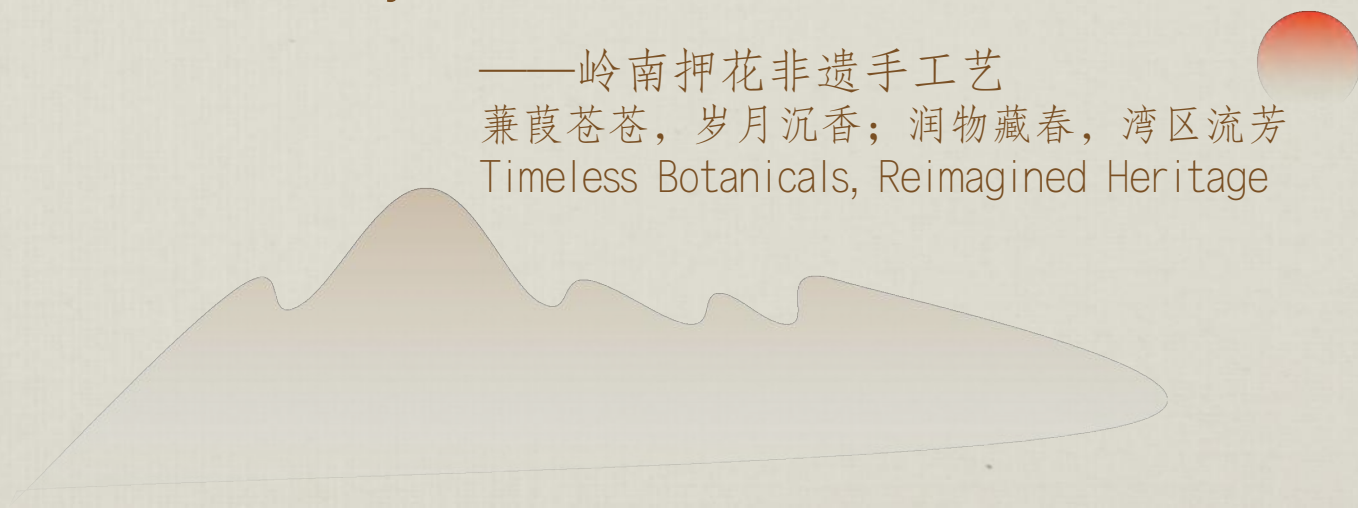


润文 葭化

Runjia Art & Craft

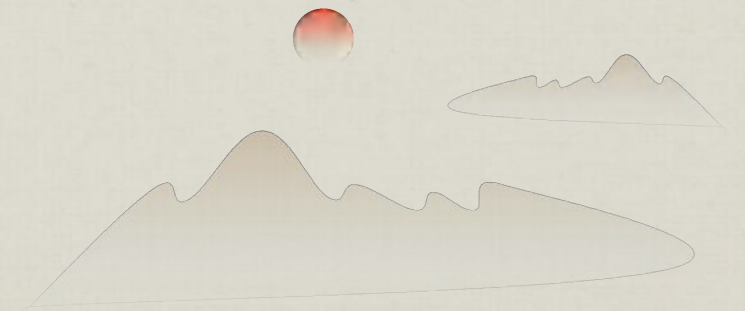
——岭南押花非遗手工艺
蒹葭苍苍，岁月沉香；润物藏春，湾区流芳
Timeless Botanicals, Reimagined Heritage



