



## CENTRAL STUDIOS 央镜

CREATING EXPERIENCES, CREATING ASSETS & BINDING COMMUNITY

创造另一种体验，创造另一类数字资产，跨界跨领域专业合作，整合创意社群的力量

2020 最新版本



# WE CREATE. WE ARE A SPACE TO CREATE. 我们创新创造。 我们是创想滋生的地界

We are an integrated production company offering full service studios, equipment rental, creative conceptions and events management. Operating for the past 10 years and conveniently located in the heart of Shanghai, we are your one-stop shop to meet all your creative needs.

We provide the **best** quality service for our clients; and with an internationally experienced in-house team and regional partners you can be assured of our standards.

Having produced content for some of the world's most iconic brands we are always endeavoring to seek new and innovative forms of individual expression for our clients.

央镜是一家综合性的创意制作公司，我们为您提供专业的“一站式”影棚服务，器材设备租赁，新颖的创意构想和活动策划与举办。

我们致力于为客户提供高品质的服务，我们的团队汇集了拥有多元文化背景具备国际创作经验的人才，联合我们长期合作的本土创意精英们，可以向您保证我们高标准，高效率的制作。

自工作室创办以来，我们已经为一些世界上最顶尖的知名品牌制作了可观的令人耳目一新的作品。围绕创新精神的指引，我们一直尽心尽力地为客户提供原创的，革新的，个性化的表达形式。



# THE JOURNEY WITH CENTRAL STUDIOS

## 免镜之旅



CREATIVE 个性化定制的创意构想	PRODUCTION 制片	STUDIOS 摄影棚	POST PRODUCTION 后期制作	ASSETS 数字资产
Ideate, brainstorm and strategize to bring your story to life	Pulling together all the right pieces needed to create with your budgets and timelines in mind	Centrally located studios with equipment on-location for ease of execution	Our in-house re-touchers and editors work seamlessly with our creative and production teams to ensure our creations are exactly to brief	Assets are at the core of all our services - we ensure you have beautiful and memorable pieces to tell your story
为了栩栩如生地呈现出您的品牌故事，我们从酝酿灵感、大胆想象，头脑风暴、策划创意方案，规划执行的细节开始	在您给出的资金预算和时间预期的范围内，我们将竭尽全力为您整合所有需要的资源来完成制作	摄影棚选址于上海市中心，器材设备齐全，为拍摄提供了便捷的条件	我们团队资深的修图师和后期剪辑师与创意和制作部门并肩协作，以保证最终的制作成果与最初的创意方案高度一致	创造制作数字化的视觉产品和体验是我们工作的核心。我们会确保您能拥有美轮美奂，令人难忘的广告创意成品展示分享您的品牌故事





## STUDIOS 影棚

WE ARE A SPACE TO CREATE

我们是创想滋生的地界

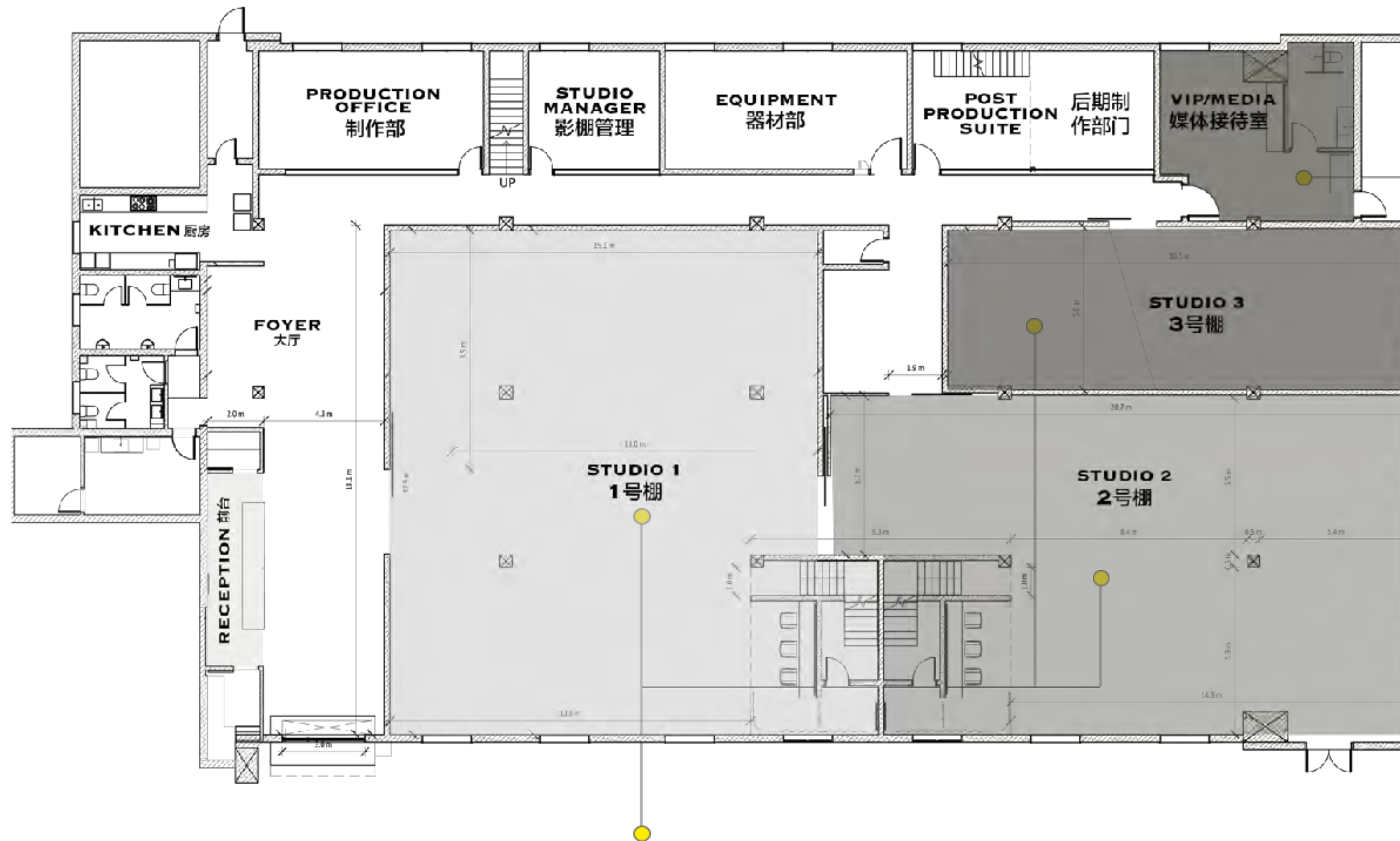
We are located in a former sock factory, and is the predominant photography studio situated in the heart of Shanghai. The raw industrial space provides a blank canvas which can be transformed to meet the specific requirements for each and every project or event.

We host many events and are well established among the fashion and creative community in Shanghai. Our convenient location and amazing environment makes us the ideal place for a variety of inspiring possibilities to match the needs of our guests, and an unforgettable experience for visitors.

免镜作为上海心脏地带的主要摄影工作室，它的前身是一个袜子生产工厂。原生态的工业感空间，如同一纸空白的画卷，可以无限地变形，调整，以满足每一位客户的个性化要求和期待，举办多样的活动，承接不同的项目。

免镜为我们的客户成功地举办过多次不同性质的活动，享誉上海时尚圈内和创意社群中，并因此而拥有广泛的专业人脉网络。我们便捷的地理位置连同美好的拍摄环境，为每一位来访者带来令人难忘的体验，更会为我们的客户提供无限的可能性以满足您各种个性化的需求，是您创作拍摄的理想选择。





Contemporary designed VIP suite for the comfort of celebrity guests. Set off the street to ensure full discretion and privacy.

贵宾室休息室现代化风格的VIP套间远离街头，为到访的明星提供隐蔽且安全的环境。

STUDIOS 摄影棚

## OUR STUDIOS 我们的摄影棚

3 distinct studios, including the largest cyclorama downtown. Designed for maximum flexibility, with ground floor access and a ceiling height of 5.2 metres. The studios can handle intricate build-outs and large crews with ease.

