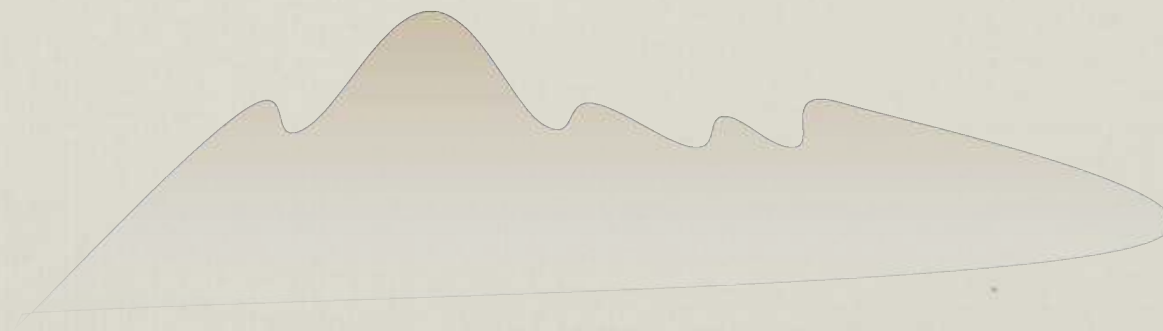


# 润文 葭化

R u n      C r a f t

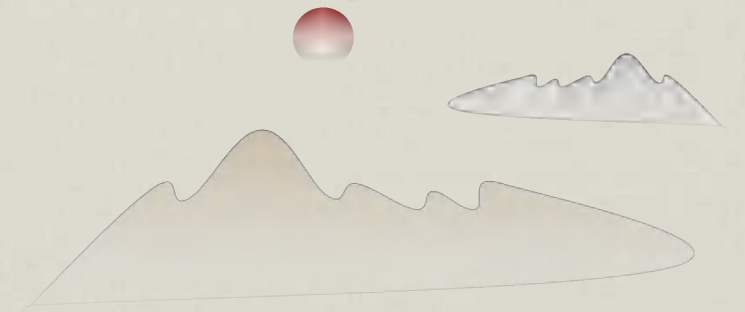
——岭南押花非遗手工艺  
Lingnan Pressed Flower Handcraft



# 溯诗经之韵，藏岭南之花

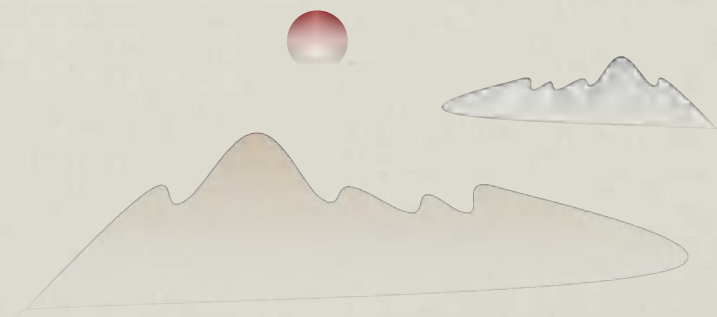
润葭RunJi ā ——源自《诗经》“蒹葭苍苍”（《蒹葭》篇），以芦苇（葭草）隐喻生命之美与诗意悠长。“润葭”寓意通过押花技艺“滋养草木之美”，将自然植物的短暂生命转化为永恒的艺术。

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：花之为艺：岭南押花介绍

Introduction to Lingnan Pressed Flower



## 岭南押花是什么？

- 用花和叶作为原材料创作的美术工艺
- 通过压制风干，将花草永久保留于纸上、布中或器物之间
- 起源于唐代，2022年列入市级非遗
- 活物入画，自然封存



## What is Lingnan Pressed Flower Art?

- An art form that uses flowers and leaves as primary materials.
- Through pressing and drying, botanical elements are permanently preserved on paper, fabric, or within objects.
- Originated in the Tang Dynasty and was recognized as a municipal intangible cultural heritage in 2022.
- Living nature captured in art, sealed in time.



