

ivilian : Stage

艺术舞台

隨著人們文化生活的不斷豐富，近些年創意市集越來越流行，受到大眾的喜愛。創意市集通常是人們在特定場地展示、售賣原創手作品和收藏品的文化藝術活動，是在創意產業發展過程中出現的新興交流模式，旨在為各類的新秀設計師和藝術家提供開放、多元的創作環境和交易平臺，推崇個人創造和精神創新，鼓勵創意立業，尤其強調以文化、藝術、設計等為產品或服務提供實用價值之外的文化附加值，是一個產生創意並使創意作品商品化的實驗平台。一般來說，參與門檻相對較低，更接近是一個平民藝術舞臺；作品的形式更加多樣，受眾面更廣。創意市集同時融合講座、小型音樂會、街頭文化表演、放映會、創意比賽、工作坊等，主題仍然集中在原創文化的多種具體的形式，成為嘉年華式的年輕人聚會。

As cultural life has been growing increasingly abundant and with
nd, creative design markets have also emerged with growing
rity. Creative design markets usually feature people display-
d selling original handmade works and collections in a specific
t is a communication mode arising in the evolvement of the
e industry, focusing on building open and diversified creative
nments and trading platforms for the wide variety of emerging
ers and artists. These events advocate individual creation and
tion, and encourage entrepreneurship with creative business-
n an emphasis on providing cultural added value besides the
al value of products or services of cultural, artistic and design
. We can say that creative design markets are an experimental
m to ignite creativity and commercialize creative works.

ally speaking, with low barriers to entry, the events are more like
an art stage. So the forms of works are more diversified and a
range of target can be reached. Apart from work display, they
clude lectures, mini concerts, street performances, screenings,
e competitions and workshops. Maintaining the theme on var-
concrete forms of original culture, creative design markets be-
arnavalesque parties for young people.

Pinkoi

with

Dialogue

Pinkoi

Pinkoi, the leading shopping website in Asia for design products, has a group of excellent designers from all over the world, providing more than one million exclusive design products. With unique customized designs of good taste, the platform is determined to create an aesthetic life for everyone and make every moment of giving presents unparalleled. Since its establishment in August 2011, Pinkoi has been dedicated to its business in Taiwan, Japan, Thailand, China, USA, Canada and other international markets, in hope to make Asian's fascinating good designs glow all over the world and create a design ecosphere for better life.

<https://pinkoi.com>

Pinkoi

Pinkoi 是亞洲領先的設計商品購物網站，擁有來自世界各地的優質設計師群，提供超過百萬件的獨特設計商品，堅持用好品味、客製化的獨特設計，實現每個人的美感生活，也讓每個送禮時刻更加獨一無二。2011年8月成立至今，致力於經營台灣、日本、泰國、中港澳、美加及其他國際市場，期望讓亞洲迷人的好設計在全世界散發光芒，並創造一個讓生活更美好的設計生態圈。

<https://pinkoi.com>

PINKKOI

evolvement of internet technology has expanded to cover every industry and permeate every aspect of our life. It then resulted in the emergence of electronic commerce (e-commerce). And now people are getting more and more accustomed to the convenience of shopping online. Almost anything is available in online shopping malls, surely with no exception for creative commodities. It was at this right moment that Pinkoi, the Taiwan original shopping website for design products, was born. The website was built in 2011 with a white background and square blocks, simple yet pleasant. The platform adopts a verification system to sell original Asian design products, and charges transaction management fees after the products have been sold.

Pinkoi aims to create a global brand. Over the years, it has been ceaselessly expanding the range of commodities and services. It first collaborated with Japanese designers, along with a cooperation with other Asian designers, and then expands to markets of Beijing and Shanghai. Now Pinkoi has 12,000 active design shops and more than 10,000 designers in Taiwan and all over the world. With this resource pool, Pinkoi made the decision to go offline and began to hold Pinkoi markets. Moreover, it recently made another two new attempts in offline experiential courses and physical pop-up stores.

