

GANI
NEWS

NO.04 | 2020. APR

简一世界



简一打造优雅住宅 获亚太国际房地产大赛最佳建筑

GANI Marble Tiles Applied In A Kazakhstan High-end Residence

简一大理石瓷砖菲拉格慕（900x1800mm）铺贴效果图

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GANI MARBLE TILES

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李
普通车



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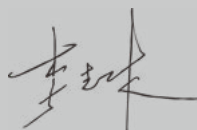
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疫情下， 简一集团如何转危为机？

How does GANI group turn crisis into opportunity?

2020 年以来，在疫情之下，中国经济受创，74% 的行业不同程度受到影响，是非典时期的 3 倍，停工停产延迟复工的企业非常多。简一从 2002 年初创至今，经历过两次大的危机，一次是非典、一次是金融危机，差点关门歇业，但都顺利坚持过来，企业也获得更快的发展。

Since the outbreak of COVID-19 in 2020, China's economy has suffered a lot. 74% of the industries have been affected to varying degrees, which is three times worse than that in SARS period, and there are many enterprises that shut down production and delayed back to work. GANI has experienced two major crises since she was founded in 2002, one is SARS and the other is financial crisis.

GANI almost closed down but we have been carried out smoothly, and the enterprise has achieved faster development.



在这次疫情爆发初期，我和集团管理层就非常重视，快速采取了应对措施。结果显示，我们的系列行动取得了非常不错的成绩。简一集团从 2 月 10 日分批次复工以来，半个月的业绩已达到 2 亿，是去年同期的 4 倍，可以说是创造了“奇迹”，集团全体上下为之振奋。

简一能转“危”为“机”，逆势之下把不可能变成可能，我细细想来，罗列了几个原因，和大家探讨，共同成长。



In the early stage of the outbreak, the management of GANI group and I attached great importance to it and took quick response measures. The results show that our series of actions have achieved very good results. Since GANI Group returned to work in batches from February 10, its half month performance has reached 200 million RMB, four times than that of the same period last year. It can be said that it has created a "miracle". All members of the group are excited.

GANI can turn "crisis" into "opportunity" and turn the impossibility into possibility under the adverse situation. I think about it carefully and list several reasons, discuss with you and grow together.

01

启动 3.0 战略 要垂直攀登

Launch 3.0 Strategy

简一在今年启动企业 3.0 战略，核心是“全心全意利益客户”，既做好事，也要做好人，在这个战略指导下，我们思考如何在疫情中发挥自己的力量，为保障国人的生命健康做点贡献。我们在 1 月 27 日紧急捐款百万驰援武汉，是家居行业第一家捐款的企业。随后我们想尽办法采购口罩，在集团发起“共抗疫情 温暖送口罩”的全民活动，给警察、医护等一线抗疫人员，简一新老客户、简一家人及亲属送关爱。截至 2 月 27 日，简一集团送出口罩 88 万个，覆盖城市 343 个，全国服务商送出 52 万个，关怀总人数达 80 万人次。

简一充满温暖的送口罩行动得到客户的广泛认可，他们说简一是雪中送炭，是一家有大爱的企业。3.0 战略指导就是“好人好自己”，从利他思维出发，真诚对他人好，对客户好，对员工好，以利他思维去指导终端服务，消费者也会用自己的实际行动支持企业，好的结果自然不言而喻。

以往我们有新的营销动作去终端推广，各地因自身情况，反应不一。而这次我们的送口罩活动，体现的是人间大爱，让总部和终端上下一心，全国简一人拧成一股绳，积极主动链接客户，链接有需要的人。在这个过程中，客户获得口罩，也感受到简一对生命的关怀，我们自己的生命价值得到了提升，获得了崇高感。可以说 2 亿业绩背后，是“人心”的力量。



GANI launched the enterprise 3.0 strategy this year, the core of which is "benefit customers wholeheartedly". We should do good as well as be good people. Under the guidance of this strategy, we should think about how to play our own power in the epidemic situation and make some contributions to the protection of people's life and health. We donated millions of money to Wuhan on January 27, which is the first donation enterprise in the household industry. Then we tried our best to purchase masks, launched a nationwide campaign of sending masks for jointly fighting epidemic together in the Group, and deliver care to the front-line responders such as police, medical staff, and new and old customers and other GANI family. As of February 27, 880,000 masks had been sent out by GANI Group, covering 343 cities, 520,000 masks sent by national partners, with a total number of 800,000 people reached.

GANI's warm campaign of mask delivery has been widely recognized by customers. They said that GANI is an enterprise with great love. 3.0 strategic guidance is to "do good to people". From the perspective of altruistic thinking, if we are sincere to others, including customers and employees, to guide terminal services with altruistic thinking, consumers will support enterprises with their own practical actions, and the good results are self-evident.

In the past, when we have new marketing actions to terminal promotion, there are different reactions due to their own situations. This time, our mask sending activity reflects the great love of the world, which makes the headquarters and our partners work as one, actively linking customers and people in need together. In this process, customers get masks and feel GANI's care for life. Our own life value has been improved and we have gained a sense of sublimity. It can be said that behind the 200 million performance achievements is the power of "people's heart".

02

企业频频进行营销创新

Enterprises frequently carry out marketing innovation

心上用功，事上磨练。“全心全意利益客户”并不是一句口号用来挂在墙上，而是要真正落到实际行动中。在企业 3.0 战略的指导下，简一除了送口罩之外，营销上也做了一些创新动作。

"Benefit Customers Wholeheartedly" is not a slogan to hang on the wall, but to really take the actual actions. Under the guidance of enterprise 3.0 strategy, in addition to delivering masks, GANI also made some innovative actions in marketing.



1 快速反应，建立应对机制

Quick response and establishment of response mechanism

很多企业陷入固化思维，认为 2 月是装修淡季，加上疫情影响，比较被动。简一早在 2 月 7 日成立了市场快速启动领导小组，并设立专项基金，下设 7 个工作小组，包括意向客户转化，潜在客户引流，新服务商帮扶，核心服务商协调，品牌深度传播，工程业务拓展以及线上培训内功等。同时，在 2 月 10 日发起了“简一开门红 让爱无缝隙”的推广活动，迅速在市场铺开。

同时，结合实际情况，建立了一系列创新机制以推动内外部高效运转。包括全员分享、培训机制，视频会议机制，全员营销机制，pk 机制，在线办公机制，直播拓客机制，微信爆单机制，链接客户机制等。大大缩减了空间地域限制，迅速提升了沟通效率，同时集结终端智慧群策群力制定策略，瞬间引爆客户需求，真正做到直达 C 端、赢得 B 端、点燃 A 端。

Many enterprises fall into the fixed thinking that February is the off-season for decoration, and with the impact of the epidemic, they are relatively passive. As early as February 7, GANI set up a leading group for a rapid start of market, a special fund and seven working groups, including intention customer transformation, potential customer redirection, new partners assistance, core partners coordination, in-depth brand communication, project business development and online training. At the same time, on February 10, the online promotion activity was launched, which spread rapidly in the market.

Combined with the actual situations, a series of innovative mechanisms are established to promote the efficiency of internal and external operation. It includes all staff sharing, training mechanism, video conference mechanism, all staff marketing mechanism, competition mechanism, online office mechanism, livestreaming for customer extension mechanism, wechat marketing mechanism, customer connection mechanism, etc. It greatly reduces the space and geographical restrictions, rapidly improves the communication efficiency, and at the same time, it gathers the wisdom of our partners to work out the strategy, detonates the customer demand instantly, and truly reaches our clients, distributors and manufacturer unite as one and activates the manufacturer.



超过1万人专注每一块瓷砖的品质

2

创新营销模式，开启数字营销

Innovate marketing mode and start digital marketing

疫情阻止了人们外出，但不能阻止用户追求美好生活的心，简一将线下营销搬到线上，通过引流、直播和微信营销等手段满足客户既不出门又能高效完美完成装修的目标。这次疫情将大力推动中国经济走向数字化和智能化，未来简一也将持续深耕数字营销。

The epidemic has prevented people from going out, but it can't stop users from pursuing a better life. GANI has moved offline marketing to online, and through the means of redirection, livestreaming and wechat marketing, it can meet customers' goal of not going out but also completing the decoration efficiently and perfectly. The epidemic will vigorously promote China's economy to be digital and intelligent. In the future, GANI will continue to deepen its digital marketing.

3

产品研发、服务具有前瞻性，为简一赢得先机

Product R & D and service are forward-looking and win the first chance for GANI

疫情让人们更加关注健康，简一在 2017 年就意识到健康家居的重要性，历时两年自主研发出降解甲醛瓷砖，并于去年推向市场。简一降解甲醛瓷砖在可见光下可高效、持久的将甲醛降解成二氧化碳和水，健康守护家居环境。服务上，简一于 2018 年行业首推密缝铺贴服务，让瓷砖间的缝隙细如发丝，在装饰效果美观大气的同时减少了缝隙藏污纳垢带来的健康卫生问题。这些硬实力都是简一能快速打开市场强有力的保障。未来，简一也将继续发力健康产品的研发，满足消费者内心对健康的渴求。

The epidemic has made people pay more attention to health. In 2017, GANI realized the importance of healthy home furnishing. GANI independently developed the ceramic tile with formaldehyde degradation for two years, which was put into the market last year. In the visible light, the ceramic tiles can degrade formaldehyde into carbon dioxide and water efficiently and persistently, and protect the home environment healthily. In terms of service, in 2018, GANI firstly launched the seamless joint paving service in the industry, making the joint between tiles as thin as hair, reducing the health and hygiene problems caused by the gap dirt. These hard strengths are the strong guarantee that GANI can quickly open the market. In the future, GANI will continue to work on the research and development of health products to meet consumers' inner desire for health.

企业 3.0 战略的发力点是“从心出发，将客户价值最大化”，未来，简一将在 3.0 战略的指导下，继续以利益他人之心，服务客户，为客户创造物质和精神双重价值，让简一成为客户心中真正温暖的挚友。

The starting point of enterprise 3.0 strategy is to "start from the heart and maximize customer value". In the future, under the guidance of 3.0 strategy, GANI will continue to serve customers with the heart of benefiting others, create material and spiritual values for customers, and make GANI become a true friend of customers.

轻奢 ACCESSIBLE LUXURY



坐标：成都
户型：三房两厅
面积：138 m²
设计师：何健

Location: Chengdu China
Apartment layout: Apartment with three bedrooms,
a living room and a dining room
Area: 138 m²
Designer: Jian He

简一大理石瓷砖 卡拉拉白 + 水云石
Statuario Calacatta + Cloud Grey

这是一套来自成都 138 m²的主力户型，作为改善型住房，相信对很多朋友都有借鉴意义。业主杜姐是位性格爽朗，有品位的时髦女主人。在家装上，她非常看重材料的质感和细节。当杜姐第一次进店，就被天然大气的石纹效果所吸引，大理石瓷砖当仁不让地成为了空间的主角，自然的美经得住时间的考验。

在设计师何健的理念中，装修是根据房子的户型和空间结构来制定具体的设计方案，户型就好比五官，很显然杜姐的房子天生就是个美人胚子，有一股天然去雕饰的美。这个户型布局方正，从入户起，餐厅、客厅依次呈直线分布，以这条线为中轴，厨房和卧室左右对称开来，整体视野开阔，光线充足亮堂。

The owner, Ms Du, is a fashionable lady with a bright personality and good taste. In home decoration, she attaches great importance to the texture and details of materials.

When Ms.Du first entered the store, she was attracted by the natural and atmospheric effect of marble. Marble tiles became the main role of the space, and the natural beauty could stand the test of time.

In the concept of designer Jian He, decoration is to make specific design scheme according to the house type and spatial structure.

The layout of the house is regular. From the hallway of the house, the dining room and the living room are in a straight line. With this line as the central axis, the kitchen and the bedroom are symmetrical. The overall vision is open and the light is full and bright.



客厅
Living room

“

轻奢的核心是奢而不华，轻即是简，主视觉是以简约为基调。

——设计师何健

“The core of accessible luxury is extravagance but not flashiness. The key visual is based on simplicity.”

-designer Jian He

”

设计师何健把重点放在如何进一步开拓空间的开阔感，放弃了过度浮夸的装饰，选择简洁大方的设计手法，瓷砖疏朗的纹理和写意的线条勾勒出大气的视觉效果，卡拉拉白和水云石作为经典的灰白搭配再次 Hold 住全场，现代轻奢风格就这样诞生了。

在空间的打造上，设计师根据重点区域做特别设计，在入户、客厅和餐厅用水云石做圈边处理，从灰色调的墙板到地面的水云石，同色系的延展起到了很好的过渡作用，让整体视觉更加柔和。

The designer focuses on how to further develop the open sense of space, gives up the excessive decoration, with the simple and generous design method, the sparse and bright texture of ceramic tiles and veins outline the atmospheric visual effect. Statuario Calacatta and Cloud Grey, as the classic collocation, create the modern accessible luxury style.

In terms of space creation, the designer makes a special design according to the key areas. Cloud Grey was used around the edge of the entrance, living room and dining room. From the gray wall to tiles on the ground, the extension of the same color system plays a good transition role, making the overall vision more soft.



客厅和餐厅的过渡地带
Transition zone between living room and dining room



客厅一角
A corner of living room

在水云石的衬托之下，中间大面积整铺卡拉拉白，留白处理让空间更加干净和通透，不仅增添了空间的层次感，还能完美衬托出家具色彩和质感，带给人温暖舒适家的感觉。

Under the background of the Cloud Grey, a large area of Statuario Calacatta is paved in the middle. The white treatment makes space cleaner and more transparent. It not only adds the sense of hierarchy of the space, but also perfectly sets off the color and texture of the furniture, bringing people a warm and comfortable home feeling.



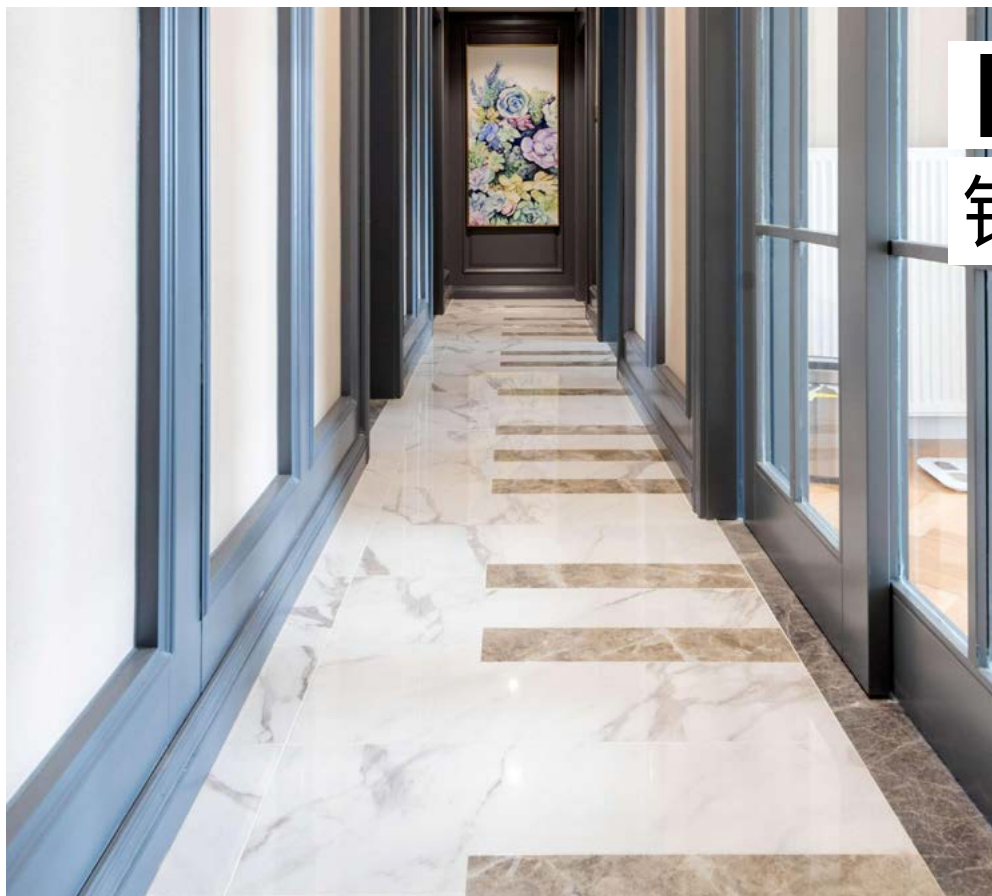
餐厅
Dining room



厨房
kitchure

很多人都遇到走廊设计的问题，设计师给出了完美的示范案例，走廊本身有点狭长和窄小，又没有任何家具可以遮挡，为了和客厅的空间视觉保持整体一致，采用部分水云石与大面卡拉拉白做成灰白钢琴键的创意形式，有效地规避了走廊本身狭长窄小的缺点。

Many people are confronted with the problem of corridor design. The designer gives a perfect demonstration case. The corridor itself is a little narrow, and there is no furniture to cover it. In order to keep the overall consistency with living room, the creative form of making gray white piano key by using Cloud Grey and Statuario Calacatta is adopted, effectively avoiding the narrow shortcomings.



