

# GANI NEWS

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把白色用到极致是什么风格

What Is The Style Of Using White To The Max

/

高档装修

如何避免这四大遗憾

High-End Decoration

How To Avoid These Four Regrets

/

高质量发展为纲

简一集团获佛山禅城区政府质量奖

Gani Group Won The Quality Award Of Foshan  
Chancheng District Government

简一大理石瓷砖卡拉拉白 + 新帕斯高灰实景图  
Statuario Calacatta+Fior di Pesco Carnico

简一® 大理石瓷砖  
GANI MARBLE TILES

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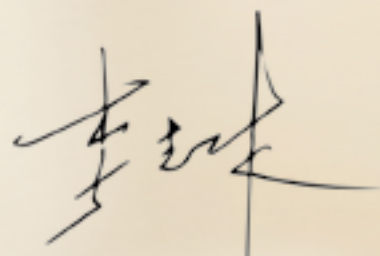
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# 倾听客户 链接沟通

为客户打造美好生活  
让生命自在圆满



简一大理石瓷砖董事长



有问题直接找我

我和团队竭诚为您服务

您的满意 我的动力

瓷砖链接你我 微信直通你我



直通简一董事长 扫码关注

## 《佛山商道》栏目专访： 深度解读简一李志林的商业人生

Column Interviews: An In-Depth Look At The Business Life Of Gani Li Zhilin

最大程度还原大理石自然之美，近期以“无限连纹密缝效果”重磅颠覆大理石瓷砖领域，简一一贯带给所有人艺术感的视觉冲击和亮眼的销售成绩，不仅仅是因为行业开创者的身份，也是多年来技术领先，坚持“大理石瓷砖”这一单一品类做到极致的必然结果。“密缝铺贴”不仅仅是简单的留缝 0.5mm 以内，配套的瓷砖平整度、吸水率、热膨胀系数、铺贴工艺等等细节，包含了上千次创新，只为让大理石瓷砖不再有割裂感，真正浑然一体。能够做到如此精益求精，与简一董事长李志林对技术的绝对专业有关。

The natural beauty of marble is restored to the greatest extent. Recently, the marble tile field has been subverted with the "infinite connected veins and seamless joint effect". The visual impact and brilliant sales results of GANI have always brought to everyone's artistic sense, not only because of the identity of the industry's pioneer, but also the inevitable result of adhering to the "marble tile" as a single category to the extreme. "Seamless joint paving" is not only a seam less than 0.5mm, but also the matching tile flatness, water absorption, thermal expansion coefficient, paving process and other details, including thousands of innovations, just to make marble tiles no longer have a sense of splitting, and truly integrate. It has something to do with Li Zhilin, chairman of GANI, who is absolutely professional in technology.

“

我是学陶瓷专业，而且我也很喜欢，同时从事的也是这份工作，我叫三位一体，这个很难的。我老说我是一个技术型老板。

I majored in ceramics, and I like it very much. At the same time, I am engaged in this job, which is very difficult to combine these three things. I always say I'm a technical boss.

”



## 科班出身，技术制胜

### Professional Background, Technical Victory



上排右三为李志林 The third on the right in the upper row is Li Zhilin

李志林，被誉为“大理石瓷砖之父”，又有“陶瓷届的乔布斯”的称号，1965 年生于江西鄱阳。1988 年由景德镇陶瓷学院硅酸盐专业毕业，进入佛陶集团。凭借过硬的专业知识，常常被各个部门调用，解决各种各样的难题，不但加深了对这个行业的全面了解，也得到火箭式的提拔，30 出头已经升任正科级的国企高管。1997 年，李志林更是入选“佛山市 100 个跨世纪人才”。

出于对钻研技术的热爱，李志林在当年的国企转制浪潮中，选择进入私人企业。这个时期，他主导开发的“雨花石”新品瓷砖大卖，成功助力企业晋升为一线陶企。2002 年 5 月，他终于有机会在南海罗村买下一间旧厂房，开始自己的创业生涯。

Li Zhilin, known as "the father of marble tiles", is also known as "Jobs of ceramic industry". He was born in Poyang, Jiangxi Province in 1965. In 1988, he graduated from Jingdezhen Ceramic college and entered Fotao group. With excellent professional knowledge, it is often called by various departments to solve various problems. It not only deepens the comprehensive understanding of the industry, but also gets quick promotion. In his early 30's, he has been promoted to a section chief rank of state-owned enterprise. In 1997, Li Zhilin was selected as "100 cross century talents of Foshan City".

Based on his love for research technology, Li Zhilin chose to enter private enterprises in the wave of state-owned enterprise transformation. In this period, he led the development of "Yuhuashi" new ceramic tile, which successfully helped the enterprise to become a first-line ceramic enterprise. In May 2002, he finally had the opportunity to buy an old factory in Luocun, Nanhai, and start his own business career.



万事开头难，创业伊始，要人没人，要钱没钱的李志林接连遇上了 2003 年的非典，2004 年至 2005 年间的电荒，企业的发展陷入困境。为走出困境，李志林遵循的解决方式依然是靠技术突破。有“雨花石”成功的开发经验为佐证，他清晰地知道，在当时激烈的市场环境下，创新产品是他们这些新玩家的唯一出路。于是他带领团队，铆足了劲，接连推出五度空间石、地脉岩、羊皮砖等轰动业内的产品。2008 年，简一陶瓷的年销售额成功踏入一亿元大关，算是在业内稍稍站稳了脚跟，但李志林的苦恼依然存在。

Everything is difficult at the beginning. At the beginning of starting a business, Li Zhilin, without money and workers, has been hit by SARS in 2003. The power shortage from 2004 to 2005 has made the development of the enterprise in a dilemma. In order to get out of the dilemma, Li Zhilin's solution is still to rely on technological breakthroughs. With the successful development experience of "Yuhuashi" ceramic tiles, he clearly knew that in the fierce market environment at that time, innovative products were the only way out for new players. So he led the team to launch five dimensional space stone, dikes tiles, sheepskin tiles and other sensational products in the industry successively. In 2008, the annual sales volume of GANI ceramics reached 100 million yuan, which can be regarded as a little stable in the industry, but Li Zhilin's distress still exists.

## 开发大理石瓷砖，开启第一次转型

### Development Of Marble Tiles, Starting The First Transformation

这个阶段的苦恼在于，创新研发的产品虽然深受市场认可，但一旦有大企业跟进，产品的市场价格就会被极大的压缩，当时体量小实力弱的简一无法守住自己开发的新山头，屡屡受挫，疲于奔命。

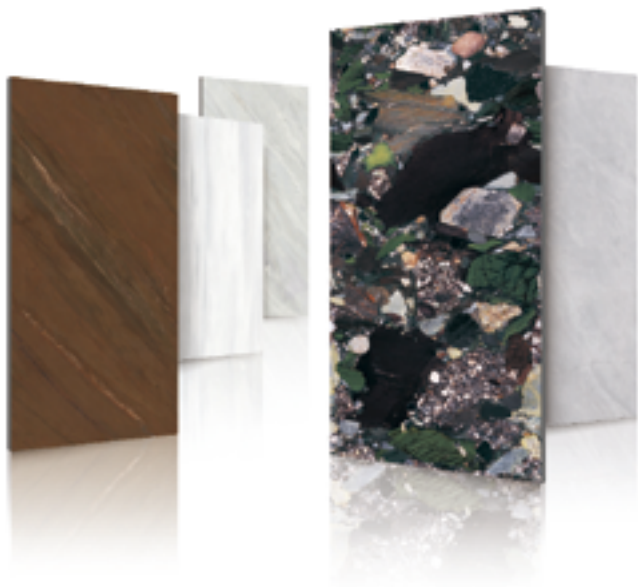
为进一步寻求突破，李志林开始梳理业内成功企业的模式，他将当时的陶企归纳为六种模式，高举品牌型、出口导向型、贴牌代工型、生产半成品型、产品个性化型、规模化型。但总结自己企业的现状，李志林发现这些模式并不适合自己或简一，他需要找出一条适合自己的独特的发展路线。

在一次头脑风暴会议上，有人偶然提出“我们做了这么多年的瓷砖到底是什么”。因为对于消费者而言，瓷砖就是一个装饰材料，是他们的家的一部分，甚至可以看作他们房子的皮肤。找到问题的本质之后，李志林联想到天然大理石，希望以瓷砖的方式去呈现大理石的天然纹理，他大胆预测这种糅合了两者优点的新产品会有巨大的市场前景。

The trouble at this stage is that although the innovative products are well recognized by the market, once large enterprises follow up, the market price of the products will be greatly compressed. At that time, GANI, who was small in size and weak in strength, was unable to hold on to the new innovation of her own development, repeatedly frustrated and exhausted.

In order to seek further breakthroughs, Li Zhilin began to sort out the models of successful enterprises in the industry. He summarized the ceramic enterprises at that time into six modes, they are brand oriented, export-oriented, OEM, semi-finished products, personalized products and large-scale ones. But summing up the current situation of his enterprise, Li Zhilin found that these models were not suitable for himself or GANI. He needed to find a unique development route suitable for himself.

At a brainstorming session, someone came up with the idea of "what are the tiles we've been making for so many years?". For consumers, ceramic tile is a decorative material, a part of their home, and even the skin of their house. After finding out the essence of the problem, Li Zhilin associates himself with natural marble and hopes to present the natural texture of marble in the form of ceramic tiles. He boldly predicts that this new product, which combines the advantages of the two, will have a huge market prospect.







李志林再次将方向锁定在技术攻关，保持简一一贯潜心技术的队形。2009年3月，简一陶瓷大理石瓷砖强势发布，迎来市场的热捧，再一次证明了自己出色的创新能力，为陶瓷行业开辟了一个全新的品类。

这一次李志林并没惧怕同行跟进，反而主动分享自己的成功经验，邀请同行一起把蛋糕做大。短短数年间，大理石瓷砖已经占据陶瓷行业一方天地。而作为这个品类的开创者，简一陶瓷面对诸多入局者的挑战，凭借着开创者先天优势和出色的技术能力，完成了大理石瓷砖一年一个新品的迭代，始终守住山头。

Li Zhilin once again locked in the direction of technical breakthrough, maintaining the formation of GANI's consistent dedication to technology. In March 2009, GANI marble tiles were released strongly, which welcomed by the market. It once again proved its outstanding innovation ability and opened up a new category for the ceramic industry.

This time, Li Zhilin did not fear peer follow-up. Instead, he took the initiative to share his successful experience and invited colleagues to make the cake bigger. In a few years, marble tiles have occupied a part of the ceramic industry. As the pioneer of this category, GANI faces the challenges of many entrants. Relying on the pioneer's innate advantages and excellent technical ability, GANI has completed the iteration of new products of marble tiles every year, and has always stayed ahead.

“

其实大理石瓷砖，它天生的基因就是高端，它会成为一个经典产品，等于是西装，大家想象的空间大。

In fact, marble tiles are born with a high-end gene. They will become a classic product, which is equivalent to a suit. The imagine space is big.

”



## 第二次转型，继续夯实高端定位

### Second Transformation, Continue To Consolidate High-End Positioning

“聚焦单一品类，只做高端市场，以品牌和服务驱动”。内外兼修追求卓越的下一步，自然是塑造品牌的美誉度和公信力。2014年，简一的广告登陆纽约时代广场，成为业内首次中国家居行业品牌在世界十字路口的亮相。

2015年11月，简一陶瓷以2.9995亿元的金額成为央视《新闻联播》时段广告标王，这对于当时的简一是一笔不小的开销，李志林甚至因此获得“李三亿”的绰号。但简一陶瓷的第二次转型，以此开端。

这个阶段，消费者常常能通过各种宣传渠道看到简一的身影。李志林认为，企业要由产品驱动型向服务型转型的第一步是打造一个消费者品牌，首先要让消费者认识的不是你的产品，而是你的品牌。只有建立初步的认知，消费者才可能在线下去对你的产品和服务做进一步的了解。

**"Focus on single category, high-end market only, driven by brand and service". The next step in the pursuit of excellence is naturally to shape the brand's reputation and credibility.** In 2014, GANI's advertisement landed in New York Times Square, becoming the first time that Chinese household brand appeared at the crossroads of the world.

In November 2015, GANI became the advertising king of CCTV's "News Broadcast" period with the amount of RMB 299.5 million, which was not a small expense for GANI at that time, and Li Zhilin even got the nickname "Li 300 million". But the second transformation of GANI began with this.

