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水九木
品牌故事

2024 VEGA
Design Brand Story

VE
GA

Space
And
Branding
Design



We pioneer
the modern
design rooting
in traditional
culture.

我们发展以中国传统文化为背景的现代设计。运用可持续发展的和谐共生的哲学思想，解决现有问题的同时创造新的需求，引领未来发展的同时更关注人性的本真。通过艺术和设计的结合丰富我们的体验，为客户带来商业价值的同时，满足更高的精神追求，做适合当下生活的现代设计。坚持思考、包容和变通，不断审视设计的过程，调整 and 改变方法与思路，从始至终关注项目的细节和进度，最大化项目的商业价值。

VEGA develops modern design based on Chinese traditional culture. By using the philosophy of harmonious coexistence of sustainable development, we solve existing problems while creating new needs and pay more attention to the authenticity of human nature while leading future development. Combining art and design can enrich our experience, bring commercial value to customers, meet higher spiritual pursuits, and make the modern design suitable for current life. We insist on thinking, inclusiveness, and flexibility, constantly review the design process, and adjust and change methods and ideas. From beginning to end, attention to detail maximizes the commercial value of the project.

我们成立于
贰零壹贰年
北京
VEGA is founded in
2012 Beijing



VEGA

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Let To Shine

2024.1 BEIJING

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我们眼中的 传统文化

Our Chinese Culture

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对中国传统文化的理解不应该局限于吉祥纹样，五行八卦，又或是山水之间的诗情画意。我们所看到的大量建筑、绘画、文学、艺术其实是精神核心的表象和扩展。我们眼中的中国传统文化是一种哲学思想，强调与自然和谐共处、与自己和谐共处、与他人和谐共处的理念。它来自于中国『天人合一』的哲学思想，即『可持续发展』。

The understanding of Chinese traditional culture should not be limited to the auspicious patterns, the Five Elements, the Eight Trigrams or the pure poetry of the landscape. The plenty of architectures, paintings, and literature we have seen are actually the appearance and expansion of the core spirit. VEGA deems that the Chinese traditional culture stands as a philosophical thought that mankind is supposed to live in harmony with nature as well as themselves and others in existence, which is derived from the philosophical theory in China that man is an integral part of nature, namely the sustainable development.

我们眼中的 现代设计

Our Modern Design

什么样的设计才是现代的设计？我们认为解决现有问题、引领未来生活的设计就是现代设计。我们不局限于过往，对当下，我们细化工作，深究需求，从细小的地方改善生活。对未来，我们充满遐想和展望，提出新的要求。

What is the essence of modern design? VEGA perceives modern design should deal with the current issues and guide people to the future life. As the founders of VEGA, we are creating designs that are not merely confined in stereotypes from the past, are making progress consistently in ameliorating our lives discreetly with the utmost innovation and efforts, are also insisting on putting forward new ideas for future with our vivid imagination.



我们认为
设计是商业的

VEGA

Believes that Design Is
Commercial

设计是商业的，它不仅仅是对造物的规划和设想，更是解决问题，满足需求，创造惊喜的过程。

Design
is more than
conceiving and
creating objects
- it is more of a
process which solves
problems,
meets needs
and creates
surprises.

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How do we see the world ?

The world is colourful, awaiting our exploration and appreciation. Beneath the phenomena the world is extremely simple, guided by its own principles. VEGA believes in the Tao of nature and being true to oneself. Everything is connected to each other. There is no absolute right or wrong. Our worldview encourages us to always think, adapt and embrace. We can always capture the essence of an issue and work towards success.



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我们的世界观 Our Worldview

我们认为世界是多彩的，值得我们去探索和热爱。而在繁华之下这是一个质朴的世界，拥有一个简单的运行法则，我们选择自然之道和坚持自我。世界的万物都是相连的，没有根本的对与错，这让我们面对问题学会思考、包容和变通，更易抓住核心问题，然后突破成长。

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Our Values

我们的价值观

我们相信人的良好品格是人类社会最重要的元素和生产力，这是VEGA在选择项目和客户，在设计和发展，在团队建设中最先秉持的原则。我们同时注重有趣的生活和丰富的文化，创造精神财富，亦带来更多价值。



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What do we treasure most ?

