

【一带一路，文创领路】文创小组专题论坛



回顾丝路交流： 推动文创「领路」

刘绍樑

中华开发创业投资公司董事长

2016年11月7日

厦门

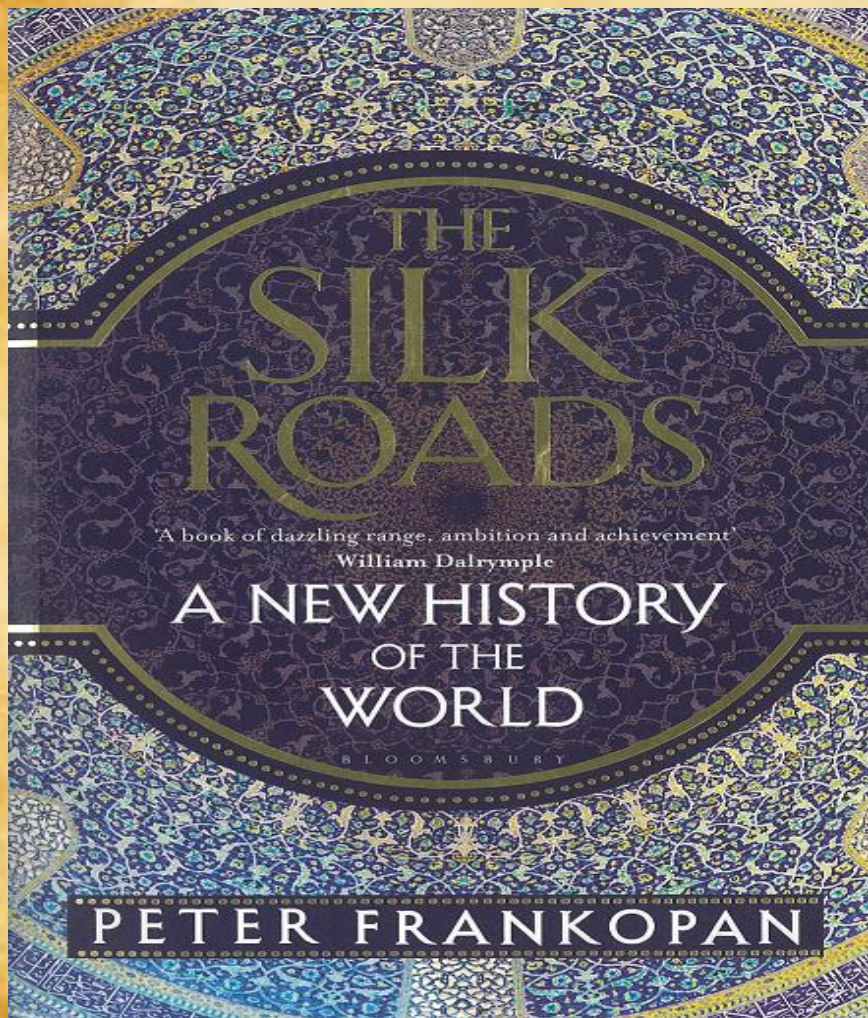


目录

1. 「丝路」代表文创领(带)路：探索、开创、宽容与坚毅！ 3
2. 文创的「说文解字」：打动人心、推陈出新，近似「丝路精神」 6
3. 以丝路精神推动「文创领(带)路」 7
4. 文创外销大家都会，但知易行难 9
5. 台湾最大的创投机构：以丝路精神带领创新、驱动转型 10
6. 中华开发的文创投资策略：一个核心、三化策略、五大主题 11
7. 开发文创基金投资户的「丝路精神」 12
8. 西方看东方：精品钟表业者为华人设计的「甲子」钟表 14
9. 东方看西方：即便糕饼也可创新，也可中外合璧 15



