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前言

TAICHUNG
ORIGINAL
DESIGN

永續力與設計力大爆發， 探索宜居城市美好生活的各種可能

以創意設計商品為主軸，「TCOD台中原創品牌計畫」獲選商品，處處展現日常細膩、生命張力與在地故事情感。今年共有153組商品參與徵件，臺中市政府文化局邀請多位設計與行銷專業人士組成評審團，最終選出28組優質商品，包含工藝品類8組、視覺及包裝設計類6組及創意生活類14組，展現臺中文創設計產業豐厚的創作量能量，也彰顯出在地傳統產業創新轉譯的能力。

在永續發展的國際趨勢下，許多品牌紛紛投入永續環保的行列，無論是採用友善環境的製程方式，或是將廢棄材料賦予新生命，設計轉譯為嶄新文創商品，讓台中的設計能量，匯集永續再生、設計思考和文化內涵，展現「TCOD台中原創」品牌精神。

期待獲選商品未來在國際上發光發熱，讓世界看見台中，感受宜居城市的美好生活輪廓。

2024

Foreword

TAICHUNG
ORIGINAL
DESIGN

The Rise of Sustainable Design: Shaping the Future of Livable Cities in Taichung

The TCOD—Taichung Original Design Project focuses on creative design products. Each selected work reflects a deep sensitivity to everyday life and vibrant energy. The works also demonstrate a strong connection to local culture. This year, a total of 153 products were submitted for consideration, and a panel of design and marketing experts invited by the Taichung City Government Cultural Affairs Bureau selected 28 outstanding items. These include 8 craftworks, 6 visual and packaging designs, and 14 creative lifestyle products, showcasing the rich creative potential of Taichung's cultural and creative design industry and highlighting the remarkable ability of traditional industries to innovate and transform.

As global trends toward sustainable development continue to rise, many brands embrace environmental responsibility. Whether through eco-friendly production methods or giving new life to discarded materials, these ideas are being transformed into innovative cultural and creative products that demonstrate the diversity of Taichung's design energy. The products of the "TCOD Taichung Original" brand bring together sustainability, innovative design thinking, and deep cultural content, fully embodying the spirit of the brand.

In the future, these selected products have the potential to shine on the international stage, allowing the world to see Taichung's creative strength and cultural depth and experience the beauty of life in this livable city.



工藝品類

厚禮樹 | 洪易-2024龍年新春禮盒『金龍YO有魚』



台灣當代藝術雕塑家洪易的作品風格大膽繽紛，大量運用鮮豔色彩、吉祥詞彙與趣味圖紋。「金龍YO有魚」將生肖與海底生物結合，以英文「YO」活力諧音，意味海底蛟龍的活躍精神，搭配Q版觀世音菩薩紀念幣，賦予富貴紅龍、天地至尊、招財進寶的吉祥寓意。經過高溫燒製、手工貼花的金龍魚陶瓷擺飾，展現出藝術與工藝的創意活力。

*大量採購或客製化需求請洽業者

材質 陶瓷、鋅合金鍍金
內容物 金龍魚陶瓷擺飾、紀念幣
地址 台中市西屯區文心路三段 4 號
電話 04-23118123
價格 富貴紅 3,000元
如意黃 800元
吉祥橙 800元



CRAFTS

ART & LIFE | Hung Yi - 2024 New Year of the Dragon
Gift Box "Dragon Fish - Surplus Every Year!"



Taiwanese contemporary sculptor Hung Yi is known for his bold and vibrant style, frequently incorporating vivid colors, auspicious phrases, and playful patterns that reflect his unique creativity and cultural depth. One of his notable works, Dragon Fish—Surplus Every Year!, cleverly combines zodiac animals with marine creatures. The use of the English word "YO," symbolizing energy and vitality, represents the lively spirit of a dragon in the deep sea. The piece also features a cute version of the Guanyin Bodhisattva commemorative coin, embodying the auspicious meanings of prosperity, supreme power, and wealth. This ceramic dragon fish sculpture, crafted through high-temperature firing and delicate hand-applied decals, beautifully showcases the fusion of art and craftsmanship, bursting with creative vitality.

