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前言

為生活 打造幸福儀式感

台中,是一座從容悠閒的宜居城市,氣候宜人、腹地廣大,吸引許多工藝師與創意品牌在此發展。邁入第3年的TCOD台中原創城市品牌計畫,嚴選多組結合傳統與現代的優秀商品,打造台中獨有的幸福生活儀式感。

以設計融入台中地景與歷史記憶, 翻轉傳統產業面貌

臺中市政府文化局自 2021 年起推動「TCOD 台中原創」品牌計畫,期望 透過城市共同品牌推廣,扶植在地文創業者與設計產業,提升台中文創品牌價 值與競爭力。

2023「TCOD 台中原創」品牌計畫邁入第 3 年,本屆共 149 家業者報名,計 281 組,總件數 622 件,創下歷年新高。文化局邀請文化、設計、藝術及行銷等不同領域專家學者進行評選,嚴選出 30 組創意與品質兼具的優秀商品,獲得「TCOD 台中原創」認證。

低碳與永續發展是近年國際環保趨勢,今年有許多獲選產品以工業製造邊 角料、海洋自然廢棄物等環保素材作為設計思考,也看得出許多來自台中在地 製造業的精良商品,在過去打下紮實基礎上加入創意思維,為傳統產業注入新 活力。

台中,是一座從容悠閒的宜居城市,氣候宜人、腹地廣大,吸引許多工藝師與創意品牌在此發展。邁入第3年的TCOD台中原創城市品牌計畫,嚴選多組結合傳統與現代的優秀商品,邀請大家一同體驗台中獨有的幸福生活儀式 感。

Foreword

Celebrate the Good Life

Taichung is a leisurely and livable city. The city's mild climate and open spaces have attracted countless craftspeople and creative brands to set down here. The items selected for honors in this year's 3rd Taichung Original Design (TCOD) program all aesthetically weave together time-honored tradition and sophisticated modern fashion. Those items will be the essential parts in our daily rituals of joy.

Designs Inspired by Taichung's Landscape and Heritage Transforming the Face of Our Traditional Industries

The Taichung Original Design (TCOD) program, launched by Taichung City's Cultural Affairs Bureau in 2021, is dedicated to promoting high-quality brands affiliated with Taichung City, supporting local cultural-creative and design businesses, and enhancing the value and competitiveness of Taichung-based cultural-creative brands.

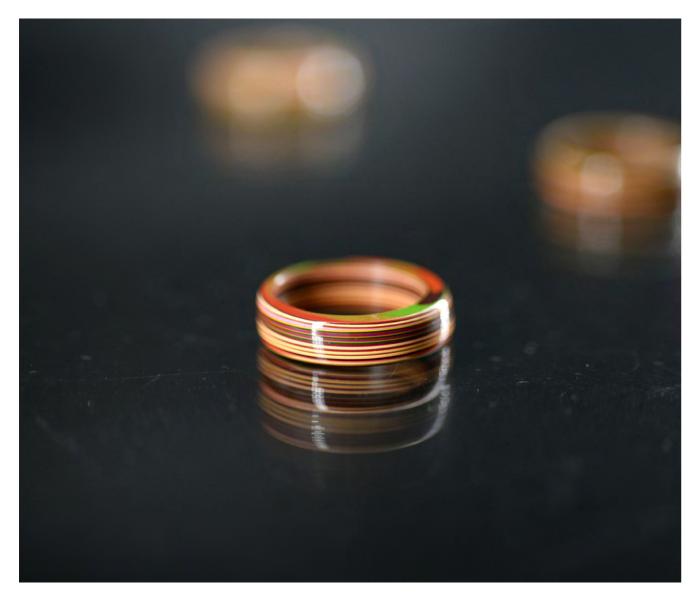
This year's 3rd TCOD received a record-breaking 281 entries, including 622 items, from 149 businesses. Judging was conducted by a panel of cultural, design, art, and marketing experts convened by the Cultural Affairs Bureau. In the end, 30 innovative entries that met the panel's high standards for both quality and utility were awarded TCOD certification.

