

绘就流光溢彩的台绣华章



台绣艺术馆前景

The facade of Taizhou Embroidery Gallery

王海红

每一次到访台绣艺术博物馆，总是被它的发展历史、精致工艺，以及馆内所收藏的时装艺术品所吸引。最值得一提的，是中国工艺美术大师陈克的代表作品《真丝全雕叠绣旗袍》，该作品被称为台绣艺术博物馆的“镇馆之宝”。其图案汇集中华名胜于一身，杭州西湖、北京颐和园、台湾日月潭……十个名胜景点在服装上的布局都是经过精细考量的，整件旗袍寄寓着祖国的吉祥和昌盛。据悉，该作品是四名绣花女工花了1770个工时（一个半月），以六千多根丝线精绣而成。1986年获保加利亚第六届普罗夫迪夫国际春季博览会金奖。

其实，除了“镇馆之宝”，馆内其他艺术作品同样精彩纷呈，绣出了台州刺绣的流光溢彩。

一针一线 编织台绣传奇史

台州刺绣是中国民间刺绣的一种独创，是早期中西文化交融的一个见证，它是浙江省非物质文化遗产，起源于明清时期的台州海门，当地绣娘们在继承中国民间传统刺绣技艺的基础上，吸取了当时由海门天主教堂传入的欧洲雕绣技艺，逐渐形成多针艺的新绣种。

“台绣”品牌，创立于1998年。概观其发展史，历经三代



林霞：让刺绣之美走入现代生活。

Lin Xia: embroidery in modern life

传承人。

第一代创始人应大玉先生开辟先河，集抽、拉、雕、包、绕针法于一体，创作了全雕绣衣，创立了自成体系的绣种，成为与蜀绣、粤绣、湘绣、苏绣并称的台绣。第二代传承人中国工艺美术大师陈克先生系应大玉先生的嫡传弟子、台州市台绣刺绣研究所所长，研究开发多种台绣工艺并获得多项国家专利。

眼下，让刺绣这门古老艺术找回在现代生活中的地位、让刺绣之美走入我们生活的，是第三代传承人林霞——浙江台绣服饰有限公司的董事长兼设计总监。

技艺的传承和创新必然在最初阶段经过了较长的时间

绚丽而璀璨的台绣
A showroom showcases the beauty of Taizhou Embroidery.



以及一代人甚至几代人的积淀，才逐渐形成自己独特的技艺特征和产品特点，台绣也不例外。其独创的“彩花绣”、“纤艺绣”创作模式，结合“抽、拉、雕”等台绣独有技艺，实行标准化管理和批量化生产，实现了台绣产业化生产。

这样的变化，少不了林霞洒下的汗水。她用自己36年的从业经历，用其深厚的中国传统手工刺绣功底及西方服装时尚的技艺背景，将生物、艺术、刺绣一体化，提出“服装与艺术”的台绣发展理念。正是她温婉而执着的坚守，台绣这门传统手工艺术，才得以书写新的传奇。

传承创新 走出台绣新路径

林霞，台州首位获得中国刺绣艺术大师称号的艺术家。她说，她的理想，就是发扬台绣文化。为此，在她的作品中，传承与创新有了最佳的契合点。

2012年，林霞创作的作品《原·衍生》，以其独特的设计和创新的工艺手法，获得多个国内、国际大奖。林霞表示，这件绣品用饱满的葡萄绣表现最初的细胞，用丝线开格表现生命经络，用正反调针表现蚕变成蛹，再用真实的蚕茧表现蚕蛹轮回成茧，一套作品就是一个生命繁衍的故事。

林霞的近期作品《降生》，则是用高浮雕和走出画面的触角绣来表现充满生命力的血管及细胞，画面如水母轻柔漂浮。该作品荣获2014年中国（杭州）工艺美术精品博览会金奖、第十五届中国工艺美术大师作品暨国际艺术精品博览会（东阳）“中国原创·百花杯”中国工艺美术精品奖金奖和2014年“艾琳·国际工艺精品奖”金奖。

将刺绣作品做成软雕塑，这个想法在业内算是首创，对林霞来说，创新和尝试使她的作品一直充满生命力。

30多年前，台州的绣衣规模居全国之首，绣花女工多达5万余人。17岁的林霞进入台州绣衣厂，近距离地看到了精湛的台绣技艺，也开始了她所热爱的设计工作。

随后的十年中，绣衣厂开始走下坡路，愿意静下心来从事刺绣的绣女也越来越少，此时，林霞意识到只靠刺绣技艺的话，台绣生存与发展的路不会好走。1998年，她尝试将台州刺绣艺术与现代时装相结合。

作为传承人，林霞明白小小针头下的一针一线才是将技艺发扬光大的根本。她说，刺绣不是一个完整的产品，它必须通过一个载体来展示，比如说服装，由一个时尚的产品来体现刺绣，可能更易被现代大众所接受。这样一来，台绣的产品也不只是一件衣服那么简单，而是承接时尚设计与纯艺术的载体，是有血有肉的。