Creative Design Market Alive from Online

由“上”而“下”
的创意

技術日益發達，覆蓋了各行各業，滲透到我們生活的方方面面，電子商務也由此崛起。人們已經越來越習慣在網絡上購買商品的便捷，幾乎所有東西都能在網上買到，當然也包括創意產品。2011年，台灣設計商品購物網站Pinkoi順勢而生。白底、方格、舒服、簡約，是Pinkoi網絡平台給人的第一印象。它採取審核制，以買賣亞洲具有原創性的設計商品為主要特色。收費模式為商品售出後平均抽取成交管理費。

Pinkoi定位於國際品牌。幾年來不斷拓寬商品和服務的版圖，先與日本設計師合作，結合亞洲設計師，並拓展到北京、上海市場。經過不斷的發展，目前Pinkoi上活躍的設計館約有12,000間，多達數萬位台灣及國際設計師。Pinkoi決定從線上走到線下，開辦了“Pinkoi Market 品品市集”，還做了實體體驗課程與實體快閃店兩項新嘗試。

Interviewer

Virginia Ruan

It has been significant to create for consumers unique memories with experience.

透過體驗替消費者創造獨一無二的回憶，就變得很重要。

去年聖誕節Pinkoi在台北舉辦了“Pinkoi Market 品品市集·台北聖誕站”，是什麼時候開始品品市集的？作為一個設計商品購物網站，籌辦線下市集的初衷是什麼？

Pinkoi設計商品購物網站在2015年開始自行舉辦第一場的聖誕市集。因為每件設計品的魅力都來自背後每一位熱情且才華洋溢的創作者，所以當初籌辦線下市集是希望能透過實體市集活動做O2O（線上到線下）串聯，讓設計師不只在線上經營，也能走入線下，促進消費者與設計師面對面的互動交流，讓消費者除了能親自看到實體設計商品之外，也能透過實際的互動感受到設計師對創作的熱愛與堅持。

在策劃每一次的市集時，是否會擬定不一樣的主題？策劃的流程一般是怎樣的？

市集主題決定了整個活動的走向和調性，同時也決定了吸引的參與客群，所以對於策劃來說主題的制定十分重要。Pinkoi在策劃市集時，會依據不同地區的文化、喜好和關注議題，來發想合適的市集主題，透過連結更多關注議題的民眾、設計師參與，會誕生出更多的可能性。

例如去年在日本策劃市集時，我們發現“台灣”議題的關注度在日本逐年攀升，因此我們以“台灣雜貨祭”為題，和阪神百貨共同舉辦百貨，成功吸引了許多關注此議題的民眾前來參與；在台灣，可以發現“選品送禮”是年底最受民眾討論的話題，因此我們以“聖誕”為主題包裝，結合亞洲各地設計，期望從民眾需求的角度切入，將各地的亞洲好設計帶給更多人認識。

Last Christmas, Pinkoi hosted a Pinkoi Market in Taipei. When did you start to run the market? Pinkoi started off as an online original commodity shopping platform, so what impelled you to organize offline markets?

We started our first Christmas market in 2015, with everything curated and organized by ourselves. The fascination of each design stems from the passionate and talented creator behind it. That is why we hoped to build O2O (online to offline) connections through entity market events at the very beginning, allowing designers to step down from online to interactively communicate face to face with consumers. In this way, consumers can see the actual commodities in person and moreover, feel the love and perseverance of designers towards creation through actual interactions.

Do you come up with different themes for every session of the market? How do you usually curate for the event? The theme of a market determines the direction and key of the entire activity, as well as its target participants. Therefore, the planning of a theme is very significant. While planning for a market, we select and explore the theme according to local cultures, local people's favors and topics of concern. Involvement with people and designers who pay attention to the theme always create more possibilities.

For example, when we were planning the market in Japan last year, we found people there are paying increasingly close attention to Taiwan. So we decided on the theme of “Taiwanese Zakka” and hosted a market in hand with Hanshin Department Store which turned out to be a great success. In Taiwan, we discovered that selecting



ifts is the most heated topic in the end of a we adopted Christmas as the theme, inte-gns from all over Asia from the perspective demands, so as to make know the good de-a. e have a project team dedicated for market which the manager leads the cross-depart-to work collaboratively. They would first n according to the event objectives, atmos-cale of the site, and theme. Then come the ration and conceptions for onsite activities e event. One conception is designer work-with the market, where consumers can en-of DIY in person.

y change in the variety of original design the years?

see a growing maturity in Asian original

design commodities, and more designers are absorbing local cultural nutrients into their commercial creations. With a more diversified range of materials, a lot of amazing creative themes are often dug out. Besides this, we have been taking in more categories. Illustration and paper design, as usual, is the ordinary category. But a more diversified scheme is now accessible, covering clothing with accessories, home supplies, tea, desserts etc. We are absolutely seeing the overwhelming power of Asian design creativity.

