



Event and Marketing Advertising and Sales

The Middle Land

1. Marketing Campaign and Visitor Services

Asian Art Museum Marketing and Visitor Program

Asian Art Museum

舊金山亞洲藝術博物館

- One of the largest museums dedicated to Asian art and culture in the Western world
- Historic Beaux Arts building hosts over 2,500 Asian treasures
- Han Money Tree, 3,000 year old Chinese bronze rhino to stunning jade collection...
- Paintings, ceramics, sculptures, textiles, and more

- 在西方最大的亞洲藝術文化博物館之一
- 展示2500件亞洲珍寶
- 從漢代的搖錢樹，中國三千年的青銅犀牛
尊到美輪美奐的玉器
- 繪畫、陶瓷、雕塑、紡織品等



200 Larkin Street
San Francisco, CA 94102
415.581.3500

博物館座落在舊金山市政廳對面
www.asianart.org



釋迦牟尼 • 中國•晚清-民國 (1644-1912) 青玉 舊金山亞洲藝術博物館

Shakyamuni as an ascetic, approx. 1900-1949. China; Qing dynasty (1644-1912)-early Republic period. Nephrite. Courtesy of Asian Art Museum, San Francisco, The Avery Brundage Collection, B60J13. Image © Asian Art Museum, San Francisco.



Expanded the client's visitor program and engaged a new market segment through strategic partnerships and targeted marketing and advertising. Provided comprehensive creative and media support—including in-depth interviews, content development, photography, translation, marketing campaigns, and cultural consulting—to ensure all materials and events were inclusive and accessible. Enhanced museum collections with culturally relevant storytelling and community engagement. These combined efforts resulted in significant growth from within the targeted markets.

Conducted visitor training and educational program for tour operators and museum staff. Successfully delivered a refreshed brand message and comprehensive visitor guide; published an in-depth editorial across print, digital, and targeted newsletters; Transformed one of the lowest-performing visitor segments into a major audience, generating a 300% increase in target visitor traffic.

Article: Decoding the Traditions in the Heart of Silicon Valley

<https://themiddleland.com/decoding-the-traditions-in-the-heart-of-silicon-valley/>

2. Brand Activation

Marketing, Advertising and Events.





A brand activation project for Swatch Group, the largest Swiss watch conglomerate, delivered marketing campaigns across multiple markets, resulted in a threefold increase in sales. Executed a culturally tailored campaign encompassing brand design, advertising, education, media relations, retail events, and tourism networks, effectively addressing diverse market and sales growth.

Launched a new shopping solution through a fully integrated marketing campaign and retail trade programs, resulting in 300% sales growth and successful market expansion in the U.S.



3. Tourism and Products

Travel Websites and Packages

We develop destination web portals that are visually engaging, user-friendly, and fully optimized for search engines (SEO) to boost online visibility. The site showcases attractions, itineraries, events, local experiences and packages, while integrating interactive maps, booking tools, and multimedia content. Advanced features include AI-powered search, personalized recommendations, and AI agents to guide visitors, answer questions, and enhance trip planning. Designed for accessibility and mobile responsiveness, the website supports targeted marketing campaigns, enhance visitor experiences through web analytics, and positions the destination as an innovative, tech-forward travel hub that delivers immersive, personalized experiences.

Lisbon Art Event Tour

5 days, 4 nights

Day 1 - Arriving:

Airport transfer and hotel welcoming

Day 2 - Art Symposium/Art Tour:

Morning lectures, lunch, Jeronimos Monastery tour, evening lectures and dinner networking

Day 3 - Art Symposium/Art Tour:

Morning lectures, lunch, Art Walk Tour, evening lectures, networking and city dining

Day 4 - Exhibition/Award Ceremony:

Morning city tour, private exhibition/artwork sales event, coffee networking/light local foodies, Award Ceremony registration and ceremony. Evening dinner and networking

Day 5 - Going home / Airport transfer

BOOKING

from \$888

Portugal Grand Tour

8 days, 7 nights

Day 5 - Lisbon | Sintra | Colares | Cascais

National Palace of Sintra, wine tasting in Colares and dinner at Fado House Restaurant

Day 6 - Óbidos | Coimbra | Vila Nova de Gaia

Sightseeing, Nacional Restaurant in Coimbra

Day 7 - Vila Nova de Gaia | Porto

Bolsa Palace, Serralves Foundation, lunch at L'Kodac Restaurant, and dinner at Vinum Restaurant

