

# GANI NEWS

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This is how the new Chinese style is decorated!

秋季上新 | 最具大师格调，  
不一样的灰来了！

New Arrivals | The most master-  
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【简一 · 国际】

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GANI MARBLE TILES

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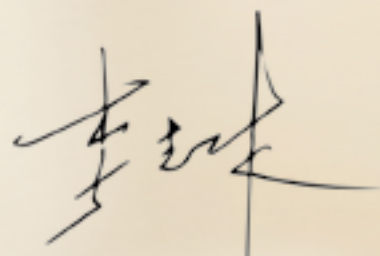
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# 倾听客户 链接沟通

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直通简一董事长 扫码关注



# 不焦虑，人生和做企业都是长跑

Don't Be Anxious, Life And Business Are Both Long-Distance Running

**2020，注定了是不平凡的一年。对于李志林和简一大理石瓷砖来说，同样是不平凡的一年。**

**2020 is set to be an extraordinary year. For Li Zhilin and GANI Marble Tiles, is also an extraordinary year.**

2月17日，简一大理石瓷砖董事长李志林个人公众号“简一李志林直通车”正式开通，李志林在公众号发表的第一篇文章是《给家人们的一封信》，对还处在疫情中的“简一家人们”表示问候和关切，同时，简一通过各种方式给大家派送口罩，据不完全统计，简一先后送出去了173万个口罩。

疫情给每个行业都带来了影响，陶瓷行业也不例外。李志林坦承，2020年简一虽然也有增长，跟预期目标相比，还是有一些差距，对此，李志林并不着急，因为这么多年简一也没有追求一定要有多少增长，在他看来，企业还是要稳健发展，这是关键，做企业是长跑，不追求一时风光，但是该努力还是得努力。

“我一直坚持一个观点，人生和企业都是长跑，这是一种态度。比如说我们一直坚持专注，这也是一种态度”。

On February 17, GANI Marble Tiles chairman Li Zhilin's Wechat official account officially opened, the first article he published in the account is "A letter to the family", to express greetings and concern to those whom still were still in the epidemic, at the same time, GANI send masks through various ways, according to incomplete statistics, GANI has sent out 1.73 million masks.

The epidemic has affected every industry, including ceramic industry. Li Zhilin admitted that although GANI will also grow in 2020, there is still some gap compared with the expected target. Li Zhilin is not worried about this, because GANI has not pursued much growth must be required for so many years. In his opinion, enterprises should develop steadily, which is the key. To be an enterprise is to run for a long time and not to pursue a moment's success, but efforts should be made.

"I've always maintained the idea that life and business are long runs, and that's an attitude. For example, we've always maintained focus, and that's an attitude."



## 长跑的目标不是百亿或者百年，而是为社会贡献有价值的东西

**The goal of the long run is not \$10 billion or 100 years, but to contribute something of value to society**

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简一不是一家单纯追求规模的企业，正如李志林所说，如果要把规模做大，也有很多方式可以去扩大规模，多做一个品类，或者价格往下面走一走，但是如果这样做的话，就会把核心丢掉了。“做企业目的不是说做得多大，而是真正为客户或者社会贡献了多少有价值的东西。”“我始终坚持不要过于追求一个数字，把该做的事情做好，用心把产品做好，服务做好，把客户价值不断打造好，我相信结果不会差到哪里去”。

虽然没有刻意追求一定要增长多少，但是对于业务部门，简一也有自己的 KPI，业务部门自己认领业绩任务，部门主管可以自己说了算，当然也不允许懈怠，2020 年在受到疫情冲击的情况下，简一的业务部门也没有调整原定目标。李志林给他们打气：“努力吧，打仗有三种态度：要么打胜，要么打失败，要么投降。最丢人的是投降，打败了无所谓，一开始投降，那就丢人了。”

As Li Zhilin said, if we want to make the scale bigger, there are many ways to expand the scale, create more categories, or go down the price. But if we do this, we will lose the core. “The purpose of doing business is not to say how big we make, but how much valuable things we really contribute to our customers or society.” “I always insist on not too much pursuit of a number, do a good job of what should be done, do a good job in products and services, and constantly build customer value well. I believe the result will not be worse.”.

Although no intention has been made to increase, it is also necessary for business departments to have their own KPI. The business department claims its performance tasks. The department heads has the final say, and they certainly do not allow them to slack off. In 2020, the business department of GANI did not adjust its original target in the case of the epidemic. Li Zhilin cheered them up: “Try as you might, there are three attitudes to fighting a war: either win, lose, or surrender. The most humiliating is surrender, it doesn't matter if you are defeated, it's humiliating to surrender in the first place.”



## 疫情期间送口罩，送出去的是“崇高感和使命感”

Delivering masks during an epidemic sends out a “sense of nobility and mission”

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今年年初国内疫情比较严重的时候，简一通过各种渠道筹集到了一些口罩，除了给员工和家属用，也送出去很多，很多服务商把曾经留下联系方式的顾客找出来，挨个打电话送口罩，即使有些人从没买过简一的产品，只是来咨询过，也一样送口罩，收到口罩以后，所有的顾客都很感动。

在李志林眼里，送出去的不是一个口罩，而是雪中送炭，送去的是对客户生命的关怀。通过送口罩给客户，很多服务商心中的大爱，一种救帮助别人的崇高感就出来了。简一东北区域的一位服务商小伙，因为封城，在天寒地冻的东北徒步 2.7 公里，冒着生命危险给顾客送口罩。送完口罩，顾客很感动，这位服务商小伙自己也觉得做了一件很有意义的事情，他通过微信跟李志林第一时间分享了自己的感受。疫情过后，李志林跟他开玩笑，我现在给你 1000 块，你再送一次。“走 2.7 公里？那才不干！”这件事让李志林觉得有时候不能以纯粹的物质角度去看问题，员工也好，服务商也好，都需要有一种崇高感和使命感去激励自己。

Earlier this year, when the epidemic in China was serious, GANI raised some masks through various channels, in addition to employees and their families, many GANI local agents found customers who had left contact information, call one by one to send masks, even if some people have never bought GANI products, just to consult, but also send them masks, after receiving the masks, all customers are very touched.

In Li Zhilin's eyes, what is sent is not a mask, but care for the life of customers. By sending masks to customers, the great love in the hearts and a sense of loftiness to help others of many service providers have been brought out. A service provider in the northeast area of GANI, because of the closure of the city, walked 2.7 kilometers in the freezing northeast and risked his life to deliver masks to customers. After delivering the mask, the customer was very moved. The service provider also felt that he had done a very meaningful thing. He shared his feelings with Li Zhilin through wechat for the first time. After the epidemic, Li Zhilin joked with him, “I'll give you 1000 yuan now. Can you send it again. “ “2.7 kilometers? No, I won't!” This makes Li Zhilin feel that sometimes he can't look at problems from a purely material point of view. Employees and service providers need to have a sense of nobility and mission to motivate themselves.

疫情期间也有人劝李志林做口罩，被他拒绝了。在他看来，人不能变成钱的奴隶。很多人总期望秋天有很好的收获，但是要明白，秋天的收获从哪儿来？这需要春天准时播种，夏天辛勤耕作。“我们是农民的儿子，我们种过田，所以我们知道秋天的收获是怎么来的”，李志林很反感过多的宣传和包装，比如一些促销，砸金蛋，如果不是用心为客户服务，客户也会感知到，只是不说而已。

“砸金蛋的从来没有砸出过金子。”

During the epidemic, some people also urged Li Zhilin to make masks, but he refused. In his opinion, one cannot become a slave to money. Many people always expect a good harvest in autumn, but we should understand where it will come from. This requires on-time planting in the spring and hard work in the summer. "We're the sons of farmers, we've farmed, so we know how the harvest comes in the fall," says Lee, who resents too much publicity and packaging, such as some promotions and egg-smashing(prize draw), which customers would perceive if they weren't dedicated to customer service, just not say. "The golden egg smashing never struck gold."

## 假如 2009 年不转型，也许今天简一就不会活着了

If we hadn't transformed in 2009, maybe GANI wouldn't be alive today

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今年疫情期间的市场冷清催生了线上直播卖货的普及，李志林表示简一也有做直播，但不是为了卖货，而是为了多一个宣传的途径，目的就是让更多更多顾客了解简一。马云说，未来十年，是传统企业数字化的最后十年，对此，李志林表示认同，每个行业发展到一定程度，必须要实现数字化，而且现在的技术也比以前成熟了，企业要不断突破自己，比如说转型，没有干过的事情一定会犯错误，甚至很痛苦，也可能活得不如以前，当然也有可能活得更好。但是最大的收获是十年以后你还活着。

The cold market during this year's epidemic has given birth to the popularity of online broadcasting. Li Zhilin said that GANI also does live broadcasting, but not to sell goods, but to provide more publicity channels, so as to let more customers know about GANI. Jack Ma said that the next ten years will be the last ten years for traditional enterprises to be digital. Li Zhilin agrees that every industry must realize digitization when it develops to a certain degree. Moreover, the technology is more mature than before. Enterprises should constantly break through themselves, for example, in transformation, things that have not been done will make mistakes, even be painful, and may not live as well as before, of course, it's possible to live better. But the biggest gain is that you're still alive ten years later.



“如果 2009 年简一不转型，我们今天还活着吗？可能真的没有活着了，或者活得很苦”。回顾过去，李志林很庆幸当初选择了转型。当初跟简一活得差不多，甚至以前比简一还大的企业，有些已经没有了。人往往会遇到在舒适区动不动的问题，为什么不动？就像马云那句话，“因为相信，所以看见”。其实不是因为相信看得见，是因为他已经看见了，因为他站得高。

“If GANI doesn't transform in 2009, are we still alive today? Maybe it's not alive, or it's hard to live.” Looking back on the past, Li Zhilin was very glad that he had chosen transformation. At the beginning, some of the enterprises that had lived almost as well as GANI, or even larger than GANI, have disappeared. People often encounter the problem of immobility in the comfort zone. Why not? As Jack Ma said, “because I believe, I see.” In fact, it is not because he believes that he can see, but because he has seen, because he stands high.

## 现在还是做陶瓷行业的好时机吗？

Is it still a good time to be in the ceramics business?

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2014 年至 2017 年的三年间，中国陶瓷厂家从 1452 家减少到 1366 家，6% 的企业消失了，现在还是进入陶瓷行业的好时机吗？李志林认为陶瓷行业是个朝阳行业，从产业规模来看，单个企业即使销售额达到了百亿，所占的市场份额也不过是 2% 或者 3%，只要是跟衣食住行挂钩的行业，就是永不没落的行业。

其他材料，比如一些其他品类的装饰材料是否会替代或者抢夺陶瓷的市场份额？李志林认为，装饰材料之间一定会相互渗透，这是正常现象，关键是看企业能否守住自己的地盘。

In the three years from 2014 to 2017, the number of Chinese ceramic manufacturers decreased from 1452 to 1366, and 6% of the enterprises disappeared. Is it still a good time to enter the ceramic industry? Li Zhilin believes that the ceramic industry is a sunrise industry. From the perspective of industrial scale, even if the sales volume of a single enterprise reaches 10 billion, the market share of a single enterprise is only 2% or 3%. As long as it is linked with clothing, food, housing and transportation, it will never decline.

Will other materials, such as some other kinds of decorative materials, replace or seize the market share of ceramics? Li Zhilin believes that decoration materials will permeate each other, which is a normal phenomenon. The key is to see whether enterprises can keep their own territory.

## 陶瓷行业是否进入了一个非常严重的下行期

Has the ceramic industry entered a very serious downward period

虽然瓷砖是朝阳产业，李志林认为陶瓷行业进入下行期的趋势还是很明显的。2015 年的时候，他已经提醒过行业，还跟大家分享过一个需求曲线，主要目的就是提醒大家，要做好准备。任何产业都会存在产业发展的基本规律，都会有这样一个曲线，市场好的时候，会有很多企业进来，到一定时间之后市场开始饱和，然后进入进化期，好的越好，差的越差，企业数量逐渐下降。

现在中国瓷砖总体销量也在下降，因为个人消费量很低，不可能长期处在高位。最后市场会出现一个均衡状态，现在的市场肯定不像以前增长那么大，比如说均衡状态下的消费量可能是 60 亿平方米，好的越好，差的越差，企业数量就下降了。

Although ceramic tile is a sunrise industry, Li Zhilin believes that the ceramic industry has entered a downward trend. In 2015, he has already reminded the industry and shared a demand curve. The main purpose is to remind everyone to be prepared. Any industry will have the basic law of industrial development, and there will be such a curve. When the market is good, many enterprises will come in. After a certain period of time, the market will start to saturate, and then enter the evolution period. The better the better, the worse the worse, and the number of enterprises will gradually decrease.

Now the overall sales of ceramic tiles in China is also declining, because individual consumption is very low and can not be at a high level for a long time. In the end, the market will have an equilibrium state, the market is now certainly not as large as the previous growth, for example, the equilibrium state of consumption may be 6 billion square meters. The better the better, the worse the worse, and the number of enterprises will gradually decrease.



## 怎么保持创业的状态或者二次创业的状态

How to maintain the state of starting a business or starting a second business

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每个行业都处在市场竞争当中，格局一直都在发生变化，每当变化发生的时候，企业就面临很多未知的东西，企业面对变化要主动转型、升级，这是基于未来去转型，所以企业的每次转型都可以说是从 0 开始，或者是从 1 开始，从本质上来看，李志林认为这都是在创业，如果不保持创业的心态，可能相对于未来，现在还是一无所有，或者停滞不前。

对于很多老板来说，可能早就实现了财务自由，但是很多人仍然要往前跑，倾听来自一线的炮声，李志林认为这很正常，每个创业的人都会保持这种状态。回顾起简一的创立过程，李志林说，开始的时候就是想做点事情，不想浪费自己所学的专业，对行业或者社会有所贡献。

李志林经常会跟服务商还有员工讲人生的性价比问题。“我们的人生是有性价比的，这个性价比的计算公式，下面是物质财富，上面是精神财富。”物质很容易理解，精神财富没办法去衡量，通过性价比的计算，人的格局大概有三个层次。比如有些人是以不道德的手段赚钱，所以他的精神财富是负的；正常的生意人，很多人的人生性价比是小于 1 的，因为他们用各种所谓的营销手段骗了客户的钱，但没有提供对等的客户价值。

Every industry is in the market competition, and the pattern is changing all the time. Whenever the change occurs, the enterprise will face many unknown things. The enterprise should actively transform and upgrade in the face of change, which is based on the future transformation. Therefore, every transformation of an enterprise can be said to start from 0 or from 1. In essence, Li Zhilin thinks that this is innovation. If you don't keep the entrepreneurial attitude, you may still have nothing in the future, or stagnate.