In 2018, Pinkoi expanded its event scale to cover 5 Asian cities. Do you adopt a registration system for participation or invite vendors to participate? Any entry criteria? And do you encounter any problem in original brand recruitment?

The mission of Pinkoi is to help talented designers and

在 Pinkoi 市集籌劃會有一個專案小組，由市集負責人帶領跨部門的團隊一起合作運行，主要會依據活動目標、場地氛圍與大小和活動主題等幾個方面做第一步的規劃，再來才是設計師攤位報名，與豐富市集內容的現場活動構思，像是品品市集裡大多時候會搭配設計師工作坊，讓消費者在現場也能親手感受自己動手創作的樂趣。

市集舉辦的這些年來，原創設計品牌的類別有沒有什麼變化？

隨著幾年的舉辦下來，發現亞洲原創設計商品的成熟度越來越高，並且更多設計師採集在地文化意象融入於自己的商品創作中，在材質的選用上也更加的多樣化，很常發現許多讓人驚嘆的創作題材。而參與的品類也從過往常見的插畫紙品類別，變得更多元多樣化，延伸到衣著、居家用品、茶、甜點等，可以看見亞洲設計創新的強大能量。

2018年Pinkoi市集擴大到亞洲五個城市巡迴，市集是採取報名制還是邀請攤商參加？在招募原創品牌方面有沒有遇到過什麼難題？在准入條件方面對市集攤商有什麼要求？

Pinkoi 的品牌使命是希望能幫助有才華的設計創作者們成功，所以基本上市集攤位都是採取報名制的，廣發給 Pinkoi 站上的設計師，讓他們都有機會參與。

近年來市集盛行，設計師們對 Pinkoi 的市集報名都很踴躍，幾乎每次報名都會吸引大批在 Pinkoi 開館的設計師報名。基本上只要有在 Pinkoi 上開館並且設計品牌頁面上有一定數量的商品款式，就能夠報名參加。

除了線下市集，Pinkoi還在去年7月份開始開設了品品學堂。可以給我們簡單介紹一下學堂都有哪些內容嗎？在您的線上線下整合策略中起到怎樣的作用？

Pinkoi 觀察到體驗經濟會是接下來的趨勢，當大多數的民眾都在追求社群上一樣的打卡景點、一樣的拍攝角度、一樣的潮流商品時，如何透過體驗替消費者創造獨一無二的回憶，就變得很重要，也是 Pinkoi 開始舉辦品品學堂的初衷，希望消費者除了來 Pinkoi 上買東西，更可以透過與創作者的工作坊互動，獲得自己產出的獨特商品和回憶，完整 Pinkoi 想協助消費者“用好設計實現美感生活”的品牌願景。

目前品品學堂有開過：調香蠟燭工作坊、英文書法工作坊、乾燥花圈製作、半日茶園體驗等。

creators succeed. So basically we send the information to the designers on our online shopping platform and they register to participate. Markets are popular these years and they are enthusiastic in our events. Our market would always attract large crowds of designers who have already been selling their creations on our website. Normally, any designer of our online platform with a certain quantity of commodities can register to participate in our markets.

Apart from offline markets, Pinkoi initiated Pinkoi School last July. Can you tell us about it? What role is it playing in your strategic integration of online and offline resources?

We are conscious of the fact that the experience economy will be the next trend. Under the current circumstance that most people are wild about uniform scenic

spots, shooting angles and trended commodities, it has been significant to create for consumers unique memories with experience. And this is exactly the original purpose with which Pinkoi started our school. We hope that besides shopping on Pinkoi, they can have their own special commodities and memories via interaction with the creators, so as to fully achieve our brand vision of helping consumers lead aesthetic lives with good designs. By now Pinkoi school has held workshops like fragrant candle workshop, lettering workshop, dried wreath making workshop and half-day tour in tea gardens.