

Progetto CMR - Company Introduction



Arch. Patrizio Tonini, Design Director, Progetto CMR



PROGETTO CMR
SPAZIO E ARQUITETTURA

Progetto CMR, established in 1994 by Arch. Massimo Roj, is the largest Italian integrated design firm, and one of the world's Top 100 architectural firms specializing in integrated design following the principle of "design on human scale".

our history

Late 2002, Progetto CMR began its operation in China, then opening offices in Beijing and Tianjin, providing consultancies for urban planning, architectural design, space planning and interior design.

20

1994 - 2014

12

2002 - 2014

IN CHINA



PROGETTO CMR
MASSIMO ROJ ARCHITECTS

We specialize in the integrated design
of the working environment, applied to
many areas of architecture field

our know-how



MASTER PLANNING

CORPORATE DESIGN

HOTEL

RESIDENTIAL

RETAIL

INDUSTRIAL

SPORT

CULTURAL

SUSTAINABLE WORKPLACE

GOVERNMENT

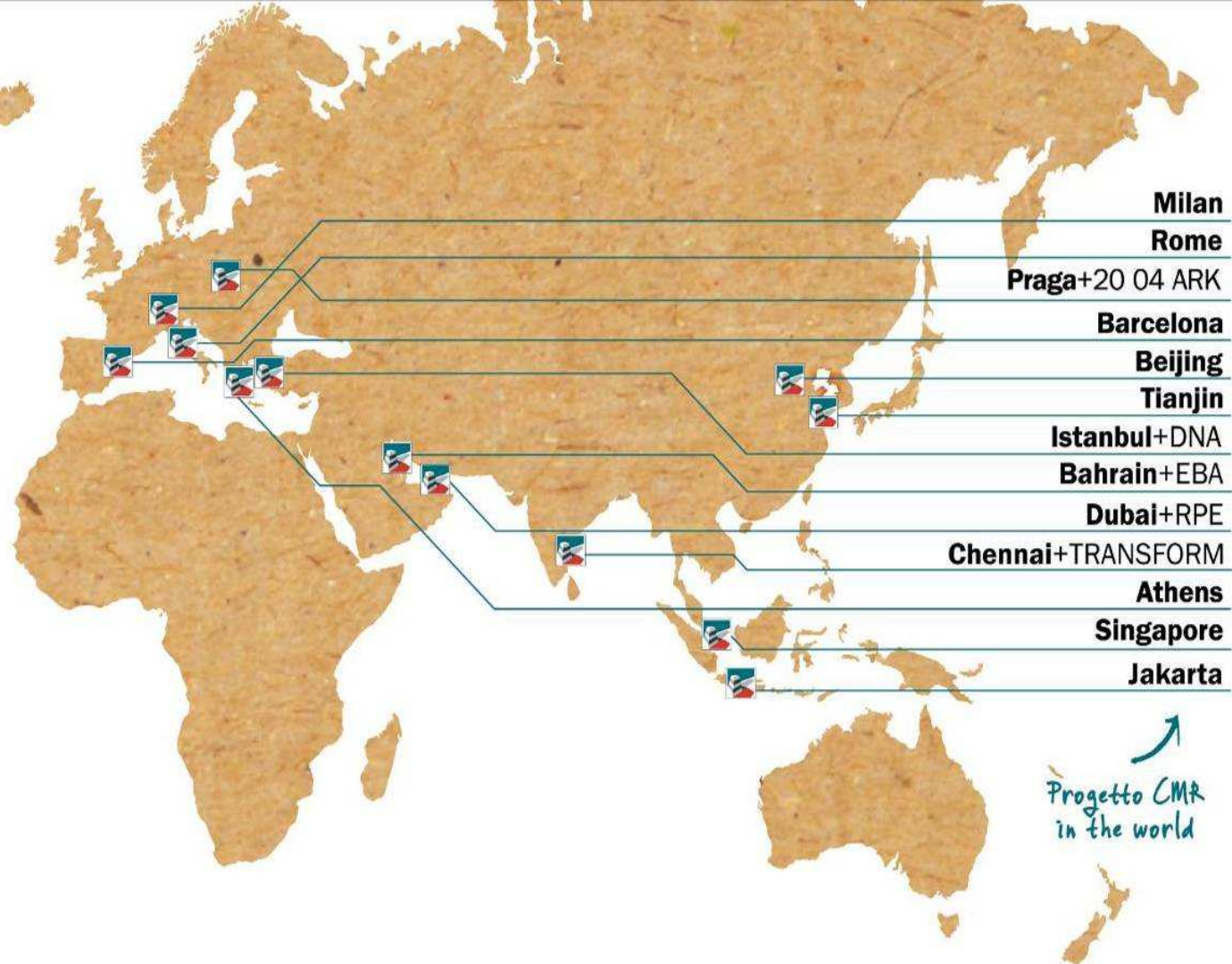
BRAND DESIGN

PRODUCT DESIGN



PROGETTO CMR
PROMOTORI DI PROGETTI ARCHITETTICI

13 offices
6 departments
710 clients
166 professionals
102 architects
15 engineers
2266 projects
28,1 million sqm designed
6.000.000 sqm office space
185.000.000 sqm masterplan



global thinking

- Registered as **WFOE** (Wholly Foreign Owned Enterprise) in early 2005. Offices in **Beijing** and **Tianjin**



- Main **business scope** in China:

Masterplan

Interior Design

Building Design

- Staff: **34 people**

Local

Foreign



OUR DESIGN APPROACH

LESS EGO MORE ECO

“Less ego, More eco” means less personal interests and more collective goals. Our projects concretely show this approach, being driven by three main values:

- Man,
- Environment,
- Economical sustainability.

We connect the context together with the function of the building and the expectations of the users, in order to create self-sufficient organisms without affecting the environment.

