

Hardwood and Craftwork

Application situation of hardwood in Craftwork industry

Wenwan tianxia

CHI Rui



This project is funded by
European Union

TRAFFIC
the wildlife trade monitoring network
国际野生生物贸易研究组织



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01

Brief of Craftwork Tianxia

Wenwan tianxia



In 2005, established the first craftwork collection website, and proposed the concept of modern “wenwan”



2.30million registered users, and 100 thousand distributors



cultivated more than 80% masters of industry



created the first craftwork exhibition which is biggest in china with 80 thousand visitors and 60 million trading volume.



the biggest platform of information, culture and trading in craftwork industry

02

Hardwood in craftwork industry

the familiar hardwoods in craftwork

Tropical wood (hongmu)

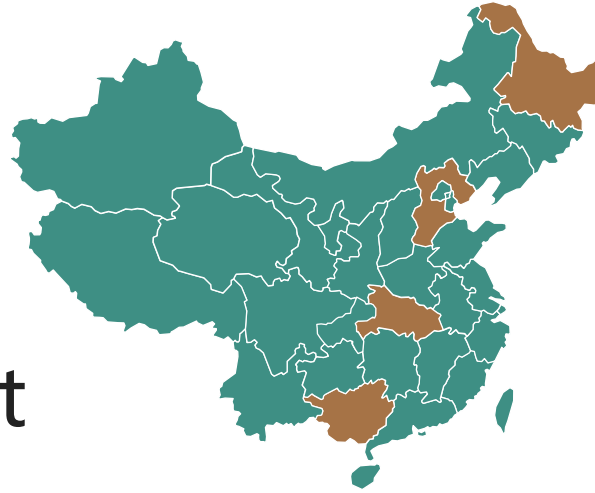
- ★ *Dalbergia odorifera* (scented rosewood)
 - ☆ Vietnam scented rosewood
- ★ *Pterocarpus santalinus* (red sanders)
- ★ *Dalbergia cochinchinensis* (Siam rosewood)

Temperate wood

- ★ boxwood
- ★ eaglewood (*Thymelaeaceae*)
- ★ Jinsi nan (*Phoebe zhennan* S. Lee)