Low-carbon generation and sustainable development are rising trends in international environmental protection efforts. Many of the 2023 TOCD award winners incorporate production-scrap materials, marine debris, and other eco-materials in their design and production, demonstrating the finely honed innovation and design acumen of Taichung's manufacturing base and the unique ability of Taichung businesses to breathe new vitality into traditional industries.

Taichung is a leisurely and livable city. The city's mild climate and open spaces have attracted countless craftspeople and creative brands to set down here. The items selected for honors in this year's 3rd Taichung Original Design (TCOD) program all aesthetically weave together time-honored tradition and sophisticated modern fashion. We invite you to experience the ritual of joy in Taichung.

工藝品類

光山行|ANOUKS 堆漆飾品



堆漆技法源自於台中在地漆器品牌光山行 KOUSAN CRAFT 創立人賴高山先生,將傳統漆器剔紅技法予以改良,製作出千層堆漆飾品。戒指以似千層蛋糕的紋理,配色上保有漆器的溫潤明亮,低調又富有深度,適合日常配戴。運用裁切指環所剩下的中心原料,再製成耳飾,所有材料不浪費地使用,更凸顯漆器產業的永續精神。

● 有大量採購或客製化需求請洽業者

系列 戒指、耳飾

材質 漆器

地址 台中市西區忠誠街 63 號

電話 04-2326-4147

價格 堆漆耳飾 NT1,680 堆漆指環 NT1,980

Contact firms directly for bulk purchase or customization needs.

2023

CRAFTS

KOUSAN CRAFT | ANOUKS TSUISHITSU JEWELRY



These items are meticulously crafted using Kousan founder Kao-Shan Lai's innovation on a traditional red-lacquerware-making technique. Dozens of rich and warmly colored layers give these accessories the aesthetic 'pop' needed to make them perfect for everyday wear. Earrings are made from ring centerhole material that would otherwise be scrapped, ensuring near-zero waste and enhancing sustainability in the lacquerware industry.

SERIES Rings, Earrings

MATERIAL Lacquerware

TEL (+886)4-2326-4147

PRICE lacquerware earrings NT 1,680/pair

lacquerware ring



工藝品類

張連昌薩克斯風 | 薩克斯風



張連昌為全台製造西洋樂器的先驅,造就台灣后里成為國際薩克斯風製造重鎮。「薩克斯風」擁有飽滿柔和、層次豐勻透亮的表面處理,能吹奏出感動人心的溫暖樂符,跳脫樂器冰冷的刻板印象,搭配「薩克斯風鍍金別針」將薩克斯風的零件細節、LOGO整個復刻上去,是值得珍藏的匠心作品。

● 有大量採購或客製化需求請洽業者

內容物 薩克斯風、鍍金別針

材質 金屬、合金

地 址 台中市后里區公安路 330-1 號

電 話 04-2557-8989

價格 薩克斯風 電洽

薩克斯風鍍金別針 NT 250



CRAFTS

LIEN CHENG SAXOPHONE CO., LTD | SAXOPHONE



Lien-cheng Chang, the pioneer of Taichung's vibrant saxophone-production industry, is warmly remembered in quality-made Lien Cheng saxophones and this elegant saxophone brooch. Meticulously made in every detail, even down to the Lien Cheng logo, the polished sheen and glimmer of this brooch evoke fully the sultry charms of this magical instrument. Perfect to wear and to treasure as a keepsake.

 \bullet Contact firms directly for bulk purchase or customization needs.

