



COMPANY INTRODUCTION

brandon
陆西建筑设计工程

PRESENTATION

BRANDON is one of the few companies specializing in Brand Engagement, Design & Fit out . The synergy within these disciplines is an enormous value to our clients since they are able to be consistent in any aspect of their brand and show to their visitors / costumers the company identity in the brick and mortar or digital fields. Brandon has its own construction engineering team allowing be consistent in the work quality since beginning to the end of the project.

上海陆西建筑设计工程是为数不多的专门从事品牌参与、设计和装修的公司之一。这些学科之间的协同效应对我们的客户来说是一个巨大的价值，因为这使公司在实体或网络平台向访客/客户所展示的品牌形象能够在各个方面保持一致的格调。牌顺拥有自己的建筑工程团队，从项目开始到结束，工程质量保持一致。

brandon

PRESENTATION

The qualifications of the Company include: one-level professional contracting for building decoration and decoration engineering, one-level professional contracting for electronic and intelligent engineering, one-level professional contracting for fire protection facilities engineering, one-level professional contracting for curtain wall engineering, one-level professional contracting for special engineering (structural reinforcement), two-level general contracting for construction engineering,

公司资质包括：建筑装饰装修工程专业承包壹级、电子智能工程专业承包壹级、消防设施工程专业承包壹级、幕墙工程专业承包壹级，特种工程（结构加固）专业承包一级，建筑工程总承包二级。

The company adheres to the market-oriented management standard of "three in one" of ISO9001 quality management system, ISO14001 environmental management system and OHSAS18001 health and safety management system.

建筑装饰装修设计二级、建筑幕墙工程设计二级。公司遵循ISO9001质量管理体系、ISO14001环境管理体系、OHSAS18001健康安全管理体系“三位一体”的市场化管理标准。



BUSINESS SCOPE

经营范围



*Brand Engagement
*Brand Activation
*Online-Offline Experience
*品牌参与
*品牌激活
*线上线下体验

*Design
*设计

*Production /
Fit Out
*生产/ 装修

*Project
Management
*项目管理

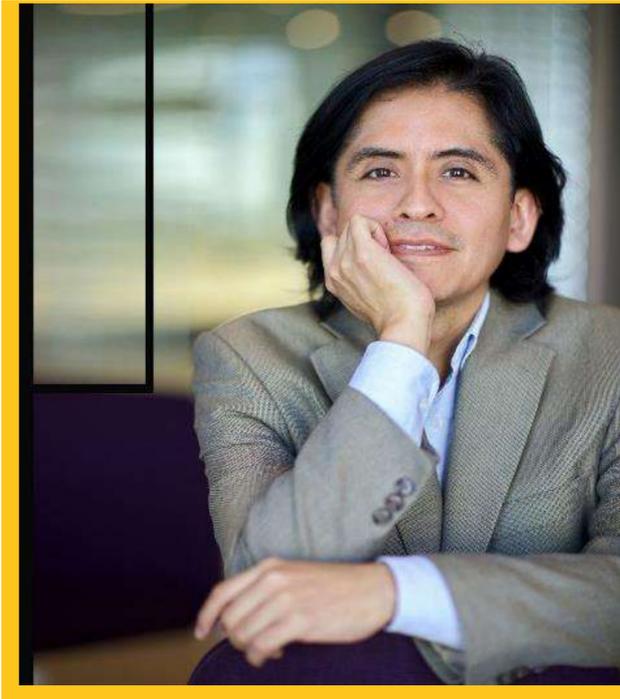
*Furniture
Provision
*家具供应

WHY US ?

Our team has wide experience working with Developers, Brands and Design / Construction companies, we got the criteria to see a problem in different perspectives. BRANDON has passion for creating experiences, experiences will make you remember the Brand and talk about ! . Our services blend Design, Production and Project Management as a unique premium experience for our clients.

我们的团队与开发商、品牌和设计/施工公司有着广泛的合作经验，我们擅长从不同角度看待问题。BRANDON对创造体验充满热情，而这体验会让你记住品牌并使它充满话题性！我们的服务融合了设计、生产和项目管理，能够为客户提供独一无二的优质体验。

WE DON'T WORK FOR BRANDS. WE WORK FOR PEOPLE INTERACTING WITH BRANDS.



TEO ROJAS
BRANDON
Founder

Teo Rojas is BRANDON founder, an architect born in Perú, trained in Las Vegas (USA) with 16 years working experience, focusing the last 10 years in luxury brands and real estate developments, with projects in the Americas, Middle East and Asia.

Teo Rojas是上海牌顺品牌管理有限公司创始人，出生于秘鲁，在拉斯维加斯（美国）接受培训，拥有16年的工作经验，过去10年专注于豪华品牌和房地产开发，在美洲、中东和亚洲都曾开展过项目。

His expertise includes Branding & User Experience , Design, Construction and Project Management. He has been working for different brands developing their facilities / infrastructure, such as : Salvatore Ferragamo, Tommy Hilfiger, Polo Ralph Lauren in the Americas and Zara (Inditex Group), Versace & Fendi in Asia Pacific and workplace and shopping Center Projects as well.

他的专业知识包括品牌和用户体验、设计、施工和项目管理。他拥有多个知名项目的方向和战略的管理经验：萨尔瓦多·菲拉格慕、汤米·希尔菲格、美洲的波罗·拉尔夫·劳伦和亚太地区的扎拉（ Inditex Group ）、范思哲和芬迪以及购物中心项目。

Teo has traveled widely, which allows him to know deeply about customer experience, design methods and construction techniques, he has passion for creating customer feelings reflected in spaces and components, currently he receives invitations for giving lectures in Marangoni Fashion Institute, Raffles Design Institute, China International Furniture Fair in Shanghai, Retail Fulfilment Forum & China Coworking Development Forum. Currently he is mentoring different startups under WeWork Labs Platform.

Teo游历广泛，对客户体验、设计方法和施工技术有着深刻的了解，他热衷于通过对空间和组件的设计带给客户深刻的体验，最近他已经收到英国皇家空军Marangoni时装学院、上海中国国际家具博览会、零售成就论坛、中国协同发展论坛的演讲邀请。目前，他正在Wework labs平台下管理多个初创企业。



TINA YAN

Client Relations

Tina is part of Brandon client relations, she has wide experience in building communication channels between client and companies. Before joining Brandon, she was part of different high end stores and handling clients relations and corporate accounts.

Tina, 是布兰登客户关系的一部分，她在建立客户与公司之间的沟通渠道方面有着丰富的经验。在加入布兰登之前，她是不同高端连锁品牌店的负责人，负责处理客户关系和公司账户。

Selected Projects

- Viking Office and Experience Center.
- IT Consultis Office .
- Covestro Experience Center.
- Luxottica Office & Experience Center.

Education

Jiangsu University
Accounting Degree.

Languages Spoken

Chinese
English
Spanish



Mauricio Martinez

Project Management

Mauricio joined Brandon as Project Manager in 2020.

He has over 8 years experience in high level corporate interiors and 5 years experience in private luxury interiors.

Responsible for construction project management and support in quality inspection and assurance.

His expertise has been involved in projects in China, Hong Kong and Mexico. He supports in cross cultural understanding and communication between multi cultural / multi language parties.

He is fluent in mandarin making stronger the close management skills within our construction local team.

Selected Projects

- Viking Office & Experience Center.
- Cadore Interiors Showroom.
- Luxottica Office & Experience Center
- Kalea Showroom.
- Liverpool Office

Education

Roma Tre University
Rome -Italy
Electronic Engineering Degree.
Certified HSK–Chinese.

Languages Spoken

English
Spanish
Chinese



Jack Liu

M&E Engineer

Jack joined Brandon as M&E engineer in 2019. He has over 10 years experience in high level corporate interiors and commercial projects. Responsible for the mechanical , electricity and data engineer .

Selected Projects

- Viking Office & Experience Center.
- Luxottica Office & Experience Center
- Kalea Showroom.
- Liverpool Office

Education

Nanjing University.

Languages Spoken

English
Chinese



CECI WANG

Design

Ceci has been engaged in interior design for nearly 5 years, have participated in many large-scale projects and set up a solid professional competence for projects in interior design and construction drawings.

Ceci 从事室内设计工作近5年，参与过多个大型项目，在室内设计和施工图方面具有扎实的专业能力。

Selected Projects

- Viking Office & Experience Center.
- Cadore Interiors Showroom.
- Luxottica Office & Experience Center
- Kalea Showroom.
- Liverpool Office

Education

The University of Visual Arts
Architecture & Interior Design
Degree.

Languages Spoken

Chinese
English

OUR TEAM



Our expertise for your brand success.
我们的专业，你们的成功

We are a group of professionals coming from different backgrounds :
Financial , Branding, Design, Engineering, Logistics; who believe in ideas
are better when we cover different perspectives.

我们是一群来自不同背景的专业人士：金融、品牌、设计、工程、物
流；我们都相信当我们的团队涵盖多方面的视角时能够激发出更好的
灵感和提供更优质的解决方案。

As an international, dynamic and multi-disciplinary team of creative and
technical talents passionate about User Experience .

作为一支国际化、充满活力、多学科的创新和技术人才队伍，我们
对用户体验的创造充满热情。

We spend considerable time evaluating the latest experiences that are
extraordinary, cost-effective, reliable , easy / long life - to-use within the
right commercial environment.

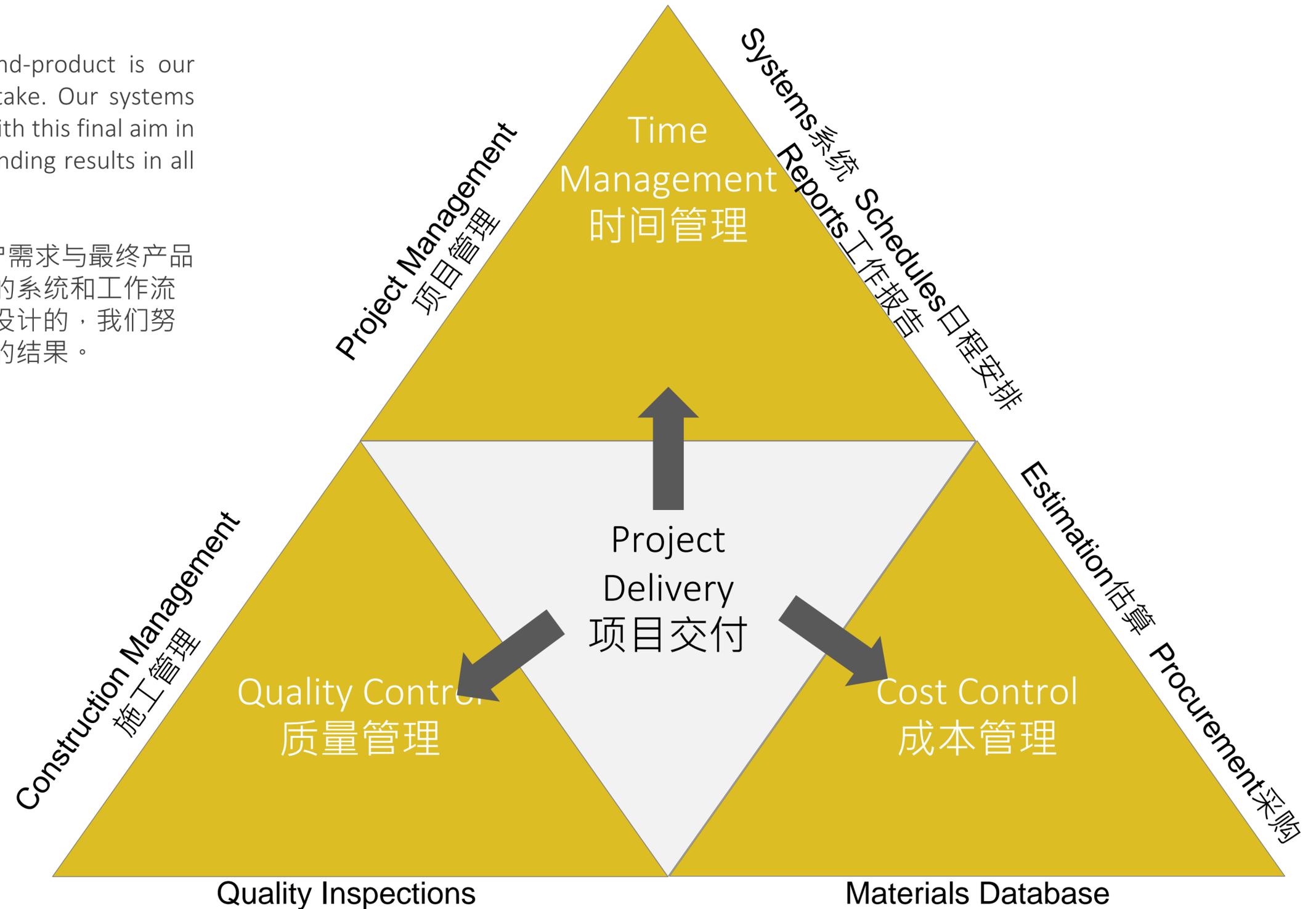
我们花费大量的时间评估最新的经验，确保我们方案的经验基础是非
凡的、具有成本效益的、可靠的、易实施且长寿命的，并且可以在合
适的商业环境中使用。

OUR GOALS

我们的目标

Connecting client needs with the end-product is our final goal in every project we undertake. Our systems and workflow has all been designed with this final aim in sight, and we strive to achieve outstanding results in all related criteria.

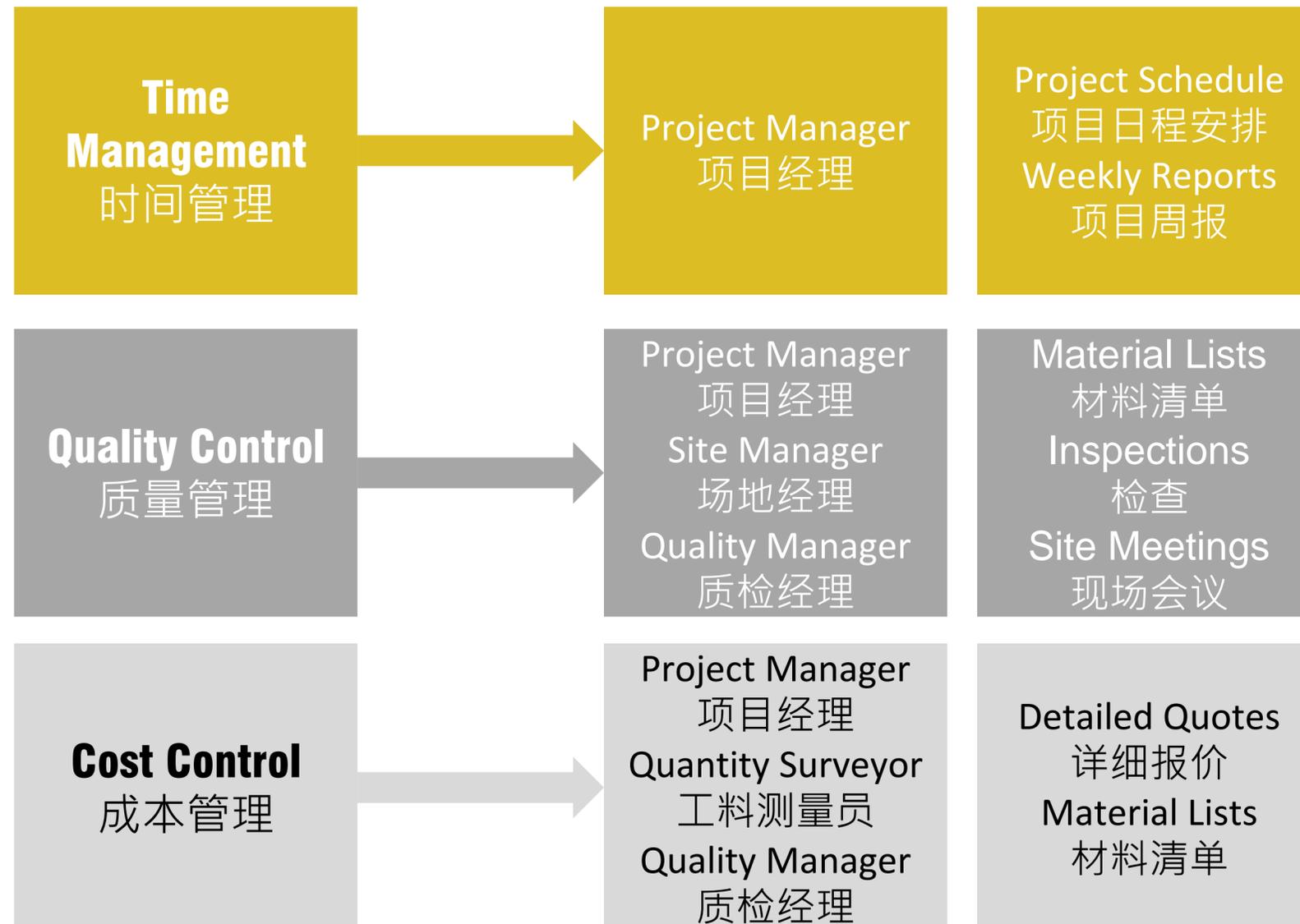
在我们承接的每个项目中，将客户需求与最终产品联系起来是我们的最终目标。我们的系统和工作流程都是以这一最终目标为目标进行设计的，我们努力在所有相关标准中都能取得优异的结果。



