

About TAITRA

Founded in 1970 with a mission to support foreign trade activities, Taiwan External Trade Development Council (TAITRA) is the foremost non-profit trade promotion organisation in Taiwan. It assists Taiwanese businesses and manufacturers to increase their international competitiveness and successfully enter new markets.

TAITRA has developed a well-coordinated trade promotion network comprising of over 1,200 trained specialists stationed at its headquarters in Taipei, at four local branch offices in Hsinchu, Taichung, Tainan, and Kaohsiung, and at over 60 offices around the world.

Taiwan's dynamic economy offers a wide variety of business opportunities. Its strategic location, infrastructure and capital make the island an ideal springboard for business and trade activities in Asia and the Pacific Rim. TAITRA welcomes you to Taiwan and is ready to support you enter the market.



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sydney.taiwantrade.com
www.facebook.com/TaiwanTradeCentreSydney

From Taiwan to Australia

Australian Design Centre is a highly agile and adaptable organisation that has taken a leadership role in the contemporary craft and design sector since it first opened in 1965. ADC continues to act as a bridge between different communities in design, constantly evolving to keep at the leading edge of innovation, and provides the interface between the design world and our audiences.

Our mission is to engage the community in the possibility of design to ignite creative ideas in their own lives. We do this through:
Exhibitions - Showcasing the best work by Australian creators.
Touring - Bringing the power of making and design to new audiences across Australia.
Learning - Inspiring Australians to use design to transform their futures.

Australian Design Centre is thrilled to be presenting the work of Taiwanese designers as part of this project, extending the lines of communication and collaboration between the two countries and finding opportunities for design and business growth and understanding.

Lisa Cahill
CEO and Artistic Director,
Australian Design Centre

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Sydney NSW 2010 Australia
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hello@australiandesigncentre.com
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Taiwan Design Now

From Mass Manufacturing to High Design

Let's Tea Party: Taiwan Design Now is a major project organised by TAITRA in partnership with the Australian Design Centre in Sydney and led by Australian curator Annie Ivanova. It is a design showcase, forum and trade mission with which we hope to inspire interest in the cultural and business opportunities between Australia and Taiwan.

Let's Tea Party: Taiwan Design Now brings together the work of 17 exhibitors, designers and brands in a showcase of Taiwanese design. The project offers an unprecedented opportunity for Australian and Taiwanese design cultures to learn from each other and exchange ideas.

Designs on display, from fashion to electronics, kitchenware to bicycles, show how Taiwan has shifted from a post-war manufacturing powerhouse to a design-led culture producing original, high-value products.

Organiser:
Bureau of Foreign Trade, MOEA
Taiwan External Trade Development Council, TAITRA

Presenting Partner:
Australian Design Centre



Vivid Ideas Forum Design & Tea Culture

Join us for a unique cross-cultural event on contemporary design and the enjoyment of tea. Together, Taipei-based director of Studio Ivanova **Annie Ivanova**, Taiwanese designers **Rock Wang**, **Vii Chen** and **Starck Yeh-Yi Chung**, and co-founder of Australia's Rabbit Hole Organic Tea Bar **Corinne Smith** explore topics across design, business, culture and collaboration through a shared love of tea.

Annie Ivanova brings her expertise in Asian design to Sydney, creating connections with local designers and enterprise. **Rock Wang** shares his expertise as creative director of the Tea Party Project, featuring a tea experience that includes bartending artistry, 360° light projections and new trends in product, furniture, design, space, fashion and soundscape design. **Vii Chen** talks about her modern porcelain vessels and **Starck Yeh-Yi Chung** discusses how design can help us enjoy the pleasures of wine. **Corinne Smith** shares her creative vision and the strategy for her Sydney tea bar, offering insights into how she works directly with designers in her business.

This event runs alongside the exhibition *Let's Tea Party: Taiwan Design Now* and offers an unprecedented opportunity for both Australian and Taiwanese design cultures to learn from each other and exchange ideas. Curated by Annie Ivanova and organised by TAITRA, the exhibition will be held at the Australian Design Centre between 31 May - 13 June 2018.

31 May 2018
6:00 pm - 8:00 pm AEST

Australian Design Centre
101-115 William Street,
Darlinghurst, NSW 2010

VIVID IDEAS
Australia Design Centre

Taiwan Design Now Exhibitors

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SIPALS	www.sipals.com	20
THAT!	www.thatinventions.com	21
VINAERA	vinaera-global.com	22

ANKOMN

ANKOMN

www.ankomn.com
+886-3-350-1396
Hsieh Chen, Vice President of Sales

Do you enjoy delicious meals but also would like to keep them fresh and tasty for a few days longer? We offer you the most convenient vacuum container you can find on the market.

ANKOMN containers are designed to retain the original flavors of home cooking or grocery items. With only one turn of the lid the container is vacuum-sealed. This effectively prevents oxygen and humidity getting in contact with food items. It's a multi-purpose container suitable for a range of uses.

