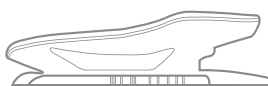
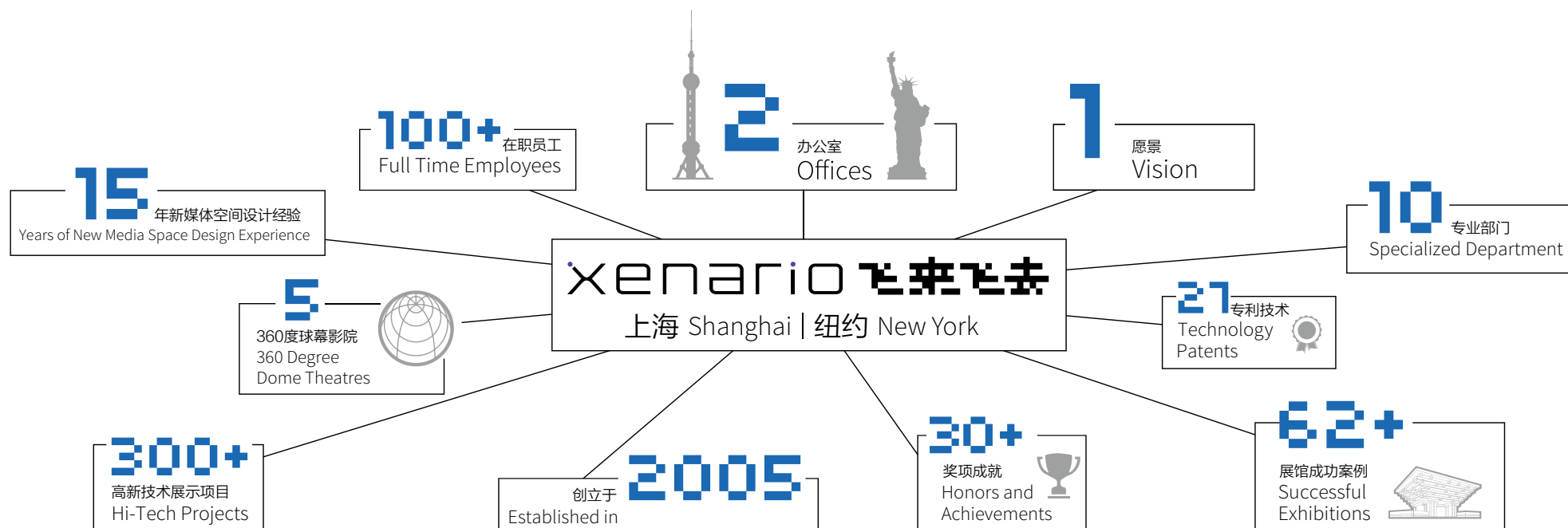


xenario 飞来飞去



公司简介

Company Introduction

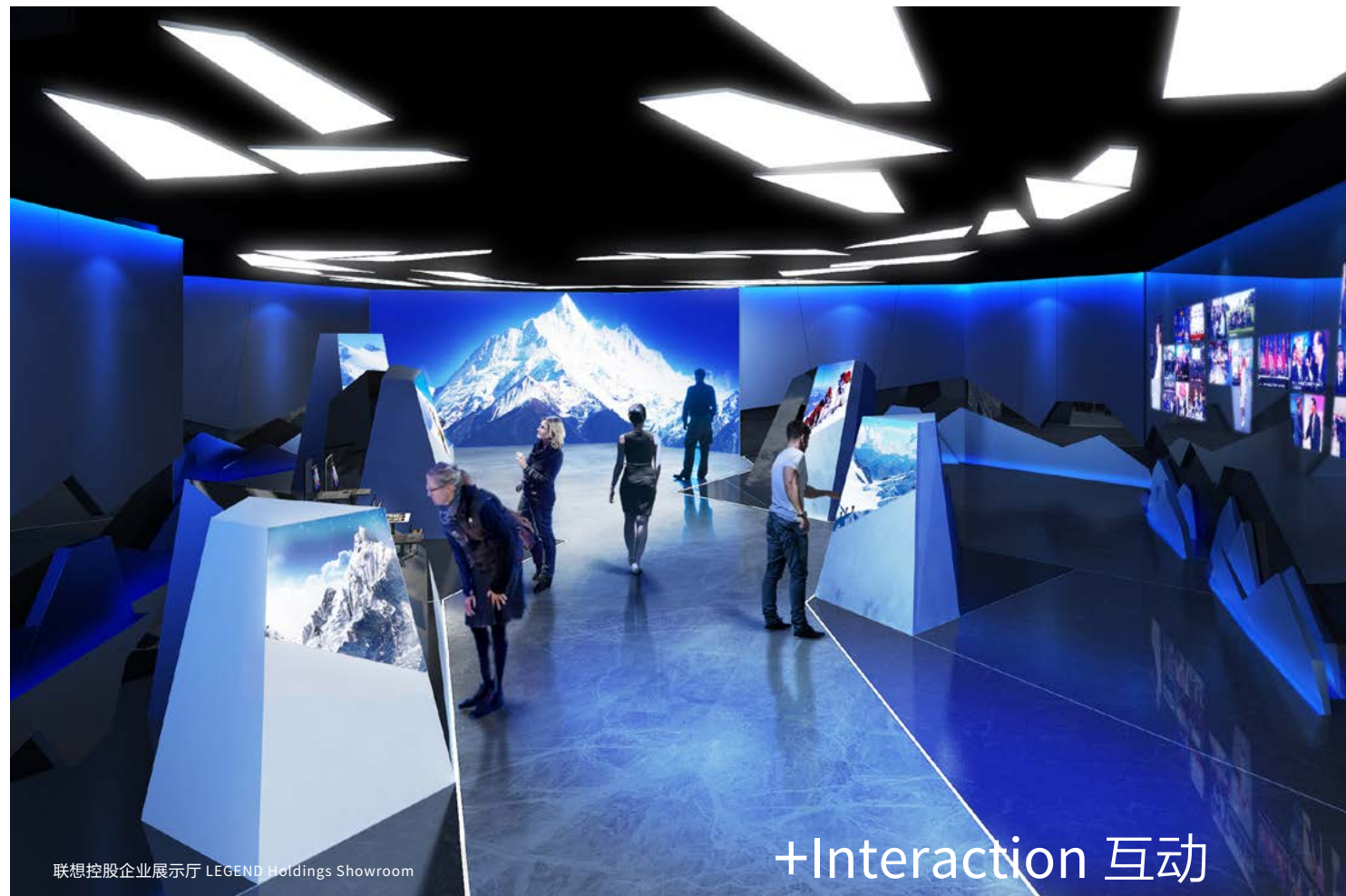
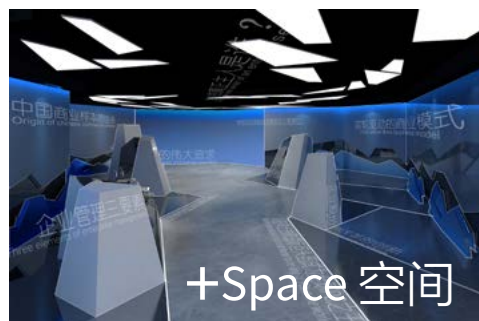


上海飞来飞去展览设计工程有限公司，“打造展馆新标准”的追寻者与引领者。创造独特个性化的展示体验，是飞来飞去的每一位设计师、策划、技术人员、程序设计、工程师、媒体导演和项目经理的梦想。我们不断创新，将技术与艺术碰撞、融合，让创意从A到Z真正实现，为观众创造出一个又一个新的世界。飞来飞去联手纽约分公司，把国际化的丰富资源提供给我们的客户和观众，将“展馆新标准”推向全球。

Xenario is determined to continue setting the next exhibition standard. Creating truly inspiring experiences is the aspiration of our every designer, interpreter, technician, programmer, engineer, animator or project manager. We are inventing new worlds for our audiences by innovatively merging art and technology so that ideas can be realized to their full potential. The integrated collaboration of our New York and Shanghai branches allows us to provide the next exhibition standard to museums and audiences around the globe.