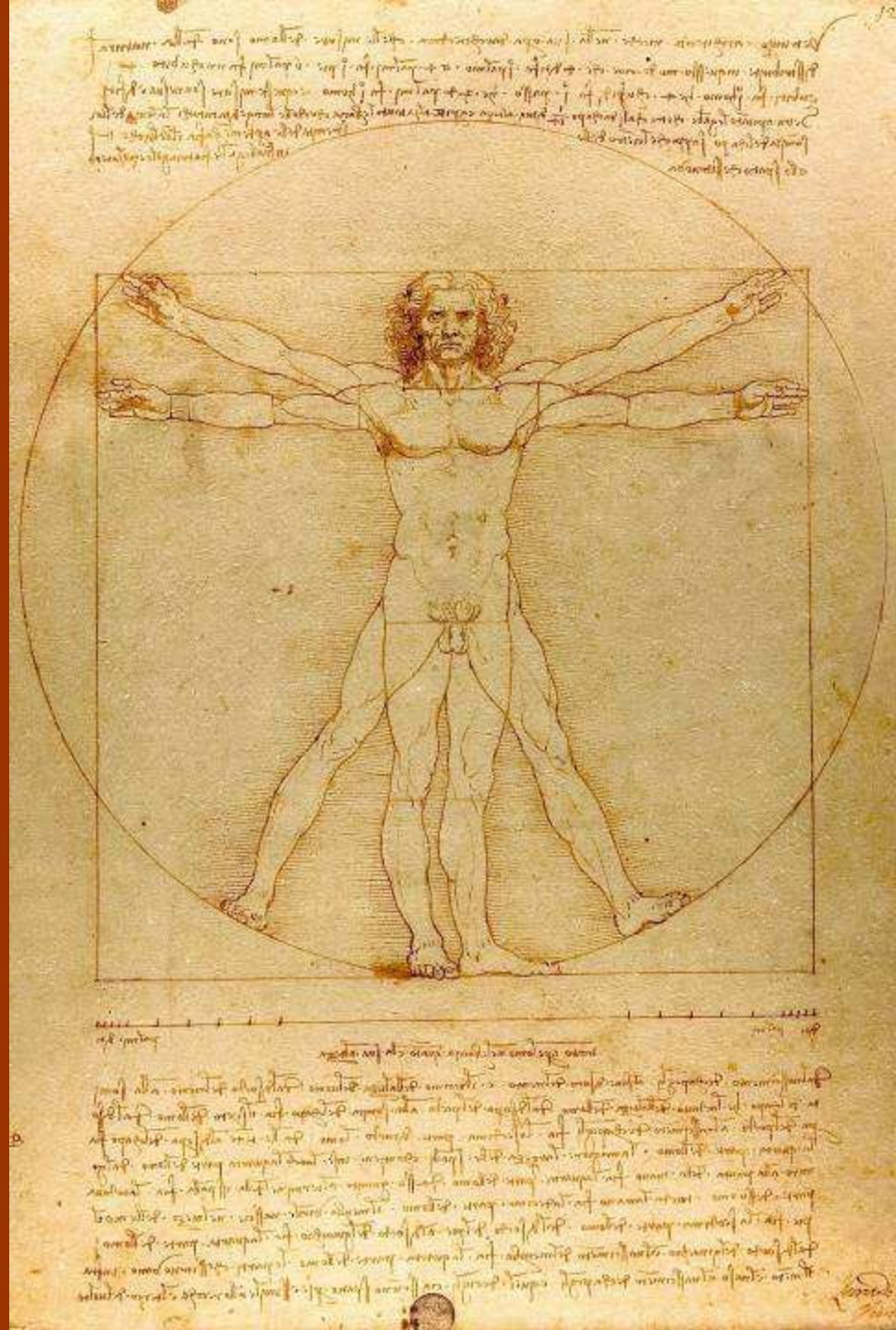
less
more
eco



OUR DESIGN APPROACH

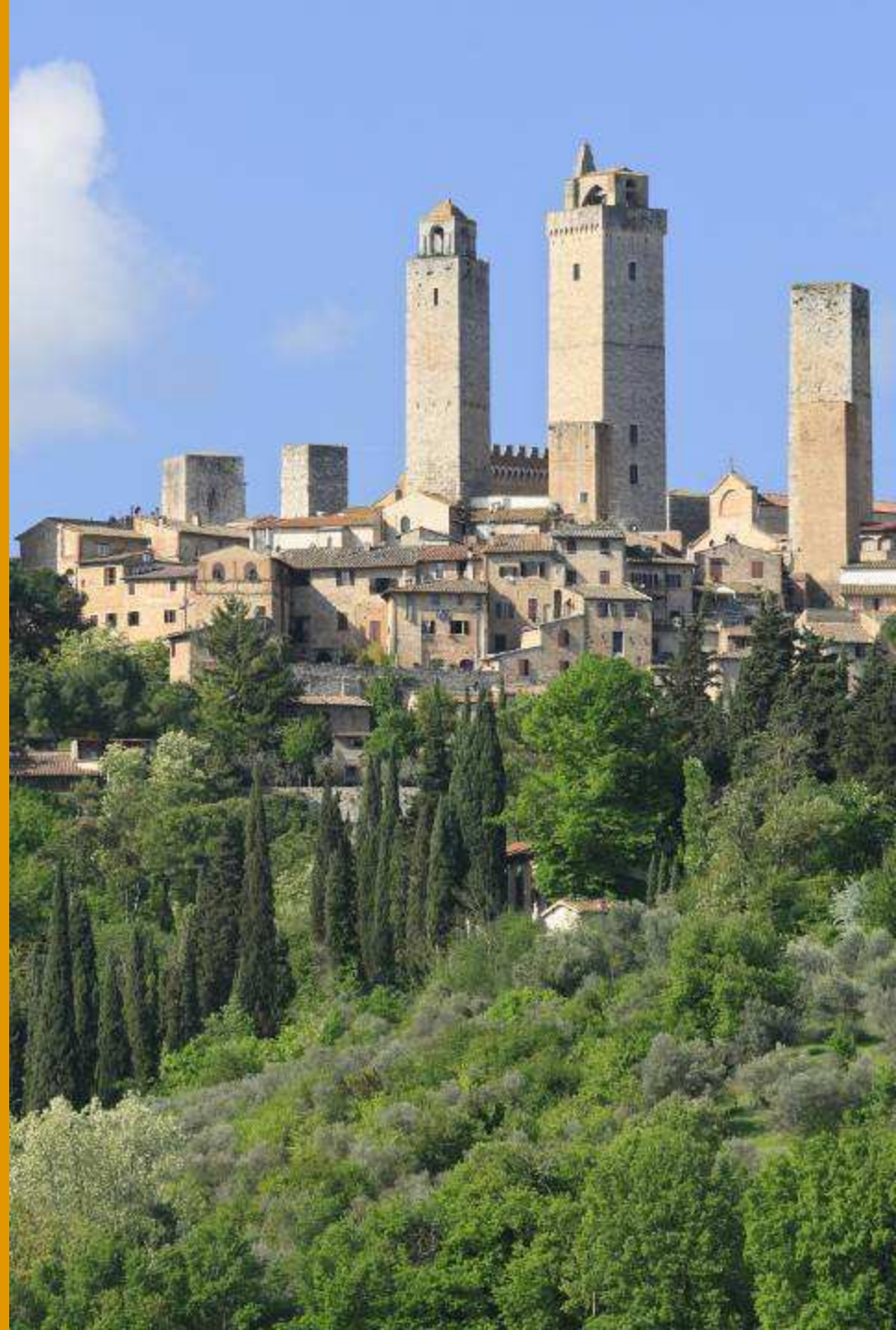
DESIGN ON HUMAN SCALE

Our design is entirely centered on the Human being. Cities and buildings belong to the citizens who live in them. It needs to start from the micro to the macro scale, by understanding what is wanted and needed by the city's inhabitants, the ones who will have to live in those spaces.

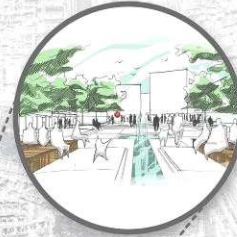


LEARNING FROM THE PAST TO DESIGN THE FUTURE

In an era of sprawling cities, it is easy to lose contact with social and historical dimensions. Dimensions