We believe the goodness of human nature is the most important element and productivity of the society, thus it is also the principle guiding us to choose the right client, develop a project and build our team. Life is better if it is cultured and fun. We think creativity brings spiritual wealth and social values.

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We intend to create better life through art and design to enrich masses experiences and arouse perceptual instinct. We expect that they can restore the vitality of life and get people back to human nature. Call those the ways that make us a person not social machine.

What kind of enterprise we aim to become ?



我们的人生观

Our View of Life

我们想要通过设计和艺术创造更好的生活。丰富大众的体验，激发感知本能，恢复生命的活力，回归自然的本质，让人成为人，而不是社会机器。

增量时代的结束

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The era of increment has come to an end

增量时代的结束，随着人口的减少，大兴土木的建设逐渐放缓。当需求不再以量取胜的时候，质的改变成为未来几年的重点。更为优秀、更为精细化运营，更为个性化管理的商业空间将层出不穷。这也意味着存量时代的到来。

With the end of the incremental era and the decrease in population, construction engineering has gradually slowed down. When demand no longer wins by quantity, quality becomes the focus of the coming years. More excellent, refined operations and personalized management of commercial spaces will emerge one after another. It also means the arrival of the stock era.



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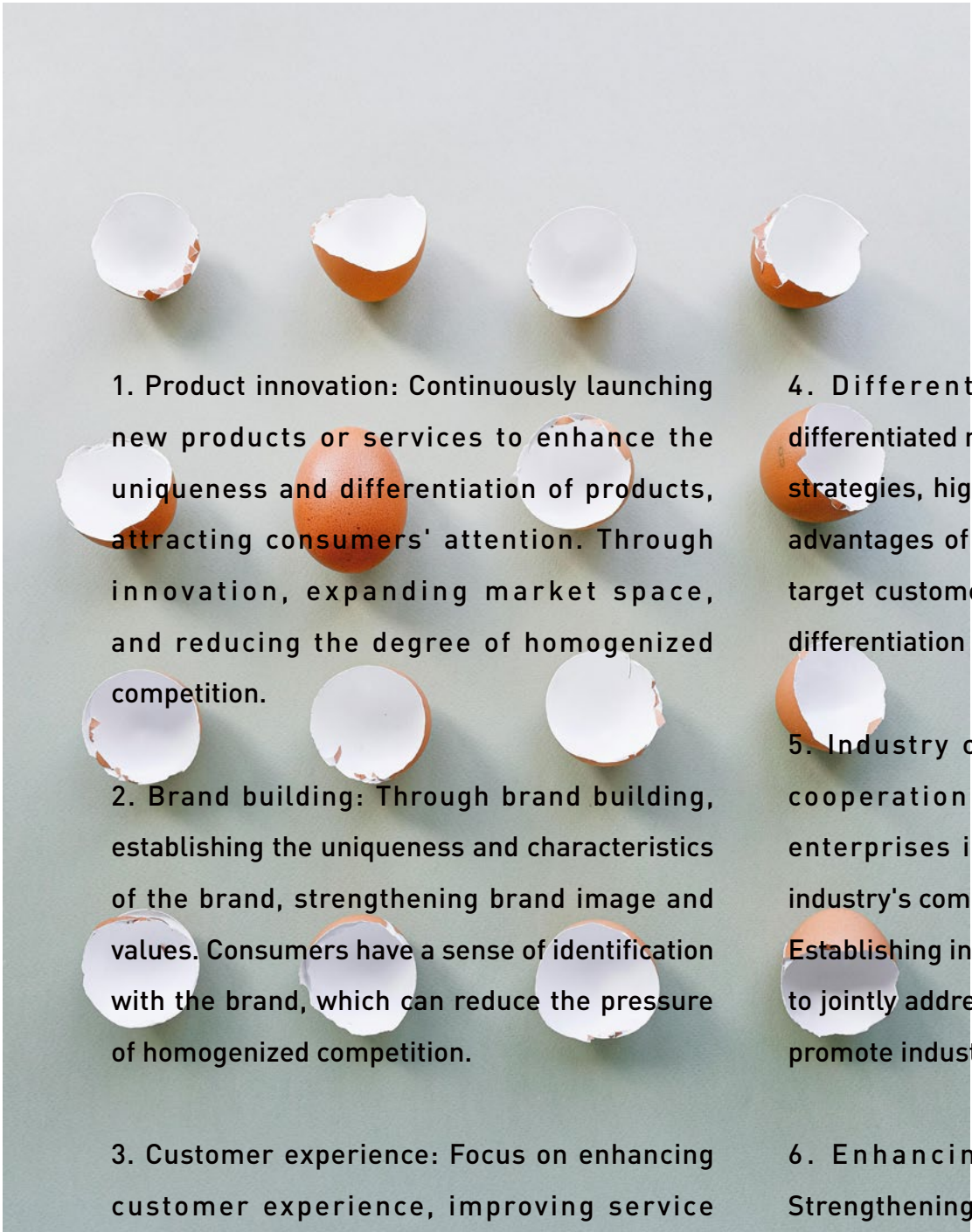
There is an oversupply of commercial space per capita. An overabundance of commercial space per capita refers to the phenomenon where the total commercial building area in a region is disproportionately high compared to the population. This means that the supply of commercial facilities exceeds the demand of local consumers, resulting in some commercial venues struggling to make a profit, leading to vacancies and closures. This can result in low commercial facility utilization rates, decreasing commercial rentals, and intense competition in the commercial sector.