CONTENTS Saxophone, Gilded brooch

MATERIAL Metal, Metal alloy

TEL (+886)4-2557-8989

PRICE Saxophone Call by phone

Saxophone Brooch NT 250



工藝品類

葫巧工坊 | 點燈 * 生活



「葫巧工坊」已有超過二十年的葫蘆雕刻經驗。我們透過傳統手工雕刻,將天然葫蘆塑造成燈罩。每顆葫蘆都擁有獨特的曲線、大小和輪廓,沒有兩個是完全相同的。每一個都是獨特的藝術品,環保、耐用且可生物降解。照明設備使用節能的 LED 光源,節省能源並減少碳排放。

系列 燈罩

材質 葫蘆

地址 台中市西區民生里康樂街 3號1樓

電話 0968-306-240

價格 NT 1,000(一個)



CRAFTS

GOURDS ACE WORKSHOP | YOU LIGHT UP MY LIFE



"You Light Up My Life" has over twenty years of experience in traditional openwork gourd carving, transforming natural gourds into lamps. Each distinctively crafted lamp is unique in terms of its aesthetic lines, size, and surface texture. While no two pieces are exactly alike, all are artfully unique, eco-friendly, durable, and ultimately biodegradable. Lamps are illuminated by energy-saving LED lights that help you further reduce your carbon footprint.

 \bullet Contact firms directly for bulk purchase or customization needs.

SERIES Lamp cover

MATERIAL Bottle gourd

TEL (+886)968-306-240

PRICE NT 1,000 (1 pcs)

usz **(Elén**i



● 有大量採購或客製化需求請洽業者

工藝品類

溪泉 | 藺編背帶包 MB/TB



「溪泉 Si Cyuan」致力於將藺草編織以不同姿態呈現於生活物件中。「藺 編背帶包」以手工編織的藺草背帶搭配「質感溫潤的麂皮絨」袋體,使用 臺灣中部特有的植物 - 藺草,保留最原始的質地,呈現滑順扎實的手感和 藺草獨特的清新香氣。背帶運用二種百年藺編技法,經典鏤空的網花花紋 與平面紋路規律的相接交錯,譜出藺編獨有的節奏與美感。

● 有大量採購或客製化需求請洽業者

系列 藺編背帶包

材質 藺草、麂皮絨

地址 台中市西區民生路 368 巷

4 弄 12 號 1 樓

電話 0912-628-135

價格 TB NT 4,800 MB NT 3,200



CRAFTS

SI CYUAN | RUSH WOVEN STRAP BAG - MINI BAG / TOTE BAG



Si Cyuan has created a new line of stylishly practical fashion items incorporating Taichung-grown rush fiber. These durable shoulder totes, featuring woven rush shoulder straps and a suede leather bag, offer a smooth, high-class texture and radiate with fresh rush aromas. Straps are handwoven with alternating traditional open and plane weaves, giving these totes distinctive aesthetic rhythm and undeniably eye-catching appeal.

• Contact firms directly for bulk purchase or customization needs.

SERIES Shoulder bag

MATERIAL Rush fiber and suede leather

TEL (+886)912-628-135

PRICE Tote Bag NT 4,800

Mini Bag NT 3,200



工藝品類

鈞為國際 Josh' BREWERA 酒零年代



「酒零年代」保留紅銅在烈火鍛造時產生的各種顏色漸層,可轉動的時鐘 長短針,代表台中酒廠滾動的歷史,打磨發亮的酒瓶掛飾,可做為移動書 籤。隨著書本傳遞的資訊,在閱讀中留下共鳴,讓書籤成為生活收藏的標 誌。

● 有大量採購或客製化需求請洽業者



材質 複合媒材

地 址 台中市西區公正里公益路 367 號 3 樓之 2

電 話 04-2320-8866#31

價格 訂製系列 - 依買家預算執行



CRAFTS

JOSH WANG | BREWERA



Brewera's fired 'timepiece' bookmark captures all the subtle colors of fireburnished brass. The moveable clock hands and brightly polished bottleshape bookmark warmly commemorate Taichung Brewery's lively history. This bookmark not only returns you to the last page read but is also destined to become a cherished collectable.

• Contact firms directly for bulk purchase or customization needs.