A large connecting door between studio 1 + 2 makes it the perfect event venue for trade shows, product launches or other community events.

3个独立的摄影棚。包括多功能厅，设计具有很大的灵活性，地面与天花板高度为5.2米。摄影棚可以轻松处理复杂的道具和庞大的建筑材料等。

摄影棚1+2之间的大型连接门使其成为贸易展览、产品发布或其他社区活动的理想场所。

STUDIO 1 // 第一摄影棚

Studio 1 is our most popular studio with one of the largest cycloramas in downtown Shanghai. With rustic features and exposed brick, Studio 1 has plenty of space to simultaneously hold multiple set ups or complex set builds.

An elevated mezzanine can be used as additional VIP rest area or client lounge.

Adjacent to our lobby, Studio 1 is the perfect choice for events and workshops.

作为免镜最受欢迎和好评的摄影棚之一，第一摄影棚内拥有大面积的弧形无影墙，也是上海目前为止面积最大的弧形无影墙之一。棚内面积大，加之厂房风格的砖墙，给予第一摄影棚的拍摄场景搭建增添了多样化，个性化和可观的改造度。紧靠免镜大堂，第一摄影棚是活动和工作坊的最佳选择。

W15m x L18m x H5.2m – 282sqm

CYCLO

13.1m x 8.5m – 112sqm

POWER SUPPLY

380V:63A, x 1, 32A x 2

220V:16A x 16

MAKE UP / DRESSING AREA

6m x 2m with daylight balanced light

Full length rolling mirrors

OTHER FEATURES:

Drive in access up to 3m wide for car entry

Overhead hot and cold water supply for set needing water

Wi-Fi

Water cooler / heater

Reverse cycle A/C

Blackout curtains

Work benches and comfy couches

Feature wall for set building

宽15米 X 长18米 X 高5.2米 – 282平方米

无影墙

13.1米 X 8.5米 – 112平方米

电源

380V: 63A X 1, 32A X 2

220V: 16A X 16

化妆/更衣区

6米 X 2米 日光灯

移动式全身镜

其它设备:

3米宽入室车道

布景专用置顶供水设备

无线网络

饮水机

循环空调

遮光窗帘

工作台及沙发

布景专用墙面









STUDIO 1 // 第一摄影棚





STUDIO 2 // 第二摄影棚

Studio 2 is a favourite for shoots requiring larger set builds. With a separate entrance and windows on 2 sides, Studio 2 offers plenty of flexibility when planning your shoot.

An elevated mezzanine can be used as additional VIP rest area or client lounge.

This space also includes an exposed brick wall and 2 other generous walls to work with.

第二摄影棚是需要大型置景道具拍摄的最佳选择，也是最受欢迎的影棚之一。第二摄影棚拥有两个不同方向的入口，多个窗户分布在影棚中的两面墙，给拍摄提升了极高的便利度。

第二摄影棚拥有一面厂房风格的砖墙，以及另外两个大面积普通墙面，调整度极高。

W19m x L12m x H5.2m – 244 sqm  
WALL 1: W8m x H5m  
WALL 2: W6m x H4.5m

POWER SUPPLY

380V:63A x 1, 32A x 2  
220V:16A x 16

MAKE UP / DRESSING AREA

8m x 2m with daylight balanced light

OTHER FEATURES:

- Wrap around windows
- Overhead water hot and cold water supply for sets needing water
- Feature brick wall
- Separate entrance for bulky deliveries
- Wi-Fi
- Water cooler / heater
- Reverse cycle A/C
- Sound system with iPod dock
- Blackout curtains
- Work benches and comfy couches

宽19米 X 长12米 X 高5.2米 – 244平方米  
墙面 1: 宽8米 X 高5米  
墙面 2: 宽6米 X 高4.5米

电源

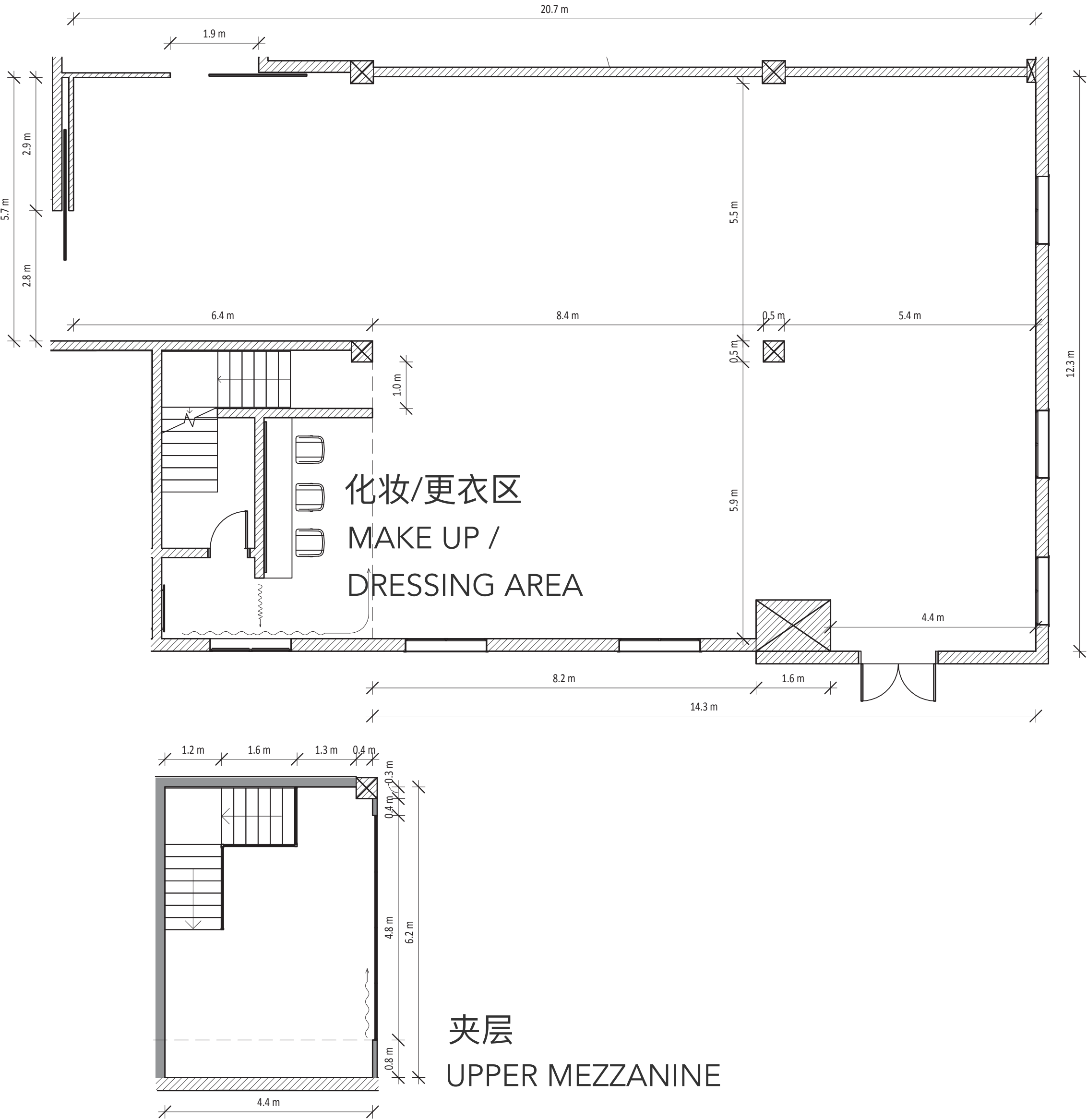
380V: 63A X 1, 32A 220V: 16A X 16

化妆/更衣区

8米 X 2米 日光灯

其它设备:

