



**陶作坊®**  
Lin's Ceramics Studio  
since 1983

**勤貿實業股份有限公司**  
Aurlia Corporation



總經理 林榮國先生  
General Manager : Mr. Lin, Jung-Kuo

負責人：林榮國

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推薦單位：財團法人中小企業信用保證基金

營業項目：Tea Party推廣、茶器具與周邊商品製造、銷售及批發和茶葉銷售及批發

產品名稱：1.Tea Party《慢·漫》漱石茶器組

- 2.易泡壺系列
- 3.同心杯系列
- 4.燒水壺系列
- 5.繁星系列
- 6.懷汝收藏系列
- 7.T-Mug系列
- 8.原創茶具組
- 9.Divan絲路茶器組
- 10.不二堂茶品系列



陶作坊 [www.taurlia.com](http://www.taurlia.com)

不二堂 [www.ateliea-tea.com](http://www.ateliea-tea.com)

Owner : Lin, Jung-Kuo

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Recommended by :

Small and Medium Enterprise Credit Guarantee Fund of Taiwan

Business Items :

Tea Party promotion; production, sales and distribution of tea sets and related products; sales and distribution of tea leaves.

Main Products :

- 1.The "River Stone" Tea Set - Soul of the Tea Party "Slow & Flow"
- 2.EASY STEEP POT
- 3.EXECUTIVE MUG
- 4.Kettle & Stove
- 5.STUDIO CRAFT SERIES
- 6.Ju Ware Collection Series
- 7.T-Mug Classic Series
- 8.New Classical Tea Set
- 9.Divan Tea Set
- 10.Series of Tea



陶作坊：感受東方生活意境  
Lin's Ceramics Studio : A Space For Tea Cultura



不二堂：享受茶時光

Ateliea Tea : Simple Enjoyment, from Tea



Tea Party 慢・漫 Slow & Flow

「勤貿實業」由創辦人林榮國先生從一人工作室起家，創業之起源是始於一個年輕人對社會的觀察、關心與一點志氣。勤貿認為「要改善人們的生活品質，需從鍋碗瓢盆做起」。創立至今30餘年，旗下擁有「陶作坊」、「不二堂」與「清崢禾日」三品牌，並致力於推廣生活茶文化、東方茶香生活文化，且擁有1,000餘坪陶瓷工廠，目前兩岸直營通路達55家，行銷遍及1,000多個國際經銷通路。多年來持續深耕陶瓷茶器具市場、茶文化以及文創產業。

### 匠心獨運30載

「玩著泥土長大的孩子-用臺灣的土，讓世界喝好茶、感受東方文化之美」為勤貿創立以來不變的初衷。堅持扎根臺灣，並在新北市汐止打造了陶瓷工廠。期間經歷了桃芝颱風與納莉颱風的淬鍊，勤貿克服了產品、原物料、廠房設備因淹水損毀的考驗，始終堅持品牌發展之路，以及不變的工作室精神。

勤貿整合研發、設計、生產與銷售通路於

一體，30年來在「老岩泥」、「陶樸」、「瓷清」等材質與釉藥不斷以創新思維創造新作品，並以「繁星」、「漱石」、「太湖遊」、「同心杯」、「燒水壺」等系列創新設計，具體表現「以器引茶・合器生好茶」的匠意心志；始終把「以藝術的情懷、專業的素養、實用的考量，創作每一件作品」作為企業理念。更以「誠正勤樸」為企業核心價值，以傳承傳統工藝技術，期許自身能讓陶藝在創意發揮上增加更豐碩的道路，期藉由創作、設計來傳遞茶文化之美，持續向國際推廣嶄新的東方茶品體驗。



不二堂茶所在概念店 Ateliea Tea Place



榮獲2013亞洲最具影響力設計獎  
2013 Design For Asia Award(DFAA) of Hong Kong Design

## 讓世界看見東方茶文化

有感於每一次雙手舉杯，說出「請喝茶」時，「奉茶」的純樸美意，在人與人之間傳達的感動。勤貿實業在2010年上海世界博覽會，與中華民國對外貿易發展協會共同攜手完成臺灣館所有茶藝演示與奉茶活動。臺灣館奉茶經驗讓勤貿實業以五感體驗的方式，將形式綿密的茶文化傳統，以創新方式呈現。2011年臺北世界設計大展，勤貿實業以創新茶產業的「文創廠商」角色，受邀參與展會，以Tea Party為概念，演繹「經典茶席」、「前衛茶席」與「創意茶席」，9天內從茶器具到茶演出，驚艷中外來賓。2012年藉由文化部媒合，組成平面、音樂、舞蹈、織品、空間、服裝、器物與家具設計等八種設計跨界團隊，推出Tea Party《慢·漫》複合表演作品；本作品除了獲得2013「台灣文創精品獎」，茶器具設計也獲得2013「金點設計標章」、2013香港DFAA「亞洲最具影響力設計獎」、2014德國iF「傳達設計

獎」等榮耀。更於2015臺灣國際文化創意產業博覽會推出Tea Party II [混得好]，一場跨界創作、文化混音的茶酒派對；Tea Party II《混得好in the mix》茶器組也於2015年獲得「金點設計標章」。

## 面對未來，務實、堅持如一徹

「百年後，人們如何看待我們，我們能留下什麼創新東西給後代？」這是勤貿實業創辦人林榮國不斷思考的問題，也是企業能持續創新的動力。勤貿實業從現代茶藝、品茗者需求出發，以實用與藝術兼具茶器具作品屢次獲得國內與國際設計殊榮；始終如一的核心價值：

