

GANI NEWS

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美在毫厘，
用 0.5mm 书写空间的极致之美

Beauty lies in millimetre,
and the ultimate beauty
of space is written with

0.5mm

/

G+

自然共生 G+ 设计精英大赛

G+ Design Competition
First Launch

/

简一集团总部展厅全新升级！

All round renewal,
welcome to GANI headquarters showroom

简一大理石瓷砖静雅棕（900x1800mm）铺贴效果图

简一® 大理石瓷砖
GANI MARBLE TILES

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简一大理石瓷砖董事长



李健直通车
THROUGH TRAIN



直通简一董事长
扫一扫关注

服务的本质：感恩客户

THE ESSENCE OF SERVICE: GRATITUDE TO CUSTOMERS

一，服务的本质就是感恩客户

The essence of service is to be grateful to customers

01 企业的营收从哪里来？客户！而且是企业唯一的收入来源。

是客户对我们产品和服务的认可，关照了我们的生意，企业才有收入来源。没有客户的认可，企业就是无源之水。

Where does the company's revenue come from? Customer! And it is the only source of income for enterprises.

It's the recognition of our products and services by our customers that makes the enterprise have a source of income. Without the approval of customers, enterprises are passive water.

02 企业发展的核心驱动力哪里来？客户！

是客户对我们的信任和信赖，持续消费我们的产品和服务，甚至介绍亲朋好友也消费我们的产品和服务，企业的收入才能保持增长。客户才是企业发展的不竭源泉。

Where is the core driving force of enterprise development? Customer!

With trust of our customers, they continuously buy our products and services, and even introduced our brand to their relatives and friends to buy, so that the enterprise's income can maintain growth. Customers are the inexhaustible source of enterprise development.

03 因此，经营企业做生意，必须要对客户心存感恩之心。感恩客户让我们得以生存，有饭吃，感恩客户使我们得以成长，有更多的发展机会！

Therefore, to run a business, we must be grateful to our customers. Thanks to our customers, we can survive. Thanks to our customers, we can grow and have more development opportunities!

二，感恩要落实在事上，体现在成果上

Gratitude should be implemented in matters and reflected in achievements

01 感恩客户不能仅仅是挂在嘴上，对经商而言，要通过真诚待客，服务好客户，为客户创造价值来实现。

To be grateful to customers, we should not just talk about it. To do business, we should treat customers sincerely, serve them well and create value for them.

02 服务就是极大的满足客户物质和精神层面的需求，并通过我们的产品和服务，为客户创造价值。

Service is to meet the material and spiritual needs of customers, and create value for customers through our products and services.

03 服务做好的成果呈现，是让客户产生惊艳的体验，结果超出客户的预期，获得客户的口碑。

The presentation of good service is to make customers have amazing experience, the results exceed customers' expectations and gain customers' public praise;

04 创造客户惊艳，超出客户期望，路径是和客户建立心与心的链接，了解客户内心深处的痛点，雪中送炭，解决客户的无奈，制造意料之外的惊喜。

To create customers' surprise and exceed customers' expectations, the path is to establish a heart to heart link with customers, to understand the pain points in customers' hearts, to solve customers' helplessness and create unexpected surprises.

- 05** 服务好不好，客户认不认同，可以进行自我检视：看看你能不能得到客户的感谢，并转介绍客户来，或者客户是不是有主动传播你的服务。

Whether the service is good and the customer agree with it or not, you can conduct self inspection: to see if you can get the customer's thanks and introduce other customers, or if the customer has the initiative to spread your service.

三，服务的具体内容和任务

Specific contents and tasks of the service

- 01** 从专业角度，服务分售前服务，售中服务和售后服务。

From a professional point of view, the service is divided into pre-sale service, in sale service and after-sale service.

- 02** 售前服务的核心任务是咨询，让客户对我们提供的产品和服务价值有一个初步的认知，并帮助客户作出正确判断和选择，用户价值体验馆就是一个很有效的工具。

The core task of pre-sales service is consulting, so that customers can have a preliminary understanding of the value of our products and services, and help customers to make correct judgments and choices. User value experience hall is a very effective tool.

- 03** 售中服务的核心任务是为客户提供满意的解决方案，解决方案必须从利益客户出发，是高性价比的。设计营销是我们做好售中服务的最直接有效方法，让客户能够所见即所得。

The core task of in sale service is to provide customers with satisfactory solutions. The solutions must start from the interests of customers and be cost-effective. Design marketing is the most direct and effective way for us to provide good service in sales, so that customers can see what they get.

- 04** 售后服务的核心任务是完成交付，过程让客户省心，安心，放心。我们的包铺贴服务就是最佳的交付方法，能够确保让客户所得即所见。

The core task of after-sales service is to complete the delivery. The process makes customers feel reassured and relieved. Our tile paving service is the best delivery method to ensure that customers get what they see.

四，做好服务的基本要求是真诚

The basic requirement of good service is sincerity

- 01** 商业活动，最大的成本是难以取得客户的信任，而获得客户真正信任的唯一途径，就是真心实意为客户着想，实实在在解决客户的问题，百术不如一诚。

The biggest cost of business activities is that it is difficult to obtain the trust of customers. The only way to obtain the real trust of customers is to think for customers sincerely and solve customers' problems in a real way.

- 02** 真诚有几个层级，第一层级是本分不说谎，做不到的事事先讲清楚；第二层级是份内的事说到要做到；第三层级是你的所有问题交给我；第四层级是先把事做好，赚钱不赚钱再说；第五层级是不管份内份外，客户没有想到的，我们想到并做到。

There are several levels of sincerity. The first level is not to lie and to make clear what you can't do; the second level is to do what you have to do; the third level is to solve all problems; the fourth level is to do things well first whether make money or not; the fifth level is we help to achieve what customers didn't think of.

03 客户信不信任，关键是看我们做到真诚的那个层级，层级越高，客户越信赖。客户越信赖，我们的业务就越多。

The key to customer trust lies in the level of sincerity. The higher the level is, the more customers trust. The more customers trust us, the more business we do.

04 服务最忌讳的，是事情没做好去找各种理由，甚至是推卸责任。其实道理很简单，你可以推卸责任，但有很多同行却愿意去承担责任。

The most avoidable thing about service is to find various reasons or even shirk the responsibility when things are not done well. In fact, you can shirk the responsibility, but many competitors are willing to take the responsibility.

五，服务背后的商业原理

Business principles behind services

01 商业的本质是等值交换，在竞争环境下，交换的主动权在客户手上。因此，客户才是驱动企业发展的不竭动力，就像是汽车的发动机。

The essence of business is equal exchange. In the competitive environment, the initiative of exchange is in the hands of customers. Therefore, customers are the inexhaustible driving force for the development of enterprises, just like the engine of automobiles.

02 真心实意为客户着想，并提供高性价比的解决方案才能建立客户的信任，有信任客户才会和你交换，带来生意。

Only when we sincerely think of our customers and provide cost-effective solutions can we build their trust, and only when we have trust can we exchange with you and bring business.

03 实实在在把事情做好，并创造客户意料之外的惊喜才能建立客户的信赖，有信赖才能形成口碑，有口碑则有源源不断的客户来源。

In fact, only by doing things well and creating unexpected surprises can we build up the trust of our customers. Only when we have trust can we build public praise. If we have public praise, we will have a steady stream of customers.

04 既以为人己愈有，既以与人己愈多。利益客户就是利益自己，付出的越多，收获就越大，这是亘古不变的真理。

Benefit customers are benefit themselves. The more you give, the more you gain. This is the eternal truth.

六，服务的背后是真诚，真诚的背后是为客户创造价值，客户价值的背后是一颗感恩客户的心！

Behind the service is sincerity, behind sincerity is to create value for customers, behind customer value is a grateful heart!

艺术拼花 ART MEDALLION

继上次推出最美背景墙之后，如何让家居空间变美成为我们探索的新话题，除了背景墙展示单片纹理的天然美感，水刀拼花是打造瓷砖造型的实力担当，用设计重组瓷砖的艺术之美，成为点亮家居空间的美学符号。

After the introduction of the most beautiful background wall last time, how to make the home space become beautiful has become a new topic for us to explore. In addition to display the natural beauty of single tile, the water-jet medallion is another important way, and the artistic beauty of the ceramic tile is designed and recombined to highlight the home space.

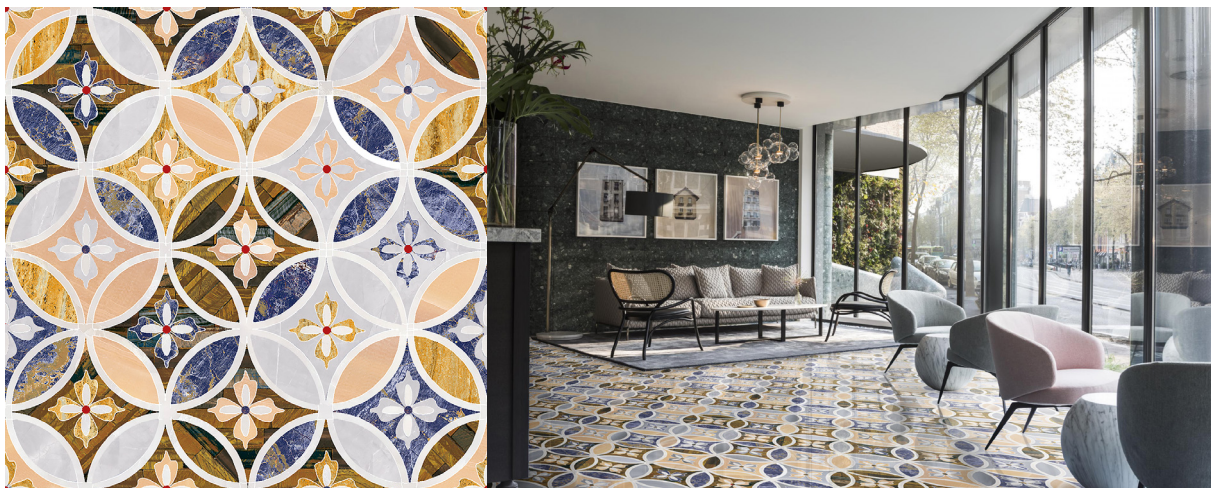


绽放之美 BLOOMING

THE BEAUTY OF ART MEDALLION 艺术拼花

水刀拼花在家居空间中应用比较广泛，在地面、背景墙、壁画都能找到它美丽的图案，拼接组合成特定的艺术造型，与整体空间设计形成视觉互动，从而达到美轮美奂的装饰效果。

Water-jet medallion is widely used in the home space. Beautiful patterns on the floor, background wall and fresco can be found. It can be spliced and combined into a specific artistic shape to form a visual interaction with the overall space design, so as to achieve a beautiful decorative effect.



这种源于欧洲中世纪建筑装饰艺术演变成展现当代人们生活美学的艺术符号，一眼望去便知道主人家的品味和志趣所在。

This kind of architectural decoration art originated from the Middle Ages in Europe has evolved into an artistic symbol to show the contemporary people's life aesthetics. We can know the taste and interest of the owner's family immediately.



THE BEAUTY OF ART MEDALLION

At the same time, in the high-precision cutting and rigorous process, the joint between the tiles is controlled within 0.5mm, the overall pattern splicing is very delicate, the transition is natural.

The traditional water-jet medallion is divided and designed according to the specification of tile. However, GANI seamless joint medallion uses the hidden seam design, which arranges the dividing line in an inconspicuous visual position and retains the integrity of the pattern to the greatest extent.



传统的水刀拼花是根据瓷砖规格来分割和设计，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。

同时在高精度切割和严谨工序下，把瓷砖间缝隙控制在 0.5mm 以内，整体图案拼接十分精致，过渡自然，仿如天成。

天鹅之恋 LOVE OF SWAN

坐标：曲靖
户型：别墅（三层）
面积：390 m²

Location: Yunnan, China
Three-storey Villa
Areas: 390m²

设计师：张刘俊
Designer: Zhang Liujun



他说 | GANI DESIGN

这是恋爱 6 年的一对恋人，在他们的结婚新房，一生只爱一人的“天鹅”成为了男主人诉说爱意的出口，优雅的天鹅就像翩翩起舞的她，是纯洁、高贵的化身，是一生守护的挚爱伴侣。

This is a pair of lovers who have been in love for 6 years. In their married new house, "Swan" who only loves one person in their whole life has become a way for the male master to tell his love. She is like an elegant swan when dancing, the incarnation of purity and nobility.



LIVING ROOM

客厅

地面：老矿古堡灰 + 雅士白
Floor: Premium Castle Grey+Ariston

在地面空间打造上，设计师张刘俊延续了美式轻奢风格，老矿古堡灰 + 雅士白的组合烘托美式的古典和大气，地面拼花选择和硬装墙板同色系的景泰蓝，和整体空间相呼应，视觉画面更加完整与柔和。

In the floor, designer Zhang continues the American style of light luxury. The combination of Premium Castle Grey and Ariston sets off the American style of classicality and atmosphere. Azul Bahia was selected as the medallion of floor which is the same color of the wall, and the visual picture is more complete and soft.

CORRIDORS

走廊与过道

从全屋来看，从门厅到过道再到客厅和餐厅，运用了浪漫的卷草纹，从纹理上勾勒出地毯式拼花的边框，柔美纤细的花纹像藤蔓一样蔓延围绕，象征家里的每一份子都一直紧密系在一起。

From the perspective of the whole house, from the lobby, aisle to the living room and dining room, romantic curling grass patterns are used to outline the frame of the medallion with its texture. The soft and delicate patterns spread around like vines, symbolizing that every member of the family has been closely tied together.



天鹅：蓝贝露

Swan: Palissandro Blue



卷草纹：景泰蓝

Curling Grass Pattern: Azul Bahia



DINING ROOM

餐厅

两只头颈相依的天鹅作为地面造型的主花，天鹅忠贞的爱情象征着主人公的感情，天鹅的身体用蓝贝露梦幻的纹理更加衬托出天鹅之恋的美好和神秘。

Two swans are the main character of the ground modeling. The faithful love of swans symbolizes the feelings of the protagonist. The body of swans is more beautiful and mysterious with the dreamlike texture of Palissandro Blue.



LOUNGE

休闲室

玉兰问情 YULAN MAGNOLIA

坐标：顺德
户型：四室三厅
面积：400 m²

Location: Shunde, China
Four rooms and three halls
Areas: 400m²

设计师：高嘉晴
Designer: Gao Jiaqing



她说 | GANI DESIGN

精准捕捉到了主人家偏好传统又希望有新意的想法，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。

It accurately captures the owner's preference for tradition and hope for new ideas. The elegant white magnolia becomes the key factor of the whole house, which is very in line with the low-key and unobtrusive nature of the owner's heart.

PORCH

入户

全屋密缝铺贴阿波罗银，大面积的灰色奠定了沉稳大气的基调，素雅白玉兰和简约黑色地面框线于细节处展现了生活的品质感。

The whole room is paved with Claros Grey(light) with seamless joint paving, and the large area of gray sets the tone of calm atmosphere. The white magnolia and black ground frame line show the quality of life in the details.



LIVING ROOM

客厅

考虑到主人家十分喜爱实木家具，设计师高嘉晴从家私扶手的回字造型汲取了灵感，在客厅特别设计了简洁利落的回字角花，黑白灰的经典色系，整体造型古朴大气。

Considering that the owner is very fond of solid wood furniture. The designer drew inspiration from the shape of the armrest of the furniture. In the living room, she specially designed a simple and neat corner flower, a classic color system of black and white gray, and the overall shape is simple and atmospheric.

使用产品：云雾白 + 黑白根 + 希腊灰 + 阿波罗银

Products: Bardiglio+Nero Marquina+Assinis Grey+Claros Grey(light)

DINING ROOM

餐厅

餐厅的圆造型运用了荷花元素，密缝拼花的工艺把盛放的荷花刻画得栩栩如生，花朵满而溢出，预示着主人家的生意蒸蒸日上。

The round shape of the restaurant uses the lotus element. Seamless joint medallion depicts the blooming lotus vividly. The flowers are full and overflowing, which indicates that the business of the host family is booming.



AISLE

过道

由于户型限制，从过道到中庭比较狭长，分别用了玉兰和祥云作为点缀，从地面延伸至背景墙和天花，在空间中做到了天地呼应。

Due to the limitation of the house layout, the corridor is relatively narrow and long, with magnolia and auspicious clouds as embellishments respectively, extending from the ground to the background wall and ceiling.



白玉兰
magnolia



祥云流纹
auspicious clouds

密缝拼花的美是一种包罗万象的奇景，任何想法都可以设计成为独特的拼花图案，处处彰显出个人意志，每一个家都可以有专属的美学符号，等待你来创意书写。

简一建立了 10 万平方大理石瓷砖配套中心，先进的工艺流程、近乎完美的切割工艺、成熟的设计与应用服务以及严格的包装物流管控，保障了密缝拼花的成品交付。

The beauty of seamless joint medallion is an all inclusive spectacle. Any idea can be designed into a unique medallion, which shows personality. Every home can have its own aesthetic symbol, waiting for you to write creatively.

GANI has established a 100,000 m²marble tile accessory center, with advanced process flow, nearly perfect cutting technology, mature design and application services, and strict packaging and logistics management and control, which ensures the delivery of the finished products of seamless joint medallion.

美哭了的售楼中心设计，唯爱与阅读不可辜负

BEAUTIFUL SALES CENTER DESIGN WITH LOVE

“

最好的建筑是这样的，我们深处在其中，却不知道
自然在哪里终了，艺术在哪里开始。

——林语堂

The best building should be like this: we are inside it without
knowing where the nature terminates or (where) the arts
starts.science."

--Lin Yutang

”

售楼处是洽谈业务、享受服务，满心期冀地签下付款合同的场所；它也是楼盘预售阶段的“颜值担当”，第一印象吸引业主注意并形成感观上可识别性，会给未来楼盘加上显著的印象分；它更是项目整体品质的缩影，借由整个建筑设计团队的追求与情怀，体现出企业文化和经营理念。

以卓越产品力著称的旭辉集团，其作品设计往往有独树一帜的魅力。抛开千篇一律、商业俗套的定位，常州旭辉·都会里售楼处，以其丰富内涵和可延伸的设计张力，呈现出来不仅仅是舒适与惬意的空间，更是呈现未来生活方式的美学体验馆。

The sales office is the place to negotiate business, enjoy services and sign payment contracts with full expectation; it is also the "knockout" in the pre-sale stage of the real estate. The first impression attracts the owner's attention and forms a sense of recognition, which will add significant impression points to the future real estate; it is also the epitome of the overall quality of the project, reflecting the enterprise through the pursuit and feelings of the entire architectural design team, industry culture and business philosophy.

CIFI GROUP, which is famous for its outstanding product power, has its own charm in design. The Sales Office of Changzhou CIFI Metropolis, with its rich connotation and extensible design tension, presents not only a comfortable space, but also an aesthetic experience hall showing the future life style.

常州旭辉·都会里

Changzhou CIFI·Metropolis



POROUS DOUBLE-LAYER INTERFACE

多孔的双层界面

项目地址：江苏 常州

项目面积：885m²

开发商：江苏旭辉

室内软装设计：ENJOY 设计

地面用砖：简一大理石瓷砖「银翼石」

Area: 885m²

Developer: Jiangsu CIFI

Interior design: ENJOY Design

Floor Tile: GANI MARBLE TILES, Cenerina

主体建筑为两层长方体，延续对设计与城市关系的探索，整个都会里示范区大面积的玻璃幕墙与铝板幕墙相得益彰。极简的大线条，极富艺术美感的曲线立面，仿佛引领着不断向上的力量。

The main building is a two-story cuboid, continuing the exploration of the relationship between design and city. The large area glass curtain wall and aluminum curtain wall of the demonstration area suited each other. The simple big lines and the curve facades which are full of artistic beauty seem to lead the continuous upward force.





MULTICULTURAL SPACE 多元文化空间

这里有书，但它不只是书店；
这里有文创产品，但它不只是创意市集；
这里还有花艺、手工以及飘香四溢的咖啡，
这不仅仅是售楼处，还是舒适有趣的阅读空间，
它也是一个更加多元化的文化空间。

There are books here, but it's not just a bookstore;
There are cultural and creative products here, but it's not
just a creative market;
There are also flowers, crafts and fragrant coffee,
This is not only a sales office, but also a comfortable and
interesting reading space,
It is also a more diversified cultural space.

地面大面积应用简一银翼石大理石瓷砖，原石
开采量极少，白色纹理与冷灰色相映成趣，自
然细腻。鲜明跳跃且错综复杂的纹理，加上光
感舒适的自然面使冷灰色带有温度感和质感，
别具一格，让人眼前一亮。灰色调是优雅的颜色，
可以跟各种色彩搭配，凸显整个空间的高级质感。

The large area of the floor is made of GANI Cenerina.
The amount of raw stone mining is very small. The
white texture and cold gray contrast each other, which
is natural and delicate. The sharp and intricate texture,
coupled with the comfortable natural surface of light,
makes the cool gray with a sense of temperature. Gray
tone is an elegant color, which can be matched with
various colors to highlight the advanced texture of the
whole space.