- 采光窗
- 布景专用置顶供水设备
- 布景专用磚墙
- 货运专用通道
- 无线网络
- 饮水机
- 循环空调
- 专业环绕音响
- 遮光窗帘
- 工作台及沙发









STUDIO 2 // 第二摄影棚

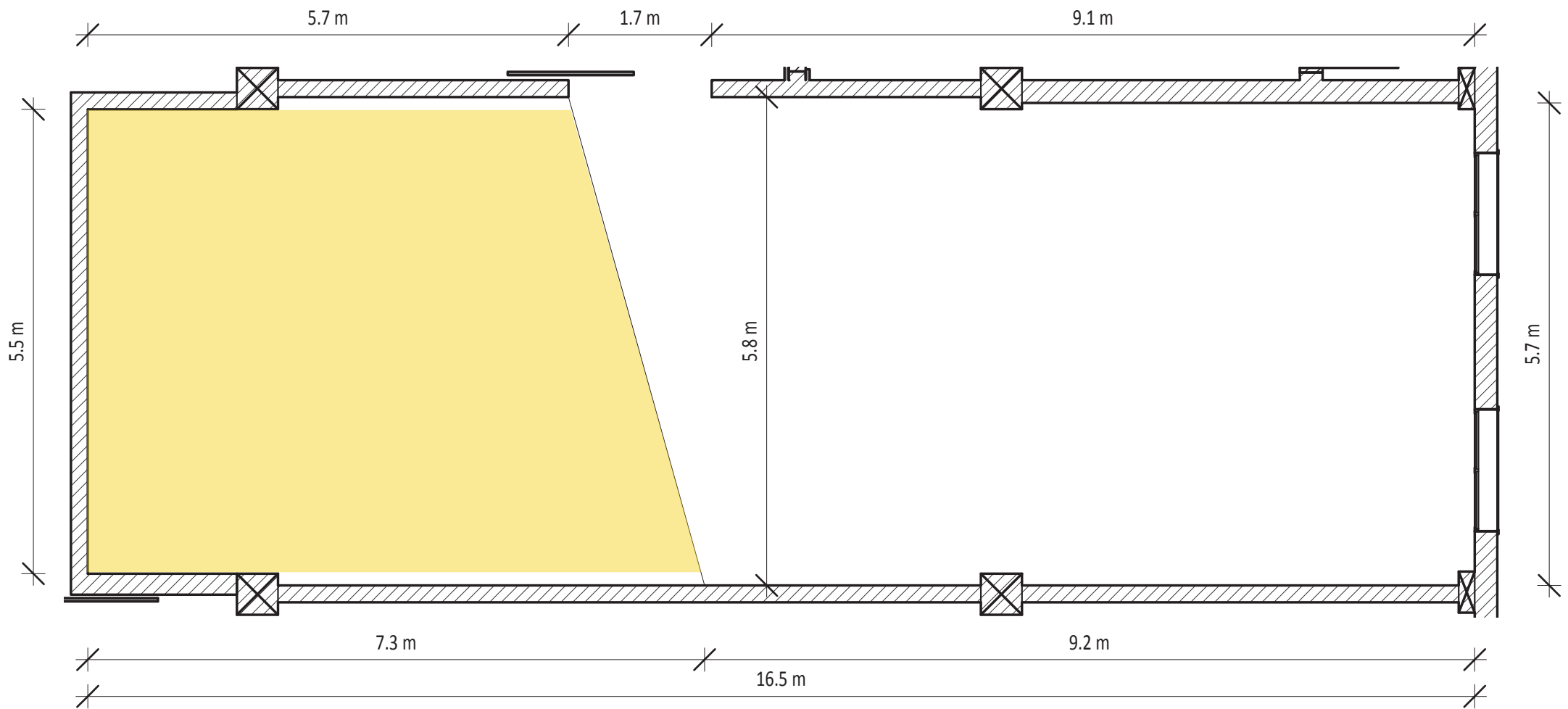




STUDIO 3 // 第三摄影棚

Studio 3 is the perfect size for a fashion or beauty shoot. This modest space has plenty of height and depth to make sure you have the right flexibility for your creative lighting choices. Adjacent to the Media / VIP room, the 2 rooms can be combined to add more comfort for you special guests.

第三摄影棚尺寸适中，符合时尚和美容产业的相关内容拍摄。空间内的长宽高，赋予拍摄置景高度灵活性。  
第三摄影棚在空间分配上，与VIP房紧挨，距离相近的两个空间，在利用上，拥有极大的便利度，可提供更加舒适的拍摄体验。



W5.8m x L16.7m x H5.2m – 100 sqm  
CYCLO  
5.8m x 7.5m – 44sqm

POWER SUPPLY  
380V:32A x 1  
220V: 16A x 8

MAKE UP / DRESSING AREA  
Full length mirrors and make up utility  
Portable makeup counter

OTHER FEATURES:  
  
Daylight windows  
Overhead water supply for set rigging and water shoots  
Wi-Fi  
Water cooler / heater  
Reverse cycle A/C  
Blackout curtains  
Work benches and comfy couches

宽5.87米 X 长16.7米 X 高5.2米 - 100平方米  
无影墙： 5.8米 X 7.5米 - 44平方米

电源： 380V： 32A X 1  
220V： 16A X 8

化妆 / 更衣区  
全身镜及化妆设备  
移动式化妆桌  
工作台及沙发

其他设备：  
采光窗  
布景置顶供水系统  
无线网络  
饮水机  
循环空调  
遮光窗帘  
工作台及沙发







STUDIO 3 // 第三摄影棚





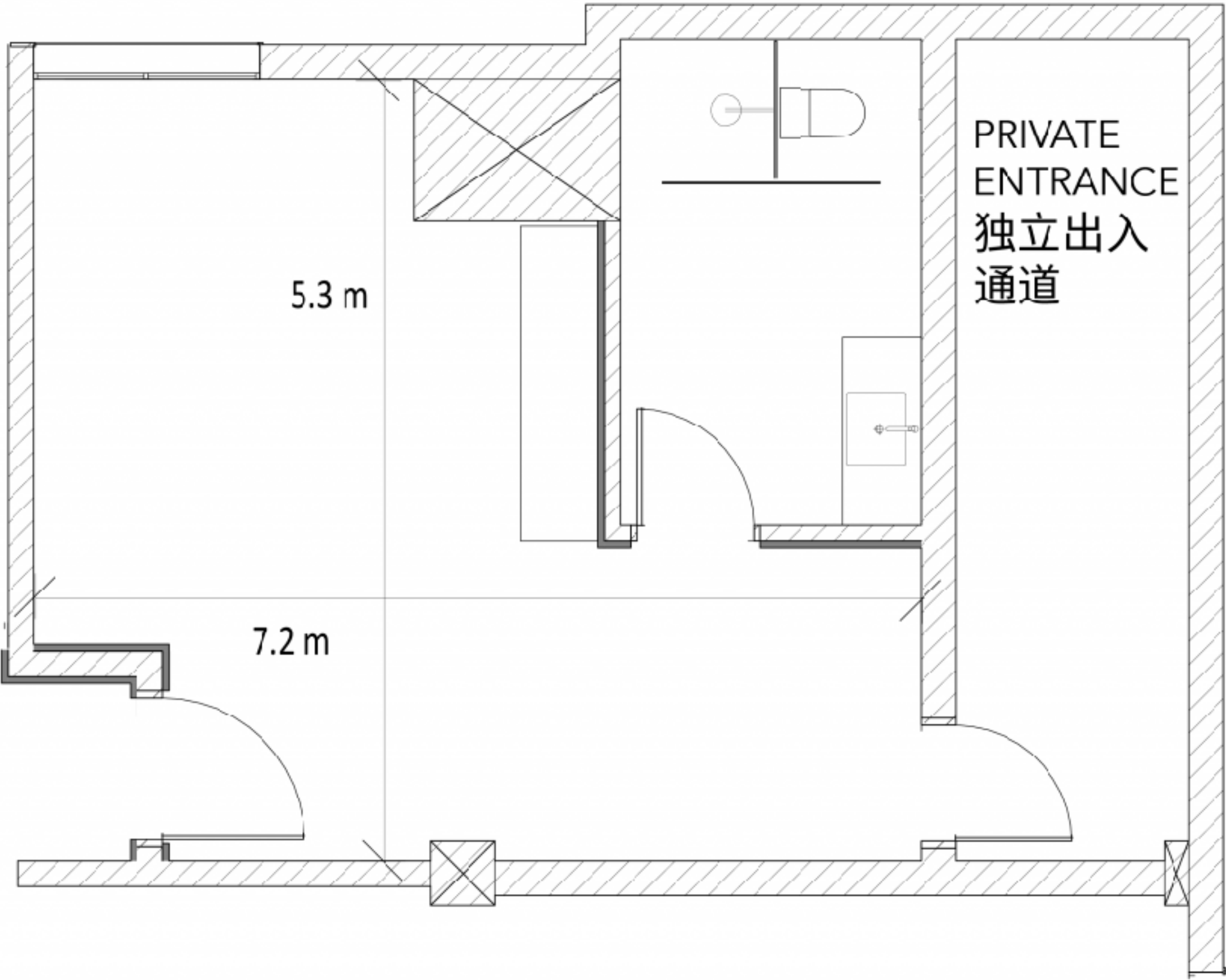
VIP SUITE // 媒体接待室

Our VIP Suite has been designed for the comfort and privacy of celebrities and special guests. With newly renovated ensuite bathroom and well appointed furniture, this space is perfect for celebrity interviews and the ideal green room.

私密並設備齊全的媒体接待室, 是专为需要隐蔽空间的名人与贵宾所设计。  
全新装修过的套间浴室和齐全的家居设备，可完美地进行名人采访或作为演员休息室。

- 40 sqm
- Lounge furniture
- Private ensuite toilet and shower
- Professional hair wash basin
- Portable make up counter
- Clothes racks
- Reverse cycle A/C
- Private entrance available
- Coffee service / catering options

- 40平方米
- 舒適的全套家具
- 酒店式盥洗室
- 专业洗发台
- 移动式化妆桌
- 衣架
- 循环空调
- 专用通道
- 咖啡和配餐服务





VIP SUITE // 媒体接待室





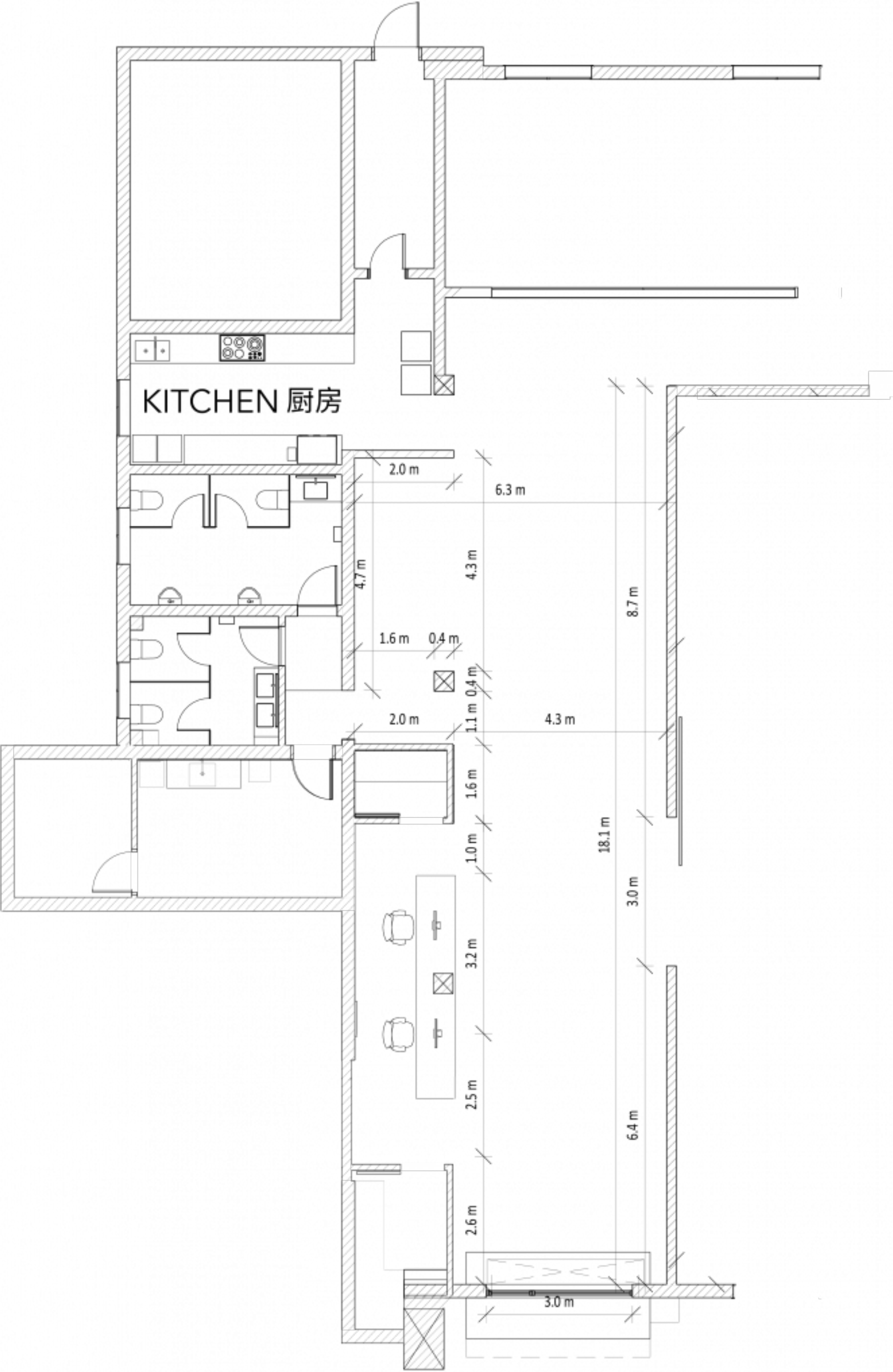
FOYER // 多功能厅

The grand entrance to the Studios is a versatile exhibition / event space of 125 sq. with 5.2m ceilings. The space may be used exclusively as a gallery or combined with Studio 1 to accommodate larger events. A fully equipped kitchen serves the foyer and studios for in house catering options.

摄影棚的主入口有一个125平方米的多功能厅可用于展览和各类活动会场。  
多功能厅不仅可以单独使用，也可以和一号摄影棚一起使用，适用于较大型的展览及活动。  
设备齐全的厨房为多功能厅和摄影棚提供餐饮服务。

- 125 sqm H5.2m
- Reverse Cycle A/C
- 37m High x 3m Wide entrance doors
- Exhibition lighting
- Wi-Fi
- Full service kitchen with espresso machine
- Lounge, cloakroom, and receptionist (optional)
- Immediate access to West Studio

- 125平方米，5.2米高
- 循环空调
- 大型物品搬入口 3米宽 3.7米高
- 画廊照明设备
- 无线网络
- 设备齐全的厨房和意式咖啡机
- 休息区，衣帽间和前台
- 可快速通往一号摄影棚









