

以客家傳統竹門簾作為地方文化創意產業之做法初探

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竹門簾是過去台灣南部六堆客家人生活中不可或缺的生活工藝用品，由於建築格局的特殊性，早年幾乎家家戶戶都會在住家房門的入口懸掛竹編的門簾，可說是南部客家傳統住宅的一大特色。竹門簾除了防蚊、防塵、區隔內外及通風透氣外，亦兼具透視性及隱密性的雙重功能，同時亦具有捲舒及利於拆卸之特性，娶媳婦時，竹門簾更是必添的行頭，可見竹門簾在六堆地區不論是日常生活乃至邁入婚姻階段都佔有極為重要的地位。

客家傳統竹門簾除了實用功能外亦結合了一般竹簾所沒有的包邊技術及彩繪藝術，使得竹門簾除了實用功能外又兼具美化及裝飾住宅的作用。可惜的是，由於生活模式的改變及塑膠製品的取代，使得這項傳統技藝逐漸式微，惟近年來環保意識抬頭，竹材的眾多優點重新受到重視，傳統竹工藝產業又再現新的生機，竹門簾身為竹工藝產業的一環，其在現實生活中的實用價值及特有的裝飾藝術實值得發展成為地方的特色產業。因此本文擬將客家傳統竹門簾重新設計並擬訂新的生產方式及行銷策略使竹門簾再現新的商機。在設計上擬以傳統作法為基礎加以改造並精緻化，此外亦擬對其使用規格、尺寸及使用功能作進一步的改變，使傳統竹門簾成為兼具實用及地方文化特色的裝飾藝品。生產方式則擬以機器輔助人工取代過去全手工生產模式以期在生產速度及品質與精緻度上能取得平衡點。在行銷策略上則除了傳統店面行銷外，亦期能透過定期的活動推廣及電視與網路媒體加以行銷，如此則不僅能將日漸沒落卻極具價值的竹門簾產業加以延續並創造出新的文化產值，使其不僅得以成為南部客家地區之特色產業，同時亦能進一步創新為台灣新興的文化產業。

關鍵字：客家、六堆、文化產業、竹門簾

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Abstract

The bamboo door curtains were one of the important living handicrafts in the traditional Liu-tui Community in southern Taiwan. This special architecture design has become a feature of the traditional residence. The useful and extraordinary handicraft not only prevents dust and mosquito, but also separates the inside and outside; it has the function of ventilation, light transmittance and concealment. It is easy to be rolled and dismantled. In the past, when a wedding is arranged, a new bamboo door curtain will be hung before the bride's arrival. Its pretty decoration is full of blessing and happiness.

The design has integrated the piping technique with the color painting. The curtains are useful and decorative. Due to the change of lifestyle, it has been replaced by the plastic product. The skills of the tradition are gradually lost. However, because of the environmentally friendly concept, the value of bamboo is again emphasized and the traditional industry finds its new chance. As part of the industrial crafts, its practical value and decorative art style has become the potentiality of local crafts. The study therefore aims to redesign the bamboo door curtains based on the traditional skills and bring the new elements into it so that a new commercial opportunity can be achieved. The decorative piping and color painting for various sizes as well as functions can all be made according to the preference of customer. The speed, large quantities and quality of the mass production can be exquisite. Regular promotion activities via TV and the Internet media could also stimulate the sales. The researcher hopes that people and government can treasure this traditional handicraft and pay extra attention to the culture preservation. If it can be combined with the industry of cultural originality, the prosperity of bamboo door curtains can be redeveloped.

Keyword: Hakka, Liu-tui, cultural industry, bamboo door curtains