简一银翼石自然细腻的质感和丰富的灰色白色变化，加上光感舒适的自然面使冷灰色带有温度感，与自然的气息搭配，营造出温馨舒适之感。

大理石瓷砖有着媲美天然石材的高级质感和装饰效果，「银翼石」能营造出奢而不华的气氛，通过高档有质感的软装，在简约的基础上揉进恰到好处的精致和高级，从而演化出专属每个人的设计美学。

The natural delicate texture and rich gray and white changes of GANI Cenerina, coupled with the natural surface of light comfort, make the cold gray with a sense of temperature, and match with the natural atmosphere to create a warm and comfortable feeling.

Marble tile has a high quality and decorative effect comparable to natural stone. Cenerina can create an extravagant and unsophisticated atmosphere. Through high-grade soft decoration, it can be added into a proper delicacy and high quality on the basis of simplicity, thus evolving a unique design aesthetics for everyone.

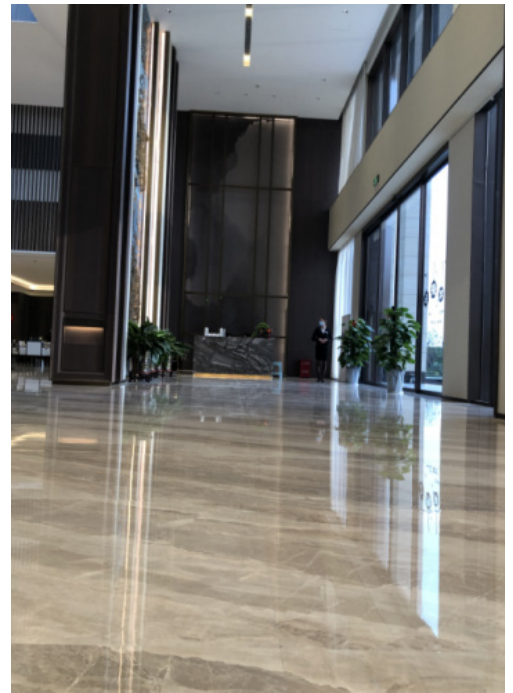


招商蛇口雍颐湾项目

Yong Yiwan project of China Merchants Shekou

以美好生活承载者作为使命的招商蛇口集团，重点聚焦在精品住宅开发与社区运营、体验式综合体开发运营。4月开放的雍颐湾项目售楼处及样板房，大面积选用简一并通过 0.5mm 密缝铺贴将大理石瓷砖石效美感体现恰到好处。1.5-3mm 传统瓷砖留缝，不仅对家居空间形成明显的割裂感，而且缝隙容易变黑，灰尘等脏污很难清理。简一的密缝铺贴使空间的整体性更强，瓷砖的纹理能得到完整的呈现，清理起来省时省力，带来极致的美学提升。

China Merchants Shekou group, which takes the carrier of a better life as its mission, focuses on the development and operation of high-quality residential buildings, community operations and experiential complex development. In April, the sales office and mock-up of yongyiwan project opened, with a large area of GANI and a 0.5mm joint paving, the marble effect of GANI tiles' aesthetic feeling is reflected. 1.5-3mm traditional joint reserved, which not only forms a clear sense of split in the home space, but also easily turns black, dust and other dirt are difficult to clean. GANI's seamless joint paving makes the space more integrated, and the texture of tiles can be completely presented, which saves time and effort in cleaning and brings the ultimate aesthetic improvement.



样板房墙面、地面、阳台等空间应用密缝效果

Effect of wall, ground and balcony of model room applied with seamless joint





碧桂园广州增城中心

Country Garden Guangzhou
Zengcheng Center

样板房选用简一连纹大板进行密缝铺贴，该款产品是我们通过工艺创新和设计改良后的升级版，进一步提升了空间效果的整体性，尤其是 900x1800mm 无限密缝连纹，缝隙细致一根发丝，不仅效果更出彩，空间更大气，缝隙数量更少。

The sample room uses GANI connected veins big slabs with seamless joint paving. This product is an upgraded version after our technological innovation and design improvement, which further improves the integrity of the spatial effect, especially the 900x1800mm infinite connected veins with seamless joint paving, which has a better effect.



04

美在毫厘，用 0.5mm 书写空间的极致之美

Beauty lies in millimetre, and the ultimate
beauty of space is written with 0.5mm

生活的品质

来自对工艺的毫厘必争

如古建筑榫卯之间的严丝合缝

毫米之差

都会破坏传统建筑的繁复之美

家居空间对美的追求

也在毫厘之间

本期四组微缩景观创意实景

简一密缝铺贴真实再现春夏秋冬

从脚下之地延展生活四季之美

跟上我们的脚步

开启一场“爱家日 云旅行”

领略祖国大好河山的壮丽奇景

Quality of life

From the attention to the millisecond gap of technology

Such as the tight joint between mortise of ancient buildings

Millimeter difference

Will destroy the complex beauty of traditional buildings

The pursuit of beauty in home space

Also lies in the millimetre

Four groups of miniature landscape creative scenes in this issue

GANI seamless joint reappearance of spring, summer, autumn and winter

Extend the beauty of the four seasons of life from the ground under your feet

Keep up with us

Open a "love home day travel"

Enjoy the magnificent scenery of the great rivers and mountains of the motherland

Have a nice vacation

DAY1 SPRING

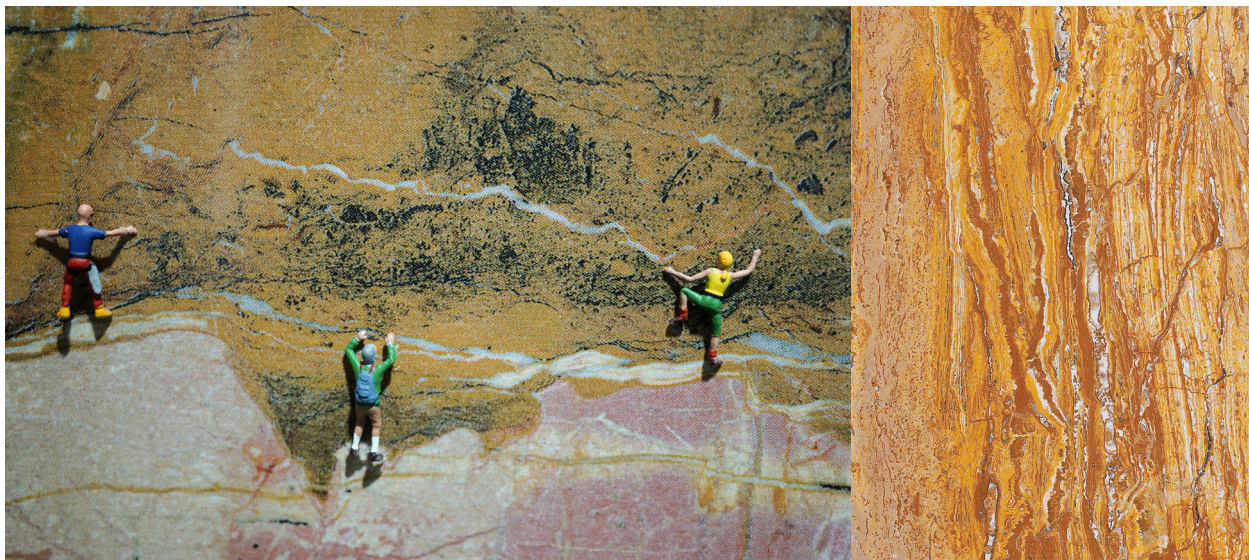
春之昂然

梵高印象

Van Gogh impression

来自简一石材库的珍稀纹理
大自然鬼斧神工的杰作
有着抽象画派的艺术底蕴
浓烈的色彩呈现出强烈的生命力

Rare texture from GANI stone library
A masterpiece of nature
With the artistic connotation of abstract painting school
Strong colors show strong vitality



目的地：云南 20°C

Destination: Yunnan, China 20 °C

在这里，和大自然来一次亲密接触
徒手攀岩，在岩壁上跳舞
一场关于技巧、力量、耐心和勇气的考验
带着敬畏的心，体验春天蓬勃的生机

Here, have a close contact with nature
Climbing by hand, dancing on the rock wall
A test of skill, strength, patience and courage
Experience the vitality of spring with awe

DAY2 SUMMER

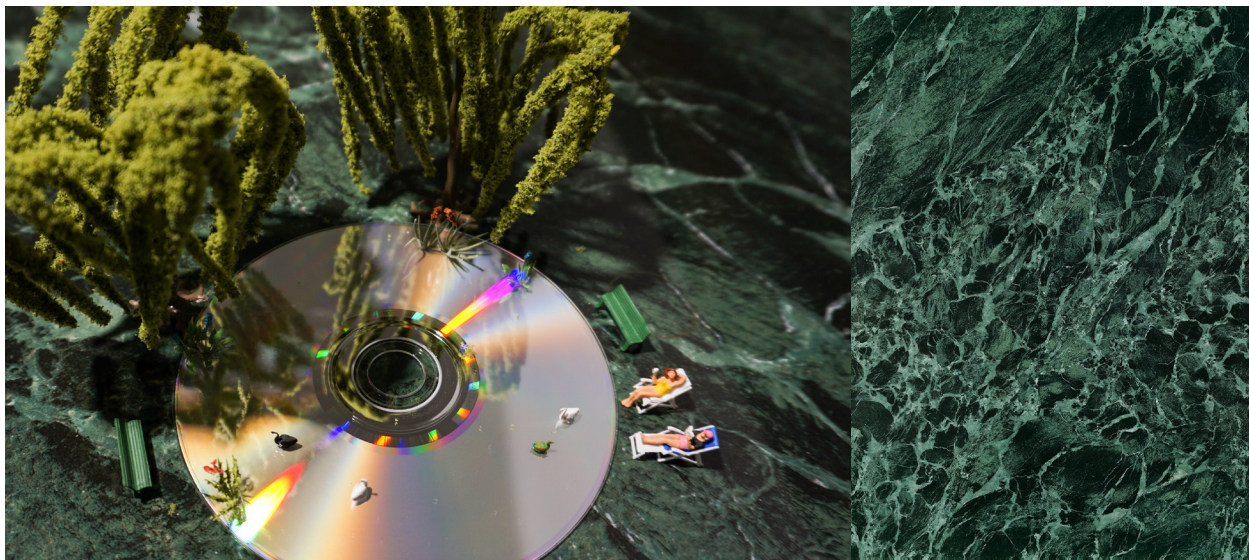
夏之清爽

阿尔卑斯绿

Verde Alpi

时空穿梭的神奇魅力
深浅绿色相间，白色纹理在自由地游走
勾勒出来一汪碧绿清泉
带来夏天的宁静和舒适

Magic charm of time travel
Dark and light green with white texture randomly
Draw out a green spring
Bring peace and comfort in summer



