



文策國際
CA-GROUP

Since 2003



文筑国际 CA-GROUP

文筑国际由马卫东先生创始于 2003 年。总部位于中国上海，在中国香港和日本京都设有分部。发展迄今，旗下共设八家分公司、两大建筑文化中心。业务链跨域全球，并成功形成“策划—设计—管理—运营—媒体推广”专业服务闭环，专注文化营造的全生命赋能和建筑空间的全过程管理，始终致力推动中国建筑文化事业发展。

CA-GROUP was founded in 2003 by Ma Weidong. Headquartered in Shanghai, China, with branches in Hong Kong, China, and Kyoto, Japan. So far, it has set up eight branches and two architectural and cultural centers. We have successfully formed a professional service closed-loop of 'planning - design - management - operation - promotion', focusing on the whole life empowerment of cultural creation and the whole process management of architecture. We've always been committed to promoting the development of Chinese architectural culture.



运营大师建筑 再造中国文化

MASTER ARCHITECTURE OPERATOR CHINESE CULTURE RECREATOR

我们作为文化建筑的出品方，是策划者、总体设计、顾问、技术专家、设计者、工程师，是建筑界软硬件的体系开发者。

我们终将引领文化建筑的商业模式变革——从卖硬件，到卖软件+服务。

有国际大师背书的硬件基础，和新锐创意团队与之无缝衔接的软件加持，我们为每一件作品的全生命周期负责，也愿意倾情投身于项目发展的任何一个阶段，与业主一起，走过每一次0到1，和1到 ∞ 。

As the producer of cultural architecture, we are planners, chief designers, consultants, technical experts, designers, engineers, and developers of software and hardware systems in the construction industry.

We will eventually lead the transformation of the business model of cultural buildings—from selling hardware to selling software + services.

With the hardware foundation endorsed by international masters, and the seamless software support of the new creative team, we are responsible for the whole life cycle of each piece of work, and we are also willing to devote ourselves to any stage of project development and go through from 0 to 1, and 1 to ∞ together with the owner every time.

【全链项目】安藤忠雄-安藤忠雄画廊
【全链项目】安藤忠雄-嘉源海美术馆

四大核心优势

Four Core Advantages

1

全球大师矩阵
GLOBAL MASTER MATRIX

2

专业服务团队
PROFESSIONAL SERVICE TEAM

3

顶流文化品牌
TOP CULTURAL BRAND

4

国际资源联动
INTERNATIONAL RESOURCE LINKAGE





核心优势
Core Advantages

全球大师矩阵 GLOBAL MASTER MATRIX

我们是安藤忠雄建筑研究所唯一的中国合作伙伴，并且我们与日本普利兹克建筑奖获得者坂茂，日本虹夕诺雅酒店御用设计师东利惠，美国现代建筑巨匠萨福迪，日本京都近 200 年历史的日式庭院大匠加藤友规及世界顶级当代艺术画廊吉井画廊都保持着同样的紧密合作关系。

We are the only Chinese partner of Tadao Ando Architect & Associates, and have remained the same close collaborative relationships with Shigeru Ban, the winner of the Pritzker Architecture Award, Rie Azuma, the designer of Hoshinoya Luxury Hotels in Japan, Moshe Safdie, the master of contemporary architecture in America, Kato Tomoki, the master of Japanese Garden Design that has a history of nearly 200 years, and Galerie Yoshii, the world's top contemporary art gallery.





核心优势
Core Advantages

专业服务团队 PROFESSIONAL SERVICE TEAM

创始人马卫东先生本身就是一位跨建筑、媒体与策展的斜杠族，所以带领的团队也有着建筑、规划、设计、景观、艺术等不同背景，却因为有着相同对于高度、深度、广度的追求而团结奋斗，持续挑战，不断超越。

The founder Ma Weidong is a slashie that spans architecture, media, and curation. Therefore, the team he leads also has different backgrounds in architecture, planning, design, landscape, art, etc. As sharing the same pursuit of height, depth and breadth, we are united. Keep challenging, keep surpassing.

马卫东，文筑国际创始人，安藤忠雄建筑研究所中国合伙人，IAM 国际建筑联盟发起创始人，拾分之壹创始人，中国建筑文化研究会常务理事，国际建筑联盟中心常务副主任兼秘书长，城市更新和文旅工作委员会常务副会长兼秘书长，中国《建筑实践》杂志执行主编，日本《a+u》（建筑与都市）杂志董事，日本《a+u》（建筑与都市）中文版主编。始终专注建筑与文化的创造与传播，核心聚焦策划运营、设计管理及媒体推广，致力推动中国建筑与文化事业的发展。

Ma Weidong, the founder of CA-GROUP, Chinese partner of Tadao Ando Architect & Associates, initiating founder of International Architects Mission, founder of One-tenth, standing director of Architecture and Culture Society of China, executive deputy director and secretary-general of International Architects Mission Centre, executive deputy of Urban Renewal and Cultural Tourism Working Committee, executive editor of China Architectural Practice magazine, director of a+u Japan, editor-in-chief of a+u Chinese edition. For more than twenty years, he has been focusing on creating and disseminating architecture and culture, with a core focus on planning and operation, design management, and media promotion, dedicated to promoting the development of China's architecture and culture.



黄文福
Huang Wenfu

合伙人 Partner



高健
Gao Jian

合伙人 Partner



励懿
Li Yi

合伙人 Partner



刘婉怡
Liu Wanyi

合伙人 Partner



王欣
Wang Xin

合伙人 Partner



董茜
Dong Xi

助理总经理 GMA



吕悦
Lyu Ye

公关 PR





核心优势
Core Advantages

顶流文化品牌 TOP CULTURAL BRAND

作为媒体起家的一家公司，我们为了把优秀全面的建筑资讯完整地带到中国，将日本《a+u》杂志的中文版首次引进国内，并持续输出至今。此外，我们还自持媒体平台《建筑实践》，建筑文化品牌“大师之旅”等。

As a company that started from media, we brought the Chinese version of Japanese magazine *a+u* to China for the first time in order to bring excellent and comprehensive architectural information to China, and have been exporting it since then. In addition, we also hold our own media platform *Architectural Practice* and the architectural culture brand *Architour*.





核心优势
Core Advantages

国际资源联动

INTERNATIONAL RESOURCE LINKAGE

在这个数据时代，前沿的信息与整合的资源成为影响事件传播性的重要因素。扎根行业近二十年，我们非常有使命感，也非常幸运地牵头成立中国唯一一个线上建筑宇宙—IAM 国际建筑联盟。

In this data age, cutting-edge information and integrated resources have become important factors affecting the spread of events. Rooted in the industry for nearly two decades, we have a sense of mission to lead the establishment of the only online architectural universe in China - IAM.

IAM

國際建築聯盟
International Architects Mission

国际建筑联盟创办于 2020 年，由中国文旅部中国建筑文化研究会支持，以国际文化交流为路径，以世界建筑师为主体，以建筑行业生态为使命的国际组织。在日本京都、中国北京和中国上海设有根据地。旨在联结世界的建筑师与泛建筑领域的引领者，让建筑文化成为这个时代势不可挡的驱动力量。

The International Architects Mission (IAM) was founded in 2020, supported by the Chinese Architectural Culture Research Association of the Ministry of Culture and Tourism of the People's Republic of China, An international organization with international cultural exchange as its path, world architects as its main body, and the ecology of the architectural industry as its mission. It has bases in Kyoto, Japan, Beijing and Shanghai, China. It aims to connect the world's architects with the leaders in the pan-architectural field and make architectural culture an unstoppable driving force in this era.

IAM
智库论坛

THINK TANK
& FORUM

IAM
展览出版

EXHIBITION
& PUBLISHPMENT

IAM
培训奖项

TRAINING
& AWARDS

www.iam.cn



三大共生版块

Three Symbiosis Sections

1

强策划运营版块

PLANNING AND OPERATION SECTION

2

全过程管理版块

WHOLE PROCESS MANAGEMENT SECTION

3

全媒体传播版块

FULL MEDIA COMMUNICATION SECTION



共生版块
Symbiosis Sections

强策划运营版块 PLANNING AND OPERATION SECTION

拾分
之壹

无法被实际运营的策划都只是在制造 ppt 而已，我们希望它们一一被创造，被实现，被体验。所以由策划起家的运营版块由此诞生。

本版块主要业务分为策划定位 & 总体规划、运营全案顾问 & 资源整合及展览 & 艺术活动策划三部分。

Planning that cannot be operated are just making PPTs. We hope that they can be created, realized and experienced step by step. That's why the operation section, which started from planning, was born.

The main business of this section is divided into three parts: planning and positioning & master planning, operation consultancy & resource integration and exhibition & art activity planning.

共生版块
Symbiosis Sections

全过程管理版块 WHOLE PROCESS MANAGEMENT SECTION



配合全球的建筑大师网络，为企业、开发商以及政府提供建筑领域的一站式高品质服务，其内容涵盖前期咨询、决策顾问、城市规划、建筑设计、室内设计、环境设计、工程现场技术支持、运营管理咨询等建筑项目的每一个阶段。

Together with our global network of master architects, we provide one-stop high-quality services to companies, developers, and governments in the construction field, covering every stage of a construction project, including pre-consultation, decision-making consultancy, urban planning, architectural design, interior design, environmental design, on-site technical support, and operational management consulting.

共生版块
Symbiosis Sections

全媒体传播版块 FULL MEDIA COMMUNICATION SECTION



一个优秀的建筑项目，何时发声？一位低调的建筑师，如何被看见？一只富有能量的组织，为何被传播？把专业的事情留给专业的人做吧！

本版块包含讲座、考察、出版、新媒体运营四部分，致力促进中国与世界建筑文化的互识共融。

When does a great architectural project make a statement? How does an architect with a low profile get seen? An energetic organization, why is it spread? Leave the professional things to the professional people!

This section contains four parts: lectures, study tours, publications, and new media operations to promote the mutual understanding and integration of Chinese and world architectural culture.



“策划—设计—管理—运营—媒体推广” 全链服务系统

本系统是为了给业主提供文化建筑的整体解决方案而诞生的，开创性地将一个建筑的空间和内容，即硬件和软件进行整体开发。建筑的诞生只是我们使命的开始，与它共同成长是我们的责任。

