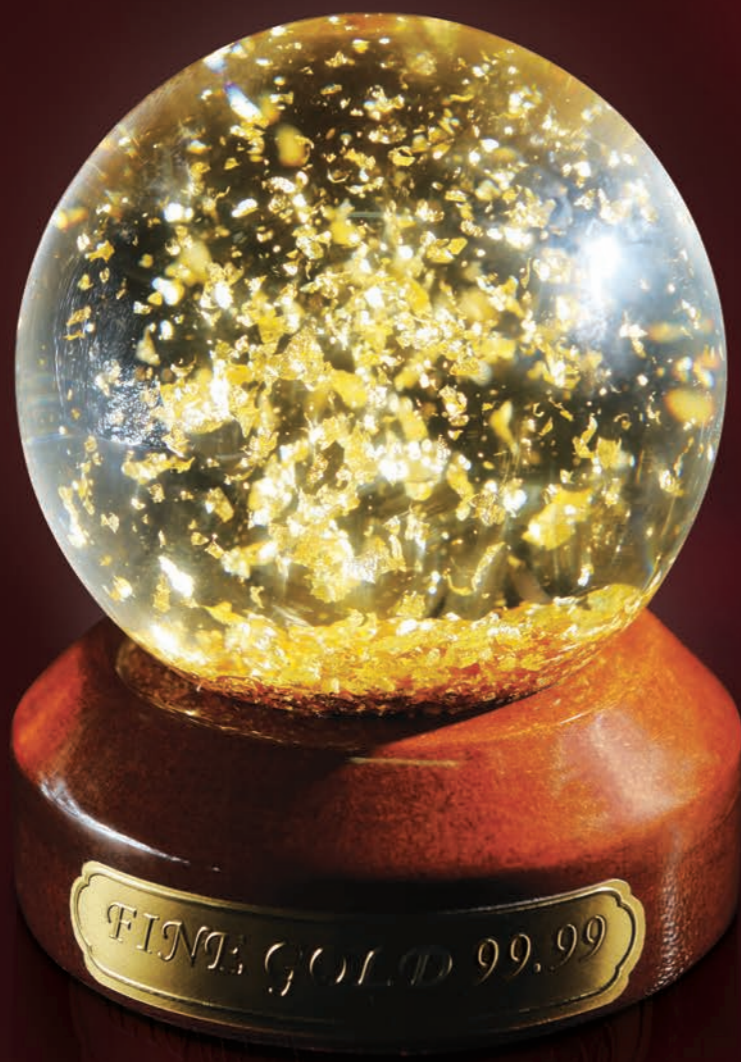


# EVERLASTING MEMORIES

## 創新為本 | 幻變出無限精品 |

Long-time souvenir designer and producer captures the essence of the city with its works  
新成峰在禮品設計及生產方面經驗豐富，將澳門的特色呈現於產品當中



Made-in-Macao crafts and gifts are making a substantial contribution to the city's rapidly growing souvenir sector.

With more than 20 years' experience in designing and producing souvenirs, San Seng Fung is committed to innovation, and is constantly introducing new materials to complement its latest designs. It is widely recognised for outstanding service and product quality, and has become a major supplier of gifts and souvenirs for the government of Macao.

### Exploring new markets

Despite its leading position in the industry, managing director Chao Chong-u is modest. "Regardless of the size of the order, we will accept every request with the promise of a satisfying and worry-free solution. Our professional team has performed very well on the development of metal badges as well as crystal, acrylic and wooden products.

"We use a wide range of materials, together with a digital printing machine that costs US\$4.5 million and some highly efficient and yielding printing technology, to produce the best quality products. Products are greatly diversified, so as to serve unique needs in the market."

Such outstanding hardware, coupled with a good grasp of industry knowledge and experience, prompts San Seng Fung to explore new markets for cultural products and realise long-term goals.

"Taking our Macau World Heritage Collection as an example, our team designed a series of ceramic paintings, blue-and-white porcelain plates, and gold-leaf paintings based on Macao's distinctive history," Chao says. "These works capture the essence of the historic centre of Macao, which has testified the marriage of East and West for more than 400 years. Showcasing the city's most representative World Heritage attractions such as the Ruins of St Paul's, St Dominic's Church, A-Ma Temple and Guia Lighthouse, these crafts went on to become souvenirs unique to Macao."