目的地：三亚 32℃
椰林、大海、阳光和你
一张躺椅、一本好书
时间好像静止了，世界都安静了下来
耳边只剩下清凉的微风和美妙的音乐
享受美好的夏天，这是自由的味道

Destination: Sanya, China 32 °C
Coconut forest, sea, sunshine and you
A deck chair, a good book
Time seems to be still. The world is quiet
There's only cool breeze and beautiful music left
Enjoy the beautiful summer, it's the taste of freedom

DAY3 AUTUMN

秋之丰硕

锡耶纳黄

Giallo Siena

来自大地母亲深深爱意
金黄的土地孕育着丰硕的果实
强大的铠甲下是温柔的内心
象征着稳定、成熟和力量感

From mother earth
The golden land breeds rich fruits
Under the strong armor is the gentle heart
Symbolizes stability, maturity and strength



目的地：甘肃 15°C
在黄土高原探寻源远流长的中原文化
过去的他们背向青天脸向地
这份真心没有被辜负
用勤劳的双手换来了珍贵的粮食
在秋天迎来了丰收的喜悦

Destination: Gansu, China 15
In the Loess Plateau, exploring the culture of the Central Plains with a long history
In the past, they worked very hard
This sincerity has not been let down
With hard-working hands in exchange for precious food
The joy of harvest in autumn

DAY4 WINTER

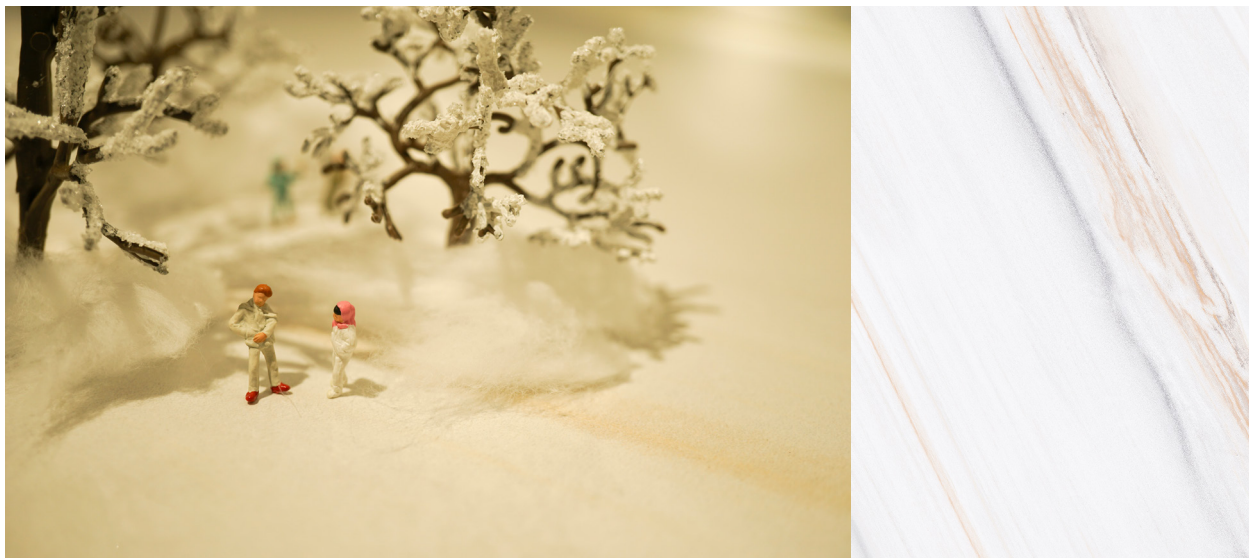
冬之素雅

拉萨白

Bianco Lasa

回到生命的本真
那是纯净、真实与浪漫的化身
如同白雪般细腻，又皎若云间月恬淡
轻描淡写间自成一派诗意

Back to the essence of life
It's the embodiment of purity, reality and romance
It is as delicate as snow and as bright as the moon among cloud



目的地：哈尔滨 -1℃
漫天飘雪的北国大地，和心上人开始浪漫旅行
在银装素裹的世界，白色恋人许下爱的诺言
明年初雪的时候，我们要一起来看雪噢

Destination: Harbin, China - 1℃
The snowy land of the Northern Kingdom, start a romantic journey with your sweetheart
In the world of silver, white lovers promise love
When it snows next year, we're going to see snow together

BEAUTY LIES IN THE ACCURACY

美在毫厘

密缝铺贴大大提升了空间的美貌程度
消除了缝隙过大带来的割裂感
让大理石瓷砖的自然之美
在你的视线流畅延伸

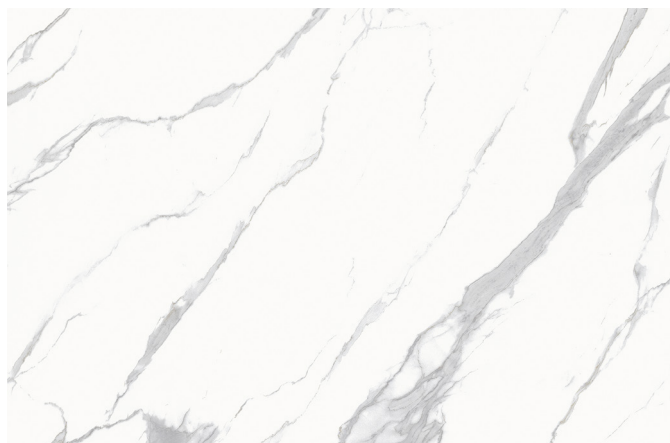
Seamless joint paving greatly improves the beauty of the space
Eliminate the sense of split caused by too large joint
Let the natural beauty of marble tile
Extend smoothly in your sight

用匠心成就伟大，美好生活离不开持续倾注努力与心血，简一创新推出密缝铺贴，击破传统瓷砖留缝 1.5-3mm 缝隙痛点，攻克瓷砖的平整度、尺寸误差和膨胀系数三大难题，把瓷砖缝隙严控在 0.5mm 以内。

凭借过硬的产品品质，专有的精工铺贴工艺和完善的售后服务体系，三者强强联合，缺一不可；从而保证了密缝铺贴浑然一体的装饰效果，率先让高档装修进入 0.5mm 的时代。

Great with ingenuity, a good life is inseparable from continuous efforts and hard work, gani innovates and promotes seamless joint paving, break the traditional 1.5-3mm joint pain point, overcome three problems of tile flatness, size error and expansion coefficient, strictly control the tile joint within 0.5mm.

With excellent product quality, exclusive seamless joint paving technology and perfect after-sales service system, the combination of the three factors is indispensable. So as to ensure the decoration effect of the seamless joint paving, take the lead to let high-end decoration enter the era of 0.5mm



“从心出发·实战护航”简一全国实战特训营首站告捷

GANI NATIONAL SPECIAL TRAINING CAMP WAS HELD SUCCESSFULLY

2020年，一场“疫情”打破了我们原有3月开班特训营的计划，但不会影响我们提升自我的脚步！继4月份线上特训营成功举办后，为全方位提升简一人的专业能力和对简一品牌的归属感，简一商学院特在5月18-21日，举办了“从心出发·实战护航”简一大理石瓷砖2020年全国实战特训营。

开营过后，简一总部商学院院长熊里带来精彩致辞，强调了培训的珍贵性，鼓励学员们珍惜培训的机会，为本次特训营拉开序幕。

In 2020, a pandemic broke our original plan to open a special training camp in March, but it will not affect our steps to improve ourselves! After the success of online special training camp in April, in order to comprehensively improve the professional ability and sense of belonging of GANI people, GANI business school specially held the 2020 national training camp on May 18-21.

After the opening of the camp, Xiong Li, Dean of the Business School of GANI headquarters, delivered a wonderful speech, emphasizing the value of the training, encouraging students to cherish the opportunity of the training, and opening the special training camp.



开营仪式
Opening Ceremony



简一商学院院长熊里
Xiong Li, Dean of GANI Business School

设计营销系统培训

Design marketing system training



在简一拥有万千粉丝的全国设计总顾问李志豪带来了《3.0 用户价值体验馆》及《价值馆功能使用探讨》的课程分享，紧扣总部今年的营销布局，助力终端家人们进一步领悟 3.0 用户价值体验馆的价值所在，并为大家用好体验馆打下了坚实的基础。

Li Zhihao, the national general design consultant of GANI, brought the course sharing of "3.0 user value experience showroom" and "Discussion on the use of the function of the value experience showroom", closely linked to the marketing system of the headquarters this year, to help distributors further understand the value of 3.0 user value experience showroom, and lay a solid foundation for everyone to use it well.

实战分享

Practical experience sharing



5月21日的课程主要以密缝铺贴和实战经验分享为主。简一密缝铺贴项目组组长陈锦强分享了《密缝铺贴常见要点解析》，揭示了简一密缝铺贴的独特之处，及详细梳理密缝铺贴经验及常见问题的解决要点。

The courses on May 21 are mainly about seamless joint paving and practical experience sharing. Chen Jinqiang, group leader of GANI seamless joint paving project, shared the analysis of common key points of seamless joint paving, revealed the unique features, and combed in detail the experience and key points to solve common problems.

终端创新大赛

Terminal innovation competition



终端创新大赛现场评比

On site evaluation of terminal innovation competition

“人无我有，人有我新”，创新一直是简一不断前进并引领行业的致胜之道。以创新驱动服务商发展，每天有改善，每天有进步，增强服务商团队在当地市场的核心竞争力，是创新大赛的意义所在。参赛学员就提交的创新方案陆续上台作展示，并由评委团按评审标准进行打分。

Innovation has always been the way for GANI to advance and lead the industry. It is the significance of innovation competition to drive the development of GANI family, improve and enhance the core competitiveness of terminal team in the local market. The participants will show the submitted innovation plans one after another, and the judges will grade them according to the evaluation criteria.