人均商业面积 Oversupply of commercial space

人均商业面积过剩是指一个地区的商业建筑总面积与该地区的人口数量之比过高的现象。这意味着商业设施的供给超过了当地消费者的需求，导致部分商业场所难以盈利，甚至出现空置和倒闭的情况。商业设施利用率低下、商业租金下降、商业竞争激烈等。

如何解决商业同质化严重的问题？

- 1 产品创新：不断推出新产品或服务，提高产品的独特性和差异性，吸引消费者的注意。通过创新，拓展市场空间，降低同质化竞争的程度。
- 2 品牌建设：通过品牌建设，建立品牌的独特性和特色，强化品牌形象和价值观。消费者对品牌有认同感，可以降低同质化竞争的压力。
- 3 客户体验：注重提升客户体验，提高服务质量和客户满意度。通过提供个性化的服务和定制化的产品，增强客户黏性，降低同质化竞争的影响。
- 4 开展差异化营销：通过差异化的市场定位和营销策略，突出产品或服务的特点和优势，吸引目标客户群体，实现市场差异化竞争。
- 5 行业协作：加强行业内企业的合作与交流，促进行业的共同发展和创新。建立行业协作机制，共同应对同质化竞争，推动行业发展。
- 6 提升品牌竞争力：加强品牌核心竞争力的建设，提高生产效率和产品质量，提升研发能力和创新能力，增强市场竞争力。



1. Product innovation: Continuously launching new products or services to enhance the uniqueness and differentiation of products, attracting consumers' attention. Through innovation, expanding market space, and reducing the degree of homogenized competition.

2. Brand building: Through brand building, establishing the uniqueness and characteristics of the brand, strengthening brand image and values. Consumers have a sense of identification with the brand, which can reduce the pressure of homogenized competition.

3. Customer experience: Focus on enhancing customer experience, improving service quality, and customer satisfaction. By providing personalized services and customized products, enhancing customer loyalty, and reducing the impact of homogenized competition.

4. Differentiated marketing: Through differentiated market positioning and marketing strategies, highlighting the characteristics and advantages of products or services, attracting target customer groups, and achieving market differentiation competition.

5. Industry collaboration: Strengthening cooperation and communication among enterprises in the industry, promoting the industry's common development and innovation. Establishing industry collaboration mechanisms to jointly address homogenized competition and promote industry development.

6. Enhancing brand competitiveness: Strengthening the construction of core brand competitiveness, improving production efficiency and product quality, enhancing research and development capabilities and innovation capabilities, and enhancing market competitiveness.

商业同质化严重 Serious Commercial Homogenization





城市更新

Urban renewal

旧房改造，着眼于低价值空间。不是简单的翻新或者重建，而是因地制宜的调整，切身地解决问题，提升商业品质、地域文化及经济价值，打造与城市相融合的市民友好空间。

Transforming waste into treasure, renovating old houses, and focusing on low-value spaces is not simply renovation or reconstruction but adjustments tailored to local conditions, solving problems firsthand, improving commercial quality, regional culture, and economic value, and creating a citizen-friendly space that integrates with the city.