手信業在澳門屬於重要產業，這一點相信毋庸置疑。除了必買的澳門地道美食之外，本地出產的小禮品亦為澳門帶來了龐大的經濟效益。擁有20多年禮品開發設計及生產經驗的新成峰，多年來不斷引入不同材質，以開拓嶄新產品。緊守着以人為本、客戶至上的宗旨，公司的服務與品質均獲大眾認同，現時更已成為澳門政府主要禮品供應商，成績有目共睹！

### 以文創創造新市場

雖然新成峰現時在業界中已取得崇高地位，不過董事長周中余先生卻謙虛地說：「不論訂單大小，我們都願意抱持『讓客人滿意、開心、放心』的目標來承接，現時我們的專業團隊在開發金屬徽章、水晶、壓克力、木製品等產品上，均表現出色。我們利用不同的材質，配合造價高達450萬的數碼印刷機，以高效率及高質量的印刷技術，務求在最短的時間內製作出最優良的產品，亦讓產品類型更多元化，以滿足市場上不同的需求。」

既具備優厚的硬件，亦掌握了豐富的產業知識與經驗，新成峰繼而更積極地開拓文創市場，實現長遠可持續發展的目標。周中余先生說：「以我們的澳門世界文

**Opposite: Left:** The golden sand crystal ball is infused with vast amounts of real yellow gold leaf to create an extravagant ambience.

**Above:** The window on the gold leaf wall painting is named "The Window of Macao". Lotus flower, a prevalent subject in wall paintings, is accompanied by World Heritage buildings to symbolise Macao as the "blessed land".

**對頁：**注入大量純金箔的金沙水晶球，有着遍地黃金、紙醉金迷的意境。

**左：**金箔掛畫上的窗戶被命名為「澳門之窗」，畫作大多以蓮花為主角，輔以世遺建築物點綴，象徵澳門為福地。



“San Seng Fung’s products highlight Macao’s character, history and culture, emphasising the city’s roots. 新成峰的藝術品均着重強調澳門本土特色及歷史文化，是有「根」的產品。”

Above: The blue-and-white porcelain plates showcase the city’s most representative World Heritage attractions such as the Ruins of St Paul’s and Guia Lighthouse.

上：青花瓷盤繪有大三巴及東望洋塔等具代表性的世界文化遺產。

San Seng Fung’s products highlight Macao’s character, history and culture. Chao says products which emphasise the city’s roots will appeal to the public, while those which are too abstract or surreal may fail to gain sufficient support.

Closer scrutiny of Chao’s intriguing blue-and-white porcelain works shows his designs to be versatile: besides ceramic tiles, the prints can also be loaded on plates, cups, pot-shaped vases and tabletops. To make things more meaningful, the company will create a special title for each print, such as “The Golden Age Lotus Plate” and “The Blessed Macau”.

化遺產系列為例，團隊根據澳門特有的歷史設計出一系列的瓷磚畫、青花瓷盤及金箔畫，把澳門歷史城區保存了四百多年的中西文化精髓融匯其中。獨特文化的工藝品展示大三巴、玫瑰聖母堂、媽祖閣、東望洋塔等具代表性的世界文化遺產，成為具澳門特色的禮品。」新成峰的藝術品均着重強調澳門本土特色及歷史文化，周先生認為有「根」的產品才能獲得大眾的認同及接受，若主題過於天馬行空，則未必能獲得大多數人的認受。

走進新成峰的天地之中，欣賞着周中余先生青花瓷的有趣之作，發現原來印刷不只限於平面的小瓷磚上，更可見於不同大小的盤子、茶杯，甚至壺形花瓶或桌面之上！公司亦會為每幅印畫賦予名稱，如《盛世蓮花盤》、《福地濠江》等，讓產品更有趣。

Gold leaf paintings, known for their three-dimensional effects, tend to depict subjects such as lotus flowers and Macao’s heritage buildings in an elegant manner. These paintings enhance the sense of sophistication and calmness in homes where they are hung.

Gold leaf creations go beyond wall paintings. The company has won acclaim by combining gold leaf painting with crystalline materials, producing crystal balls, red wine glasses and ball pens for those who love the glitter and sparkle.

One-stop service lauded by the business sector As a one-stop provider of design, production and post-sales services, San Seng Fung can custom-make souvenirs and gifts to order in its own state-of-the-art production plant. As the designated souvenir supplier for the Macao Handover Ceremony and Lusophony Games, and as the only souvenir trademark at the 2005 East Asian Games and 2007 Asian Indoor Games, San Seng Fung is widely recognised in Macao’s political and business sectors. M

另一方面，金箔畫造型極富立體效果，大多以荷花及澳門歷史建築物作為主題，意境優美吉祥，氣派高貴典雅，作為掛畫定必能為家居增添氣度。然而金箔又豈只是用於掛畫之中？新成峰近年將金箔與水晶材質結合，成功製作出金沙水晶球、水晶金箔紅酒杯、金箔原子筆等產品，為喜好璀璨金光的人士打造出貴族氣派的產品，成為當下大熱之作。

一站式服務 備受政商界推崇

新成峰一直為客戶提供集設計、生產及售後為一體的一站式服務，設有先進的生產廠房，能因應不同客戶的需求度身訂製，更成為澳門移交大典禮品供應商、葡語國家運動會禮品供應商，以及於2005年東亞運動會和2007年亞洲室內運動會期間，成為唯一指定商標使用商，足見新成峰廣受政商界的認同。M



Left: Managing director Chao Chong-u

左：新成峰董事長周中余

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