OUR PROCEDURE

我们的程序

Communication, coordination, and foresight are all qualities to ensure outstanding results.
沟通、协调和远见都是确保取得杰出成果的品质。

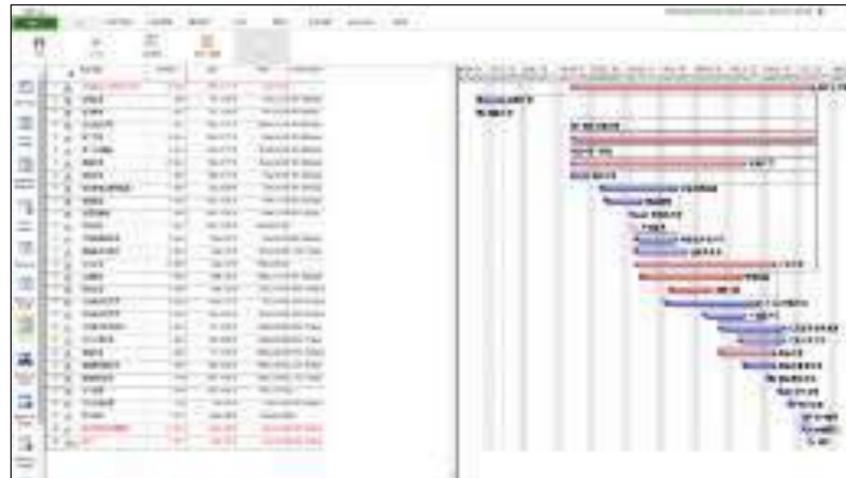


OUR DOCUMENTS



Progress Reports
进度报告
Project Schedules
项目日程安排

We love to keep our clients well informed on the progress of their investment. 我们乐意让我们的客户了解他们投资的进展情况。



Safety Reports
安全报告

Safety is of the utmost importance at each of our work sites. 在我们的每个工作地点，安全是最重要的。



Material Lists
材料清单

We are clear and concise about our material selections, only dealing with recognized suppliers considering low maintenance and long life standards. 我们对材料的选择非常清楚和简单，只与对应领域公认的供应商打交道，并且考虑低维护成本和耐用性两个标准。



SUSTAINABILITY

可持续性



Sustainable Sites

可持续



Water Efficiency

节水



Indoor Environmental Quality

室内环境质量



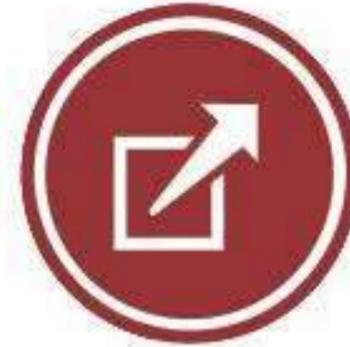
Materials & Resources

材料和资源



Energy & Atmosphere

能量和气体



Innovation & Design

变革和设计



Awareness & Education

意识和教育

WARRANTY 担保



The relation between Company and Client continues after finish the Project
项目完成后，公司与客户的关系仍在继续。

At the end of the warranty period, clients can still sign a maintenance contract with the team if you are satisfied with our service. This contract offers a regular inspection service every 3 months. If any problems are found, our specialist will provide a quotation and commence maintenance at once after approval is obtained.

在保修期结束时，如果您对我们的服务满意，客户仍然可以与团队签订维修合同。本合同每三个月提供一次定期检查服务。如果发现任何问题，我们的专家将提供报价，并在获得批准后立即开始维护。

Our team will always be on hand to answer any questions or address any concerns that might arise, post-construction.

我们的团队将随时帮助回答任何问题或解决任何可能出现的问题，即使在施工后。

SPACE MANAGEMENT

空间管理

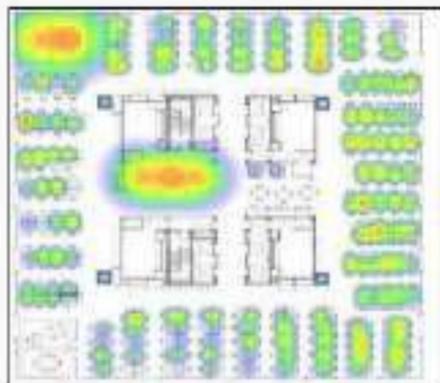
...Optimizing Space & Time
优化空间与时间

Examples of Outputs & Results



Week 4 - Jul - 2017	Monday 24th	
	AM	PM
Desks With No Occupancy	172	161
Desks With Low to Med Occupancy	14	30
Desks With High Occupancy	34	29

Tables and Raw Data



Utilization Heatmap



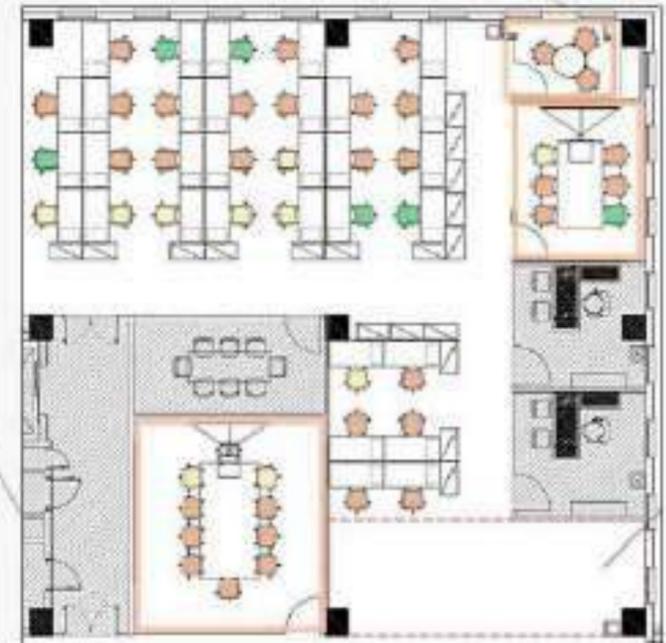
Meeting Room Usage



Before Analysis

Before & After Analysis

Identifying an under-utilised meeting room and redesigning the space for 6 full-time workstations + a small meeting room + discussion room



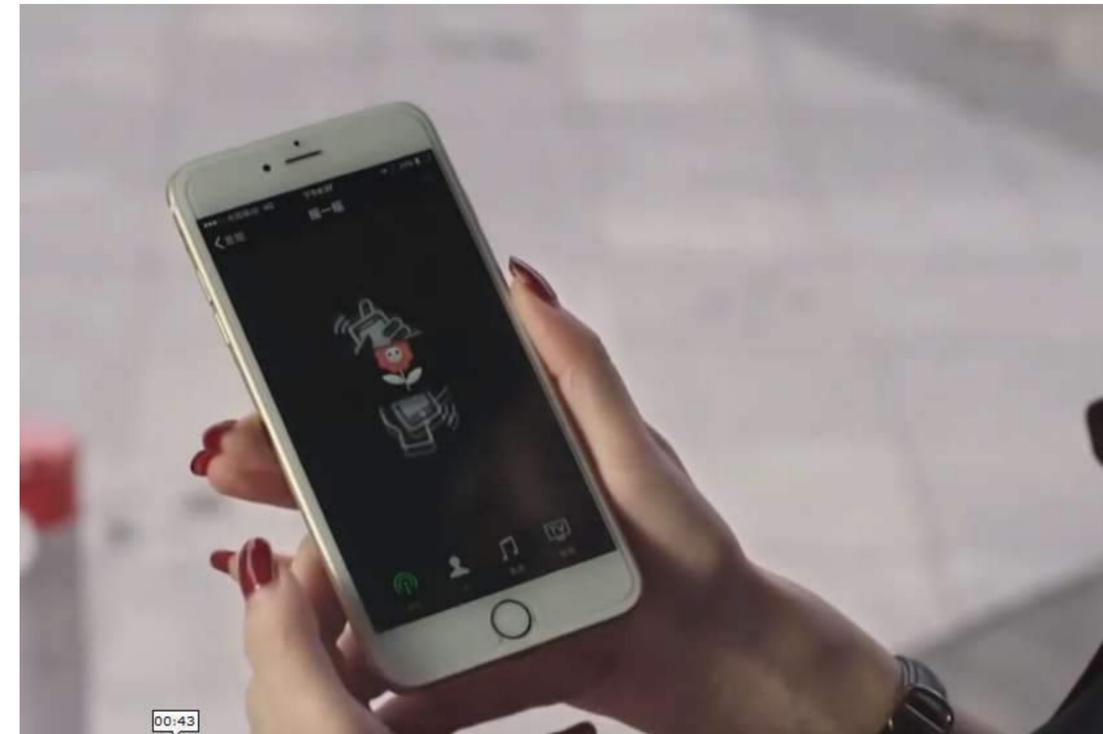
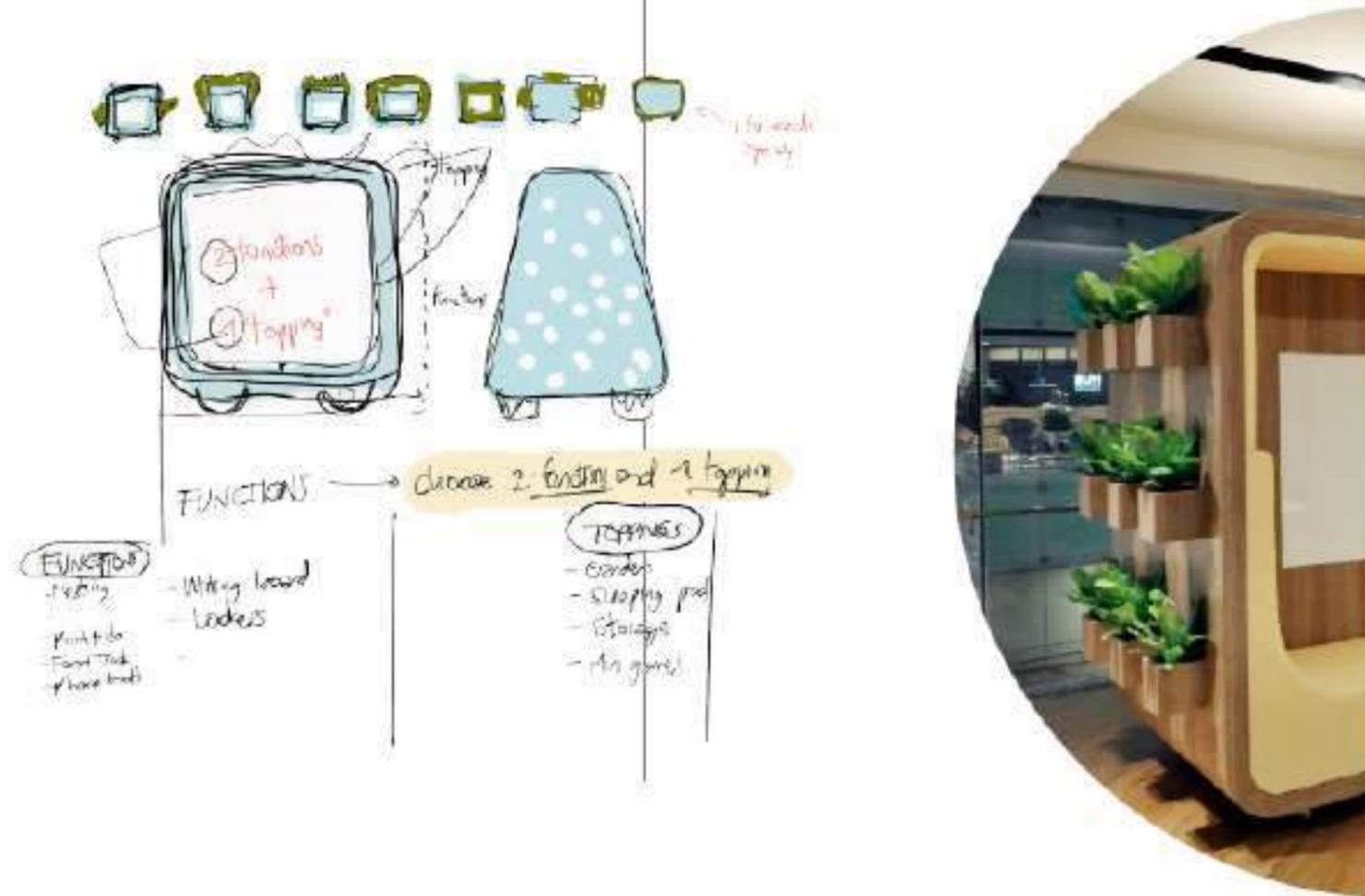
After Analysis & Re-Design

SPACE BRANDING & ENGAGEMENT

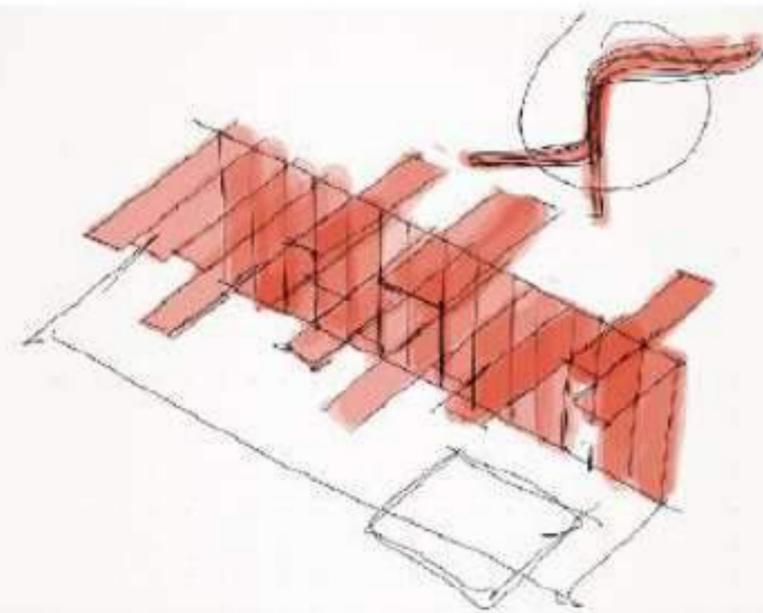
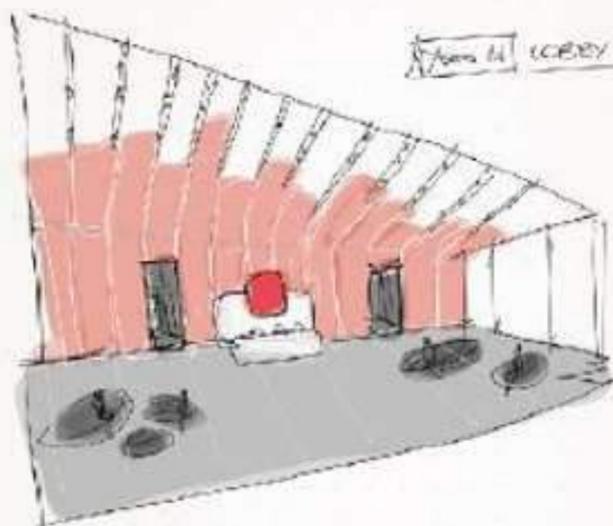
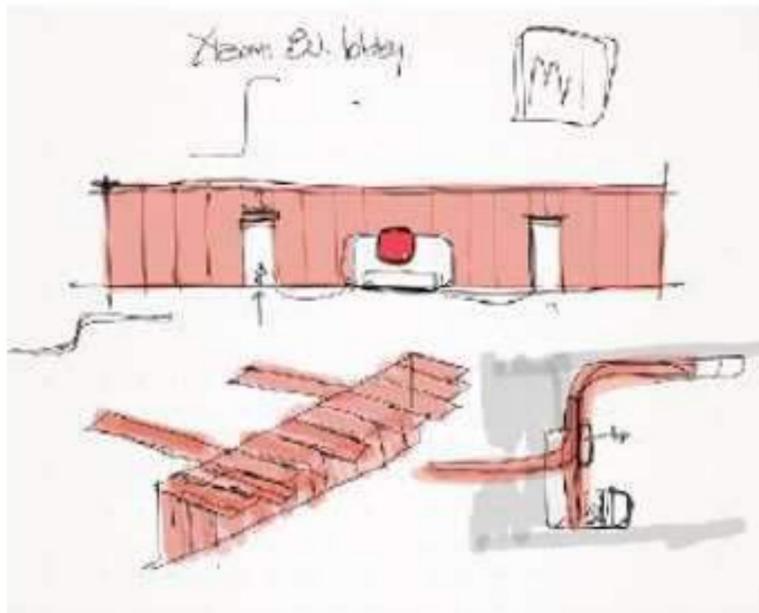
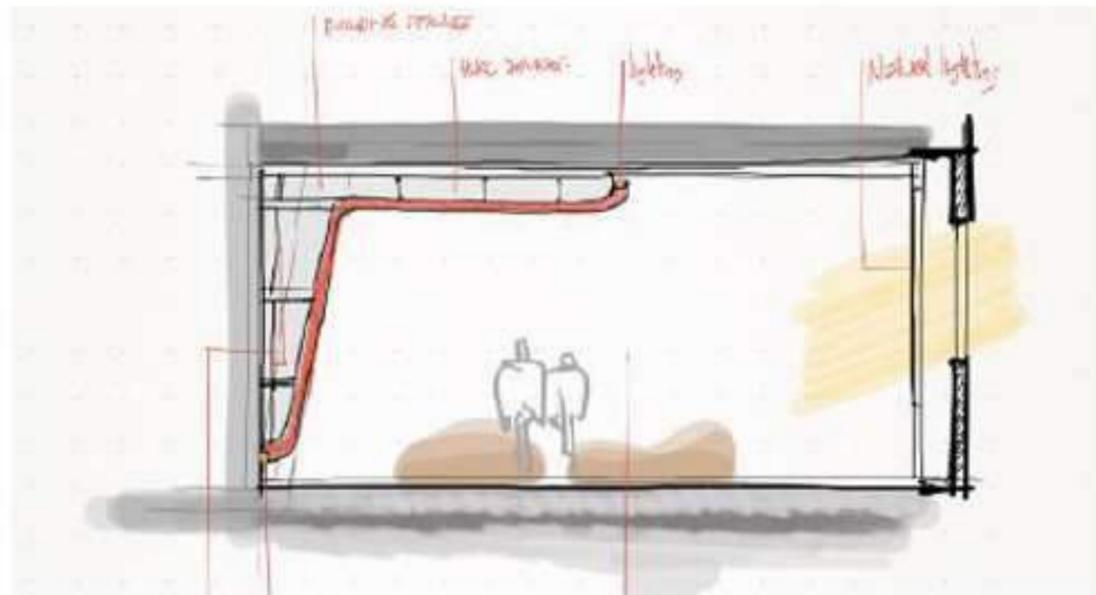
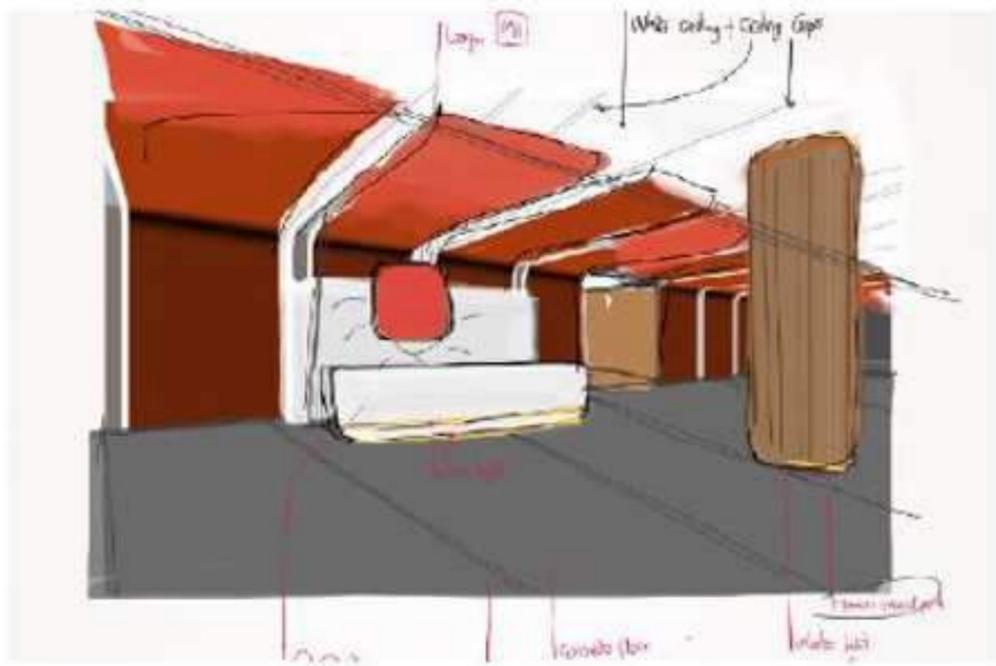
参与品牌定位

