



## Jingdezhen Porcelain

### 景德镇瓷器

Jingdezhen porcelain is a marvelous artwork dexterously crafted out of clay. Its scope of geographical indication protection is all areas within the jurisdiction of Zhushan District, Changjiang District, Leping City and Fuliang County of Jingdezhen City, Jiangxi Province.

The most famous types of Jingdezhen porcelain are traditional porcelain such as the blue and white porcelain, linglong porcelain, famille rose porcelain, color-glazed porcelain and xincaici, named "new-colored porcelain", has become popular again. Jingdezhen has been known as "capital of porcelain", where the porcelains are "as white as jade, as bright as a mirror, as thin as paper, with a sound as clear as that of a bell" and exported to foreign countries. These exported masterpieces, which fused craftsmanship with the art of calligraphy, painting, sculpture, and poetry, successfully introduced Chinese culture to the world.

Jingdezhen was established upon and famed for the production of porcelain. The enhanced visibility brought by the well-known geographical indication protection product has played an important role in optimizing the brand effect, increasing market competitiveness and product added value, promoting the healthy development of Jingdezhen porcelain industry.

(Courtesy of the IP Protection Department of CNIPA)

景德镇瓷器，泥琢火烧，涅槃出令人惊叹的瑰丽奇珍，其地理标志产品保护地域范围是江西省景德镇市珠山区、昌江区、乐平市、浮梁县现辖行政区域。

景德镇瓷器品种包括青花瓷、玲珑瓷、高温颜色釉瓷、粉彩瓷、新彩瓷。青花、玲珑、粉彩、颜色釉是传统名瓷，声名远播。近年来，新彩瓷又蓬勃发展。“白如玉，薄如纸，明如镜，声如磬”，且融入工艺、书法、绘画、雕塑、诗词的景德镇瓷器行于九域，施及外洋，景德镇因此赢得“瓷都”美誉，也为传播中华文化艺术做出了重大贡献。

景德镇以瓷立镇，以瓷誉天下。通过地理标志产品保护，进一步提高景德镇瓷器的知名度，对形成并发挥其品牌效应，提高市场竞争力，增加产品附加值，促进景德镇陶瓷行业的健康发展起到了重要作用。

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