溯诗经之韵，藏岭南之花

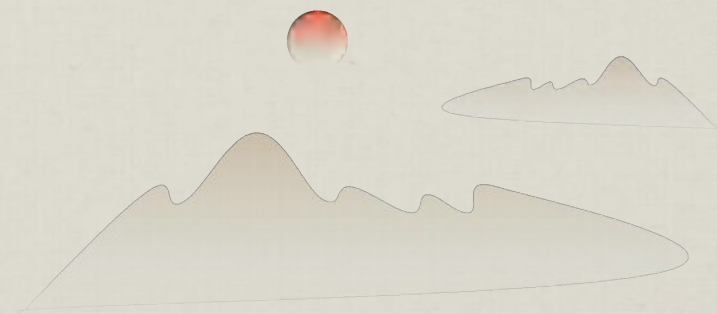
润葭RunJi ā ——源自《诗经》“蒹葭苍苍”（《蒹葭》篇），以芦苇（葭草）隐喻生命之美与诗意悠长。“润葭”寓意通过押花技艺“滋养草木之美”，将自然植物的短暂生命转化为永恒的艺术。

RunJia —Inspired by "The Reed's Lament" from Shijing (The Book of Songs), where reeds symbolize the eternal dance between life's fleeting beauty and poetic resilience. The name embodies our mission: to immortalize nature's transient grace through pressed flower artistry, transforming fragile blooms into timeless heirlooms.



一：岭南押花介绍

Introduction to Lingnan Pressed Flower



一：岭南押花介绍 Introduction to Lingnan Pressed Flower

押花是一门囊括各种植物黏贴工艺的传统手工技艺与艺术，指将植物经过脱水、压制、染色等处理后，经过押花师的设计，就可以拼贴出成一幅色彩斑斓，构思巧妙的作品。在中国岭南，这门技艺最早可追溯至唐代，在2022年被列为广州市级非物质文化遗产。

Pressed flower art is a traditional handicraft and art that encompasses various plant pasting techniques. It involves dehydrating, pressing, and dyeing plants. After that, with the design of pressed flower artists, these processed plants can be assembled into a colorful and ingeniously conceived work. In Lingnan, China, this technique can be traced back to the Tang Dynasty at the earliest. In 2022, it was listed as a municipal – level intangible cultural heritage in Guangzhou.



押花作品：《未名》

Pressed Flower Artwork: Nameless

一：岭南押花介绍

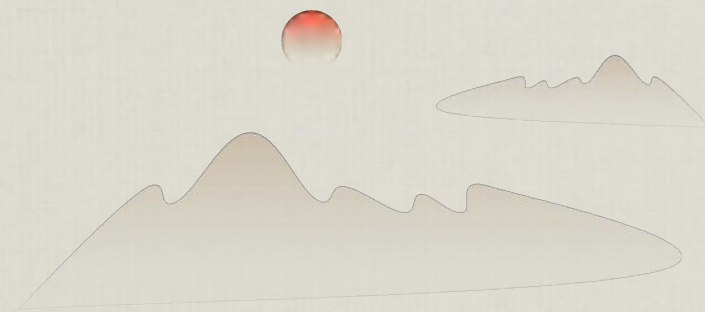
Introduction to Lingnan Pressed Flower



押花作品：Pressed Flower Artwork

二：润葭文化企业介绍

Introduction to Runjia Culture Company



二：润葭文化企业介绍 Introduction to Runjia Culture Company

润葭文化——广州特色岭南押花非遗文创

润葭源自《诗经》‘蒹葭苍苍’，寓意以押花技艺滋养草木之美——
将自然植物的短暂生命转化为永恒的艺术

润葭文化于2023年1月正式运营，品牌“润葭”，寓意“滋润葭草”。

品牌理念：专注于广州市级非遗手工艺岭南押花的创作与市场推广。

主营业务：押花作品设计 | 文创产品开发 | 非遗手工课程



Runjia Culture – Guangzhou's Unique Lingnan Pressed Flower Intangible Cultural Heritage (ICH) Creative Products

Runjia Culture officially commenced operations in January 2023, registering the brand "Runjia," which symbolizes "nourishing the reeds."

Brand Philosophy: Focused on the creation and market promotion of Lingnan pressed flower handicrafts, a municipal-level intangible cultural heritage in Guangzhou.

