



中性灰上海影视制作基地

nd FILM/RENTAL

CONTENTS

目录

1

时代机遇

审时度势，影视广告产业蓬勃发展

对接上海最大的文创中心

SEIZING AN OPPORTUNITY OF OUR TIMES

2

上海最大摄影棚基地

中性灰影视基地 上海最大摄影棚基地

多元化影视产业生态圈

THE BIGGEST MOVIE STAGE BASE IN SHANGHAI

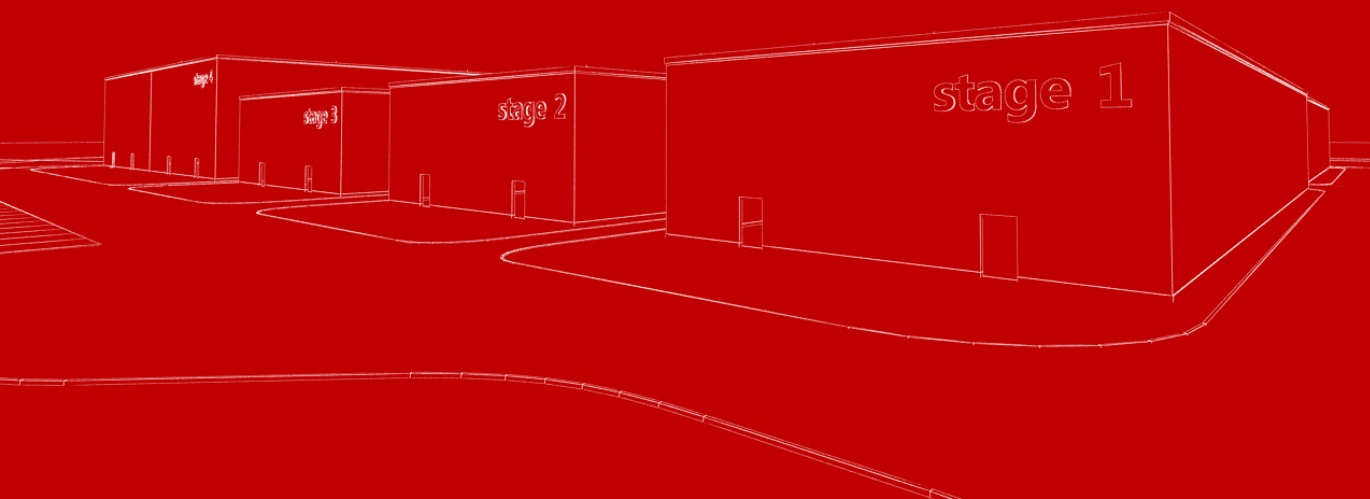
3

中性灰影业

影视器材

参与作品

ABOUT ND FILM/RENTAL



时代机遇

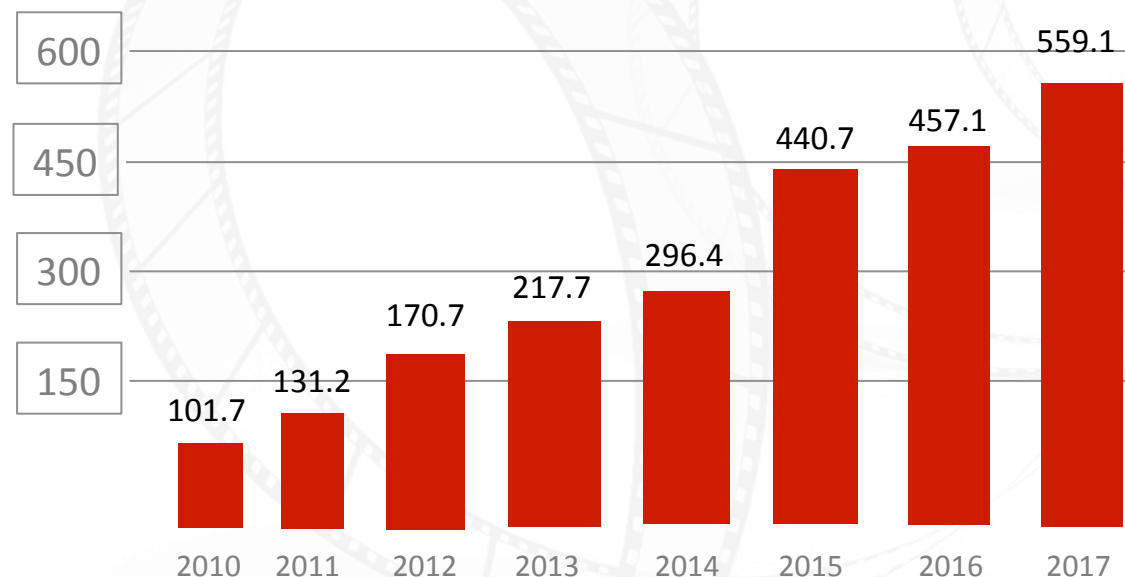
审时度势，影视广告产业蓬勃发展
对接上海最大的文创中心

影视产业发展：电影业快速发展及趋势

The development of film and television industry: The rapid development and trends of film industry.

