

# 2022 Taitung Craft Design Camp Marketing & Admissions Brochure

Adviser: National Development Council , Ministry of Culture

Organizer: Taitung County Government | Execution Unit: AFTERAIN DESIGN CO., LTD.

Co-organizer: National Taiwan University of Arts

## I. Project Background

The core value of this workshop is set to use creation to dialogue with oneself, reflect on learning, and go deep into the land of Taitung in the 11-day event, adhering to the concept of using land to comfort people's hearts. Following the guidance and inspiration of artisans, it is hoped that participants will cherish the world in the face of chaos and disasters, developing mutual empathy with Taitung's unique natural environment, allowing them to fully open their sensory horizons. The five senses experience, exchange and sharing sessions, workshop with mentor system, and cross-domain cultural lectures are among the featured events planned for this workshop. It is expected that participants will not only improve their skills over the workshop, but will also gain a deeper understanding of Taitung and present their final works at the end.

## II. Activities

During this event, up to 30 trainees are selected by local master artisans and design professionals to participate in a 11-day Camp. During the Camp, trainees will be housed in five workshops in Taitung, a workshop with a mentor system, consisting of one craftsman and one design instructor. Craftsmen from different fields will teach materials and craftsmanship skills, while design instructors will give advice on relevant design concepts and production directions.

Through intensive learning, trainees will improve their understanding and absorption of materials and techniques, and then leverage their creativity to produce their works and participate in competitions. During this period, **international seminars will be held, inviting domestic and foreign designers and professionals to participate**, providing opportunities for experience sharing and exchange, inspiring trainees to think more globally, and cultivating a global perspective and vision, as well as understanding the connotations of craft design from different cultures.

The final day of the Camp will include a showcase exhibition to present the results and award prizes. The final round will be judged based on the trainees' learning performance, creative works, and results presentation. **The total prize money for the competition is NT\$200,000**, including: 1 gold award (NT\$80,000), 1 silver award (NT\$40,000), 1 bronze award (NT\$30,000), and 5 honorable mentions from the workshop (NT\$10,000 each).

## III. Event Duration:

- Application period: From now until June 15, 2022 (Wed) 17:00
- Admission announcement and notification: June 28, 2022 (Tue)
- Application fee payment deadline: July 11, 2022 (Wed)
- Camp: July 18, 2022 (Mon) - July 28, 2022 (Thu), 11 days in total
- Results Announcement and Awards Ceremony: July 28, 2022 (Thu).

\* The organizer reserves the right to modify, supplement, suspend or terminate the event at any time. In the event of force majeure incidents such as natural disasters or epidemics, the schedule and content of the event will be adjusted as appropriate and announced on the official website or fan page.

#### IV. Application Information

##### 1. Number of applicants and qualifications

- (1) A total of 30 domestic and foreign youths is expected to be accepted for this event (including 5 youths from Taitung and 5 international youths). Anyone aged 18 to 35 (inclusive) can apply. Applications can be made for individuals or groups, however group applications are limited to two members per group.
- (2) The number of candidates will be adjusted according to the number of applications and selection criteria, and the space and number of candidates will be adjusted according to the evaluation of the epidemic situation (COVID-19) and relevant epidemic prevention measures enforced.

**\* In order to invite and encourage the participation of young people who are interested in learning and developing craft design, the top three winners of previous Craft Design Camps will not be accepted for participation in the Camp.**

\* Remarks.

- Domestic youth: Those who are 18 to 35 years old (inclusive) and hold R.O.C. nationality. It is preferable for candidates to hold university degrees (including current students, recent graduates, or have proof of school attendance).
- Taitung youth: Young nationals who meet the following criteria: (in order of selection priority):  
1. A local resident of Taitung. 2. Attending/graduated from school located in Taitung County.  
3. Persons with a studio registered in Taitung County.
- International youth: Anyone aged 18 to 35 (inclusive), holding an international passport (including international exchange students, short-term or long-term residents, must present proof of school attendance), and the passport must be valid for at least 6 months (including ordinary, diplomatic, and official passports), except for U.S. and Japanese passports, which should hold a passport that is valid for longer than the intended date of stay (according to the relevant regulations of the Bureau of Consular Affairs of the Ministry of Foreign Affairs).

