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# 让 体 验 创 新 更 有 趣 有 效

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一 个 关 于 有 趣 体 验™ 的 空 间 故 事



“**趣**”是一种态度，是事物常规态的一种否定

是交付客户体验超乎想象的成果



# 体验链™ | CHAIN

捕捉商业空间内容的关键环节，通过**分离、解析、关联、重构**体验链

打破固有秩序，创建精神场域及体验触点



D&M店与面公司成立于2010年，坐标中国广州。 以“有趣的体验”为设计理念，深耕商业空间、零售空间、品牌视觉领域的体验创新设计。 公司业务遍及亚太区，具备国际化视野与思维，致力于提供专业而精准的高价值服务，协助客户构建顶级的全新商业空间体验。

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# 创建超乎想象的成果

## 内容
ELEMENT

- 市场调研(行业/人群/竞品/跨界)
- 核心产品梳理
- 品牌策略梳理
- 内容叙事拟定
- 内容叙事创作

X

## 体验
EXPERIENCE

- 核心产品交互
- 沉浸式场景搭建
- 视觉锤或视觉语言构建
- 艺术装置构建
- 体验链构建

X

## 设计
DESIGN

- 整体空间风格定义
- 整体材质、材料定义
- 空间形态语言构建
- 产品陈列(VMD)设计
- 软装搭配设计
- 空间信息规划设计

# HELLO。梦之TEAM。

一群热爱生活，热爱创意的追梦者，始终保持着“好奇、探索、发现”的心态，享受这段旅程。





Jacky

邱启平 创始人

- D&M店与面创意设计创始人、创意总监
- 上海国际设计周执行副主席
- 店装-展陈空间设计奖全国评委导师
- 中国建筑装饰协会专业设计带头人
- HI设计创新零售工坊特聘导师
- 广州美术学院工业设计学院外聘教授

Leo

李东辉 创意合伙人



- D8M店与面创意设计合伙人、空间设计群总监
- 终端交互式体验领域资深人士
- 2010年毕业于广州美术学院建筑与环境艺术设计系
- 2018广东省十佳优秀设计师
- 2020 40 UNDER 40中国(广州)设计杰出青年
- 2020 D+G 金创感奖国际空间设计年度十大知名度设计师

Simon

袁善铭 策略合伙人



- D&M店与面创意设计合伙人、策略总监
- 商业模式观察者《商界评论》《经理人》《新营销》
  《新领军》《艾肯家电》等杂志专栏作家及特约讲师、
  《新店铺》总编、《袁帅爱美食》栏目总策划、
- 苏宁“云中传媒”专家组成员
- 历任美的集团第一任新闻发言人、
  科龙小家电市场部部长和奥普卫浴市场总监等职
- 广东东菱威力集团董事长特别品牌营销顾问

# WORK SPACE

E 113° 40 ' 52.1"  N 23°10 ' 72.7"

坐落于琶洲国际会展圈中的"古村数娱创兴港"，与百度、微信、琶洲算谷等知名企业为邻，其"10分钟步行圈"涵括：工美港、北岛创意园、黄埔村景区、保利广场等。超**1000m²**的开放性创意空间，复古与简约，咖啡与花园，招财猫若干穿梭其间。





# CLIENTS




# 电器3C # 医疗医美 # 时尚快消

**1000+**

海尔、美的、博世等电器
行业头部品牌空间及展厅原创设计

**30+**

爱尔、阿里健康、新氧等医疗医美
行业头部品牌空间及展厅原创设计

**100+**

京东、天猫、苏宁等3C渠道
行业头部品牌空间及展厅原创设计

**20+**

茅台、良品铺子等时尚快消
行业头部品牌空间及展厅原创设计

2018海尔厨热电器品牌最佳合作商 | 2020美的冰箱最佳合作伙伴 | 2019-2021海尔空气 产业最佳合作商设计奖 | 2019年中国设计年度人物最佳专业化设计机构 | 2019年室内设计企业百强排行榜

# 100+ 国内外专业奖项

IAI全球設計獎-室内獎-医疗空间
IAI Excellence Award.
Medical space

IAI全球設計獎-室内獎-商业空间
IAI Excellence Award.
Commercial Space

日本IDPA国际先锋设计大奖
Japan IDPA International Pioneer
Design Award

2021美国MUSE缪斯设计金奖
Muse Design Award 2021
Gold Winner

2020美国MUSE缪斯设计银奖
Muse Design Award 2020
Silver Winner

中国国际室内设计年鉴 2021
China International Interior
Design Yearbook

中国国际室内设计年鉴2020
China International Interior
Design Yearbook

2022国际室内设计年鉴大奖
CHINA EUROPE DESIGN YEARBOOK
AWARDS 2022

中国室内设计企业百强排行榜
China Europe International
Design Association

第二十二届中国室内设计大奖
The 22nd China Interior
Design Awards

EUROSHOP中国零售设计奖
EuroShop RetailDesign
Award China

CHSIDW年度设计机构风云榜
The Top List Of CHSIDW Design
Institutions of The Year

上海国际设计周金梁奖
Shanghai International Design Week
Golden Leaf Award

2023金翼奖商业设计美陈榜
2023 CHINASHOP Golden
Wing Award

2019金翼奖零售场景布局金奖
2019 CHINASHOP Golden
Wing Award

# SERVICEC

## 零售空间

超级地标店设计

品牌原型店设计

品牌SI

标准模块开发

互动装置设计

## 商业空间

医疗、健康服务空间设计

企业展厅展馆设计

品牌展览设计

## 品牌视觉

品牌洞察与命名

VI视觉系统

新品上市推广

# CASE

与　　咖　　同　　行



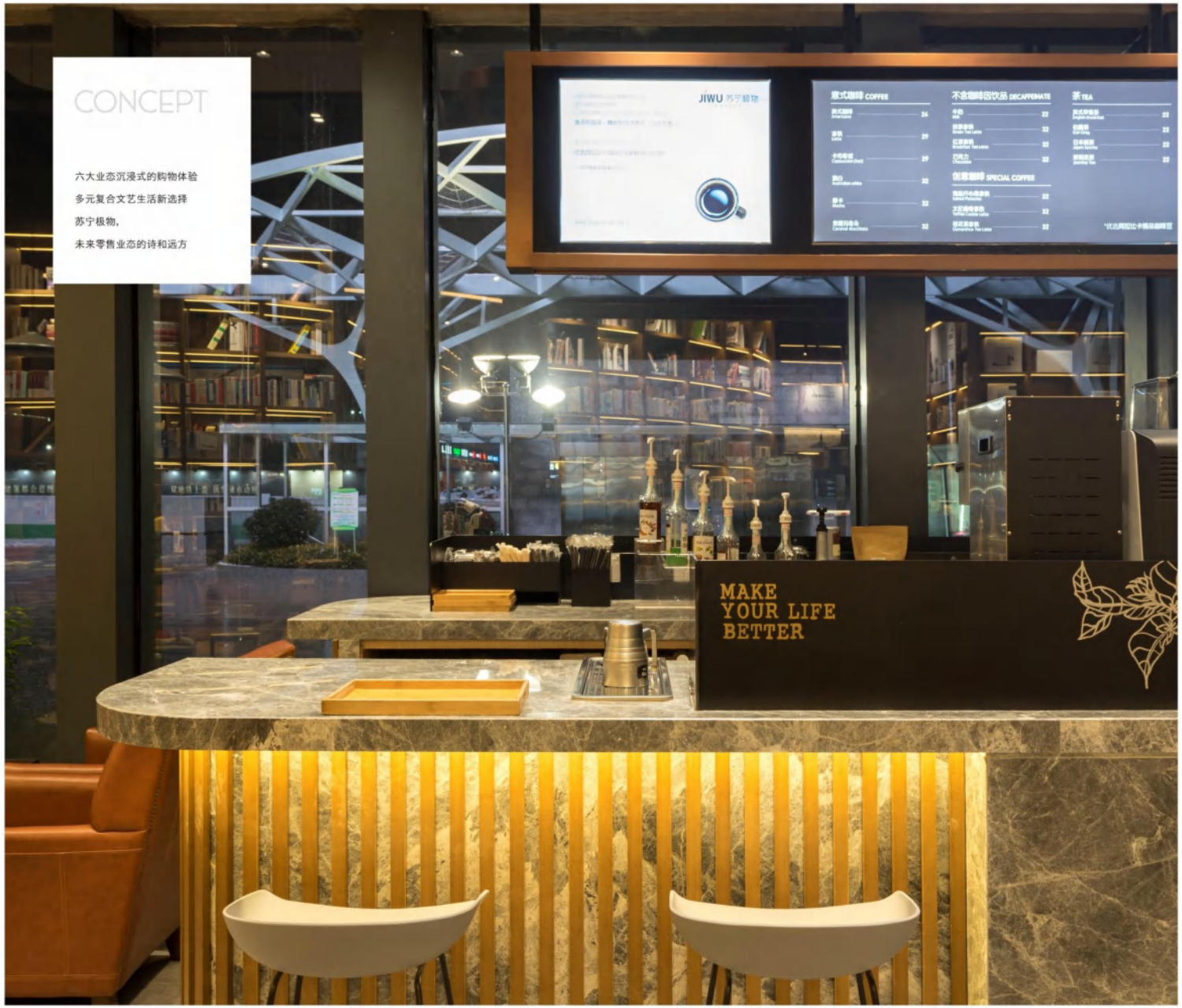
# SUNING JIWU YANZIJI STORE

## 苏宁极物燕子矶店

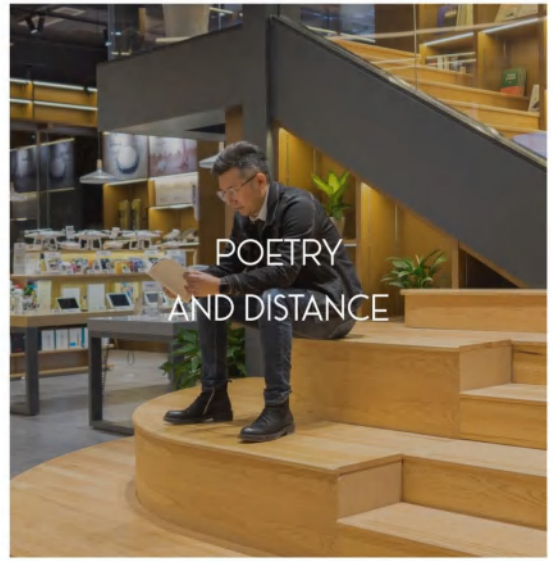
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# CONCEPT

六大业态沉浸式的购物体验
多元复合文艺生活新选择
苏宁极物，
未来零售业态的诗和远方






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# SUNING 3C TRENDY TOY STORE

苏宁3C潮玩店




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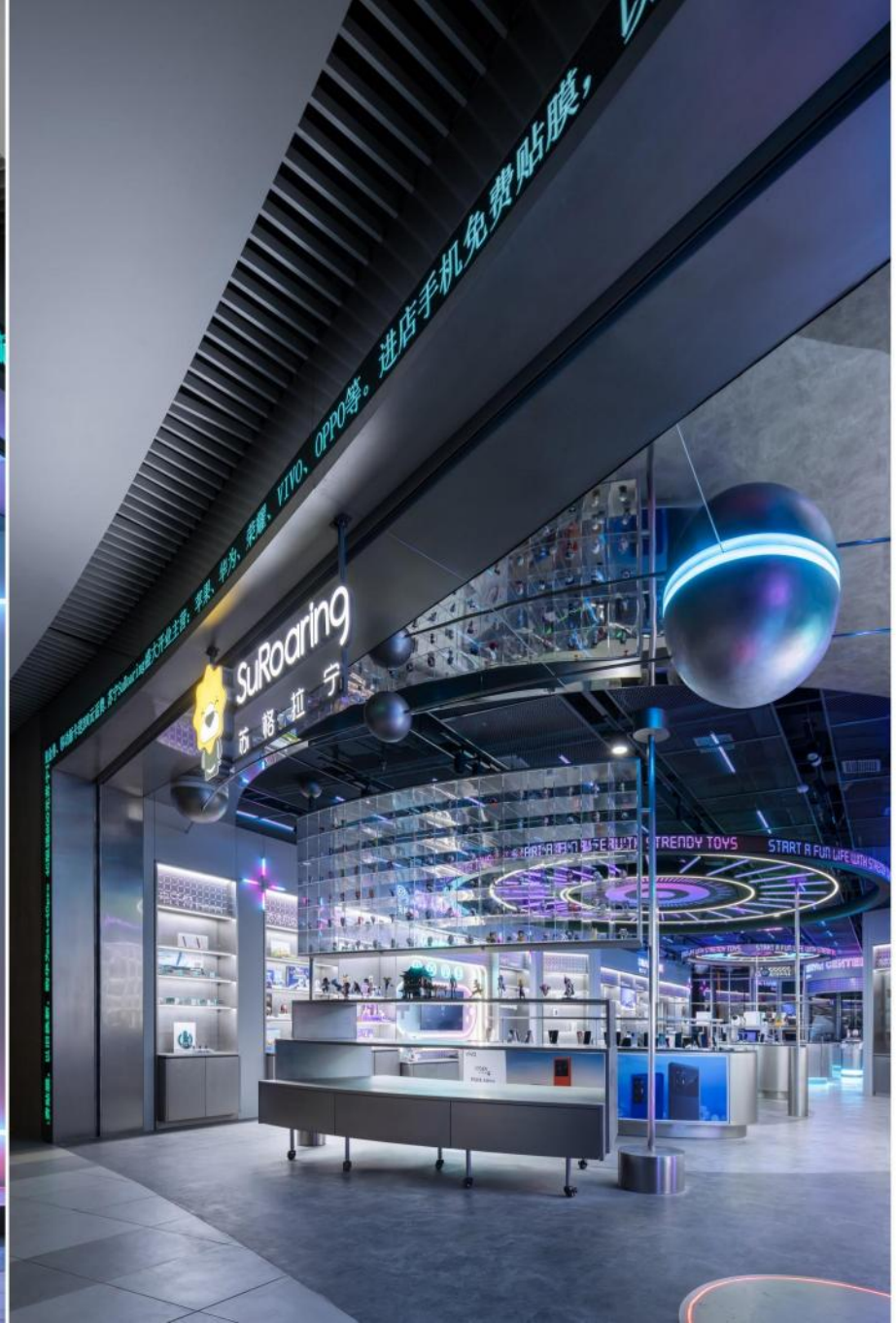


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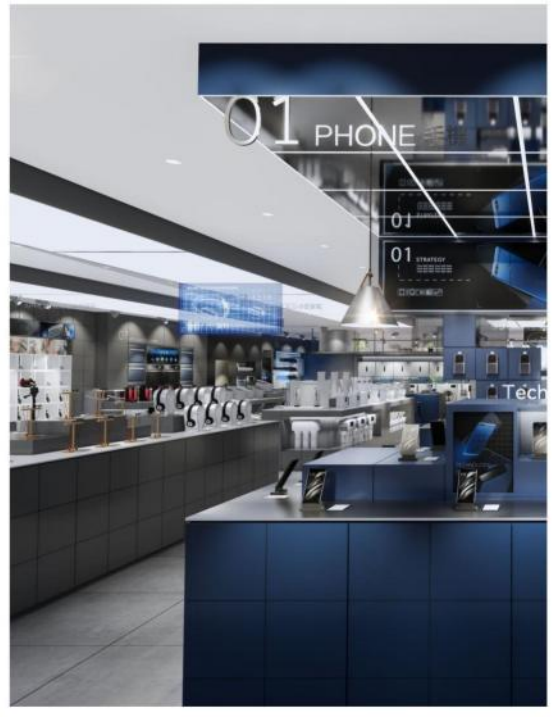
SUNING 蘇寧


HONG KONG SUNING BEST
ELECTRICAL APPLIANCES SHOP
香港苏宁最美电器店
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CONCEPT

