



## EXECUTIVE STRATEGY

DESIGN FOR EXCELLENCE

Executive Strategy Limited, ESL is a multi-disciplinary practice with profound experience of local and foreign background to provide exhibition, promotion, design, consultancy services. We are supported by our professional staff, good management and well-established networks to give our clients high quality services and solutions of multi-disciplinary nature.

## ESTABLISHMENT

Executive Strategy Limited is managed by professionals including project managers, designers and consultants. We aim to provide a wide range of services including exhibition, promotion, interior project management, consultancy & solution services.

The establishment has always been upholding the vision: Devotion to excellent quality services, to maximize client's benefits over cost and performance.

- Exhibition Design and Production
- Event Management and Publicity
- Graphic Design and Printing
- Branding and Corporate Identity
- Model Exhibits Design and Production
- Interior Design and Contracting
- Architecture and Planning
- Building and Construction



## FEATURED CLIENTS

- Agriculture, Fisheries and Conservation Department
- Antiquities and Monuments Office
- Architectural Services Department
- Caritas Hong Kong
- Civil Service Bureau
- Department of Health
- Data World Group
- Electrical and Mechanical Services Department
- Environmental Protection Department
- Food and Environmental Hygiene Department
- Henderson Land Development Company Limited
- Highways Department
- Home Affairs Department
- Hong Kong Baptist University
- Hong Kong Film Archive
- Hong Kong Heritage Museum
- Hong Kong Museum of Art
- Hong Kong Museum of Coastal Defence
- Hong Kong Planning and Infrastructure Exhibition Gallery
- Hong Kong Youth Hostels Association
- Hong Kong Wetland Park
- Immigration Department
- Labour Department
- Land Registry
- Leisure and Cultural Services Department
- Lions Nature Education Centre
- Nexus Solutions Ltd
- Ping Shan Tang Clan Gallery
- Planning Department
- Rating and Valuation Department
- Toshiba Hong Kong Limited

## SERVICE

### Exhibition Service

The company provides a wide range of Exhibition Service which includes the followings:

1. Exhibition Interior Design Services
  - exhibition venue/hall interiors
  - exhibition stand and booth
  - exhibit showcase & platform
  - contracting and project administration
2. Exhibits Design Services
  - architectural artifacts/building models
  - landscape & topography models
  - infrastructure network models
  - feasibility study models
  - mechanical and interactive exhibits
  - audio/video integrated systems
3. Exhibition Promotion Services
  - exhibition theme & concept design
  - promotion pamphlets design and production
  - souvenirs & special promotion materials

### Design Service

The company provides a wide range of Design Service which includes the followings:

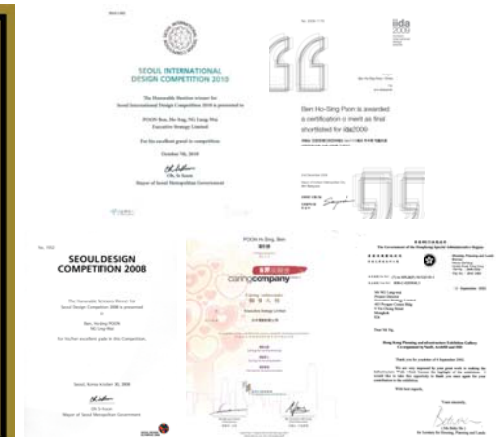
1. Graphic Design & Promotion Services
  - corporate identity
  - brochure & pamphlets
  - company profile
  - product catalogue
  - promotion material
  - printing material production
  - artwork
2. Architectural / Interior Design Services
  - residential interiors
  - retail & commercial interiors
  - office interiors
  - showroom interior
  - contracting and project administration



