



美濃客家文物館文創小舖商品型錄

Meinong Hakka Cultural Museum Gift Shop Product Catalogue



高雄市政府客家事務委員會

Hakka Affairs Commission, Kaohsiung City Government

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壹、衣著 Clothes

油紙傘潮 T(黑色/白色)

Oil-Paper Umbrella Graphic T-shirt (Black/White)

售價：250 元/件

尺寸：XS、S、M、L、XL、2L

Price：\$250 NTD/ piece

Size：XS、S、M、L、XL、2L

理念：往昔美濃人贈予新婚夫妻油紙傘，象徵「有子」祝福之意，本款取黑、白情侶裝概念，將傳統天方地圓、傘圓美滿祝福之喻融入其中，希望有緣人能夠天長地久、圓圓滿滿。

Design：In the old times the Meinong would gift newly wedded couples an oil- paper umbrella, which symbolises the blessing of "Having babies" . This design with a matching black and white look represents a traditional metaphor：circle presents sky , and square presents the earth; with the oil- paper umbrella pattern offering a blessing to lovers and wishing them long-lasting relationships.



敬字亭潮 T(黑色/白色)

Oblation Furnace Graphic T-shirt (Black/White)

售價：250 元/件

尺寸：XS、S、M、L、XL、2L

Price：\$250 NTD/ piece

Size：XS、S、M、L、XL、2L

理念：還記得老人家肩挑字簍，在敬字亭燒化字紙的一景，冉冉煙霧中，它承載了文字的重量與溫度，還有客家人禮字的虔敬，本款取敬字亭之形，以「敬惜字紙」及「美濃」落款。

Design：Based on the story of an elderly man carrying a basket on his shoulder, whilst burning the calligraphy paper in the oblation furnace. The smoke in the air, carries the weight and the warmth of the words, and the respect of the Hakka. The design with oblation furnace calligraphy print is signed with “Respect literature and paper” and the “Meinong”.



開園紀念 T(黑色)

Meinong Culture Centre Special Edition T-Shirt(Black)

售價：250 元/件

尺寸：XS、S、M、L、XL、2L

Price：250 NTD/ piece

Size：XS、S、M、L、XL、2L

理念：美濃文創中心於 104 年 11 月 6 日開園啟用，特製作開園紀念 T 恤，圖騰眾人遙指美濃山下，說明開庄的先民發現瀾濃，披荊斬棘的歷史，左下落款瀾濃開庄，極具特色及意義。

Design：The Meinong Cultural and Creative centre opened on the 6th of November, 2015. This special edition design has patterns of the crowd pointing at the Meinong Mountain. It depicts the history of the ancestors first discovering Minong, and overcoming the difficulties in building the local village. On the left hand corner it is signed with; Minong – Village Built” , which is meaningful and special.



美濃古蹟潮 T(灰色)

Meinong Heritage T-Shirt (Grey)

售價：250 元/件

尺寸：XS、S、M、L、XL、2L

Price：250 NTD/ piece

Size：XS、S、M、L、XL、2L

理念：以美濃東門樓、敬字亭、菸樓等著名古蹟建築作為主視覺，設計成手繪插畫、色塊風格，帶有濃農在地特色又結合現代感，將美濃風光穿在身上，展現出獨特的客家意象。

Design：Using well-known landmarks such as the Meinong East Gate Tower, Oblation Furnace and the Tobacco Barn. This design is reinterpreted with illustrations and patches of colour. The T-shirt combines the local Hakka culture with a modern style.



藍衫基本款(藍色/桃紅色) Basic Blue Shirts

售價：300 元/件

尺寸：2XS、XS、S、M、L、XL、2L

Price：\$300 NTD/ piece

Size：2XS、XS、S、M、L、XL、2L

理念：原型為美濃區公所參加第 51 屆六堆運動會(105 年)運動服。本款融合美濃藍衫開襟、緋邊繞領設計，盤上兩條琵琶扣，下擺點綴三朵桐花，美觀典雅。

Design：Based on the sportswear designed for the Meinong District Office who participated in the 2016 51st Liudi Games. The design combines a Meinong blue neck placket shirt with a pattern on the collar edging. There' s a traditional button and also three Tung flowers adorned on the bottom to create a beautiful and elegant look.