润葭文化创始人吴霞的押花工作照

At work: Wu Xia, founder of Runjia Culture



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

## 岭南押花的工艺介绍 Craftsmanship of Lingnan Pressed Flower Art



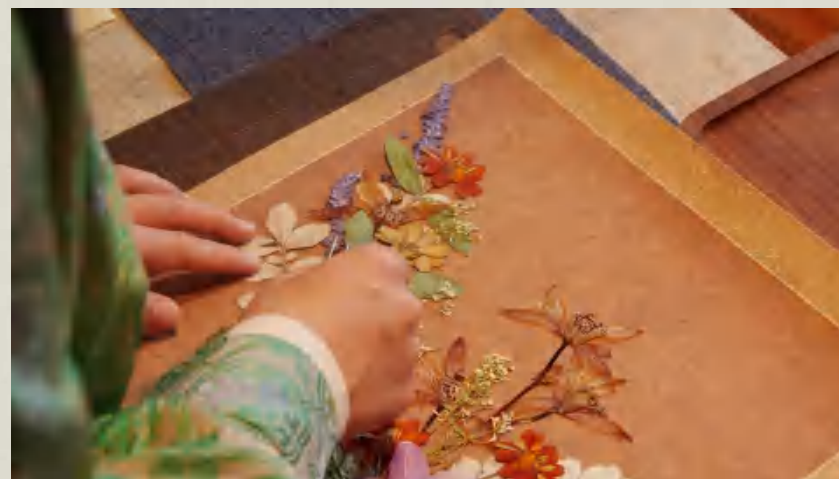
1: 采摘鲜花 Harvesting Fresh Flowers



2: 压制脱水固色 Dehydration and Color Preservation Through Pressing



3: 设计构图画雏形 Sketching the Preliminary Composition



4: 拼贴成型 Creating the Artwork by Collaging Dried Flowers into

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

## 岭南押花的工艺介绍 Craftsmanship of Lingnan Pressed Flower Art



5: 粘胶固定 Fixing the Pressed Flowers onto Paper with



6: 细节调整 Making Final Adjustments to the Composition



7: 真空装裱 Vacuum Framing

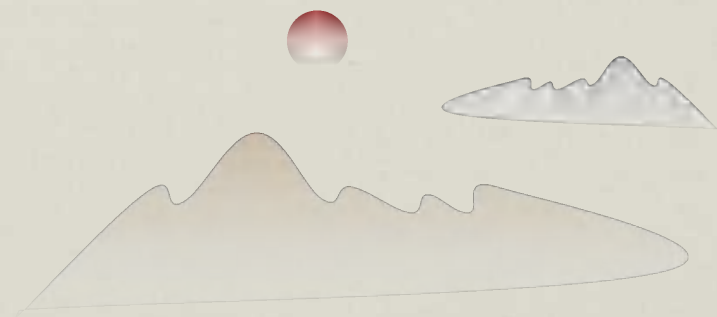


8: 完成成品 Completed Artwork

## 二：花之为用：岭南押花的应用场景

What Can Lingnan Pressed Flower Do?

润葭文化以岭南押花为核心，围绕非遗技艺的现代化、生活化和国际化开展多元业务。





## 二：岭南押花的应用场景 Application Scenarios of Lingnan Pressed Flower Art

### 押花能做什么？

What can Lingnan pressed flower art be used for?

#### 1：二次元创作

Botanical art meets anime aesthetics



2023年在创业者大会现场展示押花技艺

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



## 二：岭南押花的应用场景 Application Scenarios of Lingnan Pressed Flower Art

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：岭南押花的应用场景 Application Scenarios of Lingnan Pressed Flower Art

### 押花能做什么？

What can Lingnan pressed flower art be used for?

### 2：活物入画，把自然装进画框。

Capturing the essence of living plants, transforming nature into lasting art.



押花作品：《未名》（作者：润葭文化）

Pressed Flower Artwork: Nameless



## 二：岭南押花的应用场景 Application Scenarios of Lingnan Pressed Flower Art



押花作品《四季》

“Four Seasons” — Pressed Flower Artwork



押花作品《花木浮生》

“Fleeting Flora” — A Pressed Flower



押花作品《千里江山》

“A Thousand Miles of Rivers and Mountains” — Pressed Flower Artwork



押花作品《粤港澳上河图》

“A Riverside Scene of Guangdong-Hong Kong-Macao” — Pressed Flower Artwork

## 二：岭南押花的应用场景 Application Scenarios of Lingnan Pressed Flower Art

押花能做什么？ What can Lingnan pressed flower art be used for?