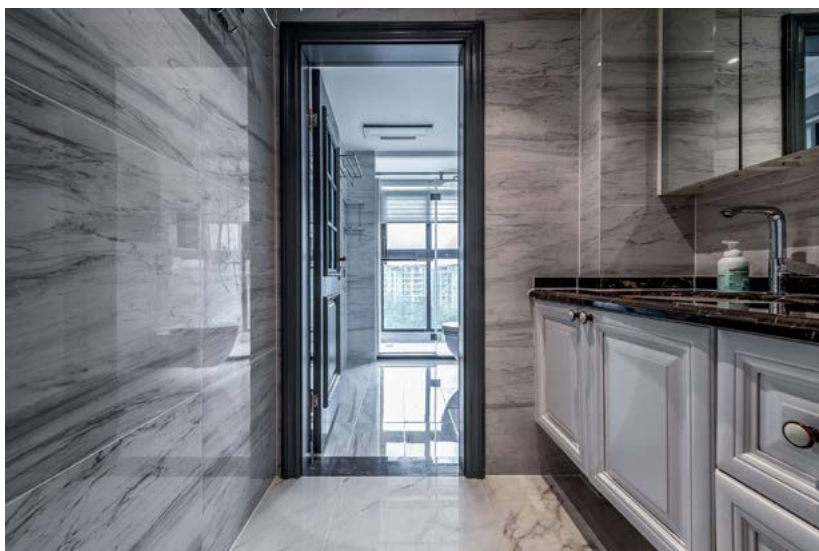
PIANO 钢琴键

考虑到厨房本身空间不大，设计师采用直纹的希腊伯爵白，尽量实现空间的延展性，白里飘灰的纹路，很好的提升了整个空间的品质感，同时衬托出灰调橱柜的高雅和精致，从这里就能看出瓷砖可以精准表达空间的简约之美。

Considering that the kitchen is not large, the designer uses straight lines of Volakas, trying to achieve the extensibility of the space, and the lines of floating ash in the white, which greatly improves the quality of the whole space, while setting off the elegance and refinement of the gray cabinet. We can see that the ceramic tiles can accurately express the beauty of the space simplicity.

WHITE & GRAY

经典灰白



公共卫生间
Public Washroom

在卫浴空间，设计师根据不同的居住人群，搭配不同纹理和色彩的瓷砖，彰显主人的个性特点。瓷砖一石 N 面的立体装饰效果会更强，自然不呆板。在性能上遇水更防滑，易清洁打理，而且安全系数高。

In the bathroom space, according to different residents, the designer matches different texture and color tiles to highlight the personality of the owner. Different surfaces make three-dimensional decoration effect stronger, natural not rigid. It is more anti-skid, easy to clean and take care of, and has a high safety factor.



现代轻奢风格更加注重生活品质，懂得欣赏美和享受生活同样重要。在后期的软装上，业主杜姐选择了一些色泽靓丽的丝绒家具，慵懒的丝绒释放了空间的舒适感，让人与空间变得亲密起来，在细节上营造出完全放松的氛围。

Modern luxury style pays more attention to the quality of life, and it is equally important to appreciate beauty and enjoy life. In the later period of soft decoration, Ms Du, the owner, chose some velvet furniture with beautiful color. The velvet released the comfort of the space, made people close to the space, and created a completely relaxed atmosphere in details.

极简 MINIMALISM

“

简单和舒适是衡量一个空间的完美尺度——设计师孟业凡

Simplicity and comfort are the perfect measure of a space.

——Designer Yefan Meng

”

极简的硬装设计，为空间定下了克制的基调，搭配高品质的软装，黑白灰色调的运用赋予了空间独特的气质和韵味，整个空间的线条得以突出和表现，以丰富的线条来区分功能布局，鲜明又统一。

The simple design sets a restrained tone for the space, matches with high-quality soft decoration, and the use of black and white gray tile gives the space a unique temperament and charm. The lines of the whole space can be highlighted, and the functional layout can be distinguished with rich lines, which is distinct and unified.



坐标：宜昌
户型：四室两厅
面积：215 m²
设计师：孟业凡

location: Yichang, China
Apartment layout: Apartment with four bedrooms, a living room and a dining room
Area: 215m²
Designer: Yefan Meng

简一大理石瓷砖 卡拉拉白 + 水云石，入户与客厅相通

Statuario Calacatta + Cloud Grey, Entrance connected to the living room



客厅和餐厅相连接，整个空间非常通透。不拘于对华丽外表的追求，而专注于宁静深邃的内心世界，通过对形状轮廓和光影进行高度归纳和提炼，地面利用干净利落的线条和黑白灰的高反差，体现空间的层次感。

The living room and dining room are connected, and the whole space is very transparent. Not limited to the pursuit of gorgeous appearance, but focused on the quiet and profound inner world. By highly summarizing and refining the shape, light and shadow, the ground uses clean lines and high contrast among black, white and gray to reflect the level sense of space.



玄关、过道和客厅地面是一脉相承的设计，劳伦斯金简洁流畅的直纹与地面的框线造型相呼应，在颜色和结构上都呈现出和谐与统一，黑白灰的设计格调在视觉上完整实现了功能区分，在细微处体现品味。

The porch, hallway and living room floor are in the same line of design. Laurent Black's simple and smooth straight lines correspond to the frame line shape of the floor, showing harmony and unity in color and structure. The black and white gray design style fully realizes the functional differentiation in vision, and embodies taste in subtle places.



BLACK & WHITE & GRAY

黑白灰格调



公共卫生间

Public Washroom

在走廊过道中，设计师延续了简约的方形框线造型，同时巧妙布置了休闲区域，宝蓝色皮质座椅和金属镶边木质边柜的精致组合，不仅丰富了走廊空间的层次感，同时赋予了家居功能，放一束鲜花，这里便成为看书小憩的安静角落。

In the corridor, the designer continues the simple square frame line shape, and at the same time cleverly arranges the leisure area. The exquisite combination of the blue leather seat and the metal edge wooden edge cabinet gives the home function. With a bunch of fresh flowers, and here it becomes a quiet corner for reading and rest.

简单和舒适是衡量一个空间的完美尺度，在分隔与组合之间切换自如，经典的黑白灰设计格调将现代美学与生活相融合，造就有品位的艺术空间。

Simple and comfortable is the perfect way to measure a space. It can switch freely between separation and combination. Classic black and white gray design style integrates modern aesthetics and life to create a tasteful art space.



中国人的骄傲 ——北京大兴机场

Pride of Chinese people -- Beijing Daxing Airport

全球**最大**的

The world's largest single terminal

建设速度**最快**的机场

The fastest built airport

世界施工技术**难度最高**的航站楼

Terminal building with the most difficult construction technology in the world

中国规模最大的空地**一体化**综合交通枢纽

China's largest integrated air-ground transportation hub



大兴机场的外观是一只展翅高飞的凤凰，寓意“凤凰展翅”的大兴机场，与首都机场刚好形成了“龙凤呈祥”的双枢纽格局。大兴机场占地4.1万亩，相当于63个天安门广场的大小，800亿投资，1亿人次的年客流吞吐量……中国正用自己的方式，向世界展示着“中国力量”。

Beijing Daxing International Airport (PKX), also known as Beijing New Airport, is the biggest airport in the world. The airport's design is pioneering while its location on Daxing District (the southern suburbs of Beijing) is ideal in order to serve the Chinese capital and the neighboring areas of Hebei and Tianjin. The new mega-airport hub is expected to handle up to 45 million passengers per year by 2021 and reach an outstanding 100 million in the future. The Chinese government is estimated to have paid approximately US \$17.47 billion for this colossal project.

设计：

巴黎机场集团建筑设计公司 ADP Ingénierie (ADPI)
已故建筑女爵扎哈·哈迪德
香港设计工作室 Lead 8 (新机场商务楼)

Design by:

ADP Ingénierie (ADPI),
Zaha Hadid (ZHA),
Hong Kong design studio Lead 8 (new commercial terminal)



作为全球最大的机场航站楼，其屋盖钢架构的投影面积就达到 18 万平米，相当于 25 个标准足球场。而如此庞大的屋盖，仅用了 8 根 C 形柱作支撑，可以将鸟巢放进来。

As the world's largest airport terminal, the projection area of its roof steel structure is 180,000 square meters, equivalent to 25 standard football fields. Such a huge roof, with only eight C-shaped columns as supports, can put the Bird's Nest in.

如今的中国，正以惊人的速度上演着“大国的崛起”，而简一作为大兴机场南航站楼建设的材料供应商，用瓷砖展示着简一的骄傲与自豪。

Nowadays, China is performing "the rise of a great power" at an amazing speed. As a material supplier for the construction of the South Airlines station building of Daxing airport, GANI shows her pride with ceramic tiles.