新媒体空间：故事+空间+媒体+互动

New Media Space：Story+Space+Media+Interaction



每个展览都拥有潜能，它可以调动、刺激我们所有感官，带来完整丰富的体验。充满沉浸感的空间姿态，用氛围感染观众；以各种形式表达的媒体内容，具有说服的力量；引人入胜的互动形式，给予观众强烈的带入感，使生动而富有生命力的故事贯穿始终。我们把故事、空间和媒体、互动方式结合成一个整体的创意思路，实现理性、美学、技术的碰撞融合。

Exhibitions have the potential to be a total experience that stimulates all our senses: The immersive gestalt of SPACE, the persuasiveness of MEDIA in all its forms, the engaging challenge of INTERACTION and, last but not least, the inspiration of STORY. Only by combining those four aspects — STORY, SPACE, MEDIA and INTERACTION — into one synergetic whole, will we create what we call NEW MEDIA SPACE!

新技术：链接人机的桥梁

New Technology : **Bridging The Human-Machine Gap**



(国家发明专利) 世界上第一个用眼神直接进行互动的装置
(国家发明专利) 全球首创的大角度沉浸式体验模型秀
(国家发明专利) 全球最大的莫比斯环影像空间
(国家发明专利) 全视角互动穹顶影院

(实用新型专利) 参观密度最高的穹顶投影秀
(实用新型专利) 全球首个数字化运动变形幕墙
(实用新型专利) 全球首个通过手势互动的投影系统
(实用新型专利) 全球首个多媒体球幕互动剧场

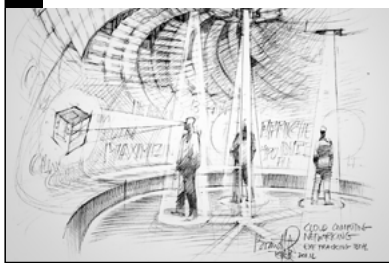
The World's First Multi-Person Gaze Tracking Installation
The World's Largest Custom-Build Multitouch Screen
The World's First Virtually Extended Immersive Model Show
The World's Largest Interactive Circuit Board

Dome projection show with the largest number of visitors
The world's first digital moving deformation curtain wall
The world's first projection system that interacts with gestures
The world's first multimedia interactive dome theater

新服务：交钥匙工程

New Service: Turn-Key Projects

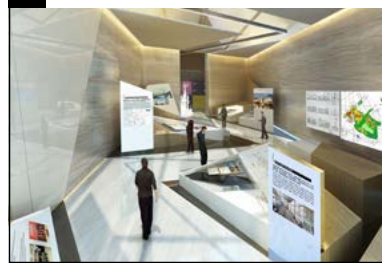
1 Creative Concept 创意概念构思



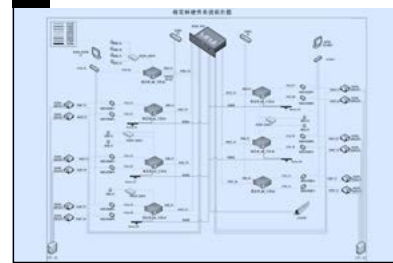
2 Master Planning 展馆整体规划



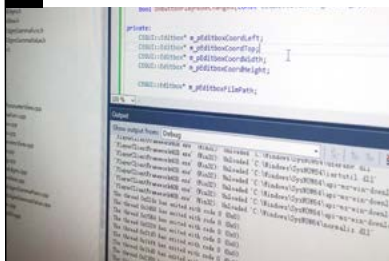
3 Space Design 展示空间设计



4 Construction Docs 工程及技术图



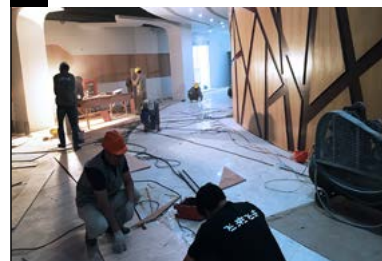
8 Low-Level Development 低层代码研发



7 Media Production 媒体内容制作



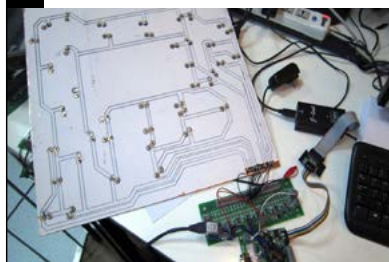
6 Exhibition Fitting Out 展览装潢装修



5 Construction Management 工程执行管理



9 Integrated Circuit Design 电子设备开发



10 Machine Design & Props 道具设计制做



11 System Integration 系统集成实现



12 Maintenance 后期维护发展

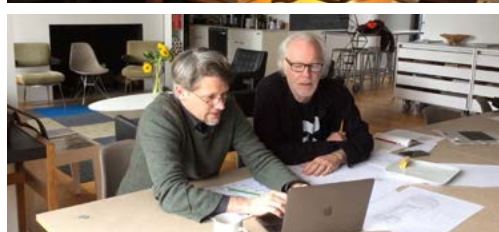
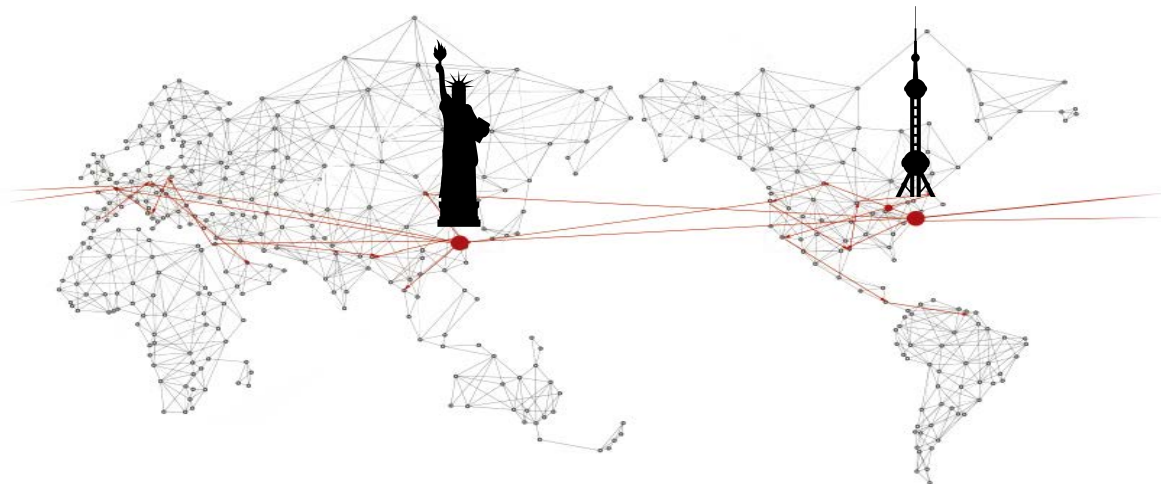


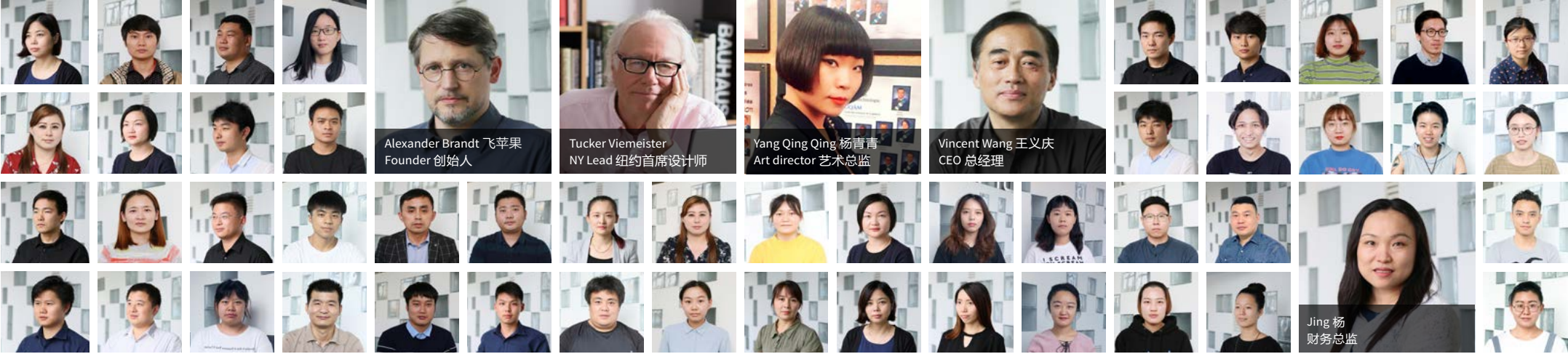
从 A 到 Z 的全方位服务。飞来飞去为客户提供一整套的展馆实施方案。从与客户的密切沟通开始，我们深入了解他们的独特需求，透彻地研究展示内容，分析建筑结构，辨别所有限制因素，探索一切实现的可能性。我们不是简单地应付客户诉求。而是努力地提供一套远远超出客户预期的完整的解决方案。为了把控质量，我们坚持关键的核心技术必须在公司内部实现。一个紧密合作的专业团队，我们把握从创意过程、前期设计、媒体制作、模型制作、软件编码、电子工程、建筑施工、装饰装修、系统集成、后期维护等各个环节，最终，完成一个可以直接开放运营的展馆，我们将骄傲地把它的钥匙交到客户的手上。

