

Event Summary

31st.May, 2010



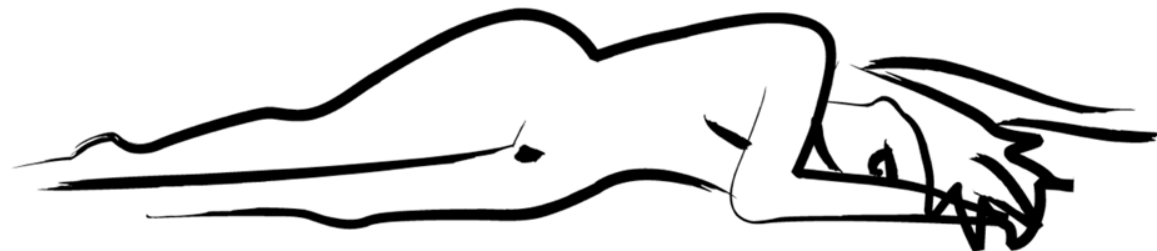
Date : 19th May-21st May, 2010

Event production move in and set up

Date : 22nd May, 2010

- 06:45-15:00 Preparation and Rehearsal
- 15:00-15:30 All Crew Standby
- 15:30-16:20 Reception (corporate video looping)
- 16:20-16:25 Welcome speech by MC
- 16:25-16:40 VIP Speeches
- 16:40-16:45 Opening Ceremony Activation
- 16:45-17:00 Truman Show
- 17:00-17:05 Finale and Group Photo
- 17:05-18:00 Interviews