For many bosses, financial freedom may have been realized for a long time, but many people still have to go forward and listen to the gunfire from the front line. Li Zhilin thinks this is normal, and everyone who starts a business will keep this state. Looking back on the founding process of GANI, Li Zhilin said that at the beginning, he wanted to do something, not to waste his major and contribute to the industry or society.

Li Zhilin often talks to service providers and employees about the cost performance of life. "Our life is cost-effective, this cost-effective formula, the following is the material wealth, the top is the spiritual wealth." Material is easy to understand, and spiritual wealth can't be measured. Through the calculation of cost performance, the pattern of people can be roughly divided into three levels. For example, some people make money by immoral means, so their spiritual wealth is negative; normal business people, many people's life cost performance ratio is less than 1, because they use various so-called marketing means to cheat customers' money, but do not provide equivalent customer value.



真正的企业家，是为社会创造价值的，他的人生性价比是大于1的。李志林认为简一的这个数值应该是大于1的，因为企业的本质就是要大于1。“疫情也证明了，真的不是工作需要我们，是我们需要工作，每个人需要通过工作去彰显自己的价值；今年的疫情也从侧面激发了大家的斗志，通过亲身验证，每个人会树立信心，不仅是在应对疫情这件事上，对今后的人生也会有很大的启迪”。

A real entrepreneur creates value for the society, and the cost performance ratio of his life is greater than 1. Li Zhilin thinks that the value of GANI should be greater than 1, because the essence of an enterprise is to be greater than 1. "The epidemic has also proved that it is not really the work that needs us, it is that we need to work, and everyone needs to show their own value through their work. This year's epidemic has also stimulated everyone's fighting spirit. Through personal verification, everyone will build up confidence, not only in dealing with the epidemic, but also in life in the future."

## 开通个人公众号，提到最多的词是“用户”

The word most often mentioned for the personal official account is "user"

2020年，李志林个人公众号“简一李志林直通车”正式开通，从目前公众号“老李说”一栏发布的文章来看。出现频率最高的词是“用户”。对此，李志林表示，简一的核心价值观里有一条是“用户至上”。对很多人来说，这四个字可能仅仅是挂在墙上，因为他们不明白“用户至上”的底层逻辑，“用户至上”，不是用户的需要，而是品牌的需要。

In 2020, Li Zhilin's wechat official account was officially opened. The most frequent word is "user". Li Zhilin said that one of GANI's core values is "user first". For many people, these words may be just hanging on the wall, because they do not understand the underlying logic of "user first". The "user first" is not the needs of users, but the needs of brands.

在简一内部，李志林一直提倡要以感恩之心服务用户。“为什么要以感恩之心服务用户？因为我们唯一的收入来源是顾客对你的认可，我们吃的饭都是顾客给的，所以顾客是上帝，顾客是衣食父母”。在李志林的理念里，他一直把客户（用户）放在第一位，员工放在第二，合作伙伴放在第三位，社会放在第四位，自己放在最后。“企业做生意如果不把客户当人，一定不会走得太远”。

Within GANI, Li Zhilin has always advocated serving users with a heart of gratitude. "Why should we serve users with gratitude? Because our only source of income is the customers' recognition of you. The customers are God." In Li Zhilin's philosophy, he has always put customers (users) first, employees second, partners third, society fourth and himself last. "If enterprises don't treat customers as people, they will not go too far".

## 无论是单品思维还是大家居思维，关键是要做好自己

Whether it's a single-item mindset or a pan-home mindset, the key is to get it right

面对日趋激烈的市场竞争以及多元化的装修需求，很多头部企业选择了多元化战略。对于多元化或者大家居战略，李志林曾经表示大家居是一个伪命题。他解释说，“伪命题”不是说做不成，而是底层逻辑上存在一些问题，愿望很美好，希望一站式解决消费者需求，但是企业也好，人也好，在能力上总是有长有短的，什么都做的时候，可能什么都做不好。这就是两种思维，一个平台式思维，一个是垂直式思维，平台式思维也有它的挑战，家居行业里面十个八个品类，如果都做到数一数二当然很牛，但是难度很大。

李志林认为，不管走哪条路，关键是走这条路的时候，要把其中的逻辑理解透，单品做供应商也没有什么不好。“最后所有的平台都来求我，因为我做得最好，那不是很牛吗？关键是要够牛。”整装企业目前还整合不了品牌企业，因为品牌企业不需要它。最重要的是把自己该做的事情做强，这是根本。至于怎么做强，就是从产品、服务等各方面，把顾客的价值做得更大。就陶瓷行业来说，目前陶瓷行业的服务链条还是没有闭环的，很多企业连铺贴都没有做好。

In the face of increasingly fierce market competition and diversified decoration demand, many head enterprises choose diversification strategy. For diversification or pan-home strategy, Li Zhilin once said that pan-home is a false proposition. He explained that the “pseudo proposition” does not mean that it cannot be done, but that there are some problems in the underlying logic. They hope to solve the needs of consumers in a one-stop manner. However, both enterprises and people have strengths and weaknesses in their abilities. When they do everything, they may not be able to do anything well. These are two kinds of thinking. One is platform thinking, the other is vertical thinking. Platform thinking also has its challenges. In the home furnishing industry, there are many categories. If they are all in the top of the list, they are certainly very good, but very difficult.

Li Zhilin believes that no matter which way to go, the key is to understand the logic thoroughly when taking this road. There is nothing wrong with single product supplier. “In the end, all the platforms came to me because I did the best. Isn't that amazing? The key is to be good enough.” The assemble enterprise can not integrate the brand enterprise at present, because the brand enterprise does not need it. The most important thing is to be strong, which is fundamental. As for how to be strong, it is to make the value of customers bigger from the aspects of products and services. As far as the ceramic industry is concerned, the service chain is still not closed-loop, and many enterprises even have not done a good job in paving.

## 多元化要具备三个条件：关键是看主业是否做好以及是否具备核心竞争力。

**Diversification should have three conditions: the key is to see whether the main business is good and whether it has core competitiveness**

李志林表示，他并不反对企业实施多元化战略，多元化的关键是要具备三个条件。

首先，如果第一主业没有到天花板的时候，尽量不要去开发第二副业；因为边际效益和机会成本都很高，而且风险也比较高，犯不着也不合算。

其次，就算去开发第二产业，一定要打造核心竞争力，不然也做不长久。

第三，就算第二产业有前途，也不能影响到第一主业，捡了芝麻丢了西瓜也是不合算的。

就瓷砖行业来说，是典型的行业大、企业小，4千亿的市场规模，比空调大一倍。但是空调单个品牌最大的已经做到了一千亿，陶瓷行业最大的企业才做到一百亿，还有很大的空间。国外瓷砖企业做的最好的一年大概两三百亿人民币的销售额，它主要是在欧洲市场进行销售。中国市场是第一大市场，中国瓷砖行业巅峰时期年产量是102亿平方米，出口在15亿平方米，中国人一年消费了80多亿平方米，全世界加起来也没有这么多产量。

Lee said he is not opposed to companies implementing a diversification strategy, and the key to diversification is to have three conditions.

**First of all, try not to develop a secondary business if the first primary business has not reached the ceiling; the marginal benefits and opportunity costs are high, and the risks are also high, so it is neither affordable nor uneconomical to commit.**

**Secondly, even if you go to develop a secondary industry, you must build a core competency, or you won't last long.**

**Thirdly, even if the secondary industry has a future, it should not affect the primary industry, and it is not worthwhile to pick up sesame seeds and lose the watermelon.**

As far as the ceramic tile industry is concerned, it is a typical industry with small enterprises, with a market scale of 400 billion, which is twice as large as that of air conditioning. However, the largest single brand of air conditioning has reached 100 billion yuan, and the largest enterprise in ceramic industry has only reached 10 billion yuan. There is still a lot of space. The best year for foreign ceramic tile enterprises is about 230 billion RMB, which is mainly sold in the European market. China's market is the largest market. At its peak, the annual output of China's ceramic tile industry is 10.2 billion square meters, and the export is 1.5 billion square meters. The Chinese people consume more than 8 billion square meters a year, and the world does not have so much output.



## 小而美 VS 大而全：瓷砖品牌不一定会很小

**Small and good vs large and complete: ceramic tile brand may not be very small**

从2009年内开始，简一一直以大理石瓷砖为主打，专注于陶瓷行业。李志林表示，欧洲也有很多小而美的公司，有些也传了几代人，时间很长。简一并不追求成为一个大而全的企业，但是瓷砖也不一定就很小。因为市场很大，比如说高端，肯定比刚需的市场小，但是如果高端有一定占比的时候，绝对值和相对值不一定就那么小。

在李志林看来，如果做品牌是爬山的过程，简一目前现在还爬在小半山腰，先爬上山再说。所谓的高端，不是说一定做多少钱，它是一个动态的概念。“我们千万不要学成功人士在干什么，要学他成功之前在干什么，因为我们现在还没有成功，这是很简单的道理”。

对简一而言，终极目标是真正服务客户，服务高端客户，高端客户需求不一样，他可能就不仅仅需求一个大理石瓷砖。

From within 2009, GANI has been focusing on marble tiles, focusing on the ceramic industry. Li Zhilin said that there are many small and good companies in Europe, some of which have also been passed down for several generations, for a long time. GANI does not pursue to become a large and comprehensive enterprise, but not necessarily small. Because the market is large, such as high-end, certainly smaller than the market just needs, but if the high-end has a certain proportion, the absolute value and relative value is not necessarily so small.

In Li Zhilin's view, if branding is the process of climbing a mountain, GANI is currently still climbing in the small half of the mountain. The so-called high-end, not necessarily means earn much money, it is a dynamic concept. "We should never learn what successful people are doing, but to learn what he was doing before he succeeded, because we have not yet succeeded, this is a very simple truth".

For GANI, the ultimate goal is to truly serve customers, including high-end customers. If the needs of high-end customers are different, he may not only need a marble tile.



## 每年都会走访客户，但是不希望进行过多宣传

Visit clients every year, but don't want to advertise too much

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每年，李志林都会走访市场，到终端客户家里走走，了解客户真实的需求。他很喜欢走访客户，但是不喜欢拿这件事来进行宣传。“我走访不是做戏，是跟客户聊一下，所以我反对他们拿手机拍照，摆上简一 logo，也不要前呼后拥。”对于简一的品牌宣传工作，李志林同样反对进行过多粉饰，如果像化浓妆一样，粉底有一寸厚，就失真了。

Every year, Li Zhilin visits the market and walks to the end customer's home to understand their real needs. He enjoys visiting customers, but doesn't like to use this as a publicity stunt. "My visit is not a show, it's a chat with customers, so I'm against them taking photos with their mobile phones and putting up GANI logo." For GANI's branding efforts, Li Zhilin is also against too much whitewashing, it's distorted.

## 简一的下一个十年：第三次转型

GANI's next decade: the third transformation

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无论是大而全的品牌，还是走高端路线的品牌，李志林强调，都一定要有实现路径，如果没有路径，就是水中捞月。路径就是战略，使命是方向性的，关键还是要有实现的路径。

相对于很多企业提出的百年企业，李志林坦言从没有奢望过做一百年，这个目标太大了，现在不会想到那么长远。一般按十年来算，下一个十年，简一要第三次转型。路径早就已经规划好了，比如说数字化，怎么更高效地跟顾客链接，这些都是简一面临的问题。最终都是为客户创造更大的价值。这是底层逻辑，也是问题的本质。不管用什么方式，比如说互联网技术，只是一个工具，一个方法而已，不是目的。

Whether it is a big and comprehensive brand, or a high-end brand, Li Zhilin stressed that there must be a way to achieve it. If there is no path, it is to catch the moon in the water. The path is the strategy, the mission is directional, and the key is to have the path of realization.

Compared with the one hundred year enterprise proposed by many enterprises, Li Zhilin frankly said that he had never expected to do it for a hundred years. This goal is too big to think of now. Generally speaking, in ten years' time, in the next ten years, GANI will make a third transformation. The path has been planned for a long time, such as digitization, how to link with customers more efficiently, these are the problems that GANI faces. In the end, they create more value for customers. This is the underlying logic and the essence of the problem. No matter what way, such as Internet technology, it is just a tool, a method, not an objective.

## 马来西亚 TGV 电影院 | 开启你的“浪漫之约”

Malaysia Tgv Cinema Start Your "Romantic Date"

媲美天然效果，简一密缝铺贴“走出”国门

Similar to the natural effect, GANI seamless joint paving is "out" of the country



**项目名称：**马来西亚 TGV 电影院

**项目用砖：**阿波罗银、阿波罗灰、细纹雪花白

**项目面积：**2000 m<sup>2</sup>

**Project Name:** Malaysia TGV Cinema

**Project tiles:** Claros Grey(light)/Claros Grey(dark)/White Carrara

**Applied Area:** 2000 m<sup>2</sup>





TGV 电影院是马来西亚最早引入综合性观影概念，在吉隆坡等地大型商场均有分布、首屈一指的连锁影院。影院位于吉隆坡郊区的 central i-city 商场，也被称为“迷你曼谷”。

大堂采用细纹雪花白和阿波罗灰、阿波罗银深浅色搭配，错落有致、优雅鲜明，密缝铺贴效果更显得浑然一体；弧形的线条设计带来一种富于变化的柔美，更贴合服务台的圆形设计，使整个空间温馨和谐。

TGV Cinemas is the first cinema chain in Malaysia to introduce the concept of integrated cinema, which is located in major shopping malls in Kuala Lumpur and other parts of the country. The cinema is located in the central i-city mall in the suburbs of Kuala Lumpur, also known as “Mini Bangkok”.

