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We Create Amazing Experiences 创意绝佳体验

思考. 创意. 成功.
Think. Create. Succeed.



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公司简介 | 传承理念

Who We Are | Our Legacy



BTA.la | 我们的故事

BTA.la | Our Story

通过我们的创意思路和体验设计，成功的项目遍布全球，如东京迪士尼海洋、马德里华纳兄弟主题公园、佛罗里达环球影城的主要景点等都取得了巨大的成功。不仅创建了马里布庄园，还创意设计沙特阿拉伯国王的宫殿，我们总体规划了韩国Alpensia度假村，使其能够主办2018年冬奥会。它也确实做到了。如果您观看了那届冬奥会的赛事，相信您一定欣赏过我们的设计作品。另外，纽约市中心的时代华纳游客体验中心也是我们设计的。在为大学和城市提供总体规划服务时，我们主要关注的是那里学习和生活的人们。

创意思路、创造体验、取得成功，这就是我们的专长。

思考 创意 成功

By **Thinking Differently** and **Designing Experiences**, we have **Created Success** the world over. We have created incredibly successful theme parks like much of Tokyo DisneySea, Warner Bros. Madrid and a major attraction for Universal Studios Florida. We've created Malibu estates and designed a palace for the King of Saudi Arabia. We masterplanned Korea's Alpensia Resort so that it could host the 2018 Winter Olympics. And it did. If you watched those Games, you've seen our work. We designed a visitor's center for Time Warner in the heart of New York City, and master planned universities and cities with a focus on the people who will study and live there.

Think Differently, Create Experiences, Succeed. It's what we do.

Think. Create. Succeed.



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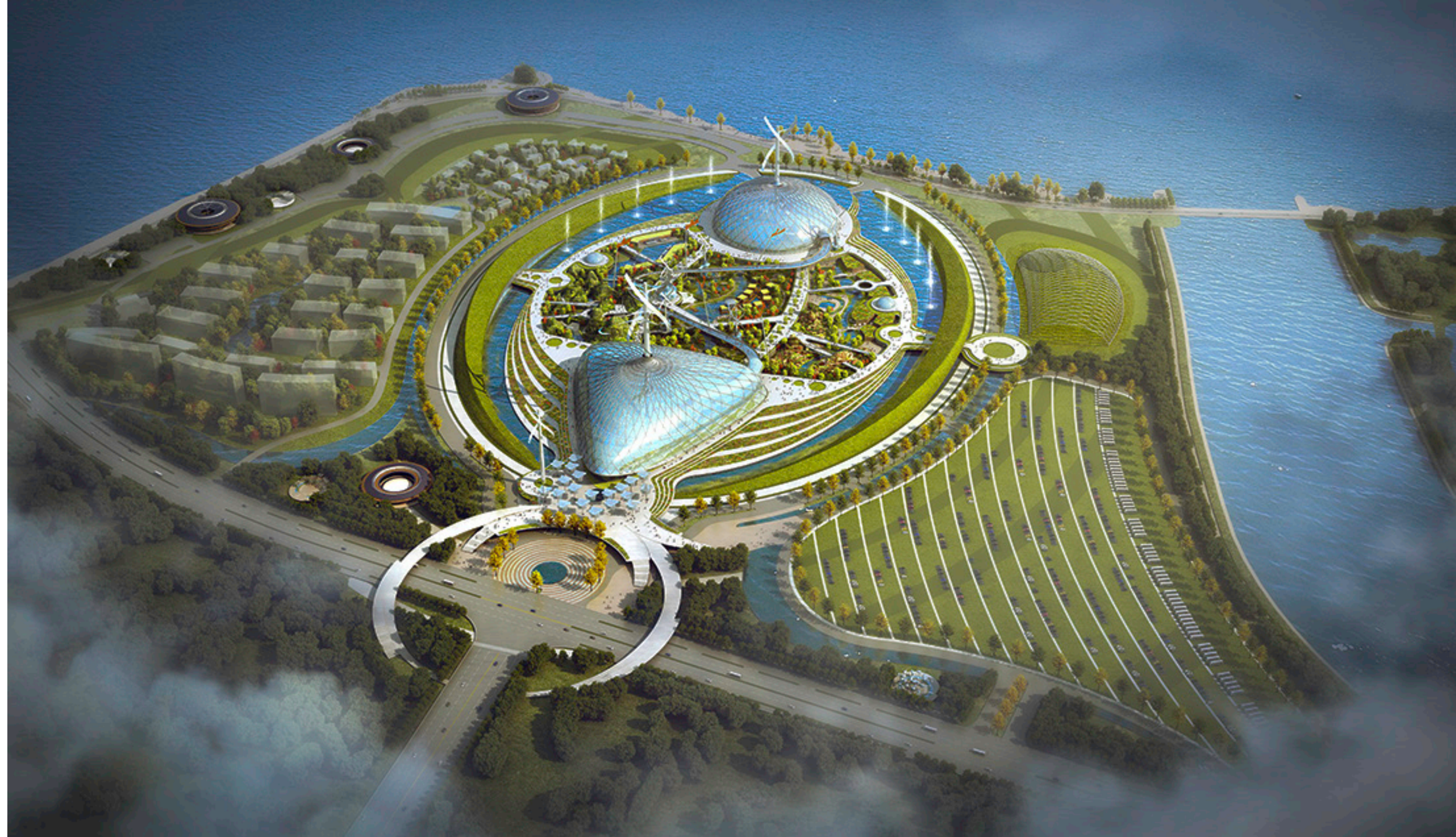


