



世界陶瓷之都 德化
World Porcelain City · DEHUA

中國白·德化瓷

世界陶瓷的璀璨明珠

The Brilliant Pearl of the World's Ceramics

德化县陶瓷博物馆 寇婉琼

Dehua County Ceramic Museum Kou Wanqiong





德化是千年古县，更是世界陶瓷的璀璨明珠，在中国乃至世界工艺美术史上占有重要地位。这片因陶瓷而灵秀的土地，历经千年风霜，今天依然窑火不熄，瓷香飘逸，成为名扬天下的“**世界陶瓷之都**”。

Dehua is a county with a history of thousands of years, and it is also a brilliant gem of world ceramics. It holds an important position in the history of Chinese and even global arts and crafts. This land, endowed with charm by ceramics, has endured through thousands of years of wind and rain. Today, it still has its kilns burning and the aroma of porcelain lingering in the air, making it the renowned "**World Porcelain Capital**".

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德化于后唐长兴四年（公元933年）建县，目前人口35.4万。德化向来以瓷闻名，其制瓷史可追溯至新石器时代，发端于**3700多年前的夏商时期，兴于唐宋，盛于明清**，创新发展于当代，直到今天的百花齐放、繁荣昌盛。

Dehua was established as a county in the fourth year of Changxing period of the Later Tang Dynasty (933 AD). Currently, its population is 354,000. Dehua has always been famous for its porcelain. Its history of porcelain production can be traced back to the Neolithic Age, originated in the **Xia and Shang dynasties over 3,700 years ago**, flourished during the Tang and Song dynasties, reached its peak in the Ming and Qing dynasties, and continued to innovate in modern times, leading to the current flourishing and prosperity.



一、德化瓷为什么能获得“中国白”美誉？

Why can Dehua porcelain earn the reputation of "China White" ?

“中国白” 源于法语**BLANC DE CHINE**，是法国人对明代德化白瓷的赞誉。众所周知，瓷器是中国的伟大发明，全国生产陶瓷的产区比比皆是，古代有汝、官、哥、定、钧“五大名窑”，今天也有景德镇、醴陵、龙泉、潮州、佛山、淄博等“十大产区”，但是，为何只有德化白瓷能够获得“中国白”美名？

"China White" originated from the French term **"BLANC DE CHINE"**, which was used by the French to praise the Dehua white porcelain from the Ming Dynasty. As is well known, porcelain is a great invention of China. There are numerous regions across the country that produce ceramics. In ancient times, there were the "Five Famous Kilns" of Ru, Guan, Ge, Ding and Jun. Today, there are also "Ten Major Production Areas" such as Jingdezhen, Liling, Longquan, Chaozhou, Foshan and Zibo. But why is it that only Dehua white porcelain has earned the title of "China White"?



1.德化得天独厚山水宜瓷，是中国陶瓷发祥地

Dehua enjoys unique natural landscapes conducive to porcelain production, and it is the birthplace of Chinese ceramics.

德化地处福建省中部、泉州市北部，素有“**闽中宝库**”之称。境内山多、水足、林茂、矿富，**森林覆盖率76.7%**；空气质量接近国家一级标准，获评**中国天然氧吧、全国百佳深呼吸小城**；饮用水源**水质达标率100%**。大自然的眷顾，让德化瓷土充裕、燃料充备、水力充足，有利于陶瓷生产制作，为千年瓷都的形成和发展奠定重要的基础。

Dehua is located in the central part of Fujian Province and the northern part of Quanzhou City. It is known as the "**treasure house of Fujian**". The area is rich in mountains, abundant in water resources, lush in forests and rich in minerals. The **forest coverage rate is 76.7%**. The air quality is close to the national first-class standard, and it has been rated as **a natural oxygen bar in China** and **one of the top 100 best deep breathing small cities in the country**. The water source quality meets **the standard rate is 100%**. The favor of nature has provided abundant porcelain clay, sufficient fuel and sufficient water power for ceramic production, laying an important foundation for the formation and development of the thousand-year porcelain capital.



2. 德化瓷白如凝脂润如玉，是东方美学的象征

Dehua porcelain is as white as jade and as smooth as butter.

It is a symbol of Eastern aesthetics.