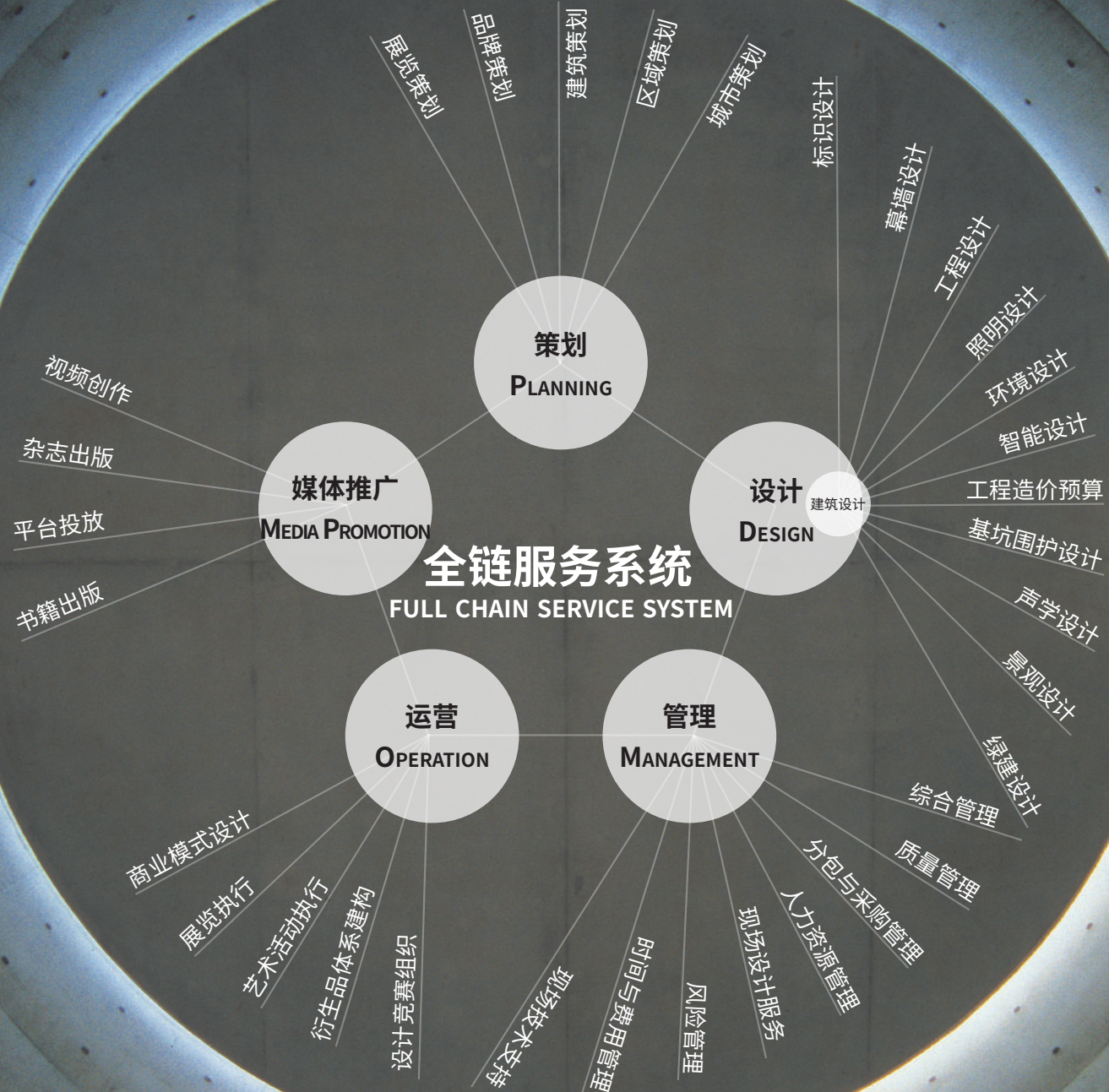
一个超级对策 One Super Solution

'PLANNING-DESIGN-MANAGEMENT-OPERATION-MEDIA PROMOTION'

FULL CHAIN SERVICE SYSTEM

This system was born to provide the owner with an overall solution for cultural buildings, pioneering the overall development of the building's space and content, i.e. hardware and software, as a whole. The birth of architecture is only the beginning of our mission, and it is our responsibility to grow together with it.







文筑国际全链服务案例

新华发行集团 &
红星美凯龙家居集团

光的空间 明珠美术馆 + 新华书店

CA-GROUP Full Chain Service Case

Xinhua Publishing Group & Red Star
Macalline Home Furnishing Group

Light Space

Pearl Art Museum + Xin Hua Bookstore



| 地点 | 中国，上海 | 项目建成时间 | 2017

| 建筑师 | 安藤忠雄 | 建筑面积 | 4000 平方米

| Location | Shanghai, China

| Project construction time | 2017

| Architect | Tadao Ando

| Construction area | 4000 m²



策划
Planning

设计
Design

管理
Management

运营
Operation

媒体推广
Media Promotion

品牌策划
Brand planning

项目基地位于上海市大虹桥板块闵行区的新华·红星国际广场内。2015年，上海新华发行集团与红星地产力邀建筑家安藤忠雄来打造这个特意留白于7、8楼关于“阅读”的文化艺术空间。我们深挖文化消费模式及品牌特色，提出新的品牌策略及空间概念，力图超越“最美书店”，为品牌增添新的使命感“坚守阅读，始终引领”。

The project base is located in Xinhua Hongxing International Plaza in Minhang district of great Hongqiao district of Shanghai. In 2015, Shanghai Xinhua Publishing Group and Red Star Real Estate invited architect Tadao Ando to create a cultural and artistic space on the 7th and 8th floors, which is dedicated to 'reading'. We dug deeply into the cultural consumption pattern and brand characteristics, and proposed a new brand strategy and space concept, and strived to go beyond the 'most beautiful bookstore', to add a new sense of mission to the brand: 'Keep reading, Keep leading'.

新华书店®
XINHUA BOOKSTORE

2.0 版 策划汇报会
新华红星国际广场的新华书店策划建议



坚守阅读 始终引领

KEEP READING KEEP LEADING

始于 1937

策划
Planning

设计
Design

管理
Management

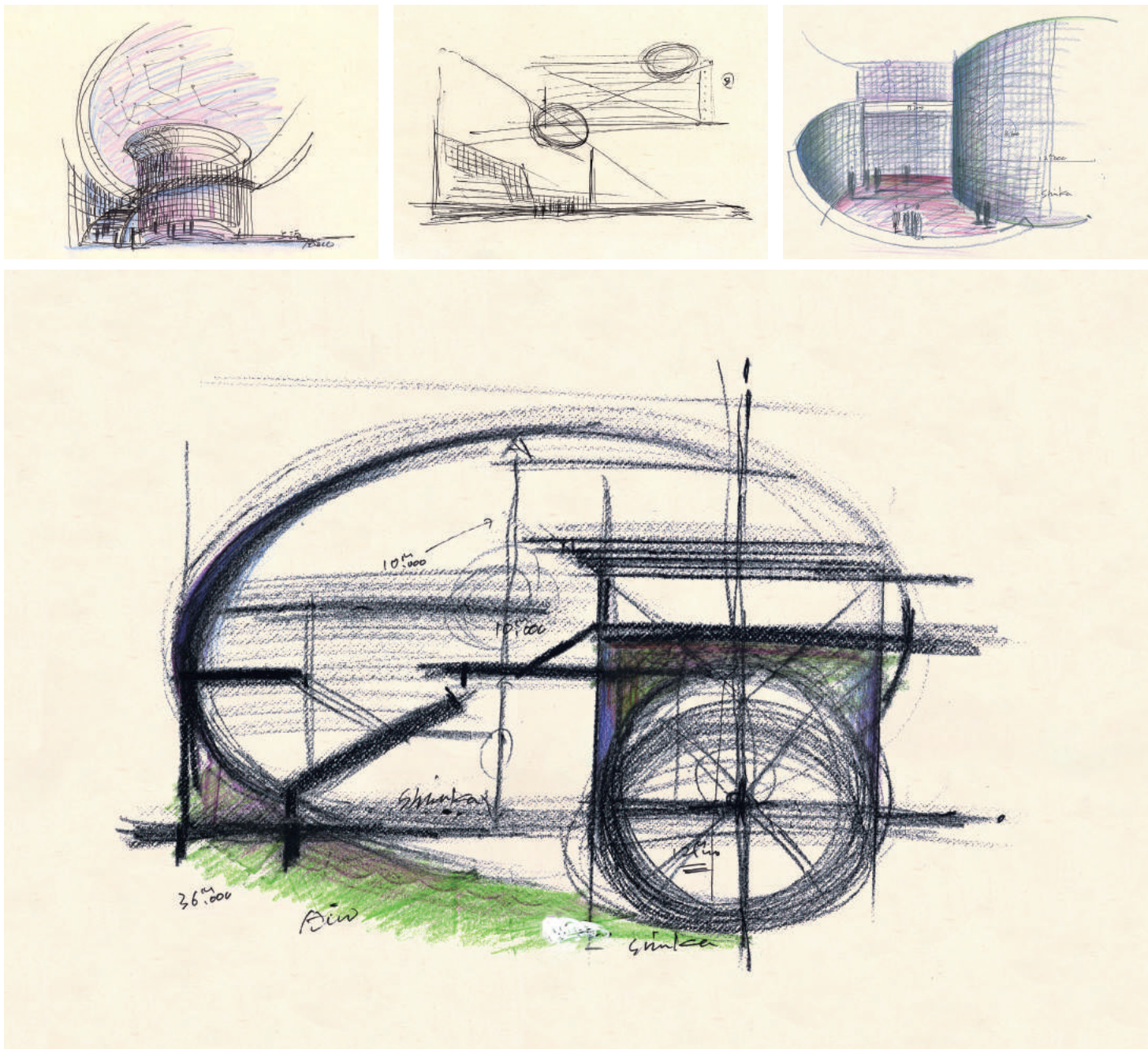
运营
Operation

媒体推广
Media Promotion

建筑设计
Architecture design

这是一间有美术馆的书店，也是一个有书店的美术馆。在空间体验上，给出楼上与楼下可以回望的空间，在书店与美术馆中，都可以望到商场。同时我们思考的是，如何用四千方的空间，撬动 40 万方商业综合体，并使整个项目增值。让原本仅是社区的配套商业，成为消费目的地。光的空间让传统美术馆人群与书店人群消费不再分流，成为增量人群，创造出文化消费新商业模式。

It is a bookstore with an art gallery and an art gallery with a bookstore. In terms of spatial experience, it gives a space where the upstairs and downstairs can be looked back, and in both the bookstore and the art museum, you can look at the shopping mall. At the same time, we think about how to use 4,000 square meters of space to pry 400,000 square meters of commercial complexes and add value to the whole project. Let what was only a supporting commercial in the community become a consumption destination. The space of light allows the traditional art museum crowd and the bookstore crowd to no longer divert consumption and become incremental, creating a new business model for cultural consumption.



策划
Planning

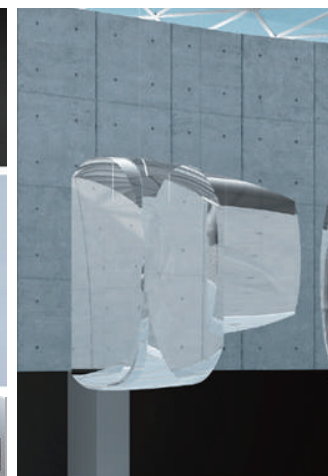
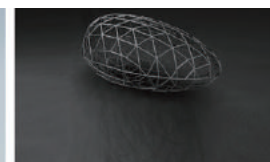
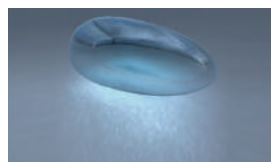
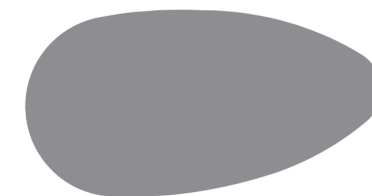
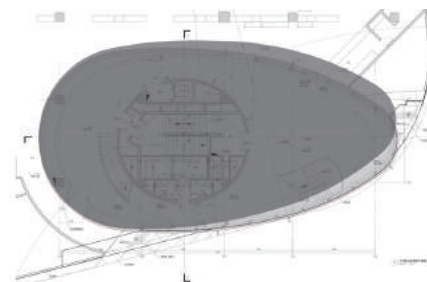
设计
Design

管理
Management

运营
Operation

媒体推广
Media Promotion

视觉设计
Visual design



平面设计呼应本身建筑形态，以标志设计“卵形”为基本元素，提取形态，便于应用，易于延展。为字体、色彩、名片文具、ICON标志等，给予标准限定，为之后一系列的衍生品开发打下基础。

The graphic design echoes its own architectural form and takes the logo design 'ovoid' as the basic element, extracting the form, making it easy to apply and extend. We set standards for fonts, colors, business cards, stationery, ICON logos, etc., and laid the foundation for a series of derivative products to be developed later.



