

# PUSU'S Headquarters, Shanghai







PUSU, founded and led by a core team with nearly two decades of experience in the advertising arena, has been honored as the Annual Emerging Commercial Creative Agency for three consecutive years and recognized as a Top Agency in the food and FMCG industry.

For this project, CMD draws on PUSU's advertising spirit and logo. As an office pioneer, it explores workplace vision. The new office embodies PUSU's design and solutions. Natural and infinite era elements merge for a unique aesthetic.





The new office space of PUSU is located on the 22nd floor of Huineng Joy City in Shanghai. The design takes "Explore infinity" as the theme, evoking creative modernity and a sense of belonging, and reflecting the brand's value and culture.

The brand logo ingeniously forms the main entrance's door handle and display cabinet, leading to the reception area with a prominent logo. Immersed in an elegant color scheme, brand culture and workplace concept merge.

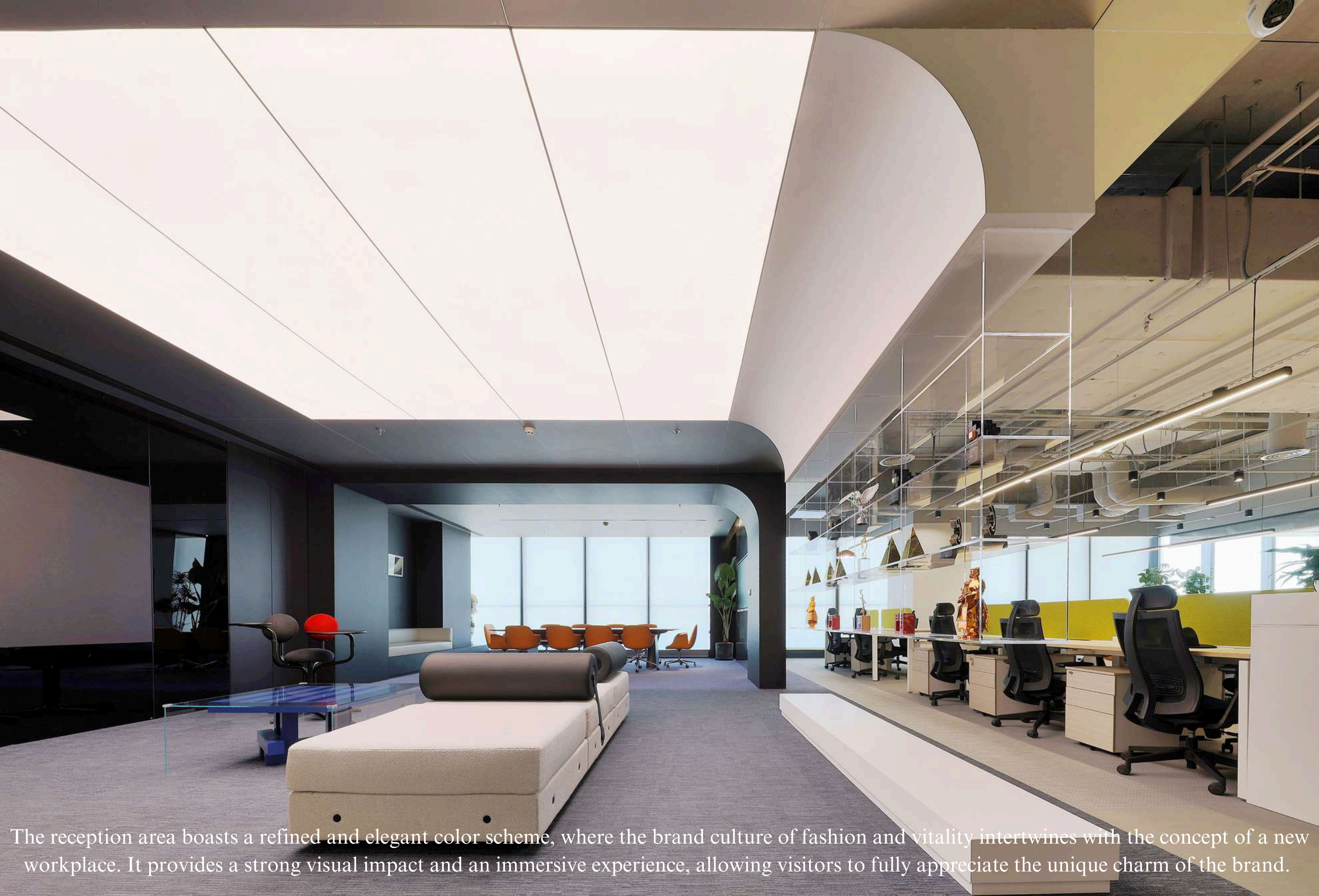




The golden sculpture of PUSU's IP image, "Yi Mao Da Xia" (The Great Hero of One Penny), integrates the traditional wisdom of "the greatest truth is simple," aligning with PUSU's brand positioning that expects its IP to embody the spirit of the martial world, embodying tranquility and a return to authenticity.







