



PRESENTATION

AGENCIES + PROJECTS

2010

FRENCH ARCHITECTS STUDIO

法国建筑设计工作室

KNOWN FOR ITS CREATIVE AND INNOVATIVE DESIGN SOLUTIONS.

SET UP BY MARCELO JOULIA

由 MARCELO JOULIA 设立

IN **PARIS** [1991], **SHANGHAI** [2005] AND **BUENOS AIRES** [2008]

巴黎 [1991] 上海 [2005] 布宜诺斯艾利斯 [2008]

**NAÇO HAS INTERNATIONAL PROJECT EXPERIENCE
AND A LONG TRACK RECORD WORKING WITH THE ACCOR GROUP**

纳索拥有国际项目的实施经验同时与Accor集团有着长期良好的合作关系



NAÇO BUENOS AIRES

布宜诺斯艾利斯

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NAÇO SHANGHAI 上海

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JIAN GUO ZHONG ROAD,

SHANGHAI 200025 | CHINA

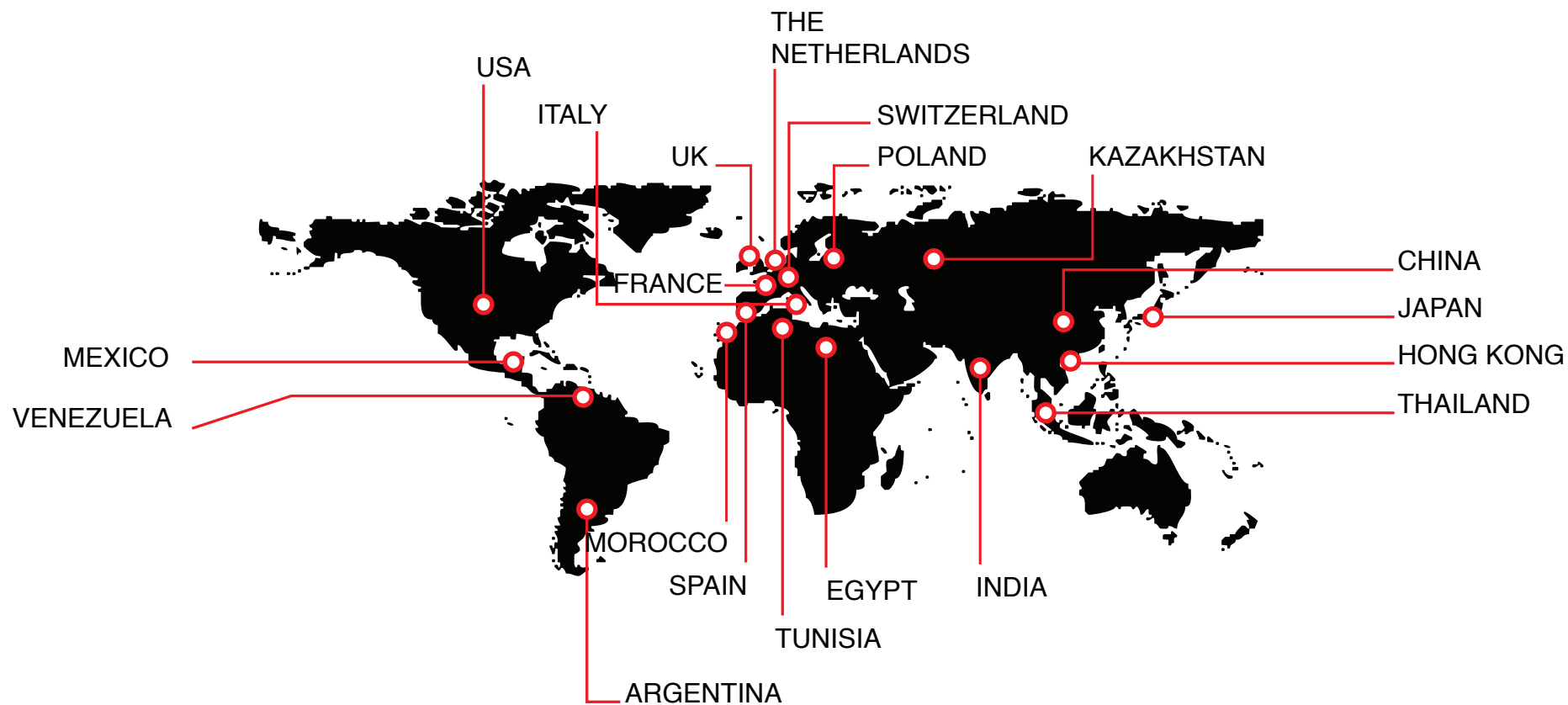
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• INTERNATIONAL PROJECTS 遍布全球的项目