that indeed need to be preserved. Modern cities require a rich fabric, with a blend of old and new elements, of memory and vision, preserving local traditions while introducing new elements and advanced technologies.

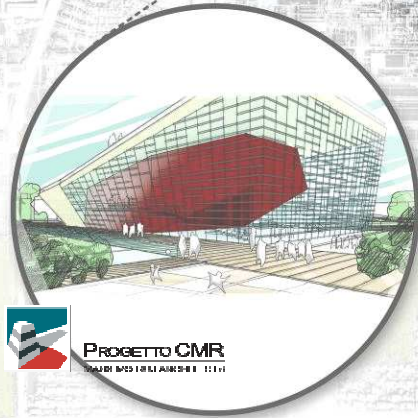


OUR DESIGN APPROACH



- Holistic model of sustainable urban development - key priorities in Chinese urbanization process

- Implementation of "smart city" concept



"Jingzhou Ancient City Conservation & Utilization Plan"

Progetto CMR

3,000,000 sqm



PROGETTO CMR
PUBBLICAZIONE 11/11

KEY PROJECTS IN CHINA



Progetto CMR
“Xixian Great City”

5,000,000 sqm



Progetto CMR
INVIATO NEL 2011

KEY PROJECTS IN CHINA

Location: Xi'an
Client: Vantone Citylogic
Date of involvement: 2012
Total area: 5,000,000 sqm



Project to CMR
INVESTMENT AND DEVELOPMENT

KEY PROJECTS IN CHINA



PROJECT CMR
MASSIMO JOCE ARCHITECTS



天津市规划展览馆
TIANJIN PLANNING EXHIBITION HALL

Progetto CMR
"Tianjin Planning Exhibition Hall"

30,000 sqm



PROGETTO CMR
TIANJIN PLANNING EXHIBITION HALL

Location: Tianjin

Client: HEDO

Construction date: 2008

Total area: 30,000 sqm



Project to CMR
TIANJIN HEDU AREA-11 MC18

KEY PROJECTS IN CHINA



Progetto CMR
“Florentia Village JingJin Outlets”