CONTENTS Bookmark

MATERIAL Multimedia materials

TEL (+886)4-2320-8866#31

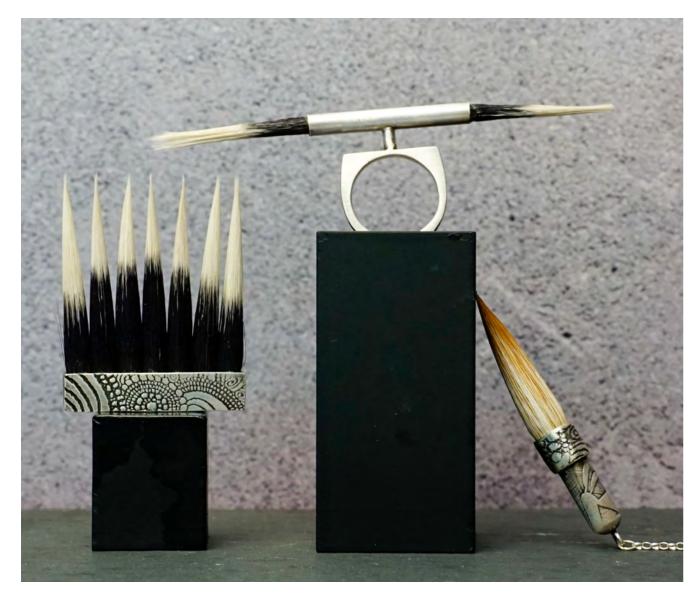
PRICE Custom item made in accordance to each client's budget

BUY



工藝品類

福器飾物工作室 | 若山水系列



「若山水系列」與台中毛筆製作名師合作,結合金屬工藝技法,創作出 具東方文化特色與時尚美感的配飾,讓傳統書畫毛筆獲得新生,經由 手工製作的溫度,結合天然動物纖維的細緻柔軟與銀合金的堅硬冷冽, 將傳統毛筆與金屬工藝相互融合,讓時尚飾品展現出完美工藝。

● 有大量採購或客製化需求請洽業者



系列 戒指、胸針、耳環

材質 金屬、複合材質、動物毛

地址 台中市南區復興路 3 段 362 號 R12-12

電話 0935-714-656

價格 NT 3,980 (一項)

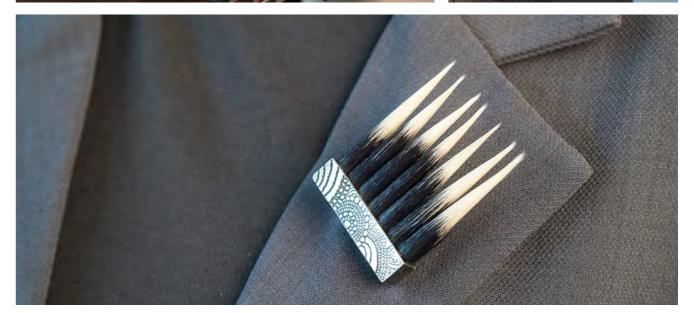


CRAFTS

FU CHI CRAFT STUDIO | SHANSHUI SERIES : WRITING BRUSH JEWELRY







Developed in partnership with a renowned Taichung-based master of calligraphy brush making, the Shanshui Series transforms fine brush aesthetics into a unique Asian-inspired fashion statement. These pieces integrate the warmth of hand-crafted art, the supple softness of fine, natural animal hair, and the cold strength of silver alloy. Refined brush-making and metalworking arts unite in this celebration of timeless beauty.

• Contact firms directly for bulk purchase or customization needs.

 $\textbf{SERIES} \quad \text{Ring, Brooch, and Earrings}$

MATERIAL Metal, Multimedia materials, and Natural animal hair

TEL (+886)935-714-656

PRICE NT 3,980 (1 pcs)



18

工藝品類

樂樂木 | 職人三層提盒



樂樂木以台中豐原、東勢和后里的木工藝加工技術為基礎,結合設計與 工藝,將木藝產品帶入日常生活。「職人三層提盒」以傳統謝籃為發想, 運用山毛櫸、南洋檜木與紐西蘭松木,以細木作方式,將傳統榫卯結構 外露於盒身,上蓋以不同顏色木頭鑲嵌成十字,將食盒與野餐籃賦予禮 物的意象,無過度耗費塑料的環保取材,也可做收納盒使用。