*Please contact firms directly for bulk purchase or customization needs.

Material Ceramic, Zinc alloy and gold plate
Content Ceramic dragon fish sculpture,
Commemorative coins
Tel (+886)4-23118123
Piece RED NT\$3,000
YELLOW NT\$800
ORANGE NT\$800





工藝品類

溪泉 | 藺編提籃



溪泉是來自台中大甲的第三代天然草手工編織店，以樸實的手感編織對家的情感，將傳統工藝走入日常生活。「藺編提籃」以台灣百年的藺草編織技法創新鏤空花紋，讓整體紋路更立體，搭配圓柱形提把，保留藺草的原始質地，環保實用，適合外出搭配、野餐露營或居家收納，推出兩種尺寸，承載著生活的各種樣貌，優雅呈現藺草編織不同姿態。

*大量採購或客製化需求請洽業者

系列 提籃

材質 藺草(蔴草/大甲藺)

地址 台中市西區民生路 368 巷 4 弄 12 號 1 樓

電話 0912-628135

價格 藺編大提籃 3,800元

藺編小提籃 3,400元



CRAFTS

Si Cyuan | Rush Grass Basket



Si Cyuan, a third-generation handmade natural grass weaving shop from Dajia, Taichung, conveys a deep sense of home through its simple and authentic craftsmanship, blending traditional handweaving into modern life. One of its signature creations, the Rush Grass basket, utilizes Taiwan's century-old rush weaving techniques, featuring innovative hollow patterns that bring out a more three-dimensional and lively texture. The cylindrical handle design preserves its original texture of rush grass while highlighting its eco-friendly and practical qualities. It is an ideal choice for daily use, picnics, camping, or home storage.

This basket comes in two different sizes, offering versatility and showcasing the unique beauty of rush weaving. It elegantly reflects both the craftsmanship of traditional handweaving and a lifestyle grounded in natural simplicity.

Series Basket

Material Rush Fiber

Tel (+886)912-628135

Piece Rush Grass basket (L) NT\$3,800

Rush Grass basket (S) NT\$3,400

*Please contact firms directly for bulk purchase or customization needs.





工藝品類

WÈI CRAFT | CACTACEAE系列 皮革仙人掌 置物盒



出自 WÈI CRAFT 的作品皆由工藝師魏大鈞細膩手工製作，以誠懇自然的「革工藝」築起生活之美，將皮革工藝的經典縫法再現於型態多樣的仙人掌置物盒上，重塑仙人掌獨特樣貌，置物盒可放置小物，而植物本體也內嵌磁鐵；可作為居家藝品、辦公桌擺件，將另一種革物風貌、植物風景帶入質感生活。

系列 皮革置物盒
 材質 義大利植鞣牛革
 地址 台中市西區民生路 368 巷 4 弄 8 號 1 樓
 Email theweicraft@gmail.com
 價格 5,100-8,500元/顆

*50顆以上採購或有客製、聯名合作、特殊皮色等需求請洽業者



CRAFTS

WÈI CRAFT | CACTACEAE , Leather Cactus Box



Each piece from WÈI CRAFT is meticulously handcrafted by artisan Wei Da-Jun, who embraces a sincere and natural approach to create beautiful leather art for everyday living. He skillfully incorporates classic leather stitching techniques into a variety of CACTACEAE—the Leather Cactus Boxes, reimagining the unique appearance of the cactus. These storage boxes are not only functional for holding small items but also practical for featuring a cleverly embedded magnet in the cactus itself, making them perfect as home décor or as a refined addition to your office desk. They bring a fusion of leather craftsmanship and botanical aesthetics into your daily life.

*For bulk orders of 50 pieces or more, custom designs, collaborations, or special leather colors, please contact the company for further inquiries and cooperation opportunities.

