The Multiple Markets for Jingdezhen Blue-and-White Porcelains during the Mongol Yuan Period

Dr Shih Ching-fei 施靜菲
National Taiwan University, ROC

This paper reviews the past study on the markets of Jingdezhen Yuan blue-and-white and proposes a new picture in the light of archaeological discoveries and recent studies. The aim of this present study is three folds. First, I will investigate the markets of Yuan blue-and-white porcelains and look at the conclusive features of different markets based on recent archaeological findings. Secondly, I will analyze these features according to their consumption in different markets. Thirdly, I will explore the emergence of Yuan blue-and-white porcelains in the existing markets to see their role in the history of ceramic trade.

After re-examining the multiple markets for Yuan blue-and-white porcelains, the previous assumption of emphasizing solely Islamic market has to be altered and re-evaluated. Revealing that the form and pattern subjects are really not that different, it is that sizes, organization of patterns, and categories of vessels matter for different markets. I addition, we will see the works from Jingdezhen were very likely produced according to market demands, demonstrating the strong link between consumers, brokers and Jingdezhen potters, resulting in a trade network in the porcelain trade. This is a new development in the history of Chinese export ware history at this time.

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