EUROPE + ASIA + AMERICA + AFRICA



• NAÇO FIELDS OF ACTION 设计范畴



ARCHITECTURE

建筑 ARCHITECTURE

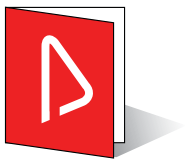
建筑设计规划 BUILDING CONCEPT
住宅 RESIDENTIAL
商业建筑 BUSINESS
娱乐场所 ENTERTAINMENT

室内设计 INTERIOR DESIGN

零售空间 RETAIL
办公室 CORPORATE
政府机关 GOVERNMENT
娱乐场所 ENTERTAINMENT

活动设计 EVENT DESIGN

时装秀 FASHION SHOWS
展示陈列柜设计 EXHIBITION STANDS
展览空间设计 EXHIBITION DESIGN



DESIGN

产品设计 PRODUCTS DESIGN

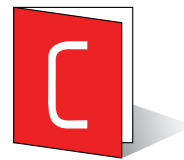
工业产品 INDUSTRIAL
日常用品 CONSUMER
设备 EQUIPMENT

设计 DESIGN

家具设计 FURNITURE
标识牌 SIGNAGE
零售点广告 POS ADVERTISING
陈列柜设计 VISUAL DISPLAYS
环境设计 ENVIRONMENT DESIGN

零售设计 RETAIL DESIGN

包装设计 PACKAGING



COMMUNICATION

整体视觉标识 CORPORATE IDENTITY

品牌策略 BRAND STRATEGY
企业形象 CORPORATE IDENTITY
标志设计 LOGO DESIGN
宣传资料 COLLATERAL MARKETING