策划
Planning

设计
Design

管理
Management

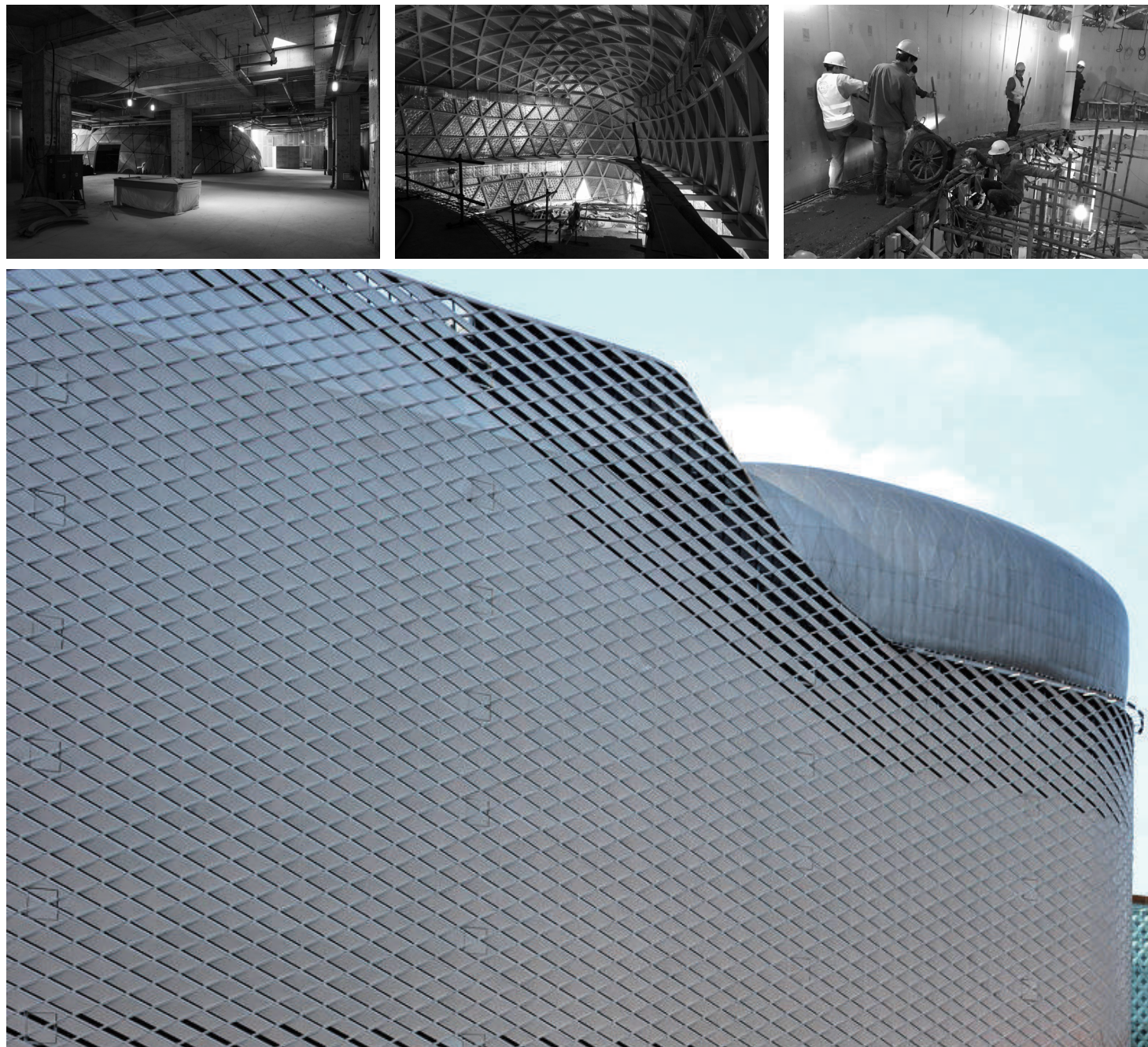
运营
Operation

媒体推广
Media Promotion

项目全过程管理 Whole process management

这是对一座业已在建的商业综合体的一部分空间，进行重新设计后所诞生的一座建筑。自 1988 年日本“中之岛都市巨蛋”项目开始，“卵”形空间以已成为安藤设计中重要的建筑隐喻手法之一。“卵”意味着新生，又代表着回归，其内部空间往往自成一个小小宇宙。安藤认为这个“卵”中成长出引领未来的力量，不断向世界传递上海的生机勃勃。为配合并辅助安藤先生完成其构想，我们完成了项目从 0 到 1，1 到 2 的策划、建造、监理。

This is a redesign of a part of a commercial complex that was already under construction. Since the *Nakanoshima Project Urban Egg* in Japan in 1988, the 'egg' shaped space has become one of the most important architectural metaphors in Ando's design. The 'egg' means rebirth and return, and its internal space often forms a small universe of its own. Ando believes that in this 'egg' grows the power to lead the future and to convey the vitality of Shanghai to the world. We planned, built, and supervised the project from 0 to 1, 1 to 2, in order to cooperate with and assist Tadao Ando in his vision.



策划
Planning

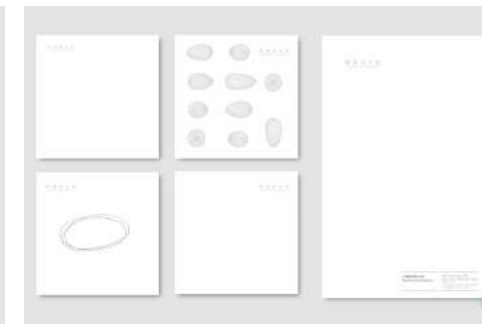
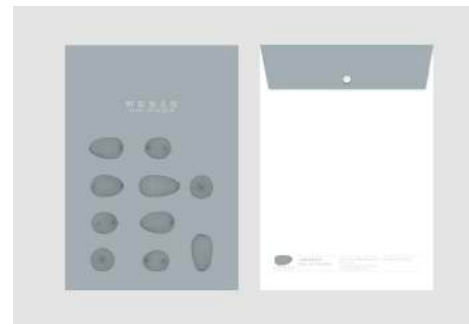
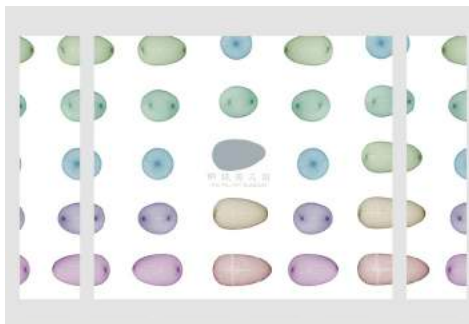
设计
Design

管理
Management

运营
Operation

媒体推广
Media Promotion

衍生品体系搭建 Derivatives system building



根据“光的空间”的特质，我们为明珠美术馆开发了文具相关衍生品，兼具艺术感与设计感，与书店也相得益彰。

According to the characteristics of the 'space of light', we developed stationery-related derivatives for the Pearl Art Museum, which are both artistic and design-oriented, and complement the bookstore.



策划
Planning

设计
Design

管理
Management

运营
Operation

媒体推广
Media Promotion

展览策划与执行 Exhibition planning and execution

2017年9月27日，东京国立新美术馆，“安藤忠雄展·挑战”隆重开幕，以空前的国际规模，致敬大师逾半个世纪的建筑成就。2017年12月30日，“安藤忠雄展·引领”作为东京展的姐妹展，在安藤先生设计的“光的空间”开幕。

本次展览以“引领”为主题，是对东京展的呼应与补充，共分为五个板块：光之历程、思想之光、艺术之光、创作之光、光之阅读，以设计手稿、书籍文献、影像、产品、建筑模型等形式展现了安藤忠雄的创作历程。这次展览之后，明珠美术馆也建立了自己的艺术体系。

On September 27, 2017, at the National Art Center Tokyo, the 'Tadao Ando · Challenge' grandly opened, paying tribute to the master's architectural achievements over half a century on an unprecedented international scale. On December 30, 2017, 'Tadao Ando · Leading', as the sister exhibition of the Tokyo Exhibition, opened in the 'Space of Light' designed by Tadao Ando.

The theme of this exhibition is 'Leading', which echoes and complements the Tokyo exhibition. It is divided into five sections: journey of light, light of thoughts, light of art, light of creation, light of reading. Tadao Ando's creation is presented in the form of design manuscripts, books and documents, videos, products and architectural models. After this exhibition, Pearl Art Museum has established its own art system.



- 策划
Planning
- 设计
Design
- 管理
Management
- 运营
Operation
- 媒体推广
Media Promotion

书籍出版 媒体专访

Book publishing media interviews



这次在上海“安藤忠雄展 · 引领”的开幕，配合京都研学旅行，与东京展的联动，成为了一个国际性的事件，意义非凡。从展览开幕前长时间的社会新闻效应铺垫，到开展后续媒体氛围营造，展览开幕新闻发布会吸引各大媒体前来报道，引发讨论热潮。跟随展览的步伐，出版《安藤忠雄展 · 引领》，完整呈现展览安藤忠雄“光的空间”营造及相关作品完整信息。在展览中深受启发的部分与感动的瞬间成为印刷品，值得收藏。

The opening of 'Tadao Ando · Leading' in Shanghai, together with the study tour in Kyoto and the linkage with the Tokyo exhibition, has become an international event of great significance. From the long-term social news effect before the opening of the exhibition, to the subsequent media atmosphere, the exhibition opening press conference attracted major media to report, and triggered a huge wave of discussion. Following the pace of the exhibition, we published 'Tadao Ando · Leading' to present complete information about the exhibition Tadao Ando's 'Light Space' and related works. The inspiring parts and touching moments of the exhibition are now available in print, which are worth collecting.