The lobby adopts the combination of White Carrara, Claros Grey(light) and Claros Grey(dark) in dark and light colors, which is staggered and elegantly distinctive, and the effect of seamless joint paving is more integrated; the curved line design brings a soft beauty rich in changes, which is more in line with the round design of the service desk, making the whole space warm and harmonious.



对面的 Royal Selangor 零售店也因瓷砖色系搭配，显得简单大方不失大气。

The Royal Selangor retail store across the street is also simple and elegant due to the color scheme of the tiles.







TGV 售票处旁边还有一个开放的 Chat time 休憩区，阿波罗灰整体铺贴效果厚重端庄，低调而不张扬，营造出优雅、精致的空间感，匹配出电影院的高端享受。

There is also an open recreation area next to TGV ticket office. The overall paving effect of Claros Grey(dark) is dignified and low-key, creating an elegant and exquisite sense of space, matching the high-end enjoyment of the cinema.



楼道采用细纹雪花白，如云似雪；灯光下更显通透明亮，宛如月光投地，又如水般澄澈。在这样的阶梯上拾级而上，眼前是细腻的白雪，脚下是温柔的月光，温馨浪漫油然而生。

The corridor is made of White Carrara, like cloud like snow; the light is more transparent and bright, just like the moonlight on the ground, and as clear as water. On such a ladder, you can see the delicate white snow and the gentle moonlight under your feet, which makes you feel warm and romantic.

## 杭州华侨城·芳菲与城 | 精致舒适的生活感

Hangzhou Overseas Chinese Town | Exquisite And Comfortable Life

灰色系瓷砖样板房，带你领略高级灰的魅力

Grey Tile Model Room, Showing You the Charm of Premium Grey



华侨城芳菲与城规划为高层、洋房、叠墅三类产品，旨在打造城北新城多业态的复合性国际、艺术生活住区，树立杭州城北高端人居产品标杆。

Overseas Chinese town are planned to be high-rise, western style houses and townhouse products, aiming to create a complex international and artistic living quarter with multiple business forms in Chengbei new town, and set a benchmark for high-end residential products in North Hangzhou.

**项目名称：**华侨城·芳菲与城

**项目地点：**浙江杭州

**项目用砖：**阿波罗银、马德里银灰、阿波罗灰

**项目面积：**35000 m<sup>2</sup>

**Project Name:** Overseas Chinese Town

**Location:** Hangzhou, Zhejiang

**Project tiles:** Claros Grey(light)/ Madrid Silver  
/Claros Grey(dark)

**Applied Areas:** 35000m<sup>2</sup>





简一大理石瓷砖阿波罗银 Claros Grey(dark)

设计以灰色作为主色，搭配部分跳跃的颜色，软装与线条分明的硬装相契合，流达成了一种时尚与温馨的平衡，使艺术空间更得以完美表达。

The design uses gray as the main color, with some jumping colors, and the furnishings and interior finish with clear lines match, striking a balance between fashion and warmth, making the art space more perfectly expressed.





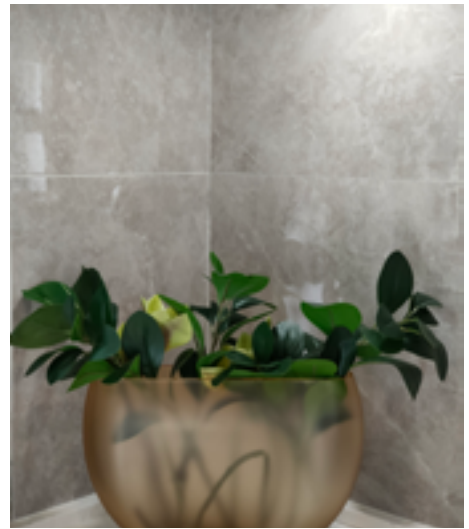
简一大理石瓷砖马德里银灰 GANI Madrid Silver

空间有限而设计无界，开放式的通透设计让空间在功能上彼此独立，同时视线又得到了延伸，在融合和无界中达到了完美。餐厅与客厅之间毫无阻隔，空气和光线肆意流淌，家人之间可以更加惬意的互动和交流。

The open and transparent design allows the spaces to be functionally independent from each other, while at the same time extending the sight lines, achieving perfection in integration and boundless. The dining room and living room are unobstructed from each other, allowing air and light to flow freely and family members to interact and communicate with each other in a more comfortable way.







简一大理石瓷砖马德里银灰 GANI Madrid Silver

灰色系厨房打造的视觉效果，并非单一而枯燥，白色橱柜与灰色的搭配，显得空间更加精致。与其说灰色是设计风格，不如说它是根植于都市人内心的生活态度。高级灰在厨房的运用，也使这个烟火地更加时尚大气。

The visual effect created by the gray kitchen is not single and boring, and the combination of white cabinets and gray makes the space look more sophisticated. It is not so much a design style as it is an attitude rooted in the heart of urban life. The use of advanced gray in the kitchen also makes this smoky place more fashionable and atmospheric.



简一大理石瓷砖马德里银灰 GANI Madrid Silver

通常浴室设计的概念是与整个生活空间的设计安排相联系的，其风格是由完整的视觉理念决定的。

卫生间同样也是以灰色的设计为主，极简主义的设计让空间舒适，这样的环境适合为我们拂去一天的倦意。

Usually, the concept of bathroom design is related to the design arrangement of the whole living space, and its style is determined by the complete visual concept.

The bathroom is also based on gray design, minimalist design makes the space comfortable, such an environment is suitable for us to brush off the tiredness of the day.

# 融创·澜岸大观 | 久居樊笼里，复得返自然

I've Lived In A Cage For A Long Time, But I've Found My Way Back To Nature

## 简一为你寻得一处“天空之境”

Sunac-Lanshore Grandview | GANI Sunac Project of Ezhou China



**项目名称：**鄂州融创澜岸大观·园林景观

**项目用砖：**简一定制蓝眼睛

**使用面积：**2000 m<sup>2</sup>

**设计公司：**新西林景观设计

**Project Name:** Ezhou Sunac Lanshore Grandview . Landscaping

**Project tiles:** GANI Custom Blue Eyes

**Used area:** 2000m<sup>2</sup>

**Design company:** SED Landscape Design





融创·澜岸大观项目示意图 Project Schematic

“襟江抱湖枕名山”是鄂州市独特自然环境的写照。江，即为长江；洋澜湖，便是鄂州拥抱着湖。融创·澜岸大观，坐落于洋澜湖这颗闪耀的明珠之上，它恰如一面澄明的巨镜，与洋澜湖水天一色，相得益彰。依湖揽城心，将高端精品人居、繁华城心和稀缺湖境集结于一身，融创·澜岸大观为城市平添了几分意韵，诠释着时代对于品质人居与美好生活的理想定义。

The unique natural environment of Ezhou City is reflected by the fact that “Ezhou City is surrounded by rivers, lakes and mountains”. River is the Yangtze River; Yanlan Lake is the lake that Ezhou embraces. Situated on the shining pearl of Yanglan Lake, it is just like a clear mirror that complements Yanglan Lake and the sky.

Relying on the lake, Sunac-Lancheng Grandview integrates high-end boutique living, prosperous city center and scarce lakes into one, adding some charm to the city and interpreting the era's ideal definition of quality living and beautiful life.



融创·澜岸大观项目实景图 Project Photos

在传统人居观念里，主入口是最有仪式感的形象展示。融创·澜岸大观用对称式的主入口设计，让每一寸空间都被完美利用。

“半亩方塘一鉴开，天光云影共徘徊”，极致空间的把控，明亮通透，也让动静之间形成自然而巧妙的分隔。

In the traditional concept of human dwelling, the main entrance is the most ritualistic image display. The symmetrical design of the main entrance makes every inch of space perfectly utilized. It is the ultimate control of space, bright and transparent, and creates a natural and clever separation between movement and static.







简一大理石瓷砖蓝眼睛实景图 GANI Top Blue Eyes

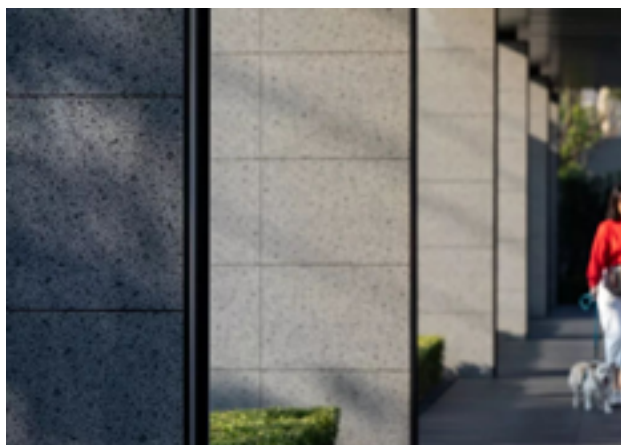


二进院的转换空间，通过水墨景墙区隔而成，与入口门厅、中心庭院完全贯通，通透开阔的空间更容易聚拢起生活的舒适感。

The conversion space of the front and back courtyard is separated by an ink landscape wall, which is completely connected with the entrance foyer and the central courtyard, making the transparent and open space easier to gather the comfort of life.

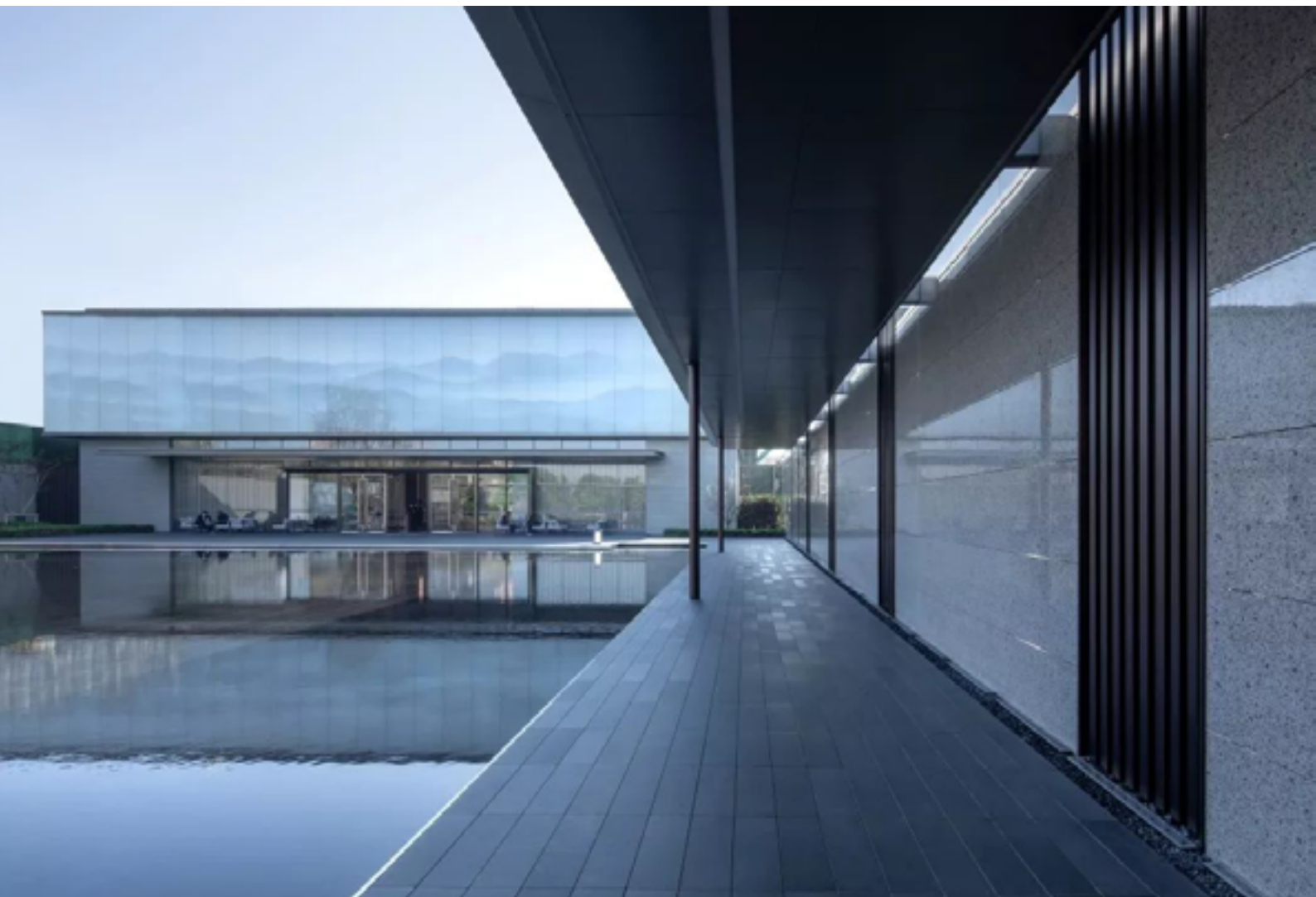
在融创·澜岸大观的中心庭院，每一处细节都兼顾实用与美学。为了让居住者的生活舒适又静谧，同时又不失与外界万般美景的联系，虚实景墙与连廊的设计，恰到好处地保证这份内心的需求，视觉上也更加简洁美观。

In the central courtyard of R&C Lanshore Grand View, every detail is designed with both practicality and aesthetics in mind. In order to provide a comfortable and quiet life for the residents, while at the same time not losing the connection with the beautiful scenery outside, the design of the virtual and real walls and connecting corridors ensures this inner need, and is visually more concise and beautiful.



