



**Number Three**





INSPIRATIONAL THEME  
**Energy**  
READING TIME  
**2:11**  
KEYWORDS  
**#TchaiTchi**  
**#Energy**  
**#China**  
**#KimTchai**  
**#ChineseHeritage**  
**#5Elements**

氣

**chi**  
life energy



# An inward transcended re-birth

These are boundary breaking times for us.

Behind the scenes we've been working really hard on a fundamental transformation of our company and the way we present ourselves. We are good at displaying brands, but when it came to our own brand things got really interesting.

We've chosen to take a thoughtful and reflective path to get to the very centre of who we are. This inward journey started when my brother Edward and I took over the company a year ago. We are now a third generation family business and asked ourselves: what do we want out of our company? How can we transform Tchai in such a way that it reflects what we believe in? Our vision, our 'why', our path.

#### **THE CHI WAS THERE ALL ALONG**

We traced the stories of our great-grandfather who travelled all the way from China to Rotterdam. We were genuinely fascinated by our

Chinese roots and the powerful philosophical heritage in which 'Chi' is the most fundamental concept. Chi is the universal life force that flows through everything. In the client interviews we did to get a grasp of what defines Tchai as a company, this is the exact theme that kept coming back: the energy we put into every project we're involved in. The relentless drive, the commitment, the inspiration - all of a sudden we could relate it all to that one essential source of energy: Chi.

#### **EMBRACING OUR TRUE VERSION**

This triggered us to give it our own creative interpretation and thus 'Tchi' was born. A combination of Trade and Chi, Tchi is the central concept that drives our business. At Tchai, all of our energy, all of our life force, all of our Tchi is about discovering and displaying yours.

When we say 'we make it happen', we mean your Tchi. We want to release your Tchi and let you experience the power of Tchi.

#### SHARING IT WITH YOU

Going in-depth into the wonders of China, both ancient and modern, we found so many hidden gems. From anecdotes to artists, each discovery fuelling our fascination and also confirming our ties with this rich and vibrant culture. Just as our company has made a huge transformation, so has our magazine evolved. We see it as an external manifestation of all the changes that we've made inside our company over the last year. In this re-born magazine we share some of our most inspiring finds with you. The central theme is the unique treasures of China that give us energy; we are excited to hear if they will charge you up as well.

#### GROWING ROOTS

On a personal note I can say that I've done some soul-searching as well and discovered that my principal Chi element is earth. This refers to strongly rooted traits like stability and reliability. I think that is exactly what Tchai

needs in its transitional phase and I feel really blessed to be in the position I'm in.

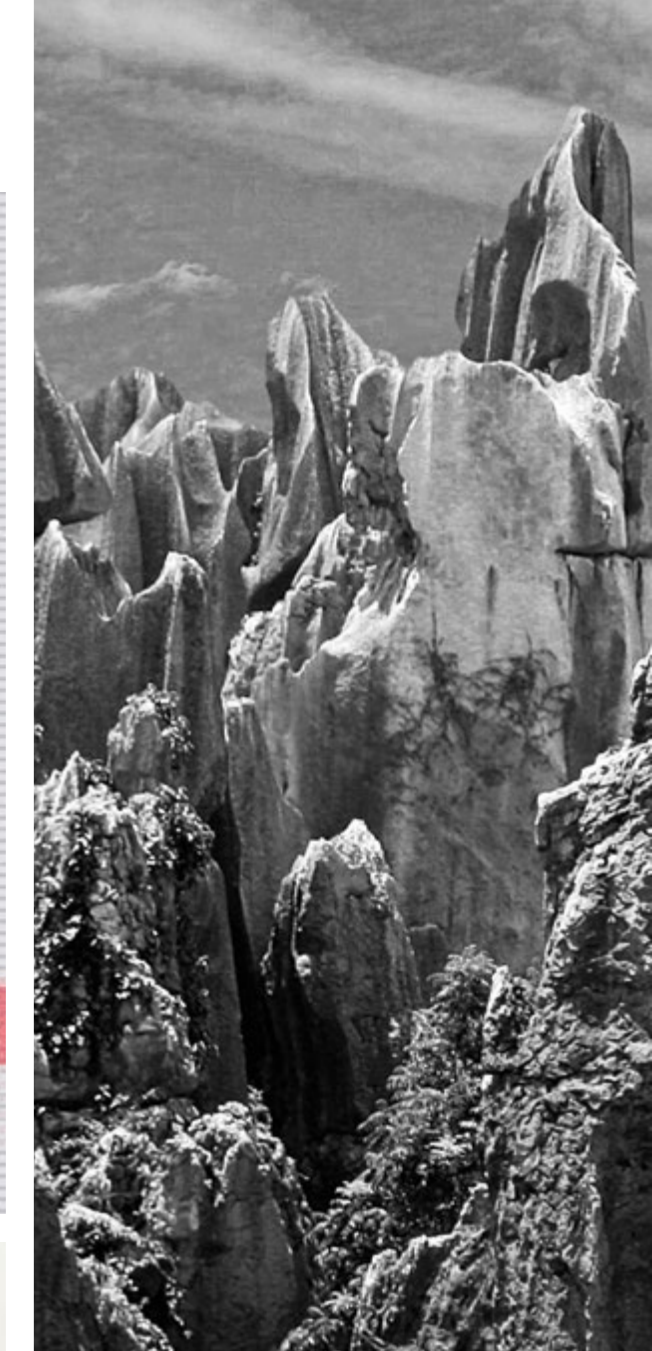
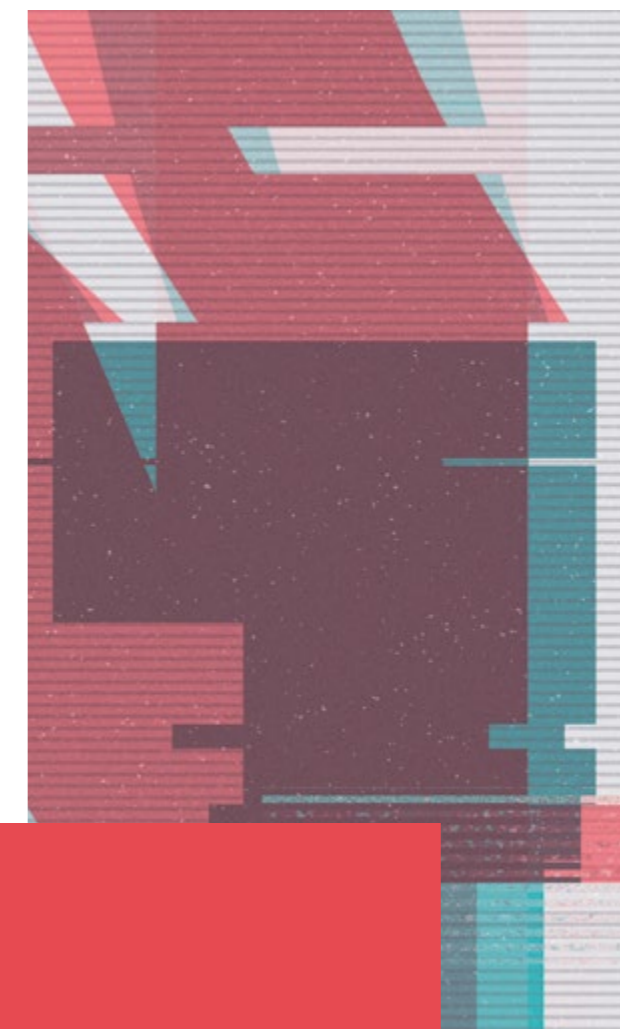
As a launch date we have chosen February 16th, which isn't a random date of course - it's Chinese new year. So here's a toast to the re-birth of Tchai Tch, the heritage we carry with us and all the energy that will flow between us in the years to come!

Take care,

Kim Tchai

TCHAI

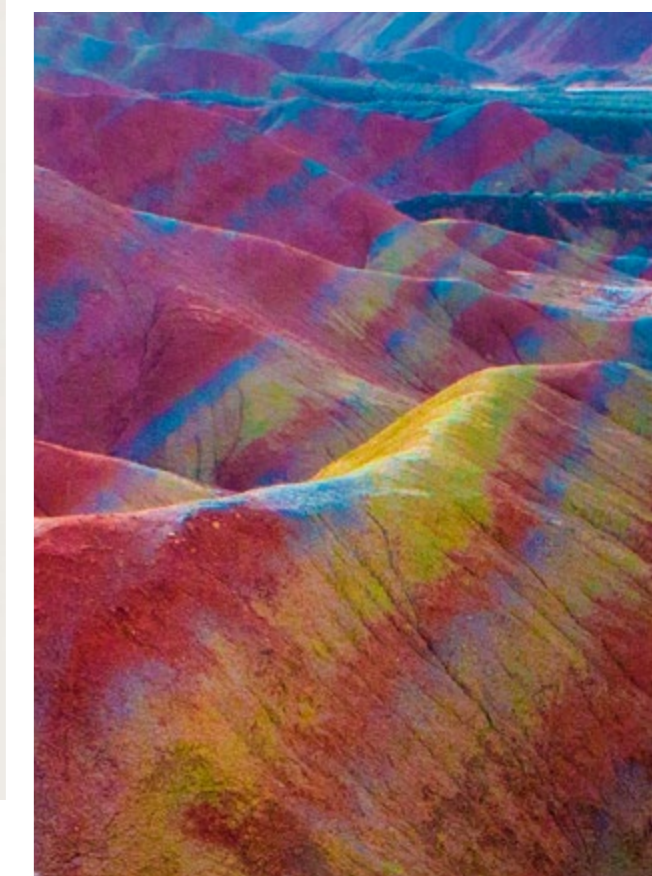


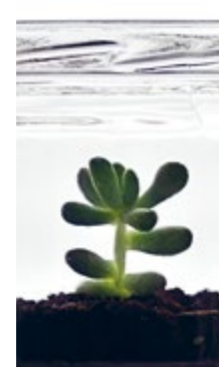
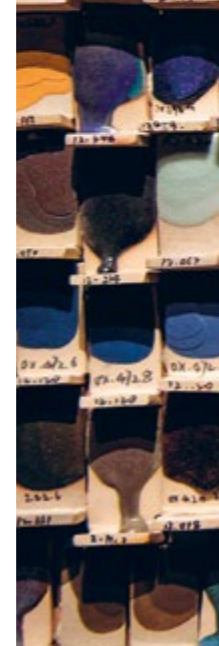
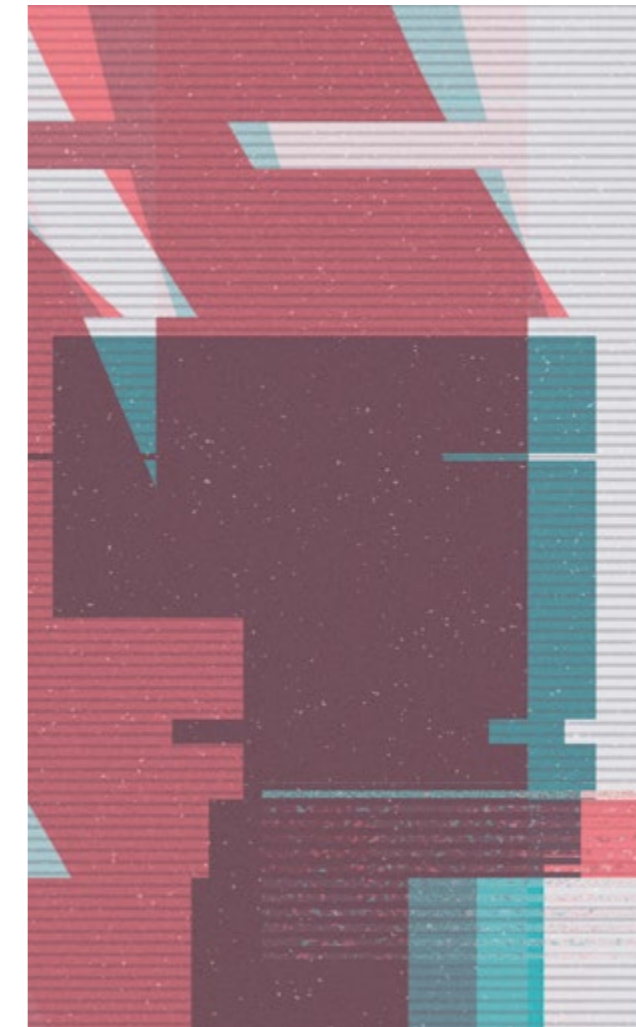


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INSPIRATIONAL THEME  
**Zodiac**  
READING TIME  
**3:40**  
KEYWORDS  
**#2018**  
**#YearOfTheDog**  
**#ChineseZodiac**  
**#AddRed**

Welcoming the Year of the

**DOG**





At the beginning of each lunar year, Chinese communities around the globe welcome the New Year in by taking to the streets with flamboyant dragon dances and ear-popping firecrackers. It's a fifteen-day celebration steeped in tradition and customs, and regarded as the most important Chinese festival of them all. This year, on February 16<sup>th</sup>, these festivities will mark the onset of the Year of the Dog, a new animal cycle in the Chinese zodiac, or Shēngxiào. We think it's the perfect time to take a closer look at this ancient Chinese wisdom and find out how its predictions have the power to influence a quarter of the world's population. (That's 1.9 billion people).

Most of us are familiar with the Greco-Roman zodiac. That is to say, if we were to ask, "What's your star sign?" you'd probably be able to tell us. But for most of us too, that's usually as far as our knowledge (or interest) on the subject goes. In Western astrology we divide signs over the twelve months of the year, basing the zodiac on the Earth's position in relation to the constellations and their movements. Chinese astrology is different. In fact, the term astrology is totally out of place here, as it has nothing to do with the stars at all. The Chinese calendar actually recognises both solar events, such as the summer and winter solstices, as well as the phases of the moon, with every month beginning at new moon. But perhaps the most significant difference is that ruling zodiac signs are not arranged around calendar months. Instead, each year falls under the reign of its very own zodiac animal.

#### **ANIMALS OF THE CHINESE ZODIAC**

Although there are many stories surrounding the origin of the Chinese zodiac, the most enduring myth is the tale of the great Jade Emperor, ruler of the heavens. Searching for a way to measure time, he decided to hold a swimming race and invited all the animals to take part. As a prize, he promised that the first twelve animals to make it across a raging river

would each have a year of the zodiac named after them. Apparently, it was the clever and cunning rat who won the competition by hitching a ride on the back of the ox. Which is why the rat comes first in the animal cycle, followed by the ox, the tiger, the rabbit, the dragon, the snake, the horse, the goat, the monkey, the rooster, the dog and, finally, the pig.

#### **LUCKY DRAGON, UNDESIRABLE GOAT**

Okay, but how do these animals impact on the lives of the billions of people we mentioned before? Well, the Chinese zodiac is made up of a rather complex framework of elements (earth, water, fire, wood and metal) and animal signs. But in its essence, it is the year of your birth that determines your ruling zodiac animal. The traits of this animal are believed to say a lot about you and your fortune (or misfortune) in the year ahead and throughout your life. And with so much depending on the characteristics of each animal sign, some years are considered luckier than others. For instance, in many parts of Asia, birth rates go up significantly in dragon years (the luckiest zodiac animal), while many couples avoid having children in both the Year of the Goat (believed to be a particularly ill-fated zodiac sign) and the Year of the Tiger (said to produce difficult offspring). But that's not all. The Chinese zodiac



is also used to determine compatibility with others. As a result, parents may choose to plan the births of their children around agreeable animal combinations, making sure siblings don't clash and family unity is guaranteed. In fact, it wouldn't be an overstatement to say that the Chinese zodiac has an influence on most major life decisions, from whom to rely on in business to choosing the perfect partner for love.

#### **THE YEAR OF THE DOG**

So here we are in the Year of the Dog (February 16<sup>th</sup> 2018 - February 4<sup>th</sup> 2019). As well as influencing the life path of the millions of babies born in the next twelve months, this new phase in the Chinese calendar is also believed to define the characteristics of the coming year. And, by now, aren't you just a little bit curious to hear its forecast? Corresponding with the traits of this ruling zodiac animal, Dog-years are said to be filled with progression and devotion to ideals. Additionally, it's your ruling zodiac animal and its compatibility with the dog that will largely determine what the New Year has in store; the more compatible these signs are, the more favourable for you. But a word of warning if it's your 24<sup>th</sup>, 36<sup>th</sup>, 48<sup>th</sup>, 60<sup>th</sup> or maybe even 72<sup>nd</sup> birthday (listen up, Donald J. Trump) any time soon: this makes your ruling animal a dog, and the zodiac dictates caution in the

year of your birth-sign as you're at risk of offending Tai Su, the God of Age. This calls for prudence when it comes to matters of love, career and finance.

However, we're also told much misfortune can be avoided by wearing lots of red clothing. So you should probably add this colour to your wardrobe for the coming year. Or at least you could, if you let the Chinese zodiac guide you.



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INSPIRATIONAL THEME  
**Architecture**

KEYWORDS  
#MVRDV  
#OssipVan  
#Duivenbode  
#Books  
#MoreBooks  
#Oooh  
#Ssssh

Tianjin Binhai Library

At a distance this futuristic structure resembles a cascade of books. Inside, the level, curved bookshelves create a series of platforms and stairs, providing a truly stimulating environment to read, learn and explore.