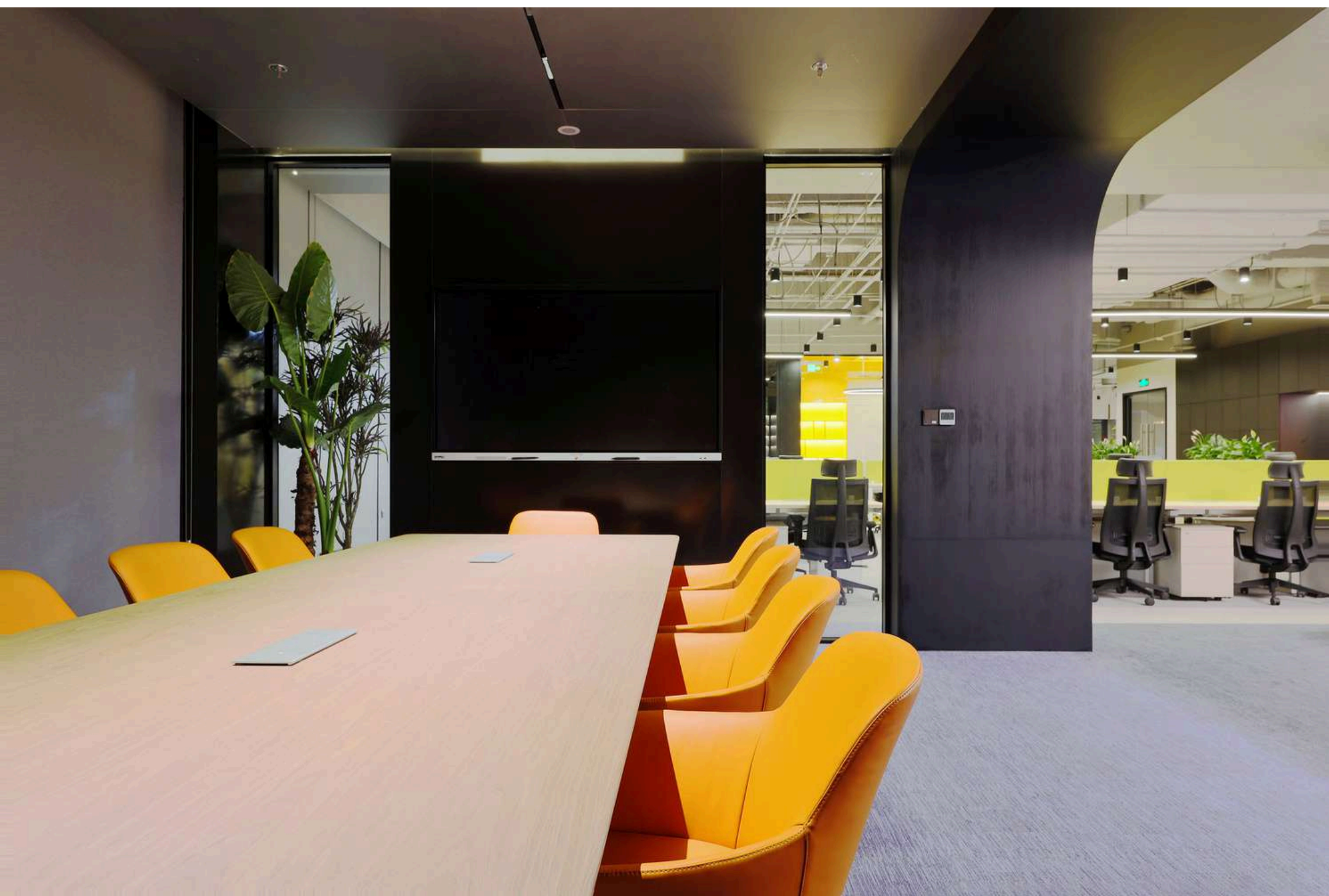
The reception area boasts a refined and elegant color scheme, where the brand culture of fashion and vitality intertwines with the concept of a new workplace. It provides a strong visual impact and an immersive experience, allowing visitors to fully appreciate the unique charm of the brand.





