



+ “这是一片献给‘可能性’的土地，这里，持续不断的进步是唯一有意义的指南针，而进步被看作和太阳升起一样理所当然。”

三十年来，在深圳这座梦想之城，奥意建筑绘筑自己的理想主义和激情梦想，将传承与创新、科技与文化、建筑与工程完美融合，塑造城市的风貌，也锻造自己的品质和个性。这样的奥意建筑，温暖、智慧，富有力量。

放眼未来，奥意建筑将继续向着无边的领地进发，开启下一个三十年的光辉起点，立足深圳，面向全国，将梦想延续。

+ “This is a land of possibility. The only meaningful compass here is continuous improvement, which is taken for granted as the rising of sun.” For the last thirty years, in Shenzhen, the city of dreams, A+E Design has built its own idealism and passionate dreams, combining inheritance and innovation, technology and culture, architecture and engineering perfectly to shape city views and also to forge its own quality and characteristic. Such a A+E Design is full of warmth, wisdom, and strength. Looking to the future, A+E Design will continue to advance towards the boundless territory and open a brilliant new starting point for the coming thirty years with its foothold in Shenzhen to the whole country for dreams to continue.

+ “以客户为中心。”奥意建筑三十年，始终秉持这一核心理念。

创新是奥意建筑的核心灵魂，从原深圳电子院设计有限公司到深圳奥意建筑工程设计有限公司，无论是战略定位、发展路径、管理办法、业务类型、项目创作都要求我们以一种创新的思维向前发展，在竞争日益激烈的全球化市场中建立自己强有力的竞争力。

奥意建筑拥有良好的团队文化传统，在协作中共同进步，发展壮大。在全球大融合的趋势下，奥意建筑也越来越注重并加强与境外优秀机构、设计师的合作，本着开放的心态，互相学习、合作共赢，也从中提升了自身的创新能力和国际水平。

这些都是奥意建筑的宝贵资产，也成为奥意建筑不断追求卓越的力量源泉。

三十而立，立而远瞻。对于未来，奥意建筑将从一体化、区域化、专业化三个层面实现新的飞跃。

首先要建立一体化管理和服务的平台，打好内功。在内部管理上，实现技术、服务、管理、人力资源、财务的一体化管理，为专业人才提供一个实现梦想的平台；在客户服务上，建立统一的服务流程和标准，以更标准化、职业化、人性化的服务赢得客户信任。

其次要实现全国战略布局，重点开拓华东市场，发展环渤海与大西部区域的业务。在业务成熟的区域建立分公司，搭建高效沟通网络，形成深圳总部与区域公司的有效联动。

在扩大业务范围的同时，奥意建筑将更加重视细分市场的专业化发展。在高新科技建筑和超高层建筑两大板块继续发扬既有优势，做大做强，建立行业权威；在居住建筑、商业建筑和文化创意建筑板块，通过创新、合作、研究的方式，逐步建立自己的核心竞争力和市场话语权。

值此三十周年承前启后，继往开来之际，奥意建筑将携手优秀的同事、伙伴、客户，以慧筑城，以城筑梦，踏梦而行，渐行渐远。

+ “BEING CUSTOMER-CENTRIC” IS THE CORE CONCEPT UPHELD BY A+E DESIGN FOR THIRTY YEARS.

Innovation is the heart and soul of A+E Design. From the original Shenzhen Electronics Design Institute Co. Ltd. to Shenzhen A+E Design Co. Ltd., from strategic positioning to development path, management measures, business types and project creation, we have been required to develop and create strong competitiveness in the increasingly fierce competition in the global market with innovative thinking.

A+E Design has good team culture and tradition, achieving common progress and growth through cooperation. In the trend of globalization, A+E Design pays more and more attention to cooperating with excellent overseas institutions and designers, with an open mind, to learn from each other and achieve win-win cooperation, as well as to improve its innovative capability to international level.

All these are valuable assets of A+E Design as well as a profound power source for A+E Design to stay in constant pursuit of excellence.

Stand firm at thirties and have broad visions. For the future, A+E Design will achieve a new leap-forward from the three levels of integration, regionalization and specialization.

The first is to establish a platform for integrated management and service as a good foundation. In terms of internal management, we will provide professionals with a platform to realize dreams through the integration

of technology, service, management, human resources and financial management; in terms of customer service, we will win customer trust with more standard, more professional and more humanistic services through establishing unified service process and standards.

The second is to realize a national strategic layout, focusing on exploring the East China market and developing business in Bohai economic circle and the west area of China. We will set up branch offices in areas with mature business and to build efficient communication network for the Shenzhen headquarters and branch offices to form effective linkage.

With the expansion of business scope, A+E Design will pay more attention on the professional development of market segments. We will keep exploring our advantages in sectors of high-tech buildings and super high-rise buildings to establish industry authority; and we will gradually establish core competitiveness and the ability to lead the market in sectors of residential buildings, commercial buildings and cultural creative buildings through ways of innovation, cooperation and researching.

On the 30th Anniversary, an occasion to remember to past and look into the future, A+E Design will keep building cities with wisdom and building dreams with cities in cooperation with our excellent staff, partners and clients to advance forward with dreams.



+ 建筑就像一本打开的书,从中你能看到一座城市的抱负。

奥意建筑,带着年轻的激情和筑城的梦想来到这片南方热土,三十年扎根于此,从一把尺一杆笔开始,天马行空描绘梦想,脚踏实地筑就城市,肩负这座年轻城市的远大抱负。

从工业建筑、超高层建筑,到居住建筑、商业建筑、文化创意建筑,奥意建筑,以智慧驱动创新,以创新引领行业升级、推动城市发展,亦实现自己的卓越追求。从深圳到珠三角、长三角、环渤海、大西部,奥意建筑的脚步跟随城市的天际线一路同行。

慧筑城市,绘筑梦想。这是奥意建筑为之奋斗的愿景,更是奥意建筑孜孜践行的使命。

+ THE ARCHITECTURE OF ONE CITY IS LIKE AN OPEN BOOK, FROM WHICH YOU CAN SEE THE AMBITION OF THE CITY.

A+E Design came to this southern land with young passions and dreams to build cities thirty years ago, starting with a ruler and a pen, and started to build wild dreams and solid cities, shouldering the great ambitions of this young city.

From the industrial building, super high-rise buildings, to residential buildings, commercial buildings and cultural creative buildings, A+E Design drives innovation with wisdom, leads the industry upgrading and propels the development of cities with innovation, in order to achieve its pursuit of excellence. From Shenzhen to the Pearl River Delta, Yangtze River Delta, Bohai economic circle and the west area of China, A+E Design leaves its footsteps along with the city skylines.

Build cities with wisdom, build dreams with passion. This is not only a vision A+E Design has been fighting for, but also a mission it has been diligently practicing.





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