

2025 Taitung Craft Design Camp Marketing & Admissions Brochure

Adviser: National Development Council , Ministry of Culture

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

Co-organizer: National Taiwan University of Arts

I. Project Background

This project invites both domestic and international youth to participate in camps, competitions, and exhibitions. Through on-site learning, participants will explore various crafts, aesthetics of daily life, and the cultural and natural landscape of Taitung. The program aims to foster creative exchange, collaborative creation, and mutual learning. It also hopes to encourage ongoing artistic development and marketing efforts, thereby enhancing the vitality of local culture and innovative design.

The main theme of this year's craft design camp centers on "The Integration and Contrast Between Traditional Plant-Based Crafts and Modern Life." Participants will be guided to draw inspiration from the natural and cultural context, engaging in creative practices rooted in a sense of place. Through a combination of nature observation, cultural exploration, and creative expression, the 12-day camp aspires to help participants establish their own unique sense of "land aesthetics" and express their understanding and response to nature and culture through their works.

To fully open participants' sensory perspectives, the camp features various distinctive elements, such as local field explorations, interdisciplinary lectures, and camp networking events. It is hoped that through these opportunities for skill refinement, dialogue, and interaction, participants will not only enhance their craftsmanship but also develop a deeper emotional connection with Taitung, transforming their experiences and impressions of the region into meaningful creations.

II. Activities

This program invites Taitung artisans and professionals from design-related fields to select 25 participants for the camp. During the camp, participants will be assigned to five different craft studios in Taitung, with each studio adopting a dual-mentor system—one craftsperson and one design mentor. The craftsperson, an expert in specific materials and techniques, will teach material application and craftsmanship skills, while the design mentor will provide guidance on design concepts and creative direction.

Through intensive learning, participants will deepen their understanding of materials and techniques, and then apply their creativity to develop works for submission to a competition. The program will also feature interdisciplinary cultural lectures focusing on the theme of "Taitung," offering opportunities for experience sharing and dialogue. These sessions aim to inspire broader perspectives and encourage participants to understand the cultural foundations of their creations from a local point of view, while also exploring the design values of different cultures.

On the final day, the camp will conclude with a presentation and competition event, followed by an awards ceremony. Evaluation will be based on learning performance, project presentations, and the final crafted pieces. A total prize pool of NT\$200,000 will be awarded, including: one Gold Prize (NT\$60,000), one Silver Prize (NT\$40,000), one Bronze Prize (NT\$30,000), one Merit Award (NT\$20,000), and five Honorable Mentions (NT\$10,000 each) awarded to outstanding studio works.

III. Event Duration:

- **Application period: From now until June 23, 2025 (Mon) 17:00**
- Admission announcement and notification: June 30, 2025 (Mon)
- Application fee payment deadline: July 7, 2025 (Mon)
- **Camp: July 16, 2025 (Wen) - July 27, 2025 (Sun), 12 days in total**
- Results Announcement and Awards Ceremony: July 27, 2025 (Sun).
- Craft Design Achievement Exhibition: Scheduled to exhibit for at least 14 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 2 youths from Taitung and 2 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) Alternate candidates will be arranged based on the number of applicants and selection criteria, with adjustments made according to space and participant capacity.
- (3) To encourage broader participation from youth interested in learning and developing in the field of craft design, previous top three winners of past Craft Design Camps will not be eligible to apply again.

* 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) Register online:

- A. ● Visit BOUNTY HUNTER website and search for “2025 Taitung Craft Design Camp” > <https://contest.bhuntr.com/tw/q0aoxb5kzvj0sscreu/home/>
● Taitung Art and Culture website > <https://culture.taitung.gov.tw/news>
- B. Application period: From now until June 23 2025 (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.
 - 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 30, 2025 (Mon) on the website/fan page of the event, and the selected candidates will be notified by Email or phone.

- BOUNTY HUNTER website>

<https://contest.bhuntr.com/tw/q0aoxb5kzvji0sscru/home/>

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

(3) Registration fee and payment period

- Applicants are required to pay a registration fee of NT\$3,500, which includes the course, materials, accommodation, and daily lunch during the event.
- The organizer will take the initiative to notify and provide the remittance account information, and the selected candidates must complete the payment before July 7, 2025 (Mon) (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.
- This event involves group bookings for accommodation, transportation, and related procurement. Except in cases of force majeure such as natural disasters or unforeseen events beyond the control of the organizers or participants, those unable to attend must notify the organizing team at least 5 days before the event starts (by 3:00 PM on July 11). Otherwise, no refunds will be issued. Participants who withdraw midway for reasons other than those stated above will also not be eligible for a refund.