平面设计 GRAPHIC DESIGN

横幅 BANNERS
海报 POSTER DESIGN
广告 ADVERTISEMENTS
标识系统 SIGNAGE

多媒体设计 INTERACTIVE DESIGN

数码媒体界面 DIGITAL MEDIA
三维动画 3D ANIMATION
网页设计 WEB SITE DESIGN

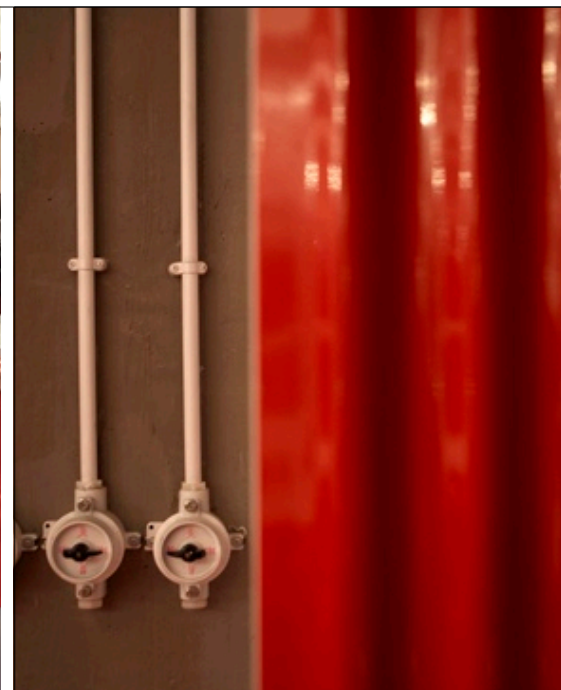
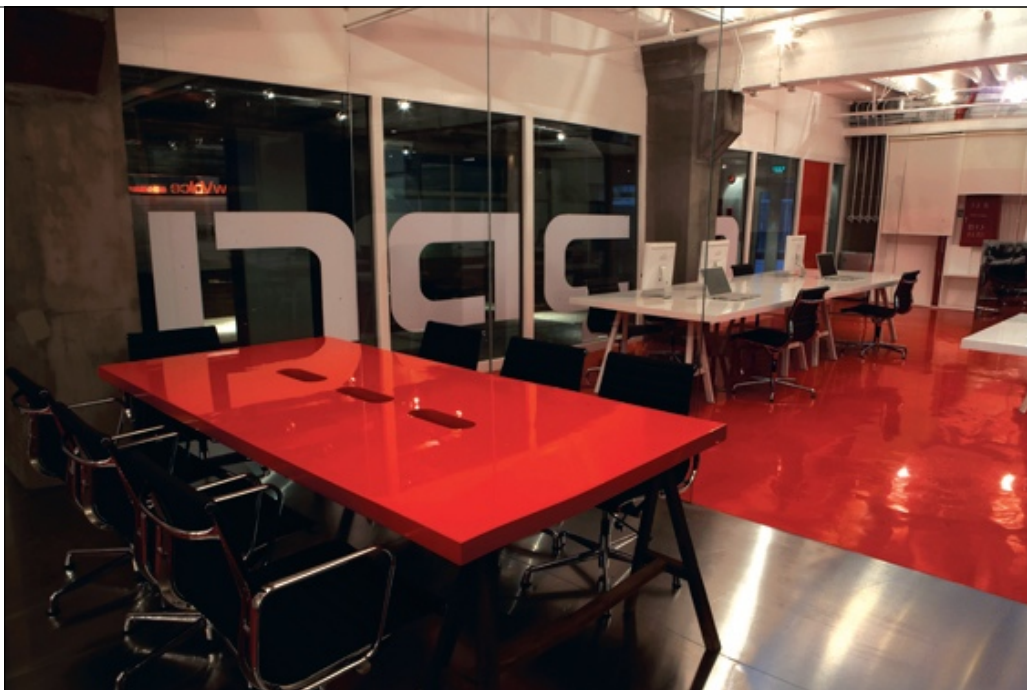
- **NAÇO - Paris** 纳索 - 巴黎



ARCHITECTURE GLOBALE

SINCE THE CREATION OF NAÇO PARIS, IN 1991, HIS FOUNDER, THE ARCHITECT MARCELO JOULIA KNEW AND DECIDED THAT ARCHITECTURE WOULD NOT BE THE ONLY GROUND OF ADVENTURES OF THE AGENCY. BUT, MORE WIDELY, ALL WHICH COMPOSES OUR GLOBAL ENVIRONMENT, ITS SPACES, VOLUMES AND SIGNS : ARCHITECTURE, INTERIOR DESIGN, DESIGN, GRAPHICS, IMAGE, MULTIMEDIA, FASHION, EVENTS, SCENOGRAPHY... THE WHOLE ARTICULATED ON A REAL CONTROL OF NEW TECHNOLOGIES. AND WITH AN IMPORTANT PART OF NAÇO'S ACTIVITY EXCLUSIVELY DEDICATED TO RESEARCH AND TO EXPLORE NEW BOUNDARIES.

• NAÇO - Shanghai 纳索 - 上海



IN OCTOBER 2005, NAÇO SET UP A DESIGN STUDIO IN SHANGHAI. THE STUDIO IS LOCATED IN THE FRENCH CONCESSION AREA WITHIN THE BRIDGE 8 (PHASE 2).

