



特別報導 · Special Report

開疆闢土・深根永續 2017臺灣年度工藝新展望

Prospects for Taiwan Crafts in 2017 – Expand Horizons and Pursue Sustainability

近年來國立臺灣工藝研究發展中心積極地帶領著臺灣好工藝勇闖全球市場，本期特別專訪工藝中心主任許耿修，暢談前進國際展會的致勝策略，以及如何協助業者或工藝師務實地推展各項行銷計畫，創造產業永續發展的效益。綜觀今年度的「臺灣工藝競賽」、「臺灣優良工藝品」兩大競賽作品，特別突顯了對創意設計與細膩手藝的重視，及其融入現代生活空間的轉變，是可喜的發展方向。今秋於設計年度盛會「臺灣設計展」中，也具體展現了工藝中心持續強化工藝、地方與生活的深耕，找回人們和地方工藝的時尚有感連結。

In recent years, the National Taiwan Craft Research and Development Institute (NTCRI) has been sparing no efforts to launch good craft works from Taiwan to the global stage. This issue features the interview with Hsu Keng-hsiu, Director of NTCRI to find out the ways to shine in the international exhibitions and how to help a company or a craftsman to implement the marketing scheme that makes sustainable development possible. Looking back at the two major craft competitions held in 2017 – Taiwan Craft Competition and Taiwan Good Craft, one might be delighted to see a focus on innovative design and sophisticated craftsmanship, as well as the efforts to blend the craft into modern life. During this fall's Taiwan Design Expo - one of the most important events in Taiwan's design world, the NTCRI tried to show the in-depth connections of crafts, local communities and life and highlighted how people can actually develop a bond with the local-style crafts.