“项目编号0378”是AIM恺募建筑作品的特别呈现。届时，将展出其在建筑、室内、软装与家具设计中的独到洞察。

展览中，观众可探索AIM恺募建筑多年来的创作成果及创始人Wendy Saunders & Vincent de Graaf的设计心路与灵感历程。

展览灵感取自AIM对建筑现状与未来的思索——它是模糊的、多变的、不断提出新问题的。在这里，我们将赞颂建筑之美——强而有力、突破边界，颠覆反常，甚至会推动社会变革。

通过展览，AIM试图观测与解读建筑的本质：建筑，绝非静止的构筑物，而是在持续演进；建筑的构造正在被重新解读、重新编译、重新想象、重新架构和创造；建筑亦是反叛的，它们重塑城市肌理，延展更多功能意义上的可能性。—正如我们所思、所做。

Projects No.0378 by AIM ARCHITECTURE, is an exhibition that offers an insight into architecture, interior design, and furniture projects. An invitation to understand the design journey, of AIM’s founders: Wendy Saunders & Vincent de Graaf.

The exhibition is inspired by buildings and their future: their ambiguity, ever changing - always questioning. Here we celebrate their power, blurring boundaries, their disruptiveness and being the creators of social change.

Seeing buildings for what they really are: ever-evolving structures, never static. As we are. Structures that are reprogrammed, redefined, reimagined, reinvented, reframed. As we are. Buildings as rebels, creating new urban landscapes, creating new possibilities of use. As we do.
展览分为三个部分。

二层
展览二层以“景观内置”为主题。AIM恺慕创始人将其心路历程和理念铺展开时，也介绍了与其在同一屋檐下共同设计的伙伴们：来自全球各地、对建筑怀抱同样热情的城市规划师、建筑师和设计师们。

一张以16000块椰砖堆积而成的、多层结构的“巨型桌子”，延绵至整个空间。零污染的可再生椰子砖以预制图案连续堆叠和摆放，暗喻着AIM的三大设计板块：室内设计、建筑、与景观。“桌子”保有其原始功能的同时，承载着小型建筑的功能，最终汇聚为一道室内风景。

10个精致的拉丝不锈钢托盘作为建筑模型和材料的展示容器，与粗糙的椰砖形成鲜明对比，又在柔和的灯光笼罩下与展品保持了统一性。

The exhibition consists in three parts.

The second floor, “Indoor Landscape”, is dedicated to AIM’s founders, their design approach and the people they work with every day: a group of international and passionate urban planners, architects and designers.

Here, the space has been thought around a unique object: a vast table with multiple levels, made from an accumulation of 16,000 coconut bricks. By using this 100% eco-friendly and sustainable brick and repeating a pre-established pattern AIM combines together three main aspects of their business: a table, with its functions that becomes a small architecture, and ends-up as a landscape.

On top of it, 10 brushed stainless steel trays - a perfect contrast with the rawness of the bricks, aligned with sophisticated reading lights highlighting models and exhibition materials.
“纯粹”，是三楼展厅的主题。三个镜面房间嵌于未经雕琢的空间之中，完美诠释出AIM的身份本质：

粗粝却精致。

三个房间，与原始楼体形成持续的对话关系。在这里，你可以自由穿梭在不同房间中，探索AIM的设计哲学与实践历程。

The third floor, “Raw”, composed of 3 mirrored rooms located in an unprocessed space translate and enhance the best, AIM and the core of its identity:

Raw yet Refined and Elegant.

Creating an engaging dialogue between the original building and these three rooms, AIM invites you to walk through and discover several projects inside.
四楼，即顶层，是“AIM食堂”。

它献给上海这座见证了AIM绝大多数项目孕育的城市。

AIM食堂构建了一个大胆而新颖的社区空间，宾客汇聚在此，共同庆祝AIM 15周年。房间中四散摆放的14张“像素桌”，是AIM标志意义的原创设计。

“像素桌”，不仅是为15周年庆重新定制，更会开放限量出售——将展品延续至自己的家居空间中。

The fourth and last floor, “AIM canteen”, is dedicated to the city of Shanghai, which where most of the agency’s projects were born.

