

B | NOMURA
NOMURA (Beijing) Co., Ltd.

Company Profile

Company Overview

NOMURA(Beijing) Co., Ltd.

| Legal Representative / Zhang Jie

| Staff / 111 persons(in Feb 2023)

| Foundation Date / 2004.11.06

| Registered Capital / US\$ 4,500,000

| Qualification / Architecture, special design of fitment and decoration project, Second Grade
Architecture project general contractor, Third Grade
Architecture, fitment and decoration project professional contract, Second Grade

URL

<https://www.nomurakougeisha.com.cn>

WeChat

Name : 乃村工艺社集团

WeChat ID : NomuraKougei

QR Code



Chengdu

Beijing

Tokyo

Shanghai

Shenzhen

Hongkong

Singapore

Beijing Head Office



Room 306, Business Building 01,
2 Jiuxianqiao Road, Chaoyang
District, Beijing
100015

Phone: +86-10-6566-7840

Shanghai Branch Office



9F, Tower A, BAOLAND XINHUA,
88 Anshun Road, Changning
District, Shanghai
200052

Phone: +86-21-6217-9567

Shenzhen Branch Office



Room 501D, 5th floor, Building No.5,
Nanhaiyiku Space, No.6-1 Xinghua
Road, Nanshan District, Guangdong
518000

Phone: +86-755-2165-1697

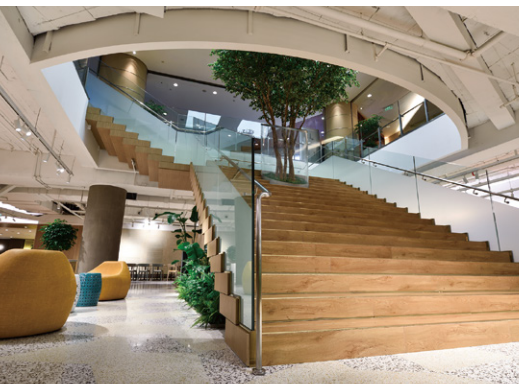
Chengdu Branch Office



Room 1615, South Tower 16F, Libao
Building, 62 Kehua North Road,
Wuhou District, Chengdu, Sichuan
610042

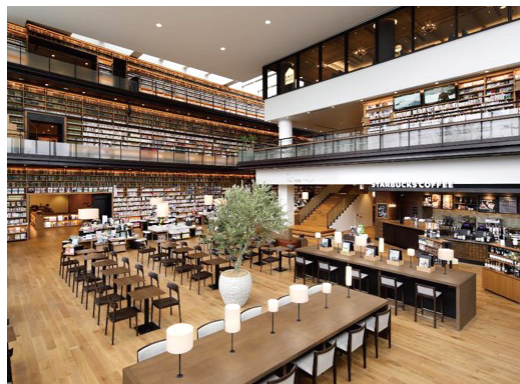
Phone: +86-28-6199-4252

Business scope



Commercial Environment

- Shopping Malls
- Department Stores
- Brand Stores
- Food and Drink Stores
- Complex facilities



Experience

- Various Museums
- Libraries
- Personal residences
- Art galleries
- Hotels



Corporate Identity

- Enterprise PR facilities
- Exhibitions and Expositions
- Corporate PR Activities
- Office facilities
- Factory facilities

Qualification



ISO certificate
(Quality management / Environmental management /
Occupation health safety)