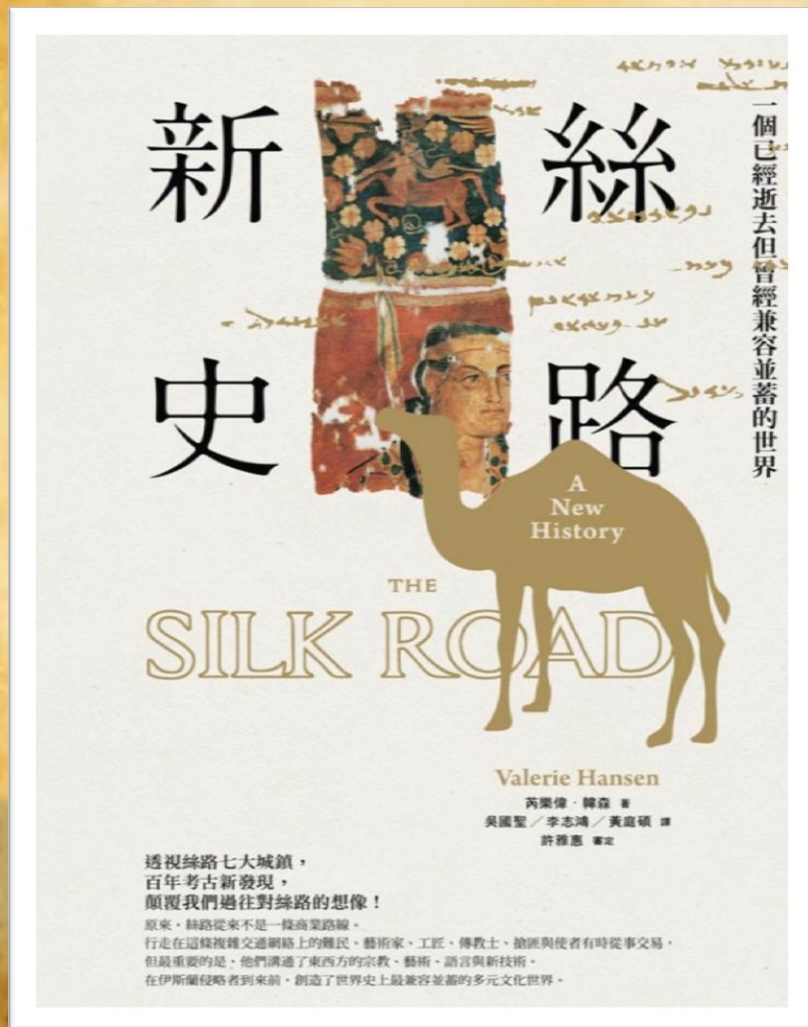
「丝路」代表文创领(带)路：探索、开创、宽容与坚毅！（一）



- 自汉唐以来，「中土」与「西域」及远西以多元路径广泛交流(文化、艺术、宗教、音乐、物产、器皿、科技、贸易、甚至联姻)
- 1877年德国李希霍芬爵士(Richthofen)以“Seidenstraße”称之为「丝路」
- 丝路及沿线地区有兴衰，「新兴市场」并非文化沙漠！
- 英国学者Peter Frankopan新书(左图)从丝路重新阐释世界史！

