

收藏寄託著愛玉的言語，
翻出埋藏在果實中的故事。

點點愛玉 TAIWAN AIYU

THE COLLECTION IS CARRIED
WITH THE WORDS OF AIYU, REVEALING
THE STORY BURIED IN THE FRUIT.

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*愛玉原生於中央山脈中低海拔的山林中，是台灣的特有種，因為他的生長特性需要特殊的「愛玉小蜂」採粉及無汙染的環境，造就了愛玉成為台灣的國寶級植物。

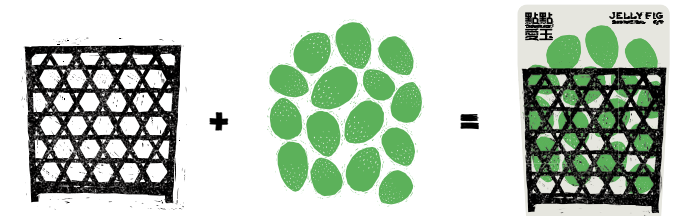
*Taiwan's endemic species, Aiyu grows in the middle and low-elevation forests of the Central Mountain Range. Considering the growth characteristics of aiyu, it requires special "Wiebesia pumilar (Hill) Wieb" to collect powder and a pollution-free environment to groth, making Aiyu a national treasure of Taiwan.



台灣有著多元的植物及文化背景，在尋找主題的過程中，我們發現愛玉的獨特之處。愛玉在我們生活中，對於它的印象是隨處可見的古早味點心，且市售的愛玉有很大一部分都是含有其他添加物的人造愛玉，很難品嚐到天然愛玉以及愛玉的功效，此外大部分的台灣人對於愛玉的了解度也並不高，其實這特有的愛玉與我們的文化有著很深的連結，而這每一顆顆的愛玉都裝載著原住民遙遠的故事，啟發我們挖掘這些原生於土地的記憶，因此我們希望將由這片大地所孕育出的愛玉及原民風采的這些文化延續並傳遞出去，讓更多人能更深入了解台灣的文化，並喚起在地人對於文化的重視。



我們開始挖掘愛玉與台灣之間的關聯，發現愛玉和原住民之間早在很久之前就有很深的文化淵源，因此我們開始收集各族有關愛玉的資料，發現愛玉對於各部落都有不同的意義和故事，因此我們希望以新的角度，用原住民的語言帶領大家了解埋藏在果實中的文化脈絡，以故事的手法刻劃各族流傳下來與愛玉之間的故事，藉由實際體驗搓洗愛玉，讓大家了解台灣獨特的愛玉。



講述原住民與愛玉之間的點點故事

台灣野生愛玉包裝設計——我們將包裝的外觀結合原住民上山採愛玉的工具—背簍，作為裝載愛玉的工具之餘也同時承載著原住民與愛玉的故事。外包裝的結構上使用簡約的無膠包裝設計，內包裝則是連串的包裝。為省去清洗棉布袋的麻煩，以不織布單包裝的方式方便大家透過搓洗食用，藉由實際體驗搓洗愛玉，一邊了解各原住民族與愛玉的文化故事。大包裝重點在於表現愛玉本身，開窗的紙袋包裝使得愛玉籽組成愛玉的形狀。每一次食用過後就可以逐漸看到愛玉的剖面。紙材質的標籤可摺成量度愛玉籽小勺子。整體視覺上以原住民的傳統雕刻，呈現原住民和野生愛玉自然樸實的意象。將目標族群定位在喜歡嘗鮮、送禮的客群和想要了解台灣愛玉文化的外國人，希望不只是台灣更能將愛玉的滋味推廣至國外。