V. Camp Information

1. Camp Schedule

| Schedule | Content | Location |
|----------|--|--|
| Day 1 | <u>Afternoon</u> Trainee Check-in , Opening ceremony, Cultural Design Lecture <u>Evening</u> Taitung Light Festival Guided Tour | Just Arts House Taitung City Jhihben |
| Day 2 | <u>Morning</u> Local Exploration Tour, Cultural Design Lecture <u>Afternoon</u> Enter the workshop, Introduction to the workshop and its surroundings | All Workshops |
| Day 3 | Workshop Session (1): Instruction and Guidance by Design Mentor and Craftsmen | All Workshops |
| Day 4 | Workshop Session (1): Instruction and Guidance by Design Mentor and Craftsmen | All Workshops |

| | | |
|----------|--|---------------------------------|
| Day 5-10 | ✂ Participants will present their design sketches on Day 5. Workshop Session (2): Artwork Creation | All Workshops |
| Day 11 | <u>Afternoon</u> Exhibition Setup <u>Evening</u> Networking Dinner and Creative Sharing Session | Just Arts House Taitung City |
| Day 12 | <u>Morning</u> Final Presentation and Evaluation, Cultural Design Lecture <u>Afternoon</u> Award Ceremony, Exhibition Opening | Just Arts House |

2. Workshops and Instructors

(1) Workshops

| Serial number | Workshop Name | Craftsman | Craft type / material | Workshop Loc |
|---------------|----------------------------|-------------------|-----------------------|--------------------------|
| 1 | ili workshop | Mei-Zhen,Gao | Shell ginger Textile | Taitung City (Jihben) |
| 2 | Fugui Family's Playful Dad | Zheng-Da,Huang | leather craft | Taitung City (Jianhe) |
| 3 | Mukasa mi Kivangavang | Chien-Chung,Huang | Rattan Weaving | Taitung City (Jianhe) |
| 4 | Papulu C Macrame | Jin-Jiang,Chen | Driftwood,Macrame | Beinan Township (Fushan) |
| 5 | The coconut woman | Chuan-Yu,Liao | Coconut Leaf Weaving | Donghe Township (Doulan) |

* 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 | Cheng, Hung | Co-founder of BLACK TAILORS, expert-level lecturer at National Taiwan University of Arts, and 24th-term supervisor of the Chinese Industrial Designers Association (CIDA), Republic of China. |
| 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 |

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|--|--|--|
| | | design services, cross-domain collaboration, and industry guidance as its primary initiatives. |
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* Please refer to the attachment for the introduction of our design instructors.

(3) Cultural and Design Lecture:

The lecture series will approach the subject from three key perspectives, aiming to broaden participants' understanding of craft and design. It will explore how materials can be used to highlight the unique characteristics of craftsmanship, and how inspiration drawn from Taitung's local culture can be transformed into creative expression through diverse professional insights and life experiences.

1. **Land and Craftsmanship:** Starting with local materials, this talk explores the connection between plant-based crafts and cultural memory. Artisans will share how they continue the spirit of handcrafting through natural materials and plants.
2. **Life and Locale:** This session delves into the relationship between crafts and daily life, featuring local creators who will share how cultural style is shaped through lived experience.
3. **Design and Living:** Design is no longer merely about form—it is a response to life and social needs through the integration of new technologies and natural materials.

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 12-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 |
|--|--|--------|
| Gold Award, Silver Award, Bronze Award, Merit Award | | |
| Craftsmanship | Application, reinterpretation, and innovation of craft techniques. | 30% |
| Material Application | Ingenuity in handling, understanding, and transforming creative materials. | 25% |
| Work Completion | 1. Form, color, decoration, aesthetic and creative expression and integrity. 2. The work and the design concept, theme, fit with local culture. 3. On-site Presentation and Q&A. | 25% |
| Creative Concept | Originality of the concept and innovation of the work. | 20% |
| Honorable Mention | | |
| Workshop Learning Performance | Learning attitude, participation in the workshop during the camp, and presentation of the work. | 100% |

✧ Each work is eligible for only one award.

D. Awards, prizes and others:

| Awards | Places | Awards and Others |
|---------------------------------------|--|---|
| Gold Award | 1 | Prize money of NT\$60,000, 1 certificate/medal |
| Silver Award | 1 | NT\$40,000, 1 certificate/medal |
| Bronze Award | 1 | NT\$30,000, 1 certificate/medal |
| Merit Award | 1 | NT\$20,000, 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. | |

● The prize money for this event is subject to taxation and will be withheld in accordance with the tax laws of the Republic of China by the Taitung County Government; the same applies to foreign nationals. The withholding amount will be handled according to government regulations.

● All winners and winning works will be announced and awarded during the final presentation and award

ceremony.

- The number of awards may be increased, reduced, or left vacant based on the quality of submissions, as determined by the jury in consultation with the organizers and executing units.
- If any participant or work is found to be ineligible, or in violation of the competition guidelines or related rules, the organizer reserves the right to revoke the award, prize money, and reassign placements. Participants may also be held responsible for compensating any financial or reputational losses caused to the event, competition, or exhibition.

