mukura
DESIGNING LIFE
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PT MUJUR KURNIA AMPUH

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文化生活，異彩紛呈
Interweave Innovative to Traditional.

採訪專欄 AWARD WINNER INTERVIEW

公司介紹

PT MUJUR KURNIA AMPUH 創立於 1985 年，是全球首家且唯一的陶瓷石英通風窗花之製造商，其自創品牌「Mukura Ceramics」致力於推廣傳統工藝之美，並改良傳統窗花多以紅磚、水泥材質製作之樣態，從窗花的材料研究、圖案設計到生產製程，每一環節研發皆用心對待，不斷製造多款兼具美觀與實用的手工陶瓷窗花，以因應當代建築需求，同時也讓窗花應用於建築空間時，不僅保有其通風及透光之物理特性，也達到節能減碳之效果，讓消費者在感受傳統工藝之美的同時，也能響應綠色環保，為地球永續盡一份心力。

企業宗旨

Mukura Ceramics 期望消費者在建構「家」的同時，亦透過窗花為建築空間注滿健康因子，讓居住生活更加快樂與自由，同時品牌與企業核心宗旨同調，希望結合自身對陶瓷的熱愛以及傳統工藝之專業知識，實際付出行動支持綠色建築及智慧城市之發展，並持續以創新且兼具實用與美感的設計思維，展示陶瓷工藝的最高表現，用以行銷全球。

品牌故事

Mukura Ceramics 的 LOGO 承載諸多美好寓意，以卵形的葉子輪廓及葉脈作為主形象，憑藉網狀葉脈輸送「傳統工藝、文化底蘊」的養分，使「居住環境」這片綠葉鬱鬱蔥蔥，並具有循環且無限的生命力與活力；而 Mukura 取自三印尼單詞「Mutu(品質)、Kuat(堅固)、Ramah(親切)」，意指品牌不僅能為消費者帶來優良且堅固的建材，更能親切負責地服務消費者，為其完善安裝產品使其安心居住。

COMPANY INTRODUCTION

Founded in 1985, PT MUJUR KURNIA AMPUH (Mukura Ceramics) is the world's first and only manufacturer of ceramic ventilation blocks and is committed to developing manufacturing processes from material research and pattern design of ventilation blocks. Mukura is dedicated to producing a variety of handcrafted products that are both aesthetically pleasing and practical, to meet the needs of contemporary architecture. The product's physical characteristics of ventilation and light transmission are achieving the effect of energy-saving. Moreover, it allows consumers to feel the beauty of traditional craftsmanship while also responding to green environmental protection.

ENTERPRISE PURPOSE

Mukura expects consumers to build a "home" while filling it with healthy factors, making living life free and enjoyable. At the same time, Mukura complies with its core mission, aiming to combine its passion for ceramics and its expertise in traditional craftsmanship. It supports the development of green buildings and smart cities with its action and continue to showcase the highest performance of ceramic craftsmanship with innovative design ideas that are both practical and aesthetically pleasing for the global market.

BRAND STORY

The major image of Mukura's logo is a green leaf, symbolizing traditional craftsmanship and cultural heritage making the leaf of the "living environment" lush. Mukura is derived from the three Indonesian words. "Mutu (quality), Kuat (sturdy), and Ramah (friendly)," meaning that the brand can not only bring consumers excellent and sturdy building materials but also responsibly serve consumers to perfect the installation.

企業未來展望

MUKURA CERAMICS 在印尼持續推廣窗花的多元價值，透過舉辦文藝沙龍、窗花製作課等活動讓更多人群看到窗花之美；研發方面亦不斷與業界交流研商，以順應潮流改良產品；MUKURA CERAMICS 亦 推動窗花之出口計畫，積極參與國際獎項增加品牌的國際能見度。目前產品在日本市場之反應良好，未來希望能回到臺灣設立分公司，持續向社會大眾推廣，讓這項結合臺灣多元包容價值以及印尼傳統工藝之美的產品洄游臺灣。

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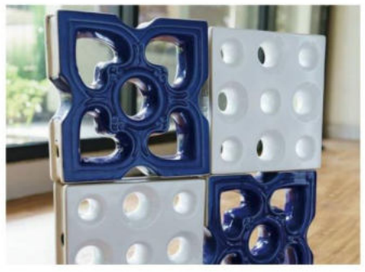
石英磚窗花 PING-PONG

印尼 INDONESIA

PING-PONG CERAMIC VENTILATION BLOCKS

獲獎產品 PING-PONG 石英磚窗花是一款圖樣簡約、具連續性且搭配性高的建材新選擇，獨特設計有助於提升建築空間運用之靈活度，並增加視覺寬闊性！ PING-PONG 顛覆傳統規格，長寬皆 20 公分之尺寸更符合年輕市場的需求，重量部分較典型混凝土製磚減少 30% 以上，材質本身更是提升了抗壓強度，因此窗花可應用在高處，施工上也更加安全以及便利；材質表層提供亮面及霧面兩種設計，色調則有灰、白、象牙三色基礎可供選擇。PING-PONG 在使用上具有易於清潔、無毛細孔、異味不易附著、不長綠印與耐久等優勢，應用在建築內隔間、平台等設計上，可幫助空氣循環節能減碳，且材質堅固讓後續維修費用相對較低，使用年限至少可達 10 年以上。



"PING-PONG Ceramic Ventilation Blocks" is a new choice of building material which is simple, continuous, and easy to use. With the unique design, it enhances architectural spaces' flexibility and visual width. PING-PONG subverts the standard specifications with a 20cm x 20cm size that meets the needs of the young's market and reduces the weight by more than 30% compared to typical concrete blocks. Its resistance to pressure is also enhanced so that the ventilation block can be used in high places, and the construction is safer and more convenient. The material's surface is available in two designs: glossy and matte, and the colors available are gray, white, and ivory. Its use has the advantages of effortless cleaning, pore-free, odorless, moss-free, durable, etc. Its application is in the design of building partitions, platforms, and more. Enhanced air circulation saves energy and reduces carbon emissions. The subsequent maintenance cost is meager, and the service life can be at least ten years.

產品通路

目前已可透過臺灣之代理商購買產品，主要推廣族群為室內設計師；在印尼本地銷售管道則較多元，除定期向建材經銷商及室內設計相關產業推廣與合作外，亦透過蝦皮、Tokopedia 等電商通路讓大眾消費者小量購買。

SALES CHANNEL

The product is available through distributors in Taiwan. In Taiwan, the leading promotion group is interior designers. In Indonesia, the local sales channels are more diversified. In addition to regular promotion and cooperation with building materials dealers and interior design-related industries, the public can also purchase small quantities through Shopee, Tokopedia, and other e-commerce channels.

獲獎與認證 AWARDS & CERTIFICATION

2021 年 德國 iF 設計獎
Received iF Design Award (Germany) in 2021

2021 臺灣金點設計獎
Received Golden Pin Award (Taiwan) in 2021

2021 年 日本優良設計獎
Received Good Design Award (Japan) in 2021

FUTURE OUTLOOK

Mukura continues to promote the diverse value of ventilation blocks in Indonesia by organizing activities, such as cultural salons and pottery-making courses. The company also actively communicates with the industry in research and development to improve its products in line with current trends. At the same time, Mukura participates in international awards competitions to increase the brand's visibility and actively promotes product export programs. So far, the response from the Japanese market has been excellent. In the future, Mukura hopes to set up a branch in Taiwan and continue to promote itself to the public, so that this product, which combines the value of Taiwan's diversity and tolerance and the beauty of Indonesian traditional craftsmanship, can migrate back to its roots in Taiwan.