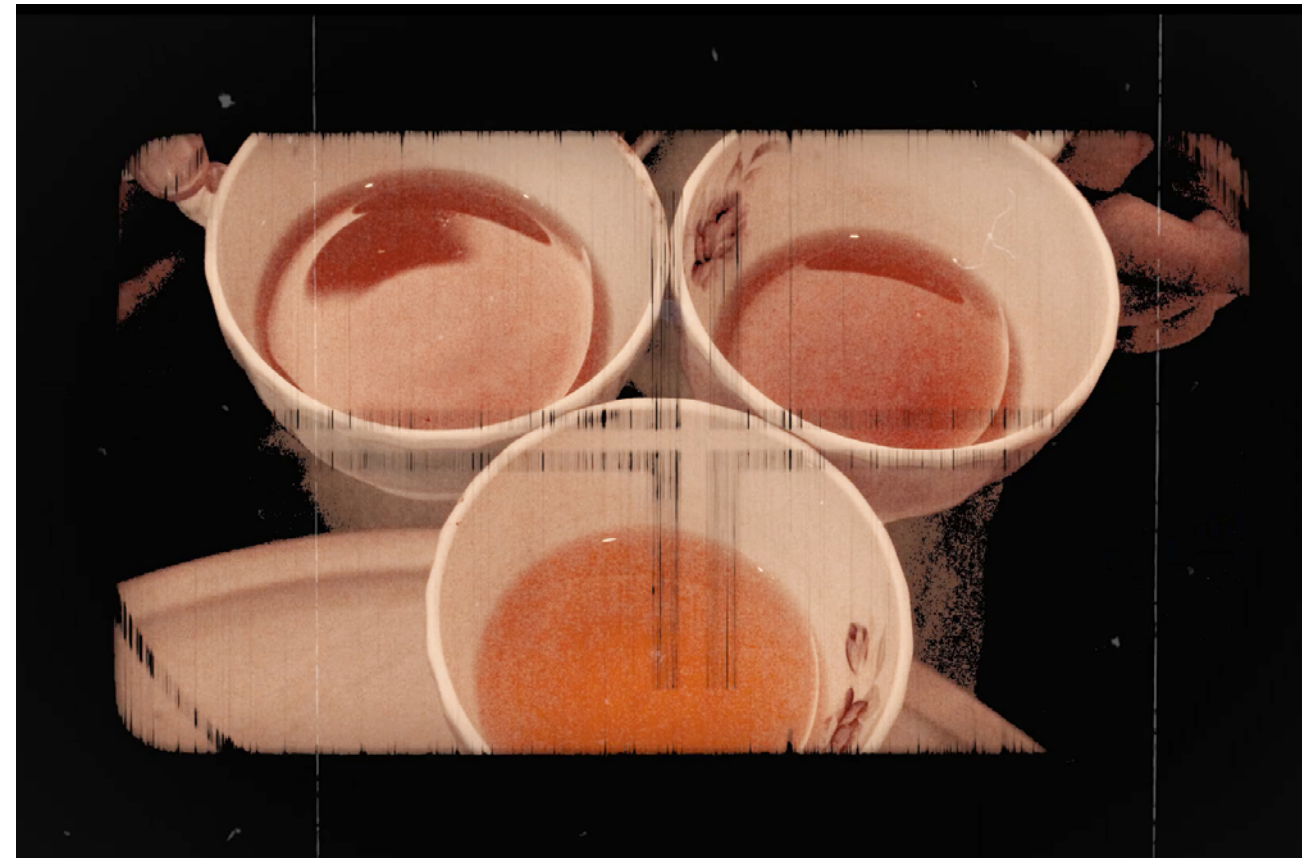




喝杯花茶，交個朋友 Be friends

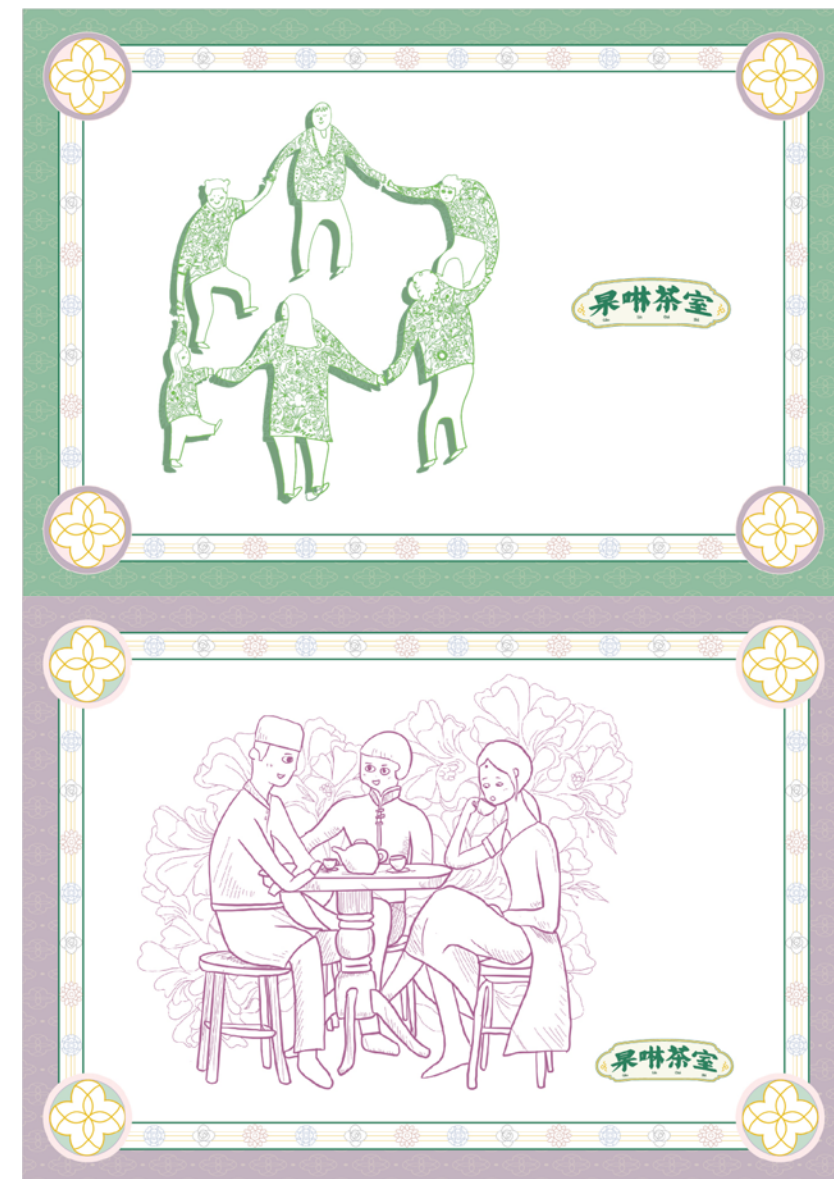
馬來西亞是個多元種族的國家，其中有馬來人，華人、印度人和少數民族。在馬來西亞的政策和歷史底下有歧視的問題發生。

Malaysia is a multiracial country that is home to Malays, Chinese, Indians, and others. Due to its policies and history, Malaysia has racial discrimination problem. "Satu Malaysia Satu Bangsa" (One Malaysia, One Nation): we are all Malaysians no matter which race you are.



“Satu Malaysia Satu Bangsa”（一個馬來西亞，一个民族），透過花與茶的結合形成的複合式花茶傳遞民族融合。茶作為基底代表馬來西亞這片土地，花是民族，三種花代表三種民族，都可以溶於茶中，產生了獨特的，協調的馬來西亞風味。使用馬來西亞傳統茶室（Kopitiam）為主視覺，是大家社交活動和用餐的地方，在店內的點購飲料用語混合各種不同的語言。

We chose to use complex scented tea formed by the combination of flowers to convey integration of race. Tea is used as the base and represents the land of Malaysia. Flowers represent race and three types of flowers represent three different races. These flowers can be dissolved in tea, creating a brand of unique and coordinated Malaysian flavor type of scented tea. Malaysian traditional breakfast shops (Kopitiam) were chosen as one of the design elements. Kopitiams are found almost everywhere in Malaysia and allow people from different ethnic backgrounds to eat and drink together.





主題名字來源於Bergaul（馬來語），意思是交誼和融合的意思，讓彼此交朋友成為行動進行式，加上ing，成為了Gauling。在中文上取名為果琳，果有明亮的早晨的意思，琳則是lim teh（喝茶）。雖然Lim Teh是福建話，但卻是一句三大種族都會說的一句話。每當想找人一起喝咖啡的時候，大家就會問對方「去Lim Teh嗎？」，這句話就像是大家見面時的問候語似的。

