



在韓國、象徵著君子、友情及幸福的蘭花消費文化
(財團法人)羅州市天然染色文化財團營運局長 許北九 博士

摘要

台灣與韓國地理位置相近，同屬於漢字文化圈，是花卉貿易較多的國家。

台灣也是韓國人喜歡的人氣旅遊國家，就像很多其他方面一樣，蘭的象徵文化也有很多相似之處，但具體的細節卻鮮為人知。在此背景下，希望通過介紹在韓國消費的蘭的象徵性、意義以及消費文化，為促進兩國間的理解和蘭花交流做出一些貢獻。以韓國 2019 年為基準，盆栽的栽培面積依次是蘭花（102.8 公頃）、菊花（45.4 公頃）、仙人掌（43.2 公頃）、韓國野生花（24.5 公頃）、杜鵑花（20.2 公頃）、觀音竹（12.3 公頃）、椰子類（12.4 公頃）。在韓國蘭花消費主要是國蘭和洋蘭，國蘭大部分依賴進口。蘭花的種植面積從 1995 年的 202 公頃增加到 2005 年的 331.6 公頃，以後開始減少，2010 年為 227.2 公頃、2019 年為 102.8 公頃。韓國蘭花的出口金額從 2000 年的 4,422 千美金增加到了 2010 年的 20,264 千美金，之後開始減少，2015 年為 6,648,000 美金，2019 年為 1,442,000 美金。以國蘭為例，進口金額從 2000 年的 10,826 千美金增加到 2010 年的 24,023 千美金後，呈減少趨勢、2019 年為 15,656 千美金。洋蘭從 2000 年 947 千美金到 2015 年增長到 1,242 千美金、到 2019 年為止增長到 1,782 千美金。在韓國，國蘭有君子、品味、高貴等象徵；洋蘭有幸福、快樂等象徵。蘭的消費中，為了家庭擺設購買的比例不到 5%、大部分用於送禮。蘭較多用於送禮是因為蘭有好的象徵、體積小、價格高。一般用於升職、開業、展示會、演奏會等開心、慶祝的場所，幾乎不用於哀悼。禮品用花盆包裝好，在蝴蝶結上寫上祝賀的字句。禮品用訂單 90% 以上在網上、或者花店送貨。最近在花卉裝飾上洋蘭鮮切花的使用量增加等、洋蘭為主的需求正在小幅增加。



簡歷

1. 許北九, Heo, Buk Gu

2. 生日:1964 年(民國 53 年)

3. 學歷

國立順天大學農學院園藝系畢業(學士、碩士)

國立木浦大學自然科學院園藝學系畢業(博士)

4. 職稱

羅州市天然染色文化財團營運局長

圓光大學生命資源科學院園藝產業系兼職教授

圓光大學保健輔助醫學研究所(院)講師

5. 書

<花卉包裝設計入門>、<妝飾園藝總論>、<創業開花店>、<製作賺錢的花店>、<你也是能成功的花藝設計師>、<電影中學習園藝治療導報>、<台灣花卉文化與花卉產業>、<韓國的紅白喜花環文化與台灣切花產業>、<壓花的野花圖鑑>、<韓國樹木圖鑑>、<韓國野花圖鑑>、<國際化時代花卉流通與營銷>等諸多花卉和花藝設計有關的書出版。

還有博物館活化經營與營銷、發揚地方文化博物館經營與營銷等博物館相關書籍、天然染色相關書籍等 105 卷著作。

6. 期刊發表

作者在園藝利用、花藝設計與天然染色方面、國際跟韓國的學術期刊上已有刊登 320 篇。

7. 獲獎情況

2020 全羅南道革新指導者獎、農林畜產食品部長官獎、全羅南道道知事獎、光州全南中小企業廳長獎、2019 韓國藝術大祭展的其他工藝部門銅賞等諸多獎項。



The Consumer Culture of Orchid to Symbolize Integrity, Friendship and Happiness in Korea

(Foundation) Heo, Buk Gu, Operation Director of Naju Foundation of Natural Dyeing Culture

Abstract

Taiwan and Korea are close in terms of geographical locations, and both are also part of the East Asian cultural sphere. The flower trade is prosperous in both countries.