金茂集团
JIN MAO GROUP

伊甸园自然体验中心

Eden EXP Nature EXPERIENCE Center

1450亩, 山东青岛, 2016年
1450 mu, Qingdao, Shangdong, 2016





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东京迪士尼海洋

Tokyo Disney Sea

日本东京, 1995年
Tokyo, Japan, 1995



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云城主题公园度假村

Cloud City Theme Park Resort

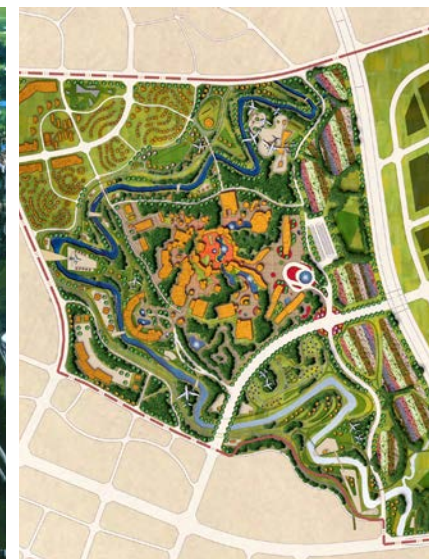
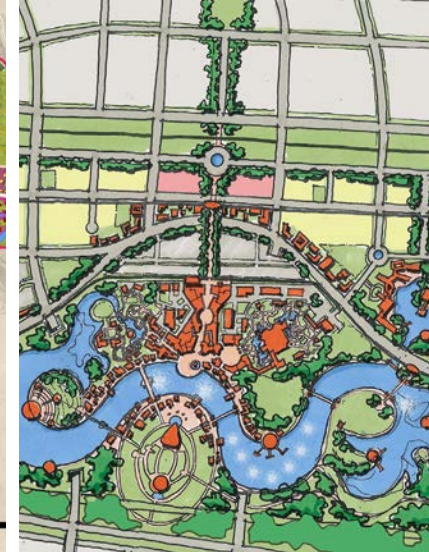
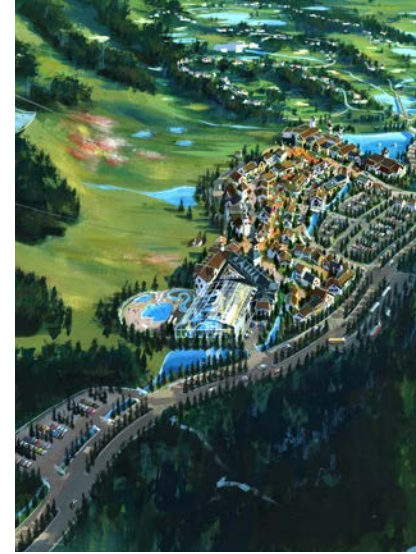
9,000亩, 四川, 2019年
9000 mu, Sichuan, 2019