Day 8 - Going home / Airport transfer

(English speaking guide, conference translation, artist guided Art Walk tour, hotel breakfast, three event lunch and three dinner, three grand tour lunch and dinner, drinks and small bits and transportation)

BOOKING

from \$1.850

Talent Week Official Sponsors

Tour
Lisbon - Óbidos - Nazaré -
Alcobaca - Lisbon

Tour
Lisbon - Sintra - Cascais -
Estoril - Lisbon

Where to

North Lake Tahoe

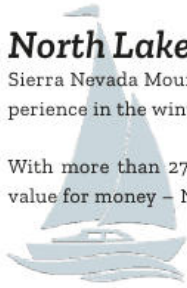
A year-round adventure destination in the Sierra Nevada Mountains ...



Skiing at North Lake Tahoe

North Lake Tahoe A year-round adventure destination in the Sierra Nevada Mountains: North Lake Tahoe, provides a world class ski experience in the winter and exceptional variety of activities in the summer.

With more than 274 days of sunshine, boasting variety, accessibility and value for money – North Lake Tahoe is the ideal holiday destination.



EVENTS IN NORTH LAKE TAHOE



Christmas Festivities



Cross Country Skiing in
Lake Tahoe

Highlights

- [Hiking Eagle Rock](#)
- [Biking Flume Trail](#)
- [Waterfalls at Shirley Lake](#)
- [Kayaking](#)
- [Martis Peak Fire Lookout](#)
- [Tahoe Rim Trail](#)
- [Skiing in Squaw Valley](#)
- [Food & Wine Festival](#)



North Lake Tahoe



Things to Do

Traditional Winter Vacation

A historic family owned and operated resort, nestled in alpine meadows with stunning lakeside views and high mountain trails. With traditional and quality lodgings, resorts offer warm and intimate holiday activities. Winter sport enthusiasts have been skiing here since the 1920s, and it remains a fun ski and sledding area for the whole family. To experience a true winter Christmas, New Year or snowy fun adventure, visit Granlibakken.

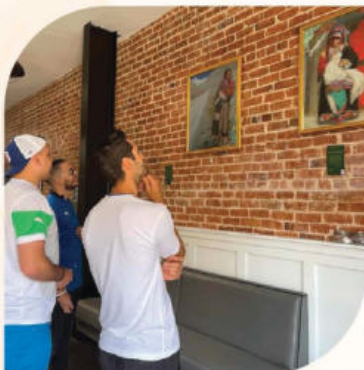
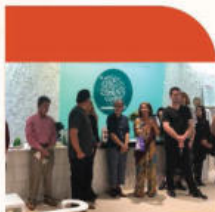
[BOOKING](#)

4. Event Management

Creation, Strategic Partnerships and Marketing, Web Design and Event Management

By integrating creative strategy, strong partnerships, and engagement initiatives, our events drive attendance, boost brand awareness, and cultivate sustained community support. Our targeted marketing strategies, collaborative partnerships, and vibrant community-driven initiatives enhance public participation and foster long-term relationships that support organizational growth. Through media outreach, technology, social media, and diverse community channels, our events engage both local audiences and visitors, on-site and online.

To engage broader audiences and underserved communities, the exhibition featured at venues that are part of everyday life, in small towns where there is lack of access to fine art, as well as hospitals where good arts can create a healing space, hotels where visitors can take a moment of reflection through the arts, local coffee shops, restaurants, etc. In these communities, the arts can be a part of people's daily lives to help uplift their spirits and expand their horizons.



Featuring both established and emerging artists, as well as artists immigrant, refugee of other countries, our project open a new window of opportunities for everyone. The collections of age range of our artists is from 12 to 80

years old. The exhibition reaches art colleges, high schools, and local art academies. Alongside with exhibitions, Art Talk series feature artists to share their exceptional discoveries and understandings on the representation of culture, history, and livelihood through the arts. The exhibition showcases simultaneously online and on-site.



Art Exhibitions

Through the integration of art, technology, and community engagement, we have hosted community exhibitions and Art Talk events designed to bring local artists, residents, and organizations together through collaborative public showcases, enriching society with art and culture.

Our Art Talk events invite established artists to share their art journeys and creativity. In order to widen the local art reach, we selected venues that are part of everyday life--local stores, coffee shops, restaurants and businesses. Each exhibition generated over 20,000 in-person experiences from both local residents and visitors. We sent out newsletters, postcards and posters to the immediate communities. Event invitations and press releases were shared with the local newspaper, television, community groups and other outlets.