简一大理石瓷砖蓝眼睛实景图 GANI Top Blue Eyes





简一大理石瓷砖蓝眼睛实景图 GANI Top Blue Eyes

这方天地，如同闹市中的一隅“静区”，草木悄然生长水石之间。这里利用高差设置水幕墙，为生活在其中的人开启了与自然、与邻里、与自己交心相融的完美空间。

This world is like a corner of the downtown “quiet zone”, where plants and trees quietly grow between water and stone. The water curtain wall is set up here to make use of the height difference, opening up a perfect space for the people living in it to blend in with nature, neighbors and themselves.





## 实景探访 | 800 方独栋别墅的新中式风，如此惊艳！

The New Chinese Style Of 800 Square Villa Is So Amazing!



**坐标：**江西萍乡

**住宅类型：**独栋别墅（三层）

**项目面积：**800 m<sup>2</sup>

**住宅风格：**新中式

**产品应用：**阿波罗银 / 阿波罗灰 / 云雾白

**Location:** Pingxiang, Jiangxi

**Type:** Detached villa(three floors)

**Project area:** 800 m<sup>2</sup>

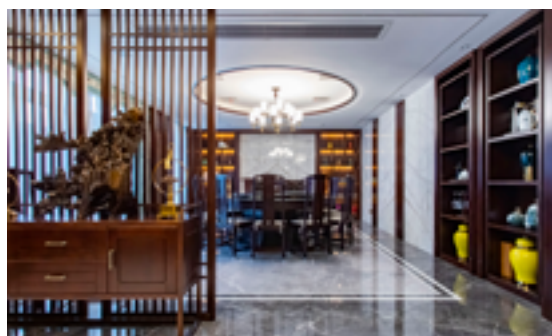
**Style:** New Chinese

**Product application:** Claros Grey(light)/Claros Grey(dark)/Bardiglio



新中式传承了古典文化的底蕴，同时融合现代美学的精髓，汲取古建筑的灰白色调，借用书画的留白手法，删繁就简构建了简约的艺术世界，同时运用屏风和线条来区隔空间，实现空间的层次和通透整体空间效果雍容大气，浑然天成。

The new chinese style inherits the details of classical culture, at the same time, it integrates the essence of modern aesthetics, absorb the gray and white color of ancient buildings, using the technique of leaving blank in painting and calligraphy, cut down the complexity and simplify the construction of a simple art world, using screens and lines to distinguish the space, realize the level and permeability of space, the overall space effect is elegant and natural.







整体地面设计融合当下流行的灰白色系，从阿波罗灰、云雾白到阿波罗银的颜色过渡，用色块的深浅明暗变化来营造现代美感，同时保留了传统中式风格的禅意和韵味。

The overall ground design integrates the current popular gray and white color, color transition from claros grey(dark) and bardiglio to claros grey(light), create modern aesthetic feeling with the change of color, light and shade, at the same time, it retains the traditional chinese style of zen.

简一大理石瓷砖保加利亚灰  
GANI Pietra Grey





二层挑空的结构更显开阔，客厅地面选用阿波罗银进行密缝铺贴，浅灰色凸显了空间的层次和主题，同时减轻了中式风格的厚重，连纹密缝赋予空间整体美和流畅感，整体更加简洁，也会让空间看起来更大。

The structure of the second floor is more open, the floor of living room is paved with claros grey(light), light gray highlights the level and theme of the space, at the same time, it reduces the massiness of chinese style, seamless paving and connected veins give the space the overall beauty and fluency, the whole space is more concise and look bigger.





在厨房和卫浴空间的应用中，墙地一体化加强空间的纵深感，进一步开拓了视觉边界，用于营造明亮洁净的舒适体验。

In the application of kitchen and bathroom space, the integration of wall and ground enhances the depth of space, further expand the visual boundary, for a bright, clean and comfortable experience.







180°全景观大阳台，闲暇时候适合独处的好地方，放空自己治愈心灵，美好生活简一时刻陪伴。

180° Panoramic balcony, a great place to spend some time alone., Empty yourself and heal your heart., Gani is always there for you.

## 实景探访 | 解锁独栋别墅的大宅魅力

Unlock The Charm Of Independent Villa



**坐标：**江西萍乡

**住宅类型：**独栋别墅（三层）

**项目面积：**600 m<sup>2</sup>

**住宅风格：**中式风格

**产品应用：**皇家蓝 / 卡拉拉白 / 希腊灰

**Location:** Pingxiang, Jiangxi

**Type:** Detached villa(three floors)

**Project area:** 600 m<sup>2</sup>

**Style:** Chinese Style

**Product application:** Azul Macaubas/Statuario Calacatta/Assinis Grey

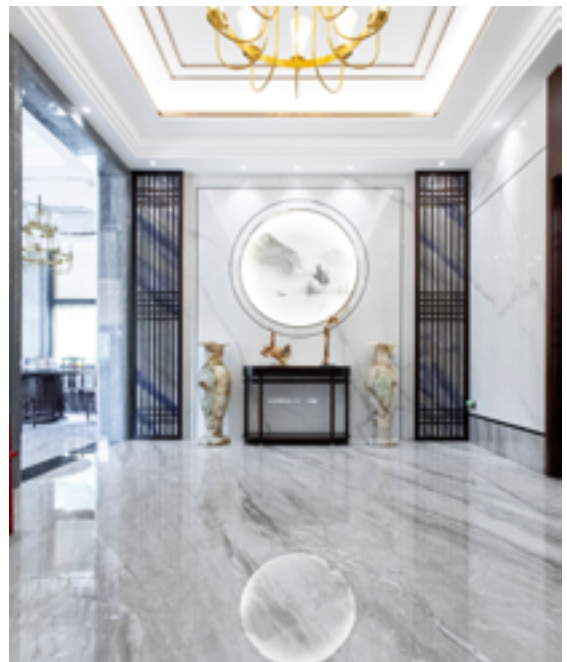




一走进门厅便被震撼住了，迎面而来的是庄严大气的空间感，讲究意境的水墨画和端正的太师椅，灰白色简约色调中和了中式风格的厚重。

Jane was shocked as soon as she entered the hall, facing us is the sense of space of solemn atmosphere, artistic conception of ink painting and armchair, the simple tone of gray white neutralizes the massiness of chinese style.

门厅：希腊灰（地面）+ 卡拉拉白（墙面）  
Foyer: Assinis Grey (floor) + Statuario Calacatta (walls)







卡拉拉白背景墙和地面流动的希腊灰纹理，直观感受到连纹密缝赋予空间的开阔感，真实还原了天然石材的自然美感，效果惊艳。

Statuario calacatta backdrop and floor with assinis grey texture, intuitive feeling of openness given by the seamless joint and connected veins, real restore the natural beauty of natural stone, the effect is stunning!

客厅：希腊灰 + 皇家蓝 + 卡拉拉白  
Living room: Assinis Grey+Azul Macaubas+  
Statuario Calacatta





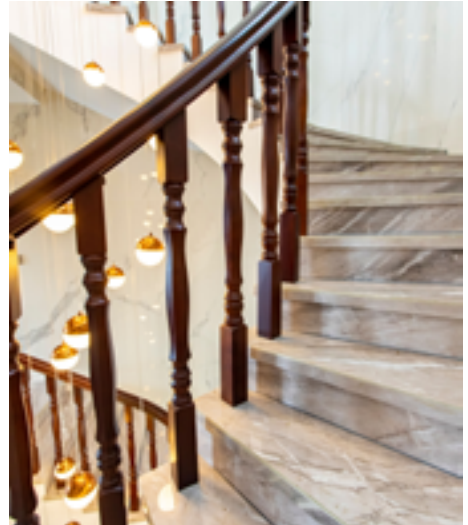
餐厅：希腊灰（地面）+ 卡拉拉白（墙面）  
Dining room: Assinis Grey(floor)+Statuario Calacatta(wall)

从客厅出来我们来到了餐厅，客餐厅是打通的，延续整体的开阔感，希腊灰流畅的纹理随着脚步流动开来，和古香古色的屏风共处一室，动静皆宜。

Coming out of the living room, we came to the dining room, The guest restaurant is open, continuing the overall sense of openness, The smooth texture of Assinis Grey flows with the steps, With a antique screen in room, both dynamic and static.







楼梯踏板：希腊灰实景 Stair treads: Assinis Grey

简一真正实现了瓷砖肌理表里如一，上下、左右、前后立体延伸，从里到外还原天然石纹，像是倒边、拉槽、磨圆弧等工艺效果，石材能做出来的造型，大理石瓷砖也可以，完全不用担心出品，效果杠杠的！

Gani truly realizes that the tile texture is the same on the inside, up and down, left and right, front and back, three-dimensional extension, restore the natural stone texture inside and out, process effects such as beveling, grooving, rounding, etc. Stone can be styled, so can marble tiles.



## 实景探访 | 难得一见的意式轻奢风太惊艳了!

The Rare Italian Luxury Style Is Amazing!



**坐标：**赣州公园大观

**住宅类型：**大平层

**项目面积：**300 m<sup>2</sup>

**住宅风格：**意式轻奢

**产品应用：**希腊灰 / 卡拉拉白 / 阿玛尼棕

**Location:** Ganzhou Park Da Guan

**Type:** Penthouse

**Project area:** 300 m<sup>2</sup>

**Style:** Italian-style luxury

**Product application:** Assinis Grey/Statuario Calacatta/Amani Brown



意式轻奢风格整体效果 Italian light luxury style overall effect

客餐厅是打通的，南北空气对流很舒畅，开放式设计尽情释放空间的开阔，墙面使用木饰面装饰，营造轻奢简约的质感，客厅电视背景墙选用卡拉拉白，地面则使用希腊灰纹理，颜色搭配形成反差，视觉冲击感更强。

The living room and dining room are open, so the north-south air flow is soothing, Open design opens up the space to the fullest, Wood veneers on the walls for an extravagant, minimalist feel, Statuario Calacatta for the TV background wall in the living room, The floor is used with Assinis Grey, Contrasting colors for a stronger visual impact.





客厅布局：传统会客区与休闲茶室

Living room layout: traditional reception area and leisure tea room

整个客厅的面积非常大，如何最大化利用空间做好功能布局，屋主给我们做了很好的示范，把客厅一分为二，传统会客区与休闲茶室左右并列，同一空间满足不同家人的生活需求。

The entire living room is very large, how to maximize the use of space for a functional layout, the homeowner gave us a great demonstration, divide the living room in two, traditional meeting area and casual tea room side by side, one space for different family living needs.







客厅地面：希腊灰连纹密缝效果

Living room floor: the seamless joint paving effect of Assinis Grey

全屋地面采用希腊灰进行连纹密缝铺贴，把瓷砖纹理按照纹路走向进行密缝铺贴，连纹让纹理自然延伸，效果更加立体大气，密缝消除了过宽缝隙带来的割裂感，让无限开阔的视觉感受达到极致。

The whole house floor is paved with assinis grey with connected veins, the tiles texture is paved according to its vein direction with seamless joint paving, connected veins allows the natural extension of the texture, a more three-dimensional effect, seamless eliminate the cutting sensation caused by wide gaps, achieving the ultimate in infinite visual experience.





厨房地面：希腊灰连纹密缝效果

Kitchen flooring: Assinis Grey seamless joint paving and connected veins effect

全屋设计分区还有一个独特之处，就是有两个厨房，左右并列，右边是开放式厨房，并配备了吧台，卡拉拉白密缝效果尽显简洁精致，这里主要做冷餐及茶点；左边是一字型厨房用来烹饪中餐，满足家人的不同口味，时尚简约中尽显细节。

There is another unique feature of the whole house design zoning, it's two kitchens, side by side, to the right is the open kitchen with bar, statuario calacatta with seamless joint paving for a clean, sophisticated look, this place mainly serves cold food and refreshments. On the left is the one-piece kitchen where chinese food is cooked, family-friendly, sleek and minimalist detailing.







洗手间：卡拉拉白 + 阿玛尼棕  
Bathroom: Statuario Calacatta + Armani Brown

延续了灰白色的简约调性，墙面是卡拉拉白，地面是阿玛尼棕，经典耐看好打理，舒适度高，干湿分离的设计分区也处理的很巧妙，洗手台、马桶和淋浴区都做了玻璃隔断，处处凸显屋主的细心和精致。

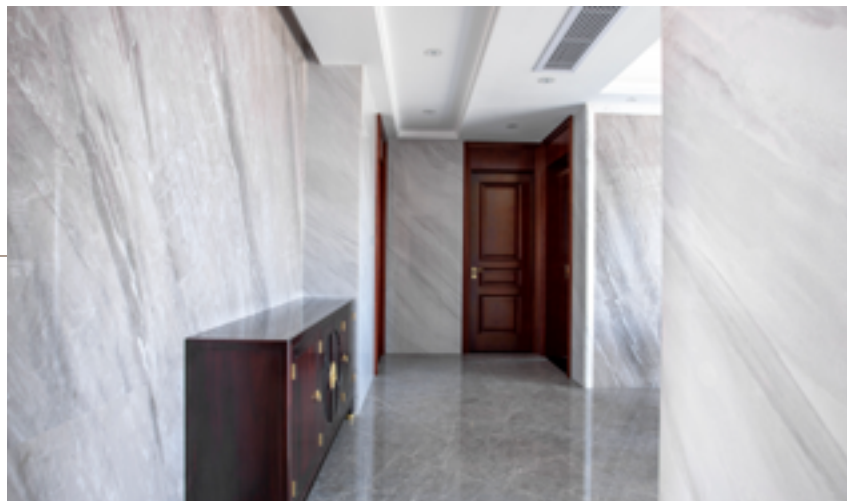
Finally, let's look at the bathroom, continuation of the minimalist tone of gray and white, the walls are statuario calacatta and the floor is armani brown, classic, durable, easy to care for and comfortable, the separation of wet and dry design zones is also cleverly handled, the sink, toilet and shower areas have glass partitions, care and refinement are evident in every aspect of the home.





## 实景探访 | 原来新中式流行这样装?

This Is How The New Chinese Style Is Decorated!



