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gifts

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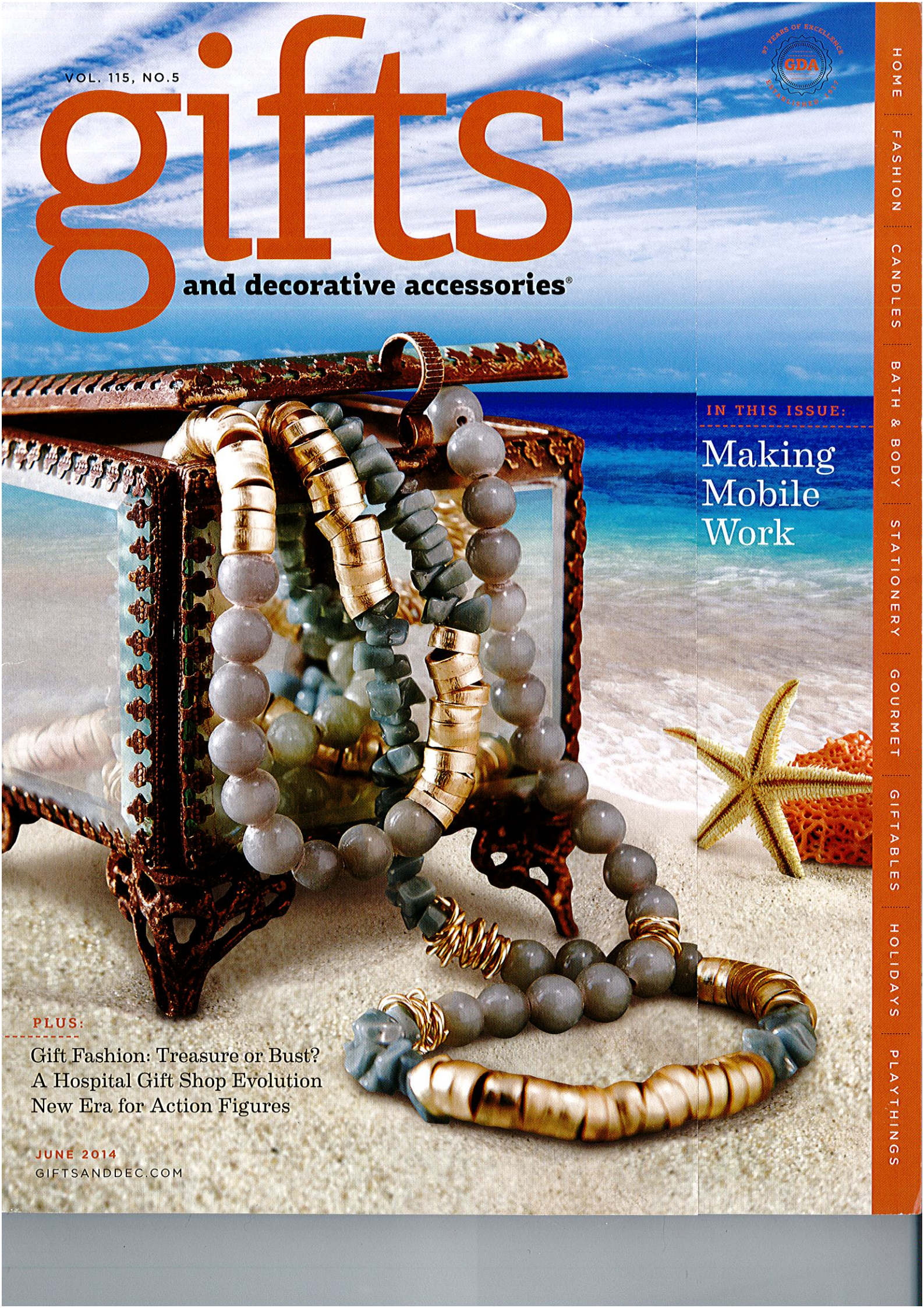
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Giftionary Taipei

Alliances, a blending of art and culture, and a twist of technology characterized this year's show in Taiwan. BY CINDA BAXTER

THIS YEAR'S GIFTION-ERY TAIPEI, which ran April 24-27, 2014, featured more than 500 exhibitors from eight countries, dovetailing with a year many Taiwanese designers may someday look back on as the year of alliances, with both the highly revered and an untapped public.

Leading the trend is the National Palace Museum, joining their international peers in licensing and co-branding. One of many such examples is Tales, a collection in which the designers have re-imagined the treasures of Emperor Qianlong as stackable art, that, when disassembled, become teapots and coordinating teacups.

Hsing Tai Color Printing Co., a fellow licensee, fuses digital printing with ancient Chinese hanging art, recreating parchment-printed pieces that rival the originals. Color matching, scale and texture are all taken into account, resulting in stunning work at reasonable prices.

In addition to licensed designs, Grand Garden takes the ancient Chinese zodiac and turns it on its head—literally. The collection includes 12 eggshell-finish porcelain pieces that represent the symbols; inverted, they become teacups. Notes company CEO Elaine Yang, “Sometimes, we need to



Clockwise from above: National Palace Museum, iThinking and Grand Garden

turn things upside down to gain new perspective.”

Championing Artisans

Artisans are held in high esteem in Taiwanese culture, with the National Taiwan Craft and Research Development Institute as their champion. Issuers of the highly-desired C-Mark, Taiwan Good Craft continues to help artists and designers find a market for their goods, both in Taiwan and abroad. Education and mentoring is available for C-

Mark holders, to assure success as they expand into larger production while keeping quality and the handmade nature of their goods intact.

Beauty isn't relegated only to the traditional at Giftionery; Oserio operates under a mantra of “health + beauty = life.” Its series of watercolor bathroom scales is a perfect example. Each, on its own, is stunning; together, they form a triptych.

Rethinking Ordinary

A number of exhibitors feature new ways to handle

mundane tasks. iThinking put its own twist on a common household tool by embedding screwdriver bits and handles into colorful, whimsical owls and eggs.

Q Cup looked at the problem of over-steeped tea, and then created a pop-down, pop-up infuser that doubles as a cup cover.

Cheerful Fashion Goods is fabricating jewelry and gift items using 3D print technology. Its personalized, eerily accurate, figurines had the show floor buzzing.

The next Giftionary Taipei is April 23-26, 2015. •

Read the full report at: <http://www.giftsanddec.com/article/487815-direct-market-taipei>