天津滨海新区图书馆  
TIANJIN BINHAI NEW AREA LIBRARY



INSPIRATIONAL THEME  
Architecture

KEYWORDS  
#OasisVn  
#DiverseBooks  
#MoreBooks  
#Ooh  
#Sessh

Tianjin Binhai Library

**Tianjin Binhai Library**

At a distance this futuristic structure resembles a three-dimensional eye. Step inside and you'll discover a cascade of floor-to-ceiling bookshelves sweeping around a luminous spherical auditorium. The Tianjin Binhai Library, with all its angles and curves, provides a truly stimulating environment to read, learn and meet.



INSPIRATIONAL THEME

**Art**

READING TIME

**2:06**

KEYWORDS

**#Laza**

**#MixedMedia**

**#BornBeyondTheWomb**

**#PostHumanism**

**#MindBodySoul**

## THE WOMB

Chi is present in the air circulating around the body like oxygen and blood. It's not a specific physical element or a specific kind of energy. It is more an overall 'life force'. When we learn to harness this force, we can feel a deep sense of spiritual well-being. Artists use chi to feel inspired, motivated and to maximise their creativity.

Laza Wu Ta-Ching is a creative force in this 'incubator of brilliance'. We who have learned to reinvent herself, emerge from the womb as members of a new kind of work. She's well known for her mixed media, digital and film work. Her work is a blend of traditional and contemporary art forms. She's a pioneer in the field of digital art and has been featured in numerous exhibitions and galleries. She's a true visionary and her work is a testament to the power of the human mind.

Laza's fascination with the mind, body and soul is a subject she often explores. After a series of exhibitions such as 'Mind Your Body' she recently unveiled 'Born Beyond the Womb'.

## THE INCUBATOR OF BRILLIANCE

All of which sets the scene for Laza's 'Born Beyond the Womb' project. She's a true visionary and her work is a testament to the power of the human mind.

# the wombs



POST HUMANISM  
MA  
LIZA WU  
2015  
POST HUMANISM  
MA  
LIZA WU  
2015

# Beyond

## BEYOND THE WOMB

Chi is present in the air, circulating around the body like oxygen and blood. It's not a specific physical element or a specific kind of energy it is more an overall 'life force'. When we learn to harness this force, we can feel a deep sense of spiritual well being. Artists use chi to feel inspired, motivated and to maximise their creativity.

Laza Wu Tzu-Ning is a creative force who uses her chi to reinvent herself and styles of work. She's well known for her mixed media installations and theatrical presentations. Laza blends digital technology with video projections and displays her art in a way that includes the audience so they often become a part of it. Laza's fascination with the mind, body and soul is a subject she often explores. After a series of exhibitions such as Laza's Insomnia Web, Cybernative and Mind Your Body, she recently unveiled 'Born Beyond the Womb'.

### THE INCUBATOR OF BRILLIANCE

Beyond the Womb is Laza's challenge to the traditional role of the womb in conception and birth. It's a received wisdom that all life begins

### POST HUMAN IMPLANTS

in this 'incubator of brilliance'. We emerge from the womb as members of the human race. We are self sufficient with superior intelligence when compared to animals and insects. But 'Post Humanism' challenges this and seeks to reposition the place of human beings in the world. It's a highly theoretical area covering many topics. It does wonder if there are higher levels of intelligence beyond our current understanding. Post Humanism also considers the integration of technology, adding it to our form, to expand our intellectual and physical horizons. All of which sets the scene for Laza's 'Born Beyond the Womb' project. She explores the controversial topics of genetic engineering and examines the digital 'afterlife'.



www.lazalaza.com  
 LAZA  
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## BEYOND THE WOMB

Chi is present in the air, circulating around the body like oxygen and blood. It's not a specific physical element or a specific kind of energy, it is more an overall 'life force'. When we learn to harness this force, we can feel a deep sense of spiritual well-being. Artists use chi to feel inspired, motivated and to maximise their creativity.

### POST HUMAN IMPLANTS

It's well documented our 'success' and adaptability as humans has placed the Earth's resources under tremendous strain. Laza highlights the irony of using technology to solve the problems we created using technology in the first place. Over production, industrial farming, mass cultivation etc. She also explores what food will be made up of in the future and how it could be farmed, created or mass produced. The video 'GFP Lab', looks at laboratory-generated food grown in Petri dishes. Laza uses disturbing, bright pink, green and orange luminescent liquids. Showing the conflict between the way we currently grow and consume food and the future strain on resources. The Good Food Provider is Laza's vision of a system in which people feed and nourish themselves within the same metabolic system and body.

Nutrients move through plastic tubing from the womb towards a crystalized piece of food consumed by the individual. 'Have peace of mind as you consume yourself' flashes across the screen. A jarring message. Whatever your interpretation, it's a far cry from gate to plate with scenes of golden harvests and bountiful fruit. Sometimes it's good to be challenged, to question the norms even to the extent of examining ways that we are no longer bound by Biology. Laza has certainly achieved that. In the words of some post humanists, if nature is unjust, let's change nature.

### THE INCUBATOR OF BRILLIANCE

Beyond the Womb is Laza's challenge to the traditional role of the womb in conception and birth. It's a received wisdom that all life begins



INSPIRATIONAL THEME  
**Mind**  
READING TIME  
**3:34**  
KEYWORD  
**#BruceLee**  
**#Spirit**  
**#JeetKuneDo**  
**#EnterTheDragon**  
**#Partiality**  
**#Fluidity**  
**#Emptiness**

# JEET KUNE DO

You can do this too





## SIMPLICITY, DIRECTNESS AND FREEDOM

**Simplicity, directness and freedom - all guiding principles of Bruce Lee's self developed martial art, Jeet Kune Do. In Bruce's words, 'Using no way as way, having no limitation as limitation.'**

Bruce Lee was actually born in San Francisco but grew up in Hong Kong. He began to study martial arts in his early teenage years and even combined dancing along with strength training to improve his technique.

**IP MAN - THE REAL LIFE MASTER PO**  
Lee started acting when he was a boy and appeared in numerous Chinese films. Bruce Lee's initial martial arts prowess centered around Wing Chun kung fu, taught to him by the famous master, Ip Man. Ip Man was a real life "Master Po" as featured in the popular 70's TV series "Kung Fu". One

of Ip Man's beliefs was that martial arts skills should be tested in the real world. This led to Lee being suspended from school several times after getting into fights on the street.

Aged 18, he returned to the States to attend college in Seattle. It was here he found kung fu had its limitations. Wing Chun's fast moves and low kicks weren't enough, Lee added moves from Japanese and Korean martial arts. He blended moves that suited his physique and technique and rejected anything that didn't. For most people, this could have been a disaster, for Bruce Lee it was perfection. Perfection he later named Jeet Kune Do. Bruce Lee's very own martial arts system and one that could feature kicks, throws and even weapons.

### **NO WAY AS WAY**

Bruce Lee first came up with the term Jeet Kune Do in 1967. He struggled to name the art as his belief was things should constantly evolve, avoiding 'fixed labels' and 'finished works'. He felt naming something restricted the freedom to develop it and advance it further. It did need a name though, even if it was a 'work in progress.' So he decided upon Jeet Kune Do. The guiding principles revolve around simplicity, directness and freedom - the form of no form.


Jeet Kune Do is far more than an alternative martial art. The techniques and philosophies of Jeet Kune Do can be applied to many of the challenges we face in life. Jeet Kune Do requires the individual to train him or herself to a heightened state of 'being-ness'. So when faced with a mental or physical

### *'Be Water, My Friend'*

conflict, Jeet Kune Do becomes more of an instinct. It can be applied immediately even without a moment's thought or hesitation. Jeet Kune Do celebrates the self expression of the individual over any doctrine or beliefs that cannot be broken.

**Always be yourself  
express yourself  
have faith in yourself**

Bruce Lee even created a symbol for Jeet Kune Do. It was designed to represent his own self determination and discovery. In fact, there are four in the series, each of which represent a part of the continuing story. These are Partiality, Fluidity, Emptiness and Jeet Kune Do. Bruce Lee was also a prolific writer. Recording his thoughts and ideas on how to get more out of life and live accordingly. As you may



expect from a man of action, Bruce believed these ideas should be actively applied, not just contemplated and discussed. During a difficult time, when acting jobs were few and far between, Bruce injured his back. He wrote "Walk On" on the back of a business card and he used it as a visual reminder to keep moving forward. It inspired and motivated him to get to a better place, which he did. In his own words,

*'Be Water, My Friend.'*

*Empty your mind. Be formless, shapeless, like water. You put water into a cup, it becomes the cup. You put water into a bottle, it becomes the bottle. You put it into a teapot, it becomes the teapot. Now water can flow or it can crash. Be water, my friend'*

#### **ENTER THE DRAGON**

Sensing an untapped audience and a potential for profit, "Enter the Dragon" was commissioned. Hollywood hedged their bets and tried to divide the lead role three ways. Lee played a Shaolin monk, John Saxon played a pseudo James Bond character and Jim Kelly played 'the good guy' (spoiler alert) who gets killed early on. Remarkably, Lee performed his own stunts, helped write the script and carefully choreographed the fight scenes. Lee's role was the martial arts master.

He penetrates a crime boss's fortress by agreeing to participate in a fight tournament. It's these memorable and seemingly real fight scenes that made the film such a huge hit with Western audiences - box office takings went through the roof. This film and Bruce's authenticity spawned a whole new generation of discerning martial arts fans. People like Jackie Chan, Quentin ("Kill Bill") Tarantino, the Wu Tang Clan, Chuck Norris, athletes, artists, actors and anyone who has ever seen and enjoyed an "Action Thriller" owes a debt of gratitude to Bruce Lee.

#### **FOREVER 'READY TO STRIKE'**

Bruce Lee was posthumously awarded a star on Hollywood's Walk of Fame and named in Time magazine's 100 people of the Century. Film fans and critics now regard, "Enter the Dragon" as a true American classic. Bruce Lee was a true innovator, a pioneer, a man who didn't give up and for most people, he remains a true original whose spirit lives on.

YOU  
CAN  
DO  
THIS  
TOO



# Bamboo

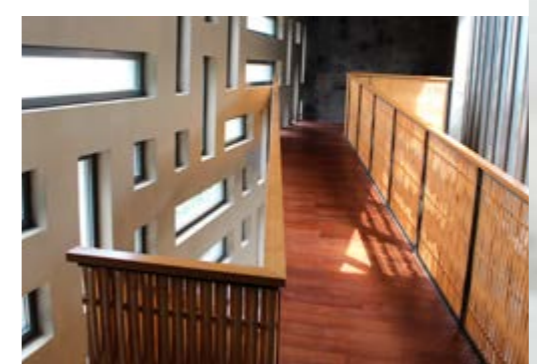
INSPIRATIONAL THEME  
**Material**  
KEYWORDS  
**#Bamboo**  
**#Scaffolding**  
**#Structure**  
**#Retail**



INSPIRATIONAL THEME  
**Material**  
KEYWORDS  
#Bamboo  
#Scaffolding  
#Structure  
#Retail

# Material

These examples explore how bamboo, a traditional scaffolding material, can be re-interpreted to create aesthetic structures.





INSPIRATIONAL THEME  
**Ancient Tales**  
READING TIME  
**1:42**  
KEYWORDS  
**#OnceUponATime**  
**#DragonKite**  
**#HanDynasty**  
**#EpicBattle**  
**#Intuitive**

# KITE

DRAGON

WARRIOR

THE



**ONCE  
upon a time  
there was a  
brave young  
man whose  
beautiful wife  
had just given  
birth to a  
handsome son.  
Every night he  
would tell him a  
story about his  
own life from  
long ago.**

He lived with his hard working mother and little sister in Western Han near Xi'an. His father had died when he was very young and he barely remembered him. They rarely spoke about him. Just before he died he gave his son a beautiful dragon kite and told him to keep it safe as he would need it later in life.

The dragon kite came from the fourteenth century. The boy believed that the kite had magical powers: how else could something so fragile have survived for so long? The kite had many mystical features such as a human beard which stands for intelligence, deer horns which represent good luck in life and the wise eyes of a tiger which is the strongest creature of all and can never be defeated.

When the brave young man was old enough he became a soldier in the Han Dynasty army as his country was in need of fearless young men.

One day they were defeated in an epic battle, many men were lost and morale was low. Just across the river the enemy set up camp. The young man remembered the dragon kite his father had given to him many years before. Until now they had used it to send secret messages to each other.

The young man grabbed the brightly painted kite and made a plan to lure the enemy away from the river banks. He tied thin bamboo sticks to its centipede-like tail and then set them on fire. When it was in the air the dragon kite made the loudest screams anybody had ever heard before, it sounded like a 'real-life' dragon. The enemy thought that the screaming dragon was a sign from the gods, warning them that they would be defeated in the next battle. They were terrified and fled as fast and as far away as they could.



This made it possible for the brave young man and his fellow soldiers to cross the river safely, put down their weapons and return home to their families.

When he told this story to his son, the boy's eyes would light up like a tiger's eyes. The man would kiss his son on his forehead and always wished his "little dragon" a good and peaceful night. With the dragon kite protecting him right above his bed.

- THE END



# 自己做

DIY ENERGY DRINK  
Ginseng infusion

INSPIRATIONAL THEME  
**DIY**  
KEYWORDS  
**#Ginseng**  
**#Tea**  
**#EnergyDrink**  
**#DIY**  
**#LibidoBoost**





INSPIRATIONAL THEME  
DIY  
KEYWORDS  
#Ginseng  
#Tea  
#EnergyDrink  
#DIY  
#LipidBoost

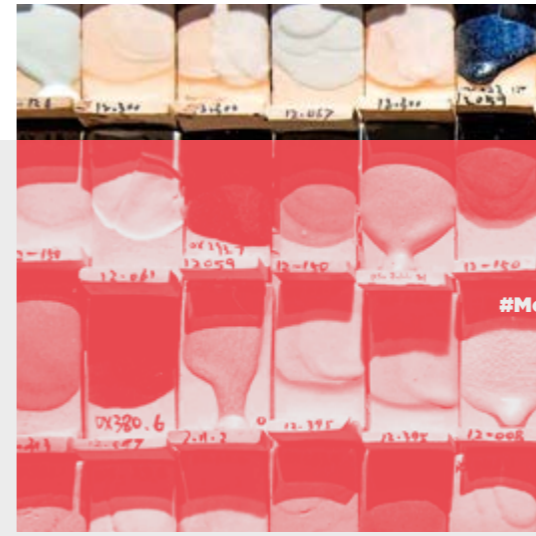
Recharge your chi with ginseng root. Known for its invigorating properties, ginseng is believed to stimulate the mind and the body. In China, ginseng is often taken as a tea for a natural energy and libido(!) boost.

**HERE'S HOW TO MAKE IT**

1. Buy dried ginseng root from a Chinese herbalist or online supplier.
2. At noon, grab your favourite mug.
3. Add between 20 to 30 flakes of dried ginseng root to your mug.
4. Pour over 60°C water.
5. Brew for 30 minutes before drinking.
6. In the evening, repeat steps 4. and 5. using the same flakes of ginseng root.
7. Eat the ginseng flakes.



DIY ENERGY DRINK  
Ginseng infusion

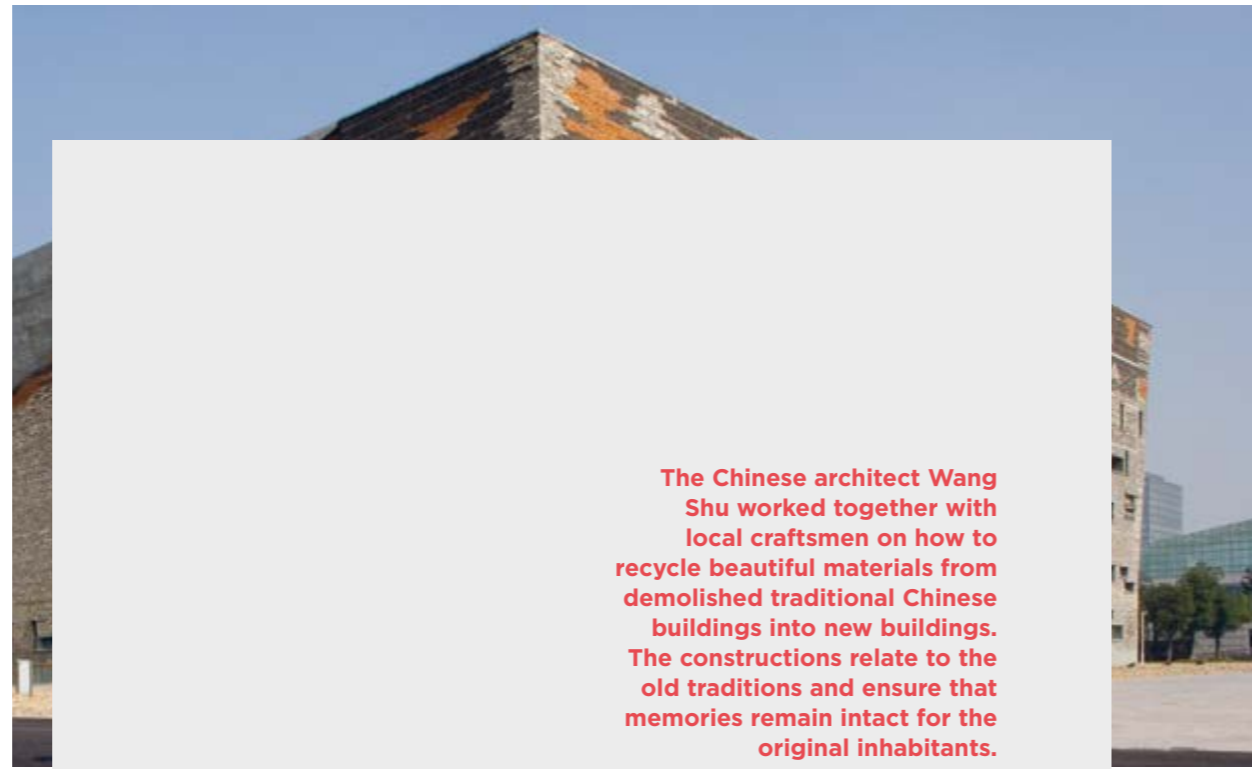


INSPIRATIONAL THEME  
**Architecture**  
KEYWORDS  
**#ReUse**  
**#Recycle**  
**#ModernTradition**  
**#Memories**



Wang Shu





The Chinese architect Wang Shu worked together with local craftsmen on how to recycle beautiful materials from demolished traditional Chinese buildings into new buildings. The constructions relate to the old traditions and ensure that memories remain intact for the original inhabitants.