以中国电影制作发行市场为切入口分析中国电影发展历程，预计在 2020 年将进入应用成熟期。国内电影市场发展到现在，年票房接近 500 亿元，发行影片票房 TOP10 总和逐年增加，市场渐趋扩大。预计 2020 年之后，国内电影总票房将超越美国，成为全球最大的电影市场，同时打开海外市场，国内制发公司或将向海外发展。

2009-2017内地年度总票房走势图（单位：亿元）



Chinese film is expected to become mature in 2020. Box office of Chinese film reaches nearly 500 billion per year. The sum of the top ten of the distribution box office increases year by year. Domestic movie box office will surpass the USA to become the largest movie market.

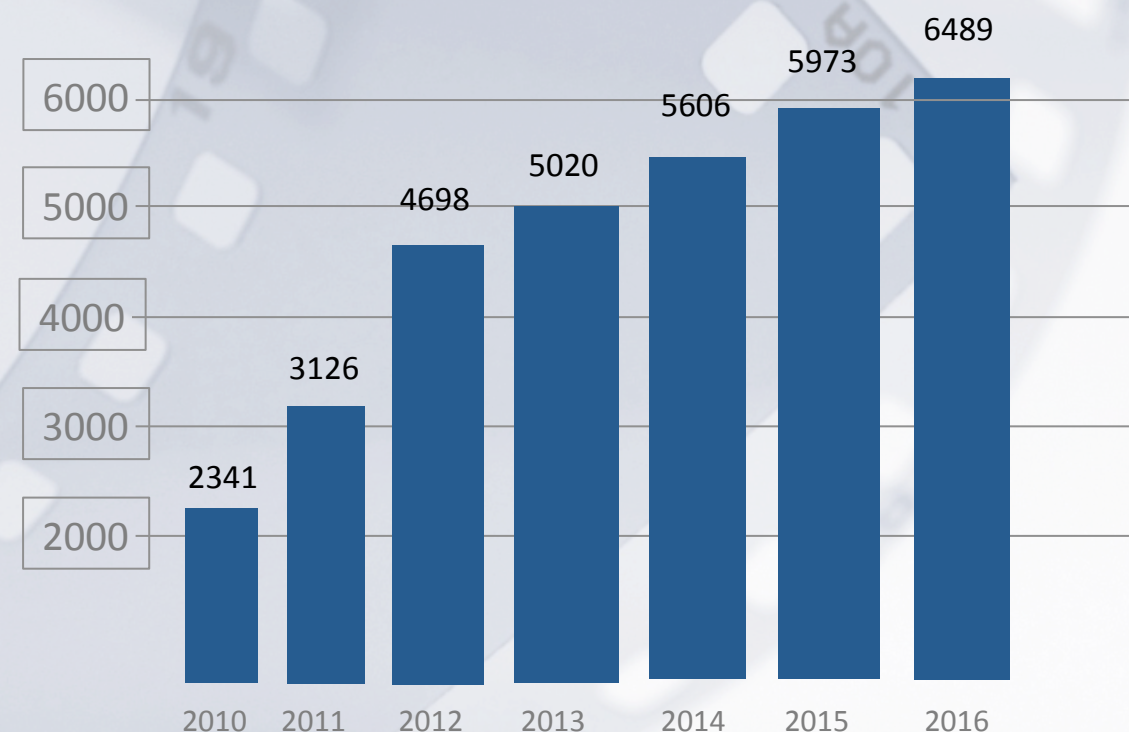
时代机遇

影视产业发展：广告业快速发展及趋势

The development of film and television industry :
The rapid development and trends of advertisement industry.