Canapés and soft drink served



Before the Show

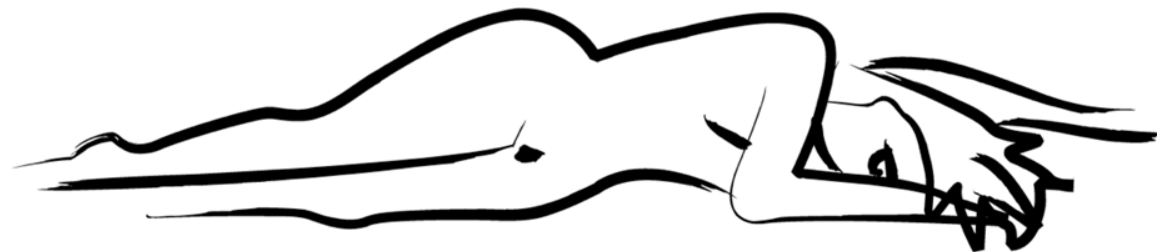


Domicil Opening Event

Preparation



During construction



Domicil Opening Event

Preparation

Original Design Layout



Crystal Ball



Domicil Opening Event

Rehearsal

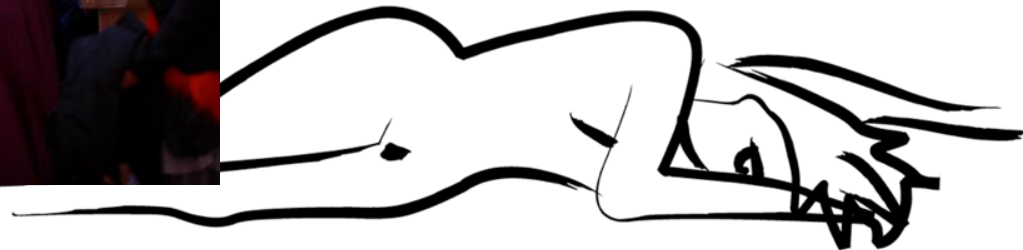


Truman Show Rehearsal

Reception Girls Rehearsal

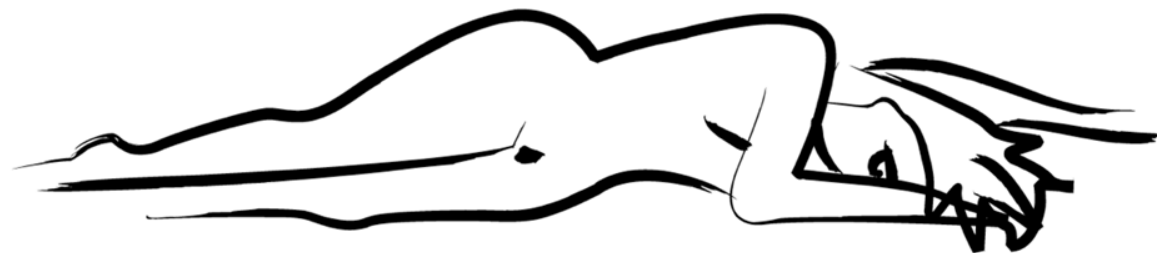


Opening Ceremony Activation



Domicil Opening Event

Models Making-up



Domicil Opening Event

Materials



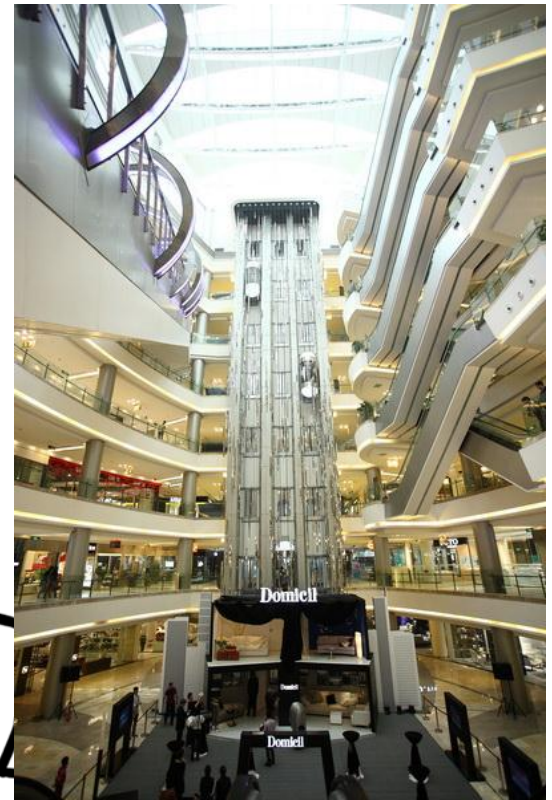
- Flowers, Corsages
- Sign in Book
- Sign in Pens
- Necklace Invitation
- Event Stickers
- Direction Sign Board



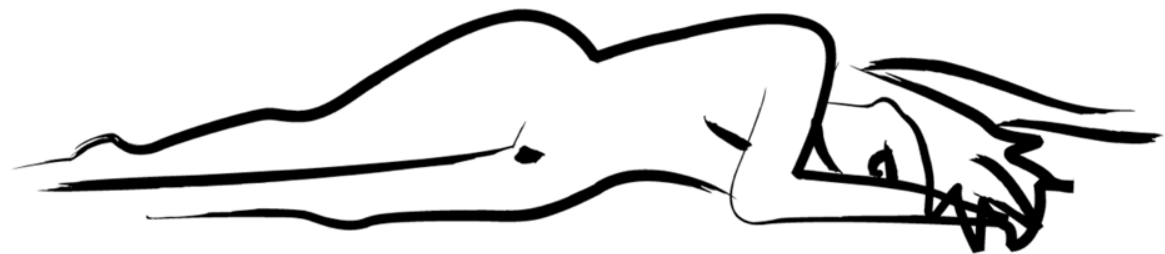
Domicil Opening Event

Standby

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Reception

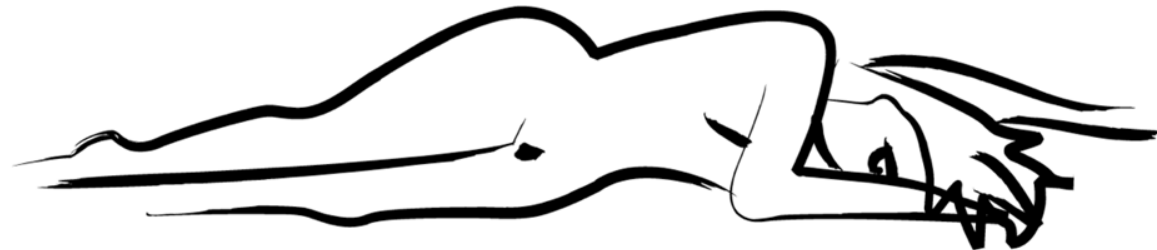


Domicil VIPs

- Phua Yong Pin
- Phua Mei Ming
- Van Zanten
- Michelle Moore
- Anna Puah
- Robin Lim
- Chelsea Koh
- Terence Chan
- Tommy Wang
- Morry Lin
- Jake Yu
- Sally Wang (1933)
- Ricoo Zhang (1933)

