



PRESENTATION

AGENCIES + PROJECTS

2010



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NAÇO SHANGHAI 上海

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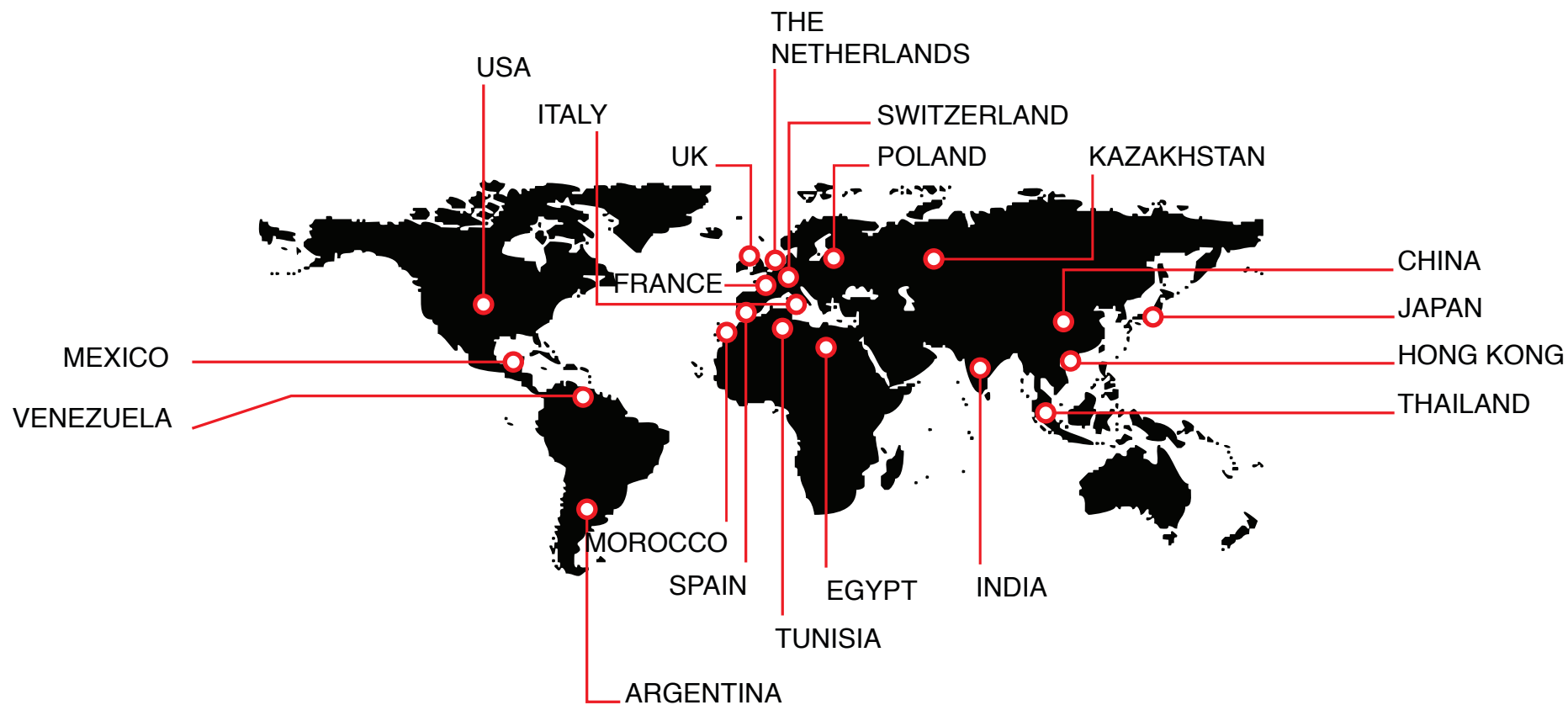
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• INTERNATIONAL PROJECTS 遍布全球的项目

EUROPE + ASIA + AMERICA + AFRICA



• NAÇO FIELDS OF ACTION 设计范畴



ARCHITECTURE

建筑 ARCHITECTURE

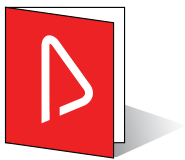
建筑设计规划 BUILDING CONCEPT
住宅 RESIDENTIAL
商业建筑 BUSINESS
娱乐场所 ENTERTAINMENT

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

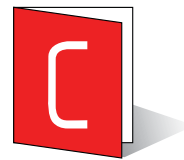
工业产品 INDUSTRIAL
日常用品 CONSUMER
设备 EQUIPMENT