**坐标：**赣州江山里

**住宅类型：**大平层

**项目面积：**200 m<sup>2</sup>

**住宅风格：**新中式

**产品应用：**阿波罗银 / 希腊灰 / 云雾白 / 阿波罗灰

**Location:** Ganzhou Park Da Guan

**Type:** Penthouse

**Project area:** 300 m<sup>2</sup>

**Style:** New Chinese style

**Product application:** Claros Grey(light)/Assinis Grey/Bardiglio/Claros Grey(dark)



新中式整体效果 New Chinese overall effect

整个地面选择银灰色的阿波罗银平铺，连纹密缝的效果非常大气，阿波罗银的纹理较细，营造了温润的氛围，和新中式雅致的风格融为一体，这个也是业主最满意的地方。

The whole ground is made of claros grey(light), the effect of claros grey(light) small joint is very grand, to create a warm atmosphere, and the elegant style of new chinese style, is also the most satisfactory place for the owners.







客厅背景墙：希腊灰连纹密缝效果

Living room backdrop: Assinis Grey with seamless joint paving and connected veins effect.

客餐厅的背景墙选用的是希腊灰，纹理疏朗开阔，流动感很强，灰色调的空间富有变化，整体效果非常有层次感。

Assinis grey was chosen for the backdrop of the dining room. The texture is sparse and open, with a great sense of flow. A grey-toned space with variety, the overall effect is very layered.







云雾白 + 阿波罗银连纹密缝效果

seamless joint effect of Bardiglio+Claros Grey(light) connected veins

厨房采用的是开放式布局，与餐厅并列存在，共享同一个空间，做饭和用餐都很宽敞和方便。

The kitchen adopts an open layout, They exist side by side with restaurants and share the same space, Cooking and dining are spacious and convenient.





南北方向各有两个阳台，地面是阿波罗灰，比客厅的灰色稍微深点，既耐脏也能和屋外的阳光形成对比，在这里喝茶看书是多么惬意。

Two balconies to the north and south, the floor is claros grey(dark), slightly darker than the grey in the living room, it's resistant to dirt and contrasts with the sunlight outside, it's so nice here with a cup of tea and a book.

阳台：阿波罗灰连纹密缝效果

Balcony: seamless joint effect of Claros Grey(dark) connected veins





## 秋季上新 | 最具大师格调，不一样的灰来了！

New Arrivals | The most masterful, different grey is here!



灰色完美表达了现代美学中理性克制的基调，大大削弱了色彩对情绪的影响，营造出一种没有冲突的美感，由内而外彰显出空间的高级。

除了颜色带来的舒适与放松，灰色有强大的包容和适应性，它是闪耀空间的主角，也可以是低调的配角，在不同的家居风格和软装搭配中都有惊艳的表现。

Grey perfectly expresses the tone of rational restraint in modern aesthetics, greatly reducing the influence of color on mood and creating a conflict-free aesthetic, highlighting the sophistication of the space from the inside out.

In addition to the comfort and relaxation that the colour brings, grey is powerfully inclusive and adaptable, and can be the star that looks stunning in a variety of home styles and soft furnishings.





金秋 10 月，简一隆重推出了 3 款灰色系新品，我们一起来尝鲜！

In October of the Golden Autumn, GANI has proudly launched three new grey products, and let's check together!

## 象牙灰

Aghia Marina



雅致柔和的浅灰底色上错落有致地分布着白色细纹，低调而有质感，如象牙般圣洁，尽显高雅浪漫。

适用于现代或中式风格的卫浴、客厅、卧室等，赋予空间高级大气的美感。

On the elegant and soft light gray background, white fine lines are scattered in an orderly manner, which is low-key and full of texture. It is as holy as ivory, showing elegance and romance. It is suitable for modern or Chinese style bathroom, living room, bedroom, etc., giving the space a high-level atmosphere of aesthetic feeling.



## 水云石

Cloud Grey



安静优雅的水云石来自伊朗，是米色、白色和灰色的完美组合。

不同线条的随机分布捕捉到了大自然的美，中性的颜色增强了温润的质感，云灰色与铜、木和皮革的搭配十分漂亮，可在豪华内饰和现代风格上应用。

The quietly elegant cloud grey from iran is the perfect combination of beige, white and grey.

The random distribution of the different lines captures the beauty of nature, the neutral color enhances the warmth of the texture, and the cloud grey works beautifully with copper, wood and leather, and can be used on luxurious interiors and contemporary styles.







呼应融合整体空间美感，白灰色的水云石搭配深灰色木饰面橱柜，大大提亮了厨房的空间，舒适又明亮。

The cloud grey with dark grey wood veneer cabinetry greatly brightens the kitchen space, making it comfortable and bright.

运用色彩的反差来凸显主题，温润的水云石作为空间的底色，完美衬托四季绿洲背景墙的主角光环。

Using the contrast of colors to highlight the theme, the warm cloud grey is the base color of the space, perfectly supporting the protagonist of the four seasons background wall.



## 奥特曼灰

White Marfil



以浅灰色为基调，不规则的灰、白色斑驳点状纹理错落点缀其中，整体纹理细腻温润。

淡雅柔和的中性色调赋予其百搭的特性，是室内客厅、卧室、浴室和开放式厨房空间的理想选择，用于营造明亮洁净的空间效果。

Light gray as the basic tone, irregular gray, white mottled dot texture dotted among them, the overall color delicate and moist. The elegant and soft neutral tone endows it with versatile features. It is an ideal choice for indoor projects such as living room, bedroom, bathroom and open kitchen space, which is used to create a bright and clean space effect.





在浴室墙面大面积铺贴奥特曼灰，加强空间纵深感和开阔感，在相对狭长的空间能够起到整体提亮的效果。

A large area of the bathroom wall is covered with White Marfil to enhance the sense of depth and openness of the space, which can play an overall brightening effect in the relatively long and narrow space.



## 这样高颜值的卫浴空间设计，你心动了吗？

Such beautiful bathroom designs, which one do you like?



经历一天的疲惫工作后，最能让我们感到身心放松的往往是卫浴空间那一方天地，享受难得独处时光，作为最私密的空间，它处处表达着主人的独特品味和生活方式。

大理石纹理作为最常用且高级的装饰语言，多样丰富的颜色、质感、纹理、光感都能完美融入不同空间风格，制造不一样的氛围感及格调。

After a day of exhausting work, what make us feel relaxed is often the bathroom space, enjoy the rare time alone. As the most private space, it expresses the owner's unique taste and lifestyle everywhere.

Marble texture as the most commonly used and advanced decorative language, a variety of rich colors, texture, vein, brightness can be perfectly integrated into different space styles, creating different atmosphere and style.

## 灰色 / 高级纯粹

Grey/Advanced purity

卫浴被包裹在大理石纹理的外衣下，以深灰色奠定基调，意象裂纹赋予空间高级大气，克制极简的氛围感建立一种别致的轻奢格调，开放为主的格局，给予直观开阔的视野，营造出舒适、静谧的空间体验。

The bathroom is wrapped in marble texture, with dark gray laying the tone, imagery cracks to give the space a senior atmosphere, restraint minimalist atmosphere sense to establish a chic extravagant style. Its open layout offers intuitive open field of vision, to create a comfortable, quiet space experience.









含蓄内敛的灰，独特着色的云状纹理自然流动，  
让人不自觉从城市喧嚣中抽离，独取这片宁静。

The subtle and restrained gray, the unique coloring  
of the cloud-like texture naturally flowing, let peo-  
ple unconsciously pull away from the hustle and  
bustle of the city, and enjoy this quiet moment.

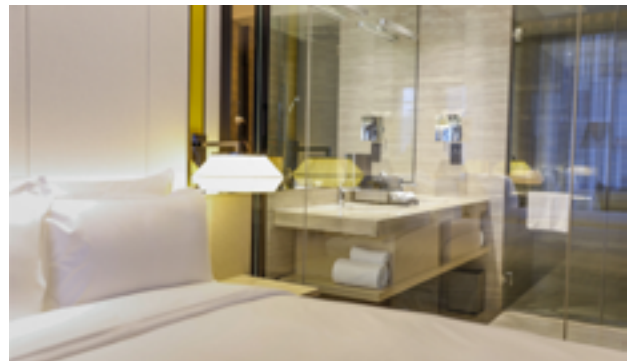


简一水云石 GANI Cloud Grey



流动畅顺、周而复始的线条，营造出一种类似木材纹理的效果，不显沉闷，打造流畅开阔视野。

The smooth, flowing, repetitive lines create an effect similar to that of wood grain, without being dull, creating a smooth, open view.



简一法国木纹灰 GANI Wood Grain Grey



A modern bathroom with beige marble walls, a white bathtub, and a wooden vanity. The space is illuminated by warm, ambient lighting, creating a cozy and elegant atmosphere. The bathtub is positioned against the wall, and a mirror is mounted above it. The overall design is minimalist and sophisticated.

## 米色 / 温暖轻盈

Beige/Warm and light

大面积使用恬淡的米色，浅白色纹理疏离跳跃，整个空间显得优雅温馨。柔和灯光下，搭配纯白色卫浴和同色调木质洗手台，整体简约而高级，突显明亮洁净感。一天忙碌下来，当你进入这个地方，时间仿佛慢下来，让你可全身心放松，感受那份宁静、平和。

A large area of the use of quiet beige, light white texture isolated, the whole space appears elegant and warm. Soft light, with pure white bathtub and the same tone wooden wash basin, the overall space is simple and advanced, highlighting the bright and clean feeling. After a busy day, when you enter this place, time seems to slow down, so that you can relax and feel the peace.







米黄色的柔和肌理极具吸引力和温暖质感，为空间带来温暖轻盈氛围，也能起到放大、提亮空间的作用。

The soft texture of beige is attractive and warm, bringing warmth and lightness to the space, as well as amplifying and brightening it.



墙面：简一奥特曼米黄 地面：简一水晶米黄  
Wall: GANI Soft Marfil Floor: GANI Amasya Beige





木纹纹理一般的质感，条纹之间的颜色从白色到棕色作无尽变化，既有细节又突出整体感。这样的卫浴空间给人一种细腻素雅的感觉，自然和谐的简约感为人居生活的最佳状态。

The texture is the wood grain. The color between the stripes is from white to brown for endless changes, both details and highlight the overall sense. Such a bathroom space gives people a delicate and elegant feeling. Natural and harmonious simplicity is the best state of human life.



简一翡翠木纹 GANI Rainbow Wood Grain



## 白色 / 淡雅舒适

White/Elegant and comfortable

明亮的灯光下，黄铜色金属材质的一众卫浴设施，搭配以简一的顶级雪花白所打造出来的奢华雅致卫浴空间，既能烘托出金属独有的精致感，同时完美诠释了大理石自然之美，给你带来洁净明亮及惬意舒适的双重感官享受。

Under the bright lights, a luxurious and elegant bathroom space created by GANI Statuario Venato and bathroom facilities made of brass metal, can not only set the unique exquisite of metal, but also perfectly interpret the natural beauty of marble, bringing clean, bright and comfortable dual sensory enjoyment to you.





简一顶级雪花白  
GANI Statuario Venato





非结构化走向的金灰色纹理以一种流动的姿态在白色空间中漫步，是不一样的质感体现，优雅而明亮，令小空间也可以展现通透纯粹感。

The unstructured golden-gray texture strolls through the white space in a flowing gesture, which is a different texture, showing elegant and bright and allowing small spaces to be transparent and pure.



简一卡拉卡塔金 GANI Calacatta Gold





景泰蓝 Azul Bahia



四季绿洲 Four Seasons



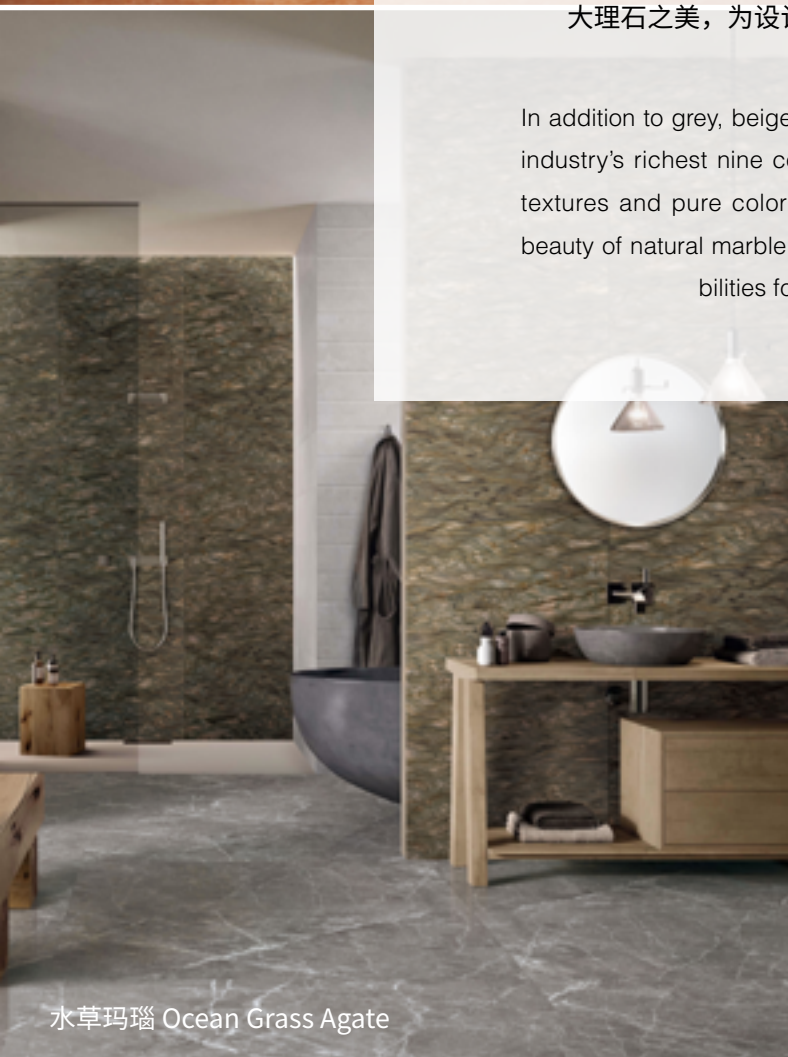
西施红 Rosa Zarci

## 更多色彩，更多灵感

More colors, more inspiration

除了灰白米色外，简一拥有全行业最丰富的九大色系，纹理逼真，色彩纯正，完美还原天然大理石之美，为设计创造更多可能性！

In addition to grey, beige and white, GANI has the industry's richest nine color system, with realistic textures and pure colors, perfectly restoring the beauty of natural marble and creating more possibilities for design!