By observing how visitors interact with the exhibition—both on-site and online—we can better understand user behavior, preferences, and engagement patterns. This knowledge also enhanced our web development to create intuitive navigation, visually compelling layouts, and interactive features that enhance online engagements and effectively showcase collections while streamlining event operations and enhancing community participation. showcase collections while streamlining event operations and enhancing community participation.

5. Email Marketing Campaigns



Direct Marketing and Email Campaigns: We support direct marketing initiatives, including design, production, and distribution of print and digital materials. Email marketing services include copywriting, design, deployment, and reporting to optimize outreach effectiveness.

6. Community Engagements

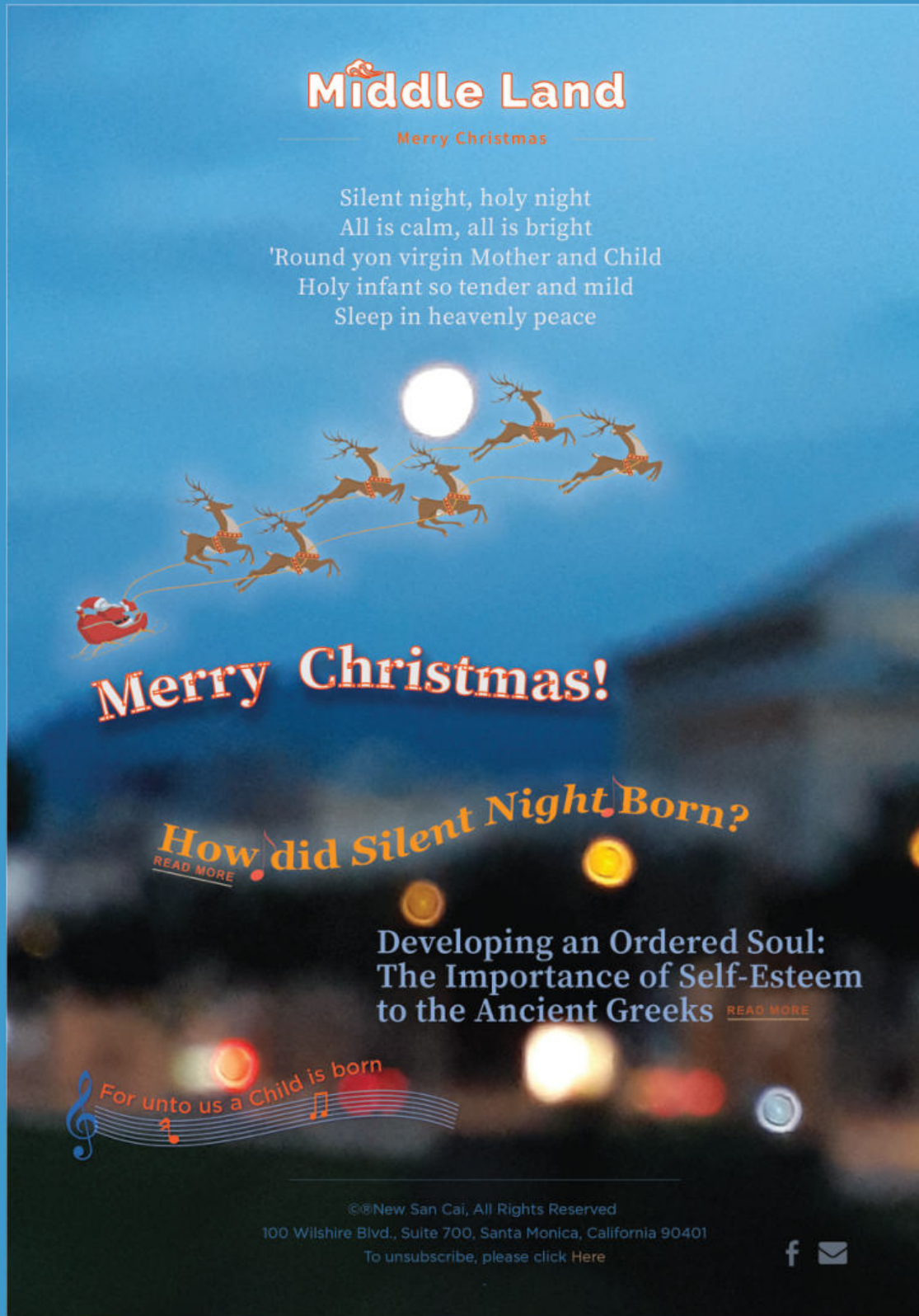
Outreach, Performances, Workshops and Education



As the world is increasingly shifting into the digital era, it has never been so critically important to preserve traditional arts and culture. We have successfully managed various festivals, educational workshops, art exhibitions and community outreach campaigns, providing event communications, logistics, and coordination with local partners. Our programs cater to seniors, youth performers, and community members, creating inclusive, memorable experiences that strengthen connections and celebrate diversity.



