A Study on the Culture of Taiwan Wood Furniture Industry – 黃璟翔、翁徐得
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ABSTRACT

Nowadays the government promote a policy in favor of making cultural creativity industry. In the implementation of this policy, lots of attention has been given to the issue of "cultural industries". Prior to be considered as a "cultural industry", clear research on the cultural structure and contents of a said industry should be carried out. However, it seems that such research were never clearly done for Taiwan wood furniture craft industry especially regarding the changes it had encountered after the War. The adjective "modern" has been quickly affixed to the noun "furniture" to qualify the post-war development and style transformation in Taiwan furniture, overseeing though that said changes are not only an important milestone in Taiwan furniture craft history but are also important revelators of the cultural globalization of Taiwan in the phenomenon of "culture – produce – expense". Its main goal induce as follows 3: 1. It discusses the cultural industry value of the Taiwan wooden furniture craft industry. 2. It understands the influence about overall culture economical tendency to Taiwan wooden furniture cultural demand and production mechanism. 3. It analyzes the development direction and the future possibility of the Taiwan wooden furniture industry.

To proceed to this study, I have visited some furniture companies and artisans and designers and scholars and also collected some data about Taiwan furniture in order to find out the value and culture meaning of the changes in Taiwan furniture hoping thus that the cultural value of Taiwan as a craft value may contribute to cultural industries. This study has analyzed the trait of the transformation in the style of Taiwan Furniture then focus on 1. The style of Taiwan Furniture is conflicting and coexistence in the style of Taiwan Furniture. 2. Taiwan Furniture is the Globalization a kind of globalization and indigenization. 3. Taiwan furniture characteristic of semblance is integrity and bright but practical. 4. The Taiwan furniture industry have no the root - roaming industry. 5. The influence of the furniture of United States military was about the way of management and manufacturing and marketing. 6. The most of Taiwanese don't like the East furniture style.

Keywords: Taiwan Furniture, Industry, Culture, Utensil