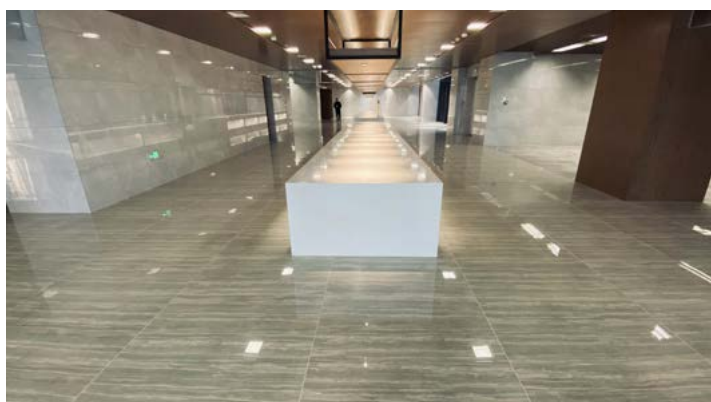
大兴机场实景图
Beijing Daxing Airport



南航楼实拍图
South Airlines Station Building

简一大理石瓷砖的耐磨性高，适合用于公共场所，哪怕人来人往，也不失其简单大气的自然美感。法国木纹灰的木纹纹理流畅细腻、清晰、自然，中性色调显得分外简约时尚，可灵活搭配空间的装饰。航站楼地面大面积使用法国木纹灰，简约确不失大气，彰显着航站楼的低调与成稳。

GANI marble tile has high wear resistance and is suitable for public places. Even with heavy traffic, it will not lose its natural beauty. The wood texture of Wood Grain Grey is smooth, delicate, clear and natural, and the neutral tone is extremely simple and fashionable, which can be flexibly matched with space decoration. Large area of Wood Grain Grey is used on the ground of the terminal building, which is simple and atmospheric, showing the low-key and stability of the terminal building.



法国木纹灰实景图
GANI Wood Grain Grey



灰调背景更能消除压迫感，使人安心平静。灰色赋予空间柔和的质感，同时包容性非常强，中性百搭的灰色适用于任何场景，云朵灰与阿玛尼灰相互搭配，地面纹理清晰，层次分明，尽显高级质感；阿玛尼灰灰白色的色调，简约大气，尽显优雅；深浅搭配，相得益彰。

Gray background can eliminate the sense of oppression and make people calm. Gray gives a soft texture to the space, and it is very inclusive. Neutral and versatile gray is suitable for any scene. Tundra Grey and Amani Grey are matched with each other, and the ground vein is clear, layered and full of advanced texture; Amani Grey's white color is simple, atmospheric and elegant; dark and light colors are matched to each other.



地面简一云朵灰、墙面阿玛尼灰
Floor: Tundra Grey ; Wall: Amani Grey

崛起的中国，走向世界的简一，

简一大理石瓷砖，将持续为祖国建设添砖加瓦，创造美好生活！

Let the world behold China, let the world behold GANI. GANI Marble Tiles will continue to contribute to the construction of the motherland and create a better life for people!

简一国际 | 简一大理石瓷砖 打造哈萨克斯坦高端住宅

GANI Marble Tiles Applied In A Kazakhstan High-end Residence

简一大理石瓷砖
住宅应用案例曾获
亚太地区国际房地产大奖

GANI residential project received the
International Award in Asia Pacific Property Awards.



BI City Seoul 首尔城，由哈萨克斯坦最大建筑公司 BI 集团承建的最大项目——BI City（首都城市）项目中的首个大型多功能住宅区。“首尔城”由 8 栋不同楼层的建筑组成，其建筑外观以现代建筑主义方式诠释，拥有所有现代智能住宅技术，荣获 2016 亚太房地产国际奖。BI City Seoul, the first large multiple residence in BI City project, the largest project undertaken by BI Group, the largest construction company in Kazakhstan. BI City Seoul is a residential complex consisting of eight buildings of variable number of floors. The architectural appearance has been executed in the style of a modern interpretation of constructivism. The residential complex features all modern smart-house technologies, and received the International Award in Asia Pacific Property Awards.



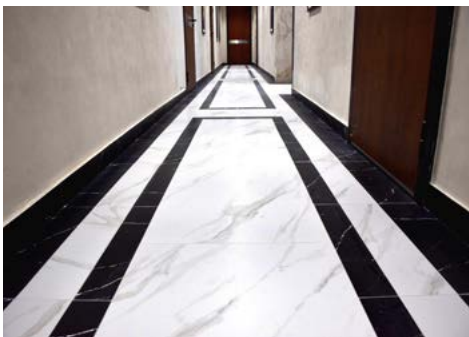
BI City Seoul “首尔城” - 不同开发区与世界特定首都的风格相对应
Every development site will correspond to the style of a particular capital of the world.

哈萨克斯坦是中国的友好邻邦和战略合作伙伴，是中国“一带一路”倡导的积极支持者，也是简一品牌的海外战略市场。简一作为“革命性装饰材料”大理石瓷砖的开创者，以高端的服务品质和卓越的产品性能协助打造“首尔城”。

Kazakhstan is China's strategic partner, and an active supporter of China's "Belt and Road" initiative, and also an overseas strategic market for GANI brand. As the pioneer of "revolutionary decorative materials" marble tiles, GANI helps to build "BI City Seoul" with high-end service quality and excellent product performance.

简一顶级雪花白和黑白根共同打造舒适住宅区雅致门廊

GANI Statuario Venato and Nero Marquina Created Elegant Porches of Multiple Residence



“首尔城”令人赞叹的还有其典雅精致的室内设计，简一顶级雪花白装饰入口区域，银灰色错落有致的雪花状纹理，与淡黄色浮雕墙纸相互映衬，简洁大气的质感诠释大理石自然之美，给每位住客带来洁净舒适的感官体验，增添细腻。

简一大理石瓷砖顶级雪花白和黑白根，共同打造优雅的电梯间，黑白两色对比设计，以波打线图案划分出不同功能区域，丰富了 BI City Seoul 的艺术装饰效果。

"BI City Seoul" also boasts its elegant and exquisite interior design. GANI Statuario Venato adorn the entrance area. Silver gray scattered snowflake texture and the pale yellow relief wallpaper set off each other. The simple and atmospheric texture interprets the natural beauty of marble, bringing clean and comfortable sensory experience to each guest, adding delicacy.

GANI's Statuario Venato and Nero Marquina jointly create the elegant black-and-white contrast design of the elevator lobby, and divide different functional areas with borders, which enriches the artistic decoration of BI City Seoul.



STATUARIO VENATO 顶级雪花白

White marbles can trace its history to Mounts Apennine, Alps and Apuan in regions of Tuscany in northern Italy all the way to the Jurassic Era over 190 million years ago. Lime sediments undersea brought tremendous changes to the crystal structure of rocks and uncovered the most precious marble treasure in the world. During the Renaissance in the 15th century, Sculptor Michelangelo spent 9 months at Mount Apennine, adjacent to Mount Carrara, in search of marble with vitality for completing his sculpture ---David. "I saw the angel in the marble; I carved until I set him free." He finally presented to the world one of the greatest statues. Sculptors such as Michelangelo, Leonardo Da Vinci often-used the most premium white marbles in the world, including Statuario Venato: which originates from Mount Apuan, featured with silver grey snowflake patterns.

白色大理石的历史源远流长，可以追溯到 1.9 亿年前的侏罗纪时期，出现在意大利北部托斯卡纳地区的亚平宁山脉和阿尔卑斯山。海底的石灰沉积物给岩石的晶体结构带来了巨大的变化，揭开了世界上最珍贵的大理石宝库。在十五世纪文艺复兴时期，雕刻家米开朗基罗花了 9 个月时间在亚平宁山，毗邻卡拉拉山，寻找有生命力的大理石以完成他的作品 --- 大卫。“我看到了大理石中的天使，因此我雕刻它，还他以自由。”他最终向世界呈现出一份最伟大的雕塑作品。雕刻家诸如米开朗基罗、达芬奇都曾使用世界上最优质的白色大理石，包括：顶级雪花白：起源于阿普安阿尔卑斯山，以银灰雪花状图案为特色。

少即是多， 感受高级灰的克制美感

Less is more, feel the restrained beauty of Senior Ash

灰色，隐藏着一种原始的自然气息，从不张扬夺目、显山露水，却是所有色彩中最具大师格调的颜色。

在色彩的空间应用中，灰色被称为“高级灰”，它有着与众不同的属性和格调，优雅、矜持、理性和克制，营造出一种没有冲突的美感，大大削弱了色彩对情绪的影响，由内而外彰显出空间的高级感。

今天，我们来谈谈在家居中，大家都在说的“高级灰”到底高级在哪里。

Gray, hiding a kind of primitive natural flavor, never makes a dazzling show, but it is the most stylish color.