水草玛瑙 Ocean Grass Agate



锡耶纳黄 Giallo Siena



静雅棕 Copper Dune

## 知名设计师坚持 10 年不加班？看简一挚友的取舍哲学

Famous Designers Insist On Not Working Overtime For 10 Years? Read The Philosophy Of Gani's Best Friend

李剑飞，河南取舍装饰设计工程有限公司创始人，取舍高端设计工作室设计总监。

Li Jianfei, founder of Henan Qushe decoration design Engineering Co., Ltd., is the design director of Qushe high-end design studio.



设计是什么？或许每个人都会有不同的见解，但设计的根本意义无疑是为了人类生活更加美好。生活是设计的载体，更是设计的基础和灵感的源泉，设计与生活密不可分，相辅相成。“一切设计服务于生活”，这就是李剑飞先生的设计理念。他也是简一挚友，来自河南郑州的知名室内设计师，一起来听听他对于设计和生活的理解。

What's the design? Everyone may have different opinions, but the fundamental meaning of design is undoubtedly to make human life better. Life is the carrier of design, the foundation of design and the source of inspiration, and design and life are inseparable and complement each other. "All design serves life" is Mr. Li Jianfei's design philosophy. He is also a good friend of GANI, a famous interior designer from Zhengzhou, Henan Province, let's hear his understanding of design and life.



## 缘起 | 画笔为戎 18 载 恣意人生

18 years of free life

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长发，单臂，中式风的唐装上衣，豪侠尚义，气度翩翩，仿佛从金庸小说走出来的孤胆英雄，这是第一次见李老师时的印象，和李老师相处一天下来，你会发现，这人不仅达到了你对他武侠人物的预期，满腹故事，情深义重，同时更是个生活艺术家。

木质的画架上，随手勾勒的彩色素描正沐浴着阳光。这是李剑飞工作室的一角画面。自幼就喜欢美术的他，在油画、素描方面展现了不一般的天赋。虽然一次意外让他失去了左手，但并没有因此而放弃绘画，反倒更加珍惜当下的生活。

Long hair, one armed, Chinese style Tang suit jacket, chivalrous and elegant, just like a brave hero coming out of Louis Cha's novels. This is the first impression when I met Mr. Li. After a day with Mr. Li, you will find that this man not only meets your expectations of his martial arts characters, but also is a life artist.

On the wooden easel, a randomly sketched color sketch is being bathed in sunlight. This is a picture in the corner of Li Jianfei's studio. He has been fond of art since childhood, and has shown unusual talent in oil painting and sketching. Although he lost his left hand in an accident, he did not give up painting because of it, but cherished the present life more.





## 家 | 尽享生活 十年不加班

Enjoy life to the fullest. Ten years of no overtime.

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“我是一个被设计耽误的厨子”，李剑飞开玩笑的说道。

对饮食健康极其注重的他，会经常回老家带回各种食材，如蔬果、米面等等，都是自己地里种的。他非常享受和家人一起制作美食的快乐，做馒头，擀面条，柴米油盐，其乐融融。

李老师的厨房不仅局限在家里，他也把厨房搬进了工作室，他希望员工在工作的同时，还能享受家的温暖。除了做饭，他喜欢一切和丰富生活相关的事物。工作室里品类多样的茶、全套的咖啡机、种类各异雪茄的刀、花式调酒的书籍，形态各异的雕塑，年份齐全的白酒，无不展现出这个屋子主人对生活的热爱。



**“I’m a cook delayed by design”, joked Jianfei Li.**

He is very health conscious about his diet and often goes back to his hometown to bring back a variety of ingredients, such as fruits, vegetables, rice and noodles, all grown in his own fields. He enjoys cooking with his family, making steamed buns, rolling dough, and having a great time with his family.

Not only is Lee’s kitchen confined to his home, he has moved it into his studio as well, and he wants his employees to enjoy the warmth of home while they work.

Besides cooking, he loves everything that enriches his life. The variety of teas in the studio, the full coffee machine, the variety of cigar cutters, the books on fancy cocktails, the different sculptures and the vintage of the liquor are all expressions of the owner’s love of life.



李剑飞始终认为，一个好的设计师，热爱生活才是一个生活美学的体验者，才能在自己享受生活的同时，感知客户的生活状态。假如一个设计师连厨房都没进过，那怎么去做出一个令人满意的厨房设计？

到点下班，回归家庭，这是李剑飞 10 年来一直秉持的做法，也让他成为设计圈里唯一一个不加班的设计师。他认为，家庭生活最重要的就是陪伴。当别的设计师还在加班熬夜的时候，他已经在家陪爱人、带孩子。他还要求他的助手和员工都不要加班。对于加班，他认为你可能通过加班得到一些东西，但失去的更多。

Li Jianfei always believes that a good designer, love life is a life aesthetics of the experience, only in their own enjoyment of life at the same time, can perceive the living conditions of customers. If a designer has never even been in a kitchen, how can he make a satisfactory kitchen design?

Returning to his family without overtime work is a practice that Li Jianfei has been upholding for 10 years, which makes him the only designer in the design circle who doesn't work overtime. He believes that the most important thing in family life is companionship. While other designers are still working overtime, he is already at home with his lover and children. He also asks his assistants and staff not to work overtime. For overtime, he believes you may gain something, but lose even more.

## 理念 | 至真至简 构建美好生活

True and simple, building a better life.

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万物之始，大道至简，衍化至繁，返璞归真，方为自然。

放眼李剑飞的设计，似乎和他繁多的兴趣爱好大有不同，整体呈现出的是极简的风格，他也坦言家中的客厅、电视、茶几等都是不设置的，取而代之的是一大片空地，这也是夫妻二人的一致意见。这样的简单随性，也是李剑飞独特的生活智慧和处世哲学。

从业数十年以来，李剑飞经历了由简入繁、化繁为简的设计历程，把一切复杂的变为纯粹。这也是李剑飞把自己的设计工作室取名为“取舍”的原因。

**The beginning of all things is nature, the main road to simplicity, diffusion to prosperity, return to the natural.**

Looking at the design of Li Jianfei, it seems to be very different from his numerous hobbies and interests, the overall presentation is a minimalist style, he also admitted that the living room, TV, coffee table and so on at home are not set up, instead is a large open space, which is also the unanimous opinion of the husband and wife. Such a simple and easy-going nature is also Li Jianfei's unique life wisdom and philosophy of living in the world.

Since decades in the industry, Li Jianfei has experienced the design process from simple to complex and from complex to simple, turning everything complex into pure. This is also the reason why Li Jianfei named his design studio "Qushe".





在与李剑飞的交流中，他一直强调生活的重要性。设计源于生活，也服务于生活，这样设计出来的作品，才能更加贴合客户对家装的需求。简一，聚焦客户需求，追求极致的空间美学和用户体验，这一点与李剑飞的设计理念不谋而合。

李剑飞非常认可简一，是简一多年的挚友，早在 2006 年就开始了和简一的合作，既推荐给客户，同时自己家也使用简一。

**他推荐简一的理由也很简单：“选择简一产品是在帮助客户构建美好家。”**

作为一个追求舒适感的人，他选择家装材料的要求并不低。而简一能满足他的需求。简一不仅能给人以纯净自然的空间感受，同时走在时代审美的尖端，不断推陈出新。就像李剑飞对简一的评价：一直被模仿，但从未被超越。



In the communication with Li Jianfei, he always emphasizes the importance of life. Design comes from life and also serves to life, so that the works designed out can more closely meet the needs of customers for home decoration. GANI, focus on customer demand, the pursuit of the ultimate space aesthetics and user experience, which coincides with Li Jianfei's design philosophy.

Jianfei Li has been a close friend of GANI for many years and has been working with GANI since 2006, recommending it to clients as well as using it in his own home.



**His reason for recommending GANI is simple: “By choosing GANI products, we are helping our customers build better homes”.**

As a man who seeks comfort, his choice of home improvement materials is not low. And GANI can meet his needs. Not only can GANI give people a pure and natural feeling of space, but it is also at the forefront of the aesthetics of the times, constantly introducing new products. Just like Li Jianfei's comment on GANI: it has been imitated, but never surpassed.

**未来，李剑飞先生也一直以挚友的身份，与简一一起携手共进，追求品质，为消费者构建美好家。**

**In the future, Mr. Li Jianfei has been working together with GANI as a close friend to pursue quality and build a better home for consumers.**

## 这对神仙眷侣二胡表演艺术家选择了简一

The Pair Of Fabulous Erhu Performance Artists Chose Gani

简一挚友周墨涵 & 朱淑琦

GANI's close friend, Mr. Zhou Mohan and Ms. Zhu Shuqi



以往，我们看了无数关于家的案例。水刀拼花下的华丽装潢，中式古典下的悠然家装，美式风格下的慵懒奢华情调。满满都是关于家的不同味道。今天，我们邀请到的简一挚友，是来自江苏常州的二胡演奏家周墨涵与他的未婚妻二胡专业在读研究生朱淑琦。他们，用现代极简又温馨的家居环境，

赋予空间炙热的生命，打造属于他们二人的理想圣地。

In the past, we've seen countless cases of home decoration. The gorgeous decoration under the water-jet medallion, the leisurely home decoration under the classical Chinese style, the luxury under the American style. It's all about the different flavors of home. Today, we invited GANI's best friends, Zhou Mohan, an erhu player from Changzhou, Jiangsu province, and his fiancée, Zhu Shuqi, an erhu graduate student. With their modern minimalist and warm home environment, they give life to the space and create an ideal sanctuary for themselves.

## 缘起 | 二胡童年 二胡情缘

### Erhu Childhood

周墨涵老师现在是常州大学二胡专业教师。常受邀参与国内外知名演出。希望未来以演奏家的身份，成为一名德艺双馨，不忘初心的二胡表演艺术家。朱淑琦老师目前是一名二胡专业的在读研究生，对二胡启蒙教育尤为关注。

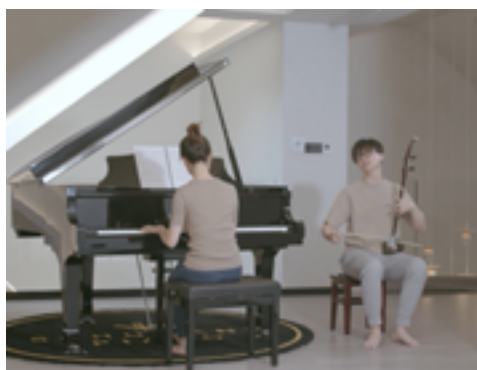
周老师是六岁时期，在父亲的教导下，开始进行二胡的学习。原本父亲期望他与自己一样，成为一名画家。于是，在取名时，便带了一个“墨”字。当父亲发现周老师在二胡的学习上颇有天赋，便一直让他学下去了。

周老师与朱老师的童年，一路与二胡相伴。高中毕业后，又一同考入上海的大学。虽不在同一所院校，不在同一届，但上海的各项音乐交流演出，两人都会时不时遇见。一来二去，就自然地确立了情侣关系，成为了为人称羡的同行眷侣。



Mr. Zhou Mohan is now a professional erhu teacher at Changzhou University. He is often invited to participate in famous performances at home and abroad. He hopes to become an erhu performer in the future as a virtuoso and never forget his first heart. Ms. Zhu Shuqi is currently an Erhu graduate student, and she is especially interested in Erhu education.

Mr. Zhou began his erhu studies at the age of six, under the tutelage of his father. Originally, his father wanted him to be a painter like himself. So, when he chose his name, he used the character for "Mo". When his father discovered that Mr. Zhou was quite talented at learning the erhu, he let him continue to learn.



Mr. Zhou and Ms. Zhu were accompanied by the erhu all the way through their childhood. After graduating from high school, they went to university in Shanghai together. Although they did not attend the same college or the same term, they would meet from time to time in various music exchange performances in Shanghai. As a result, they naturally established a relationship and became a couple.



## 态度 | 与艺术为伍 与瑕疵较劲

To be with art To be perfect

二胡对于周老师与朱老师而言，意义是不相同的。周老师希望未来能一直活跃在舞台上。朱老师希望能为规范二胡启蒙教育做出一些贡献。但同样地，两位都极度追求二胡事业上的完美。

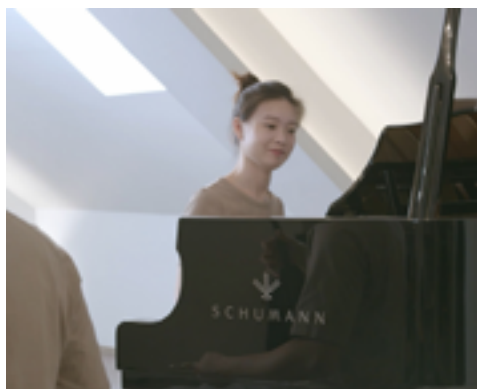
周老师每次在台上完成演出后，都会与负责拍摄的工作人员沟通，收集自己表演时的影像。待演出结束回到家后，会对自己的二胡表演进行全方位的细抠。不放过任何一个瑕疵，只为努力做到下次登台不再犯同样的错误。

朱老师对此也深感认同。做艺术门类的人，对自我都有着极高的要求。像周老师这样的，已经是近乎强迫症的状态了。而对朱老师自己而言，她希望可以通过自己的力量规范二胡的启蒙教育。为此，她决心考取研究生，采写与二胡启蒙教育相关的论文，为未来编写相关教材做准备。



Erhu has different meanings to Mr. Zhou and Ms. Zhu. Mr. Zhou hopes to be active on the stage in the future. Ms. Zhu hopes to contribute to the standardization of erhu education. But equally, both of them are in great pursuit of perfection in their erhu careers.