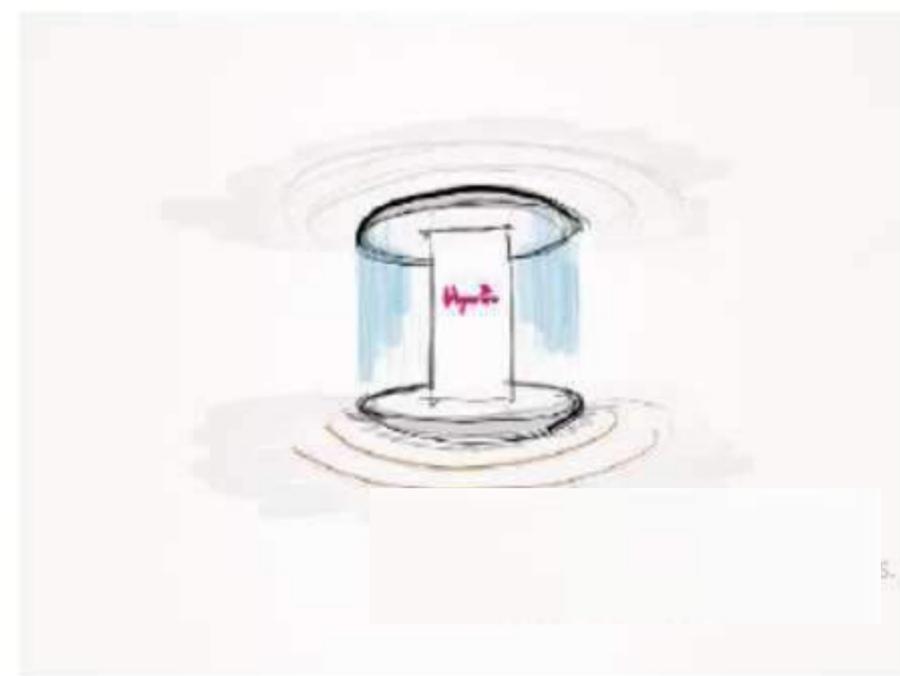
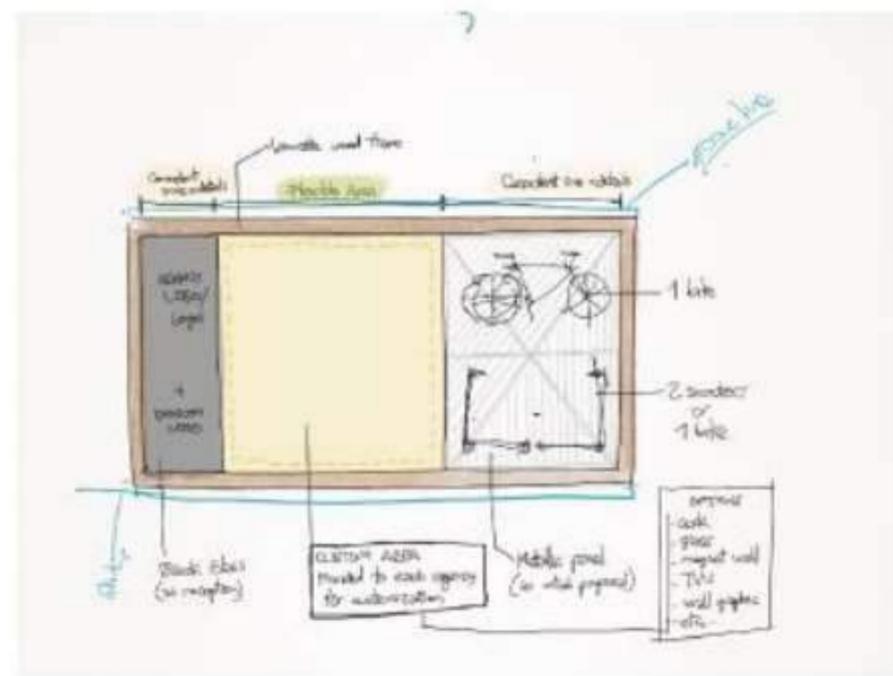
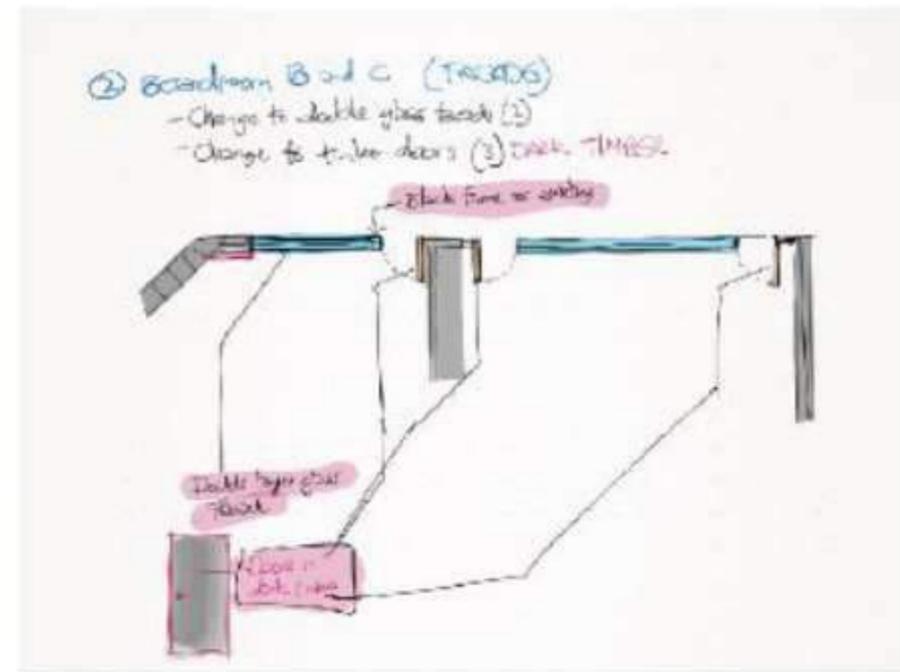
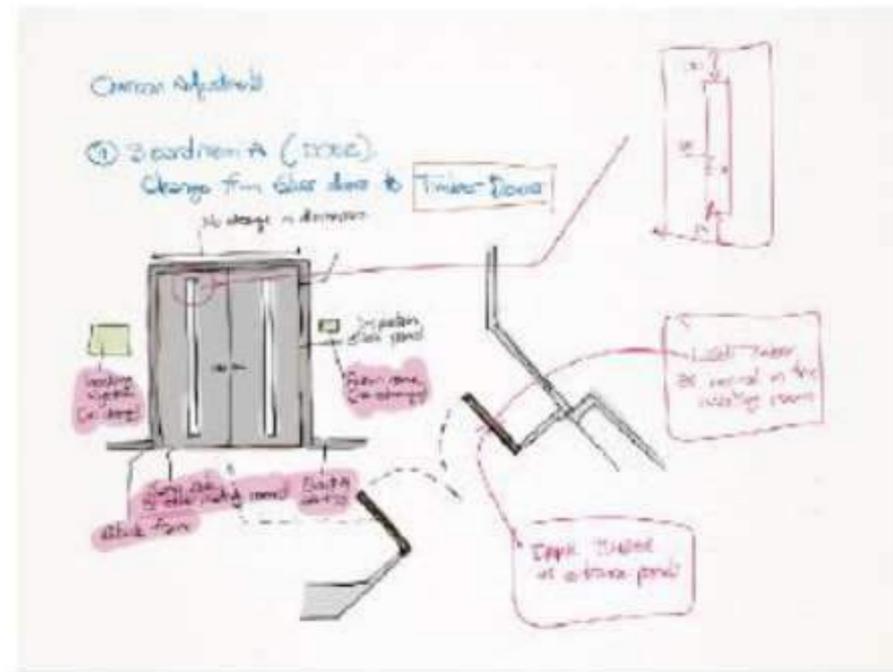
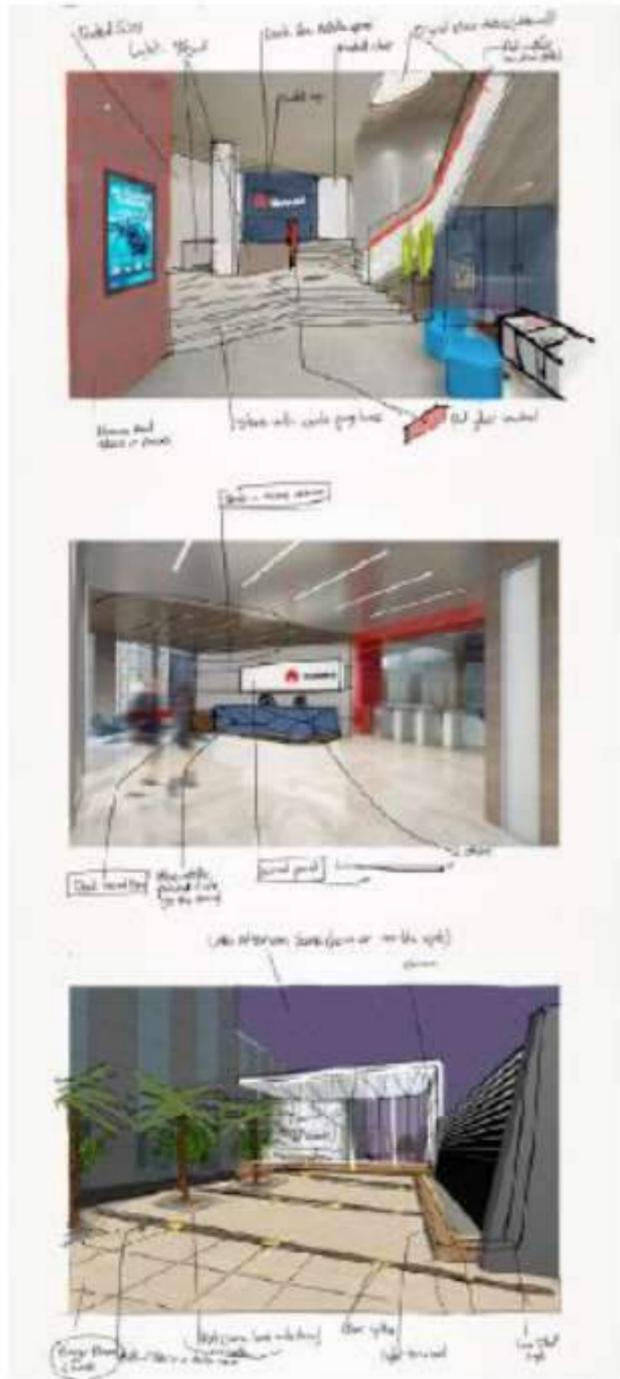
...More than just a Logo.
不只是一个品牌符号