In the space application of color, grey has a distinctive attribute and style. It is elegant, reserved, rational and restrained. It creates a sense of beauty without conflict, greatly weakens the influence of color on emotion, and shows the high-level sense of space from inside to outside.

Today, let's talk about the grey in the household.



理性与克制之美

The beauty of reason and restraint



高级灰不是只有一种灰，它还包括一系列由其他颜色调和而成的中性色调，饱和度低、纯度低、可塑性强仅仅是它的表象，层次丰富，平静柔和，给人以和谐统一的视觉感受，让画面获得完美的平衡感。

高级灰的配色让日常生活中的平凡物件超凡脱俗，在家居方面更加有格调。

Senior ash is not only a kind of grey, it also includes a series of neutral tones mixed by other colors. Low saturation, low purity and strong plasticity are just its appearance, rich in layers, calm and soft, giving people a harmonious and unified visual feeling, and making the picture obtain a perfect sense of balance.

The color matching of Senior ash makes ordinary objects in daily life extraordinary and refined, and more stylish in home furnishings.



在色彩中加入一定比例的灰度，能增加颜色的质感，呈现非常纯粹的感官效果，菲拉格慕 + 意大利白和希腊灰 + 卡拉拉白两组经典的灰白色搭配，优雅舒适的格调呼之欲出，满足人们对静谧生活美好的追求。

Adding a certain proportion of grey in the color can increase the texture and present a very pure sensory effect. Grey Ivory+Marmara White and Assinis Grey+Statuario Calacatta two groups of classic grey and white collocation, elegant and comfortable style is coming out to meet people's pursuit of quiet life beauty.



高级灰的美，还体现在家居空间的沉稳大气，灰色在客厅背景墙的空间应用中，完美诠释了视觉空间的开阔性和整体感。

连纹密缝铺贴实现了墙面和地面一体化，瓷砖纹理自然衔接、无限延伸、整体连贯统一，还原大理石纹理的天然美感，菲拉格慕用柔雅温润的笔触让空间恍若蒙上了一层灰色的面纱，以纯粹的形式营造出柔和静谧的意境，从而触及人们精神世界所需的温度。

云朵灰 Tundra Grey

The beauty of Senior ash is also reflected in the calm atmosphere of the home space. With grey in the living room background wall, it perfectly explains the openness and overall sense of the visual space.

The continuous pattern paved with seamless joint technology realizes the integration of the wall and the ground. The texture of the tile is naturally connected, infinitely extended, and the whole space is coherent and unified. It restores the natural beauty of the marble texture. Grey Ivory makes the space seem to be covered with a layer of grey veil with gentle strokes, and creates a soft and quiet mood in a pure form, so as to touch the temperature required by people's spiritual world.



菲拉格慕 Grey Ivory



意大利白 Marmara White



阿波罗银 Claros Grey (light)



在家居空间中，如果单用配色来考量风格，未免有一点单薄。我们对于模范空间的考量，当然不会错过对细节的苛求，高级灰亦是如此，点睛之笔往往在于软装的搭配上。木饰面的矮柜和灰色系的布艺沙发让空间变得丰富又和谐，就像一个深交多年的好友，静静地陪伴，不用说太多，但是一开口就有慰藉人心的力量，这就是软装搭配的奇妙所在。

In the home space, if we only use color matching to consider the style, it is a little narrow. Our consideration of a model space, of course, will not miss the exacting of details, as is the case with senior ash, the finishing touch is often on the collocation of soft decoration.

The low cabinet with wood veneer and the grey fabric sofa make the space rich and harmonious, just like a good friend who has made many years' deep acquaintance, quietly accompany, but there is the power of consolation when you talk, which is the magic of soft decoration matching.

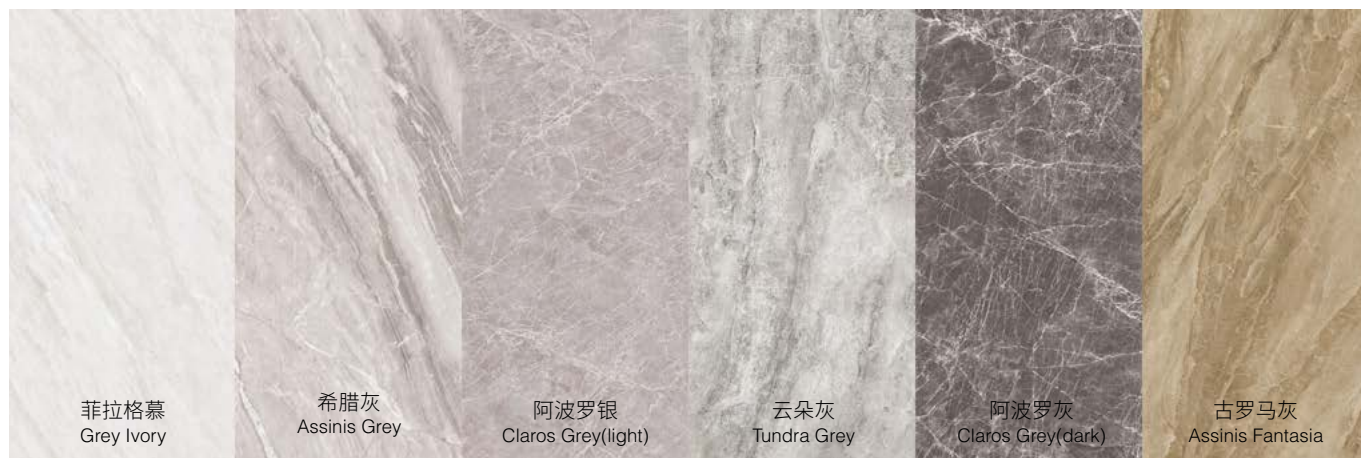
爱琴海灰 Aegean Grey



阿波罗灰 Claros Grey (dark)

完美复刻 实景再现

Excellent Projects with Senior Ash



高级灰的美不仅停留在家居空间应用的效果图中，在简一真实消费者的家中，高级灰的包容与适用更是发挥到极致，在不同的装修风格和软装搭配中，灰色都能找到恰当又舒服的存在方式，每一个家都呈现出各自独特的气质与风采。

由 2020 年新品菲拉格慕领衔出场的 900x1800 黄金大规格灰色系产品，是简一大理石瓷砖所有系列中的明星产品，成为完美演绎高级灰的不二选择。

The beauty of Senior ash not only stays in the renderings, but also in the home of consumers. In different decoration styles and soft decorations, grey can find an appropriate and comfortable way of existence, and each home presents its own unique temperament and style.

Led by the 2020 new product Grey Ivory, the 900x1800 grey series products are the star products in all series of GANI marble tiles, becoming the only choice for perfect interpretation of Senior ash.



在 900x1800 黄金大规格的设计应用下，单片瓷砖的尺寸不再受到限制，通过密缝铺贴可以连接成为 13 平方米的连接大理石瓷砖，甚至以不同排列组合方式，打造出 52 平方米或更大的空间，视觉随着纹理不断延伸扩大，让空间具备海纳百川的大气。

With the application of 900x1800 grey series, design is not only represented by the size of the single tile itself, but by the total extension of the uninterrupted marble pattern achievable. Patterns can be connected to form 13 sqm of continuous marble piece through seamless joint paving, in different permutations and combination, 52sqm or even more for bigger space. Vision expands with the continuous extension of texture, making the space bigger and elegant.



新中式 / 客厅 / 湛江
New Chinese style/living room/Zhanjiang, China

接下来，我们一起来欣赏真实的密缝实景案例，走进简一消费者的家，在不同装修风格和软装搭配中，900x1800 黄金大规格灰色系产品有哪些亮眼的表现？

Let's enjoy the case photos of GANI consumers' home. What's the outstanding performance of 900x1800 grey series products in different decoration styles and soft decorations?

简一灰色系产品中每一款的纹理都是独具特色，同样是新中式风格，希腊灰和水云石呈现出两种截然不同的视觉观感，希腊灰灵动写意的流纹注重营造空间的开阔感，然而水云石更像是空间温润的底色，让整体风格更显轻盈。

The texture of each grey series product is unique. Assinis Grey and Cloud Grey show two different visual impressions in New Chinese style. Assinis Grey flexible flowing pattern focuses on creating a sense of space openness, while Cloud Grey presents a warm background for the space, making the overall style more gentle and graceful.