From A to Z, Xenario is a full service exhibition design and production company. We begin by closely working with our clients to understand their unique requirements, thoroughly study the subject matter, analyze the architecture, discern all limitations and explore all opportunities. Rather than simply answering demands, we strive to provide a coherent solution that exceeds our client's expectations. To control quality, we believe it crucial to have all key expertise in-house. A tightly knit team of professionals will handle every detail of the entire process from design, pre-production, documentation down to media production, props, software coding, electronics, construction, fitting-out, system integration all the way through to maintenance. In time, on budget and beyond quality, we are proud to hand over the key to a complete exhibition.



xenario 飞来飞去
上海 Shanghai × 纽约 New York





Alexander Brandt 飞苹果
Founder 创始人

Tucker Viemeister
NY Lead 纽约首席设计师

Yang Qing Qing 杨青青
Art director 艺术总监

Vincent Wang 王义庆
CEO 总经理

Jing 杨
财务总监

我们的团队：有机协作

Our Team：Organic Collaboration

我们是一个具有创意、胆识和想要成为最棒的团队，有足够耐力的人才能不负我们的期望。我们的团队领导者都是从基础做起，他们经历磨炼，擅长在各自的领域超常发挥。在公司，我们鼓励创造性贡献和建设性批评，这能使我们不断改进工作方式。就像是一个生命，我们共同组建大脑，身体和四肢。我们一起工作、一起成长，因为每个人都有同样的目的：一起打造展馆新标准。

We are tough and creative and we want to be the best. You need to have a lot of stamina to keep up with the expectations. Our team leaders have learned their job from the ground up, they have been fireproofed and they excel at what they do. In our company we encourage creative contribution and constructive criticism, allowing us to continuously improve our way of working. Together we form a living organism with brains, guts and limbs. We work together and we grow together because we all have the same ambition: Together we will create the next exhibition standard.

Gavin 徐
创意组长

Dee 陈
策划总监



Freeman 田
媒体总监

Jason 王
项目总监

Lynn 林
研发总监

Jack 杨
采购经理

Chuchu 沈
品牌总监

资质 Qualification



中国展览馆协会展览工程企业一级资质
建筑装饰装修工程设计与施工二级资质
上海市会展行业协会展示工程一级资质
ISO 9001 质量管理体系认证
上海市高新技术企业资质

First Level Certificate of China Exhibitor Industry Association
Second Level Certificates of Shanghai Architecture Industry Association
First level Certificates of Shanghai Architecture Industry Association
Quality Management System Certificates
Shanghai High-tech Company Certificates

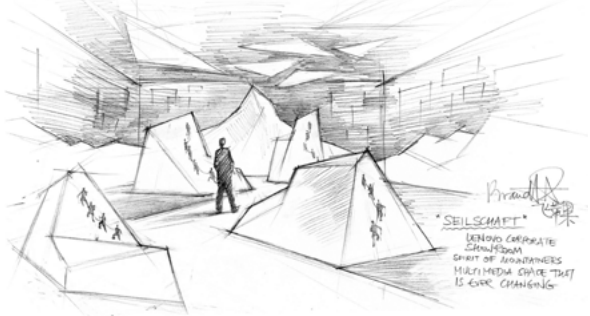
获奖证书 Awards (Selected)



2008 北京电影学院新媒体艺术三年展一等奖
2009 年度中国时代十大创新人物
2010 中国文化大奖—上海世博会新媒体总指导
2011 上海市科学技术协会教育创新大奖
2013 上海国际科学与艺术创新奖

2008 Beijing Film Academy New Media Art Triennial• First Prize
2009 China Top Ten Creative Talents Award
2010 China Culture Award • Shanghai Expo China Pavillion
2011 SAST• Educational Creative Award
2013 Shanghai International Science & Art Innovation Award