DESIGN JOURNAL



Offline – Online Integration



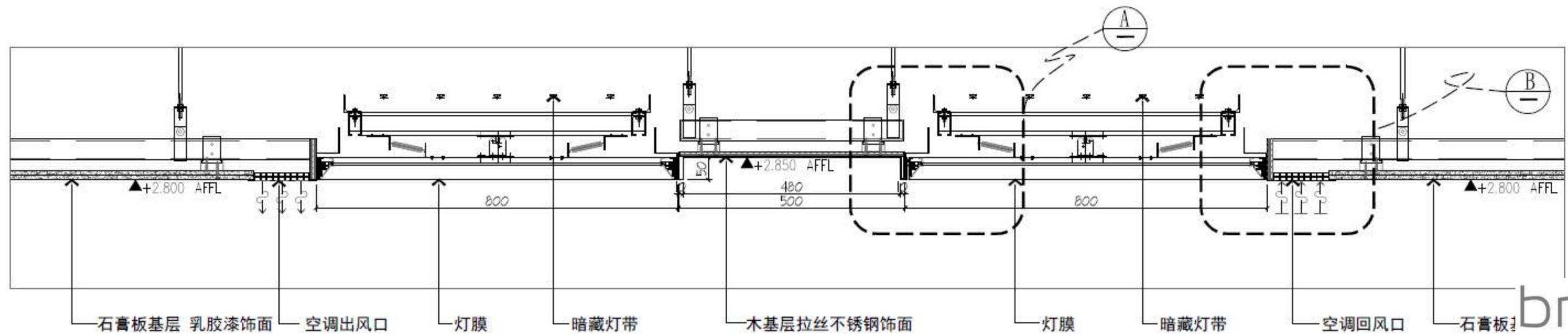
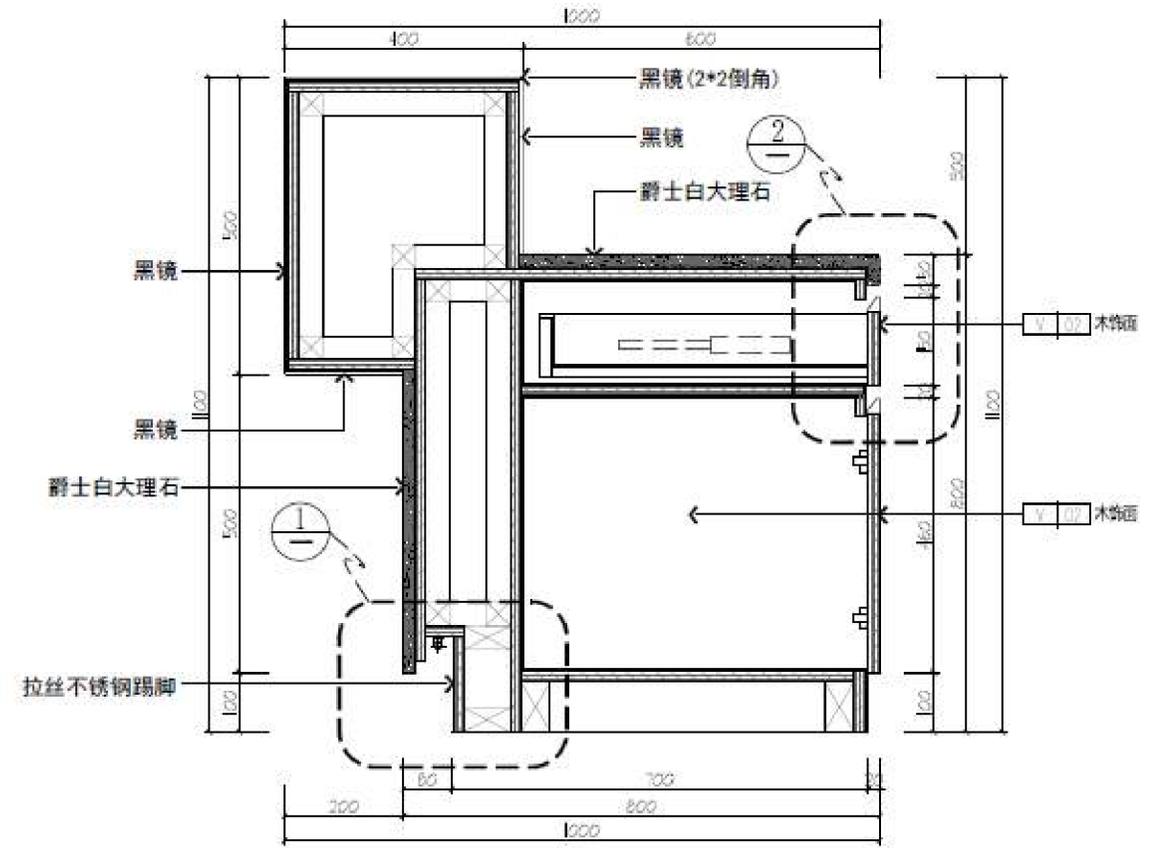
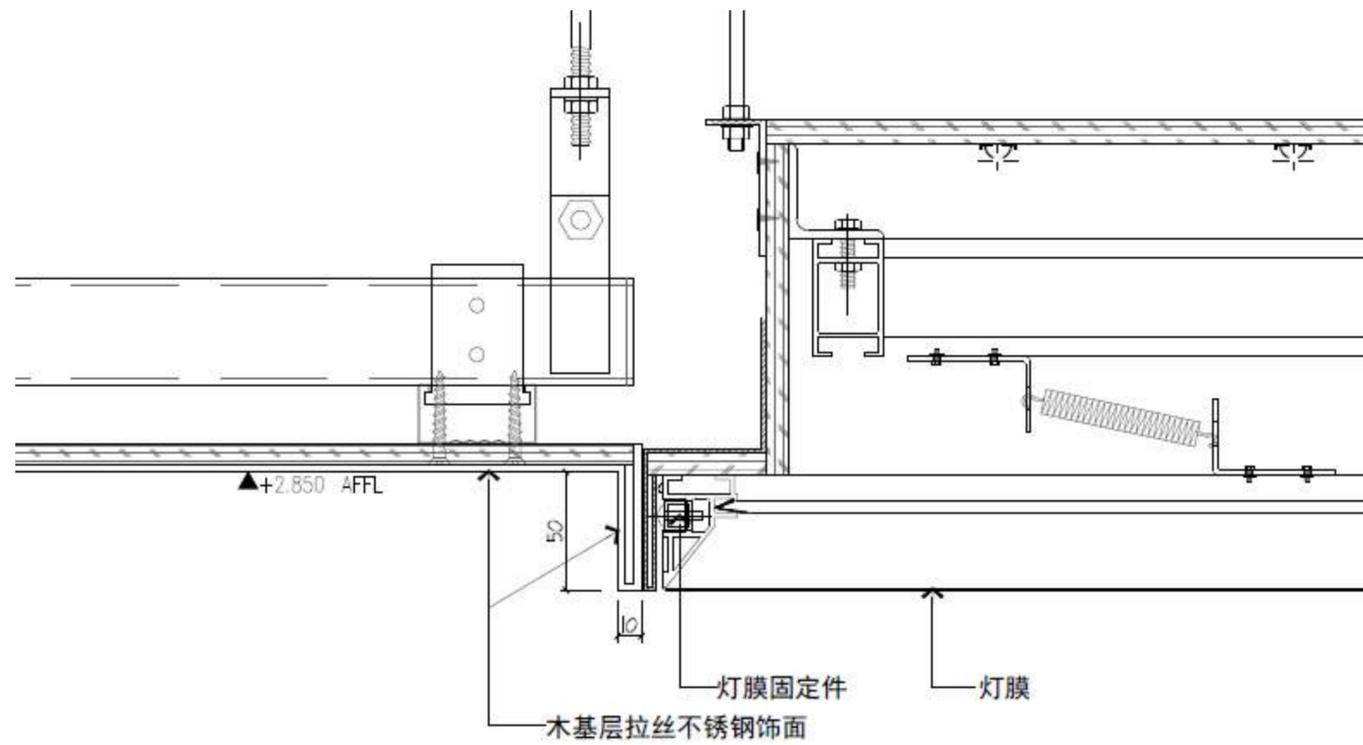


FIT OUT / CONSTRUCTION

装修和施工

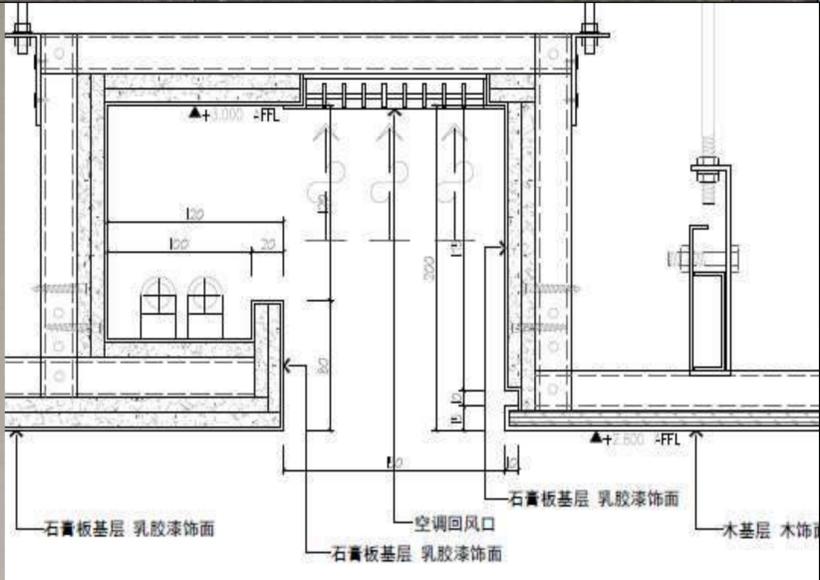
...The way we do it.
我们的方式

Specifications in Elevations and Sections 立面图和剖面图中的规格



Site Marking and Inspection in different Project Stages

不同项目阶段的现场标记和检查



Construction Details according Project specifications
根据项目规范的施工细节



Taking care of details can not be seen but will be part of the identity of the Brand , covering the low maintenance and long lasting life of the Project
注意细节是看不见的，但这些将成为品牌标识的一部分，强化项目的低维护和长期使用寿命属性



Correct handling of materials and finishes will guarantee low material waste and care of the already installed materials.

正确处理材料和饰面将确保降低材料浪费和减少已安装材料的维护。



Communication – With our clients through site meetings reports

With our team and 3th parties for a smooth construction process.

沟通——通过现场会议报告与客户沟通

与我们的团队和第三方合作，确保施工过程顺利进行。



Material samples board, list and other project features.
 材料样板、清单等其他项目特征



No.	Type	Name	Image	Material				Brand	Model	Color	Notes
				Material	Material	Material	Material				
1	LED Downlight	LED筒灯		LED	筒灯	筒灯	筒灯	筒灯	筒灯	筒灯	
2	LED Ceiling Lamp	LED天花板灯		LED	天花板灯	天花板灯	天花板灯	天花板灯	天花板灯	天花板灯	
3	Traditional Ceiling Lamp	传统天花板灯		LED	传统天花板灯	传统天花板灯	传统天花板灯	传统天花板灯	传统天花板灯	传统天花板灯	



Protection for areas that uses substances or air is not suitable. Also protection of current facilities, such as Air condition system, fire system, etc
对于使用的物品或气体不合适的区域进行保护，同时保护现有设施，如空调系统、消防系统等。