AZE VIPs

- Eva Zhou 周驰 (Artist)
- Tony Lai来栋军(LXE Shanghai CEO)
- 董倩丽(Pudong Waigaoqiao Free Trade Zone GM)
- 潘晓红(Foreign Economic Commission of Shanghai)
- Elva Cai (Senior Fashion Consultant)
- Faye (Diesel China)
- Natalie Y (Starz People)
- 梁诚 (STX Architectural Design, GM)
- 陈晓 (ADM Design, Project Manager)
- Jason (ADM Design, Designer)
- 张海霞、刘文毅(Shanghai XIANDAI Architectural Design, Interior Designer)



Domicil Opening Event

Reception



Domicil Opening Event

Reception



Domicil Opening Event

Reception

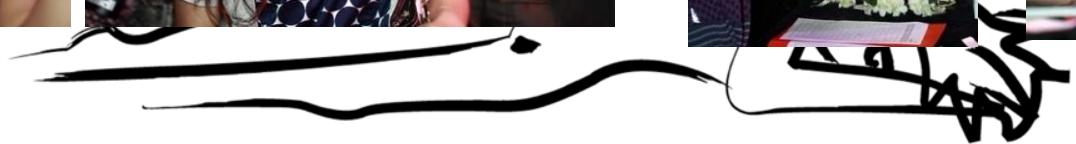


Domicil Opening Event

Media Attendance



- 38 media invited, 32 media attended (24 Print, 3 TV, 5 Internet)
- 3 personal interviews and 5 Group Interviews



Domicil Opening Event

Sign-in Paper

AZE 艾泽传媒
Concept Marketing

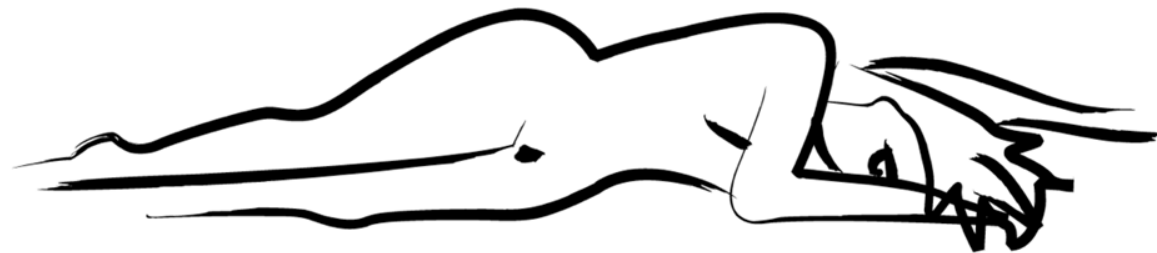
AZE 艾泽传媒
Concept Marketing

媒体签到表

序号	媒体名称	联系人	备注	签到
1	时尚家居	陈春晓		陈春晓
2	瑞丽家居设计	庄娅琼		庄娅琼
3	ELLE家居廊	英小盟	张程 →	
4	移居上海	黄玉枝	张程 张程 曹逸	
5	SPACE缤纷家居	周静	周静	
6	国际家居	陆笑楠	陆笑楠	
7	That's shanghai	Raemin	Raemin	
8	东方早报	杜薇		杜薇 ✓
9	新民周刊	苏庆先		苏庆先
10	名牌	张嫣		张嫣
11	外滩画报	Amy	Amy	Jack
12	Noblesse望	史美寅		史美寅
13	新民晚报	金晖		
14	新闻晚报	滕笑勤		滕笑勤
15	文汇报	陈惟		陈惟
16	天天新报	陈冬妮		
17	头等客	Clyde		Clyde ✓
18	上海一周	俞菱		俞菱 ✓