7. Creative Design



Our digital design delivers a complete visual system, personalized special-occasion visuals, and a cohesive set of branding and email contents with interactive function implementation.

VHERNIER

ITALIAN TRADITION FOR UNIQUE JEWELLERY



The creative work produced by our team adheres strictly to the client's brand standards. This includes maintaining consistency in visual style, color palette, typography, imagery, logos, and overall brand messaging. Our work across communications, newsletters, advertisements, mailings, and other print and digital materials, and sales events are aligned with the client's visual identity and aesthetic guidelines and market engagement strategies.



Fabergé

The Color of Royal

2013年巴賽爾珠寶鐘錶展中，費伯奇推出美侖美奐的珠寶系列。費伯奇的珠寶光彩奪目，設計登峰造極、絢麗無比。

談起費伯奇珠寶，得從卡爾·費伯奇先生（Peter Carl Fabergé）說起。他是世界上傳奇的金匠，珠寶首飾及工藝設計家。費伯奇於1846年出生於聖彼得堡，曾留學德國、義大利、法國、英格蘭等地，學成後繼承父業。他的設計天才使他獲得了俄國皇宮專用珠寶工匠的差事。

1885年，當時的沙皇亞歷山大三世讓費伯奇工作坊承製一顆復活節彩蛋。此後，訂製皇家復活節彩蛋（Imperial Easter Eggs）成為每年一度的傳統。不幸的是，1917年蘇聯共產革命爆發，費伯奇製作珠寶的工作場所——「費伯奇之屋」（House of Fabergé）亦遭受波及，蘇聯共產黨佔據了費伯奇的工廠並奪取珍藏寶物，停止一切生產活動，資產被國有化。費伯奇和家人逃離俄國。

在過去的一個世紀中，費伯奇家族上下4代人飽受戰火、流放、品牌多次失去的磨難，直到2007年，歷史才又回到原點，終於恢復費伯奇家族的品牌專營權，同時，這亦為重振品牌的理想，開啓了迎接原有費伯奇的價值、審美觀和精品製作的新契機。



費伯奇珍珠彩蛋
The Fabergé Pearl Egg



精雕細刻

CRAFTSMANSHIP EXCELLENCE

Bolsheviks seized the Fabergé workshops and their treasures, all production was closed down and property nationalized. The Fabergé family had to flee from Russia.

During the previous century, four generations of the Fabergé family suffered wars, exile, and repeated loss of their family name. History came full circle in 2007 when Fabergé, under new ownership, announced the reunification of the Fabergé name with the Fabergé family. This marked a turning point in the Fabergé story as the revitalization of the Fabergé name began, in line with its original values, aesthetics and spirit.



themiddleland.com

A. Statement of Qualifications

With over 19 years of experience, we have designed and launched various destination campaigns and brand activations, and advertising campaigns. We have debuted various tourism and cultural programs, along with several media platforms, web CMS and SaaS application.

We also manage one of largest tour operator network in the U.S., and integrated hotels, shops and destinations with diverse travel booking and recreation programs, connecting travelers and operators with unique offers and experiences.

We specialize in cutting-edge and culturally engaging brand and destination campaigns, strategic branding, business partnerships, and community development. Our integrated marketing and creative solutions blend authentic storytelling with cultural insights; our clients are world-renowned brands, destinations, cultural institutions, and small businesses; and our market stretches from the US to Europe and Asia, accommodating the major languages and clients of all backgrounds.

In 2019, we debuted The International Talent Competition, a global art competition, present the world's diverse cultures and heritages, promoted across five continents in six languages, engaging thousands of schools and talented participants. The event was market through our Join Talents recreation platform, managing an overall outreach and engagement activities through a signal portal. It facilitates participants' engagement, marketing, communications, event and registration services across all programs and venues.