简约 / 餐厅 / 温州
Simplicity / dining room / Wenzhou, China

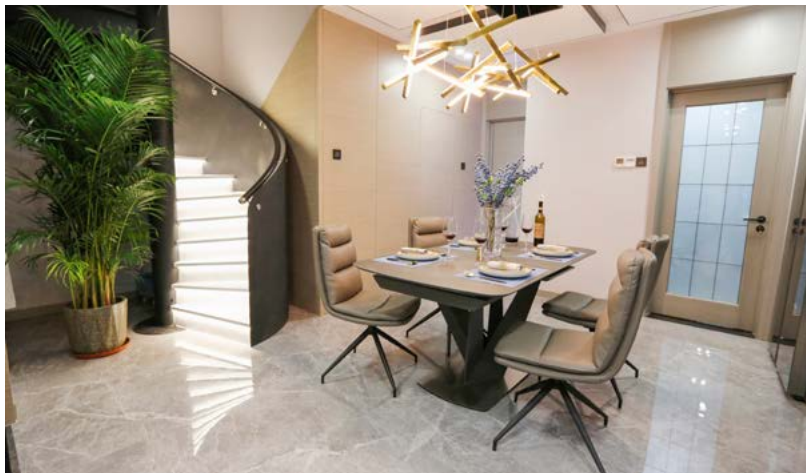
简一大理石瓷砖密缝实景图

GANI Seamless joint paving project



新中式 / 客厅 / 南宁

New Chinese style/living room/Nanning, China



简约 / 餐厅 / 霸州

Simplicity / dining room / Bazhou, China

有些朋友会担心灰色是否会过于冷淡，尤其在餐厅空间，事实上从实景图中可以看到，在灯光的照射效果下，暖灰色调呈现出干净舒缓的进餐环境，整体来说还是比较促进食欲。

Some friends will worry about whether the grey will be too cold, especially in the dining room. In fact, from the photos, we can see that under the lamplight, the warm grey tone presents a clean and soothing dining environment, which generally promotes appetite.



新中式 / 厨房 / 湛江

New Chinese style/kicture/Zhanjiang, China

最后看看厨房和浴室，古罗马灰纹理的开阔性弥补了空间格局的不足。从功能上看，作为每天都使用的区域，保持干净和整洁是首位的，密缝铺贴让瓷砖间的污渍无处藏身，省去许多清洁烦恼，兼顾颜值和实用。

Finally, lets have a look at the kitchen and bathroom. The openness of the Assinis Fantasia texture makes up for the lack of space pattern. From the functional point of view, as the area used every day, keeping clean and tidy is the first thing. The seamless joint paving makes the stains between the tiles nowhere to hide, saves a lot of cleaning troubles, and takes into account the beauty and practicality.

简约 / 浴室 / 长沙

Simplicity / bathroom / Changsha, China



紧急救援， 记录和生命赛跑的 48 小时

Emergency rescue, record 48 hours of race against life

新冠肺炎疫情正在肆虐全球，中国政府展现出大国担当，派出多支医疗队前往疫情严重的国家展开人道主义救援，“天下大同，四海之内皆兄弟”的仁爱精神是中华文化的底蕴，在疫情严峻的艰难时刻，展现出了中国社会互帮互助、人心向善的一面。

Novel coronavirus pneumonia is spreading worldwide, China's government has shown great powers to send more medical teams to humanitarian relief in countries with serious epidemics. "All men on earth are human brothers." is the spirit of Chinese culture. In the difficult times of the epidemic, China has shown mutual help and good will.

心系家乡 紧急救援

Launch 3.0 Strategy

2月6日的深夜，正在居家隔离的沈阳简一总经理刘力强收到了一个来自家乡黑龙江鸡西的电话，这是一个紧急求助电话。

刘力强的老家黑龙江省鸡西市正面临着严峻的疫情考验，当地政府在韩国采购的防疫物资将于明天，也就是2月7日中午抵达沈阳桃仙机场，由于两地距离900多公里，鸡西政府派出的接货车无法准时到达。在疫情最为严峻的二月，时间就是生命，这笔物资对于鸡西市政府疫情防护工作至关重要，必须以最快速度运回，一场48小时紧急跨省救援就这样开始了。

In the middle of the night of February 6, Mr. Liu, general manager of GANI in Shenyang, who was in home quarantine, received a call from his hometown Jixi, Heilongjiang Province, which was an emergency call for help.

Liu's hometown, Jixi City, Heilongjiang Province, is facing a severe epidemic. The epidemic prevention materials purchased by the local government in South Korea will arrive at Taoyuan Airport in Shenyang at noon on February 7. Because the distance between the two places is more than 900 kilometers, the delivery vehicles sent by Jixi government cannot arrive on time. In February, when the epidemic is most severe, time is life. This material is crucial for the prevention of the epidemic of Jixi municipal government. It must be transported back as soon as possible. A 48 hour emergency cross provincial rescue begins.





在接到这个求援电话后，刘力强当晚就紧急安排人员和车辆，落实物资的接收和运输，理想的状态是安排人员从沈阳将物资运送到鸡西，但是由于疫情跨省交通已经封锁，在当时的现实条件下，沈阳这边的民用车辆没办法开往鸡西市。经过紧急协调，双方最后采取了折衷的办法，沈阳这边先从机场把物资接收，再和鸡西市政府派出的车辆来做二次交接。

2月7日一大早，按照昨晚的计划两批人马分头行动，鸡西市政府派出的运输车辆开往沈阳，沈阳简一团队派出王秀梅、王永刚、邵明龙3位同事赶赴机场，2月7号正好是周五，如果不能在当天下午3点前取走货物的话，取货时间只能延迟到下周一。在紧急的协调车辆以及办理通关手续后，这批物资得以顺利接收。

物资在接收后暂时停留在员工家中，7号凌晨12点，在沈阳城外的高速收费口，在这里这笔抗疫物资终于被鸡西市政府派出的接货车顺利签收，历时48小时的紧急派送终于赶上了！

After receiving the call for help, Liu arranged personnel and vehicles to receive and transport the materials. The ideal situation is to arrange personnel to transport the materials from Shenyang to Jixi. However, due to the fact that the cross provincial traffic of the epidemic has been blocked, the civil vehicles in Shenyang could not go to Jixi. After emergency coordination, the two sides finally adopted a compromise approach. Shenyang first received materials from the airport, and then made a second handover with vehicles sent by Jixi municipal government.

In the early morning of February 7, according to the plan, two groups took separate actions. The vehicles sent by Jixi municipal government left for Shenyang. Shenyang GANI team sent three colleagues, Wang Xiumei, Wang Yonggang and Shao Minglong, to the airport. February 7 happens to be Friday. If the goods can't be taken before 3:00 p.m., the time for taking them can only be delayed to next Monday. After emergency coordination of vehicles and customs clearance procedures, this batch of materials can be received smoothly.

After receiving the materials, the goods temporarily stayed at the staff's home. At midnight on 7th, at the high-speed toll gate outside Shenyang City, the materials were finally signed by the delivery vehicle sent by Jixi municipal government. The 48 hour emergency delivery finally caught up!

利他之心 服务客户

Benefit and Serve Customers

Wholeheartedly

在顺利接收物资后，鸡西市抗疫指挥部打来了电话表示诚挚的感谢，针对三位同事不畏疫情，在危难之时伸出双手的大爱精神表示赞赏，并提出高达数十万元的奖金作为运输和劳动报酬，但是被沈阳简一团队婉言拒绝。

刘力强说，“我为自己的团队感到自豪，他们主动提出不拿这个钱，不仅做好事，更要做好人，以利他之心，为社会创造价值，因为我们都是一家人”。

After successfully receiving the materials, Jixi anti epidemic headquarters called to express sincere thanks, expressed appreciation for the great love spirit of three colleagues who were fearless of the epidemic situation and did a favor in time of crisis, and proposed a bonus of up to tens of thousands RMB as transportation and labor remuneration, but was politely refused by Shenyang GANI team.

Liu said, "I'm proud of my team. They offered not to take the money, not only to do good things, but also to be good people, to create value for the society, because we are all one family."

在采访中，我们了解到早在 2 月 5 日，刘力强作为沈阳市广州商会单位企业代表为当地抗疫捐赠 3000 元。同时号召全体员工开展关爱行动，急人之所急需人之所需，为居家隔离的客户朋友们送去防护口罩，为他们的日常居家生活提供安全保障。

在疫情期间，沈阳简一团队累计送出 5000 余个防护口罩，为维护疫情稳定贡献自己的一份力量，小小的口罩背后藏着利他之心，用真诚的心服务客户。

在采访的最后，刘力强留下了一句话，他说有爱就好，就是这样简简单单的一句话，在他看来，很多事情的内在动力都来自这份纯粹的爱，让我们在希望中活着，激励自己去实现自己的梦想和目标。

In the interview, we learned that as early as February 5, Liu, as the enterprise representative of Guangzhou Chamber of Commerce in Shenyang, donated 3000 RMB. At the same time, he called on all the staff to carry out caring actions to meet the needs of people. They sent protective masks to customers and friends who are in home quarantine to provide security for their daily life.

