



FOCUS II 焦點專訪2

# 工藝之家·品牌之路

## The Road to Craft Branding

國

立臺灣工藝研究發展中心自2004年起，一共舉行了四屆「臺灣工藝之家」的評選，選出了136位各具專長的地方工藝達人。做為推動工藝生活美學、促進工藝文創發展的據點，這些工藝達人的工作室與店面隨著時代的變遷，在近年紛紛從單一形式的經營，變身為集創作、教學、展售、觀光等功能於一身的複合空間。這段變身過程是多方面的，有些工藝家以創作為骨幹，漸次發展其文創羽翼；有些工藝家從觀光著手，將工廠擴展為多功能園區；有些工藝家則深入社區，將傳統工藝帶進現代街巷。無論其方向為何，他們都朝著同一個目標邁進——成為一個扎根於當地風土與文化的工藝品牌。

這期季刊便以兩位獲選為「臺灣工藝之家」的陶藝家——周美智和她的磐創作陶坊，以及陳忠正和他的板陶窯為對象，從前者的空間改善計畫、後者的社區工藝經驗中，一窺現代工藝家的品牌締造之路。

Since 2004, the National Taiwan Craft Research and Development Institute has selected 137 craft masters from the four editions of 'Crafts Workshop' project. As the footholds for the development of craft aesthetics and craft-related cultural creative industries, the working places of the craft masters have multiplied their functions in recent years — from studios and shops to spaces in combination of other functions such as classroom and gallery. The transformation is multi-faceted, in accordance with the different orientations of the artists; nevertheless, the diverse developments gravitate towards the same goal — to become a craft brand rooted in the geographical and cultural soil of its birthplace.

By looking into the experiences of two ceramic artists — Chou Mei-chih and Chen Chung-cheng — who are both selected into 'Crafts Workshop,' this issue of *Taiwan Crafts* aims to explore the footsteps of the craft masters on their road to craft branding.