Business license



Architecture, special design of
fitment and decoration project,
Second Grade



EcoVadis Bronze Certification



Architecture Project
General Contractor,
Third Grade



Architecture, fitment
and decoration project
professional contract,
Second Grade



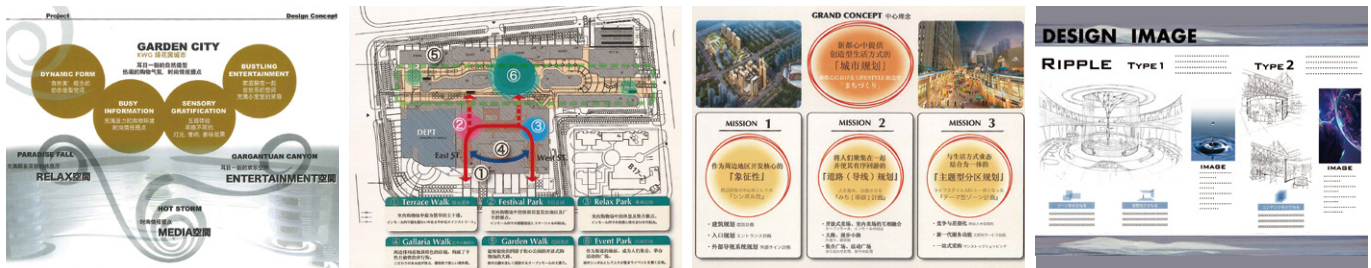
Safety production permit

NOMURA ONE STOP SOLUTION

We are committed to providing clients with one-stop solutions for space revitalization. We strive to create a distinctive brand image for each client. Embracing “experience value creation and enhancement”, we continue to deliver “delight and inspiration” to our end clients!

1. Planning

- Research : Refine client demands • Competitive analysis • Client group analysis
- Planning : Functional area division • Traffic flow planning • Floor plan layout
- Case : Project orientation • Establishment of design concept
- Extension : Logo image • Product periphery
- Content Proposal : Overall grasp of the project context, providing the concept via visual presentation and deductive reasoning



Common Client Demands

- We hope to plan the storyline of the project from the consumer experience, from the perspective of the people present.
- We need visual image development that is in line with the project objectives, as well as clarification of the business logic.
- We hope to create a popular commercial project that effectively attracts customers.

3. Production & Construction

- Interior construction
- Prop customization
- Exhibition setup
- Digital logo • Special mold production
- Design and batch production of props

Common Client Demands



- We hope that you provide reasonable solutions according to the project budget to advance the interior installation project.
- We hope to discuss the digital logo and deduce the hardware and software content together.
- We hope to design and batch produce customized retail showcases and display props.

Planning

1

Design

2

Production &
Construction

3

Various Facility
Services

4

2. Design

- Formulation of the design concept
- Specific proposals on methods of attracting customers
- Guidance system planning
- Efficient and reasonable layout of space
- Putting the vision on paper and implementing it
- Lighting planning



Common Client Demands

- We hope to integrate local characteristics into the space design.
- We hope to convey our company's brand concept to the audience and create a space and platform for interpersonal interaction and communication.
- While focusing on next-gen digital technology, pay attention to the care of children and the elderly, and provide a brand-new plan from a versatile perspective.

4. Various Facility Services

- Regular maintenance of interior decorations
- Regular service of equipment and machines
- Exhibition event operation
- Formulation of efficient operation plans for various facilities
- Import and export of props at home and abroad



Common Client Demands

- After completing the interior installation, we hope you will provide efficient maintenance service and assist us in formulating the operation plan.
- In addition to setting up the exhibition booth, we hope you will provide operational support during the exhibition.
- We ordered a whole package of props, and we hope you can help to deliver them to respective stores.

Commercial Environment



Shanghai World Financial Center B2 Food Court

“All NOMURA” to fulfill the client’s demand for “All Japanese Style”

The owner wanted the project to have “exactly the same business process as in Japan” and deliver “the same quality of finish as in Japan”. Therefore, NOMURA’s senior design director was directly tasked with carrying out the project design. For a high degree of trust and close collaboration with the client, the director came to Shanghai from Japan once every two weeks to have ample discussions with the client.

Cross the ocean to build up the same perfect service system as in Japan.

■ Planning ■ Design ■ Construction Drawings
□ Mill Work ■ Production & Construction ■ Facility Maintenance

※ ■ Undertaken by NOMURA Group

Faithfully restoring the client’s “Vertical Garden City” construction concept

Reproducing natural environments full of greenery inside the public spaces of a super high-rise building is the development concept that this client has always strived for. We creatively designed the space on the basis of implementing the client’s concept, and we faithfully implemented and presented the design vision. By introducing large green plants throughout the iconic staircase space, we made the entire space appear like a crisscrossing floral patchwork. In the underground spaces, we also artificially created a natural light atmosphere. Our landscaping techniques combined virtuality and reality, contrasting and complementing the green plants. The result was that even while indoors, you could feel as relaxed and comfortable as if you were in nature.