INSPIRATIONAL THEME  
**Structure**

KEYWORDS  
**#SkiesAndStones**  
**#UrbanNature**  
**#ConcreteForests**  
**#Resemblance**

|||||  
| | | | |  
HIGH ||| | |  
RISES | | |

When observed side by side, there is a striking resemblance between the limestone formations of Shilin Stone Forest and the skyscraper buildings of Hong Kong. Perhaps these soaring stones are nature's prototype for the many concrete cities that are now synonymous with modern-day China.



INSPIRATIONAL THEME  
Structure  
KEYWORDS  
#SkiesAndStones  
#UrbanNature  
#ConcreteForest  
#Resemblance

# RISES HIGH

When observed side by side, there is a striking resemblance between the limestone formations of Shilin Stone Forest and the skyscraper buildings of Hong Kong. Perhaps these soaring stones are nature's prototype for the many concrete cities that are now synonymous with modern-day China.





INSPIRATIONAL THEME  
**Lifestyle**  
KEYWORDS  
**#FengShui**  
**#WindWater**  
**#LifeForce**

# Wind Water



Life force, results in well being giving us health, inspiration, vision, intuition, success and happiness.

As the dew slowly dissolves and leaves a fresh healthy appearance, we become aware of nature's forces. Fully awake, we perceive... Life.

As the sun starts our day in the East, we wake up, and nurtured by its warmth and pallet of brilliant rainbow rays...



HANAKO  
feng shui geomantic master and  
Qi-Mag Feng Shui consultant  
www.sui-sho.com

# Feng Shui

The science of wind and water  
Where there is water, there is life  
Where there is a tree, there is wind  
Healthy oxygen is produced  
by water & wind  
We call it Chi, which means life force  
The science of Feng Shui, is one  
of the great gifts China gave us  
Including Longevity, immortality,  
which frees Chi, Shen and Ling.






INSPIRATIONAL THEME  
**Performance Art**

KEYWORDS  
**#UnderSiege**  
**#YangLiping**  
**#TimYip**  
**#Spectacle**

UNDERSIEGE





**UNDER SIEGE** tells the story of the warlords Xiang Yu and Liu Bang. Yang Liping brings this saga to life with dance, acrobatics, live music and a spectacular stage design by Tim Yip (known from *Crouching Tiger, Hidden Dragon*). The contemporary dance performance combines past and present by combining traditional Chinese dance with hip hop which creates a wildly energetic visual spectacle.



# MAN UP

INSPIRATIONAL THEME  
**Sociology**  
READING TIME  
**2:22**  
KEYWORDS  
**#Ingenuie**  
**#Perfection**  
**#LotionsAnd**  
**Potions**  
**#OuterSelf**  
**#InnerSelf**

BODY WAXING  
EYE BROW SHAPING  
NAIL MANICURING

# CHINA



# WAM UP CHINA

WAM UP  
CHINA  
WAM UP  
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WAM UP  
CHINA  
WAM UP  
CHINA  
WAM UP  
CHINA

TONERS  
MOISTURIZERS  
EXFOLIATORS  
SERUMS

## IN PURSUIT OF PERFECTION

Not so long ago, if you were a Chinese man, life was pretty straightforward and the odds were stacked in your favour. But by 2020, it's predicted that there will be 30 million more young men than women in China. Thanks to a traditional preference for sons and the country's one child policy, there's an ever increasing number of single men. So what's the answer to this potential crisis? Yep, you've guessed it, hair gel and eye brow plucking. Well, not really but the shortage of female dates and partners is a contributing reason to the rise in male grooming. There's a heightened interest in fashion and some men are even turning away from marriage and relationships altogether, filing it under "too much hassle". Shifts in paternal roles have also been seismic as men have struggled to fulfil all the expectations placed on them.

Their fathers were probably the classic 'breadwinners'. Off to work early, home late, delegating child care and housekeeping to their partners. How times have changed, today's man faces 'super-dad syndrome'. He needs to perform at work, ideally in a good job, afford an apartment, possibly a car, be ambitious, an emotionally engaged father, a role model and... if he's funny, physically fit and knows how to dress... so much the better.

## INNER PEACE BRINGS BEAUTY

The men who have decided not to play along are known as a "fasting men". A whole demographic group who, superficially at least, aren't interested in women or relationships. This isn't just restricted to China, it's a wave that's sweeping across Asia. The Chinese man could be a member of one of a number of male tribes, from 'guys next door' to preppie types to technical obsessed nerds. The most interesting is the 'Ingenuer'. The Ingenuer tip toes along the line separating male and female sexuality. Groomed, stylish and blurring the

**BODY WAXING  
EYE BROW SHAPING  
NAIL MANICURING**



**TONERS  
MOISTURIZERS  
EXFOLIATORS  
SERUMS**

**IN PURSUIT OF PERFECTION**

After treatments, the 'Ingenuer' may want to stock up on lotions and potions for home use. In which case, he may head over to Joyce Grooming. They have a huge range of products from skin toners to moisturisers to magical serums. Along with the application of creams to the 'outer self', the Ingenuer is still very much in-touch with his 'inner self'. The relaxing rituals of pedicures and massages do provide a positive energy flow and a time for spiritual reflection and calm. Stress can really accelerate the aging process, so today's image conscious Chinese man continues to care about his inner 'chi' as much as his new, revolutionary deep cleansing back treatment.

**INNER PEACE BRINGS BEAUTY**

As in the West, male grooming has exploded in China. Toners, moisturizers and exfoliators are flying off the shelves. Traditional male barbers are opening up, offering comfy leather chairs, complementary drinks, wet shaves, body waxing, facials and eyebrow shaping. Flawless, a spacious salon and spa in Central Hong Kong, offers detoxifying cleanses and age peels. The pinnacle of which is the ultimate "Diamond Peel" treatment. This includes using a 'diamond-cut tool with sandpaper that they use to scrub the skin. Available for the face HK \$1,280 (€140) or other parts of the

**BODY WAXING  
EYE BROW SHAPING  
NAIL MANICURING**



found  
want

INSPIRATIONAL THEME  
**Art**

KEYWORDS  
**#Installation**  
**#Senses**  
**#VisualSound**  
**#SoundImage**

#### SOUND WAVE

Visitors to the Myrtle Tree park in Xiangyang are greeted by the Sound Wave installation of over 500 bright purple square poles, which are dotted with LEDs and play traditional Chinese music.

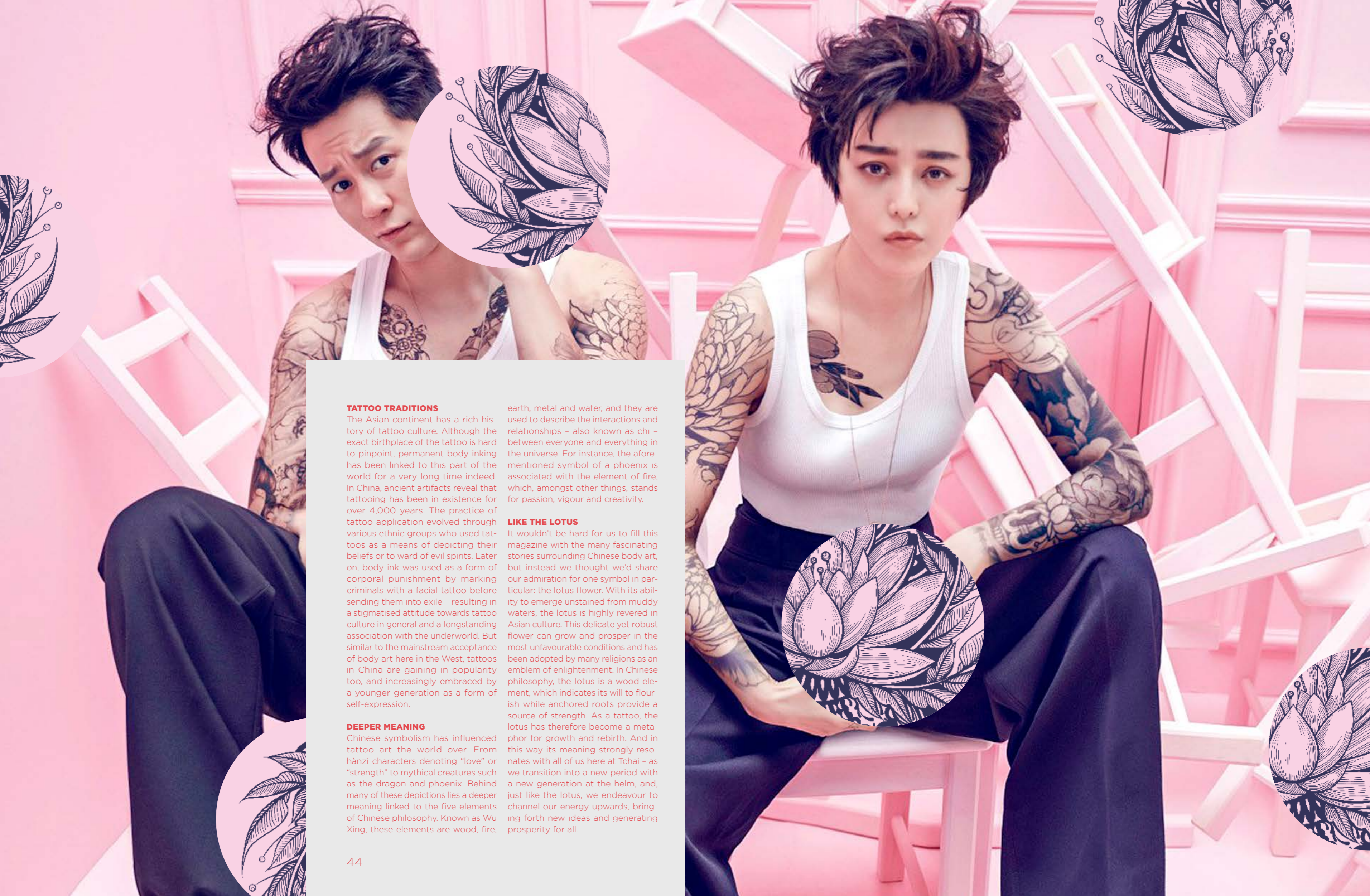
The installation rests on Goethe's definition 'Architecture is frozen music', the group of poles presents a solidified moment of a sound wave in motion.





INSPIRATIONAL THEME  
**Lifestyle**  
READING TIME  
**1:43**  
KEYWORDS  
**#Ink**  
**#Lotus**  
**#TattooTraditions**  
**#UpwardEnergy**  
**#Rebirth**  
**#Strength**

# UPWARD ENERGY



#### TATTOO TRADITIONS

The Asian continent has a rich history of tattoo culture. Although the exact birthplace of the tattoo is hard to pinpoint, permanent body inking has been linked to this part of the world for a very long time indeed. In China, ancient artifacts reveal that tattooing has been in existence for over 4,000 years. The practice of tattoo application evolved through various ethnic groups who used tattoos as a means of depicting their beliefs or to ward off evil spirits. Later on, body ink was used as a form of corporal punishment by marking criminals with a facial tattoo before sending them into exile – resulting in a stigmatised attitude towards tattoo culture in general and a longstanding association with the underworld. But similar to the mainstream acceptance of body art here in the West, tattoos in China are gaining in popularity too, and increasingly embraced by a younger generation as a form of self-expression.

#### DEEPER MEANING

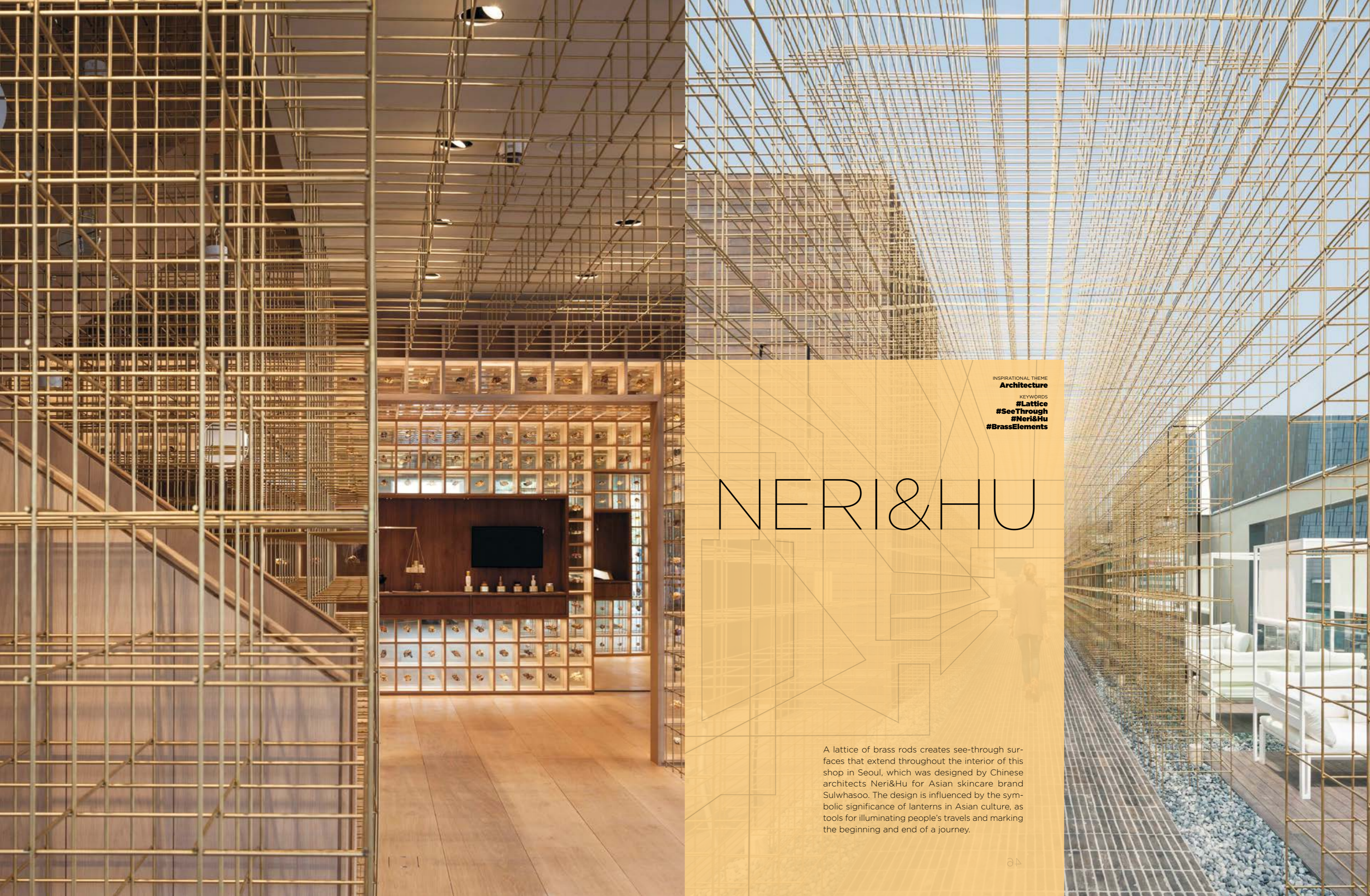
Chinese symbolism has influenced tattoo art the world over. From *hànzì* characters denoting “love” or “strength” to mythical creatures such as the dragon and phoenix. Behind many of these depictions lies a deeper meaning linked to the five elements of Chinese philosophy. Known as *Wu Xing*, these elements are wood, fire,

earth, metal and water, and they are used to describe the interactions and relationships – also known as *chi* – between everyone and everything in the universe. For instance, the aforementioned symbol of a phoenix is associated with the element of fire, which, amongst other things, stands for passion, vigour and creativity.