Renderings vs Post Construction – Comparison

效果图与施工后对比



CASES

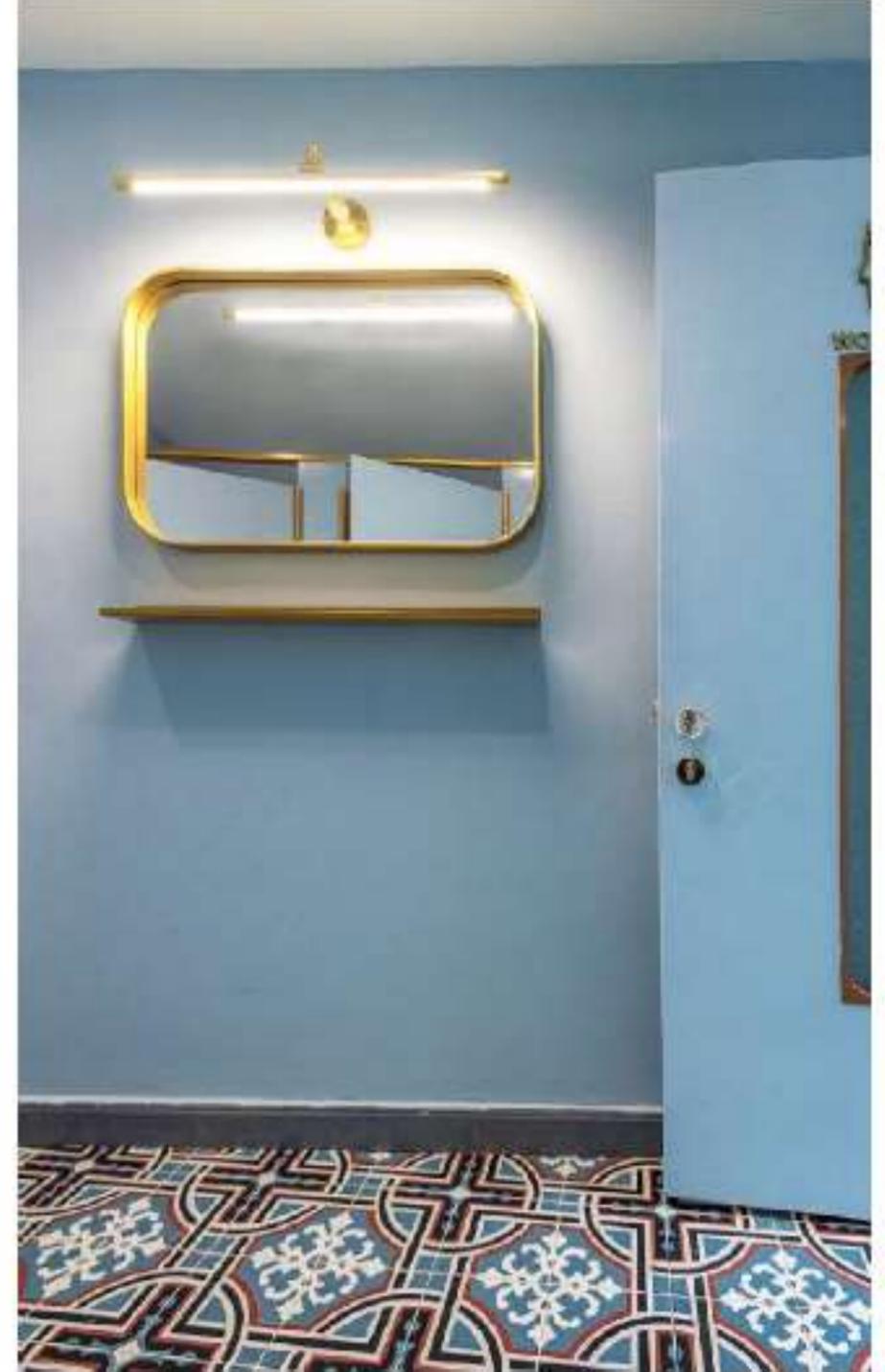
案例

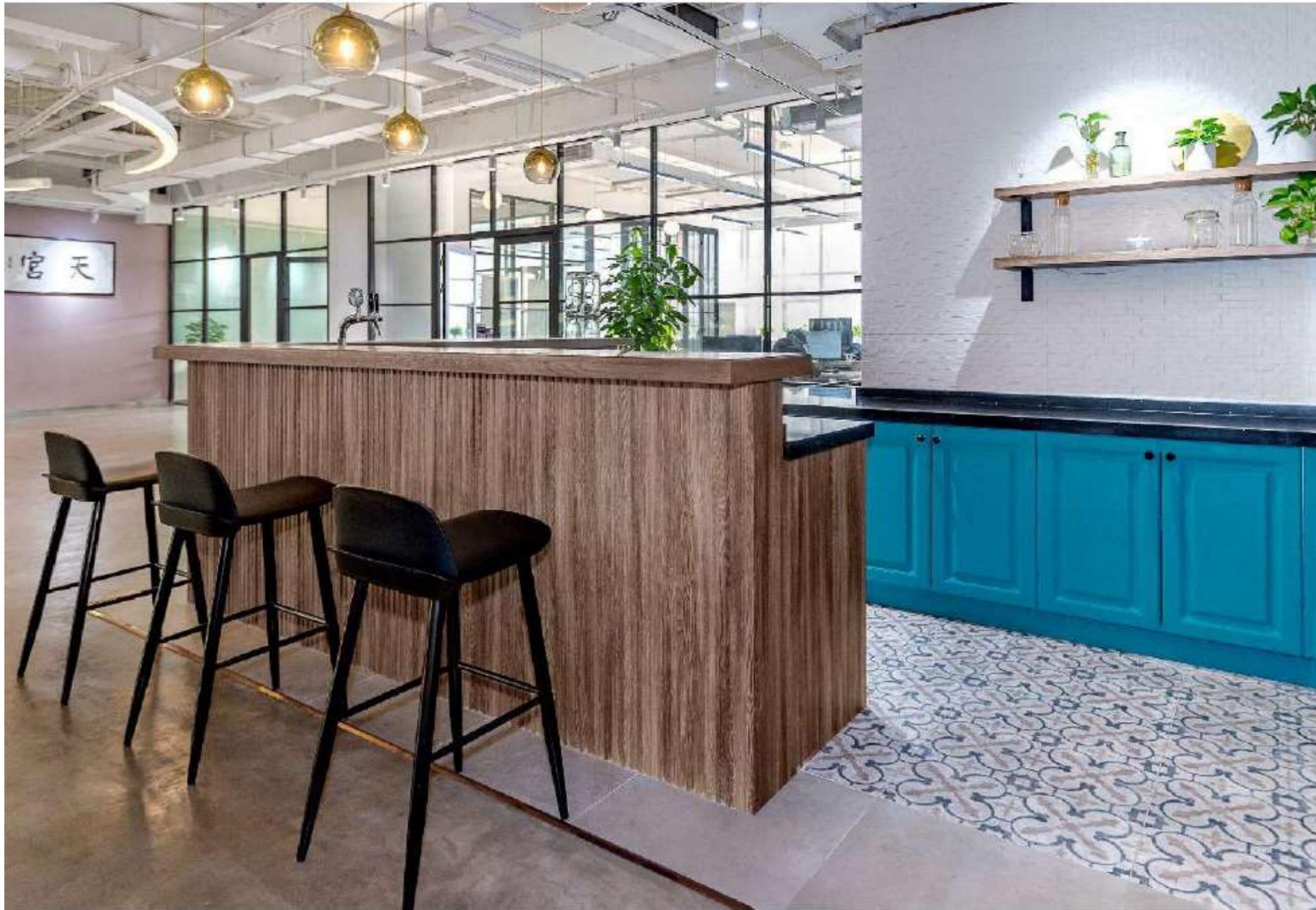


CASE STUDY

案例展示

SKYPALACE OFFICE







CASE STUDY

案例展示

BONA OFFICE



SITE PICTURES



SITE PICTURES





CASE STUDY

案例展示

AGROSUPER





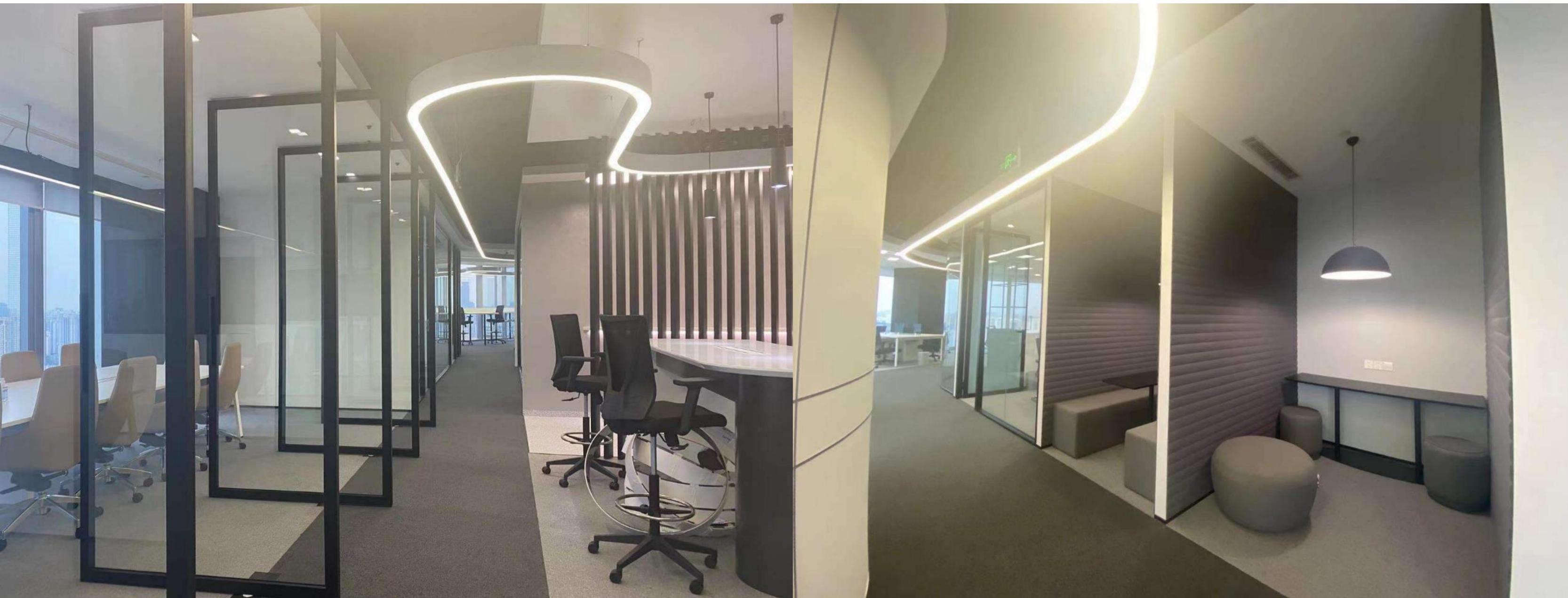




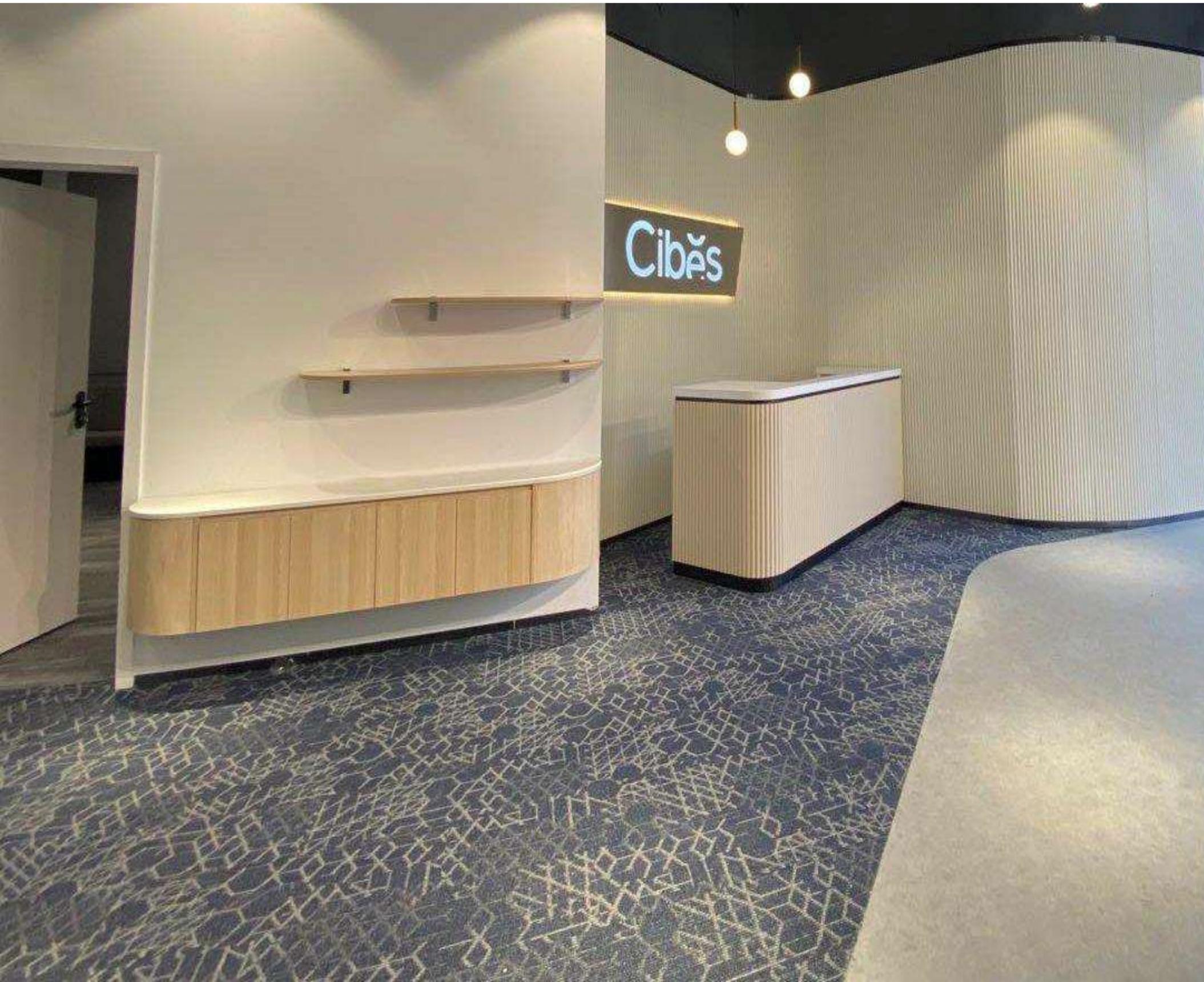
CASE STUDY

案例展示

BM International







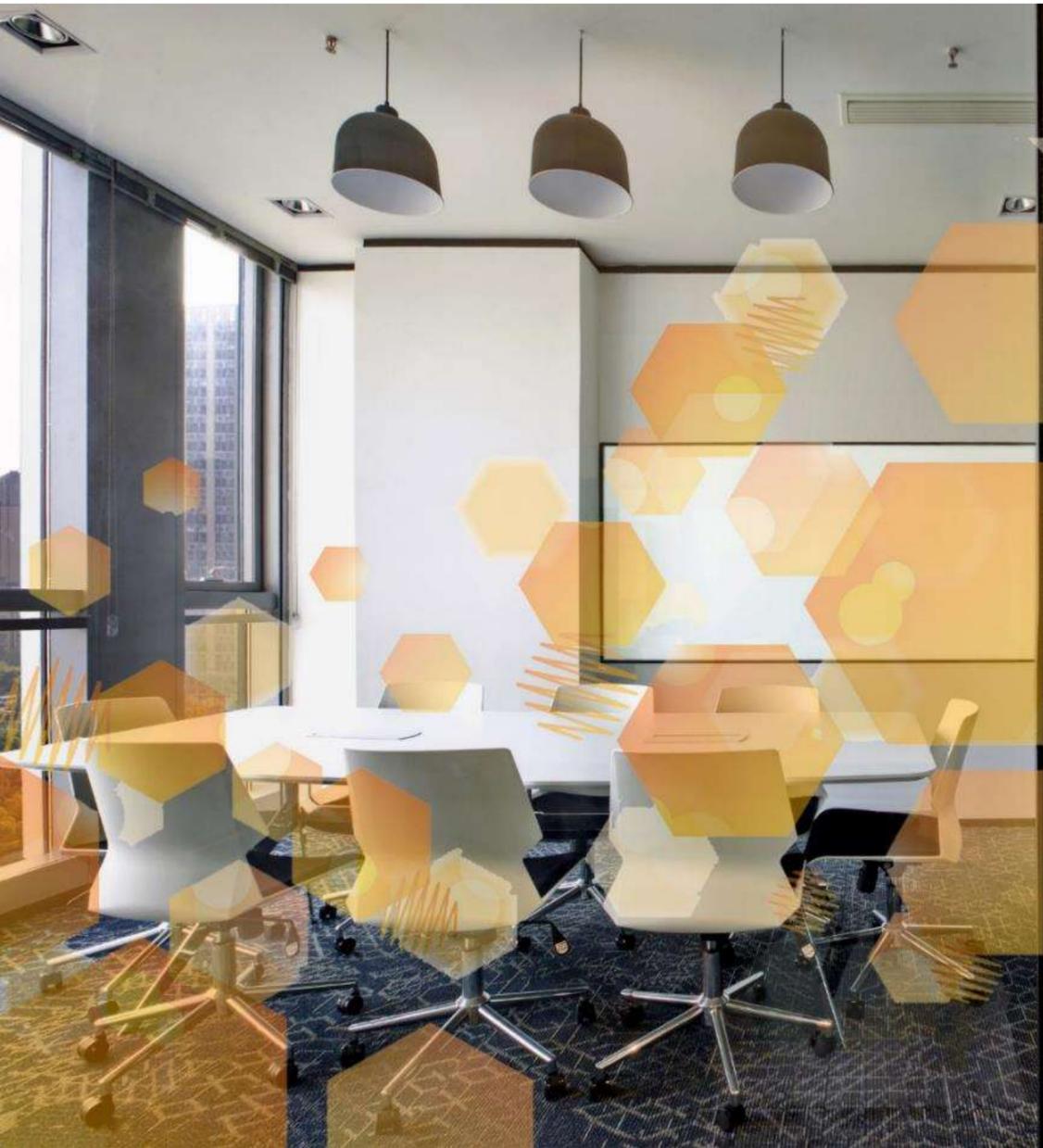
CASE STUDY

案例展示

CIBES OFFICE &
EXPERIENCE CENTER

brandon
ACTIVATION + MANAGEMENT







CASE STUDY

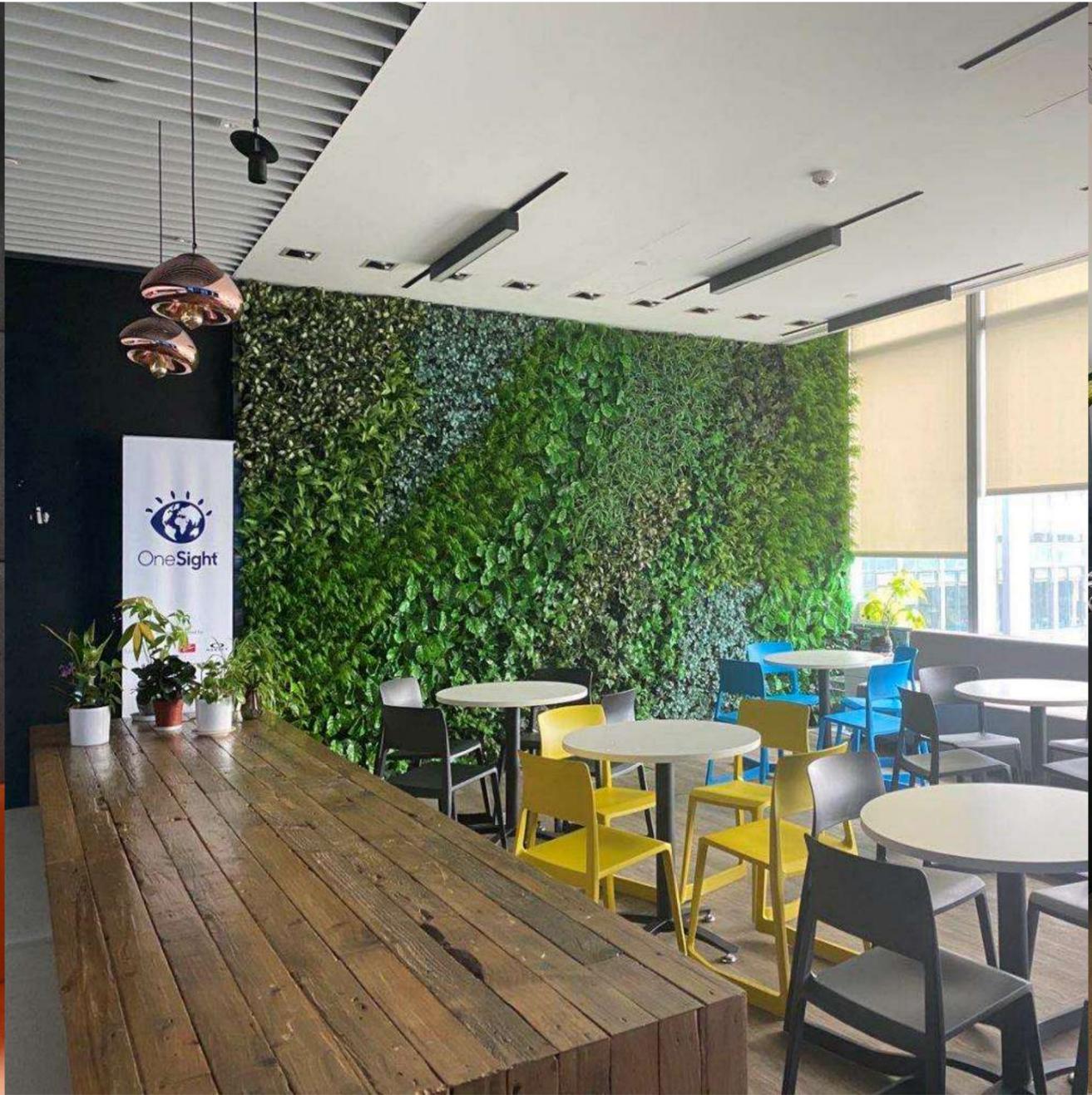
案例展示

LUXOTTICA
OFFICE

brandon
ACTIVATION + MANAGEMENT









CASE STUDY

案例展示

LUXOTTICA
EXPERIENCE CENTER

brandon
ACTIVATION + MANAGEMENT









CASE STUDY