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Discovering value

发觉价值

老旧项目的翻新和改造不可盲目，要根据地理位置、城市特征、人群构成、历史及人文条件进行分析。整体策划，并从多个层面发掘价值。

Brand Story

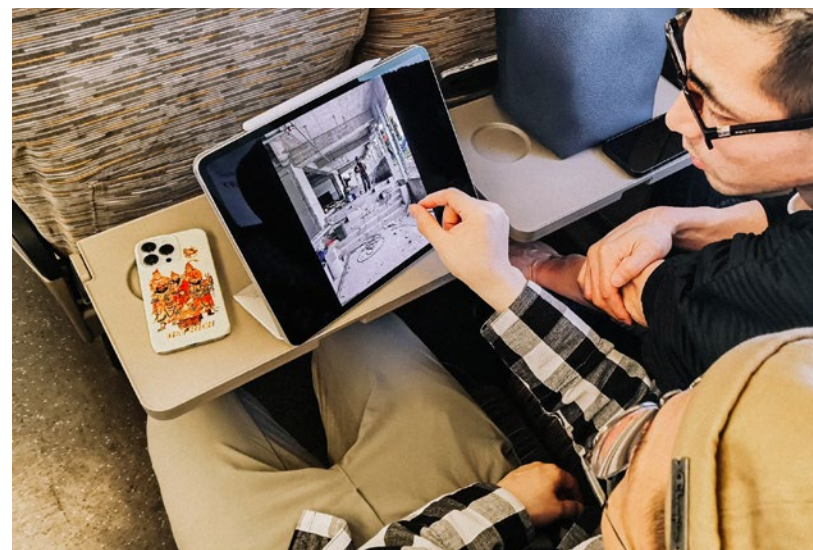


Blindly renovating old projects is not advisable. It needs to analyze geographical location, urban characteristics, population composition, historical and cultural conditions, overall planning and exploring value from multiple levels.



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商业价值

Commercial value

结合历史文化，与现代生活紧密联系，集合多种业态打造特点鲜明的商业复合空间。通过明确的策划及清晰的定位，锁定用户群体，打造目的地商业，将不同业态串联，形成相辅相成的商业气氛和统一的文化输出。丰富生活的同时延长停留时间，增加消费场景，提高商业价值。



The commercial value should be combined with historical culture, closely linked to modern life, and aggregate various formats to create distinctive commercial compound spaces. Through definite planning and positioning, target user groups, create destination businesses, connect different business formats, and form a complementary business atmosphere and unified cultural output, enriching life while extending stay time, increasing consumption scenarios, and enhancing commercial value.

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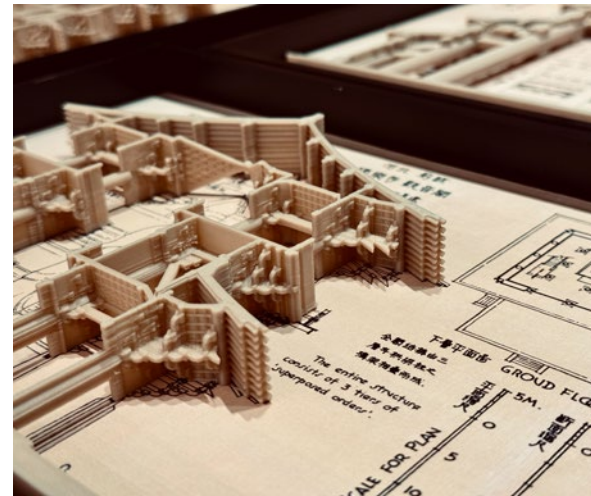
文化价值