颠覆性、引领性的全新形象。
从形象到形式，从陈列到氛围，
创新的销售形式与品牌价值的表达
香港苏宁最美电器店

04 SMART 智能產品







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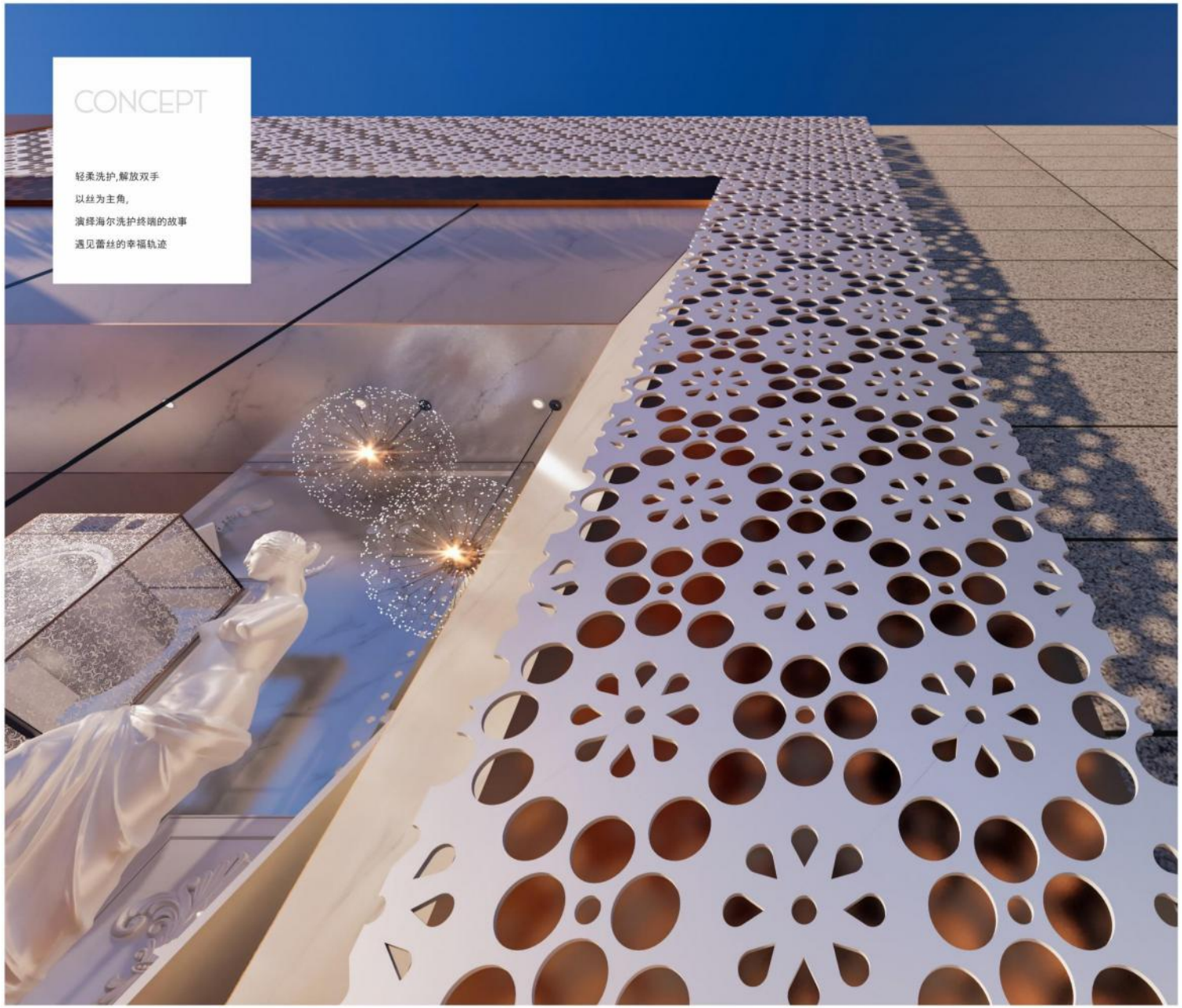
Haier

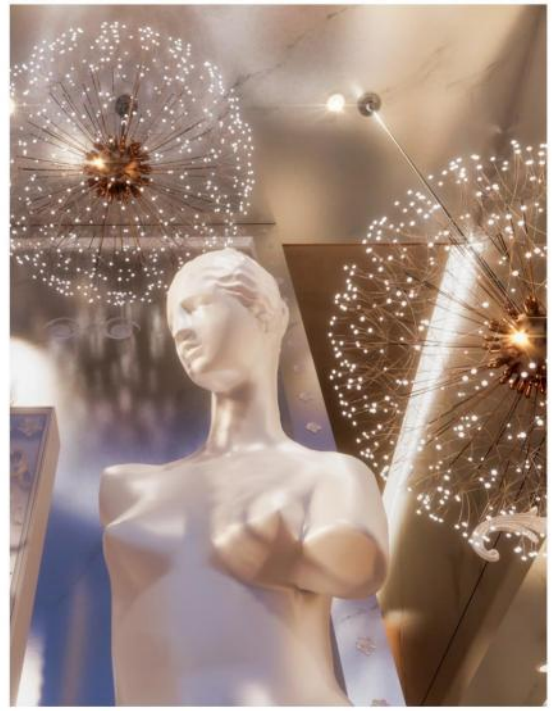
# HAIER CLOTHES LAUNDRY EXPERIENCE

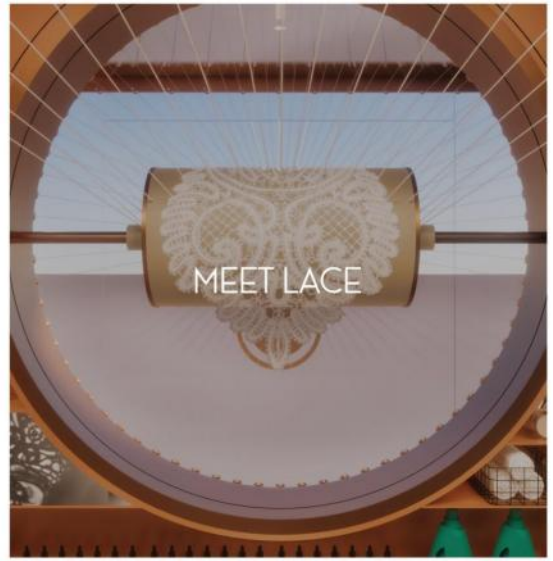
海尔衣物洗护体验馆



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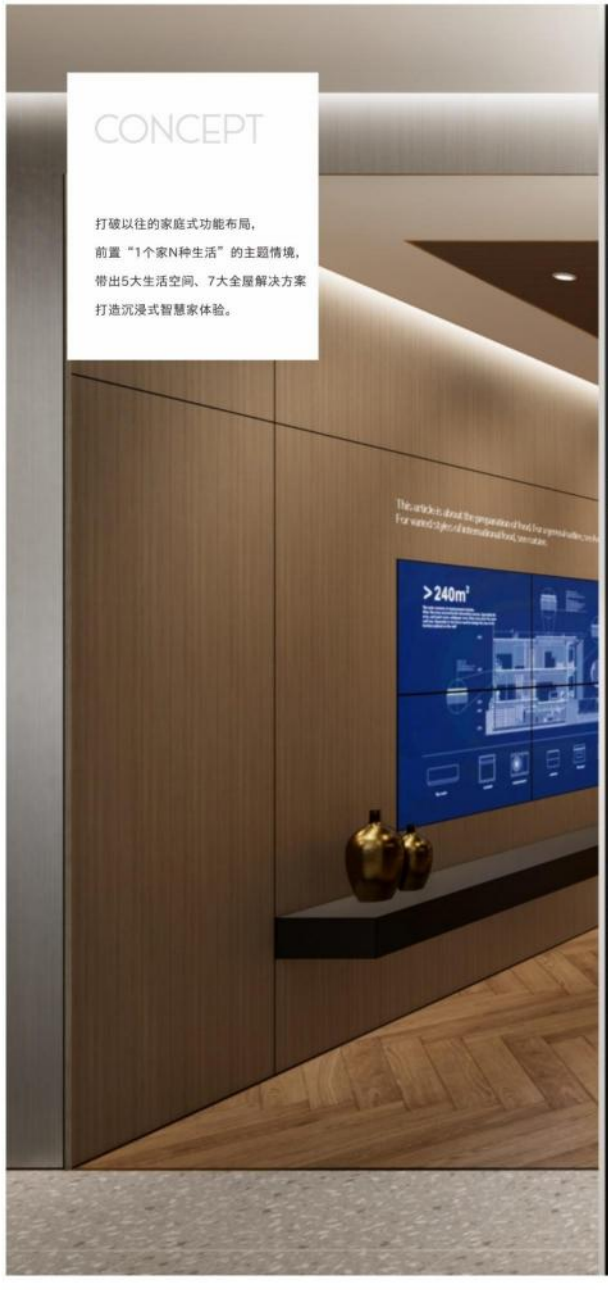
Haier

# HAIER SMART HOME EXPERIENCE STORE

海尔智家体验店



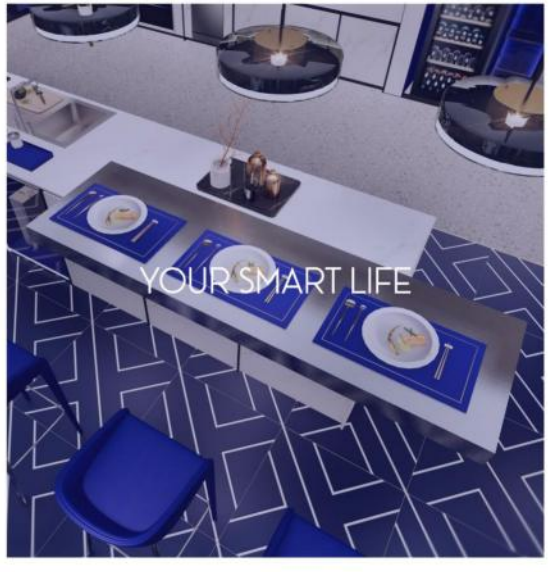

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美的萌潮体验店

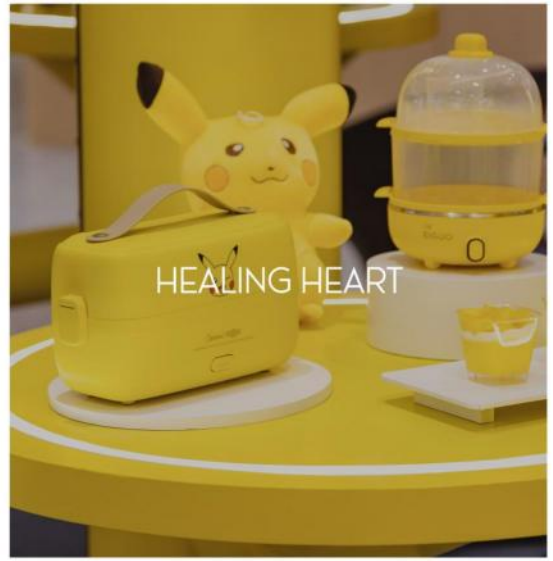


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# MIDEA SMART SMALL ELECTRIC SUPER STORE

美的智慧小电超级店

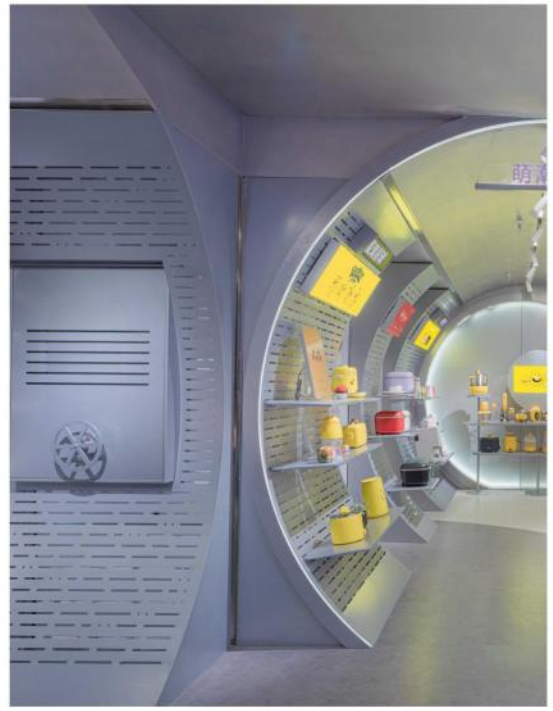


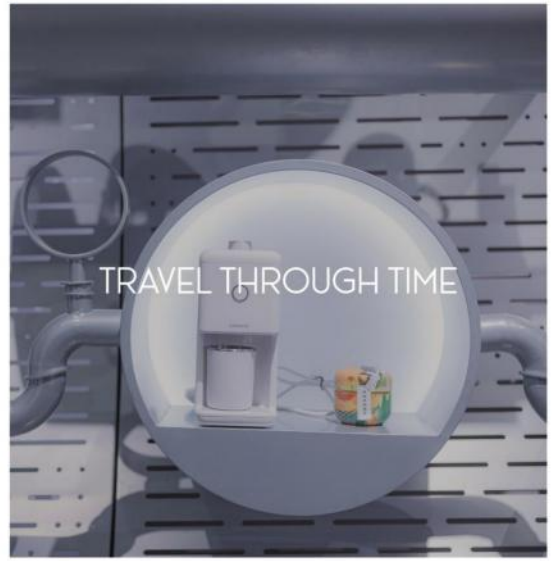

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## CONCEPT

借鉴太空舱概念，
用银河蓝、陨石灰太空元素，
营造极具体验性的未来科技感空间
让体验赋能零售






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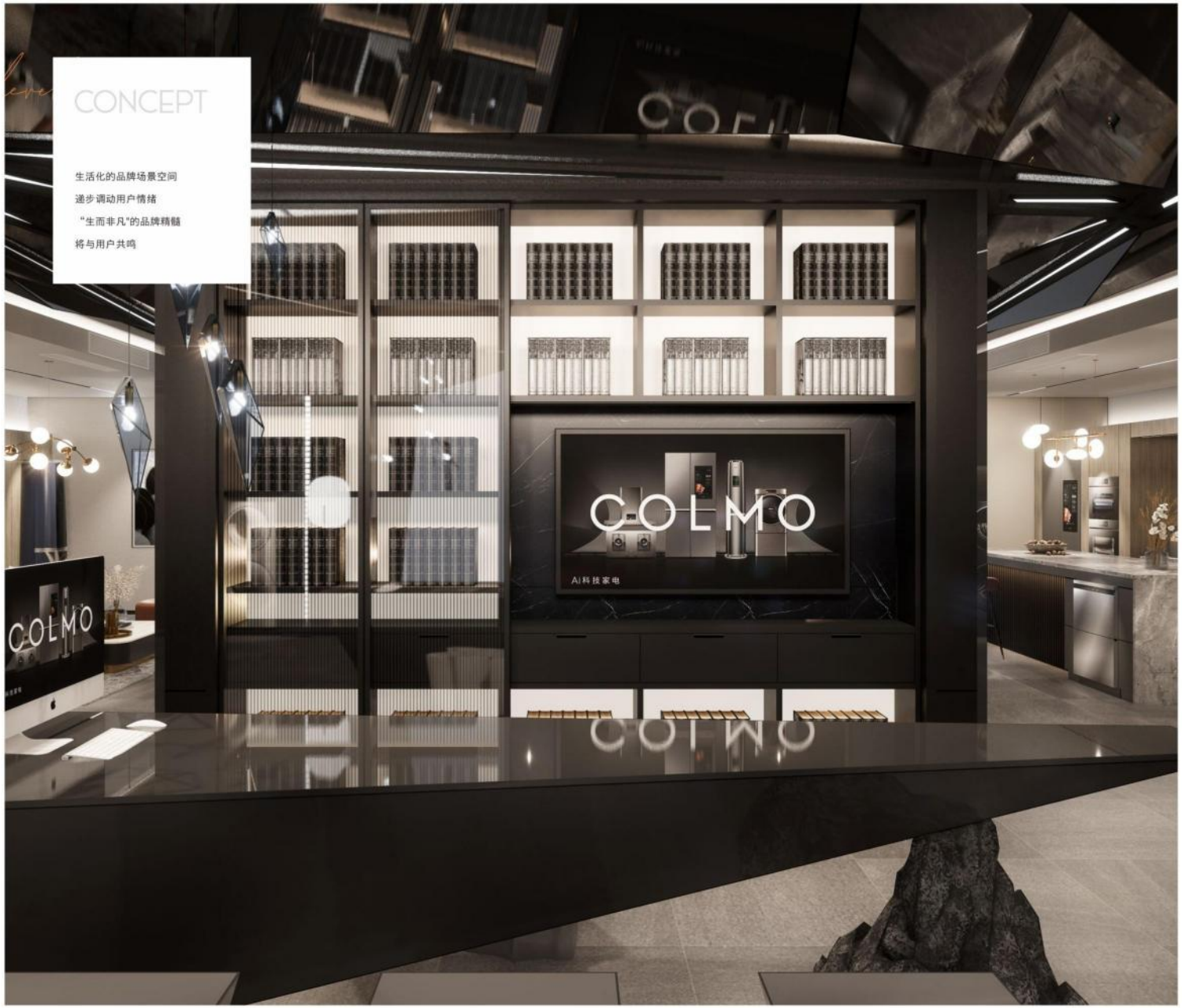






