

# 2024 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

This workshop will be focusing on "depth" and "breadth," aiming to take participants on a special art and cultural journey in the beautiful county of Taitung. Interactions with local artists and craftspeople will provide participants a profound grasp of the humanities, history, and way of life in addition to interdisciplinary cultural lectures and deep experiences of Taitung's natural beauty and cultural charm. Participants will broaden their perspectives and stimulate greater creativity by discovering deeper significance and value in their works in addition to learning about the cultural stories and life philosophies that inspired them.

A dual-tutor system in single workshops, interdisciplinary cultural lectures, and experiential interchange sharing are just a few of the unique elements planned for this workshop to completely broaden the sensory horizons of participants. By means of the workshop, we expect participants to engage, learn from one another, and not only enhance their abilities but also get a more profound knowledge and experience of Taitung's land and culture. This will be reflected in the final works displayed.

## II. Activities

This event invites up to 25 Taitung craftspeople and design-related professionals to participate in the camp program. During the camp, participants will reside in five seminars in Taitung, with a dual-tutor system in single workshops. Craftsmen specializing in various materials and techniques will instruct participants in the use of materials and craftsmanship, while design instructors will provide guidance on pertinent 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 11, 2024 (Tue) 17:00**
- Admission announcement and notification: June 24, 2024 (Mon)
- Application fee payment deadline: July 1, 2024(Mon)
- **Camp: July 8, 2024 (Mon) - July 18, 2024 (Thu), 11 days in total**
- Results Announcement and Awards Ceremony: July 18, 2024(Thu).
- Craft Design Achievement Exhibition: Scheduled to exhibit for at least 10 days after the award ceremony.

\* 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 25 domestic and foreign youths is expected to be accepted for this event (including 3 youths from Taitung and 3 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:

1. Taitung Art and Culture website > <https://culture.taitung.gov.tw/news>

2. BOUNTY HUNTER website, searching “2024 Taitung Craft Design Camp”

B. Application period: From now until June 11 2024 (Tue) 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.
- Other: Research or sharing of experiences related to relevant crafts and materials.
- Affidavit Form: Please sign up after submission

(2) Announcement and notification of the admission list.

The list is scheduled to be announced on June 24, 2024 (Mon) on the website/fan page of the event, and the selected candidates will be notified by Email or phone.

- Taitung Art and Culture website > <https://culture.taitung.gov.tw/news>
- BOUNTY HUNTER website

(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 3, 2024 (Wed) (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 International Cultural Lecture- AI-assisted design collaboration Exchange and sharing sessions	Old Taitung County Council
Day 2	Opening ceremony Exploring Taitung Workshops 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		All Workshop
Day 10	Morning create within the workshop	Afternoon Results Exhibition/Presentation	Taitung Art Museum
Day 11	Morning Results Exhibition/Presentation International Cultural Lecture	Afternoon Finalist Award	Taitung Art Museum

## 2. Workshops and Instructors

## (1) Workshops

Serial number	Workshop Name	Craftsman	Craft type / material	Workshop Locations
1	Saparang Rosa	DaRaSong	Climbing Bamboo	Jinfeng
2	JIAO glass beads	Jun Lu	Glass beads	Taimali
3	Indigenous weaving workhouse	Wei-Zhen Yeh	Crochet	Taimali
4	Sayfike	Chang Chia Hui	Rattan weaving	Donghe
5	Fugui Family's Playful Dad	Huang Zheng Da	leather craft	Taitung City

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

## (2) Design Instructor.

Serial number	Design Instructor	Areas of Expertise
1	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.
2	Yaya Lee	Founder of Essence Design & Craft, Yaya Lee specializes in bamboo crafts and incorporates various natural materials to create exquisite works. Injecting fresh inspiration into traditional bamboo craftsmanship, she aims to deepen her understanding of the "essence" of materials through interactions with different materials, seeking to showcase the creative sparks ignited by material collisions.
3	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.
4	Rock Wang	Principal Designer at Studio Qiao, Rock Wang holds a master's degree in design from the Design Academy Eindhoven in the Netherlands. He has led design teams at Do Design, Zoe Design (USA), The One Manifesto, Tittot, and Pottery Workshop.
5	Chen-Xu Liu	Product designer experiences include the BenQ design team, NOVA Design, brand product development, product design services, and teaching in a college's design department as an assistant professor. Auspicious Day was founded in 2012, with design services, cross-domain collaboration, and industry guidance as its primary initiatives.