祝贺简一大理石瓷砖 2020 年全国实战特训营（首站）圆满收官，
愿家人们回到终端将“用户价值系统、设计营销、成品交付”践行
到工作中，为自己也为简一交出一份精彩的答卷。

Congratulations on the successful completion of the national training camp (the
first station) of GANI marble tile in 2020. We hope that GANI family will practice
the "user value system, design marketing, and finished product delivery" in their
work and hand over a wonderful answer sheet for themselves and GANI.



更多训练营的详细内容，欢迎扫描下方二维码
Welcome to scan the QR code below to review.



全面升级焕新，简一集团总部展厅欢迎您

ALL ROUND RENEWAL, WELCOME TO GANI HEADQUARTERS SHOWROOM

简一集团佛山总部产品展厅进行了改造和升级，以 2020 年新品无限连纹和密缝铺贴为展示重点，整体呈现出焕然一新的空间效果，将自然之美的气息融入美好生活。欢迎各大品牌服务商莅临参观和指导，现在先跟随我们的镜头来一探究竟吧！

GANI headquarters showroom has been renovated, focusing on the infinite connected veins and seamless joint paving of new products in 2020, presenting a new space effect and integrating the natural beauty into a better life. Welcome to visit, now follow our lens!



位于佛山总部二楼的产品应用展厅，占地面积约 2000 平方米，现场展示的产品覆盖了简一全系列 9 大色系、6 大规格和 72 款单品，高端、国际化、科技和未来感是展厅的关键词，完美呈现了大理石瓷砖逼真的空间应用效果。

Firstly, a brief introduction is given to the product application showroom on the second floor, covering an area of about 2000 m². The products displayed on site cover nine color series, six specifications and 72 products. The key words of the showroom are high-end, internationalization, science and technology and the sense of future, which perfectly presents the alive spatial application effect of marble tiles.

再现自然之美的艺术空间

The art space of restoring the beauty of nature

参观的起点从走出电梯间开始，在这里仿佛自己置身于一块顶级卡拉拉白大理石荒料里，真切感受到自然之美的存在。在纯白的空间中 LED 灯带呈几何线状分布，在灯光的映射下，赋予空间几分高端和科技感。

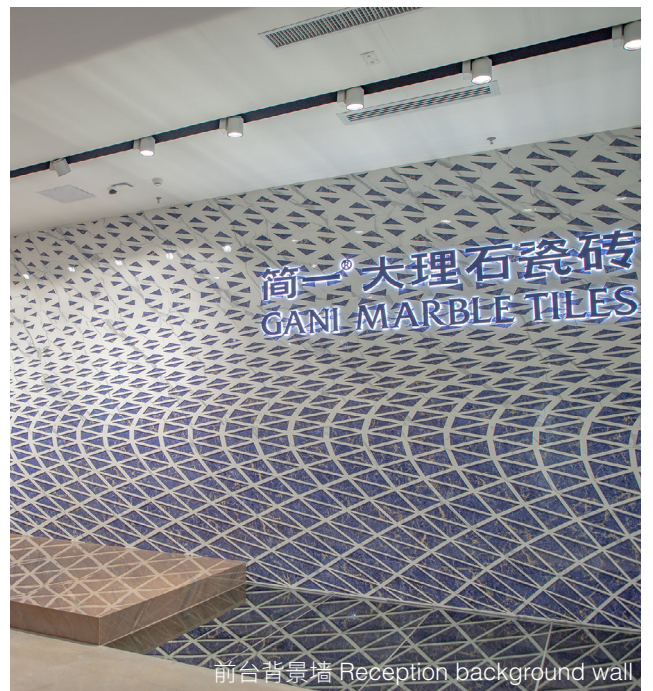
The starting point of the visit starts from walking out of the elevator lobby, where you can feel as if you are in a piece of Statuario Calacatta white marble block, and really feel the existence of the beauty of nature. In the pure white space, the LED light belt is distributed in a geometric line shape. Under the light mapping, the space is endowed with a sense of high-end and technology.



走廊通道图 Corridor

进入走廊转身就可以看见 GANI 的 LOGO 和极具特色的超大艺术背景墙，这里进入展厅的大厅前台，背景墙整体呈现出浮雕 3D 透视的立体效果，墙面是宝石蓝与顶级雪花白经过水刀造型后重叠而成，地面用的是 2020 年新品静雅棕，寓意是当你脚踏黄土大地，仰望蓝天白云，感受到磅礴大气的自然美感，有一种极富张力的想象空间。

When you enter the corridor and turn around, you can see the logo of Gani and the unique super large art background wall. Here you enter the reception of the hall. The background wall presents the 3D perspective effect of relief. The wall is made of Diamond Blue and Statuario Venato with water-jet. The ground is made of the new product Copper Dune, which means that when you step on the loess land and look up at the blue sky and white clouds, feeling the natural beauty of the majestic atmosphere, there is a kind of imagination space full of tension.



前台背景墙 Reception background wall

在前台的等候区，我们可以看见静雅棕密缝连纹效果的背景墙，6 面排列无重复的图案，打造独一无二的连纹长元素，非常适合打造长廊空间，实现视觉的无限延伸。

In the waiting area, we can see the background wall with the seamless joint and connected veins effect of Copper Dune. There are 6 non repetitive patterns arranged, creating a unique long element of continuous lines, which is very suitable for creating the corridor space and realizing the infinite extension of vision.



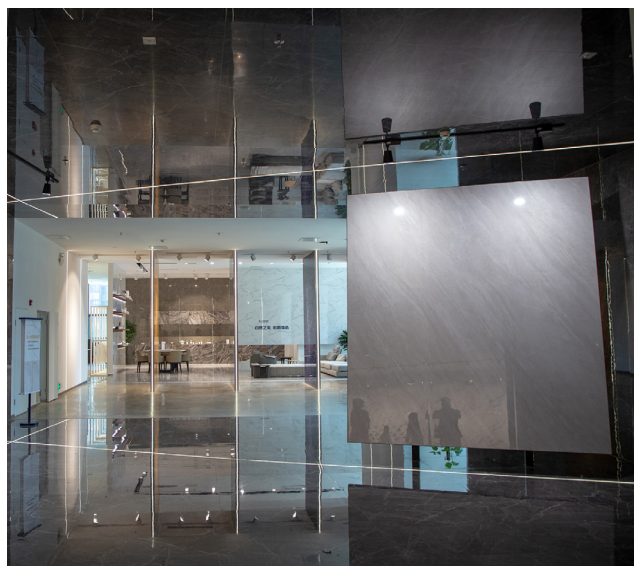
等候区背景墙 Waiting area background wall

密缝铺贴 0.5mm 美在哪里？

What is the beauty of 0.5mm joint paving?

从前台出发往右手边走，我们进入了简一密缝铺贴专区，现场展示了顶级雅士白 600x1200mm 和菲拉格慕 900x1800mm 两种规格密缝铺贴的效果，瓷砖间 0.5mm 的缝隙肉眼上几乎看不见，我们用手去感受 0.5mm 的缝隙，触感接近一根头发丝的大小，这样做到了无论装多少片看起来都像一整片瓷砖的大气感。

Going to the right side, we entered GANI seamless joint paving area, where we showed the seamless joint paving effect of New Ariston 600x1200mm and Grey Ivory 900x1800mm. The 0.5mm joint between the tiles is almost invisible to the naked eye. We use our hands to feel the 0.5mm gap, and the touch feeling is close to the size of a hair, so that no matter how many pieces are installed, they look like "one piece".



其中 918 黄金大规格更加适用于大空间和高层别墅中，将“一片瓷砖，一个空间”的设计理念发挥到极致，通过 8 个版面的拼接组合打造成为 13 平方米的连纹大理石瓷砖或更大空间。

Among them, the size of 900x1800mm is more suitable for large space and high-rise villas. The design concept of "one piece, one space" is brought into full play. Through the combination of 8 patterns, it can form a 13 m² continuous marble tile or larger space.



密缝铺贴不仅有出彩的空间装饰效果，在日常生活中也非常好打理，严丝合缝让污垢无处可藏，瓷砖更加明净透亮。

The seamless joint paving not only has the brilliant space decoration effect, but also is very easy care in daily life. The tight seam makes the dirt nowhere to hide, and the ceramic tile is clearer and brighter.

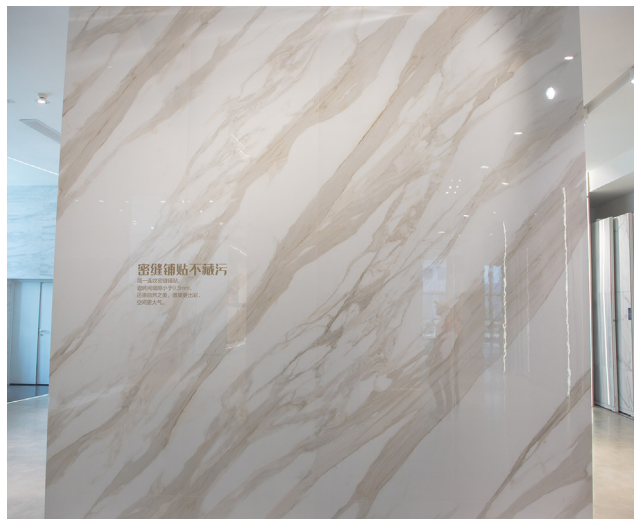


任意无限连纹如何实现?

How to realize random connected veins?

在产品展示区域，我们看见了 2020 年新品，其中任意无限连纹的空间应用吸引了大家的目光，这是非常大胆和有趣的设计尝试，在不重复的图案下实现最大的面积可能，同时保证了无论在横向或者纵向版面组合下都能呈现出不一样的图案。

In the product display area, we see the new products in 2020, in which the space application of random connected veins attracts everyone's attention, which is a very bold and interesting design attempt to achieve the largest possible area without repeated patterns, while ensuring that no matter in the horizontal or vertical layout combination, different patterns can be presented.



我们将一片瓷砖固定，在它的左侧是另一块纹理的瓷砖，通过移动我们可以实现连纹的视觉效果。实际上在这片瓷砖上下左右四个方向都能实现连纹，整体连贯统一，这就很好诠释了无限连纹的任意排列组合的设计效果。

As shown above, we fix one tile, and on the left side of it is another tile. By moving, we can achieve the visual effect of continuous textures. In fact, in the four directions above, below, left and right of this ceramic tile, it can achieve connected veins, and the whole effect is coherent, which well explains the design effect of any arrangement and combination of random connected veins.



在洽谈区域的旋转展架上，我们也看到了 2020 年新品，通过镜面的延伸，从艺术的角度呈现了无限连纹的空间美感。

On the rotating exhibition stand of the negotiation area, we also saw the new products in 2020. Through the extension of the mirror, the space aesthetic feeling of infinite connected veins is presented from the artistic point of view.



工程创新应用幕墙展示

Curtain wall display of project innovation application

最后，我们来到了幕墙干挂展示区，这里正好处于连接二楼和三楼的电梯开口处，充分利用了开阔和高层的空间来展示简一大理石瓷砖在幕墙上的应用，同时也让大家看到了我们不同尺寸大板立面的风采。

Finally, we came to the curtain wall dry hanging display area, which is just at the entrance of the elevator connecting the second floor and the third floor. We made full use of the open and high-rise space to show the application of the GANI marble tile on the curtain wall, and also let you see the style of our big slab of different sizes.



熟悉外墙干挂工程的朋友们应该知道，常见的外墙干挂材料有花岗岩、砂岩等，在美观度上远远不如色彩纹理更加丰富多样的大理石，然而大理石从安全性能上考虑并不适用于外墙干挂。

The friends who are familiar with the exterior wall dry hanging project should know that the common exterior wall dry hanging materials are granite, sandstone, etc., which are far less beautiful than the marble with more colorful texture. However, the marble is not suitable for the exterior wall dry hanging in terms of safety performance.



简一凭借丰富多彩的纹理和优质的瓷砖性能，在建筑幕墙上得到了越来越多的应用，高安全性和高颜值，赋予建筑空间更加多元化的空间效果。

With rich and colorful texture and high-quality ceramic tile performance, GANI has been more and more applied in the building curtain wall, with high safety and stylish design, giving the building space effect more diversified.



隆重亮相 | 自然共生 “G+ 设计精英大赛” 在深首发

G+ DESIGN COMPETITION FIRST LAUNCH IN SHENZHEN

2020 年 5 月 8 日，“G+ 设计精英大赛”于深圳简一大理石瓷砖八卦岭旗舰店隆重首发，业内协会的权威平台、多位设计大咖朋友及媒体代表出席见证。当日，简一大理石瓷砖 2020 年新品同步诚意推出。

On May 8 2020, the "G + design competition" was solemnly launched in the GANI flagship store of Shenzhen. The authoritative platform of the industry association, a number of design hotshots and media representatives attended and witnessed. On the same day, the new products of GANI marble tile in 2020 were launched in good faith.



自然共生 “G+ 设计精英大赛”，是简一联合亚太酒店设计和新浪家居，集中力量挖掘和培育中国精英设计师，打造设计师的成长平台，为推动中国设计发展贡献力量。

本次大赛具有“广泛的覆盖范围、权威的评价体系以及公正的立体赛制”等多重优势。全国十大赛区参赛选手，历经“报名征集 + 线上海选 + 线下复赛 + 决赛 & 颁奖”四个阶段，拟邀：林丰年、关永权、梁志天、郑忠、伍仲匡等顶尖级设计师亲掌尺墨，遴选佳作，脱颖而出的设计师将收获丰厚的奖金，入座亚太晚宴 VIP 席与人生偶像同台。

The natural symbiosis "G + design competition" is a combination of GANI and Asia Pacific Hotel Design and Sina Leju, focusing on the exploration and cultivation of China's elite designers, creating a growth platform for designers, and contributing to the development of China's design.

This competition has multiple advantages such as "wide coverage, authoritative evaluation system and fair competition system". Contestants from the top ten competition areas in China have gone through four stages of "registration + online audition + offline rematch + final & award". It is proposed to invite top-level designers such as Lim HongLian, Tino Kwan, Steve Leung, Joe Cheng, Mr.EdNg, etc. to select excellent works, and outstanding designers will receive rich bonuses, and be seated in the VIP table of Asia Pacific dinner together with life idols.

主题探讨：设计之内，设计之外

Theme discussion: inside design, outside design

自然共生“G+ 设计精英大赛”，引领健康环保生活理念。把世界带给中国，让中国引领世界。
Natural symbiosis "G + design competition", leading the concept of healthy and environmentally friendly life. Bring the world to China and let China lead the world.



深圳简一大理石瓷砖董事长叶祖理先生
Mr. Ye Zuli, Chairman of Shenzhen GANI Marble Tiles

尊重和爱护大自然，联动业主、设计师和平台的力量，全民提升家文化。Respect and love nature, link the power of owners, designers and platforms, and promote the family culture of the whole people.



深圳简一大理石瓷砖营销总经理黄绍锋先生
Mr. Huang Shaofeng, Marketing General Manager of Shenzhen GANI

设计师是家居行业的发动机，设计师要善于设计自己，设计之外的功夫也要做。成就客户，成就自己。

Designers are the engines of home furnishing industry. Designers should be good at designing themselves, and they should also do the work beyond design. Achieve customers and yourself.



深圳家装家居协会会长李晓峰先生
Mr. Li Xiaofeng, Chairman of Shenzhen Home Furnishing Association

重新审视和反思人与自然的关系，参赛是设计师成长的必经之路，以学习和包容的心态，切忌闭门造车。

Reexamine and reflect on the relationship between human and nature. Competition is the only way for designers to grow up. With the attitude of learning and inclusiveness, we must reject isolationism.



蓝调设计创始人赵春龙先生
Mr. Zhao Chunlong, Founder of Blues Design

年轻设计师应该被给予更多机会，赛事也会更有生命力。

Young designers should be given more opportunities and the competition will be more vigorous.



永安设计创始人向宏先生
Mr. Xiang Hong, founder of Yong'an Design

青年设计师要以极致的态度做好项目落地，以大胆自信心态参赛。

young designers should take an extreme attitude to do a good job of project landing and compete with a bold and confident attitude.



深圳市居众装饰设计院院长何海强先生
Mr. He Haiqiang, President of Shenzhen Juzhong Decoration Design Institute

“室外室内化，室内室外化”，室内装饰设计与景观设计等协同合作。简一有大爱的企业，与设计师和业主共同成长。

"from interior to exterior ,from exterior to interior" , interior decoration design should cooperate with landscape design. GANI is a enterprises with great love, to help designers and owners grow together.



点金之笔设计创始人、桂系设计力量会长黄步延先生
Mr. Huang Buyan, Founder of Dian Jin Zhi Bi design and Chairman of GUI design force

为客户解决问题，为项目做增值服务。一心为客户着想，才能赢得客户的尊重。

Solve problems for customers and provide value-added services for projects. To win the respect of customers, we should think for customers.



DMD 大木设计创始人朱文力先生
Mr. Zhu Wenli, Founder of DMD Damu Design



时代裹挟着我们前进，简一在此时推出自然共生理念的“G+ 设计精英大赛”，与设计师推崇的“天然合一”高度契合。

The era is binding us forward. At this time, GANI launched the "G + design competition" of the concept of natural symbiosis, which is highly consistent with the "natural integration" advocated by designers.

森艺设计创始人林苹女士

Ms. Lin Ping, Founder of Senyi Design

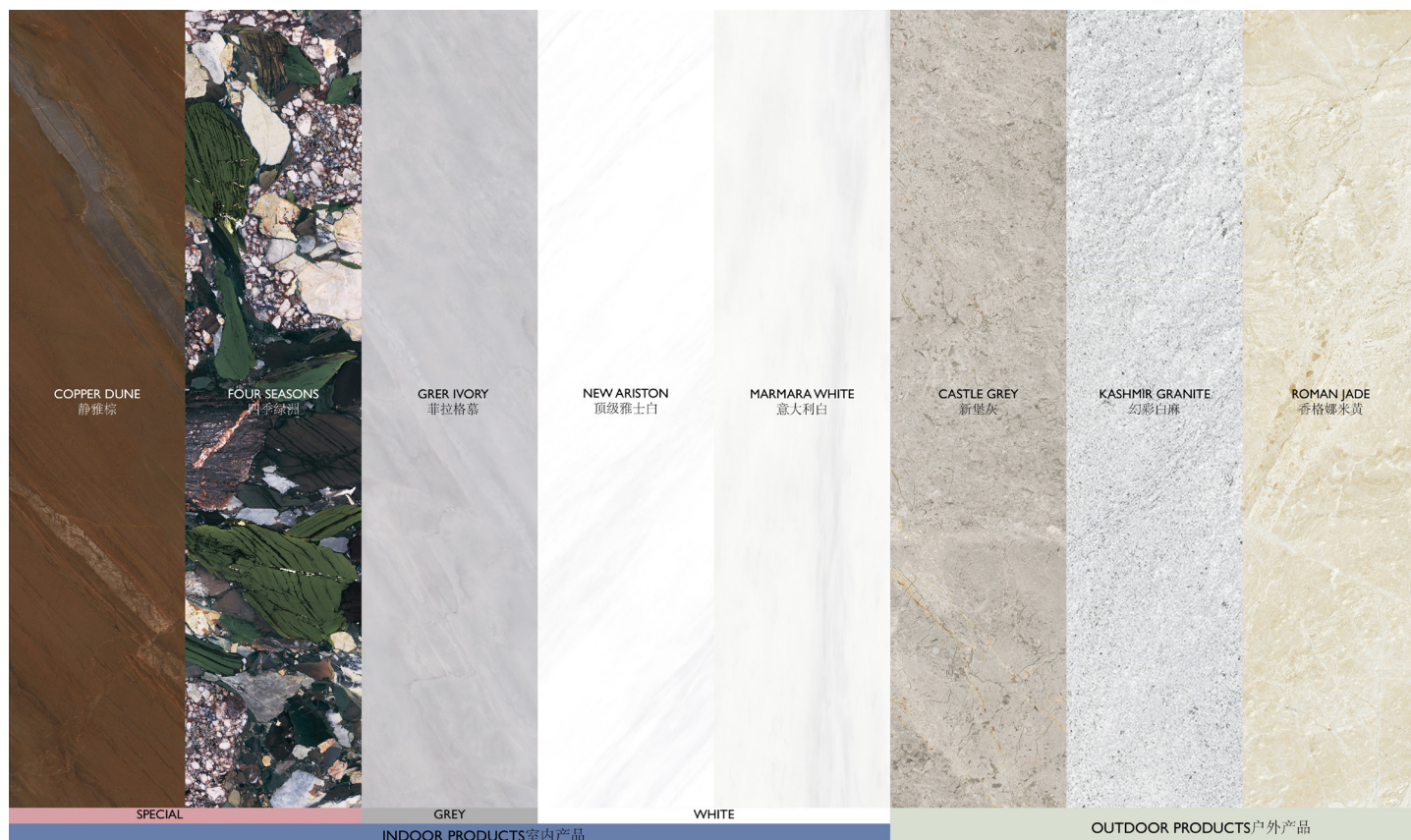
简一 2020 年新品首发

GANI 2020 New Product Launch



大自然用千百年的时间才能孕育出天然大理石，天然大理石之美，珍稀而不可多得。简一秉承传承自然之美的使命，自 2009 年成功开创“大理石瓷砖”这一革命性的创新品类，为追求高品质生活的人们提供高端、环保的装饰材料，并一直推动这一品类在全球的发展进步。

It takes thousands of years for nature to breed natural marble. The beauty of natural marble is rare and precious. Adhering to the mission of inheriting the beauty of nature, GANI has successfully created the revolutionary and innovative category of "marble tiles" since 2009, providing high-end and environmental friendly decorative materials for people who pursue high-quality life, and has been promoting the development and progress of this category in the world.



每一次的产品迭代都是为了高度适应设计的需求，对应时下的生活方式和美学风向。简一 2020 年新品诚意推出顶级雅士白，菲拉格慕、静雅棕和四季绿洲等多个花色，不同规格的 8 款新品。

新品更贴合“自然”的空间美感，同时进行了应用场景的区分和优化，不断完善产品在全空间的应用。其中有 3 款 900X1800mm 规格产品能实现任意无限连纹，密缝铺贴不藏污。特别值得一提的是新品降解甲醛的优势。随着 2020 年这次疫情的全球爆发，健康的生活方式和家装将被提高到前所未有的高度，降解甲醛新品的推出可谓是顺势而为了。

更多设计大赛的详细内容，欢迎扫描下方二维码

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The new product is more suitable for the "natural" space aesthetic feeling, and at the same time, it distinguishes and optimizes the application scenarios, and constantly improves the application in the whole space. Among them, there are three 900x1800mm products that can achieve any random connected veins and the seamless joint paving for easy cleanness. In particular, with the global outbreak of the epidemic in 2020, healthy lifestyle and home furnishings will be improved to an unprecedented level, and the new products launch of formaldehyde degradation can be described as a trend.

Every product iteration is to highly adapt to the design requirements, corresponding to the current lifestyle and aesthetic direction. In 2020, GANI's new products will launch 8 new products of different specifications, including New Ariston, Grey Ivory, Copper Dune and Four Seasons, etc.

5月27日“自然·共生”G+设计精英大赛在京正式启航 G+ DESIGN COMPETITION LAUNCHED IN BEIJING ON 27TH MAY

作为可持续发展理念的倡导者和践行者，今年简一联合亚太酒店设计、新浪家居发起“自然·共生”G+设计精英大赛，向业界广泛征集对“人与自然”关系的思考和空间设计演绎，同时为设计师搭建一个高质量的交流、发展平台。

As an advocator and implementers of the concept of sustainable development, this year GANI, together with Asia Pacific Hotel Design and Sina home furnishing, launched the "Nature · Symbiosis" G+ design elite competition, widely collecting the industry's thinking on the relationship between "human and nature" and space design interpretation, and at the same time, building a high-quality communication and development platform for designers.



5月27日，“自然·共生”G+设计精英大赛启动仪式在北京新浪家居演播厅举行，通过直播这种环保的方式，向业界发出“自然·共生”的价值倡议。企业、媒体、协会、设计师代表共聚直播间，分享他们对“自然·共生”的解读以及设计发展的思考。

On May 27, the launching ceremony of "nature symbiosis" G+ design elite competition was held in Sina home furnishing studio in Beijing. Through live broadcasting, the value initiative of "nature symbiosis" was launched to the industry. Representatives of enterprises, media, associations and designers gathered in the live broadcast room to share their understanding of "nature and symbiosis" and their thoughts on design development.

简一大理石瓷砖副总裁王艳女士，美国《室内设计》中文版出版人、中国室内装饰协会设计委副主任、中国建筑装饰协会设计委副会长赵虎先生，乐居家居全国总编辑、乐居财经家居总经理戴蓓女士，BLDD 创始人、深圳美术总院北京院长伽马先生，以及简一大理石瓷砖全国设计总顾问、应用设计学院执行院长李志豪先生，简一大理石瓷砖北京服务商巴特先生、周微微女士，简一大理石瓷砖品牌营销总监罗宇锋先生出席了启动礼。

Ms. Yan Wang, vice president of GANI marble tiles, Mr. Hu Zhao, publisher of Chinese version of American interior design, deputy director of Design Committee of China Interior Decoration Association, vice president of Design Committee of China Building Decoration Association, Ms. Bei Dai, national editor in chief of Leju, general manager of Leju financial, Mr. Gama, founder of BLDD and President of Shenzhen General Academy of Arts in Beijing, and Mr. Zhihao Li, general design consultant of GANI and executive director of the school of applied design, Mr. Bart and Ms. Weiwei Zhou, Beijing partners of GANI marble tiles, and Mr. Yufeng Luo, marketing director of GANI brand attended the launching ceremony.



“自然 · 共生” G+ 设计精英大赛启动礼现场嘉宾
"Nature · Symbiosis" G + design elite competition kickoff ceremony



赵虎 Mr. Hu Zhao

美国《室内设计》中文版出版人

中国室内装饰协会设计委副主任

中国建筑装饰协会设计委副会长赵虎先生发言

publisher of Chinese version of American interior design
deputy director of Design Committee of China Interior Decoration Association
vice president of Design Committee of China Building Decoration Association

美国《室内设计》中文版出版人赵虎从设计思考和材料创新两个层面解读大赛的意义，他认为设计师需要多一些独立思考，承担起更普世的责任。他期盼广大设计师群体，能够挣脱形式和风格的桎梏，更关注生活的本质和当下我们所面临的共性问题，基于当下的生活议题给出理性思考和具有建设性的答案。他认为材料学的滞后制约了设计的进步，人与自然的共生共荣需要材料的突破。而简一开创了大理石瓷砖这个品类，用环保的方式让更多人享受到自然之美，在材料创新上做了一个很好的示范。

Mr. Hu Zhao, publisher of Chinese edition of American interior design, interprets the significance of the competition from two aspects: design thinking and material innovation. He believes that designers need to think more independently and take on more responsibilities. He hopes that the majority of designers can break away from the shackles of form and style, pay more attention to the nature of life and the common problems, and give rational thinking and constructive answers based on the current life. He thinks that the lag of material science restricts the progress of design, and the symbiosis of human and nature needs the breakthrough of material. GANI created the category of marble tile, which makes more people enjoy the beauty of nature in the way of environmental protection and makes a good demonstration on material innovation.



简一大理石瓷砖副总裁王艳女士发言

Ms. Yan Wang, vice president of GANI marble tiles, made a speech

新冠疫情让简一更深入思考人们的生活方式，因而发起了这个大赛，倡导人和自然和谐共生理念，与此同时挖掘和培育中国设计精英，为中国室内设计的未来出力。简一大理石瓷砖副总裁王艳女士表示，“简一一直关注材料的可持续性，于2009年国内首创大理石瓷砖品类，十余年来通过科学技术和设计的力量，用环保的方式把自然之美带到都市人的生活中，在业内也举办了非常多的大型设计交流活动，简一将持续关注设计发展，期待与精英设计师一起话设计、共成长。我们希望和广大设计师一起携手，用好的设计和产品为大众创造健康环保的生活环境。”

The epidemic makes GANI think about people's life style more deeply and launched this competition, advocating the concept of harmonious coexistence between human and nature, and at the same time, cultivating Chinese design elites to contribute to the future of Chinese interior design. Ms. Yan Wang, vice president of GANI marble tiles, said, "GANI has always been concerned about the sustainability of materials. In 2009, it initiated the marble tiles category in China. Over the past decade, through the strength of science and design, it has brought the beauty of nature to the life of urbanites in an environmentally-friendly way. It has also held many large-scale design exchange activities in the industry, and GANI will continue to focus on the design and development. We are looking forward to growing together with elite designers. We hope to join hands with the majority of designers to create a healthy and environmental living environment for the public with good design and products."



乐居家居全国总编辑、乐居财经家居总经理戴蓓女士发言

Ms. Bei Dai, national editor in chief of Leju, GM of Leju financial

权威家居、设计媒体新浪家居作为大赛的战略合作媒体，共同推动自然、共生价值理念的传播和实践。乐居家居全国总编辑戴蓓认为，中国设计行业走过数十年，已经从模仿借鉴到开始进行自我的思考、发出自己的声音，尤其是年轻设计师群体展现了国际化的视野、多元化的能力和独立思考的态度，他们有着蓬勃的创造力，也将让中国设计的形象更加清晰。这个过程中需要媒体、协会、企业等为他们提供展现的舞台，推动设计价值的传播和转化。此次大赛提供了一个很有意义的思想碰撞平台。

As the strategic cooperation media of the competition, Sina home furnishing work together to promote the natural and symbiotic values. Ms. Bei Dai, the national editor in chief of Leju home furnishings, believes that China's design industry has gone through decades and started to think and make its own voice from imitation and reference. In particular, the young designer group has shown an international vision, diversified ability and independent thinking attitude. They have vigorous creativity and will make the image of China's design clearer. In this process, the media, associations, enterprises and so on are needed to provide a stage for them to show and promote the design value. This competition provides a meaningful platform for thought collision.



BLDD 创始人、深圳美术总院北京院长伽马先生发言

Mr. Gama, founder of BLDD and President of Shenzhen General Academy of Arts in Beijing

BLDD 创始人、深圳美术总院北京院长伽马，作为评委代表也对“自然·共生”进行了解读，“人和自然是分不开的，天地合一、万物一体，我们对自然应持谦逊的态度，要对我们赖以生存的自然尽责任和义务。”他非常期待通过大赛选拔出对自然性、共生性上有独特思考和实践性的作品。

Mr. Gama, founder of BLDD and President of Shenzhen General Academy of Arts in Beijing, also interpreted "nature symbiosis" as a representative of the judges, "man and nature are inseparable, we should be humble to nature, and we should fulfill our responsibilities and obligations to the nature we live on." He is very looking forward to selecting works with unique thinking and practice on nature and symbiosis through the competition.