Taiwan is a popular tourist destination for Koreans. As in other aspects, their cultures of symbolization of orchids also consist of a lot of similarities, but little do people know about their details. In this context, hopefully through an introduction to the symbolism, meanings, and consumer culture of orchids in Korea, we can contribute to the mutual understanding between both countries and communication regarding orchids to some extent. In 2019 in Korea, the cultivated areas of potted plants are successively Orchid (102.8 hectares), Chrysanthemum (45.4 hectares), Cactus (43.2 hectares), Korean wild flower (24.5 hectares), Azalea (20.2 hectares), Bamboo Palm (12.3 hectares), and Coconut (12.4 hectares). In Korea, the consumption of orchids is mainly Cymbidiums and Cattleyas. Cymbidiums are mostly imported. The cultivated area of orchids grew from 202 hectares in 1995 to 331.6 hectares in 2005 and then started to decrease: 227.2 hectares in 2010 and 102.8 hectares in 2019. The total export value of orchids in Korea went from US\$4,422,000 in 2000 to US\$20,264,000 in 2010 and then went down from there: US\$6,648,000 in 2015 and US\$1,442,000 in 2019. Take Cymbidium as an example: the import value turned into a decline after growing from US\$10,826,000 in 2000 to US\$24,023,000 in 2010, and tallying US\$15,656,000 in 2019. As for cattleya, the import value went from US\$947,000 in 2000 to US\$1,242,000 in 2015 and climbed to US\$1,782,000 by the end of 2019. In Korea, Cymbidiums symbolize integrity, taste, elegance, etc.; cattleya symbolizes happiness, joy, etc. Among the amount of orchid purchased, less than 5% is for home decoration. Most of it is used as gifts. Orchids are used for gifting because orchids are positive in terms of symbols, compact, and pricy. They're usually used on happy and celebrative occasions, such as promotion, opening of a business, exhibition, and concerts. They're hardly ever used on mournful occasions. Wrap the gift in the flower basin and write down congratulatory words on the bowknot. More than 90% of orders for gifting flowers are either completed online or delivered from flower shops. Recently, usage of Cattleyas as cut flowers on floral decoration has increased, meaning the demand of Cattleyas is increasing by a bit.



Introduction

1. Heo, Buk Gu

2. Date of Birth: 1964

3. Educational Background

Department of Horticulture, College of Life Science and Natural Resources, Sunchon National University (bachelor's and master's degree)

Department of Horticultural Science, College of Natural Sciences, Korea National University of Mokpo (PhD)

4. Job Titles

Operation Director of Naju Foundation of Natural Dyeing Culture

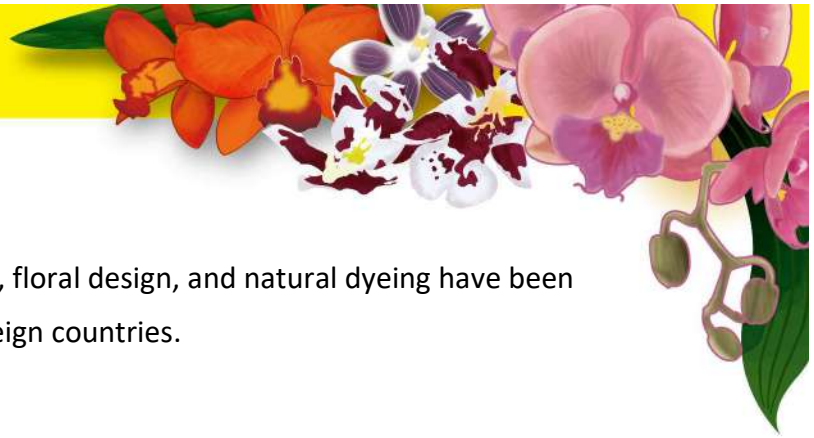
Adjunct Professor at the Department of Horticulture Industrial Studies, College of Life Resources Science, Wonkwang University

Lecturer at the Graduate School of Health and Complementary Medicine, Wonkwang University

5. Books

Numerous books regarding flowers and floral design have been published, including: *Questions from Beginners About Designing of Floral Packaging*, *Pandect of Horticulture for Decoration*, *Starting a Business by Opening a Flower Shop*, *Making a Flower Shop Profitable*, *You Can Be a Successful Floral Designer As Well*, *Guidance for Learning Horticultural Therapy from Movies*, *Floral Culture in Taiwan and Flower Industry*, *The Red-White Wreaths for Congratulation in Korea and the Cut Flower Industry in Taiwan*, *Illustrated Handbook of Wild Flowers for Pressed Flower*, *Illustrated Handbook of Trees in Korea*, *Illustrated Handbook of Wild Flowers in Korea*, *Circulation and Marketing of Flower in an Era of Internationalization*.

There are also books regarding museums, including *Vitalizing of Museums – Managing and Marketing of Museums*, *Carrying Forward Local Culture – Managing and Marketing of Museums*, and books regarding natural dyeing, making a total of 105 books.



6. Periodicals

320 articles regarding use of horticulture, floral design, and natural dyeing have been published in periodicals in Korea and foreign countries.

7. Prizes and Awards

He has won numerous prizes and awards, including 2020 South Jeolla Province Innovative Instructor Award; Ministry of Agriculture, Food and Rural Affairs – Director Award; South Jeolla Province Governor Award; Gwangju Chonnam Middle and Small Business – Director General Award; and Bronze Prize of Other Crafts of the 2019 Great Exhibition of Korean Arts.