德化瓷以白见长，因瓷土品质优良，含铁钛等杂质成分少，质地洁净滋润、胎骨细柔坚致、色泽温润如玉，也曾被称为“象牙白”“鹅绒白”。中国传统尚玉，温润、明净、典雅、精巧的德化白瓷具备了仁、义、智、勇、洁的玉之“五德”，成为中国文化的代表、东方美学的象征，一问世就迅速风靡了世界。

Dehua porcelain is renowned for its pure white color. Due to the high quality of the porcelain clay, which contains few impurities such as iron and titanium, the texture is clean and moist, the body is fine and soft, and the color is warm and smooth like jade. It was also called "ivory white" or "goose down white". In traditional Chinese culture, jade is highly valued. The smooth, clear, elegant, and exquisite Dehua white porcelain possesses the "five virtues" of jade - **benevolence, righteousness, wisdom, courage, and purity**. It has become a representative of Chinese culture and a symbol of Eastern aesthetics. As soon as it was introduced, it quickly gained popularity worldwide.



3.德化瓷精湛的烧制技艺，是世界工艺的典范

The exquisite firing techniques of Dehua porcelain are a model of world craftsmanship.

10-14世纪，德化陶瓷就沿着“海上丝绸之路”，从刺桐港出发，大量销往东南亚等地。

16世纪，当光泽如玉的德化白瓷大量进入欧洲，立即以超越黄金的价格成为上流社会追逐的对象。**欧洲皇室贵族将德化白瓷看作是财富、地位和品位的象征**，极力研究、仿制德化瓷。

独树一帜的烧制技艺是当时白瓷制作工艺的颠峰，传播、影响了世界，有**“世界白瓷之母” “世界白瓷看中国，中国白瓷看德化”**等说法。



From the 10th to the 14th century, Dehua ceramics set off from Zayton Port along the "Maritime Silk Road" and were widely sold to Southeast Asia and other regions. In the 16th century, when the lustrous and jade-like Dehua white porcelain flooded into Europe, it immediately became a coveted object by the upper class at a price higher than gold. **European royalty and nobility regarded Dehua white porcelain as a symbol of wealth, status and taste**, and they vigorously studied and imitated it. The unique firing technique was the peak of the white porcelain production technology at that time, spreading and influencing the world. There were statements such as "Mother of the World's White Porcelain" and **"The World's White Porcelain is from China, and China's White Porcelain is from Dehua"**.

二、“中国白·德化瓷”是靠什么炼成的？

What makes “China White - Dehua Porcelain” what it is?

在世界陶瓷史上，“中国白”已成为德化白瓷无可争议的代名词。直到今天，这一美名依旧熠熠生辉，愈发辉煌灿烂。那么，她是靠什么炼成的？

In the history of world ceramics, "China White" has become the undisputed symbol of Dehua white porcelain. Even to this day, this reputation remains dazzling and increasingly magnificent. So, what made her achieve this status?