### 3：定制礼品/伴手礼 Customized souvenirs



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：岭南押花的应用场景 Application Scenarios of Lingnan Pressed Flower Art



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：岭南押花的应用场景 Application Scenarios of Lingnan Pressed Flower Art

押花能做什么？ What can Lingnan pressed flower art be used for?

### 4：非遗文创 ICH Cultural and Creative Products

明信片系列 Postcard series



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"



香港主题押花明信片  
Hong Kong theme



云萝植物园定制明信片  
Custom Postcards from Yunluo Botanical Garden

## 二：岭南押花的应用场景 Application Scenarios of Lingnan Pressed Flower Art

### 岭南系列 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。

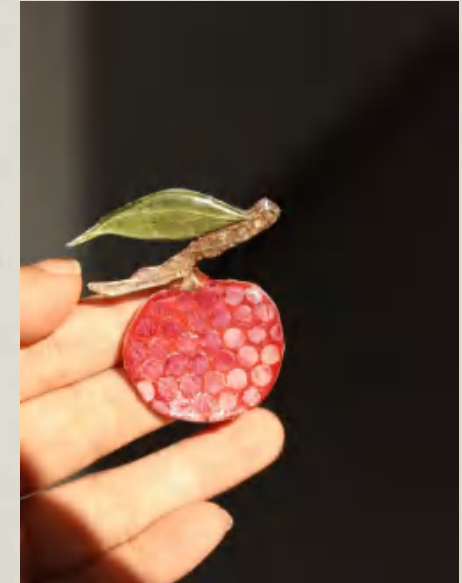
We designed a series of pressed - flower cultural and creative products based on lychee, a famous Lingnan fruit.