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

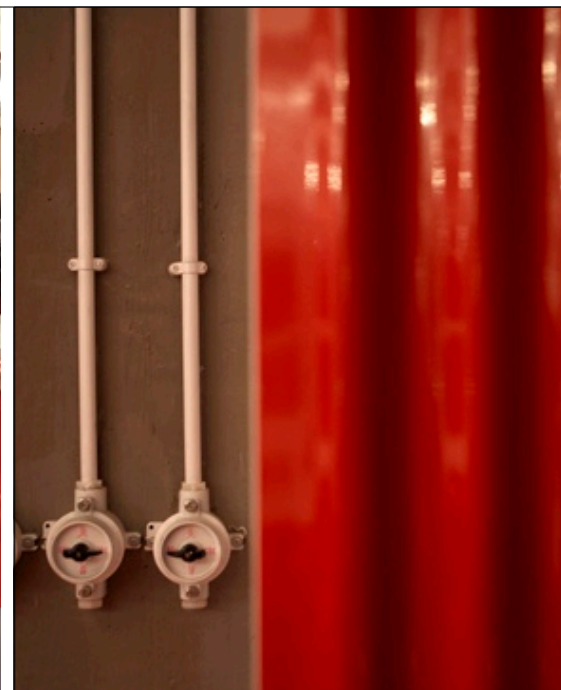
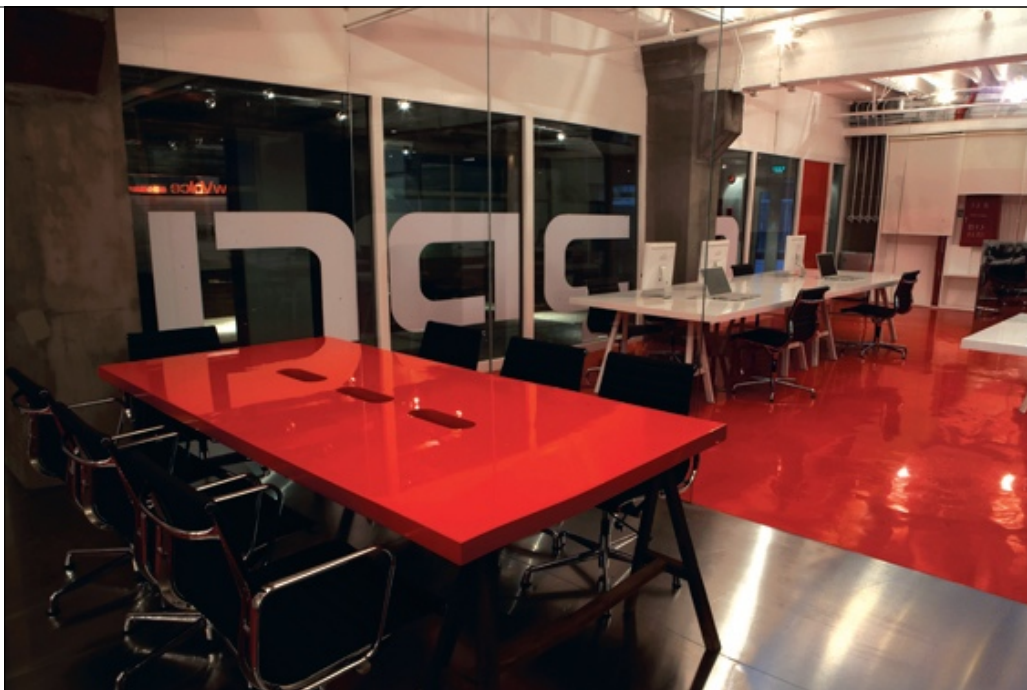
平面设计 GRAPHIC DESIGN

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 - 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.

Client references :

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

马塞罗1958年出生与阿根廷，90年代初在法国注册成为建筑设计师和城市规划师。曾获威尼斯建筑双年展设计奖，纽约室内设计金奖，阿姆斯特丹欧洲设计一等奖等国际型奖项，并在1999年被法国政府授予艺术与文学勋章。他在91年创办纳索巴黎之后，05年和08年分别在上海和布宜诺斯艾利斯创立了事务所。