#### LIKE THE LOTUS

It wouldn't be hard for us to fill this magazine with the many fascinating stories surrounding Chinese body art, but instead we thought we'd share our admiration for one symbol in particular: the lotus flower. With its ability to emerge unstained from muddy waters, the lotus is highly revered in Asian culture. This delicate yet robust flower can grow and prosper in the most unfavourable conditions and has been adopted by many religions as an emblem of enlightenment. In Chinese philosophy, the lotus is a wood element, which indicates its will to flourish while anchored roots provide a source of strength. As a tattoo, the lotus has therefore become a metaphor for growth and rebirth. And in this way its meaning strongly resonates with all of us here at Tchai – as we transition into a new period with a new generation at the helm, and, just like the lotus, we endeavour to channel our energy upwards, bringing forth new ideas and generating prosperity for all.

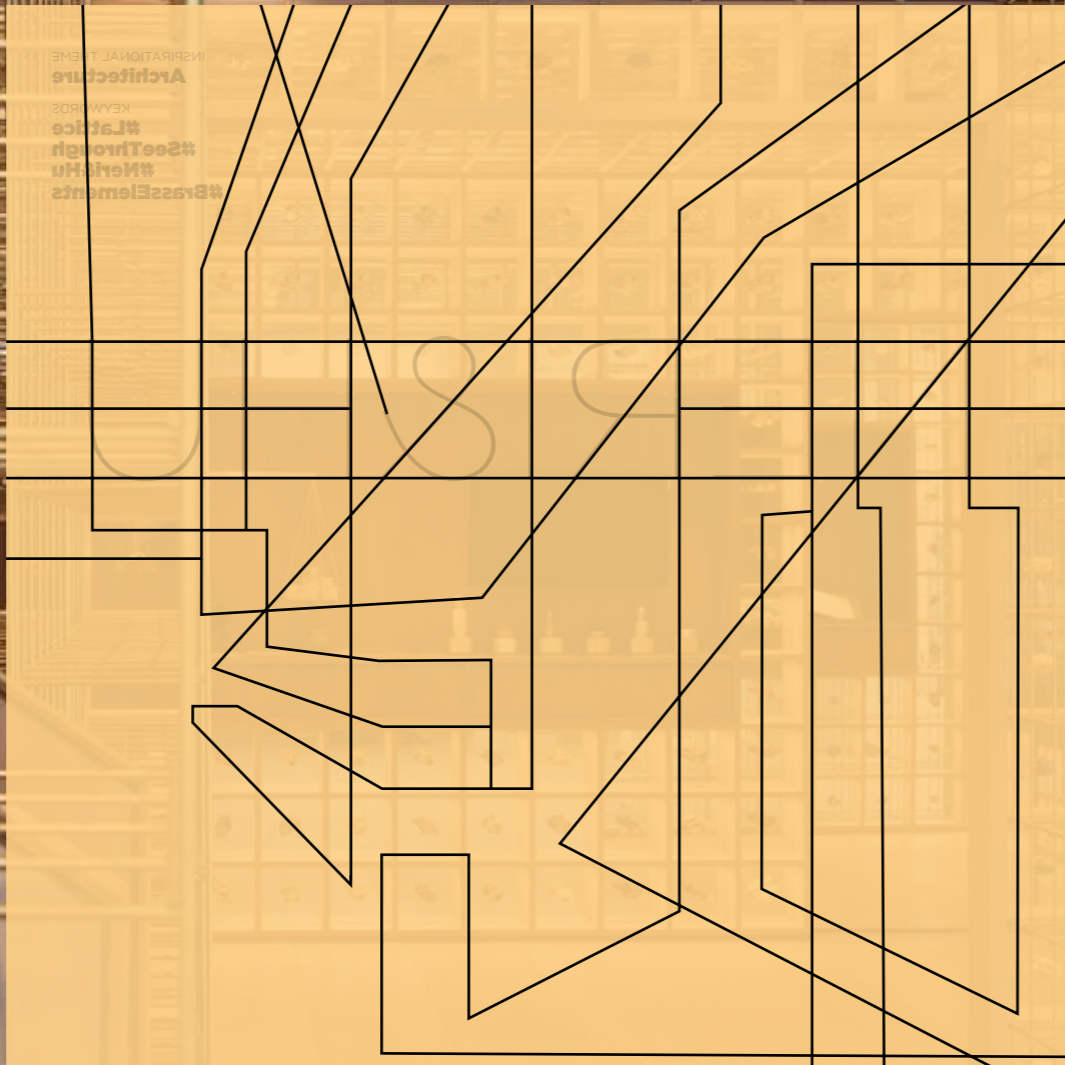
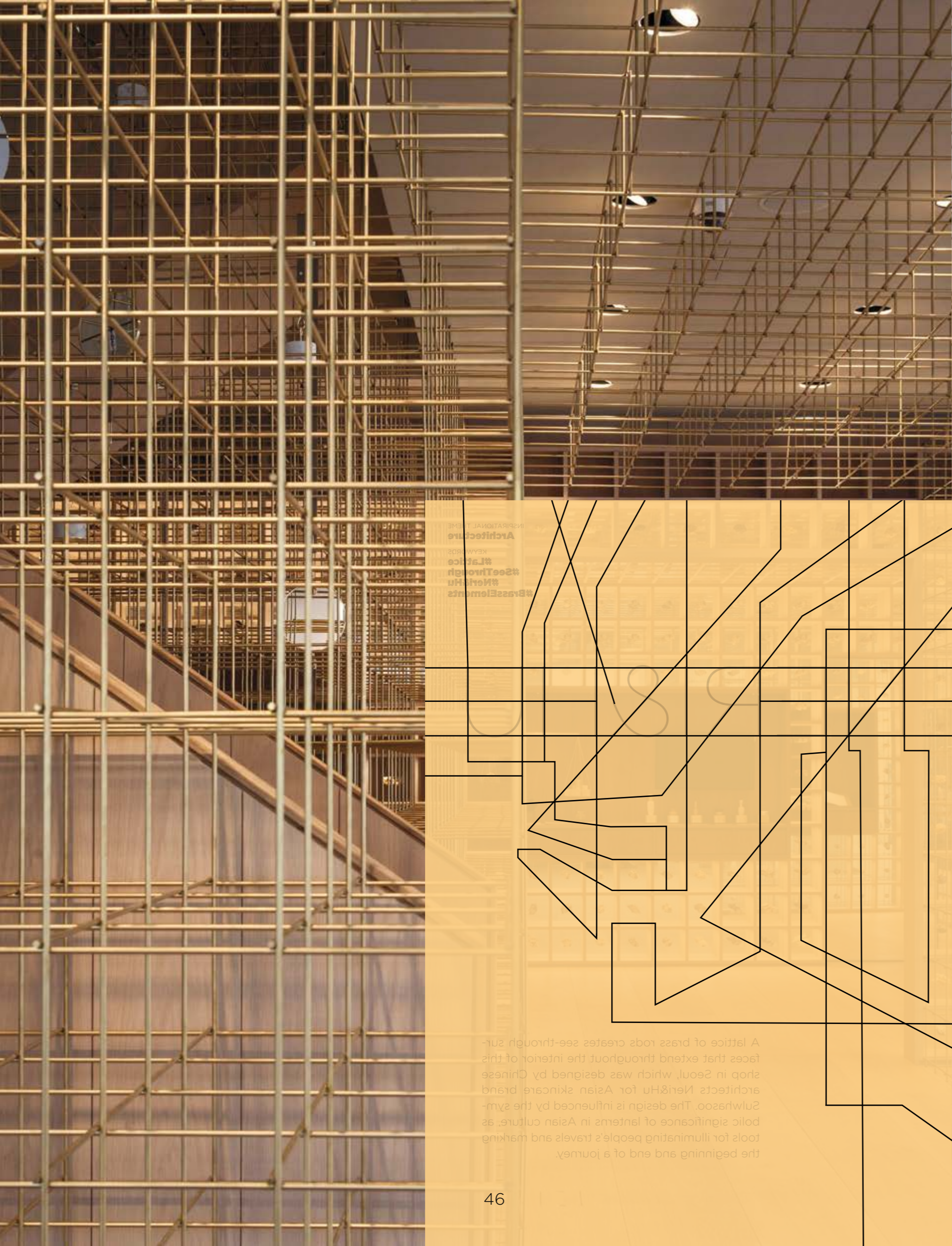




INSPIRATIONAL THEME  
**Architecture**  
KEYWORDS  
**#Lattice**  
**#SeeThrough**  
**#Neri&Hu**  
**#BrassElements**

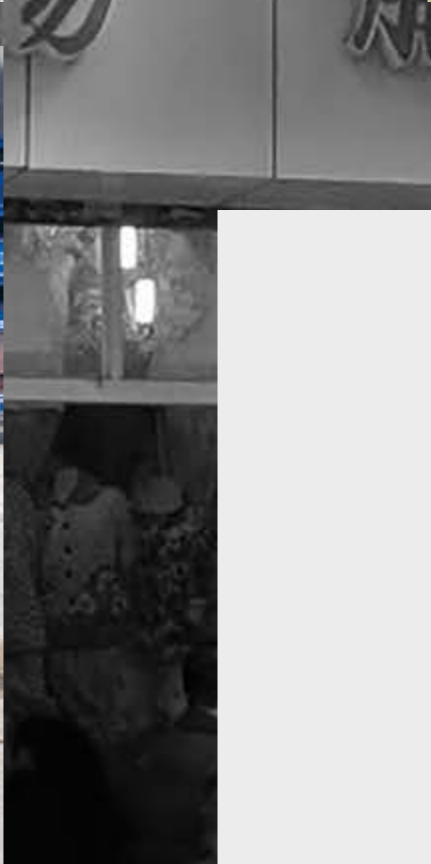
# NERI&HU

A lattice of brass rods creates see-through surfaces that extend throughout the interior of this shop in Seoul, which was designed by Chinese architects Neri&Hu for Asian skincare brand Sulwhasoo. The design is influenced by the symbolic significance of lanterns in Asian culture, as tools for illuminating people's travels and marking the beginning and end of a journey.



INSPIRATIONAL REFERENCE  
**Architecture**  
KEYWORDS  
**Walls**  
**See-through**  
**Walls**

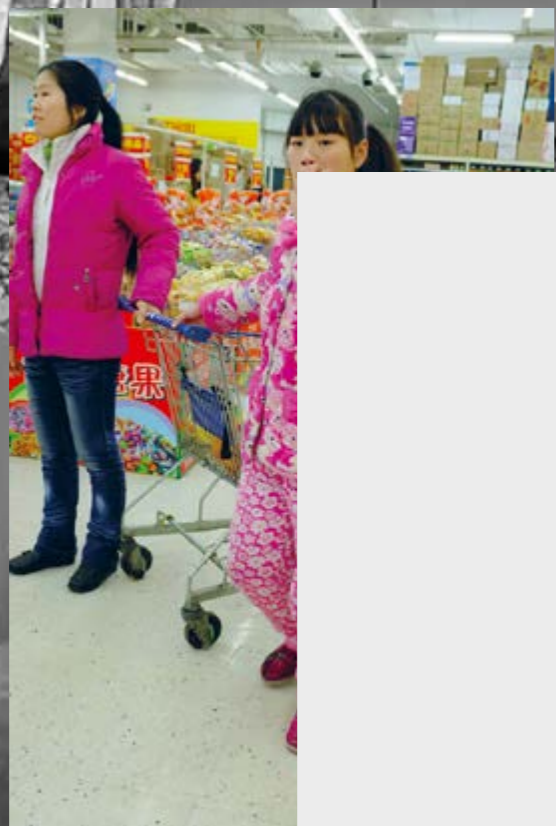
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INSPIRATIONAL THEME  
**Behaviour**  
KEYWORD  
#Lifestyle  
#Shanghai  
#Fashion  
#Shopping

DEBORAH  
VIVIAN





It may be a curious sight to behold, but the residents of Shanghai have been rockin' pajamas in the shopping streets long before the likes of Dolce & Gabbana brought them to the catwalk.

Fashion statement or not, consider the city's nightwear enthusiasts an authority on how to shop with leisurely flair.





## THE SKY LADDER — CAI GUO-QIANG

transient and transcendental. It will see a chain reaction. It is form to moving energy you When stored energy trans- infinitely into the darkness. fit ladder appears to ascend touch paper is lit, a fiery spi- like fungus: when the blue has horizontal wires linking a hot air balloon at night. It rective wire suspended from ple-stranded firework con- ntic concept involves a dou- His jaw-dropping pyrotech- over 20 years in the making. Cai Guo-Qiang, a project The Sky Ladder from artist

INSPIRATIONAL THEME

**Art**

KEYWORDS

**#20YearsInTheMaking  
#CaiGuoQiang  
#MovingEnergy  
#BeyondAndFurther**

INSPIRATIONAL THEME  
ART  
KEYWORDS  
#20YearsInTheMaking  
#CaiGuoQiang  
#MovingEnergy  
#BeyondAndFurther

The Sky Ladder from artist Cai Guo-Qiang, a project over 20 years in the making. His jaw-dropping pyrotechnic concept involves a double-stranded firework connective wire suspended from a hot air balloon at night. It has horizontal wires linking like rungs: when the blue touch paper is lit, a fiery spirit ladder appears to ascend infinitely into the darkness. When stored energy transform to moving energy you will see a chain reaction. It is transient and transcendental.

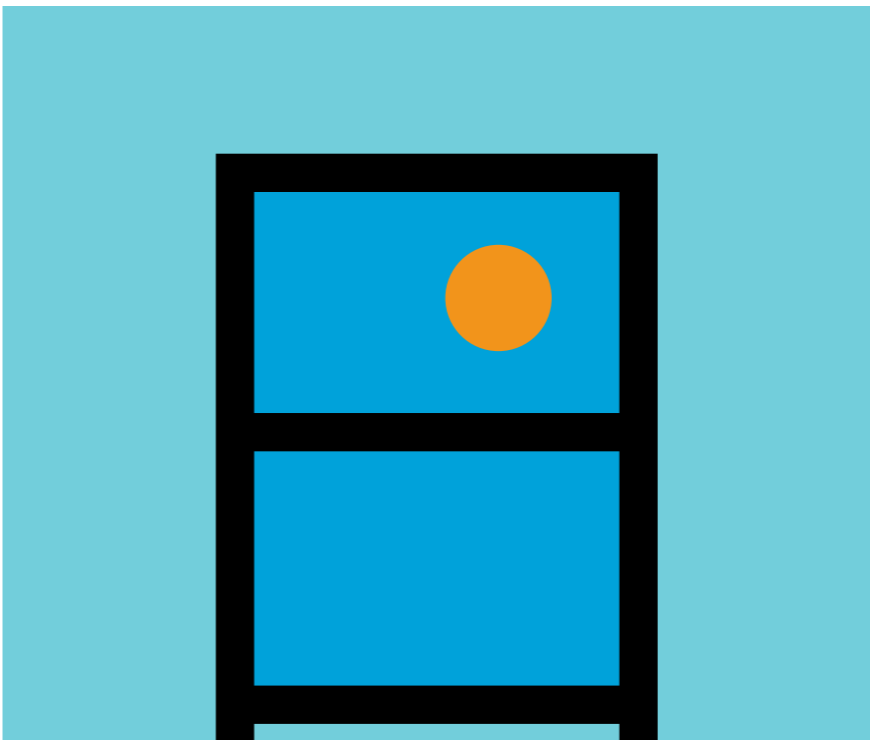
THE SKY LADDER — CAI GUO-QIANG  
'I WANT TO CONNECT THE EARTH TO THE UNIVERSE'