FOYER // 多功能厅





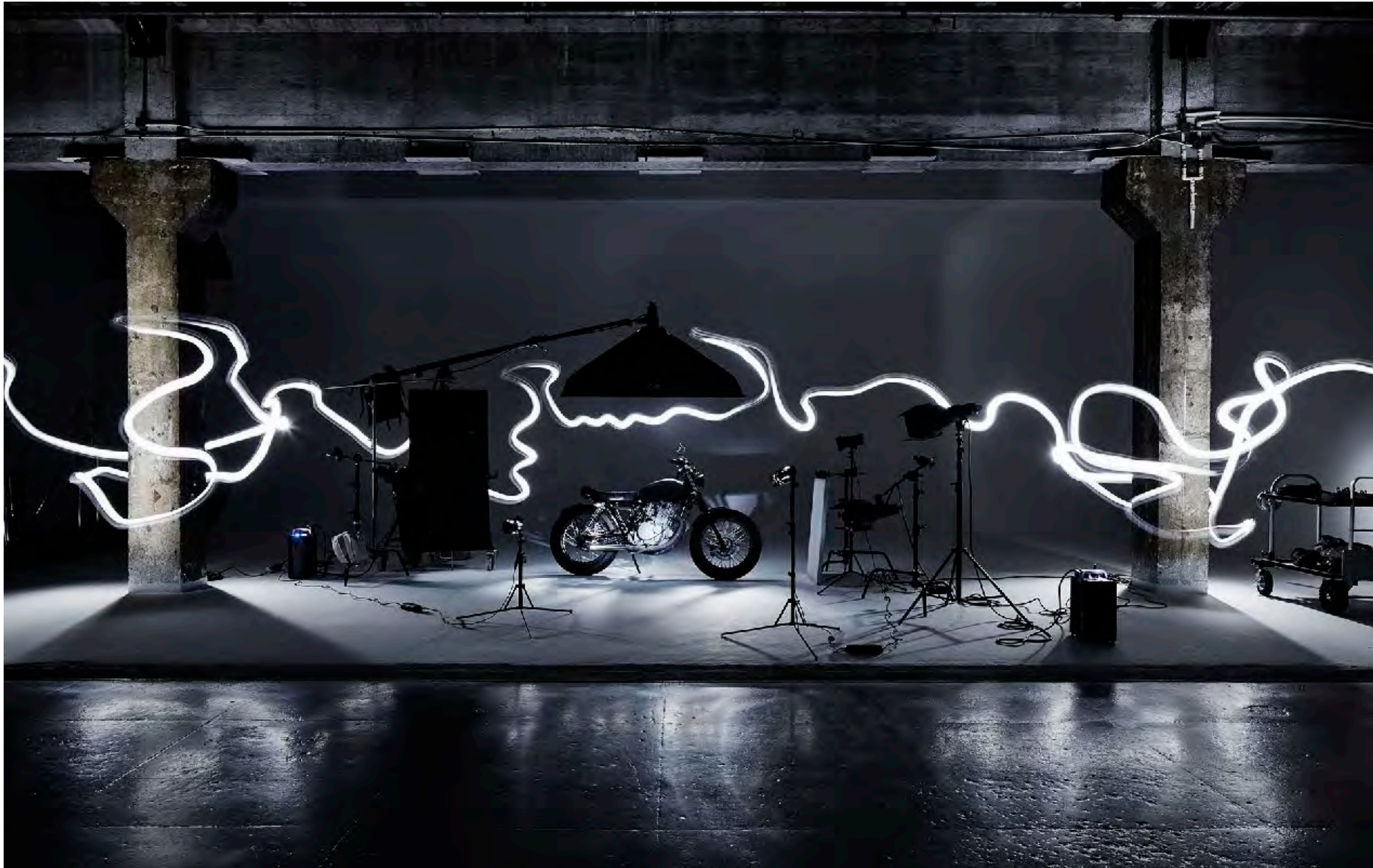


**WE ARE A SPACE TO SHOOT** 拍摄空间

20 | Central Studios

Copyright © 2020 Central Studios. All rights reserved.







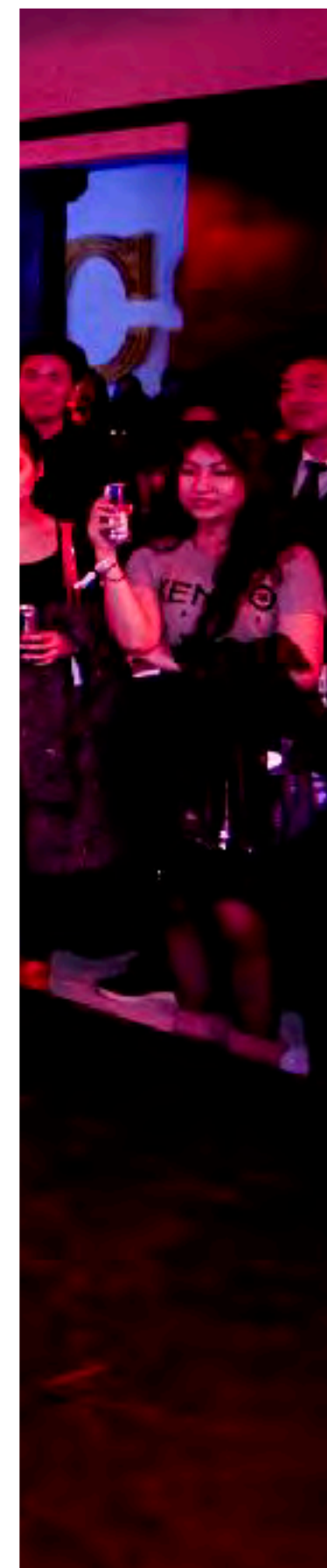
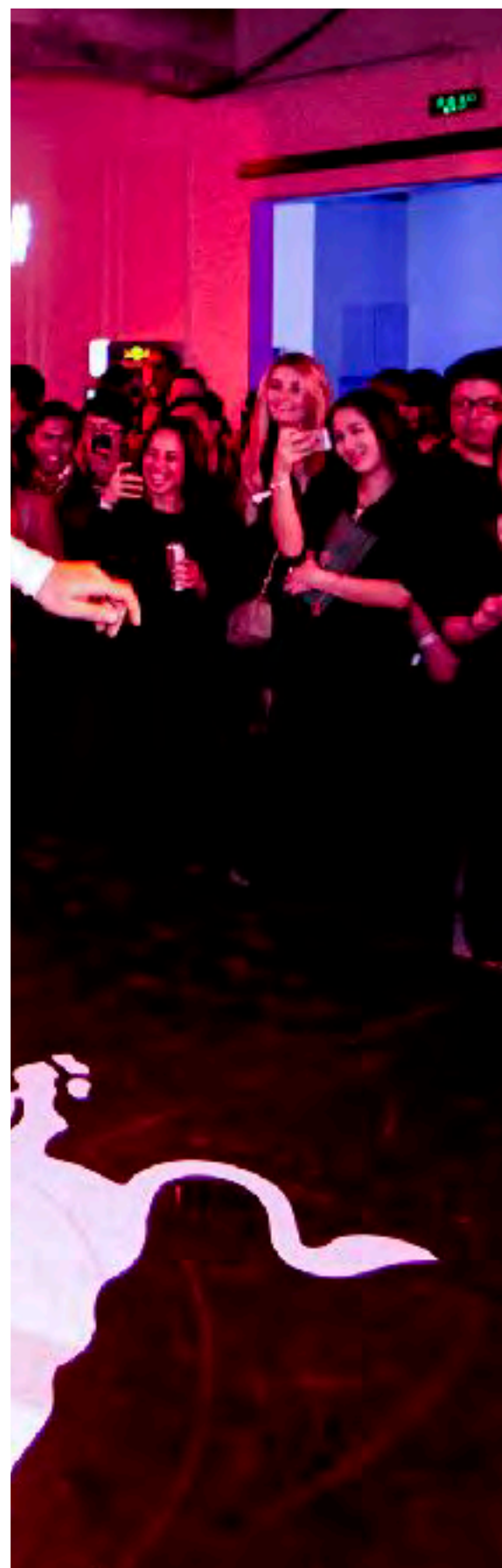


**A SPACE TO HOST** 可容纳的空间

22 | Central Studios

Copyright © 2020 Central Studios. All rights reserved.