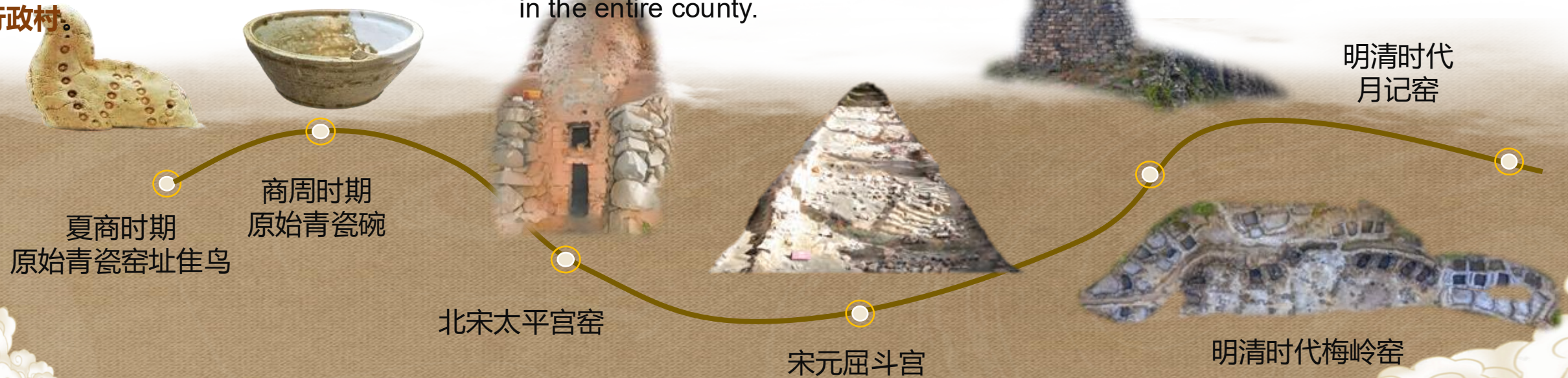


1.历史积淀，孕育了厚重文化

The accumulation of history has given rise to a profound culture.

早在1000多年前的唐代，德化人颜化綵编撰了世界上最早的**陶瓷工艺专著《陶业法》**，绘制了世界上**第一幅陶瓷工厂规划设计图《梅岭图》**。从夏商时期开始至今3700多年里，德化窑火从未间断，陶瓷文化一脉相承，这在中国乃至世界陶瓷史上都非常少见。迄今已发现**古陶瓷窑址239处**，遍布于**全县18个乡镇60多个行政村**。

As early as over 1,000 years ago during the Tang Dynasty, the Dehua native painter Yan Huacai compiled the world's earliest specialized book on ceramic craftsmanship - "**Tao Industry Regulations**", and drew **the world's first blueprint for a ceramic factory - "Meilin Map"**. Since the Shang and Zhou dynasties until now, over 3,700 years later, the Dehua kiln fire has never ceased, and the ceramic culture has been passed down continuously. This is extremely rare in the history of ceramics in China and even the world. So far, **239 ancient ceramic kiln sites** have been discovered, distributed across **18 towns and over 60 administrative villages** in the entire county.



2. 传承创新，开创了独特技艺

Inheriting and innovating, it has created unique craftsmanship.

德化人用聪明才智和灵巧双手创造出独特的陶瓷雕塑技艺，明代以来，以“瓷圣”何朝宗为代表的瓷塑大师，开创了捏、塑、雕、镂、贴、接、推、修“八字技法”，作品造型优美，气韵生动，在拍卖市场上屡屡拍出高价。2006年，德化瓷烧制技艺列入国家首批非物质文化遗产保护项目。



The people of Dehua have used their intelligence and dexterous hands to create unique ceramic sculpture techniques. Since the Ming Dynasty, a group of porcelain sculpture masters, including "the porcelain saint" He Chaozong, have pioneered the "eight-character technique" of molding, shaping, carving, engraving, pasting, joining, pushing, and polishing. Their works are beautifully shaped and full of vitality, and they have frequently fetched high prices in the auction market. In 2006, the porcelain firing technique of Dehua was included in the first batch of national intangible cultural heritage protection projects.

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Inheriting and innovating, it has created unique craftsmanship.

陶瓷大师们凭借独特的手工技艺实现了**作品溢价、产业带动**等多重实际获益，例如，2025年在上海中华艺术宫展览中，**连紫华的《极彩·如愿佛》**卖出**600万元**的高价，**连德理的《神话》**收获了30亿网络流量并以**128万元成交**。



连紫华
《极彩·如愿佛》



连德理
《神话》

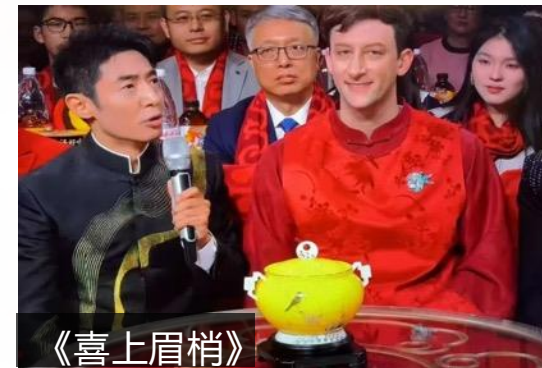
Ceramic masters have achieved multiple practical benefits through their unique manual techniques, such as **increasing the value of their works and driving the development of the industry**. For instance, in the exhibition at the Shanghai Chinese Art Museum in 2025, **Lian Zihua's "Extremely Colorful - Wish-Fulfilling Buddha" was sold for 6 million yuan**, and **Lian Deli's "Myth" received 3 billion online traffic and was sold for 1.28 million yuan**.