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COLMO BRAND
EXPERIENCE STORE
COLMO 品牌体验店
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# MIDEA'S FOOD RESEARCH ROOM

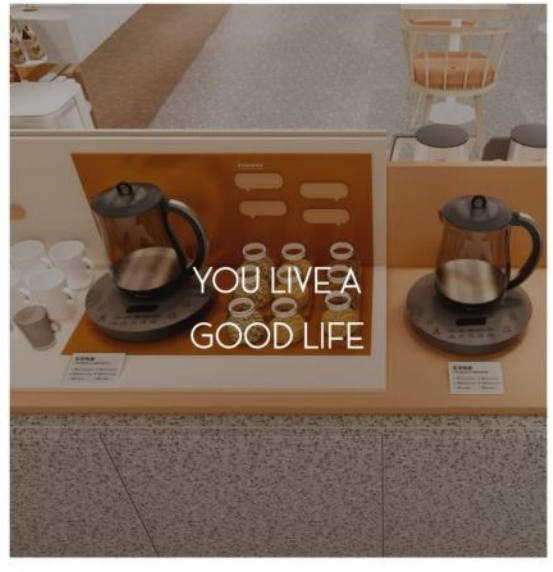
美的食研室




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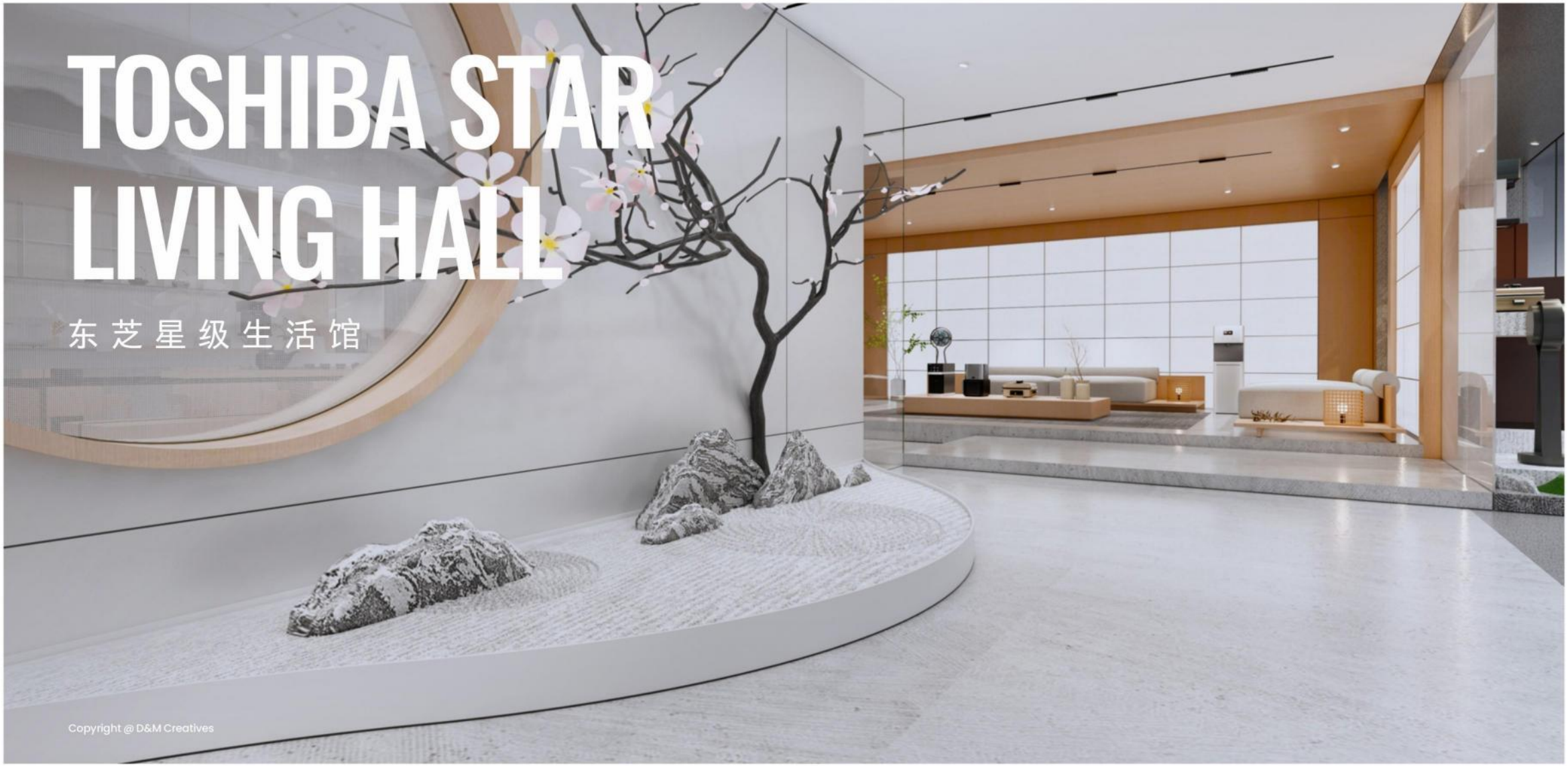


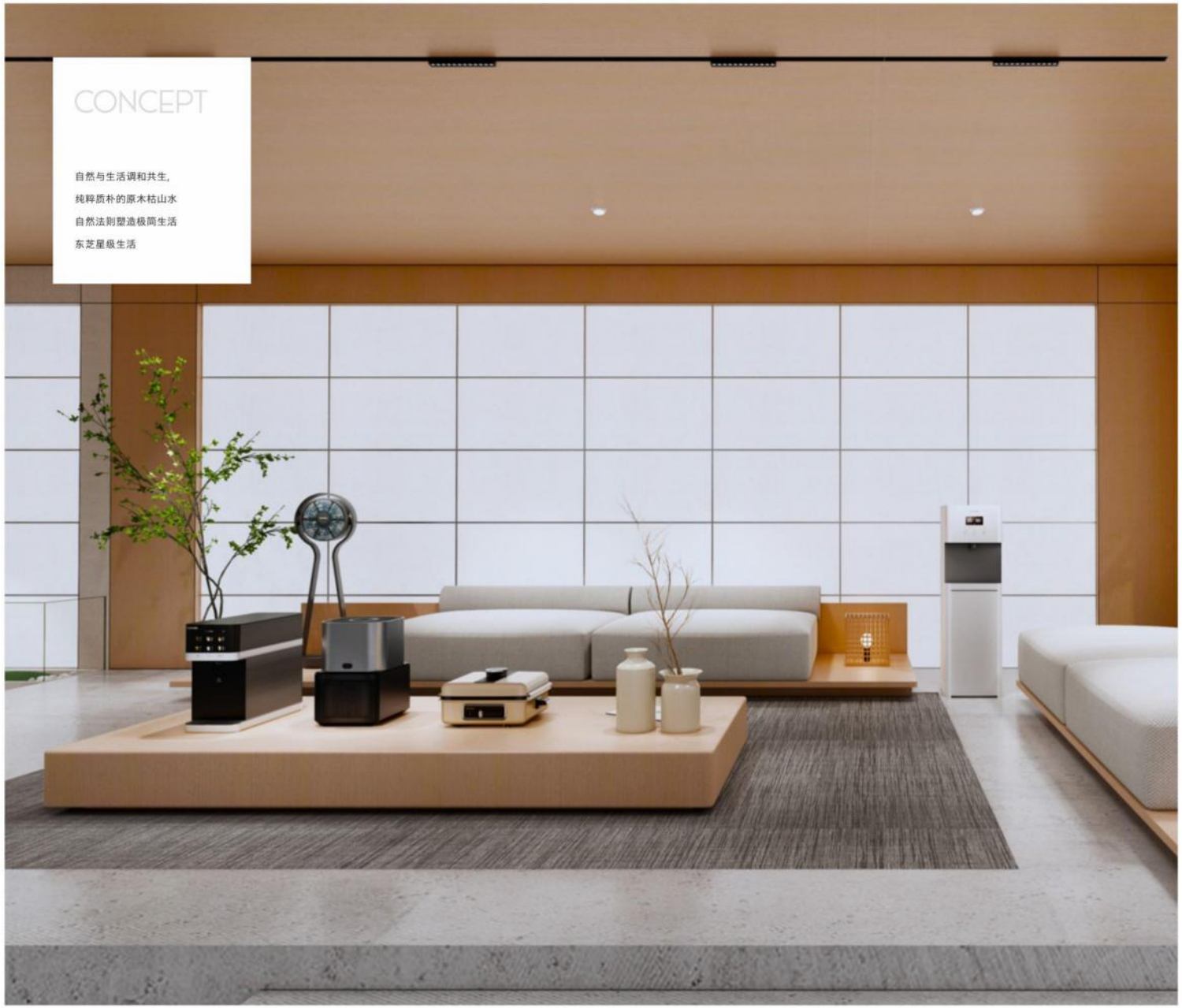


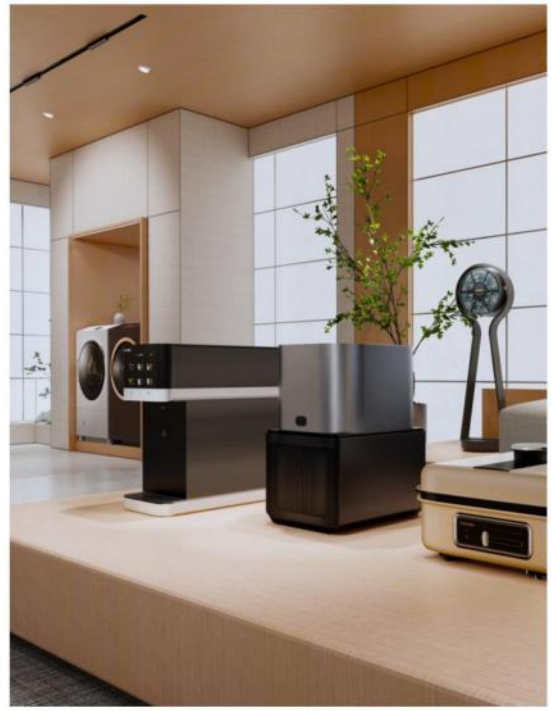


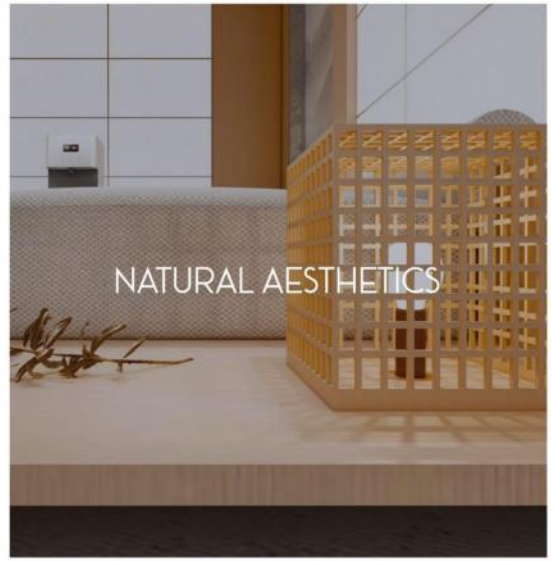

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TOSHIBA








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SIEMENS

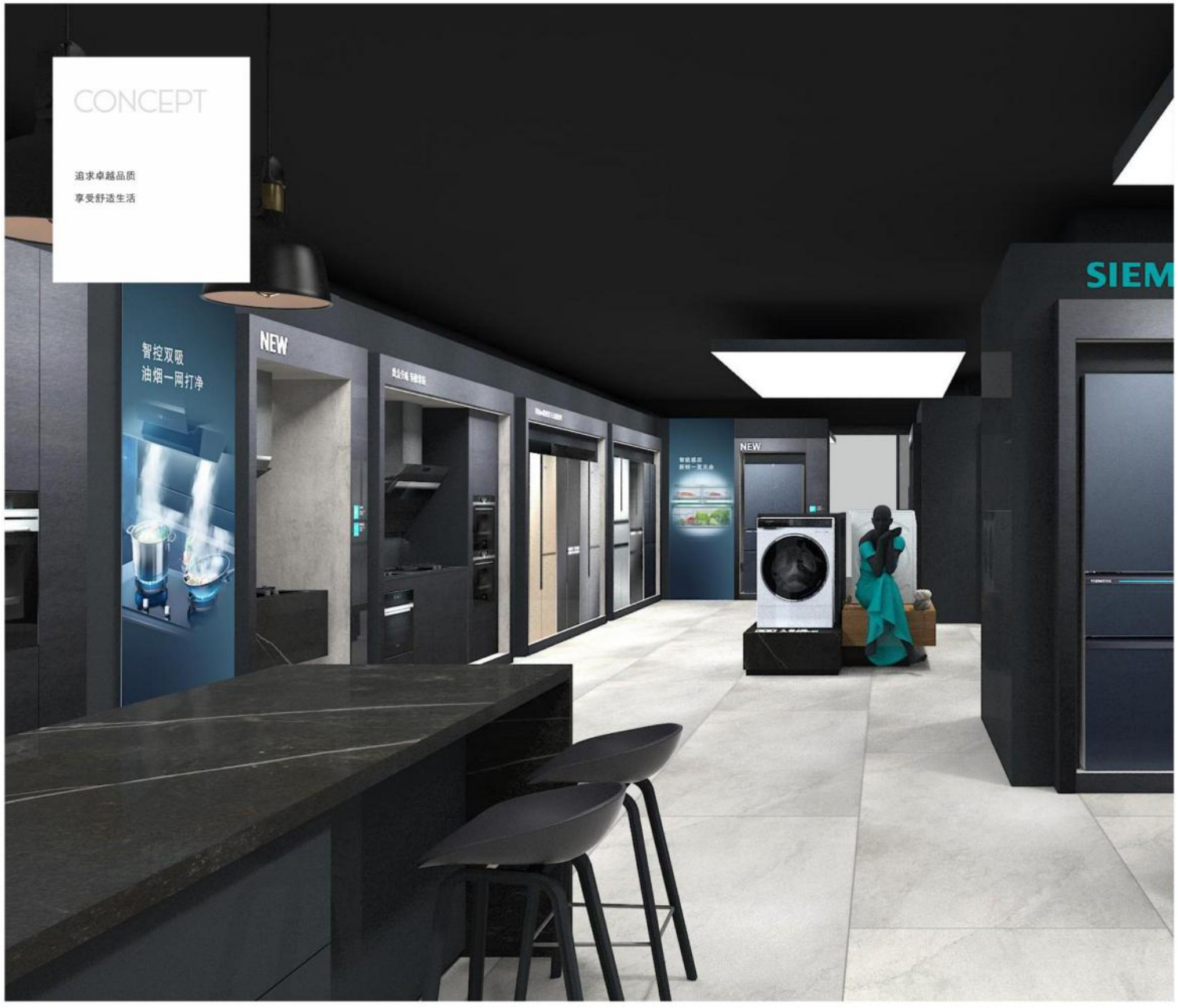
# SIEMENS FLAGSHIP STORE

西门子旗舰店

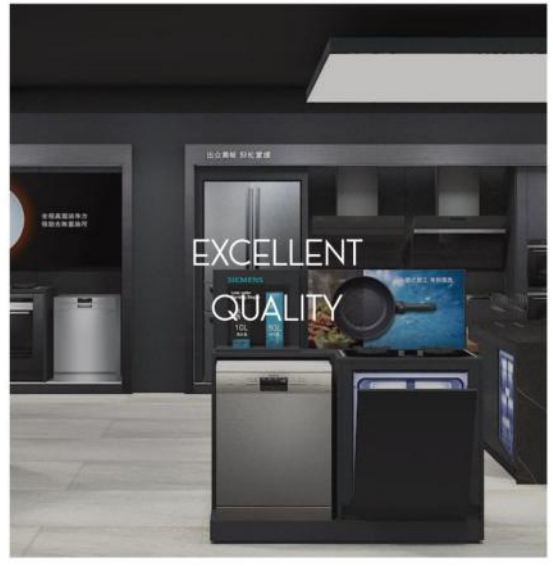
SIEMENS




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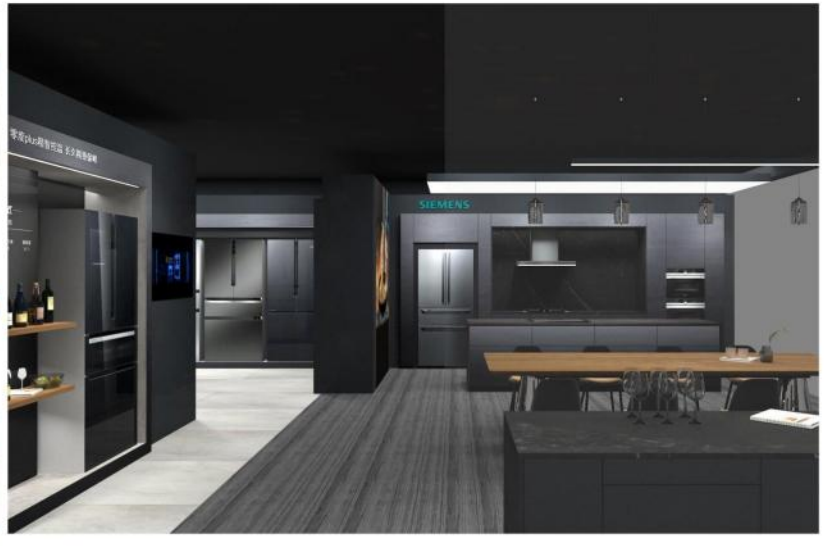