服务过的客户包括：雅高酒店集团，地中海俱乐部，欧洲百代院线，保乐利加,阿迪达斯，欧莱雅集团等等。

• 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

> Retail <
> 零售空间 <

● KOOKAI

CLOTHES & ACCESSORIES SHOP
FRANCE

服装及配饰商铺
法国

KOOKAI



KOOKAI



KOOKAI



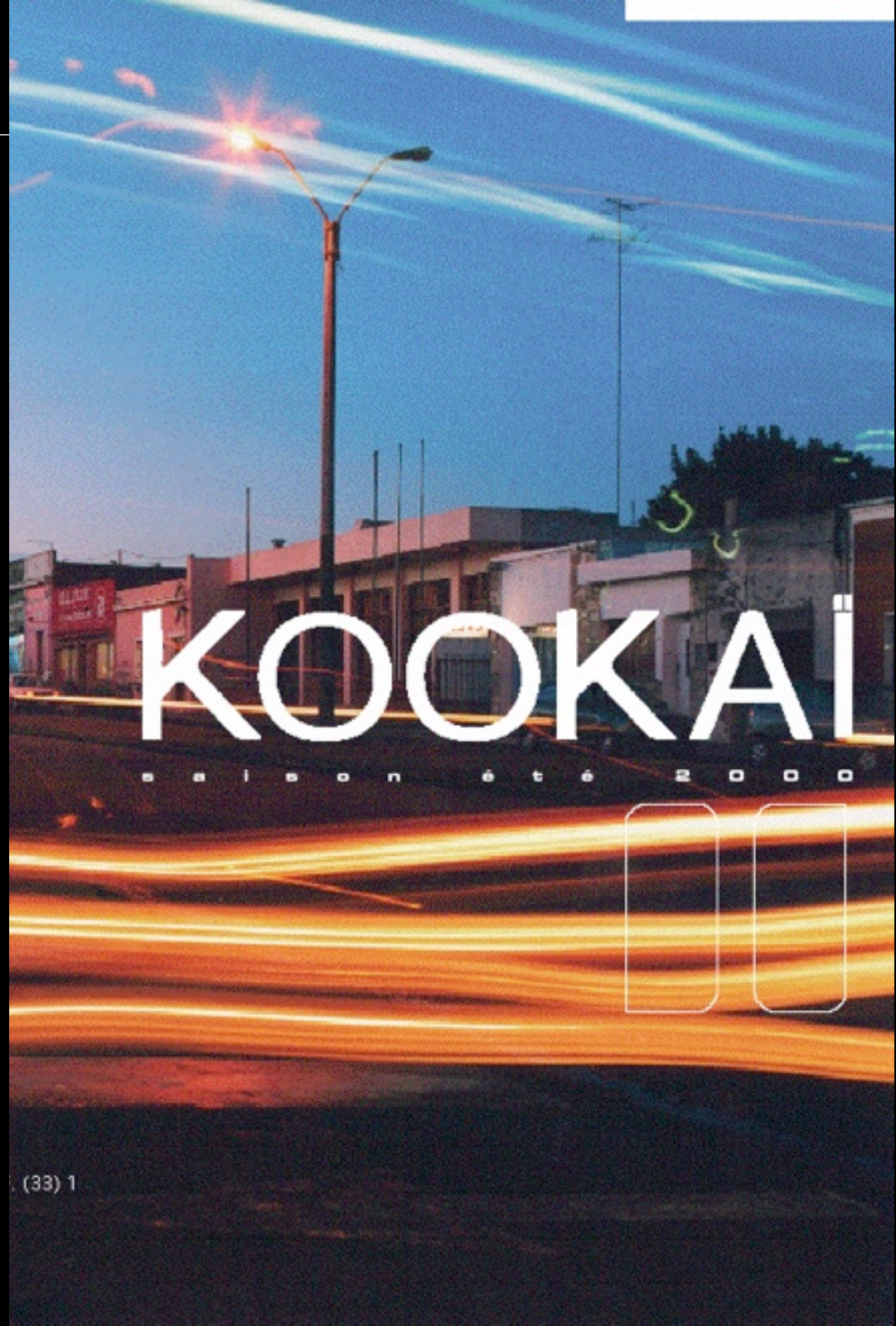


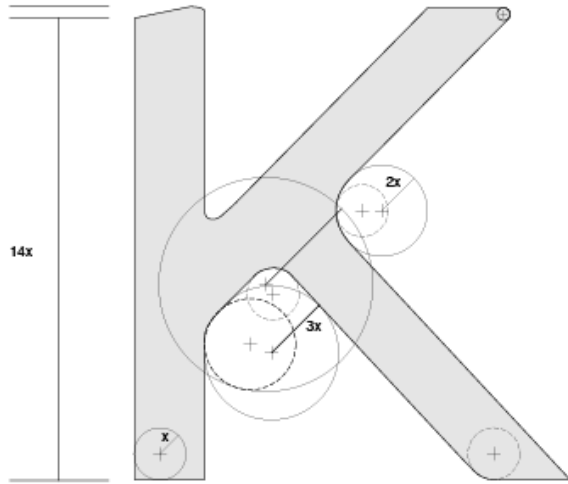




LOGO - PACKAGING
EUROPE

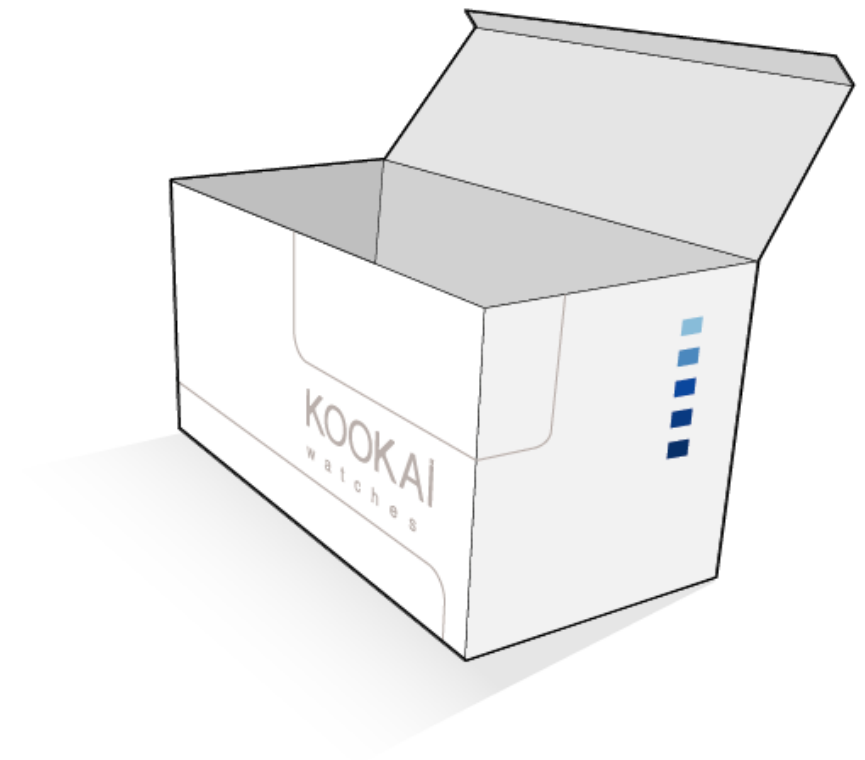
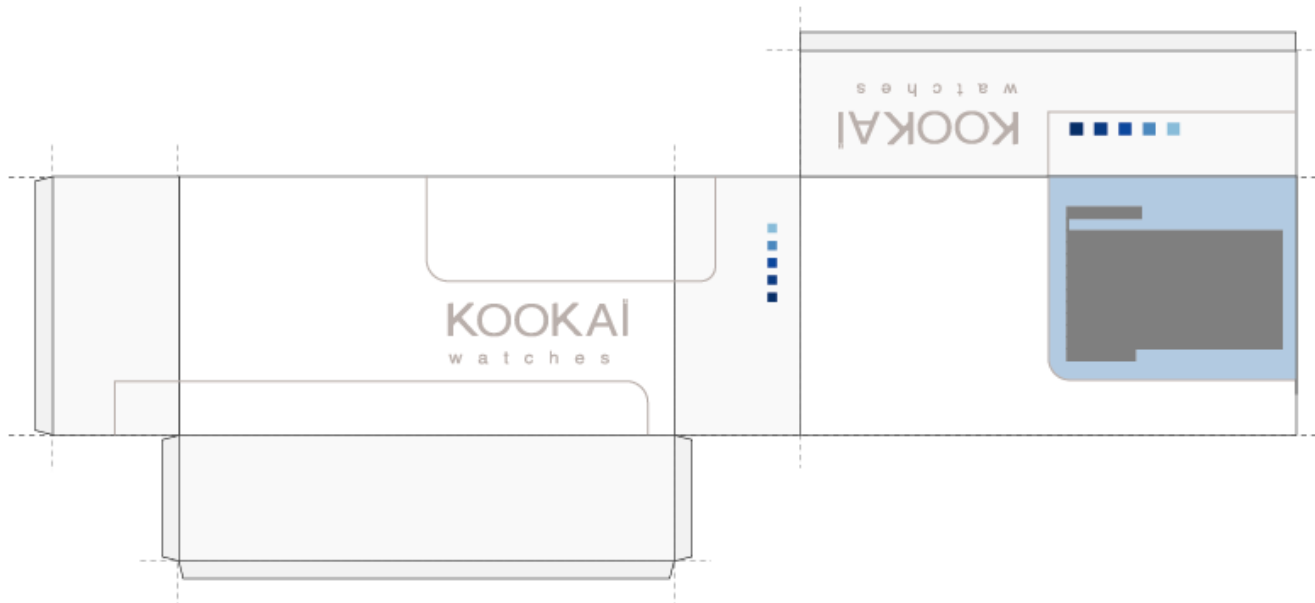
品牌标志及包装设计
欧洲