\* 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 spirit of craftsmanship, the creativity of designers, and the intersection of craftsmanship and daily life. 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.

1	Chun-Yin Wu	Brand Director at OceanMax Specialty: Practical Applications of AIGC Lecture Topic: AI Applications in Craft Design
2	Daisuke Nagatomo	Share different international cultures, perspectives and views.

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. 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. **Participants need to bring their own laptop computers.**
- C. 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.
- D. 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.
- E. 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.
- F. 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.
- G. 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.
- H. 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

[2024 Taitung Craft Design Camp]

National Taiwan University of Arts (02)2272-2181#1931 Ms. Huang

AFTERAIN DESIGN CO., LTD. mia@afteraindesign.com ,(02)2239-0880 Ms. Wu

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

## VII. Attachments

### 1. Workshop / Craftsman Introduction



#### Saparang Rosa | DaRaSong

DaRaSong, a young entrepreneur, has returned to his hometown. He has a "International Tracker License (Talpanapana)" and is committed to learning traditional skills while also incorporating his design abilities into his cultural heritage. In his cultural and creative work, he combines traditional and modern designs to create innovative ideas and works. Through his creations, he helps to the preservation of indigenous cultures, allowing the rest of the world to learn more about the local indigenous peoples and work together to preserve their traditional culture.



#### JIAO glass beads | Jun Lu

Jun Lu, a member of the Paiwan tribe of the Dawang tribe, and his wife Xuan Chu operate the brand " JIAO glass beads." He and his wife created an independent brand in the hopes that the traditional technique of Paiwan glazed beads can be reincarnated like a budding horn and extend more opportunities. Jun Lu is in charge of creation, while Xuan Chu is in charge of marketing and operations. Together, they offer custom-made glazed beads and a family-friendly bead-making experience. The birth of JIAO glass beads not only inherits the meaning of the traditional Paiwan glaze bead pattern but also draws inspiration from nature. It may be the pattern of seawater waves, the color scheme of flowers and plants, or the totem on insects that are the ingenious life concepts that distinguish Jun Lu's glazed bead creation.

(Media Report Reference: <https://www.wowlavie.com/article/ae2201694>)



#### Indigenous Weaving Workhouse | Wei-Zhen Yeh

As the founder of the Amis Indigenous Weaving Workhouse, Wei-Zhen Yeh hopes to revive the mesh crochet bags used in the past by using the "crochet technique" of the Paiwan tribe, with plain surfaces, stripes, and totems. She has invited local tribal women to join the thread-weaving home so that they can share their culture and create economic value for their tribe. Additionally, the Indigenous Weaving Workhouse provides classes in Taiwanese handicrafts. Visitors may visit the tribe and learn how to weave with crochet hooks at the Thread Weaving House to immerse themselves in traditional Paiwan cultural practices.

(Media Report Reference: <https://newtalk.tw/news/view/2017-10-29/102032>)



### Sayfike | Chang Chia Hui

Sayfike is a lovely small workshop near the east coast that represents a new beginning for Chang Chia Hui after ten years of rediscovering her tribe's traditional crafts. She started with dyeing, crocheting, and net bag weaving before moving on to larger traditional bamboo and rattan crafts. Chang Chia Hui is prepared to explore the unlimited possibilities of traditional crafts in the future, using her creativity, localized travel experiences, product sales, and various integration of creator networks, as well as business management thinking based on consultant advise.

