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# SHU 术

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04 MATSU 21,  
独具匠心，从“心”起航  
MATSU 21, Ingenuity Sail From Heart



22 MATSU十大互联网办公案例  
MATSU Internet Companies Offices Top 10

06 Eyes On Copenhagen 高端沙龙，体验幸福办公的奥义  
Eyes On Copenhagen upscale salon, experience the happiness of work

46 意想不到的创意频发地  
Change your workstyle



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# 卷首语

Editor's Voice

## 致匠心

大艺术家齐白石先生有一方印叫“大匠之门”。这是老先生为了不忘自己木工出身的经历而刻制的。当时齐白石在京城刚刚落脚，以鬻印为生，人家看不起他的木工出身，说他刻的印不行，只不过是匠人，但齐白石老人却引以为自豪。

“学而优则仕”这句话深远地影响了中国人几千年，它被历代读书人奉为金科玉律。现今物欲横流的世界里，亦是如此。反而那些依然坚持的匠人们却如一股清流为我们带来了一份追求纯粹的美好和朴质的情怀。

互联网时代、人工智能时代来临，颠覆原先我们对“所谓慢工出细活即工匠精神”的理解。当代的工匠精神，一定是传统和创新、理念和务实、中华文明特色与世界发展大势的有机结合，是一种精益求精、细节出彩的专业精神；一种追求完美、宠辱不惊的专一精神；一种水滴石穿、久久为功的敬业精神；一种物我协调、巧夺天工的和谐精神；一种永不满足、探新求异的创新精神。

浮躁的时代，让我们向那些饱含匠心的人们致敬。

21 年来，我们依然坚守在家具这个传统行业，听从内心的安排，拥抱变化，执着创新，专注做点产品，对得起光阴岁月，其他的就让时间去说吧。

— 本刊编辑部

## Ingenuity

The great artist, Qi Baishi possessed a quadrate seal saying "the family of master ingenuity" , as a reminder of his origin of "a carpenter" . It was a time when Qi Baishi had just settled in Beijing and made a living by selling seals, which received no dignity from people because they didn' t recognize his work and saw him as a craftsman only. However, the old Qi Baishi had been very proud of his own.

"A good scholar will make an official" has always been a famous saying that deeply impresses generations of Chinese people and is regarded as a golden rule of scholars. We are in a materialistic world and this saying becomes even firmer. But on the contrary, those perseverant craftsmen, just like refreshing breeze to us, show us the beautiful and plain feelings of the pursuit of purity.

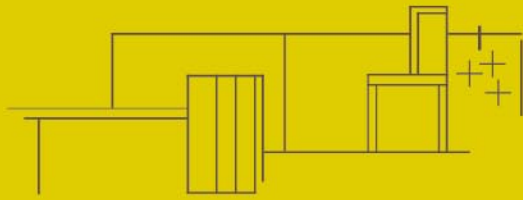
We are facing an Internet world and an AI era, where the old craftsmanship concept of "soft fire makes sweet malt" will need a second thought. Today' s modern craftsmanship has to be the organic integration of tradition and creation, conceptualization and practicality, Chinese cultural features and international development. This craftsmanship is a professional spirit of delivering excellence and wonderful details; it' s a concentrated spirit of pursuing perfection and having peace inside; it' s a diligent spirit of taking constant and perseverant efforts to be successful; it' s a harmonious spirit of finding balance and striving for the best; it' s a creative spirit of never being contented and making exploration.

In a restless world, let's salute those hardworking and creative craftsmen.

It' s been 21 years since we started our journey in furniture industry. Just follow our heart, embrace the changes, insist and create and focus on product making. We live up to our life, and as for the rest, we will leave it to time.

# 夏





www.matsu.cn

The MATSU Group has been dedicated to providing customers with personalized, high-quality and exquisitely-designed office space solutions. Our wide range of products includes: **high quality office furniture,** *public space furniture,* **LED lighting,** office partition systems **and carpet** in an ultimate design, aiming to create an inspiring office lifestyle for our customers.

## CONTENTS

Magazine Section Information:  
Consistent with our magazine's title and theme, each section is named using a Chinese character that uses the character "木" (pinyin: mu, chinese meaning: wood) as a component, or radical, of itself. The following list gives the sound of each character and the content of each section.

