

Taiwan: Original Crafts from Local Brands Shine in Paris, France

National Taiwan Crafts Research and Development Institute (NTCRDI), under the Ministry of Culture (Taiwan), leads craft and design brands to participate in Maison&Objet Paris – the iconic international trade show of furniture and home decor – for many years. In 2019, NTCRDI collaborates again with the Council of Indigenous Peoples (CIP). Together they select 8 local Taiwanese brands of original handicraft products, including those who are created by aboriginal peoples, to participate Maison&Objet Paris in France.

Director of NTCRDI, Mr. HSU Gen-Hsiu, explains that NTCRDI collaborates with CIP for the third time this year. Through their participation in Maison&Objet Paris, they would like not only to convey the strength of Taiwanese design abroad but also to show the ambition of the Taiwanese government that supports these extraordinary craft brands to enter the international market and be seen by the whole world!

Maison&Objet Paris is one of the three largest design trade fairs in the world. For twenty-four years, Maison&Objet is held twice a year, every January and September, for the spring and autumn season. This year, the Taiwanese Pavilion - Taiwan Crafts & Design - participates in this iconic global trade show and is located at the signature section 5A - Unique & Eclectic. This section focuses on subtle, unique, artisanal and rare, high quality and limited-edition art and furniture. As for the eight Taiwanese brands, their handicrafts carry the originality and stories behind, which show the unique taste of Taiwan through the demonstration of culture and aesthetic. Aside from the inspiration of aboriginal culture, refined craft techniques also show the exceptional taste in the products of everyday life.

The visual design of the Taiwan pavilion utilizes again the image of last year that combines the traditional patterns and techniques of indigenous artisan weaving. The pavilion space is shown under the image of the folds which symbolize the variation of craft techniques. The warm color of the pavilion comes from the orange of living coral, which means the perfect balance between cultural awareness and the creative aesthetics of Taiwanese design in contemporary society.

There is a great variation of style in the brands that participate this year, for example, "Bao Xiang" is inspired by nature, with more than thirty years of experience in the production of ceramics. Artisans create artworks under classic shape but burned in kiln with modern glaze. They show the techniques of traditional craftsmanship and the joy of design. "CELEMENT LAB" makes daily necessities by showing an aesthetic of conflicts. After their exclusive research, the new material CELEMENT is developed, which can reverse the impression through its appearance and touch. CELEMENT products are not only beautiful but also surprising and exploratory in its useful and unique design. "HUNSHEN" was born in the experiences of life, which shows pure and simple aesthetics through the handicraft works made with traditional techniques for long hours. It is an artisanal aesthetic that conveys the lifestyle of eastern Taiwan, adds the touch of nature to modern life, and carries the strength of purity and beauty of nature. "MUFUN" focuses on the development and promotion of wooden products and chooses the image of animals to communicate with the world. Through the products, MUFUN would like to remind people of the importance of protecting local animals. When people pay more attention to the ecology, they also appreciate natural resources and know the importance of the harmony of nature and the sustainability environment.

Moreover, there are also design brands created by Taiwanese aborigines who make crafts by mixing natural elements with a cultural and human consciousness of Taiwan. "Atelier Unique Tapa" is dedicated to the combination of bark culture among Taiwanese aboriginal peoples and the aesthetics of contemporary textiles. The bark culture of the Amis people reappeared after half of a century. "Dipong" also comes from the Amis people, who values the elements of nature in the aesthetics of life. Their design takes the creativity of art and mix with natural materials to show the natural lifestyle of the tribes. "LIHIYA" is applied to the design of fashion clothing in order to help aboriginal people and disadvantaged women to create a stable income, improve daily conditions and at the same time increase value on cultural handicrafts. By crossing cultural differences, we must stop exploitations and promote fair trade. "Warmstone & Life" strives for integration and innovation between local materials and local techniques. All small changes of Hualien are included in the product design. Through the refined works and limited productions, waste stones and the spirit of the sustainable environment connect and transmit the concept of sustainability to the public.

This time, the eight brands participating in Maison&Objet gather the highest craft techniques. From the appearance, the artisanal shapes show the perfectionism of the

design; from the inside, craftsmen have added elements of local stories that come from the cultural richness of Taiwan. The new spark that is created by the interaction between Taiwanese craftsmanship and modern design will be seen internationally: the local culture is demonstrated with a unique and creative design style. The beautiful artworks represent Taiwan and exhibit in Paris to explore the industrial market of design and crafts in Europe and worldwide.

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Event Information

「Taiwan Crafts & Design」

Maison & Objet Paris

Date: 6 septembre – 10 septembre 2019

Location: PARIS NORD VILLEPINTE - Hall 5A, Unique & Eclectic-Signature

Booth number: M54, N53

Presse Kit



<https://reurl.cc/G370d>

Scan the QR code to find out more: news, visual design of Taiwan Crafts & Design, organizer information, LOGO of each participating brand, brochure and images of artworks, etc.