18. 8 《光的空间 安藤忠雄》出版
"Light Space Tadao Ando" published

18.5.30 | 引领—展闭幕
|Leading|Closing

18. 2 《安藤忠雄·引领》出版
"Tadao Ando · Leading" published

18.1 引发大量媒体报道
Sparked a lot of media coverage

17.12.30 明珠美术馆开馆大展—引领—开幕
Opening exhibition of Pearl Art Museum|Leading|

17.12 建筑落成
Architecture completed

17.10 东京研学旅行
Tokyo architour

17.9.8 “引领”展新闻发布会及 ANDO 讲演会
"Leading" exhibition press conference
& ANDO lecture

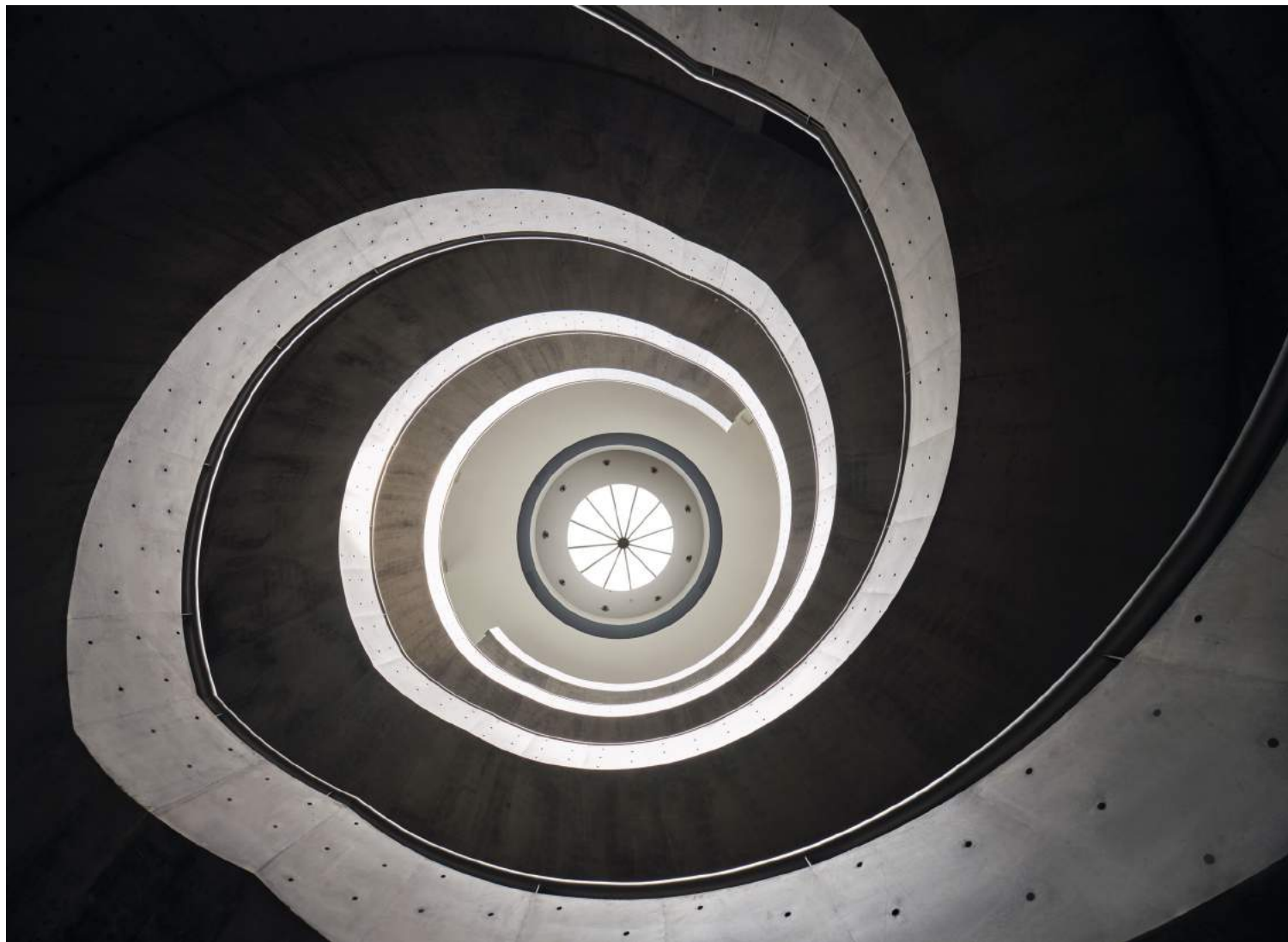
17.4 VI 设计 衍生品
VI design derivatives

16.10 | 引领—展览策划
|Leading|Exhibition planning

16.4 建筑设计
Architectural design

16.4 建筑策划
Architectural planning

16. 新华书店品牌策划
Xinhua brand planning



文筑国际全链服务案例

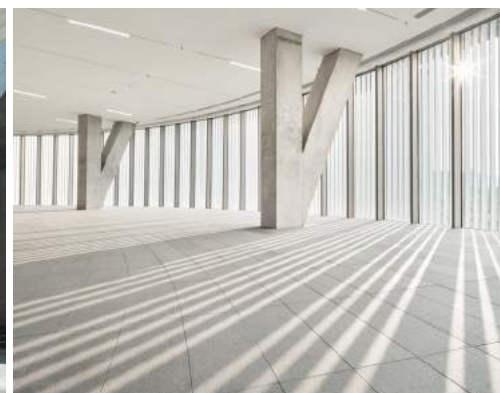
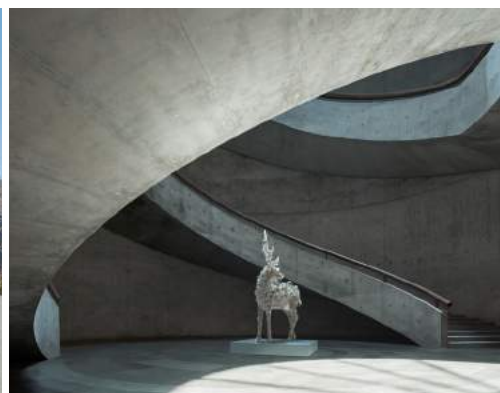
美的集团

和美术馆

CA-GROUP Full Chain Service Case

Midea Group

He Art Museum



| 地点 | 中国，顺德 | 项目建成时间 | 2020

| 建筑师 | 安藤忠雄 | 建筑面积 | 16000 平方米

| Location | Shunde, China

| Project construction time | 2020

| Architect | Tadao Ando

| Construction area | 16000 m²



策划
Planning

设计
Design

管理
Management

运营
Operation

媒体推广
Media Promotion

建筑策划 Architecture Planning



安藤忠雄 & MUSEUM

[illegible]

和美术馆的主题，与他的名字一样，“和”=“和谐”。传统与现代，安定和跃动，人工和自然，单纯性和复杂性，光与影，这些位于两极相反的主题，又相互调和彰显着建筑的整体性。为了在建筑的形体上呼应“和”=“和谐”这一理念，圆形空间构成的几何学成为设计的一个主题。同时也在建筑形体上传达出 HARMONY|EAST|MIND 构成的理念，让空间本身成为了最大的艺术品。

The theme of He Art Museum is the same as its name: 'He' = 'Harmony'. Tradition and modernity, stability and dynamism, artificiality and nature, simplicity and complexity, light and shadow, all these themes, located at opposite poles, harmonize with each other to highlight the integrity of the building. In order to echo the concept of 'harmony' in the building's form, the geometry of circular space composition becomes a theme in the design. It also conveys the concept of HARMONY|EAST|MIND composition in the building form, making the space itself the biggest artwork.

策划
Planning

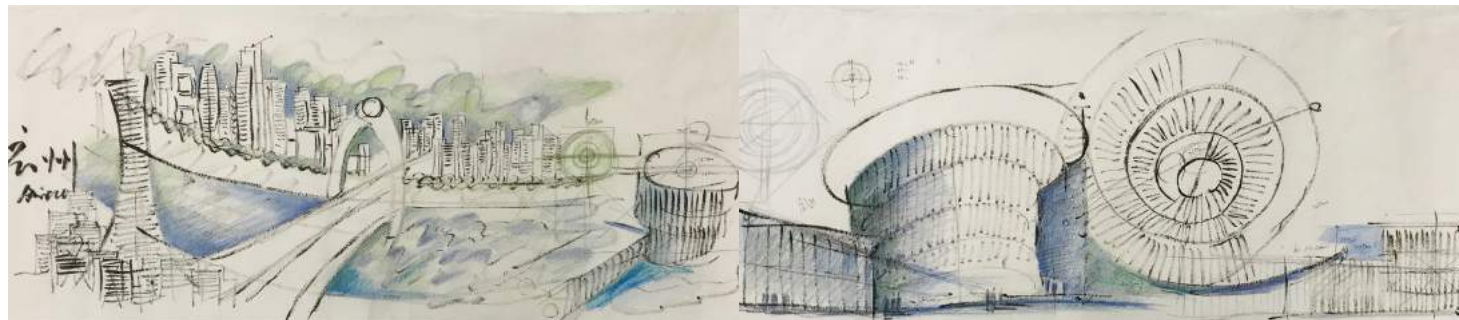
设计
Design

管理
Management

运营
Operation

媒体推广
Media Promotion

建筑设计
Architecture design



和美术馆的建筑设计是安藤忠雄对岭南建筑文化的一种回应，以“圆”为中心慢慢向外扩展的外形，也承载着安藤忠雄对于和美术馆未来成为广东乃至中国、世界中心的愿景。

The architectural design of He Art Museum is a response to Lingnan's architectural culture. The shape of the 'circle' as the centre gradually expands outwards, which also carries the vision of Tadao Ando for the future of He Art Museum to become the center of Guangdong, China, and the world in the future.

策划
Planning

设计
Design

管理
Management

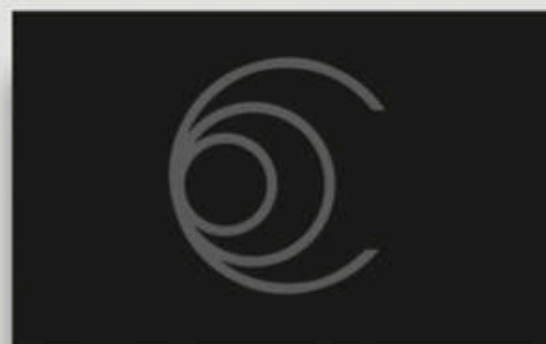
运营
Operation

媒体推广
Media Promotion

视觉设计
Visual design

在建筑设计上，为美术馆所设计的“圆”，像水波纹一样由中心向四周扩散，构成了建筑空间的效果，同时也自然地形成了建筑形态的核心。具体而言，这些“圆”以一定的偏心率由下往上逐渐扩大，四层圆环重迭交织。平面设计与此建筑概念相呼应，塑造根植于本土，又震动国际的发声。

In terms of architectural design, the 'circle' designed for the museum spreads from the center to the surroundings like water ripples, forming the effect of the architectural space, and at the same time naturally forming the core of the architectural form. Specifically, these 'circles' gradually expand from bottom to top with a certain eccentricity, with four layers of circles overlapping each other. The graphic design echoes this architectural concept, shaping a voice that is both locally rooted and internationally vibrant.



策划
Planning

设计
Design

管理
Management

运营
Operation

媒体推广
Media Promotion

项目全过程管理 Whole process management



耗时5年筹划,3年施工,我们终于将安藤忠雄在中国最大的单体美术馆落成,在和美术馆,也完美呈现了安藤忠雄迄今唯一的混凝土双螺旋楼梯。

After 5 years of planning and 3 years of construction, we finally completed the largest museum of Tadao Ando in China. In He Art Museum, we also perfectly presented the only concrete double spiral staircase of Tadao Ando.

策划
Planning

设计
Design

管理
Management

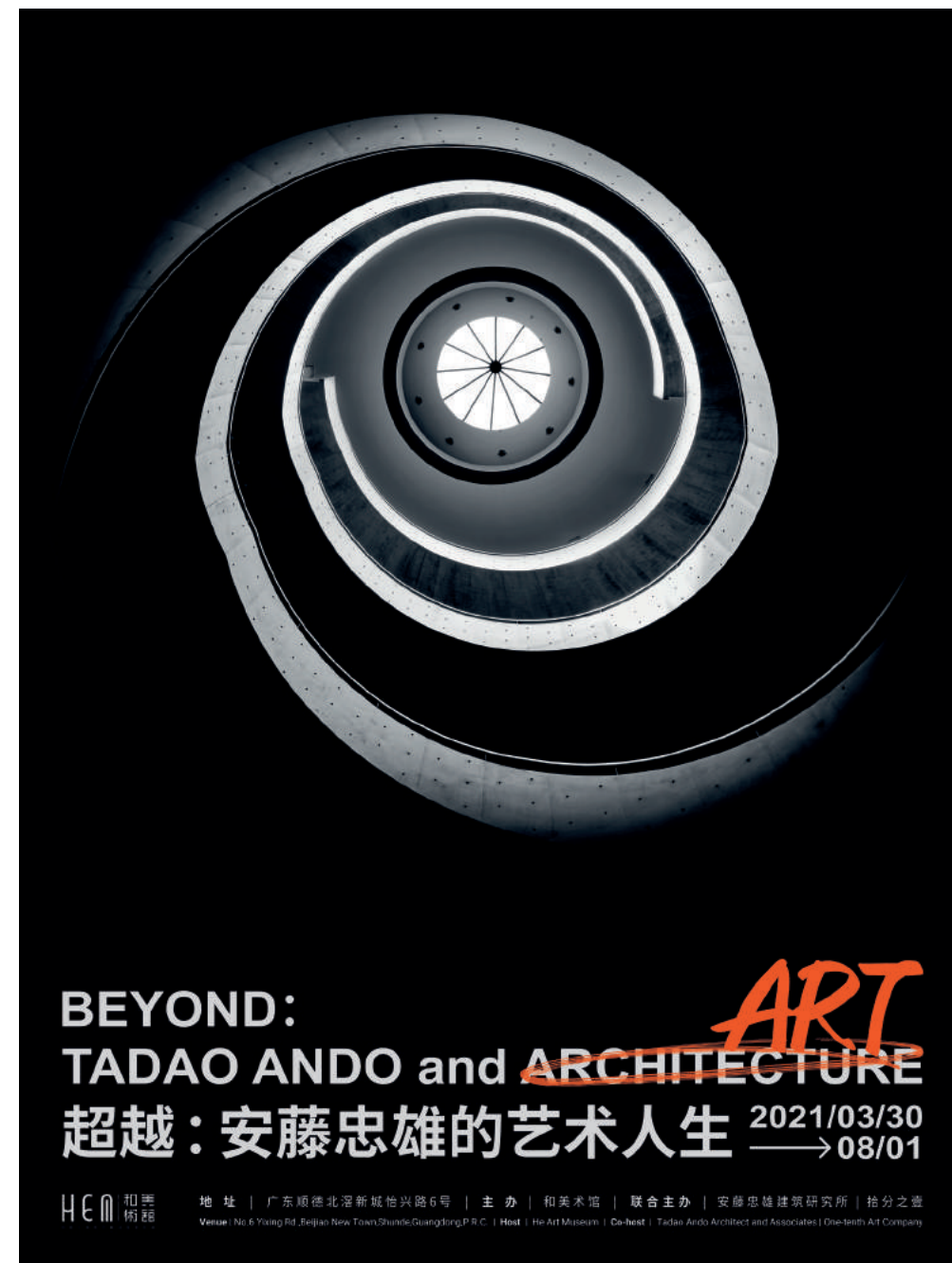
运营
Operation

媒体推广
Media Promotion

展览策划与执行
Exhibition planning and execution

2021年3月30日，和美术馆正式开馆并举办安藤忠雄首次以艺术为主线的大规模个展“超越：安藤忠雄的艺术人生”。展览以三大篇章——“超越艺术”、“超越光”及“超越安藤”展开，从全新视角发现安藤忠雄在艺术上的思考与创造。