During the epidemic, Shenyang GANI team sent out more than 5000 surgical masks in total. Behind the small masks, there is a sense of altruism and sincere service to customers.

In his opinion, the inner power of many things comes from pure love. Let's live in hope and encourage ourselves to realize our dreams and goals.



沈阳简一为客户送爱心口罩

Shenyang GANI delivers masks to customers



春暖花开 国聘行动 | 简一在大湾区等你来撩

GANI respond to the state call of helping employment, recruitment

2020年全国普通高校毕业生规模预计将达到874万人，同比增加40万，再次创下了毕业人数的新高。在新冠肺炎疫情影响之下，完全打乱了春季校招的节奏，2020年的春天充满不确定性，今年的就业形势不容乐观。

为认真落实党中央关于“全面强化稳就业举措”的重要指示，中央广播电视总台携手国资委、人社部共同发起“春暖花开 国聘行动”线上招聘活动，推动企业和人才双向对接，服务经济社会发展大局，推动企业复工复产。

自3月2日启动以来，“春暖花开 国聘行动”已经吸引了4000家企业、社会机构和270多所高校入驻，累计向应届大学毕业生等求职者提供超过42万个优质就业岗位，“国聘行动”凭借巨大的影响力登上了新闻联播。

彰显企业的社会责任，简一集团加入了“国聘行动”大湾区专场招聘活动，4月6日佛山电台主持人蔡佩作为特邀记者，以线上直播形式走进简一集团，感受大湾区知名企业的风采。

在直播现场，简一集团人才发展导师杨彦勋作为宣讲人为同学们带来了一场干货满满的直播，杨彦勋老师从毕业生兴趣、专业、能力等多个维度出发，为应届毕业生找工作提供建议。

In 2020, the number of college graduates is expected to reach 8.74 million, an increase of 400,000 from a year before, once again setting a new high. Under the influence of novel coronavirus pneumonia, the spring school enrollment has been disrupted. The spring of 2020 is full of uncertainty. The employment situation this year is not optimistic.

In order to earnestly implement the important instructions of the CPC Central Committee on "Comprehensively Strengthening the measures to stabilize employment", CCTV, together with the state owned assets supervision and Administration Commission and the Ministry of human resources and social security, jointly launched the online recruitment activity of "national employment action", promoting the two-way connection between enterprises and talents, serving the overall situation of economic and social development, and promoting the resumption of enterprises.

Since its launch on March 2, the action has attracted 4000 enterprises, social institutions and more than 270 colleges and universities to settle in, providing more than 420,000 high-quality jobs to the fresh graduates and other job seekers, and the action of national employment has been on the news broadcast with great influence.

To demonstrate the social responsibility of the enterprise, GANI Group joined the special recruitment activity of "national recruitment action" in Greater Bay Area. On April 6, Ms. Cai, the host of Radio Foshan, as a specially invited reporter, walked into GANI group in the form of online livestreaming to experience the style of famous enterprises in Greater Bay Area.

In the livestreaming, Mr. Yanxun Yang, the talent developments tutor of GANI Group, as a lecturer, brought a livestreaming for the students. Mr. Yanxun Yang started from multiple dimensions such as graduates' interests, majors and abilities, and provided suggestions for the graduates to find jobs.



一 “简” 倾心 为幸福生活添砖加瓦

GANI helps to attain a great life

在直播中，简一集团展示了大公司的强劲实力，杨彦勋老师为同学们介绍了简一的企业发展概况，2009年简一开创了大理石瓷砖品类，专注高档装修，带领行业将大理石瓷砖走向更大的市场，简一可以说是行业内的领头羊。

简一集团总部位于大湾区的国家文化名城佛山，著名的陶瓷之城，在清远建立了全球首个大理石瓷砖研发中心。目前集团正在斥资建设位于广西梧州的新基地。当前，公司正处于规模发展的跨越阶段。

In the livestreaming, GANI Group showed the strong strength of a big company. Mr. Yang introduced the general situations of GANI's enterprise development to the students. In 2009, GANI created the marble tile category, focused on high-end decoration, and led the industry to develop marble tile to a larger market. GANI can be said to be the leader in the industry.

GANI Group, headquartered in Foshan, a famous national cultural city in Greater Bay Area and a famous ceramic city, has established the world's first marble tile R&D center in Qingyuan. At present, the group is investing in the construction of a new base in Wuzhou, Guangxi. At present, the company is in the stage of scale development.



简一集团清远研发中心和生产基地

Qingyuan R & D center and production base of GANI Group



简一集团佛山总部办公大楼

Foshan headquarters office building of GANI Group

在直播中，在杨彦勋老师的带领下，我们共同参观简一集团总部展厅，穿越时光隧道，在镜头下真切感受大理石瓷砖的自然美感，还原大理石天然珍稀纹理，以环保的方式再现大自然的瑰丽奇景，让更多人享受自然之美是简一的企业使命。

在直播的互动时间，简一集团人力资源总监敬晓芳女士作为嘉宾出席，解答了同学们比较关心的话题：主要是关于企业文化、薪酬待遇、人才培养和晋升空间等。

敬晓芳介绍说：“今年，简一开启3.0战略升级，打造温暖型的品牌，建立以人为本、与自然环境和谐友好的企业集团。简一非常注重人才的管理和培养，应届毕业生进入简一后被统称为“简一生”，专门定制了一套系统化、实战化、精英化的培训机制，希望尽可能为“简一生”提供快速成长与晋升空间。

In the livestreaming, under the guidance of Mr. Yang, we jointly visited the showroom of GANI Group headquarters, crossed the time tunnel, truly felt the natural beauty of marble tiles under the lens, restored the natural and rare texture of marble, reproduced the magnificent scenery of nature in an environmentally-friendly way, and present the beauty of nature to more people is a GANI's corporate mission.

During the interactive time of the livestreaming, Ms. Jing, director of human resources of GANI Group, attended and answered the topics of concern to the graduates: mainly about corporate culture, salary, talent training and promotion space, etc.

"This year, GANI launched the 3.0 strategic upgrade, created a warm brand, and established a people-oriented, harmonious and environment-friendly enterprise group," Jing said. GANI attaches great importance to the management and training of talents. A set of systematic, practical and elite training mechanism has been specially customized, hoping to provide rapid growth and promotion space for "GANI Talents".



现场直播参观花絮照

Highlight Moments



敬畏生命的力量 聆听简一挚友的宝藏人生

Reverse the power of life and listen to the amazing life of GANI's best friend

在简一的百万高端用户中，有这样一位消费者，没有家财万贯，单值在简一用户中并不突出；没有权贵身份加持，你不会特别留意。除了有着和年龄不太相符，让人艳羡的姣好身材外，你很容易把她归为“普通人”。

在随后几年，陈旻作为简一挚友，参加了很多场简一举办的各类活动，在读书、观舞、品酒的过程中感受到简一的用心、专注和真诚。而简一在和陈旻不断深入接触的过程中发现，原来，这是一位宝藏女人。

Among the millions of high-end users of GANI, there is such a consumer, who do not have tremendous property and her order is not big; you will not pay special attention to her who without dignitary status. In addition to having a good figure that doesn't match her age, you can easily classify her as an "ordinary person".

In the following years, Min Chen, as a friend of GANI, participated in many activities including reading, dancing and wine tasting held by GANI, and felt GANI's concentration and sincerity. In the process of her continuous in-depth contact with Chen Min, GANI found that she is an amazing woman.



客厅、入户门厅、厨房、卫生间选用简一

GANI products were applied in living room, porch, kitchen and bathroom





简一挚友 陈旻女士 Ms.Min Chen, best friend of GANI

她叫陈旻，简一挚友，今年 50 岁，生活在美丽的山城重庆。2016 年 10 月新房装修时看中了简一产品的艺术品质从而与简一结缘。

Her name is Min Chen, a best friend of GANI. She is 50 years old and lives in Chongqing, a beautiful mountain city. In October 2016, when her house was renovated, the artistic quality of GANI's products was valued and since then she made a connection with GANI.

她是国家一级登山运动员；
她也是中国摄影家协会会员，国家级刊物撰稿人；
她同样是第三届“中国最美妈妈”公益评选大赛全国总决赛民选亚军和文化大使。

She is a national climber.
She is also a member of China Photographers Association and a writer of national publications.
She is also the runner up and cultural ambassador of the national finals of the third "China's most beautiful mother" public welfare selection competition

从简介中你会发现，她有“登山运动员、中国最美妈妈、特约撰稿人、摄影家”四重身份，这四重身份反应在人身上的特质是非常迥异的，甚至大相径庭，然而，陈旻却将“力量、柔美、文化、艺术”四项特质完美集于一身，说她是“宝藏”，一点不为过。

From the introduction, you will find that she has four identities of "mountaineer, the most beautiful mother in China, special contributor and photographer". The four identities reflect quite different characteristics on people. However, Ms. Min perfectly integrates the four characteristics of "strength, softness, culture and art", saying that she is a "treasure", which is not too much.

