enable each piece of rock collage to express more temperature and a suppler touch that stone sculpture should have. The flying fish totems convey the care for Mother Nature.

得獎者 - 藝拓國際股份有限公司	Cooperative Unit - Huang Chingwen
Award Winner - Artilize Worldwide Co., Ltd.	Web - www.artilize.com
合作單位 - 黃清文	Tel - 02-2747-1007

織女與獵人

The Weaving Maiden and The Hunter



歷久彌新、不退流行的經典原住民圖騰，加上低調不鏽鋼色系呈現的金屬質感，可依居家空間營造不同視覺連結。

Aborigine totems are classic patterns that never go out of fashion. The low-key stainless steel color signifies the texture of metal. Users will be able to create different visual effects based on their home environment.

得獎者 - 石壁染織工坊	Web - www.raisinay.com.tw
Award Winner - Raisinay Weaving and Dyeing Workshop	Tel - 037-821-255

此木草個人品茗組

Cimucao Individual Tea Tasting Set



「柴」拆解成此木，加上藺草，即為「此木草」。手工編織的藺草茶套不但可以保溫，同時也避免燙手。

The Chinese character 柴 (chai, "firewood") can be divided into 此木 (cimu, "this wood"). Combining this with rush creates cimucao (此木草). Hand-woven rush teaware jackets keep the tea warm and avoid the hand from the heat.

得獎者 - 藍姆設計	Cooperative Unit - Yuan-Li Country Triangle Rush Exhibition Hall, Zeng Wen-Sheng Pottery Ar
Award Winner - Lamo Design	Tel - 02-2219-7965
合作單位 - 藺草文化館、曾文生陶藝	

新港馨香燈

Singang Aromatic Incense Lamp



設計師揉合嘉義新港手工製香業，重新詮釋廟宇常見的平安燈，風格簡約、線條流暢，讓傳統與時尚優雅共存。

The designer has combined the local incense making to reinterpret the Ping-an (Peace) lantern commonly seen in temples in Taiwan. The simple style and the smooth lines enable the product to reveal both tradition and fashion.

得獎者 -
新港香藝文化園區
Award Winner -
Singang Incense Artistic
Culture Garden

合作單位 -
艾得彼創意設計
Web -
www.incense-art.com.tw/
cultural.asp
Tel -
05-374-7899

結婚筷樂

Harmonious Couplet



筷子是中華文化的詮釋延伸，尺寸為吉祥數字，呈現東方生活美學；結合不同材質平衡傳統與創新、簡約與精緻。

These chopsticks are both an interpretation and extension of Chinese culture. The length is that of an auspicious number and expresses the life aesthetic of the East. A combination of different materials is employed to make a subdued but luxurious product that is both traditional and innovative, a clever fusion and balance of simplicity and elegance.

得獎者 -
台中葫蘆墩社區合作社
Award Winner -
Taichung Huludun
Community Cooperative

合作單位 -
集思多媒體資訊有限公司
Cooperative Unit -
Arteck Design & Consulting
Tel -
037-872-076

鼠來寶

Lucky Mouse



苗栗舊稱「貓狸」，融合貓的元素，強調藝術生活化，編排上演著貓與老鼠間自古以來的對立關係。

Maoli (Cat Fox) is the ancient name of Miaoli. The designer infuses the elements of cat into the product, emphasizing the art in daily life. The arrangement expresses the opposing relationship between cats and mice.

得獎者 -
五穀文化村
Award Winner -
TWuguu Cultural Village
合作單位 -
展智創意策略設計有限公司

Cooperative Unit -
Knowledge Power Creative
Strategy
Web -
www.wuguu.com.tw
Tel -
037-234-805

虎頭香能量香品

Tiger Head Energy Incense



虎頭蜂的台語諧音，是設計師對於「虎頭」與「香」的幽默聯想，創意同時來自新港奉天宮虎爺信仰祈福儀式。

Hornets are called "Hotaopang" (Tiger-headed bee) in Taiwanese. The designer creatively divide it into "hotao" (Tiger head) and "pang" (bee, and the pronunciation is the same as "incense" in Taiwanese). The creativity is also originated from the tiger god blessing ceremony in Xingang Fengtien Temple.

得獎者 -
舞禾室內設計有限公司
Award Winner -
Day Plus Interior Design
合作單位 -
伍蓮香業開發有限公司/梁程熙

Cooperative Unit -
Wu Lien Spice Co., Ltd.
Web -
www.artilize.com
Tel -
05-277-3929

魚找茶-魚形茶葉沖泡器

"Fishing for Tea" Fish-shaped Tea Strainer



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Aborigine totems are classic patterns that never go out of fashion. The low-key stainless steel color signifies the texture of metal. Users will be able to create different visual effects based on their home environment.

得獎者 -
百岳企業社
Award Winner -
Pai Yueh Enterprise
合作單位 -
魚池鄉紅茶產銷班第六班

Cooperative Unit -
Yuchih Township Black Tea Agriculture
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