On March 30, 2021, He Art Museum officially opened and held Tadao Ando's first large-scale solo exhibition 'Beyond: Tadao Ando and Art' with the main line of art. The exhibition opens with three chapters- 'Beyond Art', 'Beyond Light' and 'Beyond Ando', which reveals Tadao Ando's artistic thinking and creation from a new perspective.



策划
Planning

设计
Design

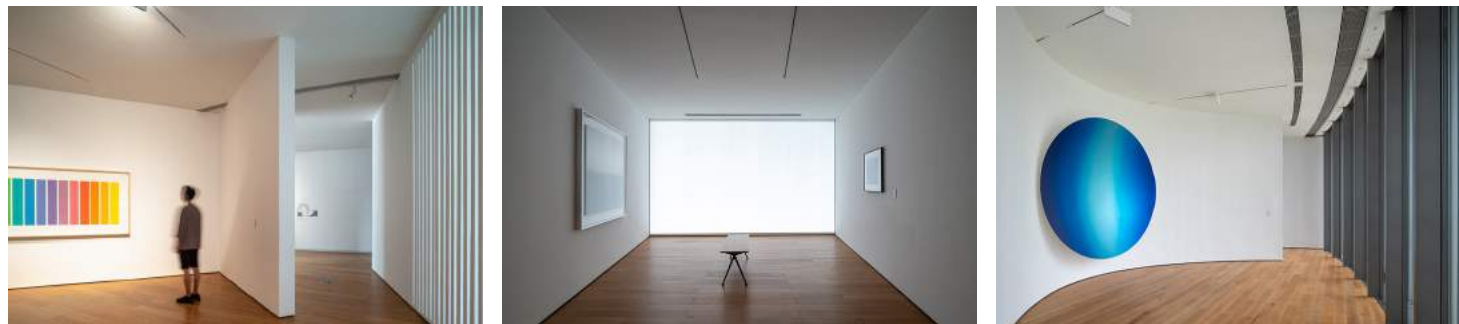
管理
Management

运营
Operation

媒体推广
Media Promotion

展览策划与执行

Exhibition planning and execution



首个篇章将展出 10 位与安藤忠雄艺术人生相交、对其创作影响深刻的艺术大师之作，包括巴勃罗·毕加索、埃斯沃兹·凯利、亚历山大·考尔德、理查德·朗等。同时，通过复现安藤忠雄地缘艺术代表作——地中美术馆，寄以“超越所见的发现”的展览理念。

The first chapter will exhibit works by 10 of Tadao Ando's most influential artist masters, including Pablo Picasso, Ellsworth Kelly, and Alexander Calder, Richard Long, etc. At the same time, by recreating Tadao Ando's geopolitical art masterpieces—Chichu Art Museum, we have sent the exhibition concept of 'discovering beyond what we have seen'.



策划
Planning

设计
Design

管理
Management

运营
Operation

媒体推广
Media Promotion

艺术活动执行
Exhibition planning and execution



为配合美术馆及开馆大展的展览宣传，我们提前半年开始筹划系列推广活动，包括安藤忠雄中国双展联动的宣传计划，及配合展览展开的公共教育活动等。提早孵化大众的期待，让流量在事件发生的的早期、中期、后期多次爆发聚焦。

In order to coordinate with the exhibition publicity of the art and opening exhibition, we have started to plan a series of promotion activities six months in advance, including the promotion of Tadao Ando's double exhibition linkage plan, and the launch of public education activities in conjunction with the exhibition. Early incubation of public expectations, so that the traffic of the event will be concentrated in the early, middle and late multiple outbreaks.



策划
Planning

设计
Design

管理
Management

运营
Operation

媒体推广
Media Promotion

衍生品体系搭建 Derivatives system building



我们获得安藤忠雄建筑研究所正版授权，在中国的安藤双联展期间为展览开发了系列衍生品。基于安藤忠雄建筑理念的经典元素，进行文创产品的原创设计及制作生产。

We have been authorized by Tadao Ando Architect & Associates, to develop a series of derivatives for the exhibition during the Tadao Ando Architectural Exhibition in China. Based on the classic elements of Tadao Ando's architectural concept, original design and production of cultural and creative products are carried out.



策划
Planning

设计
Design

管理
Management

运营
Operation

媒体推广
Media Promotion

媒体专访
Media interviews



安藤忠雄 “挑战”与“超越”

他始终相信与前辈学更多人与自然的对话

“挑战”与“超越”，这是安藤忠雄的两个关键词。在建筑领域，他始终保持着对前辈的敬畏之心，同时又敢于挑战自我，不断超越。他的建筑作品，无论是教堂、博物馆还是住宅，都充满了强烈的个性和创新精神。他相信，建筑不仅是技术的体现，更是与自然、与人文的对话。在不断的挑战与超越中，他创造了一个又一个令人惊叹的建筑奇迹。



对话安藤忠雄

建筑，一种永恒的美学对话



这次在广州顺德和美术馆“超越：安藤忠雄的艺术人生”的展览，掀起了以建筑、艺术、生活时尚为核心的全媒体平台报道。尽管在疫情期间，我们也特此安排了数十次的邮件专访，为了让一个更加全面及丰满的安藤忠雄形象走进大众视野。

The exhibition "Beyond: Tadao Ando and Art" in He Art Museum, Guangzhou, Shunde, triggered an omni-media platform report centered on architecture, art, and lifestyle. Although during the pandemic, we also arranged dozens of email interviews, in order to bring a more comprehensive image of Tadao Ando to the public.





21.6 "超越"展览画册出版
"Beyond" exhibition album published

21.4 安藤忠雄衍生品发售
Tadao Ando derivatives sale

21.3.30 和美—超越—展开幕
HEM|Beyond| opening

21.3.2 “超越”展新闻发布会 ANDO 云链接
"Beyond" Exhibition Press Conference
& ANDO Cloud Link

21.2.5 “光和作用”小模型制作招募活动
"Light Up" Tadao Ando's museum
massing model soliciting program

20.10 引发大量媒体报道
Sparked a lot of media coverage

20.10 美术馆开馆
HEM opening

20.7 安藤忠雄展览深化
Tadao Ando exhibition deepens the exhibition

20. 建筑落成
Architecture completed

19.7 安藤忠雄展前期策划
Pre-planning of Tadao Ando Exhibition

17.3 VI 设计
VI design

15. 建筑设计
Architectural design

14. 和美术馆建筑策划
HEM Architectural Planning



文筑国际全链服务案例

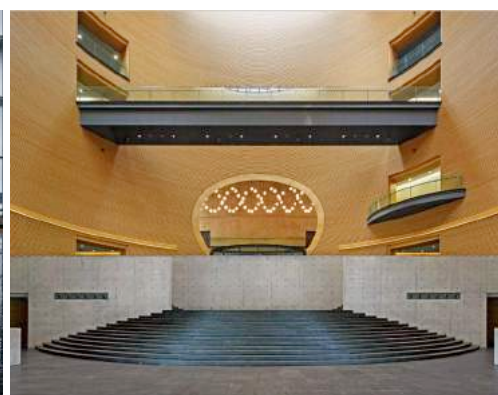
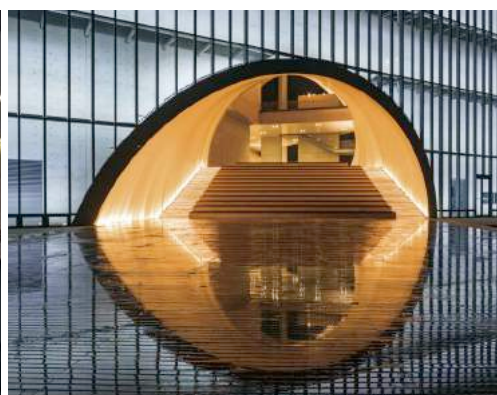
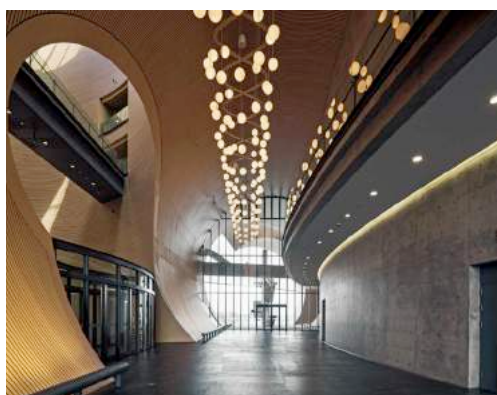
保利置业集团

保利大剧院 及商业文化中心

CA-GROUP Full Chain Service Case

Poly Real Estate Group

Poly Theater and Commercial
Culture Center



| 地点 | 中国，上海 | 项目建成时间 | 2014

| 建筑师 | 安藤忠雄 | 建筑面积 | 230,374 平方米

| Location | Shanghai, China

| Project construction time | 2014

| Architect | Tadao Ando

| Construction area | 230,374 m²



策划
Planning

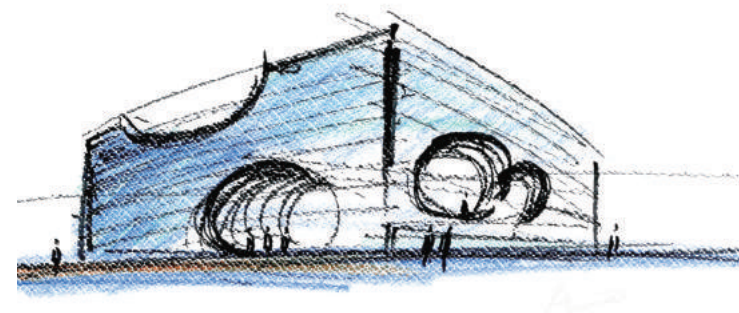
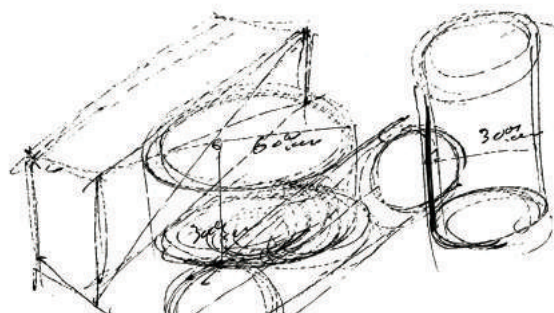
设计
Design