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Inheriting and innovating, it has created unique craftsmanship.

越来越多德化陶瓷作为**重大活动会议用瓷、外交礼品**闪耀世界舞台，例如2017年金砖国家领导人厦门会晤，16件国礼15件来自德化，《扬帆起航》《虚谷长馨》等作品成为国礼，德化白瓷成为米其林指南大陆地区官方合作伙伴。

More and more Dehua ceramics have shone on the world stage as **important event and conference tableware and diplomatic gifts**. For instance, at the 2017 Xiamen Summit of BRICS Leaders, 16 of the 16 state gifts and 15 of the 16 were from Dehua. Works such as "Sailing into the Future" and "Xu Ge's Long-lasting Fragrance" were selected as state gifts. Dehua white porcelain has become the official partner of the Michelin Guide in the mainland region.



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特别是由**陆升集团**生产制造的1:1等比例白瓷汽车造型雕塑获得“最大的汽车造型陶瓷雕塑（有支撑）”**吉尼斯世界纪录**称号。

In particular, the 1:1 scale white porcelain car-shaped sculpture produced by the **Luzerne Group** was awarded **the Guinness World Record** title of "The Largest Ceramic Sculpture of a Car (with Support)".



3. 敢拼敢赢，谱写了海丝辉煌

Determined to strive and win, they have written the glorious history of the Maritime Silk Road.

早在**宋元时期**，德化瓷就伴随着泉州港的繁荣，成为**“海上丝绸之路”**的主要**输出品**。摩洛哥旅行家伊本·白图泰称赞**“德化瓷器首屈一指”**，意大利旅行家马可·波罗盛赞德化**“制造碗及瓷器，既多且美……”**。宋代沉船**“南海一号”**、清代沉船**“泰兴号”**发现的大量德化瓷，见证了德化陶瓷出口的辉煌历史。2021年，德化窑址作为**“泉州：宋元中国的世界海洋商贸中心”**遗产点之一列入世界遗产名录。

As early as **the Song and Yuan dynasties**, Dehua porcelain, along with the prosperity of Quanzhou Port, became a **major export item on the "Maritime Silk Road"**. The Moroccan traveler Ibn Battuta praised **"Dehua porcelain as the best"**, and the Italian traveler Marco Polo highly commended Dehua for **"producing bowls and porcelain in abundance and of high quality..."**. The large quantities of Dehua porcelain discovered from the Song Dynasty shipwreck "Nanhai No.1" and the Qing Dynasty shipwreck "Taixing No.1" have witnessed the glorious history of Dehua ceramics' export. In 2021, the Dehua kiln site was listed as one of the heritage sites of **"Quanzhou: Emporium of the World in Song and Yuan China"** and was included in the World Heritage List.



泰兴号出水



南海一号出



屈斗宫古窑址

3. 敢拼敢赢，谱写了海丝辉煌

Determined to strive and win, they have written the glorious history of the Maritime Silk Road.

世界很多知名博物馆典藏着德化白瓷，其中，**新加坡亚洲文明博物馆**就藏有300多件德化白瓷，不仅成为东南亚地区中国陶瓷研究的重要中心，也为中国和新加坡文化交流搭建了桥梁。我们曾于2024年9月份拜访了新加坡亚洲文明博物馆。

Many renowned museums around the world have collections of Dehua white porcelain. Among them, the Asian Civilizations Museum in Singapore houses over 300 pieces of Dehua white porcelain. This museum has not only become an important center for the study of Chinese ceramics in Southeast Asia, but also served as a bridge for cultural exchanges between China and Singapore. We visited the Asian Civilizations Museum in Singapore in September 2024.



3.敢拼敢赢，谱写了海丝辉煌

Determined to strive and win, they have written the glorious history of the Maritime Silk Road.