### 栋

NEWS

设计新闻，灵感动向

04-17

MATSU 21，独具匠心，从“心”起航  
MATSU 21, Ingenuity Sail From Heart

Eyes On Copenhagen高端沙龙，体验幸福办公的奥义  
Eyes On Copenhagen upscale salon, experience the happiness of work

AIA上海，20x20，寻找灵感发源地  
AIA Shanghai, 20x20, search for the birthplace of inspiration

北上广深四地联动，探寻“城市更新4.0”时代  
Urban Renewal 4.0 Forum, simultaneously held in four cities

上海办公空间设计创新论坛暨最佳办公空间颁奖典礼  
AECOM荣获最佳绿色办公空间奖  
Shanghai working space design innovation forum, the best working space award ceremony  
AECOM wins the best green working space award

### 本

NEW PRODUCTS

设计新品，灵感家具

18-21

来自西方的木质情结——San\_siro木质脚桌  
Unique western love for wooden furniture-- San\_siro wooden-leg tables

轻如薄翼，Renz Paper行政桌  
Thin-airfoil, Renz Paper Executive Tables

### 析

ANALYSIS

设计空间，灵感办公

22-37

MATSU十大互联网办公案例  
MATSU top 10 Internet office space cases

01 Facebook，世界文化的桥梁  
Facebook, the bridge of world culture

02 改变出行方式，摩拜单车  
Change the way of travel, Mobike

03 微软，开发先驱的创新空间  
Microsoft, Innovative space of developer pioneers

04 象征一个时代的企业，阿里巴巴  
A symbol of an era, Alibaba

05 华为，让世界紧密相连  
Huawei, make the world connected

06 百度，搜索巨头的未来探索空间  
Future exploration room of search giant

07 京东，调动热情的色彩矩阵  
JD, Color matrix intriguing passion

08 蚂蚁金服，渗透每个人的日常生活  
Ant Financial, leading a fulfilling life

09 Google，以人为本营造归属感  
Google, Humanity creating sense of belonging

10 Nvidia，视觉计算引擎的视觉空间  
Nvidia, Visual space of visual computing engine

智慧充电，灵感续航，上汽安悦办公空间  
Smart charging and continuous inspiration, SAIC Anyo new office

德国Südwestmetall总部办公空间  
Südwestmetall office

### 林

INDUSTRY UPDATES

设计线索，灵感创意

38-45

2017米兰设计周  
Salone del Mobile Milano, 2017

万物皆有联系，挪威设计的态度  
"Everything Is Connected"-- Norway designs

### 松

LIFESTYLE

设计万象，灵感云集

46-51

意想不到的创意频发地  
Change your workstyle





# MATSU 21, 独具匠心，从“心”起航

## MATSU 21, INGENUITY SAIL FROM HEART

编辑：易宇婷 Editor: Helen Yi

6月28日，玛祖铭立 MATSU 迎来了新20年的元年生日，我们21岁了！翻开新的篇章，我们依然将心注入，不忘初心，翘首以待更多属于我们的20年。

On June 28<sup>th</sup>, there is a brand new start for MATSU's next 20 years. We're 21 years old. Taking on a new journey, we're still dedicating our heart and staying true to our mission. We're looking forward to more and more 20 years.

### 昨日重现 续写精彩 办公室奇妙夜

犹记得去年夏天，那是个奇妙的夜晚，灯光融化了空间，舞蹈唤醒了“生命”，音乐震撼了心灵，一场科技与艺术无限交融的 SHOW，激昂岁月，悦动人生。在过去的二十余载，玛祖铭立 MATSU 沉淀下来的不仅仅是各种傲人成绩，更重要的是我们创新与追求卓越的精神，迎接各种挑战的勇气！

Yesterday once more, wonders continue  
Office wondrous night

We can still remember the night in last summer, which was very wondrous. Space melted in light while "life" was awakened by dance, heart was fulfilled with music. That was a SHOW integrating technology and art, passionate days filled pleased life. During the past 20 years, what MATSU built up is not only achievement worth pride, but our innovation and excellence seeking spirit, and courage for all challenges as well!