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TCL

# TCL COMMUNICATION SHOWROOM

TCL通讯展厅



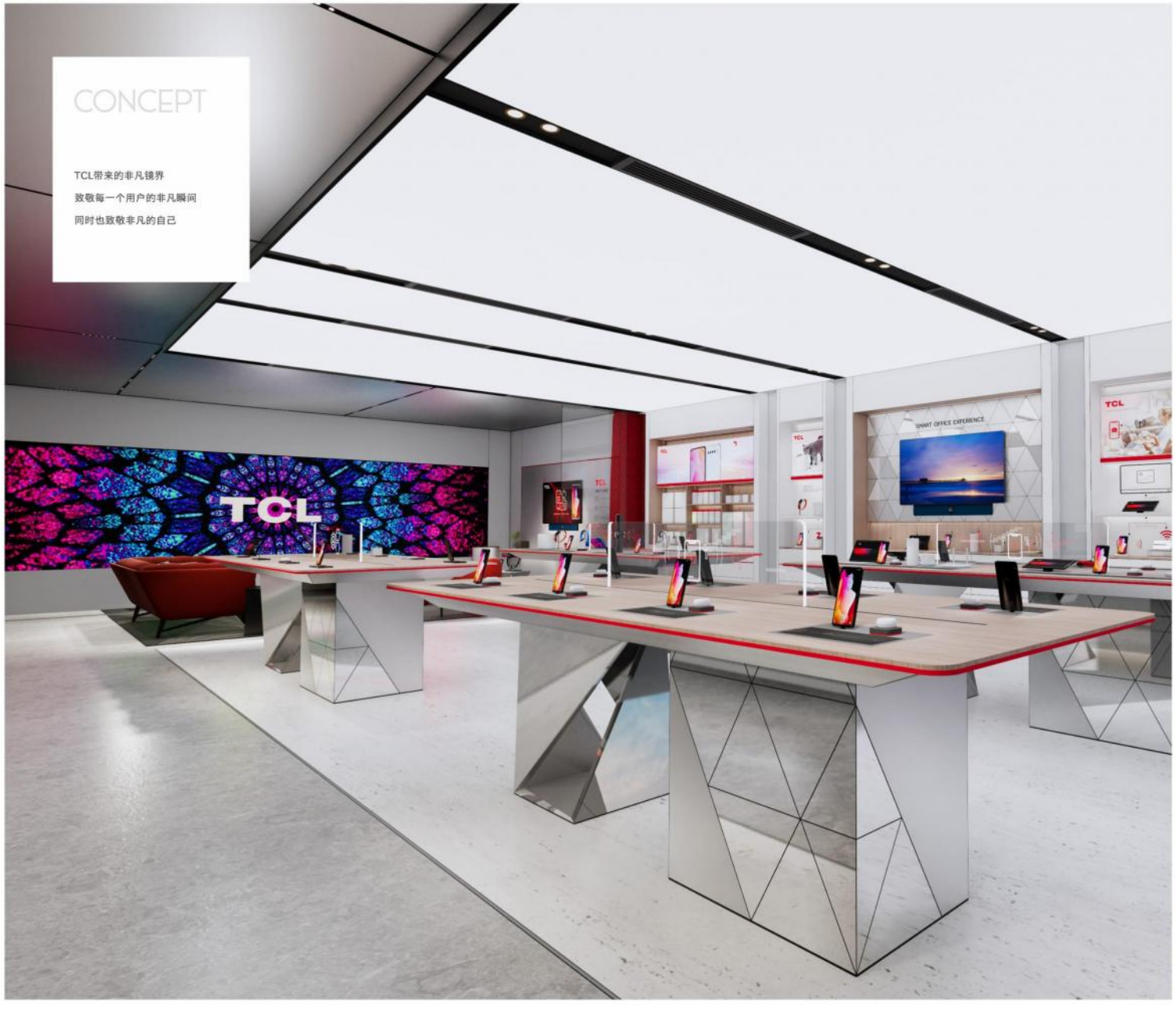

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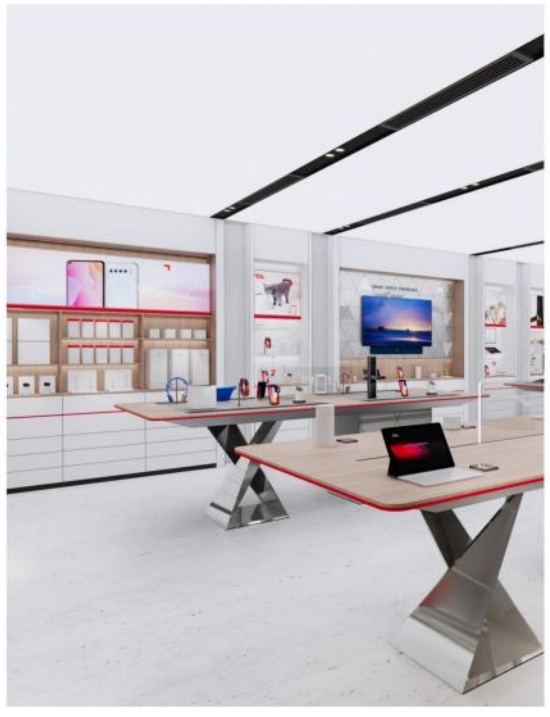
# CONCEPT

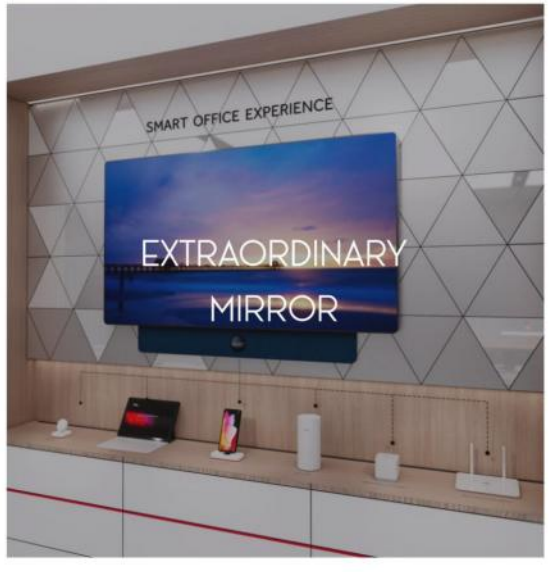
TCL带来的非凡镜界

致敬每一个用户的非凡瞬间

同时也致敬非凡的自己



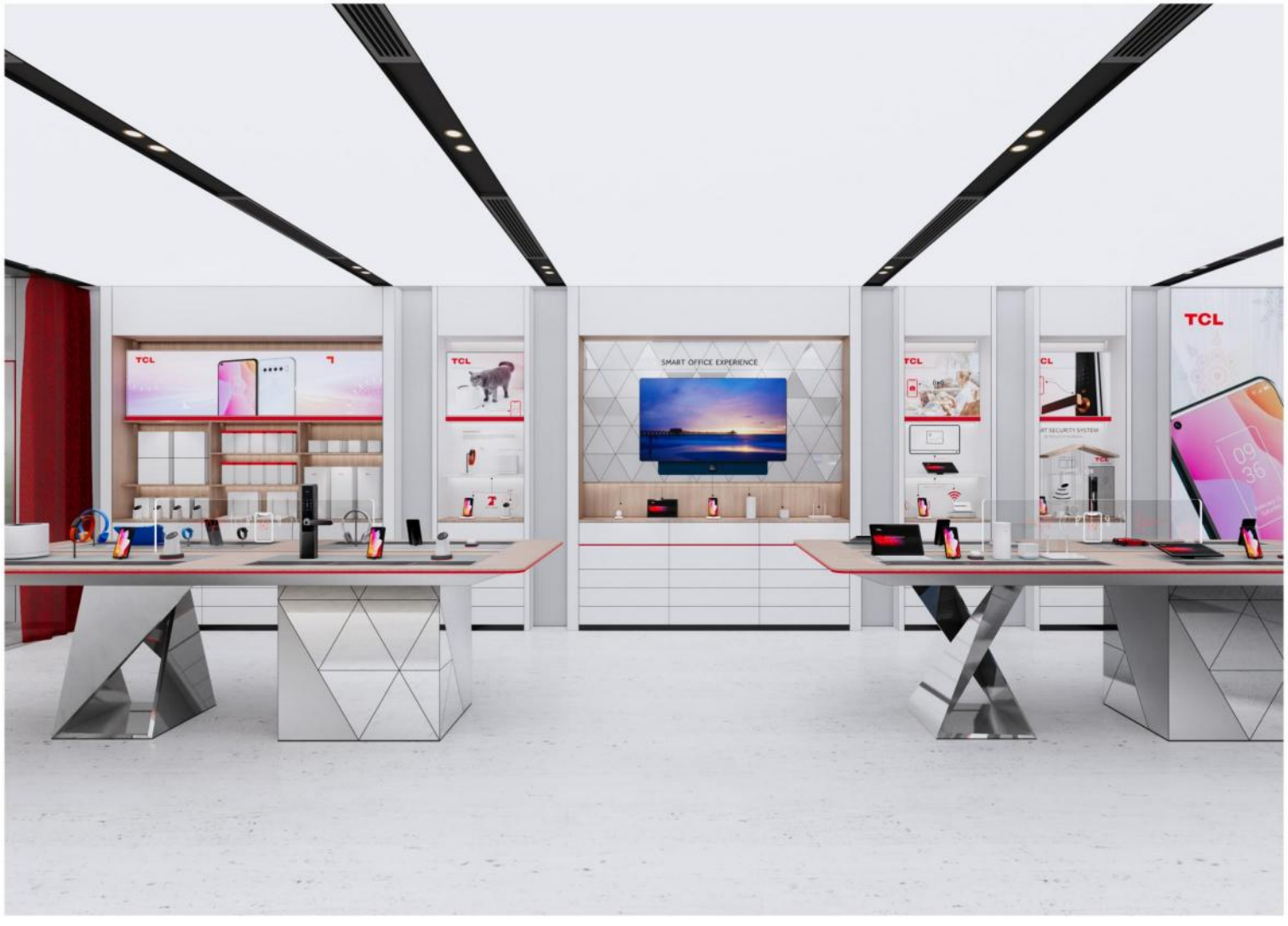






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TCL

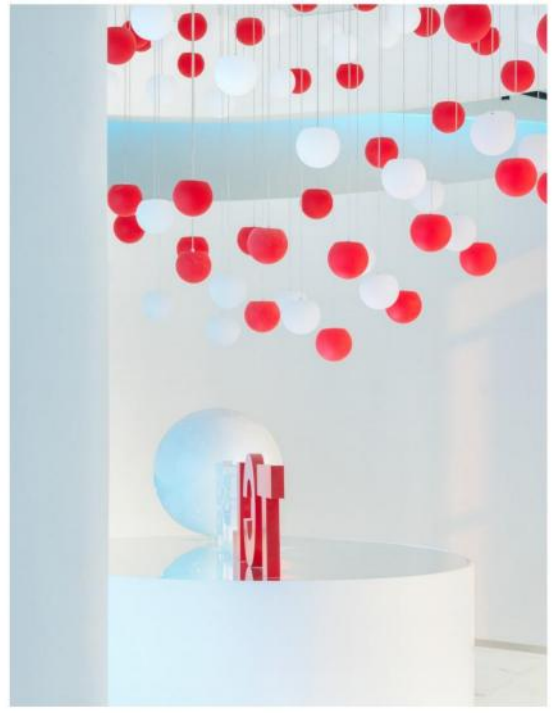
# TCL AIR SMART EXPERIENCE CENTER

TCL空气智慧体验中心




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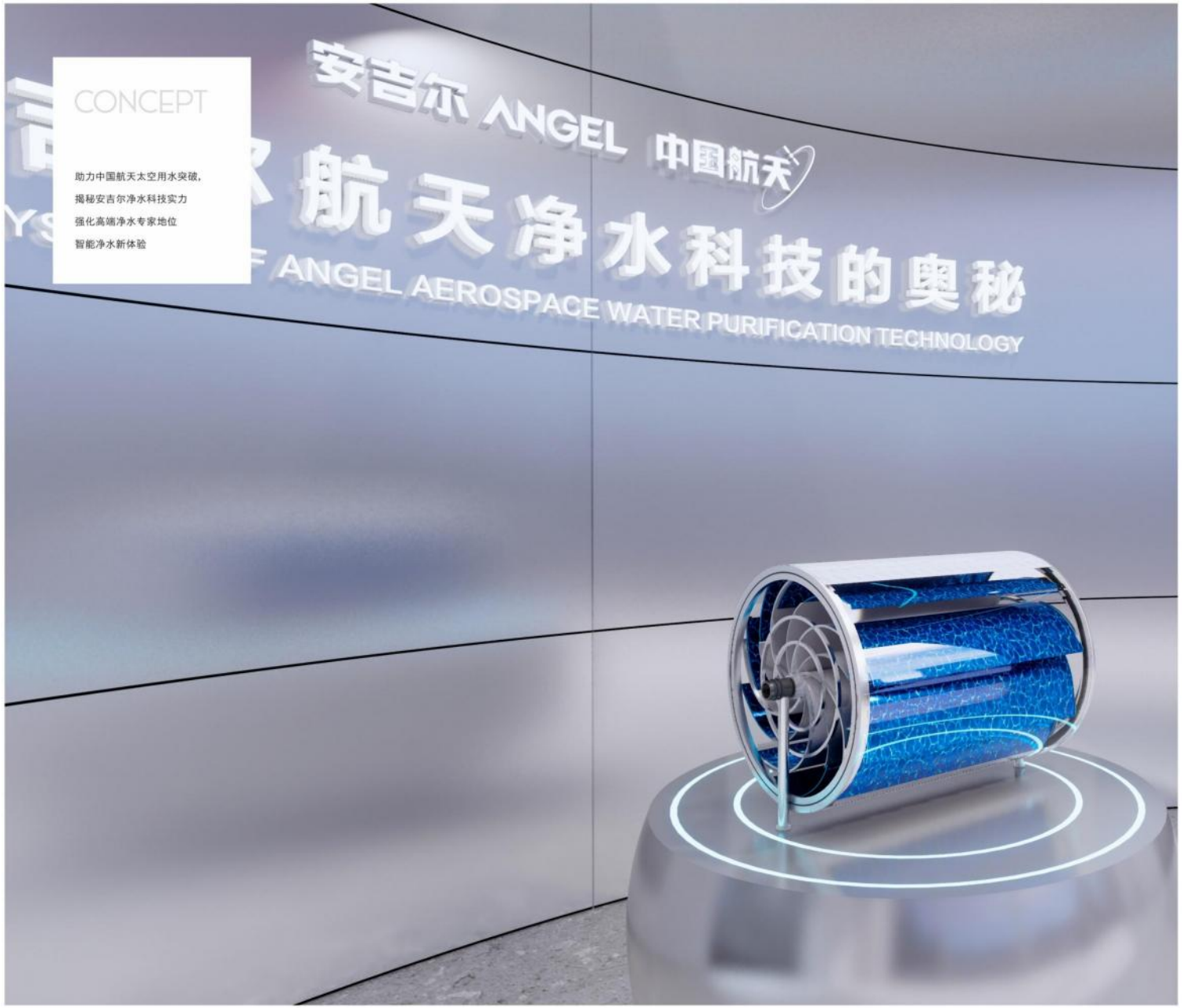