Main Business Areas: Pressed Flower Artwork Design | Creative Product Development | ICH Handcraft Courses

二：润葭文化企业介绍 Introduction to Runjia Culture Company

目前润葭文化团队有15名成员，创始人吴霞与刘哲赏毕业于华南农业大学，至今已在植物领域创业十年。

押花技艺介绍：

师从中国压花学会理事长陈国菊老师

2023年荣获《众创英雄汇》全国创业之星

2023年荣获第五届中国压花艺术大赛一等奖

2024年荣获第二十三届韩国国际押花大赛一等奖

2024年荣获第二十届日本国际押花大赛优秀奖

Current Team and Founders:

Runjia Culture currently has a team of 15 members. The founders, Wu Xia and Liu Zhe Shang, graduated from South China Agricultural University and have been entrepreneurs in the plant field for a decade.

Introduction to Pressed Flower Artistry:

Mentorship: Studied under Professor Chen Guojiu, the chairman of the China Pressed Flower Association.

Awards and Achievements:

2023: Honored as a National Entrepreneur Star in "Zhu Chuang Ying Xiong Hui" (Entrepreneur Hero Gathering).

- **2023:** Won the First Prize in the 5th China Pressed Flower Art Competition.
- **2024:** Won the First Prize in the 23rd International Pressed Flower Competition in South Korea.
- **2024:** Received an Excellence Award in the 20th International Pressed Flower Competition in Japan.



二：润葭文化企业介绍 Introduction to Runjia Culture Company



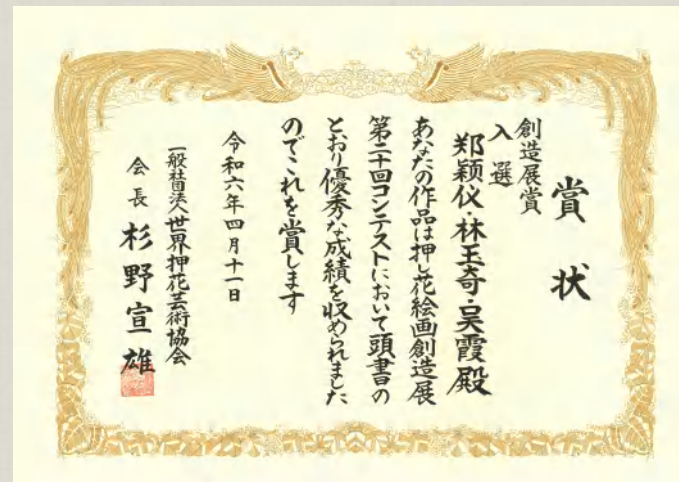
第二十三届韩国国际押花大赛一等奖

First Prize in the 23rd International Pressed Flower Competition in South Korea



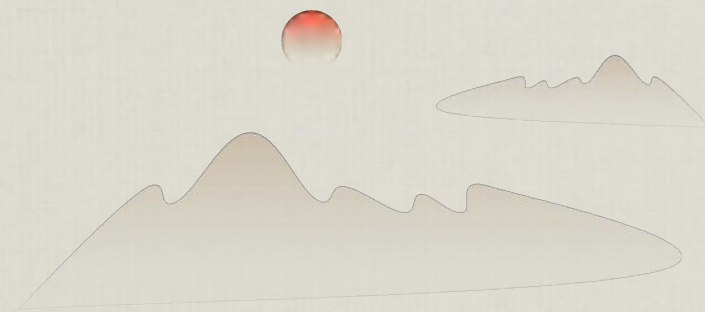
第五届中国压花艺术大赛一等奖

First Prize in the 5th China Pressed Flower Art Competition



三：润葭文化押花作品

Runjia Culture Pressed Flower Artworks



二：润葭文化押花作品 Runjia Culture Pressed Flower Artworks

1. 基于时下热点角色二次创作



龙吟少女：Daning Dragon Girl



王者荣耀：孙悟空
King's Glory:
Sun Wukong



王者荣耀：安琪拉
King's Glory:
Anqiela

二：润葭文化押花作品 Runjia Culture Pressed Flower Artworks

1. 基于时下热点角色二次创作



2023年在创业者大会现场展示押花技艺

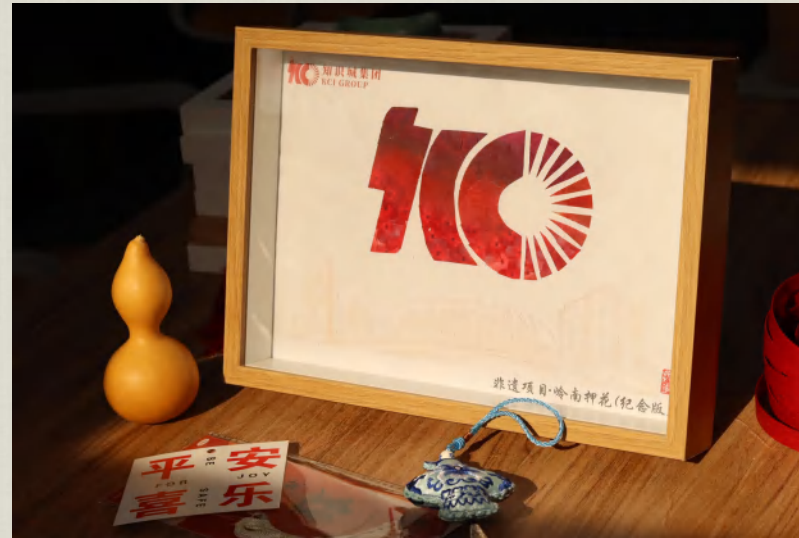
In 2023, the pressed flower technique was demonstrated
at the site of the Entrepreneurs' Conference.

二：润葭文化押花作品 Runjia Culture Pressed Flower Artworks

2. 纪念品定制 Souvenir customization



华农大定制押花背包、台灯
decorated backpacks and table lamps customized
for South China Agricultural University



知识城集团定制押花相框
Pressed flower photo frames
customized for Knowledge City
Group



双创基地定制押花相框
《花 Young 湾区感谢状》
Pressed flower photo frames
customized for GBA Innovation
Base

二：润葭文化押花作品 Runjia Culture Pressed Flower Artworks

2. 纪念品定制 Souvenir customization



送给卡塔尔领事馆的押花礼物《归谷》
The pressed flower gift
presented to the Consulate of Qatar



送给泰国正大集团的押花《犀牛》
"Rhino" presented
to CP Group of Thailand



省人社厅活动押花纪念品
souvenirs for the event

二：润葭文化押花作品 Runjia Culture Pressed Flower Artworks

3. 押花文创商品：明信片系列

Pressed flower cultural and creative products: Postcard series

我们以客户的IP或logo为原型，设计了一系列押花文创产品。

We designed a series of pressed flower cultural and creative products based on the client's IP or logo.



广州三角梅押花明信片

Guangzhou Bougainvillea

Pressed flower Postcard



《行走的故宫》押花明信片

Pressed flower Postcard

of "The Forbidden City on the Move"



创新创业孵化基地押花明信片

Pressed flower postcards

for the Incubation Base



香港主题押花明信片

Hong Kong theme

二：润葭文化押花作品 Runjia Culture Pressed Flower Artworks

3. 押花文创商品：岭南系列

Pressed flower cultural and creative products: Lingnan series

我们以岭南著名水果荔枝为原型，设计了一系列押花文创产品。

We designed a series of pressed - flower cultural and creative products based on lychee, a famous Lingnan fruit.