根据全球权威传播机构 ZenithOptimedia（实力传播，其隶属于法国阳狮集团，是全球领先的媒体传播公司，其定期发布的广告行业预测及报告在业界具有权威性）2017 年 3 月研究报告预测，自 2011 年开始，全球广告市场稳步发展，行业增速保持在 4%到 5%之间。2017 年和 2018 年，全球广告支出费用将分别增长 4.4%和 4.4%，2018 年底全球广告支出费用将达到 5,920亿美元。

2009-2017内地年度总票房走势图（单位：亿元）



According to the survey of ZenithOptimedia, global advertising market develops steadily. Film and television industry growth rate maintained at 4% to 5%. From 2017 to 2018, global advertising spending increased by 4.4% and 4.4% respectively.

时代机遇

广告业发展：产业聚集区为主发展方向

The development of advertising industry: Focus on the development of advertising industry gathering area.

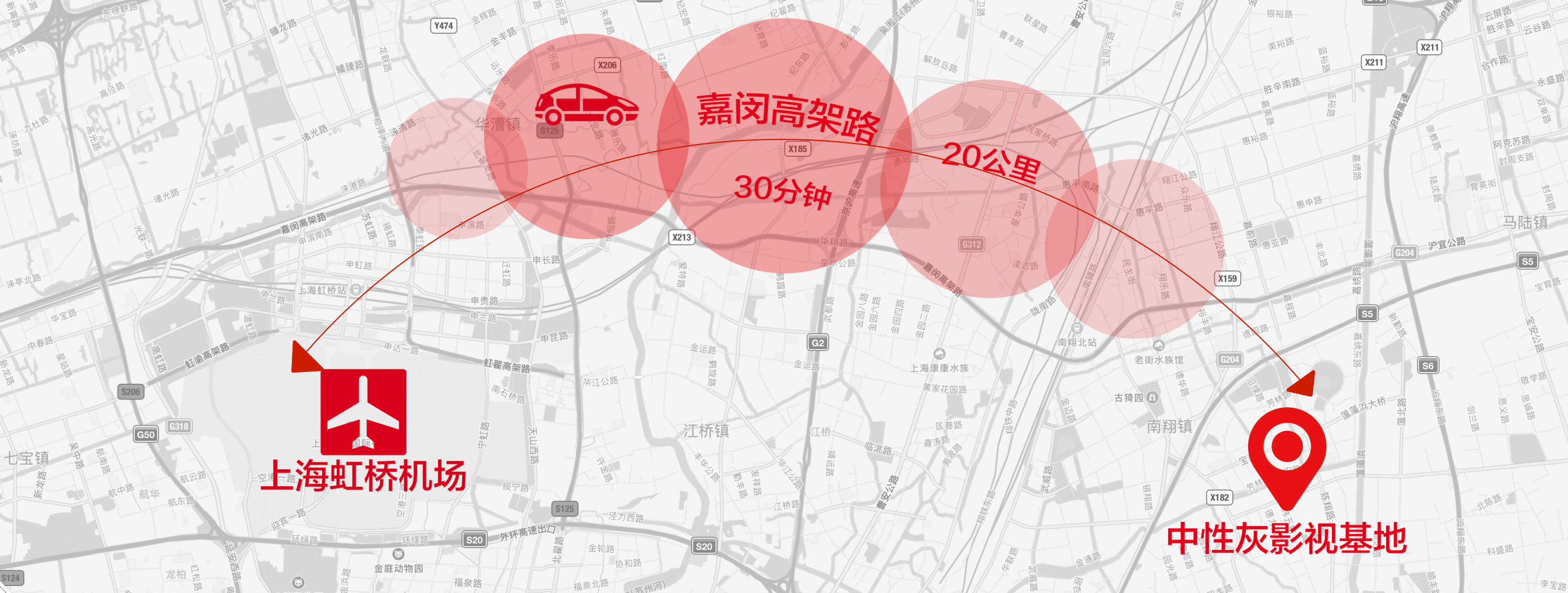
国家工商总局发布的《广告业发展“十三五”规划》指出：我国将建成年广告经营额突破千亿元的广告产业园区，建设 5 个以上年经营额超百亿元、10 个以上年经营额超 50.00 亿元的广告产业园区。认定国家广告产业园区 30 个，各类广告产业园区和广告产业集聚区的广告经营额占当地广告经营额比重在 40%以上，形成以国家广告产业园区骨干、区域广告产业园区为补充的广告业集聚区框架，辐射和带动广告业集约化发展。

State Administration for Industry Commerce released 13th Five-Year Plan for advertising industry pointed out: China will build advertising industry parks with annual advertising turnover exceeding 100 billion yuan. Base on advertising industry park to promote the development of advertising industry.