Our unique print publication, *The Middle Land*, is the first bilingual and bicultural magazine in the U.S., transcending cultures, languages and art into a single print medium, achieved resounding success among all readers. The magazine has been embraced by destinations, world-class brands, national retailers and local businesses.

In addition to our unique network and production, our approach lies in creating cohesive, high-impact campaigns that elevate brand identity, strengthen regional visibility, and engage residents, visitors, and businesses across digital, social, and traditional platforms.

With a deep commitment to authentic culture and community innovation, we champion a creative environment where authentic storytelling thrives, novel partnerships flourish, and new technologies are employed. Our experienced team is fully prepared to partner with you to deliver engaging branding and innovative marketing services in California and beyond.



B. What Sets Us Apart

Our firm excels in publishing, tourism and brand marketing by combining strategic insight, creative excellence, and proven experience, delivering events that are visually compelling, culturally relevant, and community-focused. Our multidisciplinary expertise allows us to deliver cohesive, high-quality programs that meet clients' strategic goals.

1. Proven Experience Across Key Sectors

- **Design and Publishing:** We have successfully launched books, magazines, and brand campaigns. Our team manages creative content, graphic design, storytelling content, and audience engagement to ensure high-impact promotional outcomes.
- **Brand and Tourism:** Our project includes destination and brand marketing, visitor programs, and brand activation and campaigns. collaborating with tourism bureau, hotels, and local businesses to increase visitation, boost local economy, and enhance community engagement.
- **Community Programs and Outreach:** We have launched many arts and cultural events, community outreach, and exhibitions across California. Our strength lies in integrating artistic expression, cultural storytelling, and participatory programming that connects communities.

2. Customized, Not Template-Driven

Each project is uniquely designed. Our publishing experience allows us to craft compelling narratives and media-ready content; our tourism background helps create immersive visitor experiences; and our cultural programming expertise ensures relevance, inclusivity, and community resonance.

3. Innovative and Immersive Event Design

We create memorable experiences that engage audiences through interactive installations, experiential marketing, and innovated storytelling. Our community projects include live performances, public art, cultural tourism, and immersive learning activities.

4. Strong Client Partnerships

We provide high-touch service with clear timelines, proactive problem-solving, and consistent communication. Clients benefit from a dedicated project manager and a cross-functional team capable of delivering seamless execution across all sectors.

C. Project Samples

1. Destination Branding and Development

With a multidisciplinary team of cultural experts, media specialists, digital and web developers, and community partners, we blend journalistic expertise with cultural insight to create accessible, engaging, and high-impact tourism campaigns. We have a proven history of delivering destination services tailored to diverse cultural needs of both traditional and newer types of travelers. Below are two client projects that demonstrate our experience and proven capability in providing a full tourism marketing service.

1.1 Destination of Camarillo – Visit Camarillo



邀您來訪 805.484.4383

VISITCAMARILLO.COM

Provided comprehensive tourism marketing services, including multilingual translation, shopping program development, FAM tour development and support, media services, multilingual editorial articles and newsletters, shopping destination and tourism marketing. The project resulted in increased shopping and lodging stays among the targeted market. Explore the destination articles we have produced, listed below.

- *Camarillo, The Amazing Garden of Southern California*

<https://themiddleland.com/camarillo-the-amazing-garden-of-southern-california/>

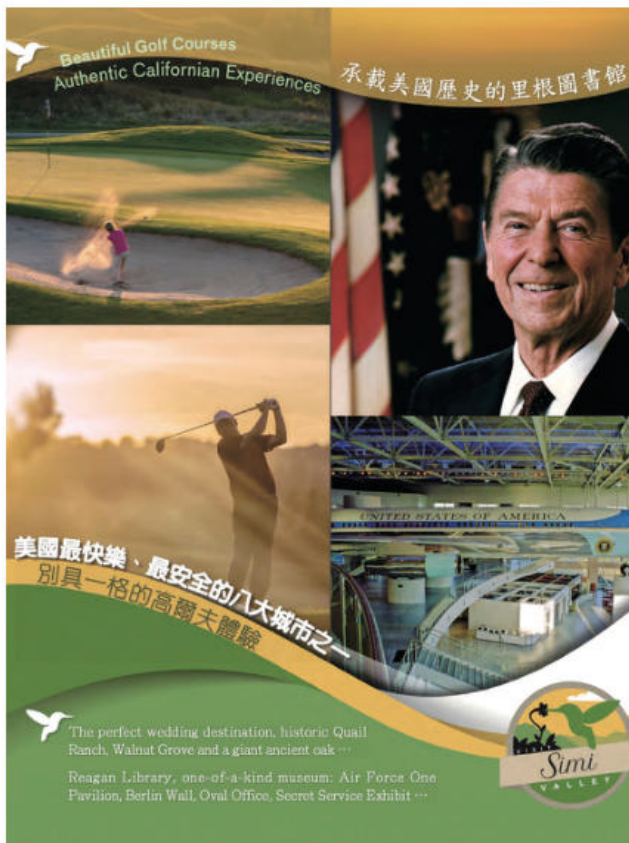
- *Witness the History of World War II Aviation at Camarillo Air Force Museum*

<https://themiddleland.com/witness-the-history-of-world-war-ii-aviation-at-camarillo-air-force-museum/>

- *Small California Town Charms Visitors from China*

<https://themiddleland.com/small-california-town-charms-visitors-from-china/>

1.2 Destination of Simi Valley



Developed and implemented tourism marketing and cultural promotion campaigns in English and Chinese. Produced multilingual travel guides, event promotions, and diverse digital content to strengthen regional tourism collaboration. Supported a local museum in promoting tourism across multiple markets and languages.

In Simi Valley, There is Something for Everyone

English Editorial:

<https://themiddleland.com/in-simi-valley-there-is-something-for-everyone/>

Chinese Editorial:

<https://www.newsancai.com/230339-simivalley>

Simi Valley

- A California Happy Land



西米谷 — 加州的樂土
美麗溫馨的婚禮殿堂



The eighth happiest city in the
United States, and one of the
safest cities in the America!

D. Scope of Services

We will deliver a comprehensive, phased approach that supports both the launch and long-term success. Our strategy is designed to establish a strong foundation, activate the brand through integrated marketing, and continuously optimize campaigns through community feedback and outreach performance.

Scope of Services

- **Brand Creative Development**
 - Brand concepts, messaging, and visual assets
 - Campaign themes and creative execution
- **Paid Social Media & Digital Campaigns**
 - Strategy, planning, execution, and optimization
 - Budget management and audience targeting
- **Social Media Content Design**
 - Platform-specific creative assets
 - Content aligned with brand standards and campaign goals
- **Visitor Collateral**
 - Design and production of brochures, guides, and promotional materials
- **Video & Photography**
 - Concept development and production
 - Short-form and long-form content
- **Traditional Advertising**
 - Creative development and media placement recommendations
- **Performance Reporting & Analytics**
 - Monthly KPI reporting
 - Insights and strategic recommendations
- **Marketing Management**
 - Ongoing project and campaign management
 - Coordination with staff and partners

E. Our Clients



Assembled Auspiciousness by Lang Shih-ning, completed in September of the first year of the reign of Yongzheng (1723-1735), appears elegant and tranquil. Painted with elements of Western perspective and shading, the painting displays oriental temperament. A blue vase holds twin stalks of pink and white lotus blossoms and seedpods, along with twin ears of crops and dogtooth violets, which are seen as auspicious symbols of times of peace and prosperity. The painting was in celebration of the inauguration of Emperor Yongzheng.

Jesuit Giuseppe Castiglione (1688-1766) was the most celebrated western painter in Qing court. Born in Milan, Italy, Castiglione traveled to China in 1715. In the half century that followed, he successively served Emperors Kangxi, Yongzheng, and Qianlong.

Castiglione introduced shading and realistic painting in Renaissance style to the Imperial court. He used gouache painting on rice paper. Castiglione and his Chinese fellow scholars published the *Visual Instruction*, the very first of its kind in China.

Soon after Emperor Qianlong ascended to the throne, he had Castiglione paint the table plaques in Chonghua Palace. Castiglione later painted on glass screens in the Old Summer Palace, also known as Yuanming Garden. He drew 68 oil

- Asian Art Museum of San Francisco
- Pebble Beach Resorts
- Destination of Simi Valley
- Swatch Group
- Fendi
- Jaquet Droz
- Jaeger-LeCoultre
- Blancpain
- Canali
- IWC Schaffhausen
- Vacheron Constantin
- Burberry
- Tourbillon
- Ronald Reagan Presidential Library
- Destination of Camarillo
- Macy's
- Bloomingdale's
- Tommy Hilfinger
- Shreve & Co.
- Omega
- The County of Monterey
- Portugal Tourism Board

and more...



The Middle Land

100 Wilshire Blvd., Suite 700, Santa Monica, CA 90401