Series Leather box
 Material Italian Vegetable Tanned Leather
 Email theweicraft@gmail.com
 Piece NT\$5,100-NT\$8,500 (1pcs)





工藝品類

陳彫刻處 | 大入



陳彫刻處延續雕刻的記憶與技藝，走過九十餘載，用手刻記錄著時代的故事。大入為日文おおいりの漢字，其意涵為高朋滿座之意，大膽顯眼的配色及新潮的字體，揉合傳統雕刻技藝與設計巧思，不僅承載傳統匾額的祝福與寓意，小巧可愛的尺寸也適用於現代送禮。

系列	匾額
材質	南洋檜木、金箔
地址	台中市中區仁愛街 8 之 7 號
電話	04-22237764
價格	6,000元

*有大量採購或有客製需求請洽業者



CRAFTS

CHEN'S WOOD | Ooiri



CHEN'S WOOD has preserved over 90 years of carving craftsmanship and memories, using hand-carved techniques to capture the stories of different eras. The term "大入" (Ooiri) is derived from the Japanese word "おおいり" (Ooiri), meaning "a house full of guests," symbolizing both prosperity and a lively atmosphere. This piece features bold, eye-catching colors and a modern font, blending traditional carving techniques with innovative design elements. It not only conveys the blessings and auspicious meanings typically found in traditional plaques but also comes in a compact and charming size, making it an ideal gift for today's occasions.

*Please contact firms directly for bulk purchase or customization needs.

Series	Plaque
Material	Agathis dammara, Gold leaf
Tel	(+886) 4-22237764
Piece	NT\$6,000





工藝品類

竹貓有限公司 | 旅行茶具



來自台中的竹藤工藝品牌竹貓，將熱情投注在竹籐編織工藝中，延續竹子的生命，成為點綴日常生活的器具。一隻壺、二件茶具(茶則+茶針)、三茶杯，和一個竹製茶盒，使用煙燻竹作為外盒，搭配手工茶陶器，綻放出傳統與美學的火花，用日常器皿體驗竹籐工藝的美好。

內容物	茶盒、茶杯、茶具、茶壺
材質	竹、陶瓷、漆器
電話	0953-139445
價格	16,500元

*有大量採購或有客製需求請洽業者



CRAFTS

Takeneko | T.P travel tea ware



Takeneko, a bamboo and rattan craftsmanship brand from Taichung, pours its passion into the art of weaving, continuing the vitality of bamboo by transforming it into exquisite pieces that embellish daily life. This T.P Travel Tea Ware set includes a teapot, two tea accessories (a tea scoop and a tea needle), three teacups, and a finely crafted bamboo tea box. The outer box is made from smoked bamboo, exuding a natural and rustic charm. It perfectly complements the handcrafted ceramic tea ware, showcasing the harmonious blend of traditional craftsmanship and aesthetics.

Content	Tea box, Teacups, Tea accessories, Teapot
Material	Bamboo, Ceramics, Lacquerware
Tel	(+886) 953-139445
Piece	NT\$16,500

*Please contact firms directly for bulk purchase or customization needs.





工藝品類

竹貓有限公司 | 躍竹



竹貓展現竹籐工藝的精湛技巧，打造融合傳統與現代美學的「躍竹」，以桂竹和籐手工編織而成，由鐵、竹、籐、皮四種材料構成，以簡約設計完美詮釋質感與實用性。椅面耐用、方便清潔，設計輕盈，座椅展現微笑弧度，貼合人體曲線，舒適坐感是一大亮點！「躍竹」不僅是一件家具，也傳遞對土地與環境的尊重。

系列	椅
材質	鐵、皮革、藤、竹
電話	0953-139445
價格	大款5,500元 中款5,000元

*有大量採購或有客製需求請洽業者



CRAFTS

Takeneko | Horse Chair



Takeneko showcases its exceptional bamboo and rattan craftsmanship with the creation of the Horse Chair, which beautifully blends traditional and modern aesthetics. Handwoven from Makino bamboo and rattan, this chair incorporates four materials—iron, bamboo, rattan, and leather—into a minimalist design that perfectly captures both texture and practicality. The seat is durable and easy to clean, while the overall structure is lightweight. The chair's surface features a gentle, smile-like curve that conforms to the body's natural shape, providing exceptional comfort, which is one of its standout features.