案例展示

CAROLINA HERRERA
STORE







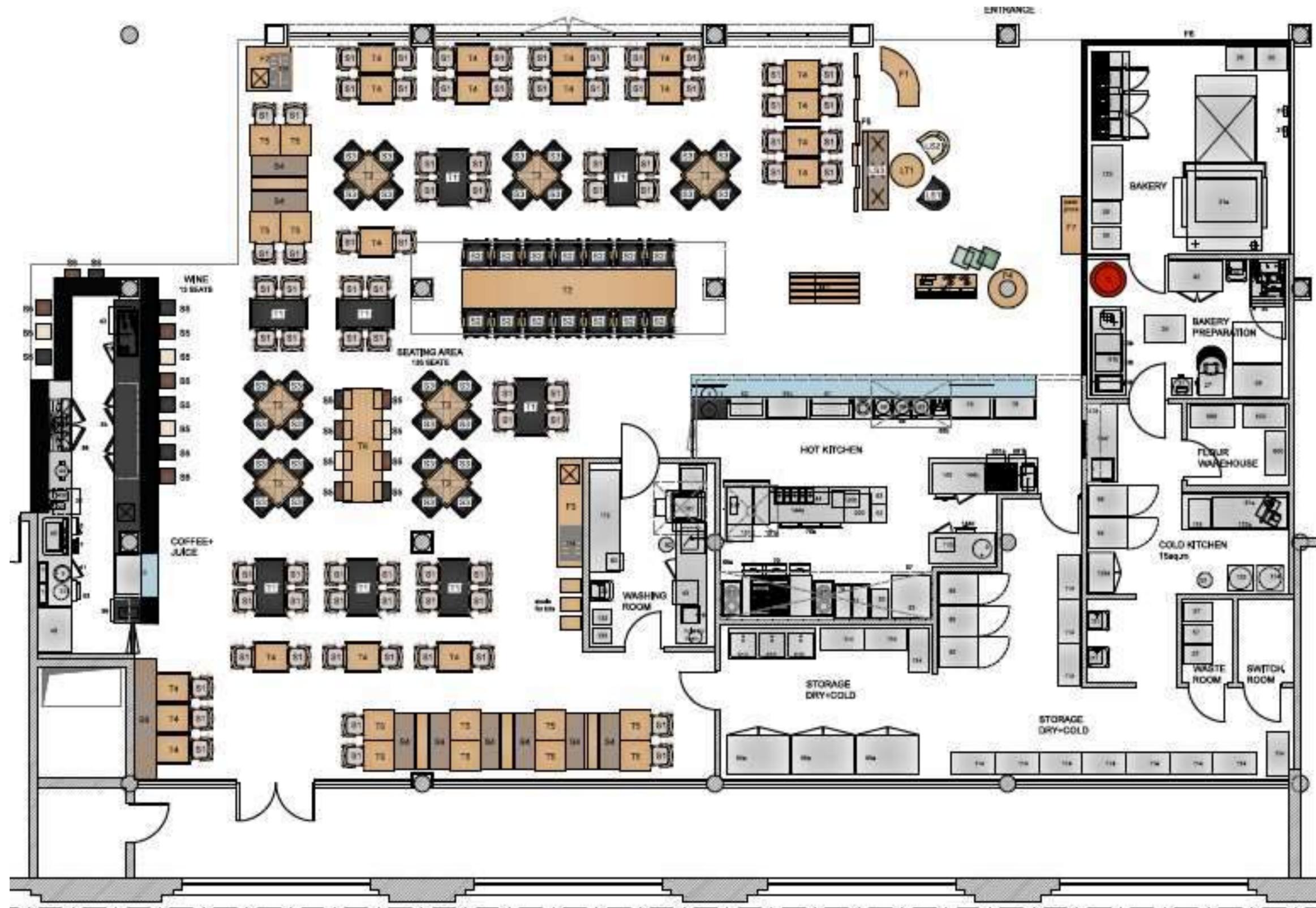


CASE STUDY

案例展示

SUSHI GROVE
F&B

brandon
ACTIVATION + MANAGEMENT









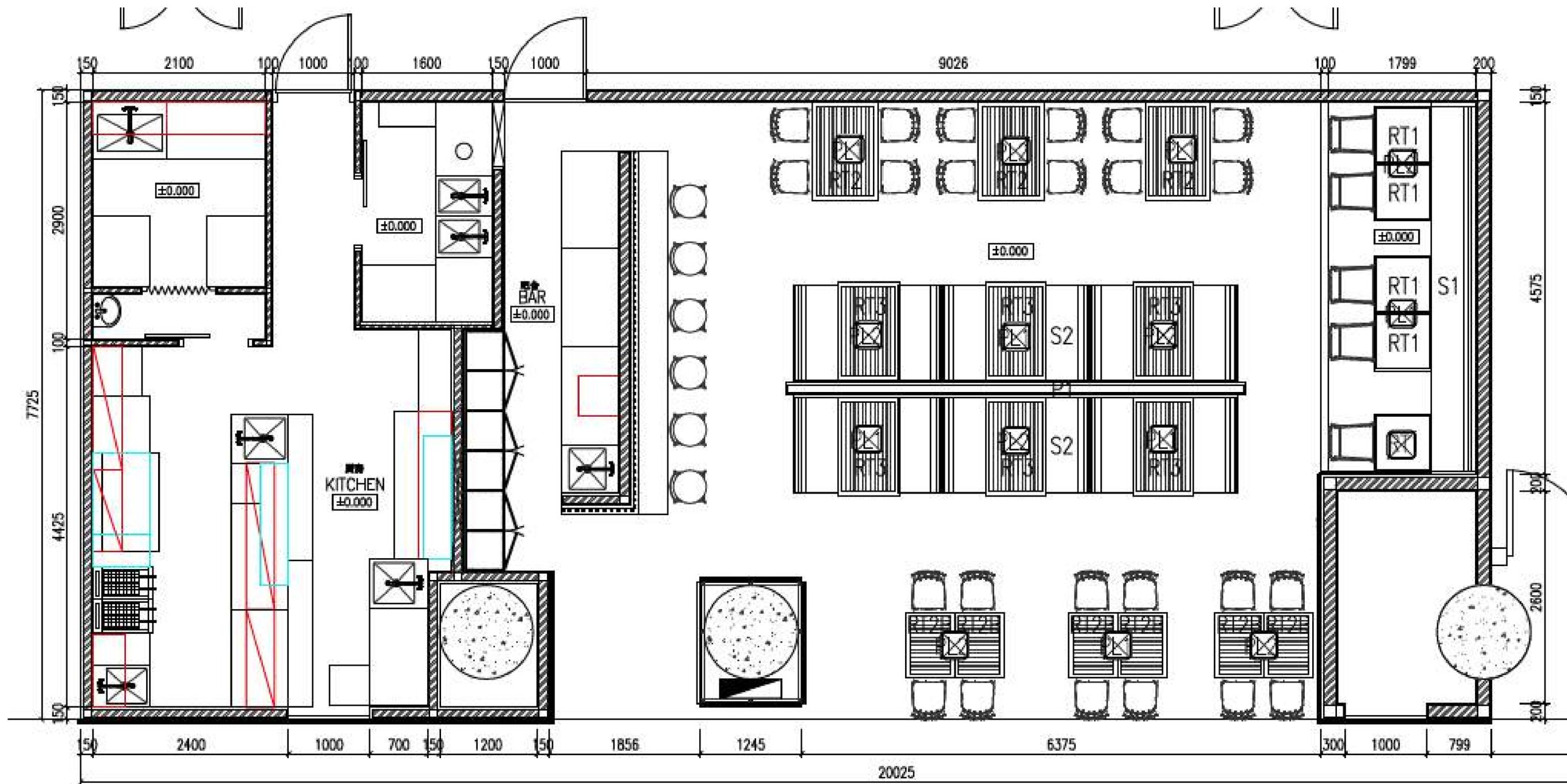


CASE STUDY

案例展示

SUSHI GROVE
F&B

brandon
ACTIVATION + MANAGEMENT





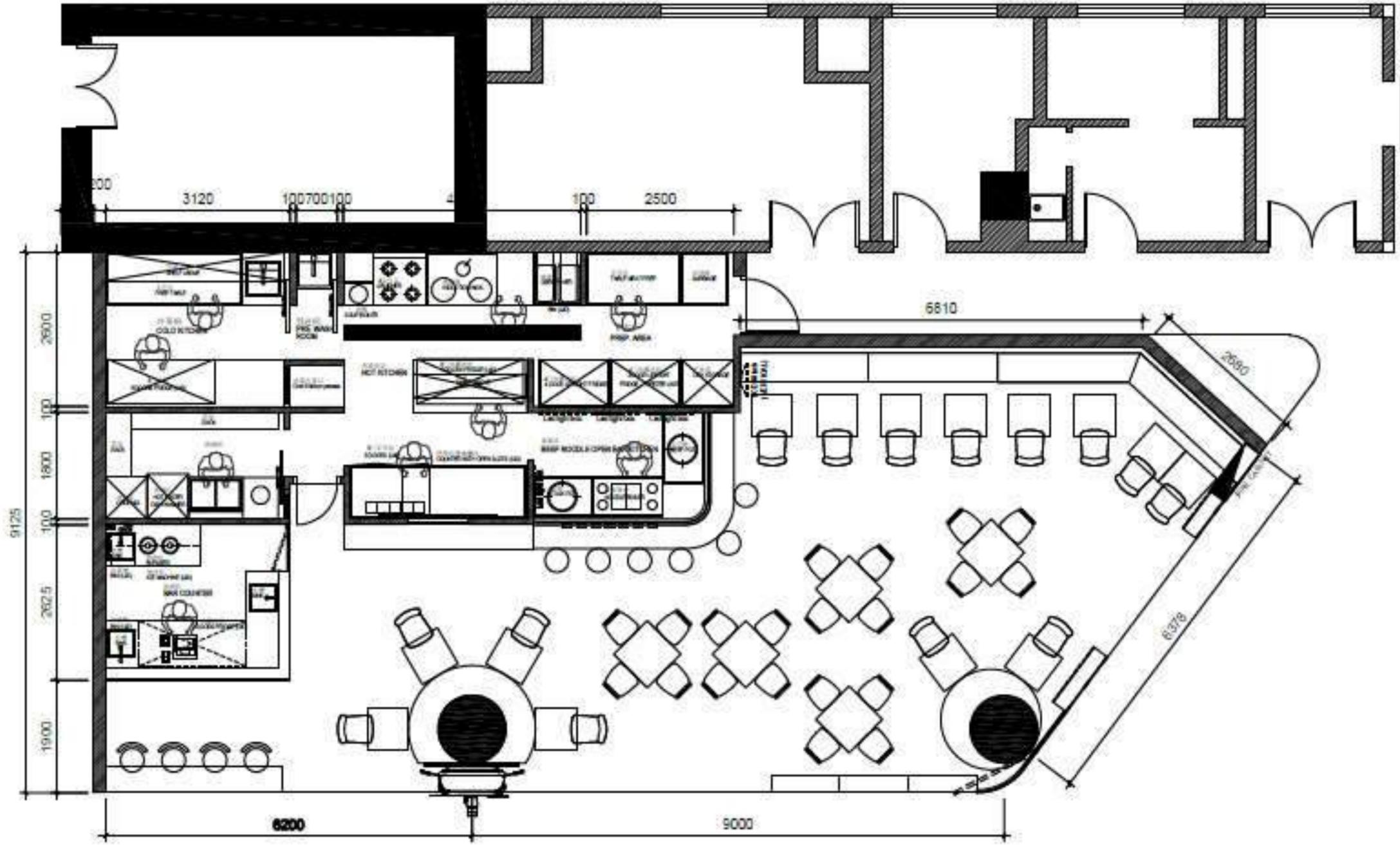




CASE STUDY

MANGO CHILI
F&B

brandon
ACTIVATION + MANAGEMENT









CASE STUDY

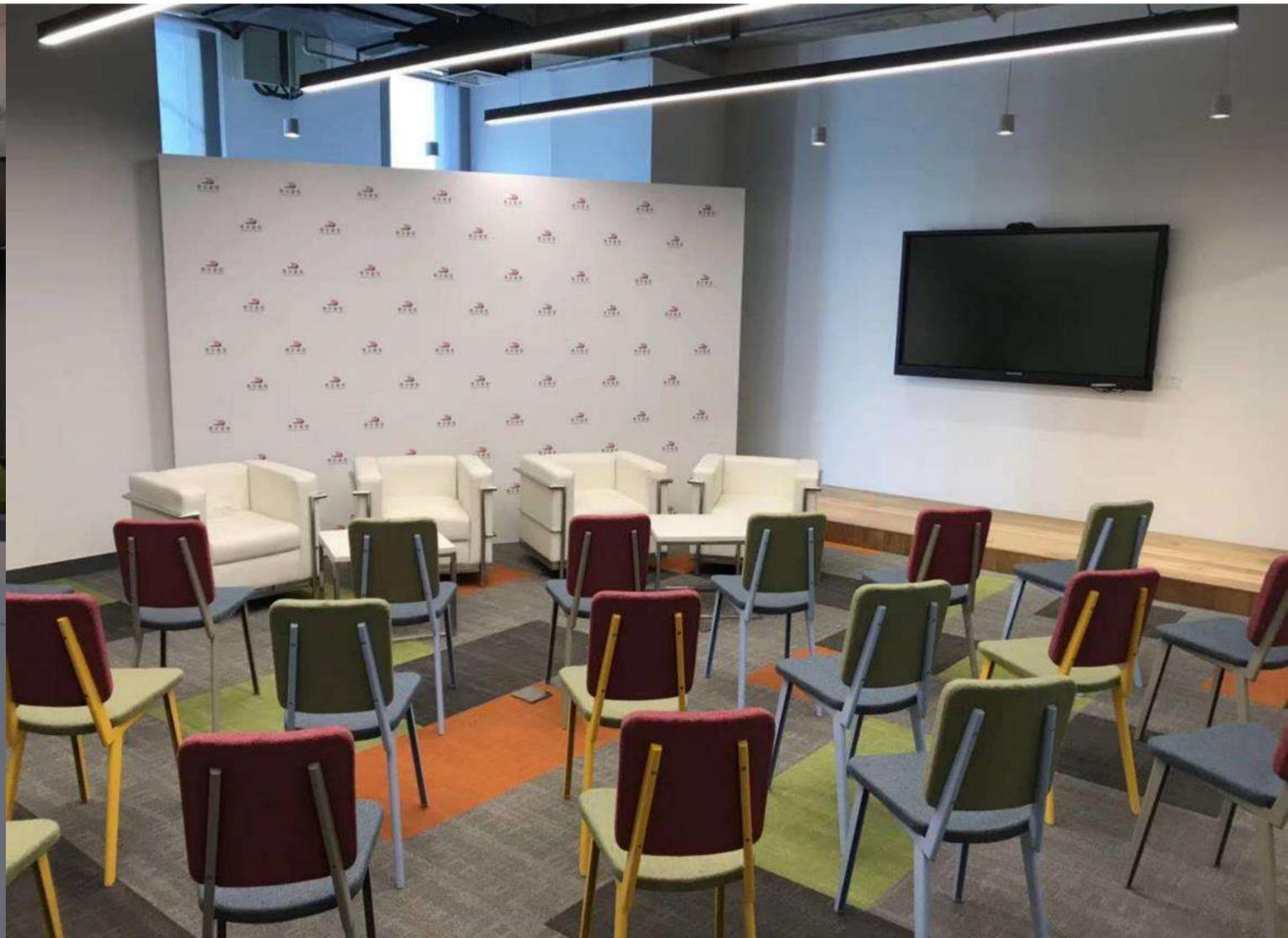
案例展示

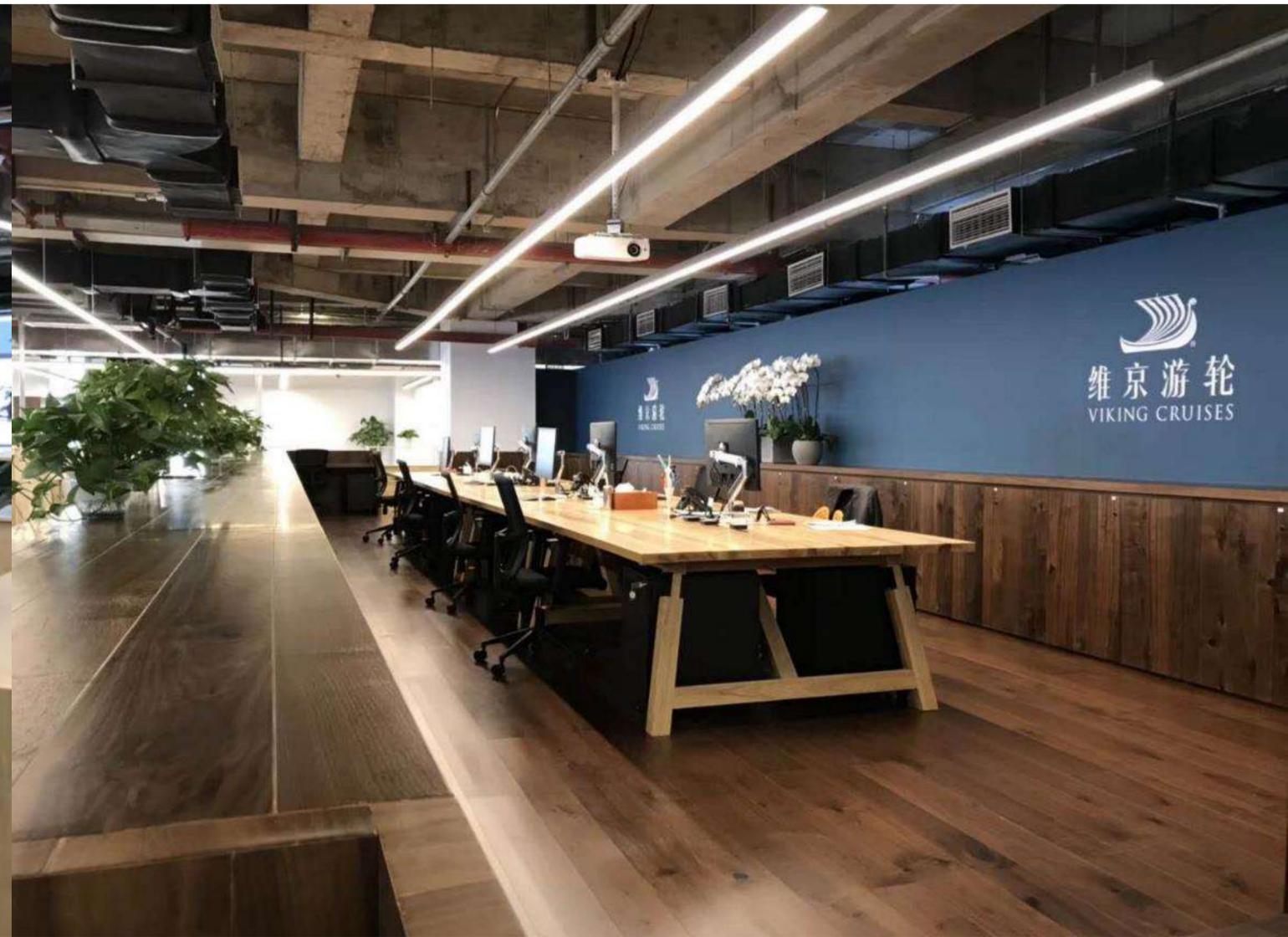
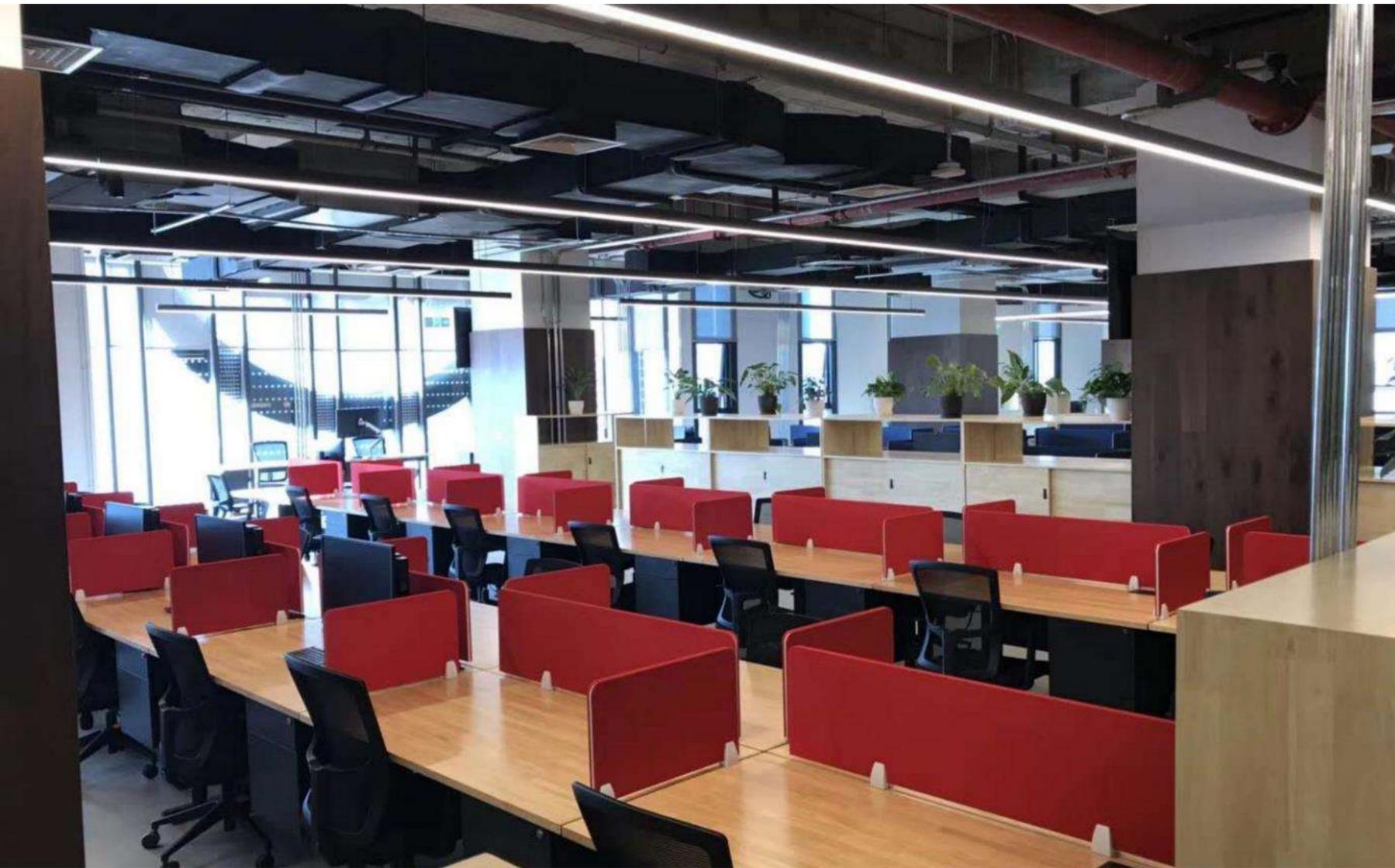
VIKING CRUISES OFFICE &
EXPERIENCE CENTER

brandon
ACTIVATION + MANAGEMENT











CASE STUDY

案例展示

BAYER
COVESTRO
EXPERIENCE CENTER



1.- Seed Wall + 3C Wall

Interaction method : Touch + push&pull

交互方式：触摸+推拉

Moving components: Screen on rails