03

Consumption and market



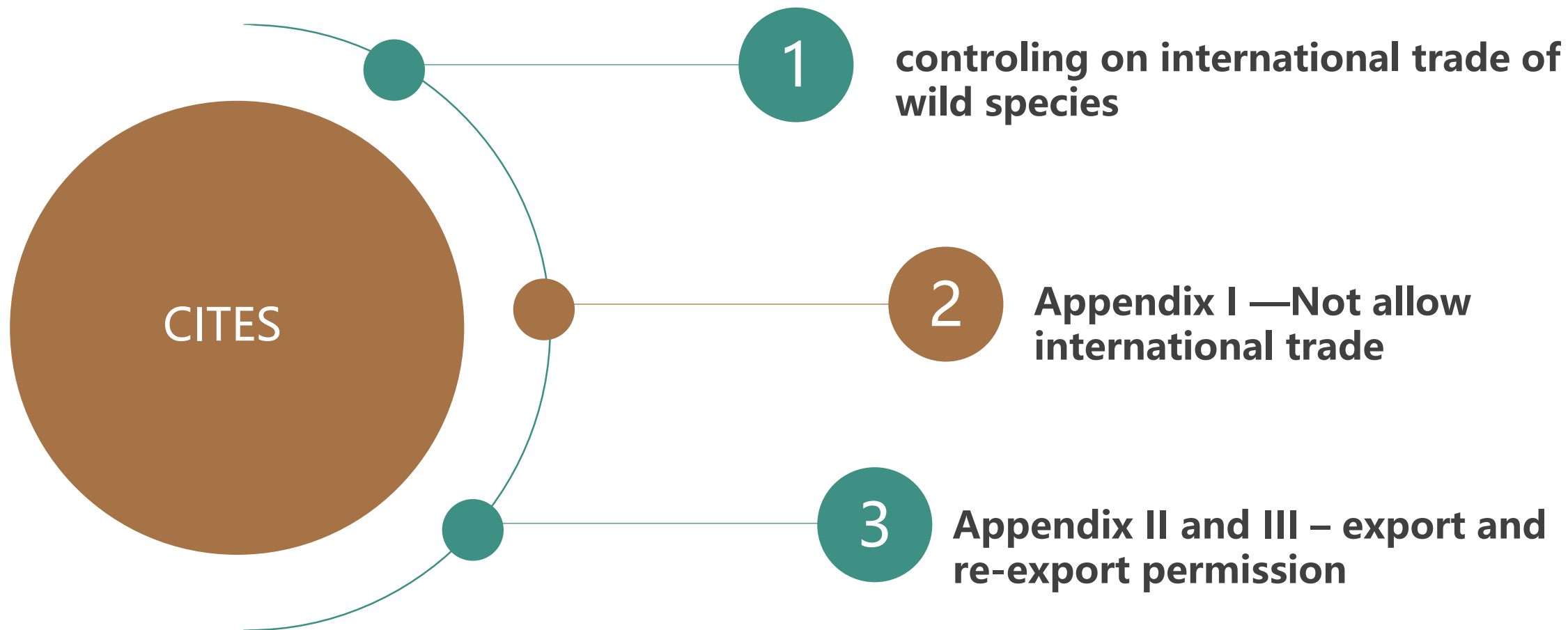
Craftwork market

- Driving force: artiscal value, cultural value and quality of life
- Category: decoration and displaying articles, then the furnitures
- Channel: crafts store, custom-made, online shop

04

**Challenges on hardwood
craftwork products**

1 – legality



2 – market order



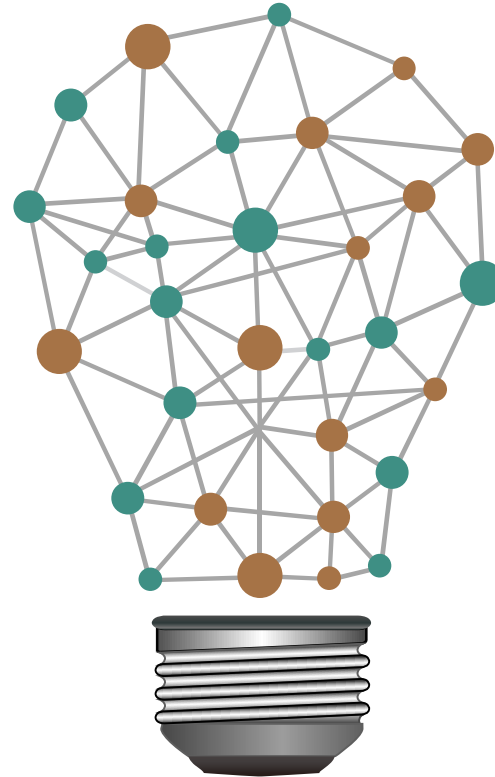
05

Opportunities and efforts

Cooperation with WWF/TRAFFIC, promoting industry transformation and guiding to green consumption

Green and sustainable engraving materials

training underline



building a platform on-line with supporting of cross-industry

alliance of internet

Master commitment,
Heritage between teacher and student

Transforming to green development

green and sustainable engraving materials which are carriers of culture and art



training and promotion under line

master's commitment

Cooperating with WWF, inviting the leaders of industry to participate the publicity activities to against the illegal wildlife carving products for promoting industry transformation

- Carving master
- Non-genetic inheritance
- Senior player
- Professional advisers

New generation heritage

Cooperating with WWF, inviting industry practitioners and consumers to participate in training of against the illegal wildlife carving products

- Young artist
- Retailer
- New generation collectors
- Fans

Promotion

Actively participating in large-scale publicity activities on wildlife theme.

- Species Protection Day
- Various exhibitions
- International conference

— 核雕艺术作品集锦 —

拥有文化价值, 无需生命代价

Having cultural value without cost to life



何坚
广西工艺美术大师



颜本
江苏省雕刻大师



青城
江苏省核雕名家



田园
河南省核雕传承人



陈光
江苏省工艺美术师



永利
非物质文化遗产传承人



王世军
2017年苏工核雕传承人



张冬
省长核雕写真人物肖像



平凡
苏工核雕大师传承人



英子
核雕艺术家、武学家



包子
核雕雕刻传承人



Having cultural value, no life cost.

拥有文化价值
无需生命代价
核雕艺术创作展

 何坚 广西工艺美术大师	 包子 苏派核雕传承人	 陈光 江苏省工艺美术师
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 青城 江苏省核雕名家	 田园 河南省核雕传承人	 王世军 2017年苏工核雕传承人
 永利 非物质文化遗产传承人	 包子 核雕雕刻传承人	 张冬 省长核雕写真人物肖像

TRAFFIC ZSL WWF PANDA



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the wildlife trade monitoring network
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2018 Nuts Carving national exhibition terminal

- more than 100 Carving master
- Deep discussion of cooperation programme.