##### 2. Application procedure and announcement of selection

###### (1) Application procedure.

Please fill out the online application form. Only candidates who have passed the review and completed the payment will be considered official trainees.

A. To apply online, please fill out the online form by accessing:

- a. Echo Taitung website>Please click here to sign up  
<http://www.echotaitung.tw/>
- b. 2022 Taitung Craft Design Camp >Submit Now  
<https://contest.bhuntr.com/tw/bf0x06qbq6hp7vlgpj/home/>

B. Application period: From now until June 15, 2022 (Mon) 17:00, based on the online application submission time.

C. Please fill in all the required fields below and provide the concept and sketch of the work you expect to create. It is recommended to attach a portfolio of your works for reference purposes.

- Application form: Please fill in basic information such as name (Chinese name, English translation), date of birth, ID number (or passport number), registered address, mailing address, contact phone/mobile phone, Email, education and department (please fill in the highest education attained), and other competition or related experience.
- Competition Affidavit Form
- The ranking of the preferred workshops of choice (will be used as a reference for selection and the final evaluation will be based on the results)
- Concepts and sketches of works expected to be created in the Camp (must be in line with the craft characteristics of the workshop)

- **Personal portfolio:** Please provide the image file or online link of your personal portfolio.

(2) **Announcement and notification of the admission list.**

The list is scheduled to be announced on June 28, 2022 (Fri) on the website/fan page of the event, and the selected candidates will be notified by Email or phone.

- Bureau of Cultural Affairs of the Taitung County Government > Our Office Announcement <https://www.taitung.gov.tw/ccl>
- 2022 Taitung Craft Design Camp > Finalist List <https://contest.bhuntr.com/tw/bf0x06qbq6hp7vlgpj/home/>

(3) **Registration fee and payment period**

- A. Applicants are required to pay a registration fee of NT\$3,000, which includes the course, materials, accommodation, and daily lunch during the event.
- B. The organizer will take the initiative to notify and provide the remittance account information, and the selected candidates must complete the payment before July 11, 2022 (Monday) (for group applications, both applicants must complete the payment), and those who fail to pay on time will be considered as abstaining, and the organizer will arrange for the reserve candidate to take their place.

## V. Camp Information

### 1. Camp Schedule

Schedule	Content		Location
Day 1	Trainee Check-in, Five senses experience Tour		Taitung Art Museum
Day 2	Morning Opening ceremony  International Cultural Lecture	Afternoon Enter the workshop	All Workshops
Day 3	Introduction to the workshop and its surroundings Lectures by design instructors and craftsmen		All Workshops
Day 4	Start of the workshop: Review of design sketches by design instructors		All Workshops
Day 5-8	Commencement of Workshop : Design proposal finalization and issue review		All Workshops
Day 9	Workshop course learning, creation, videoconference discussion		All Workshop

Day 10	Afternoon Results Exhibition/Presentation	Evening Exchange and sharing sessions	Taitung Art Museum Taitung City
Day 11	Morning International Cultural Lecture	Afternoon Results Exhibition/Presentation and Finalist Award	Taitung Art Museum

## 2. Workshops and Instructors

### (1) Workshops

Serial number	Workshop Name	Craftsman	Craft type / material	Workshop Locations
1	Abus Bunnun Traditional Clothing Studio	Abus (Chun-Nu Chiu)	Boehmeria	Yanping
2	ili workshop	Mei-Zhen Gao	Shell ginger Textile	Jihben
3	Xiang-Xiang Indigo Dyeing Workshop	Chi-Yun Hsu	Indigo dyeing	Chishang
4	Field Herdsman	Meng-Long Zhan	Woodworking	Jihben
5	A-BU Studio	Sheng-Xian Zhou	Metalworking	Tuban

\* Please refer to the attachment for the introduction of the workshop/craftsmen instructors.