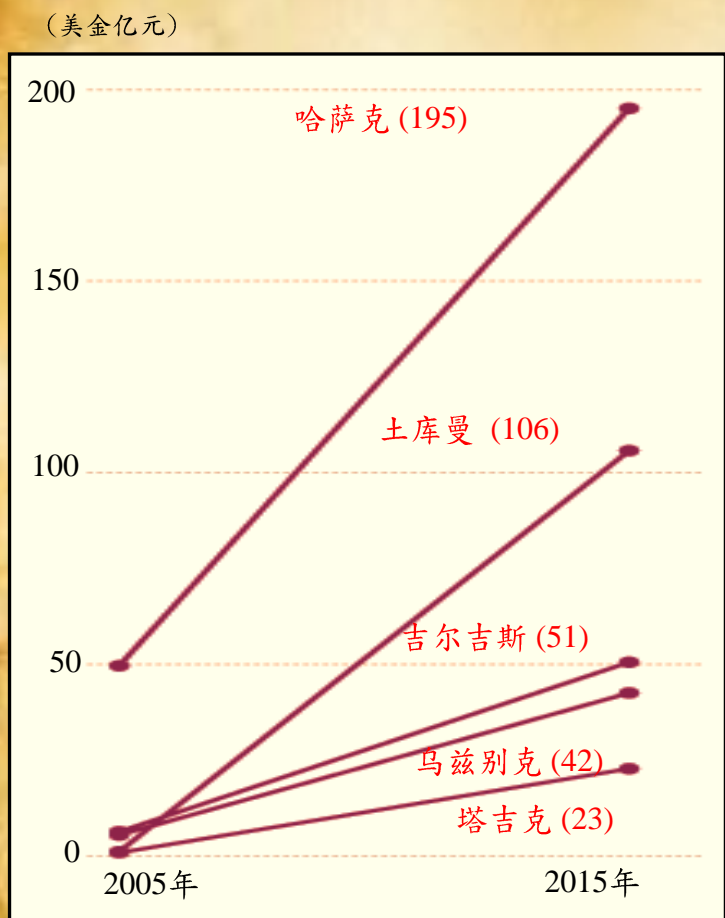


「丝路」代表文创领(带)路：探索、开创、宽容与坚毅！（二）



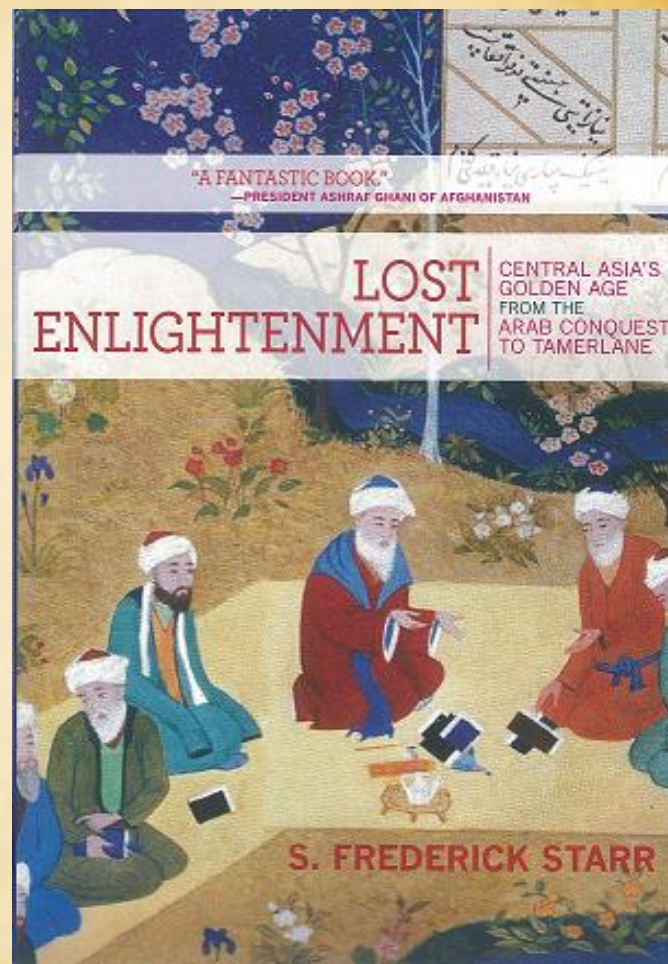
- 「如以运载量或旅人数来估，...它或许系最不值得研究的一条路线」
- 「**不过丝路改变了历史**」
- 「尽管丝路不能算一条商业路线，它具有历史重要性，」
- ... 「它网成地球上最著名的文化动脉，沟通着东西方的宗教、艺术、语言与技术」
- —— 耶鲁大学韩森(Valerie Hansen)教授，《丝路新史》(2012年)