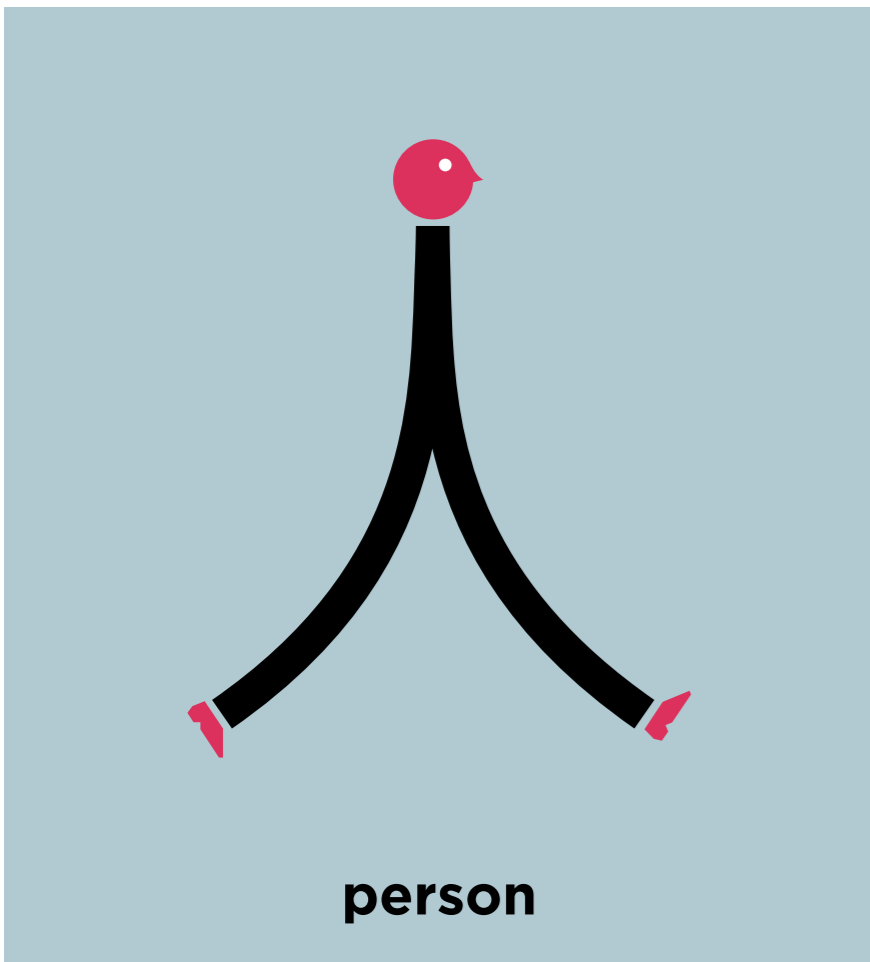
fire



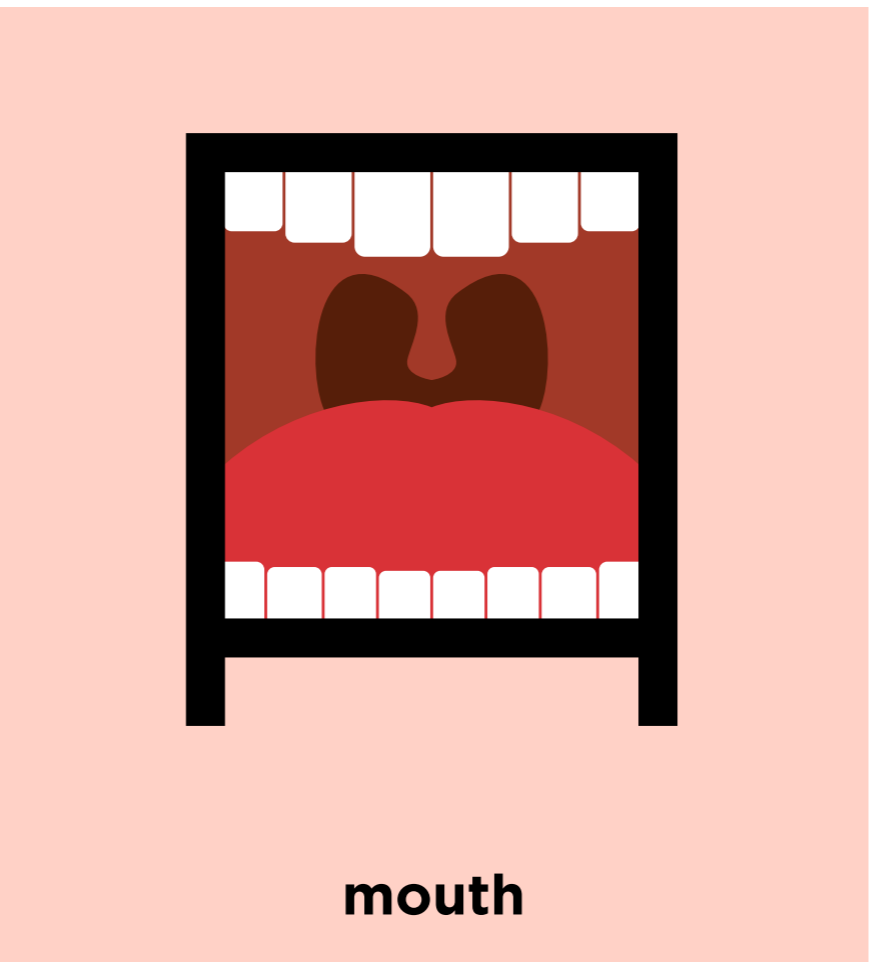
tree



moon



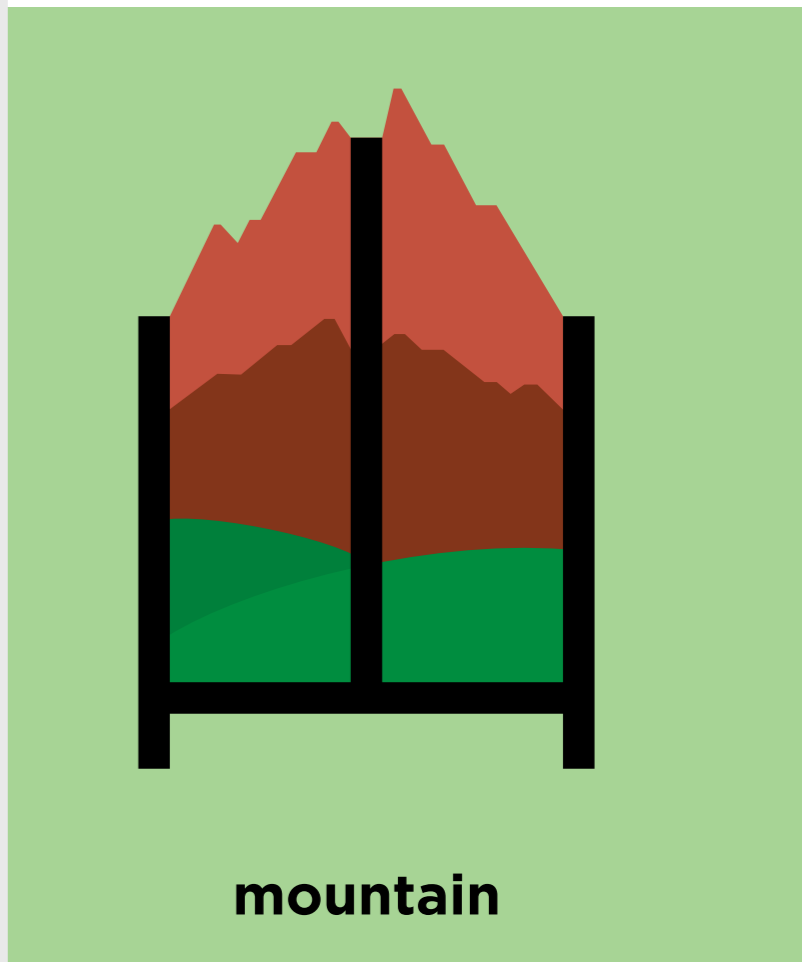
person



mouth

INSPIRATIONAL THEME  
**Simplicity**  
READING TIME  
**1:35**  
KEYWORDS  
**#BasicLiteracy**  
**#Shaolan**  
**#GetStarted**  
**#VisualSystem**

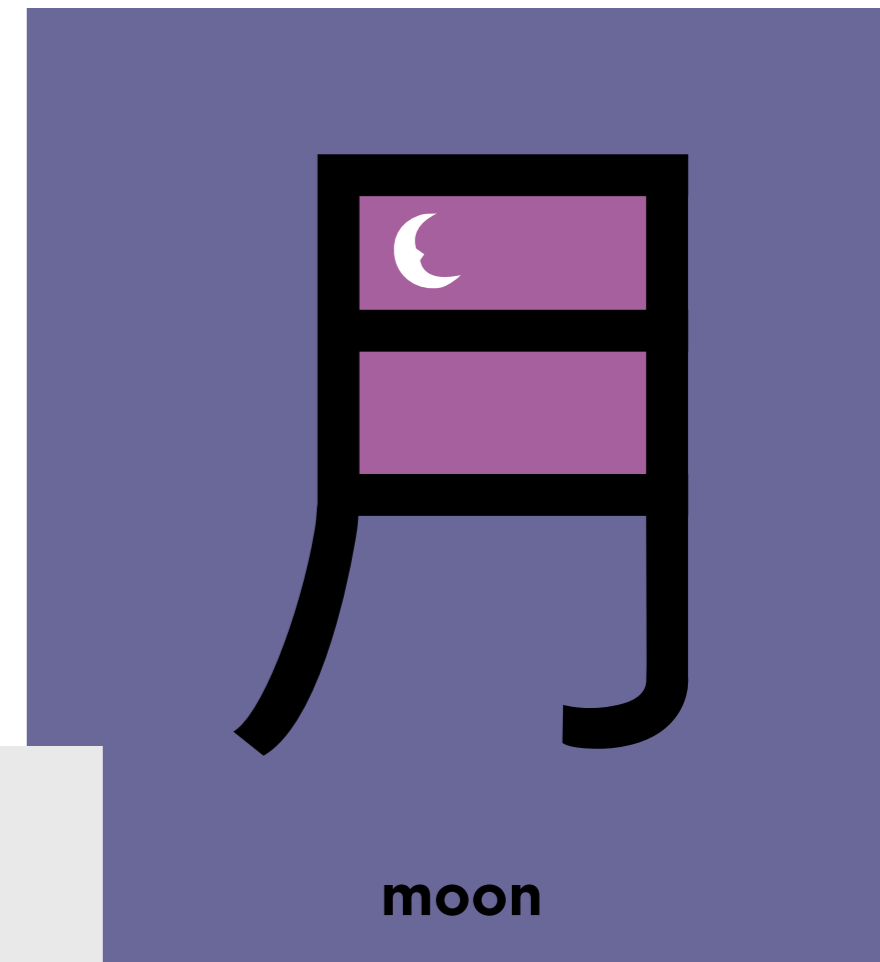
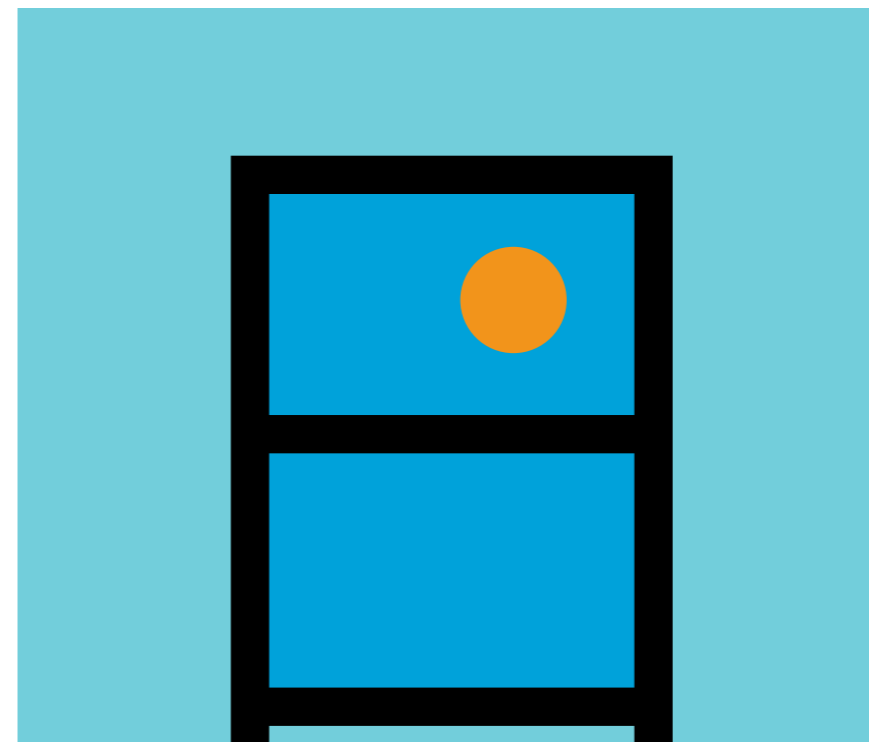
chineasy



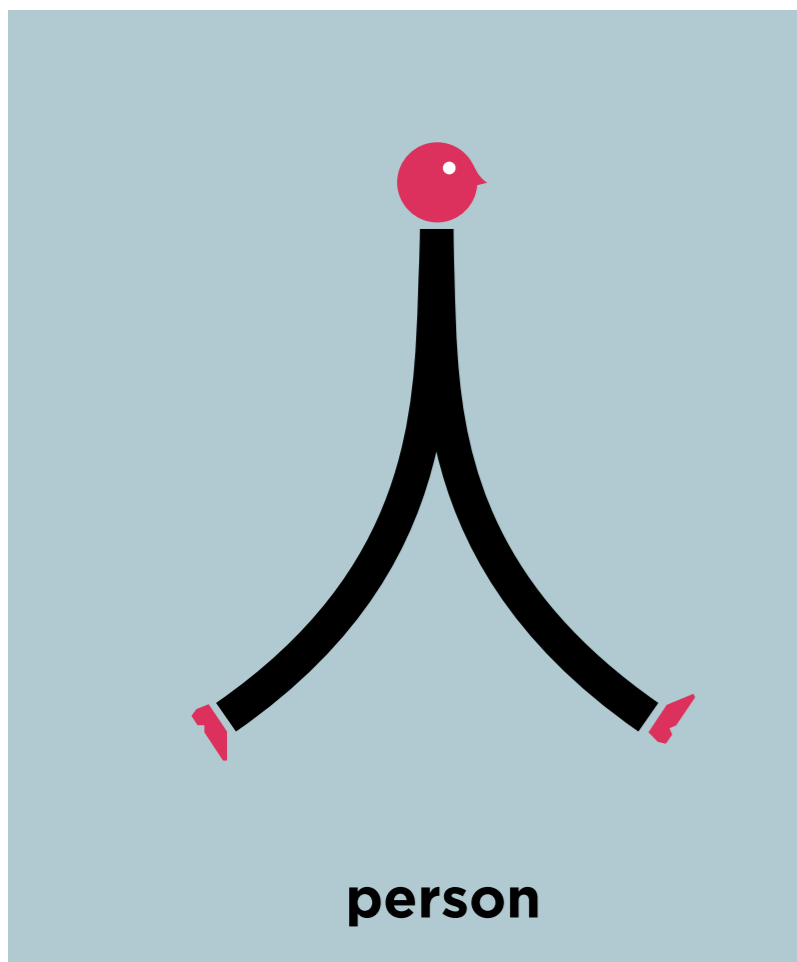
mountain



fire



moon



person

## WAIT, ANYONE CAN LEARN TO READ CHINESE?!

CHINESE IS A LANGUAGE CLOUDED IN MYSTERY, AND IT SEEMS IMPENETRABLE TO A WESTERNER TO UNDERSTAND IT, LET ALONE LEARN TO READ IN CHINESE

### YOU WILL AND CAN SPEAK CHINESE

We are used to hearing that the popularity of the Chinese language is on the rise around the world and it will soon (if it hasn't already) bypass the English language. Learning Chinese can mean more job opportunities in the business world as the Chinese market is ever expanding, learning more about its culture and making it easier when traveling. It can also overwhelm you as it is perceived as a complicated yet beautiful language to learn. But what if there was an easy way to start learning to read in Chinese.

### HOW TO GO ABOUT IT?

We were first introduced to entrepreneur and founder of Chineasy, ShaoLan Hsueh, through her wildly popular TED Talk from a few years ago. In under six minutes, ShaoLan had us convinced that this was something

that was doable for anyone no matter what their background.

With Chineasy ShaoLan has developed a visual system for learning to read Chinese. She makes essential Chinese characters known as Chineasy methodology into clear illustrations and stories to teach people a basic vocabulary. She explains that a scholar of the Chinese language will master 20,000 characters, but you only need around 1,000 for basic literacy.

ShaoLan grew up in Taiwan, and her mother was the one who taught her the beauty of the Chinese language, and this is where her fascination started.

ShaoLan quickly learned that for most people even considering learning Chinese was like trying to 'penetrate the Great Wall of China.' Which

led her to question if there wasn't a way to approach this more easily. Wouldn't it be a useful tool to have for anyone who is interested in China, it's culture and its language?