时代机遇

- 上海影视产业极速发展，亟需产业融合。
- 上海境内无高端特效摄影棚，现有摄影棚均已状态老旧。
- 上海暂无较集中的影视产业基地，助力产业整合发展。

- The film industry needs to be integrated.
- There aren't any high-end special effect stage in Shanghai.
- There aren't centralized film and television industry base in Shanghai.



对接上海文创中心

To work closely with the largest culture and innovation hub in Shanghai

中性灰影视基地，背靠上海文化大都市，拥有全国顶级影视资源，揽全国影视行业高端人才，掌握国际前沿影视科技，主动谋划，智慧运营，以影视拍摄、影视制作、影视旅游为主题，打通上下游全产业链生态链，打造影视基地，以全新的起点直接进入影视基地新纪元。

中性灰影视基地，未来无疑成为上海影视基地标杆。

ND Film/Rental has the top video resources in China. We are leading the film industry in China by active planning and smart management.

We believe that ND Film/Rental will take lead in this industry.

nd FILM/RENTAL



国际标准

依托虹桥机场，接纳与吸收并举，吸引国内外知名影视机构进驻，促进国际影视技术交流。

INTERNATIONAL

WITH THE SUPPORT OF HONGQIAO AIRPORT, WE WILL ATTRACT INTERNATIONAL WELL-KNOWN DOMESTIC AS WELL AS ABROAD FILM AUTHORITIES .THUS TO BUILD AN INTERNATIONAL ENVIROMENT FOR FILM AND TELEVISION TECH COMMUNICATION.



高端路线

以高端产业链凝聚高端人才，带动影视产业生态圈良性发展，以上海为中心，在全国甚至全球吸引高端人才。

ELITE

WE WILL TRY TO ATTRACT MORE ELITES AND TALENTS OF THIS RISING INDUSTRY TO IMPROVE THE INDUSTRIAL ECOLOGY. THESE PEOPLE MAY BE FROM SHANGHAI OR OTHER PARTS OF CHINA.



年轻活力

让更多的年轻人把这里作为从业和创业的中心，成为生活工作一体化的活力型影视基地。

VIGOROUS

WE WOULD LIKE MORE YOUNG PEOPLE TO TAKE THIS BASE AS A PLACE OF STARTING THEIR OWN BUSINESS OR WORKING.WE WILL TRY TO TURN HERE INTO A THRIVING PLACE COMBINING WORK AND PERSONAL LIFE.



多元视角

打造生态多元、建筑多元、产业多元、人才多元的人文社区。

DIVERSITY

DIVERSITY OF THE BASE WILL BE REFLECTED IN THE ECOLOGY. ARCHITECTURE.INDUSTRY AND PEOPLE.

国际化摄影棚群

Stage Meeting International Standards

以拍摄制作为核心产业功能，以世界顶尖的影视拍摄硬件设施为抓手，中性灰影视基地计划建成一批条件好、标准高、功能全的大型摄影棚群。在软件设计上，采用更高的工艺净高、声学标准、电力标准，更完善的工艺设施和更环保、更安全的设计，更以剧组为本。

With filming and production as the core industrial function, ND Film/Rental plans to build several large filming studios with excellent and variety of facilities. In terms of software, our studios are outstanding because of its net height, high acoustic and electrical standard, comprehensive process facility and green and safe design. More importantly, we prioritize filming team and people. That's why these filming studios are among the top in the world.