藍衫設計款Ⅱ(藍色/紫色)

Blue-Shirt Designed T-shirt (II)

售價：450 元/件

Price：450 NTD/ piece

尺寸：10、XS、S、M、L、XL、2L

Size：10、XS、S、M、L、XL、2L

理念：本款融入傳統藍衫斜襟等客家元素，色調簡單大方，圖樣簡潔俐落，呈現極簡樸實無華的風格。居家外出皆可穿著，展現出沉穩大方的態度。

Design：The Design combines a traditional blue neck placket shirt with Hakka elements. It's simple and uses bright colours. The pattern is neat, and minimal in style. It can be worn indoors or outdoors.



藍衫設計款Ⅲ

Blue-Shirt Designed T-shirt (Ⅲ)

售價：450 元/件

Price：450 NTD/ piece

尺寸：10、XS、S、M、L、XL、2L

Size：10、XS、S、M、L、XL、2L

理念：藍衫設計款 I 的延伸應用，配色作微調變化，並設計親子款尺寸及樣式，提供遊客更多選擇，也可以一家穿著出去逛街出去玩，懷舊就是流行。本款融入傳統藍衫斜襟等客家元素，展現出沉穩大方的態度。

Design：The Design is based on the same concept of the Blue-Shirt Designed T-shirt (I) but using a different colour palette. There' s more size options for all the family. It combines a traditional blue neck placket shirt and elements of Hakka culture.



水圳工人美濃款文創 T 恤(灰色/白色)

Water Harvesting Pond Builder with Meinong Logo T-Shirt(Grey/ White)

售價：400 元/件	尺寸：10、XS、S、M、L、XL、2L
Price：400 NTD/ piece	Size：10、XS、S、M、L、XL、2L

理念：辛勤的水圳工人提著工具箱穿梭田野，為生活帶來希望與熱情，希望穿上這件衣服的人能夠 Love what you do and do what you love!

Design：The Hard-working builders carry tools whilst crossing the fields, bringing hope and showing passion for daily life.
Whoever wears this T-shirt can love what you do, and do what you love!



水圳工人小隊款文創 T 恤(灰色/白色)

Water Harvesting Pond Builder with Team Logo T-Shirt (Grey/ White)

售價：400 元/件

尺寸：10、XS、S、M、L、XL、2L

Price：400 NTD/ piece

Size：10、XS、S、M、L、XL、2L

理念：每一位隊員都有一片屬於自己的顏色，找尋屬於您的「出色小隊」，在您的領導下為了共同目標揮灑色彩。

Design：Each team member has their own colour, find your own “brilliant team”, lead members to shine and have a bright future with their own colour!



尋找美濃寶盒刺繡 T 恤

A Mysterious Treasure Hunt in Meinong Embroidered T-Shirts

售價： 350 元/件

尺寸： 110、130、XS、S、M、L、XL

Price： \$350 NTD/ piece

Size： 110、130、XS、S、M、L、XL

款式：綠色水雉、奶茶色伯公、白色伯公、黑色黃蝶



尋找美濃寶盒童裝(抹茶色)
A Mysterious Treasure
Hunt in Meinong Kids
Clothes (Sage Green)

售價：490 元/件
Price：490 NTD/ piece



世界客家博覽會高雄館紀念 T 恤(黑色/白色)

售價：550 元/件
Price：\$550 NTD/ piece

尺寸：S、M、L
Size：S、M、L



尋找美濃寶盒遮陽帽

A Mysterious Treasure Hunt in Meinong Bucket Hat

售價：小朋友帽子 790 元/件

Price : kids \$790 元 NTD/ piece

設計理念：冒險的旅途偶爾會遇上艷陽天，記得帶上夥伴遮陽帽，就不怕變成小黑炭！

Design Concept: During adventurous journeys, you might encounter scorching hot days with intense sunshine. Remember to bring your companion, the bucket hat, to shield yourself from the excessive sun rays and prevent turning into a little charcoal!



尋找美濃寶盒文創襪

A Mysterious Treasure Hunt in Meinong Ankle Socks

售價：200 元/雙

Price：\$200 NTD/ piece

設計理念：走走一起去冒險，快穿上您最喜歡夥伴，一起展開美濃尋寶之旅吧！

Design concept: Let's embark on an adventure together and explore the Meinong Treasure Hunt! Put on your favorite companion and let's begin our thrilling journey to uncover the treasures of Meinong!



貳、文具 Stationary

小本子 Notebook

售價：100 元/本

Price：\$100 NTD/ book

理念：小本子可作為記事本、蓋章本、計算本等多功能用途，小本子封面是美濃客家文物館外觀，有曾文忠老師的水彩畫作或現場照片等多種形式供遊客作選擇，既實用又美觀，一定要帶一本回家。

Design：This multi-purpose notebook has an image of the museum on the cover. There are various choices; such as master Mr. Zeng, Wen-Zhong' s watercolour paints, or photographs. Both practical and beautiful, a must buy!