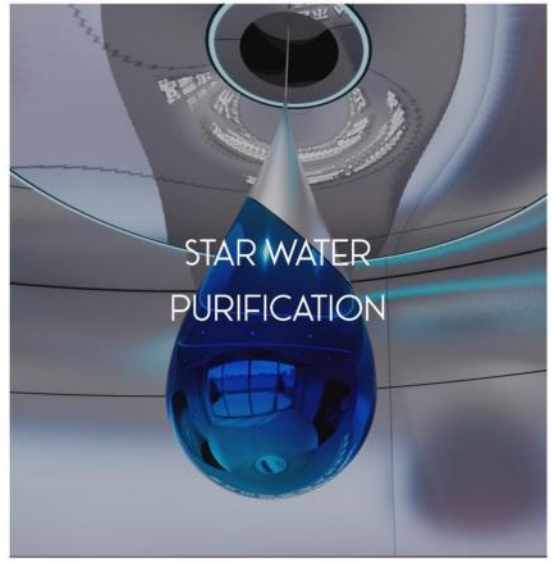

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ANGEL AEROSPACE
JOINT LABORATORY
安吉尔航天联合验室
航天用水哪里来?
地面携带、自行生产和循环再利用
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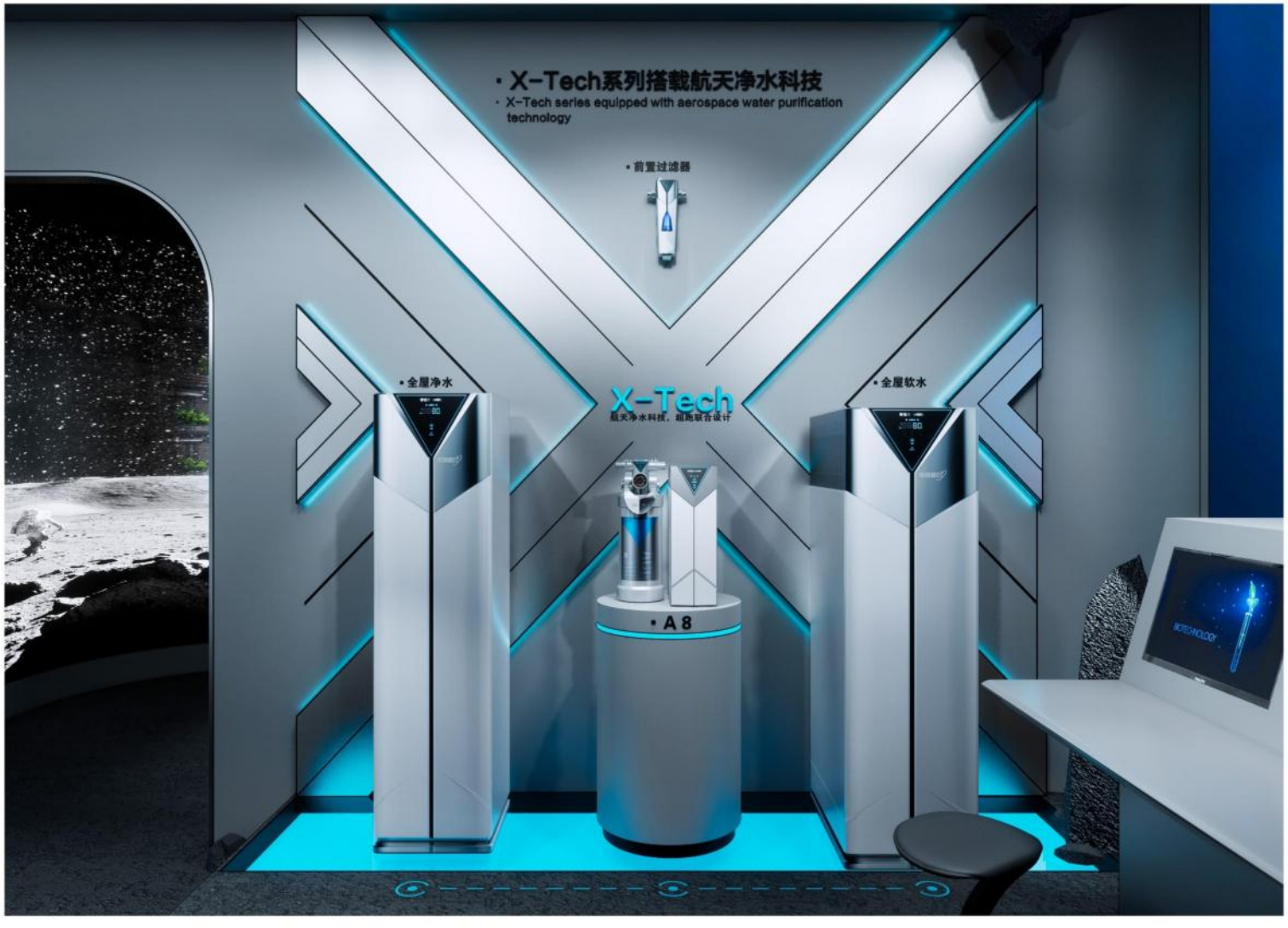





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SUPOR

# SUPOR NEW TERMINAL STORE SI

## 苏泊尔新终端门店SI



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## CONCEPT

创造可触可感可体验的生活质地
打造舒适包容的精神之所
以未来品质生活为核心价值
重塑苏泊尔空间形象体验






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SUPOR

# SUPOR 2024 AWE EXHIBITION DESIGN

苏泊尔 2024AWE展会设计




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CONCEPT

生活灵感相互碰撞
引入视觉场、情境场、
交互场、流量场
构建一个多维融合的时空体验





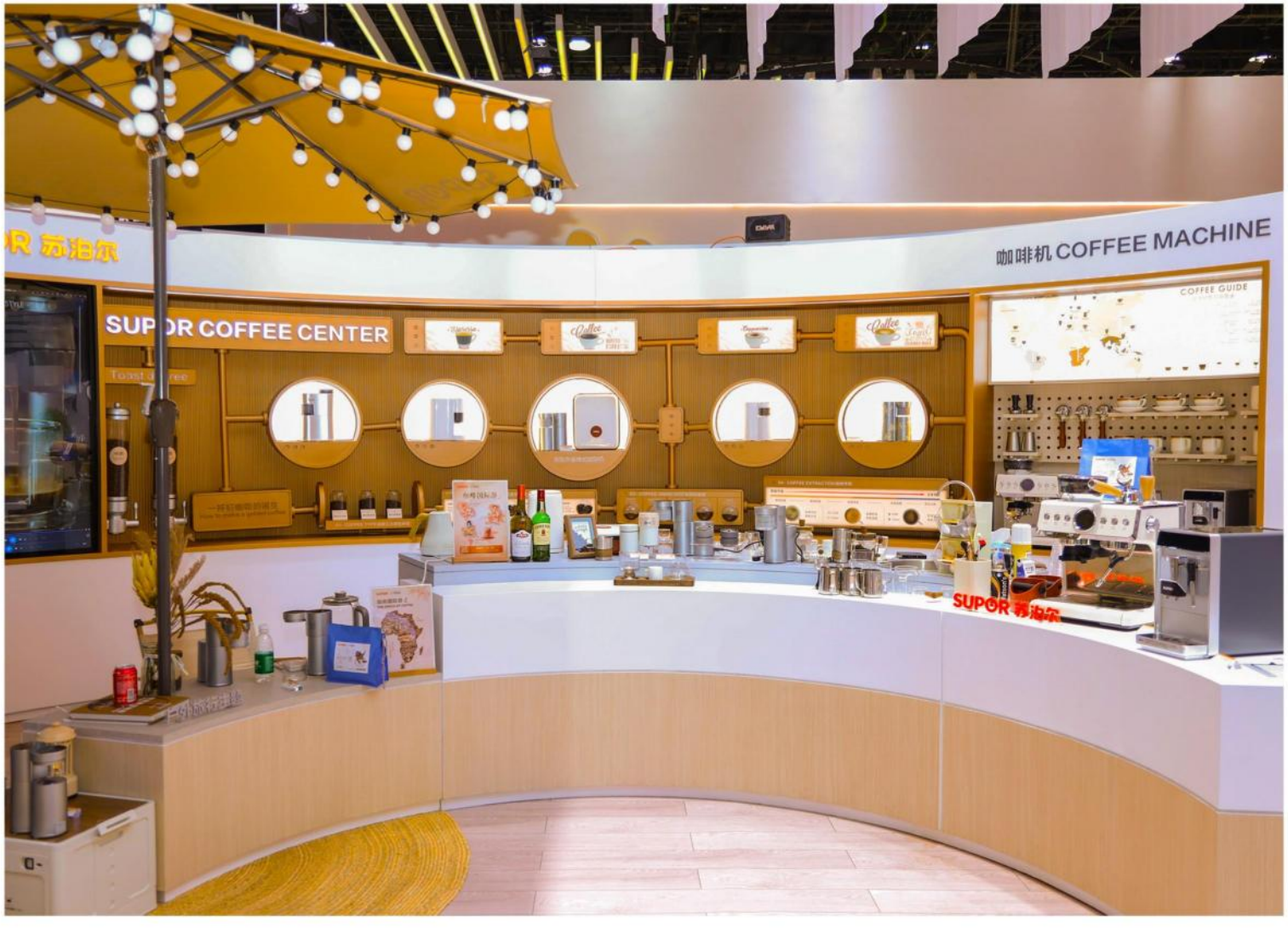





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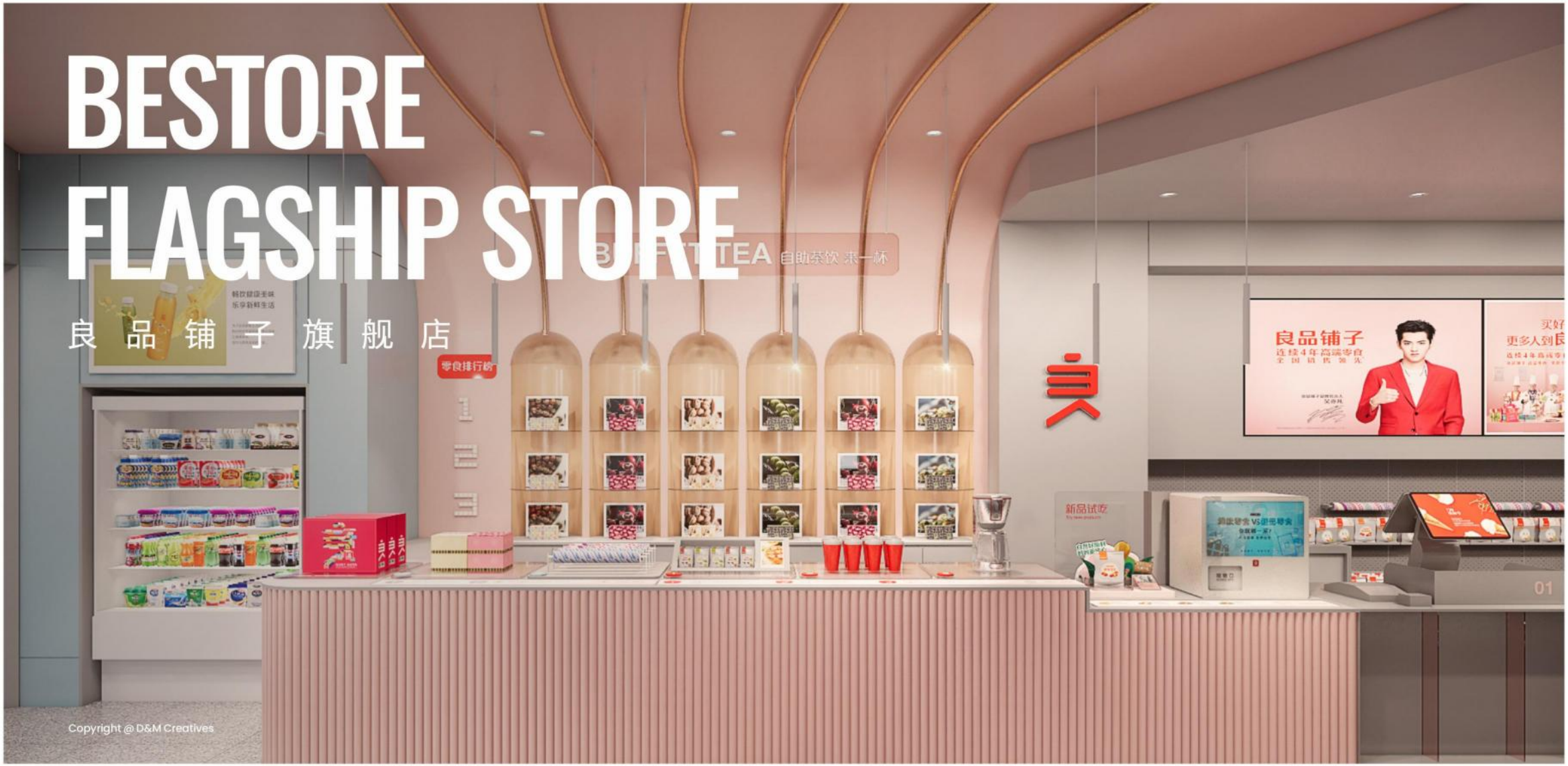



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良品铺子
BESTORE

# BESTORE FLAGSHIP STORE

## 良 品 铺 子 旗 舰 店

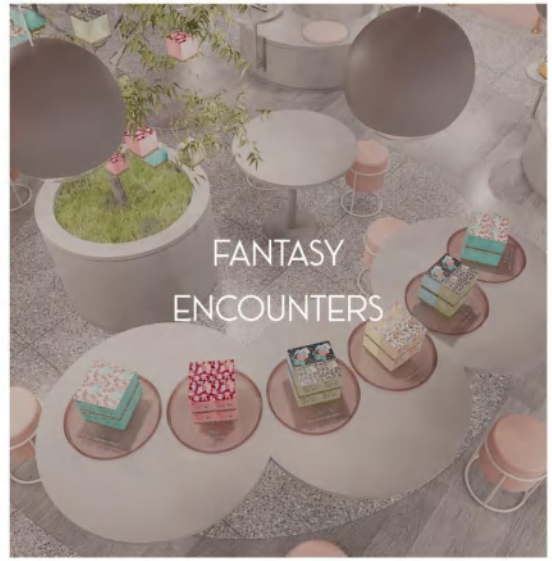



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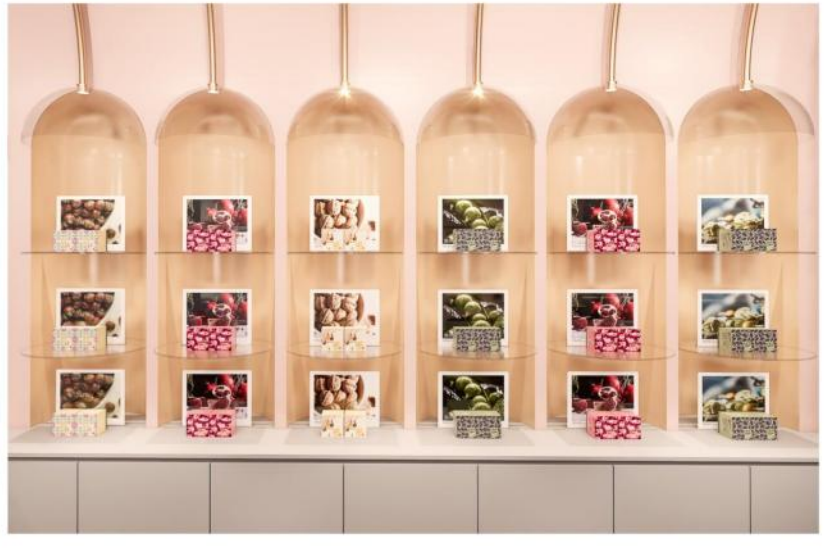