### (2) Design Instructor.

Serial number	Design Instructor	Areas of Expertise
1	Chun-Lung Wang	Chief designer at Studio Qiao. Wang specializes in the creation and research of lifestyle products and continues to open up new horizons of Taiwan design with his experimental works. His works have received many international awards and have been collected by international collectors.
2	Yu-Fen Lo	Lo had been a consumer electronics product designer for Philips, Tkec, BenQ, ASUS, and MiTac, and has won five iF product design awards and Red Dot design awards.
3	Yu-Jui Chou	Owner of KEV Design Studio. As a winner of many international awards, Chou believes that design is all about exploring how to interact with objects, and compares his work to the red wine produced in his own vineyard. He is committed to adopt the delicate and originality of winemaking to bring out the unique essence of each art piece.
4	Hung Cheng	Co-founder of BLACK TAILORS, winner of several international awards. He hopes to bring people a unique feeling of use, using materials, structures and experimental techniques, so that the design not only stands out in appearance, but also in the practice of aesthetic concept, function and integration.
5	Gina Hsu	Lecturer at the Department of Industrial Design, Shih Chien University, and the owner of DHH Studio. In recent years, in addition to product design planning, she has often participated in large-scale exhibitions and craft design-related curatorial shows.

\* Please refer to the attachment for the introduction of our design instructors.

**(3) International Craft/Cultural Lecture:**

The lecture will cover three aspects, including the relationship between crafts and modern life, the new use of materials to bring new changes and the power of product design. The workshop will expand the participants' knowledge of crafts and explore how to use materials to bring out the characteristics of craftsmanship. The workshop will also be based on the local characteristics of Taiwan and will combine different international cultures and perspectives to bring local culture into craft design.

Serial number	International Lecturers	Areas of Expertise
1	Chiaki Murata	The product development method through psychological behavior analysis called Behavior Design and Sensibility Value Hexagon, which Murata practiced himself, has been used by many companies and the government.
2	Yu-Fen Lo	Lo had been a consumer electronics product designer for Philips, Tkec, BenQ, ASUS, and MiTac, and has won five iF product design awards and Red Dot design awards.
3	Mark Stocker	Mark has been leading DDG for more than two decades. His brand strategy consulting experience working with business leaders in Greater China gives him a unique perspective into Taiwanese corporate culture and social movements.

\* Please refer to the attachment for the introduction of the cultural lecturers.

### 3. Competition Method: Workshops and Camp Activities > Creations > Publication of Results and Judging of Final Competition

- (1) Full-time trainees are required to attend a 11-day camping course and will be stationed at each of the five workshops to learn different craft techniques and receive instruction and guidance from the workshop instructors, design consultants and cultural lecturers; materials, tools and equipment required for the course will be provided by the workshop organizer.
- (2) During the camp, trainees are required to produce designs that "integrate" workshop techniques and participate in a competition. The materials used in the designs must be mainly the materials taught in the workshop (e.g. Boehmeria, wood, indigo dye, etc.). If trainees wish to combine their works with other materials, they must consider the feasibility of combining different materials and prepare their own materials, tools and equipment.
- (3) Results Exhibition/Presentation and Final Award Presentation
  - A. The final day of the camp will include a presentation of the results and the final competition award. The trainees will be required to complete their works and present them on site with a 3-minute oral presentation. The results will be announced and the award ceremony will be held after the judges' evaluation and final selection. The presentation shall contain:
    - Records of material experiments during the camp
    - A record of sketches and ideas
    - Name and design concept of the resultant work
    - Description of materials, techniques and features
    - Key takeaways & reflections from the camp
  - B. Competition scoring method:

The design instructors, workshop craftsmen and judges will evaluate the performance of the trainees, their creative works, and the publication of their results, etc. The winners will be selected based on the relevant categories, and a reserve quota will be set at their discretion.

C. Competition scoring criteria:

Item	Content	Weight
Workshop Learning Performance	Learning attitude and participation in the workshop during the camp.	30%
Creative Concept	The creativity and innovation of the work.	25%
Craftmanship techniques and use of materials	The skill of processing, understanding, and transforming the materials, and the skill of reinterpreting and reinventing the techniques learned.	30%
Performance, completion, potential and development of works	<ol style="list-style-type: none"> <li>1. Form, color, decoration, aesthetic and creative expression and integrity.</li> <li>2. The work and the design concept, theme, fit with local culture.</li> <li>3. The potential of the work and its future development.</li> </ol>	15%

D. Awards, prizes and others:

Awards	Places	Awards and Others
Gold Award	1	Prize money of NT\$80,000, 1 certificate/medal
Silver Award	1	NT\$40,000, 1 certificate/medal
Bronze Award	1	NT\$30,000, 1 certificate/medal
Honorable Mention	5	NT\$10,000 for each work, 1 certificate/medal
Certificate of completion of workshop	All participants will receive a certificate of completion of workshop.	