「丝路」代表文创领(带)路：探索、开创、宽容与坚毅！（三）

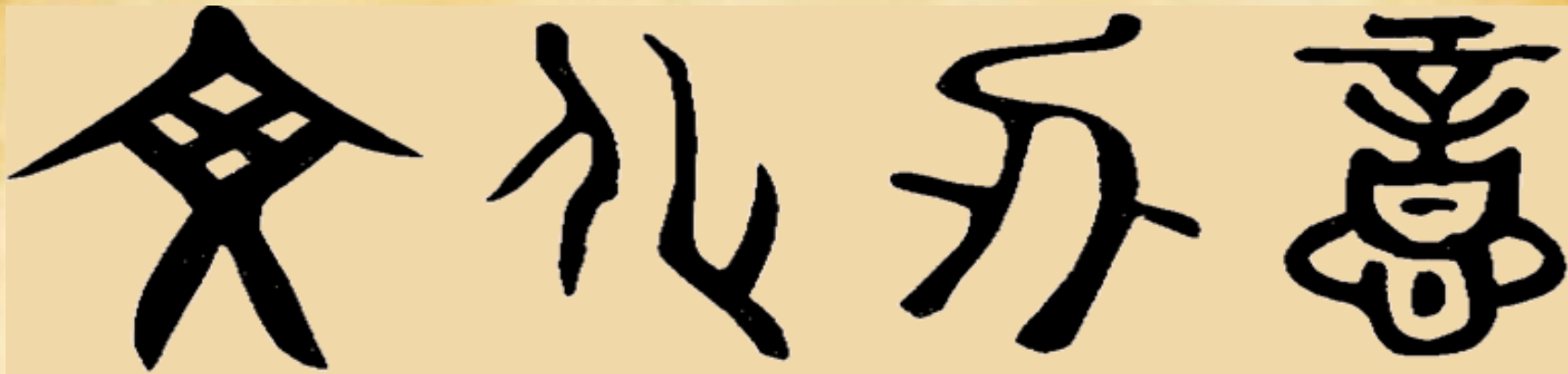


- 中国与中亚贸易大幅成长
- 目前「一带一路」的现况正是**贸流建设方兴；文创交流未艾！**
- 中亚目前比较落后
- 但在中古时代，曾有辉煌的历史、文明、科技与经济发展（见右图「失落的启蒙」一书封面），不可轻忽

数据源：国际货币基金、英国金融时报(迄2015年5月)。



文创的「说文解字」：打动人心、推陈出新，近似「丝路精神」



错画也

在互联网时代，图形传输让我们重回以「画」为文的古代。

由生(左侧活人)到死(右侧逝者)的改变

有所本(普世价值)，也有所变(个别特色)。

凡刀创及创痍字皆作此

如不「推陈」无法「出新」，创作是痛苦的历程。

志也。从心察言而知意也

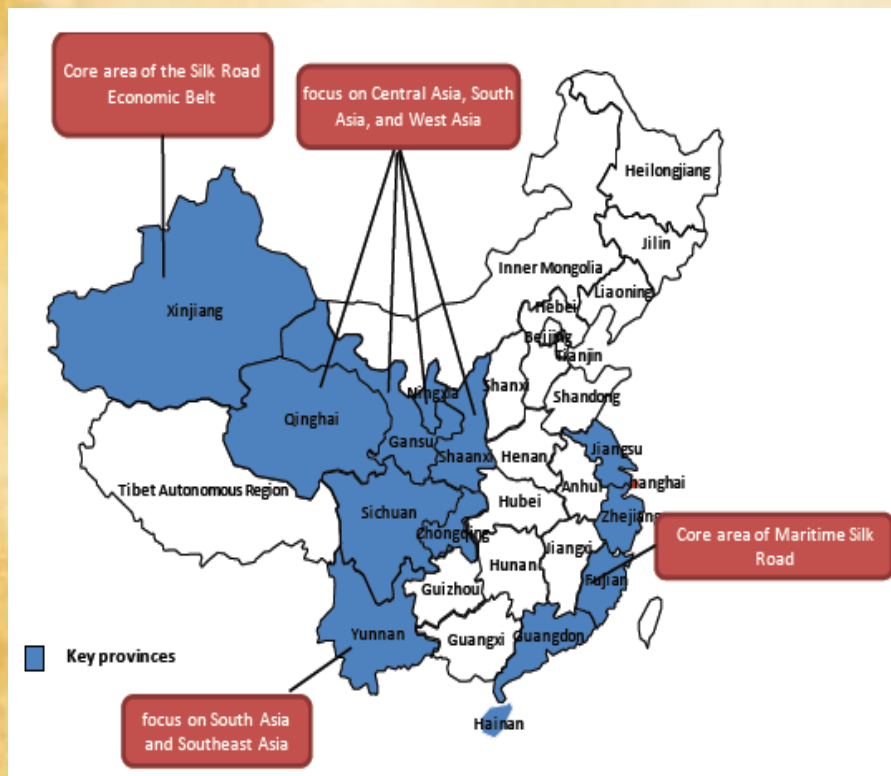
文创具备体验性，必须打动人心。

以丝路精神推动「文创领(带)路」(一)

- 推动「一带一路」如只搞经贸与基建，会很具挑战性，也会很危险！
- 换言之，「一带一路」的成功要靠「文创带(领)路」，当然要强化文物、活动的交流
- 吾人必须再熟读历史、再探究风土人情
- 产品及活动的设计必须符合生活需求(包括宗教与艺术观)
- 省思并效法玄奘(苦学梵文与巴利文)与郑和(具有穆圣血统的穆斯林)成功之处
- 携手以现代化、国际风的中华文创商品与活动来「带路」！