岭南荔枝系列押花Lingnan Lychee Series



镇尺paperweight



胸针brooch



## 二：岭南押花的应用场景 Application Scenarios of Lingnan Pressed Flower Art

### 千里江山系列 “Rivers and Mountains Reimagined” – Jewelry Collection



项链挂饰

necklace pendant



螺钿手镯

Mother – of – pearl inlay bracelets



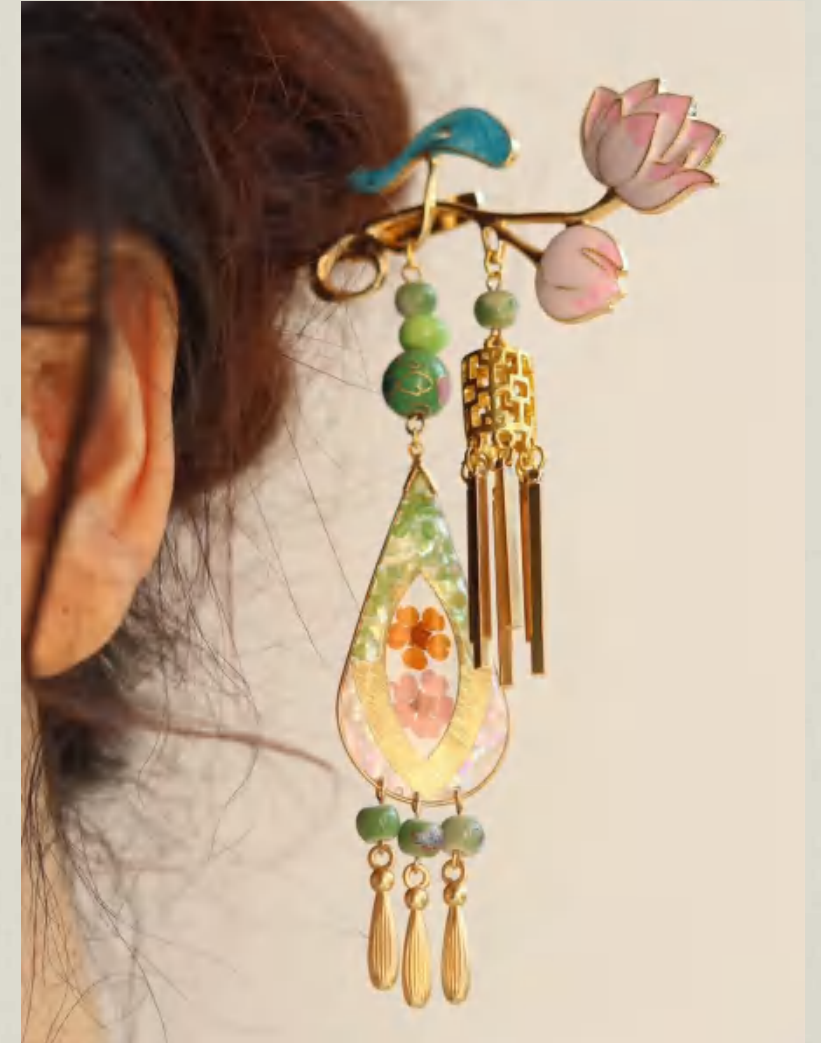
螺钿胸针

Mother – of – pearl inlay brooch



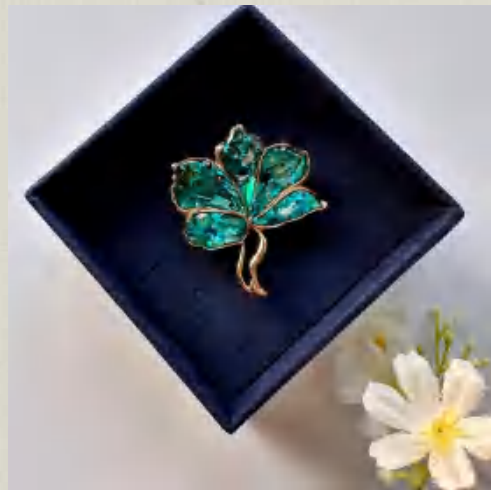
## 二：岭南押花的应用场景 Application Scenarios of Lingnan Pressed Flower Art

原创非遗饰品研发 Fresh Flower Products Series – Journey with Flowers



## 二：岭南押花的应用场景 Application Scenarios of Lingnan Pressed Flower Art

海外饰品品牌BloomPress Overseas jewelry brand BloomPress.





## 二：岭南押花的应用场景 Application Scenarios of Lingnan Pressed Flower Art

押花能做什么？ What can Lingnan pressed flower art be used for?

5：展览 | 空间运营 | 产品寄售 Venue Operations and Product Sales



润葭文化与广州知识城集团在黄埔区共建的押花展览馆《知农花坊》

Runjia Culture and Guangzhou Knowledge City Group jointly built the pressed flower exhibition hall “Zhinong Huafang” in Huangpu District.

## 二：岭南押花的应用场景 Application Scenarios of Lingnan Pressed Flower Art



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

Pressed Flower Exhibition Space by Runjia Culture in Collaboration with the Guangdong Innovation and Entrepreneurship Incubation Base of the GBA.



## 二：岭南押花的应用场景 Application Scenarios of Lingnan Pressed Flower Art



广州人民艺术中心

Guangzhou People's Art Center



广东新华书店

Guangdong Xinhua Bookstore



云萝植物园文创空间

Yunluo Botanical Garden Cultural and Creative Space

## 二：岭南押花的应用场景 Application Scenarios of Lingnan Pressed Flower Art

押花能做什么？ What can Lingnan pressed flower art be used for?

### 6：教育与研学课程 Education and Study Tour Programs



帝舵表手工活动 (Tudor Craft Workshop)



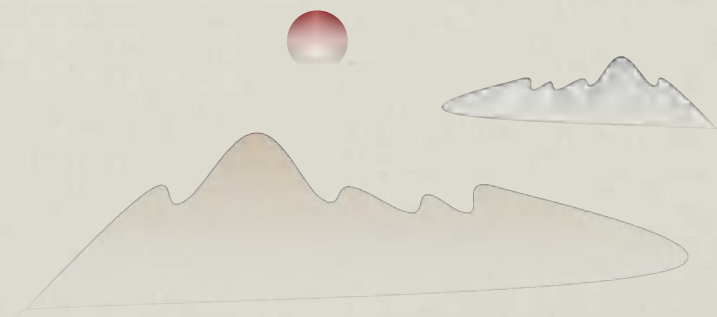
世邦魏理仕手工活动 (CBRE Craft Workshop)



AIA友邦保险手工活动 (AIA Craft Workshop)

# 三：花之为传：润葭的使命与愿景

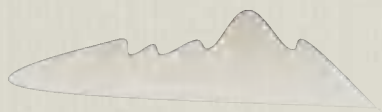
The Mission and Vision of Runjia Culture





### 三：润葭的使命与愿景 The Mission and Vision of Runjia Culture

润葭文化——致力于让岭南押花“走出去”！  
润葭源自《诗经》‘蒹葭苍苍’，寓意“滋润葭草”。



Runjia Culture —

Dedicated to Sharing Lingnan Pressed Flower Art with the World!

