

昆山杜克大学校企协同创新平台_挑战项目详情

合作方信息			
机构名称:	壹知半见		
机构类型:	企业		
官网 / 官方账号链接:	/		
联系人:	Lily 李美		
项目信息			
项目类别:	创意媒体类		
预期开启时间	2026 年 2 月	预计结束时间	2026 年 7 月
机构介绍:			
<p>壹知半见致力于研究茶叶风味、探索茶汤的风土到风味，根植于传统，思考当下，以新视角向世界推广中国传统文化、赓续百年制茶技艺，传承精华，守正创新；让中式美学在现代社会中更加有影响力和包容性的新生团队。</p> <p>壹知半见成立于 2018 年，陆续以茶作为核心的活动，在苏州、上海、昆山、柏林、法国、美国、波兰等地推广中国茶文化。并举办“国际茶文化交流”，“Tea Talk ”百人国际茶会；让参与者亲自体验中国茶冲泡的乐趣、风味的宇宙以及文化知识。让世界因一杯茶跨文化链接在一起。近年来联合美术馆、图书馆、生活空间、文创艺术空间等组织策划茶文化活动。</p>			
项目概述:			
<p>该项目旨在依托壹知半见的文化内容与社群运营经验，在 DKU 校内共建一个由学生主导的茶文化社团，支持学生设计并开展茶文化的学习、交流与体验活动，推动中国传统文化在校园内的理解、分享与年轻化表达。同时，该项目希望通过跨文化互动，让更多国际同学和合作伙伴深入认识中国茶文化，在参与式体验中感受其独特魅力。项目也将进一步培养学生的组织能力、文化创造力与跨文化沟通素养，形成可持续发展的校园文化社群。</p>			

合作方支持与资源：

1. 茶文化内容支持： 提供基础的双语茶文化知识框架、培训资源或入门课程材料。
2. 活动策划协助： 与学生团队共同设计与打磨首批活动，如茶叙、体验工作坊、文化分享等，并给予专业建议。
3. 物资与资源支持（如可行）： 提供部分茶样、基础茶具或相关合作资源，用于社团早期活动。
4. 社群与运营指导： 基于在青年社群运营方面的经验，为学生团队提供内容策划、品牌视觉与活动运营建议。
5. 外部资源连接： 视项目发展情况，协助对接双语茶文化从业者、讲师或文化创意合作伙伴，丰富社团内容与活动形式。

其他说明：

DKU Co-Innovate Platform_Challenge Information

Partner Information			
Organization Name:	Daily Tea		
Organization Type:	Corporate		
Website / Official Account Link:	/		
Contact Person:	Lily Li		
Project Information			
Project Category:	Social Practice and Service Project		
Expected Start Date	February 2026	Expected End Date	July 2026
<p>Partner Info:</p> <p>Daily Tea is a new-generation team dedicated to researching tea flavors and exploring how terroir shapes the taste of tea. Rooted in tradition while reflecting on the present, it promotes Chinese traditional culture to the world from a fresh perspective, carries forward century-old tea-making craftsmanship, and practices innovation while preserving the essence, aiming to make Chinese aesthetics more influential and inclusive in modern society.</p> <p>Founded in 2018, Daily Tea has continued to organize tea-centered programs to promote Chinese tea culture in Suzhou, Shanghai, Kunshan, Berlin, France, the United States, Poland, and other locations. It has hosted international tea-culture exchanges and "Tea Talk" (a 100+ participant international tea gathering), enabling participants to experience the joy of brewing Chinese tea, a rich universe of flavors, and related cultural knowledge - connecting people across cultures through a cup of tea. In recent years, it has collaborated with art museums, libraries, lifestyle venues, and cultural/creative art spaces to curate tea-culture programs.</p>			
<p>Project Overview:</p> <p>Leveraging Daily Tea's cultural content and community-operation experience, this project aims to co-build a student-led tea culture club at DKU. The club will support students in designing and hosting activities for learning, sharing, and hands-on experience around tea culture, and will promote the understanding, dissemination, and youth-oriented expression of Chinese traditional culture on campus.</p> <p>The project also seeks to create cross-cultural interaction opportunities so that more international students and partners can gain a deeper understanding of Chinese tea culture and experience its unique charm through participatory, hands-on activities. In doing so, the project will further develop students' organizational skills, cultural</p>			

creativity, and intercultural communication competence, forming a sustainable campus cultural community.

Partner Support & Resources:

1. Tea culture content support: Provide a foundational bilingual knowledge framework, training resources, and/or introductory course materials on tea culture.
2. Event planning assistance: Co-design and refine the first batch of activities (e.g., tea gatherings, experiential workshops, cultural sharing sessions), offering professional suggestions.
3. Materials & resources (if feasible): Provide some tea samples, basic tea sets, or relevant partner resources for early-stage club activities.
4. Community & operations guidance: Share best practices in youth community operations, including content planning, brand/visual identity, and event operations.
5. External resource connections: As the project develops, help connect bilingual tea-culture practitioners, speakers, or cultural/creative collaborators to enrich programming and formats.

Additional Notes: