

TCHAI

We create experiences through innovation, sparking change.

For almost 65 years, our family business has been driven by creativity, connection, and curiosity - a spirit that keeps us moving and keeps making things happen. No matter the size of the project, our team of specialists is agile and unafraid to switch things up to bring your result driven ideas to life.

SAMSUNG



reMarkable



HUNKEMÖLLER

BOSCH 

Quooker®

YAMAHA

Levi's 



 Polaroid

 iittala

Build Different.

These two words embody the ethos of our company. They are more than just a philosophy, they reflect who we are: a company built differently, with a global mindset, a hands-on approach, and an obsession with innovation and design. Our goal is simple: Inspire others to think differently about what stores can be and to help our clients lead the way.

TCHAI



Build Different.

Organisation.

We operate without hierarchy. Everyone has a voice.
And ideas are valued for their impact, not their title.

Mind Set.

We're constantly exploring new ways to improve.
In how we engineer, design and rethink what's possible.

Message.

We're always exploring how to make things better
and we hope to inspire others to do the same.

Purpose.

Design the impact.

We design and build brand spaces that benefit people, the planet and the ambition of the brand.

Mission.

Engineer together.

By working closely with our clients and suppliers, we engineer together to create spaces that challenge norms, inspire action and push the boundaries of what's possible.

Vision.

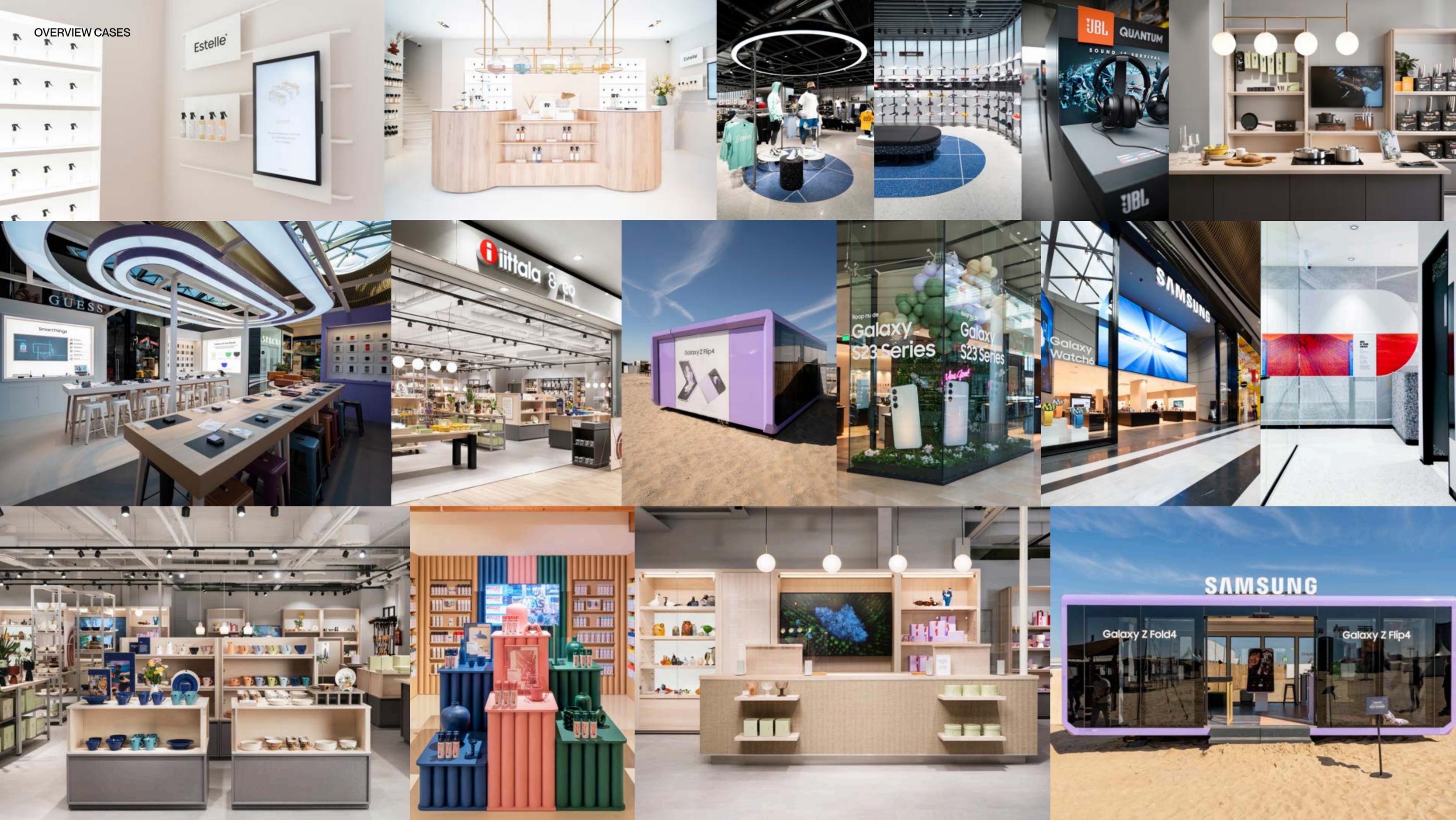
Build for the better.