「用藝術家的感性與實業家的理性，帶領臺灣新生代設計師以及傳統工藝匠師，面對世界市場，並思索器皿與茶的時代意義。」未來將持續投入茶文化傳承、創新，不僅是案上器物，更矢志追求一種時尚典雅，並融合傳統於當代的美好生活樣貌。■



榮獲2014iF傳達設計獎  
2014 Communication Design Award of German's iF Design Awards





The Aurlia Corporation was established 30+ years ago by founder Lin Jung-Kuo from a small studio. It originated from the young man's observation and care about the society, plus a little ambition: "Improving people's quality of life, starting from the pots and pans." Aurlia now owns three brands: Lin's Ceramics Studio, Ateliea Tea and Censer & Incense Series, which are dedicated to the promotion of tea culture and oriental tea lifestyle. Boasting a 3300 m<sup>2</sup> large ceramics workshop, 55 cross-strait retail stores and more than 1000 international dealer stores, Aurlia continues to deepen its roots in the ceramic teaware market, tea culture and creative industry.



陶作坊門市  
Lin's Ceramics Studio's Store

### Thirty Years' Unique Craftsmanship

He, who grew up surrounded by clay, brought good tea to the world and made people see the beauty of oriental culture, through Taiwan's soil.

Since its establishment, Aurlia has taken root in the Xizhi District of New Taipei City. It has gone through the ordeals of Typhoon Toraji and Typhoon Nari, which flooded and damaged all products, raw materials and workshop equipment, but never deviated from its path of brand development or designer's spirit.

By integrating the R&D, design, production and sales channel, Aurlia has, over the past 30 years, continued to achieve innovation on the use of materials for Purion, potteries, porcelains, etc., as well as creative designs, such as the Studio Craft Series, River Stone Tea Set, Purion Tea Set "Heart



生產線作業情形 Production Line

of Lake Tai-hu", Executive Mug, Kettle and other series, which embodied the unique motif of "a good pot makes a cup of good tea". It upheld the corporate philosophy of "creating each piece of work with artistic sentiment, professionalism and pragmatic considerations" and the core corporate value of "integrity and diligence" in carrying on and passing on traditional workmanship, hoping to play the role of driving originality in ceramics creation, communicating the beauty of the tea culture via creation and design, and continuously promoting the brand-new oriental tea tasting experience around the world.

### Make the World See the Oriental Tea Culture

The simple gesture of tea serving embodies the good intention of the tea server.

Aurlia cooperated with the Taiwan External Trade Development Council at the 2010 Shanghai Expo for all tea art presentations and tea serving activities at Taiwan Pavilion, which enabled Aurlia to demonstrate the tea culture tradition by allowing visitors to experience it with the five senses.

Aurlia was invited to attend the 2011 Taipei World Design Expo as a culture creativity vendor of the innovative tea industry. With "Tea Party" as the concept, it presented the "classic tea ceremony", "avant-garde tea ceremony" and "creative tea ceremony" during the 9-day exhibition from tea sets to tea performance, impressing visitors from both home and abroad.



陶作坊30周年紀念封茶儀式與當代茶人合照 30th Anniversary "Tea Ceremony"

In 2012, it setup eight interdisciplinary design teams (graphics, music, dance, textiles, space, clothing, utensils and furniture design) by means of the matchmaking of the Ministry of Culture and released the composite performance works "Tea Party: Slow and Flow", which won the 2013 Taiwan Cultural & Creative Award. The teaware design also won the 2013 Golden Pin Design Award of the Taiwan Design Center, the 2013 Design for Asia Award (DFAA) of the Hong Kong Design Center and the 2014 Communication Design Award of German's iF Design Awards.

In 2015, we launched the "Tea Party II: In the Mix" in the Creative EXPO Taiwan, which was an interdisciplinary tea and wine party intermingled with creation and culture. The teaware sets from "Tea Party II: In the Mix" won the Golden Pin Design Award of the Taiwan Design Center in 2015.

#### **Future Prospect: Pragmatism and Consistency**

Lin Jung-Kuo, founder of Aurlia, has been pondering over the question "How will people see us in one hundred years and what kind of innovation can we leave to later generations?" This has also been our motivation for enterprise innovation. Starting off from modern tea art and the needs of tea drinkers, Aurlia has won many design awards at home and abroad with its practical and artistic teaware. It insists on a consistent core value, "combine the sensitivity of the artists with the rationality of businessmen and lead emerging designers and traditional craftsmen

to face the world market and reflect on the time significance of the teaware and tea." Looking into the future, Aurlia will continue to devote itself to the passing on and innovation of tea culture, not only just the teaware, but also the perpetual pursuit of a fashionable, elegant and beautiful lifestyle that incorporates tradition into modern living.



#### **綜合評語 Commentary**

長期推動文創的茶文化。以附加價值高的「Tea Party」體驗服務充分掌握年輕人的市場，跳出茶道之傳統窠臼。經營上以結合通路並積極拓展海外，拓銷系統完整。營銷據點為其創造穩定的營收，也運用體驗活動增進實體商品與文創觀念的結合，對臺灣經濟提升及文化推廣都有所貢獻。

A long-time promoter of tea culture as a cultural and creative business, LIN's fully captures the youth market with the value-added "Tea Party" experience and service. This revolutionizes the notion of traditional tea art. In business operations, LIN's combines with distribution channels and aggressively cultivates overseas markets to establish a complete market expansion system. All sales locations create stable revenue for the company. Also, it smartly combines physical products with cultural and creative concepts with experiential activities to contribute to Taiwan's economy and cultural promotion.