

## **“Objects, memory and cultural identity in (re)construction”**

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### **熱情的消費 — 玉器的收藏**

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#### **中文摘要**

本論文想要探討的是在消費社會中一項特殊的人與物的關係，那就是收藏。收藏乃是一種熱情的消費，也就是說有些消費者會對某些消費物品產生不可自拔的迷戀，對物產生強烈的佔有慾望。同時也投資很多個人的時間精力來研究收藏物品，進而成爲一個收藏家。台灣已經邁向講究品味與生活風格的消費社會，當人們溫飽已經沒有問題的時候，有些人開始消費奢侈的藝術品和古文物來作爲與他人區分的方式。台灣的收藏與消費的市場已然成形，有很多人已經走進收藏的世界，因此，研究收藏應該是構成研究台灣消費文化重要的一環。本文將以玉的收藏消費爲主題來探討1) 玉如何成爲普遍消費，以及如何被收藏？2) 玉器的收藏與消費一直都伴隨一個「真」「僞」的問題，因此，玉器收藏與專家鑑定的關係是如何？在玉的收藏世界中，如何才能成爲行家/鑑賞家？有多少機會可以成爲享有令人尊敬地位的收藏家呢？3) 專家、賣家、收藏家、業餘玩家和廣大的消費者之間的層級關係是如何/它們之間的互動又是如何？

#### **Passionate consumption: on jade collection in Taiwan**

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#### **Abstract**

The main concern of this paper is to investigate a special kind of relationship between men and object in the consumer society, namely collection. Collection can be regarded as a passionate consumption in which one is highly obsessed by object. Collection means possession. In contemporary Taiwan, most people are satisfied with basic needs. Consuming commodities tends to be related with expressing one's taste and life style. Some people started to consume luxury goods, such as paintings and antiques to show distinction. There are so many people involve in collecting practice and there is an established market of collection. Therefore, it is important to study collection in order to understand Taiwanese consumer culture. This paper chooses jade consumption and collection as a research topic and inquires the following questions: 1) How and why jade has become a popular consumption? 2) Since jade is so popular and people love to buy it, there are so many fake jades in the market. Therefore buying jade is a highly risky consumption practice. In order to differentiate genuine jade from the fake one, consumer has to learn knowledge about jade. How one can become a respectable collector in the world of jade consumption and collection? 3) To study the hierarchical system and interaction among consumer, seller, collector, and connoisseur.