

Weeknight

週間夜晚

East meets West: The rise of Contemporary Oriental Art

Take a dive with us into the waves of today's oriental art scene, meet the artists, professionals, movers and shakers that are creating art and market.

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The technological future of Taiwan's textile industry



台灣紡織業的科技性未來

If you asked a Westerner what they knew about Taiwan in the 80's and 90's, many would respond that they thought of Taiwan as an appliance factory, where fridges and television were produced. Whether you find this response amusing or not, it was the answer you would get. Fast forward a decade or two later, when asked the same question, the response one would most likely get, is that Taiwan produces good laptops and smartphones. This view of Taiwan may be limited for some, but of course not unfounded, for these were industries Taiwan has been known for. However Taiwan has another strong industry that many people probably don't know that much about, the textile business, which ranks Taiwan as the 7th top exporter in the world, one place above mobile phone and computers, worth more than 7 billion US annually, according to the World Trade Organization's 2016 figures. Taiwan's textile business which started to take off in the 1950's, has continually to enjoyed a large global presence, even though in recent years a lot of manufacturing has been moved to places with lower production costs.

如果訪問生活在八零與九零年代的西方人士對於台灣有什麼了解的話，多數人都會回答說台灣就好比是個家電生產地，製造出許多的冰箱和電視，得到的回覆都會是如此不管你是否覺得這個回答很有趣，如果讓時間快轉個一、二十年再問同樣的問題，所得到答案則是台灣生產了許多高品質的筆電或是手機。而這般的認知雖然是有那麼點的片面但是也不是毫無根據，畢竟上述提到的皆是台灣的知名產業，然而許多人可能不太知道在台灣的紡織業也是頗負盛名的，甚至名列世界上紡織品出口國的第七名，超越手機跟電腦在第八的出口排名，根據世界貿易組織在2016年的統計，台灣每年的紡織品貿易額就高達七十億美元，縱使在近幾年裡，許多的工廠紛紛遷移到了成本較低的地區，台灣的紡織業還是從1950年代發達後就持續在國際間佔有一席之地。

“I love how we are revolutionizing the textile industry with this new ingredient that essentially is coming from waste”

- James Hou

UMORFIL® CEO

The story of UMORFIL® is an interesting intersection where Taiwan's technology sector actually meets the textile sector. Founder James Hou comes from a family that is a part of one of Taiwan's largest textile conglomerate, but was encouraged by the head of the conglomerate to instead ventured into technology, already seeing that is where the future lies. Taking the elder's advice to heart, James founded Camangi in 2002. The company began to produce mobile telecommunication products, enterprise software and mobile apps. After close to a decade of learning how business was ran in the technology sector, James began to see the threat to Taiwan's textile business from outsourcing to places with lower production costs, he saw the need for Taiwan's textile business to innovate. After studying the textile industry he knew so well from the angle of technology sector he now stands, he saw the opportunity for a new type of fiber to be produced using a local food waste that also combined his expertise in fisheries science.

We met James and the top management team of UMORFIL® at the Institute of Fisheries Science at the NTU (National Taiwan University), Taiwan's most prestigious university, where UMORFIL® has a lab. James in a relaxed and humorous manner shares with us the story behind the creation of UMORFIL® “As I was enjoying this local delicacy of ours at a little diner, seeing how the fish was processed, I saw the material value in all the fish scale that was just shaven off and thrown out, and thought what if we can extract the collagen peptides in fish scales and interwoven and blend it with other materials to make a new type of textile.” In a simple stroke of genius, everything James has been through and knows seem to be interwoven together, his expertise in fisheries science, textile and the technology sector. Even though it would eventually take numerous trails and testing that the process and formula was perfected and ready for market trial and adoption. “I love how we are revolutionizing the textile industry with this new ingredient that essentially is coming from waste, not only are we doing something good for the environment, we are also changing the idea that business can only produce value by harming the environment.”