2009 Nuts Carving Art creation exhibition- chengdu

- 12 top nuts carving masters
- Held by WWF, China Wildlife Conservation Association, and Chengdu Giant Panda Breeding Research Base
- Commitment to green carving and collection





2019 Guangzhou New talents exhibition

- Nearly 100 carving instructors
- More than 500 new generation artists and collectors
- China Customs Special Training



Online platform, multi-parties cooperation

forum

1. Forum administration: deleting all the informations of illegal wildlife products.
2. Artists: Voluntary commitment and promotion of the concept of green carving, integrating the concept of carving into teaching, and actively participating in publicity plan.
3. Members: Promised not to buy illegal wildlife products when joining the forum

E-commerce

Stop selling the carving products of illegal wildlife, promoting the green carving and collection among the cooperative merchants of wenwan tianxia and e-commerce platform with the aid of internet alliance *Combating to illegal trade of wild animals and plants on the Internet* built by WWF、TRAFFIC、IFAW

social platform

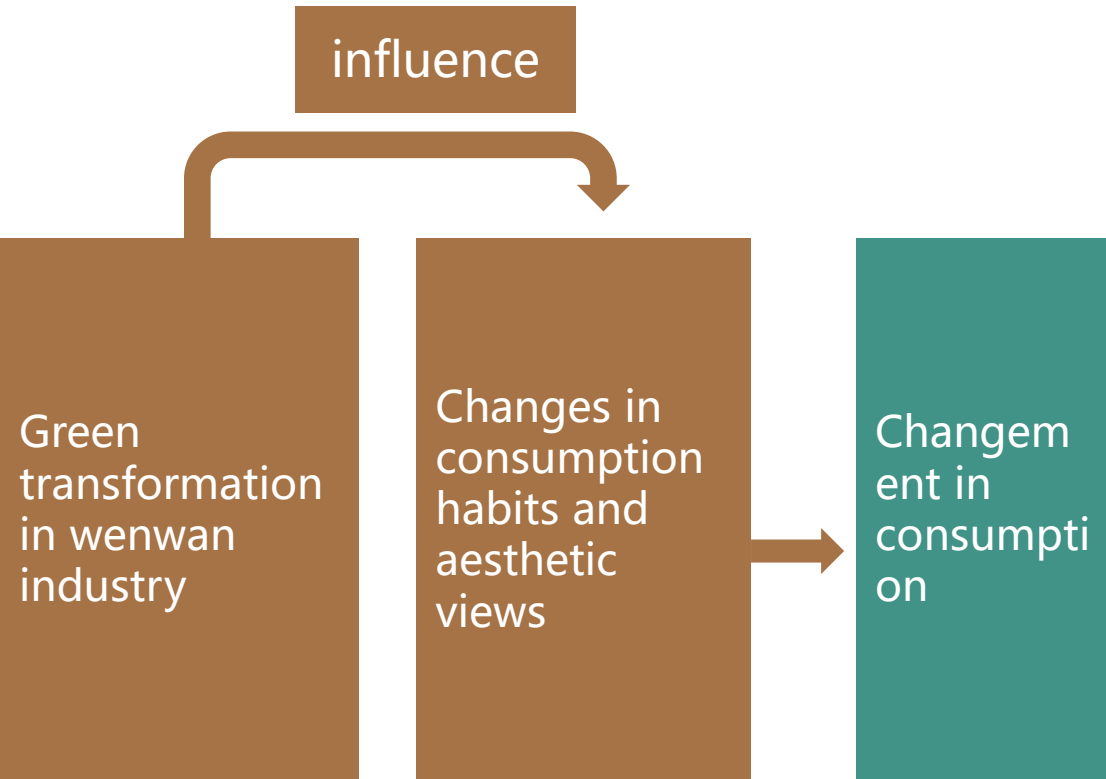
1. Distributing the informations of Combating to illegal products of wild animals and plants.
2. Actively promoting the cooperations between Wenwan Tianxia and WWF.
3. promotion strategy of species protection day.
4. supporting WWF on-line activities.

18th meeting of the conference of the parties of cites

- Augst 15-19 2019, Geneva, Switzerland
- People's Republic of China Endangered Species Import and Export Management Office
- WWF
- TRAFFIC
- Inviting representative of carving masters to exchange ideas of culture and wenwan industry sustainable development avec directors of international species protection.



cooperating avec WWF/TRFFIC to promote the influence and guide to green consumption



GUIDANCE of TROPICAL HARDWOOD IS COMING SOON!

- Promote sustainable hardwood consumption
- Rseduce risks



Thanks

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