Every time he performs on stage, Mr. Zhou will communicate with the crew in charge of filming to collect images of his performance. When he returned home, he would make a thorough inspection of his erhu performance. He will never miss a single flaw in his performance, just to make sure that he will not make the same mistake again next time he goes on stage.



Ms. Zhu also deeply agrees with this. People who do art have extremely high demands on themselves. Like Ms. Zhou, she is already in a state of almost obsessive-compulsive disorder. As for Ms. Zhu herself, she hopes that she can standardize the erhu education through her own strength. To this end, she is determined to go to graduate school and write a thesis related to erhu enlightenment education, in preparation for writing related teaching materials in the future.

## 家 | 极简中创造烂漫温馨 只为给家完美定义

To create the perfect definition of home in a minimalist and cozy environment

都说艺术无国界。于周老师而言，艺术门类也是相通的。周老师对艺术设计的热忱投入，与二胡的极致追求，并无二致。因此在与朱老师确定购置婚房后，便专注地投入到了室内设计中去。

在设计之初，周老师就向设计师明确表达了对房屋的区域规划。周老师希望不做过多的卧室，其余的房间分别改造成洗衣房、衣帽间等。而二楼的空间则专门腾出来，布置成二胡工作室以及可以用来举办小型音乐沙龙。

在设计师完成硬装后，周老师去往各地的家居店进行家具的采购。每件家具基本都是在反复地思考后，一件一件买回来的。并且家中的家具都是购买的原创设计作品。周老师表示，原创的家具才能真正完美地呈现出设计师的设计理念以及还原出原有的设计感。

They say art knows no boundaries. For Mr. Zhou, the arts are also interconnected. Mr. Zhou's enthusiasm for art and design is no different from his pursuit of the ultimate erhu. Therefore, after he and Ms. Zhu decided to buy a wedding house, he devoted himself to interior design.

At the beginning of the design process, Mr. Zhou made clear to the designer the area plan for the house. Mr. Zhou wanted not to make too many bedrooms, and the rest of the rooms were transformed into laundry rooms, cloakrooms, etc. The space on the second floor was for an erhu studio and a small music salon.

After the designer finishes the interior finish, Mr. Zhou goes to various home stores to purchase furniture. Each piece of furniture is basically bought one by one after repeatedly thinking about it. And all the furniture in the home is purchased with original design. According to Mr. Zhou, only original furniture can perfectly express the designer's design concept and restore the original sense of design.



当我们提及周老师强迫症到达了一个怎样的程度时，朱老师说道，铺瓷砖的时候，周老师是看着施工师傅一块砖一块砖铺贴的，生怕出了纰漏。

周老师笑着跟我们聊到：“我接受不了瓷砖有缝隙。当时看到简一主推的一个核心卖点就是密缝铺贴，对比之后，就决定全屋铺贴简一了。”

When we mentioned the extent to which Mr. Zhou's OCD had reached, Ms. Zhu said, "When paving tiles, Mr. Zhou was watching the tilers paving tile after tile for fear of making a mistake.

Mr. Zhou laughed and talked to us, "I couldn't accept that the tiles had gaps. When I saw that one of the core selling points of GANI was seamless joint paving, and after comparison, I decided to pave the whole house with GANI."





选择简一后，周老师为了双重保险，又特别请了简一的铺贴师傅帮忙铺贴。就是为了保证瓷砖缝隙最大程度的缩小。铺贴完工后，周老师非常满意最终的呈现效果，并希望未来可以尝试简一新出的大理石瓷砖纹理。

去过周老师家的人，都会被整套房屋呈现出的高度一致的现代极简风所震撼。周老师强调，为了冲淡家具的冷色调，在灯具的安装上，还特意安装了暖光。朱老师接着说，就是希望她与周老师忙完了一天的工作，洗完澡后，可以舒适地躺在沙发上，吃吃零食撸撸狗，享受夜晚的休闲时光。

After choosing GANI, Mr. Zhou, in order to double insurance, specially hired GANI's paving master to help paving. It is to ensure that the tile gap is minimized to the greatest extent possible. After the completion of the paving, Mr. Zhou is very satisfied with the final results, and hope to try GANI's new products in the future.

People who have visited Mr. Zhou's home will be struck by the highly consistent modern minimalist style that the entire house presents. Mr. Zhou emphasized that the lamps were installed with warm light in order to dilute the cool tone of the furniture. Ms. Zhu said that she just wanted her and Mr. Zhou to be comfortable on the couch after a long day's work and a shower, eating snacks, jerking the dog and enjoying the evening.



对于未来，周老师和朱老师方向明确，将会一如既往在艺术的世界中攀登完美这座高峰，创造属于自己的传奇。生活中，也将以挚友的身份，和简一一起，在追求极致的过程中享受自然之美下的温馨美好生活。

As for the future, Mr. Zhou and Ms. Zhu have a clear direction and will continue to climb the peak of perfection in the world of art and create their own legends. In life, they will continue to enjoy a warm and beautiful life with the beauty of nature as best friends, together with GANI in the pursuit of excellence.

# 胡伟坚 & 黄志达共话设计

## 一曲《战马奔腾》奏响常州之战

Congratulations On The Success Of G+ Design Competition Of Changzhou Station!



10月22日,“自然共生”G+设计精英大赛晋级赛,暨亚太酒店设计公益大讲堂,圆满落下帷幕!

各界设计精英,与胡伟坚、黄志达,展开一场空间对话。

On October 22nd, “Natural•Symbiosis” G+ design competition promotion, asia-pacific hotel design public lecture hall, come to a successful conclusion!  
Design elites from all walks of life, with Hu Weijian and Huang Zhida, start a space conversation.

## 激烈角逐，上海赛区 TOP1 已敲定！

Fierce competition, Shanghai Top 1 has been decided!



以人为本，自然共生。G+ 设计精英大赛上海赛区两组选手经过现场角逐，最终设计师徐振摘得概念组的 TOP1、谷金鑫摘得竣工组的 TOP1，恭喜两位设计师最终作为上海赛区代表进入全国十强冲刺总决赛！

现场邀请到了亚太酒店设计协会秘书长刘坤、亚太酒店设计协会专家委员会委员 / 常务理事 / RWD 黄志达设计创始人及董事长黄志达、CCD 合伙人、高级副总裁胡伟坚、江苏建设设计院院长 / G+ 设计精英大赛上海赛区赛事顾问贺亚俊等嘉宾助阵。

**After the competition, Xu Zhen and Gu Jinxin won the TOP1 in the concept group and the TOP1 in the completion group respectively**, congratulating them on their entry into the final as the representatives of Shanghai.

On site, we invited Mr.Kun Liu, the Secretary General of Asia Pacific Hotel Design Association (APHDA), Mr.Zhida Huang, Member of the Expert Committee/ Executive Director of APHDA, Founder and Chairman of RWD Design, Mr.Hu Weijian, Partner and Senior Vice President of CCD, and Mr. He Yajun, President of Jiangsu Construction Design Institute (JCIDI) and Competition Advisor of G+ Design Competition Shanghai.



## 主办方寄语助开场

### Host's message for opening

设计以人为本，更要与自然共生。

"Design should be people-oriented and symbiotic with nature."



亚太酒店设计协会秘书长—刘坤先生致辞  
Address by Mr. Kun Liu, Secretary General of the Asia Pacific Hotel Design Association (APHDA)

为更多优秀设计师提供展示的平台，共同领略设计之美，充分挖掘设计在美好生活中的价值。

"Provide a platform for more excellent designers to appreciate the beauty of design and fully tap the value of design in a better life."



常州简一总经理曾总  
Mr.Zeng, General Manager of Changzhou GANI

## 简一挚友周墨涵二胡演奏燃爆全场

### Erhu performance by GANI's best friend, Zhou Mohan, was a big hit.

他是青年二胡演奏家，常州大学音乐与影视学院二胡专业教师，上海音乐学院二胡表演专业硕士，中国音乐最高奖“金钟奖”入围获得者，同时也是我们的简一挚友——周墨涵。周老师在百忙之中为此次常州站晋级赛带来了一首《战马奔腾》二胡演奏。

He is a young erhu performer, a teacher of erhu at Changzhou University College of Music and Film, a master of erhu performance at Shanghai Conservatory of Music, a finalist for the Golden Bell Award, the highest prize in Chinese music, and also a good friend of GANI, Mr. Zhou Mohan. Mr. Zhou took time out of his busy schedule to bring an erhu performance of "Galloping of the War Horses" to the Changzhou qualifying round.



## 大咖领讲助成长

Top leaders help growth

东方一直都是很讲究的跟自然的和谐共生，建设是跟整个大自然、水、光影的互相渗透，是我们跟西方传统的思维不一样的地方。

The East has always been very particular about harmonious coexistence with nature, and construction is the interpenetration of nature, water, light and shadow, which is the difference between our traditional thinking and that of the West.

每个空间有它自己的个性，有它自己的内涵，通过设计去传达一个意境之美，去传递生活的温度。

Each space has its own personality and its own connotation, through design to convey the beauty of an idea and the temperature of life.



胡伟坚主题分享——东方意趣  
Hu Weijian's theme Sharing -- Oriental interest



黄志达主题分享——做有思想的设计  
Chi-Ta Huang's Topic Share - Doing Thoughtful Design

## G+ 晋级赛第四站

与杨邦胜、赖旭东一起在自然中找寻归属感

The Fourth Stop Of The G + Promotion Competition: Looking For A Sense Of Belonging  
In Nature With Yang Bangsheng And Lai Xudong



10月26日，不负期待，杨邦胜和赖旭东与现场优秀的设计师们一起为我们呈现了一场完美的设计大赛，“自然共生”G+设计精英大赛晋级赛暨亚太酒店设计公益大讲堂——长沙站已经在大家激昂的欢呼声中圆满落幕！

On October 26, Yang Bangsheng and Lai Xudong, together with excellent designers, presented us with a perfect design competition, "Nature•Symbiosis" G + design competition promotion and Asia Pacific Hotel design public welfare lecture hall - Changsha station has been successfully concluded in the enthusiastic cheers of everyone!



## 激烈角逐，长沙赛区 TOP1 已敲定！

Fierce competition, Changsha Top 1 has been decided!



以人为本，自然共生。G+ 设计精英大赛长沙赛区两组选手经过现场角逐，**最终竣工组杨立志和概念组许烽成功锁定全国十强第四个席位**，恭喜两位设计师最终作为长沙赛区代表进入全国十强冲刺总决赛！

此次盛会的助阵嘉宾有亚太酒店设计协会秘书长刘坤、YANG 设计集团创始人杨邦胜、重庆年代营创室内设计总监赖旭东、亚太酒店设计协会理事、鸿扬集团首席设计师陈志斌、长沙简一总经理杨胜等；同时我们也荣幸地邀请到了新浪家居、腾讯家居大湘网、今日头条、红网、新湖南家居、潇湘晨报、长沙晚报等新闻界的权威媒体共同见证。

Finally, **Yang Lizhi of the completion group and Xu Feng of the concept group successfully locked in the fourth seat of the national top 10.** Congratulating them on their entry into the final as the representatives of Changsha.

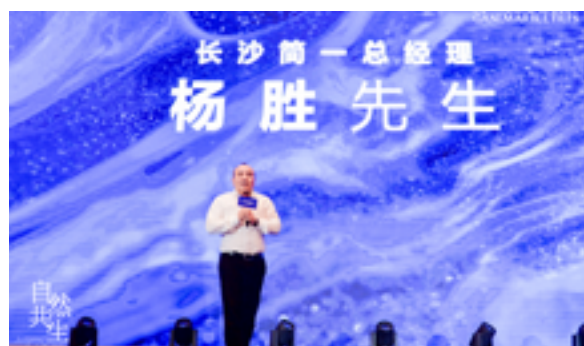
Liu Kun, Secretary General of Asia Pacific Hotel Design Association; Yang Bangsheng, founder of Yang design group; Lai Xudong, interior design director of Chongqing NDYC and director of Asia Pacific Hotel Design Association; Chen Zhibin, chief designer of Hirun group; Yang Sheng, general manager of Changsha GANI, etc; At the same time we are also honored to invite Sina Home, Tencent Home Daxiang network, Toutiao, RedNet, new Hunan home furnishing, Xiaoxiang Morning News, Changsha Evening News and other authoritative media in the press to witness.

## 初心 | 将自然之美融入到空间艺术中

Beginnings|Integrating the Beauty of Nature into Space Art

相信跟随了我们 G+ 晋级赛前几站的人来说，对于刘坤都不会陌生，刘坤先生用实际行动和简一一起将此次大赛的初心一站一站的传达。此次来到长沙与长沙简一的杨胜总经理一起将初心再次强调，为的就是推动中国设计力量的成长，让设计在人们美好生活中的价值最大化。

Mr. Liu Kun is believed to be no stranger to people who have followed us in the first few stages of G+ promotion. This time, he came to Changsha with General Manager Yang Sheng of Changsha GANI to emphasize the original intention again, which is to promote the growth of China's design power and to maximize the value of design in people's better life.



相同时，本次“自然共生”G+设计精英大赛华南赛区 - 长沙站也涌现出多位设计精英，在现场也特别为这些优秀的设计师设置了颁奖环节，获得的奖项包括：平层洋房空间优胜奖、样板房空间优胜奖、别墅空间优胜奖、酒店空间优胜奖、商业空间优胜奖、餐饮空间优胜奖、办公空间优胜奖。

At the same time, a number of design elites emerged from the Changsha Station of the South China Region of the “Nature•Symbiosis” G+ Design Competition, and awards were given to these outstanding designers, including the Flat House Space Winner, Model House Space Winner, Villa Space Winner, Hotel Space Winner, Commercial Space Winner, Catering Space Winner and Office Space Winner.

## 自然共生 | 重新演绎，设计让生活回归自然

Nature • Symbiosis | Reinterpretation, design to bring life back to nature

保持个人的特征，那这样的空间会永远的持续下去；  
做设计是一样的，就像文学一样，还是要做对比。

Maintain your personal identity, then this space will last forever.