简一大理石瓷砖全国设计总顾问应用设计学院执行院长李志豪先生发言

Mr. Zhihao Li, general design consultant of GANI and executive director of the school of applied design

李志豪认为“自然·共生”G+ 设计精英大赛不仅是一个发掘优秀设计师的平台，也是一次思想碰撞的盛会，对主题的思考会激发许多创造力。现在很多设计看起来同质化源于缺乏思想，最高级的设计其实是能够带来新的观念、新的生活方式。生态性、可持续性成为各行各业一个重要思考点，此次大赛也会为自然生态主题项目的甲方选择设计师提供参考。

Mr. Zhihao Li believes that the "nature · symbiosis" G + design competition is not only a platform to explore outstanding designers, but also a grand meeting of ideological collision. Thinking about the theme will inspire a lot of creativity. Nowadays, many designs seem to be homogenized due to the lack of ideas. In fact, the most advanced design can bring new ideas and new ways of life. Ecology and sustainability have become an important point of thinking for all walks of life. This competition will also provide reference for Party A to choose designers for natural ecological theme projects.

启动礼在别具意义的启动仪式上推向高潮，大赛倡导“自然”“共生”的理念，健康环保的生活方式，现场几位嘉宾通过按手印“宣誓”支持和践行这个理念的方式宣布大赛正式启动。

The competition advocated the concept of "nature" and "symbiosis" and a healthy and environmentally friendly lifestyle. Several guests at the scene announced the official launch of the competition by means of putting hand's print to support and practice the concept.



大赛评委 Contest judges



大赛“自然·共生”这个价值倡议亦得到许多设计师的回应，十多位业界知名设计师担纲大赛评委。亚太酒店设计界泰斗**林丰年**，著名灯光设计师**关永权**，缔造了全球众多经典酒店设计作品的**伍仲匡**，知名家居媒体人、设计媒体人**戴蓓**等担任全国评审。

The value initiative of "nature and symbiosis" has also been responded by many designers. More than ten well-known designers are the judges of the competition. **Mr. Lim HongLian**, the leader of Asia Pacific Hotel design, and **Mr. Tino Kwan**, a famous lighting designer, **Mr. EdNg** who has created many classic hotel design works in the world, and **Ms. Bei Dai**, a well-known home and design media, has served as the national judges.



BLDD 创始人、深圳美术总院北京院长**伽马**，顶贺设计董事长 / 创意总监、深圳市室内建筑设计行业协会会长**何潇宁**，鼎合设计首席设计总监、中国建筑学会室内设计分会副理事长**孙华锋**，中国美术学院国艺城市设计研究院院长、浙江亚厦设计研究院院长**谢天**，四川创视达建筑装饰设计创始人 / 创作总监**张灿**，蒙泰室内设计公司总裁 / 创始人**王心宴**，简一大理石瓷砖全国设计总顾问、应用设计学院执行院长**李志豪**，则担任赛区评审。

Mr. Gama, founder of BLDD, president of Shenzhen General Academy of Arts in Beijing, **Ms. Xiaoning He**, chairman / creative director of D&H DESIGN, chairman of Shenzhen Association of Interior Architectural Design, **Mr. Huafeng Sun**, chief design director of DINGHE Design and vice president of interior design branch of China Architecture Society, **Mr. Tian Xie**, president of national art Urban Design Institute, China Academy of Arts, and president of Zhejiang Yasha Design Institute, **Mr. Can Zhang**, founder / creative director of architectural decoration design of Sichuan Chuangshida, and **Ms. Xinyan Wang**, president / founder of MONTAGNE Design, **Mr. Zhihao Li**, general design consultant of GANI and executive director of the school of applied design, were the judges of the competition area.

在后疫情时代，我们重新关注健康和生命，重新审视人和自然的关系，践行可持续发展的文明发展之路。简一发起的“自然·共生”G+设计精英大赛，希望以独特而理性的声音推动行业前行，亦期待设计师们的精彩演绎！

In the post epidemic era, we renewed focus on health and life, re-examine the relationship between man and nature, and practice the road of sustainable civilization development. The "nature symbiosis" G + design elite competition launched by GANI hopes to drive the industry forward with a unique and rational voice, and also looks forward to the wonderful performance of designers!



扫码报名参赛

Scan to join the competition

第一位开个人演唱会的酷帅机长，了解一下？

THE FIRST CAPTAIN TO HOLD A SOLO CONCERT, WANNA KNOW MORE?

汤先锋

TANG XIANFENG

简一挚友，48 岁，出生于辽宁省辽阳市，原空军第一飞行学院教员，现为成都航空公司机长。

A 48 year old, best friend of GANI, was born in Liaoyang City, Liaoning Province. He was a former instructor of the first flight academy of the air force and is now the captain of Chengdu airlines.



提及机长，给人的感觉是帅气而高冷，身穿制服，墨镜在身，翱翔在云端，离我们又近又远。提及音乐人，给人感觉是个性又随性，深情又多情，在随意的浅唱低吟中，在指尖划过乐器时，就能让人尖叫。

今天的主人翁汤先锋，集机长和音乐人这一冷一热两种身份于一身，既酷帅又深情，在冷热之间编织出不一样的多彩人生。

When it comes to captain, we often think of handsome but cold and elegant. He is wearing a uniform, a pair of sunglasses.

When it comes to musicians, we often think of personality and affectionate. They can make people scream when they sing and play music.

Today's main character, Mr.Tang Xianfeng, combines the identities of captain and musician. He is cool, handsome and affectionate. He creates a different and colorful life between these two roles.



飞行与音乐交织 民营机长的炫彩人生

Flying and music create the colorful life of an airline captain

众所周知，飞行员对身体素质要求非常严苛。也因如此，体检成为大多数人进入空军学院首要面临的问题，也是阻碍很多人实现飞行梦的最大因素之一。汤先锋自幼习武，冬练三九，夏练三伏，拥有一个好的身子骨。1990年，他凭借着优异的身体条件，从众人中脱颖而出，成功考入空军飞行学院。

在飞行学院两年多的时间里，汤先锋更是因成绩优异，表现出色，获得了留校资格，成为了一名空军飞行教员。十多年的教学生涯，他两次获得三等功，多次获得优秀教员称号。而在2011年，汤先锋转业加入了成都航空。

As we all know, pilots are very demanding on physical fitness. As a result, physical examination has become the first problem most people face when they enter the Air Force Academy, and also one of the biggest factors hindering many people from realizing their flight dreams. Tang has practised martial arts since he was a child. In 1990, with excellent physical conditions, he stood out and successfully entered the Air Force Flight Academy.

In more than two years of the flight academy, Tang became an air force flight instructor because of his outstanding performance. In his teaching career of more than ten years, he has won the third class merit twice and the title of excellent teacher many times. In 2011, Tang joined Chengdu airlines.



工作上，他冷静严谨。生活中，他文艺热情。

At work, he is calm and rigorous. In life, he is passionate about literature and art.

音乐，是他除了飞行外的另一个执着。从初中接触音乐，到自学音乐，最后痴迷音乐。一有时间，就会弹唱，一弹就是十几个小时。“人与人之间的关系总有亲疏远近，但音乐可以是一生的朋友。”汤先锋说，不管是孤单、难过、开心，只要能抱着心爱的吉他，沉浸在音乐的世界里，眼前就仿佛又打开了另一片蓝天。”

Music is his other persistence besides flying. He starts to know music from junior high school, and then self-study music, finally obsessed with music. When he has time, he will play and sing for more than ten hours. "There is always a close or far relationship between people, but music can be a lifelong friend." Tang said that no matter lonely, sad or happy, as long as he can hold his beloved guitar and immerse himself in the world of music, it seems that another blue sky has opened up in front of him.



他说，曾经梦想着开一场个人演唱会，但飞行任务太重了。然而，让他做梦也没想到，2017年，在妻子的秘密筹划下，自己实现了演唱梦，开了个人的第一场演唱会。而他也成为了民航历史上第一位开个人演唱会的机长。

He said he dreamed of having a solo concert, but he was too busy. However, it never occurred to him that in 2017, under his wife's secret planning, he realized his singing dream and held his first concert. He also became the first pilot in the history of civil aviation to hold a solo concert.

对旅客的负责，对工作的严谨，对音乐的狂热与追求，这些都是汤先锋在人生航线的态度。简一，和其挚友汤先锋一样，在品牌的航线上同样有自己的态度。

To be responsible for passengers, to be strict with work, to be enthusiastic about music, these are all the attitudes of Tang on the life route. GANI, like his best friend Tang, has his own attitude on the brand's route.

执着于一块瓷砖 为消费者构建美好生活

Stick to one tile and build a better life for consumers



或许，有人会说，一块冷冰冰的瓷砖有什么态度可言。然而在冰冷的瓷砖背后，是简一对一片瓷砖精心打磨的匠心和热爱，是对构建用户美好生活的承诺和践行。

简一，自2009年开创大理石瓷砖品类以来，就一直专注于这单一品类的技术研发与应用，在单片瓷砖的平整度、吸水率、防滑、耐磨、防污等质量指标上死磕每一个数据，在纹理、色彩、光感、触感、质感等效果体验的细节上匠心打磨，并以一年一代的速度进行更新换代。

Perhaps, some people will say, what attitude does a cold tile have. However, behind the tiles, is the ingenuity and love of GANI, and is the commitment and practice of building a better life for users.

GANI, since the creation of marble ceramic tile category in 2009, has been focusing on the technology research and application of this single category. Every data on the flatness, water absorption, antiskid, wear-resistant, antifouling and other quality indicators of the single ceramic tile has met the high standard. The details of texture, color, brightness, touch feeling, texture and other effect experience have been with ingenuity and updated at the rate of one generation a year.



除了对单片产品的把控，为了真正实现大理石装饰效果，做到“一个空间‘一片’瓷砖”的应用效果，简一在密缝铺贴服务的基础上开发出“任意无限连纹”设计应用，连纹之美让用户轻松摆脱了单片瓷砖规格的限制，畅享纹理自然延伸带来的视觉空间一体化的自然之美。对产品质量和应用效果的认可，就是汤先锋选择简一的原因。

In addition to the control of single product, in order to truly achieve marble decoration effect, to achieve the application effect of "One Piece, One Space", GANI develops the design application of "random connected veins" on the basis of seamless joint paving service. The beauty of continuous veins makes users easily get rid of the limitation of single tile specification and enjoy the natural beauty of visual space integration brought by the natural extension of texture. The recognition of product quality and application effect is the reason why Tang chose GANI.

人生不止一条航线，生活也不止一种态度。热爱、严谨、匠心、追求完美是汤先锋和简一的态度。那你的人生航线又有着怎样的态度呢？

Life is more than one course, life is more than one attitude. Love, preciseness, ingenuity and pursuit of perfection are the attitudes of Tang and GANI. What's your attitude towards the course of your life?



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GANI MARBLE TILES

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PREVIEW OF JULY ISSUE

7 月刊预告

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精彩不断

简一董事长走进工地，倾听用户心声！

GANI Chairman enters the construction site,
wholeheartedly service to our users!

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