Turn-N-Seal Vacuum Storage Model



BonePower10050-Duck



BONE COLLECTION



www.bonecollection.com
+886-2-2226-9915
Reads Lin, CEO

Bone collection was established in 2005. We dedicate our design efforts to innovative industrial design. We create funny and functional objects that solve daily inconveniences around the use of gadgets. The products draw inspiration from animals and funny characters that are transformed into functional and lovely items.

Our main character is Maru Penguin, a symbolic reminder to remain focused on sustainable design and care for the environment, as a company policy. At Bone we oversee all production details: from sketch and 3D drawing to manufacturing. Our quirky ideas, cute products and colourful accessories bring warmth and joy to everyone.

JinGoo-wireless Audio Light



DAQICONCEPT



www.daqiconcept.com
+886-2-8226-9912
Lotta Tu, Director

In Chinese the name DAQI means 'taking time to become great and grown up', which emphasises that the best things in life require layers of experience and special decorations. For us design is a process of ongoing experimentation and revision, trying and testing, mixing old ideas into new concepts. We combine traditional craft and modern technology to create beautiful things for a modern lifestyle.

Awards & Prizes
· 2015 A'Design Award Silver Prize
· 2016 GOOD Design Award
· 2016 IDA Design Award
· 2016 iMatch 3rd
· 2018 Taiwan Excellent Award

EGUCHI TOYS



www.eguchitoys.com
+886-2-2514-8123
Jian-an Zhuang, Sales Manager

Hand-made wooden toys for little hands at the start of life! Eguchi Toys loves designing for children and we think that toys can be warm, educational and connect kids with nature. Our furniture, tools and toys are carefully made as educational equipment as well as playful objects that encourage children's development.

Our main character is Maru Penguin, a symbolic reminder to remain focused on sustainable design and care for the environment, as a company policy. At Bone we oversee all production details: from sketch and 3D drawing to manufacturing. Our quirky ideas, cute products and colourful accessories bring warmth and joy to everyone.

Pelican



EPOCHSIA



www.srm-epochsia.com
+886-08-8892-395
01 Sunny Hsia, General Manager
02 Penon Chen, Product Manager
03 Olivia Huang, Secretary
04 Sacha Huang, Secretary

Epochsia designs customised flooring that can match the aesthetics, mood and colour scheme of any interior. Customers can choose either from our collection of pre-fabricated decorative PVC floors or personalise them by supplying their own images which we then transfer onto the desired flooring.

All the flooring items from Epochsia can be also installed as a low cost self-service system, with additional free design and packing. The concept is to give the user total control over the design of the floor.

PVC Plastic Flooring



From Taiwan to Australia

Australian Design Centre
101-115 William Street Darlinghurst
Sydney NSW 2010 Australia
Tuesday - Saturday, 11am - 4pm and by appointment
www.australiandesigncentre.com

EVARICH

EVARICH
International Enterprise Co., Ltd.

www.evarich.com.tw
+886-4-2235-0808

01 David Sun, General Manager
02 Jasmine Lu, Managing Director

Founded in 1997 EVARICH specialises in design and manufacturing of paper stationery, offering both OEM and ODM services. Our factory has handled printing and notebook finishing processes for companies such as Walmart, Staples and Target. Our quality assurance processes guarantee that services are provided in accordance with international standards.

EVARICH's product range includes: Journal Notebook, Planner, Diary, Agenda, Calendar, Desk Calendar, Office stationery, Wrapping Paper, Back To School Series: Subject Notebook, Composition Book, Exercise Book and Other Stationery Accessories.

FLYING DREAMS

Flying Dreams

www.flyingdreamsdesign.com
+886-2-2623-9187

Rachel Chen, Marketing Director

Turning a creative dream into a reality and letting imagination soar, we have created an inspiring stationary product to encourage you to think less and dream more.

Our designs incorporate images of beautiful Taiwanese butterflies as decorative elements to pens, notebooks, clips and bookmarks. They add a bit of fun to ordinary objects.

FYBERFORMA

**fyber
forma**

www.fyberforma.com
+886-2-8941-3343

Hai-hao Wen, Sales Manager

FyberForma was founded in 2014 in Taipei. Our name comprises of two words: 'fiber' and 'form', with a twist hinting that fiber can exist in all imaginable forms. Tyvek® is the key material which we use to make unisex personal wear and accessories. Our most popular items are outerwear such as coats and jackets.

Our design focuses on demonstrating the versatility and uniqueness of Tyvek® to produce fashion that epitomises self-confidence and urban cool. The balance between material, function and style reflects our design vision.

HEY SHENG CHI SI

黑生起司
HEY SHENG CHI SI

www.heyshengchisi.com
+886-3-550-3261

Vii Chen, Chief Artistic Officer

HEY SHENG CHI SI uses natural materials as a medium for expressing a feeling of memory as well as a showcase of advanced craftsmanship. Our designs focus on the tactile experience between user and object. By enhancing our sensory perception, we hope to create a "mutual affection" between people and objects. One of our most popular porcelain collections is inspired by Taiwanese fruits and vegetables and the sweet memories these conjure up when holding them.