Cultural values

尊重不同区块的人文特征，挖掘历史遗产，与艺术文化等内容串联互动。在满足当代生活需求中不同消费场景的同时，通过对文化价值的打造来输出多样的富有特色的内容和体验。

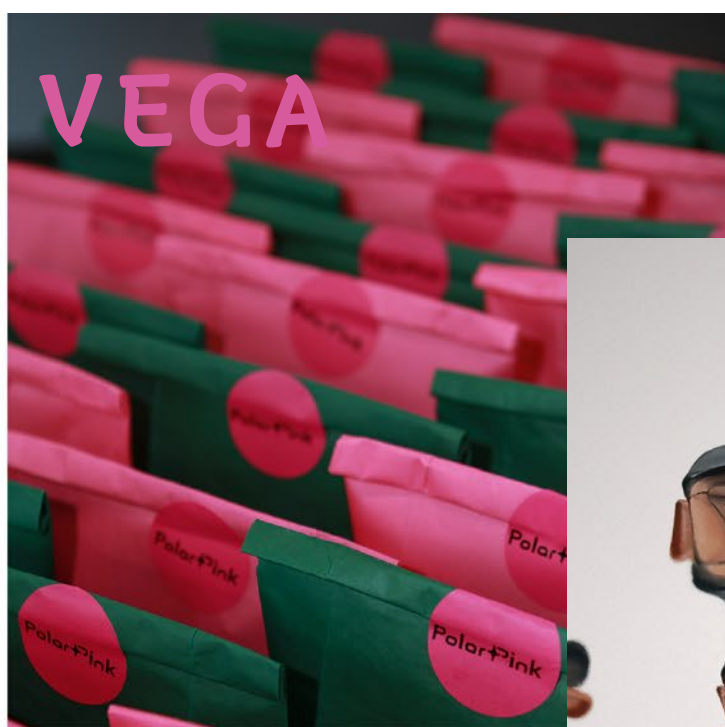


Respect the cultural characteristics of different blocks, explore historical heritage, and connect and interact with artistic and cultural content. While meeting the diverse consumption scenarios in contemporary life, we aim to create varied and culturally valuable content and experiences.



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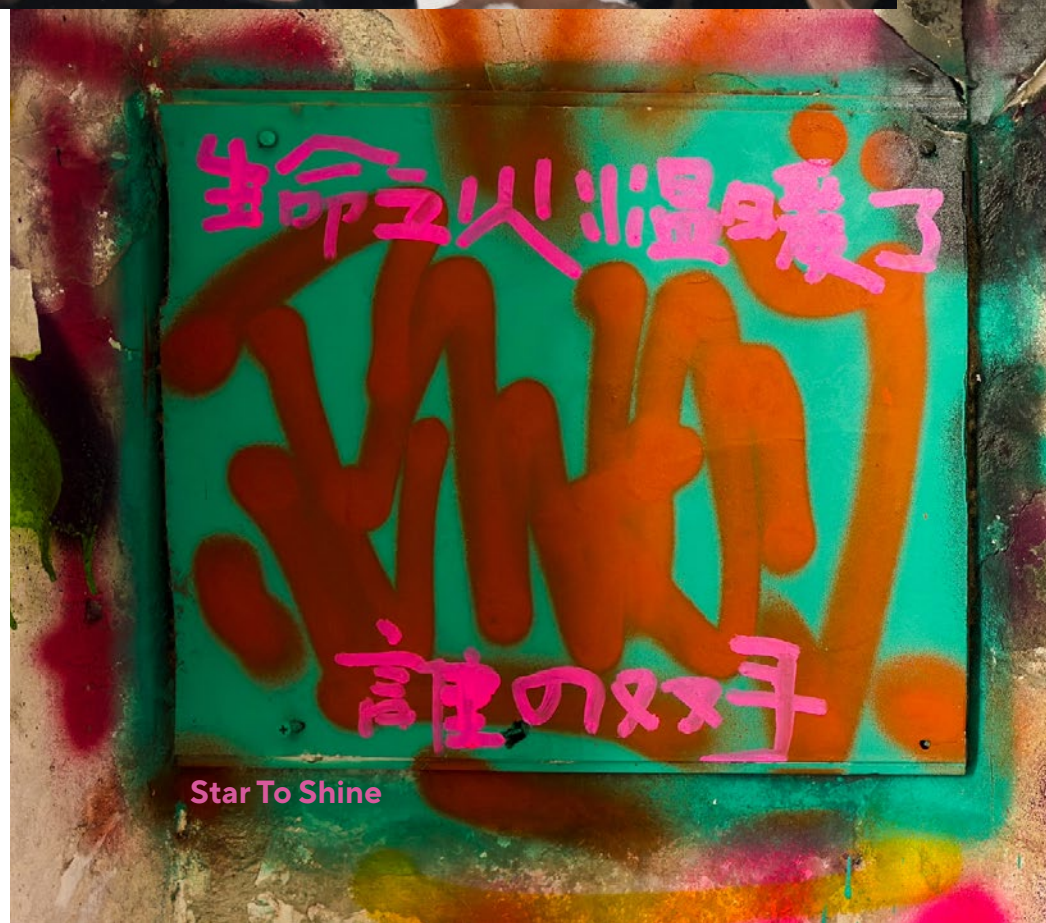
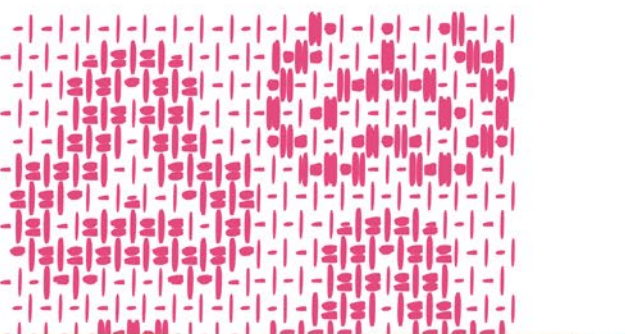