以丝路精神推动「文创领(带)路」 (二)

大陸各省分之比较优势



Sector	Primary Opportunities							Secondary Opportunities	
	Infrastructure	Financial and Professional Services	Agriculture and Environment	Advanced Manufacturing and Transport	Energy and Resources	E-Commerce and logistics	Healthcare and Life Science	Tourism	Creative and Culture
Xinjiang	⚙️	💰	🌿	✈️	🔋	📱	🏥	👓	🎤
Fujian	⚙️	💰	🌿	✈️	🔋	📱	🏥	👓	🎤
Shaanxi	⚙️	💰	🌿	✈️	🔋	📱	🏥	👓	🎤
Gansu	⚙️	💰	🌿	✈️	🔋	📱		👓	
Qinghai	⚙️	💰	🌿					👓	🎤
Ningxia	⚙️	💰	🌿		🔋	📱			
Sichuan	⚙️	💰	🌿	✈️	🔋	📱	🏥	👓	🎤
Chongqing	⚙️	💰	🌿	✈️	🔋	📱	🏥	👓	🎤
Yunnan	⚙️	💰	🌿	✈️		📱	🏥	👓	🎤
Jiangsu	⚙️	💰	🌿	✈️	🔋	📱	🏥	👓	🎤
Zhejiang	⚙️	💰	🌿	✈️	🔋	📱	🏥	👓	🎤
Guangdong	⚙️	💰	🌿	✈️	🔋	📱	🏥	👓	🎤
Hainan	⚙️	💰	🌿				🏥	👓	🎤

数据源：英中贸易协会 "One Belt One Road: A role for UK companies in developing China's new initiative", 第18, 19页

文创外销大家都会，但知易行难

The New World Discovers Asia

August 18, 2015 – February 15, 2016
Lois B. and Michael K. Torf Gallery (Gallery 184)

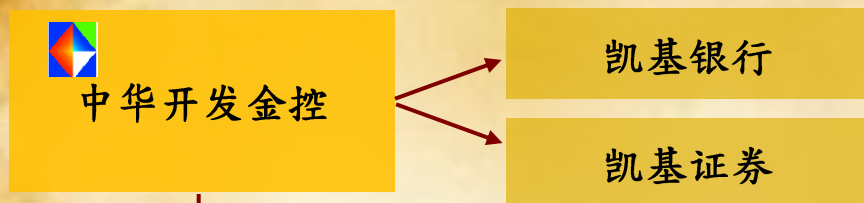
BUY TICKETS | MEMBERS SEE IT FREE



- 「卧游」美国波士顿美术馆2015年下半年到2016年第一季特展「Made in the Americas: The New World Discovers Asia」
- 这些看似「亚洲风」的100余件展览品都是美洲的产品（来自于墨西哥市、利玛、奎多(Quito)、奎尔(Quel City)、波士顿、纽约、费城)
- 代表17到19世纪「中西合璧」的风彩
- 有中国、韩国、日本、印度风味，对象包括织品、家具、瓷器
- 纪念「马尼拉—阿可波可」航运路线450周年特展
- 这是当初西班牙大帝国的「一带一路」！

