



DYNAMIC CERAMICS

以畫筆記下 | 澳門故事 |

Review Culture has revived Macao's azulejo tilemaking traditions to create popular tourist and corporate gifts

縱橫文化讓澳門的葡式瓷磚畫製作傳統得以延續，製作出熱門手信及商務禮品

Azulejos, or blue and white ceramic tiles, are found all over Macao. Inspired by window grilles, their magnificent floral patterns or prints highlight the city's historic traditions in artistic tilework. Review Culture began with a group of artists who shared the same passion for azulejos, and aims to integrate ceramic art with the city's heritage and produce Macanese-style cultural and creative products.

Nostalgic colours

The company's general manager, Waison Ho, extends the azulejo's legacy with a coterie of artists who study the techniques and historical background of the tilemaking craft. When they create azulejos, they follow authentic Portuguese traditions, from the selection of the paint brush, to tiles and paints.

"We are bonded by the same passion towards tileworks, and we treat every detail with great care," Ho says.

When the company buys its paint brushes, for instance, it orders fine-quality brushes from Europe, "which are extremely soft with pointed bristles", he says. "They are much easier to handle when used for details."

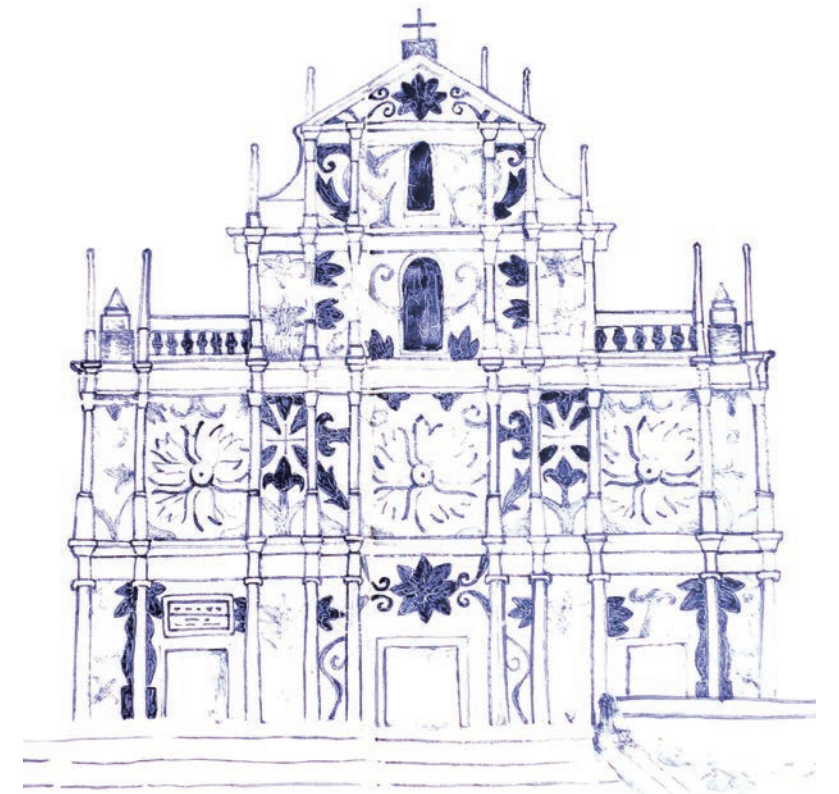
Azulejos might seem easy to make, but each is a time-consuming piece of art that requires an artisan's immense effort. Before the artists paint beautiful patterns on a tile, they make sketches on paper and

走在澳門的大街小巷，到處都能看到藍白色的小瓷磚。在瓷磚上你或許會看見繁花盛放的景象，或是從窗花擷取靈感的圖案，無論如何，它們都是澳門昔日歲月的見證。縱橫文化有限公司的一群藝術愛好者，因與葡式瓷磚畫（Azulejo）繫着不解的情意結，決意將瓷磚畫與澳門特色融合，打造具有澳葡特質的文創產品。

Opposite: The most apparent merit of digital printing is its ideal rendering of every detail.

Below: A print showing the Ruins of St Paul's

對頁：數碼印刷的最大好處就是能讓細微部分亦能呈現出理想的效果。**下：**「光影大三巴」





“Riding the wave of the city’s tourism boom, Ho turns azulejos into a range of souvenirs, which offer tourists alternative gift options to foodstuff in Macao.