從種族的文化去截取元素，在每個種族的節日都會用到花，印度人過節離不開金盞花，它像徵著幾個世紀以來具有重要宗教和虔誠意義的神聖祝福。馬來西亞華人最常喝菊花茶，菊花也用來象徵長壽或長久。馬來族則以玫瑰奶（bandung）和玫瑰露（sirap）最為有名。他們通常在宴會上會以玫瑰露款待客人。玫瑰充滿了伊斯蘭意義。三種花的混合象徵著族群的融合，混合能讓味道更有層次，產生了獨特的，協調的馬來西亞風味的複合式花茶。

Our theme name comes from the word “Bergaul” (Malay), which means friendship and integration. Making friends is a process; consequently we added ‘ing’ to it and created Gauling. In Chinese it is pronounced as Gaolin: ‘Gao’ represents morning in Chinese while ‘Lin’ stands for lim teh (drink tea). Although lim teh is in Hokkien dialect, it still used by the three major races. For instance, whenever you like to find someone to drink tea together with, you will say, "Do you want lim teh?"

Flowers are used in every race’s special festival and culture. Indians use marigolds while celebrating festivals to symbolize sacred blessings and pious meanings related to religion. Malaysian Chinese often drink chrysanthemum tea, which symbolize longevity. The Malays use rose milk (bandung) and rose dew (sirap) on many occasions. They usually serve guests with rose water at banquets. They also use roses for Eid because they are full of Islamic meaning. The blend of three kinds of flowers symbolizes the integration of ethnic groups, and blending makes the taste more layered, resulting a unique and coordinated Malaysian-style compound scented tea.



林齊余 Kee-Yee Lim
文案撰寫
keeyee24@gmail.com

陳盈頻 Ying-Pin Chin
視覺設計
chinelyse@gmail.com