The suspended honor wall shows past glories.





The large conference room emerges. With a MAXHUB smart screen, it enables efficient work. The layout is like lively notes, and furniture is like artworks. It interprets the “people-oriented” concept and shows understanding of space design.





Entering the rest area, the holographic logo light catches the eye. The colorful hues symbolize the company's creativity and sustainability. It uses the panoramic view, showing Shanghai's charm. The design integrates environment and creativity.

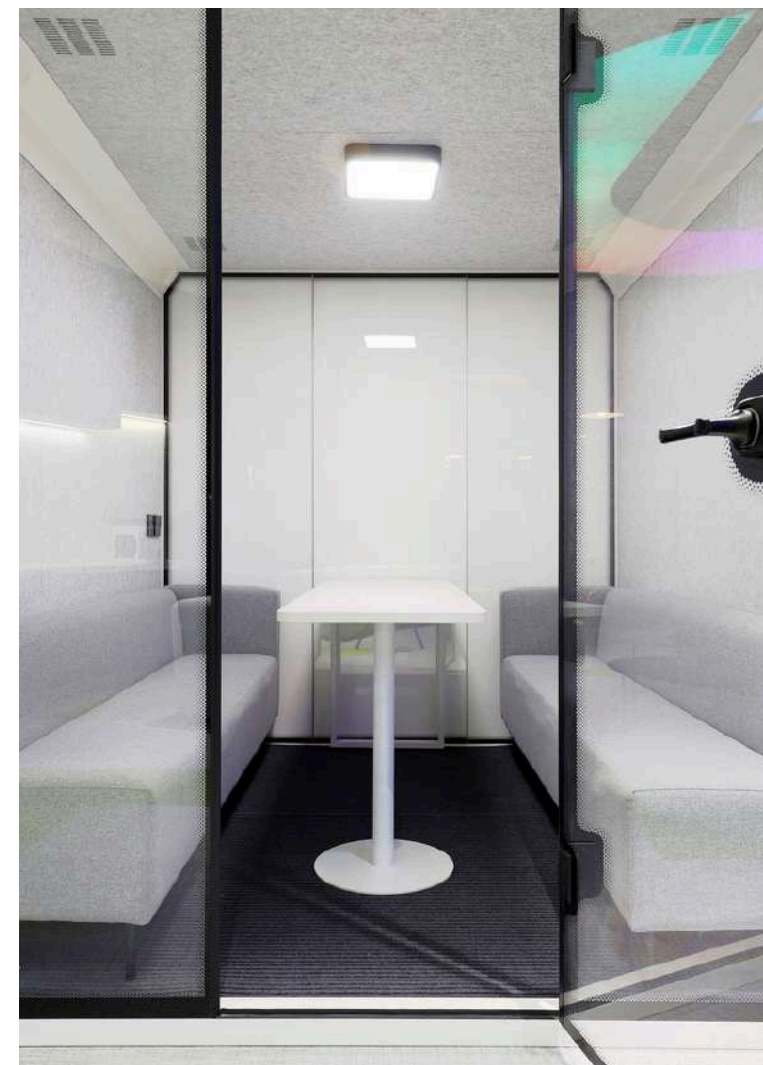




The rest area features MARATTI's office furniture with the earth forest concept. It reshapes space, drives strategy. Focused on ESG, it creates a trendy office for young people. Understanding it deeply, it's more than furniture—it's a practice of environmental protection and an exploration of future office, injecting vitality and sustainability.

In work scenarios, silent cabins and other facilities create a vibrant work space.

The design integrates innovative methods and advanced technology, making it an open, forward-looking hybrid. It understands modern work needs, breaks boundaries, offers multiple scenarios, stimulates creativity and leads future work models.







Considering employees' health, this place adopts an open office mode without partitions and brings in large amounts of natural light. The combination of green plants and desks injects vitality and extends the “Explore infinity ” theme.





The bright yellow conference room is eye-catching. Its vibrant color suits young people's aesthetics. The circular chandelier complements the table. This design meets modern office's need for innovation and vitality. It injects life with unique colors and shapes, stimulating creativity and creating a unique conference space.





The red conference room is charming. Red means enthusiasm, vitality and caution. People discuss and decide here. The chandelier is like a thought spaceship. This design meets needs. With red and chandelier, it creates a creative space.

Surrounded by colors and with outdoor-indoor blend, it's a harmonious environment. Modern design with traditional essence shows corporate connotations and love for new things.

