



# A COMBINATION OF TRADITIONAL AND SPECIAL PAINTING

## 傳統與特種 | 彩繪結晶 |

With Kwang Tung Porcelain Decoration Factory, porcelain products are turned into chic souvenirs full of local colours.

廣東彩瓷廠讓彩瓷器具成為別樹一幟的遊客手信，款款都充滿本土文化特色。

To transform pottery clays into some decent porcelain products, it has to go through the progress of pinch grip, mould, dry, gloss-fired and a lot of other procedures. The reason why this traditional craft is so fascinating, it is mainly due to its diversity as well as its possibilities to create. Founded in 1968, Kwang Tung Porcelain Decoration Factory has accumulated over 40 years of experience in manufacturing all kinds of porcelain ware. With their delicate craftsmanship and elegant flowing designs, their products have not only attracted various businesses and customers, polychrome has also become one of the most special products in Macao.

### Four major types to build the porcelain kingdom

Along with Macao's economic boom, lots of international brands and companies have started up

把泥巴，經過設計、捏握、製作、陰乾、素燒、施釉、釉燒等多重工序，才能呈現出眼前的彩瓷器具。這種傳統工藝令人著迷之處，是它的多樣性與擁有萬千變化！始創於1968年的廣東彩瓷廠已累積了四十多年的經驗，在製造各式彩瓷器皿方面別具心得，多年來憑其精巧細緻的手工以及優雅的設計，深受各大商戶及消費者的歡迎，讓彩瓷成為澳門特色產品之一。

### 四大種類 打造彩瓷王國

隨著澳門經濟日趨發達，不少國際品牌及企業均在澳門大展拳腳，他們對產品的要求自然要一定的檔次；澳門本地人士受惠於經濟起飛，消費能力相對提升，亦對產品有一定的期望。廣東彩瓷廠在製造各類瓷器時，均對質量特別留神，並加入很多創意與心思，讓產品更見多元化，由以往予人的印象只停留在餐具與花瓶上，搖身一變成為無處不在的瓷器，這個重大的轉變令廣東彩瓷廠至今仍然穩健發展。

Facing page: Tableware featuring the Ruins of St. Pauls.

對頁：印有大三巴圖案的茶杯。

in the region. At the same time, the purchasing power of local people has also increased their requirement for and expectation of quality products have therefore become even higher, these are the factors that businesses should be able to meet and satisfy. Thus, Kwang Tung Porcelain Decoration Factory pays particular attention to the quality aspect and placed a great deal of effort in to creating a diverse range of porcelain products. Changing from only producing conventional tableware and vases to other varieties of porcelain products, diversification is the key to success for the company.

### Utilising image transfer techniques to enhance quality and consistency of tailor-made porcelain products

Kwang Tung Porcelain Decoration Factory specialises in four major traditional porcelain colouring techniques: they include Guangdong painting; new flower painting, antique painting and western painting, most of these products are exported to America, Europe and the Middle-East. Beside these traditional painting techniques, the company also uses image transfer techniques for the mass produced porcelain products. The advantage of using such technology is that stability and efficiency can be achieved when compared to the hand-painted method. Kwang

### 轉印技術 提高質量穩定性 為客戶度身訂造瓷器

廣東彩瓷廠主要有廣彩、新花彩、仿古彩、歐美嘜頭特彩四大傳統彩繪，以外銷歐洲、中東及美洲國家為主。而傳統的廣彩、新花彩及仿古彩均為廣東彩瓷的拿手好戲！廠方可以利用不同的釉彩，配合轉印技術，而進行大量製作，此技術的最佳之處在於能確保每件瓷器的質素穩定，並較人手繪畫來得快捷，廣東彩瓷廠利用此技術替客戶把訂製的瓷器如花瓶、餐具、紀念品及各類中西式瓷器等加上各類不同的轉印圖案、商標或文字。廣東彩瓷廠過往曾為許多不同的企業和機構製造專有瓷器，例如把餐廳的標記印於餐具之上、為政府機構或酒店等製作特色紀念品贈予客戶及嘉賓等，突顯廣東彩瓷廠廣闊的製作範疇，讓彩瓷成為澳門的另一特色。負責人林經圻先生表示：「澳門越來越多高級食肆開業，各