Sketch 手绘



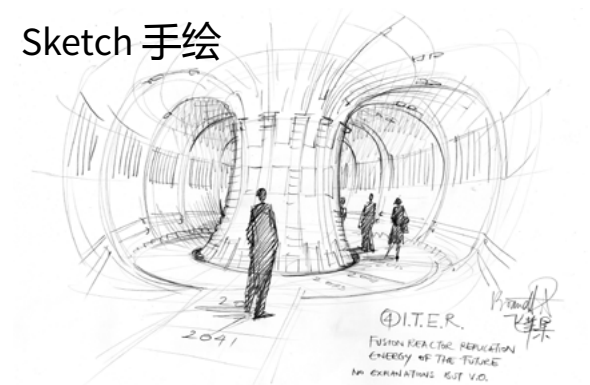
Rendering 效果图



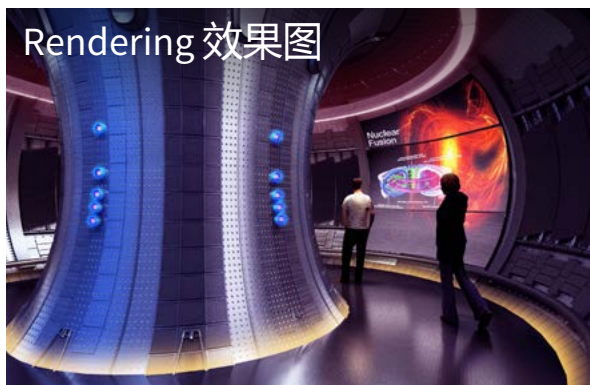
Real Photos 实景



Sketch 手绘



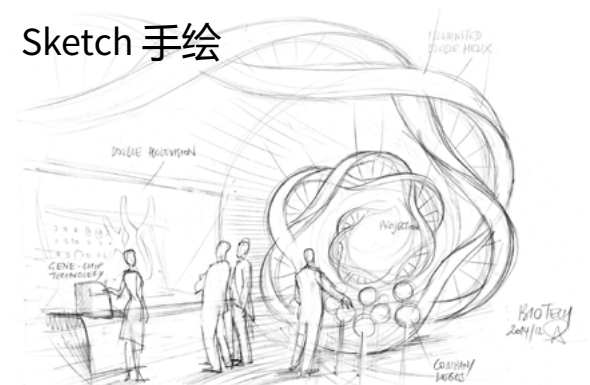
Rendering 效果图



Real Photos 实景



Sketch 手绘



Rendering 效果图

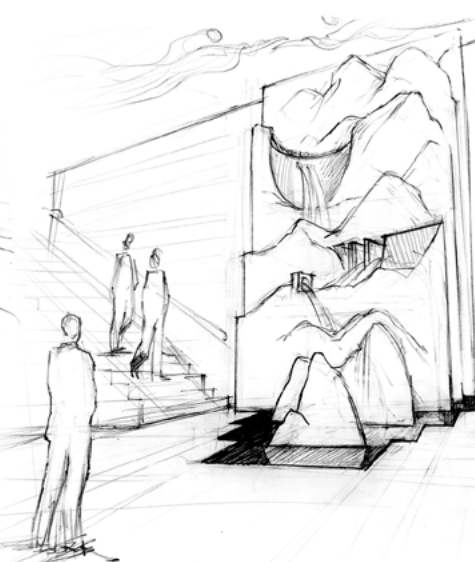


Real Photos 实景

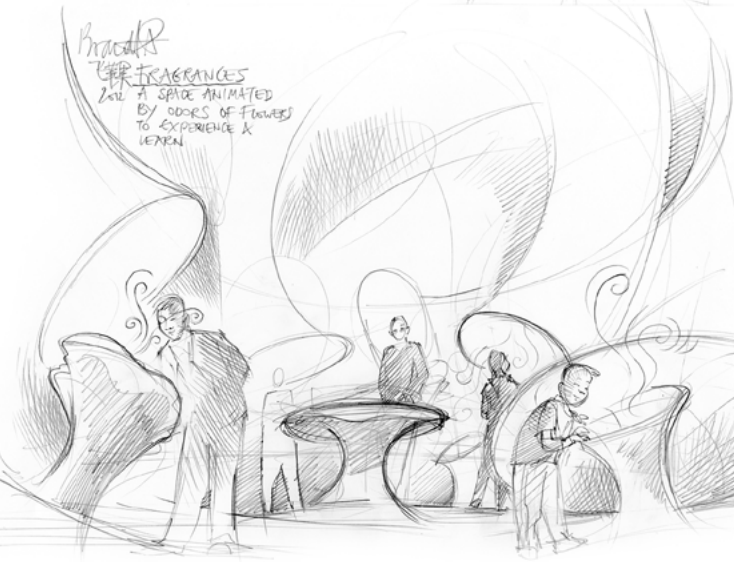
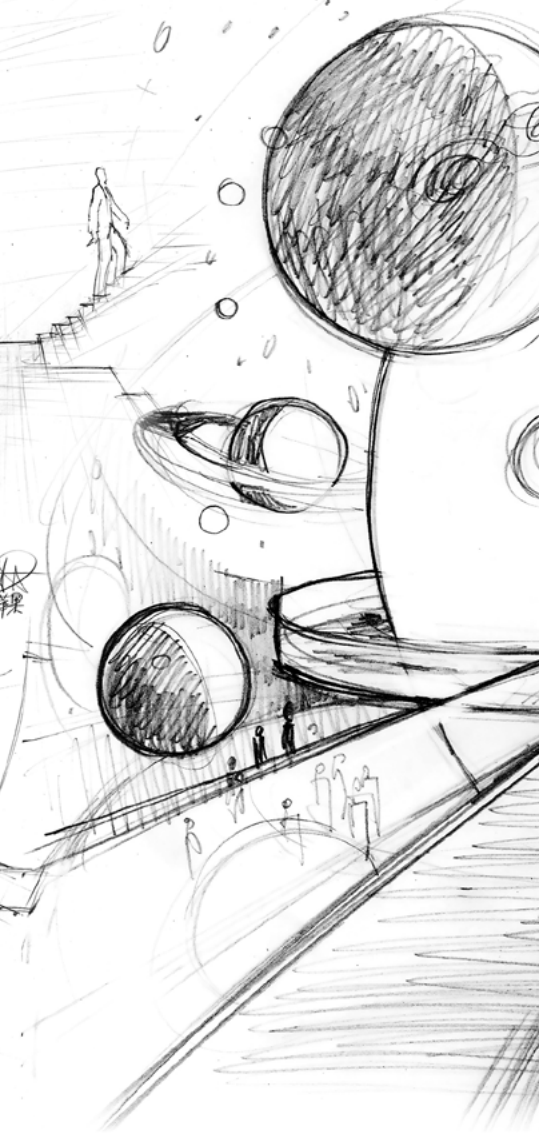




2021
 X-RAY FORMS
 A HIGHLY INTERACTIVE EXPERIENCE
 EXPLORING THE BIOLOGY OF
 FLOWERS AND SPECIALLY THEIR SHAPES



① ENTRANCE
 FORWARD SCIENCE
 AND BEGINNING OF
 THE JOURNEY TO
 CHANGCHUN 2020



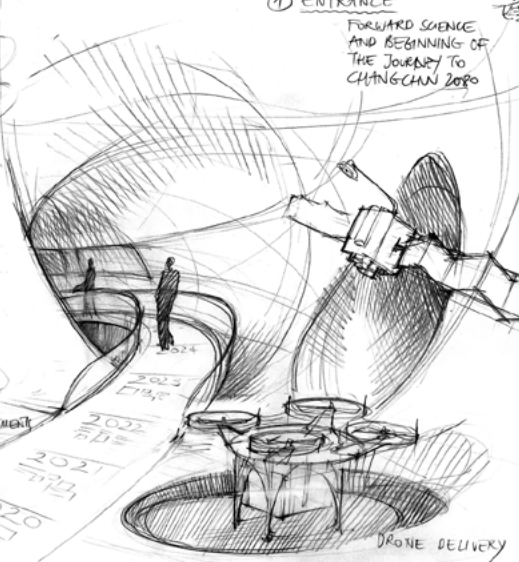
2021
 GER FRAGRANCES
 A SPACE ANIMATED
 BY ODORS OF FLOWERS
 TO EXPERIENCE &
 LEARN



RETRACTORY
 SUN PAINERS

RENOVABLE
 SCREENS

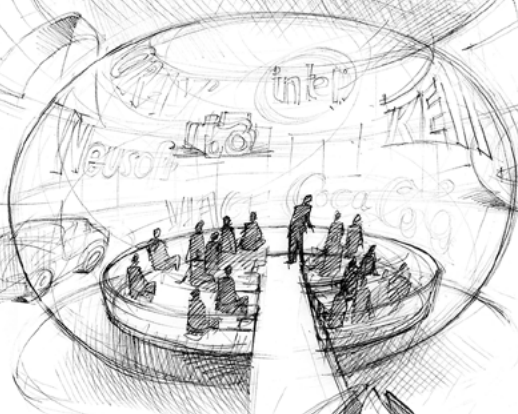
HUMAN
 ENVIRONMENT



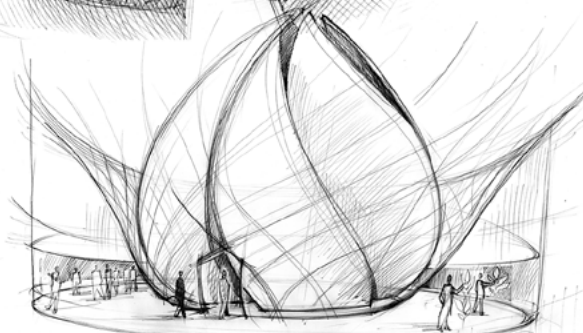
DRONE DELIVERY

WALK INTO THE COSMOS

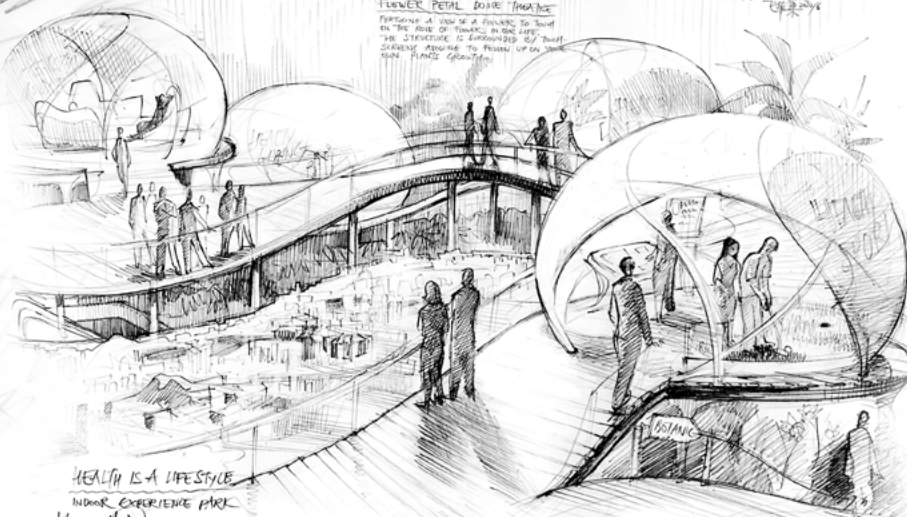
HALL OF THE KNOWLEDGE
MANKIND HAS TODAY
OF THE UNIVERSE...



