

TAIWAN DESIGN NOW









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 successfuly 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.



Taiwan Trade Centre, Sydney Suite 16.01. Level 16, 55 Clarence Street Sydney NSW 2000

> Tel: 61-2-9279-4800 Fax: 61-2-9279-4811 sydney@taitra.org.tw



From Taiwan to

audiences.

this through:

Lisa Cahill

new audiences across Australia.

transform their futures.

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

Our mission is to engage the community in the possibility

of design to ignite creative ideas in their own lives. We do

Exhibitions - Showcasing the best work by Australian

Touring - Bringing the power of making and design to

Learning - Inspiring Australians to use design to

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.

101-115 William Street Darlinghurst

hello@australiandesigncentre.com

www.australiandesigncentre.com

Sydney NSW 2010 Australia

Tel:61-2-8599-7999

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



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

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.

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





ANKOMN www.ankomn.com BONE COLLECTION www.bonecollection.com

Taiwan Design Now

DAGICONCEPT www.dagiconcept.com EGUCHI TOYS www.eguchitoys.com EPOCHSIA www.srm-epochsia.com www.evarich.com.tw FLYING DREAMS www.flyingdreamsdesign.com FYBERFORMA www.fyberforma.com HEY SHENG CHI SI www.heyshengchisi.com www.ideso.com.tw www.kapokcoffee.com NATURE WAY www.nature-way.com.tw PACIFIC CYCLES www.pacific-cycles.com www.piao-i.com www.sipals.com www.thatinventions.com

vinaera-global.com



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.







BonePower10050-Duck

3one

www.bonecollection.com

into functional and lovely items.

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

Our main character is Mary 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 manu-

facturing. Our guirky ideas, cute products and colourful

accessories bring warmth and joy to everyone.

+886-2-2226-9915

Reads Lin, CFO





JinGoo-wireless Audio Light



www.equchitovs.com

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

www.dagiconcept.com

+886-2-8282-7162

Lotta Tu, Director

· 2018 Taiwan Excellent Award



+886-2-2514-8123 Jian-an Zhuang, Sales Manager

Hand-made wooden toys for little hands at the start of life! Equchi 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.



www.srm-epochsia.com +886-08-8892-395

01 Sunny Hsia, General Manager 02 Penon Chen, Product Manager

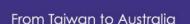
03 Olivia Huang, Secretary 04 Sacha Huang, Secretary

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





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



EVARICH





tion soar, we have created an inspiring stationary product to

and bookmarkers. They add a bit of fun to ordinary objects.

www.flvingdreamsdesign.com Rachel Chen, Marketing Director

Turning a creative dream into a reality and letting imagina-

encourage you to think less and dream more. Our designs incorporate images of beautiful Taiwanese butterflies as decorative elements to pens, notebooks, clips outerwear such as coats and jackets.





EvberForma was founded in 2014 in Taipei. Our name

www.fvberforma.com +886-2-8941-3343 Hai-hao Wen, Sales Manager

NS GEAR GY TYVEK® SLEEVE

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

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

FY 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

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







the urban environment.

Pháin- Cement Backpack





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

01 Jov Chu, General Manager

DESIGN

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

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.

Coffee Roaster



Cute Bear Pillow For Baby

www.nature-wav.com.tw

+886-4-2631-2111

01 Anita Lee. Director

02 Tina Chen, Manager

03 Lisa Hsieh, Business Assistant

04 Sharon Chow, Business Assistant

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





www.pacific-cycles.com

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 This series of products uses 100% natural cotton, and uses discerning customers. a low-carbon and environmentally-friendly process of

New Birdy 18" Folding Bicycle



In 1984 when the company first launched the Piao I Tea Pot



www.piao-i.com +886-49-293-1122 Shen Tzu-vuan. Manager

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.

Travel Buddy (Portable Hot / Cold Dual Use Healthy Environmental Walk-cup)



Taiwan Oolong Tea, Green Tea, Piao I Tea / Coffee Pot.



+886-2-2711-1700 Chiung Lun Peng, Sales Manager Friendship is what we love and what inspires us, so we

SIPALS

www.sipals.com

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.

+886-2-2518-0825

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www.thatinventions.com



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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 technolo-

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

Vinaera

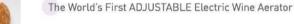
Gary Lin, International Sales Manager, Sales Development Starck Yeh-yi Chung, Product Manager / Director

> 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.

er 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.

What is unique about this product is that it lets the consum-







Travel Buddy

