## AWARDS

- UNESCO Asia-Pacific Awards for Cultural Heritage Conservation 2015
- The 25th Hong Kong Printing Award  
Digital Printing - Other Material, First Prize  
Digital Printing - Other Material, Merit Prize  
Dec 2013
- Seoul Design Fair 2010 Design Competition “Design for All”, Exhibited at Jamsil Sports Complex, Seoul, South Korea  
Oct 2010 Honour
- “Green Life” - iida 2009 Incheon International Design Awards  
Dec 2009 Certification of Merit
- “It’s aperitivo time” organized by designboom in collaboration with Peroni Nastro azzurro and Alessi  
Sept 2009 Shortlisted
- Global Competition “Environment” organized by id Design Award 2009  
Apr 2009 Shortlisted for Grand Award
- “Ten images for Ithaca 2009” - 8th poster competition of the island of Ithaca, Greece, Exhibited in Ithaca from in July and in Athens in September & published in Greece organized by FIMIOS  
Jul 2009 Finalist
- Global Competition “REINVENT INFRASTRUCTURES”  
May 2009 Selected
- Global Competition “Beyond Silver” organized by DesignBoom  
Jan 2009 Design Merit
- Seoul Design Olympiad 2008 Design Competition “Design is AIR”, Exhibited at Jamsil Sports Complex, Seoul, South Korea  
Oct 2008 Honour
- Global Competition “Green Earth” organized by DesignBoom  
Oct 2008 Design Merit

- “Ten images for Ithaca 2008” 7th poster competition of the island of Ithaca, Greece, Exhibited & Published in “20 years to know” in Greece, organised by Apeiron Photos  
Jun 2008 Finalist
- “Power To The Pedal - Well-being” organized by Design 21 Social Design Network  
May 2008 Merit
- Global Competition “BrightLED” organized by DesignBoom  
Sep 2007 Honour
- “A door to paradise” Design Competition organized by DesignBoom, Exhibited & published in Italy, Bought by COCF, Italy for global production  
Apr 2005 Merit
- “New Face of Heritage - Public Arts Design Competition, Installation of Public Artworks”  
Feb 2004 First Runner-up
- Commonwealth Architectural Association 5th Design Competition  
2000 Honourable Mention



## PROJECT



### SUSTAINABILITY GALLERY

Hong Kong Baptist University, Kowloon Tong, HK

- Design & Build



## PROJECT



### SIGNAGE & ARTWORK REPLACEMENT

Hong Kong Wetland Park, Tin Shui Wai, HK

- Design & Build





## PROJECT

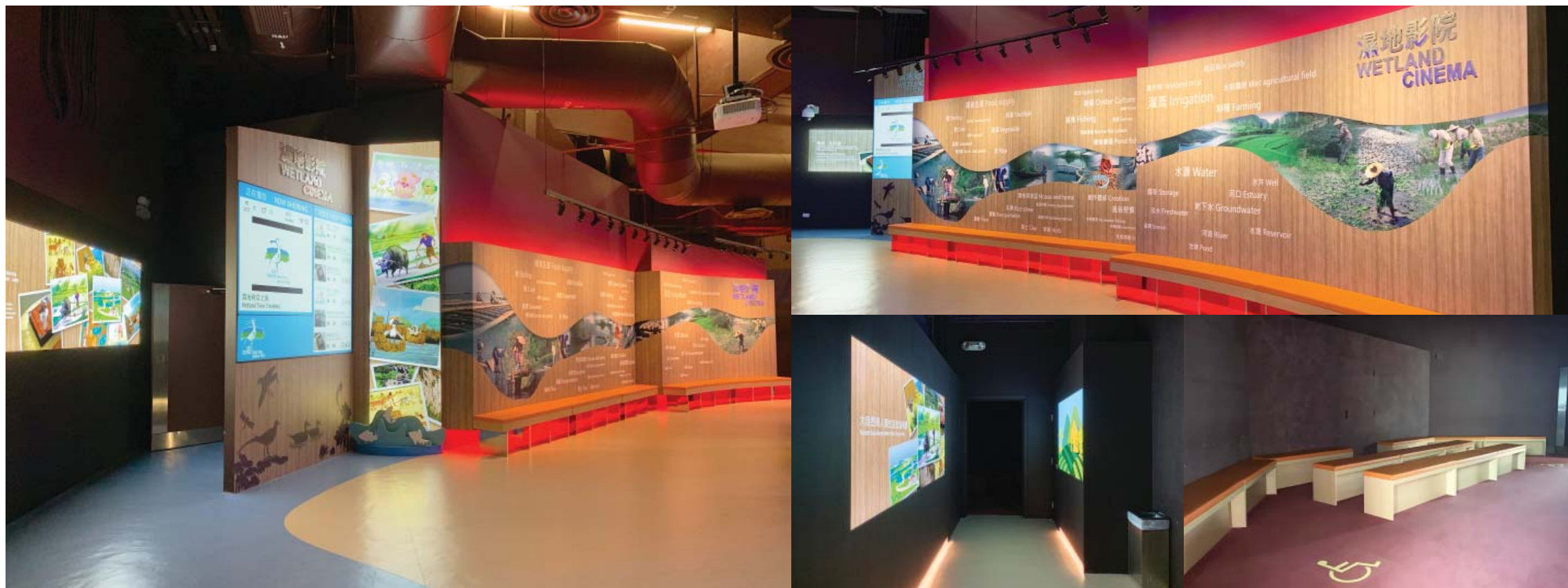


### LIVING WETLANDS GALLERY

Hong Kong Wetland Park, Tin Shui Wai, HK

- Design & Build

## PROJECT



### WETLAND CINEMA

Hong Kong Wetland Park, Tin Shui Wai, HK

- Design & Build



## PROJECT



### WETLAND PARK MAP & TOTEM

Hong Kong Wetland Park, Tin Shui Wai, HK

- Design & Build

## PROJECT



### MEI HO HOUSE OF LIVELIHOOD - REVITALIZATION OF MEI HO HOUSE

YHA Mei Ho House Youth Hostel, Shek Kip Mei, HK

- Design & Build



## PROJECT



### PANERAI - WATCHES AND WONDERS 2013 - 2015

Hong Kong Convention and Exhibition Centre, Wan Chai, HK

- Construction



## PROJECT



### VACHERON CONSTANTIN - WATCHES AND WONDERS 2014 - 2015

Hong Kong Convention and Exhibition Centre, Wan Chai, HK

- Construction

## PROJECT



## EXHIBITION

Hong Kong Planning and Infrastructure Gallery, Edinburgh Place, Central, HK

- Design & Build



## PROJECT



### INFRASTRUCTURE WALK - MULTIMEDIA EXHIBIT

Hong Kong Planning and Infrastructure Gallery, Edinburgh Place, Central, HK

- Design & Build



## PROJECT



### IMPRESSIONISM – TREASURES FROM THE NATIONAL COLLECTION OF FRANCE EXHIBITION

Hong Kong Museum of Arts, Tsim Sha Tsui, HK

- Construction



## PROJECT



## EXHIBITION

Integer Hong Kong Pavilion, Tamar Site, Admiralty, HK