何偉新以葡國瓷磚畫的概念製作各式手信禮品，例如推出迷你版瓷磚，讓旅客方便攜帶，成為美食以外的特色澳門手信。”

Above: This product from the “Macao Impression” series is inspired by street nameplates.

上：「澳門印象」系列產品之一，以街道名牌作為造型。

then measure them precisely. After the tiles are glazed and painted, they are fired at 1,200 degrees Celsius for eight hours. Only 30 are baked at a time, so each tile is rare or unique.

Riding the wave of the city’s tourism boom, Ho turns azulejos into a range of souvenirs, including the easy-to-carry azulejo keyrings and wall ornaments, which offer tourists alternative gift options to foodstuff in Macao.

The perfect souvenir

Review Culture offers digitally printed ceramics as well as traditionally handcrafted azulejos.

“The most apparent merit of digital printing, other than being convenient and time-saving, is its ideal

延續澳葡情懷

為了讓瓷磚畫文化得以延續，縱橫文化公司負責人何偉新先生與一眾同樣愛好葡國瓷磚創作的友儕一同學習製作方法，以及研究背後的歷史。繪製瓷磚畫時，由最基本的畫筆、磚塊以至顏料的選擇等，都致力體現真正的葡萄牙傳統。何偉新說：「一班志同道合的人走在一起，專誠學習及研究瓷磚畫。我們以一絲不苟的態度對待每項細節，以畫筆為例，我們特別從歐洲訂購專用畫筆，它毛質柔軟、中央特長，讓使用者於描繪細微地方時，更容易掌握。」

何偉新更指出，看似簡單的瓷磚畫，事實上需要創作者花上無窮的心思與時間方能完成。在真正繪畫瓷磚前，須先行打稿，量度精準位置後，才能開始上色及描繪，完成後須以1,200度高溫燒製約八小時。由於每次只能燒30片，故每件作品可謂珍貴難得。近年澳門旅遊



業興盛，何偉新遂以葡國瓷磚畫的概念製作各式手信禮品，例如推出迷你版瓷磚，並將之製成可隨身攜帶的小匙扣或小型掛畫，讓旅客方便攜帶，成為美食以外的特色澳門手信。

交流設計 製作心思好禮

現時縱橫文化所製作的瓷磚畫，除了以傳統的手繪方法製作外，亦提供數碼印刷方式供顧客選擇。何偉新說：「除了快捷方便外，數碼印刷的最大好處就是能讓細微部分亦能呈現出理想的效果，每幅圖案均能達到絕佳的一致性，不會出現手繪所帶來的偏差。顏色方面，可根據客戶的要求而定，即使彩色效果亦可做到。至於訂製數量方面亦十分彈性，即使少至一件，我們都可為客人製作。」

極具澳門特色的瓷磚畫得到不少機構的青睞，甚至將之作為活動禮品。縱橫文化現時已擁有不少機構客戶，如澳門青年聯合會、中華青年進步協會、澳門大學以及一些教會和研究中心等。此外，何偉新亦會與一些對瓷磚畫感興趣的大學生一起構思畫中的內容，擴闊創作空間，希望將瓷磚畫推廣至世界各地，讓這門獨特文化得以延續發展。M

Left: Review Culture also produces souvenirs for local organisations. **Below:** Waison Ho, general manager of Review Culture

左：為不同單位製作特色紀念品，亦是縱橫文化的主要業務之一。**下：**縱橫文化有限公司負責人何偉新

rendering of every detail,” Ho explains. “When going digital, every pattern printed can achieve absolute identity, without even the slightest differences often seen on handcrafted pieces.”

The company can even make the azulejos more colourful, at the client’s request, Ho says.

“As for quantity, we are very flexible,” he says. “We accept every order, even if a customer just needs one single piece of tilework.”

Azulejos chart the city’s cultural landscape to the present day, and make a beloved business gift or event souvenir option in Macao. Review Culture’s loyal clients include the Macao Youth Federation, the Chinese Youth Advancement Association, the University of Macau, and some churches and research centres.

Ho also works on new azulejo patterns with creative young talents who have a genuine interest in ceramic art. He hopes that the tiles can venture into the global market, so that their craft’s unique heritage can be well-preserved and extended. M



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