

2016

青寻 CELADON SEEKER

FINAL PRESENTATION



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01

Introduction



Why there is Celadon Seeker?





How can we make the change?



Distribution
Channel

@Hangzhou Foreign language school



Improvement of
product design



Change of
concept



Promotion of
Celadonware Culture

@Shanghai Pinghe Bilingual School

@Hangzhou High School



02

Product and concept



Series 1 Traditional Collection



平盘/茶托/置物盘

Original Design

Selected classic design



哥窑茶壶 配 四低茶盏

Follow tradition+Instill
creativity



合春六味

组合式产品——多种形制与釉色

Satisfy the needs of modern
society and aesthetic pursuit



Series 1 Traditional Collection



哥弟窑织错茶壺 配 四粉青盞



弟窑无柄壺 配 三瓣梅盞



粉青茶壺 配 二宽口茶盞

Tea pot series-- Simplification in amount and shape-- To suit smaller families



Packaging——Sustainability of Environment



Japanese Co-box
Design

Japanese-style element
storage of small objects (Jewelry candy)



Tea Tray Design

maximize the use of package leak
easy to carry + no waste of room



Series 2—— Modern Collection



Celadonware-made loudspeakerbox

Cooperated with independent designer Keydo
Winner of Reddot design award
Increase voice by 40dB
Suitable for IPHONE 5/6



断桥残雪

Design for G20
Mix of culture from different geographical regions
The beauty of Hangzhou Westlake and Celadon-ware
craftsmanship
A great souvenir



Distribution Channel 1 Cooperation



Cooperation with

greater
demand
sustainability
a indirect way
to promote in
overseas
market

List

Web
International

Hangzhou Youyi
Industrial limited
company
Shanghai Asian
Eagle CO.

Hangzhou
sihui
Commercial
Company

Ningbo Alfa
plc.

Hangzhou
Hengye
Company

Longtaizi
Photograph
y Studio

Hangzhou
Yuerun
Company



Distribution Channel 2 Off-line Fairs



Hangzhou
Yingwuluo Off-line
fair

CAS
CARNIVAL

Large flow of people
Better publicity
Mutual Learning and Self-improvement in related industries





03

On-line and Off-line
Culture Promotion &
Use of community
resources



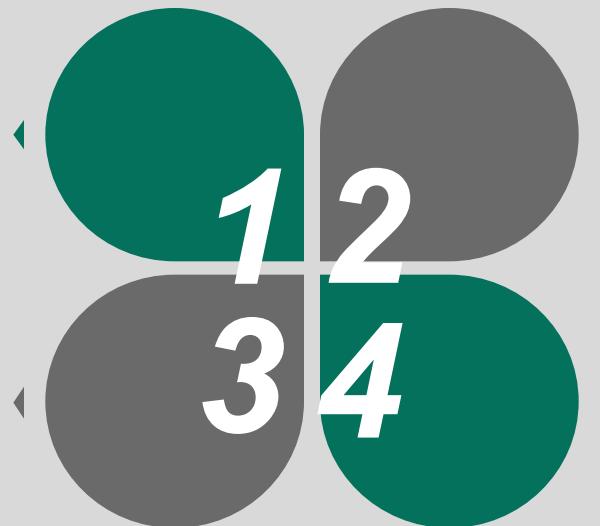
How we bring the change?

Off-line
Parents-children Activity
Writing Contest

Exhibition
Sports sponsorship

Documentary
Photography
Peripheral Product

We-media
Website





1-1 Off-line promotion activity

Museum trip:Museum of Porcelain in Song dynasty

Savor the value of history
Knowing the source of celadon-ware



DIY青瓷体验之旅

Joy of porcelain workings
Children+clay——Interests come naturally



Location : Hangzhou Qinglian Pavilion



1-2 Celadon Seeker Writing Contest



“我的忧愁随草绿天涯，鸟安于巢吗？人安于客枕。”

青青子衿，悠悠我心。

青，是我旧日之忧思，是渡船春雨，壶中夏月，是草在结它的种子，是命运中流过的每一个歌唱者的时节。



“青春的灯火若即若离，谁在天堂，谁在地狱，谁在年轻的梦里一直找你。”

寻，时间无涯的荒野之间，我们游走，我们寻觅。掀翻山河，掘地千尺，她三五尺的玉兰花枝旁，群山肃穆，月映万川。

寻寻觅觅，兜兜转转，
What do you seek?—
Follow what your heart says.
我们说话仍如青草暗长。
At this enchanting hour,
When low in the sky the moon stays,
And slowly reveals her glamour.
归路冗长，梦枕书窗，
Let's capture the stars with our eyes
Immerse ourselves in the night,
故园秋蝉依旧聒噪如常。
Unleash all our worry and let it die
In this lovely sight.



worldwide

点开这个推送的你是好奇的，但看到这里的你有些蒙逼的。

“蛤？谁能给我解释一下上面那一堆诗与远方是个什么情况啊喂？”