At this stage, consumers can often see GANI through various publicity channels. Li Zhilin believes that the first step for enterprises to transform from product driven to service-oriented is to create a consumer brand. First of all, consumers should know not your product, but your brand. Only by establishing a preliminary understanding can consumers go to the stores to learn more about your products and services.





而服务体系搭建，李志林先是再次顶着极大阻力，重磅推行“全国统一明码实价”原则，解决装修市场价格不透明的痛点。之后又首创“肖氏服务法”，推出4个瓷砖管家，23个服务环节，解决了装修的五大难题。简一进一步夯实了自己专注高端消费市场的战略定位。

Li Zhilin once again faced great resistance to the construction of the service system, and vigorously implemented the marked-pricing policy to solve the pain point of opaque price in the decoration market. After that, he initiated "Xiao's service principle", launched 4 tile housekeepers and 23 service links, which solved the five major problems of decoration. GANI has further consolidated its strategic positioning of focusing on high-end consumer market.

“

客户他有两种需求，一个是显性需求，另一个是隐性需求，我们要用心去感知顾客内心无声的渴望。

Customers have two needs, one is the explicit demand, the other is the implicit demand, we should pay attention to perceive the silent desire of customers.

”

## 为中国陶瓷的复兴持续向前，开启企业 3.0 战略

For The Revival Of Chinese Ceramics To Continue To Move Forward, Launch The Enterprise 3.0 Strategy

2018 年，简一陶瓷入选“国家品牌计划”，同时国际化战略也硕果累累，到今天，简一的产品已经出口至意大利、法国等 70 多个国家和地区。简一十八年的成绩单堪称辉煌。但李志林并不认为已经到了稍许放松脚步的阶段，他要持续向前，继续将企业带向 3.0，乃至 4.0 的升级。他认为商业的本质是以利他之心，真正为客户创造价值。这个价值便是高性价比的一个产品和服务。而 3.0 企业的核心，就在人心上，这就是简一的下一个蓝海。

至于为什么要持续往前走，李志林提到了自己创业时的梦想。2004 年，在企业发展最为艰难的阶段，李志林抱有的梦想是将简一打造成一个国内一流，世界知名的陶瓷品牌。在当时这个梦想是不敢与外人道的。但是十多年的发展，他们一路稳扎稳打，一直朝着这个方向努力。

In 2018, GANI was selected into the "national brand plan". At the same time, the internationalization strategy has been fruitful. Today, GANI's products have been exported to more than 70 countries and regions such as Italy and France. GANI's report card of 18 years can be called brilliant. However, Li Zhilin doesn't think that he has reached the stage of slightly relaxing his pace. He wants to keep going and continue to upgrade the enterprise to 3.0 or even 4.0. He believes that the essence of business is to create value for customers with altruism. This value is a product and service with high cost performance. The core of the 3.0 enterprise lies in the people's heart, which is the next blue ocean of GANI.

As for why we should continue to move forward, Li Zhilin mentioned his dream when starting a business. In 2004, in the most difficult stage of enterprise development, Li Zhilin's dream is to build GANI into a first-class domestic and world-famous ceramic brand. At that time, the dream did not dare to tell others. But after more than ten years of development, they have been working steadily in this direction.







中国也叫“瓷之国”，但由于种种原因，中国建筑陶瓷行业比意大利、法国等国家起步晚。作为站在行业一线的第二代陶瓷企业掌舵人，李志林有着强烈的复兴中国“瓷之国”的责任感。他认为自己这一代人的任务就是尽量缩短与陶瓷行业先进国家的差距，甚至某些方面超越他们。所以他只能不知疲倦，持续向前。“大道至简，一以贯之”。

China is also called "the country of porcelain", but for various reasons, China's building ceramics industry started later than Italy, France and other countries. As a leader of the second generation ceramic enterprises, Li Zhilin has a strong sense of responsibility to revive China's "porcelain country". He believes that the task of his generation is to shorten the gap with advanced countries in ceramic industry, and even surpass them in some aspects. So he just kept going. "Great truths are always simple, observe a fundamental principle throughout one's pursuit".

“

以一生所学，一生的精力，为中国陶瓷行业的进步，尽我绵薄之力。

With all my life's learning and energy, I will make my modest contribution to the progress of China's ceramic industry.

”



## 密缝实景 | 现在 90 后新贵的家都装这样

Projects Of Seamless Joint Paving | What Is The Post-90s Young Homes Like?



**资深设计师：杜丹丹**

专注室内设计 6 年时间

擅长风格：新中式、现代、欧式

**Senior Designer: Du Dandan**

Focus on interior design for 6 years

Good at New Chinese, Modern and European styles

“

有品质的简单，是我一直想要去营造的，  
不需要多余的装饰，我们的生活是什么样子，  
把它本真的一面呈现出来就好。

Simple with quality, It's something I've always wanted to build  
There is no need for extra decoration, What is our life like,  
Just show it the real side.

”

**坐标：**宜昌 中建之星

**户型：**大平层

**面积：**200 m<sup>2</sup>

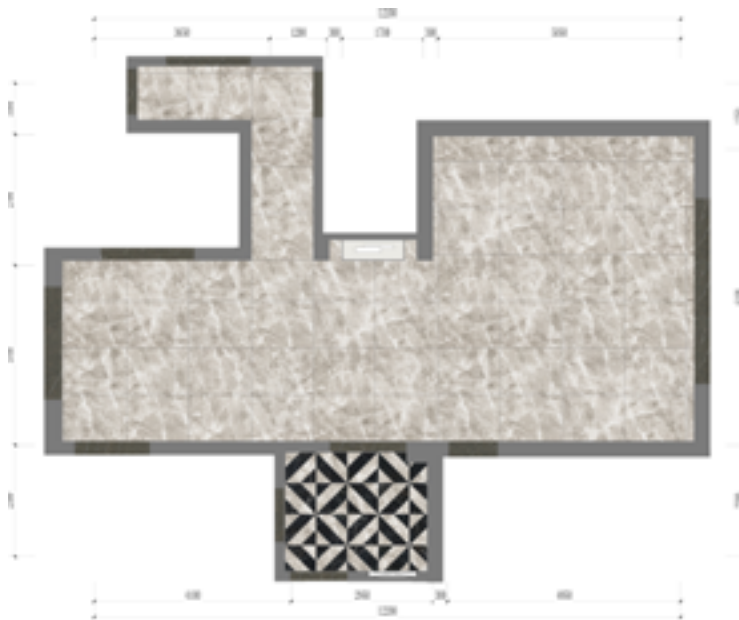
**产品：**简一大理石瓷砖水云石、黑白根

**Location:** Yichang

**Type:** grand flat

**Area:** 200 m<sup>2</sup>

**Products:** GANI Cloud Grey, Nero Marquina



### 房屋特点：

户型方正呈长条形，南北通透，客餐厅一体化，整体宽敞透亮，目前主流的大平层户型之一，改善型住房的首选，最大化利用空间而不显拥挤。

### House features:

The flat type is square and straight, and the living room and restaurant is integrated. It is spacious and bright as a whole. At present, it is one of the main types of large flat floor units, which is the first choice of improved housing, to maximize the use of space.

### 业主想法：

我们一开始就很清楚自己想要什么风格，一早就相中了简一大理石瓷砖水云石，对品质和细节比较关注，就选择了密缝铺贴，想要做到简单极致的灰就够了。

### Owner's idea:

From the very beginning, we knew what style we wanted. We liked GANI Cloud Grey very early. We paid more attention to the quality and details, so we chose the seamless joint paving. We wanted to achieve the simple and extreme gray.

# PORCH

## 入户

在入户区域，由于业主不喜欢过于繁复的设计，设计师杜丹丹只做了小面积的几何密缝拼花，黑灰的跳色处理更加简洁利落，作为空间的小惊喜点缀一下。

In the porch area, because the owners don't like the complicated design, the designer only made a small area of geometric seamless joint medallion, the black and gray color processing is more concise and neat, as a small surprise embellishment of the space.



简一大理石瓷砖密缝拼花：水云石 + 黑白根  
GANI Seamless joint medallion: Cloud Grey+Nero Marquina



# LIVING ROOM

## 客厅

步入客厅，不同灰调的深浅明暗，通过秩序与想象的碰撞，感受理性又自由的空间律动。

Step into the living room, different gray tones of light and shade, through the collision of order and imagination, people can feel the rational and free space rhythm.

# LIVING ROOM

## 客厅



简一大理石瓷砖水云石密缝铺贴  
GANI Cloud Grey + Seamless Joint Paving



客厅区域的灰色地毯  
Grey carpet in living room area

在客餐厅一体化的布局基础上，全屋密缝铺贴简一大理石瓷砖水云石，浑然一体的空间效果让视野更加开阔，整体通透大气，秩序井然。密缝铺贴为整体空间增色不少，这也是业主最为满意的部分。

On the basis of the integrated layout of the living room and dining room, the whole room is paved with GANI Cloud Grey. The integrated space effect makes the vision more open, the whole space is transparent and orderly. Seamless joint paving enhances the overall space, which is also the most satisfactory part of the owner.





设计师在不占用额外空间的情况下，利用软装作为视觉标签来划分区域。在客厅地面铺满灰色条纹地毯，同时在客餐厅中间靠墙放置斗柜来过渡，装饰和实用两者都能兼顾。

在软装细节处理上，设计师也是非常用心，在色彩和质感上把握得十分精准。砖红色的斗柜和同色装饰画，为冷淡的灰色系风格增添了热度，醒目而不艳丽，多了几分精致和大气。



砖红色装饰画作为空间点缀  
Red decorative painting as space embellishment

The designer uses soft furnishings as visual labels to divide the area without taking up extra space. The living room floor is covered with grey striped carpet, while the living and dining room is transitional with a drawer against the wall, both decorative and practical.

The designer has also taken great care in the soft furnishing detailing, grasping the colors and textures with great precision. The red cupboard and the decorative painting of the same color add heat to the cool gray style, striking but not gaudy, and a little more sophistication and atmosphere.

**坐标：**宜昌 中建之星

**户型：**大平层

**面积：**180 m<sup>2</sup>

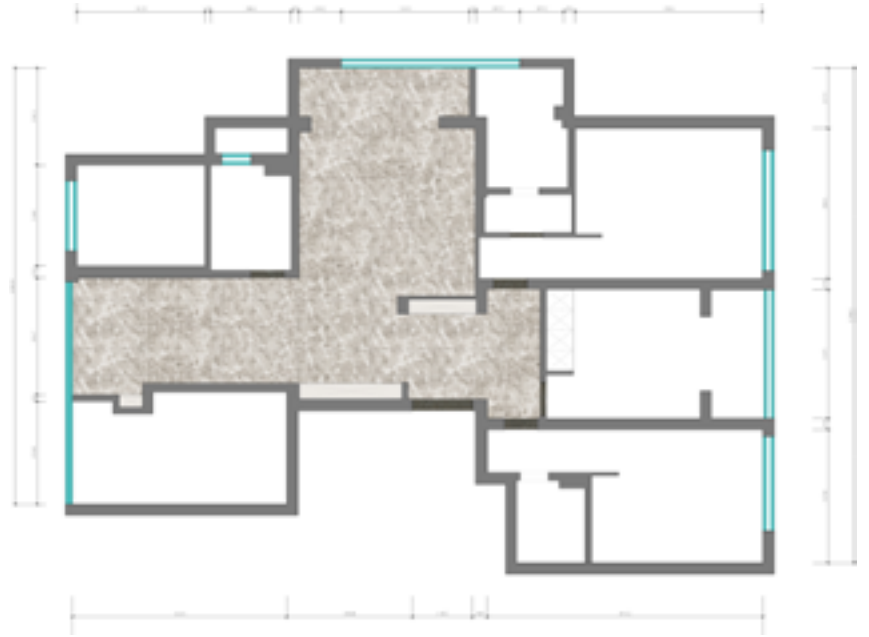
**产品：**简一大理石瓷砖水云石

**Coordinates:** Yichang, China

**House Type:** Large flat

**Area:** 180 m<sup>2</sup>

**Products:** GANI Cloud Grey



#### 房屋特点：

户型方正，公共区域呈L字型分布，客餐厅区域相对独立，私密性较好，动静皆宜。

#### House features:

Square, public areas were L-shaped distribution, living and dining areas are relatively independent, good privacy, both static and dynamic.

#### 业主想法：

我们认为品质生活不仅体现在空间颜值上，实用和舒适也非常重要，自己的家要弄得舒舒服服才行！选择密缝铺贴，是因为装饰效果非常好，而且密缝不藏污好清洁打理，为简一点赞！

#### Owner's idea:

We believe that quality of life is not only reflected in the value of the space, but also in the practicality and comfort. Your own home should be comfortable! I chose the seamless joint paving because the decorative effect is very good, and seamless joint paving does not hide stains, so it is easy to clean and take care of, praise for GANI!

# PORCH

## 入户

由于户型的设计，入户的观景台是开放式的，往左走是进入客餐厅的公共区域，往右边是走进卧室休息。设计师杜丹丹为了保持空间的完整性，选择全屋密缝铺贴简一大理石瓷砖水云石，整体连贯大气，实现了空间效果最大化。

Due to the design of the household, the observation deck of the entrance is open, to the left is to enter the dining room, to the right is to enter the bedroom to rest. In order to maintain the integrity of the space, designer chose to pave the whole house seamless joint with GANI Cloud Grey, to achieve maximum space effect.



# LIVING ROOM

## 客厅



这套房子总面积大概在 180 m<sup>2</sup>左右，其中公共区域的客餐厅是独立分开的，单个面积不算大，不太适合 900X1800mm 大规格产品。为了保证效果，同时又考虑到实用，设计师选用了水云石 900X1200mm 定制产品来密缝铺贴，最后的密缝效果得到了业主的肯定和称赞，只有合适的才是最好的。

The total area of the house is about 180 square meters, in which the public areas of the dining room is separate, which is not large, not suitable for 900X1800mm large size products. In order to ensure the effect, but also consider the practical, the designer chose 900X1200mm Cloud Grey customized product to be seamless joint paving, the final effect was recognized by owner, only the right one is the best.





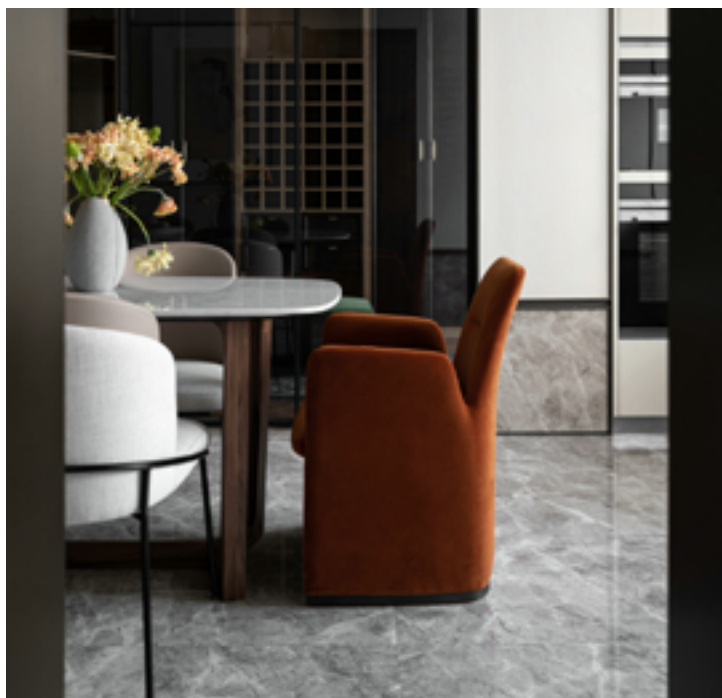
# DINING ROOM

## 餐厅



精致与实用舒适的理念不仅体现在硬装上，软装上的设计也同样用心。设计师在走廊墙壁设计了不同风格的储物柜，在丰富墙面景观造型的同时，也增加了大面积的储物空间，非常便捷实用。

The concept of refinement and practical comfort is not only reflected in the hard decoration, but also in the design of soft furnishings. The designer designed different styles of storage cabinets on the corridor wall, which enriches the landscape modeling of the wall, but also increases a large storage space, which is very convenient and practical.



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汽车经济技术开发区地标性建筑

政企合作的创新示范项目

5G 覆盖，智能能源，共享办公

全球首个智能化全场景应用数字展馆

Landmark building in the Auto Economic Development Zone

Innovative demonstration projects for government-enterprise cooperation

5G coverage, smart energy, shared office

The world's first intelligent digital showroom for all scene applications

## 智能化全场景数字展馆

Intelligent Digital Exhibition Hall



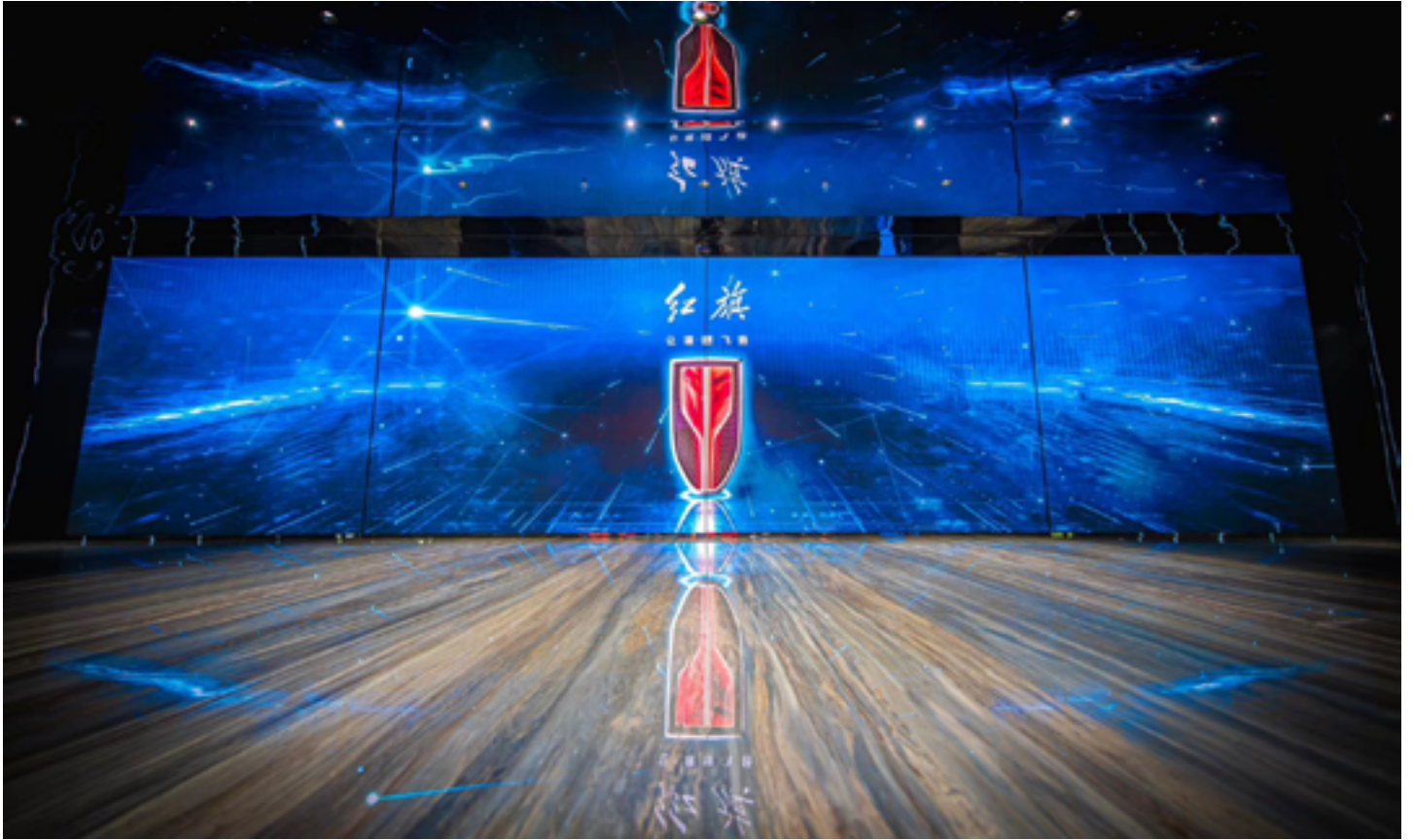
设计元素上围绕着发热线圈的原理，表达了红旗持久大卖大热。舞台中间是一个椭圆形，舞台的半包围造型的选用了简一大理石瓷砖黑白根，黑色的背景上是优雅细腻的白色云状纹理，给整体空间增加了补给颜色，整体造型也诠释了舞台的设计。

Design elements around the principle of heating coil, expressing that it can be selling hot. In the middle of the stage is an ellipse. The semi enclosed shape of the stage adopts GANI Nero Marquina. The black background is elegant and delicate white cloud texture, which adds color to the whole space. The overall shape also interprets the stage design.

为使整体空间更加绚丽，室内地面选用了简一大理石瓷砖蓝贝露。项目采用的是 900\*1800mm 规格的蓝贝露，纹理顺直，层叠有序，很有延伸感，色彩的线条使整体空间更加绚丽，直纹纹理使整体空间更开阔，配上现场的灯光更让人有无限的遐想和神秘感。

In order to make the overall space more splendid, the indoor ground used GANI Palissandro Blue. The project is used with 900x1800mm Palissandro Blue, straight texture stacked orderly, to create very extended sense. Color lines make the overall space more gorgeous. Straight texture makes the overall space more open, with the scene of the light, it makes people have infinite reverie and mystery.





项目一期使用面积约 4000 平方米，采用密缝铺贴的施工工艺，让大板连纹的产品属性得到完美体现。长春简一团队为确保如期交付，扎根工地，设计团队更是 10 余次现场勘察、指导，确保密缝铺贴工作的顺利开展。

The first phase of the project covers an area of about 4000 square meters, and adopts the seamless joint paving, so that the product property of big slab and connected veins is perfectly reflected. In order to ensure the delivery on schedule, Changchun GANI stayed in the construction site, the design team has conducted more than 10 site surveys and guidance to ensure the smooth development of the seamless joint paving work.





## 浪漫神秘的现代化气息

Romantic And Mysterious Modern Atmosphere



蓝贝露是彩色系的瓷砖，浅蓝色的主色调，浅细的啡色斜纹，呈现出简约现代的美感，浅蓝色又带给空间一丝浪漫神秘，打造出风格百变现代化气息。

Palissandro Blue is a colorful tile. The main color of light blue and brown twill veins present a simple modern aesthetic. The light blue brings a hint of romance and mystery to the space, creating a modern atmosphere with diversified styles.



## 实景案例 | 走进艺术家的极简现代风格

Real Case: The Minimalist Modern Style Of Artists

白色派の极简之美  
The beauty of simplicity in white



房屋主人：周老师 & 朱老师 House owner: Mr. Zhou & Ms. Zhu

屋主对于家有明确的风格想法和改造计划，追求简洁大气的空间，和有质感的生活体验，所以白色派极简风格 + 开放式布局 + 精心软装搭配组成了本套实景案例的核心，打造个性化的私人空间。

The homeowner has a clear style idea and renovation plan for the home, pursuing a simple and atmospheric space, and a quality living experience, so the white minimalist style + open layout + elaborate soft furnishings collocation forms the core of this set of case, creating a personalized private space.

# HOUSE INFORMATION

## 房屋信息

**坐标：**江苏常州 玉兰广场

**户型：**洋房顶层复式

**使用面积：**240 m<sup>2</sup>（两层）

**设计 / 施工单位：**鸿鹄设计

**设计师：**谷金鑫

**装修周期：**一年半

**产品应用：**卡拉拉白 + 云雾白 + 新帕斯高灰

**Location:** Yulan Plaza, Changzhou, Jiangsu Province

**Type:** Penthouse

**Area:** 240 m<sup>2</sup> (two floors)

**Design/construction company:** Honghu Design

**Designer:** Jinxin Gu

**Renovation period:** one and a half years

**Product application:** Statuario Calacatta + Bardiglio +

Fior di Pesco Carnico

## 阅读和音乐空间

Space For Reading And Music

阁楼 Penthouse:



原始平面图 Original Floor Plan

VS



功能规划图 Functional Plan

**01** 开放式布局，书桌主要用于阅读、日常工作时刻；  
Open layout, desk used primarily for reading, daily work;

**02** 设有演奏区，开辟独立练习空。  
Performance area with separate practice space.

## 开放式的布局

### Open Floor Plan

#### 一层 First Floor:



原始平面图 Original Floor Plan

VS



功能规划图 Functional Plan

- 01** 客厅与餐厨区并列存在，实现了屋主想要的宽敞起居动线；

Coexistence of the living room and dining area creates the spacious living flow the homeowner wanted;

- 02** 开放式厨房与岛台，一体化橱柜和隐藏电器极大地释放了空间；

Open kitchen with island counter, integrated cabinets and hidden appliances frees up space significantly;

- 03** 打通阳台与客厅，开拓了视觉效果，也解决了客厅长宽比的问题；

Open up the balcony and living room, opening up the visual effect and solving the problem of the aspect ratio in the living room;

- 03** 把北向两个房间改造成独立的洗衣房和步入式衣帽间，为舒适空间加分；

Convert two north-facing rooms into a separate laundry room and walk-in closet for extra comfort space.



