Project Name: OVIOS Global Headquarter Center

Project Location: Foshan, Guangdong, China

Project Area: 2000㎡

Design Time: 2021.12

Completion Time: 2023.03

Interior Design: Good Try

Project Director: Rita Chen

Floor-level Coordination: Long Feizhou

Space Chief Designer: Zhang Guohua

Brand Chief Designer: Zheng Jinyuan

Soft Decoration: Tang Shuqi

Art Consultant: Li Jie

Main materials brands: JAM Minimalist Custom, Foshan Sanzhengyuan Technology Co., Ltd. Meet Lu Jia

Brand Consultant: YL BRAND

Photography: One Thousand Degree Image

**Good Try｜Integrated Thinking Creates A New Paradigm for Future Workplace**

Alain de Botton in his book ***The Pleasures and Sorrows of Work***says “Work occupies the most vibrant and creative portion of a person's lifetime. As a place where people spend an increasing amount of time, the office space has become a crucial component of human activity spaces. Simultaneously, with the development of technology and the continual evolution of human consciousness, it is undergoing a significant transformation.”

Taking a global perspective on world metropolises, a Central Business District (CBD) with integrated functions holds significant economic influence, symbolizing the economic development of not just a city or a region but even serving as a benchmark for a country’s modernization.

**A new landmark in Sanshui New Town, shaping the bustling heart of the Great Bay Area**

**Corporate Image**

**An Elevated Life, Above the Canopy of the Sky**

Creating a space that aligns with the brand tone can establish a direct connection with the brand's values. So, what kind of brand concept does OVIOS embody? We refine the OVIOS super symbol to strengthen the anchor points for brand memory.

observe

With a farsighted perspective, constantly adapting to the changes of the era.

valuable

Everyone we engage with is a distinguished scholar. Our client OVIOS exemplifies the way they treat guests with utmost respect.

integrity

Down to earth, adhering to craftsmanship of consistency inside and out.

outstanding

Extraordinary, the brand service consistently pursues perfection.

safe

Safety is the cornerstone of our existence; we must fortify the foundation of development through safety.

Corporate Spirit: Success belongs to those companies with a shared aspiration, and prosperity is achieved when everyone faces challenges together in the same boat.

Corporate Mission: To become a trusted and highly regarded international furniture brand.

Operational Philosophy: When the benefit is personal, do not seek it alone; when the benefit is universal, seek it relentlessly.

Service Philosophy: To assist global households to indulge in high-end furniture.

With the aesthetic space of casual luxury style as a carrier, centered around the theme "Above the Canopy of the Sky," the brand seamlessly extends throughout the entire space, connecting with the essence of OVIOS.

An Elevated Life serves as the design focal points which integrates the narratives

Of OVIOS Group's development.

OVIOS commits to the uniqueness of diverse segmented fields, specializing in product technology.

Through a customized exhibition and experience design strategy, we collaboratively communicate OVIOS as the leading enterprise in the home furnishing industry. The growth trajectory, evolving from 'Specialized, refined, and innovative' to the 'Invisible Champion,' aligns with its inherent value and glory.

Based on the respect for the brand, city, and culture, we meticulously sculpted the spatial outline with refined techniques. The entire design is aimed at creating an immersive, scenically-driven experiential space, interpreting the relationships between humans and space, humans and nature from various perspectives. It seeks to present the abundant beauty of nature, the boundless realm of art, and the delightful aspects of life to people.

We skillfully juxtaposed the contrast between 'propriety and order' and 'freedom and openness.' The prominent OVIOS metallic floor-standing logo in the foreground flawlessly showcases the corporate brand in the space. The background incorporates diamond-cut elements in various module combinations, symbolizing 'In the midst of the unchanging, myriad changes unfold.' Innovation remains the core competitive advantage for manufacturing companies. The encounter of stone and metal not only provides a rational spatial texture but also embodies a sensory aesthetic in living.

**Moon as a Boat**

**Wandering in the Sky**

“The Treasure Bowl” symbolizing prosperity and good luck, and the “Moon Boat” representing happiness and beauty, are highly recognized in the hearts of the Chinese people. They resemble a welcoming host, arms outstretched, warmly inviting guests from both near and far. Moreover, they carry the profound symbolism of setting sail with the grand dreams of the enterprise.

**Brand Tone**

**Integration of Nature and Art**

Our approach to refining the main visual elements, controlling the overall style, selecting materials, and diverse use of brand colors in space is based on the integration of nature and art. We apply this approach consistently across various aspects such as spatial design, installation design, graphic design, and product design.