纳索上海于**2005年10月**成立。工作室位于在法租界的8号桥创意中心（二期）。

NAÇO SHANGHAI IS A YOUNG & DYNAMIC DESIGN AGENCY WITH A TOTAL OF 18 DESIGNERS INCLUDING ARCHITECTS, INTERIOR DESIGNERS, PRODUCT DESIGNERS AND GRAPHIC DESIGNERS.

纳索上海是一个充满活力的年轻设计事务所，共有包括建筑师、产品设计师和平面设计师在内的18名设计师一同工作。

MARCELO JOULIA, ARCHITECT AS WELL AS NAÇO GROUP DIRECTOR TRAVELS REGULARLY TO CHINA AND IS ALSO INTENSIVELY INVOLVED IN PROJECTS UNDERTAKEN BY NAÇO PARIS AND NAÇO SHANGHAI. ADAM FANG AND MARGAUX LHERMITTE ENSURE THE DAILY OPERATIONS OF NAÇO SHANGHAI STUDIO.

身为建筑设计师同时也是集团创始人的马塞罗先生定期到访中国并大量参与指导纳索上海与巴黎工作室的创造项目。方钦正先生和MARGAUX LHERMITTE则负责上海工作室的日常运营。

• THE FOUNDER PARIS 创始人



MARCELO JOULIA

Naço Paris & Naço Shanghai Director

纳索巴黎 & 纳索上海 设计总监

Architect D.P.L.G. 建筑设计师

Marcelo is a qualified urbanist and architect.

Founder of Naço Paris in 1991, and Naço Shanghai in 2005.

Received the title of «Chevalier des Arts et des Lettres» in France.

马塞罗先生是一个注册的城市规划师和建筑设计师
他在1991年和2005年分别成立了纳索巴黎和纳索上海
法国政府授予“艺术及文学”骑士称号

Client references :

客户包括 :

Cité Numérique, Pathé Multiplex, Fnac, Accor, ...

• THE TEAM SHANGHAI 上海团队

MARGAUX LHERMITTE



Interior Designer

室内设计师

Naco Shanghai Executive Director

纳索上海执行总监

Margaux is a qualified interior architect, with a diploma from London. 5 years of working experience, she worked in Naco Paris before being sent to Shanghai to open the studio. She has experience in hotel, F&B, retail design.

马格小姐 室内设计专业毕业
五年的从业经验。与英国获得学位的她在被派到上海之前为纳索巴黎工作。
在酒店，零售和餐饮方面的设计领域有相当的经验。

ADAM FANG



Architect

建筑设计师

Adam is a qualified architect, with a diploma from England. 10 years of working experience in China. Handles various projects for hotels, retail, event in Asia. Very strong experience in construction.

方钦正先生 建筑设计专业毕业
在英国获得学位的他在中国有10年的从业经验，领导过从酒店，零售到活动设计等各类遍布亚洲的项目。
特别在建筑设计和工程管理方面有深厚的经验。