# LIVING ROOM

## 客厅



客厅与餐厅是共享同一个空间，中间用悬空的电视背景墙作为隔断。餐厅同时做了挑高设计，开放性的空间保证了功能区域的独立性，同时实现了屋主想要的宽敞起居动线。

The living room and dining room share the same space, separated by a suspended TV backdrop. The dining room is also elevated and open to ensure the independence of the functional areas, while achieving the spacious living flow that the homeowner wanted.

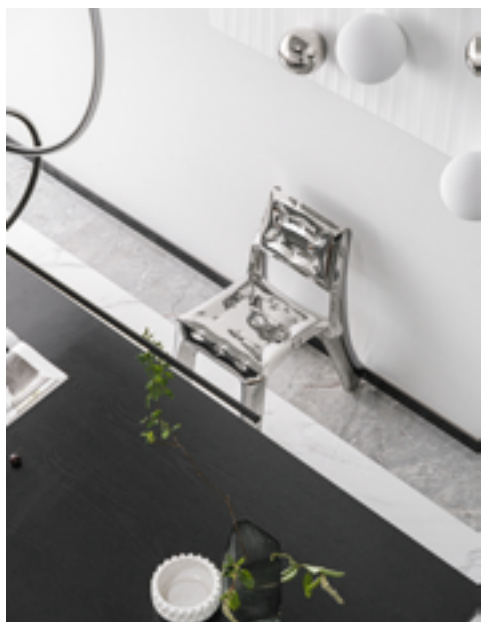
在地面选材上，屋主考虑到潮湿影响，在客厅选用了简一大理石瓷砖卡拉拉白进行密缝铺贴，仅在四周用新帕斯高灰做了简单框线，密缝效果进一步开拓空间纵深视觉，实现了屋主想要的大大大大空间。

In the selection of flooring, the homeowner took into account the influence of moisture, the living room chose GANI Statuario Calacatta with seamless joint paving, only used Fior di Pesco Carnico as frame line around. Seamless joint effect further develops the depth of space visualization, to achieve the great big space the homeowner wanted.



大面积的白色一不小心就容易给空间造成冷感和空洞，所以屋主在软装上花费了大量心思让空间变得丰满而有活力。

除了橘色皮质沙发之外，其他的软装基本上严格遵从白、灰和黑三色，你看白色大理石纹定制餐桌、不锈钢餐椅、钓鱼灯到白色壁画和黑色陀螺椅……每一件都是屋主一家家跑回来的，一点一滴组成了新家的模样。



A large area of white is easy to create a cold feeling and empty space, so the owner spent a lot of thought on the soft decoration to make the space full and energetic.

In addition to the orange leather sofa, other soft decorations basically follow the three colors of white, gray and black. You can see the white marble pattern custom dining table, stainless steel dining chair, fishing lamp to white mural and black top chair. Each piece is the owner running many shops to buy and finally formed the appearance of the new home.

# KITCHEN

## 厨房



厨房做了开放式设计，整体更显宽敞和明亮。区别于客厅的白色，地面选用简一大理石瓷砖新帕斯高灰进行密缝铺贴，与灰色的定制橱柜保持了统一色调。

The kitchen has an open design, making it more spacious and bright. Distinguished from the living room white, the ground selection of GANI Fior di Pesco Carnico for seamless joint paving, with gray custom cabinets to maintain a unified tone.

# MASTER BEDROOM

## 主卧



主卧套间采用了极窄边框茶色玻璃折叠门作为卧室和主卫之间的隔断，结果真香，折叠门如丝般柔滑的体验感，屋主说没有噪音和卡顿，开门也变成了一种享受和乐趣。

The master bedroom suite features extremely narrow-framed teal folding glass doors as a divider between the bedroom and master bathroom, and the folding doors are moving so smoothly. The homeowner says there is no noise or jarring, making opening the door a pleasure and joy.







主卫的墙面和地面用的是云雾白进行密缝铺贴，延续了白色派的极简风格。在设计上采取了干湿分离的做法，黑框玻璃门和白色瓷砖也是很搭，另外也单独找位置把浴缸给安排上了，周末需要泡个澡带走一周工作的疲惫。

The wall and floor of the main bathroom are paved with Bardiglio, continuing the minimalist style of white. In the design, the dry wet separation method is adopted. The black frame glass door and white tiles are also very good. In addition, we also find a place to arrange the bathtub. We need to take a bath at the weekend to take away the fatigue of the week's work.

# GARRET

## 阁楼



由于阁楼的空间限制，同时结合了屋主工作与兴趣爱好，目前作为阅读和练琴空间，整体来说还是比较独立和安静的氛围。

Due to space constraints and with the homeowner's work and interests in mind, the loft is currently used as a reading and piano practice space, facilitating an atmosphere of independence and quiet.

为了上下楼更加方便，在进门的右手区域做了玻璃扶手的旋转楼梯，做楼梯主要是考虑踏步的坡度，在不占用过多空间的前提下保证安全和舒适。

In order to go up and down the stairs more convenient, the right-hand area of the door was the rotary staircase with glass handrail. We mainly considered the gradient of the steps, in the premise of not occupying too much space to ensure safety and comfort.



## 高档装修如何凸显艺术修养？密缝拼花是首选！

How To Highlight Artistic Accomplishment In High-End Decoration? Medallion Is The First Choice!



随着中国经济的快速发展，中产阶级的队伍不断庞大，人们对美好生活的期盼日切，很多人都愿意在提高生活品质方面投入更多。家作为生活品质的主要载体，特别是后疫情时代更加受关注，除了舒适性、健康性这些功能性需求，人们对家的期许逐步往精神上升华，比如如何凸显主人的艺术修养，彰显品味，满足精神需求。

With the rapid development of China's economy, the ranks of the middle class are growing, and people's expectations for a better life are increasing. Many people are willing to invest more in improving the quality of life. As the main carrier of the quality of life, especially in the post epidemic era, more attention has been paid to our home. In addition to the functional needs of comfort and health, people's expectations of home gradually rise to the spirit, such as how to highlight the master's artistic accomplishment, highlight taste and meet the spiritual needs.



有人认为，家的装修风格和品味主要靠软装来体现，比如艺术挂画、摆件、家具等等，事实是软装固然重要，但以瓷砖为例，这些硬装在美学、艺术、品味上的提升作用也同样不容小觑。如果说瓷砖如房子的衣服，那就像一个人衣服没穿好，光靠化妆、首饰、包包这些装饰品也是无法将整体的品味质感和审美做一个质的提升。

Some people think that the decoration style and taste of home mainly rely on soft decoration, such as art hanging pictures, furnishings, furniture and so on. The fact is that soft decoration is important, but taking tiles as an example, the promotion effect of these hard decoration in aesthetics, art and taste can not be underestimated. If we say that ceramic tile is like the clothes of a house, it is just like a person's clothes are not well worn. We can't improve the overall taste, texture and aesthetics by relying on the decorations of make-up, jewelry and bags.



高档装修，如何在硬装上提升品味和艺术修养？给准备装修的你推荐一种形式——密缝艺术拼花，最好定制！

High-end decoration, how to improve taste and artistic accomplishment in hard decoration? We recommend you a form - customized seamless joint medallion!



在装修行业艺术拼花存在历史已久，并不新鲜，但今天要介绍的简一密缝艺术拼花，是在传统水刀拼花基础上的升级。传统的水刀拼花是根据瓷砖规格来分割和设计，严重破坏了图案的美感。然而简一密缝拼花用的是隐缝设计，把分割线安排在不明显的视觉位置，最大程度保留了图案的完整性，同时通过密缝铺贴技术，将缝隙控制在 0.5mm 以下，肉眼几乎不可见，完美还原和呈现图案的美感。

In the decoration industry, the art medallion has a long history and is not new. But today's GANI seamless joint medallion is an upgrade based on the traditional water jet. The traditional water jet medallion is divided and designed according to the tile specifications, which seriously damages the aesthetic feeling of the pattern. However, the hidden seam design is used with GANI seamless joint medallion, which arranges the dividing line in the inconspicuous visual position, and retains the integrity of the pattern to the greatest extent. At the same time, through the seamless joint paving technology, the gap is controlled within 0.5mm, which is almost invisible to the eye, and perfectly restores and presents the aesthetic feeling of the pattern.

## 密缝拼花实景案例

### Seamless Joint Medallion Project



这个天鹅之恋，就是浪漫的象征，房屋主人通过一生只爱一人的天鹅作为二人爱情的象征，以定制艺术拼花的形式在房屋客厅、餐厅等重要位置来体现，让整个家都时刻散发浓浓的爱意，昭示着生活的美好。

This love of swans is a symbol of romance. The owner of the house takes the swan who only loves one person in his life as the symbol of their love. It is reflected in the living room, dining room and other important positions in the form of custom-made medallion, which makes the whole family radiate strong love all the time and shows the beauty of life.



这幅玉兰，同样是根据主人自身气质和喜好做的定制拼花。房屋主人偏爱传统又有新意象征希望的事物，高雅洁白的玉兰成为全屋的点睛之笔，非常符合房屋主人内心低调不张扬的品性。

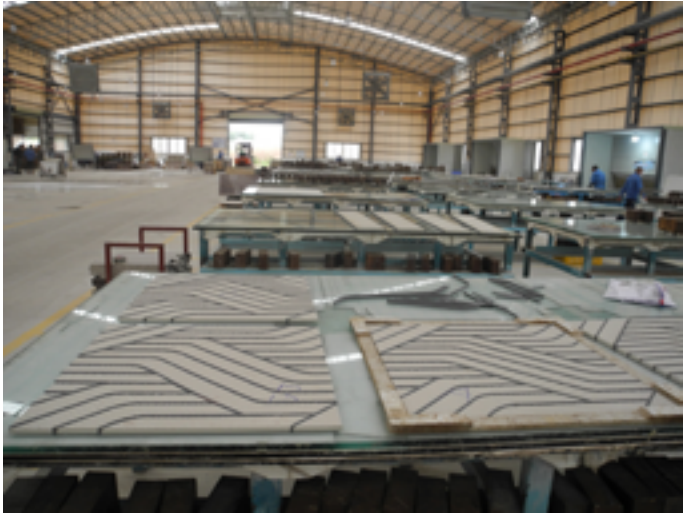
This magnolia is also made according to the owner's own temperament and preferences. The owner of the house prefers things that are traditional and innovative, symbolizing hope. The elegant white magnolia becomes the finishing touch of the whole house, which is in line with the low-key and unobtrusive character of the house owner.

## 技术设备、产品、服务是保障

### Technical Equipment, Products And Services Are The Guarantee

看过简一密缝拼花实景的人都会惊讶于它的真实性，感叹怎么可以做到如此栩栩如生？这得益于简一在技术设备、产品、服务等方面的强大保障。

People who have seen the effect of GANI' s seamless joint medallion will be surprised at its authenticity, exclaiming how can it be so lifelike? This benefits from the strong guarantee of GANI in technical equipment, products and services.



设备配置和服务上，为了做好密缝拼花，满足人们对高档装修的艺术需求，简一配有 10 万方的大理石瓷砖配套中心，拥有 20 台超压力五轴水刀，多条智能化自动切割线等先进设备，同时设有成熟的设计与应用服务团队，加上行业领先的密缝铺贴工艺以及严格的供货周期和包装物流管控服务体系，保障了密缝拼花的成品交付，让消费者买得放心。

In terms of equipment and service, in order to do a good job of seamless joint medallion and meet people's artistic demand for high-end decoration, GANI has a 100,000 m<sup>2</sup> marble tile accessory center, 20 sets of over pressure five axis water jet, multiple intelligent automatic cutting lines and other advanced equipment. At the same time, it also has a mature design and application service team, plus the industry-leading seamless joint paving technology and strict supply period and packaging logistics management and control service system, to ensure the delivery of the finished products, so that consumers can buy at ease.

在产品方面，简一真实还原石材纹理，尤其是色彩和质感上的精益求精，让简一瓷砖颜色特别鲜艳、厚重，叠加立体层次感非常强。而且简一瓷砖色系丰富，拥有 9 大色系，是行业内色系最丰富的品牌之一，可以满足不同拼花对色彩的需求。

In terms of products, GANI really restores the stone veins, especially the improvement in color and texture, which makes the color of GANI marble tile particularly bright and heavy, and the sense of superposition is very strong. Moreover, the color system of GANI marble tile is rich, with 9 major color systems, which is one of the most colorful brands in the industry, which can meet the needs of different medallion colors.



## 高档装修，如何避免这四大遗憾？

High-End Decoration, How To Avoid These Four Regrets?



装修分为硬装和软装，其中硬装因为更换难的原因，相比软装要更加谨慎对待。在硬装上，有一种材料既涉及功能的使用，也涉及视觉美感，那就是瓷砖。在绝大部分人家里，瓷砖是装修必备材料，在整体预算中占比 20%-30%，在多达 150 种装修材料中，这个费用占比属实不低。同时，瓷砖应用面积大，对家庭空间视觉影响也非常大，而且具有不易更换的特点，因此，瓷砖产品的选择和设计应用就显得尤为重要。

Decoration is divided into hard decoration and soft decoration, in which hard decoration is more cautious than soft decoration because of the difficulty of replacement. In hard decoration, there is a material that not only involves the use of function, but also involves visual beauty, that is, ceramic tile. In majority of families, tiles are necessary materials for decoration, accounting for 20% - 30% of the overall budget. In as many as 150 kinds of decoration materials, this cost is not low. At the same time, the application area of tile is large, which has a great influence on the vision of family space, and it is not easy to replace. Therefore, the selection and design of tile products are particularly important.



## 效果 / 避免设计平庸，做到效果出众

### Effect / Avoid Mediocre Design And Achieve Outstanding Results

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先看这张图，豪吗？豪！土吗？土！

为什么会有这样的感觉？可以看下它的瓷砖设计，重复的菱形造型，从客厅到餐厅，就是简单的重复。当代设计，我们讲究简单，讲究重复，但不能简单重复，因为太平庸。在特定的功能区域，可以设计一些个性化的私人订制，比如波打线、拼花等，这样整个空间的艺术品味、空间美感一下就提升了。

#### Let's look at these pictures. Is it lombard style? Yes!

Why do you feel this way? You can see its tile design, repeated diamond shape from living room to dining room. In contemporary design, we pay attention to simplicity and repetition, but we can't simply repeat because it is too mediocre. In specific functional areas, we can design some personalized custom-made products, such as boarder line, medallion, etc., so that the artistic taste and aesthetic feeling of the whole space will be improved.





可以看这个长沙简一的真实案例，地面如果只是通铺，虽然简洁但略显简单，而局部采用梅花造型来点缀，则瞬间让整个空间大放异彩，主人的格调和品味瞬间提升。值得一提的是，梅花是房屋主人的定情之物，带有非常强烈的私人订制的情感属性。比你平时见到的家庭装修，不仅是高档，而且是真正的高端。

You can see the real case of Changsha. If the floor is just paved with same tiles, which will be slightly simple. But if with plum blossom, the whole space is instantly different, improve the owner's style and taste. It is worth mentioning that the plum blossom is the owners' love token, with a very strong private customization of the emotional attributes.



要做到效果出众，还有一点不能忽略，就是不要单独看某款产品的纹理喜欢或者不喜欢，而是要把握整个空间效果。有些单片纹理好看，整体应用效果未必如意，有些单片或许不喜欢，但整体应用下来往往很惊艳。

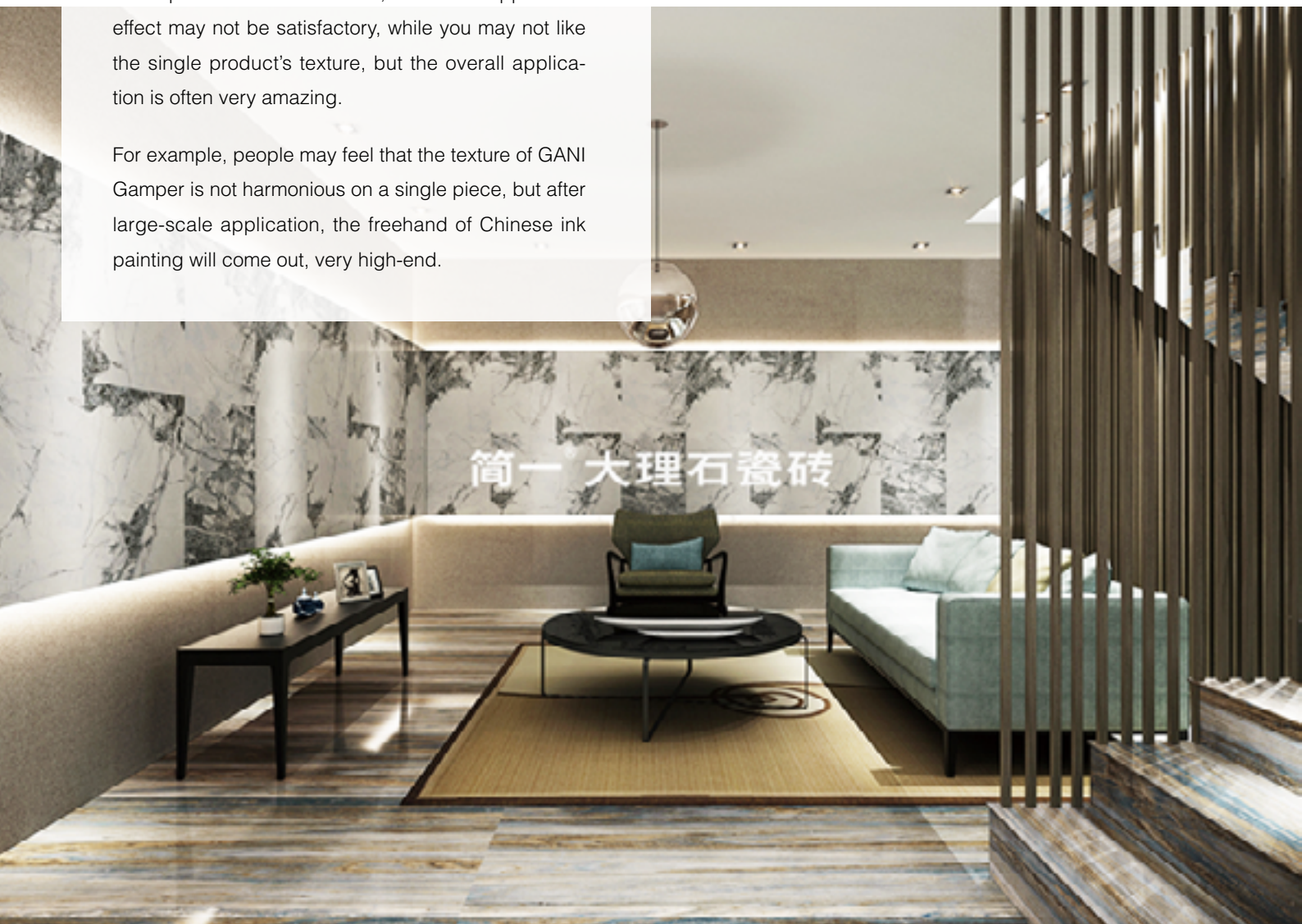
如简一意大利米灰这款产品，单片效果或许觉得纹理不协调，但大面积应用后中国水墨画的写意情境就出来了，尽显高端。

To achieve outstanding results, there is another point can not be ignored, that is, do not judge by single piece tile's veins, but to grasp the whole space effect. Some products' texture is nice, the overall application effect may not be satisfactory, while you may not like the single product's texture, but the overall application is often very amazing.

For example, people may feel that the texture of GANI Gamper is not harmonious on a single piece, but after large-scale application, the freehand of Chinese ink painting will come out, very high-end.

## Tips

- 01 可以简单，可以重复，但不能简单重复；  
It can be simple, can be repeated, but not simply repeated;
- 02 根据功能区域，个性设计；  
Individual design according to functional area;
- 03 需要细节，保持节奏感，做到“疏可跑马，密不透风”；  
Need details, maintain rhythm;
- 04 不要单独看产品纹理，要把握空间整体感。  
Do not focus on the single product texture, but to grasp the overall sense of space.



## 浪费 / 避免无谓浪费，实现高性价比

### Waste / Avoid Unnecessary Waste And Achieve High Cost Performance

看完这组照片，你一定发现了这个问题，就是精心设计的拼花造型被家具挡住了，完全看不到，属实浪费。而如果在设计的时候把家具布局提前考虑进去，则完全可以避免。

After looking at this group of photos, you must have found this problem, that is, the carefully designed medallion shape is blocked by the furniture, completely invisible, which is really a waste. And if the furniture layout is taken into account in the design, it can be avoided completely.

像简一这款拼花的设计应用，就提前考虑了家具的布局，选用高脚餐椅，同时拼花造型要大过餐椅的整个尺寸，这样整体效果才能出来，钱不至于白花。在浪费的问题上，除了避免这种花钱看不到效果的情况出现，还应学会“省钱”，像橱柜背后那些看不见的地方，则没必要选用简一这么好的砖，普通的杂砖就行了。

For example, in the design and application of GANI medallion, the layout of furniture is considered in advance, and the high foot dining chair is selected. At the same time, the shape of the medallion should be larger than the whole size of the dining chairs, so that the overall effect can be achieved and the money will not be wasted. In the problem of waste, in addition to avoid not seeing the effect of medallion, but also learn to "save money", such as those behind the cabinet and invisible places, there is no need to choose good tiles, regular tiles is enough.



VS



### Tips

- 01 避免浪费：提前规划家具布局；  
Avoid waste: plan furniture layout in advance;
- 02 学会节省：好钢用在刀刃上，不必要的地方能省则省。  
Learn to save: unnecessary decoration can be saved.



## 功能 / 避免功能缺陷，省去生活麻烦

Function / Avoid Function Defect, Save Some Trouble



看到这个设计，是不是觉得非常实用？细节决定成败，优秀的设计师可以做到美观和实用兼具。

Don't you think these design are practical? Details determine success or failure. Excellent designers can achieve beautiful and practical effect.

### Tips

**01** 注意设计和施工细节：插座、对缝、美缝、腰线；

Pay attention to design and construction details: socket, joint direction and grout, waistline;

**02** 省去生活麻烦：优化排水方案、设计实用功能、谨防潮湿油污环境渗污等。

Save troubles by optimizing the drainage scheme, designing practical functions and preventing staining in wet and oily environments.

## 整体 / 避免分割凌乱，让空间更宽敞

Overall/Avoid Messy Segmentation And Make The Space More Spacious



VS



看完这张图，你是否发现问题？

没错，就是功能区域划分太多，显得杂乱无章。

拼花造型琐碎且层次太多，直接能将 200 平的房子装出 150 平的视觉效果。

After looking at this picture, do you find any problems?

Yes, there are too many functional areas, which make them appear disorderly.

This kind of medallions are too trivial and have too many levels, which will make the house look smaller.

这才是正确的过道示范

**This is the right aisle demonstration.**



VS



在洗手间这样的小空间内，地面采用两种砖设计成菱形，墙面分成三段，而且两边还设计了两条腰花，原本拥挤的空间更显拥挤，属于用力过度。小空间忌复杂设计。

In such a small space as the bathroom, the ground is designed with two kinds of tiles into a diamond shape, the wall is divided into three sections with two waist-lines designed on both sides, the crowded space is more crowded. Small space should avoid complex design.

像这个案例中，采用简一新品“意大利白”通铺出来的效果就非常赞，简单大气。

**The paving effect of GANI new products Marmara White is simple but amazing.**

## Tips

- 01 不要僵化分割区域；**  
Don't rigidly divide regions;
- 02 琐碎花纹忌大面积使用；**  
Trivial patterns should not be used in large areas;
- 03 小空间忌复杂设计。**  
Avoid complex design in small space.

家，是栖身之所，也是灵魂归属之地。我们对它有太多期待，美观的、实用的、舒适的、温馨的、有品位的、放松的、幸福的、美满的 ... 真正的高档装修，应该满足一切需求，至少，这四大遗憾，我们就应该尽量规避。简一，不仅满足你对房子的装修需求，也致力于为你构建美好生活，简一，值得托付！

Home is the place where the soul belongs. We have too many expectations for it, beautiful, practical, comfortable, warm, tasteful, relaxed, happy, ... Real high-end decoration, should meet all needs, at least we should try to avoid these four regrets. GANI, not only to meet your house decoration needs, but also committed to building a better life for you. GANI is worth trusting!

## 把白色用到极致是什么风格？

What Is The Style Of Using White To The Max?

“白色是一种更直接明了的建筑语言  
是光与影、空旷与实体展示中最好的鉴赏”

White is a more straightforward architectural language, best appreciated in the  
display of light and shadow, emptiness and solidity.

—— 迈耶 Richard Meier



在现代建筑大师“白色派”教父理查德·迈耶的理念里，白色是一种极好的色彩，即使在  
灰暗的天空中，白色也能使建筑显示出其独特的风格特征。

白色不仅在建筑领域拥有深厚的历史，在宗教、绘画和时装，白色一直都是最接近艺术本  
身的。这一点同样适用于室内设计，**为什么白色如此受欢迎？我们一起来解锁！**

According to Richard Meier, the godfather of the white of modern architecture, white is an excel-  
lent color, which makes a building show its unique stylistic features even under a gray sky.

White has a deep history not only in the field of architecture, but also in religion, painting and  
fashion. The same applies to interior design. **Why is white so popular? Let's check it together!**



# ARTISTRY

## 艺术气息



如上图所示，卡拉拉白 900x1800mm 大规格连纹密缝打造的整面背景墙，立刻为空间定下了高级的基调，带来无限开阔的视觉效果，又衬托了时装包包的高级和精致，这便是最美的空间配角。

As shown above, the entire backdrop of Statuario Calacatta in 900x1800mm continuous veins with seamless joint immediately set the tone for high-end space, bringing infinite openness to the visual effect, but also set off the fashion bags of senior and delicate.



在前台接待大厅，背景墙和地面都大面积应用白色系大理石瓷砖，明亮、干净和简约的色调，能扩大空间感和视觉的纵深效果，作为门面担当的气场就撑起来了。

In the reception lobby, white marble tiles are used extensively in the backdrop and on the floor, in a bright, clean and minimalist palette that expands the sense of space and depth of vision.

# COMFORT

## 舒适



卡拉拉白的简约大气和与新鱼肚白的温暖柔和带来两种截然不同的居家体验，同样是白色系产品，不同纹理效果以及软装搭配带来细微感受也是不一样的。

The simple atmosphere of Statuario Calacatta and the warmth and softness of the Statuario bring two very different home experience. Different texture effects and soft decoration collocation bring different feelings.



在居家空间中多一些留白，即使生活在喧嚣的当下，家仍然是可以呼吸的空间，这可能是很多人倾向选择白色系风格的内在原因。

留白并不是空白，不同材质的丰富质感，为白色空间增加层次，也能让居家体验更加细腻和舒适。

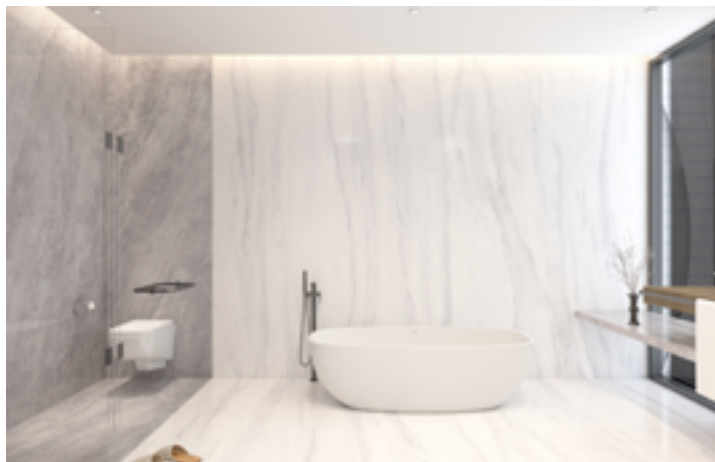
With more white space in the home, the home is still a space to breathe even with the hustle and bustle of life at the moment, which may be the reason why many people tend to opt for a white style.

A white space is not a blank space; the rich textures of different materials add layers to a white space and can make the home experience more delicate and comfortable.



在浴室空间应用中，白色系大理石瓷砖的提亮效果尤为明显，在上图可以看出，在不同的卫浴布局中白色都有出色的装饰效果，白色能够反射所有光线，带来更加舒适的使用体验。

In the bathroom space application, the brightening effect of white marble tiles is particularly obvious. As can be seen from the above images, white has excellent decorative effect in different bathroom layout, and white can reflect all light, bringing more comfortable use experience.



# PROJECT CASES

## 实景案例



### 韩国大林公寓家装

Dalin apartment in South Korea

最后分享来自韩国大林公寓实景案例，整屋大面积使用简一大理石瓷砖雅士白，在纯白的空间中，更加强调空间与光线，营造了开阔、通透的氛围，充满未来感和科技感。

Finally, we share a real case from Dalin apartment in South Korea. The whole house uses a large area of GANI Ariston. In the pure white space, more emphasis is placed on space and light, creating an open and transparent atmosphere, full of a sense of future and science and technology.





# 简一获批设立“广东省博士工作站” 夯实科技创新实力

Gani Was Approved To Set Up "Guangdong Provincial Doctor Workstation" To Strengthen Scientific And Technological Innovation Strength

为大力实施创新驱动和人才强省战略，实现博士和博士后“引进来、用得好、留得住、服务好”，加大力度聚集优秀拔尖的青年人才，经广东省人力资源和社会保障厅批准，决定在清远市简一陶瓷有限公司设立“广东省博士工作站”。这将极大提升简一集团的科研实力。

广东省博士工作站是广东省博士人才管理服务的创新平台，主要是为了吸纳集聚博士、博士后人才，发挥人才“蓄水池”作用；为博士、博士后人才提供科学研究、项目申报、编制保障、联谊交流等服务，发挥人才服务平台功能；与其他单位开展产学研合作，帮助中小型科技企业解决技术攻关难题，发挥人才孵化和成果转化基地作用。

In order to vigorously implement the strategy of innovation driven and talent strengthening province, realize the "introduction, use, retention and service" of doctoral and postdoctoral students, and intensify efforts to gather outstanding young talents. It is decided to set up "Guangdong Provincial Doctor Workstation" in Qingyuan GANI Ceramic Co., Ltd. with the approval of Guangdong Provincial Human Resources and social security department. This will greatly enhance the scientific research strength of GANI group.

The Guangdong Provincial Doctoral Workstation is an innovative platform for the management and service of doctoral talents in Guangdong Province, mainly for the purpose of attracting and gathering doctoral and post-doctoral talents and playing the role of a "reservoir" of talents; providing services such as scientific research, project application, preparation guarantee, friendship and exchange for doctoral and post-doctoral talents and playing the function of a talent service platform; cooperating with other units to help small and medium-sized scientific and technological enterprises solve technical problems and playing the role of a base for the incubation of talents and the transformation of achievements.



## 整合研发模式，科研创新体系持续领先

### Integrated R & D Model, Scientific Research Innovation System Continues To Lead

简一集团自创立以来，一直非常注重高端大理石瓷砖的研发应用，在产品上以匠心精神不断打磨精品，是相关国家标准的制定者、参编者，是“国家高新技术企业”，拥有“广东省大理石瓷砖工程技术研究中心”、“广东省企业技术中心”、“中国建筑卫生陶瓷行业大理石瓷砖研究中心”、华南理工大学大理石瓷砖密缝铺贴技术研究中心等科研创新平台。

2018年，全球首个“大理石瓷砖研究中心”落户简一，占地面积1500平方，建筑面积达6000方，拥有从国外购进的多台先进设备，为研发体系提供更优的硬件基础和检测、分析、试验条件。

简一集团副总裁杨君之表示，简一重新整合研发模式，正逐年提高科研费用的投入。未来十年简一的研发投入将提高至营收额的6%-8%，将打造一个知识密集型、技术密集型和资金密集型的创新研发体系。

Since its establishment, GANI group has always attached great importance to the R&D and application of high-end marble tiles, and constantly polished the products with the spirit of ingenuity. It is the maker and participant of relevant national standards, and is a "national high-tech enterprise". It has R&D innovation platforms including "Guangdong Marble Tile Engineering Technology Research Center", "Guangdong Enterprise Technology Center" and "China Building and Sanitary Ceramics Company Research and Innovation Center", research center of marble tile seamless joint paving technology of South China University of technology.

In 2018, the world's first "marble tile research center" settled in GANI, covering an area of 1500 square meters and a construction area of 6000 square meters. It has a number of advanced equipment purchased from abroad, providing better hardware foundation and testing, analysis and test conditions for the R & D system.

Yang Junzhi, vice president of GANI group, said that GANI has reintegrated its R&D mode and is increasing its investment in scientific research and development year by year. In the next ten years, the R&D investment of GANI will be increased to 6% - 8% of the revenue, and a knowledge intensive, technology intensive and capital intensive innovation R&D system will be built.



目前，简一集团清远基地拥有研发人员 150 多人，其中包括博士高级研发人员 3 人，硕士 10 人，不少来自海归、清华、中大、华工等 985 高校。

At present, there are more than 150 R&D personnel in Qingyuan GANI, including 3 PhD senior R&D personnel and 10 master's degree personnel. Many of them come from 985 universities including returnees, Tsinghua, Sun Yat-sen university and South China University of Technology, etc.



依靠领先的关键性核心技术，简一集团研发中心已推出科研项目有 30 多项，其中有 2 项达到“国际领先”水平，3 项达到“国际先进水平”，1 项“国内领先水平”；已申请发明专利 42 项，22 个实用新型专利，外观专利 318 个。

42 项  
发明专利

22 个  
实用新型专利

318 个  
外观专利

Relying on the leading key core technology, the R&D center of GANI has launched more than 30 scientific research projects, including 2 projects reaching the "international leading level", 3 reaching the "international advanced level", and 1 "domestic leading level"; it has applied for 42 invention patents, 22 utility new patents and 318 appearance patents.





## 科技利益消费者，匠心产品筑造美好家

**Technology Benefit Consumers, Ingenious Products Build A Beautiful Home**

简一集团是国内大理石瓷砖的品类开创者，一直致力于通过创新科技为追求高品质生活的人们提供高端、环保的装饰材料，让更多人享受自然之美。

简一集团旗下主要产品包括 900×1800 大板连纹通体大理石瓷砖、防滑大理石瓷砖、耐磨大理石瓷砖、可降解甲醛大理石瓷砖、三维套纹通体大理石瓷砖等。产品美观、防滑耐磨、绿色环保、生态健康，受到消费者的广泛好评，形成了“高档装修，不用大理石，就用简一”的市场优势。

GANI group is the pioneer of marble tiles in China. It has been committed to providing high-end and environmental protection decorative materials for people pursuing high-quality life through innovative technology, so that more people can enjoy the beauty of nature.

The main products of GANI group include 900 × 1800 connected veins marble tiles, anti-skid marble tiles, wear-resistant marble tiles, degradable formaldehyde marble tiles, and full body marble tiles. Products are beautiful, anti-skid and wear-resistant, green environmental protection, ecological health, widely praised by consumers, forming a "GANI marble tiles for high-end decoration" market advantage.



借助获批设立博士工作站的契机，简一集团还将继续做好人才的引进、培养和任用工作，不断壮大博士和博士后人才队伍，着力增强创新能力，带动公司高层次人才队伍和高水平创新团队建设，提升简一集团产学研合作和科研成果转化能力，打造优质人才施展平台，真心实意为广大的消费者创新价值体验，筑造更美好的家居空间。

With the opportunity of establishing doctoral workstation, GANI group will continue to do a good job in the introduction, training and appointment of talents, constantly expand the team of doctoral and postdoctoral talents, strive to enhance the innovation ability, drive the construction of high-level talent team and high-level innovation team, improve the ability of industry university research cooperation and scientific research achievements transformation of GANI group, and create a platform for high-quality talents, sincerely create value experience for the vast number of consumers and build a better home space.



# 高质量发展为纲 简一集团获佛山禅城区政府质量奖

Gani Group Won The Quality Award Of Foshan Chancheng District Government

在佛山市禅城区人民政府发布《关于表彰 2019 年禅城区政府质量奖获奖企业的通报》中，简一集团名列其中，成为获得“2019 年禅城区政府质量奖”表彰的 4 家企业之一，并获得禅城区人民政府颁发人民币 100 万元的资金奖励。

禅城区政府质量奖是禅城区人民政府设立的最高质量荣誉奖，由区政府批准、表彰和奖励。区政府质量奖为年度奖，不设终身制，从 2017 年开始实施，每两年评选一届。



GANI group was one of the four enterprises that won the "quality award of Chancheng District Government in 2019" issued by the people's Government of Chancheng District of Foshan City, and won an award of RMB 1 million from the Government.