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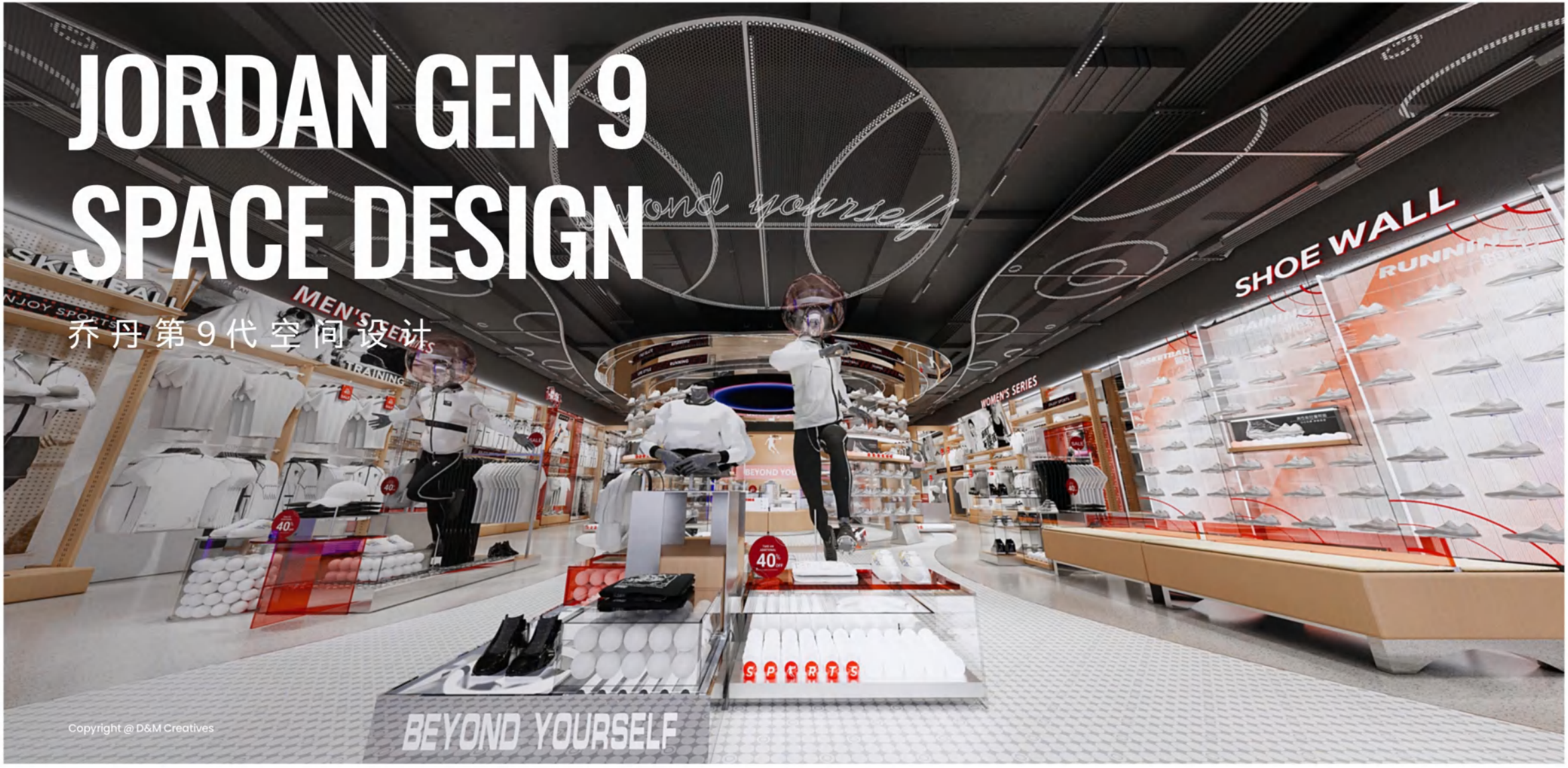



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QIAODAN

# JORDAN GEN 9 SPACE DESIGN

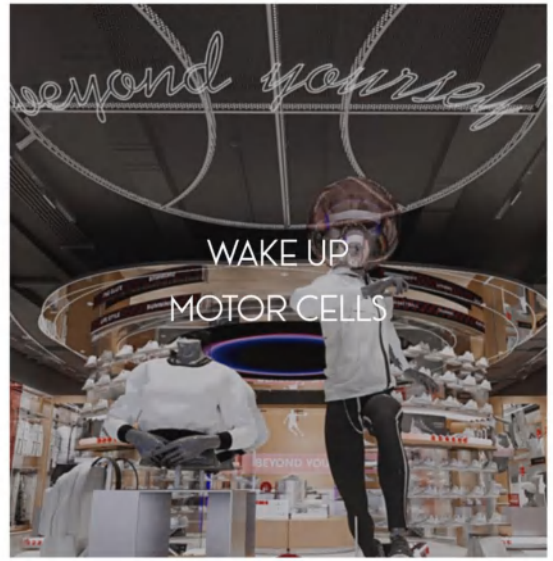
乔丹第9代空间设计




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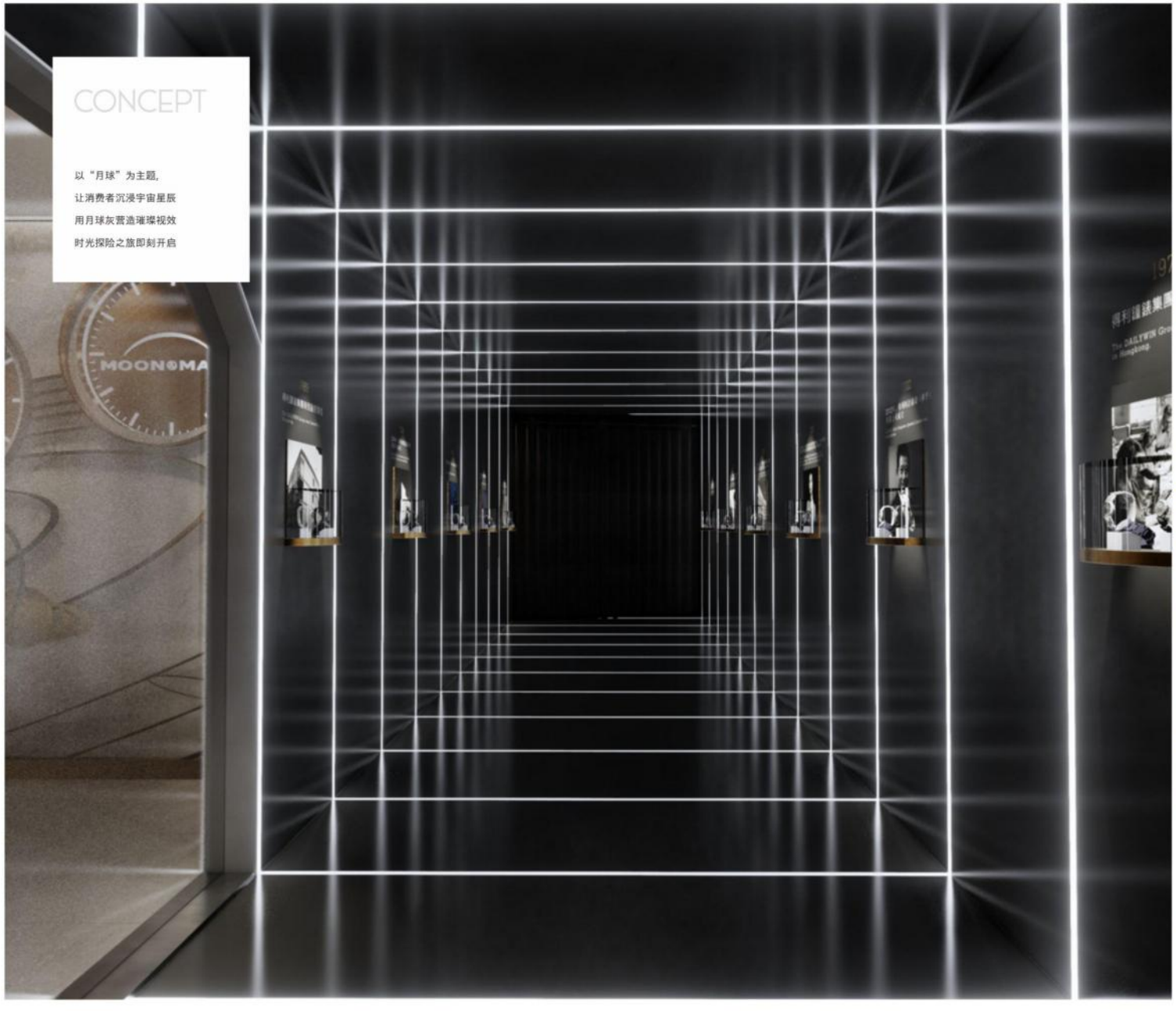

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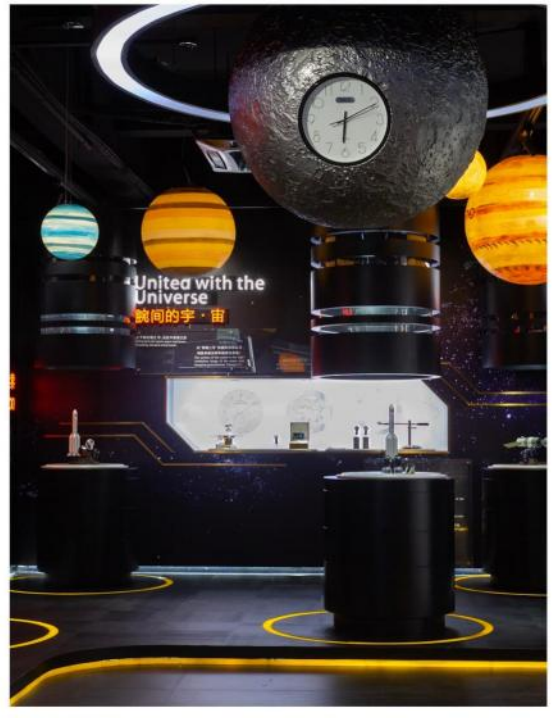
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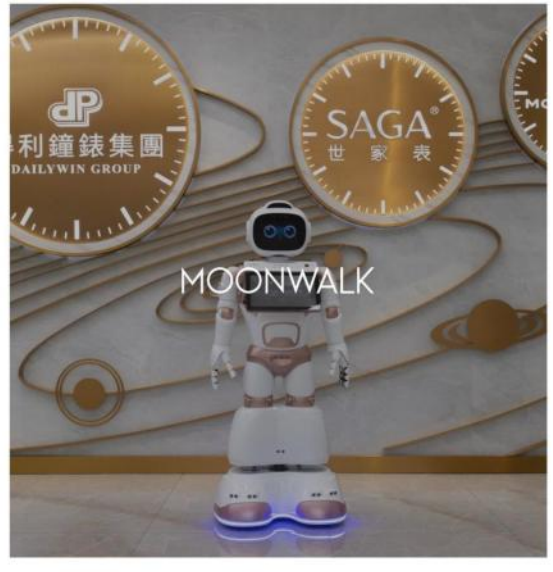
得 利 钟 表 展 厅




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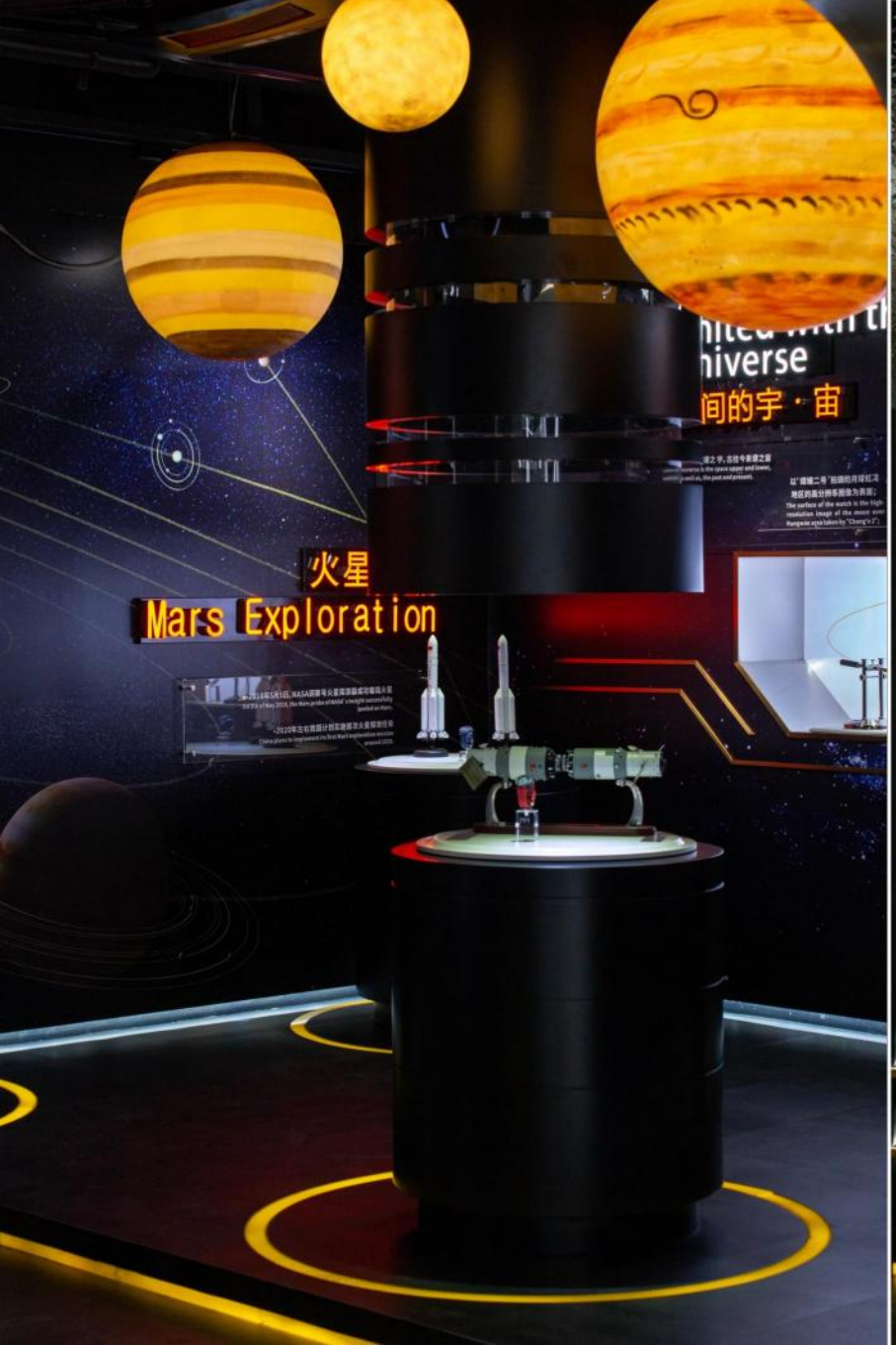




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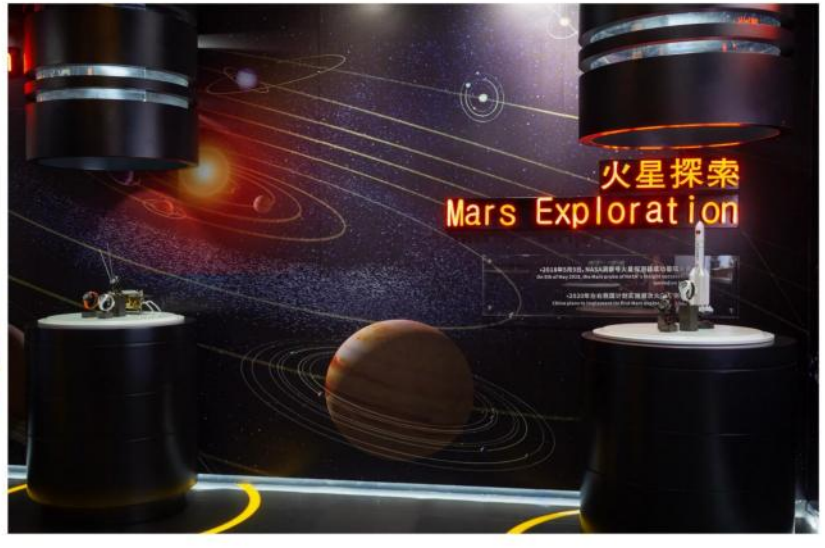




