

全球化與知識經濟籠罩的時代，「始於文化，形成產品，用於生活，成於品牌」的概念，成為臺灣文化創意產業的推進力。傳統工藝產業及當代工藝生產值此浪潮，如何發掘自身特色、確立理念價值、勾勒未來藍圖，來永續深耕出臺灣生活美學與文化樣貌，品牌的擘劃打造與通路市場的拓展成為當務之急。探究臺灣工藝的品牌鍊金，我們可以看見由政府單位的政策與輔導，到民間業者的實戰和推進，在生產與市場端之間，反覆琢磨出適切靈活的策略，從各層面將頂真的臺灣工藝流向世界各生活角落。

In the era of globalization and knowledge-based economy, Taiwan's cultural and creative industry has come into exploring ideas from its culture, creating products for everyday use and developing its own brand. For those who make either traditional or modern crafts, the key is to find their own values and what makes them different, so that it is possible to plan future directions, introduce a special style true to Taiwan's living environment and culture, develop the brand and expand the market. For the upgrade of Taiwan's crafts, we see government agencies launch policies and provide assistance, while the industry continues to push the envelope, finding the best strategies for both the manufacturing side and the marketing side and bringing top-notch craftsmanship from Taiwan to every corner of the world.

工藝的夢想藍圖——品牌與通路的策略探索

The Craft Blueprint: Strategies on Branding and Distribution