While brand spaces are not a new concept, the common practices fall short of meeting our vision for OVIOS. Aligned closely with the core of the enterprise, we incorporate brand tone and product features into interactive experiences, using diverse media forms to communicate emotions between OVIOS and its audience.

Creating a space that aligns with the brand's tone and establishes a direct connection within the brand's values. So, what kind of brand philosophy is nurtured within OVIOS?

We distill it through the refinement of OVIOS super symbols, strengthening anchor points for brand memory.

Based on the examination of OVIOS brand strength and product power, we define space as content, space as a carrier, communication as a purpose, and experience as a means. Through rational spatial layout, progressive experiences, and display planning, we effectively communicate the value of brand, space, and products to the target audience.

In the present, OVIOS can serve as a distinct brand landmark, showcasing the enterprise's strength and products to visiting VIPs and dealers. Moreover, it will undertake the brand communication and educational work for future consumers.

**Spirit of Leadership**

**Unseen but All-Encompassing, Shaping the World in Diverse Ways.**

OVIOS is not just the three-dimensional expression of a brand symbol but also a product highly integrated with space and installations. Unlike one-way information transmission, interactive installations excel at enhancing experiences. The design of installations is based on the brand itself, making the interaction between customers and installations a dialogue with the brand.

With the rhythm of space, perceiving creativity and design, we explore how to transform intangible elements into a tangible and memorable brand image space, experiencing how the brand can stand on history and move towards the future.

**Wielding the Brush Like a Commander**

**Writing the Invisible Grand Path**

National first-class artist, Mr. Li Jie, uses three-dimensional ceramics and flat painting to create "Three-dimensional Ceramic Painting." With a bold and atmospheric style, he writes out "Laying Out the World | Accomplishing the Matters of All Living Beings," expressing the grand demeanor of OVIOS's chairman.

**Perseverance in the Long Run**

**Contemplating Infinite Realms**

Customized wooden structure installations enrich spatial levels and endow the space with artistic qualities while deepening visual impact.

**Spread like a Chessboard**

**Spanning All Directions**

Showcasing the major business sectors of the enterprise, its form presents the development history and strength of the OVIOS Group in a more visually intuitive way. The display highlights the storytelling aspect of OVIOS Group's growth. The glass transparency continues the green natural theme, and together with the "Green Odyssey" stone materials, it creates a solemn and elegant jungle movement. Here, free from the constraints of style frameworks, the concept of panoramic nature is fully integrated, and the 270-degree ultimate landscape allows the design to return to human psychological perception.

**A Friend Visits from Afar, Isn't It Delightful?**

Chinese people have been known for their hospitality since ancient times. The tradition of hosting banquets has a long and enduring history, continuing to the present day. Almost everyone has hosted or attended banquets. Home banquets represent the epitome of culinary artistry, yet they carry a significance far beyond the realm of food. Within them lies the warmth of human connection and the festive atmosphere, providing people with a profound sense of happiness.

**Human-centered**

**Those Who Share the Same Ambitions Win.**

**The Origin of Entrepreneurship**

**Gathering Those with Ambitious Aspirations.**

Drawing inspiration from the imagery of 'eaves extending far,' the design seamlessly connects the wall and the ground, symbolizing 'One world, united in aspiration.' The facade is crafted with a rotatable design, creating an immersive and interactive display wall for a unique experience.

**Accumulate Steadily for a Rich Harvest;**

**Unveiling the Power of the Intangible**

Nearly twenty categories of corporate honor certificates, dozens of invention patent certificates, echoing the brand essence of OVIOS, strategically placed on the wall, shimmering with the glory of its history. They encapsulate future expectations and showcase the honor of the products.

**Scattered Like Stars on a Chessboard**

**Redefining Space**

OVIOS's wayfinding zone design not only enhances visibility but also elevates the spatial display art, creating a rich visual hierarchy. In harmony with the displayed content, it embodies a human-centered design philosophy.

Breaking away from traditional office models, we've crafted a multi-dimensional "caring space." Everywhere you look, creativity and thoughtfulness abound, conveying both philosophy and warmth. The design incorporates a green and innovative concept, with accents of the color "orange" creating a healthy, light, and vibrant visual ecosystem for the interior of the workspace.