序号	媒体名称	联系人	备注	签到
19	生活周刊	计青牧		计青牧
20	完全生活手册	张程Mia		张程Mia
21	城市导报	张韵		张韵
22	网易	潘静娴		潘静娴
23	上海热线	章丽隽		章丽隽
24	搜狐	Joey		Joey
25	新华网上海频道	梁小姐		梁小姐 ✓
26	东方卫视	管丽雯	管丽雯	管丽雯 ✓
27	上海新闻综合频道	李照轩		李照轩
28	City Beat	郑晓星	郑晓星 →	
29	城市空间设计	何莹		何莹
30	新民BELLA	孙慧艳	孙慧艳	
31	中江服务导报	Deng Jun		
32	Time Out	吴琳		吴琳
33	瑞丽伊人风尚	韩飞		韩飞
34	ELLE世界时装之苑	Selina		Selina

Show Time

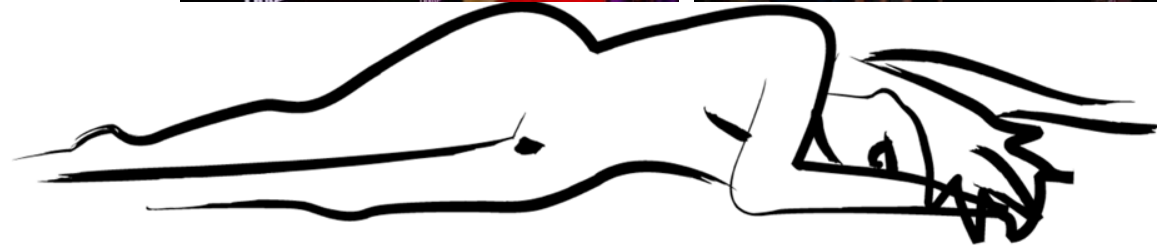


Domicil Opening Event

Welcome speech by MC

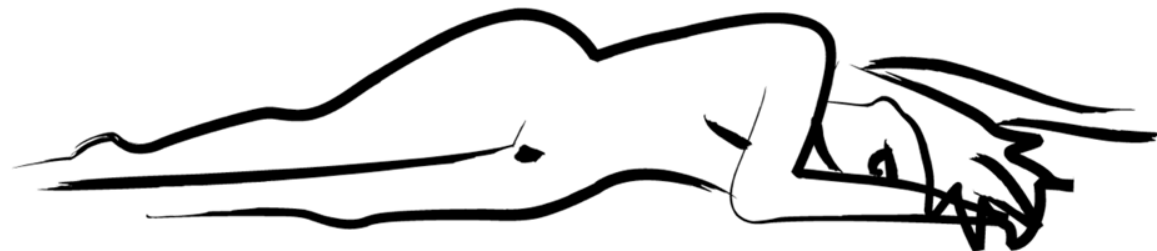
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MC: Sunny Pan