EVENTS 活动

**RED BULL EVENT** 红牛活动





EVENTS 活动

## BALLY WHOLESALE EVENT // BALLY 产品展示活动





EVENTS 活动

# HERSCHEL TRADE SHOW // HERSCHEL贸易展览会

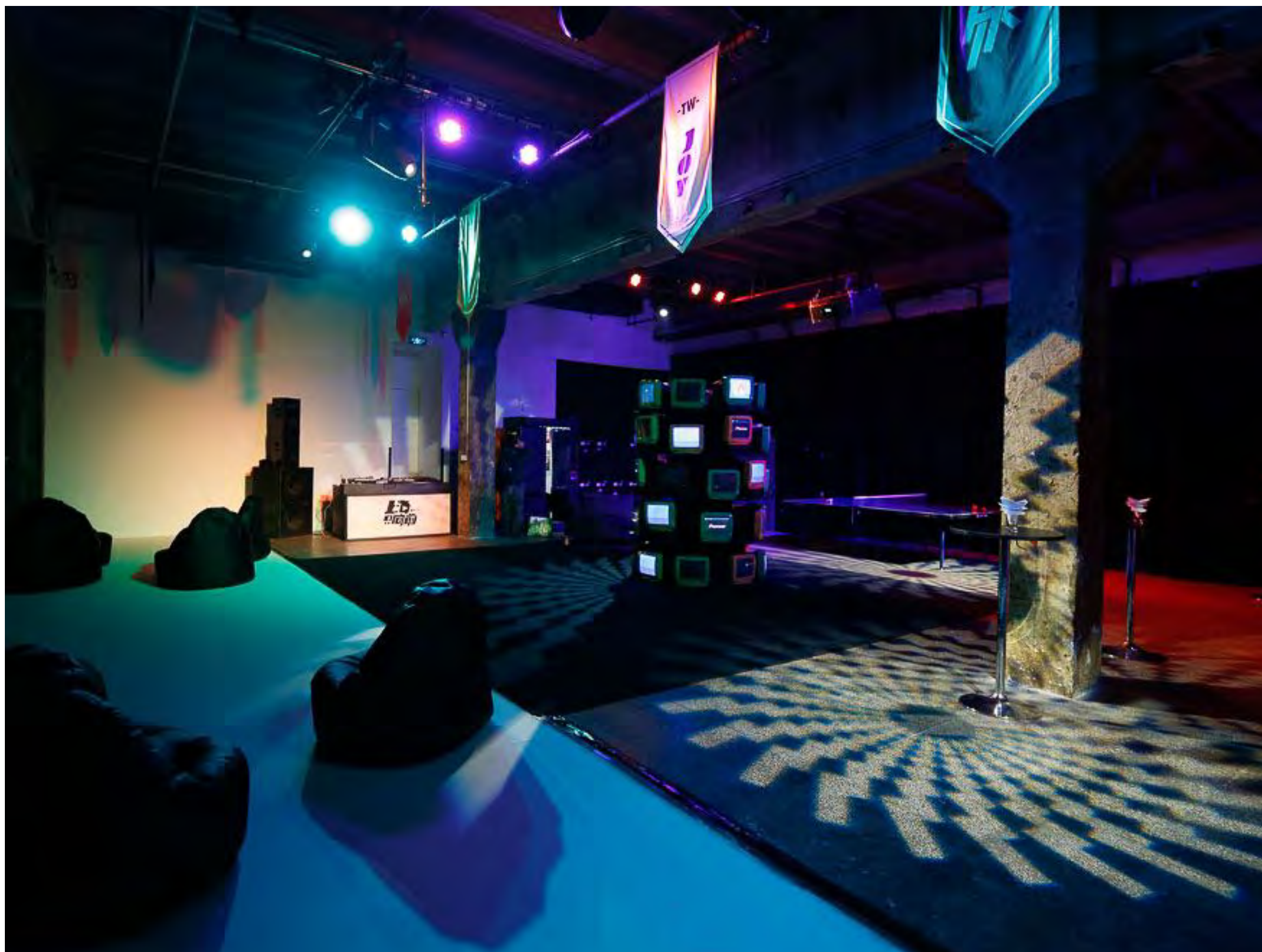




EVENTS 活动

## TED BAKER RUNWAY SHOW // TED BAKER时装秀





EVENTS 活动

# NIKE DARK RUNNERS EVENT // 耐克DARK RUNNERS活动





EVENTS 活动

**JOHN MALKOVICH EXHIBITION & TALK // JOHN MALKOVICH展示会和讨论**





EVENTS 活动

# LEXUS & HARMAN KARDON EVENT // LEXUS & HARMAN KARDON活动



## COMMUNITY 我们的社群

WE ARE A SPACE TO INSPIRE AND BE INSPIRED

我们是一个互动交流，彼此引发灵感的平台

We have firmly established our position as a pillar of the Shanghai creative community and home to local culture makers around China - across all disciplines, spanning media production, fashion, and art. Our network of creators pushes the envelope with their ideas. We are also a proud supporter of artist initiatives and community events, with social responsibility being at the forefront.

多年以来，经过不断地积累，我们视自己引领上海创意社群，为中国本土的各文化领域（从媒体制作，时尚设计，到艺术创作）的工作同仁提供支持。我们秉着强烈的社会责任感，坚守前线，为艺术家和社群活动提供及时的必要的帮助，鼓励创作者可以无忧无虑地坚持他们的艺术梦想和不断地分享他们的艺术作品。







COMMUNITY 社群

# SHOUT

Central Studios’ encourages artistic creation from commercial and experimental perspectives, and through that initiative we have created SHOUT by CS. An incubator designed to amplify the innovations that come out of industry work, SHOUT by CS nurtures strides made in digital and film media, connecting groundbreaking artists with the right mediums to express their visions.

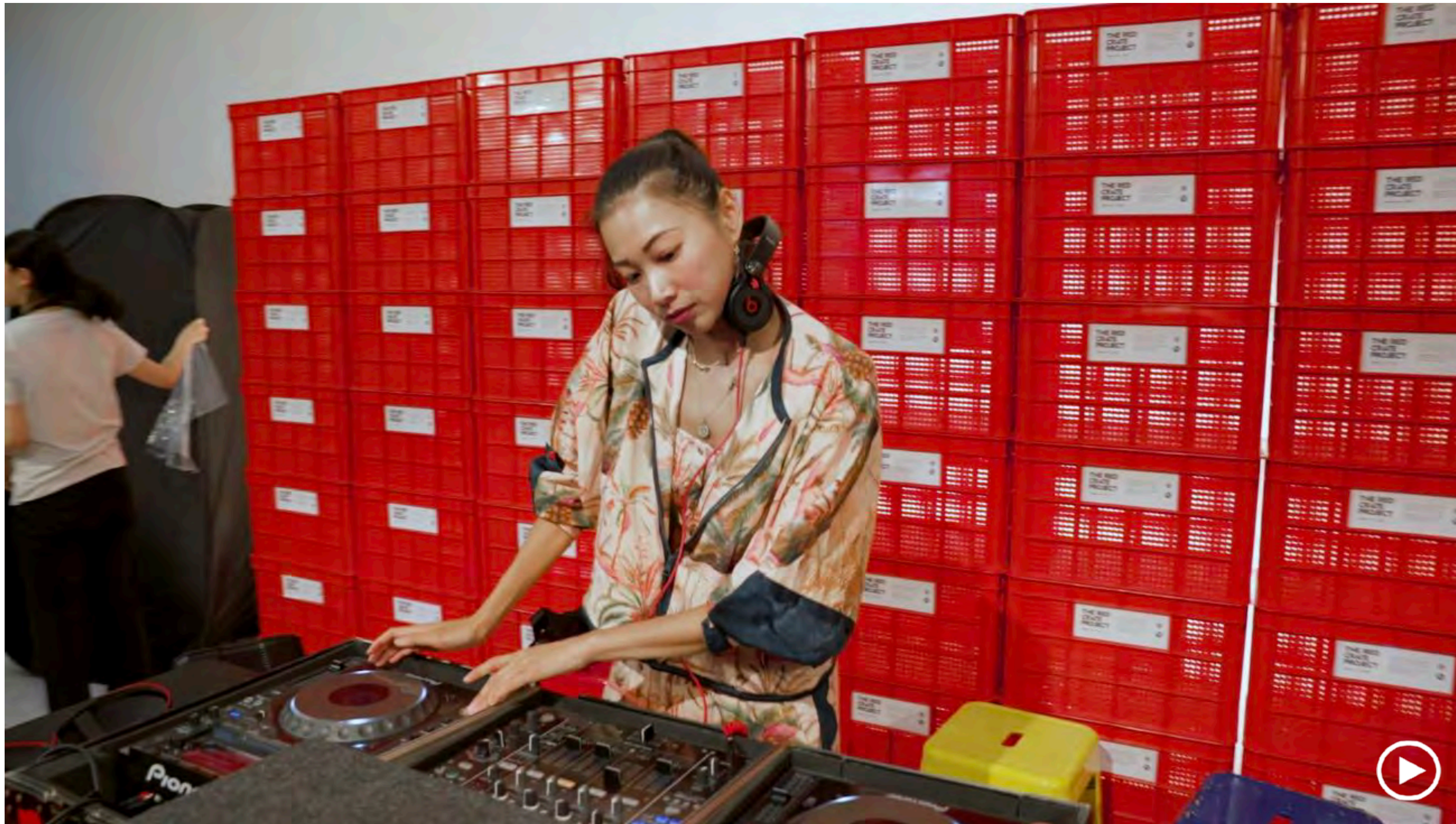
兔镜从商业和实验的角度，大力鼓舞多样式艺术创作的诞生，基于这样的期盼，我们启动了SHOUTS这一项目。致力于培育行业内尤其是数码和视频媒体领域的大胆革新。为出色的艺术家们对接所需的资源和媒介，以表达他们的艺术创想。