移动部件：轨道上的屏幕



2.- Central Dock 中央对接

Interaction method : Gesture 交互方式 : 手势

Moving components: none 移动组件 : 无

Interactive part: gesture sensor 交互部分 : 手势传感器

4.- Consumer Island 消费者岛屿

Interaction method :Touch交互方式：触摸

Moving components: none 移动组件：无

Interactive part: Screen (transparent LCD screen)交互部分：屏幕（透明液晶屏）





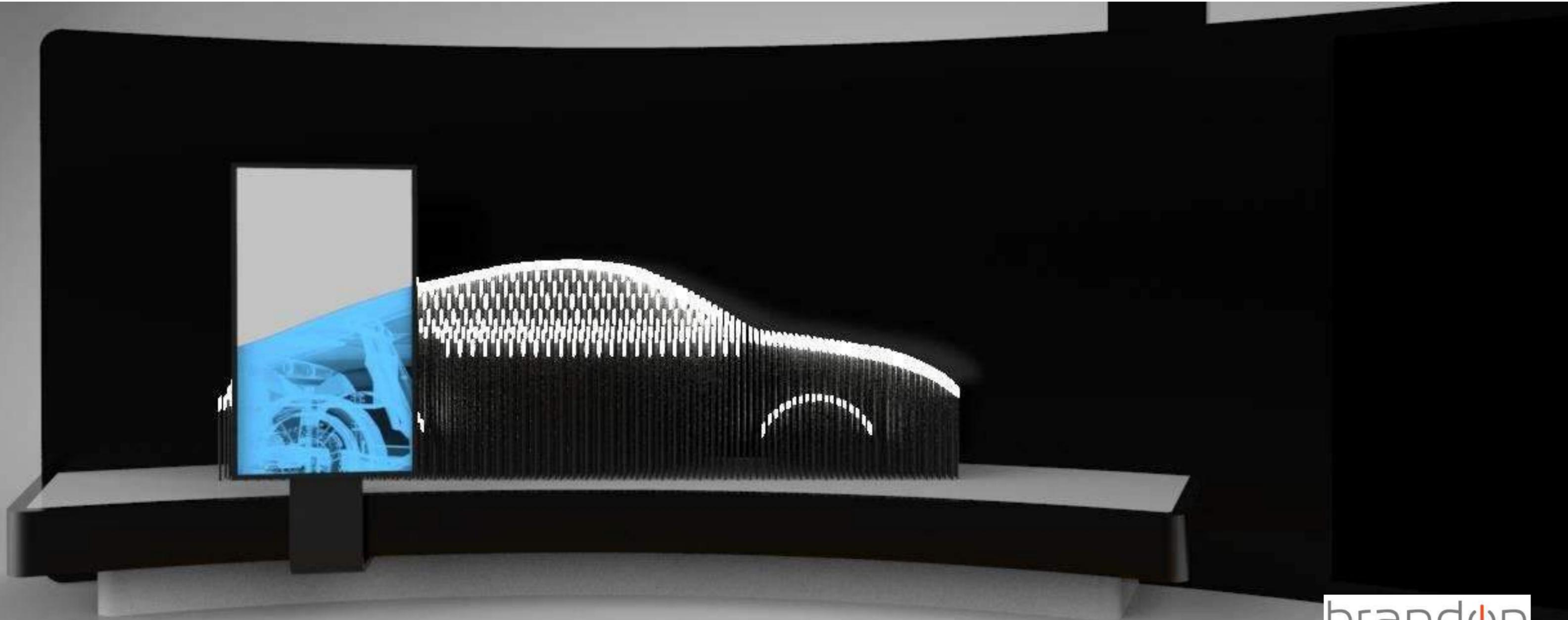
5.- Construction Table 建筑台

Interaction method :Touch + tangible (pick up) 互动方式：触摸+有形（拾取）

6.- Car Stage + LED Wall 汽车台+LED墙

Interaction method : Touch + push&pull 交互方式：触摸+推拉

Interactive part: Screen 交互部分：屏幕



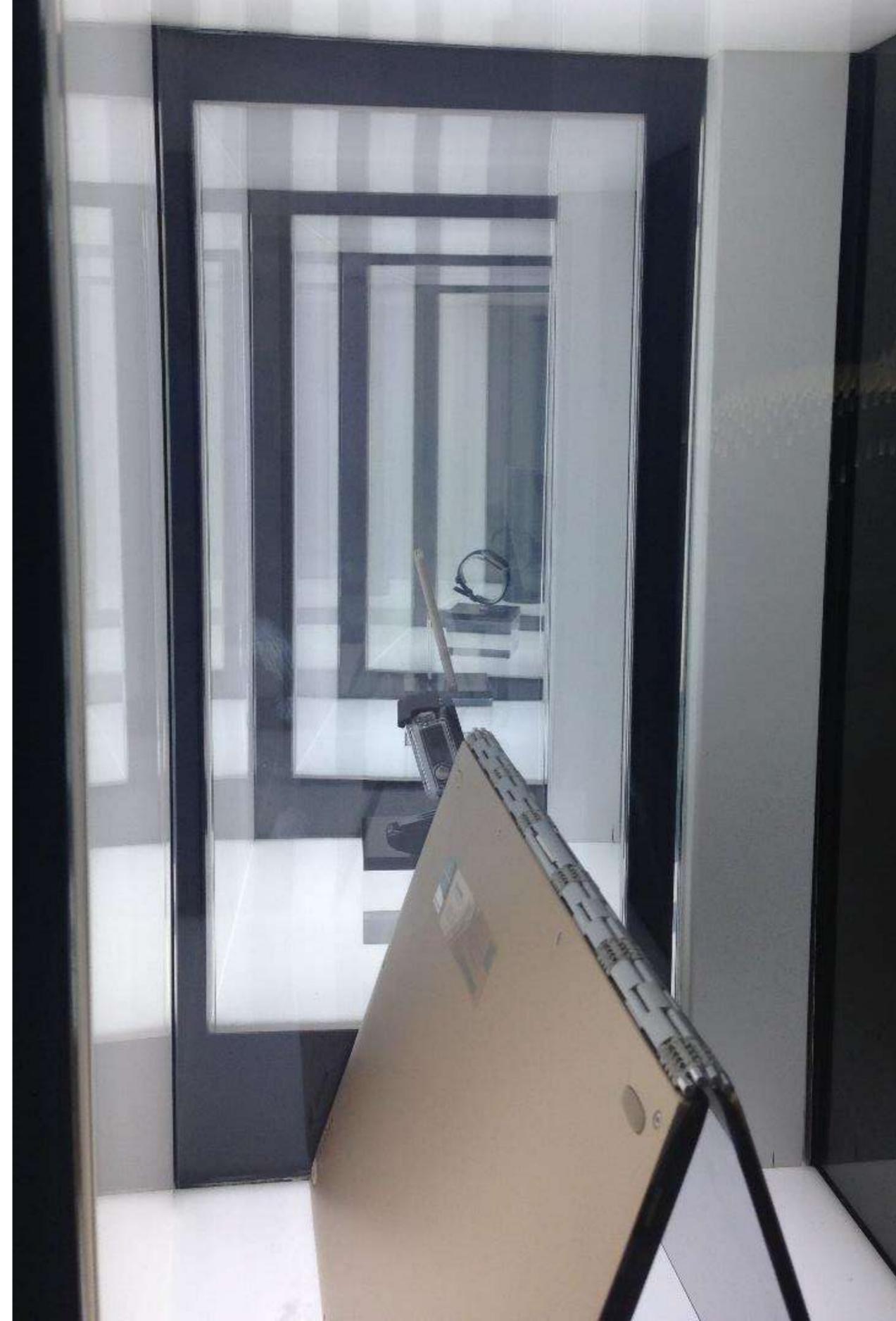
7.- IT Pillars IT支柱

Interaction method :Touch 交互方式：触摸

Moving components: none 移动组件：无

Interactive part: Screen (transparent LCD screen) 交互部分：屏幕 (透明液晶屏)







