

工藝 × 選物

多元美力，潤生活

Craft X Selection - Diverse Aesthetics and Colorful Life

臺灣特殊的自然、歷史境況，造就了豐富多元的工藝生產。在「風格經濟」的風格生活年代，物之選、物之用，不僅單純關注物的美感魅力，更繫於「共鳴」；物背後所關係的理念、迴盪的故事、引發的經驗，成為風格意見領袖、選物店主在意的價值關鍵。在地創意生活的打造實踐，更體現在文創旅店中，於宿泊中讓人深度浸潤體驗。風格生活於一般日常，於特意旅程，潛植入人們的心中，各自逐漸發酵出自己的型。有故事的物，說故事的人，有型的生活，如此滋味豐富。



The unique natural landscape and history of Taiwan nurture its rich and diverse craft culture. We are living in an “era of taste” that goes beyond aesthetics when it comes to choosing and using a thing, but more on how it comes from, how its story resonates with the users and how it creates a special experience. That is exactly what the opinion leaders in arts and culture and select shop owners are aiming for. Innovative ideas in local life become important elements in arts and culture hotels that give travelers a chance to immerse themselves in the experiences they find nowhere else. A lifestyle that comes from a local community therefore dives deep into people’s hearts in a trip, stays and finally becomes however people want it to be. A thing with great stories, a person who tells great stories and a life with great style, what more can you ask for?