Other commercial environment cases



POLA, Shenzhen Zhongzhou Bay Store

□ Planning □ Design ■ Construction Drawings
■ Mill Work ■ Production & Construction
■ Facility Maintenance



Sony Store, Wuhan Dream Plaza

■ Planning ■ Design ■ Construction Drawings
■ Mill Work ■ Production & Construction
□ Facility Maintenance



CA4LA, Shanghai Réel Mall

■ Planning ■ Design □ Construction Drawings
■ Mill Work ■ Production & Construction
■ Facility Maintenance



Fundamental Business System

NOMURA Co., Ltd. in Japan

×

NOMURA (Beijing) Co., Ltd. in China

1.Planning / Design

- Planning
- Concept design
- Basic design

×

- Detailed design
- Shop drawing design

2.Production / Construction

- Design supervision & maintenance
- Design plan and budget coordination

×

- Connecting with the client / Material selection
- Safety / Progress / Quality management
- On-site comprehensive management

3.Various Facility Services

- Operational support
- Event planning

×

- Follow-up maintenance
- Support for exhibition events

Other commercial environment cases



MICHAEL KORS in Wangfujing, Chengdu

- ☐ Planning
- ☐ Design
- ☒ Construction Drawings
- ☒ Mill Work
- ☒ Production & Construction
- ☐ Facility Maintenance



CHUMS in MixC Shopping Mall, Shenzhen

- ☐ Planning
- ☒ Design
- ☒ Construction Drawings
- ☒ Mill Work
- ☒ Production & Construction
- ☒ Facility Maintenance



TSUTAYA BOOKSTORE Chengdu Yanlord Landmark

- ☐ Planning
- ☒ Design
- ☒ Construction Drawings
- ☒ Mill Work
- ☒ Production & Construction
- ☐ Facility Maintenance

Experience



TADAO ANDO : ENDEAVORS SHANGHAI

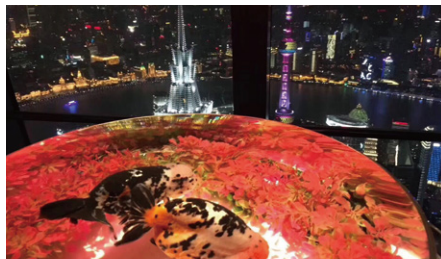
☐ Planning ☐ Design ☒ Construction Drawings
☒ Mill Work ☒ Production & Construction ☒ Facility Maintenance

Other Cases



Villa in Dalian

☐ Planning ☒ Design ☒ Construction Drawings
☒ Mill Work ☒ Production & Construction
☐ Facility Maintenance



ART AQUARIUM

☐ Planning ☐ Design ☒ Construction Drawings
☒ Mill Work ☒ Production & Construction
☒ Facility Maintenance



Reception Hall in Zhuhai

☐ Planning ☒ Design ☒ Construction Drawings
☒ Mill Work ☒ Production & Construction
☐ Facility Maintenance



Other Cases



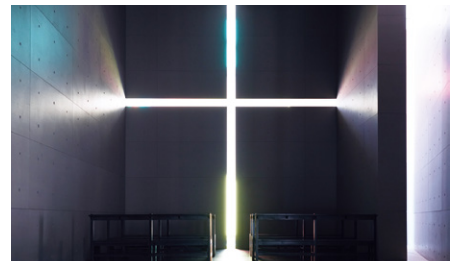
**Renovation of Boutique Hotel
affiliated to the RUNFENG Group**

☒ Planning
 ☒ Design
 ☐ Construction Drawings
☐ Mill Work
 ☐ Production & Construction
☐ Facility Maintenance



Ei Force Exhibition Hall

☐ Planning
 ☐ Design
 ☐ Construction Drawings
☐ Mill Work
 ☒ Production & Construction
☐ Facility Maintenance