岭南荔枝系列押花

Lingnan Lychee

Series Pressed Flower Works

镇尺paperweight

胸针brooch

二：润葭文化押花作品 Runjia Culture Pressed Flower Artworks

3. 押花文创商品：千里江山系列

Pressed flower cultural and creative products: A Panorama of Rivers and Mountains Series



项链挂饰

necklace pendant



螺钿手镯

Mother - of - pearl inlay bracelets



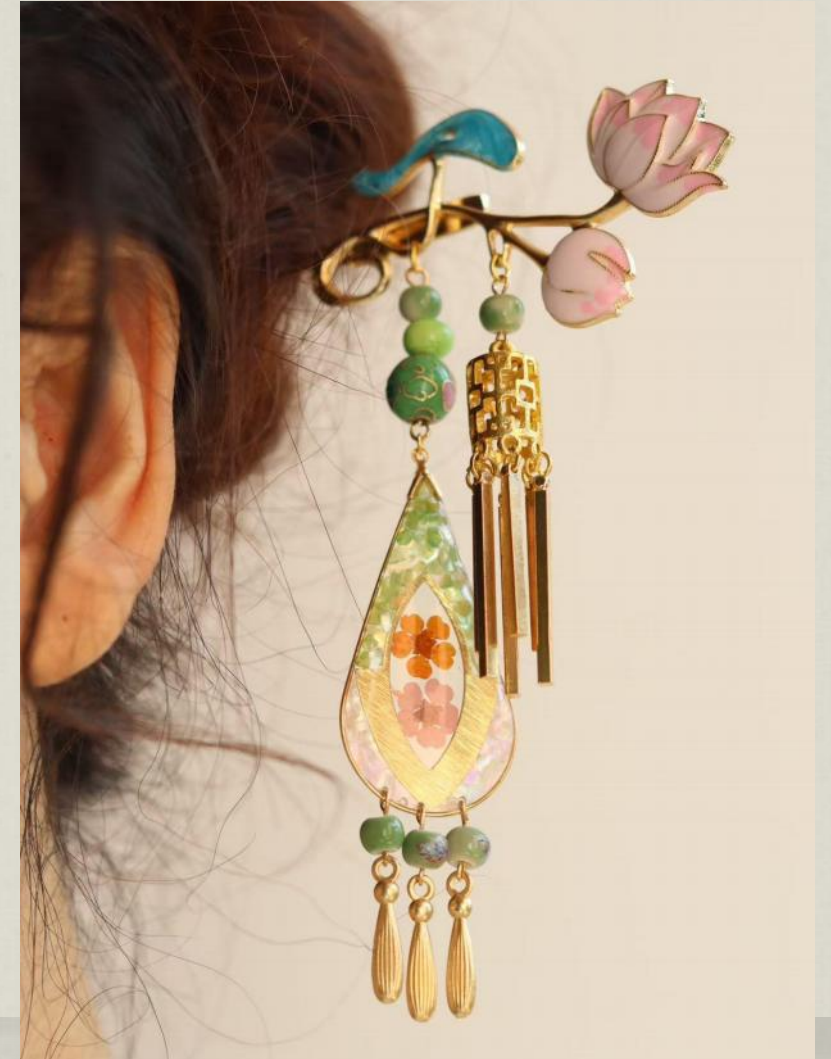
螺钿胸针

Mother - of - pearl inlay brooch

二：润葭文化押花作品 Runjia Culture Pressed Flower Artworks

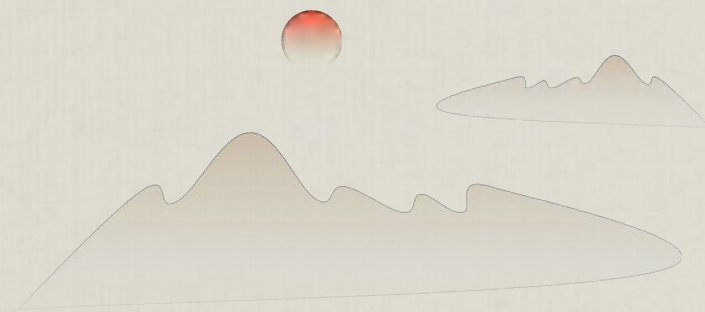
3. 押花文创商品：鲜花制品系列——与花同行

Pressed flower cultural and creative products: Fresh Flower Products Series – Journey with Flowers



三：合作模式

C o o p e r a t i o n M o d e



三：合作模式

1. 场地合作：空间打造 Venue cooperation: Space creation

在场地的布置方面，我们具有丰富的鲜花和植物设计装饰经验。

We have extensive experience in the design and decoration of fresh flowers and plants when it comes to venue layout.