E. Top 3 Awards and Obligations

- a. The top three winning entries will receive one set of professional photos: at least three photos of each entry, including overall photos, detailed photos, back photos and photos of the creator with the work.
- b. The top three winners will also be selected to participate in this year's "Taitung Craft Design Award" exhibition .
- c. Additional Notes:
  - The above prizes are tax inclusive and will be deducted by the Taitung County Government in accordance with the tax laws of the Republic of China.
  - The winners of the above awards will be announced at the publication of the results and the final competition.



- The above prizes may be increased or reduced at the discretion of the jury members and the organizer after a comprehensive evaluation of the standard of the entries.
- If any of the above prizes and awards contravene the rules and regulations of the competition, the organizer may disqualify the entrant from receiving the prizes, withhold the awarding of the prizes, or arrange for their replacement, and may require the entrant to compensate for the financial and reputational losses of the related activities, competitions and exhibitions.

(4) Notes on camp participation

- A. It is recommended that trainees search for information on the techniques, material characteristics and cultural background of each craftsman/workshop before applying for the proposal, and then fill in the sequential order of their preference to enter the workshop and propose suitable design and project content after preliminary background research.
- B. During the camp and competition, trainees are required to cooperate with the executive team to conduct various activities such as audio-visual filming, recording or interviewing for related publicity and publication.
- C. Except for the top three works, other trainees should bring back their works on the day of the presentation. If the works are too large, please contact the organizer for assistance in transporting them, but they should bear all transportation costs. The organizer will not be responsible for storage and safekeeping.
- D. The top three works shall be provided to the Bureau of Cultural Affairs of the Taitung County Government for the next year (from the date of announcement to July 28, 2023) at no cost for the subsequent promotion and exhibition of the results, and the relevant transportation and insurance will be taken care of by the organizer for intended use.
- E. The intellectual property rights of the works created by the participants during the Camp period belong to each participant; however, the participants shall cooperate in providing detailed information about their works and provide the organizers and executive units with the records for their future promotion, publication, publication, display, exhibition, publication in newspapers and magazines, or printing of books, etc. without compensation.
- F. If the schedule of this event is changed or adjusted for any reason, the actual date of the event as announced shall prevail, and the related publicity and exhibitions that the participants need to coordinate in the future will be adjusted accordingly.
- G. All participants of the Camp and competition activities are deemed to have complied with the relevant regulations. The organizer reserves the right of final interpretation of the event schedule, documents, information and regulations. In case of natural disasters, epidemics and other force majeure incidents, the organizer may adjust, change, suspend or terminate the event at any time according to the actual situation and announce it on the website or fan page. For any matters not addressed above, the announcement and interpretation of the organizer shall prevail.

## VI. Contact Window

[2021 Taitung Craft Design Camp]

AFTERAIN DESIGN CO., LTD. [mia@afteraindesign.com](mailto:mia@afteraindesign.com), (02)2239-0880#101 Ms. Wu

Taitung Bureau of Cultural Affairs, Taitung County Government (089)320378#235 Ms. Wang

## VII. Attachments

### 1. Workshop / Craftsman Introduction



#### Abus Bunnun Traditional Costume Studio | Abus (Chun-Nu Chiu)

Abus is committed to the heritage and promotion of traditional Boehmeria weaving. She found out from the early weaving works preserved by the tribal elders that although the weaving and dyeing techniques were not as good as modern ones 150 years ago, the colors of the fabrics are still vivid and intact. In order to regain the essence of the Bunnun traditional weaving and Boehmeria craft, she decided to start from "planting boehmeria", followed by harvesting, peeling the stems, rolling into thread and weaving into cloth, all done according to ancient and time-tested methods. Although the process is labor-intensive and time-consuming, she still carries a sense of mission and insists on revitalizing this craft, so as to not let the rich traditions be lost to history, but rather be put into practice in life.