台湾最大的创投机构：以丝路精神带领创新、驱动转型

文创



中华开发工业银行

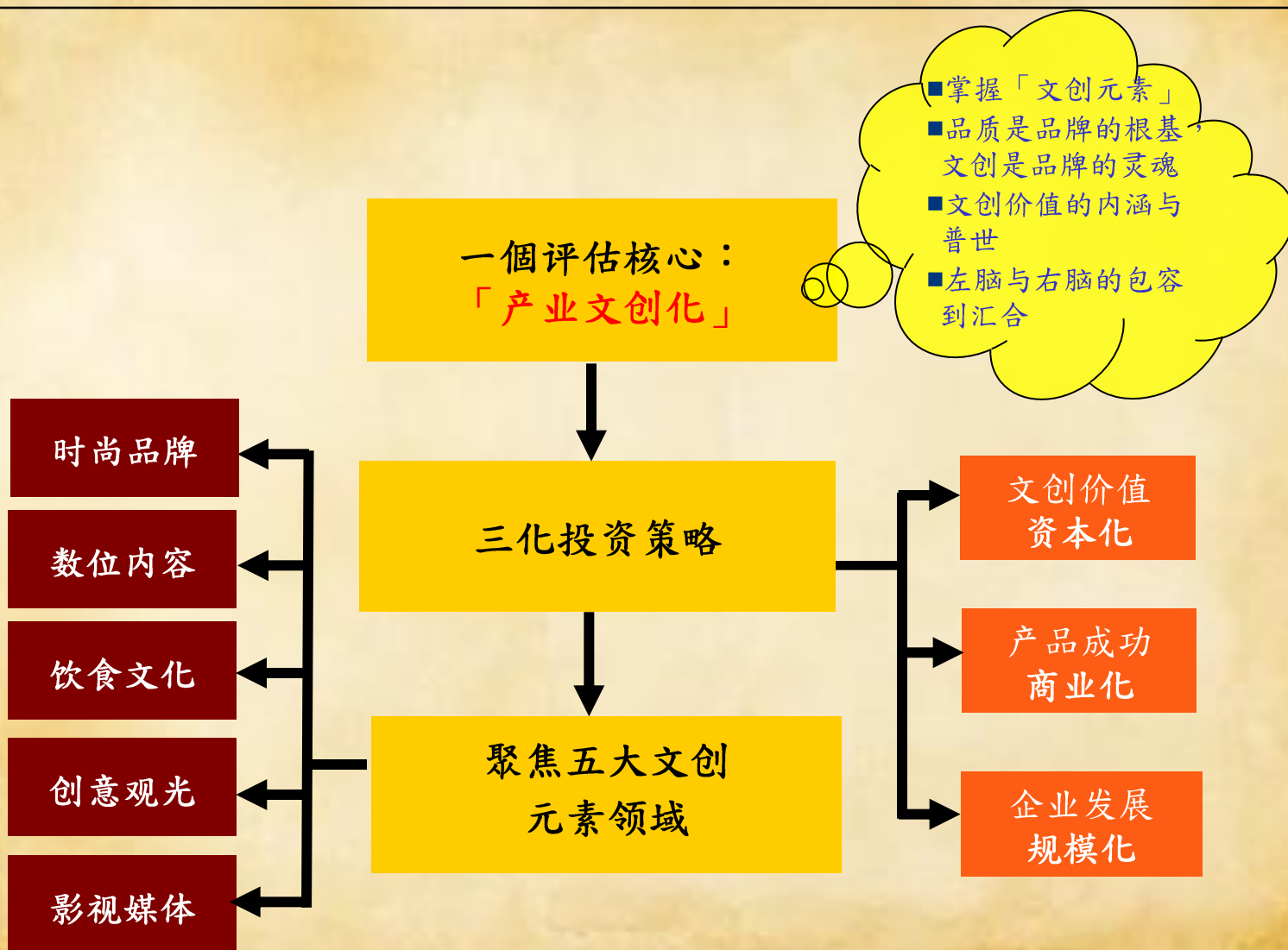
- 直接投资**
- ✓ 自有资金投资
 - ✓ 与30余家世界顶尖同业策略联盟
 - ✓ 管理多档新台币、美金、人民币创投及私募基金

中华开发投资布局

台湾产业升级过程



中华开发的文创投资策略：一个核心、三化策略、五大主题



开发文创基金投资户的「丝路精神」(一) — 陶作坊、不二堂



- 一心维系传统茶文化，两面开拓新老客群
- 拥有30年历史的茶具领导品牌，不二堂则为副品牌
- 融合茶文化、产品设计、生命音乐、空间氛围、表演艺术等演绎出独特的「Tea Party」，表达饮茶文化中「漫、慢」的生活主题内涵
- 曾获得德国「iF传达设计奖」及香港设计中心「亚洲最具影响力设计奖」

开发文创基金投资户的「丝路精神」(二)—霹雳国际多媒体



- 霹雳国际团队为台湾连续三代传承布袋戏(木偶戏)表演技艺的家族，剧情内容融合儒释道及侠义元素
- 2015年霹雳以张骞出使西域的历史题材、用丝路探索冒险为时空背景，制作出偶动漫电影「奇人密码—古罗布之谜」
- 把唱给神听的戏曲唱给年轻人，唱到西域去！
- 「东离剑游纪」在东瀛（日本）成功
- 即将在大陆筹拍真人戏

西方看东方：精品钟表业者为华人设计的「甲子」钟表

Tuesday 27 September 2016

★

FINANCIAL TIMES

3

Watches & Jewellery

Mooning over a Chinese complication

Mechanisms Non-western, lunar calendars are practical and astronomical challenges for watchmakers, says
Nicholas Foulkes

When the Chinese watch boom was at its height, manufacturers put any number of traditional motifs on to watch dials to make timepieces attractive to that market. To illustrate the incentive, Swiss watch exports to China went from SFr45m (\$47m) in 2000 to SFr1.4bn in 2014.