总体规划项目案例

Samples of Our Master Planning Work

全球, 1990-2020年
Worldwide, 1990 - 2020





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TimeWarner

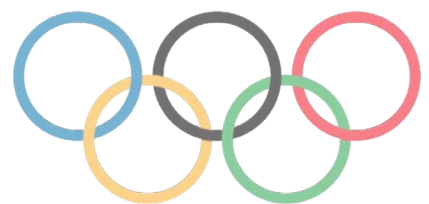
时代华纳游客体验中心

Time Warner Experience Corporate Visitors' Center

20,000平方英尺, 纽约, 2001年
20,000 sf, New York City, 2001



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2018年冬季奥运会主场地

2018 Winter Olympics | Alpensia Resort

1,000公顷, 韩国平昌
1000 HA, Pyeongchang, Republic of South Korea



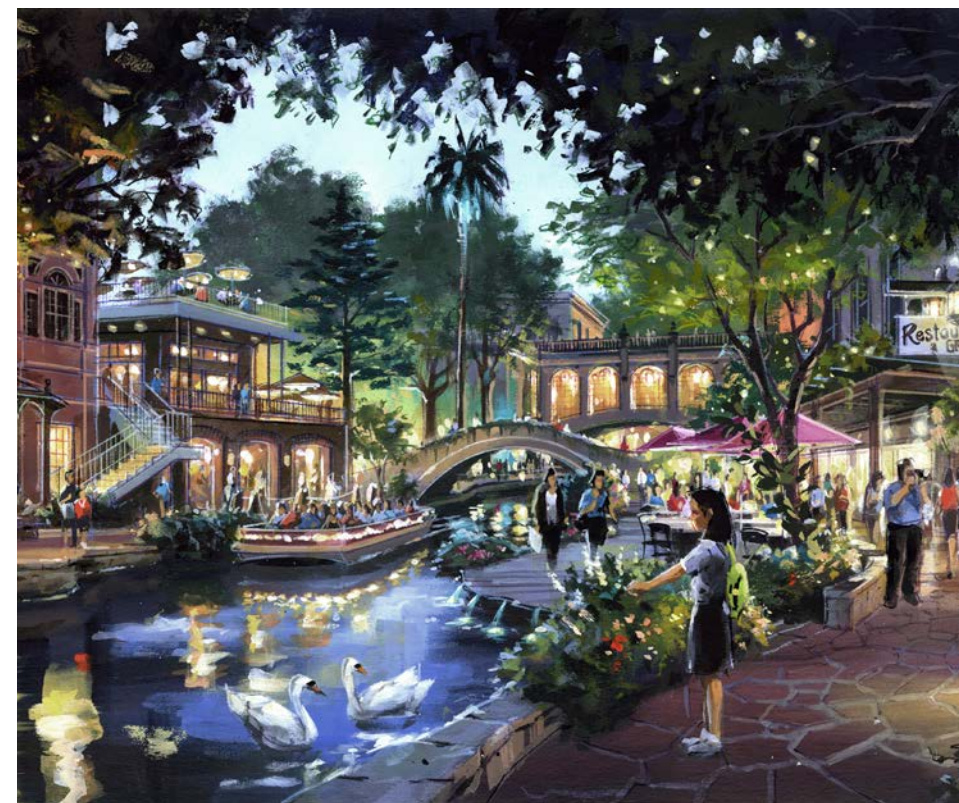


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云湖度假村水上乐园

Cloud Lake Resort and Water Park

5,000亩, 四川成都, 2007年
5000 mu, Chengdu, Sichuan, 2007



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华纳兄弟电影世界主题公园

Warner Bros. Movie World Theme Park

50公顷, 西班牙马德里, 2001年
50 ha, Madrid, Spain, 2001