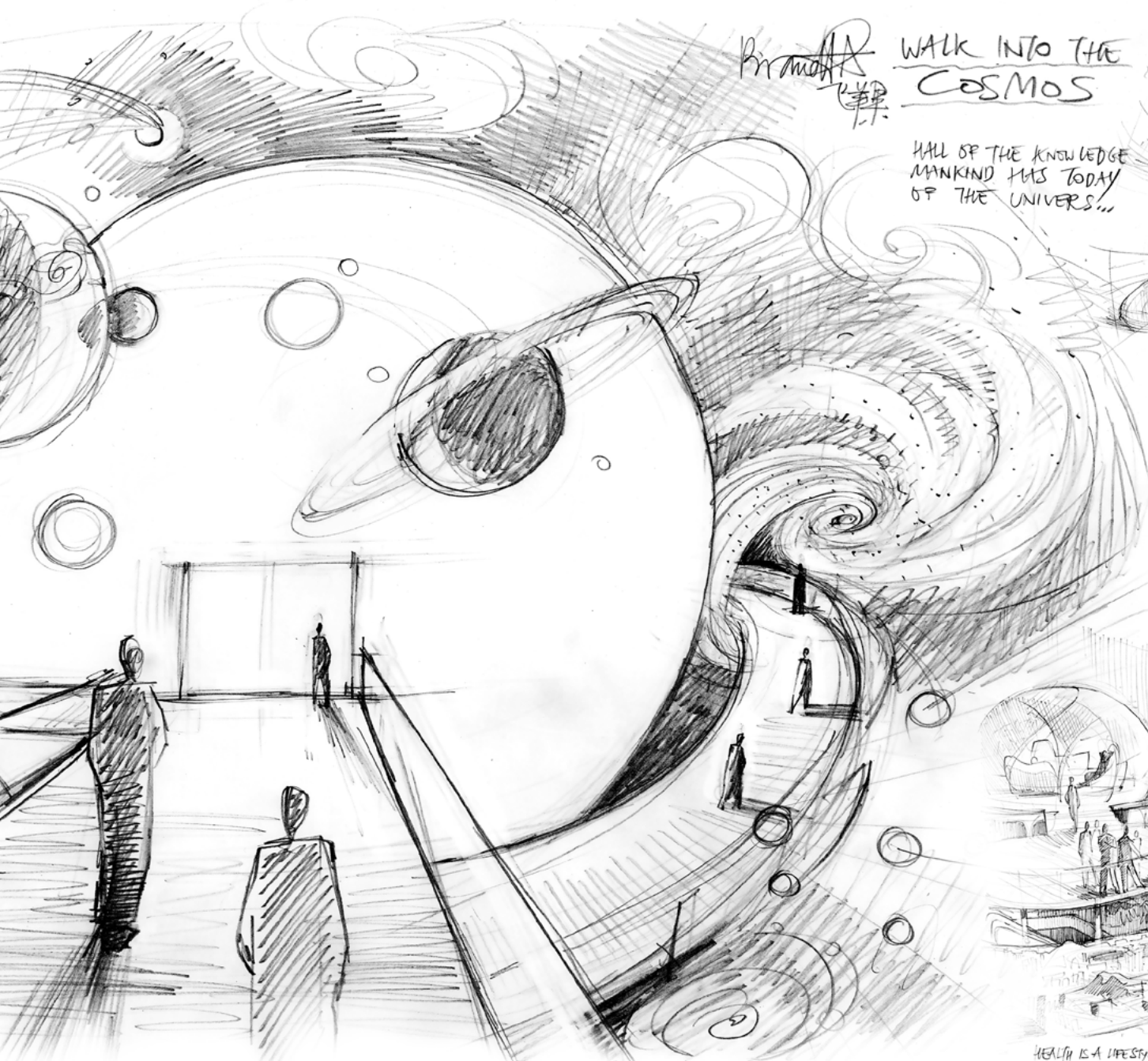
SPHERE OF SENSES
SPECTACULAR VISUAL EFFECT,
COMBINING IMMERSIVE
PROJECTION WITH REAL
OBJECTS AND REAL PEOPLE



THE HANDS FEEL AND THEY...
FLOWER PETAL DOME
PERFORMS A VIBRANT A FEELING TO SOUL
IN THE FINE OF TOUCH, IN THE AIR
THE STRUCTURE IS EMPOWERED BY THAT
SILENT FEELING TO FEEL UP ON THE
OUR FLAME GROWTH



HEALTH IS A LIFESTYLE
INDOOR EXPERIENCE PARK





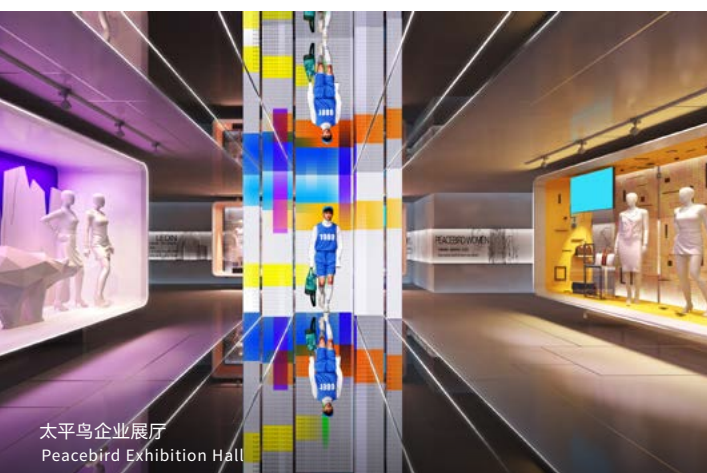
上海儿童博物馆 航海厅
Shanghai Children's Museum



招商厦门海上世界体验中心
Xiamen Marine World Experience Center



苏州高新区展示馆
Suzhou New District Exhibition Hall



太平鸟企业展厅
Peacebird Exhibition Hall



汽车博物馆
Shanghai Auto Museum



南京溧水高新技术产业开发区展示馆
Exhibition Hall of Nanjing Lishui Hi-tech Industrial Development Zone



崇明城市规划馆
Chongming Urban Planning Museum



湖南里耶古城秦简博物馆
Qin Dynasty History Museum



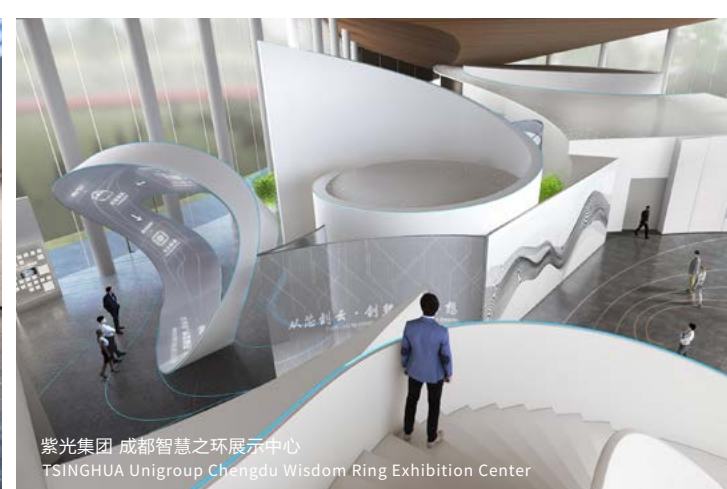
紫竹高新区展示中心
Purple Bay Hi-tech Development Zone Exhibition Hall