SITE PICTURES

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SITE PICTURES

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SITE PICTURES

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CASE STUDY

案例展示

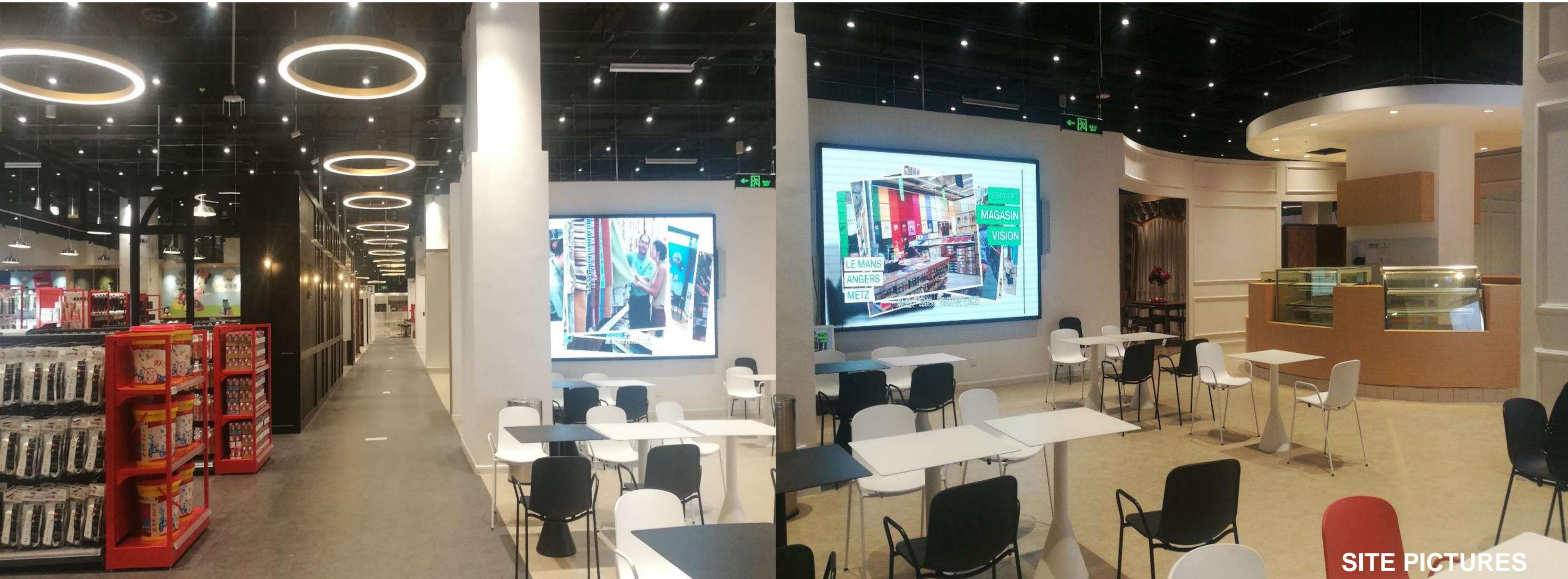
Leroy Merlin
MultiStore Fit out



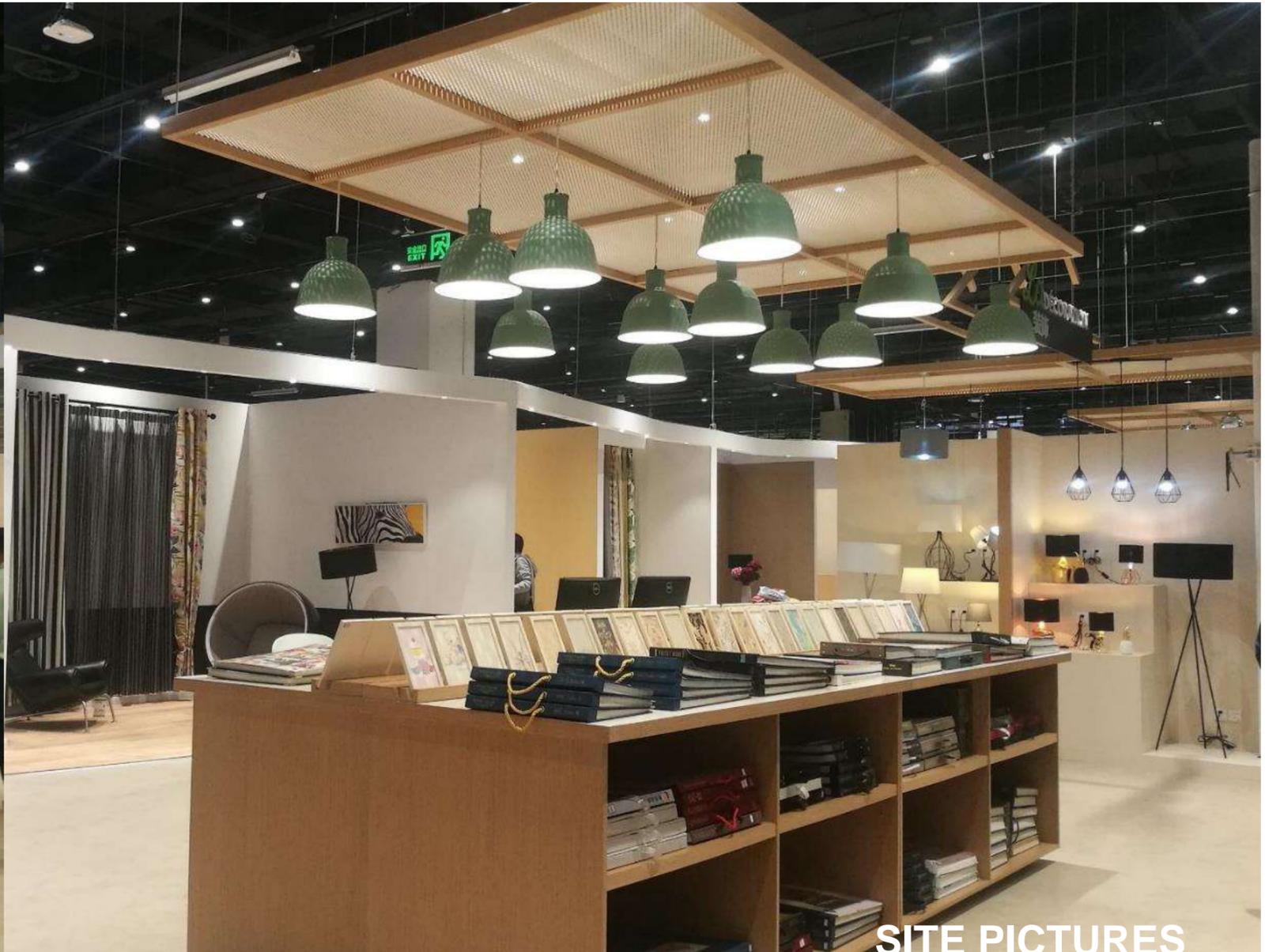
SITE PICTURES



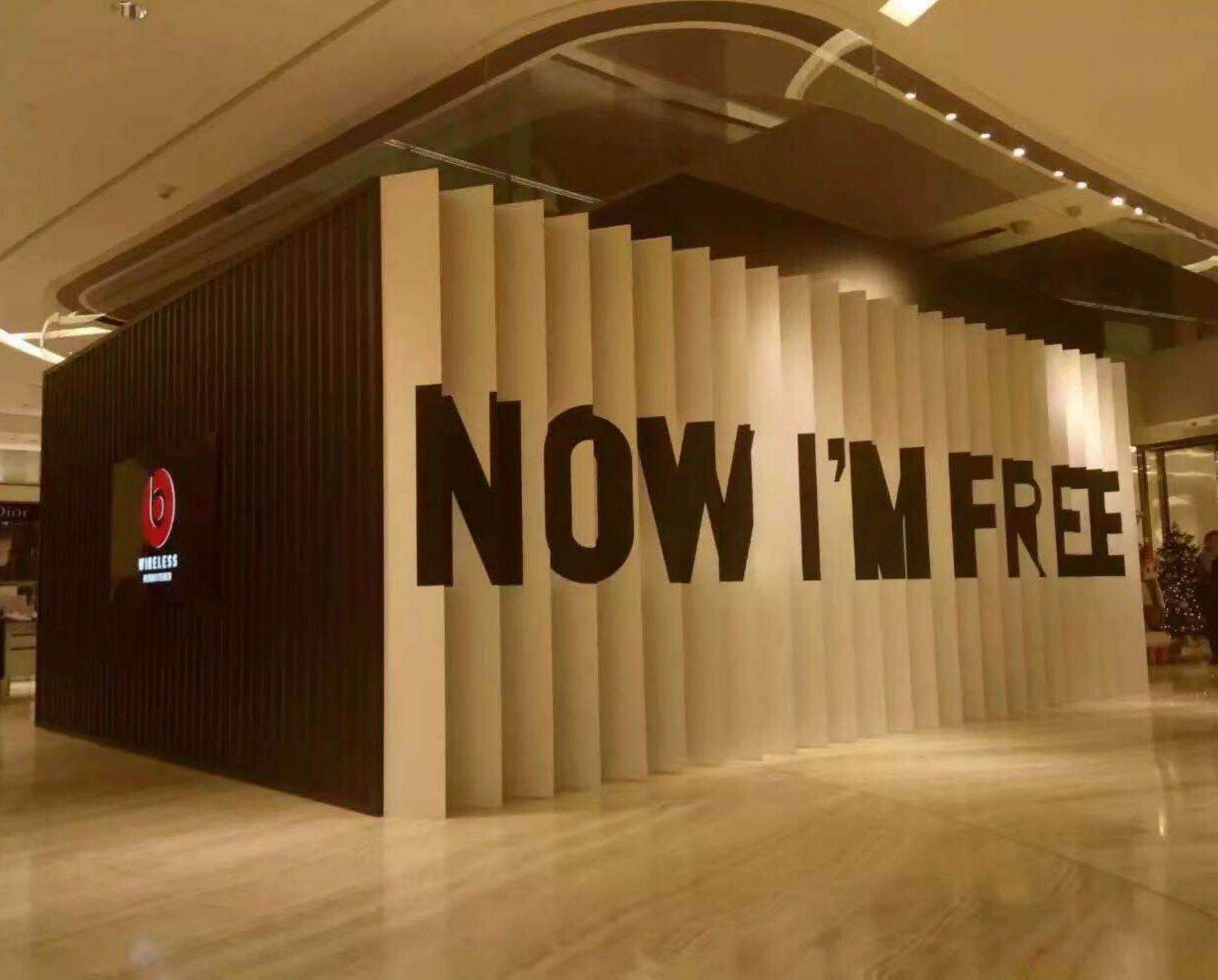
SITE PICTURES



SITE PICTURES



SITE PICTURES



CASE STUDY

案例展示

BEATS
by Dr Dre
Roll out Popup Shop

Pop Up Shop Roll Out

The Lifestyle brand BEATS by Dr. Dre make a roll out campaign with pop up shops located mainly in Shopping malls across China, we were in charge of the production and setting up the shops in different locations.



SITE PICTURES

SITE PICTURES



SITE PICTURES

SITE PICTURES



SMART INTERACTIVE POP UP

智能交互弹出窗口

The thematic pop up can be focus in different items of the brand, this pop up have a temporary exposure of each theme, from weeks to couple of months .

主题弹出可以集中在品牌的不同项目，这个弹出对每个主题都有一个临时的曝光，从几周到几个月。

Users have also the option to shake their phone and get more information about the Brand and the displayed products, with an option to win their favorite item after the themed pop up ends.

用户还可以选择摇动手机，获取更多关于品牌和显示产品的信息，在主题弹出窗口结束后，可以选择他们最钟爱的商品。

INTERACTIVE WINDOW 交互窗口

Emotional Message 情感信息

After shaking the phone the physical pop up goes digitally to the phone !

Users are taken to a landing page for a short video introduction of the brand, teaching about who is the brand and waking up emotions.

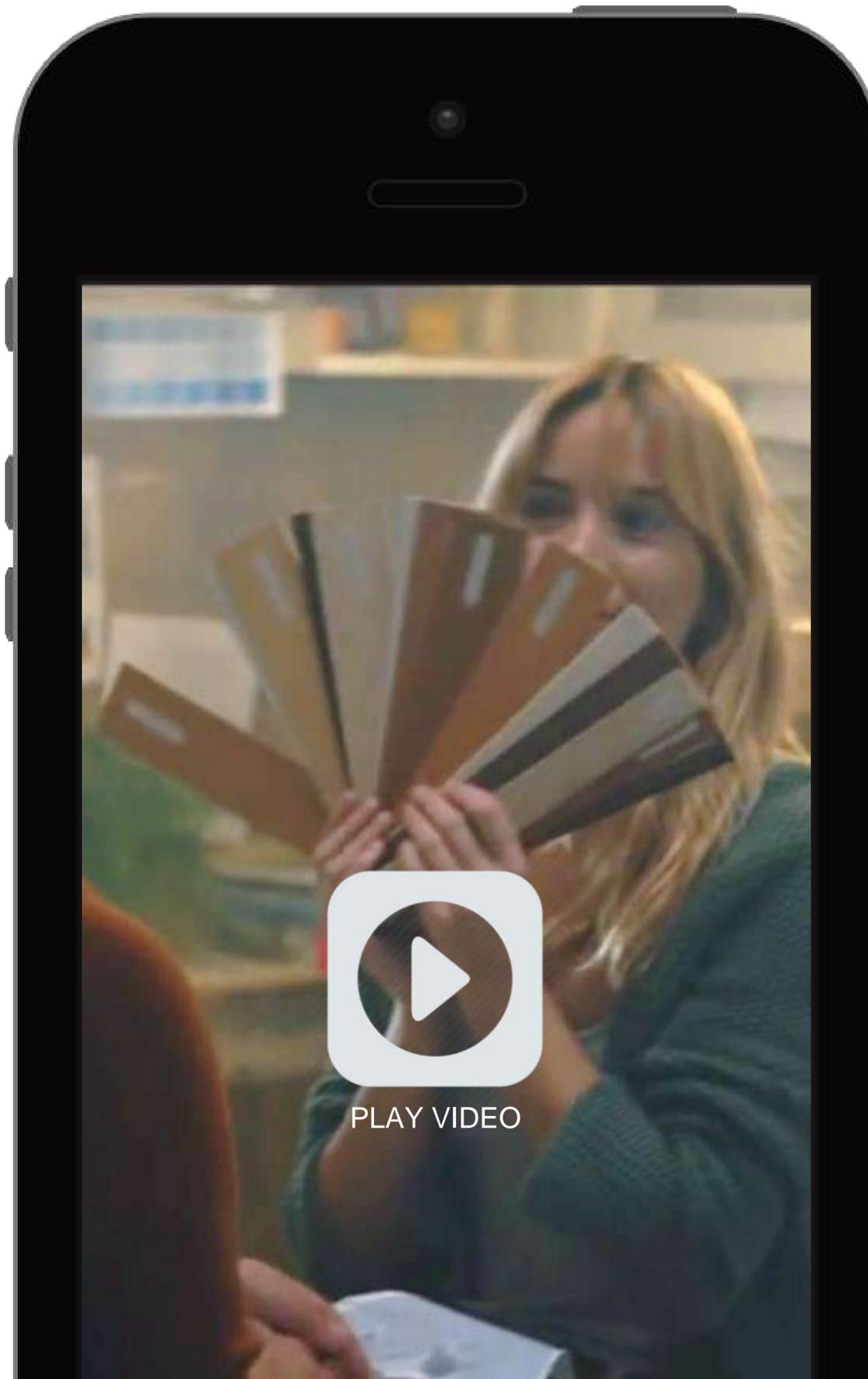
摇动手机后，交互窗口会在手机上自动弹出！用户被带到一个登陆页面，观看一段简短的品牌介绍视频，讲授品牌故事并链接用户情感。

Also can gives “ like “ to the product they would like to know more or try when they are the VIP guest , or even be a winner of the special gift !

也可以对他们想知道更多或尝试的产品标记“喜欢”，当他们是VIP客人，他们甚至会因此获得特殊的奖品！

Our Web development will give the users data to the Brand for sales follow up and merchandising optimization.

我们的网络开发将为用户提供品牌数据，以便进行销售跟进和销售优化。



Educate 传播



Teach who is the Brand and its DNA.
讲述品牌故事及其内核文化。

Engage 参与



Rise / Wake up emotions within User and the Brand.
提升和建立用户与品牌间的羁绊。

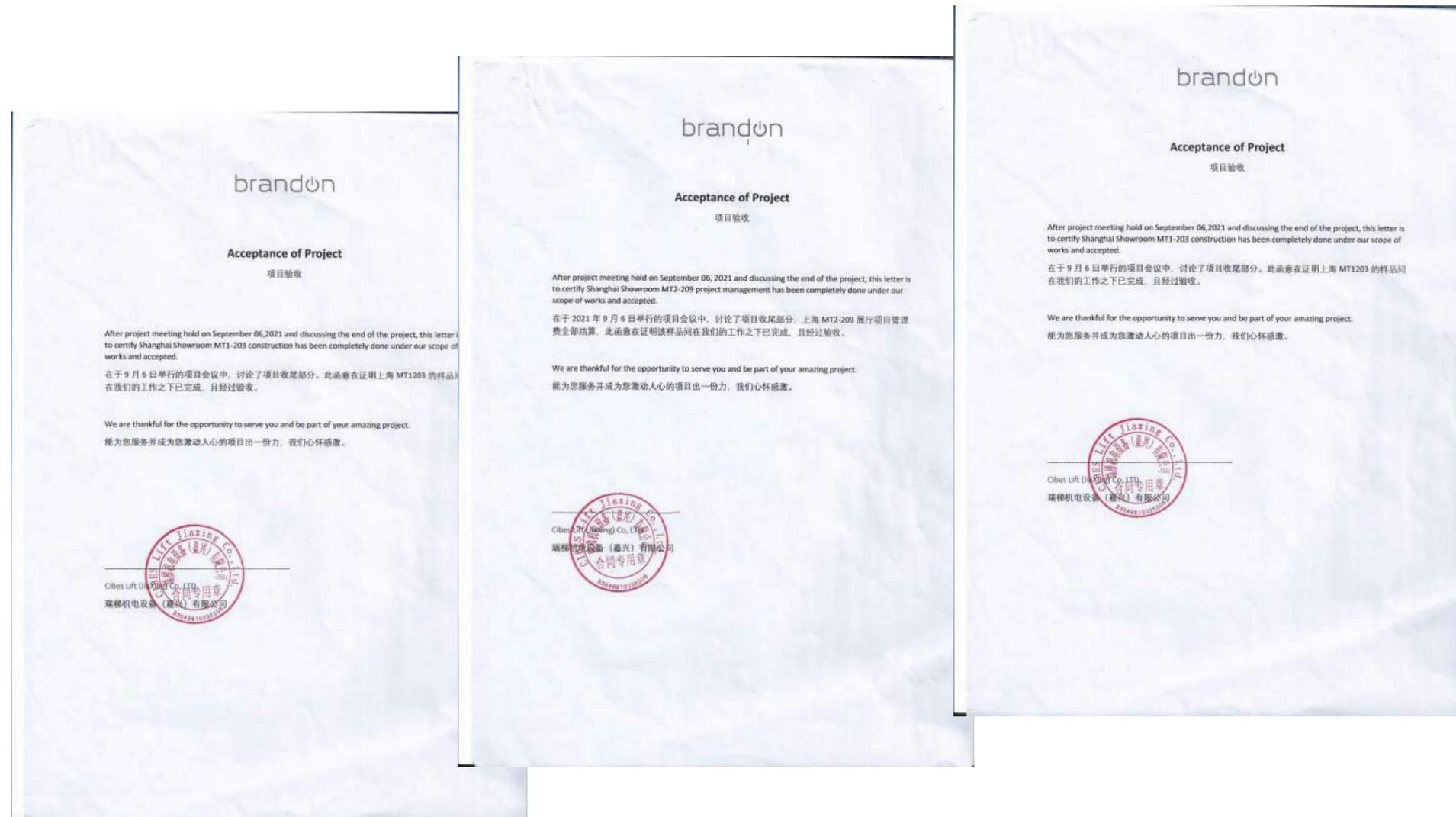
Communicate 交流



Become also a communication platform with the Brand and the User.
成为品牌与消费者之间的交流平台。

RECOGNITION

23 PROJECTS FINISHED IN 2020-2021 FOR CIBES TECHNOLOGY
BRANDON RECEIVED RECOGNITION LETTER FROM CLIENT AS TRUSTFUL SUPLIER
2020-2021年完成23个西柏思技术项目陆西建筑工程取得了客户作为可信赖供应商的认可函



RECOGNITION

BRANDON WAS INVITED TO DESIGN SHANGHAI EVENT IN 2021 AS EMERGING COMMERCIAL FIRM
我司被邀请于2021年设计上海盛会 作为新兴商业公司

Brand experience in a Workplace environment

Brand experience incorporates a holistic set of conditions created by a company to influence the feeling a customer/employees have about a particular company name. Through a combination of various media, a user interact with a brand, companies attempt to create a general atmosphere of goods, reliability or trust to create an association between the brand and a specific need or emotion.

Typically handled by marketing or managerial staff, brand experience is about creating a sensory user experience in order to become memorable. By connecting and engaging with the target audience, this strategy helps convert brand awareness.

**BRAND EXPERIENCE + WORKPLACE
A MIX FOR ENGAGEMENT**

Session : Presentation Zone
Venue : H2-M88
Date : June 04
Time : 2:00 - 2:30 pm

FRIDAY
4TH
JUNE

USE THE QR-CODE FOR TICKET PURCHASING

THANKS
谢谢

www.brandon-china.com

中国上海市静安区武宁南路1号越商大厦12楼 - 邮编200042
12F, Yueshang Plaza - No.1 South Wuning Road.
Jing'an District - Shanghai 200042 - China