

PRESS RELEASE

The Asian division of EQUIP Xavier Claramunt, ADA Barcelona, opens new offices in Hangzhou (Shanghai)

(Hangzhou, October 9, 2009). On Friday October 9, 2009, ADA Barcelona Architecture, the Asian division of the architecture company from Barcelona, EQUIP Xavier Claramunt, opened its new office in the city of Hangzhou, Shanghai.

Located on the 21st floor of the Twin Tower building, in the city's financial centre, the new 300-square metre office is managed by the architect Yago Haro, who will be leading a team of 20 people, together with the Chinese Architect David Liu. The company has several projects in China, including the Flamenco Towers and the V Tower building.

The opening of this new branch follows the sites opened at the beginning of the year in Mexico City and Abu Dhabi. For the architect and company director, Xavier Claramunt, presence abroad signifies a clear commitment to growth. "Internationalisation is a very good option for Spanish companies from our sector. There is a lot of talent in Spain, but the situation of well-being has led professionals to rule out opening new markets abroad", he states.

An innovative company

Another one of the company commitments is innovation. For this purpose, Claramunt explains that "you have to have a system, a working strategy to guide you when you get lost, but as of that point, if you really want to drive innovation you have to rise above the routine, avoid the easy answer, do away with labels".

The company's most singular trait of innovation is the breadth of responses it offers its clients. "Normally clients are surprised to see that the scope of the response originally defined as necessary is much broader than they expected, since global innovation applies strategies from other professional areas such as economics, gastronomy, jewellery, etc. This no hang-ups attitude which disregards clichés or restrictions is what makes us different".

EQUIP Xavier Claramunt

The EQUIP Xavier Claramunt company was founded in Barcelona in 1990 and has three main areas of work: architecture, industrial design and jewellery. It specialises in unique buildings for the hotel and catering sector, and has a team of 30 people from different disciplines (architects, engineers, graphic and industrial

designers, artists and investigators). Some of its most outstanding clients include firms like Hospes, Cosmic, Damm, Bra or Faces (Ferran Adrià).

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