---

*Click on image to play video within China.*

*Click here to play video globally.*





Every year, Central Studios hosts an independent artistic summer fair in support of the Shanghai creative community and a charitable organisation.

We host an array of talented individuals who exhibit their talents through fashion, design & vintage stalls, food & beverage, art, DJ's, galleries, live exhibitions. Every year's theme is different to keep things fresh and exciting and is always aimed to bring in the wider community. For 2019, we celebrated our 10th anniversary.

This public event is widely admired and showcases our ability to provide diversity to meet any objective.

每一年，奂镜都会在夏天举办一次以艺术为主题的市集，去支持上海的创意社群和慈善机构。

我们会邀请多位才华横溢的艺术家们来到这里展示分享他们的艺术天赋和造诣，从时尚设计，摆摊陈列复古风的单品，食品烹饪和调酒，艺术作品展览到现场打碟。为了保持活动的新鲜感，吸引更多的个人和社群参与进来，每一年我们都会有不同的主题。2019年，我们一起庆祝了共同创立的第十年。

这个对公共开放的活动收到了广泛的青睐，同时也展现了我们能够提供多样化的平台和服务，达成不同的目标。

---

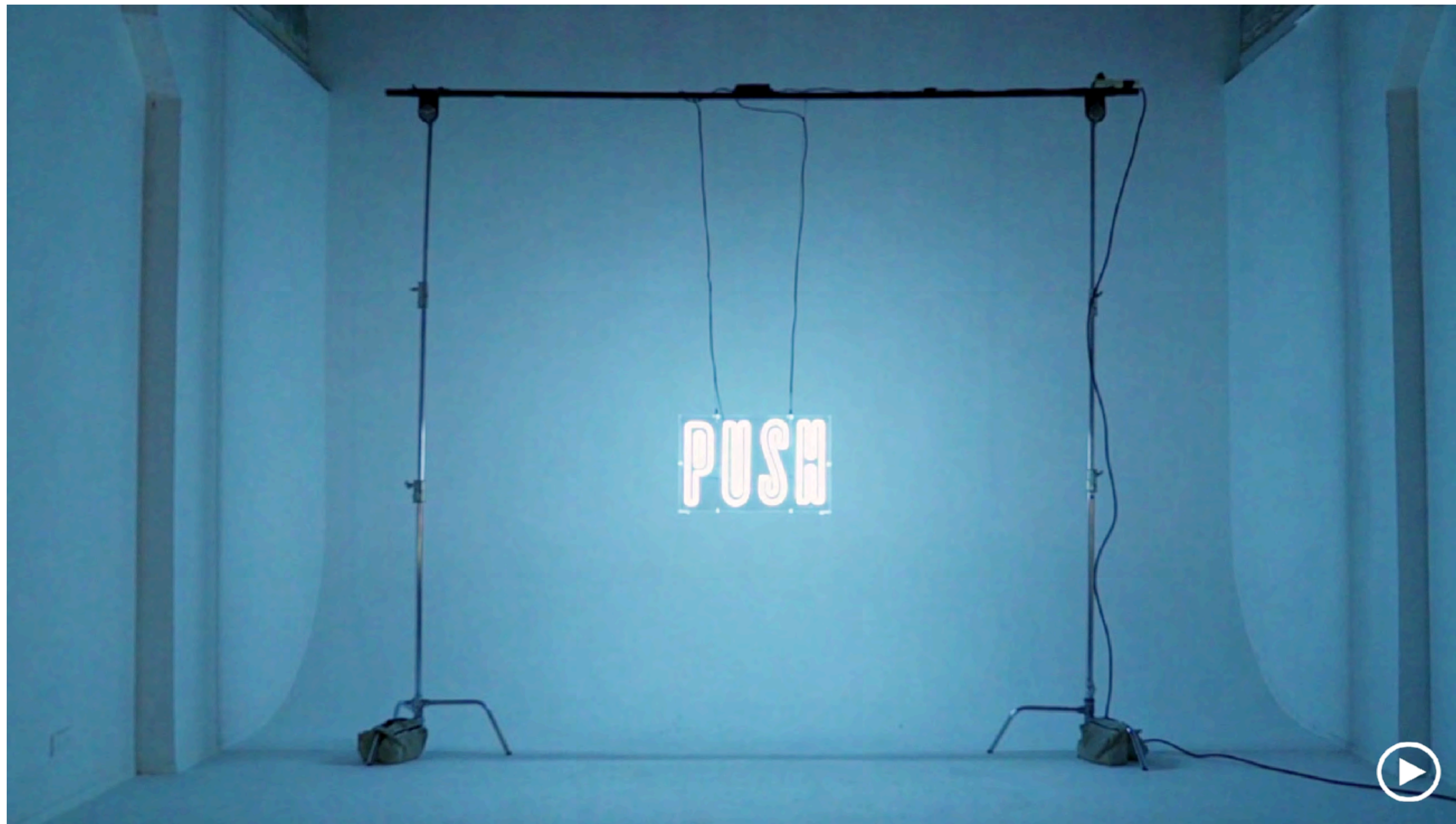
*Click on image to play video within China.*

*Click here to play video globally.*

COMMUNITY 社群

## CS SUMMER FAIR DAY 2019 视频回顾 - 奂镜夏日市集 2019





COMMUNITY 社群

## PUSHFEST 2019 视频回顾



Over the years, Central Studios has become the home for PUSHFEST - Asia's first skate film festival. Skateboarder ranging from recent adopters to world class professionals like Leticia Bufoni, Aori Nishimura and Johnny Tang come to view Charlie Lanceplaine's documentary on the evolution of the skateboarding scene in Shanghai.

多年以来，免镜逐渐成为PUSHFEST - 亚洲最大规模的滑冰电影节长期场景提供方。来自世界各地，从初级到世界竞技级的选手如Leticia Bufoni, Aori Nishimura 和 Johnny Tang齐聚免镜，欢聚一堂，共同观看了Charlie Lanceplaine有关上海滑冰演变历程的纪录片。

---

*Click on image to play video within China.*

*Click here to play video globally.*





COMMUNITY 社群

# PUSHFEST 2017 视频回顾





# OUR TEAM 我们的团队

## WE ARE CURATORS AND CREATORS

### 我们塑造我们创造

Founded in 2009, we are a studio space and team of curators and creators who passionately bringing your visions, stories, and experiences to life. We are a one stop shop because we believe life is easier when everything you need can be brought to life under our 1000sqm roof. At Central Studios, you always leave with creative and memorable assets both stories and people.