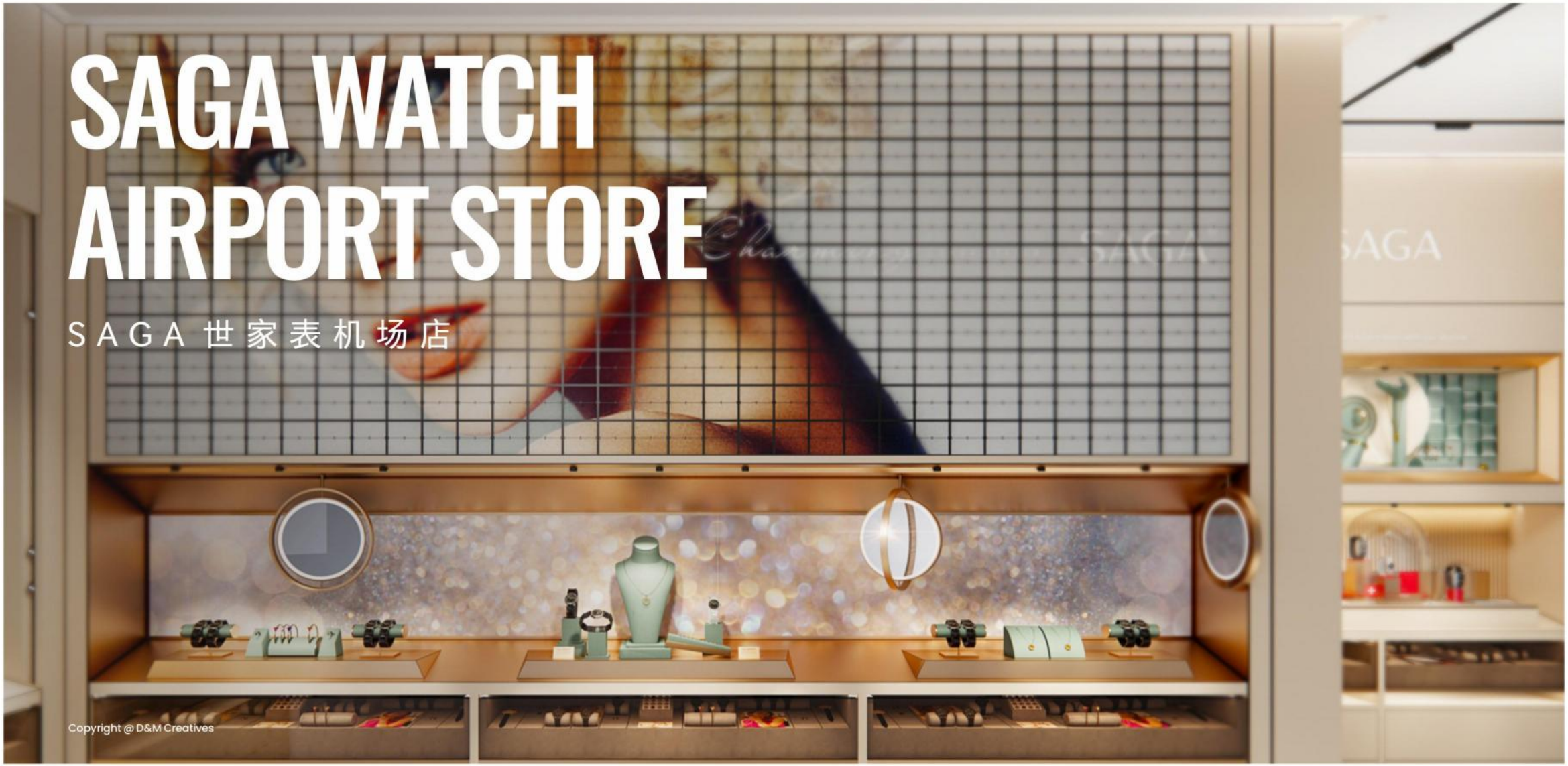
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SAGA WATCH
AIRPORT STORE
SAGA 世家表机场店
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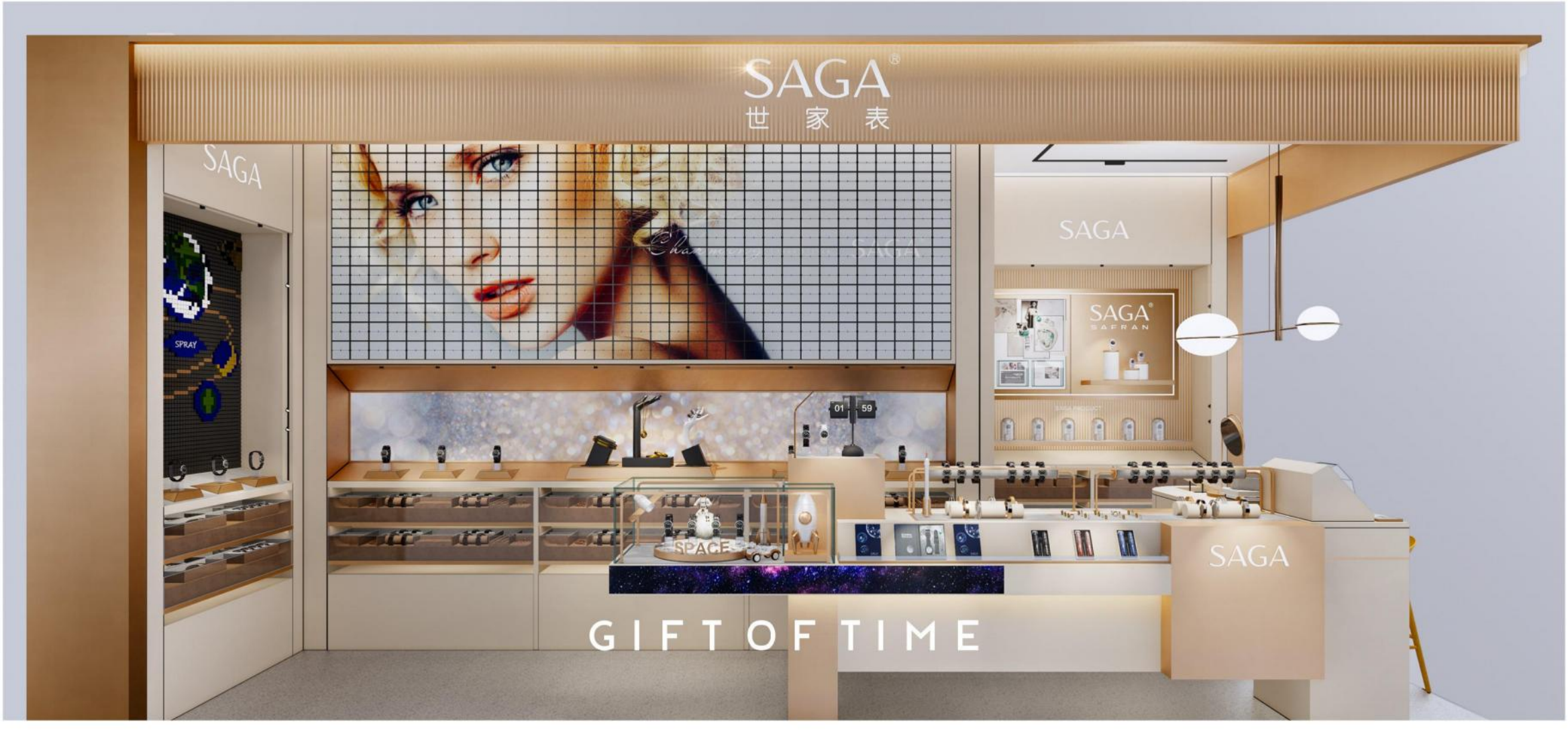






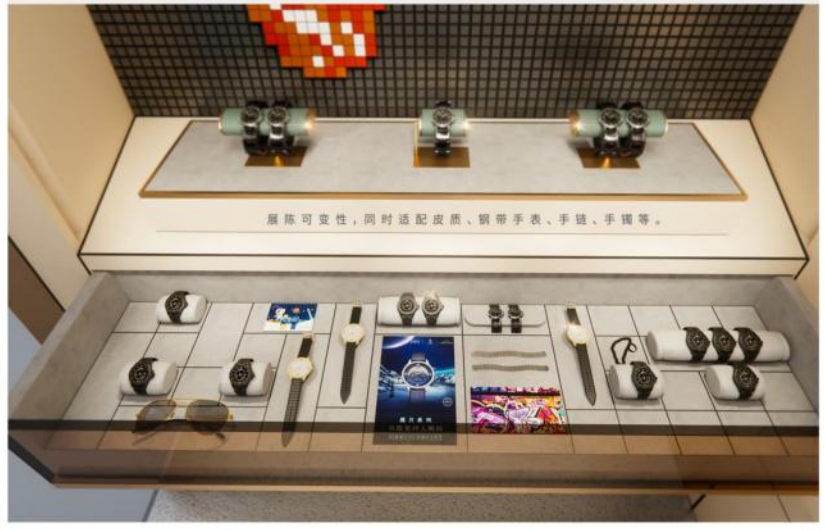


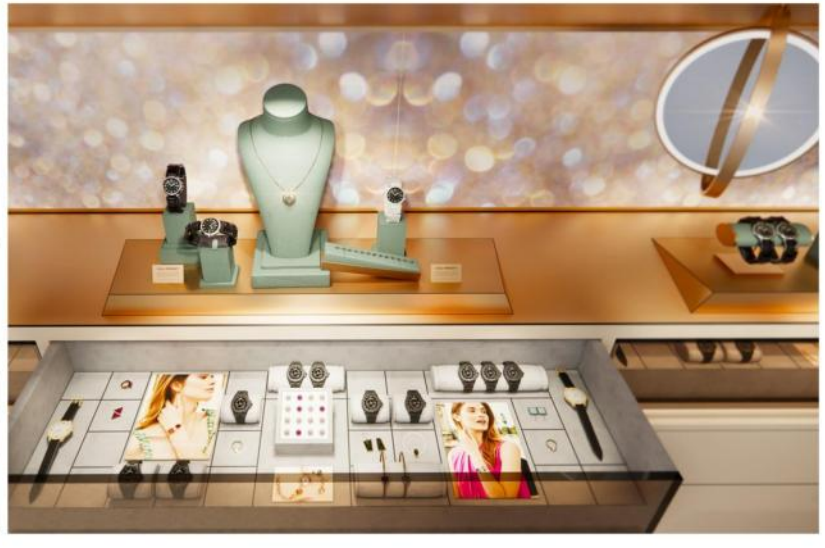

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# AIER SHENZHEN REFRACTIVE CENTER

爱尔西柚深圳屈光中心

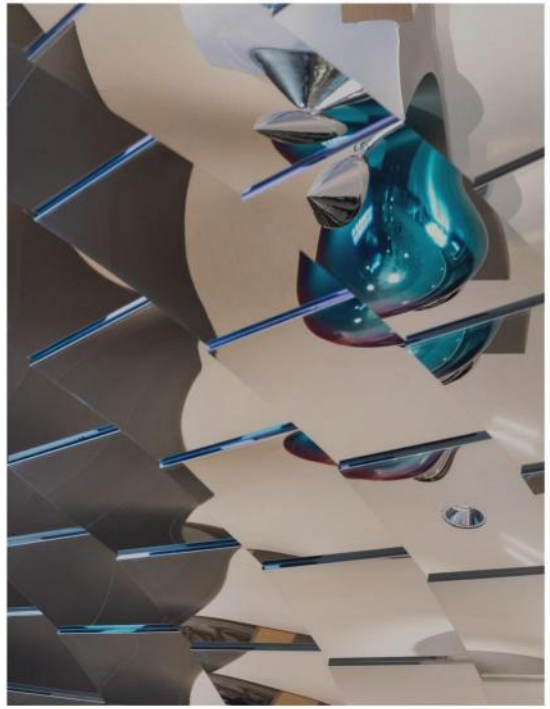


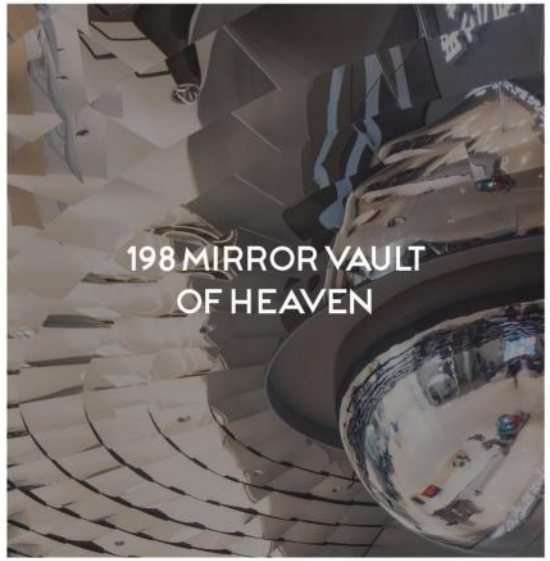
ShenZhen,china | February 2022

## CONCEPT

去传统循旧医疗化，
创高阶眼科体验化，
构建年轻人为之神往的
“青春造梦场”