情感价值

Emotional value

我们处于飞速发展的时代，紧密的节奏使得我们的情感价值逐渐被忽视。随着物质的饱和，当代的年轻人开始更多回归到对生活的向往。好的商业空间一定是可以做好情感价值输出的空间。

We are in a rapidly developing era. The tight rhythm makes our emotional value gradually overlooked. With material saturation, contemporary young people are beginning to return more to their longing for life. An excellent commercial space is a space for emotional value output.





In the era of increment, we seem to have no time to stop and observe life. In the era of stock, it becomes particularly critical to explore the essence of life through sedimentation. What drives our lives beneath surface needs? The answer is often not in the direction guided by the question. Understanding the users corresponding to different businesses is crucial.

增量时代我们似乎没有时间停下脚步来观察生活，存量时代，沉淀下来探究生活的本质变得尤为重要。在表面需求的下面究竟是什么驱动着我们的生活？答案往往不在问题所引导的方向上。了解不同商业所对应的用户十分重要。

了解用户需求

VEGA
Deeply understand the
requirements



Setting aside the phenomenon and looking at the essence, you will find that contemporary young people may not like art. They prefer the self who loves art. Don't be bound by traditional experiences. We are in an era of rapid technological development where new things emerge endlessly. Personal preferences are also constantly changing.