The Horse Chair is not just a piece of furniture; it also conveys a deep respect for the land and environment, reflecting an appreciation for natural materials and the spirit of craftsmanship.

Series	Chair
Material	Iron, Leather, Rattan, Bamboo
Tel	(+886) 953-139445
Piece	Horse Chair (L) NT\$5,500元 Horse Chair (M) NT\$5,000元

*Please contact firms directly for bulk purchase or customization needs.





工藝品類

寓物設計 | 紙胎銀箔漆器八角盤



寓物設計擅長以裝飾物件點綴空間，用軟裝設計串連起工藝視野，透過電腦輔助設計出「紙胎漆器」，展現漆器的不同樣態。「紙胎銀箔漆器八角盤」使用紙胎作為基底，輕鬆駕馭高難度的八角造型，再將銀箔覆貼於表層，不做拋光處理，每個角度都呈現自然迷人的光澤感，作為擺件，可放置飾品或小物，為空間增添氛圍。

*有大量採購或有客製需求請洽業者

系列	盤
材質	漆器、銀箔、紙胎
地址	台中市霧峰區和平路5號
電話	0928-229622
價格	2,800元



CRAFTS

Yuwudesign |
Paper-mold Silver Foil Lacquered Octagonal Plate



Yuwudesign excels at using decorative items to embellish spaces, connecting the vision of craftsmanship with soft decoration. In this process, designers utilize computer-aided technology to create paper-molded lacquerware, showcasing the diversity of lacquer art.

Among these creations is the Paper-mold Silver Foil Lacquered Octagonal Plate, which uses a paper mold as its base, skillfully mastering the challenging octagonal shape. The surface is covered with silver foil without polishing, allowing each angle to present a naturally enchanting luster. This octagonal tray serves not only as a decorative piece but also as a holder for jewelry or small items, adding a unique atmosphere to the space. Through such designs, the product not only enhances the aesthetic appeal of a space but also perfectly combines craftsmanship with practicality.

Series	Plate
Material	Leather, Silver foil, Paper tire
Tel	(+886)928-229622
Piece	NT\$2,800(1pcs)

*Please contact firms directly for bulk purchase or customization needs.





工藝品類

益采工坊 | 都市礦花器



陶藝技術與當代科技融合，益采工坊為陶瓷創作開啟無限可能！從堆砌成山的廢棄物中，挖掘可再利用的材質為「都市礦」，經過磨製處理，混合到陶土中，利用參數設計編程，以3D 列印呈現獨特出都市礦花器。瓶身展現流線紋理，保留粗獷顆粒觸感，與自然釉色搭配，將工藝手感與視覺藝術完美契合。

*有大量採購或有客製需求請洽業者

*循環陶瓷回饋計畫：若使用者不慎損壞益采工坊的陶瓷作品時，可以將破碎的陶瓷帶給商家，並在下次購買商品時提供商品折扣。

系列	花器
材質	陶瓷
地址	台中市石岡區豐勢路 350 號
電話	0931-088921
價格	單一個花器550元、含盒690元



CRAFTS

YC3D | Urban Mineralizer



YC3D combines ceramic techniques with contemporary technology, opening up infinite possibilities for ceramic creation. They excavate reusable materials from mountains of waste, referred to as "urban mines." After processing these materials, they mix them into clay and utilize parametric design programming to create unique urban mine vases through 3D printing. These vases feature streamlined textures while retaining a rugged, granular feel, complemented by natural glaze colors, perfectly merging craftsmanship with visual art.