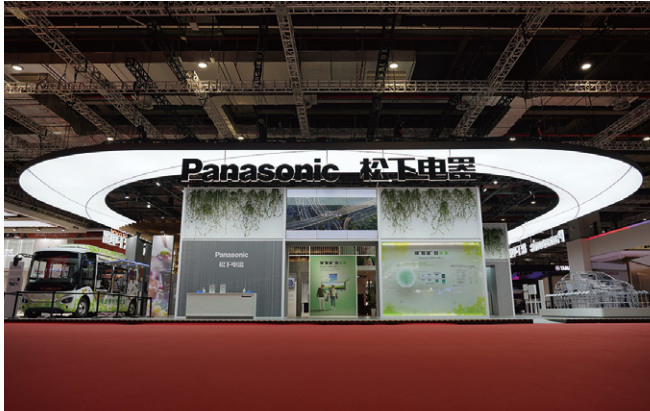


TADAO ANDO : YOUTH BEIJING

☐ Planning
 ☐ Design
 ☒ Construction Drawings
☒ Mill Work
 ☒ Production & Construction
☒ Facility Maintenance

Corporate Identity

Exhibition Booth Cases



Panasonic Booth at China International Import Expo 2022

■ Planning ■ Design ■ Construction Drawings □ Mill Work
■ Production & Construction □ Facility Maintenance



MAZDA Booth at Shanghai International Automobile Industry Exhibition 2021

□ Planning ■ Design ■ Construction Drawings □ Mill Work
■ Production & Construction □ Facility Maintenance



Haier booth at International Home Expo 2019

■ Planning ■ Design □ Construction Drawings □ Mill Work
□ Production & Construction ■ Facility Maintenance

Exhibition Hall Cases



Panasonic Wellness Smart Town Square Yixing

■ Planning ■ Design ■ Construction Drawings ■ Mill Work
■ Production & Construction ■ Facility Maintenance



Vanke Cultural Experience Hall

■ Planning ■ Design □ Construction Drawings □ Mill Work
□ Production & Construction □ Facility Maintenance



“Kirei Factory” Shiseido Showroom in Shanghai

■ Planning ■ Design ■ Construction Drawings ■ Mill Work
■ Production & Construction ■ Facility Maintenance



Carrying with us the exquisite skills NOMURA has accumulated over many years, we officially entered China in 2004. Since then, we have brought a continuously higher level of professional services to clients in the Chinese market. Our Japanese resident staff work together with the Chinese staff, who hold various professional qualifications and skills. With our high-quality management abilities and superior technical strengths, we provide clients with top quality solutions that are in line with international trends. We do our utmost to serve clients who have great ambitions in the Chinese market. We strive to become the preferred business partner for our clients, and create brilliance together with them.

NOMURA (Beijing) Co., Ltd

NOMURA Group's Companies and Locations

NOMURA, Co., Ltd.

Business

Research, planning, consulting, design, layout, manufacturing, construction, operation and management in the field of spatial creation

NOMURA Design & Engineering Singapore, Pte. Ltd.

Business

In the ASEAN region Planning, design and execution of commercial spaces including large commercial complexes, department stores and specialty stores. Support for added-value creation at workplaces and leisure facilities. Solution proposals in corporate advertising activities (consulting plans and general production tasks).

NOMURA ARCHS Co., Ltd.

Business

Planning, design, manufacturing and construction of the architecture, building redevelopment, interior design and signs for the commercial, public and cultural facilities and chain store spaces, construction management, other related business

NOMURA MEDIAS Co., Ltd.

Business

Display and promotion creation for visitor-attraction spaces, planning, design, production, maintenance and operation support for exhibition equipment, store operation, original product development etc.

C's•three Co., Ltd.

Business

Integrated business services, temporary staffing, facility operation

RIKUYOSHA Co., LTD.

Business

Book editing, printing, publishing, and sales

Branches and Offices in Japan

- | | | |
|---------------------|---------------------|-----------|
| ● Tokyo Head Office | ● Tohoku | ● Kyushu |
| ● Osaka | ● Chubu | ● Kyoto |
| ● Hokkaido | ● Chugoku / Shikoku | ● Okinawa |

Branches and Offices Overseas

- Hong Kong
- Milan
- New York
- Singapore

<https://www.nomurakougeisha.com.cn>