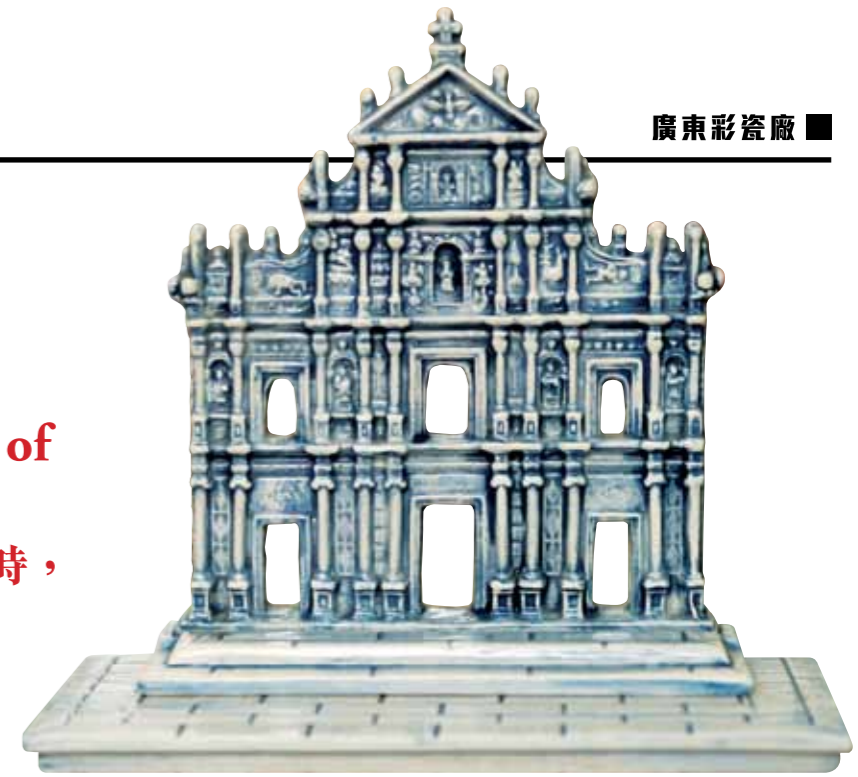
Clockwise from top: Porcelain souvenirs; the signature "Portuguese rooster"; blue and white Portuguese tiles; tableware with Guangdong painting.

順時針由上起：瓷器手信；極受歡迎的「葡國雞」；富葡國特色的藍白瓷磚；傳統的廣東彩瓷器。



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廣東彩瓷廠在製造各類瓷器時，加入很多創意與心思，讓產品更見多元化。”



Tung Porcelain Decoration Factory also adopts this technology to help clients to imprint their logos, trademarks or even text messages onto a variety of Chinese and Western tailor-made porcelain products. For examples: the company will imprint the name or logo of a restaurant onto tableware and produce special souvenirs for some of the SAR government departments and hotels with special messages printed on them. Mr. Lam said, "There are more and more premium restaurants operating in Macao. The needs of those Chinese and Western restaurants for good quality tableware are relatively increasing. Our company strives to keep abreast of this trend and always tries to meet our customers' desires".



### Own design of porcelain ornaments with Portuguese characteristics

In addition, the company also mass-produces porcelain souvenirs for tourists. Macao was hugely influenced by Portuguese culture and you can still see lots of Portuguese elements in the city. The colourful "Portuguese rooster" is one of the most popular tourist souvenirs. Whether it is the Ruins of St. Pauls porcelain ornaments, or the Portuguese tiles mainly in blue and white, each of these products should require a lot of manpower to do the painting by hand, all the effort and time devoted to each piece creates these value for money products. To make the porcelain products more attractive to visitors, Kwang Tung Porcelain Decoration Factory also creates a series of tile ornaments with interesting Portuguese phrases or sentences imprinted on them, which happens to be well accepted by visitors. M

大中、西式餐廳對餐具的要求都提高了很多，我們公司也與時並進，參與部份瓷器餐具的設計工作，盡力滿足訂戶的要求。」

### 自家設計 具葡萄牙特色的澳門瓷器擺設

此外，廣東彩瓷廠也大量製作紀念品、遊客手信等瓷器。受葡萄牙文化影響的澳門，葡國特色四處可見，色彩斑斕而富有歐陸特色的「葡國雞」可以說是最受遊客歡迎的紀念品之一。大三巴瓷器擺設以及以藍白色為主的葡國瓷磚，均需要大量人手進行彩繪，每件作品所注入的心思與精神絕對讓買家覺得物有所值。廣東彩瓷廠更設計了一些別具心思的瓷磚掛飾，並加入有趣的葡文字句，提昇遊客們對瓷器的興趣。 M

Clockwise from top: Ruins of St. Pauls porcelain ornaments; tableware manufactured by Kwang Tung Porcelain Decoration Factory; Person-in-charge Mr. Lam.

順時針由上起：大三巴瓷器擺設；廣東彩瓷廠生產的餐具；負責人林先生。

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