The name “Runjia” is inspired by the ancient Chinese classic The Book of Songs, from the line “蒹葭苍苍” (The reeds grow lush and green), symbolizing the nourishment and flourishing of nature.



润葭文化企业前台——根植传统、崇尚自然

Reception Area of Runjia Culture

Rooted in Tradition, Inspired by Nature



### 三：润葭的使命与愿景 The Mission and Vision of Runjia Culture

#### 吴霞女士 Jasmine

- 润葭文化创始人 Founder of Runjia Culture
- 岭南押花技艺传承人 Inheritor of the Lingnan Pressed Flower Craft
- 华南农业大学双学位学士 Bachelor's Degrees in Dual Majors from South China Agricultural University
- 中国押花设计大赛一等奖 First Prize Winner, China Pressed Flower Design Competition
- 国际押花设计大赛一等奖 First Prize Winner, International Pressed Flower Design Competition
- 植物托儿所连锁花店创始人 Founder of the "Plant Nursery" Floral Shop Chain
- 众创杯《众创英雄会》全国八强创业之星 Top 8 in the "Innovation Heroes" Competition
- 致力于让世界看见中国植物美学的独特魅力
- Dedicated to sharing the unique beauty of Chinese botanical aesthetics with the world

润葭文化创始人：吴霞女士

Founder of Runjia Culture: Ms. Wu Xia



#### 合作案例 Collaboration case.

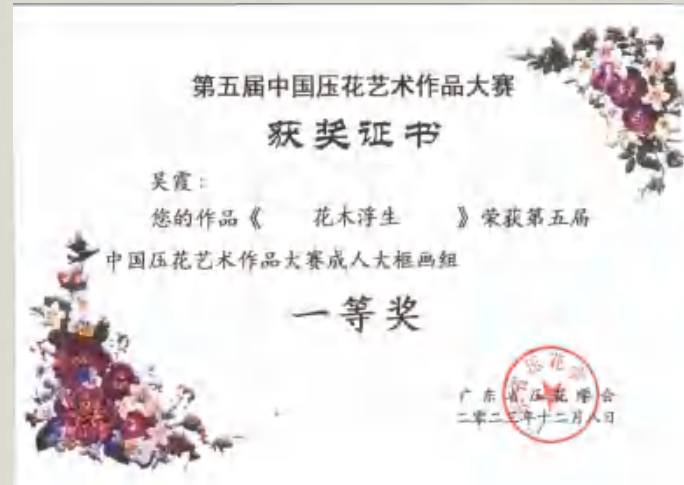
- 累计举办押花文化活动课程超800场，覆盖客户人数达3万人。 Hosted over 800 workshops, reaching 30,000 participants.
- 粤港澳大湾区创新创业基地企业代表 Representative enterprise of the GBA Innovation and Entrepreneurship Hub.
- 省人社厅认证的文化类创业企业 Cultural startup certified by the Provincial Department of Human Resources and Social Security.
- 多次赴港澳高校举办押花工作坊。 Hosted multiple workshops at universities in Hong Kong and Macao.
- 多次受主流媒体专题报道。 Featured multiple times in special reports by mainstream media.
- 广东省内12个押花传播展览点。 12 exhibition and outreach sites across Guangdong Province.
- 与广州知识城集团共建非遗押花教育基地。 Co-established an education base with Guangzhou Knowledge City Group.
- 惠州职业技术学院岭南押花校外实践基地。 Off-campus practice base at Huizhou Vocational and Technical College.
- 广州番禺职业技术学院岭南押花校外实践基地。 Off-campus practice base at Guangzhou Panyu Polytechnic.
- 广州华南商贸职业学院岭南押花校外实践基地。 Off-campus practice base at South China Business College.