*Please contact firms directly for bulk purchase or customization needs.

*To reduce environmental impact, YC3D has established a recycling program for ceramic waste. If customers accidentally damage ceramic pieces purchased from the workshop, they can return the broken ceramics for recycling and receive a discount on their next purchase.

Series	Vase
Material	Ceramics
Tel	(+886) 931-088921
Piece	NT\$550 (1pcs,no box) NT\$690 (1pcs,with box)





視覺及包裝設計類

財團法人瑪利亞社會福利基金會附設快樂襪子店 | 舊城心故事-老派約會快樂襪盒



由瑪利亞社會福利基金會創立的「Merry Young 快樂襪」，透過心智障礙青年以五感體驗創作的台中舊城歷史景點畫作，轉化成富有台中魅力的襪子。快樂襪以亮麗色彩象徵快樂與活力，並以永續材質保特紗製成，禮盒包裝使用古銅色與深橘色展現溫暖年代感，搭配幾何圖形反映青年的想像力，盒內也附上一本台中走讀散策，讓大家感受療癒又知性的力量。

*有大量採購或有客製需求請洽業者

內容物	襪子3雙
材質	包裝-FSC環保再生紙包材 襪子-聚酯纖維48%、尼龍纖維40% 氧化鋅纖維 8%、萊卡彈性纖維4%
地址	台中市西區柳川東路二段 73 號
電話	04-23716720
價格	600元



Visual and Packaging Design

Merry Young | Merry Young's vintage happy socks gift box



Founded by the Maria Social Welfare Foundation, the Merry Young Happy Socks transforms paintings created by young people with intellectual disabilities, inspired by their sensory experiences of historical sites in Taichung's old city, into charming socks that reflect the essence of Taichung. These happy socks feature vibrant colors that symbolize joy and vitality and are made from sustainable materials like recycled polyester. The gift box packaging showcases warm bronze and deep orange tones, evoking a sense of nostalgia, while geometric patterns reflect the imagination of the youth. Additionally, the package includes a guidebook for exploring Taichung, allowing everyone to experience the healing and intellectual power of this initiative.

*Please contact firms directly for bulk purchase or customization needs.

Content	Socks x3
Material	Box-FSC-certified paper Sock-Polyester fiber48%, Nylon40%, smartcel™ sensitive8%, Lycra4%
Tel	(+886)4-23716720
Piece	NT\$600





視覺及包裝設計類

歐客佬精品咖啡 | 歐客佬西西里檸檬咖啡禮盒



台中發跡的歐客佬精品咖啡，從產地種植到一杯咖啡，傳遞著分享的喜悅。將採摘自台中外埔的翡翠檸檬，與精選咖啡完美交織，創造口感獨特的「西西里檸檬咖啡禮盒」。包裝禮盒以水波紋暈染畫面打底，檸檬滴滴淬煉成香醇咖啡的意象也融合其中，內含浸泡式與掛耳式咖啡，輕輕品嚐一口，與您一起踏上西西里檸檬咖啡之旅。

*有大量採購或有客製需求請洽業者

內容物	浸泡式咖啡 X 10包 掛耳式咖啡 X 10包 掛耳咖啡專用耐熱玻璃杯 400ml X 1入
材質	紙
地址	台中市北區崇德路一段517號
電話	04-2235-0488分機31
LINE	@oklaocoffee
價格	699元



Visual and Packaging Design

OKLAO SPECIALTY COFFEE |
OKLAO Sicilian Lemon Coffee Gift Box



OKLAO Specialty Coffee, which originated in Taichung, conveys the joy of sharing from the cultivation of coffee beans to the final cup. They perfectly blend the emerald lemons harvested from Waipu in Taichung with selected coffee to create the uniquely flavored OKLAO Sicilian Lemon Coffee Gift Box. The packaging features a water ripple design as the background, incorporating imagery of lemons being transformed into rich coffee. Inside, the gift box contains both immersion and drip coffee options. With each sip, you can embark on a delightful journey with us through the world of Sicilian lemon coffee.