改革开放以来，德化陶瓷逐步形成**出口工艺瓷、日用家居瓷、大师艺术瓷、高科技陶瓷**产业格局。全县现有**陶瓷企业4500多家**，2025年**陶瓷产业集群规模760亿元**，从业人员10多万人，平均每3个人中就有1人从事与陶瓷相关的工作。

Since the reform and opening up, Dehua ceramics have gradually developed into an industrial layout featuring export craft ceramics, daily-use household ceramics, masterpieces of artistic ceramics, and high-tech ceramics. There are currently over 4,500 ceramic enterprises in the county. By 2025, the scale of the ceramic industry cluster will reach 76 billion yuan, with over 100,000 employees. On average, one out of every three people is engaged in work related to ceramics.



3.敢拼敢赢，谱写了海丝辉煌

Determined to strive and win, they have written the glorious history of the Maritime Silk Road.

德化陶瓷是外向型经济，积极参加广交会、进博会等，在**欧洲、中东、北美洲**等地举办国际巡展，海内外布局建设65家“中国白·德化瓷”推广展示中心，自营出口**年均增长10.1%**，**60%以上**产品远销**190多个**国家和地区，是**全国最大的陶瓷工艺品生产和出口基地**，获评**中国陶瓷行业特色区域和产业集群创新升级示范区**。

Dehua ceramics is an export-oriented economy. It actively participates in exhibitions such as the Canton Fair and the China International Import Expo. It holds international exhibitions in **Europe, the Middle East, North America** and other regions. It has established 65 "China White - Dehua Porcelain" promotion and display centers across the country, with an average **annual growth rate of 10.1%** in self-operated exports. **More than 60%** of its products are exported to over 190 countries and regions. It is the **largest production and export base of ceramic handicrafts in China** and has been recognized as a **characteristic area and cluster innovation upgrading demonstration zone in the Chinese ceramic industry.**



4.产城融合，实现了活力升腾

The integration of industry and city has led to a surge of vitality.

上世纪80年代末，德化开始实施“大城关”发展战略，开创了“**以产兴城、以城聚人、产城融合**”的大城关发展模式，被中央党校作为典型案例编成课题丛书。目前城镇常住人口26.94万，常住人口**城镇化率79.47%**，城区30.8平方公里集中了全县三分之二多的劳动力、经济总量、税收和95%的中小学生。德化先后入选**全国县城新型城镇化建设示范名单、国家智慧城市试点、福建首个统筹城乡发展试点、全国文明城市**。

In the late 1980s, Dehua began to implement the "Greater Chengguan" development strategy, pioneering the "**promoting the city through industry, attracting people through the city, and integrating industry and the city**" model of the Greater Chengguan development. This model was selected as a typical case by the Central Party School and compiled into a series of research topics. Currently, the urban permanent resident population is 269,400, with a permanent resident **urbanization rate of 79.47%**. The urban area covers 30.8 square kilometers and concentrates more than two-thirds of the county's labor force, economic output, tax revenue, and 95% of the primary and secondary school students. Dehua has been selected as a **national model for new urbanization construction in county towns, a national smart city pilot project, the first pilot project for coordinated urban-rural development in Fujian Province, and a national civilized city**.



4.产城融合，实现了活力升腾

The integration of industry and city has led to a surge of vitality.

“大城关”发展战略，推动产业和人口往城关集中，让农村生态休养生息，促使德化拥有了**9块国家级**生态旅游品牌，还大力发展文旅融合产业，串联全县**270多家**大师工艺展馆、**1000多家**陶瓷企业展馆，推出“**一城瓷器百馆游**”精品路线，真正实现生活因瓷而美、城市因瓷而兴。