第一期规划建设12个摄影棚



- **ND 总部大楼**
ND Headquarters Building
- **合作方展示空间**
Partner Show Space
- **常规摄影棚：水下、特效、汽车、食品、平面棚等**
Conventional stages: Underwater, special effect, car, food, flat shed
- **配套置景/仓储**
Matching View/Warehouse
- **高端大型电影棚**
High-end Large Stage



Stage 1: L78m*W27m*H14m

Stage 2: L78m*W27m*H14m

Stage 3: L78m*W27m*H14m

Stage 4: L78m*W66m*H20m (计划建造上海周边最大影棚)

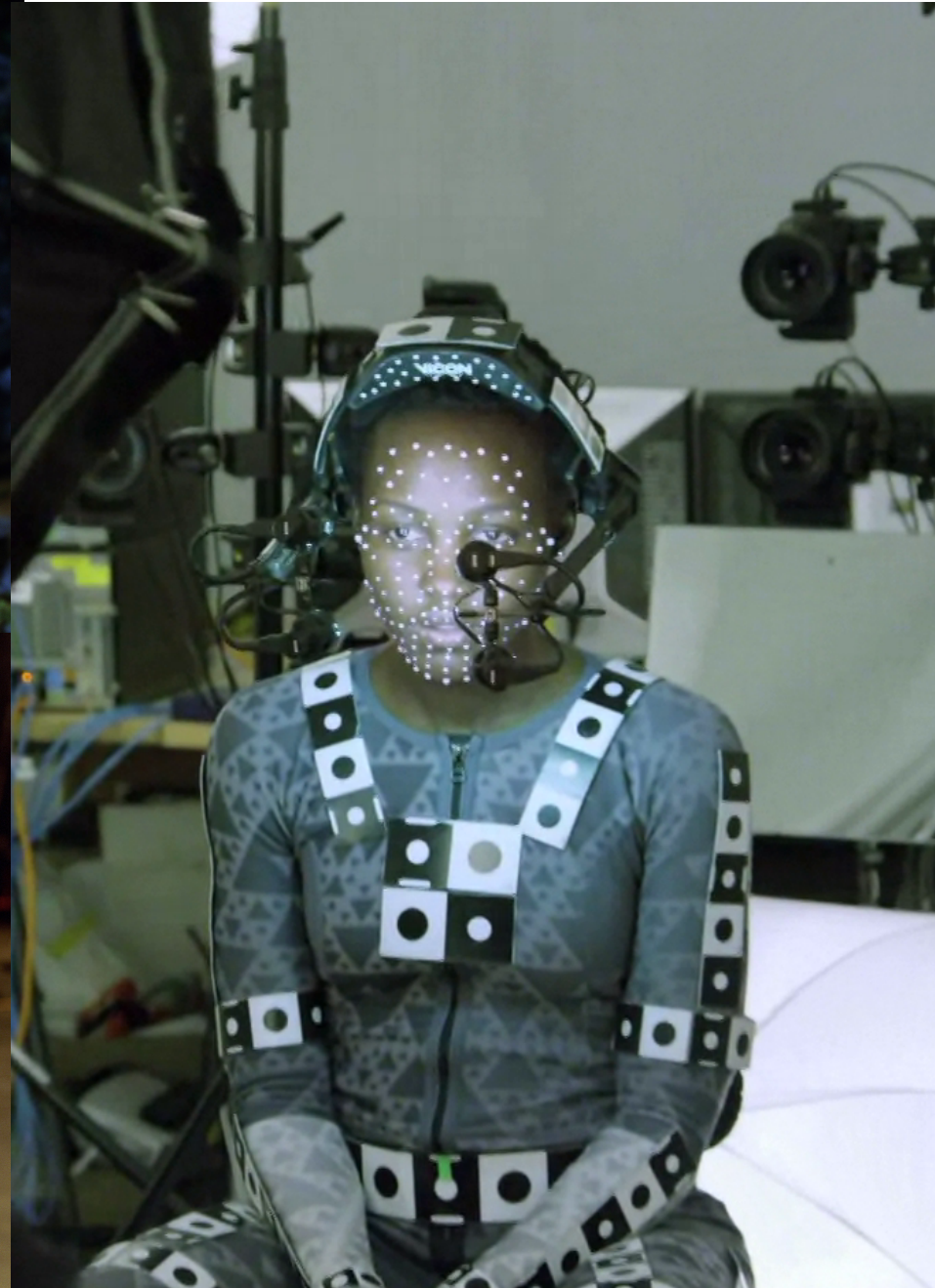
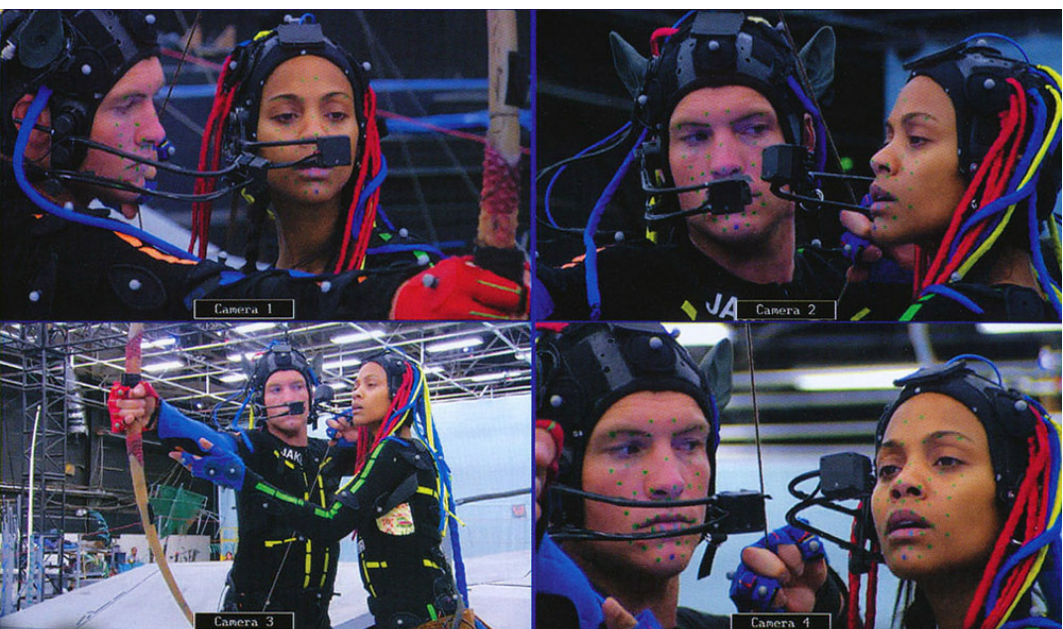
摄影棚