KOOKAI





CLOTHES & ACCESSORIES SHOP

CHINA

服装和配饰零售商铺

中国

OPENED:

SHENYANG | 沈阳

BEIJING | 北京

GUANGZHOU | 广州

HANGZHOU | 杭州

NANNING | 南京

TIANJIN | 天津

ZHENGZHOU | 郑州

SHENZHEN | 深圳

HARBIN | 哈尔滨

QINGDAO | 青岛

SUZHOU | 苏州

HONG KONG | 香港



GIADA













● TISSOT

WATCH SHOP
GUANGZHOU

手表专卖店
中国 | 广州



TISSOT
SWISS WATCHES SINCE 1853



TISSOT



TISSOT
SWISS WATCHES SINCE 1853



TISSOT
SWISS WATCHES SINCE 1853











TISSOT
SWISS WATCHES SINCE 1853



20-01

More than a watch

SWISS WATCHES SINCE 1853

TISSOT
SWISS WATCHES SINCE 1853

TISSOT
SWISS WATCHES SINCE 1853



T+
TISSOT
SWISS WATCHES SINCE 1853



T+
TISSOT
SWISS WATCHES SINCE 1853

KIABI

CLOTHES & ACCESSORIES SHOP

CHINA CONCEPT ADAPTATION
NANJING | CHINA

服装和配饰零售商铺
中国 | 南京



凯家衣

KIABI



179
79元
连衣裙

凯家衣盛大开业



凯家衣盛大开业



www.kiabi.com.cn

家衣 KIABI



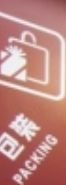
199
99元



299
99元







包裝
PACKING



以旧换新
KIDS CLOTHES TAKEN BACK



免費調整
FREE CLOTHING ADJUSTMENT



免費送貨
FREE DELIVERY



免費送貨
FREE DELIVERY



免費送貨
FREE DELIVERY



法国时尚超市



欢迎下次光临
SEE YOU SOON

1

2

3

4







法国时尚超市



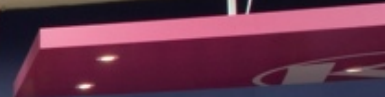
游乐角
GAME AREA

凯家 K148

凯家 K148



游乐角
GAME AREA



法国时尚超市





免费修改
FREE CLOTHES ADJUSTMENT



免费修改

FREE CLOTHES ADJUSTMENT





Project Description: Graphic Identity, Logo Identity Bible, Stationery & Shopping Bags
 项目介绍: 平面形象, 标志形象, 文具和购物袋