事實上UMORFIL®就是台灣科技與紡織兩個產業所碰出的火花，創辦人侯二仁的家族原本就是在台灣幾個主要紡織業集團中的其中一員，集團裡的高層因看見未來的趨勢必與科技密不可分，進而鼓勵他投入跟科技有關的發展。牢記著前輩們的忠告，侯二仁在 2002 創立了Camangi博祥國際股份有限公司，主要為生產行動通訊設備，軟體與程式的開發，經歷約十年的發展讓侯二仁熟悉了科技產業這區塊的運作模式，也同時開始看見低成本外資對台灣本土紡織業的威脅，了解到台灣紡織業在未來勢必要有創新，而透過本身經歷了紡織業，及當時在科技產業的觀點，又結合了他在漁業科學的專業，發現了個以剩餘食材為原料來創造種新纖維的契機。

位於台灣最具聲望大學(臺大)的漁業科學研究所中，在UMORFIL®專屬研究部門裡我們找到了侯二仁和他的管理團隊，他以輕鬆且幽默的談吐跟我們分享了他創立UMORFIL®背後的故事，侯二仁說到：「當時我正享用著道地美味的晚餐！一邊看著魚隻的整個處理，過程中看到魚鱗就像毫無價值般的只能被刮除丟棄，因此我想說何不試著萃取出魚鱗裡的膠原蛋白並使之跟其他的材質融合編織，創造出種全新的紡織品呢？」就這靈光一現的想法，侯二仁過去在紡織產業、科技產業以及在漁業研究上的經歷跟知識通通都結合在一起了，「縱使在產品正式打入市場前要先經歷數不清的嘗試及考驗才能讓製作程序完善。」侯二仁說：「但我對於我們將用這取自廢料的新材料來對整個紡織業帶來一場革新這事而感到滿腔熱血。不僅僅我們在做對環境有貢獻的事，同時也是在改變以往商業行為對環境只會帶來傷害的印象。」

雖然在初期的展覽上這個新材料已經受到許多買家與產業相關人士的注目與讚賞，侯二仁說道：「但我仍要尤其感謝那些初



UMORFIL® Beauty Fiber®

Even though early on the material had already garnered a lot of praise and amazement when buyers and industry insiders saw it at exhibitions, James said he has to give credit to some of the customers who saw the full potential of UMORFIL® early on, ordering in bulk “they said so we can have the capital to keep up with our R&D efforts and continue to push this game changing material to even more companies.” as he reflect, James says he was also very moved by one official in Taiwan’s Trade Office in France, “there was this officer Christopher Lai, who actually took the time to give our sample to French government officials and industry key people to try, it was from actually using UMORFIL® produced garments that built up a buzz among industry insiders that the company started to make an impact on the international scene.

This wave of adoption continued to grow so much that UMORFIL® was invited by the French company "Lille3000" to be a part of their TEXTIFOOD exhibition at Expo Milan 2015. From 2016, it was chosen by LVMH to be featured in their MATIÈRES À PENSER (materials to consider) an environmental trend and materials library, which is used as internal resource across the LVMH group. The UMORFIL® fiber has also won numerous industry awards, including silver medal at the Concours Lepine Paris both in 2015 and 2017. These honors have helped ensured the reputation of UMORFIL® fiber, which have been since used to produce a wide ranging products from base layers, socks, shirts, denim, outer wear, bedding sheets, even men’s tailored suits to impeccable results, by some international top brands for it's versatility as a material, and additional values in comfort, health and sustainability.