事情情况就是，青寻和上海平和双语学校文学社要举办征文大赛了！

主办方



青寻
Celadon Seeker

上海平和双语学校
那个文学社



奖品

一等奖 New Kindle

二等奖 青瓷器物——合春六味

合春六味

1. Introduce celadon ware culture to worldwide
(accept both english and mandarin works
—popularize among overseas people)

2. to provide the prize

2-1 Exhibition——Hangzhou Guangda Museum



No age limit for audience

Cooperated with Longquan Celadon Workshop

Hangzhou Guangda Museum

Hangzhou Jianci Art Museum

Works of Longquan Celadon Artists

Selling in Gift shop





2.2 Exhibitions——Hangzhou. Museum of Sword and Porcelain





2-2 Sports sponsorship



To broaden the influence
To diversify the fans

Zhejiang Qiantang Golf
Association

DeepDive Rowing Camp



Hangzhou Kendo Association
2016 Atsugi Cup Kendo Competition



3-1 Documentary

To develop cultural intension
To promote without
geographical restriction

2016.4.

A Documentary Trip in
Longquan

Uploaded to multiple video
websites

whole traditional hand
making process
geographic characteristics
aesthetic and art value



Shaping

Glazing



Trimming

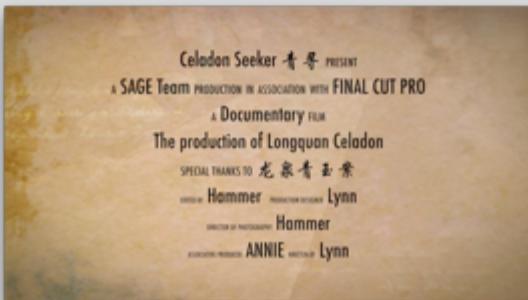
Encastage

Documentary



“虚实相生，无画处皆成妙境。”

《画荃》节选



Glaze firing and finished product

All made by members of Celadon Seeker
Photography
Editing
Dubbing
Scriptwriting



Interviews

get to know more about Celadon ware industry
To determine brand position more precisely



Celadon-ware craftswoman
Mrs.Huang Suchen



Vice chairman of Longquan Celaonware Association
Mr. Hong Shengbao

3-2 Gallery

- 50 photos of finished products
- Full understanding of celadon culture
- Longquan Natural Landscape
- Longquan Cultural Landscape
- Celadon production process
- Finished celadon products

by Hammer Chen





Gallery





Gallery Extension——Celadon related products



PHONE SHELL



WALLPAPER SUITED FOR PHONES

WALL PAPER FOR PC (AVAILABLE ON WEBSITES LIKE SOUGOU)



POSTCARDS



4 We-media



Independent website



WeChat Platform



Various Senior high
school campus media





We-media

Audience : Undergraduate
Relaxing and Witty Science Popularizing
Simple Language
Campus Culture
Multivariate Data Sources
——Make it easy to understand Celadon
Knowledge

如果不是
他



老大章生一厚道、肯学、吃苦，深得其父真传
章生二亦有绝技在身。

章村根去世后，兄弟分家，各开窑厂。

老大章生一所开的窑厂即为哥窑，老二章生二所
开的窑厂即为弟窑。

***** 中国移动 21:09 55%

返回 关闭 青寻 ...

关于金丝铁线一个传说：

相传，宋代龙泉县，有一位很出名的制瓷艺人，
姓章，名村根，他便是传说中的章生一、章生二
的父亲。



兄弟相处之道——好的例子

章村根的擅长制青瓷而闻名遐迩，生一、生二兄
弟俩自小随父学艺。

老大章生一厚道、肯学、吃苦，深得其父真传
章生二亦有绝技在身。

章村根去世后，兄弟分家，各开窑厂。

老大章生一所开的窑厂即为哥窑，老二章生二所
开的窑厂即为弟窑。

***** 中国移动 21:23 51%

返回 青寻 ...



■ 电影版《牧羊女斯泰米》

阿拉伯商人提着一只精致的皮箱来到市长官
邸，向市长、新娘、新郎道喜。他打开皮箱，
取出一件龙泉青瓷摆在市长面前，说：“先
生，这是我送给新娘的结婚礼物。”

市长面露喜色，捧起青瓷，仔细观赏。瓷器通
体流青滴翠，玲珑剔透，幽雅静穆。市长眉色
飞扬，啧啧称奇：“美极了！美极了！美得无
与伦比！”

新娘十分喜爱，问道：“尊敬的先生，这么漂
亮的宝贝是从哪里来的啊？”

“东方的古国中国”



04

Sustainable Development and Future Plans



Sustainable development and future plans

01

Design and production sustainability

02

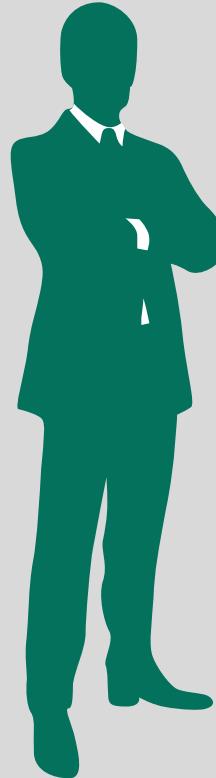
Knowledge and understanding sustainability