Mr. Phua Yong Pin
To give speech





Mr. Van Zanten and Michelle Moore Chit-chat



Domicil Opening Event

Opening Ceremony



Domicil Opening Event

Truman Show

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Downtown



Casual



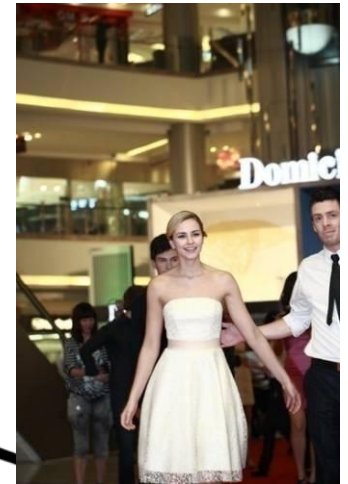
Loft



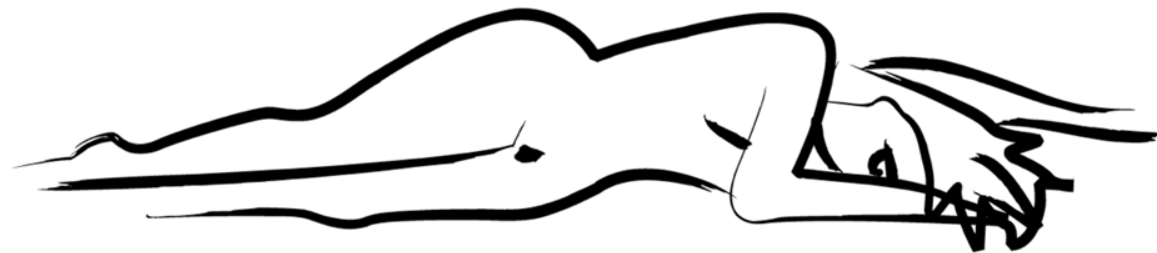
Handwritten signature in Arabic script.

Domicil Opening Event

Finale and Group Photo



After Show



<Shanghai Evening Post>



2010年5月25日
星期二 农历庚寅年四月廿二
报头天气
18°C-24°C
晴
本报地址：上海南京路
电话：63510000

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国家发改委澄清“三年内免谈房产税”