(Media Report Reference: <https://news.ltn.com.tw/news/Taitung/breakingnews/2134466>)



#### ili workshop | Mei-Zhen Gao

It combines traditional craftsmanship with modern aesthetics in an innovative way, such as the moon peach woven basket and belt embroidery combined into an eye-catching side backpack for females. The works are entirely handcrafted. These wonderful creations subtly weave nature into life and produce a plethora of delicate boutiques. Weaving is synonymous with the Amis' beauty. From traditional weaving to moon peach weaving, we have discovered the beauty in it and realized how amazing the Amis' wisdom is. It bears the burden of inheritance, ensuring that the Amis culture is passed down. Weaving the life wisdom

inherited from ancestors into a respect for nature.

(Media Report reference: <https://line8.me/store.php?sid=35J9m3>)



#### Xiang-Xiang Indigo Dyeing Workshop | Chi-Yun Hsu

The production of "indigo dye" not only focuses on environmental protection and carbon reduction, but also preserves the wisdom of the ancestors. For many years, Chi-Yun Hsu has been involved in indigo dyeing, during which time she has continued to enrich and refine what she has learned, and has promoted it in conjunction with her school's art program. She noted that in the past, the colors of people's clothes came from natural plants, and indigo dyeing is one of them. She hopes to pass on her ancestors' skills through the indigo dyeing course, and combine her own creativity to

design coin purses, clothes and other works to make the art of indigo dyeing come to life.

(Media Report reference: <https://reurl.cc/6a5y4k>)



Field Herdsman | Meng-Long Zhan

Using naturally carved driftwood and a few modern design techniques, it exemplifies the Taitung-born style. He believes that "every piece of wood is a gift from nature, and every person's existence has significance." Today's shepherds have a more ambitious mission to carry on the spirit's legacy. Now he uses the craftsmanship of careful consideration to lead the befuddled young people of Taitung to transform the rotten wood that was once despised into an amazing skillful wood, so that they can create artistic creations, find their own position in the work, and spark the joy of life.

(Media Report reference: <https://www.wowlavie.com/article/ae2101227>)



A-BU Studio | Sheng-Xian Zhou

With the focused eyes, combined with fine craftsmanship, transform a piece of inconspicuous metal into a one-of-a-kind work after metalworkers' ingenious creation. His creative inspiration comes from the tribe's and the Paiwan people's cultural backgrounds. He grew up with the tribe's elders with a pair of dexterous craftsmanship hands from a young age. He was surprised, however, that young people were no longer interested in craftsmanship, so he devoted himself to it. For him, this should be a different cultural heritage for the new generation of young people.

(Media Report Reference: [http://www.tipp.org.tw/news\\_article.asp?F\\_ID=76547&FT\\_No=1](http://www.tipp.org.tw/news_article.asp?F_ID=76547&FT_No=1))

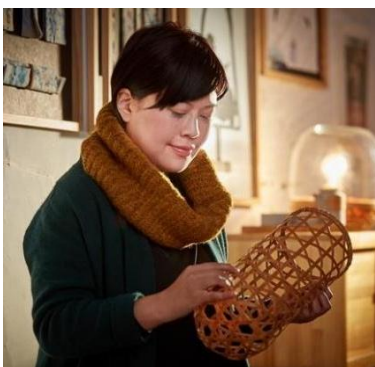
## 2. Design Instructors Introduction



Chief Designer, Studio Qiao | Chun-Lung Wang

Wang specializes in the creation and research of lifestyle products and continues to open up new horizons in design in Taiwan with his experimental works. From the "Chaos. Orderly" design exhibition in 2007, through "Where Happiness Lies", "Migratory Bird Project", "Tea Party", "Back to School Day Project", and "Sky Life Aesthetics Exhibition", the artist has been a pioneer in Taiwan's design creation and curatorial circles. Wang previously led design teams such as Do Design, Zoe Design, The One, tittot, and Pottery Workshop, and has often served as a judge for national design competitions. His works have received many international awards and have been collected by international collectors.

(Media Report reference: <https://yez.one/talent/RockWang>)



Taiwan's Emerging Industrial Designer | Yu-Fen Lo

Lo had been a consumer electronics product designer for Philips, Tkec, BenQ, ASUS, and MiTac, and has won five iF product design awards and Red Dot design awards. Lo's work focuses on design aesthetics while reversing stereotypes and attempting to endow new meaning to tradition.