ARCHITECTURE

> Office <
> 办公空间 <

● GEDA E-PURE

CLOTHES & ACCESSORIES SHOWROOM
FRANCE

样衣间
法国









● NACO Shanghai

OFFICE

Shanghai | CHINA

设计工作室

中国 | 上海













ARCHITECTURE

> Fashion Event <
> 服装展会 <

• PRET A PORTER PARIS

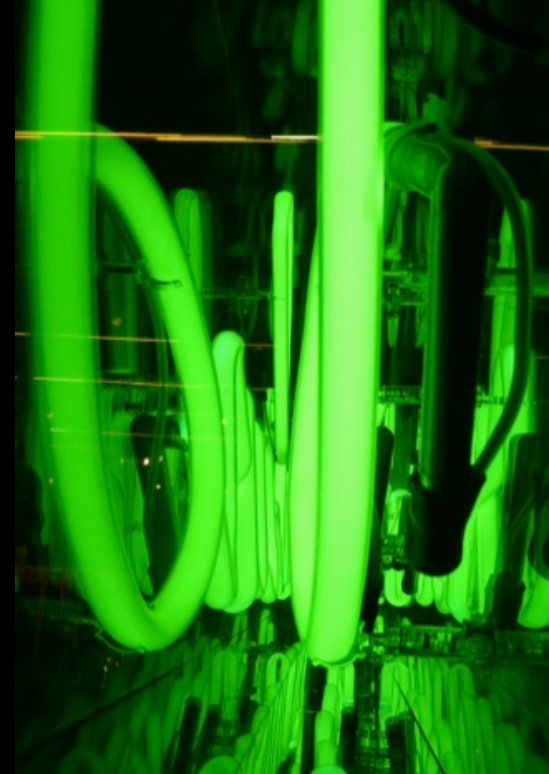
FASHION FAIR
PARIS | FRANCE

时装展
法国 | 巴黎









7.1

CAFÉ VOGUE
VOGUE CAFÉ

ESPACE ZEN
ZEN SPACE

EXPO
IMAGING LIGHT

LIBRAIRIE DE MODE
FASHION BOOKSTORE

BAR L'OFFICIEL
THE BOX

7.2

ESPACE MAGAZINES
PRESS SPACE

ESPACE LIVRES DE MODE
FASHION BOOKSTORE AREA

EXPO PHOTOS SO SWEET

MUSIQUE MOOD MEET

7.3

LES DÉFILÉS
THE CATWALK

EXPLOSION DE MODES
TENDANCE - TRENDS

LA BOUTIQUE PERFORMANTE
THE PERFORMING BOUTIQUE

EXPOS SO ETHIC

EXPO BLOWIN' THE WIND

PRÊT À PORTER[®] PARIS





IMAGINE

DU PRIX & PRIX

CAISSE
05

28€

ACHETEURS - BUYERS
VISITEURS - VISITORS

CAISSE
2804





l'expression
LE BAR

l'expression
LE BAR

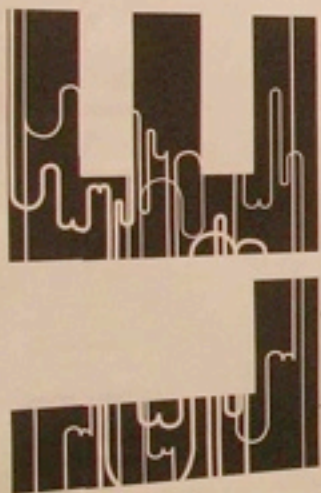
COMMERCE
ÉQUITABLE
RAHMANG

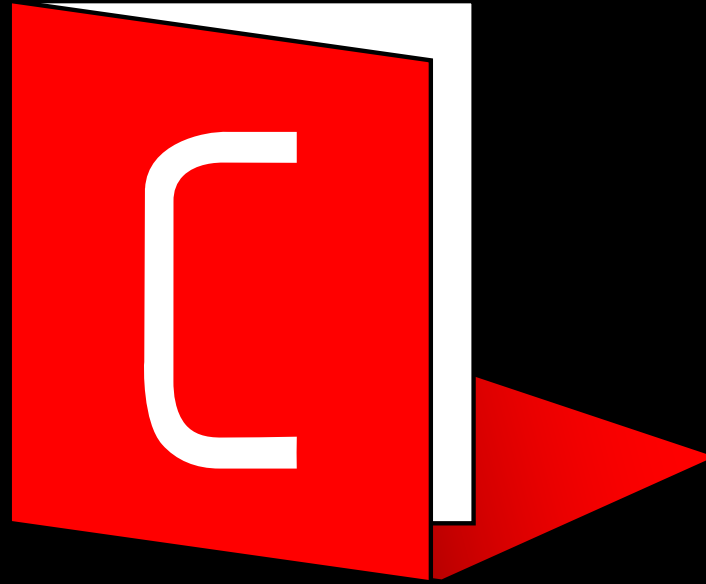






div





COMMUNICATION

> Logo & Graphics <

> 标识及平面设计 <

● CHIVAS

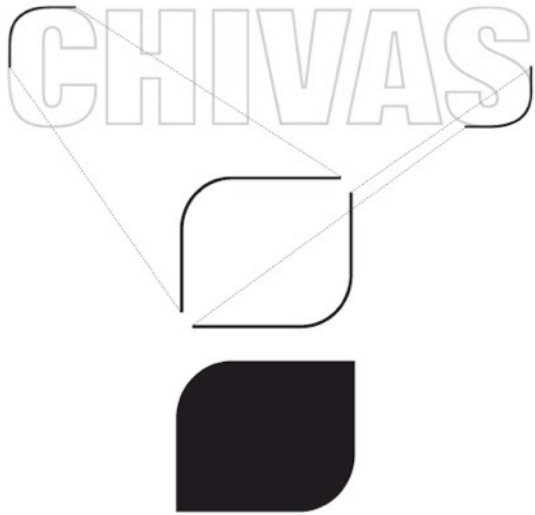
BAR IDENTITY + DISPLAY
CHINA

酒吧品牌整体视觉标识设计
中国

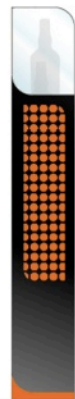
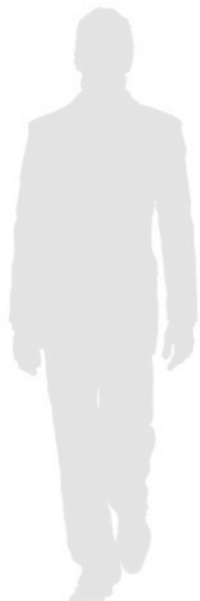