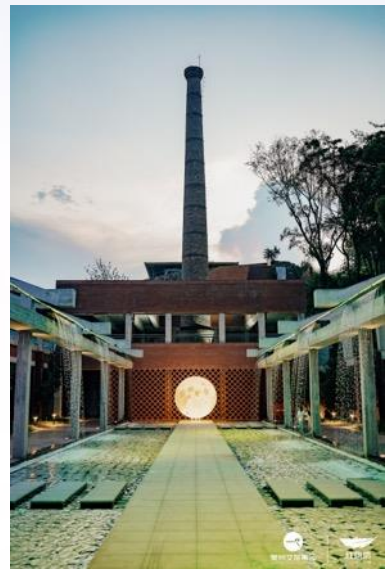
The "Dachengguan" development strategy has facilitated the concentration of industries and population in the city area, allowing rural areas to recuperate their ecological environment. As a result, Dehua has acquired **9 national-level ecological tourism brands**. It has also vigorously developed the integrated tourism and culture industry, connecting over **270 master craftsmanship exhibition halls and 1,000 ceramic enterprises' exhibition halls across the county**. It has launched the "**One City, Hundred Exhibitions Tour**" premium route, truly achieving that life becomes beautiful due to porcelain and the city becomes prosperous because of porcelain.



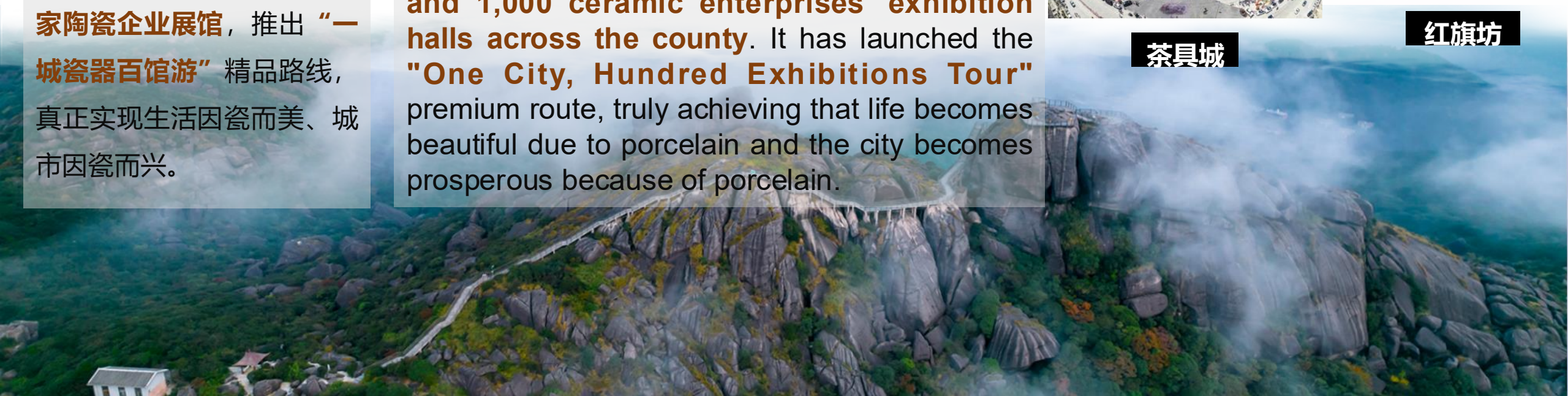
瓷艺城



茶具城



红旗坊



三、“中国白·德化瓷”将有怎样的未来？

What will be the future of "China White – Dehua Porcelain"?

德化是习近平总书记两次亲临的地方。他对德化陶瓷作出指示：“**精美的瓷器做出来、摆出来，还要传出去。**”接下来的5年，德化将以“**国际化、城市化、艺术化、品牌化**”的崭新名片，展示“中国白·向世界”的新愿景。

Dehua is a place where the Xi Jinping General Secretary has visited twice. He gave instructions on Dehua ceramics: “**Exquisite porcelain should be produced, displayed, and then spread to the world.**” In the following five years, Dehua will present a brand-new image of “**internationalization, urbanization, artification and branding**”, showcasing the new vision of “China White - towards the world”.



1.拥抱世界，打造“国际化”开放瓷都

Embrace the world and build an "internationalized" open porcelain capital

坚定实施**陶瓷国际化发展战略**，以千年陶瓷文化为纽带，构建多层次国际交流平台。

Steadily implement the **internationalization strategy for ceramics**, using the thousand-year-old ceramic culture as a bond, to build a multi-level international exchange platform.



2.瓷韵烟火，打造“城市化”品质瓷都

Ceramic charm and fireworks, creating an "urbanized" quality ceramic capital

围绕“产城融合、瓷城共生”理念，优化城市空间布局。

Based on the concept of "integration of industry and city, and symbiosis of porcelain and city", optimize the urban spatial layout.