(Media Report reference: <https://reurl.cc/zeYM8k>)



Owner, KEV Design | Yu-Jui Chou

He is currently the owner and CEO of KEV Design, and is a renowned new-gen product designer in Taiwan. He has won many international awards, such as Philips Digital Photo Frame Design, KOIZUMI Lighting Design in Japan, LG Design Competition in Korea, IDSA Excellence Awards in the USA, etc. Chou thinks of design as exploration, exploring how to interact with objects. He compares his works to the red wine produced in one's own vineyard, with each batch tasting different in each vintage. Although there is a higher risk of failure, he is able to create more design possibilities by thinking about the crux of the problem from different perspectives, and is committed to manifest the delicacy and originality of winemaking to make each art piece show its unique essence.

(Media Report reference: [https://www.goldenpin.org.tw/perspectives\\_kevin-chou/](https://www.goldenpin.org.tw/perspectives_kevin-chou/))





### BLACK TAILORS Co-Founder - Hung Cheng

Hung Cheng is a lecturer at the National Taiwan University of the Arts and the 24<sup>th</sup> Term Supervisor of the Industrial Design Association of the Republic of China, and has received numerous international awards. Such as: IDEA Silver Prize, iF Gold Prize. He hopes to bring people a unique feeling of use, using materials, structures and experimental techniques, so that the design not only stands out in appearance, but also in the practice of aesthetic concept, function and integration.

(Media Report reference: <https://reurl.cc/VELjpN>)



### Owner of DHH Studio | Gina Hsu

Gina is currently a lecturer in the Department of Industrial Design at Shih Chien University, and has served as a resident designer in Eindhoven, the Netherlands, and a guest designer for the Yii Milan Furniture Fair. She focuses on the interaction between people and places, the dialogue between people and the environment, and the emotional connection that arises from the interaction. She believes that "local materials are the most local" and "the hand is smarter than the brain". She often organizes workshops and exhibitions and invites creators to collaborate across disciplines. In recent years, in addition to product design planning, she has often participated in large-scale exhibitions and craft design-related curatorial shows.

(Media Report reference: <https://www.gvm.com.tw/article/33087>)

### 3. Cultural Lecturer Introduction



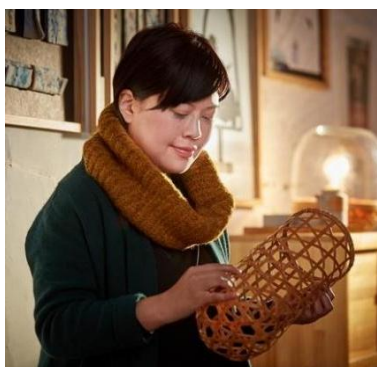
Managing Director of Hers Design Inc. | Chiaki Murata

The product development method through psychological behavior analysis called Behavior Design and Sensibility Value Hexagon, which Murata practiced himself, has been used by many companies and the government.

Involved in many design-driven project producing such as TC&D (Tokyo Crafts & Design) produced by TOKYO METROPOLITAN ART MUSEUM, and iiza, Echizen Brand Products Consortium and TOTT Tottori Products Consortium, and created the word Social Design through the experience of producing Eco Products Design Competition 2007~2010,

Social Design Conference 2011~2015, and is dedicated to enlightenment of social design.

(Media Report reference: [https://www.metaphys.jp/about/chiaki\\_murata/?lang=en](https://www.metaphys.jp/about/chiaki_murata/?lang=en))



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(Media Report reference: <https://reurl.cc/zeYM8k>)



DDG Advisor | Mark Stocker

Mark Stocker has been leading DDG, a brand consultancy in Taipei and Shanghai, for more than two decades. His brand strategy consulting experience working with business leaders in Greater China gives him a unique perspective into Taiwanese corporate culture and social movements. He writes about opportunities for Taiwanese businesses to better position themselves internationally. When he's not at work, he can usually be found biking in the mountains around Taipei.

(Media Report reference: <https://opinion.cw.com.tw/blog/profile/416>)