ARCHITECTURE

建筑类

● MONACO PAVILION

WORLD EXPO 2010
SHANGHAI

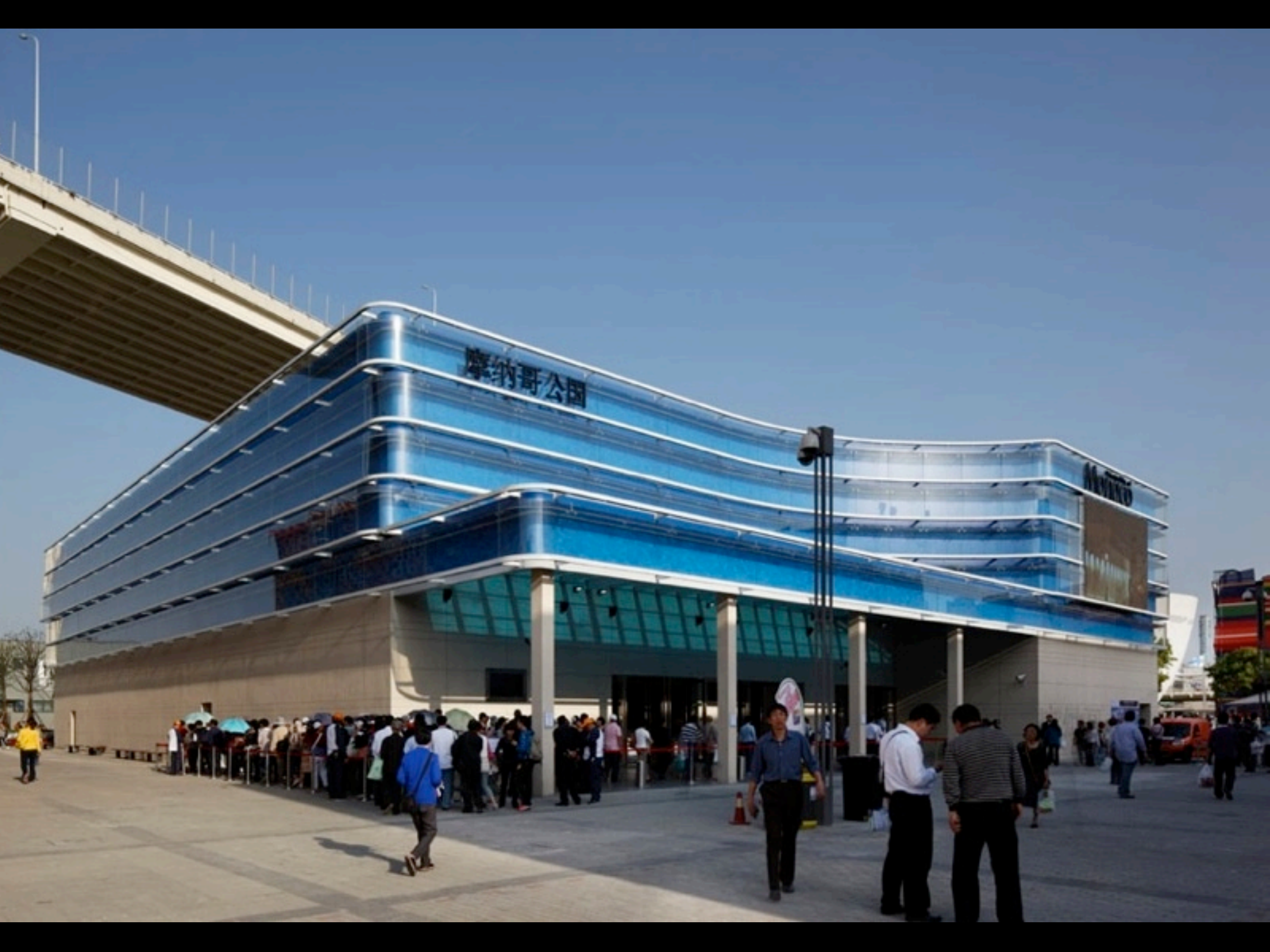
2010 世博会 摩纳哥公国馆
上海















Principality of
Monaco





ARCHITECTURE

> Hotels <
> 建筑类 酒店 <

NAÇO DESIGN STUDIO HAS DONE VARIOUS HOTEL AND F&B PROJECTS THROUGHOUT EUROPE AND ASIA :
纳索工作室酒店和餐饮类的设计作品遍布欧亚大陆：

● **COMPLETED PROJECTS** 已完成的项目包括：

- > MERCURE HOTELS IN FRANCE (STRASBOURG, NANTES, PARIS, REIMS & LYON) 美居酒店 法国（斯特拉斯堡，南特，巴黎，兰斯 & 里昂）
- > NOVOTEL HOTELS IN FRANCE (PARIS & MARSEILLE) 诺富特酒店 法国（巴黎与马赛）
- > CLUB MED RESORT IN TUNISIA Club Med 度假村 突尼斯
- > NOVOTEL HOTEL RENOVATION PROJECT IN HONG KONG 诺富特酒店 香港 翻新工程
- > IBIS HOTELS IN 20 DIFFERENT CITIES IN CHINA IN 2008-10 宜必思 中国 2008-10年度 20个城市