管理
Management

运营
Operation

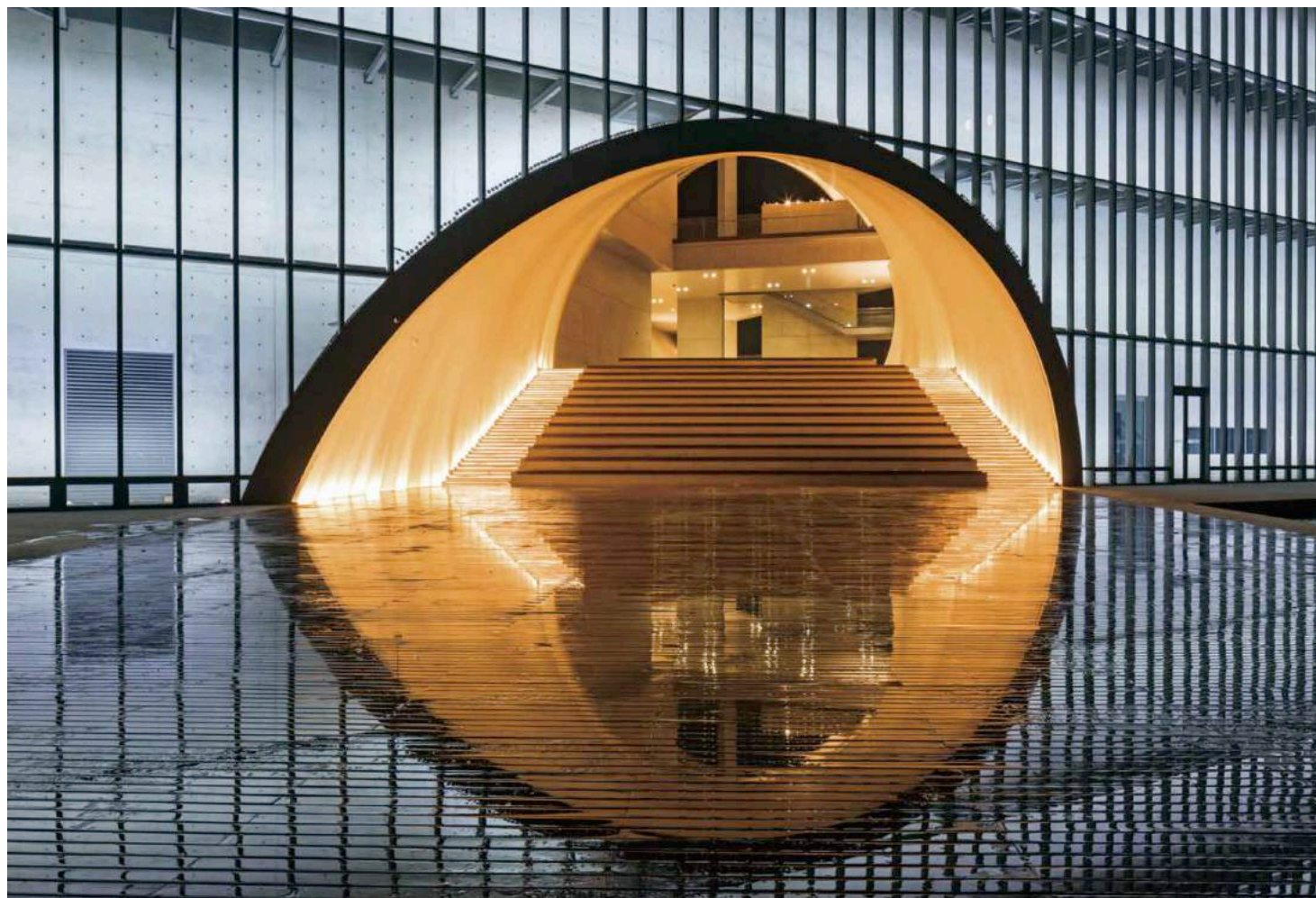
媒体推广
Media Promotion

建筑设计
Architecture design



剧院要如何设计才能称得上是文化殿堂？“文化万花筒”是上海大剧院的设计理念。在公共空间里，人和音乐，人和文化，人和光线，人和自然，人之间的交汇融合，根据功能的不同，每个空间形成的风与光的演绎也构成了一个舞台，在这个丰富的舞台空间内我想要表现的是人们活动的景象。

How can the theater be designed to be called a cultural palace? 'Culture Kaleidoscope' is the design concept of the Shanghai Grand Theater. In the public space, people and music, people and culture, people and light, people and nature, and the intersection between people and people. According to different functions, the interpretation of wind and light formed in each space also constitutes a stage. In this rich stage space, what I want to express is the scene of people's activities.



策划

Planning

设计

Design

管理

Management

运营

Operation

媒体推广

Media Promotion

项目全过程管理

Whole process management



“圆筒在长方体内部向各个方向延伸，到外围时被覆盖于长方体之外的幕墙截断，这些不同角度的截面便形成了椭圆形的开口，这些大胆的曲线外框，正是暗示了在安静的立面下潜藏着汹涌的内部空间变化……”

通过上海保利大剧院，我再次深切体会到，建筑的本质并不在图板上，而在现场，它蕴藏在整个建设过程中……”

'The cylinder extends in all directions inside the cuboid, and when it reaches the periphery, it is cut off by the curtain wall covering the cuboid. These cross-sections at different angles form an elliptical opening. These bold curvilinear frames just hint at the quietness. There are turbulent internal space changes hidden under the façade...

Through the Shanghai Poly Theater, I once again deeply realized that the essence of architecture is not on the drawing board, but on the scene, it is hidden in the entire construction process...'



策划
Planning

设计
Design

管理
Management

运营
Operation

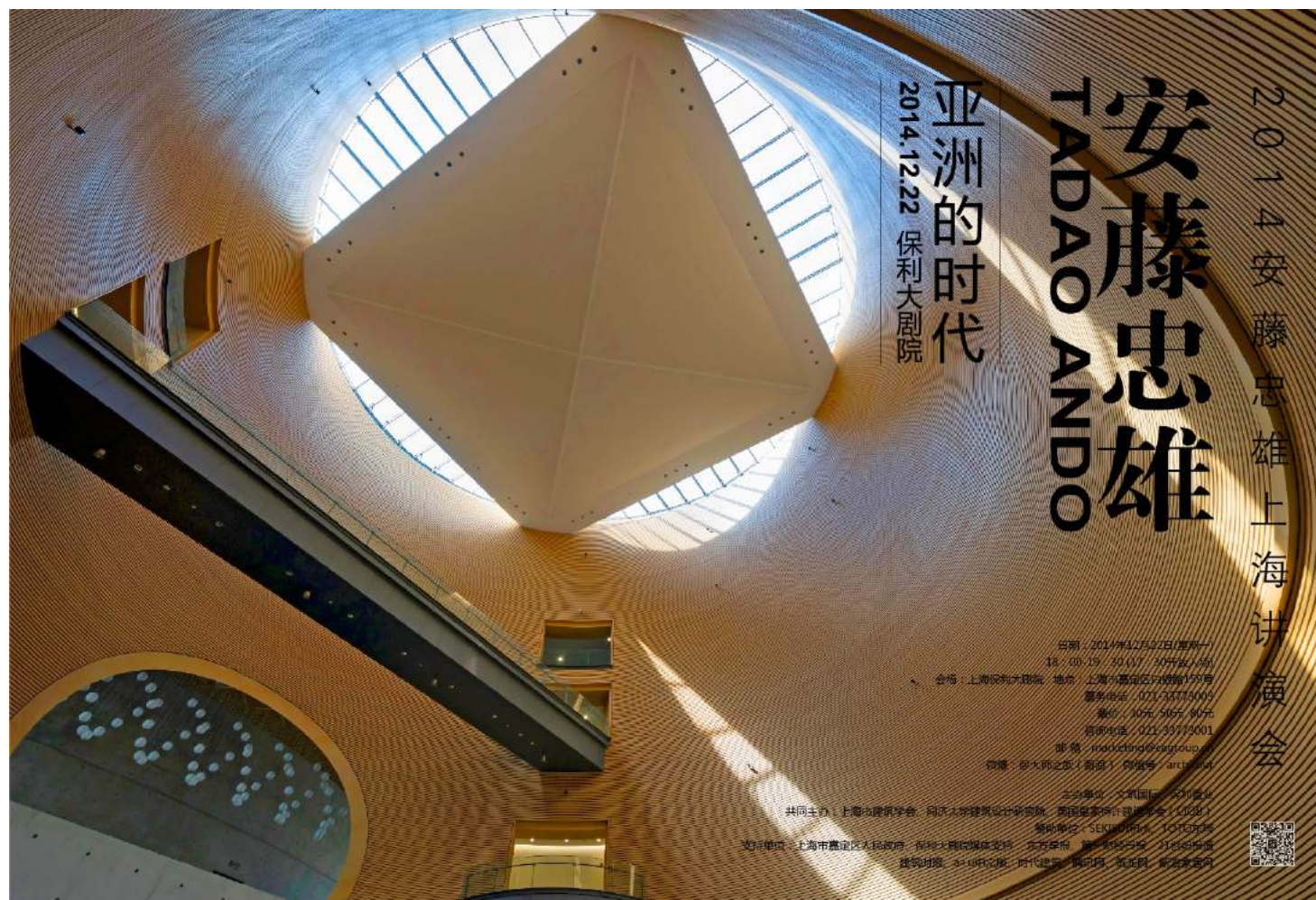
媒体推广
Media Promotion

艺术活动执行
Artistic event execution



2014年12月22日文筑国际在上海保利大剧院举办“亚洲的时代”——2014安藤忠雄上海讲演会。在现场，安藤忠雄本人将进行《安藤忠雄全建筑：1970~2012》的签售。

On December 22, 2014, CA-GROUP hold the 'The Age of Asia' - Tadao Ando Shanghai Lecture 2014 at Shanghai Poly Theatre. At the event, Tadao Ando will sign for *Tadao Ando: 1970~2012*.