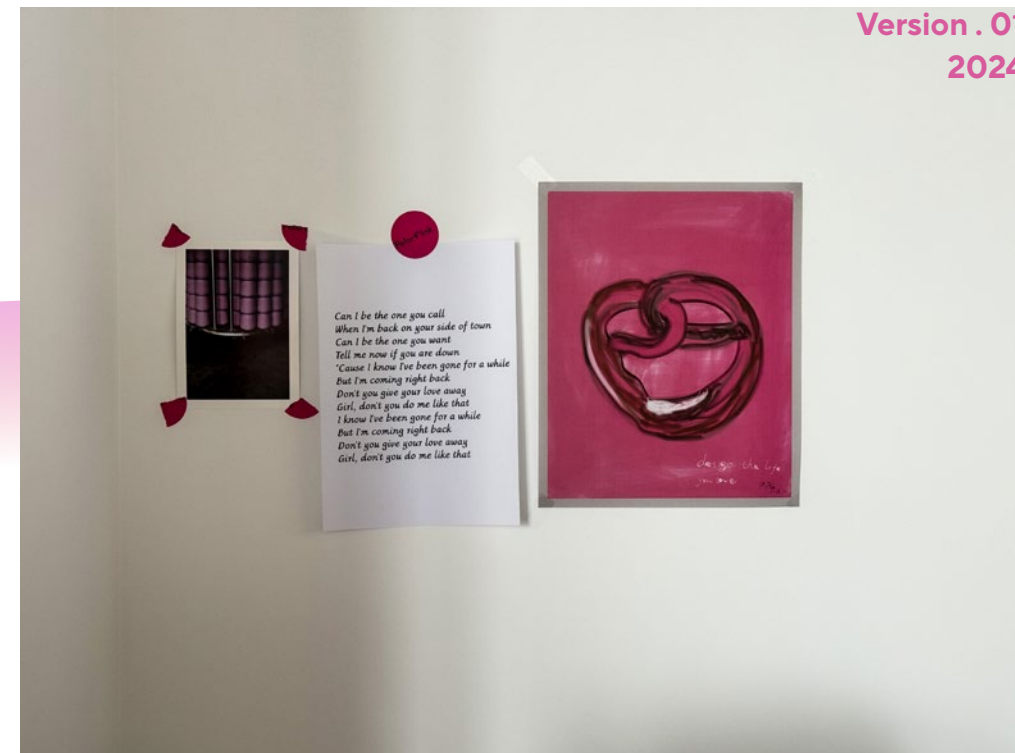


抛开现象看本质，你会发现当代的年轻人或许并不喜欢艺术，他们喜欢的是那个『喜欢艺术的自己』。不要被传统的经验束缚，我们处于一个科技迅猛发展、空前变革的时代，新鲜事物层出不穷。个人的喜好也在不断发生着变化。

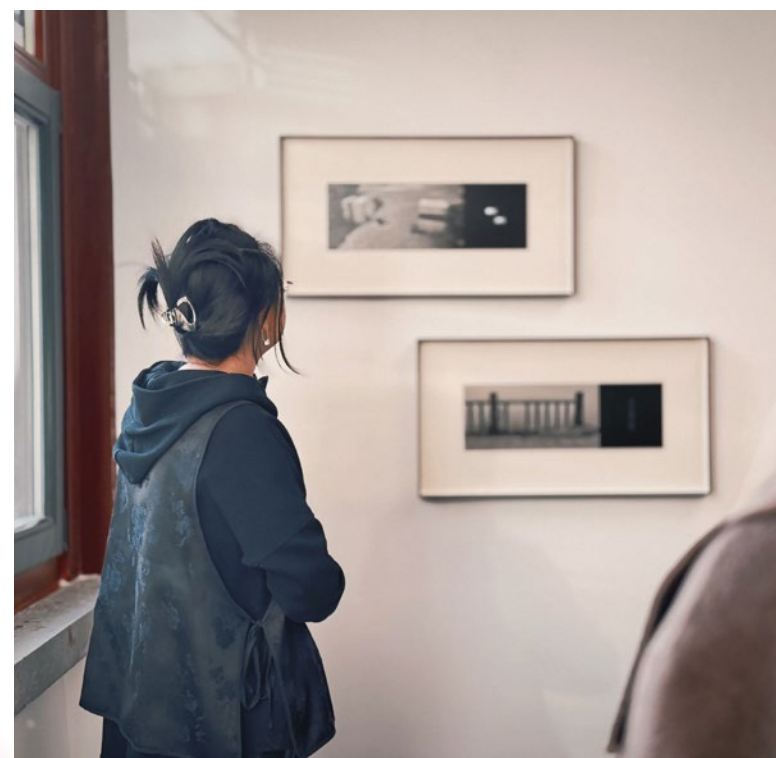
投其所好 Cater to their preferences

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专注体验

Deep experience

年轻人永远是商业空间不容忽视的群体，当代的年轻人是成长在线上的『新新人类』，线下的体验型消费反而更能激发他们的好奇心。他们消费的是物品，但实际是在追求向往的生活。

Young people are always a group that commercial spaces cannot ignore. Contemporary young people are the homo novus who grow up online, and offline experiential consumption can stimulate their curiosity. They consume goods, but in reality, they are pursuing the life they desire.

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情感消费

Huge emotional
consumption value

We are living in an atmosphere. People like social attributes with filters. Like-minded people walking together, sitting together, it's like dreaming. An excellent commercial space is a daydream for a group of people, and our planning, design, management, and operation are the dreamers of this Inception Space.