紫竹国家高新区展示中心
Zizhu Hi-tech Industrial Development Zone Exhibition Hall



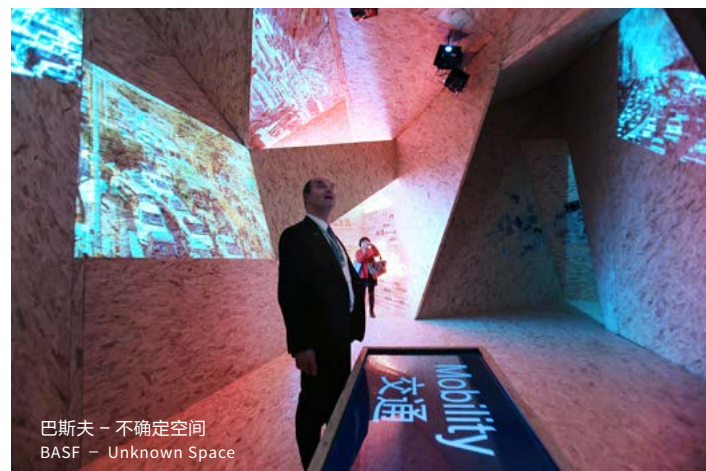
杭州海康威视中心
Hangzhou Hikvision Center



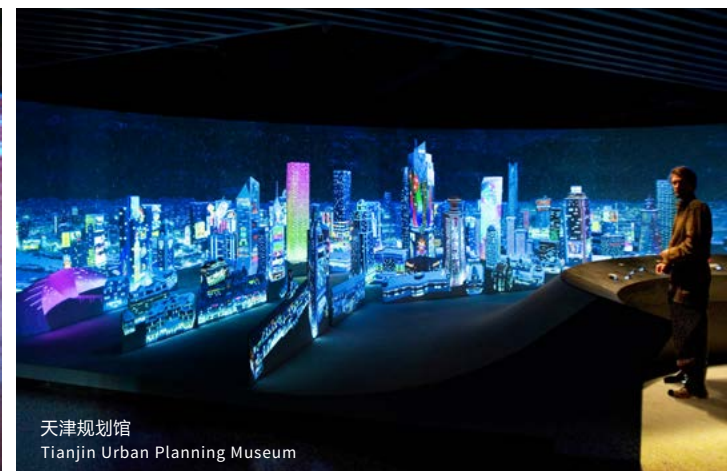
紫光集团 成都智慧之环展示中心
TSINGHUA Unigroup Chengdu Wisdom Ring Exhibition Center



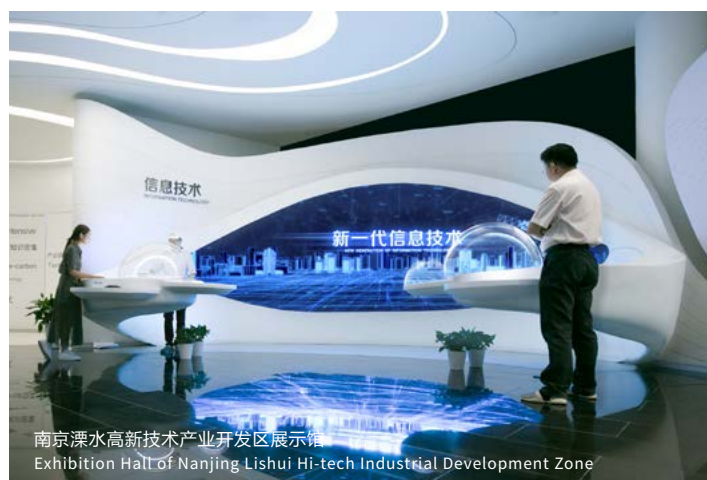
上海市云计算创新展示中心
Shanghai Cloud Computing Innovation Center



巴斯夫 - 不确定空间
BASF - Unknown Space



天津规划馆
Tianjin Urban Planning Museum



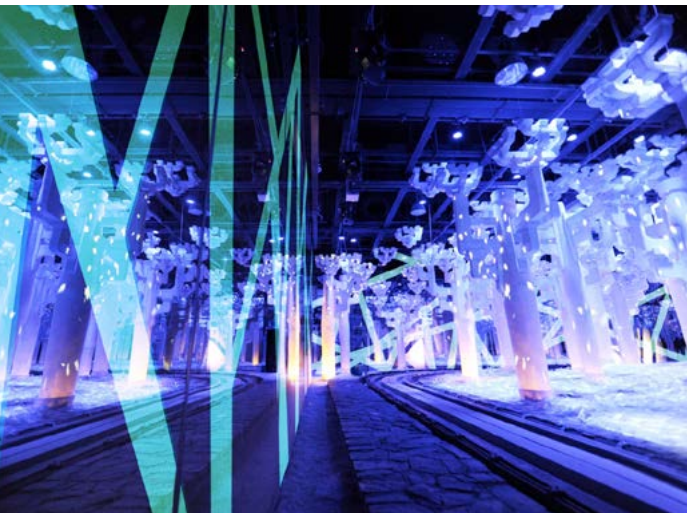
南京溧水高新技术产业开发区展示馆
Exhibition Hall of Nanjing Lishui Hi-tech Industrial Development Zone



苏州高新区展示馆
Suzhou Hi-tech Urban Zone Planning Hall



常德规划馆
Changde Urban Planning Museum



世博会中国国家馆 **全世界最多的参观人数**

作为上海世博会中国国家馆的核心创意设计团队，与中央美院紧密合作，携手完成举世瞩目的设计巨献。重点表现古今城市发展成就，以及城市建设过程中所产生的建筑智慧，如长达百米的动画卷轴“清明上河图”、“意象竹林”、“寻觅之旅”、“同一屋檐下”等大型新媒体空间的设计，为全世界的观众呈现无限惊喜与感动。

Shanghai World Expo China Pavilion **The world's most visited**

In the role of the creative design team for the China Pavilion of the Shanghai World Expo 2010 and in close cooperation with the director of the Central Academy of Fine Arts, we navigated the difficult task of creating a national Pavilion that would have to satisfy the political requirements of national party leaders, as well as surprise and entertain the daily 40000 visitors. With the developed design of large projects like the hundred plus meter long, animated scroll of the "Qingming Festival", "Bamboo Impression", "Mystery Searching Tour" and "Under the same roof", as well as other important large scale projects we managed to present the architectural wisdom and achievements of ancient and modern China as well as fascinate millions of visitors with immersive environments and cutting edge interactive technology.



上海国歌展示馆 用国歌故事构建的新媒体空间

这是国内首座为纪念中华人民共和国国歌而建立的展馆，坐落在国歌诞生地，占地面积数千平米。建馆的目的不是为了灌输思想，而是试图用一种极富渲染力的手法吸引新一代观众，用一种全新的客观态度面对历史真相。因为要展示国歌，与别的展馆不同，听觉的表现力特别重要；同时结合传统展示手法，突出新媒体的娱乐价值与交互展示的吸引力，向观众诉说有关国歌的动人故事。

National Anthem Museum **General Design and Production**

This is the first museum in China to showcase the national anthem of the P.R.C., right here at its birth place. Our guiding objective was to create an exhibition that – rather than falling back to the indoctrinating tradition – would fascinate the young generation with engaging exhibits and a new objectiveness towards historical facts. On a total exhibition area of 1500 square meters we tell the fascinating story of a song that inspired the liberation of an oppressed people by combining classic displays with the entertainment value of new media and the engaging power of interactivity. And last but not least we centered this exhibition around our auditory senses; this is about China's National Anthem after all.

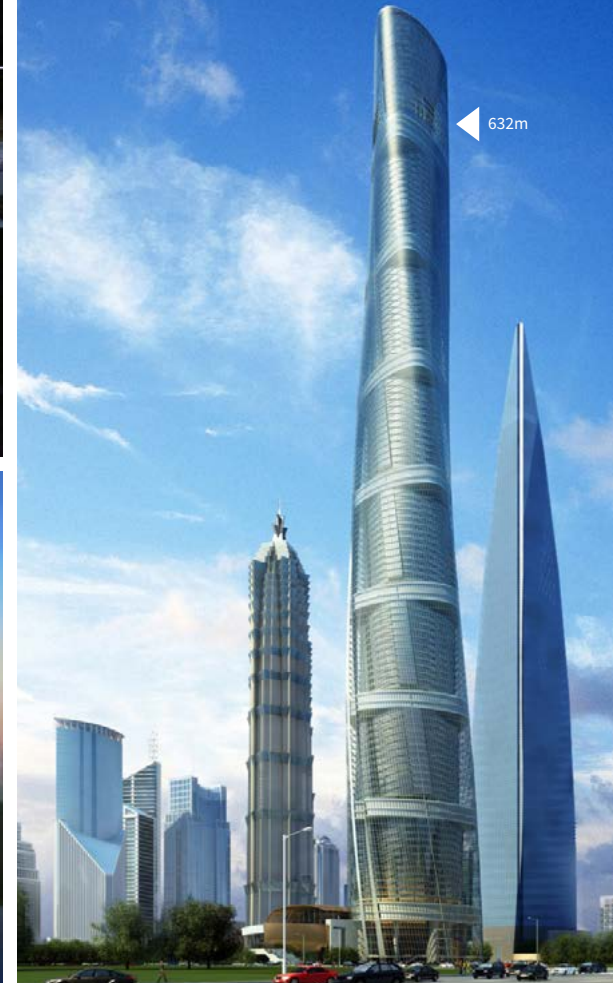


上海天文馆 培养科学探索精神

上海天文馆坐落于浦东新区滴水湖畔，展示面积约 12600 平方米，作为“十三五”期间重大市政文化公益项目、重要科普基础设施，最有国际影响力的新型文化科学教育中心，上海天文馆被上海市政府列为“重中之重”。Xenario 飞来飞去携手美国 LHSA+DP 公司，成为国内首个中标大型科技馆的设计施工一体化公司。我们通过展望未来 2030 年的尖端展示技术，引入最实时的天文科学，讲述三个永恒的哲学问题，进行叙述性的展示设计，将建筑与故事完美融合，打造世界级科技博物馆。