策划
Planning

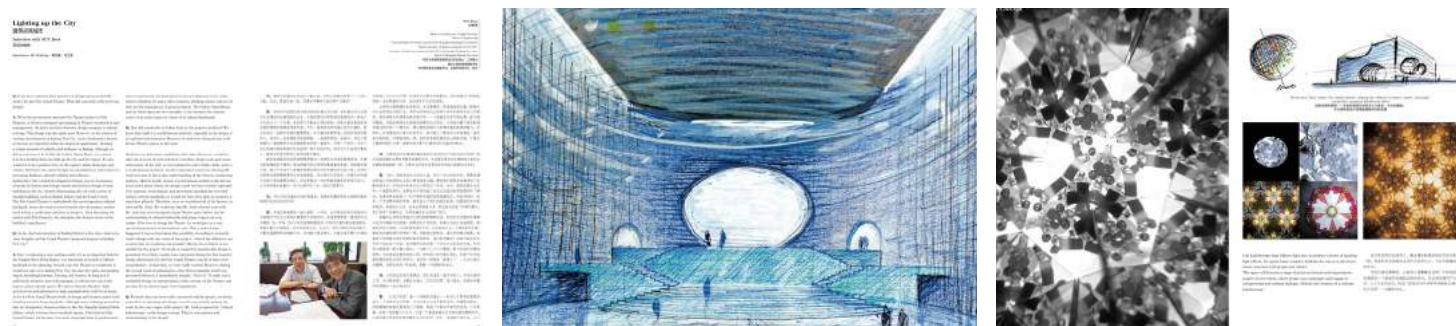
设计
Design

管理
Management

运营
Operation

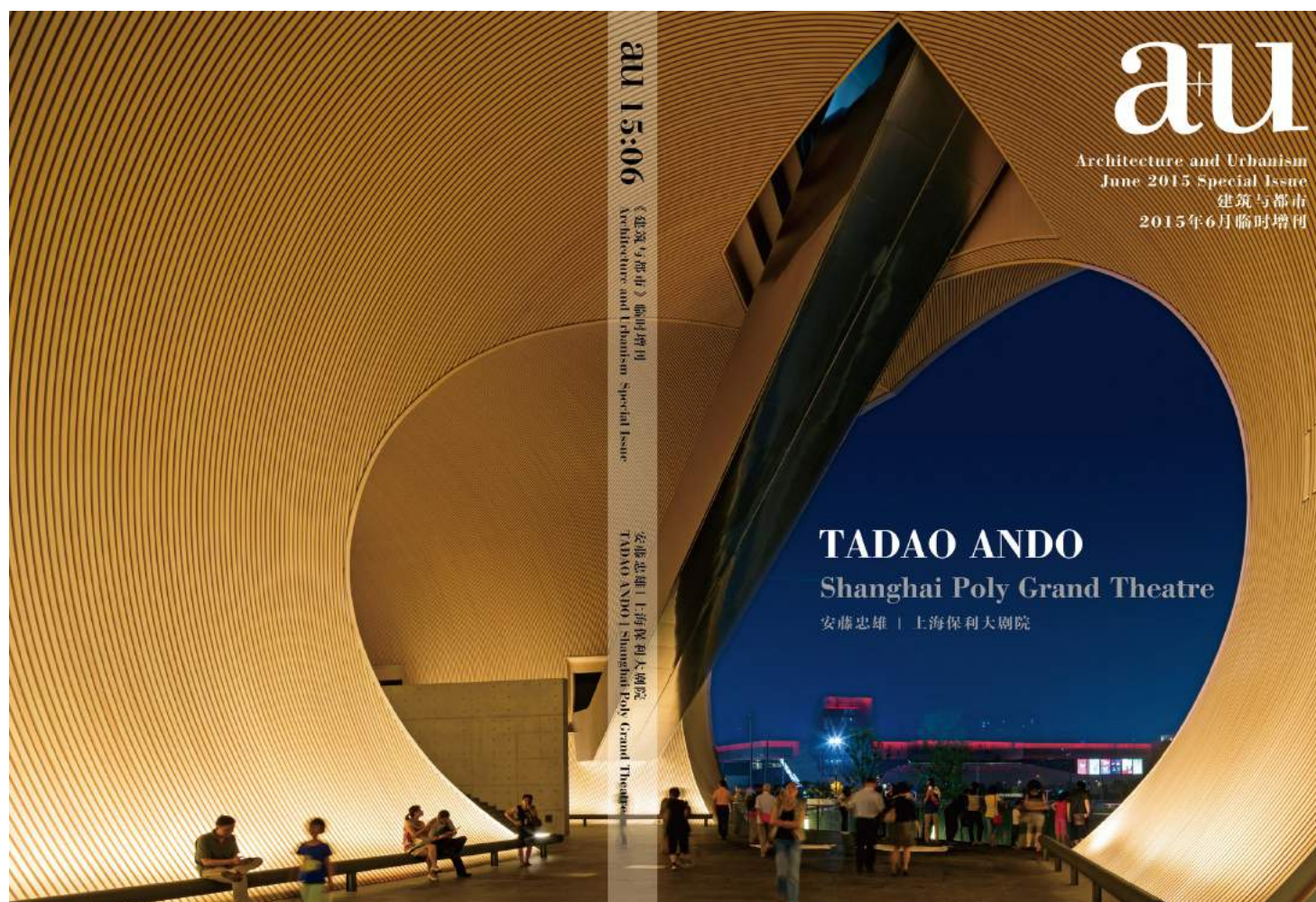
媒体推广
Media Promotion

书籍出版
Book publishing



为了能够让读者们更好地了解和学习安藤忠雄的设计，我们出版了 a+u 《安藤忠雄 上海保利大剧院》。该专辑不仅包含了全面的专业知识，同时对于建筑设计师们在设计项目时，具有很大的启发性和参考价值。

In order to let the audience better understand and learn from Tadao Ando's design, we published *a+u 'Tadao Ando Shanghai Poly Grand Theatre'*. The album not only contains comprehensive professional knowledge, but also great inspiration and reference value for architects when designing projects.





16.10 安藤忠雄讲演会
Tadao Ando Lecture

15.7 《a+u安藤忠雄上海保利大剧院》出版
"a+u Tadao Ando Shanghai Poly Theater" published

14.12 孙继伟区长与安藤忠雄会谈
Tadao Ando met with mayor SUN Jiwei

14.12 《安藤忠雄全集》签约公布
Tadao Ando book signing event

14.12 安藤忠雄上海讲演会“亚洲的时代”
Tadao Ando's "Asian Times" lecture in Shanghai

14.9 建筑落成
Architecture completed

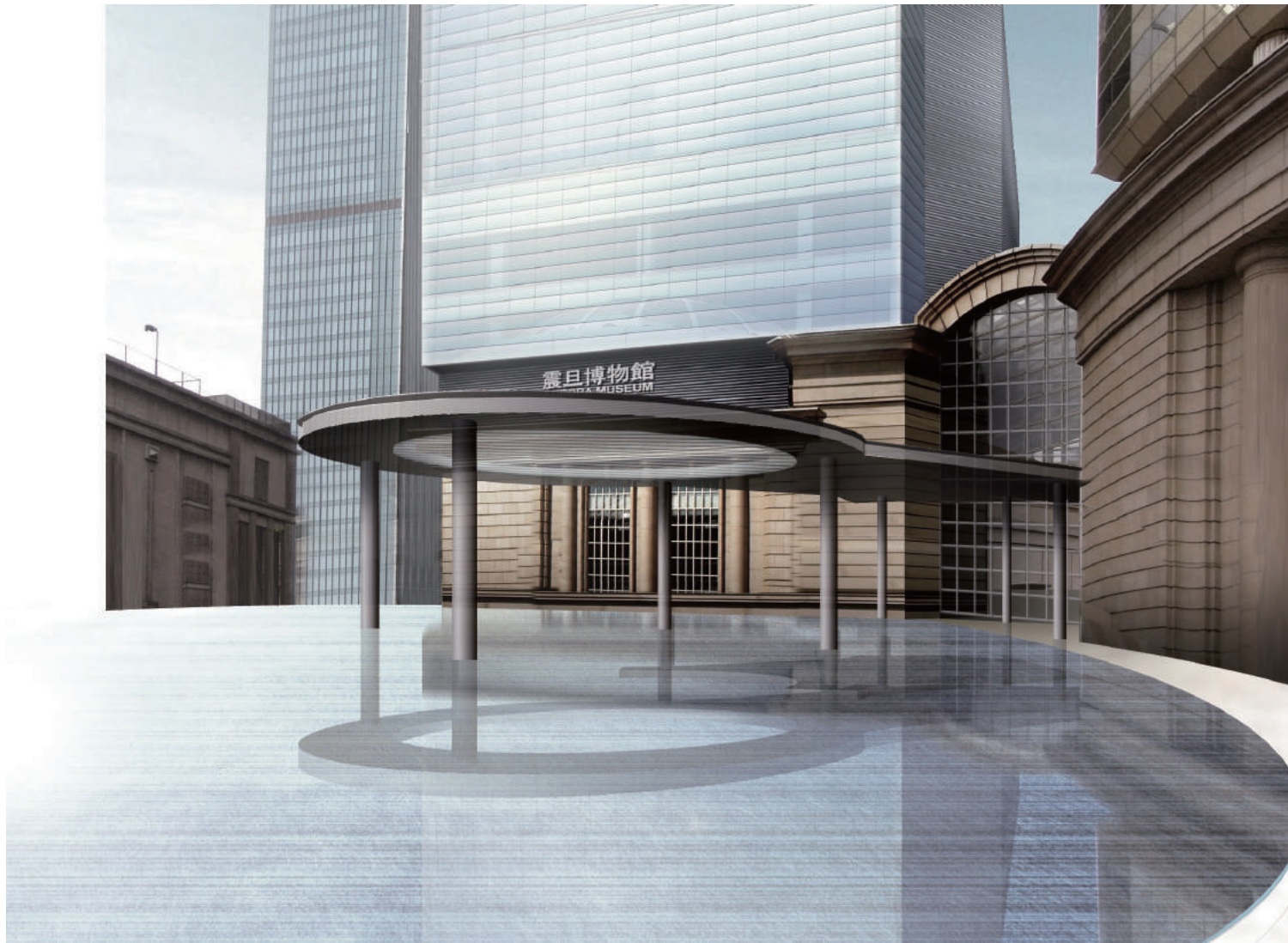
10.6 项目奠基典礼
Foundation stone ceremony for the Poly Theater