However, some makers eschewed the manufacture of watches busy with Chinese symbols for something a little more profound. "I was never really in favour of doing special models for a country or something like that," says Marc Hayek, chief executive of Blancpain. "But at the same time you take the influence from different cultures, and the fascination was learning more about Chinese culture," he says of the thinking behind Blancpain's Chinese calendar watch, launched in 2012, which has densely printed Chinese characters around its three subdials.



zodiac, the five elements and the 10 celestial stems (an ancient system of counting).

"The combination of the latter with the 12 animals of the zodiac that represent the terrestrial branches follows the 60-year cycle that is central to Chinese culture," explains the brand. And given that the moonphase is a signature complication of Blancpain, as a maison it is suited to the lunisolar basis of the Chinese calendar.

"It took years to understand what was in there and what was needed and not needed," says Mr Hayek of the different indications on the watch face. At the start of the project, "I said, 'OK, let's see what has been done,' and then we realised that nothing [similar] exists and I got more passionate, and that is how it really started."

It is this desire to go where no watchmaker has gone before which motivates such innovations, says Julien Marchenoir, director of heritage and strategy at Vacheron Constantin. "Calendars are traditionally part of astronomical complications, and in recent years when everybody was saying that everything had been invented, a trend in watchmaking began for astronomy... [This] fascinates because looking at the sky represents a way to dream again and escape from what is sometimes very hard reality."

Vacheron Constantin has had its own calendar conundrum, he adds. "The various calendars represent the diversity of our culture and sometimes

present a technical challenge like the Jewish calendar of the Reference 57260 we presented at the occasion of our 260th anniversary, as it had never been mechanically reproduced before."

Indeed, given the development time and the resources of skilled watchmakers needed, the specialised calendar remains a complication that is often linked to commemorative events. In 1989, when it was marking the 150th anniversary of founder Antoni Patek's first pocket watch, Patek Philippe released the Calibre 89, one of whose complications predicts the notoriously mobile date of Easter. The team dedicated to this watch had worked in secret for almost a decade.

Twenty-five years later for the 175th anniversary, Patek Philippe launched the Grandmaster Chime, an ingenious calendar watch that did not merely display the day, date and month in the traditional visual fashion but, in a watchmaking first, indicated it aurally too. This was a unique combination of two great complications, applying the sound-creation of a minute repeater to the date of a calendar.

While such watches are unlikely to become commercial, they are a demonstration of expertise. As well as providing brand definition and identity, they underline the role of a complicated watch as not merely a luxury item but as an object representing, as Mr Marchenoir puts it, "a technical and cultural interest that says something about who we are and where we come from".

数据源：英国金融时报(2016年9月27日)



中華開發金控
CHINA DEVELOPMENT FINANCIAL

东方看西方：即便糕饼也可创新，也可中外合璧

THE WALL STREET JOURNAL.

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<http://www.wsj.com/articles/london-calls-the-cronut-1475082386>

LIFE | LIFE & STYLE

London Calls the Cronut

Dominique Ansel's doughnut-croissant hit crosses the pond; 1,000 tries for London's perfect formula

By CHARLIE WELLS

Sept. 28, 2016 1:06 p.m. ET

London

美式甜甜圈加法式新月形
可颂面包等于「可拿滋」
创新糕点



The Cronut—Dominique Ansel's pastry that is a cross between a croissant and a doughnut—look off in New York in 2013. Now the chef is opening his first European bakery in London and trying to move beyond the success of the hybrid pastry. PHOTO: ARI PERILSTEIN/GETTY IMAGES



台湾面包师傅
吴宝春用东方
材料(龙眼干、
荔枝干及原住
民小米酒)做
西点

数据源：美国华尔街日报(2016年9月28日)





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