### 经典之作 始于工匠精神 打造有灵魂的产品

从跨越半个世纪的前卫经典之作沙发 Colani，再到如宇宙般包罗万象休闲椅 Uni\_verso；从以纤薄轻盈却坚实无比著称的班台 Star，再到极简干练人体工学椅 Papilio……超150件产品，多款产品获得 IF、红点等世界设计大奖，见证了玛祖铭立 MATSU 对“设计”与“品质”的坚持。

Classics originates from craftsmanship  
Making soul-mate products

From the cutting-edge classic Colani sofa living for over half a century, to universe-like all-embracing leisure chair Uni\_verso; from slim but strong office desk Star, to precise ergonomic chair Papilio ... Over 150 pieces of products, of which many products have won the awards of IF and Red dot and so on, witnessed MATSU's pursuit for 'design' and 'quality'.



### 最美空间 始于极致追求 因为有你 感恩客户

从全球最大广告巨头 WPP 集团到全球最大建筑公司 AECOM；从全球最火的玩具公司乐高到最牛互联网金融蚂蚁金服。超20000个办公空间，承载了各行各业职人们生命中三分之一的幸福，也承载了玛祖铭立 MATSU 在空间事业的不懈追求。

The most beautiful space comes from exactly the pursuit  
It's all because of you, my dear clients

From the biggest global giant WPP, to the biggest global construction company AECOM; From the most popular toy company LEGO, to the greatest Internet Finance, Ant Financial ... More than 20000 office spaces, carry 1/3 happiness of people from all walks of life. In addition, they carry forward MATSU's forever pursuit in space design.

20000+  
CLIENTS

21周年，新元年，玛祖铭立 MATSU 即将推出全新升降桌，为更广泛的空间提供健康的办公解决方案。在未来的征程中，玛祖铭立 MATSU 将以科技、智能的产品与艺术空间完美融合，带给人们更高层次的体验。择一事终一生，以心守护，用心创造，用美回报时光与岁月。

The 21 year, a primary year, MATSU is going to promote brand new liftable desk, So as to provide healthy office solution for more spaces. In our future journey, MATSU will integrate technology and smart products and art space, to lead you to high-profile experience. One career a life, protect it with heart, fill it with heart, return our time and life with beautifulness.







# Eyes On Copenhagen 高端沙龙， 体验幸福办公的奥义

编辑：由 Youngbird 提供 图片：由 YoungBird & Jerry Yin 提供 Editor: Provided by Youngbird Photographer: Provided by YoungBird & Jerry Yin

4 月 19 日，玛祖铭立携手 YoungBird 举办的“Eyes On Copenhagen—幸福 8 小时”高端沙龙在玛祖铭立上海旗舰店举行。此次高端沙龙，以十位参会嘉宾的形式，邀请到业内资深的设计师朋友，共同探讨幸福办公。

On April 19<sup>th</sup>, the upscale salon event themed on “Eyes On Copenhagen – 8-hour Happiness” was hosted jointly by MATSU and YoungBird at the MATSU Shanghai Flagship Showroom. The event featured ten veteran design professionals who gathered together to explore the subject of “happy work”.



## 幸福办公的细胞——家具产品

“CELLS” of Happy Work



历经 20 年的发展，始终致力于建立中国本土的“高端办公家具民族品牌”——玛祖铭立，以其时尚先锋的前瞻性和高品质的空间解决方案概念业已赢得国内外众多客户的一致认可。如今，怀揣着提高工作效率、提升办公空间幸福感的愿景，玛祖铭立与比利时著名设计师 Dirk Wynants 共同研发推出全新高端办公家具系统——哥本哈根。

Since its inception in 1996, MATSU has been dedicated to becoming an upscale Chinese office furniture brand. Nowadays MATSU has built an international reputation with its visionary, quality space solutions. With a vision for increasing workplace efficiency and happiness, MATSU has lately presented a new premium office furniture collection named “Copenhagen” in partnership with the celebrated Belgian designer Dirk Wynants.



## 幸福办公的血脉——建筑设计

“BLOOD VESSELS” of Happy Work

活动特邀思维平建筑设计创始主设计师、董事长吴钢先生作为主讲人出席，作为曾设计杭州支付宝大厦、北京百度科技园等著名办公大楼的设计师，吴钢先生以“健康办公”为切入点，就现代办公环境存在的问题，从可持续、活力、采光、创造力以及环境的角度，分享提升办公环境“幸福指数”的解决方案。

The event also featured Mr. Wu Gang, founding principal and chairman of WSP Architects, which is known for a series of remarkable corporate-headquarters projects, like the Hangzhou Alipay Building and the Baidu Hi-tech Park in Beijing. As keynote speaker, Mr. Wu first talked about what “healthy workplace” means and then offered solutions to today’s working environment problems in terms of sustainability, dynamism, natural lighting, staff creativity and natural environment – all conceived to make employees work more happily.