* Concept design by HYDEA

159,000 sqm



PROGETTO CMR
ARCHITETTURA E PROGETTAZIONE

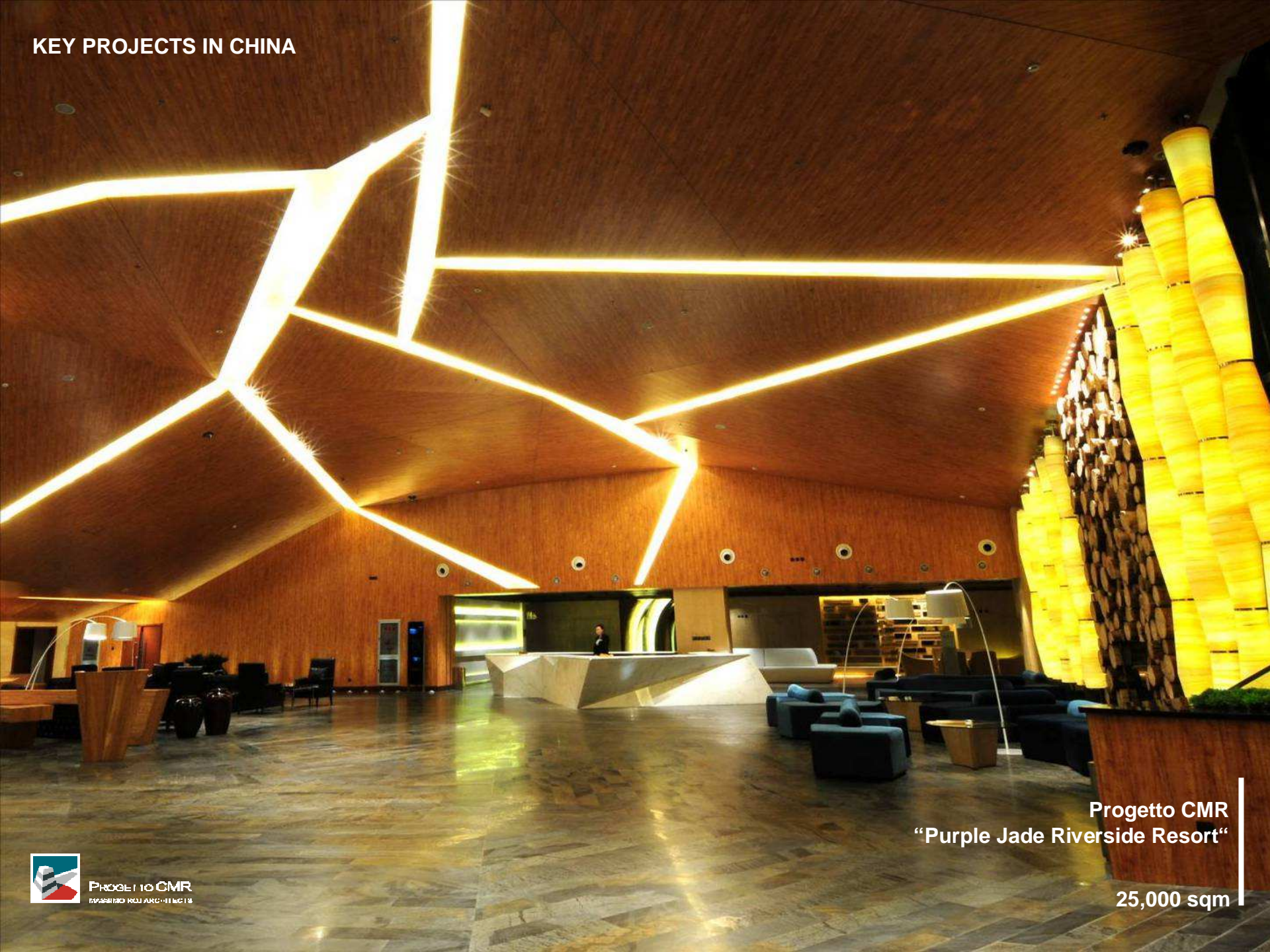
KEY PROJECTS IN CHINA

Location: Wuqing District, Tianjin
Client: RDM - Fingen Group / Waitex
Construction date: 2011
Total area: 159,000 sqm



PROJECT TO CMR
PROGETTI DI RISTRUTTURAZIONE

KEY PROJECTS IN CHINA



Progetto CMR
“Purple Jade Riverside Resort”

25,000 sqm



PROGETTO CMR
FURNITURE AND LIGHTING

KEY PROJECTS IN CHINA

Location: Changbaishan

Client: Purple Jade

Date of construction: 2011

Total area: 25,000 sqm



PROGETTO CMR
AVANZAMENTO NELLA ARCHITETTURA

2011

Beijing Beautify Decoration
Exhibition/ Beijing Architectural
Decoration Biennale

1° Prize Public building



KEY PROJECTS IN CHINA

Location: Tianjin
Client: Song Jiang Real Estate
Construction date: 2011
Size: 25,000 seats



PROGETTO CMR
INVESTMENT MANAGEMENT

KEY PROJECTS IN CHINA



PROGETTO CMR
TAVANIRI HOI ARG-11 MC18

Progetto CMR
"Ningbo HKE Center"

25,550 sqm

KEY PROJECTS IN CHINA

Location: Ningbo

Client: HKE Group

Construction date: 2012

Total area: 25,550 sqm



PROJECT CMR
FURNITURE AND INTERIORS



Thank you!