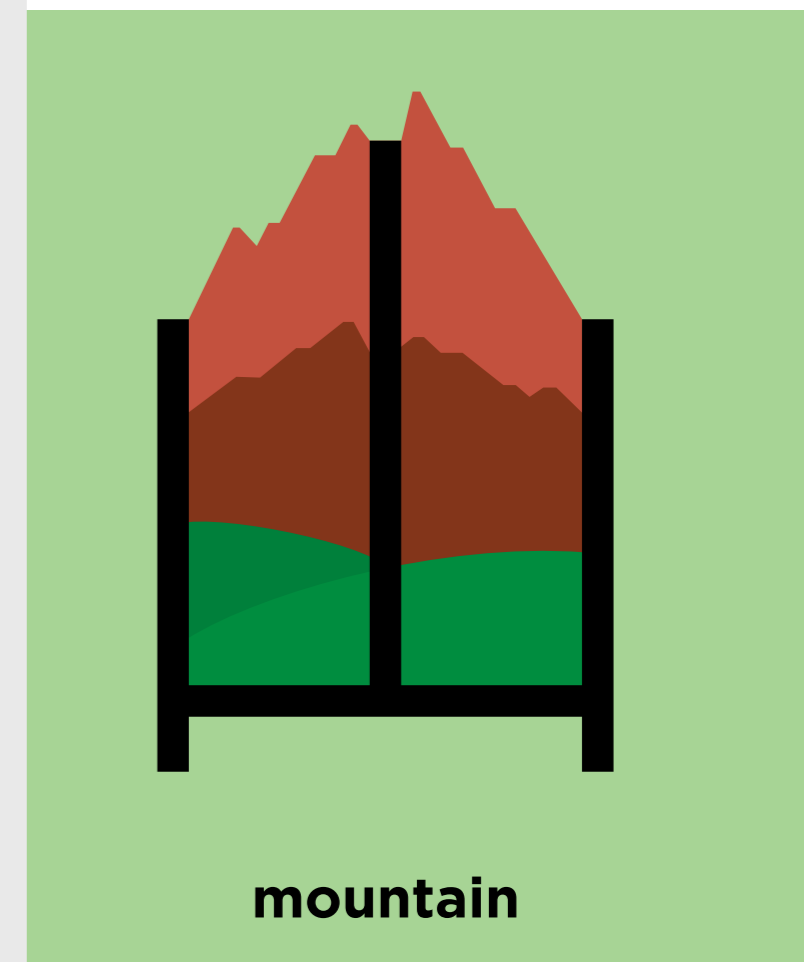
Chineasy starts out with eight simple characters: sun, moon, fire, tree, person, mouth, door and mountain. A student can learn 64 different words and combine them to create simple sentences and is then able to understand (basic) Chinese.

### GET STARTED

Begin your journey without getting the feeling that you are climbing the great wall before you've started training for the climb. It's a fast and easy way to get you started.

### Give it a go:

[www.ted.com/talks/shaolan\\_learn\\_to\\_read\\_chinese\\_with\\_ease](http://www.ted.com/talks/shaolan_learn_to_read_chinese_with_ease) or [www.chineasy.com](http://www.chineasy.com)

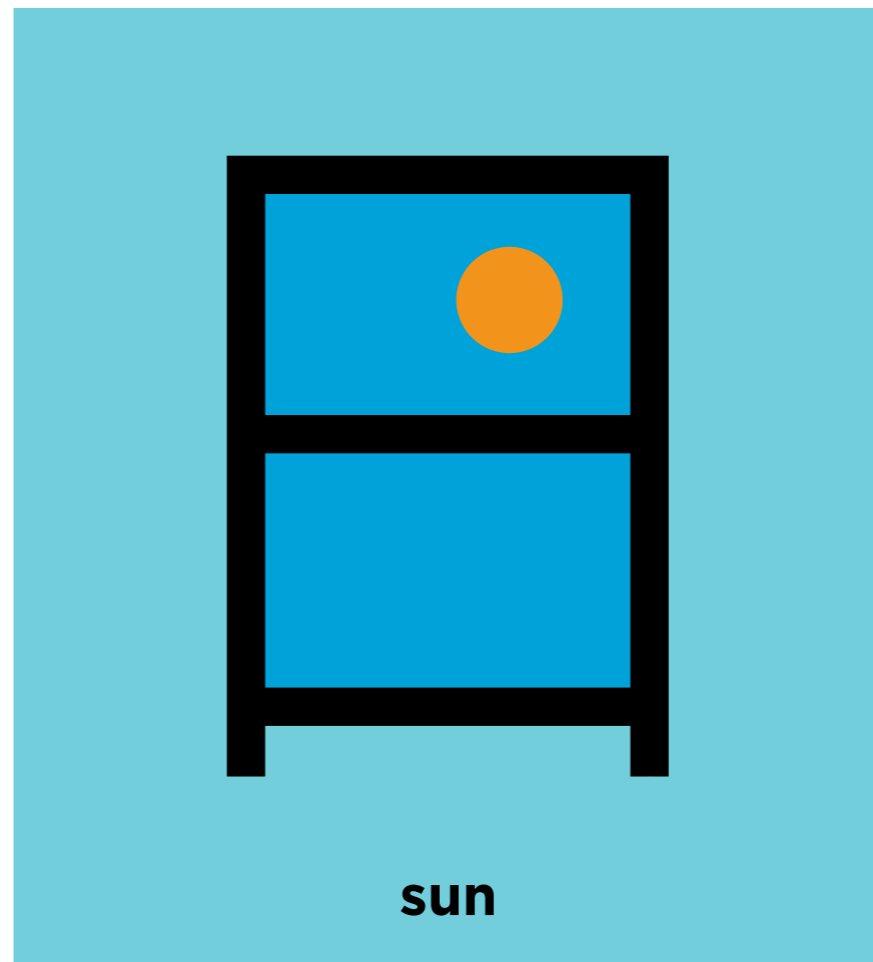


mountain

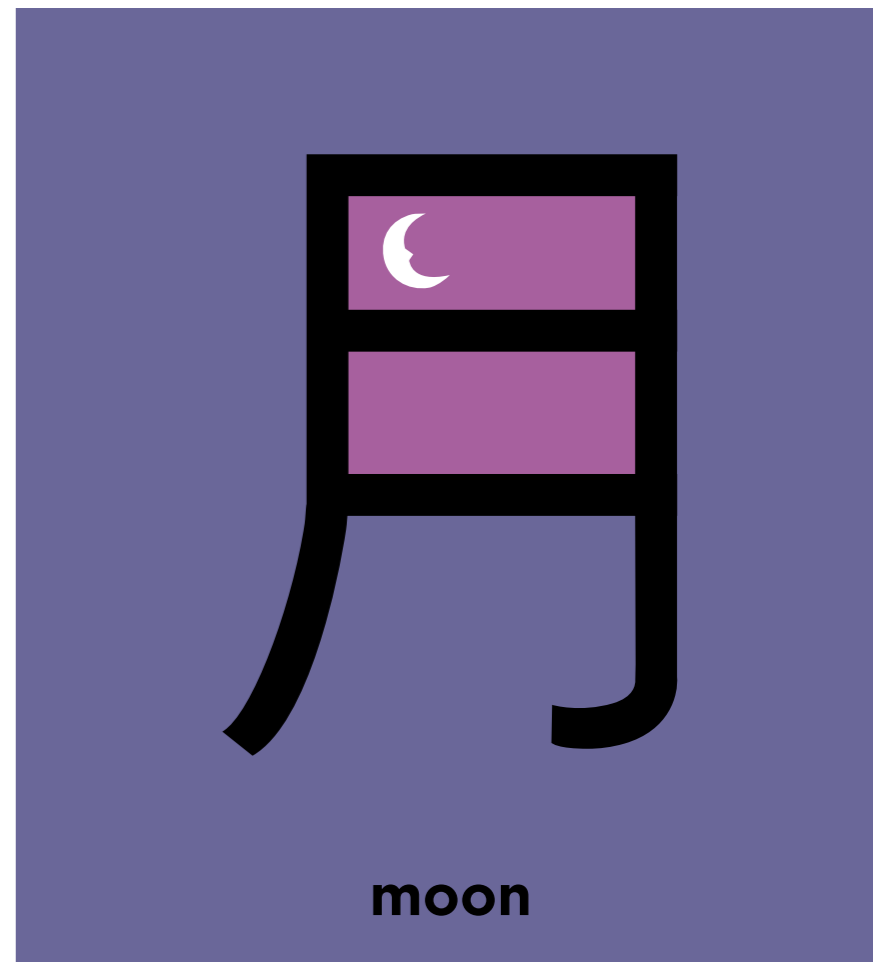




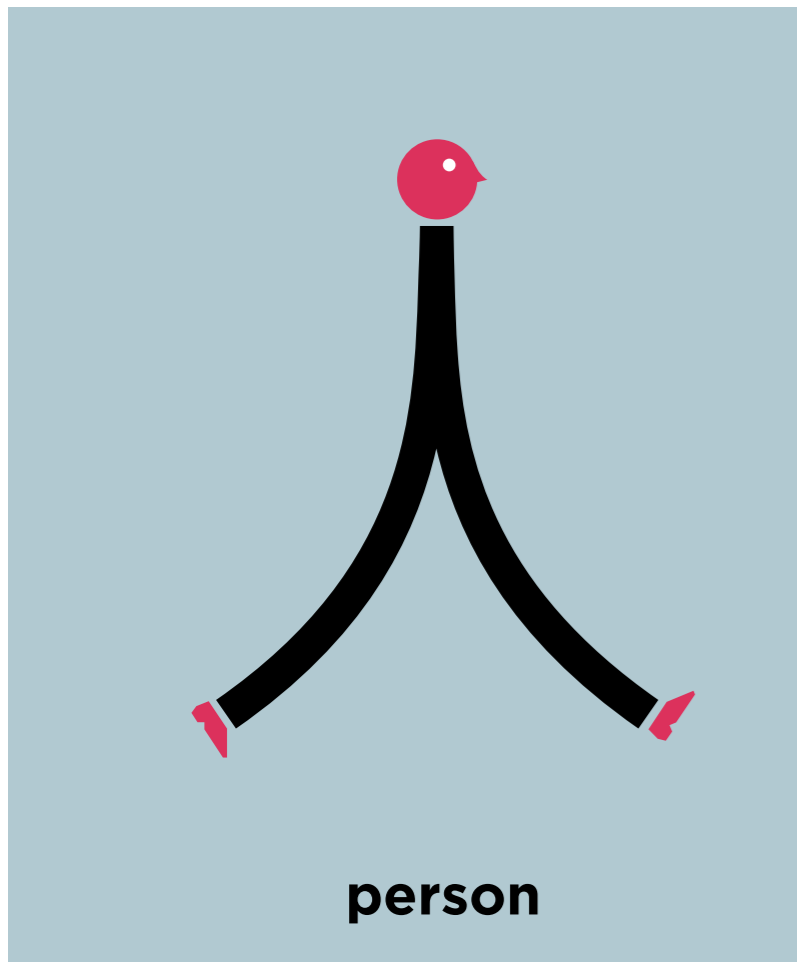
fire



sun



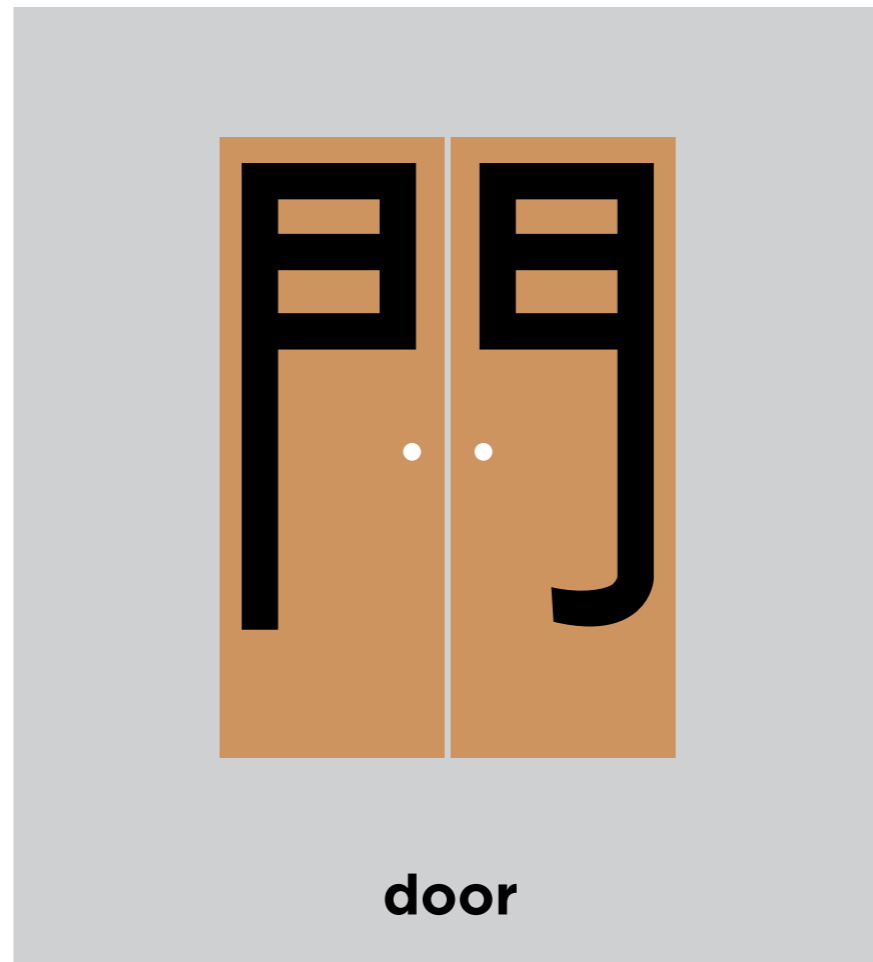
moon



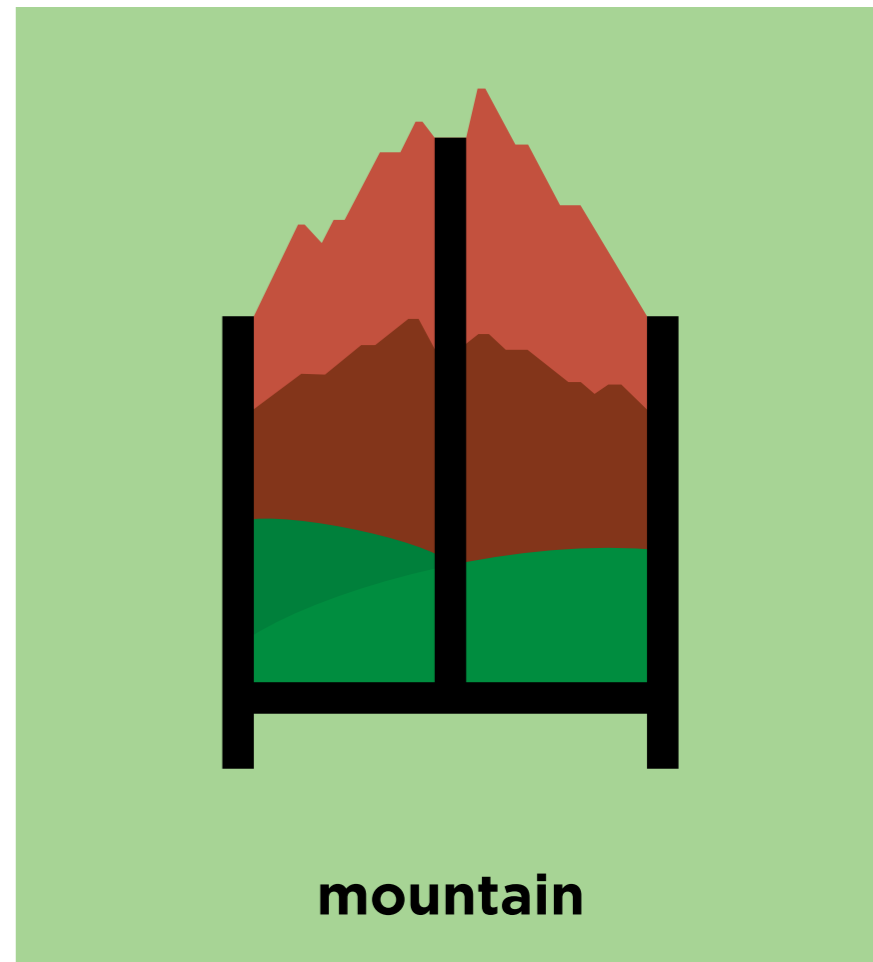
person



volcano



door

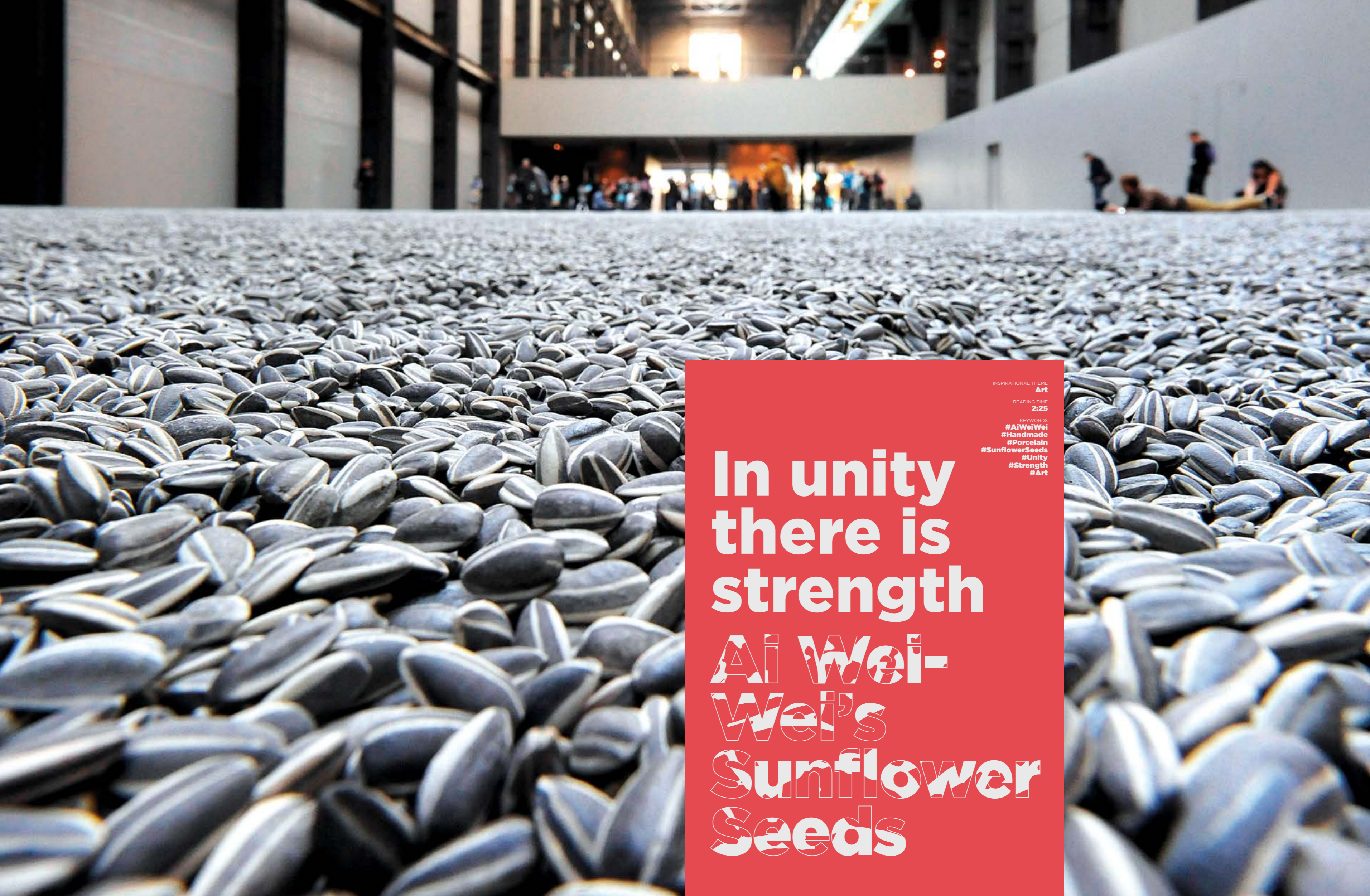


mountain



INSPIRATIONAL THEME  
**Cityscapes**  
KEYWORDS  
**#HongKong**  
**#BristleBlocks**  
**#PatternLove**  
**#HighHigh**