Stage



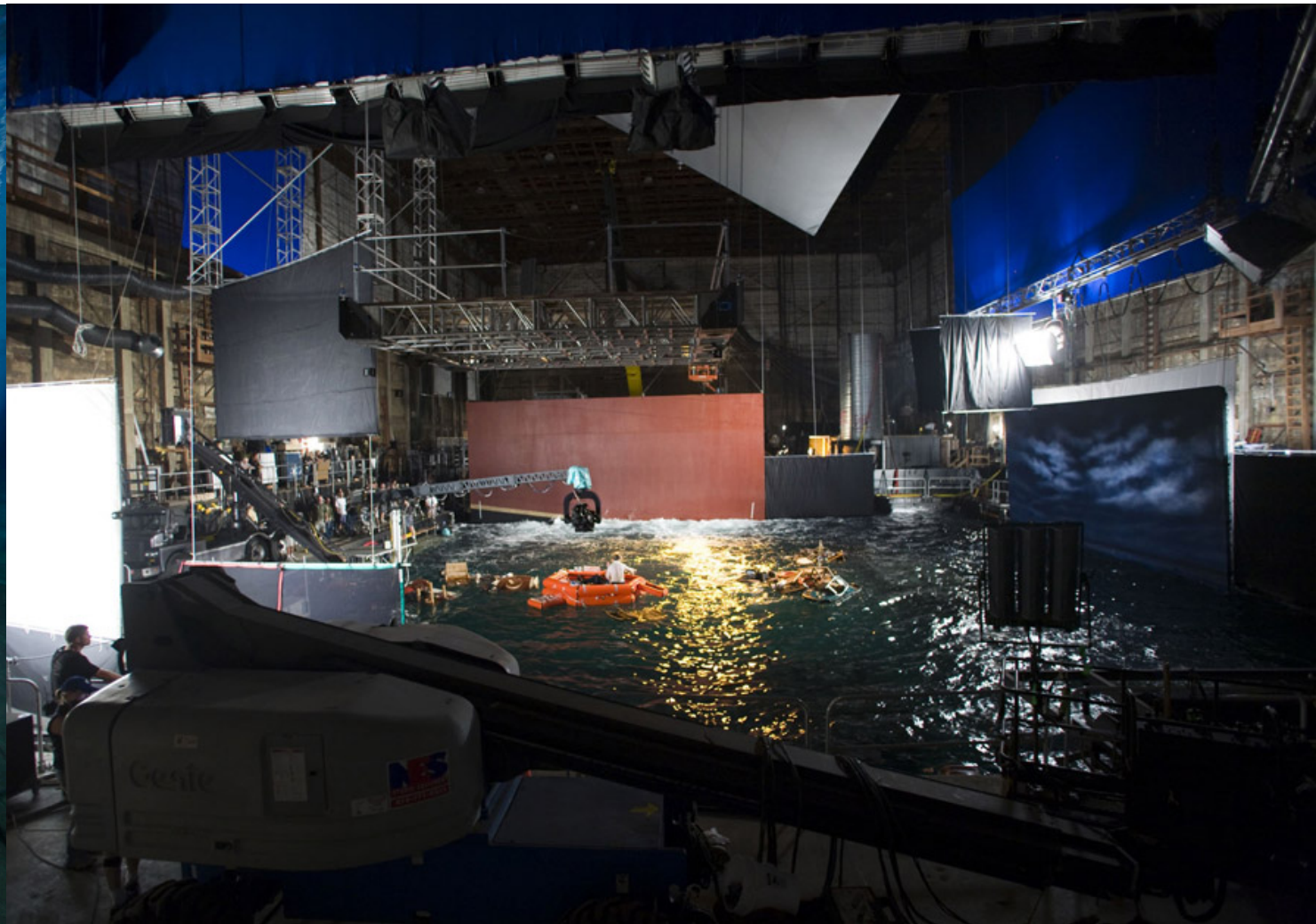
特效摄影棚

Multi-Functional CG-VFX Stages



室内水下摄影棚

Indoor Resources : Shooting Under Water



其他摄影棚

Other Stages



食品棚