伯公座 Seat Stand

售價：150 元/個

Price : \$150 NTD/ each

理念：一個可以分解的座椅，是一個容易親近的陪伴者，在木結構和搭上竹編的半圓形檯座，椅背是象徵供人們和土地神遮陰的樹木，而樹的部分是可以一小塊一小塊榫接起來的。以大樹、檯座的造型方式呈現美濃的土地伯公信仰中與人民生活親近的形象。

Design : A decomposable seat is an easy-going companion. A Wooden structure with a semi-circled stand, the back of the chair represents the trees that provide shade for the people, and Earth God. The tree can be joined together by pieces. The design of the tree and the seat shows the friendly image of Earth God and how integral it is for people' s daily lives.

使用方法：樹枝可以掛上耳環、手鍊，來收納首飾，也可以是書桌或辦公桌上的療癒小風景。

How to use : The branches can be used to hang jewellery, such as earrings and bracelets, or simply as a decoration on your desk.



中書包 Satchel

售價：220 元/個

Price：\$220 NTD/each

理念：本會辦理「六堆 300 年系列活動」、「客家婚禮」及「多元族群音樂專輯製作」等活動，設計開發之文創商品。

Design：This product was designed for the events; “300 Years in Ludi” , “ Hakka Weddings” and “The Making of Multi-ethnic music album”



滿年福撲滿 Money Box

售價：100 元/個

Price : \$100 NTD/each

理念：「伯公」信仰，是美濃人長期仰賴農業生產，因而衍生對孕育萬物的土地崇敬。美濃人對伯公有特殊情感，伯公被美濃居民尊視為默默守護家族的長者：出生、求學服兵役、成家娶妻、生子甚至終老，都常常要準備牲禮，捻香稟告伯公。滿年福——年末感恩完神，是傳統客家禮俗中重要的祭典，應用於設計品項，祈求一年完整順利，賺大錢。

Design : " Bagong" (the Earth God) is an important deity for the Meinong people. Due to a long period of farming history the locals respect the land, and the god who protects it. The Meinong people have strong connections with Bagong. It is weaved throughout life such as the elderly who always take care of their families, life events; from birth, studying and attending the military, to weddings and death. it is common to report news to the Bagong with lighted incense and offerings. ManNianFu is an important traditional Hakka ceremony to appreciate the Bagong. The design uses the ManNianFu image, meaning all year round happiness and fortune.



春聯 Couplets

售價：50 元/張

Price：\$50 NTD/each

理念：「瀾濃開庄・永久安居」。「瀾濃」為美濃之舊稱，原本居住在屏東里港的客家人，長期為水患所苦，加上與閩南人的械鬥事件不斷發生，於是渡過老濃溪，來到美濃山脈下方。由於美濃平原三面臨山，中間有美濃河穿越，先民便在山南水北的「陽地」建庄，就在山脈最高峰「月光山」下，建立了「瀾濃庄」。開庄時，先民陸陸續續建造了 24 座夥房，以「永久安居」之意取名為「永安街」，為美濃第一條街道。

Design：“Minong – Village Built, Long-lasting Residence”.

“Minong” is the old name for Meinong. The Hakka people originally lived in Ligang, Pingtung and had suffered due to floods for many years. There were also constant fights with the Hokkien tribes. Due to the conflict they crossed the Laonong river and settled at the bottom of the Meinong Mountain. The Meinong Plain is surrounded by mountains on three sides with the Meinong River through the middle. The ancestors then built “Minong Village” at the “Yangdi” where the mountain is at the south and the water is in the north. It is located beneath the “Moonlight Mountain” which is the highest mountain in Meinong. When the village was first built, the ancestors built 24 houses and named the first street “Yong An Street”, meaning “Long-lasting Residence”.



參、客家生活良品 Hakka Living

花布鑰匙包 Floral Key Pouch

售價：250 元/個

Price：\$250 NTD/each

理念：「臺灣花布」是昔日客家社會裡的共同生活印象，舊有的客家文化及客家美學衝擊出的火花，將傳統的花布結合藍衫意象變身時尚單品，特殊手縫技巧搭配裁剪大方設計，更顯繽紛燦爛，全是純手工製作的限量商品喔，每件花色不同均是獨一無二的。

Design：The Taiwanese Floral Textile is the iconic symbol of Hakka culture. Old-fashioned Hakka culture meets modern Hakka aesthetics. Transforming a traditional floral pattern and blue-shirt into a fashion item. With a unique handmade and cutting technique. Each item has a different pattern.