In the smart technology scene, collaborative innovation services emphasize two key aspects: collaboration and innovation. This involves promoting collaborative and innovative development among enterprises and employees, encouraging the breaking of relatively isolated states between industries and companies, and establishing a robust network of relationships

The strategy room, incorporating conferences and activities, is filled with innovation, energy and freedom. Creative ideas and inspirations flow within this semi-open space. Allowing the space to transform its functional nature, it interacts with other areas to establish a diverse and coexistent connection."

**项目名称 : OVIOS全球总部中心**

**项目地点 : 中国·广东·佛山**

**建筑面积 ：2000㎡**

**设计时间 ：2021年12月**

**完工时间 ：2023年03月**

**全案设计 ：广东全案设计研究有限公司**

**全案落地 ：广东全案设计研究有限公司**

**全案主持 ：陈惠珠**

**落地统筹 ：龙飞舟**

**空间主案 ：张国华**

**品牌主案 ： 郑金源**

**软装主案 ：唐书棋**

**艺术顾问 ：李杰（国家一级美术家）**

**材料顾问 ：哲木高端定制  三正源科技  遇见庐家家居**

**品牌顾问 ：有料策划**

**视频记录 ：中建协室内设计委**

**摄影团队 ：一千度摄影**

****廣東全案設計GOODTRY®｜全案思維營造未來辦公新形態****

**阿兰·德波顿在《职场启示录》中写道：工作占去一个人一生中最有活力、最具创造性的大部分美好时光。而作为人们停留时间越来越久的场所，办公空间已经成为人类活动空间中重要的组成部分，同时随着科技的发展和人类意识的不断转变也经历着一个大的变革。**

**纵观世界都市，拥有经济高度话语权**

**能代表一个城市、一个区域**

**乃至一个国家现代化的经济发展标志**

**唯有荟萃了多种功能于一体的中央商务区**

**三水新城全新地标 成就湾区都市繁芯**

**VOL.1**

**企业形象**

**高阶人生 天幕之上**

**创造符合品牌调性的空间，能够在品牌价值中产生直接的关联，那在OVIOS中,孕育着怎样的品牌理念？我们通过OVIOS超级符号的提炼，强化品牌记忆的锚点。**

**observe 观察**

**高瞻远瞩，不断迎合时代的改变**

**valuable 尊贵的**

**往来皆鸿儒，让客户以尊贵彰显待客之道**

**integrity 正直诚实**

**脚踏实地，恪守表里如一的匠心**

**outstanding 杰出**

**卓尔不凡，品牌服务始终精益求精**

**safe 安全**

**立身之本，以安全夯实发展根基**

**企业精神:上下同欲者胜，风雨同舟者兴。**

**企业宗旨: 成为备受信赖及倚重的国际化家具品牌。**

**经营理念: 利在一身，勿谋也，利在天下，必谋之。**

**服务理念: 助全球家庭，享高端家具。**

**依托轻奢格调的美学空间载体**

**以「天幕之上」的主题演绎为轴**

**品牌贯穿整个空间,链接OVIOS的定义**

**以「高阶人生」作为设计锚点**

**融合奥维斯集团发展的叙事性**

**深耕多元细分领域的独特性、产品技术的专精性**

**通过定制化的展陈与体验设计策略**

**协同传达奥维斯集团作为家居行业的龙头企业**

**从“专精特新”到“隐形冠军”的成长路径与价值荣光**

**基于对品牌、城市、文化的尊重，以精炼的手法构筑空间轮廓。整个设计意在打造一个沉浸式的、场景化的体验空间，从多个方面诠释人与空间、人与自然之间的关系，将自然的丰沛之美、艺术的无垠之境、生活的有趣之处展呈给人们。**

**中正礼序与自由开放的对比布局，巧妙拿捏。正面“OVIOS” 金属打造落地立体LOGO，将企业品牌在空间得以完美展示。背景采用钻石切割元素进行不同模块组合呈现，寓意“不变中有万变”，创新永远是制造型企业最具核心竞争力的优势。石材与金属的邂逅，既有理性的空间质感，又具有感性的生活美学。**