The quality award of Chancheng District government is the highest quality Honor Award established by the people's Government of Chancheng District, which is approved, commended and awarded by the district government. The quality award of the district government is an annual award without a life-long system. It has been implemented since 2017 and is elected every two years.



简一集团通过严格地评审，成功入选榜单荣获“禅城区政府质量奖”，体现了企业卓越的产品质量和自主创新能力、以及较强的市场竞争力等多方面优势，并获得了社会的高度肯定。

Through strict evaluation, GANI group was successfully selected into the list and won the "Chancheng District Government Quality Award", which reflected the enterprise's excellent product quality, independent innovation ability, and strong market competitiveness and other advantages, and was highly affirmed by the society.

简一集团获得禅城区政府质量奖荣誉后，不懈地追求卓越绩效。不仅在公司内部积极开展“质量月”创新活动，简一集团还与北大纵横管理咨询集团达成战略合作，在公司全员普及推广卓越绩效模式的先进理念和经营方法。

After winning the honor of Chancheng District Government Quality Award, GANI group has been pursuing excellence performance. In addition to actively carrying out "quality month" innovation activities within the company, GANI has also reached strategic cooperation with Beijing Alliance PKU Management Consultants Ltd. to popularize and promote the advanced concept and business methods of performance excellence model in the company.



卓越绩效模式（Performance Excellence Model）是当前国际上广泛认同的一种组织综合绩效管理的有效方法 / 工具，以顾客为导向，追求卓越绩效管理理念，包括领导、战略、顾客和市场、测量分析改进、人力资源、过程管理、经营结果等七个方面。卓越绩效模式标准反映了当今世界现代管理的理念和方法，是许多成功企业的经验总结，是激励和引导企业追求卓越，成为世界级企业的有效途径。

政府质量奖的主要评价准则正是卓越绩效管理模式。该管理模式的导入，助推简一不断提高产品质量和经营服务水平，加大对自主创新能力和提升核心竞争力的投入力度，并加速推进公司转型升级，推进企业高质量发展，将推动简一集团快速成为“以质取胜、标准引领、品牌带动”的行业标杆。

Performance excellence model is an effective method / tool widely recognized in the world for comprehensive performance management. It is customer-oriented and pursues the concept of performance excellence management, including leadership, strategy, customer and market, measurement and analysis improvement, human resources, process management, and business results. The standard of performance excellence model reflects the concept and method of modern management in the world, is the experience summary of many successful enterprises, is an effective way to encourage and guide enterprises to pursue excellence and become a world-class enterprise.

The main evaluation criterion of government quality award is the excellent performance management mode. The introduction of the management mode will help GANI to continuously improve the product quality and business service level, increase the investment in independent innovation ability and core competitiveness, accelerate the transformation and upgrading of the company, and promote the high-quality development of the enterprise. It will promote GANI to quickly become the industry benchmark of "winning by quality, leading by standard and driven by brand".

# 国家认证 | 简一喜获行业首批“中国绿色产品认证”证书

GANI Won The China Green Product Certification

简一大理石瓷砖获得由北京国建联信认证中心有限公司颁发的“中国绿色产品认证证书”，成为行业首批拥有该国家级绿色产品认证证书的陶瓷企业。

国建联信认证中心（GJC）是经中国国家认证认可监督管理委员会（CNCA）批准、中国合格评定国家认可委员会（CNAS）认可的第三方权威认证机构。获得该机构颁发认证的企业产品将被国家重点建设工程优先采用。此次简一能获得中国绿色产品认证，是国家对简一践行“绿色环保”理念的高度认可。

值得一提的是，除了来自国内的绿色产品认证，简一的绿色环保在国际上也获得多个国家认可。简一是首个获新加坡绿色建筑产品认证的中国陶瓷品牌，被授予最高级别证书（Singapore Green Building Product/SGBP），是继世界顶级品牌 Fiandre（意大利），Florim（意大利）后第三个瓷砖品牌、首个中国品牌获此殊荣。同时，简一也是美国绿色建筑委员会认证成员（USGBC Member）。

GANI marble tile obtained the “China green product certification” issued by Beijing Guojian Lianxin Certification Center Co., Ltd., and became the first batch of ceramic enterprises with the national green product certification in the industry.

Guojian Lianxin Certification Center Co., Ltd., (GJC) is a third-party certification authority approved by CNCA and recognized by CNAs. The enterprise products that have obtained the certification issued by the organization will be given priority to by the state key construction projects. This time, GANI can obtain the green product certification of China, which is highly recognized by the state to practice the concept of “green environmental protection”.

It is worth mentioning that in addition to the green product certification from China, GANI's green environmental protection has also been recognized by many countries in the world. **GANI is the first Chinese ceramic brand to be certified by Singapore green building product (SGBP).** It is the third ceramic tile brand and the first Chinese brand after Fiandre (Italy) and Florim (Italy) in the world. At the same time, GANI is also a USGBC member.



“绿色、环保”是简一自成立以来就秉承的发展理念。简一全国首创的大理石瓷砖，在绿色环保的基础上实现既有大理石装饰效果又有瓷砖优越性能，利用科技创新还原自然之美，为消费者创造价值，这就是对绿色环保这一发展理念最好的诠释。2019年，简一更是早在疫情爆发前，就高度关注室内健康，历时两年创新研发出降解甲醛瓷砖，通过国际领先的固化技术，将新型光触媒固化在瓷砖表现，在可见光下即可实现高效、持久、安全地将甲醛降解成二氧化碳和水，在作为家庭颜值担当的同时，也当担起环境卫士的重任。

早在2016年，简一就通过了工信部、住建部组织评价的“绿色建材评价”审核，成为国内首批三星级绿色建材产品之一。2018年3月，简一通过了工信部绿色工厂的严格评审，获得“国家绿色制造示范企业”（绿色工厂）的殊荣，并受邀加入全国绿色工厂推进联盟，是国家相关部门、行业权威机构及专家对简一一贯坚持践行绿色制造的高度认可。联盟中不乏中国海洋石油、华为、蒙牛、一汽、东风日产等知名品牌。



“Green, Environmental Protection” is the development concept of GANI since its establishment. GANI, the first marble ceramic tile in China, realizes both marble decoration effect and superior performance of tile on the basis of green environmental protection. It uses scientific and technological innovation to restore the beauty of nature and create value for consumers. This is the best interpretation of the development concept of green environmental protection. In 2019, as early as the outbreak of the epidemic, GANI paid great attention to indoor health. It took two years to innovate and develop formaldehyde degradation tiles. Through the international advanced curing technology, the new photocatalyst was solidified on the ceramic tiles. Under visible light, the formaldehyde could be degraded into carbon dioxide and water in an efficient, lasting and safe way.

As early as 2016, GANI passed the "green building materials evaluation" audit organized by the Ministry of industry and information technology and the Ministry of housing and urban rural development, **becoming one of the first three-star green building materials products in China.** In March 2018, GANI passed the strict evaluation of green factory by the Ministry of industry and information technology, won the honor of "national green manufacturing demonstration enterprise" (green factory), and was invited to join the national green factory promotion alliance. It is highly recognized by relevant national departments, industry authorities and experts for her consistent adherence to green manufacturing. There are many famous brands in the alliance, such as CNOOC, Huawei, Mengniu, FAW and Dongfeng Nissan.







自然虽美，但取之有道。未来，简一仍将积极履行社会责任，坚持走可持续发展的循环经济之路，持续开发绿色环保产品，着力打造绿色环保企业，做好国家标杆示范作用，让简一成为社会尊重、消费者认同，行业尊敬的国内一流、国际知名企业。

Although nature is beautiful, we should take it in a proper way. In the future, GANI will still actively fulfill its social responsibilities, adhere to the road of sustainable development of circular economy, continue to develop green environmental protection products, strive to build green environmental protection enterprises, do a good job in national benchmarking and demonstration, and make GANI a domestic first-class and international well-known enterprise respected by society, consumers and industry.



# 自然之美，让居住更美好

Beauty of Nature Makes Living Better

## 2020 年金盘奖西南、西北赛区多个项目选用简一大理石瓷砖

GANI marble tiles are selected for many projects in southwest and northwest competition areas of 2020 Kinpan Awards

2020 年 7 月 28 日，第十五届金盘奖空间类西南、西北赛区评选在成都举行。

金盘奖是目前中国极具影响力的房地产开发大奖，它从楼盘的投资价值、设计的创新度，建筑艺术和人居环境等方面进行评审，表彰具有突出社会意义、创新意识和人文关怀的优秀地产项目，是中国房地产设计水平的风向标。

绿色环保的品牌理念、人居健康的产品研发及匠心工艺，使简一在高端项目上备受青睐，2020 年金盘奖多个获奖项目选用简一大理石瓷砖。

On July 28, 2020, the selection of southwest and northwest competition areas of the 15th Kinpan awards was held in Chengdu.

The kinpan awards is an influential real estate development award in China. It evaluates the real estate development from the aspects of investment value, design innovation, architectural art and living environment, and honors excellent real estate projects with outstanding social significance, innovative consciousness and humanistic care. It is the wind vane of China's real estate design level.

With green and environmental protection brand concept, GANI is favored by high-end projects. A number of 2020 Kinpan Awards winning projects choose GANI marble tiles.



## 部分获奖案例

### Some Winning Cases

最佳售楼空间 The best sales space



**项目名称：**成都旭辉广场售楼处

**设计单位：**WJID 维几设计

**项目用砖：**阿波罗灰、卡拉拉白、云雾白

**Project name:** Chengdu Xuhui Plaza Sales Office

**Design unit:** WJID

**Products:** Claros Grey(dark), Statuario Calacatta, Bardiglio

最佳主力户型空间 The best main unit type spacespace



**项目名称：**成都旭辉·眉山 120 亩样板房

**设计单位：**赛拉维设计 CLV.DESIGN

**项目用砖：**希腊灰、阿波罗银、卡拉拉白

**Project name:** Chengdu CIFI sample housings

**Design unit:** CLV.DESIGN

**Products:** Assinis Grey, Claros Grey(light), Statuario Calacatta

最佳住宅 Best Residential



**项目名称：**重庆旭辉印江州·城印

**设计单位：**旭辉集团

**项目用砖：**古堡灰、水云石、金象牙等

**Project name:** Chongqing CIFI apartments

**Design unit:** CIFI Group

**Products:** Castle Grey, Cloud Grey, Golden Beige, etc.

最佳豪宅 Best Luxury Residence



**项目名称：**成都东原·印长江

**设计单位：**东原集团

**项目用砖：**简一大理石瓷砖水云石

**Project name:** Chengdu Dowell·Yin Chang Jiang

**Design unit:** Dowell Group

**Products:** GANI Cloud Grey





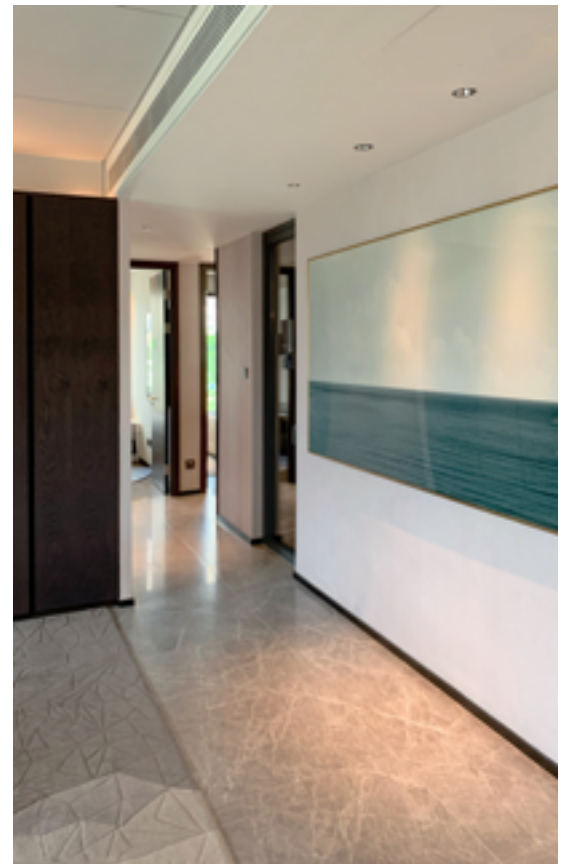
重庆·万科翡翠都会（实景图）Chongqing Vanke Apartment

简一运用最新科技还原天然石材的自然美感、矿脉感和温润感，让自然之美走进更多的家庭。大理石瓷砖将色彩融入日常生活，用质感纹理支撑空间演绎，不管是室内还是外墙，公共大堂还是家居精装，住宅还是商业，均让不同风格在空间场景的应用更为鲜活。

大理石瓷砖已经成为瓷砖行业的主流品类，作为品类开创者的简一始终坚持为建筑设计提供更好的装饰材料选择，开启了将大理石瓷砖应用到房地产开发商高端精装楼盘的潮流。

GANI use the latest technology to restore the natural beauty of stone, mineral vein sense and sense of warmth, present the beauty of nature into more families. Marble tiles will be color into daily life, with texture to support the interpretation of space, whether it is interior or exterior walls, public lobby or home furnishings, residential or commercial, all let the different styles in the application of space scenes more vivid.