花布零錢包 Floral Coin Pocket\$450/個



夥房提袋\$250/個



植物染拉鍊袋\$250/個



百工百業之師-美濃傅
善助老師傅手工編織客
家肥皂籃\$400/個



百工百業之師-美濃傅
善助老師傅手工編織客
家大花籃\$3000/個



百工百業之師-美濃黃
細梅老師傅手工編織客
家藤椅\$700/個



圓形杯墊 Circlcd Coaster

售價：100 元/個

Price : \$100 NTD/each

理念：美濃文創中心於 104 年 11 月 6 日開園啟用，特邀獲「2014 南島國際美術獎」首獎的藝術家林純用，以「瀾濃開庄」為題創作，描繪先民為求世代永久安居，艱辛入墾美濃、創建新家園的歷程。

Design : The Meinong Cultural and Creative centre opened on the 6th of November, 2015. The artwork was created by the artist Ling, Chun-Yong, who won first prize in the "2014 Austronesian International Arts Award" . Mr Ling used Minong-Village Builds as the topic of their artwork. It describes the journey of the ancestors seeking a permanent settlement for generations, and moving to Meinong to create a new home.



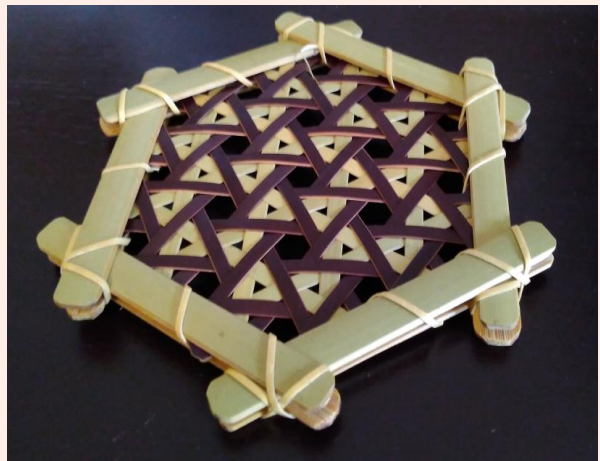
竹杯墊 Bamboo Coaster

售價：250 元/個

Price：\$250 NTD/each

理念：利用竹編方式編織杯墊，以幾何圖形作為設計意象，簡單又美觀，呈現樸實又具傳統深意。

Design：Using bamboo weaving to create a coaster. It combines geometric patterns with a simple design.



美濃豬毛巾 Towel

售價：350 元/條

Price：\$350 NTD/each

理念：客家人多以務農為主，民風純樸、刻苦耐勞，為凸顯其樸實之美德，以客家人『日出而作，日落而息』，其一日生活所需之『農、衣、食、住』活動為四大主題。於設計方面，以『美濃豬』為主角，分別針對上述各主題之器具繪製插畫，並應用於設計品項，做出有別於以往僅只樸質沈穩的風格，以活潑的美濃豬日常插畫引人入勝，並深入了解客家常民文化。

Design：Most of the Hakka people make a living by farming. They live simple and hard-working lives. The concept is inspired from a Hakka saying; "Work when the sun rises and rest when the sun sets", It's also inspired by daily life such as; farming, dressing, eating and living. Using the Meinong Pig as the symbol of everyday life, it depicts a jovial and down to earth side of Hakka culture.



月光山下毛巾 Towel

售價：160 元/條

Price：\$160 NTD/each

理念：本會辦理「六堆 300 年系列活動」、「客家婚禮」及「多元族群音樂專輯製作」等活動，設計開發之文創商品。

Design：This product was designed for the events; “300 Years in Ludi” , “Hakka Weddings” and “The Making of Multi-ethnic music album” .



竹圓扇子 Bamboo Round Fan

售價：100 元/支

Price：\$100 NTD/each

理念：美濃文創中心於 104 年 11 月 6 日開園啟用，特製作開園紀念竹圓扇，圖騰眾人遙指美濃山下，說明開庄的先民發現瀾濃，披荊斬棘的歷史，極有特色及意義，夏天拿來乘涼驅蟲別具一番風味。

Design：The Meinong Cultural and Creative centre opened on the 6th of November, 2015. This special edition design with the patterns of the crowd pointing at the Meinong Mountain, tells the history of the ancestors first discovering Minong and the difficulties they overcame to build the village. It is useful in the humid summer.



