

## Office profile EXH Design

<p>EXH Design LTD, Shanghai, China (founded 2006)</p> <p>20 employees (as of 2017)</p> <p>Administrative board / management:</p> <p>President/CEO: Zhang Xi, architect Member /COO: Erich Diserens, architect</p>	<p>EXH Design AG, Zurich, Switzerland (founded 2016)</p> <p>6 employees (as of 2017)</p> <p>Administrative board / management:</p> <p>President/CEO: Zhang Xi, architect Member /COO: Erich Diserens, architect Member /CFO: Peter Andreas Marti, businessman</p>
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*«We see a strength in empty space. It connects within and without on the one hand, and on the other the building itself becomes a means to an end. For us, architecture is the result of a question, for the improvement of the user's quality of life.»*

*«In the Chinese market we learned to work more openly and flexibly and to rapidly adapt to changing conditions. In Switzerland the quality of the execution is traditionally at a higher level than in China, our projects are oriented towards this standard. We want to achieve both: Swiss quality combined with Chinese speed. At the same time we see ourselves as bridge-builders between the two cultures. Being a hybrid allows for the best of both cultures to amalgamate into a new identity and the connection to be understood as a source of inspiration and philosophy of life.»*

*«Our customers want a total solution. It is therefore to consider the problem holistically and to look for an integrated solution that is evident in all aspects of the project. »*

(Excerpts from an interview with Zhang Xi, CEO of EXH Design, by Eduard Kögel, editor of the book: *EXH Design – Swiss Quality Chinese Speed*)

## Questions for Zhang Xi:

### Who have you built for? And what were the projects?

For international businesses, public and private contractors in China, Japan and Switzerland; from furnishing to urban planning, but also study contracts, competitions.

### Who is your target client group in Switzerland?

Clients with high expectations of quality and innovation. Primarily there exist a large potential of Chinese investors with intentions of entering the Swiss market; EXH Design therefore offers planning and consulting services for previous clients (30%) and wants to expand the client segment with Chinese investors in Switzerland and the neighbouring countries (40%). A growing segment is intended for Swiss clients who attach importance to performance, quality, flexibility and a smooth, quick and efficient process (20%). And lastly we want to maintain our relationship with clients from Swiss organisations which whom we have already conducted business (10%).

### What services to you offer?

In China we assume the role of general planner with services ranging from A to Z; in Switzerland we are a sole contractor. We offer customised services: be it strategic planning, real estate consultation, design, planning and execution of projects, project management, user training.

### What is the biggest project your have built so far?

Roche Campus, Shanghai, 2011; 70,000 m<sup>2</sup>; construction costs (excluding fees) approximately 30.5 million CHF

### Why have you opened a second office in Zurich?

Switzerland represents the highest level of sophistication when it comes to science and innovation, especially where architecture and the construction trade is concerned. We - Zhang Xi and Erich Diserens - are both trained in Switzerland (ETH Zurich) and therefore know Shanghai and Zurich quite well. And Zurich is an interesting location for both international businesses that want to invest in Switzerland as well as for the domestic financial institutions.

### From where do you plan the projects?

Zurich is a second workplace for the strategic planning. The link to EXH Design LTD in Shanghai allows us to rapidly access additional resources for planning and drawing work when necessary.

### Where can see some of your work?

On our website: [exhdesign.com](http://exhdesign.com)

With the monograph on the practice:

Eduard Kögel (ed.)

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