A bold yet fresh vision of its community, where people can gather and celebrate AIM’s 15 years anniversary. Seating in the middle of this room, the 14 Pixel Tables – one of the company’s signature design piece has been exclusively re-produced for the event.

These tables are up for sale - take a part of the experience back home.
client: AIM architecture retains copyright on this drawing.

contractors, vendors & consultants must verify all dimensions on site and notify this solution centre any discrepancies prior to carryout works. written dimensions take precedence over scaled dimensions.

承包商,建材商施工顾问等必须在现场确认所有的尺寸,如有任何尺寸差异请在作业前通知本设计单位,未经允许,请勿擅自改动图纸,恺慕设计保留对图纸的最终解释权。

reviewed by:

checked by:

approved by:

keyplan:

 AIM  architecture

5F 77 Fenyang Road, Shanghai

project name:

dwg name:

date:

project: AIM 15th exhibition - Shanghai

4F CURTAIN DIMENSION PLAN

2021/1/26
ABOUT US
AIM（恺慕）建筑设计事务所，由比利时建筑师Wendy Saunders和荷兰建筑师Vincent de Graaf于2005年共同创立，拥有一支对设计充满激情的国际化团队。AIM的项目范围涵盖综合建筑、室内、及产品设计，在理念和实践中追求高度统一性。AIM总部位于上海，并在欧洲设有分部，兼具本土意识与国际视野。

我们追求严谨而专注的设计，聚焦每个项目的独特性。将设计理念融入环境肌理，平衡设计愿景与可操作性间恰到好处的尺度。

AIM操刀的空间拥有强烈叙事与高辨识度，大胆、有趣、富有韧性。项目兼顾高度落地性和精致的细节。我们探索每一种材料的可能性，全力以赴地投入每一次创造的热情之中。

AIM is a collective of passionate, international individuals. Founded by Belgian and Dutch architects Wendy Saunders and Vincent de Graaf in 2005, AIM brings together architecture with interior and product design to create wholly integrated products and ideas. Headquartered in Shanghai and with an office in Europe, AIM is a global studio with local feeling.

Our approach is deliberate and focused. Each project is approached individually. We pair context to concept and explore the fine line between vision and practicality.

The result are unique spaces with a powerful narrative. Bold, playful, and gritty. Well-built projects with refined details. A built-in love of materials, and passion for place and purpose.
OUR APPROACH IS

我们手法统一

出发和目的地同样重要，从天马行空的创意到最终的施工落地，我们从细节入手，着眼全局，每个元素都有其存在的关联和合理性。从概念，到落地，我们忠于愿景并全力以赴。

AIM的设计，关怀生活的全方位需求，兼顾规划、建筑、室内与家具。我们怀着积极的意图，为创造美好的未来去洞察与设计。在项目中有机嫁接建筑、文化及社会语境。

The start is just as important as the end. From big idea to building site, everything matters. Details lead to an understanding of the whole. Nothing is disconnected or random. From concept to complete, we stay committed to the vision.

We are full-scale design, for full scales of life. Architecture isn’t separated from interiors. We see, do and design with intention. As architects, we are driven by the commitment to a better future. Our projects marry architecture, cultural and social context.
TOTAL
Designing and building in some of the world’s fastest changing cities has shown us repeatedly how buildings and spaces can force social change and influence human connection. This energy fuels our ambition to transform the urban fabric and build for a better future.

Our projects are four dimensional, dynamic spaces with narratives of their own. We design for now, with what’s next in sight, using projects as platforms for change. We anticipate and translate culture at this age to influence global shifts in society.
WE ARE AUTHENTIC

真实性至关重要。
AIM的设计充分考虑文化与环境要素，在空间中发挥其价值。我们深入了解空间与景观，从而创造呼应环境的、真实而大胆的设计。

Authenticity matters.
Culture and context are our greatest influences. Our projects exist with purpose in a space, and remain authentic to their surroundings. Understanding spaces and landscapes allow us to create projects that respond boldly and honestly to their locations.
WE CREATE PROJECTS WITH IDENTITY

我们塑造性格

我们在中国的设计土壤中汲取经验，在构筑地标的成长中，不断满足文化的快速更迭，和对新创意的需求。多年来的积蓄的能量，最终释放出独创性的空间布与建筑设计中，屡获大奖。我们提供经得起推敲的解决方案，打造历久弥新的个性空间。

强烈叙事，成就强大设计。

We came of age designing and building in China, cut our teeth on landmark construction, got wise to the speed of culture and appetite for the new. Now, we harness that energy to build innovative, award-winning spaces and buildings. We pioneer one-off solutions and long-term unique spatial experiences.