● **UNDERGOING PROJECTS** 仍在进行中的项目：

- > NOVOTEL HOTEL IN BANGALORE - INDIA 诺富特酒店 印度 班加罗尔
- > NOVOTEL HOTEL RENOVATION IN PARIS (GARE DE LYON) 诺富特酒店 法国 巴黎 翻新工程（ Gare de Lyon火车站）
- > NOVOTEL HOTEL IN SHENZHEN - CHINA 诺富特酒店 印度 班加罗尔
- > CLUB MED RESORT YABULI - CHINA Club Med 亚布力度假村 中国
- > IBIS GENERAL BEDROOM CONCEPT 2015 宜必思整体客房概念 2015年
- > IBIS HOTEL HONG KONG ISLAND - HONG KONG 宜必思 香港
- > IBIS HOTEL IN BANGALORE AND HYDERABAD - INDIA 宜必思 印度 班加罗尔和海德拉巴
- > IBIS HOTEL RENOVATION - EQUATORIAL GUINEA 宜必思 赤道几内亚 翻新工程
- > RAMADA HOTEL ULAANBAATAR - MONGOLIA 华美达酒店 乌兰巴托 蒙古

HOTEL REFERENCES :



● **NOVOTEL HK**

NEW CONCEPT | BEDROOMS + PUBLIC AREAS
HONG KONG | CHINA

概念设计 | 卧室 + 公共区域
香港 | 中国

OPENED MAY 2008











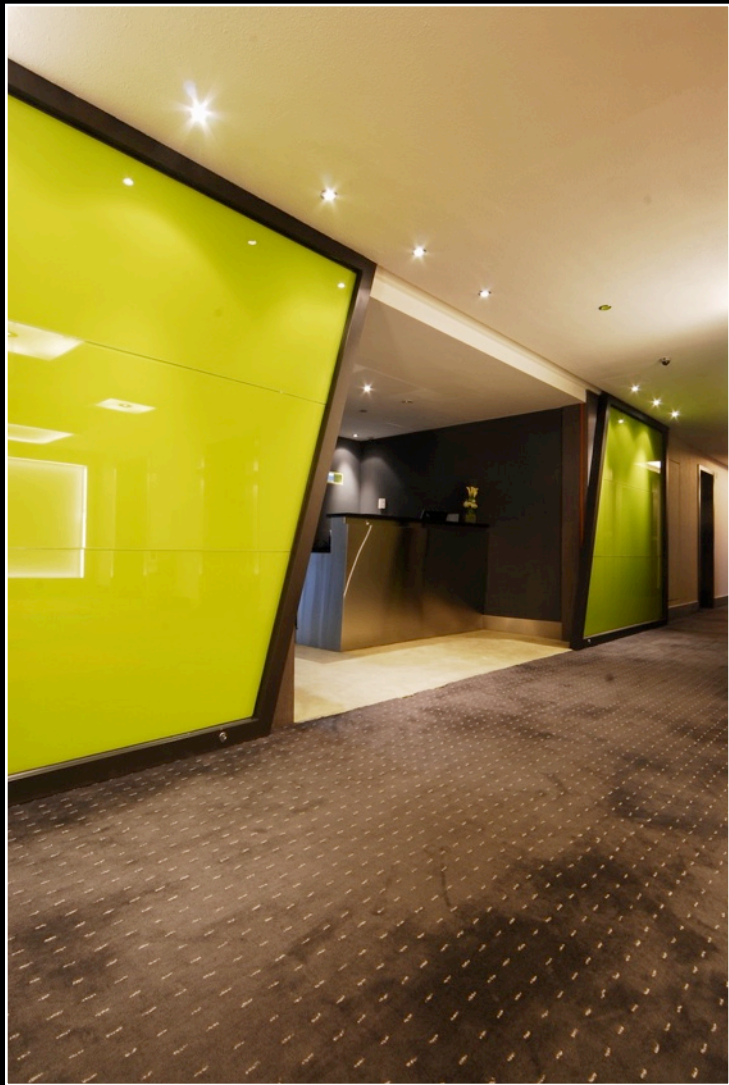




















● ACUARIO CONCOURS

SKI RESORT
Argentina

滑雪度假村
阿根廷























● MERCURE NANTES

MERCURE HOTEL
France

美爵酒店
法国

















● VILLA SHANGHAI

HOUSE
SHANGHAI | CHINA

私人别墅
中国 | 上海











SUNSHINE ROOM CUBE 2

naeo
architecture



SUNSHINE ROOM CUBE 2

haco
ARCHITECTURE





BOARD-LESS SWIMMING POOL **CUBE 3**

naco
architecture



BOARD-LESS SWIMMING POOL **CUBE 3**

naço
architectures





ONE TREE GARDEN **CUBE 5** **nao**
architectures









LIVING ROOM-A

naço
architectures



LIVING ROOM-B

naco
architectures



KITCHEN

naco
architectures



DINNING @ G/F

naço
architectures



KITCHEN>LIVING>SWIMMING POOL