*Please contact firms directly for bulk purchase or customization needs.

Content	Coffee Bag, Drip Bag , Coffee glass measuring cup(400ml)
Material	Papper
Tel	(+886)4-2235-0488
LINE	@oklaocoffee
Piece	NT\$699



視覺及包裝設計類

阿聰師的糕餅主意 | 芋頭蝴蝶酥-海邊鐵盒



芋頭酥之父阿聰師今年以「芋頭蝴蝶酥」帶來甲安埔芋頭的好味道。用來盛裝芋頭蝴蝶酥的萬用鐵盒，以芋頭紫和自然綠為基調，繪以台中西岸豐沛的水源與肥沃的土壤；鐵盒可隨顧客需求而盛裝不同內容，並根據延長使用壽命準則貫徹減碳包裝理念，不僅創造多元的產品，也融入永續環保的精神。

*有大量採購或有客製需求請洽業者

內容物	芋頭蝴蝶酥
材質	馬口鐵
地址	台中市大安区福興里興安路 168 號
電話	04-26711477
價格	360元



Visual and Packaging Design

O-NONGS Baking Ideas | Taro French Palmiers (The hái-ang Story Keepsake Box)



The Father of Taro Pastry, Chef A-Chung, has introduced the Taro French Palmiers this year, showcasing the delicious flavor of Jia'anpu taro. The versatile tin box that hold the butterfly pastry features a base color of taro purple and natural green, adorned with illustrations of the abundant water sources and fertile soil of Taichung's west coast. This tin box can be filled with various contents according to customer needs and adheres to principles aimed at extending its lifespan, embodying a carbon-reduction packaging philosophy. This approach not only creates diverse products but also integrates a spirit of sustainability and environmental protection.

*Please contact firms directly for bulk purchase or customization needs.

Content	Taro French Palmiers
Material	Tinplate
Tel	(+886)4-26711477
Piece	NT\$360





視覺及包裝設計類

霧峰區農會 | 將軍花翎



台中霧峰背倚山林佳景，融合歷史文化與農業優勢，誕生極品佳釀。

「將軍花翎」紀念酒以霧峰農會酒莊特選香米、埔里泉水及日本進口麴菌釀造。其中「宮保第」運用黑紅兩色，搭配孔雀羽毛圖案與龍紋裝飾酒標，展現尊貴榮耀；「春秋又八千」則是取以宮保第建築中草書匾額，象徵霧峰林家的歷史地位，感受台灣文化與農產品結合的醇美感動。

*有大量採購或有客製需求請洽業者

內容物 單瓶紀念酒700ml±5ml

材質 玻璃、紙

地址 台中市霧峰區中正里四德路382號

電話 04-23393252

價格 宮保第 1,380元

春秋又八千 1,680元



Visual and Packaging Design

Wu-Feng Farmers' Association | Glory Peak



In Wufeng, Taichung—backed by beautiful mountains and rich in historical culture and agricultural advantages, exceptional wines are born. The Glory Peak commemorative wine is crafted using specially selected fragrant rice from the Wufeng Farmers' Association, Pu Li spring water, and imported koji from Japan. Among these, the Gong Bao Di features a black and red color scheme adorned with peacock feather patterns and dragon motifs on the label, showcasing its noble prestige. On the other hand, Chun Qiu You Ba Qian draws inspiration from a cursive script plaque in the architecture of Gong Bao Di, symbolizing the historical status of the Lin family in Wufeng. This wine allows one to experience the beautiful fusion of Taiwanese culture and agricultural products.

*Please contact firms directly for bulk purchase or customization needs.

Content Commemorative Liquor
(700ml±5ml)

Material Glass, paper

Tel (+886)4-23393252

Piece Gong Bao Di NT\$1,380
Chun Qiu You Ba Qian NT\$1,680