市场对房产税预期短期下降

▶A1-19

平安归来

沪昆铁路线路事故6名受伤上海游客今晨返沪

▶A1-13

◎世博特别报道
厄立特里亚
今迎国家馆日
【世博会·享美好】
绿色科技
进百姓家
20条世博公交
专线“站站停”
园区高架步道
“穿”上防雨衣

▶A1-05-09

国务院批准《长江三角洲地区区域规划》
2020年长三角基本实现现代化

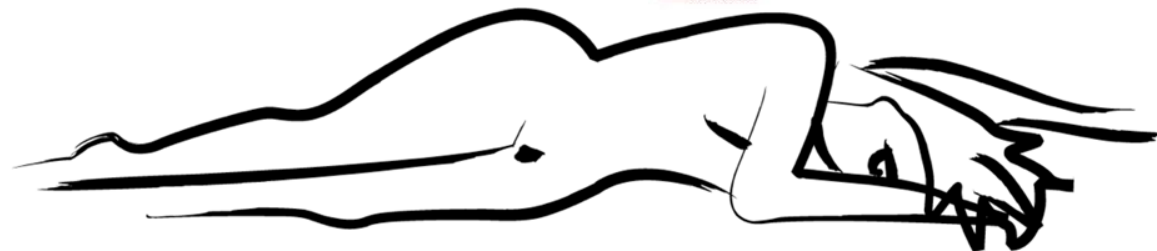
▶A1-03

保姆跳楼身亡 心理问题酿惨剧

建议开设热线缓解压力

▶A1-10,11

114
63510000

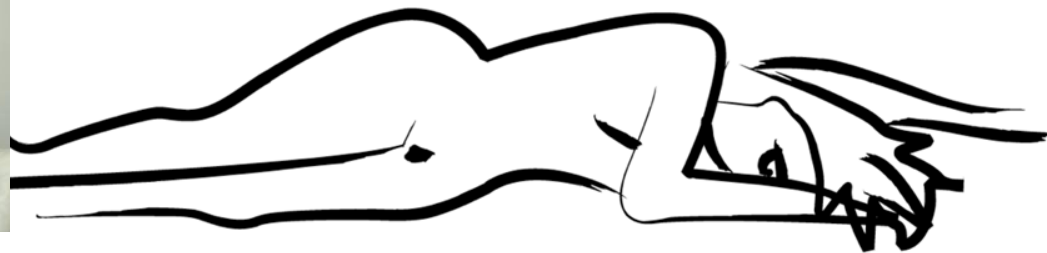


Domicil Opening Event

Interviews



<casa>





Sohu

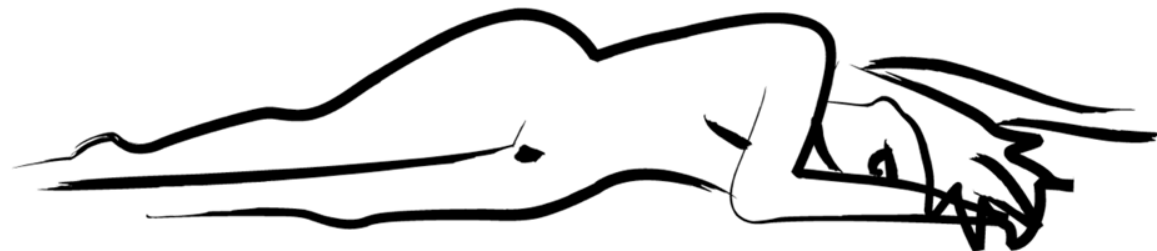


STV



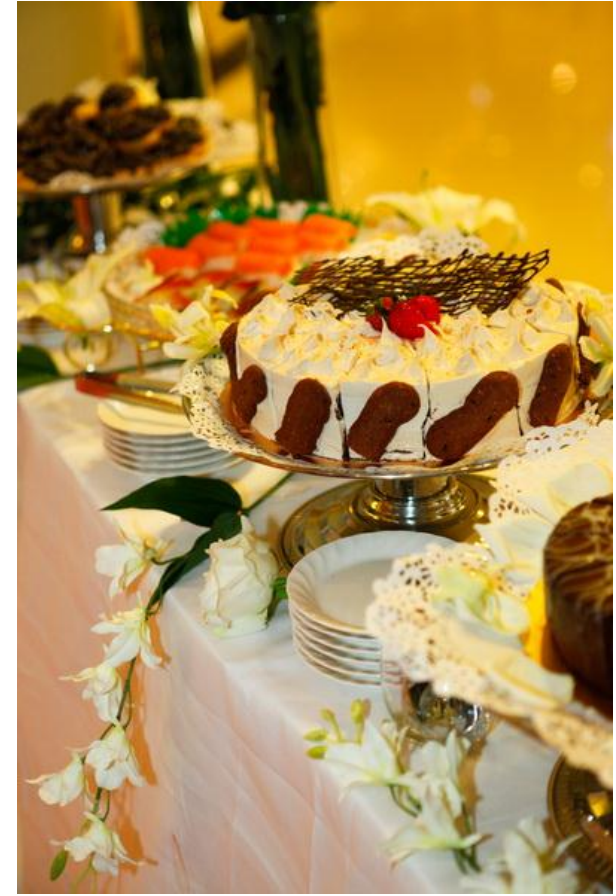
<That's Shanghai>

<The Bund>



Domicil Opening Event Canapés and soft drink served

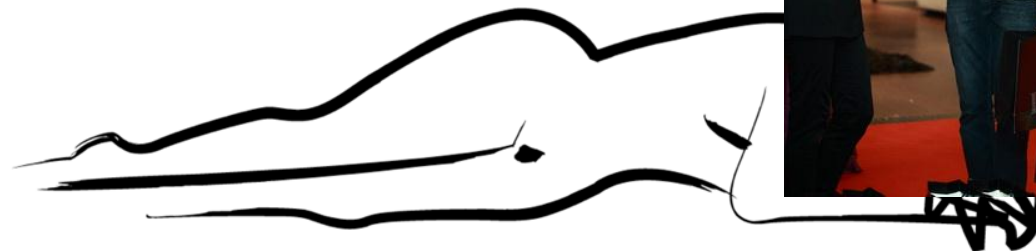
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Domicil Opening Event

Gift

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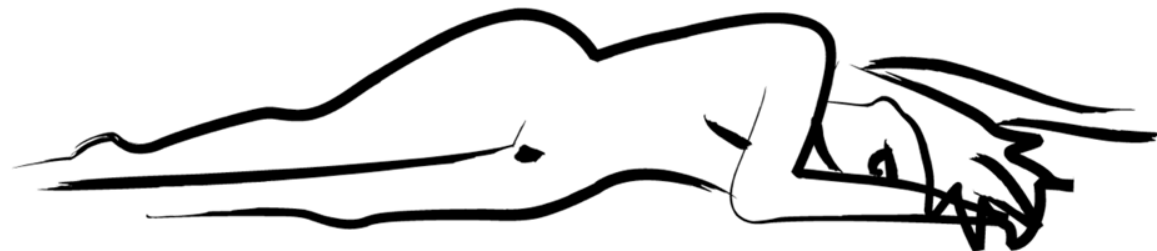