彩色馬克杯 Mug

售價：150 元/個

Price：\$150 NTD/each

理念：客家人多以務農為主，民風純樸、刻苦耐勞，為凸顯其樸實之美德，以客家人『日出而作，日落而息』，其一日生活所需之『農、衣、食、住』活動為四大主題。於設計方面，分別針對上述各主題之器具繪製線條插畫圖騰，並應用於設計品項，做出有別於以往僅只樸質沈穩的風格，更可強調客家文化之『精緻工藝』，讓遊客因產品之吸引力而更深入了解客家常民文化。

Design：Most of the Hakka people make a living by farming, and live simple and hard-working lives. Inspired from the motto; “work when the sun rises and rest when the sun sets” , and the daily life ethos of “ farming, dressing, eating and living” . The design depicts the daily life of the Hakka and also the tools that were used. It emphasises Hakka Handcraft, and helps visitors gain a greater knowledge of Hakka culture.



素色馬克杯 Mug

售價：150 元/個

Price：\$150 NTD/each

理念：客家人多以務農為主，民風純樸、刻苦耐勞，為凸顯其樸實之美德，以客家人『日出而作，日落而息』，其一日生活所需之『農、衣、食、住』活動為四大主題。於設計方面，分別針對上述各主題之器具繪製線條插畫圖騰，並應用於設計品項，做出有別於以往僅只樸質沈穩的風格，更可強調客家文化之『精緻工藝』，讓遊客因產品之吸引力而更深入了解客家常民文化。

Design：Most of the Hakka people make a living by farming, and live simple and hard-working lives. Inspired from the motto; “work when the sun rises and rest when the sun sets” , and the daily life ethos of “ farming, dressing, eating and living” . The design depicts the daily life of the Hakka and also the tools that were used. It emphasises Hakka Handcraft, and helps visitors gain a greater knowledge of Hakka culture.



野餐墊 Picnic Mat

售價：399 元/個

Price：\$399 NTD/each

理念：因應近幾年戶外活動的盛行，許多民眾願意攜帶野餐墊、餐食從事戶外活動，並配合 109 年好客輕旅季系列活動草地野餐市集，進而開發此項產品，走入生活流行趨勢。圖樣為高雄客庄特色物產及風貌意象，有美濃紙傘、橙蜜番茄，六龜蓮霧、紫斑蝶，杉林向日葵，甲仙芋冰等。

Design：The popularity of outdoor activities has grown in recent years. It is now common to bring a picnic mat and enjoy a meal on the grass. This product was designed for the Picnic Market in 2022 HELLO! Hakka Walker Festival. Using aspects of Kaohsiung Hakka culture; such as the Meinong Oil-Paper Umbrella, cherry tomatoes, Liouguei Bell Fruit, Euploea, Shanlin sunflower and Jiasian taro ice.



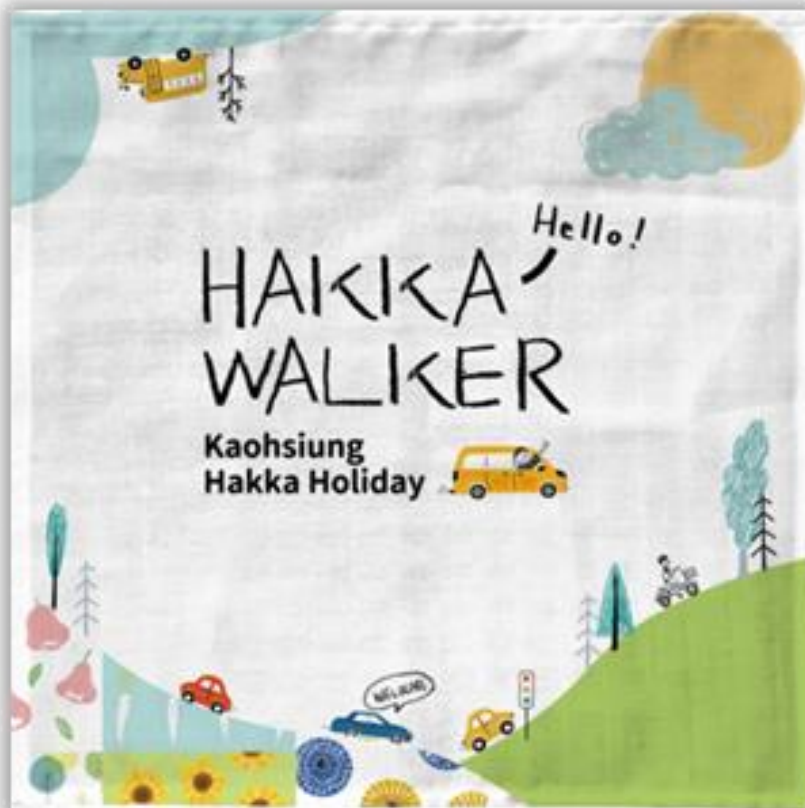
手帕 Handkerchief

售價：150 元/個

Price：\$150 NTD/each

理念：因 109 年疫情的影響甚大，民眾們對於出門在外的衛生安全意識逐漸升高，進而開發此款商品，提供民眾們在外清潔的便利性。圖樣為高雄客庄特色物產及風貌意象，有美濃紙傘、橙蜜番茄，六龜蓮霧、紫斑蝶，杉林向日葵，甲仙芋冰等。