We believe great spaces make great things possible. Our vision is to create environments that unlock potential for people, brands and the planet. It starts with us and spreads with every space we shape.



Cases.

OVERVIEW CASES





Service.

Our services.

Retail Strategy,
Concepting

Design

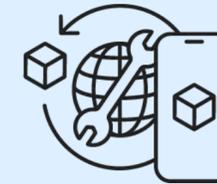
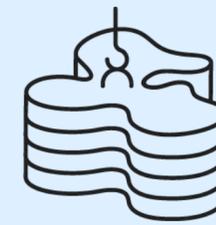
Prototyping
Engineering

Project
Management

Mass
Production

Installation & Maintenance

Warehousing



“Every m2 breathes
the brand”

“Innovative,
strategic design
that turns brand
experiences into
sales”

“Rapid prototyping
and cutting-edge
solutions”

“We make it happen.
Easily traceable.”

“Where design and
innovation meet
efficiency”

“Ensuring durable
performance
through smart
solutions”

“Inventory with
intent, ready to
move when you
need it most”

We make it happen.

Since 1961, we've been creating world-class retail experiences across continents, building a global team and a legacy of innovation that spans the globe.





The legacy continues.

Meet **Kim Tchai**, a third-generation owner. She is the visionary behind the company, having transformed it into a trusted partner for some of the world's leading brands. Under her leadership, the company continues to redefine how brands are translated into the physical world. Blending creativity, strategy, and craftsmanship to create engaging experiences for its clients.



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Meet **Vera van Beaumont**, the strategic powerhouse behind the scenes. As Kim's right hand, she brings vision to life and helps shape the direction of the company. Vera's ability to connect people, challenge assumptions, and zoom out to see the bigger picture makes her an essential force in Tchai's evolution. Together with Kim, she ensures that purpose, clarity, and momentum are always part of the journey.

Our Tchi energy runs through everything we do.

Tchai has its roots in China, where Chi is a fundamental concept in philosophical tradition. A vital energy that exists in all things.

Tchi is the sum of **Tchai and Chi**. Tchi represents our own energetic life force, the focused energy that fuels our craft, guides our decisions, and drives our pursuit of excellence. It flows through our teams, our processes, and every detail we touch, designing the impact.



Tchi art piece.

Our Tchi is at the heart of who we are. Each year, we celebrate it by capturing and visualizing our collective energy.



Let us help bring your ideas to life.

From concept, design, global production, logistics and seamless execution. We make it happen. **Which of your projects can we bring to life together?**