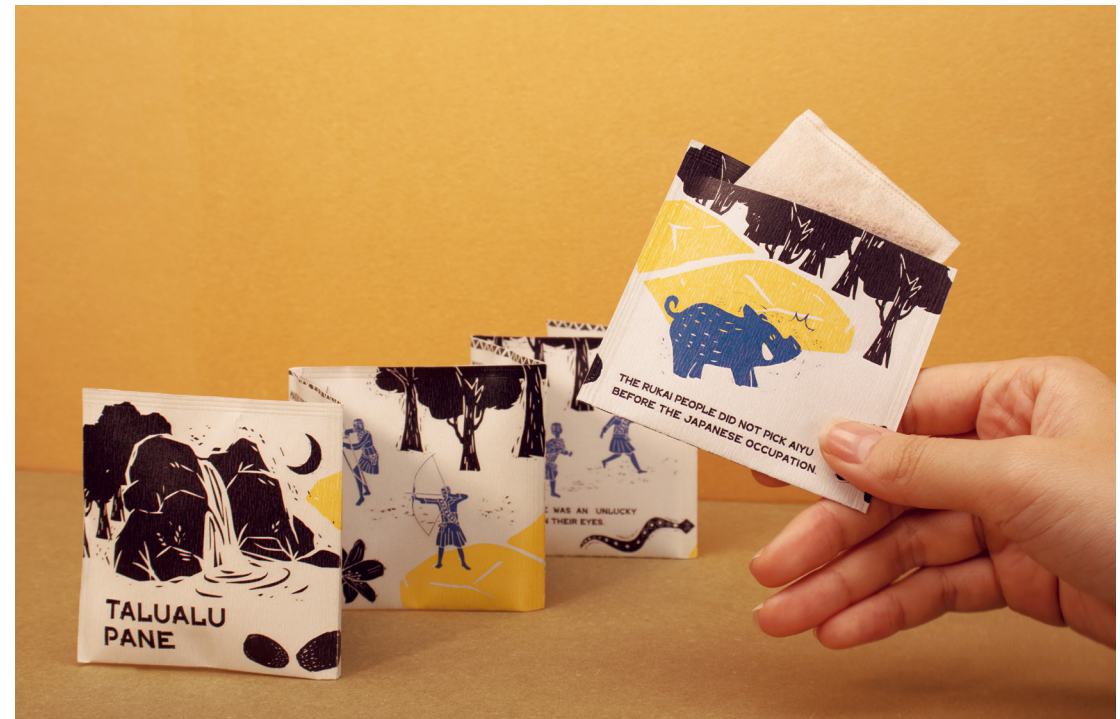
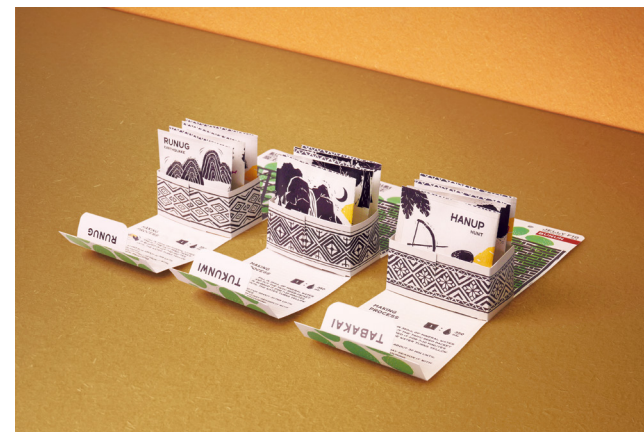
people's lifestyles that were cultivated from this land so that more people can gain a deeper understanding of Taiwan's culture.

When we began exploring aiyu's connection to Taiwan, we discovered that aiyu had deep cultural significance for the indigenous people long ago. Therefore, we started collecting information about aiyu from various tribes and found that aiyu had different significance and mythology between tribes. Therefore, our goal is to use indigenous people's languages to help people understand the cultural context buried in the fruit and to use storytelling to share the stories of aiyu that have been handed down in the tribes from a new perspective. We also want everyone to learn about Taiwan's aiyu through the practical experience of washing aiyu jelly.

TAIWAN AIYU tells the stories of indigenous people and aiyu.

For the packaging design of Taiwan Natural Aiyu, we have incorporated the indigenous people's tool for picking aiyu in the mountains—the back basket. It is not only a container for carrying aiyu but also for telling a story. A simple non-adhesive design has been adopted for the outer packaging, while strings of packs of aiyu seeds are contained inside. In order to avoid the trouble of cleaning the cotton bags, each pack of aiyu is packaged in non-woven fabric, which makes it more convenient. While washing the aiyu jelly out, people learn about the cultural stories the indigenous people shared about aiyu. The key point of the large packaging bag is to present aiyu itself. The aiyu seeds on the window paper bag form the shape of aiyu. After each pack is taken out, you can gradually see aiyu in sections. The paper label can be folded into a small spoon to measure seeds. The overall visual design is based on the traditional sculptures of indigenous tribes. The target consumers are people who like to try new things, who want to give gifts to their loved ones, or visitors from other countries who want to learn about Taiwan's aiyu culture, with the aim of promoting the taste of aiyu not only in Taiwan but abroad.

Taiwan has a diverse range of plant life and cultural backgrounds. While searching for a topic for our project, we discovered the uniqueness of aiyu (the seeds of a type of fig). For most people in Taiwan, aiyu jelly is an old-fashioned dessert that can be seen everywhere, and many of the aiyu products on the market are actually artificial and packed with additives. It is becoming more difficult to taste natural aiyu and enjoy its benefits. In addition, most Taiwanese people do not have much knowledge of aiyu. Aiyu actually has a deep connection with our culture, and each piece of aiyu carries indigenous peoples' distant stories, inspiring us to unearth the memories native to this land. Therefore, we hope to pass on the cultures derived from aiyu and indigenous



HANUP
HUNT



TABAKAI
BUNUN AIYU



UTUNG
MONKEY



TUKUNWI
DREKAY AIYU

TALUALU
PANE



AILILIGAN
DEVIL



RUNUG
EARTHQUAKE



UTUX
GHOUST



LMAMU
HARVESTING



點點
TAIWAN AIYU
食王



JELLY FIG
100% NATURAL



ELEVATION
1500-2000M



INDIGENOUS
NATURAL FARMING



TAIWAN
MADE IN TAIWAN