Media Status (26th. May)

Media Type	Category	No.	Name	Contact	Title	Interview	Interviewee	Issued Date	Feedback	
Print Media	Home&Decoration	1	TRENDSHOME	陈春晓	editor			July.	very nice show	
		2	RAYLI HOME	庄娅琼	editor			July.	Sofa is soft and comfortable. <i>Brand image is similar to other sofa brand, Product is not very impressive.</i>	
		3	ELLE Decoration	英小盟	editor			July.	<i>fine, but display is just regular</i>	
		4	Emigrate to Shanghai	黄玉枝	editor	one to one	Phua Yong Pin	July.		
		5	SPACE	周静	editor			July.	The opening event is full of innovation.	
		6	CASA International	陆笑楠	editor	on to one	Van Zanten	July.		
	Finance	7	That's shanghai	Reamin	editor			Anna Phua	5th. June	The brand seems potential.
		8	Oriental Morning Post	杜薇				http://epaper.dfdaily.com/dfzb/html/2010-05/26/content_262016.htm	27th. May	good service, nice show and comfortable sofa.
	Fashion	10	Xin Min Weekly	苏庆先					Date to be confirmed	<i>Need catalogue</i>
		11	Mangazine	张嫣					Date to be confirmed	
		12	Modern Weekly	彭伟	editor				Date to be confirmed	
		12	The Bund Pictorial	Amy			Group	Phua Mei Ming	10th. June	high-level furniture brand. <i>Product display is not bad.</i>
	Mainstream Media	13	XinMin Evening News	金晖					Date to be confirmed	
		14	Shanghai Evening Post	滕美勤			on to one	Phua Yong Pin	26th. May	<i>Domicil know less about chinese market</i>
		15	Wen Hui Daily	陈惟	senior reporter				1st. June	<i>Domicil should be more friendly to chinese consumer</i>
		16	Daily News	陈冬妮	chief editor				early June	well-arranged event. <i>hope more product collections or catalogue in the store.</i>
	Lifestyle	17	Jetmaster	Clyde					July	
		18	Shanghai Weekly	俞菱	editor				late June	The opening event is full of innovation.
		19	Life Weekly	计青牧					3rd.June	
		20	PARALIFE ISSUE	张程Mia					9th.June	
21		City Herald	张韵					1st. June	wonderful event , luxury brand , simple design style.	
Network Media	Activity	22	Sina	Coco				the first week of June		
		23	NetEase	潘静娴					this week	
		24	Tencent	何婷婷					this week	
		25	Online Shanghai	章丽隼					http://lohas.online.sh.cn/content/2010-05/24/content_3501816.htm	The opening event is full of innovation and true-man show is great.
		26	Sohu	Joey	editor	Group	Phua Mei Ming	http://sh.sohu.com/20100526/n272365486.shtml		The necklace is beautiful.The opening event is full of innovation and haven't seen the true-man show before.
		27	Eastday	Emma	reporter				the first week of June	
		28	Xinhuanet(SH)	梁小姐					http://www.sh.xinhuanet.com/2010-05/23/content_19861221.htm	
		29	Dragen TV	管丽雯	editor	Group	Phua Mei Ming		late May	<i>Brand image is regular</i>
TV	Activity	30	STV(News)	李照轩		Group	Phua Mei Ming	24th. May		
		31	City Beat	郑晓星	reporter&editor			Terrence	29th.May or 5th. June	<i>comfortable sofa, look forward to more exciting show, and flagship store. The brand should be more closer to china.</i>

Extra Media									
Print Media	Home&Decoration	32	Urban Flux	何莹				5th. July	
	Lifestyle	33	Time Out	吴琳	editor			July.	very nice show
		34	Noblesse	史美寅				Aug.	
		35	Shanghai Times	夏小姐				Date to be confirmed	
		36	Xin Min BELLA	孙慧艳				Date to be confirmed	
	Fashion	37	RAYLI HerStyleBeauty	韩飞				Aug.	design is great.
		38	ELLE	Selina	manager			Aug.	not bad show

- Media status will be updated weekly.
- Together with report clipping.



Thanks!