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西安航空大世界主题乐园

Xi'an AVIC Aviation Theme Park

1,000亩, 陕西省西安, 2015年
1000 mu, Xi'an, Shaanxi, 2015





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珠海航空大世界主题乐园

Zhuhai AVIC Aviation Theme Park

1,450亩, 广东省珠海, 2016年
1450 mu, Zhuhai, Shangdong, 2016



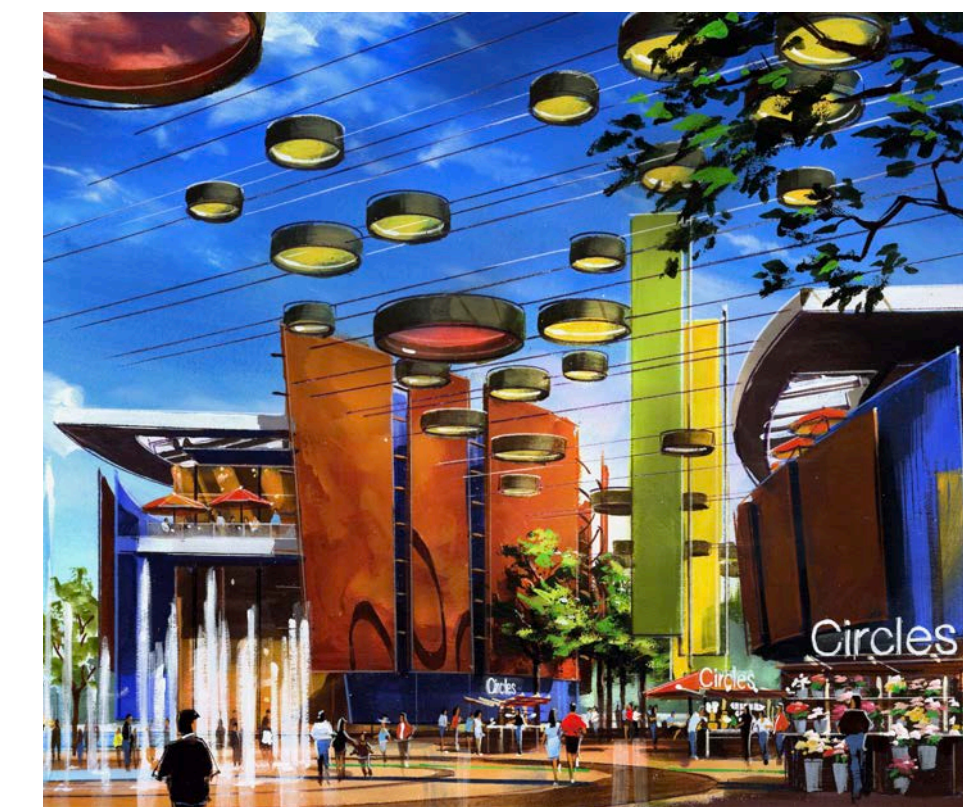


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零售体验项目

Our Retail Experience Work

全球, 1983-2020年
Worldwide, 1983 - 2020



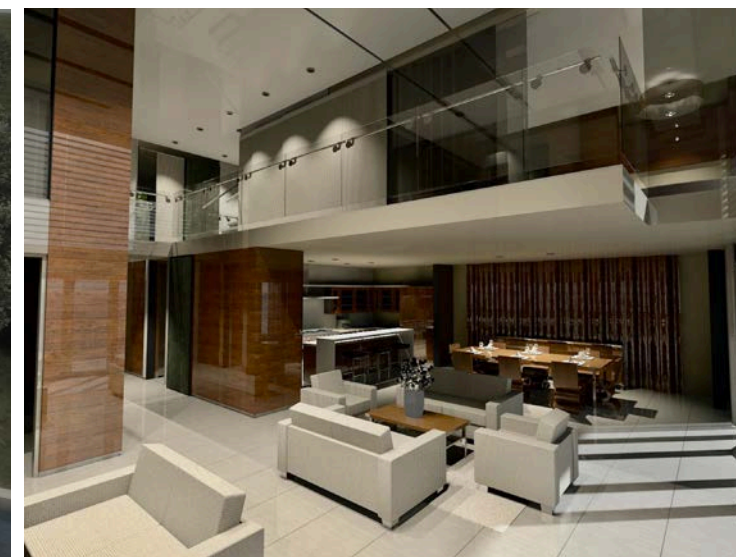
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长沙古龙湖度假村

Changsha Gu Long Lake Resort

14,000亩, 湖南省长沙, 2019年
14,000 mu, Changsha, Hunan, 2019





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住宅项目

Our Residential Work

全球, 1983-2020年
Worldwide, 1983 - 2020





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UNIVERSAL STUDIOS
Men In Black Attraction