录音棚



平面棚



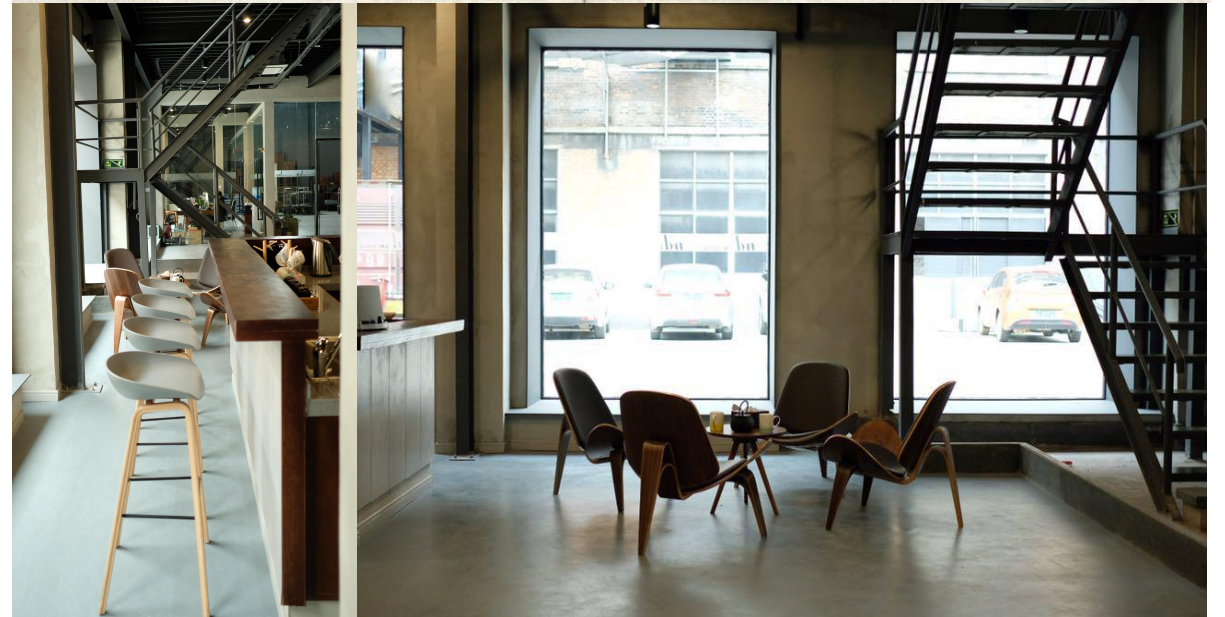
道具棚

中性灰影业（上海-北京）

nd FILM/RENTAL



中性灰影业（北京）有限公司
庄园西路一号贝晶马术俱乐部内



中性灰影业（上海）有限公司
龙吴路4221号碳素厂内
ND-Rental 中性灰电影器材租赁(双柏路)