● 有大量採購或客製化需求請洽業者

內容物 三層提盒

材質 木材

地 址 台中市北屯區建功巷 29-11-7 號

電 話 04-2436-4055

價格 NT 3,280



CRAFTS

LOLO-WOOD | HOULI MASTER-THREE LAYER PICNIC BASKET



Lolo-Wood's woodworking facilities across Taichung design and create wooden items that are both functional and lifestyle-friendly. The traditional mortise and tenon Craftsmanship used to unite the beech and pine woods in the 'Houli Master Three-Layer Picnic Box' are visible on the outside, while the top of the box is inlaid with differently colored wood strips that create a stylistic cross. The minimalist design delivers a practical item with minimal wastage of materials.

• Contact firms directly for bulk purchase or customization needs.

CONTENTS Three-tier picnic box with handle

MATERIAL Wood

TEL (+886)4-2436-4055

PRICE NT 3,280

SUY 🔳



黑沃咖啡|馬卡龍系列咖啡掛耳禮盒



發源於台中的黑沃咖啡秉持對咖啡的專業,致力於「把世界最好的咖啡 帶進台灣,把台灣最好的咖啡帶出去」。「馬卡龍系列咖啡掛耳禮盒」 結合藍山、黃金曼特寧、曼巴、阿拉比卡、摩卡 5 款經典風味, 禮盒 以5種繽紛色彩及花卉圖形為設計元素,生動呈現大自然、節慶氛圍 與時尚生活。

● 有大量採購或客製化需求請洽業者

內容物 藍山、黃金曼特寧、曼巴 阿拉比卡、摩卡(咖啡)

材質紙材(霧膜、局部光)

地 址 台中市南區高工路 371 號

電 話 04-2262-4040

價 格 NT 300



VISUAL & PACKAGING DESIGN

HWC ROASTERS | HWC MACARON DRIP COFFEE GIFT BOX



HWC Roasters is dedicated to 'bringing the world's best coffees to Taiwan and Taiwan's best coffees to the world.' The HWC Macaron Drip Coffee Gift Box features five classic coffees (Blue Mountain, Golden Mandheling, Mandheling-Brazil blend, Arabica, and Mocha) in packets decorated in five pastel colors and flower motifs. This nature-inspired gift box is the perfect gift fit for gething and exquisite lifestyles.

• Contact firms directly for bulk purchase or customization needs.

CONTENTS Blue Mountain, Golden Mandheling,

Mandheling-Brazil Blend, and Moka coffees

MATERIAL Paper (w/ thin film and gloss coating)

TEL (+886)4-2262-4040

PRICE NT 300



3 2023 TCOD

視覺及包裝設計類

梨子咖啡館 - 妃売品 | 獨麥之醋禮盒



妃売品嚴選在地食材,以台灣小麥釀造出的獨麥之醋,搭配台灣在地鳳 梨與蘆薈,呈現出清爽又消暑的風味。全程使用友善包裝,以白酒為 原型模板做延伸,瓶身呈現各類水果,金屬用色讓產品整體質感提升, 喝醋的同時也更有儀式感。「獨麥之醋禮盒」結合美食與美學,將送禮 心意昇華為藝術品,體驗生活的美味與美好。

● 有大量採購或客製化需求請洽業者

內容物 雪梨醋 (500ml) 柚子醋 (500ml)

材 質 玻璃、銅版紙、霧膜 表 2mm 灰紙板

地 址 台中市崇德路三段1號

電 話 04-2249-0399

價 格 NT 880

2023

VISUAL & PACKAGING DESIGN

LIZ-FOR GOOD | VINEGAR GIFT SET



LIZ-for Good vinegars, made from 100% Taiwan-grown and harvested premium wheat, pineapples, and aloe, deliver a restoring and consistently refreshing taste. The elegant, eco-friendly box and white-wine inspired bottles clad with burnished metal-print labels make this gift set sure to please. The Vinegar Gift Set weaves together gourmet cuisine and fine aesthetics creating a gift and a work of art that invites the recipient to experience the best of life.

• Contact firms directly for bulk purchase or customization needs.