(Media Report reference: [https://newtalk.tw/news/view/2017-10-](https://newtalk.tw/news/view/2017-10-29/102032)

[29/102032](https://newtalk.tw/news/view/2017-10-29/102032))



### Fugui Family's Playful Dad | Huang Zheng Da

Huang Zheng Da, commonly known as the Playful Dad from the Fugui Family, is a member of the Kasavakan Jianhe Tribe. Together with his wife, he has a daughter named Agui and a son named Afu, hence the name "Fugui Family." Drawing on traditional mountain and forest culture, he incorporates nature back into living spaces, resulting in a symbiotic interaction with the mountains and wildlife. Using traditional techniques such as hunting for animal hides and weaving with forest rattan, he transforms these traditions into modern daily necessities with his hands. By creating additional works during his life, he conveys stories and preserves crafts for future generations, viewing them as a gift to the world.

## 2. Design Instructors Introduction



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/))



Founder of Essence Design & Craft | Yaya Lee

Yaya Lee launched Essence Design & Craft with the intention of specializing on bamboo crafts and using glass, ceramics, metal, and cellulose among other natural materials to create exquisite works. She creates a new route by bringing fresh inspiration to the traditional bamboo craftsmanship. She deepens her understanding of the "essence" of materials by interaction with various materials, with the goal of demonstrating the creative sparks generated by material collisions. She believes that materials have individual identities, and the attributes and deepest emotions of the artist are reflected in her creations. By creatively integrating traditional and modern perspectives to investigate endless possibilities, she communicates a design idea of going back to simplicity. The actual "essence" is embodied in Yaya Lee's creative spirit, which transcends boundaries, releases the potential of materials, skillfully combines creativity and experience, and brings about unexpected surprises.

(Media Report reference: <https://www.taiwan-bamboo.org/tw/partner/essence-designcraft/>)



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>)



Rock Wang is currently the Principal Designer at Studio Qiao. He earned a master's degree in design from the Design Academy Eindhoven in the Netherlands. He also teaches at Shih Chien University's and National Taiwan University of Science and Technology's Industrial Design Departments. Rock has directed design teams at Do Design, Zoe Design (USA), The One Manifesto, Tittot, and Pottery Workshop. Since 2012, he has been the director and designer of "Tea Party." "Tea Party 1: Slow • Flow" and "Tea Party 2: In the Mix" received the 2013 Hong Kong DFA Design for Asia Awards for Best Brand Image and Cultural

Special Award, respectively. His creations have been collected by Droog (Netherlands), Vitra Design Museum (Germany), the London Design Museum, and Missoni (Italy), making him the first Chinese designer to receive such acclaim.

(Media Report reference: [https://www2.goldenpin.org.tw/perspectives\\_rock-wang/](https://www2.goldenpin.org.tw/perspectives_rock-wang/))



Director of Auspicious Day | Chen-Xu Liu

Product designer experiences include the BenQ design team, NOVA Design, brand product development, product design services, and teaching in a college's design department as an assistant professor. Auspicious Day was founded in 2012, with design services, cross-domain collaboration, and industry guidance as its primary initiatives.

Design products have won international awards such as IF and G-mark, and design creations have won the first prize at the Taiwan

International Creative Competition, the second prize in the innovation category of the craft competition, and awards for exceptional cultural and creative products. His works have been displayed at international exhibitions including Milan Designers' Week and Maison&Objet Paris, and he has participated in numerous thematic exhibitions including the Cultural Expo and Taiwan Designers' Week.



### 3. International Craft/Cultural Lecture Lecturer



Chun-Yin Wu

Brand Director at OceanMax

Specialty: Practical Applications of AIGC

Lecture Topic: AI Applications in Craft Design

Practical implementation of Midjourney (Conceptual Expansion)

Practical implementation of Playground.Ai (Conceptual Expansion)

Practical implementation of vizcom (Conceptual Convergence)



Daisuke Nagatomo

Qualifications/

Master of Architecture, Columbia University, New York

Bachelor of Engineering, Meiji University, Japan

Graduated from the Department of Architecture at Meiji University in Tokyo, Japan, then pursued an advanced degree in architecture at Columbia University in the United States. Subsequently worked at

TEN Architecture Firm in New York. Also served as a project

researcher at FabLab House, affiliated with IaaC in Barcelona, from

2009 to 2010. Currently holds the position of professor in the Department of Design at National Taiwan Normal University and is the founder of Miso Space Design Co., Ltd.