Design：Due to the pandemic in 2019, the public's awareness of hygiene has risen, this product makes it convenient for cleansing when going out. The patterns used are inspired by Kaohsiung Hakka culture such as: the Meinong Oil-Paper Umbrella, cherry tomatoes, Liouguei bell fruit, Euploea, Shanlin sunflower and Jiasian taro ice.



一卡通 iPASS Card

售價：100 元/張

Price : \$100 NTD/Each

款式：六堆三百一卡通、客家八音一卡通



磁鐵 Magnet



肆、書冊光碟 Publication

野來野去唱生趣：350 元/套

Hakka Children Songs：\$350 NTD/Set

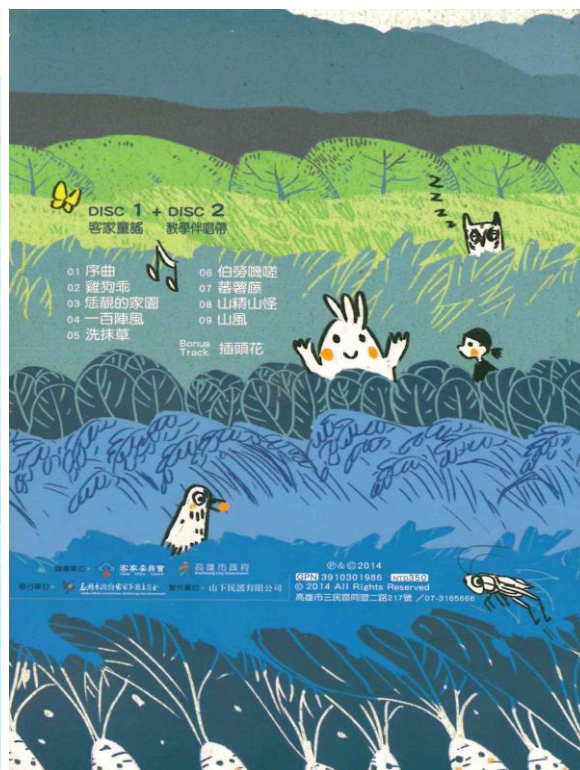
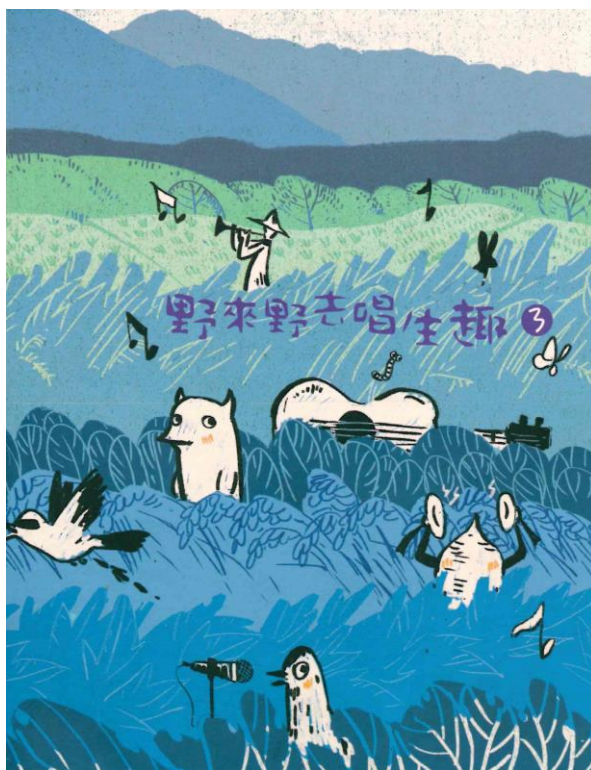