E. Top 3 Awards and Obligations

- The top three winning works will receive a set of professional photographs (digital files), with at least 10 images per work. These will include overall views, detail shots, background-removed images, and portraits of the creator with the work and the artisan.
- The top three winning works must be provided to the organizer free of charge for one year for archival purposes, promotional use, or other exhibitions (depending on actual planning). This period is tentatively from the date of the final presentation until July 31, 2026. Transportation, packaging, insurance, and other logistics for loaned exhibitions will be handled by the implementing unit responsible for subsequent use.

(4) Notes on camp participation

Workshops and Camp

1. Applicants are advised to independently research and gain a preliminary understanding of the artisans/workshops, the characteristics of materials used, and the relevant cultural background before filling out their workshop preference rankings and submitting their proposed design and project content.
2. An online pre-departure orientation will be held for selected participants. Attendance is strongly encouraged.
3. During the event, the organizers and implementation team will conduct photography, video recording, and interviews for promotional and documentation purposes. Participants are expected to cooperate.
4. Most workshops are the artisans' original creative or working spaces. The actual creative spaces available to participants will depend on what is provided on-site and may not necessarily be indoors or equipped with appliances such as air conditioning.
5. Some workshops are located far from urban areas with few surrounding shops or residents. If participants require personal transportation during the event, they must plan and cover the cost themselves and assume responsibility for safety. Public transportation is highly recommended.

Exhibition and Works

1. After the competition and awards ceremony, all works must participate in the final exhibition (at least 14 days). Following the exhibition, the top three awarded works will be retained by the organizers for future promotional or exhibition purposes. Other works will be packaged and returned by the organizers. For those concerned about safety, participants may retrieve their works in person or assume responsibility for transportation and insurance costs.
2. All creative works produced during the event remain the intellectual property of the participants. However, participants must agree to provide detailed documentation of their work and grant the organizers and implementation team the right to use the works for record-

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keeping, publicity, publication, exhibition, interior display, media use, or other promotional purposes—free of charge.

Others

1. All participants are deemed to have agreed to and will comply with the relevant rules and regulations of the camp and competition. If there are any changes to the schedule, venue, or exhibition arrangements due to unforeseen circumstances, actual implementation shall prevail, and relevant plans will be adjusted accordingly.
2. The organizers reserve the right to the final interpretation of the event schedule, documents, information, and guidelines. In the event of force majeure, such as natural disasters or pandemics, the organizers may modify, adjust, suspend, or cancel the event as needed and will announce updates via the official website or Facebook page. For any matters not covered herein, the organizers' announcements and interpretations shall take precedence.

VI. Contact Window (Available: Monday to Friday, 9:00 AM – 5:00 PM)

[2025 Taitung Craft Design Camp]

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

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

Taitung Bureau of Cultural Affairs, Taitung County Government (089)320378#236 Ms. Wang

Facebook | <https://www.facebook.com/crafttaitung/>

VII. Attachments

1. Workshop / Craftsman Introduction

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.



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.



Mukasa mi Kivangavang | Chien-Chung,Huang

Through the craftsmanship passed down by elders, the presence of rituals and memories is sustained. Wisdom is continually reinterpreted in each generation to create new value in the present. Huang Chien-Chung of Mukasa mi Kivangavang is using what he has harvested and rediscovered to spread greater influence in every way possible. By finding more ways to reintegrate rattan or animal hide objects into daily life as dependable items, they become gifts that carry stories for children and grandchildren—symbols of continuity. He is in the process of discovering and creating a path for children three generations into the future to follow, firmly grounding this generation while tracing the accumulated wisdom left by ancestors. In doing so, they become a group of people with lasting impact.



Whether it's delicate cords or thick nylon ropes, all can become materials in Chen Jin-Jiang's artistic creations. His works include wearable accessories inspired by indigenous totems, knotted lounge chairs, hanging plant holders, and even furniture or large-scale installations combined with driftwood. He brings the art of knotting into everyday life. Knots were originally tools for binding, and before the invention of writing, people used them to record events. In his work, Chen cleverly weaves together these dual meanings—practicality and symbolism—using knots to convey the traditions and daily life of indigenous communities.



The coconut woman | Chuan-Yu, Liao

Art drawn from nature and returned to nature—Liao Chuann-Yu chooses coconut leaves as her primary weaving material. The creative process begins with searching for the leaves themselves, observing their shape and growth. After harvesting, the leaves are carefully prepared and then handwoven into various crafts and everyday objects such as containers, hats, and bags. Her work embodies a raw yet resilient natural aesthetic, with finished pieces that are both durable and beautifully handcrafted.

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/)



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>)



Co-founder of Hung Tian Creative Enterprise Co., Ltd., he serves as an adjunct associate professor and lecturer-level expert at institutions such as National Taiwan University of Arts and National Taiwan University of Science and Technology. He has received over 38 international awards, including three prestigious iF Gold Awards from Germany. With "experimentation without limits" as his core design value, he guides a wide range of design services through a unique industrial design perspective. These services include comprehensive 360° early-stage user research and product

development analysis, product design, visual packaging, exhibition curation, brand strategy, product planning, and more. He provides professional design services that enhance the commercial value of products, multiplying imagination into innovative and engaging cross-disciplinary collaborations.



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.