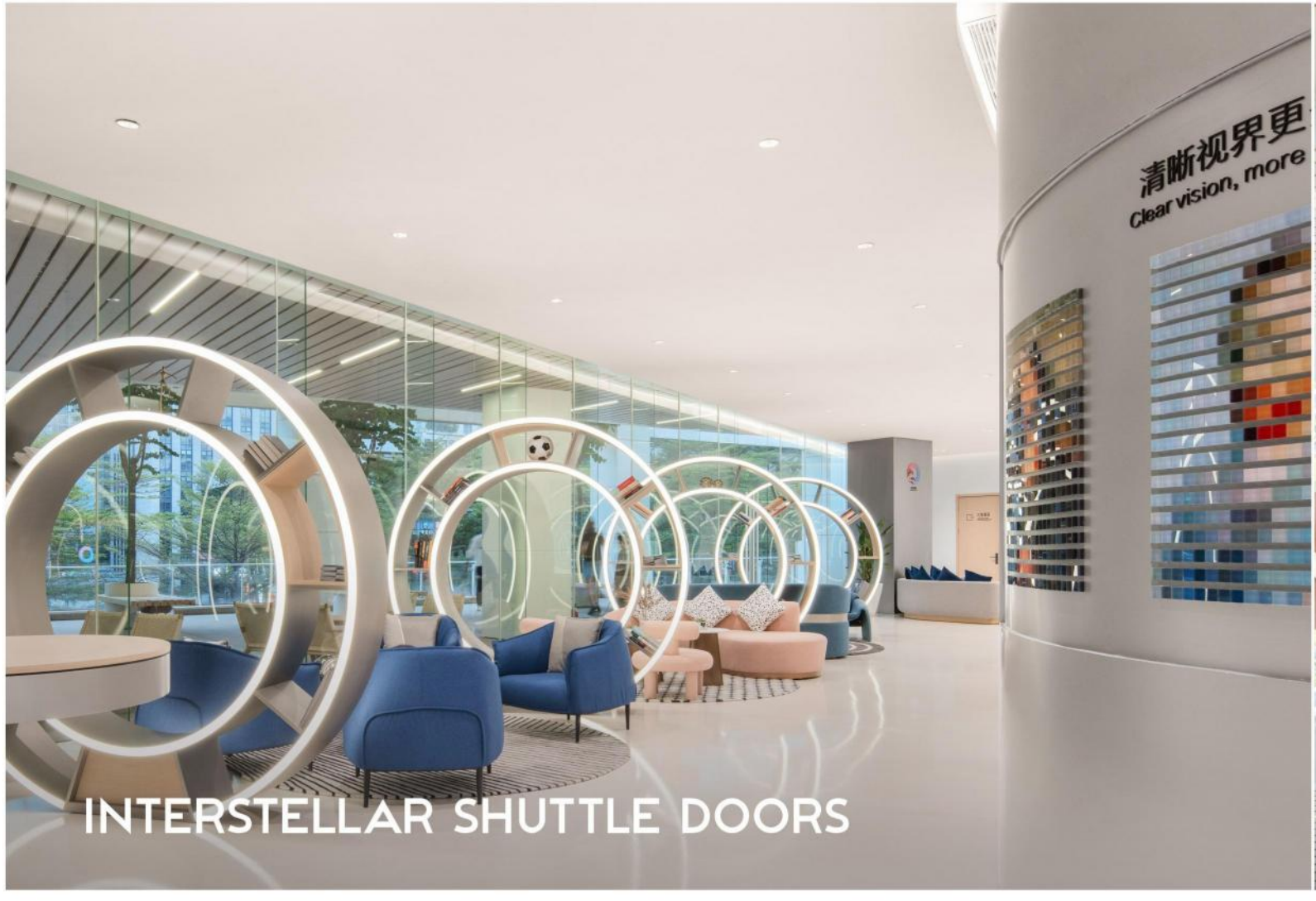







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爱尔西柚眼科
专注近视矫正手术




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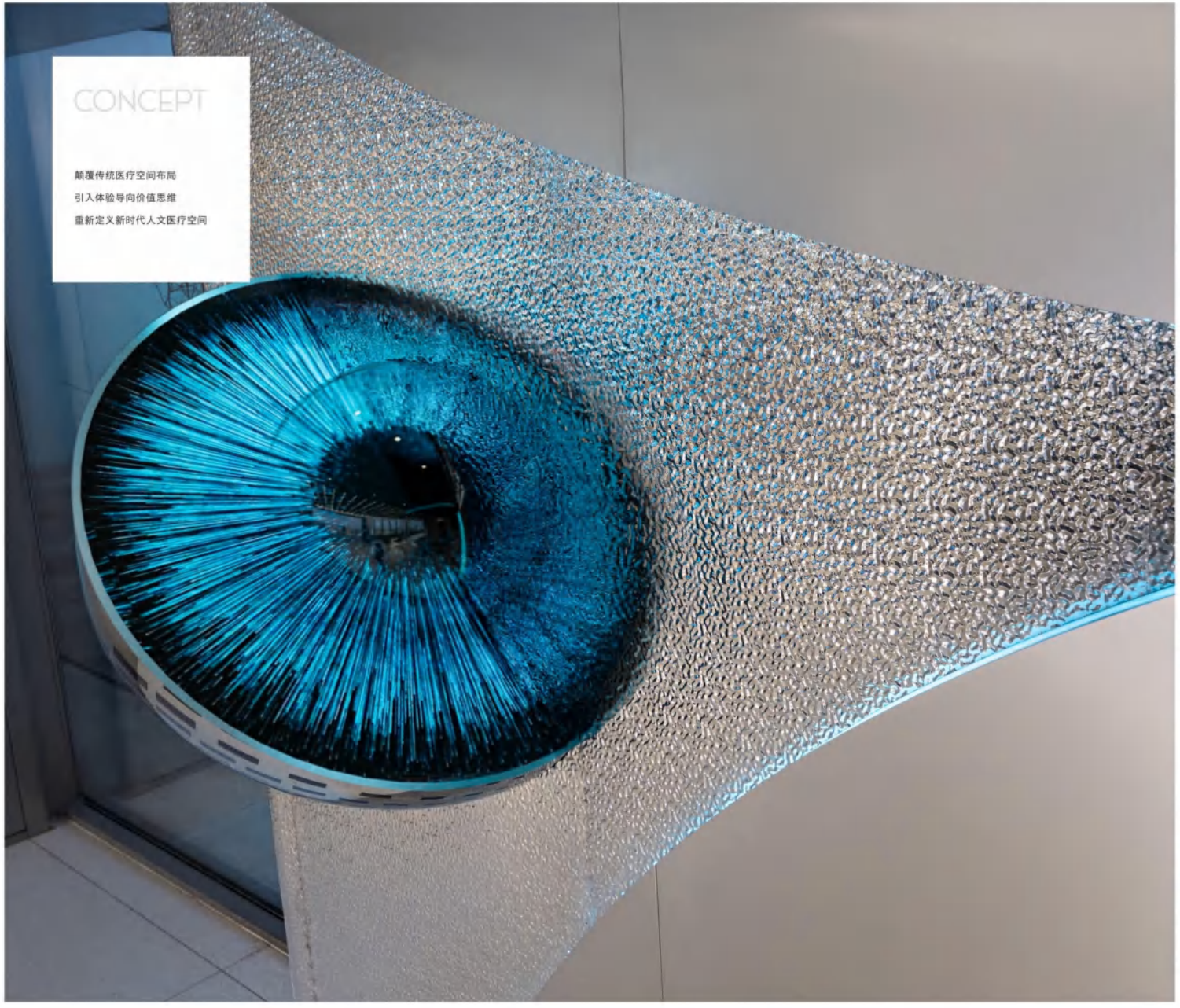

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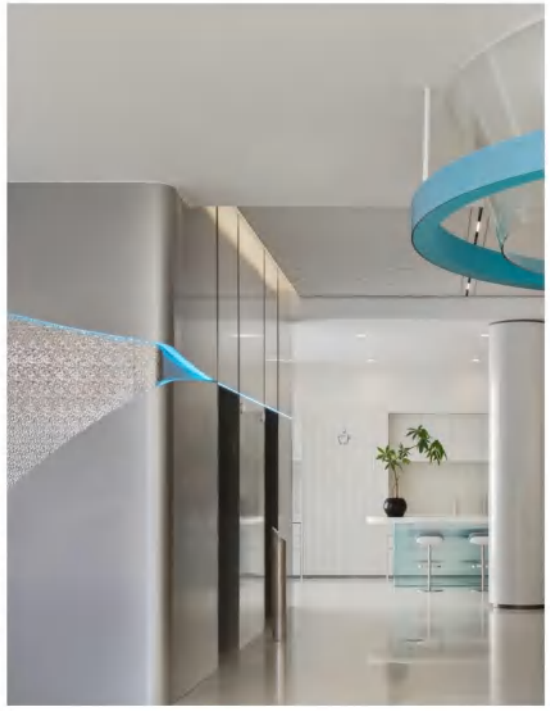
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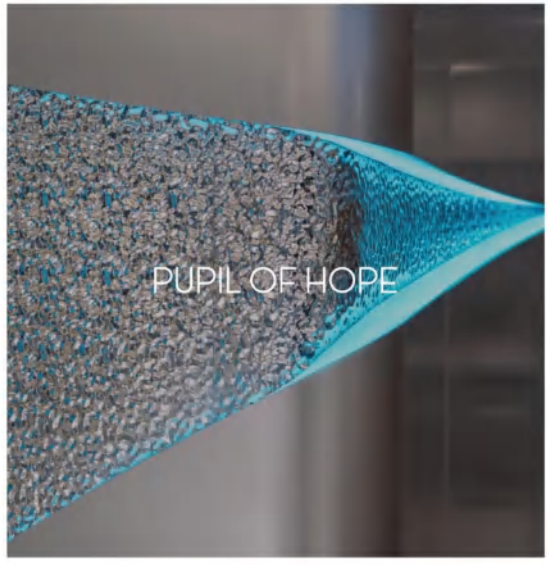
苏州光明眼科医院




ShuZhou,china | February 2023






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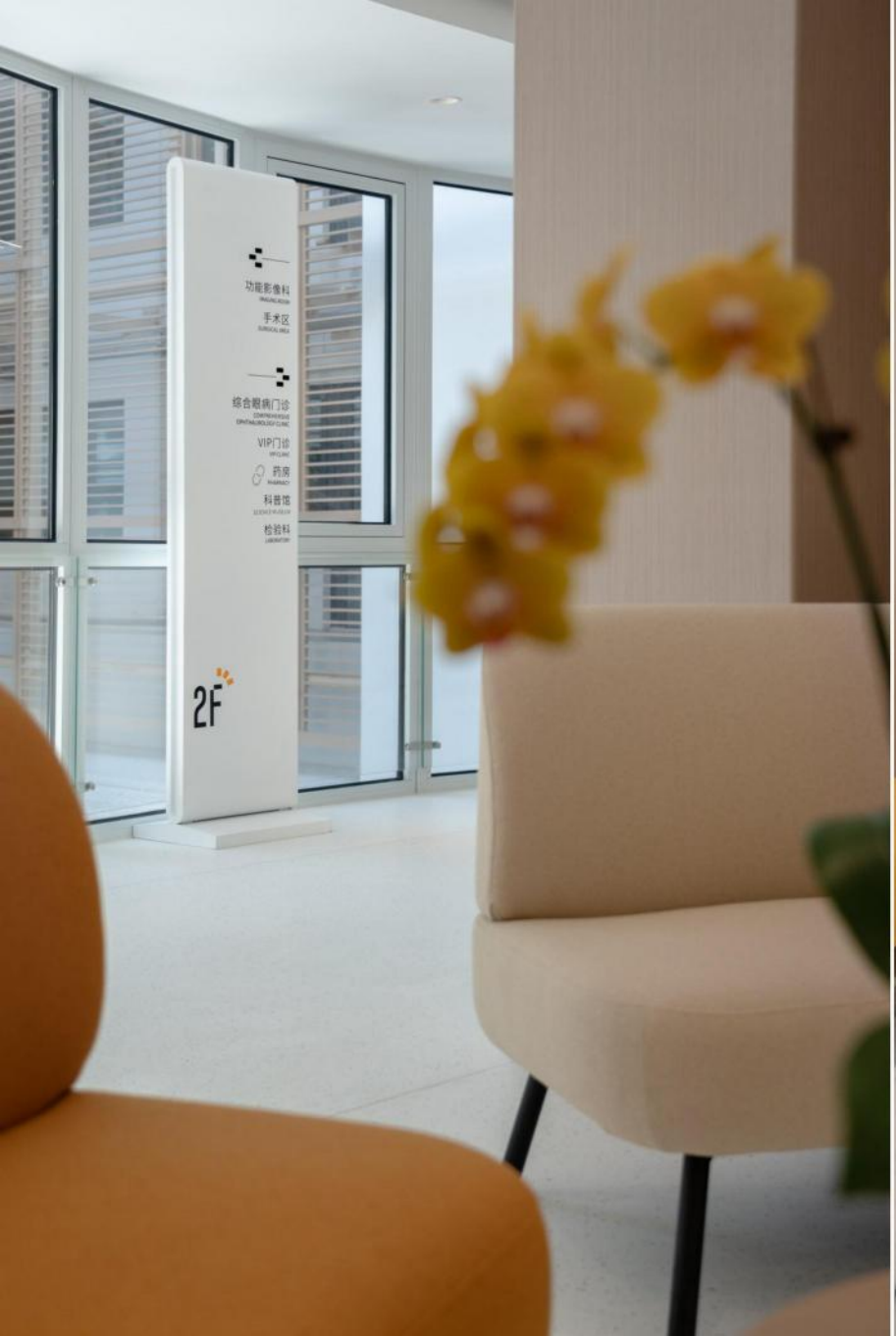





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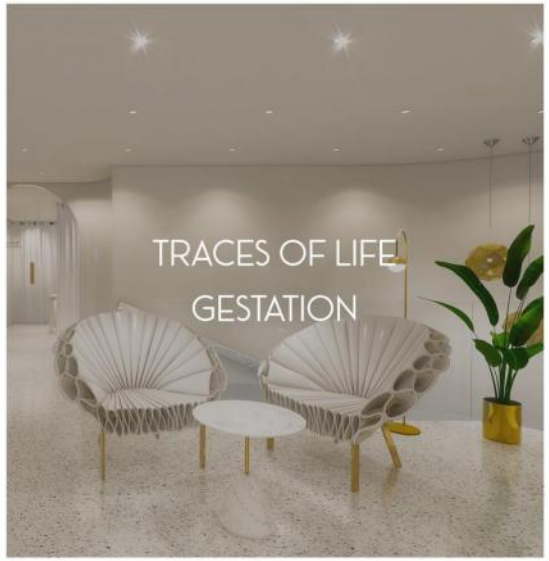

# YENEWSKIN BEAUTY SPACE ADVANCED EXPERIENCE

## 汝新美肌空间高阶体验

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# QIANYU BEAUTY ART MUSEUM

Q Y 美 体 艺 术 馆



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AliHealth
阿里健康






## CONCEPT

打破药店刻板印象

营造健康舒适氛围

不止卖药品，

更是提供解决方案的生活健康师






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# 医患互动 Doctor-Patient Interaction




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# AIER BLUE VISION EYE CENTER

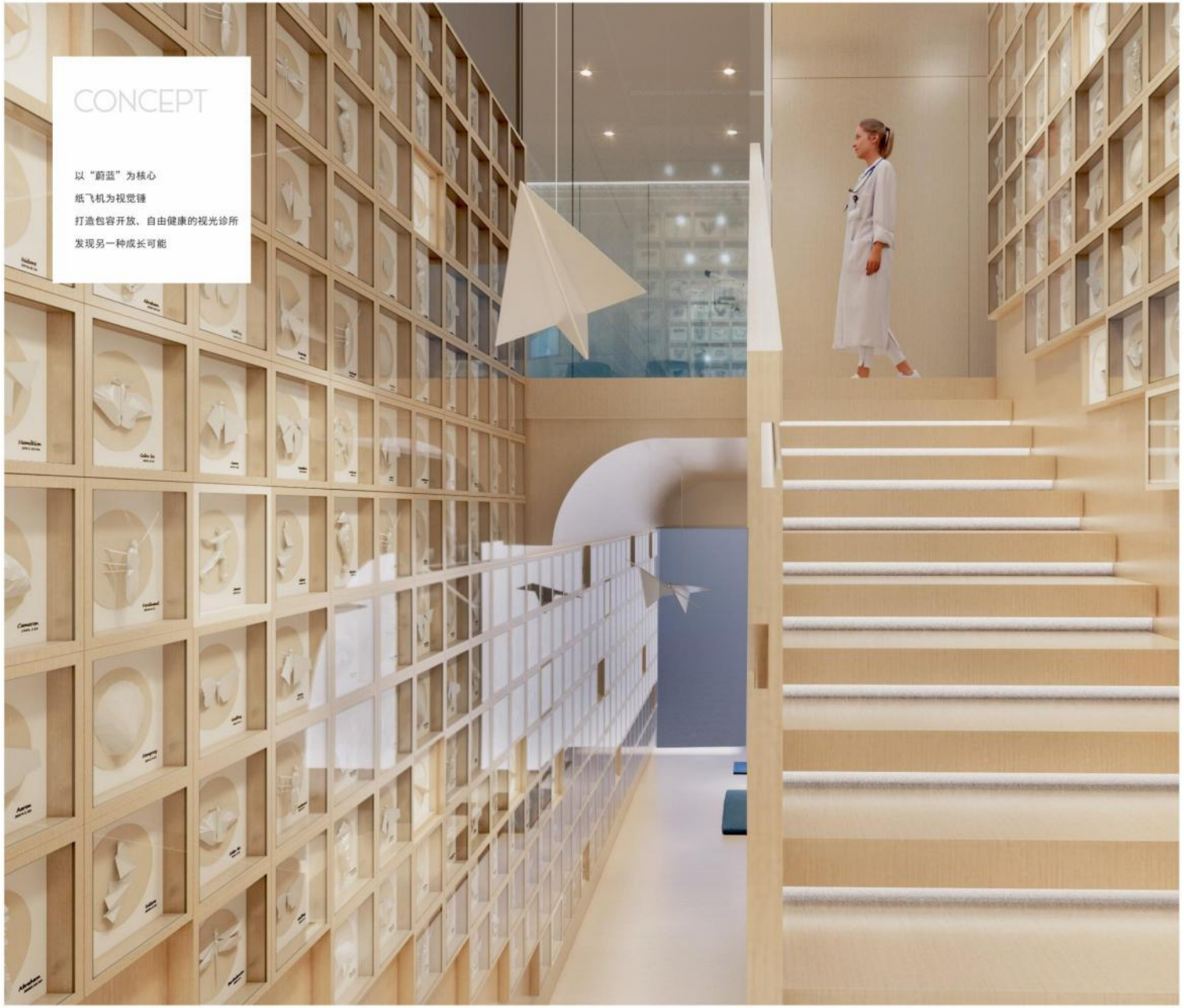
爱尔蔚蓝视光

EYE BLUE OPHTHALMOLOGY

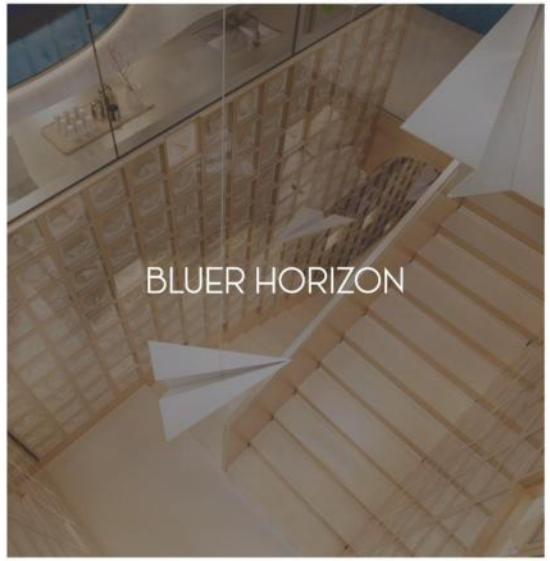
爱尔蔚蓝视光眼科中心




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