野來野去唱生趣 2：350 元/套

Hakka Children Songs II：\$350 NTD/Set



野來野去唱生趣 3 : 350 元/套
Hakka Children Songs III : \$350 NTD/Set



X+Y 係幾多 : 350 元/套
What is X+Y : \$350 NTD/Set



月光山 : 369 元/套
Moonlight Mountain : \$369 NTD/Set



青春个該兜事 : 350 元/套

The Youth : \$350 NTD/Set



係毋係罈擺 : 400 元/套

Hakka Teenagers Songs Creation : \$400 NTD/Set



白馬、金團、黃仙人：280 元/套

White Horse, Golden Ball, Huang Shain Ren：\$280 NTD/Set



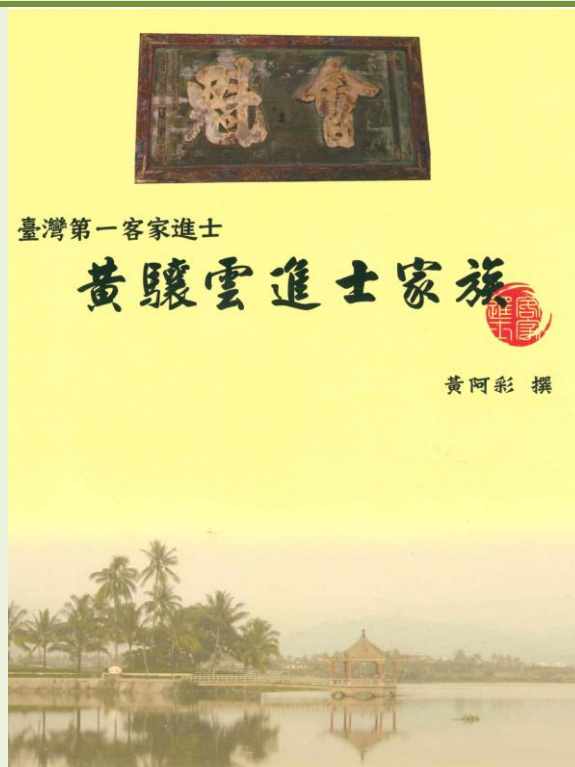
繪本菸樓：250 元/本

Picture Book – the Tobacco Barn：\$250 NTD/Each



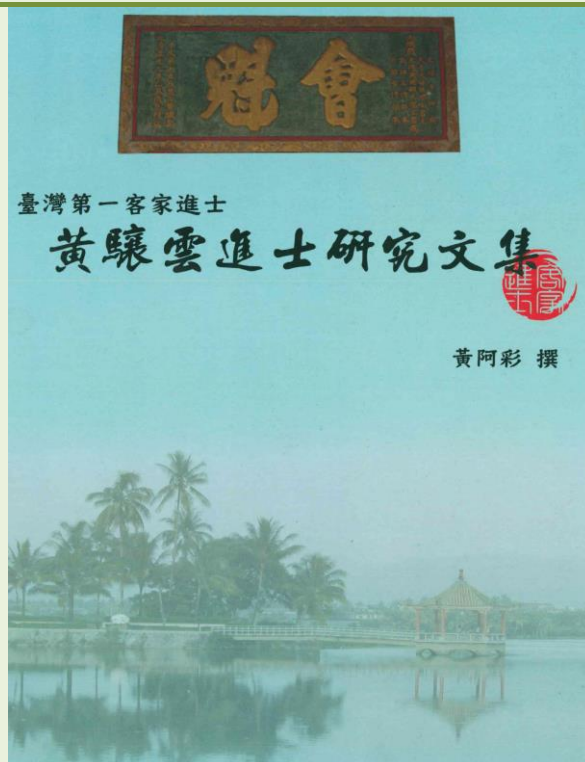
黃驤雲進士家族(黃)：200 元/本

The Huang, Xiang-Yun Family：\$200 NTD/Each



黃驤雲進士研究(藍)：300 元/本

The Study of Huang, Xiang-Yun：\$300 NTD/Each



幼兒客語節慶小書：1 套 8 冊特價 665 元/套

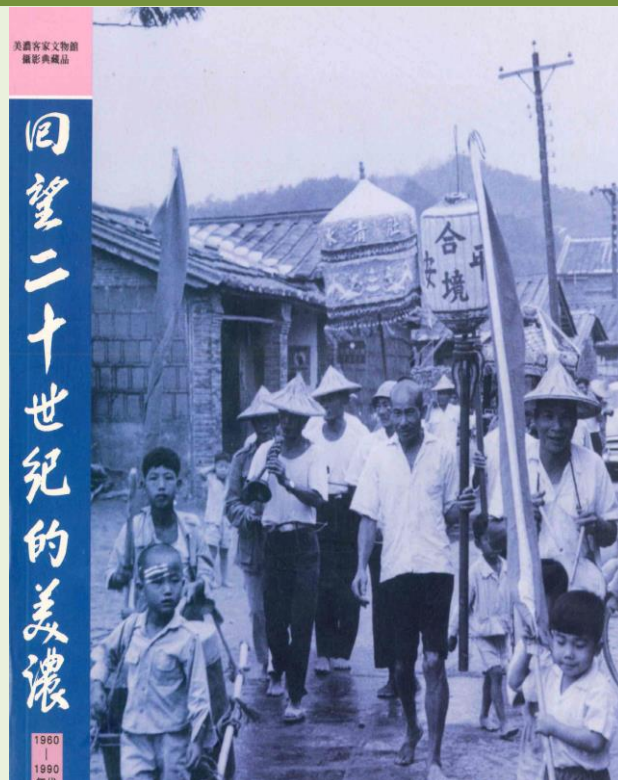
Hakka Children Book of Festivals：

8 books in one set, sales price \$665 NTD/Set

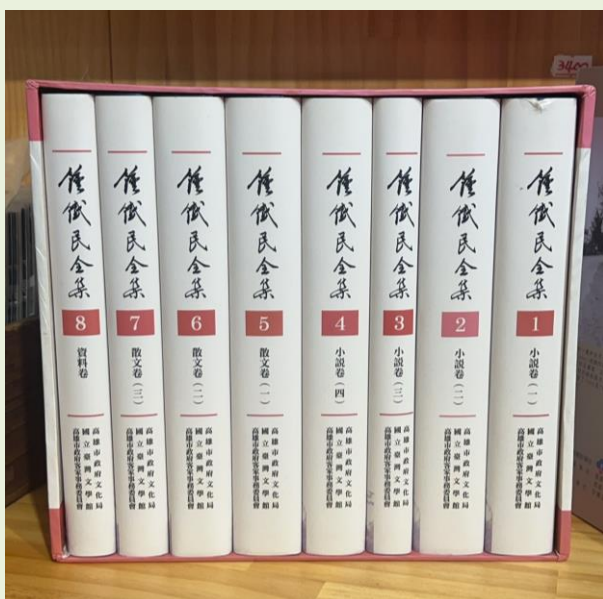


回望 20 世紀的美濃：200 元/本

Meinong in the 20th Century \$200 NTD/Each



鍾鐵民(精裝版/平裝版)：每套 3400 元/2700 元



伍、明信片類 Post Card

20 元/張

\$20 NTD/piece/個



陸、遊戲類

超級農夫桌遊 Super Farmer Board Game

售價：450 元/盒

Price：\$450 NTD/set

理念：您知道美濃有什麼農特產嗎？

這些農作物種植的過程中，農夫會遇到甚麼困難？

植物的成長歷程分別又是甚麼樣子呢？

讓我們透過有趣的桌遊遊戲，邊玩邊認識農夫們耕種的過程吧!!

Design:

Do you know what agricultural specialties Meinong has?

During the cultivation of these crops, what difficulties do farmers encounter?

