

*hello
we are
archex.*

April 2017
Shanghai, China

WHO WE ARE

ArcheX is an innovation team dedicated to solving problems with passion, creativity and heart in between human and food.

We transform food brands and create meaningful impacts to the people and culture through design.



WHAT VALUES WE BRING

In achieving our vision, we not only learnt and be inspired from industry experts, but also created valuable impacts on meaningful food business.

The values we bring are:

Chinese Insights

To gain a better understanding of the Chinese market, the world needs passionate learners to generating insights about a fast-changing market with thousands of years of culinary culture.

Digital Experience

To improve the food ecosystem, we identify and solve complex problems in a creative digital way based on human-centered approach.

Business Transformation

To sustain meaningful growth, we deliver a more profound and transformative impact through a unique process of co-creating.

WHAT WE HAVE CREATED

For the past 2 years, we've done various projects that reflect our values.

The following are 3 selective projects that we want to share:

Elixir

Chinese Insight

Just Food Fun

Digital Experience

Shoooot

Business Transformation

ELIXIR

By revisiting and researching the cultural roots of Chinese food, we developed an innovative set of conclusions that have turned into a potential business opportunity.

REINTRODUCING CHINESE FOOD

CHINESE FOOD FORMATS



WESTERN FOOD FORMATS

HMW CREATE A NEW FOOD ITEM THAT GIVES A MODERN TWIST TO THE TRADITIONAL CHINESE CUISINE?

FOOD CONCEPT 01 REINTRODUCING CHINESE FOOD

Create a new food item with different format, flavor, and ingredients.

FOOD FORMAT

What kind of food format you would like to use to reintroduce Chinese food?



Base + Topping 02

FLAVOR

What kind of flavor you would like to use to reintroduce Chinese food?

Chinese Combo
Choose mix. 2 Chinese flavor

MIX
Choose 1 Chinese & 1 Western flavor

Flavor 1	Flavor 2
酸辣	(Sour Spicy)

SIGNATURE INGREDIENT

What would be the ingredients in your food item?

- All Chinese
Choose 3 Chinese Ingredients
- Mix
Choose 3 Ingredients
- All Western
Choose 3 Western Ingredients

Ingredient 1	Ingredient 2	Ingredient 3
卷饼	炸鸡	薯条

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炸鸡	薯条	炸鸡

JUST FOOD FUN

To educate people about food in a novel way, our multi-disciplinary team produced Just Food Fun, a mobile quiz game that tests food IQ.

www.justfoodfun.com



Just Food Fun for iOS
will be launched in summer of 2017.

SHOOT

Using an iterative and co-creative process, we transformed the staff training protocol of a local Shanghai chain restaurant. The client gained not only tangible outcomes but also a new way of conceptualizing their business.



WHAT WE EXPLORE IN CHINA

We are constantly looking for the next source of innovation in food. Some of the topics that we have explored are:

Future Parenthood

Unearthing the lifestyle and values of millennial parents in China.

Food Waste

Delving into the bottom-up movement of fighting food waste.

Eater's Profile

Uncovering how millennials' eating habits change over time.

WORK WITH US!

In bridging East and West, we connect different disciplines within the food industry and like-minded innovators. We thrive on building a global community in food innovation:

Profiling

By profiling startups and entrepreneurs, we will connect food innovators through storytelling.

Safari

We design “safari” trips to scout out inspirations globally while building meaningful relationships along the way.

COME & SAY HELLO

We want to meet you at our new headquarter! Also, we are looking for partners and startups who are interested in expanding their markets to China.

Potential Collaboration:

- Experiencing Food Design Prototyping
- Understanding Chinese Food Insights
- Mapping Out Our Future Together

LET'S CHAT!

www.archex.co

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