我们公司与广州知识城集团在黄埔区共建的押花展览馆《知农花坊》

外面由花园组成，内部则布置着我们的押花

The Pressed Flower Exhibition Hall, "Zhinong Flower Workshop", jointly established by Runjia culture and Guangzhou Knowledge City Group in Huangpu District, is surrounded by a garden on the outside, and inside is decorated with our pressed flower works.

三：合作模式

1. 场地合作：空间打造 Venue cooperation: Space creation

在场地的布置方面，我们具有丰富的鲜花和植物设计装饰经验。

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润葭文化与粤港澳大湾区（广东）创新创业孵化基地合作的押花展示空间

The pressed flower display space in cooperation between Runjia Culture and the Guangdong Innovation and Entrepreneurship Incubation Base of the Guangdong-Hong Kong-Macao Greater Bay Area

三：合作模式

2.场地合作：产品寄售 Venue cooperation: Product Consignment



润葭文化目前在合作的一部分展馆

Some of the exhibition halls that Runjia Culture is currently cooperating with

三：合作模式

3. 课程活动 Course Activities



押花研学活动

Pressed Flower

Research and Learning Activities



香港文化大学押花工作坊

Pressed Flower Workshop at the University of Hong Kong Culture



澳门城市大学押花工作坊

Pressed Flower Workshop at the City University of Macau

——润葭文化



我们致力于推广国家传统文化、保护非物质文化遗产的押花技艺文创项目。首次来到澳门，主要想了解一下澳门同胞对于押花的喜爱程度。同时今年也会新增美育创业板块，把押花推广进校园，同时，也希望把押花产品化，并走向国际市场。未来，润葭文化将继续致力于押花项目的推广与创新，以传统文化为基础，不断探索非遗押花技艺和产品创新，在更广阔的市场中拓展项目的影响力。

We are committed to promoting the national traditional culture and protecting the cultural and creative project of the pressed flower technique, an intangible cultural heritage. This is our first visit to Macao. We mainly want to understand the degree of Macao compatriots' love for pressed flowers. At the same time, this year, a new aesthetic education and entrepreneurship section will be added to promote pressed flowers on campus. Meanwhile, we also hope to commercialize pressed flowers and enter the international market. In the future, Runjia Culture will continue to be dedicated to the promotion and innovation of the pressed flower project. Based on traditional culture, we will constantly explore the techniques and product innovation of the intangible cultural heritage of pressed flowers and expand the influence of the project in a broader market.



2024粤港澳青年创业者合作发展交流会

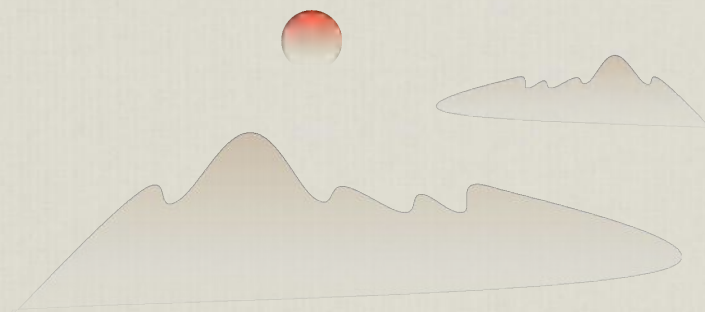
润葭文化作为创业者代表，分享非遗手艺人的探索历程，以及海外展会博物馆之旅。

新的一年，与基地并肩同行，以粤港澳大湾区创新创业基地作为窗口，与港澳青年以及一带一路的创业伙伴加深交流，碰撞出更多合作机会，传播推广非遗文化。

Tuo Zhi | Runjia Culture, as a representative of entrepreneurs, shares the exploration journey of intangible cultural heritage artisans, as well as the journey to overseas exhibitions and museums. In the new year, we will walk side by side with the base. Taking the Innovation and Entrepreneurship Base of the Guangdong-Hong Kong-Macao Greater Bay Area as a window, we will deepen exchanges with young people from Hong Kong and Macao and entrepreneurial partners along the Belt and Road Initiative, create more cooperation opportunities, and promote and disseminate intangible cultural heritage.