10. 项目专案小组赴日考察
The project team went to Japan for inspection

10.1 设计方案发布会及揭幕仪式
Design conference and unveiling ceremony

09. 建筑设计
Architectural design

09. 上海保利大剧院前期咨询
Shanghai Poly Theater consultation



文筑国际全链服务案例

震旦集团

震旦博物馆

CA-GROUP Full Chain Service Case

Aurora Group

Aurora Museum



| 地点 | 中国，上海 | 项目建成时间 | 2012

| 建筑师 | 安藤忠雄 | 建筑面积 | 5282 平方米

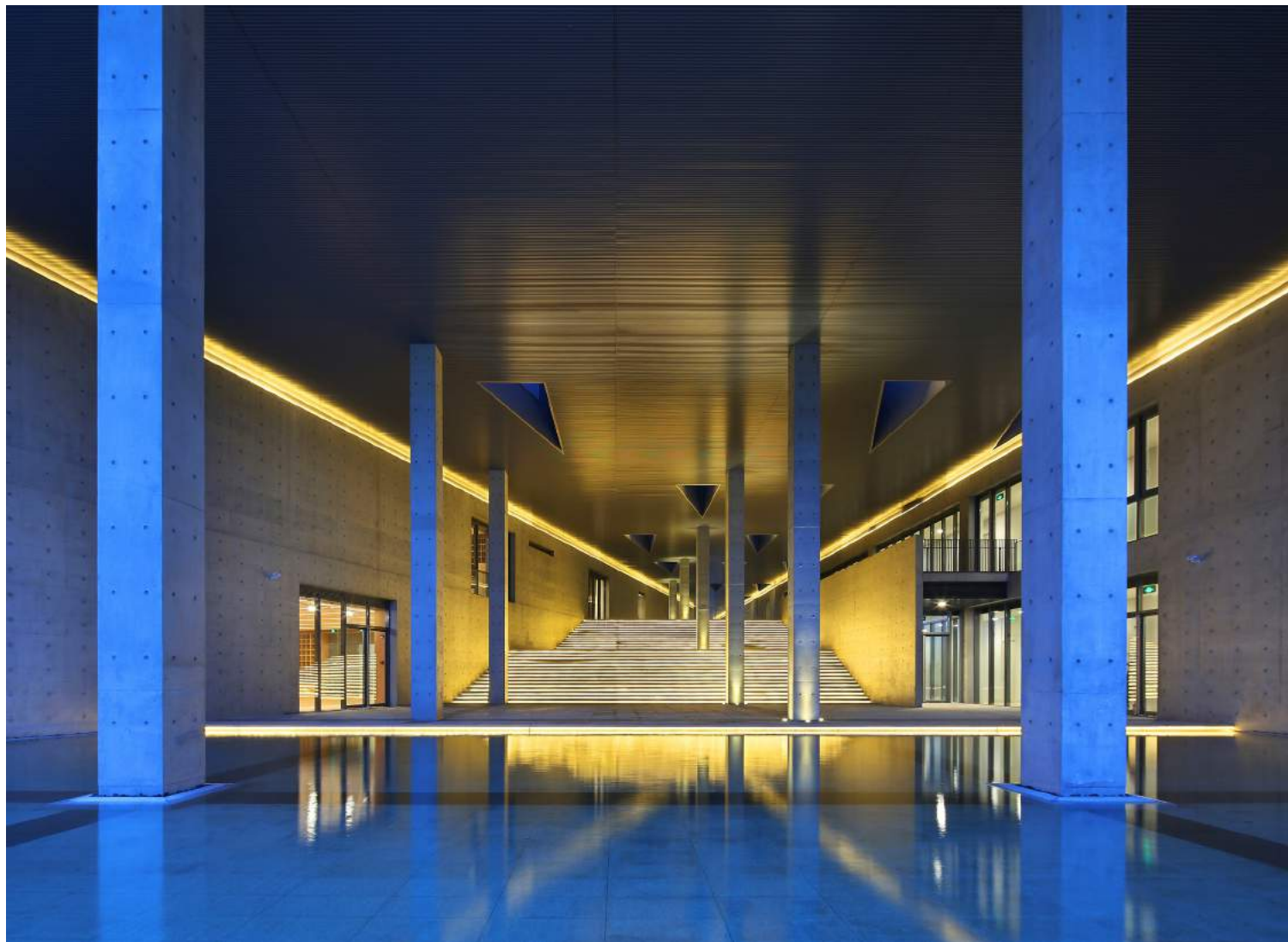
| Location | Shanghai, China

| Project construction time | 2012

| Architect | Tadao Ando

| Construction area | 5282 m²





文筑国际全链服务案例

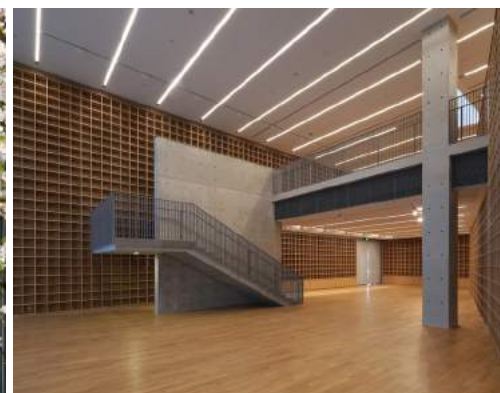
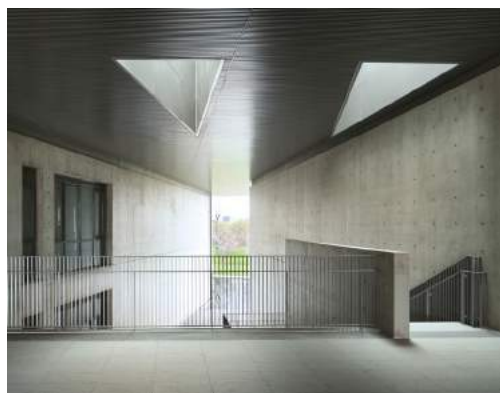
万科集团

良渚文化艺术中心

CA-GROUP Full Chain Service Case

Vanke

Liangzhu Center of Art



| 地点 | 中国，杭州 | 项目建成时间 | 2015

| 建筑师 | 安藤忠雄 | 建筑面积 | 4946 平方米

| Location | Shanghai, China

| Project construction time | 2015

| Architect | Tadao Ando

| Construction area | 4946 m²





文筑国际全链服务案例

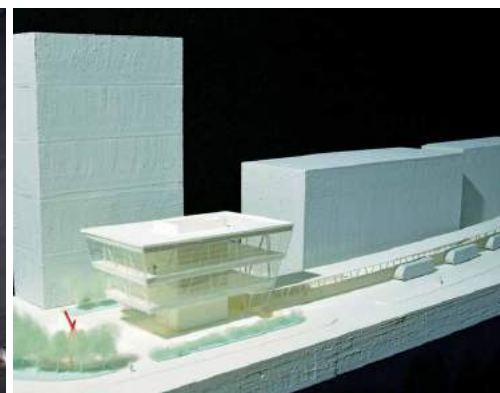
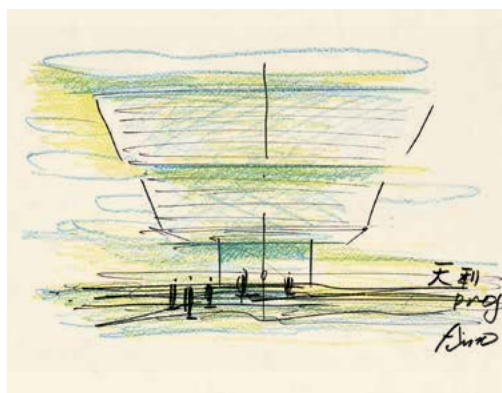
文筑国际

安藤忠雄画廊

CA-GROUP Full Chain Service Case

CA-GROUP

Tadao Ando Gallery



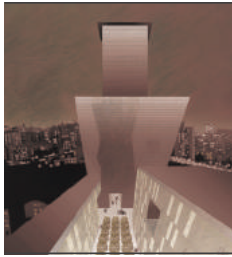
| 地点 | 中国，上海 | 项目建成时间 | 推进中

| 建筑师 | 安藤忠雄 | 建筑面积 | 1000 平方米

| Location | Shanghai, China
| Project construction time | in progress

| Architect | Tadao Ando
| Construction area | 1000 m²

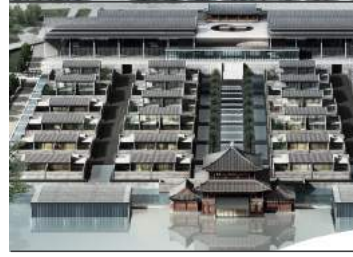




上海设计中心
上海市
2004-2010
美术馆
研究设施



北京国子监
酒店 + 美术馆
北京市
2008-
美术馆
酒店



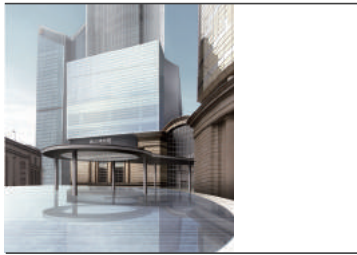
北京红楼梦
酒店
北京市
2009 (方案)
酒店



半山半岛美术
馆 + 演艺中心
海南省 | 三亚市
2009 (方案)
美术馆
剧场



上海建筑
文化中心
上海市
2009 (方案)
美术馆
研究设施



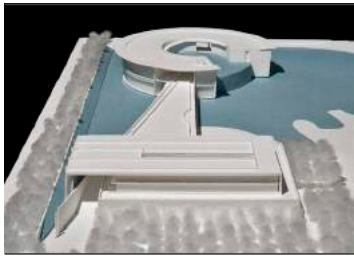
震旦博物馆
上海市
2009-2012
博物馆



上海保利
大剧院
上海市
2009-2014
大剧院



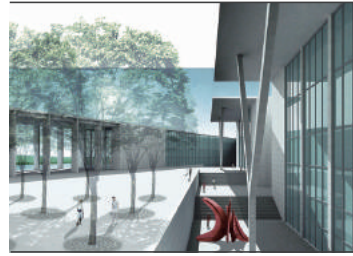
良渚文化
艺术中心
浙江省 | 杭州市
2010-2015
多功能艺术中心



中国太湖
博物馆
江苏省 | 苏州市
2010 (方案)
博物馆



千岛湖
嘉佩乐酒店
浙江省 | 千岛湖
2011-
酒店



三亚国际
艺术中心
海南省 | 三亚市
2013 (方案)
艺术中心



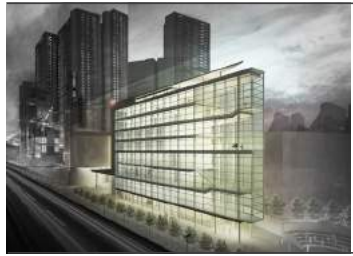
光的空间
上海市
2015-2017
书店
美术馆



北京世纪
美术馆
北京市
2011-
美术馆



启皓文化
基金会
北京市
2012-
美术馆



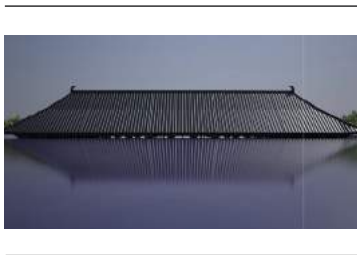
朗朗艺术中心
广东省 | 深圳市
2013-
艺术中心



元祖梦世界
上海市
2013-2020
商业设施
旅馆



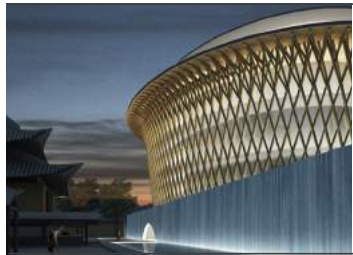
和美术馆
广东省 | 广州市
2014-2020
美术馆



西来禅寺
四川省 | 成都市
2015-
寺院



普陀山易德园
浙江省 | 舟山市
2017-
陵园



玉佛禅寺
[二期扩建]
上海市
2016-
寺院

企业

Enterprise

美的集团	上海仪电控股集团
华侨城集团	华鑫置业集团
新华集团	千博集团
灵山集团（拈花湾）	大疆科技
保利集团	波克科技
绿地集团	无锡惠泽置业
万科集团	上海奉贤南桥新城
中国民生银行	合景泰富地产
品域中国	日照万基集团
宁波三利	红星美凯龙家居集团
中国金茂	招商银行
UA 国际	雨润集团
泰鸿集团	浙江银泰
南京扬子国投	...
Midea Group	
Overseas Chinese Town Group	
Xinhua Group	
Lingshan Group (Nianhuawan)	
Poly Group	
Greenland Group	
Vanke Group	
China Minsheng Bank	
URS	
Ningbo Sanli	
China Jinmao	
UA International	
Taihong Group	
Nanjing Yangtze International Investment Corporation	
Shanghai INESA Holding Group	
Huaxin Real Estate Group	
Qianbo Group	
DJI Technology	
Polk Technology	
Wuxi Huize Real Estate	
Shanghai Fengxian South Bridge New Town	
KWG Property	
Rizhao Wanji Group	
Red Star Macalline Home Furnishing Group	
China Merchants Bank	
Yurun Group	
Zhejiang Yintai	
...	

政府

Government

上海市徐汇区人民政府
上海市嘉定区人民政府
上海市杨浦区人民政府
上海市青浦区人民政府
上海市奉贤区人民政府
浙江省丽水市政府
浙江省龙泉市政府
浙江省嘉兴市人民政府
广西壮族自治区北海市人民政府
海南省林业局
海南省旅游和文化广电体育厅
万宁市旅游和文化广电体育局
昌江黎族自治县自然资源和规划局
苏州市高新区管理委员会
扬州市广陵新城管理委员会
儋州市自然资源和规划局
...
People's Government of Xuhui District, Shanghai
People's Government of Jiading District, Shanghai
People's Government of Yangpu District, Shanghai
People's Government of Qingpu District, Shanghai
People's Government of Fengxian District, Shanghai
Lishui City Government, Zhejiang Province
Longquan City Government, Zhejiang Province
People's Government of Jiaxing City, Zhejiang Province
People's Government of Beihai City, Guangxi Zhuang Autonomous Region
Hainan Forestry Bureau
Department of Tourism, Culture, Radio, Television and Sports of Hainan Province
Wanning Municipal Tourism, Culture, Radio, Film and Sports Bureau
Natural Resources and Planning Bureau of Changjiang Li Autonomous County
Suzhou High-tech Zone Management Committee
Yangzhou Guangling New Town Management Committee
Danzhou Municipal Bureau of Natural Resources and Planning
...

协作单位

Cooperation unit

安藤忠雄建筑研究所
东利惠環境・建築研究所
植弥加藤造园株式会社
桑丘 - 玛德丽德霍斯事务所
Thomas Heatherwick 建筑事务所
SANAA 建筑事务所
伊东丰雄建筑设计事务所
藤本壮介建筑设计事务所
马里奥·博塔建筑事务所
MAD 建筑事务所
...

Tadao Ando Architect & Associates
Azuma Architect & Associates
Ueyakato Landscape
Sancho-Maderidhorse
Heatherwick Studio
Sejima And Nishizawa And Associates
Toyo Ito & Associates, Architects
Sou Fujimoto Architects
Ueya Kato Gardening Co., Ltd.
Mario Botta Architects
MAD Architects
...



文築國際
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