This is the icon for the Chivas 12 branding device. It is based on the use of curves and straight lines, like those which appear on the Chivas logo. Its shape is suggested by the fusion of the «C» and «S» characters.

Its smooth and rounded shape inspires the notion of friendship, the idea of sharing experiences.


CHIVAS

DESIGN
BOTTLE DISPLAY LONG



This is the icon for the Chivas 12 branding device. It is based on the use of curves and straight lines, like those which appear on the Chivas logo. Its shape is suggested by the fusion of the «C» and «S» characters.

Its smooth and rounded shape inspires the notion of friendship, the idea of sharing experiences. It is trendy, modern, living, and dynamic, like the lives of the consumers to whom it speaks.

The preferred version of the icon is the one illustrated here - the one-colour version. The Leaf in this case is filled with flat colour and must be reproduced in one precisely specified amber tone, Pantone 158.

There are more options to which we will make reference further along in this document.

When printed by four-colour process, use the equivalent of the Pantone 158 (M:60 Y:100).


CHIVAS

DESIGN
WINDOW DISPLAY



170 cm



400 cm

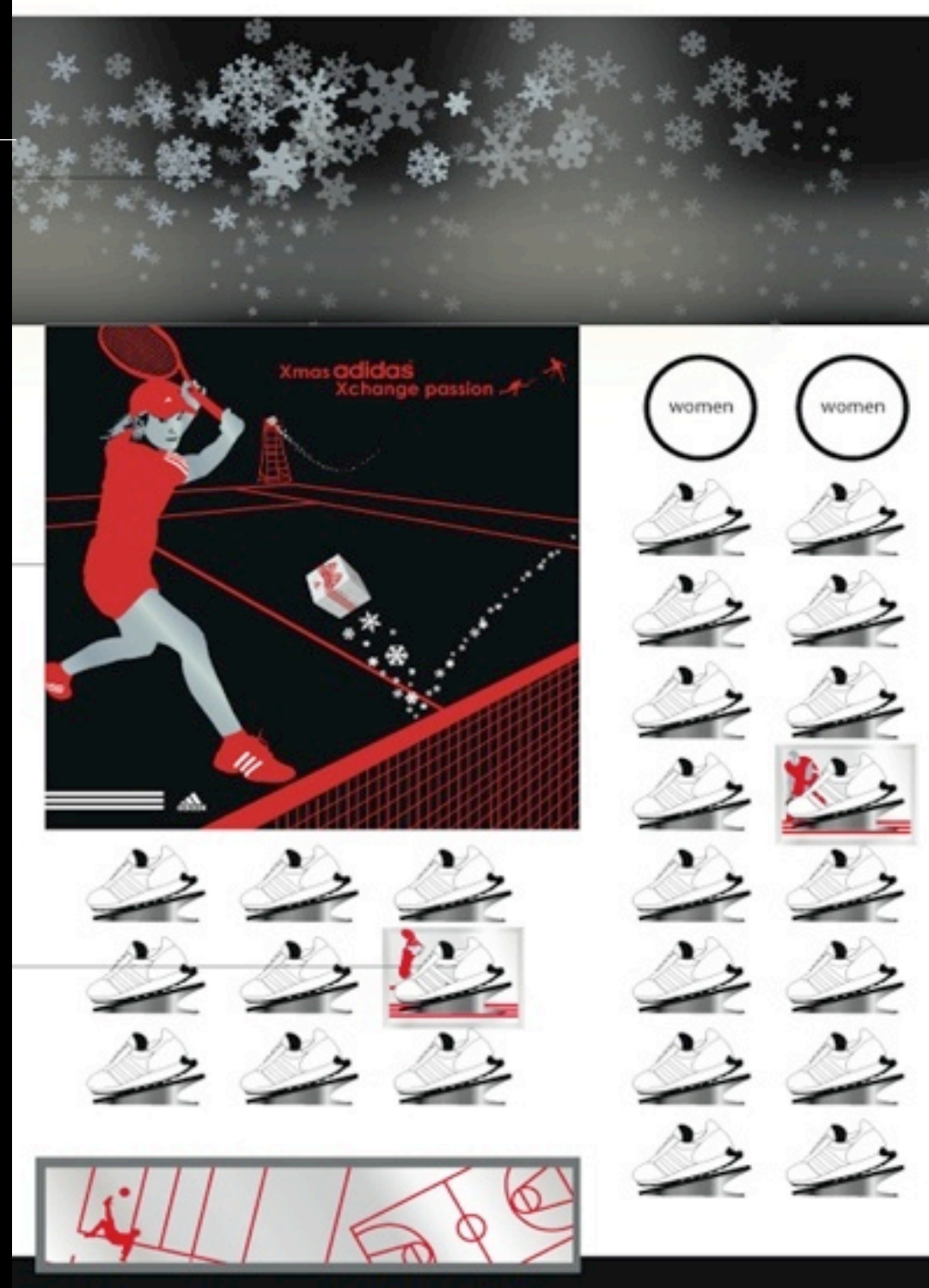


● ADIDAS

IN SHOP PROMOTION CAMPAIGN
CHINA

店内促销主题设计
中国

DECEMBER 2006





adidas





THE BOX

BROCHURE DESIGN
PARIS | FRANCE

宣传手册
法国 | 巴黎

2007

the box



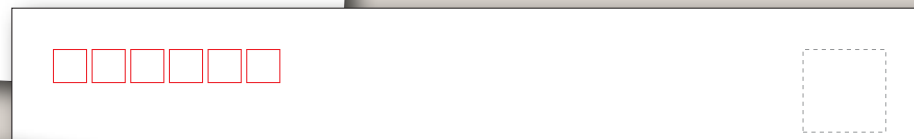
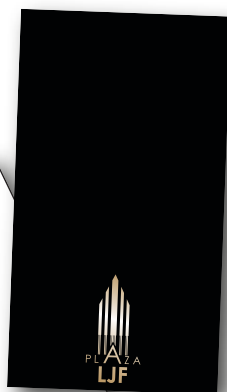
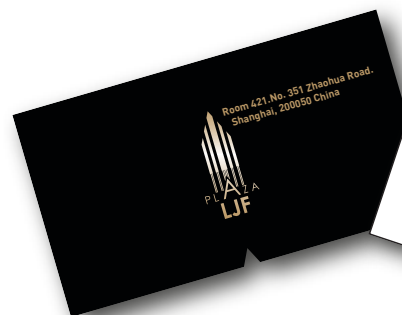


● LJF PLAZA

SHOPPING CENTER LOGO + IDENTITY
SHANGHAI | CHINA

购物中心牌整体视觉标识及标志设计
中国 | 上海





Room 421.No. 351 Zhaohua Road. Shanghai, 200050 China

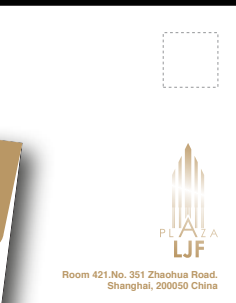
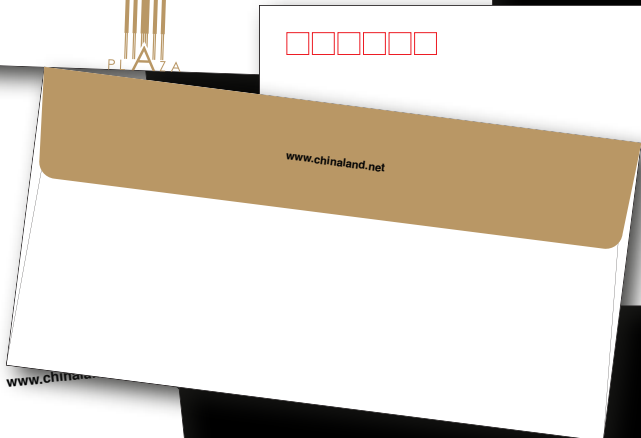
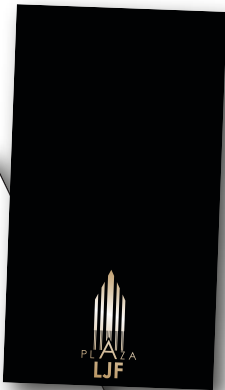


Room 421.No. 351 Zhaohua Road.
Shanghai, 200050 China

• **LJF PLAZA** SHOPPING CENTER IDENTITY | SHANGHAI

COMPETITION 2008

5000M2 SHOPPING CENTER ON NANJING ROAD





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