How does the growth process of plants unfold?

Let's explore the challenges faced by farmers and learn about their cultivation process through an engaging board game! Join us as we play and discover the fascinating world of farming in Meinong!



水圳工人桌遊 The Water Harvesting Pond Builder Board Game

售價：350 元/個

Price：\$350 NTD/set

理念：獨一無二的美濃水圳工人來了!!

MEI-NONG IRRIGATION CANAL WORKERS!!!!

您是有史以來最厲害的水圳工人嗎？

豐饒的美濃平原正等著您引水灌溉！

遇山開道 逢水搭橋

利用簡單的道具組合協助隊友、領先對手！

發揮您的創意與策略！

看誰最快將寶貴的水源注入到乾渴的稻田！

Design：MEI-NONG IRRIGATION CANAL WORKERS!!!

Do you want to be the best builder in town?

The Meinong field is waiting for you!

Constructing the roads from the mountains and building bridges to cross the water.

Combine the props to help your team defeat the competitors!

Use your creative mind and strategise against others!

Be the first to guide the precious water into the thirsty rice fields!

豐饒的美濃平原正等著您引水灌溉！

遇山開道、逢水搭橋~

利用簡單的道具組合協助隊友、領先對手！

發揮您的創意與策略~

看誰最快將寶貴的水源注入乾渴的農田！

The rich and fertile Meinong plain is waiting for your irrigating!
Open roads meeting the mountain and build bridges meeting the water.
Use simple props to assist your teammate and keep ahead of your opponents!
Get creative about your strategy.
To see who can pour water into the parched farm in the shortest time!