**以月为船**

**游于天际**

**寓意繁荣和好运的“聚宝盆”，代表幸福吉祥和美好的“月亮船”，在中国人心目中有很高的感知度，恰似一位好客的主人，挥展双臂，热情欢迎海内外宾客前来，又寓含其载着企业伟大的梦想扬帆起航。**

**VOL.2**

**品牌调性**

**自然与艺术相融合**

**我们对其主视觉元素的提炼、整体风格的把控、材质的选择、品牌色在空间中的多样运用，都建立在这个出发点上，并将其贯彻到“空间设计——装置设计——平面设计——产品设计”等各个环节。**

**品牌空间并不是一个新概念，但既有的常见操作远远不能满足我们对奥维斯的设想。与企业内核高度关联，将品牌调性与产品特点融入互动体验之中，以多元化的媒介形式完成奥维斯与众人的情感沟通。**

**创造符合品牌调性的空间**

**能够在品牌价值中产生直接的关联**

**那在OVIOS中，孕育着怎样的品牌理念?**

**我们通过OVIOS超级符号的提炼**

**强化以下品牌记忆的锚点**

**基于OVIOS品牌力和产品力的考究下,对于空间的定义我们认为:品牌是内容,空间是载体,传播是目的，体验是手段。通过合理的空间布局、递进式体验与陈列规划，将品牌、空间、产品的价值有效触达目标用户。**

**奥维斯在当下可以作为一个鲜明的品牌地标,向来访贵宾、经销商等展示企业实力和产品。此外,它还将承担起面向未来消费者的品牌传导和科普工作。**

**VOL.3**

**领袖精神**

**大象无形 布局天下**

**奥维斯不仅是品牌符号的立体化表达，同时也是空间与装置高度结合的产物。与信息的单向传递不同，交互装置的优势在于强化体验，装置的设计基于品牌本身，因此客户与装置的互动实则是客户与品牌的对话。**

**随着空间的韵动,察觉创意与设计。如何将无形之物化作切身可感、可记忆的品牌形象空间，体验品牌如何立足历史而迎向未来。**

**PART.1**

**挥笔如麾**

**书写大道无形**

**国家一级美术师-李杰老师**

**运用立体陶瓷与平面绘画**

**混合构成《立体陶画》**

**以磅磺大气的手法谱写出“布天下局｜成众生事”**

**表达了OVIOS董事长的宏伟气概**

**PART.2**

**恒者行久**

**观览无限之境**

**定制的木结构装置**

**在丰富空间层次、赋予空间艺术性的同时**

**加深视觉冲击力**

**PART.3**

**星罗棋布**

**纵横四面八方**

**承载了企业大业务板块的展示**

**它的形式以数据更直观的表达**

**奥维斯集团的发展史，拥有的实力**

**在此展示中，奥维斯集团的成长是有故事性的**

**玻璃透景延续绿色自然主题,与绿野仙踪石材演绎了一场庄重优雅的丛林乐章。这里超脱了风格框架的局限，充分植入了全景自然的概念,270°极致景观让设计回归人的心理感知。**

**有朋自远方来**

**不亦乐乎?**

**中国人自古好客，设宴之风源远流长,绵延至今，人人皆设过宴，赴过宴。而家宴是烹饪的极致，却有着远超食物的意义，其间蕴藏着的人情味与烟火气给予了人们浓厚的幸福感。**

**VOL.4**

**以人为本**

**上下同欲者胜**

**PART.1**

**开企之源**

**召集有志之士**

**以“出檐深远”意境为造型设计,联通墙地**

**寓意“天下一宇、众志成城”**

**立面制作成可旋转造型**

**创造极具体验的沉浸式交互展示墙**

**PART.2**

**厚积薄发**

**演绎无形之力**

**近二十类的企业荣誉证书**

**数十项的发明专利证明**

**呼应奥维斯集团的品牌属性的串联**

**错落归置于墙面，闪烁着历史的荣耀**

**凝聚着未来的期许以及领略产品的荣誉**

**PART.3**

**旗布星峙**

**诠释空间新定义**

**OVIOS的导视分区设计**

**不仅增加了可观性**

**而且提升了空间的展示艺术**

**创造丰富的视觉层次**

**与展示内容共生**

**体现以人为本的设计理念**

**打破传统办公模式，打造了多维度“关怀空间”，随处可见的创意和贴心，传递的理念与温度。设计融入绿色、创新的理念，以“橙”为点缀，为办公空间的室内设计创造健康、轻快、活力的视觉新生态。**

**智慧科技场景协同创新服务含有两个侧重点，“协同”及“创新”。推动企业间及员工间的协同和创新发展，鼓励打破行业及企业间的相对孤立的状态，建立良好的关系网络。**

**集会议、活动于一体的战略室充满了创新、活力与自由，在半开半合中创意与灵感在此间流淌，让空间改变不同的功能属性，与其他场所互动，建立多元共生的间奏连系。**