INSPIRATIONAL THEME  
**Art**

READING TIME  
**2:25**

KEYWORDS  
**#AiWeiWei**  
**#Handmade**  
**#Porcelain**  
**#SunflowerSeeds**  
**#Unity**  
**#Strength**  
**#Art**

**In unity  
there is  
strength**

**Ai Wei-  
Wei's  
Sunflower  
Seeds**



## A hunderd million porcelain sunflower seeds, individually hand crafted and painted

Sunflower seeds couldn't be created without the energy and life force from the sun. Back In 2009 Chinese Artist, Ai WeiWei, created one of the most engaging yet challenging works of art ever. It has been exhibited in 12 galleries, across 11 cities and in 9 countries and posed some challenging questions.

The son of a poet, Chinese artist Ai WeiWei is most famous, revered and appreciated for the incredible "Sunflower Seeds" installation. It arrived in London in October 2010 when a hundred million handcrafted porcelain seeds were laid out in the Tate Modern's Turbine Hall. One huge indoor field of grey stretched out in every direction, filling every corner and collectively weighing over 150 tonnes. But what's really remarkable, is that every single seed had been painted by hand. Not most seeds, not some seeds, every single seed.

All of the seeds were crafted in an industrial Chinese town, Jingdezhen to be exact. Ai commissioned the seeds from the same factories that once made porcelain for the Chinese Imperial Court. Apparently, this project has helped save the town and its porcelain producers from bankruptcy. What's fascinating is that while they present a carpet of uniformity, every single seed is unique and may have been painted by a teenager, an elderly lady or a middle aged family man.

### ONE IN A HUNDRED MILLION

In fact, each seed could tell its own story. It took more than 1,600 artisans two and a half years to make every single seed.

"This is perhaps the most costly work among all artworks, both Chinese and Western," Ai WeiWei said.

The layers of seeds are intentionally open to different interpretations. Today, the sunflower seed is a common street snack in China. But it evokes the memory of hardship and hunger during the Cultural Revolution. Many Chinese depended on sunflower seeds to give them the energy to survive. For Ai WeiWei, "Sunflower Seeds" is one piece of art that is composed of a hundred million pieces of art. It could be viewed as a hundred million tiny exhibits or as one whole statement.

Each individual seed is lost in the grey sea of a hundred million but they are still unique, just like the workers in the porcelain factories. Ai wants people to see the significance of individuals when they unite and gather together. At Tchai we strongly relate to this. We focus on the strength of every individual colleague and partner we work with and want to challenge and inspire everyone to grow and flourish.



But it is the energy that flows when we get together and work as a team that truly makes things happen.

Ai's own website [www.aiweiwei-seeds.com](http://www.aiweiwei-seeds.com) carries a series of images which highlight the production process. From gritty industrial mines to simple communal workshops, each seed's journey is vividly captured. When the exhibit initially opened, visitors were invited to sit, step and immerse themselves in the work, literally. Unfortunately, this only lasted 48 hours and the exhibit was soon roped off as seeds were being 'borrowed' - probably to continue their journey and spread hope around the world.

Critics couldn't decide whether "Sunflower Seeds" was a work of extreme simplicity or great complexity. Some viewed it as a political commentary on mass consumerism. Others thought it reflected the industrious, resurgence of China. Only Ai himself knows for sure. But once a work is placed in the public domain, it's impossible to control people's interpretations of it, after all, some would argue that's the whole point of Art. There is no right or wrong interpretation, only your own.

**Critics couldn't  
decide whether  
"Sunflower Seeds"  
was a work of  
extreme simplicity  
or great complexity**



Simon Levelt

INSPIRATIONAL THEME  
**Retail Concept**  
 READING TIME  
**2:10**  
 KEYWORDS  
**#SimonLevelt**  
**#FamilyRun**  
**#RetailHistory**  
**#PremiumBrew**  
**#PickSlow**  
**#DrinkSlow**  
**#Exploring**  
**#Impeccable**  
**#Storytelling**

## Exploring your taste in tea

With a passion for tea and a vision for a retail concept that would bring the best of both worlds together, Simon Levelt and his family embarked on a journey to create a retail space that would be a place of choice for those seeking a premium tea experience. The result is a family-run business that has become a destination for tea lovers in the Netherlands.

Simon Levelt's journey began in 2000 when he and his family moved to the Netherlands. He was looking for a way to share his passion for tea with his new community. He started by selling tea from his home, but as the demand grew, he knew he needed a dedicated space for his business.

Simon Levelt's retail concept is a blend of tradition and modernity. The store is designed to be a place where customers can explore their taste in tea and learn about the history and culture of the tea they are drinking. The store is filled with a wide variety of teas, from traditional Chinese teas to modern blends. Simon Levelt's retail concept is a place where customers can explore their taste in tea and learn about the history and culture of the tea they are drinking.

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INSPIRATIONAL THEME  
**Retail Concepts**  
 READING TIME  
 2:10  
 KEYWORDS  
 #SimonLévelt  
 #FamilyRun  
 #RetailHistory  
 #PremiumBrew  
 #PickFast  
 #DrinkSlow  
 #Exploring  
 #Impeccable  
 #Storytelling

## Exploring your taste in tea

With a presence on Dutch high streets for almost two hundred years and an impeccable reputation for sourcing the best tea and coffee from around the globe, Simon Lévelt is the retailer of choice for those seeking a premium brew. This family-run business – now in its sixth generation – has an evident passion for understanding the origin and practices behind its products. But who best to share these stories with customers in store? Time to enter a new era in Simon Lévelt's retail history with a redesign on the shop floor. But first, a trip to China to delve deeper into the world of tea.

### ALL THE TEA IN CHINA

Think tea. Think China, where the practice of drinking tea has existed for almost 5,000 years. And although an age-old proverb imparts that “one life is not enough to learn the names of all the tea in China,” Simon Lévelt's dedicated team definitely attempted to gain as much knowledge as possible during a 13-day inspirational field trip to Hangzhou, a garden city famed for tea fields that stretch as far as the eye can see.

to develop a concept with a strong focus on storytelling and with plenty of room for tea and coffee lovers to explore their own personal taste preferences.

**PILOT STORE**

With Amsterdam as a testing ground for this new store formula, the focus was on building a contemporary space no longer centred around over-the-counter sales. Stepping inside the new store, shoppers are surrounded by offerings from the world's finest plantations. With the store catering to coffee and tea drinkers in equal measure, these two product types are displayed in their own distinct areas, with premium tea stored in special refrigerators to guarantee freshness – just like in China. But the main event takes place between the two central islands in the middle of the shop floor where customers are invited to taste and taste some more. Because finding your absolute favourite brew might take a cup or two.

### PICK FAST, DRINK SLOW

Hangzhou is where one of China's most celebrated green tea varieties is harvested under the name Longjing, or Dragonwell tea. A visit to the tea fields in this region reveals how leaves are picked and prepared by hand, often in a race against time to preserve freshness and flavour. When it comes to tea drinking, however, things take on an altogether slower pace with Hangzhou's many teahouses operating under the motto 'no hurry, no worry'. After all, tea is for warming the soul and re-energizing the body.

### TIME TO TASTE

For the locals, choosing which tea leaves to buy really comes down to a matter of taste, so it makes sense that sampling tea is the most important part of the sales process. It is clear that teashops in Hangzhou are about making sure there's a steady supply of hot water and enough teacups to go round.

### BRINGING IT HOME

Back in the Netherlands, managing director Mikkel Lévelt sees the future of her stores as gateways to new worlds: “by creating a space where customers can go on an adventure”. To achieve this, the company teamed with Tchai





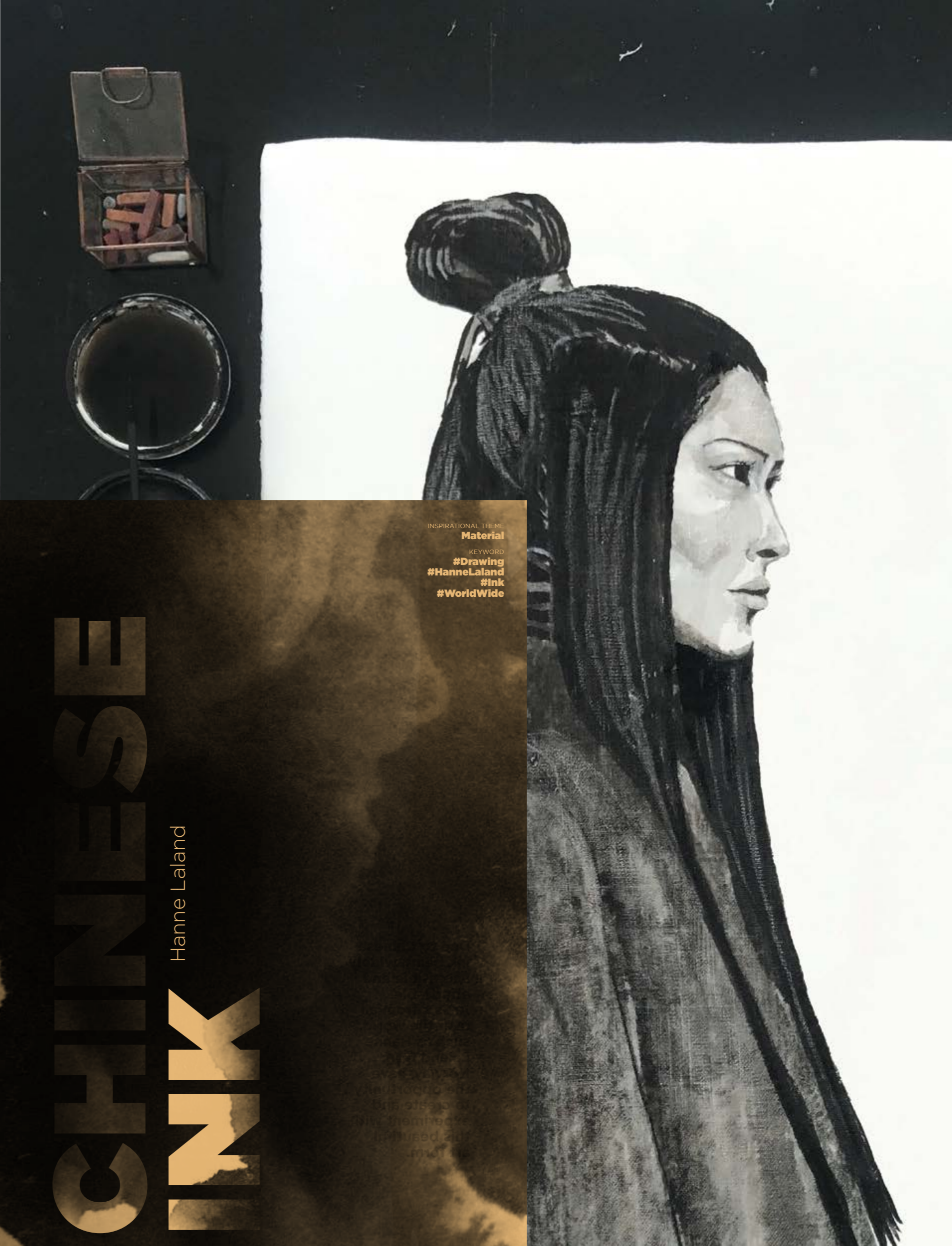
**PICK FAST, DRINK SLOW**  
 Hangzhou is where one of China's most celebrated teas, Anji White, is harvested under the name Longjing. A visit to the tea fields in this region reveals how leaves are picked and prepared by hand. It takes a long time to process, and freshness and flavour when it comes to tea drinking, however, things take on an altogether slower pace with Hangzhou's many teahouses operating under the motto: no hurry, no worry. The tea is for warming the soul and relaxing the body.

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to develop a concept with a strong focus on storytelling and with plenty of room for tea and coffee lovers to explore their own personal taste preferences.

**PILOT STORE**  
 With Amsterdam as a testing ground for this new store formula, the focus was on building a contemporary space no longer centred around over-the-counter sales. Stepping inside the new store, shoppers are surrounded by offerings from the world's finest plantations, with the store catering to coffee and tea drinkers in equal measure. These two product types are displayed in their own distinct areas, with premium tea stored in special refrigerators to guarantee freshness – just like in China. But the main event takes place between the two central islands in the middle of the shop floor, where customers are invited to taste, taste and taste some more. Because finding your absolute favourite brew might take a cup or two.



INSPIRATIONAL THEME  
**Material**  
KEYWORD  
**#Drawing**  
**#HanneLaland**  
**#Ink**  
**#WorldWide**

# CHINESE INK

Hanne Laland

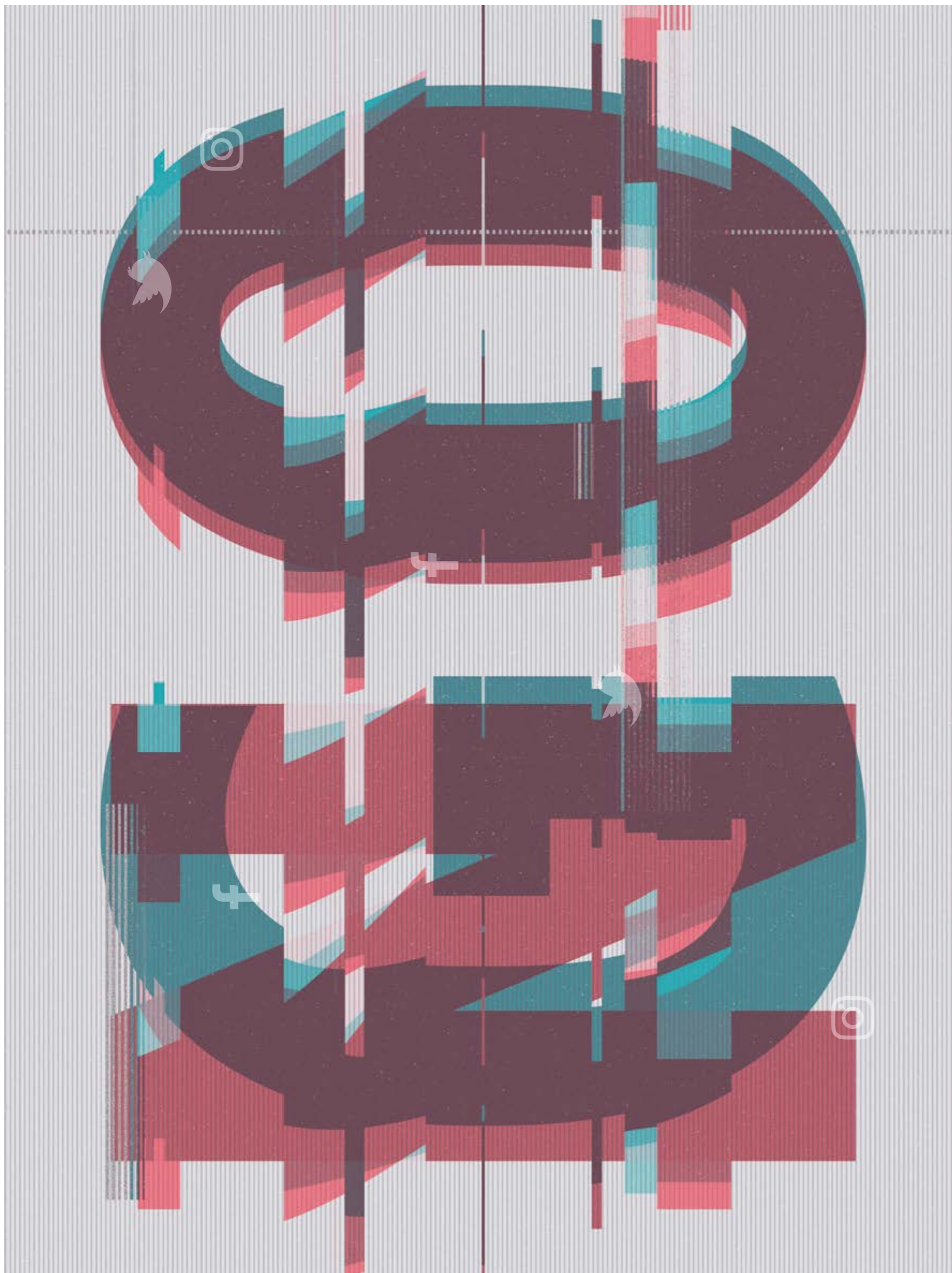
#INK  
#INK  
#INK  
#INK  
#INK

Due to Chinese ink being widely accessible and affordable. Artists from all over the world, such as Hanne Laland from Norway, have the opportunity to create and experiment with this beautiful art form.

