

## Introduction:



### About Us

Aphronze is an experienced and unique architectural design firm that offers stunning Western style design melded into local and regional cultural experiences.

### Company Name

The genesis of our name "Aphronze" comes from the union of two words: "Aphrodite", the Goddess of Beauty, and "Phoenix", a thing of peerless beauty and excellence.



### Company Genesis

The genesis of our Company comes from our extensive experience as Architects, originally as Clover Development & Interior Design Company (established 2005), and Vision Architects & Planners (established 2002). We have completed over 70 architectural design projects that span

### Company Locations & Focus

Aphronze Pan Asia headquarters is located in Taipei, Taiwan, and Aphronze Architectural Design UK Ltd. is located in London, United Kingdom (UK). We are a Global architecture design firm with special market emphasis on China, Taiwan, Singapore, United Kingdom (England), France and Europe. We work mostly with high end real estate developers, construction companies, and interior design companies. On a limited basis we accept high end housing projects from individuals. And, we are also skilled in large industrial and commercial design projects.

#### *Contact Aphronze Today to Discuss Your Architectural Project*

Aphronze Pan Asia Headquarters:  
Level 37, Taipei 101 Tower,  
7, Sec.5, Xinyi Rd., Taipei Taiwan  
Level 37, Taipei 101 Tower  
Tel: 886-2-87582916  
Fax: 886-2-87582912  
UK :  
8, Standard Road, London, UK  
Email: [info@Aphronze.com](mailto:info@Aphronze.com)  
URL: [www.Aphronze.com](http://www.Aphronze.com)



### Aphronze Architectural Design UK Ltd Company Overview



## Western Design Meets Eastern Wisdom

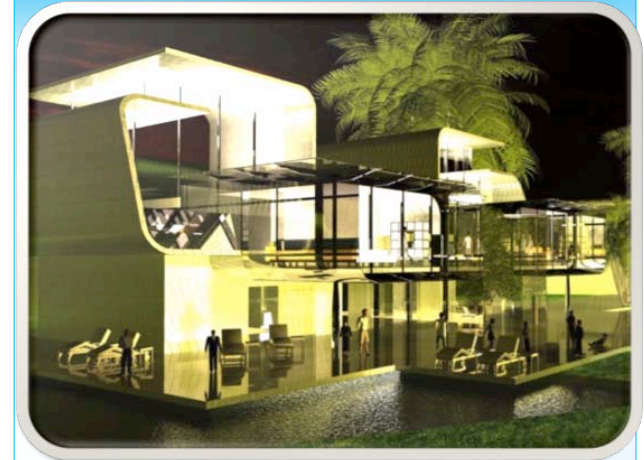
We are trained and have ample experience in Western architectural design styles, techniques and technologies. Our Unique Offering combines our Western architectural design expertise and skills with local and regional cultural experiences, roots and customs. We understand the sociological side of design and meld our Western design prowess seamlessly with the socio elements of the project location.



True to our Company Slogan, "Western Design Meets Eastern Wisdom", we truly understand how to apply Western design principles, such as Grafting Architecture , Space Syntax and Green Sustainable Design, with Eastern mores and social expectations. We are specialists in harmonizing western design styles with Chinese fortune themes.

### Our skill sets include:

- Mature, Advanced, Modern, Western Architectural Design Skills
- Chinese Fortune Themes
- Grafting Architecture (G-ARCH)
- Space Syntax
- Spatial Analysis / Social Logic of Space
- Eco-Tect and Green Sustainability
- Lean Design and Management
- Construction & Engineering Knowledge and Experience
- Great Comprehension of Client's Needs
- Effective Project Information Gathering
- Exceptional Project Coordination and Management
- Communications in English and Chinese
- Highly Creative
- Interior Design



Seafront Luxury Villas  
-HUA-KAI-BING-DI-  
Poole. UK



Elite Luxury Mansions  
-WU-FU-LIN-MEN-  
Shanghai

## Angie S.H. Takes Readers to Architectural Dimension

*Groundbreaking book shares brilliant concepts that remedy Architectural Jet Lag*

"Easing *Architectural Jet Lag*, this book introduces the G-ARCH solution when applying the Western advanced architecture to the Eastern culture and social logic of space."

"Groundbreaking and compelling, the authentic ideas in this exceptional read will transform readers' perception and educate them about the various considerations in the intricate world of architecture."

**-Xlibris Editor**

### BOOK TOUR:

June 2012: Anaheim, Washington D.C.

Aug. 2012: Beijing

## Architectural Jet Lag

-Xlibris, Australia-



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URL: [www.Aphronze.com](http://www.Aphronze.com)



Aphronze Architectural Design UK Ltd  
**Company Principals Experience**



Angie S.H.  
施黄晴心

**- Education -**

**Bachelors of Science: Industrial Engineering,  
CYCU, 1993**

**Masters of Science: Advanced Architectural  
Studies, University College London, 1998  
(Distinction)**

**- Experience -**

**\*Architectural Critic, Publications:**

**“Architectural Jet Lag”,  
Xlibris Australia  
“Grafting Architecture”,  
Xlibris Australia**

**“Ratio of Buoyancy & Gravity”, Xlibris Australia**

**\*Space Syntax Lab, University College London**

**\*Project Manager, Aphronze**

Over 13 years and USD \$1+ billion worth of hands-on project experience; clients including: residential & commercial real estate developers; governments; high-tech industries; projects located in UK, France, Taiwan, and China.

**- Expertise -**

**\*Lean Service Management (TPS)**

**\*Lean Design (TPS)**

**\*Spatial Configuration (Space Syntax, UCL)**

**\*Grafting Architecture Solutions (Aphronze)**



**Aphronze Architectural Design UK Ltd  
Company Principals | Experience**



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**Email: [info@Aphronze.com](mailto:info@Aphronze.com)**

David S.  
施大伟

**- Education -**

**Bachelors of Architecture, CYCU, 1993**

**Masters of Architecture Bartlett,  
University College London, 1998  
(under Sir Peter Cook)**

**- Experience -**

**\*Registered Architect, Taiwan ROC.**

**\*Project Architect, J.J.Pan Associates**

Over a billion dollars worth of hands-on project experience, including high-tech fabs such as SMIC, Ardentec, WUS, Centron, etc.

**\*Principal Architect, Aphronze**

Over 15 years and over USD \$2.2 billion worth of hands-on project experience; clients including: residential and commercial real estate developers; governments; high-tech industries in UK, France, Taiwan, and China.

**- Expertise -**

**\*Green Building Material Application**

**\*Eco Engineering Methods**

**\*Narrative Symbolic Design (Bartlett, UCL)**

**\*Grafting Architecture Solution (Aphronze)**