03

Promotion sustainability and future plans

04

Environment susainability





1. Design and production sustainability



Design
cooperation :
KEYDO
Longquan Qing
Yu An
Celadonware
Workshop

Production
cooperation :
Longquan
Qing Yu An
Celadonware
Workshop



To update products quarterly



To expand the existing sales channels and cooperative relations

Wechat and Taobao Store in Mid-August



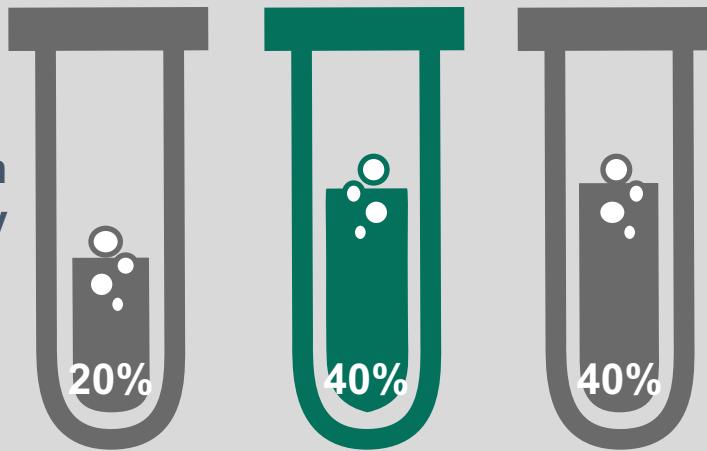
More influential peripheral products



2. Knowledge and understanding sustainability —Monthly meeting

Celadon Production and history

To edit and share public we-media
Celadon knowledge popularizing



Work discussion and communication

Work experience
Difficulties brainstorm
New ideas exchange
Future development trend

Aesthetics and appreciation

To improve future products quality and packaging design



3. Promotion sustainability and future plans

2016.6-9



Design collection
(Art Academy)

Taobao and Micro
Store Opening



Related products
developing

Starbucks CARDS

Cheongsam
cooperation



Aesthetics report
publishing

Hotel Exhibition

Brochure
—Tweets
collection and
publish



Offline Fairs

Tweets follow-up

Website
improvement



4. Environment sustainability



Package Design



Tea Tray Design

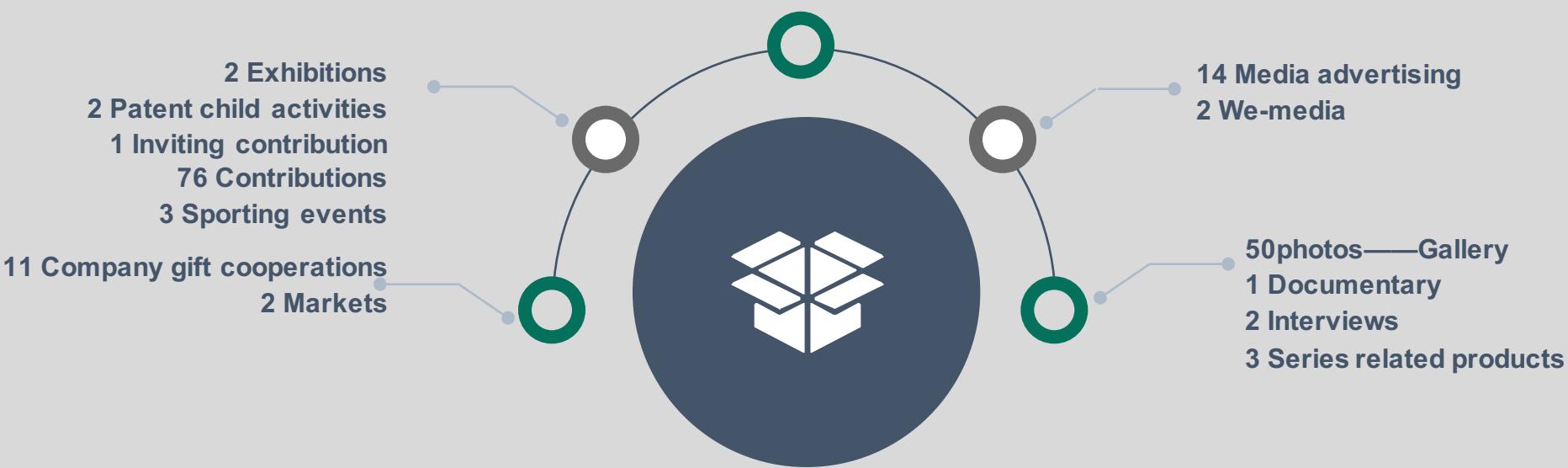
Our next aim : Change Paper Packaging + Recycled paper Brochure





Measurable Impact

2 Product Seires
8 Innovative products
2Packaging reforms
270 Transaction record
CNY45670 income





THANK YOU

CELADON SEEKER

MORE TRADITION, MORE INNOVATION