# INK CHINESE

Hanne Laland





INSPIRATIONAL THEME  
**Censorship**  
READING TIME  
**3:06**  
KEYWORDS  
**#NoGo**  
**#DigitalBarriers**  
**#FirewallOfChina**  
**#SocialMedia**  
**#DigitalBarrier**  
**#Error**  
**#LetUsPost**  
**#Connect**

# THE GREAT FIREWALL OF CHINA AND THOSE WHO CLIMB IT



**If you've ever been to mainland China, then you've probably experienced the inconvenience, the frustration and maybe even the withdrawal symptoms of an existence without social media. Under China's policy of Internet censorship, authorities have consistently blocked access to thousands of websites, news portals and social media platforms such as Facebook, Twitter and Instagram.**

**WATCHFUL EYE**

Known as the Great Firewall of China, the country runs a vast operation, blocking all online content deemed unhealthy, subversive or illegal. What this really means is that China's 700 million active Internet users are strictly monitored with the primary goal of preventing the broadcast of sensitive issues or criticism of the political regime. And it's not just its own people China is keeping tabs on. Plenty of

international celebrities, from pop stars to supermodels, have found themselves denied entry to the country for reasons which seem closely related to their online activity.

**SOCIAL MEDIA THE CHINESE WAY**

However, this doesn't mean social media in China is non-existent. It just means citizens wishing to partake in social networking must make do with local, state-approved copycat



versions of popular networking sites and applications. Over the years, the Chinese government has encouraged the use of home-grown variants, many of which replicate the look and functionality of Western social media platforms, such as Weibo (similar to Twitter), Youku (like YouTube) and WeChat (China's most popular messaging app). And with success. In fact, social media use is booming, with over 90% of Chinese Internet users connected to a social networking account. Collectively, these Chinese platforms produce enough revenue to substantially boost China's technical economy, while data servers remain conveniently stationed in Beijing, where they can be accessed at any time and for any purpose. But while many Chinese Internet users remain in the dark as to the extent of the country's online censorship, others look for ways to penetrate the digital barrier.


**CREATIVE STRUGGLE**

China's censorship laws and ban on Western social media is tough on both sides of the firewall. First and

foremost it makes freedom of expression pretty much impossible for the millions of Chinese Internet users being monitored. This is most obviously detrimental to China's creative class of artists, designers, photographers and the like, whose work either suffers from restricted creative freedom or is simply not being seen by international audiences. On the other side, international brands and retailers can have a hard time navigating China's social media landscape and engaging with the Chinese market.

**INSTAGRAM**

But where there's a will, there's a way; by taking matters into their own hands, domestic parties have found themselves a workaround. Through the use of virtual private networks (VPNs for short) - which offer an anonymous Internet connection and access to censored sites - many members of China's creative community, as well as brands and trend-conscious consumers, have most notably embraced Instagram as the social platform of choice. For artists and



style influencers, having a presence on Instagram provides both an exhibition space free from censorship and a globally accessible public. Meanwhile, Chinese brands using the platform have the opportunity to attract new customer bases and gain inspiration and knowledge by following developments on international markets. Furthermore, Instagram has found favour with many Chinese consumers, allowing international brands and retailers to find out what makes them tick, initiate contact and even promote cross-platform communication by linking their accounts to local platforms, like WeChat or Weibo.

#### **CRACKING DOWN**

Of course, China has been cracking down on VPNs where it can, although this has never been a top priority due to the relatively low number of users. That is until last year, when the Chinese government began a 14-month long campaign targeted against all unauthorized VPN

providers. As a result, many users are finding censor-free browsing increasingly challenging.

#### **A FIGHT FOR FREEDOM**

So what does this mean for those wishing to continue scaling the Great Firewall? Well, that's hard to say. Maybe it will mean searching for VPN alternatives. Or maybe it will see many more people and organisations bypassing censorship by operating through Hong Kong (where web blocks don't apply due to its Special Administrative Region status). But who knows for sure? What we can conclude, however, is that in spite of China's very best efforts, there will be an army of creatives, consumers and companies ready to defy the country's web restrictions in any way possible. So perhaps it is Ai Weiwei, China's most famous artist and dissident, who says it best: "The Internet is uncontrollable. And if the Internet is uncontrollable, freedom will win. It's as simple as that."



# RAINBOW

INSPIRATIONAL THEME

**Nature**

KEYWORDS

**#Jawdrop**

**#Vibrant**

**#Unearthly**

**#Mountain**

**#Rainbow**

**#Colours**

MC  
UNT  
AINS  
'S



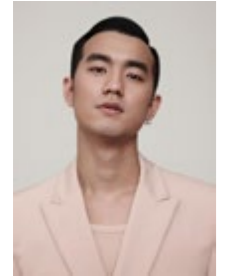
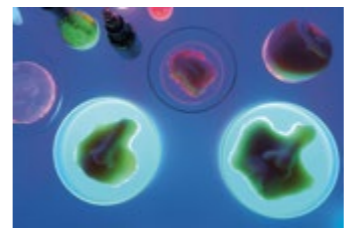
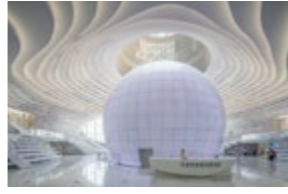
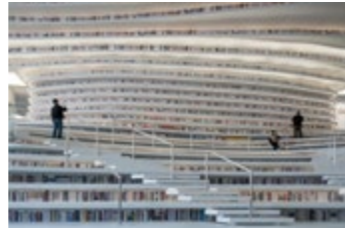
**From another world?**

This vibrant mountain range (Gansu Province), formed from rippling layers of sandstone and minerals, makes for a truly unearthly landscape. Most spectacular just after rainfall - when all of its colours shine brightest - and this permanent rainbow is guaranteed to make your jaw drop.





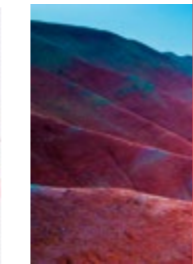
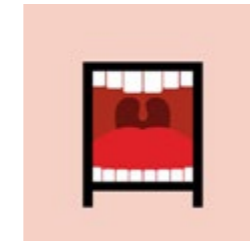
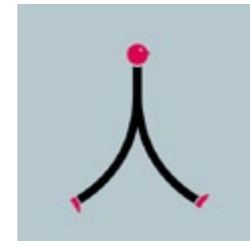
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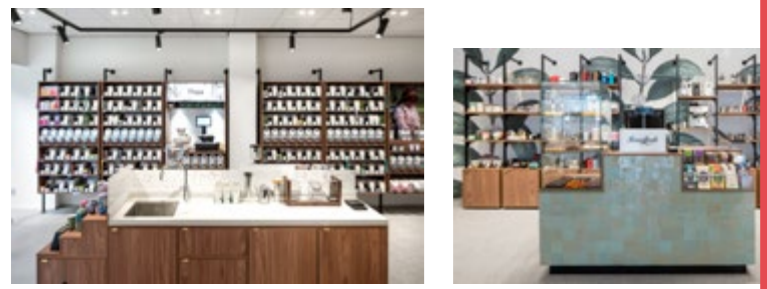
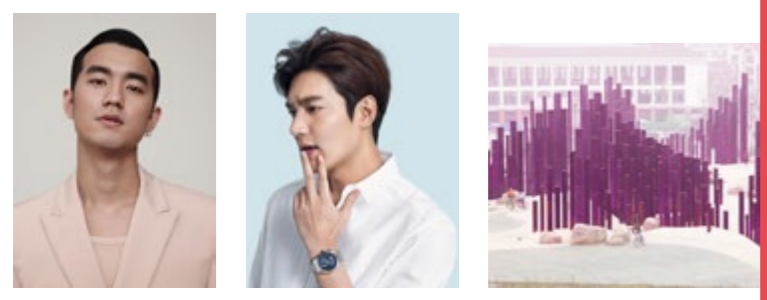
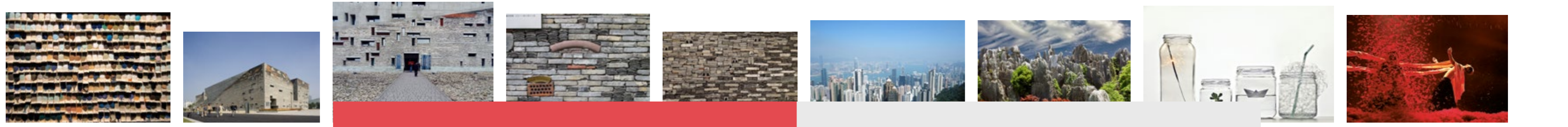
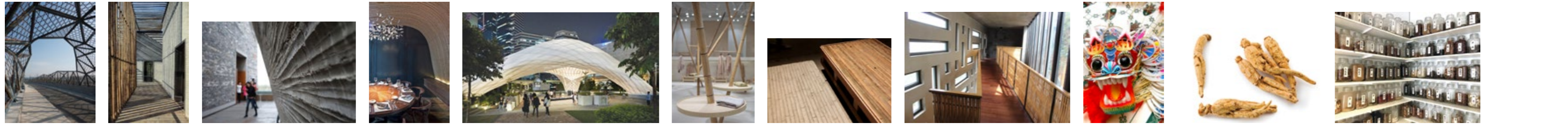
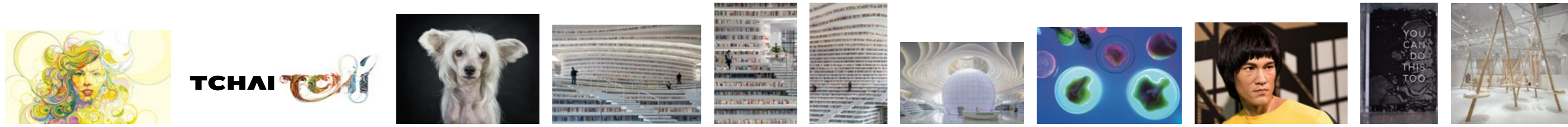


INSPIRATIONAL THEME  
**Social media**

KEYWORDS  
#OurInspiration  
#YourInspiration  
#Sharing  
#Spark  
#TchaiOpen

CONNECT  
in  
LIKE  
f  
SHOW  
@  
SHARE  
@  
INSPIRE





# CONNECT WITH TCHAI

What give us energy, we hope, will give you energy.  
What excites you, excites us too!

Because inspiration is not a one-way street, we invite you to show, share and move us with whatever it is that floats your boat. In turn, we'll let you know what's been rocking our world. Deal?

## NEED AN ENERGY BOOST...

Meet us here:

Website: [tchai.nl](http://tchai.nl), [tchaiopen.nl](http://tchaiopen.nl)

Facebook: [facebook.com/Tchai.International](https://facebook.com/Tchai.International)

Instagram: [\\_tchai](https://instagram.com/_tchai)

LinkedIn: [linkedin.com/company/tchai-international](https://linkedin.com/company/tchai-international)

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Impressed Druk & Print, [impresseddruk.nl](http://impresseddruk.nl)

...and our image-makers for their beautiful photography and inspirational visuals. We have done our absolute best to give credit to all whose imagery we have used in this magazine. However, in the era of digital sharing and social media, it is not always possible to identify the original source. We thank everyone whose images have inspired this

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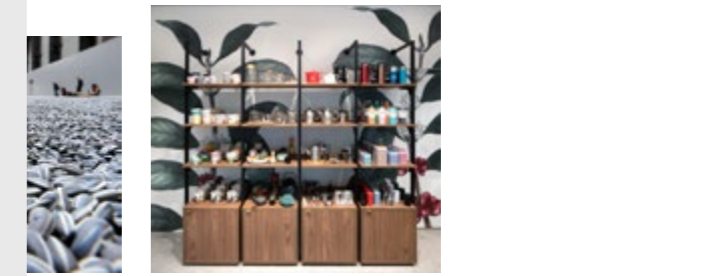
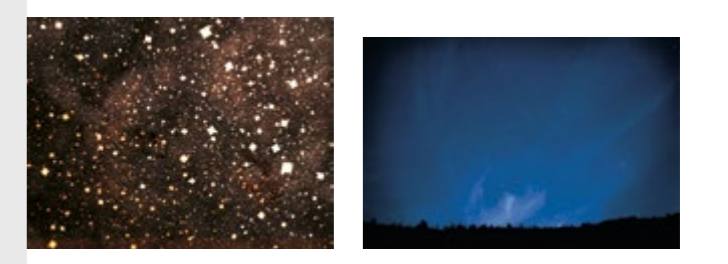
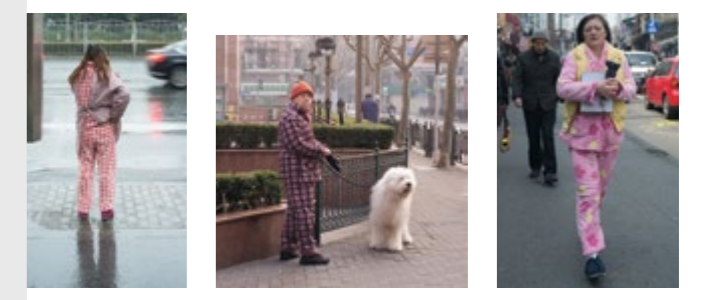
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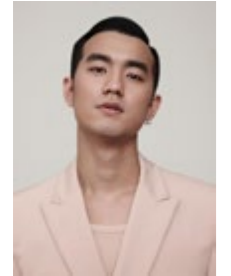
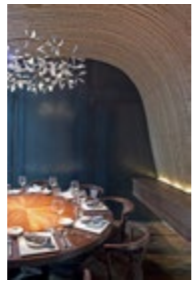
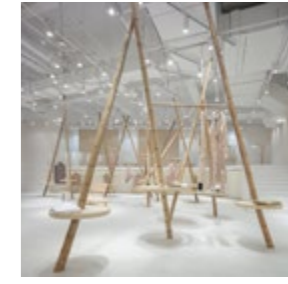
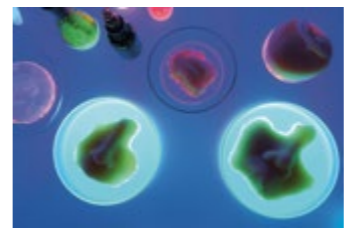
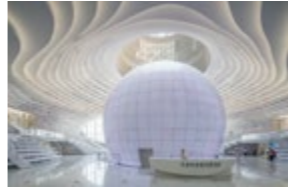
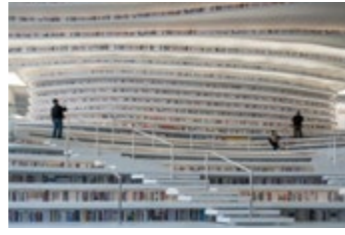
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Bamboo  
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TCHAI



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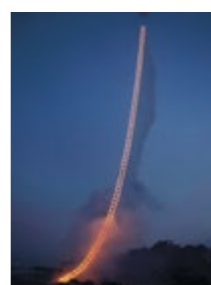
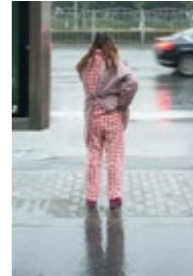
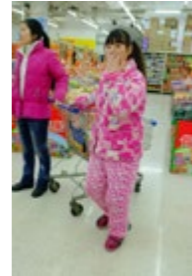
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