

GENESIS

Genesis: Reviving Cities with the Human Spirit

An innovative enterprise driven by creating values during the whole process of property development and management, Genesis designs, operates and manages property, cultural spaces and intellectual products. Upholding the concept of "Creating Shared Value", Genesis builds and manages humanistic communities with a vision to revive cities with the human spirit.



GENESIS Property

With the vision of "reviving cities with the human spirit", Genesis is committed to creating inspiration with the power of human spirit and building spiritual homeland with the concept of "Creating Shared Value".

- Focusing on culture-oriented value creation, Genesis adapts to the new era with its organic communities based on the combination of the human spirit, arts and nature. The community aims to improve workforce efficiency and cross-sector vitality in a fundamental way, inspiring innovation and cooperation. Meanwhile, Genesis reshapes the life style within the community by nourishing culture projects and shaping public values.
- Genesis creates public spaces integrating work and life, profit-driven and spirit-driven activities, based on which the enterprise operates the cultural platform. Genesis designs and manages cultural facilities and cultural activities, so as to cultivate symbiotic communities and to explore a community governance mode of sharing and co-management with all parties.
- Genesis pays close attention to combine modern construction design with the Chinese culture characteristics, absorbing elements from the past and modern days, adhering to the life philosophies of Self-developing, Creative-evolving, Symbiosis that includes self-introspection, cooperation and communication with other people, and the harmony between man and nature. Genesis's life aesthetics of simplicity, sophistication, liveliness and flowing, is fully represented, combining traditional quintessence and contemporary temperament.
- GENESIS Beijing
Genesis Beijing is a creative exploration to practice the vision of "reviving cities with the human spirit". Located in Yansha Business Area along the Liangma River, Chaoyang District, Beijing, the project is equipped with 5A office buildings, boutique hotel, modern arts museum, and public spaces such as Genesis Space and a Riverside Amphitheater. Genesis Beijing is expected to become the first and only organic community in Beijing. The company believes that an ideal work community shall be an organic system, instead of monotony, passive communication and personal isolation. The ideal work community shall also enable individual expression, information-sharing and power exchange among its members. It shall empower vitality, intelligence and flexibility, so as to improve efficiency, stimulate creation and realize values for the future creative era.

GENESIS Culture

As part of Genesis, Genesis Culture specializes in design and operation of cultural facilities, development of cultural products, as well as planning and implementation of cultural activities in and beyond Genesis public spaces in an effort to support the development of urban creative culture.

GENESIS

启皓 让城市回归人文

启皓是一家基于文化价值观驱动的创新型企业，聚焦全流程空间和文化开发运营管理的价值创造。启皓秉持“共享价值”的理念，通过打造并运营城市人文社区，策动城市文化精神体验产品，最终推动城市的人文回归。



启皓兴业 GENESIS property

启皓身怀“让城市回归人文”的愿景，致力于在空间的承载下，用人文的力量激发灵感，用共享价值的理念创造精神家园。

- 启皓聚焦文化驱动型价值创造，以人文、艺术、自然的有机社区适应创新时代，在根本上提升效能和活力，激发创新，同时构建公共生活，滋养公共文化，形塑公共价值观。
- 启皓创造人文空间，让工作和生活形态、精神与物质活动融为一体，以此为基础运营文化平台，全程设计、管理文化设施，创想、策划、运作文化活动，进而与各方一起培育共生社区，探索共享、共管的社区治理模式。
- 启皓关注中国文化的现代性建构，融古汇今，秉持自生、创生、共生的生命哲学，人与己反思自省，人与人交流合作，人与自然和谐悟道；演绎简凝、雅致、灵动、飘逸的生活美学，设计融合传统精髓与当代气质。
- 启皓北京 GENESIS beijing
启皓北京是启皓实践“让城市回归人文”愿景的开创性探索，项目位于北京市朝阳区亮马河畔燕莎商务区，拥有5A写字楼、精品酒店、美术馆，以及皓空间、河岸剧场等公共空间。启皓希望借此探索建设一个独具特色、北京唯一的有机社区。启皓相信理想的工作社区同样应该是有机系统，超越过去的单一消极、封闭孤立和静态被动，既有个体的自主多样表达，又有相互之间交换共享信息和能量，整体具有生命的活力和灵性，从而适应未来的创意时代，在根本上提升效能，激发创造，实现价值。

启皓创意文化 GENESIS culture

启皓创意文化是启皓旗下品牌，专司文化设施设计和运营、文化产品开发、文化活动策划实施，依托并超越启皓空间，不断探索城市创意文化发展之路。