佛罗里达环球影城“黑衣人”景点

Men In Black Attraction, Universal Studios Florida

佛罗里达奥兰多, 1986年
Orlando, Florida, 1986



我们的流程 | 工作方式

Our Process | How We Work



“引言 Quote

人们无法下载体验,无论是与朋友夜晚外出聚会,拥挤的电影院,还是热火朝天的演唱会,这些体验都无法下载。人们渴望体验、分享体验、特别是与好友或亲人共享一个难忘的体验。

而我们,创造体验。

布伦特·汤普森【Brent Thompson】

One Can't Download An Experience. One can't download an evening out with friends. One can't download a crowded theater or concert venue packed with screaming fans. **People Crave Experiences.** Shared experiences. Memorable experiences with friends or family.

We Create Experiences .

Brent Thompson

Think Differently .

Rearrange the pieces. Understand the **goals.** **Rethink.** Incorporate **Proven New Technologies.** Make it **Better.** We create new ideas because we can. Because we know so well how to create visitor experiences that succeed. **Think Differently. Think Better.**

创意思路 .

梳理思路,理解项目目标,重新思考,结合最前沿的技术,精益求精,创建独特的创意思路。因为我们知道如何创造成功的游客体验。创意思路,精益求精。

Create Experiences .

Experience sells. Life is made of experiences. Great experiences make magic. **Magic Makes Money.** People crave experiences. **Shared Experiences.** Memorable experiences with friends or family. **We Create Experiences.**

创造体验 .

经营体验。生活由体验组成。难忘的体验造就奇迹,而奇迹能带来收益。人们渴望体验、分享体验、特别是与好友或亲人共享一个难忘的体验。而我们,创造体验。

Succeed .

Success matters. Successful projects are those that are approved, built, well-loved and profitable— they make **Memories.** They make **Money.** Few designers focus on the client's success. **Our Focus Is Creating Success.**

成功 .

成功很重要。需要通过审批、施工建成、深受喜爱并实现盈利——更重要的是给人留下难忘的记忆,这才是成功的项目。成功的项目能带来丰厚的收益。很少有设计师关注客户的成功与否,但是我们工作重心是创造成功。

我们的服务 | 服务内容

Our Services | What We Do



Master Planning .

The **BIG IDEA**. The **Concept**, the **Plan**. We start with the **Big Idea**. What is the **Dream**? How do we transform the dream into reality? We master plan projects both huge and small. Every plan we create focuses on **Experiences. On Success. On Living.**

总体规划 .

大构思。概念，规划设计之前，我们始于大构思。梦想是什么？如何将梦想变成现实？规划的项目无论规模大与小，我们都专注于创建体验、取得成功、美好生活。

Experience Design .

Life is a **Stream** of **Experiences**. Some are magical. **We Make Magical Experiences. Magical Memories,** magical **Appeal,** moments, **Engagement, Energy** and **Hospitality.** We focus on creating places that make **Magical Experiences.**

设计体验 .

生活是由一连串的体验构成，其中一些体验非常奇妙。我们创造奇妙的体验。不管是令人愉悦的回忆、神奇的吸引力、奇妙的瞬间、还是参与感、能量、热情——我们专注创建奇妙体验的地方。

Architectural Design .

Beautiful Architecture. **Memorable Experiences.** Success. It's what we do. Architecture is the body, experiences are the soul. Success, the dream made real, is the result. We create **Beautiful Architecture** as **Your** eye perceives beauty.

建筑设计 .

美丽的建筑、难忘的体验、取得成功，这就是我们的工作。如果把建筑比作身体，那么体验就是灵魂，梦想成真，即取得项目上的成功。我们创建让您眼中感知美丽的建筑。

Expert Consulting .

Our **Experts** are available to **Make Presentations** of your company credentials or of your projects to **Clients, Investors** or **Government Officials**, serving as the **Public Face** of **Your Company** on a part time, monthly basis.

专家咨询 .

我们的专家可以作为贵司的公关顾问，提供公司资质介绍，为您向客户、投资者、政府官员做项目汇报等服务。

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我们的合作伙伴 我们值得您的信赖

Our Partners | We Are Trusted By The Best



SONY



Time Warner





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