四：寻求合作资源

Seeking Collaborative Resources



寻求合作资源 Seeking Collaborative Resources

1. 各大景区机构文创寄售，如公园，文化馆，非遗馆

(Consignment of cultural and creative products for various scenic area institutions, such as parks, cultural centers, and intangible cultural heritage museums.)



2.海外手工工艺品销售渠道（线下）

(Offline Sales Channels for Handcrafted Artisanal Products Overseas)



德国埃森IPM植物展

IPM ESSEN – The World's Leading Trade Fair for Horticulture



荷兰和平宫礼品区

Gift Section of the Peace Palace, Holland



润葭跟随诺品世纪拜访荷兰、比利时、卢森堡、法兰克福的种苗育种企业，并来到德国参加IPM植物展会。

打开心胸，开拓眼界，了解跨国植物花卉的贸易，同时也将中国的押花带到欧洲，走出手工艺开拓海外市场的第一步。

草木蔓生远方，润葭志向远长。



Runjia followed Nuopin Century to visit seedling breeding enterprises in the Netherlands, Belgium, Luxembourg and Frankfurt, and came to Germany to participate in the IPM Plant Exhibition.

Open your mind and broaden your horizons to understand the cross-border trade of plants and flowers. At the same time, it also brought Chinese pressed flowers to Europe, taking the first step in exploring the overseas market for handicrafts.

Grasses and trees spread far away, and Runjia has long-term aspirations.

2024润葭参加德国IPM 植物展

3. 需要开展非遗活动的机构或企业，我们可以提供非遗手工活动的解决方案

(Institutions or companies that need to conduct intangible cultural heritage (ICH) activities, we can provide ICH craft workshop solutions.)



帝舵表手工活动 (Tudor Craft Workshop)



世邦魏理仕手工活动 (CBRE Craft Workshop)



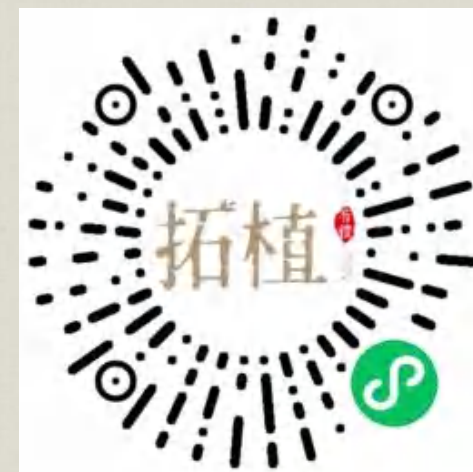
AIA友邦保险手工活动 (AIA Craft Workshop)

感谢观看期待与您合作！

Thank you for reading! We look forward to
w o r k i n g w i t h y o u !



刘哲赏 Jason
业务拓展总监 Business Development Director



小程序商城 Mini Program Mall

一叶藏葭，万物有灵

一朵花的永恒，始于自然，成于匠心。润葭文化愿以岭南押花为笔，与您共同书写
“非遗活化+跨界融合”的新篇章。

RunJia Culture——Where nature's fleeting bloom becomes timeless art.
With Lingnan pressed flower as our brush, we craft a new narrative of heritage
reimagined—melding intangible legacy with boundless creativity.

——岭南押花非遗手工艺
蒹葭苍苍，岁月沉香；润物藏春，湾区流芳
Timeless Botanicals, Reimagined Heritage

