

ASPECT Studios Renewed Focus on China's Build Environment

In conversation with Chris Razzell, Director at ASPECT Studios, Winner of the Business Excellence Award for Creative Industries at the 2017 AustCham Westpac Australia-China Business Awards (ACBAs)

ASPECT Studios' delivery of innovative and responsible design-based public spaces has led them to be recognised as one of the top ranking international landscape and urban design practices working across China. Notable projects include the Alibaba Ant Financial Headquarters in Hangzhou, the new Shanghai Library, Foshan UniMall and Four Seasons Hotel Guangzhou.



Specialising in Landscape Architecture, Urban Design, Environmental Graphics and Digital Media, ASPECT Studios' current success in Shanghai is a result of their desires to incorporate rich Chinese traditions and forms in a contemporary design setting, whilst also improving people's quality of life through built environments.

"Today more than ever, we are embracing original ideals with a renewed focus on the environment...to achieve balanced solutions when dealing with dense population clusters and environmentally sensitive landscapes" stated ASPECT Studios Director, Chris Razzell.

The firm's reputation for delivering innovative ground-breaking projects underpinned by social and sustainable initiatives won ASPECT Studios the *2017 ACBA Business Excellence Award for Creative Industries*.

"[the Award is] one of the foundations for other future business opportunities. This win has given us confidence to encourage those brave enough to lead new markets, to hone and test their skills with the same broader ideals that were responsible for the founding of our business in China" said Mr Razzell.

ASPECT Studios has won an outstanding total of 43 industry awards, from organisations such as the Australian Institute of Landscape Architects, Planning Institute of Australia, and Victorian Premier's Design Awards. According to Mr Razzell, receiving almost one third of these awards from Chinese professional organisations is the firm's highest achievement to date.

Mr Razzell noted greater competition from local suppliers, challenges in maintaining innovation as a competitive advantage, along with the development of future design and business leaders as potential challenges in 2018. But it is with anticipation and faith that Mr Razzell talks of his team’s capabilities and commitment towards creating responsible design based public spaces. He accredits much of the business’s success towards the cultural diversity and ongoing professional development of ASPECT Studios’ staff.

Mr Razzell offers the following advice to businesses looking to enter the China market in 2018: “[The] Chinese are very smart consumers, and have high expectations on service and quality- so make sure you are coming to China for the right reasons. Make sure your reasons are



going to have a positive social, environmental and economic outcome to China and its people. Plan, budget and research well as there are no quick wins, as China is an increasingly complex and sophisticated market; however, there are significant long term wins to be had over time.”

Individuals and businesses looking for innovative and environmentally sustainable design solutions can find out more about ASPECT Studios on their [website](#).

Nominate your Business Today!

Nominations are now open for the [2018 ACBAs](#). You can nominate your business in up to three of the eight [2018 ACBA Business Excellence Award categories](#) online. The streamlined nomination form takes approximately 10 minutes to complete and it’s free to enter. [Click here to register an account](#) to get started.

If you would like more information about the 2018 ACBAs, contact AustCham Shanghai’s Senior Partnerships and Projects Manager [Stephanie Smith](#).