我们其实是活在氛围里的，人们喜欢带有滤镜的社交属性，志同道合的人走在一起，坐在一起，就像是在做梦。一个优秀的商业空间是在为一群人打造一场白日梦，而我们的策划、设计、管理和运营则是这个『盗梦空间』的造梦者。



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Healthy values

健康的价值观

随着经济发展和科技进步，多种多样的经济形势层出不穷。无论是有规模的商家还是独立的个人经济体，快节奏的商业模式都为整体把控和管理增加了难度。树立和推广健康的价值观是非常重要的，通过良好的商业来传播健康的价值观尤为重要。

Brand Story



With economic development and technological progress, various economic situations emerge. Whether a large-scale business or an independent individual economy, the fast-paced business model makes it difficult to control and manage the whole. Establishing and promoting healthy values is very important, and it is particularly essential to spread healthy values through superb business practices.



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Healthy individuals

健康的自己

拥有健康的价值观也要拥有健康的身体。没有比生命更宝贵的东西了。好的商业不但应该在经济、文化、情感上提高价值，为城市增添活力，更应为市民提供良好的价值引导，用特点鲜明的策划方向，通过优秀的设计与多业态的运营和管理相结合，打造健康的生活方式。

Brand Story

Having healthy values also requires having a healthy body. There is nothing more precious than life. A good business should increase its value in economy, culture, and emotions, adding vitality to the city. It should provide good value guidance for citizens also. With distinctive planning directions, it should combine excellent design with multi-industry operation and management to create a healthy lifestyle.

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Brand Story

- 1 创新和独特性：非标商业不拘泥于传统商业模式，能够实现创新和独特性，为市场带来新的理念和产品。
- 2 满足多样化需求：非标商业通常更加灵活，能够适应消费者不同的需求和喜好，为消费者提供更多样化的选择。
- 3 良好的品牌形象：非标商业往往给人留下新颖、前卫、甚至潮流的印象，有助于建立良好的品牌形象。
- 4 探索市场潜力：非标商业常常探索市场的新潜力和机会，能够带来新的市场增长点。
- 5 提高竞争力：通过创新和独特性，非标商业能够在竞争激烈的市场中脱颖而出，提高企业的竞争力。
- 6 推动行业发展：非标商业的兴起会带动整个行业的发展和进步，促进产业的创新和升级。

非标商业优势
Benefits of non-standard
business



VEGA Our Goal Is To Build A Squad Of Pioneers

先锋团队

Brand Story

VEGA 团队成员具备多年顶级设计企业的从业经历以及丰富的职业履历，我们不断聚合活跃在业内前沿的资深专业人才，主要设计团队成员均毕业于著名设计院校，享有 10 年以上的项目经验及多方资源。VEGA 是一支先锋团队，注重每一个个体的成长和增值，凝聚成一个灵活的能量核，使我们拥有稳定的品质和打破常规、尝试新事物的勇气。先锋不仅代表行业内的创新和引领，也同时体现出出色的表现。在 VEGA，每一个项目都是由策划、品牌设计、空间设计共同打造的，并结合艺术家、作家、服装设计师等不同领域的跨界合作，丰富的文化带来多元的设计呈现。我们热爱生活，视良好的品格为重要的生产力，在现代的设计道路上汲取传统文化的营养，以感性碰撞理性，创造充满惊喜的未来。

Our team members have many years of experience in top design enterprises and rich career history. We constantly gather senior professionals active in the forefront of the industry. The central design team members have graduated from famous design colleges and enjoy more than ten years of practice and multiple resources. VEGA is a squad of pioneers who support personal development and form an energetic working group. This core guarantees high-quality performance and constant innovation. Pioneer means being ahead of the industry peers. It also means outstanding delivery. In Vega, every project is jointly created by planning, brand design, and spatial design and combined with cross-border cooperation in different fields such as artists, writers, and fashion designers. Rich culture brings diversified design presentations. We love life and regard good character as a crucial productive force. By absorbing the nutrition of traditional culture into modern design, we create a surprising future with sensibility and rationality.

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设计在不断改变着人们的生活。未来充满着无限的可能。不管你对未来的规划如何，我们都可以让它变得更加美好。

VEGA 随时准备与您一起创造未来。

Design is changing people's life constantly. The future is full of imagination. No matter how you have planned for your future, the future can always be better than it.

As the client of VEGA, whenever you bring us to your journey, we are ready to create the future with you.

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