naco
architectures



SLIDING DOOR-A

naco
architectures



SLIDING DOOR-B

naco
architectures



CENTRAL STAIRCASE

naço
architectures



CENTRAL STAIRCASE

naço
architectures





DRESSING ROOM @ 3/F

naço
architectures



KID SAFTY I

naço
architectures





KID SAFTY 2

naco
architectures



TREE HOUSE

naco
ARCHITECTURE





ELEVATION

naço
architectures



ARCHITECTURE

> OTHERS <
> 其它类 <

• **LA CITE NUMERIQUE** MULTIMEDIA OFFICE | FRANCE

12 000M2



• **PATHE** CINEMAS | EUROPE

2001-2008: 22 MULTIPLEX OPENED IN EUROPE (ITALY, FRANCE, SWITZERLAND, HOLLAND)
ARCHITECTURE + INTERIOR DESIGN + FURNITURE DESIGN + SIGNAGE / LOGO DESIGN



• **KOOKAI** FASHION RETAIL | EUROPE

1998-2004: 80 SHOPS OPENED ALL OVER EUROPE

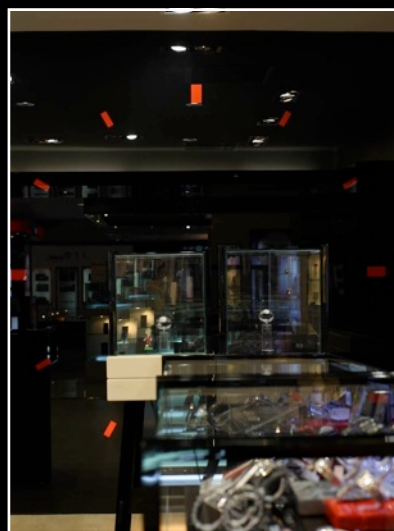
APPROX 100M2 PER SHOP



• **TISSOT** WATCH RETAIL | CHINA

NEW CONCEPT IN CHINA

APPROX 100M2 PER SHOP



• **UNILEVER** R&D CENTRE - KITCHEN SHOW ROOM | SHANGHAI

2 200 M2
Oct 2009



• **MAISON JULIAN** PRIVATE HOUSE | PAIRS

BUILT IN 2001

500M2 (RENOVATION - HOUSE FROM 1920S)



• **ADIDAS** EVENT DESIGN | SHANGHAI

NEW COLLECTION LAUNCH - 2006
1000 GUESTS





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• **CHANEL** ROAD SHOW DESIGN | SHANGHAI

JWELLERY EXHIBITION - 2008





naco

g l o b a l a r c h i t e c t u r e

Commercial Manager
Calvin Gu

商务经理
古敏奇

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