3. 传承千年，打造“艺术化”匠心瓷都

Carrying forward for thousands of years, creating an "artistic" masterful porcelain capital

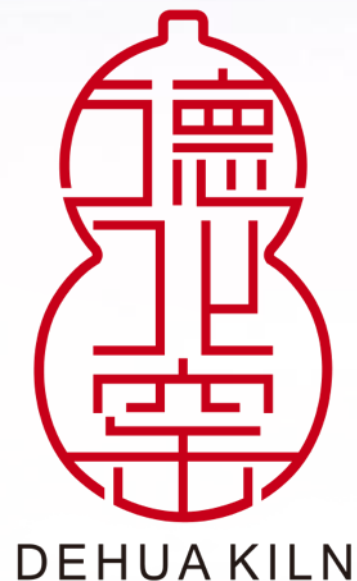
以千年技艺铸魂，打造匠心传承的**世界手工艺城市**。

With thousands of years of craftsmanship, it creates a **world-class city of handcrafts** that embodies the spirit of craftsmanship and tradition.



4.创新驱动，打造“品牌化”魅力瓷都

Innovative drive, creating the "branding" charm of the porcelain capital



构建“1+N”品牌矩阵，做强“中国白·德化瓷”“德化窑”“世界陶瓷之都·德化”等“1”个核心公共品牌，培育一批中国驰名商标、知名商标品牌等“N”类细分领域子品牌，形成“公共品牌引领、企业品牌支撑、细分品牌补充”的品牌格局。

Establish a "1+N" brand matrix, strengthen the "China White - Dehua Porcelain", "Dehua Kiln", "World Porcelain Capital - Dehua" and other "1" core public brands, cultivate a number of well-known trademarks and well-known brand products in various sub-sectors, and form a brand pattern of "public brand leading, enterprise brand supporting, and sub-brand supplementing".

四、关于德化县陶瓷博物馆 Regarding the Dehua County Ceramic Museum

德化县陶瓷博物馆是**国家二级博物馆、福建省一级达标博物馆**。现有藏品12000多件。固定陈列《**德化陶瓷史话**》以历史发展为主线，系统表现德化县古今瓷器的发展面貌和伟大成就，充分展示了德化陶瓷生产工艺艺术特色、贸易状况及其人文内涵，阐明了德化窑的历史地位和作用，反映了瓷都人民勤劳智慧和开拓创新精神。

The Dehua County Ceramic Museum is a **national second-level museum and a first-class standard museum in Fujian Province**. It currently has over 12,000 pieces of collections. The permanent exhibition, "**The History of Dehua Porcelain**", follows the thread of historical development and systematically presents the development and great achievements of porcelain in Dehua County throughout history. It fully showcases the artistic characteristics, trading conditions, and humanistic connotations of Dehua ceramic production techniques, clarifies the historical status and role of Dehua Kiln, and reflects the diligence, wisdom, and pioneering and innovative spirit of the people of the porcelain capital.



四、关于德化县陶瓷博物馆

Regarding the Dehua County Ceramic Museum

目前，新馆已经建设完成，即将展开装修布展工程。新馆位于德化国际陶瓷艺术城，共5层（地上4层+地下1层），总建筑面积约21300m²，核心展出德化历代陶瓷精品，同时补充国内其他名窑、国际陶瓷艺术品，突出“世界陶瓷之都”与“海丝”遗产的文化地位。

At present, the new museum has been completed and the decoration and exhibition work is about to start. The new museum is located in Dehua International Ceramic Art City. It has 5 floors (4 floors above ground + 1 floor underground), with a total construction area of approximately 21,300 square meters. The core exhibition showcases the fine ceramics of Dehua throughout history, while also supplementing other famous kilns in China and international ceramic artworks, highlighting the cultural status of "World Porcelain Capital" and "Maritime Silk Road" heritage.



**再次欢迎大家，让我们一起
触摸德化温度、聆听瓷都故事、携手共创未来**

谢谢！

**Once again, welcome everyone! Let's together feel the warmth
of Dehua, listen to the stories of the porcelain capital, and work
together to create a better future.**

Thank you!