Shanghai Planetarium Museum Fostering the Spirit of Scientific Exploration

With an exhibition surface of 12,600 m² (134,820 sqf), the Shanghai Planetarium will become the largest and most ambitious planetarium museum worldwide. As a new center for cultural and scientific education of international reach, it has been designated as a "high priority project" by the Shanghai municipal government. Alexander Brandt has worked with Tucker Viemeister (lead designer of Xenario New York), Lee Skolnick (LHSA+DP) and renowned astrophysicist James Sweitzer to win this international design competition, thus making Xenario the first domestic design company in China to win a major science museum project. Our design is about conveying real scientific data through cutting edge exhibition technology that looks ahead to 2030. Tightly integrated with the museum architecture, our exhibition will tell a story of three eternal questions, striving to become nothing but the best visitor experience.



上海中心大厦 全世界最高的展馆

坐落于 632 米高空的上海中心第 125 层阻尼器展示空间，是全球最高的展馆。高层建筑如何在强风中保持屹立？展馆中一台重达千吨的阻尼器成为了故事的答案。从探寻开始，依次论证、揭秘、纵览阻尼器对高层建筑的神秘稳定作用。我们用艺术形式展示科学原理，你能通过双层幻影成像看见风吹不倒的原因，通过魔幻玻璃控制游动的波纹等等，这些新奇创意的互动所表达的内容，正是高楼大厦巍然屹立的真相。

Shanghai Center The World's Highest Exhibition

This exhibition space is the most elevated in the world, towering over the skyline of the city on the 125th floor of the Shanghai Center. It is built around a mechanic marvel, the Tuned Mass Damper, which stabilizes the tower in case of extreme winds or earthquakes. Vividly explaining this technology, the visitor is guided to experience animated double layer holovision models, interact with breathing projection walls and large scale magic glass installations. A high-tech adventure in the clouds.



中国大运河博物馆 **让文化教育成为震撼的体验**

坐落于扬州的中国大运河博物馆，是全面展示大运河文化的国家级工程。Xenario 飞来飞去全情投入，开拓创新和严谨落地不再是一种矛盾，用当代科技演绎古代历史文化，同时也提出了对应的技术落地解决方案。中国大运河博物馆是一个真正以观众为中心的博物馆。观众站在古代舟楫复原模型上，行于运河动态画卷中，感受鲜活的两岸生活与文化盛景；在探索大运河展厅中选择原创二次元 IP 角色，通过解密卷宗指引，突破重重关卡，揭开运河之谜；在沉浸式多媒体剧场中多维度、多感知地体验流传千年的运河文化。实现娱乐性和知识性兼具的新博物馆体验。

National Museum of the Grand Canal **Immersive cultural education**

Located in the city of Yangzhou, the National Museum of the Grand Canal covers an area of 16,000 square meters and will be the most comprehensive exhibition of the culture of China's Grand Canal. Building on Xenario's proven competence of turning fantastic ideas into reality, our winning design will integrate unconventional exhibition formats, like role-play games or large scale realtime rendered immersive experiences, using modern technology to bring ancient stories to life. The National Museum of the Grand Canal will become a truly audience-centered museum. They will be immersed in an animated ancient scroll, experience the mysteries of the canal in a role-based game and enter a gigantic, projection-mapped and interactive media environment telling a thousand years long story of a culture flourishing along this ingeniously created water artery. We update the format of traditional museums and offer the world a new introduction to Chinese civilization.

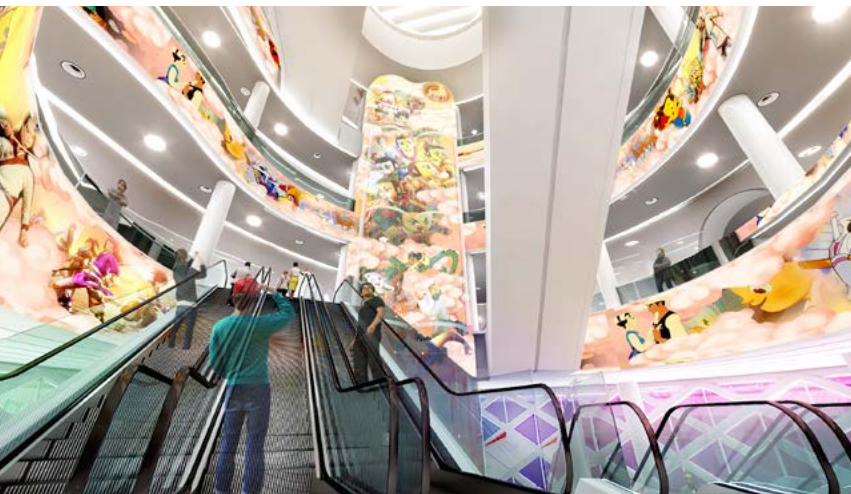


上海博物馆东馆 传承中国古代文化

Xenario 飞来飞去在上海博物馆东馆概念方案国际比选中夺得第一名。东馆建设的目标旨在创建一种新的博物馆模式，使之成为世界顶级的中国古代艺术殿堂。我们首先对每个主题展厅提出一个问题，以启发观众对古代艺术的好奇与思考，通过各展区序厅中充满仪式感的氛围，使观众怀揣着看似简单实则深奥的疑问走进展厅。自然的空间布局呈现故事性的体验；科学的灯光完美的还原文物表面的纹理；恰当的数字艺术让文物“活起来”，带领观众走进创造者的时代，理解文物背后的故事，使观众在对中国古代艺术精神内核的思考中实现文化的传承。

The East wing of the Shanghai Museum **Reviving ancient Chinese culture**

Xenario wins first prize in the international design competition for the East wing of the Shanghai Museum. The official stated goal is to create a new museum model and make the Shanghai Museum the world's temple of ancient Chinese art. We first put forward a question to each theme exhibition hall to spark the audience's curiosity. Passing through the ceremonial atmosphere of each preface hall, the audience enters the exhibition hall guided by seemingly simple but actually profound questions. A natural spatial layout presents a story-like experience; Scientific lighting perfectly renders the surface texture of cultural relics; Carefully integrated multimedia makes cultural relics "come alive". We immerse the audience in the age of the artwork's creation, inspire them to investigate their essence and understand the stories that animate them, and enable the audience to realize the cultural inheritance in the reflection on the core of the ancient Chinese artistic spirit.

