



一絲一線的甘甜，
藏在一絲一線的表演。
Fine sweetness hidden in
a line of performance.

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白糖蔥是在日據時期因為日本人會將台灣的甘蔗都送回日本，蔗農為了把蔗糖藏起來，便將蔗糖製成白糖蔥，這也是主題「一甘藏」的命名由來。

如今糖蔥這項技術漸漸式微，現在有很多人不知道甚麼是白糖蔥，但經過調查有七成六的人購買糖蔥的主要原因是因為被表演所吸引，於是我們將設計一款包裝讓大家在打開包裝的同時就能看到糖蔥的表演過程，進而使不了解的人產生好奇心去認識糖蔥或是讓瞭解糖蔥的人透過送禮讓更多人知道。

During the Japanese occupation period in Taiwan, the Japanese took away all the sugarcane in Taiwan. In order to hide these canes, the farmers made them become a kind of sucrose called Bai Tang Cong. This is how our theme name, "Hide and Sweet," came from.

However, the technique of making Bai Tang Cong had been dying away, and more and more people didn't know what Bai Tang Cong is. According to the result of our investigation, we knew that 76% of the customers were attracted by the gorgeous show. Therefore, we designed a series of packages that people could see the process of making Bai Tang Cong at the same time. Then, the customers could let more people know by sending the presents and those who didn't know about Bai Tang Cong could be more curious about it.

使用光柵動畫與包裝結合，使打開包裝的同時讓包裝自己說故事，光柵動畫是一種光學現象，利用視覺暫留的效果透過線條產生干涉讓人眼無法分辨，看起來就像是動畫一樣。

The combination of animation optical illusion and delicate packaging allows packaging to tell the story itself while being opened. Animation optical illusion is an optical phenomenon that uses the effects of visual persistence to interfere the eyes through the lines, making it look like an animation.



長形盒裝上只要輕輕轉動就可以看到糖蔥製作的三個步驟動畫

第一步 - 將煮好的糖放在鍋中隔水旋轉冷卻

第二步 - 用木棍反覆拉扯糖並將空氣包覆在裡面，這也是為甚麼糖蔥中間會有孔洞

第三步 - 將拉好的糖掛在木棍上等待糖完全變硬就可以裁切分裝了，這三個動作皆為糖蔥表演中不可或缺的環節。

Just turn the axle of the long box gently and you can see the three-step animation of making Bai Tang Cong.

Step 1-Put the cooked sucrose in a pan and cool it with water.

Step 2-Pull the sucrose repeatedly with a wooden stick and cover the air inside. This is why there are holes in Bai Tang Cong.

Step 3-Hang the pulled sucrose on the wooden stick and wait for it to become hard completely before cutting and packing.

These 3 steps are all indispensable in the Bai Tang Cong show.

扁形盒裝也依照口味的不同分成：原味、梅子、抹茶、巧克力，每個口味都有不同的趣味動畫反映當時歷史背景。

包裝視覺參考台灣日據時期的建築物及屋頂的造型，呼應當時的生活背景，亦可配合動畫。

The flat box also provides different flavors: original, plum, matcha and chocolate. Each flavor has a different interesting animation that reflects the historical background of the time.

Packaging visual refers to the shapes of the buildings and roofs during the Japanese occupation period, so as to be consistent with the living background of the time and the animation.