It's the same with design, just like literature, should be with comparison.

人生活在大自然当中，接受大自然的灵气，感受它的力量；

善用当地文化的力量，要用创意去改变它的价值。

Man lives in nature, receives nature's aura and feels its power.

Make good use of the power of local culture and change its value with creativity.



杨邦胜主题分享  
Yang Bangsheng's Topic Sharing



赖旭东主题分享  
Lai Xudong's Topic Share



# 陶大迎 110 周年校庆 简一李志林感恩回馈母校

Jingdezhen Ceramics Institute Celebrates Its 110th Anniversary  
Gani Li Zhilin Expressed His Gratitude And Feedback To His Alma Mater



百十载春风化雨，跨世纪沧桑砥砺。10月20日，跨越百年的中国现代陶瓷教育——景德镇陶瓷大学迎来110周年校庆。校庆以“弘扬诚朴恕毅传统，建设世界一流特色名校”为主题，于10月19日-21日举办了系列校庆活动，回首纪念光辉历程，向前激情展望美好未来。简一董事长李志林作为陶大84级校友全程参与了此次盛会，并在系列活动中表达了对母校的感恩、回馈之情。

On October 20, Jingdezhen Ceramic Institute, a century old modern ceramic education in China, celebrated its 110th anniversary. With the theme of "promoting the tradition of honesty and simplicity and building a world-class school with characteristics", a series of school celebration activities were held from October 19 to 21 to commemorate the glorious history and look forward to the bright future with passion. Li Zhilin, chairman of GANI, participated in the event as an alumnus of grade 84, and expressed his gratitude and feedback to his alma mater in a series of activities.

## 窑火传递、校友企业品牌展以特有形式为百十华诞献礼

Passing of the Kiln Flame, Alumni Corporate Branding Exhibition to celebrate 100th birthday in unique way

巍巍学府、百十年惟学无际，匠心工艺、百十年窑火不熄。为庆祝百十华诞这一光辉时刻，19日陶大举办了非常符合学校特色的“窑火传递”活动，用庄严而又富有仪式感的形式为20日的110年华诞献礼。简一董事长李志林作为校友代表参与了此次圣火的传递。据了解，窑火在新厂校区、部所校区、湘湖校区完成110棒火炬接力传递。

同日，“弦歌相继，春华秋实”景德镇陶瓷大学110周年校庆校史图片暨校友企业品牌展盛大开幕，广东简一（集团）陶瓷有限公司作为知名校友企业参展。

In order to celebrate this glorious moment, the University held the “Passing of the Flame” activity on the 19th, which was very much in line with the characteristics of the university, and dedicated the 110th birthday on the 20th in a solemn and ceremonial way. The chairman of GANI Li Zhilin participated in the passing of the fire as the representative of the alumni. The kiln fire completed a 110-rod torch relay at the new campus, busuo campus and xianghu campus.

On the same day, Jingdezhen Ceramics Institute celebrated the 110th anniversary of the school history picture and alumni enterprise brand exhibition grand opening, Guangdong GANI (Group) ceramics Co. participated as a well-known alumni enterprise.



简一于 2002 年创办，至今已经十八载，2009 年国内首创了大理石瓷砖这一品类，凭借专注和创新精神，以一年一代的速度引领该品类发展成为主流瓷砖品类。近年简一行业首推连纹密缝铺贴，给消费者的家居空间提供“不分割的整体美、不断线的流畅美、不过时的石材美”，结合成品交付这一让消费者省心、安心、放心的售后服务，进一步夯实了简一品牌高端定位，高端用户超百万，产品出口意大利、法国等 70 多个国家。

It has been 18 years since it was founded in 2002. In 2009, GANI pioneered the marble tile category in China and led the development of this category into a mainstream tile category with the speed of one generation by virtue of its focus and innovation. In recent years, GANI was the first in the industry to introduce connected veins and seamless joint paving, which provides consumers with “undivided overall beauty, uninterrupted smooth beauty and timeless stone beauty”, which combined with the after-sales service of delivery of finished products, further consolidates the high-end positioning of GANI brand, with more than one million high-end users and products exported to Italy, France and more than 70 other countries.





## 6000 余人恢宏见证历史时刻李志林作为校友唯一代表发言

More than 6,000 people grandly witnessed the historic moment , Li Zhilin spoke as the only representative of alumni

20 日，景德镇陶瓷大学 110 周年校庆主题大会在湘湖校区第一田径场隆重举行，6000 余人共同见证这荣耀时刻。除了陶大众领导及校友和来自艺术界、教育界的领导、名人之外，中共江西省委常委、省委秘书长赵力平，江西省人民政府副省长孙菊生等省政府领导也亲临现场为陶大庆生，勉励陶大人在新的起点创造新的辉煌。

On the 20th, the 110th anniversary of Jingdezhen Ceramic Institute was held in the first track and field field of Xianghu campus. More than 6000 people witnessed the glorious moment. In addition to the university's leaders and alumni, as well as leaders and celebrities from the art and education circles, Zhao Liping, member of the Standing Committee of the Jiangxi Provincial Committee and Secretary General of the provincial party committee, Sun Jusheng, vice governor of Jiangxi Provincial People's government, and other provincial government leaders also came to the scene to encourage people graduated from university to create new brilliance at a new starting point.



## 感恩回馈母校捐献“简一学生活动中心”

Thanksgiving and Giving Back to Alma Mater for Donating the “GANI Student Activity Center”

吃水不忘挖井人！对于母校，李志林董事长对陶大一直抱有“感恩母校、回馈母校”的感念，感恩陶大对其的教育和培养，赋予了他创业的力量，才取得今天的成绩。因此，在母校 110 年校庆之际，李志林董事长给母校诚意捐献教育基金用于“简一学生活动中心”大楼。在大楼的揭牌仪式上，李志林董事长深情表示：“商海茫茫，创业路艰。幸运的是，在秉持“为社会创造价值”的初心，坚守了“诚实、质朴、宽容、果敢”这样的陶大精神，同时搭上了国家高速发展的列车，我才有了今天一点点成绩和能力。”

He is grateful for the education and cultivation he received from the university, which gave him the power to start his own business and made his achievements today. Therefore, on the occasion of the 110th anniversary of his alma mater, Chairman Li Zhilin made a donation to his alma mater for the building of the “GANI Student Activity Center”. At the opening ceremony of the building, Chairman Li Zhilin said, “The business world is vast and the road to success is difficult. Fortunately, with the original intention of creating value for the society, the spirit of the University - honesty, simplicity, tolerance and courage - and the rapid development of the country, I have been able to achieve a little bit of success and ability today. “



## 【简一 · 国际】简一携 2020 新品惊艳亮相远东设计周

Congratulations On The Success Of Gani 12th Generation Products Launch In Vdw 2020



【GANI IN THE WORLD · 2020 VLADIVOSTOK · VDW】当地时间 10 月 1 日 -4 日，第二届远东设计周于海参崴圆满举办，简一携 2020 新品惊艳亮相。这届以“DESIGNS（设计）”为主题的 VDW 现场汇聚了来自远东地区的室内设计师、建筑师、平面艺术家等专业人士，简一四季绿洲背景墙吸引访客纷纷驻足留影。

【GANI IN THE WORLD•2020 VLADIVOSTOK•VDW】The 2nd Vladivostok Design Week (VDW) was successfully held from October 1 to 4, 2020. Like last year, VDW brought together everyone who is not indifferent to the theme of design: interior designers, architects, graphic artists and other professionals from the Far East. GANI Four Seasons background wall attracted many visitors to stop and take photos.

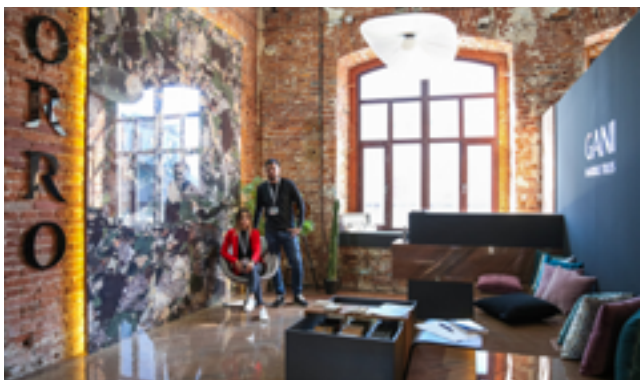


## 珍稀纹理无限连纹大板系列，焕发更多设计灵感

**GANI Continuous Big Series With Precious Texture Offer More Design Inspiration**

在 2020 远东设计周中，简一展位通过简约而不简单的设计手法，以 12 代新品系列中的明星产品 900x1800mm 四季绿洲为背景墙，墙后设置灯光衬托，大胆而充满活力的色彩图案在一片红砖中跳脱出来，吸引着无数访客的目光。地面和桌椅均以静雅棕制作而成，最大限度展示天然石材纹理的自然之美。

In VDW 2020, the GANI booth uses the star product of the 900x1800mm 12th generation of Four Seasons as the backdrop, and sets up lighting behind the wall. It highlighted from the building's red brick with its bold and vibrant color patterns, attracting the eyes of countless visitors. The floor and tables and chairs are all made of Copper Dune, maximizing the natural beauty of the stone texture.





简一大理石瓷砖全新连纹大板系列是一种自然优雅和精致设计的品质呈现，是设计思维的革新。900x1800mm 独特无限连纹的设计应用，搭配简一独有的密缝铺贴技术，缝隙可控在 0.5mm 以内，如天然石材般浑然天成的一体感。

**值得一提的是，2020 新品诚意推出的四季绿洲、静雅棕和菲拉格慕更可实现任意无限连纹，不同版面随机排列组合皆可连接纹理，收获一致好评及高度认可。**

GANI marble tiles continuous big series is a natural elegance and exquisite design quality presentation, is a design thinking innovation. 900x1800mm unique infinite continuous pattern design application, with GANI's exclusive seamless paving technology, the gap can be controlled within 0.5mm, which is like natural stone paving effect.

**It is worth mentioning that the 2020 new products, the Four Seasons, Copper Dune and Grey Ivory, can achieve random connected veins effect, which means that any arrangement of patterns can be connected, gaining unanimous praise and high recognition.**



简一自 2009 年开创大理石瓷砖新品类，如今已成为大理石瓷砖行业先驱，营销网络覆盖超 72 个国家，包括意大利、法国、美国、澳大利亚、日本、泰国、阿联酋等。拥有 600 多家全球专营店，为世界著名的酒店，住宅和商业项目提供优质的产品和解决方案，服务于希尔顿、万豪等豪华高端商业建筑。

GANI pioneered a new porcelain category—Marble Tiles in 2009 and now become the world's leading company of marble tiles industry. The sales network covers 72+ countries including Italy, France, USA, Australia, Japan, Thailand, UAE, etc. With 600+ global franchised stores, GANI delivers its quality products and solution to world's famous hospitality, residential and commercial projects, serving for Hilton, Marriott and fancy commercial buildings.



俄罗斯远东高端酒店选用简一卡布奇诺、意大利米色、雪花白打造现代欧式风格  
Russian Far East High-end Hotel Chooses GANI to Create Modern European Style



通体顶级雪花白打造俄罗斯共青城雅致大剧院  
Full Body X Statuario Venato X Russian theater



活动中  
Activity in progress

简一挚友 李敏  
艺筑亦美设计创始人

简一挚友 周斌  
苏州饮食文化传承人  
杜三珍掌门人

简一挚友 陈曼  
国家一级登山运动员

简一挚友 许晓东  
知名设计媒体  
《设计家》创始人

简一挚友 汤先锋  
民航机长 / 音乐人

简一挚友 王斌  
江南首席创始人

# 下一个主角 就是你

简一挚友  
故事征集

征集时间  
常年征集

征集对象  
简一全国高端客户、设计师及合作伙伴等

报名要求  
对品质生活有鲜明主张和态度  
愿意出镜拍摄微电影，链接圈层引领成长



扫码加入

活动进行中

Activity in progress



# 城市新风景 下一个导演就是你

## 密缝实景案例招募计划

面向全国简一品牌服务商,只要您有密缝实景案例,均可报名参加!  
小简将亲临现场进行拍摄包装,打造高档装修案例,为销售赋能!

招募要求/

**户型要求:** 别墅、180以上大平层;

**效果要求:** 整套案例使用无限连纹/密缝铺贴效果,密缝铺贴0.5MM以内;

**空间要求:** 家中场景使用简一产品;

**环境要求:** 全屋装修装饰已到位,即将入住或刚入住为最佳;

**报名方式:** 户型+面积+应用产品+案例图片/视频打包发送邮箱至  
[GANIPPB@GANI.COM.CN](mailto:GANIPPB@GANI.COM.CN)



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敬请期待

Please Stay Tuned

# 自然共生

NATURAL  
SYMBIOSIS

G+设计精英大赛晋级赛暨  
亚太酒店设计公益大讲堂

Date: 2020-11-07

City: 东莞站

Date: 2020-11-20

City: 杭州站

联合主办:  亚太酒店设计  
Asia-Pacific Hotel Design

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支持机构: INTERIOR  
DESIGN  
www.Chinaid.com

 京东  
不负每一份热爱



# PREVIEW OF DECEMBER ISSUE

12 月刊預告

大咖摯友，  
重磅來襲，精彩不斷！

**GANI FEATURED CHARACTERS:**

她在外是叱咤商場的女強人，在家是和媳婦孫子打

成一片的溫柔婆婆！

她將帶來怎样的故事？敬請期待！

She is a strong woman who is all-powerful in the market, and a gentle grandmother who is at home with her daughter-in-law and grandchildren.

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

**简一<sup>®</sup> 大理石瓷砖**  
**GANI MARBLE TILES**

广东简一（集团）陶瓷有限公司

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Guangdong Gani(Group) Ceramics Co.,Ltd

[www.ganimarbletiles.com](http://www.ganimarbletiles.com) email: [info@ganimarbletiles.com](mailto:info@ganimarbletiles.com)