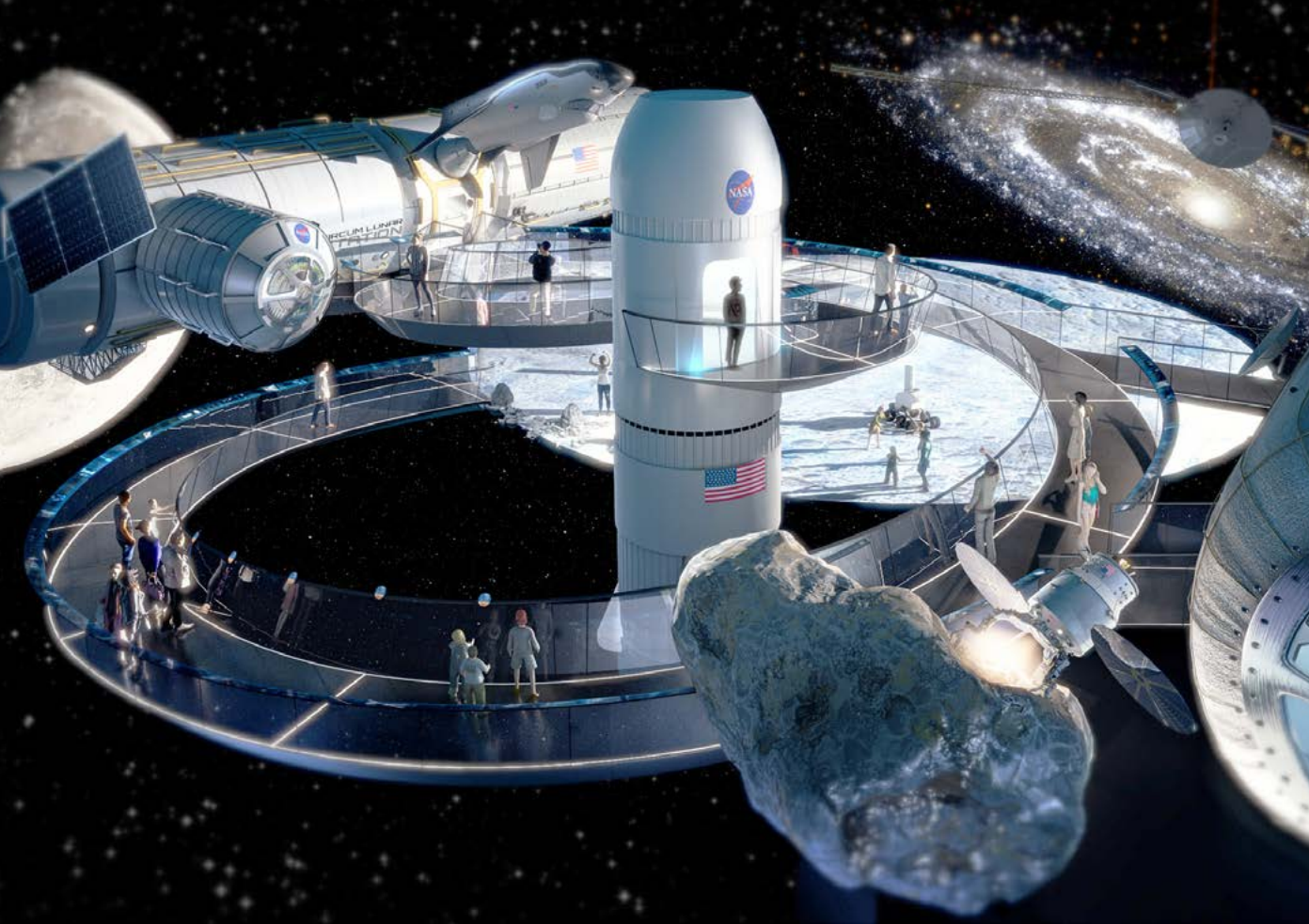


中国动漫博物馆 世界最动漫的展馆

中国动漫博物馆坐落于杭州，建设用地约 30382 平方米，是国内规模最大、展品最丰富、内容最权威的动漫专业博物馆。Xenarion 飞来飞去以动漫发展的历史时空为叙事主线，从过去、现在、未来三个层次表述“动漫让生活更美好”的主题，以“动漫、生活”为核心，系统、深入的领悟人与动漫的互动关系，旨在将这里打造成中国动漫成就的展示平台，动漫文化生活的体验中心，动漫未来发展的探索基地，将动漫 IP、动漫元素融入设计，通过大型动漫艺术装置启发观众的创新思维，引导观众进入充满想象和灵感的包围式场景空间，穿越时空与不同时代的动漫作品再次相逢，带领观众步入多姿多彩的“动漫王国”，冲破时空的局限、跨越学科的界限探索动漫。

China Cartoon & Animation Museum **Most animated**

This museum is the only one of its kind in the world, offering the visitor an ambitious experience on a surface of 30,382 square meters. The exhibition will take the viewer from a global historical overview of Cartoons to the vibrant culture of today and on to an exploration of what the virtual world of Animamix might look in the Future.



洛基山脉上的翅膀 – 科罗拉多州丹佛市 穿越宇宙的飞行

受“穿越宇宙”主题的启发，Xenario 团队为这个宏大的新博物馆创造了一个充满激情的设计。深空太空馆将成为位于美国科罗拉多州丹佛市的飞行校园的探索项目“飞跃洛基山脉”的一部分，其目标是培养下一代航空航天专业人才。游客将通过一条起伏的路径穿越时空，并亲身体验未来太空飞行的“历史”。中心思想是创造一种沉浸在漆黑的浩瀚空间中的感觉。著名的天体物理学家和博物馆专家詹姆斯·斯韦策（James Sweitzer）正带领一组专家确保这项旅行体验的科学和技术准确性。

Wings over the Rockies - Denver, Colorado Flight through the Cosmos

Inspired by the visionary "Flight through the Cosmos" theme, the Xenario team has created a passionate design for this ambitious new museum. The Black Sky Space Museum will be part of the Wings over the Rockies - Exploration of Flight Campus in Denver Colorado in the United States, which has the objective to foster the next generation of aerospace professionals. Visitors will travel through space and time on an undulating pathway and experience the "History" of future spaceflight through hands-on interactives. The central idea is to create the sensation of being immersed in the pitch-black vastness of space. Renowned astrophysicist and museum specialist James Sweitzer is leading a team of experts to assure the scientific and technological accuracy of this journey.



杭州海康威视中心 善意科技之光

坐落于杭州的海康威视展示中心，总面积 4500 平米，是海康威视在全球唯一的体验展馆。海康威视作为全球安防的龙头企业，也是全球领先的以视频为核心的智能物联网解决方案和大数据服务企业，一直致力于以善意主导科技。Xenario 飞来飞去在解读了海康的企业精神和理念后，决定以“光”作为贯穿整馆的设计理念。结合光影律动，集合展示多项海康前沿技术，让数据在视觉实验室中碰撞出温暖的火花。情境化、可视化地呈现智慧城市构架，让观众在多媒体沉浸式舞台中穿梭体验，感受海康技术对人和世界的价值，消除观众对于科技企业的常规印象。以科技之光推远视界，合艺术之韵融汇善意。

Hangzhou Hikvision Center Enlighten through Vision

Located in a futuristic structure on the campus of Hikvision's global headquarters, Xenario has designed and built a novel concept experience pavilion. Hikvision is one of the world's foremost Internet of Things and Big Data solutions provider, committed to lead with goodwill. To animate this philosophy, Xenario has chosen the "spirit of light" as an overall design concept to connect all exhibits and spaces, from Hikvision's corporate history, its technological laboratory, its Big Data architecture, its Smart City experience and finally its future vision gallery. Rather than creating a cold display of appliances, we have combined art and technology to create an immersive experience of corporate culture..



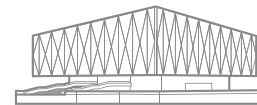
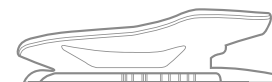
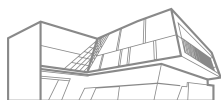
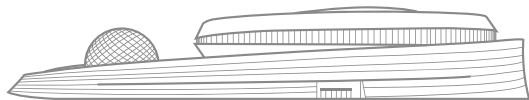
Microsoft 创新展示中心 办公与展览的完美结合

Microsoft China Center One, 是微软在全球建立的最大企业展览空间。在本次设计和建造过程中, 主要的挑战是合成各种看似矛盾的需求。作为品牌重塑战略的一部分, 展示中心将工作空间与展示空间相结合, 形成 “At-Work-Experience”, 在展示微软的未来尖端产品, 感受众多个性化体验的同时, 你可以看见微软严谨有序的工作状态。



Microsoft China Center One At-Work-Experience

Center One is Microsoft's biggest corporate exhibition space in the world. During the design and build process, the major challenge was to synthesize a variety of seemingly conflicting requirements. As part of a rebranding strategy, this center merges eleven facilities into one coherent "At-Work-Experience", that is as much a showcase of Microsoft's cutting edge future as it is a flexible workspace that advances real projects. After interacting with our New Media Spaces, Microsoft's CEO exclaimed: "This is the most inspiring thing I've seen!"



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