成立于2009年的免镜，汇聚了一群热衷于艺术创作的精英才子，在这里我们展示共享独到的视野，每个人精彩的阅历和故事还有专业的创意制作经验。我们为您提供全方位的“一站式”服务，在我们1000平米的空间里，您可以高效便捷地进行创作。在这里，我们会尽心尽力让您可以获得充满创意和回忆的美好体验。





## RODNEY EVANS

CO-FOUNDER & EXECUTIVE PRODUCER 联合创始人 & 监制

Rodney opened the highly acclaimed Shanghai studio in 2009. A photographer at heart, Rodney has a deep understanding of the creative process and technical requirements of commercial photo and video shooting with a passion for tackling the most challenging projects.

在2009年，Rodney先生创立了上海广受好评的摄影工作室- 免镜。身为资深的摄影师，他对于创意制作的过程，在商业平面和视频拍摄的技术层面，有深入的专业认知，并且热衷于接受和开发有挑战性的项目。



## NATASHA IVACHOFF

CO-FOUNDER & DIRECTOR OF CREATIVE EXPERIENCES 联合创始人 & 创意总监

Natasha has worked as a fashion designer and creative director for over 25 years throughout Australia, Asia and Europe. Running several successful fashion brands as well as consulting for many other leading brands, Natasha has a unique, emotionally driven multidisciplinary approach that is rarely found in the modern creative. With storytelling as her key drivers, every creative piece must have purpose to resonate with the target and in turn creating memorable executions.

在过去的25年里，Natasha女士在全球范围内发挥着个人对于时尚的热忱，分别在澳洲，亚洲和欧洲，担任时装设计师和创意总监的职位。自己也经营着几个成功的时尚品牌，同时为不少世界知名的品牌作顾问。她拥有独特和充满感性的思维和跨越多个领域的思维，在当今的创意制作行业实属难得。塑造耐人寻味的品牌故事，是她的强项，每一件用心的艺术设计作品，都应该有更广泛的价值和目的，从而创造出令人难忘的体验。



## STACEY WEI

CREATIVE DIRECTOR 创意总监

Stacey background spans public health, documentary photography and branding in the US, UK and China. Ultimately her work has always been centered around people and helping them to understand and tell their stories. At Central Studios, she efforts continue as she enjoys finding the simple, effective and ultimately beautiful ways of telling stories whether it is through an experience, still image or pitch deck.

Stacey专业涉猎广泛，从公共卫生，到纪录类摄影，再到品牌宣传，横跨美国，英国到中国大陆。她工作的重心，是以人为本，帮助他们讲述自己的故事。在免镜，她通过简单易懂，有效，有吸引力的故事，运用个性化定制体验，平面摄影，或活动策划，帮助客户分享他们的品牌历程和系列设计。





## KAI ZHENG

### PRODUCTION LEAD / EXECUTIVE PRODUCER 总制片 / 监制

Kai has worked at Central Studios for over five years where he has developed extensive experience in managing projects from high profile international campaigns and events to the nuanced knowledge in delivering digital and social assets. From the ever evolving budgets and timeline development to talent management, Kai enjoys the pursuit of "finding the better solutions."

Kai在免镜已经工作的五年间，从管理国际化campaign战役项目到数字社会化营销，他积累了丰富的经验。不论是管理大大小小的项目还是团队，Kai追求“寻找更好的解决方案”。Kai一直遵循“寻找更好的解决方案”的宗旨。他和蔼近人，总面带微笑，而且不乏绅士风范。在免镜，骑士精神永存。



## EVA JIN

### POST PRODUCTION MANAGER 后期制作经理

Eva has over seven years of retouching experience including experience with the acclaimed Happy Finish. With over 10 years of project management in various 4A advertisement firms, she is familiar with the process and challenges that come with campaign development and execution. This has proven to be an asset with helping clients launch assets that are just right.

Eva拥有七年之久的专业修图经验，曾效力于有名的Happy Finish公司。过去的十多年，在多家4A广告公司，负责项目运营管理。她熟知广告宣传制作的流程和可能面临的多种挑战，所以能够有效地帮助客户制作出满意的数字资产。



## EVONNE HUANG

### SENIOR PRODUCER 资深制片人

With more than four years at Central Studios, Evonne uses her innate eye for art buying and curiosity for the creative realm to diligently execute each project to perfection in every way especially aesthetically. She enjoys taking complicated situations, pulling out the essential goals and developing a clear road map to a successful delivery.

在免镜的四年期间，Evonne用她与生俱来的艺术审美和敏感，负责艺术品买入；同时她充满好奇心又勤奋，积极帮助每一份制作工作的顺利进行。她喜欢接受复杂的案例，列举出必要的步骤和阶段性目标，精心策划出一个精准清晰的方案，以达到理想的预期。





## TONY HUANG

### STUDIOS MANAGER 影棚经理

After five years of working as a photo assistant focusing on commercial photography at Central Studios, Tony became the studio manager. With a background in law and experience shooting and handling equipment, Tony works with clients to ensure their experience with our equipment and in-studio is smooth and easy.

学术背景是法律的他，出于对摄影的爱好，步入这一行业，走入免镜这个大家庭。有三年的专业摄影经验，曾在2014年拜师免镜学习商业摄影。在免镜的五年，他很努力，从最初的摄影师助理到现在的影棚经理，他已经熟知商业摄影的制作过程和相关器材设备的使用，可以帮助租借我们设备的客户，上手操作。



## BIN CHEN

### EQUIPMENT MANAGER 设备经理

Since his time working as a photography assistant for China heavy hitters such as 陈漫, Jumbo and 时绍原, Bin has worked as an independent photographer focused on fashion and experimenting with various different techniques. In his role at Central Studios, Bin heads up our photo studio team, working with his team of assistants leading photography and equipment trainings, as well as ensuring the studios are maintained in perfect working order.

自他为国内重量级摄影师陈漫，Jumbo，时绍原作时尚摄影助理开始，他就已经是一名独立的时尚摄影师了，并且不断地探索体验不同的摄影技术。在免镜，他专职于协调摄影制作的顺利进行和相关器材的管理，为保证给大家提供舒适的拍摄环境和美好的拍摄体验。



THANKS !  
谢谢!



兔镜 CENTRAL STUDIOS  
WWW.CENTRALSTUDIOS.CN  
上海市 黄陂南路751一号楼1楼

1F-BUILDING 1- 751 HUANGPI SOUTH RD-SHANGHAI

\*Any use of the proposed concept or contained ideas is only permitted in the case of Central Studios being awarded with the contract. In the event the concept, or parts of the concept, or single ideas of the proposal, are being used without Central Studios being the executing agency, then a buy-out fee will apply. Under no circumstances, may the content or parts of the contents be passed on or disclosed in any form, either verbally or in writing, to third parties, in particular to advertising agencies, promotional agencies or PR agencies.

The content or parts of the contents (ideas, texts, layouts, designs, campaigns, etc.) may not be used, published, distributed, imitated, forwarded or copied in any form without prior written agreement from Central Studios. In case the contents of the proposal will not be used for the intended project, Central Studios is permitted to use and utilize the concept and the contained ideas for other situations and projects.



\*只有在兔镜获得合同的情况下，才允许使用提议的概念或包含的想法。如果在没有兔镜作为执行机构的情况下使用概念或概念的一部分或提案的单个想法，则将收取收购费。在任何情况下，不得将内容或部分内容以任何形式口头或书面传递或披露给第三方，特别是广告公司、促销机构或公关机构。

未经兔镜事先书面同意，不得以任何形式使用、出版、分发、模仿、转发或复制内容或部分内容（创意、文本、布局、设计、活动等）。如果提案的内容不用于预期的项目，兔镜可以在其他情况和项目中使用和利用该概念和包含的想法。