Strong narratives lead to strong projects.
WE

DESIGN

我们创造生活的舞台

建筑以人为本。我们打破建筑类型的条框，重塑日常生活。基于人性化的思索，创造让人充沛灵感、巩固连接的空间，打通人与其所在环境之间的关联。

意蕴丰富、经久不衰的建筑，终将成为沟通人与世界的桥梁。

Architecture begins and ends with people. Through design, we redefine typologies and aim to revolutionize daily life. It’s a process of improving and cultivating space for human ideas and connections. Enhancing the relationship between people and place.

Meaningful and lasting architecture is a relationship between people and the world.
WE KNOW HOW TO BUILD

我们熟悉建造

俗话说，细节决定成败。

我们认为，唯有精于细节，才能将创意落地。在中国和欧洲超过20年的设计履历，培养了我们对建筑项目实施过程复杂性的深刻见解。唯有具备专业知识、耐心细致及富有远见的规划，才能够不断适应多变的文化环境，满足用户对新鲜体验的需求、维系建筑实践与项目愿景间的一致性。

从乍现的灵感，到具象的成果，每一次决策都经过深思熟虑。我们以细节为重，用高度敏锐的眼光侦测全局，确保项目的顺利落地。

我们的角色，是协调项目规划与现实条件的阈值空间。为此，要与客户、专业顾问、甚至其他领域内的专家紧密合作，实现不同尺度下的创新设计。

It’s said the devil is in the details, but we say it’s here that an idea comes to life.

With more than 20 years of experience in China and Europe, we have a singular understanding of the complexity of building. It takes expertise, patience, and long-term planning to navigate rapid cultural changes, the user’s quest for the new, and allegiance to context and vision.

Bringing an idea to full scale means making thousands of decisions, using a discerning eye to shepherd concept to completion. The details matter.

Our role is negotiating that liminal space between reality and projection. We collaborate closely with clients, expert consultants, and specialists from a wide range of fields to design and realize innovative projects at multiple scales.
OUR LOVE AFFAIR WITH MATERIALS

All good things begin with a love affair.

How things are built matters. The emotional sum total of our buildings and spaces is bigger than beauty, more ambitious than appearance. Impact deepens as the materials age and changes with time. We choose materials that are expressive, dynamic, and built to last. Materials must negotiate with pollution, decay, wear and tear, and aesthetic shifts, without compromising on feeling.

Our fidelity as designers is not only to the material but also to the future. We are creating new answers to old questions, designing sustainable solutions for a greener world.
GOOD

DESIGN

TAKES

GUTS
THANK YOU

AIM TEAM

Alba Galan | Baoer Wang 王尤宝 | Bubu Cao 曹千 | Damon Yu 于思君 | Davide Signorato
Dongkai Hu 胡东凯 | Elaine Hu 胡颖 | Emilio Wang | Eva Wang 王亚辉 | Ewa Szajda | Heaven Deng 邓海文
Hwajung Song | Jiao Yan 焦琰 | Jin Kang 康瑾 | Jo Jiao 焦月圆 | Leslie Chen 陈虎 | Lili Cheng
Victor Mongin | Ning Cai 蔡宁远 | Noel Wu 吴佳玥 | Patricia Wu 吴笑天 | Sheng Ling 盛玲 | Shirley Woo 胡秀芝
Shuting Zhou 周树婷 | Simon Huang 黄骏鸿 | Steve Do | Vincent Wen 文森林 | Vivian Wu 邬蓓娜
Xiaowen Chen 陈晓雯 | Yuan Chen 袁晨 | Yvonne Lim | Yi Zhang 张艺 | Zheng Wei 薛铮

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