CONTENTS Pear vinegar (500ml)
Grapefruit vinegar (500ml)

MATERIAL Glass, Coated paper, matte-finish film, and 2mm-thick chipboard

TEL (+886)4-2249-0399

PRICE NT 880

ADDRESS



24

3 2023 TCOD

視覺及包裝設計類

梨山古邁茶園 | 古邁喔熊禮盒



來自梨山黑森林的純淨甘露,品茗梨山高山茶,感受古邁對茶葉的用心與文化傳承。「古邁喔熊禮盒」以台灣觀光大使「喔熊」化身導遊,帶領大家遊覽梨山風情。茶標吊卡設計深具喻意:勇猛無懼的喔熊、象徵泰雅狩獵精神的山豬、泰雅族占卜鳥希利克。吊卡沖泡時掛於杯緣,使用完畢後可卸下做為精美書籤。

● 有大量採購或客製化需求請洽業者

內容物 梨山烏龍茶原葉立體茶包

材 質 紙

地址 台中市和平區梨山里和平路 2段佳陽新巷 3-1 號

電 話 04-2316-8559

價 格 NT 360



VISUAL & PACKAGING DESIGN

KUMY TEA ESTATE | KUMY OH BEAR™ GIFT SET



This premium-quality, high-mountain tea from the 'black forest' area of Lishan perfectly explains the timeless love for tea. The KUMY Oh Bear™ Gift Set imagines Oh Bear, Taiwan's tourism ambassador, leading the recipient on a tour of the Lishan Mountains. The teabag cupholder cards, designed in the images of Oh Bear, a wild mountain boar, and the sacred Atayal bird Siliq, may be saved and used as bookmarkers.

• Contact firms directly for bulk purchase or customization needs.

CONTENTS KUMY Oh Bear ™ Gift Set (Oolong tea)

MATERIAL Paper

TEL (+886)4-2316-8559

PRICE NT 360

UY 🔳

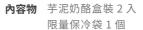


阿聰師的糕餅主意 | 芋你同行 光耀金馬 - 芋泥奶酪禮盒



「芋你同行光耀金馬-芋泥奶酪禮盒」作為阿聰師聯名金馬60伴手禮, 帶您品嚐台中甲安埔盛產的芋頭美味。外包裝使用抗凍紙材搭配未來 感的雷射印刷,象徵阿聰師既創新突破,又保有傳統美食的初衷理念。 撕開包裝紙條,即展現代表阿聰師的企業色一芋頭紫及品牌標語,賦予 產品鮮明的品牌印象。

● 有大量採購或客製化需求請洽業者



材質 防凍卡紙質+雷射印刷

地 址 台中市大安區福興里興安路 168 號

電 話 04-2671-1477

價 格 NT 960



VISUAL & PACKAGING DESIGN

O-NONGS BAKING IDEAS | GOLDEN HORSE TARO CHEESE **CAKE GIFT SET**



The Golden Horse Taro Cheese Cake Gift Set is Chef O-Nong's co-branded tribute to the 60th Golden Horse Awards in 2023 featuring the delicate flavor of taro from Taichung's Jia'anpu area. The laser printing and freeze-resistant packaging evokes O-Nong's passion for innovation centered on Taiwanese culinary standards. Pulling the opening strip reveals the brand slogan of O-Nongs Baking Ideas printed in the company's signature color - taro purple.

• Contact firms directly for bulk purchase or customization needs.

CONTENTS Taro cheesecake

MATERIAL Recycled paper w/ a water resistant coating and laser printing

TEL (+886)4-2671-1477

PRICE NT 960



天後電子|媽祖文創系列



大甲區鎮瀾宮為全台知名媽祖廟,「媽祖文創系列」以媽祖的神氣發 展出具特殊喻意的文創商品,將宗教文化創意轉譯。媽祖出巡時必備 的法器日月扇,以台灣織紗工藝為鑰匙包。可隨身攜帶的符令蒐集冊, 有如被多家宮廟神明守護。以壓轎金發想出的壓轎巾,將金紙圖案復刻 於毛巾,既可重複使用,亦有同樣效力。