- Design & Build



## PROJECT



### THE ART OF GIVING EXHIBITION

Hong Kong Museum of Arts, Tsim Sha Tsui, HK

- Construction



## PROJECT



### INTERACTIVE EXHIBITION

Lion Nature Education Centre & Aberdeen Fisheries Education Centre, HK

- Design & Build

## PROJECT



### FRENCH VISION OF CHINA EXHIBITION

Hong Kong Museum of Arts, Tsim Sha Tsui, HK

- Construction



## PROJECT



### GEMS OF MUSEUMS EXHIBITION

Hong Kong Heritage Museum, Sha Tin, HK

- Design & Build



## PROJECT

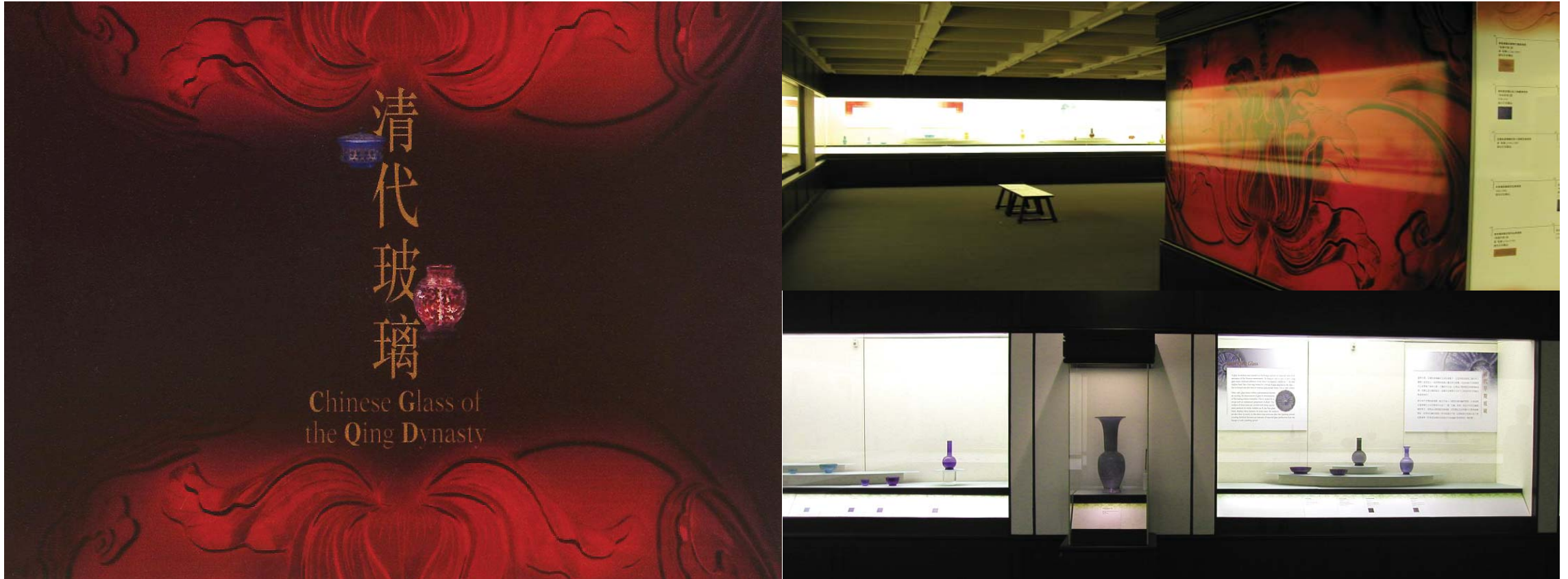


### HUANG YONGYU AT 80-AN ART EXHIBITION

Hong Kong Museum of Arts, Tsim Sha Tsui, HK

- Construction

## PROJECT



### CHINESE GLASS OF THE QING DYNASTY EXHIBITION

Hong Kong Museum of Arts, Tsim Sha Tsui, HK

- Construction



## PROJECT



### PEARL RIVER DELTA MOVIE CULTURE & LIFE EXHIBITION

Hong Kong Film Archive, Sai Wan Ho, HK

- Design & Build

## PROJECT



### VIETNAM BEHIND THE LINES - IMAGES FROM THE WAR 1965-1975 EXHIBITION

Hong Kong Museum of Arts, Tsim Sha Tsui, HK

- Construction



## PROJECT



### LIU GUOSONG - A UNIVERSE OF HIS OWN EXHIBITION

Hong Kong Museum of Arts, Tsim Sha Tsui, HK

- Construction

## PROJECT



### POTTERY AND PORCELAIN: A JOURNEY OF DISCOVERY EXHIBITION

Hong Kong Museum of Arts, Tsim Sha Tsui, HK

- Construction



## PROJECT



### MARKET FORCES OSAGE ART FOUNDATION EXHIBITION

- Design

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a member of AVT Design (Holdings) Limited