Won over 20 awards:
Red Dot Design Award, German Design Awards, Good Design, Golden Pin design award and many internationally recognised awards. Active in contributing own brand, experimental design, exhibition planning and design service.

IDEOXO

**IDEOSO
DESIGN**

www.ideoso.com.tw
+886-2-2361-7920

01 Joy Chu, General Manager

02 Hsiao Ting Wang, Promotions Manager

IDEOSO Design is a branding company based in Taipei. We are especially enthusiastic about food and hospitality, and have catered for the industry for over ten years. Our services include: branding strategy and identity design; brand communication and spatial communication design. IDEOXO is our line of lifestyle products which we created for the urban environment.

KAPOK

Kapok
Better Roasting

www.kapokcoffee.com
+886-7-732-5361

01 Paul Hsueh, Director

02 Lily Ke, Sales

03 Ming Fan, Sales

Kapok Roaster adapts a novel thermal system which adjusts simultaneously the flame strength and air flow volume. This hybrid thermal system generates a dark roasting process suitable for a rich body Italian-style coffee as well as specialty brews.

The roaster provides flexible yet precise control, which compensates for all uncontrollable variations, such as environmental humidity and bean moisture content. The machine is built from RoHS compliant materials, including surface coating and paints. Safety interlocks are installed in gas and heating systems to ensure risk-free operation. Available in 3 sizes.

NATURE WAY

**燕
窩
木**

www.nature-way.com.tw
+886-4-2631-2111

01 Anita Lee, Director

02 Tina Chen, Manager

03 Lisa Hsieh, Business Assistant

04 Sharon Chow, Business Assistant

This series of products uses 100% natural cotton, and uses a low-carbon and environmentally-friendly process of manufacturing: no dyeing, no bleaching, no chemicals. All items are natural and safe, made specifically for babies and toddlers. Take care of the little ones, and take care of our environment.

PACIFIC CYCLES

**Pacific
Cycles**

www.pacific-cycles.com
+886-3-4861-231

Max Yeh, Marketing

Pacific Cycles has been widely recognized as a leading bicycle R&D centers worldwide. As early as 1990 we understood that the future for urban cycling is in folding and small wheel bicycles. It became our mission to develop the best folding bicycles available on the market for our discerning customers.

PIAO I

**Travel
Buddy**

www.piao-i.com
+886-49-293-1122

Shen Tzu-yuan, Manager

In 1984 when the company first launched the Piao I Tea Pot it was awarded a Gold Medal at the Japan International Invention Exhibition. Ever since we have aimed to sustained this level of quality and recognition. All of our products are designed, molded and assembled in-house. As a pioneer in R&D of innovative products, Piao-I is the most specialised tea utensil manufacturer in Taiwan.

Taiwan Oolong Tea, Green Tea, Piao I Tea / Coffee Pot, Travel Buddy (Portable Hot / Cold Dual Use Healthy Environmental Walk-cup)

SIPALS

SIPALS

www.sipals.com
+886-2-2518-1700

Chiung Lun Peng, Sales Manager

Friendship is what we love and what inspires us, so we named our products Silicone Pals: SiPALS. Our gifts reflect our brand concept: sharing experiences and the enjoyment of friendship. We take silicon products manufacturing to a new level by making unique gifts to brighten your day and make you smile. We love Taiwanese culture and many of our silicon figurines draw inspiration from popular characters, gods, and ritual objects.

THAT!

THAT!

www.thatinventions.com
+886-2-2518-0825

Gary Lin, International Sales Manager, Sales Development

THAT! works to provide innovative, convenient solutions for your kitchen, dining room, and life. With focus on design value we scrutinise consumer needs in order to make work in the kitchen effortless. Our products combine material technology with lifestyle aesthetics in order to bring everyday practicality, great design, and advanced technology to the modern home.

VINAERA

Vinaera

vinaera-global.com
+886-2-2785-1366

Starck Yeh-yi Chung, Product Manager / Director

Vinaera (Aervana in North America) entered the global market in 2014, launched as the world's first electric wine aerator. It was a small revolution in the world of wine aeration as it essentially eliminated the time required for decanting wine. In 2018 we launched its upgrade—the world's first adjustable electric wine aerator.

What is unique about this product is that it lets the consumer adjust the volume of air pumped into to the bottle, which influences the wine's flavor. No experience required, just use Vinaera and enjoy the full aroma of your preferred wine.



Laser Cutting Exposed Spine Journal



11

Butterfly Magnetic Effects, Multi-Functional Pen Holder



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NS GEAR GY TYVEK® SLEEVE



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Fruit and Vegetable Peels Cup



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Phain- Cement Backpack



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Coffee Roaster



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