宝藏，都值得深挖

The treasure is worth digging

陈旻祖籍河北，出生在素有世界屋脊之称的青藏高原青海省德令哈市，父亲是一位参加过解放战争的革命老兵，他那百折不挠永不言败、坚毅果敢的刚毅性格深深影响着陈旻，在父亲的熏陶下，陈旻也养成了永不服输甚至略显固执的性格。

陈旻的第一份工作是新闻记者，工作地点是青海柴达木盆地，当年那里是一个高寒缺氧，一年两季沙尘暴，没有花没有草，生活物资极度匮乏，吃不上新鲜蔬菜和水果的地方。

Min Chen was born in Delingha City, Qinghai Province, which is known as the roof of the world. His father was a revolutionary veteran who participated in the liberation war. His indomitable and resolute character deeply influenced Min. under his father's influence, Min also developed a character of never giving up or even showing a little stubborn.

Min's first job was as a journalist in Qaidam Basin, Qinghai Province. In those days, it was a frozen and hypoxia place, two seasons of sandstorm a year, no flowers and no grass. Living materials were extremely scarce and fresh vegetables and fruits could not be eaten.



在这样的工作和生活环境中，陈旻扛着摄像机跑遍了沙漠和戈壁滩采访石油工人，一干就是7年，在这个过程中她遇到了生命中的挚爱，有了可爱的女儿，生活充满希望和快乐。

In such a working and living environment, Min ran across the desert and Gobi desert with a camera to interview oil workers. She worked for seven years. In this process, she met the love in her life, had a lovely daughter, and lived a hopeful and happy life.



面对生活的艰辛，有人怨天尤人，有人顽强不屈。艰苦的环境造就了陈旻顽强的意志、坚韧不拔的个性和“笃定目标 永不放弃”的信念，这是她日后登山的精神支柱。

In the face of the hardships of life, some people complain, some are indomitable. The hard environment has created Min's tenacious will, tenacious personality and the belief that she will never give up, which is the spiritual pillar of her mountaineering in the future.

为探险登山而生的女人

A woman born to explore and climb mountains

在陈旻的众多身份中，她最看重的是登山运动员，她说自己是一个“为探险登山而生的女人”，血液里天生就有着对高山的热烈向往。2010年初，陈旻结识了她的登山领路人王铁男老师。王铁男是第一个登上博格达峰的中国人，在61岁时第二次登顶珠峰，是登山探险界的传奇人物。这十年来，陈旻跟着王铁男陆续攀登了两次中国一号冰川，穿越博格达峰，探险托木尔提峰等山峰，随后又陆续攀登了玉珠峰，慕士塔格峰，哈巴雪山，四姑娘三峰等。海拔从4000米、5000米、6000米到7000米，目前在积极备战攀登8848米高的珠穆朗玛峰。

在陈旻看来，登山探险是一种生活。理想的生活不是围观，而是去经历，在经历中去体会希望和绝望、激情和无力、摩擦和妥协。她很庆幸自己在最重要的生命阶段选择了探险登山这项充满风险却又独具精神内涵的运动，找到了自己在这个社会最妥帖的存在方式，在秘境中看到了常人难以看到的大美之景，见识并见证了一个个美好的群体和个人，他们的精神充盈着自己。每一次的登山，她都充满感激，感谢每一个共同前行的人，感谢大山对自己的眷顾和接纳。

Among Min's many identities, she is most interested in mountaineers. She says that she is a "woman born for exploration and mountaineering". At the beginning of 2010, Min got to know her mountaineering leader, Mr. Wang Tienan. Wang was the first Chinese to climb the peak of Bogda. At the age of 61, he climbed Everest for the second time. He is a legend in the field of mountaineering and exploration. In the past decade, Chen Min and Wang Tienan have successively climbed China's No.1 glacier twice, crossed Bogda peak, explored mount Tomurti and other peaks, and then successively climbed Mount Yuzhu, Mt. Mostag, Haba snow mountain, Mt. Siguniang, etc. The altitude ranges from 4000 meters, 5000 meters, 6000 meters to 7000 meters. At present, they are actively preparing to climb the 8848 meter high Everest.

In Min's view, mountaineering is a kind of life. The ideal life is not to observe, but to experience, to experience hope and despair, passion and powerlessness, friction and compromise. She is very glad that she chose the adventure and mountaineering, which is full of risks and has unique spiritual connotation in the most important stage of her life, found the most appropriate way of existence in this society, saw the great beautiful scene that ordinary people can't see in the secret environment, witnessed a beautiful group and individual. Every time she climbs a mountain, she is full of gratitude. She is grateful to everyone who goes forward together and to the mountains for her care and acceptance.



最美妈妈诞生记

Birth of the most beautiful mother

陈旻热爱极限运动，崇尚力量，拳击也是她的一大爱好之一。但她终归是女人，女人骨子里的柔和美，她也一样有。

2018年6月，陈旻在一个“最美妈妈”群看到有关中国最美妈妈公益评选大赛的活动通知。没有穿过旗袍，没有走过T台，就凭着女人天生爱美的本能和骨子里喜欢突破自我不断接受挑战的个性，陈旻毫不犹豫地报名参加最美妈妈重庆分赛区的比赛。

在最美妈妈组织的培训活动中学习礼仪、走台、演讲技巧、才艺表演等。经过半年时间的海选，初赛，复赛到总决赛，陈旻获得了重庆赛区的总冠军。12月下旬在北京参加总决赛，一举拿下第三届“中国最美妈妈”公益评选大赛全国总决赛民选亚军和文化大使殊荣。

Min loves extreme sports and strength. Boxing is one of her hobbies. She also has the softness beauty.

In June 2018, Min saw a notice about the activity of China's most beautiful mom public welfare selection competition. Without wearing a cheongsam or treading the catwalk, Chen Min has no hesitation to sign up for the competition in Chongqing competition area, relying on the instinct of women's natural love for beauty and the personality of constantly accepting challenges.

In the training activities organized, she learned etiquette, catwalk, speech skills, talent performance, etc. After half a year's audition, preliminary and final, Chen Min won the championship in Chongqing. In late December, she participated in the finals in Beijing and won the second place in the national finals of the third "China's most beautiful mother" Public Welfare Appraisal competition and the Cultural Ambassador Award.



陈旻的才艺表演是拳击，为全场才艺表演中唯一的一个运动项目。

Chen Min's talent show is boxing, the only sport in the whole talent show.

敬畏生命的力量

Revere the power of life

除了参加最美妈妈公益评选大赛，2017 年，在户外探险之余，陈旻访谈了敦煌 14 位专家学者诗人，其中好几位是中国石窟保护工作者，是中国顶级匠人，写下了 18 万字的访谈文章，在国家级媒体发表了近 10 万字的文章。

2019 年，陈旻向世界第一峰——珠穆朗玛峰发起挑战，为了全力备战，她办理了国企工作内退手续，积极健身，储备体能。虽然因为疫情，尼泊尔取消了今年攀登珠峰的许可。但陈旻并未放弃，在经历了遗憾、难过和哭泣之后，她迅速调整心态，告诉自己“接受、放下、所有的遗憾都是成全”。山还在，梦想就在，继续备战，明年以更好的状态再攀珠峰。

In addition to participating in the most beautiful mom public welfare selection competition, in 2017, in addition to outdoor exploration, Chen Min interviewed 14 experts, scholars and poets in Dunhuang, several of them are Chinese Grottoes protection workers, top Chinese craftsmen, wrote 180000 words of interview articles, and published nearly 100,000 words of articles in the national media.

In 2019, Chen Min launched a challenge to Everest, the world's largest peak. In order to fully prepare for the climbing, she went through the formalities of early retirement in the work of state-owned enterprises, actively fitness and reserve physical strength. Because of the epidemic, Nepal has cancelled permission to climb Everest this year. However, Chen Min did not give up. After experiencing regret, sadness and crying, she quickly adjusted her mind. The mountain is still there, so is the dream. She will continue to prepare for climbing, and climb Everest in a better condition next year.



活动预告

Upcoming Event



精英设计大赛 GANI Design Competition

自然、人、空间三者之间的融合，
享受自然之美的同时关爱自然，
实现人和自然的和谐共生。

自然
／
共生

主 办 单 位： 简一大理石瓷砖
大理石瓷砖应用设计学院

战略合作媒体： 新浪家居
学术指导单位： 亚太酒店设计