Marble tile has become a mainstream category in the tile industry, as the creator of the category, GANI always insists on providing better choice of decorative materials for building design, opened the trend of marble tiles applied to real estate developers high-end hardcover buildings.





## G+ 大赛赛区 TOP10 名单新鲜出炉 有你吗?

G+ Design Classic Top 10 Was Released, Are You On The List?

火爆这个夏天的 G+ 设计精英大赛，在经过为期 3 个月的报名征集和 1 个月的海选评选之后，终于迎来了第一轮海选结果的公布。

### 赛区 TOP10 诞生 你是否榜上有名?

此次海选，是在来自全国数千份设计师作品中，按十大赛区来划分遴选，每个赛区产生 TOP10 名单，全国则诞生大赛百强名单。我们一睹为快，看看这份新鲜出炉的百强名单中是否有你的名字。

After three months of application and one month of selection, the first round of the G+ design competition has finally been announced.

### Are you in the Top 10?

Among the thousands of entries from all over the country, the selection is divided into ten regions, with each region producing a Top 10 list and the whole country producing a Top 100 list.







# 赛区十强 强势来袭

## 海选获奖榜单



了解详情, 请扫描二维码  
For details, please scan the QR code

学术指导单位:  亚太酒店设计  
Asia Pacific Hotel Design

战略合作媒体:  新浪家居  
SINA HOME

支持机构: 

支持单位:  简一大理石瓷砖  
GANI MARBLE TILES

## 走进简一挚友《设计家》创始人许晓东的理想主义人生

The Idealistic Life of Xu Xiaodong, Founder of 'Designer', A Media Platform

在简一的众多挚友人群中，有这样一位设计中的破晓者，她叫许晓东，是设计家传媒平台的创始人。60年代生人，成长于80年代，她那个年代的人，更为追求思想上的独立，有种理想主义气质，渴望实现自我价值。

**Xu Xiaodong, she is the founder of the Designers, a media platform. Born in the 60's and raised in the 80's, people of her generation pursued independence of thought, had an idealistic temperament, and aspired to realize self-worth.**



许晓东通过创业、读书、写作的长期历练，更能理解“己欲立而立人，己欲达而达人”的价值理念，认为个人价值是在奉献他人与社会的过程中达成的。

Through her long-term experience in entrepreneurship, reading and writing, Xu Xiaodong can better understand the value concept of "The man of virtue, while establishing himself and pursuing success, also works to establish others and enable them to succeed as well". He thinks that personal value is achieved in the process of dedicating others and society.



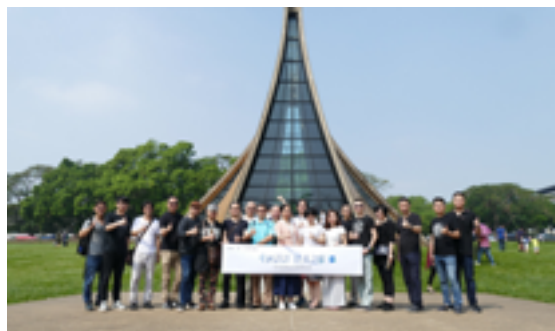
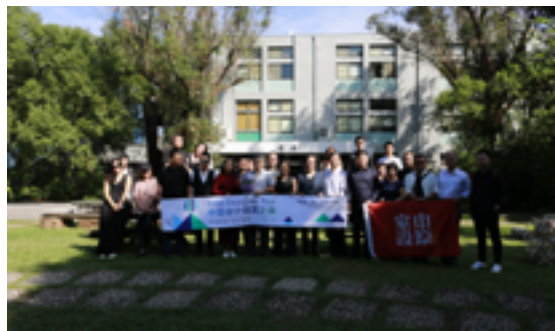


在追求自我价值的过程中，她选择了设计传媒这个领域，它包含艺术、技艺、市场运营等多个方面，是很好的接触社会的窗口，“我希望做一些入世的工作，通过和现实社会更多的接触从而发现这个社会运转的规律。”这是许晓东选择这份职业的原因。

In the process of pursuing self-worth, she chose the field of design media, which includes art, skills, marketing and other aspects, which is a good window to contact the society. "I hope to do some work and find out the law of social operation through more contact with the real society." This is why Xu Xiaodong chose this career.

凭借着对工作的热爱，对实现自我价值的不断追求，许晓东将《设计家》打造成为行业知名设计媒体，成功策划并主持中国设计精英的国际国内游学近百场，采访国际国内近千位设计名家，策划并主持设计课程、讲座百余场，推动着全球先进设计文化传播与交流，成为陪伴中国设计师健康有机成长的重要平台。

With the love for work and the constant pursuit of realizing self-worth, Xu Xiaodong has made Designers, a well-known design media, successfully planning and hosting nearly one hundred international and domestic study tours for Chinese design elites, interviewing nearly one thousand international and domestic design masters, planning and hosting more than one hundred design courses and lectures, promoting the exchange of global advanced design culture, and becoming an important platform to accompany Chinese designers to grow healthily and organically.





作为一名媒体人,社会价值是她认为最重要的衡量标准。首先,一件设计作品或设计理念需要对社会有正面推动作用:对环境是友好的,对文化起到传承作用,对人们的心灵与精神都是有提升的。

许晓东强调,她不会简单地以维护设计师的利益为导向,更不会将设计媒体定义为设计师的包装平台,对于她来说,包装,意味着一定程度上的掩饰和夸大,会对市场和大众造成误导,最终伤害到社会利益,这并不是她创办设计家的初衷。



As a media person, social value is the most important criterion for her. First of all, a design work or design concept should have a positive effect on the society: it should be friendly to the environment, inherit the culture, and improve people's mind and spirit.

Xu Xiaodong stressed that she would not simply take the interests of designers as the guidance, nor would she define the design media as a designer's packaging platform. For her, packaging means covering up and exaggerating to a certain extent, which will mislead the market and the public and ultimately harm the social interests. This is not her original intention of founding Designer.



## 理想 / 奉献自我价值 追寻自然本真

### Ideal / Dedication Self Value, Pursuing The Nature

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工作与生活，家庭与理想，在不同身份的自然转换中，她展现出了更多实现自我的可能。以传媒者的身份，她是众多一线设计师向公众展现才华和情怀的窗口。

Work and life, family and ideal, in the natural transformation of different identities, she shows more possibilities of self realization. As a media, she is a window for many front-line designers to show their talents and feelings to the public.



以居家者的身份，她追寻自然，渴望回归田园。在庭院里种植了满满的蔬菜花果，热衷观察它们自然生长的过程，享受食材的天然气息。以母亲的身份，她鼓励孩子释放自然天性，开放思想。

As a home-owner, she pursues nature and yearns to return to the countryside. She planted a lot of fruits and vegetables in the courtyard. She was keen to observe their natural growth process and enjoy the natural flavor of food materials. As a mother, she encourages children to release their natural instincts and open their minds.

以理想者的身份，她希望通过成就他人，帮助他人，来体现自我价值。  
通过媒介把人物思想的精华传递给大众，同时也深深地影响到我们自己。

以自我的身份，享受泡茶的乐趣，享受在品茶时光中思考人生。

身体力行，在多重社会身份中，始终坚持追寻自然本真、服务社会的  
价值观念。

As an idealist, she wants to express her self-worth by helping others and achieving their goals. Through the media, she conveys the essence of characters' thoughts to the public, and at the same time, deeply influences us.

As self-identity, she enjoys the fun of tea making, enjoy thinking about life in tea tasting time.

In her multiple social identities, she always adheres to the values of pursuing the nature and serving the society.



## 家 / 既相互独立 又互相依存

### Home / They Are Independent And Interdependent

成立家庭，意味着成为一个共同体。但对许晓东而言，保持个体的独立性也很重要。虽然会与身为学者的丈夫进行智慧共享，互相督促成长。但保持精神自由、经济独立以及思想独立，是许晓东多年下来的坚持。

对于工作和生活也是如此，彼此保持独立。关于家的装修设计，虽然她身处设计传媒领域，但不会因个人职业而刻意追求房屋的设计感。坚持以“七分主人三分匠人”的普通业主态度对待家装设计。优先以家居环境满足彼此的生活方式为主进行装修。

To establish a family means to be a community. But for Xu Xiaodong, it is also important to maintain individual independence. Although she will share wisdom with her husband who is a scholar and urge each other to grow up. However, maintaining spiritual freedom, economic independence and ideological independence is Xu Xiaodong's insistence for many years.

It's the same with work and life, being independent of each other. As for the decoration design of home, although she is in the field of design media, she will not deliberately pursue the design sense of the house because of her personal occupation. Give priority to the home environment to meet each other's lifestyle for decoration.





## 理念 / 守护自然生态 追求自然之美

Concept / Protection Of Natural Ecology And Pursuit Of Natural Beauty

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许老师强调说，她虽喜欢自然，但并不想通过占用自然资源来营造自然之美。所以，家装设计中，选用了简一大理石瓷砖，既还原了大自然中大理石的纹理，又没有开采大理石，保护了为数不多的天然资源，非常环保。

Xu stressed that although she likes nature, she does not want to create the beauty of nature by occupying natural resources. Therefore, in the design of home decoration, GANI marble tile is selected, which not only restores the texture of marble in nature, but also does not mine marble, which protects the natural resources and is very environmentally friendly.

简一大理石瓷砖，还原自然之美的品牌文化尤为打动她。此番深刻理解源于儿时，小时候家乡不用储水，靠着山泉水就可以养活一方人家。

而后，由于过度采石，家乡的活水变为死水，最后化为一滩淤泥，破坏了整个地方的生态。从那时起，她便开始重视对环境的保护。

GANI marble tiles, the brand culture of restoring the beauty of the nature especially moved her. This profound understanding stems from the childhood, when the hometown can not store water, relying on the mountain spring water to support a family.

Then, due to excessive quarrying, the living water in her hometown turned into stagnant water and finally turned into a pool of mud, which destroyed the ecology of the whole place. From then on, she began to attach importance to the protection of the environment.



于她而言，简一，是一个极具社会责任感的企业。未来，产品技术可能会趋于同质化，但是对品牌的认可才是推动企业持续发展的源源动力。

未来，许晓东将继续与简一同行，以简一挚友的身份传播推广两者共同倡导的理念——自然、环保。

For her, GANI is a company with a strong sense of social responsibility. In the future, product technology may tend to be homogeneous, but the recognition of brand is the source power to promote the sustainable development of enterprises. In the future, Xu Xiaodong will continue to work with GANI to spread and promote the concepts of nature and environmental protection jointly advocated by GANI.





活动中  
Activity in progress

简一挚友 李敏  
艺筑亦美设计创始人

简一挚友 周斌  
苏州饮食文化传承人  
杜三珍掌门人

简一挚友 王斌  
江南前席创始人

简一挚友 陈曼  
国家一级登山运动员

简一挚友 汤先锋  
民谣歌手 / 音乐人

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# PREVIEW OF OCTOBER ISSUE

10 月刊预告

大咖挚友，  
重磅来袭，精彩不断！

**GANI FEATURED CHARACTERS:**

他是深圳誉巢设计院副院长，也是别墅专家设计大师！

TA 将带来怎样的故事？敬请期待！

He is villa design master, the vice-president of Rich Design  
company in Shenzhen!

What kind of stories will he bring us? Please stay tuned!

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