期在業界展場上就看見UMORFIL®滿滿潛力而下訂單的客戶們，是他們讓我們有足夠的資金來支持我們的研發，並得以將這個創新的材料持續的拓展出去。」侯二仁也提到當時一位法國台灣貿易處官員的所作所為讓他深受感動，當時就是因為有這位主管賴作松先生花了時間將樣本拿給了法國的政府與一些工廠的關鍵人員做測試，而事實上就是從那時UMORFIL®的衣服開始在服飾產業裡帶來一陣轟動，甚至也開始在國際間產生影響力。

這新材質持續的發燒，在2015年時UMORFIL®甚至受法國Lille3000公司之邀在米蘭世博上與該公司位於TEXTIFOOD的系列當中一同展出，在2016年這材質被LVMH集團列為該集團的MATIÈRES À PENSER (優選原料) 環保時尚材質清單裡的其中一項，在LVMH旗下的產品皆是選用該清單裡的材料，UMORFIL® 纖維也囊括了眾多獎項，其中更包含2015及2017年的法國巴黎國際發明展銀牌獎，UMORFIL® 已被廣泛的應用在許多國際知名品牌的產品裡如底布、襪子、上衣、牛仔布料、外衣、寢具，甚至到男士的訂製西裝上都因其多功能性與舒適、健康、耐久的附加價值而無可挑剔。種種這些殊榮更是堅固了UMORFIL®仿生纖維在國際間的聲望。



(opposite page) CEO James Hou is recounts the inspiration for UMORFIL® creation with fondness. (below 1) different sample swatches of UMORFIL® fiber demonstrate its versatility (below 2) the best way to experience the tactile nature of UMORFIL® fiber. (right) sales marketing director Janis Lee inspect the details of UMORFIL® fiber made fabric

左頁)CEO侯二仁熱切的敘述著 UMORFIL®的靈感與誕生 下一)各式的樣本展現了 UMORFIL®的多樣性 下二)體驗 UMORFIL®觸感最好的方式 右)市場銷售總監 Janis Lee 正在仔細審查 UMORFIL® 布料的細部結構



“it feels just like a second layer of one’s skin.”

- Janis Lee

UMORFIL®
sales and marketing director

For all of Taiwan’s R&D and manufacturing prowess, there has actually been very few ingredient brand upstarts, in its short history MORFIL has managed to not only create a new ingredient, it has through that creation formed a new value chain for the Taiwan textile industry, leading many companies to collaborate on a new level, forming many industry wide partnerships. Along the way winning many awards and accolades for its technical prowess and achievements. However at the end of the day, it is not these technical and industry achievements that the company is most proud with. According to sales and marketing director Janis Lee, she says “it is how it makes our users feel when he or she is wearing an appeal made from UMORFIL® or sleeping on bed sheets cut from UMORFIL® woven fabric” adding that “they love to share with us how they love the soft moisture-ness welcoming feel UMORFIL® gives them, and how it feels just like a second layer of one’s skin.” Janis tells us that she thinks it is feedback like this about how it makes the user feels and enhance their busy lifestyles in a small but substantial way, that will make UMORFIL® a material millennial customers will look for when they go shopping for fashion. Judging from the rapid market adoption of UMORFIL® by some top international fashion producers, her optimism for UMORFIL® place in the market is well founded indeed.

台灣有許多的製造產業與各種的研究開發，但鮮少有要素品牌的崛起，但短短的時間裡UMORFIL®不僅創造了種新素材，更透過這個材料的連鎖效應與其他公司合作將台灣的紡織業提升到了個新層級，而不斷拓展的同時也在其科技的技術性上持續的贏得多道獎項與殊榮，然而眾多的獎項與產業上的拓展至始至終都不是該公司最引以為傲的。UMORFIL®品牌大使、行銷業務部協理李家悅就說到：「是能夠聽見使用者在穿著UMORFIL®所製作的衣服或是使用UMORFIL®材質所混紡的床單後興奮的回應說他們是何等的喜愛UMORFIL®所帶來那就如第二層肌膚般輕柔潤滑又細膩的感觸。」李家悅說UMORFIL®之所以可以始終成為客人逛街時的首選就是因為消費者持續回應說在她們繁忙的生活品質當中因著UMORFIL®感到了微小但又實際的提升，而從許多國際間的頂尖設計師對UMORFIL®在市場接受度的評論看來，不難理解為何李家悅對UMORFIL®未來在市場的發展是如此樂觀。