在这一理念引领下，台绣这一传统技艺焕发出了新的生命力。17年的砥砺前行，良好的口碑在消费者间口耳相传，品牌形象也深深地烙在了每一位顾客心中。

拥抱网络 谱写台绣新篇章

“互联网+”时代，台绣也在与时俱进。在立足传统商场专柜形式，运用互联网思维，积极运用电子商务、微信、刺绣文化产品专卖店（专柜），采取专场招商订货会、定制展等新型营销模式，构建“虚实结合”的新型营销网络。“台绣丝绸商品创新营销模式全面提升”项目，被评为“2015年度国家特色文化产业重点项目”。

目前，在京东、天猫、淘宝等主要电商平台上都有台绣的店铺，甚至包括移动端平台都在积极探索发展中。而新型的电子商务商场的销售额占公司整体收入的25%左右，营业额达到1600万元，而且该比例还在不断提升。



双面绣·宝马(白与红)

Horses: a double-sided embroidery in white and red



林霞告诉笔者,经历了无视互联网,到被电商冲击,再到决定拥抱互联网,理念的转变,促成了战略上的调整,才有了今天的成功。

为了做大做强台绣文化产业,该公司于2012年投资1亿元倾力打造“台绣文化创意设计产业园”,现已进入竣工验收阶段,即将投入运营。这个集创意设计、加工制造、交易展示、旅游购物于一体的具有中国刺绣特色的文化产业园区,竣工后,将新增年销售额3亿多元,增加就业岗位1000个以上,税利4000余万元,同时,将带动台州刺绣传统文化及台

州时尚创意设计产业大发展。

“我们的创新得益于理念的创新,融入了创意、设计、旅游、园区等新时代元素。”林霞说,从原来侧重于加工制造向文化创意设计转变,从原来偏重实体销售向开设专卖店(专柜)、旗舰店与电子商务相结合转变,从原来局限于产品销售向旅游业态开发转变,从原来单一工坊制作向产业综合性方向转变,正是这些转变,使得台绣产品重新焕发出青春的光彩,朝着打造中国刺绣行业品牌和世界品牌方向迈进,让中国的丝绸文化传播全世界。■

Taizhou Embroidery

By Wang Haihong

Taizhou Embroidery started in Haimen, Taizhou in southeastern Zhejiang Province in the times of the Ming and the Qing dynasties. The Catholic Church in Haimen taught local women to make embroidery and local embroidery started. The women combined the west and east in embroidery and created something new. It is now known as Taizhou Embroidery.

Taizhou Embroidery as a trade mark started in 1998. It has made

its name in China both as a trade mark and as an art. Taizhou Embroidery Museum has exhibits that showcase the history and the best of the local art. The best in the collection is a silk Qipao made by Chen Ke, a master of national arts and crafts. It has 10 famous scenic spots embroidered on it. Four embroiders worked 45 days to make it. More specifically, it cost 1770 man/hour and over 6,000 silk threads. In 1986 it won a gold medal at Plovdiv Expo, Bulgaria.



万物灵·大方巾



万物生·大方巾

Two shawls show the grace of Taizhou Embroidery.

The brand goes back to Ying Dayu, a genius of embroidery. He integrated a group of needle skills and created a new style of embroidery. Chen Ke is his disciple. Chen is now director of Taizhou Embroidery Institute. He has developed a few skills and has a number of patents for these skills. The third-generation master is Lin Xia, president and chief designer of Zhejiang Taizhou Embroidery Co Ltd.

As a craft, the embroidery genre developed slowly and gradually. It is through the three generations that Taizhou Embroidery has developed some very special methods to design and work. Today, the company has developed a standard for management and a machine system to mass produce. This transformation owes its success to Lin Xia.

Lin's unique contribution to embroidery is to make embroidery into soft sculpture, which is an unprecedented idea and development, as testified by the national and international prizes awarded to her for her innovative embroidery masterpieces.

Over the 30 years ago, Taizhou was China's powerhouse of embroidered garments production. More than 50,000 women were engaged in the industry. Lin entered Taizhou Embroidered Garment Factory at the age of 17 and began to work as an embroiderer.

The embroidery factory began to lose business in the 1990s. Aware that the traditional production method wasn't up to fierce competition, she introduced embroidery to fashion in 1998. Her idea was simple: embroidery itself wouldn't make sense, but it would be great if it was embroidered onto fashion. This idea has worked and injected new blood to the embroidery in Taizhou. Over the past 17 years, her business has thrived.

Nowadays, she has opened retail shops at China's giant e-commerce websites such as Jingdong, Tmall and Taobao and market



现代绣女

A view of a workshop at Taizhou Embroidery Company

her product through electronic media. The sales volume on internet adds up to 16 million yuan a year, accounting for about 25% of the company's annual revenue.

The internet business mode didn't appeal to her at first. She had retail spaces across the country. But soon she became aware of new business opportunities out there in the cyber space. On the other hand, she also markets her products to tourists and develops tourism facilities.

In 2012, she started a 100-million investment project to build an embroidery park in Taizhou. It is about to conclude and will soon become operational. The park integrates design, production, exhibition and shopping. It will generate an additional amount of business sales 300 million a year and will add 1,000 jobs for local community. The park will also boost the embroidery industry and fashion industry in Taizhou. ■