● 有大量採購或客製化需求請洽業者



材質 紙、棉、聚酯纖維

地址 台中市大甲區順天路 238 號 3 樓

電話 04-2676-3688

價格 日月扇擋車關鑰匙包 NT 250 符令蒐集冊 NT 380 壓轎巾 NT 120



VISUAL & PACKAGING DESIGN

MAZUBUYBUY | MAZU CREATIVE GIFT SERIES





The Mazu Creative Gift Series is a Mazu religious heritage-inspired, culturalcreative giftset that reimagines famous aspects of Taichung's Jen Lan Temple. Gift series items include a Taiwan-woven key purse inspired by the 'sun & moon fan' used in annual Mazu processions; a book of protective charms and spells; and a limited-edition scarf printed with the iconic image of palanquin money that is sure to bring luck to its wearer.

• Contact firms directly for bulk purchase or customization needs.

SERIES Key purse, Book of charms, Palanquin scarf

MATERIAL polyester fiber, paper and cotton

TEL (+886)4-2676-3688

PRICE Sun-Moon Fan Key Purse NT 380 Book of Charms

> Palanquin Scarf NT 120



大安甘醇|甲安埔禮盒



以「純糧固態發酵蒸餾」的形式釀造出酒品。結合在地作物與意象所設計的甲安埔禮盒,主打大甲高粱53度陳釀白酒、大安金黃小麥釀造威士忌、外埔黑后葡萄精釀葡萄梅酒。在酒標設計上勾勒出了這3個地區的特色風景:大甲鐵砧山、大安海灘、外埔忘憂谷。瓶身如一幅幅引人入勝的風景,不僅以酒品出在地好滋味,也品出在地好風情。

● 有大量採購或客製化需求請洽業者

內容物 白酒、威士忌、梅酒

材質紙、提繩、玻璃瓶

地 址 台中市大安區中山北路 330 號

電 話 04-2688-6059

價格 NT 1,100



VISUAL & PACKAGING DESIGN

DAAN MELLOW CO., LTD. | ABAS JIAANPU GIFT SET



The ABAS JiaAnPu Gift Set spotlights three iconic spirits solid-state fermented and distilled from locally grown grains and fruit. These include a 53% aged liquor from Dajia, a golden wheat whiskey from Da'an, and a grape & plum wine fermented from Waipu-grown black queen muscat grapes. The label on each flask features distinctive local scenery, beautifully weaving together the alluring tastes and scenic beauty of Taichung.

• Contact firms directly for bulk purchase or customization needs.

CONTENTS ABAS JiaAnPu Gift Set

MATERIAL Paper, rope, and glass bottle

TEL (+886)4-2688-6059

PRICE NT 1,100



霧峰農會|荔枝蜂蜜酒



「荔枝蜂蜜酒」來自台中霧峰農會酒莊,採用當地盛產的蜂蜜與荔枝原 汁,與鄰近區域埔里的優質好水,釀造出香甜順口的荔枝蜂蜜酒。在包 裝設計上以鵝黃色的復古華麗圖騰,融入中、英、荷、西、日五種文字, 充分表現出台灣過去與當代的歷史記憶。

● 有大量採購或客製化需求請洽業者



內容物 荔枝蜂蜜酒

材 質 玻璃、紙

地 址 台中市霧峰區中正里 四德路 10 號

電 話 04-2339-3252

價 格 NT 680



VISUAL & PACKAGING DESIGN

WUFENG FARMERS' ASSOCIATION WINERY | LYCHEE HONEY MEAD



This distinguished, sweet and aromatic lychee honey mead is produced by Taichung-based Wu-Feng Farmers' Association from locally harvested honey, lychee fruit, and spring water from Puli. The five languages and retro-design of the cream-yellow label artfully echo the Taiwanese desire for nostalgic tastes and simpler times.

• Contact firms directly for bulk purchase or customization needs.

CONTENTS Lychee Honey Mead

MATERIAL Glass and Paper

TEL (+886)4-2339-3252

PRICE NT 680