### 三：润葭的使命与愿景 The Mission and Vision of Runjia Culture

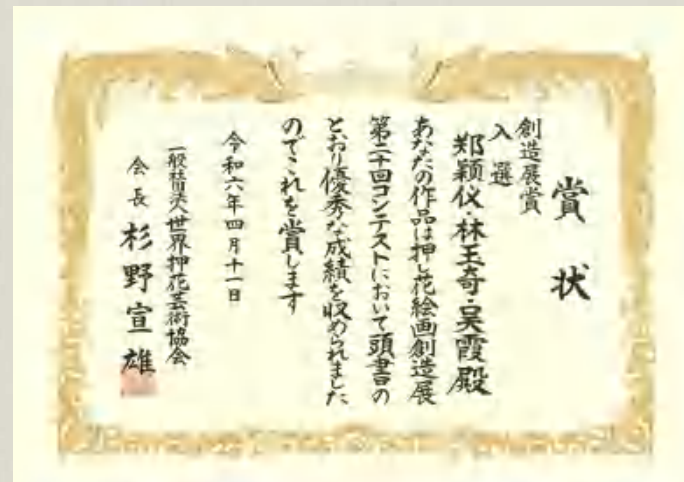


第二十三届韩国国际押花大赛一等奖

First Prize in the 23rd International Competition



第五届中国压花艺术大赛一等奖  
First Prize in the Art Competition



第二十六届日本国际押花大赛一等奖



### 三：润葭的使命与愿景 The Mission and Vision of Runjia Culture



实用新型专利知识产权  
Utility model patent.

### 三：润葭的使命与愿景 The Mission and Vision of Runjia Culture

#### 1：湾区传播 Promoting Intangible Cultural Heritage in the Greater Bay Area



香港230位同学押花研学活动

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



### 三：润葭的使命与愿景 The Mission and Vision of Runjia Culture

#### 1：湾区传播 Promoting Intangible Cultural Heritage in the Greater Bay Area



澳门城市大学押花工作坊

Pressed Flower Workshop at the City University of Macau



“百万英才汇南粤”押花工作坊

“Million Talents in Southern Guangdong” Pressed Flower Workshop



### 三：润葭的使命与愿景 The Mission and Vision of Runjia Culture

#### 1：湾区传播 Promoting Intangible Cultural Heritage in the Greater Bay Area



向大湾区300位青年分享“非遗融合AI”

Shared “Intangible Heritage x AI Integration”  
with 300 youth in the Greater Bay Area.



接待香港教育大学师生并设计押花体验活动

Hosted students and faculty from  
The Education University of Hong Kong

### 三：润葭的使命与愿景 The Mission and Vision of Runjia Culture

## 2：海外展览 Overseas Exhibition



德国埃森IPM植物展

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



荷兰和平宫

Peace Palace, Holland



### 三：润葭的使命与愿景 The Mission and Vision of Runjia Culture

#### 2：海外展览 Overseas Exhibition



日本东京押花展

Pressed Flower Exhibition in Tokyo, Japan



德国植物展

German Botanical Exhibition



### 三：润葭的使命与愿景 The Mission and Vision of Runjia Culture

## 2：海外展览 Overseas Exhibition



广州对外贸易基地“粤潮出海”

Guangzhou Foreign Trade Hub: "Yuechao Going Global"

### 三：润葭的使命与愿景 The Mission and Vision of Runjia Culture

#### 3：高校教学 University teaching.



广州华贸揭牌仪式

Unveiling ceremony at Guangzhou Huamao.



广州番职高校分享

Sharing session at Guangzhou Panyu Polytechnic.



### 三：润葭的使命与愿景 The Mission and Vision of Runjia Culture

### 4：活动参展 Event participation.



参加各政府单位组织的非遗展示活动

Participated in intangible cultural heritage exhibitions  
organized by various government departments.



# 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  
业务拓展总监

Jason  
Business Development Director

拓植  润葭文化  
RUNJIA CULTURE

连锁花店 | 花植设计 | 非遗文创

刘哲赏   
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拓植  润葭文化  
RUNJIA CULTURE

Chain Flower Shop  
Floral Decoration  
ICH Cultural and Creative Products

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Business Development Director

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# 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