中性灰影业（上海-北京）

ND Film (SH-BJ)

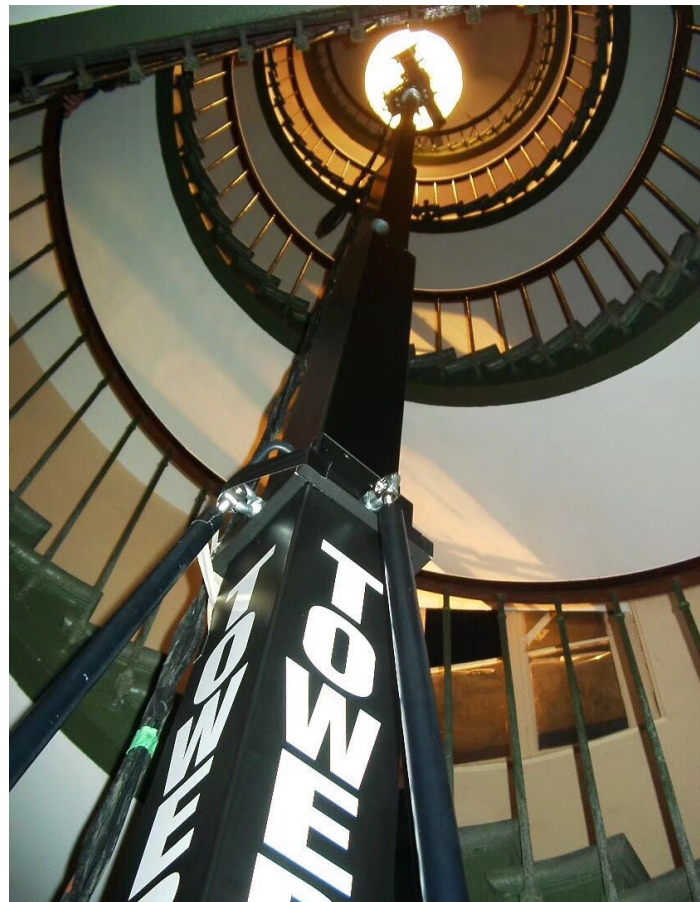
中性灰影业拥有大量世界顶级电影器材，包含完整的摄影机，镜头、升降系统、灯光。旗下配备众多具有丰富实践经验的双语助理，精准对接国际一线影视制作团队，是众多著名制作公司优选的长期合作伙伴。长期参与拍摄大量制作精良的TVC及电影作品，是一个可靠及性价比高的资源平台。

There are the world top film equipments in ND Film/Rental, including camera, lens, light and grip system. And there are also a lot of bilingual assistants with extensive working experiences. ND works with international top film teams, many famous film teams regard ND as a long-term partner. ND always participates in shooting well-made film and television works. ND is a worthy cost-effective platform.



升降设备

GRIP



灯库

Lighting

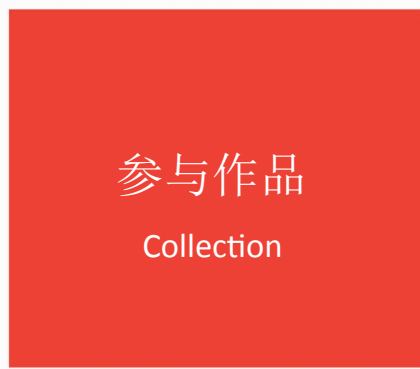
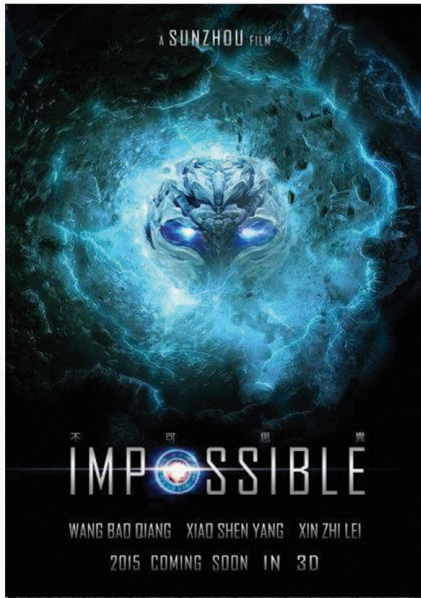




拍摄现场

The Spot





参与作品
Collection





THANKS

nd FILM/RENTAL