“可持续不一定等于高科技，而应该讲求在低能耗的状态下也能正常运转，现在是一个后地产时代，不应只讲求资本雄厚，而应该更多的回归自然。”

——吴钢

吴钢先生从自己童年对办公环境的感受出发，通过对 19 世纪办公环境特点的演变和回顾，阐述了现代办公环境中“健康办公”的重要性。而这一办公理念也贯穿在他很多设计作品之中，“与可持续有关的第一个就是杭州支付宝大厦，首先在设计上我们希望它能像一个街区一样，在杭州自然条件这么好的地方却很少有办公楼能自然通风，板楼的设计最大限度的实现通风，在春天和秋天我们是不需要空调的”。

“Sustainability does not necessarily mean advanced technology. Instead, it means the capacity of a building to operate properly with a high level of energy efficiency. In this post-real estate era, it’s more about living in harmony with nature than lots of capital.”

——Wu Gang

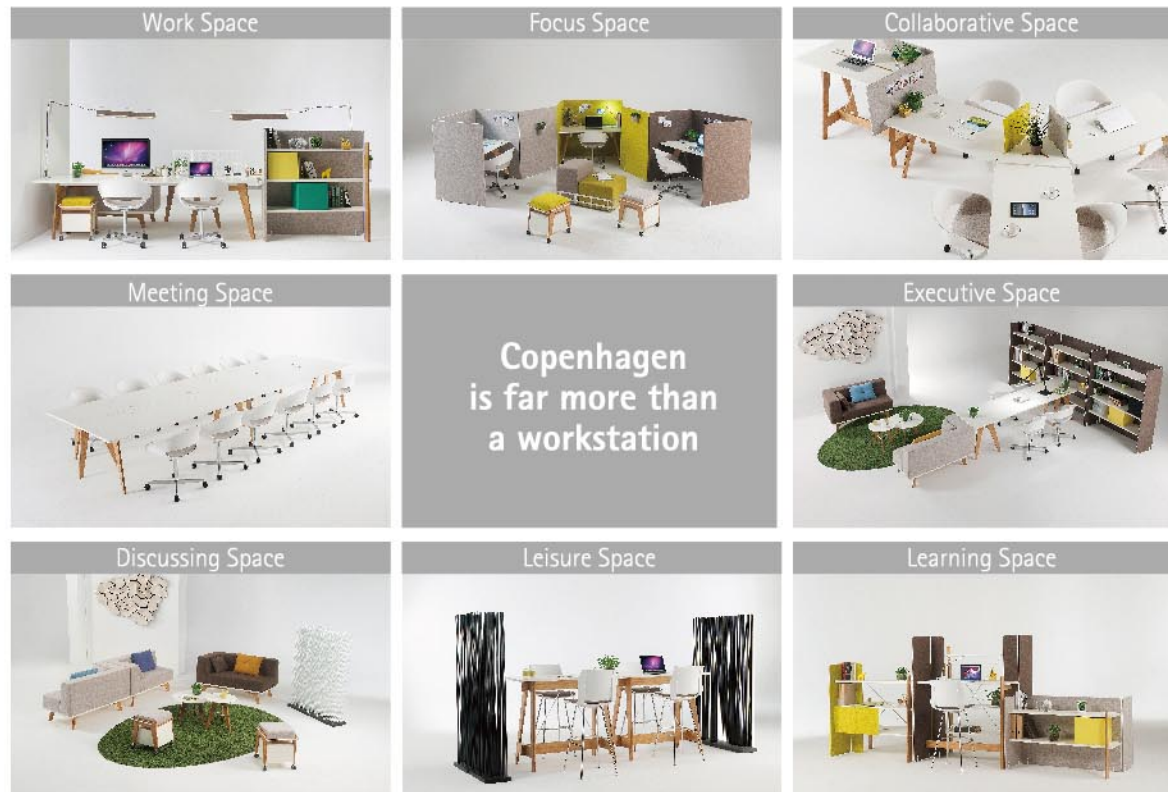
Mr. Wu Gang has shared his experience about working environment in his childhood, by looking back to the changings of working environment in the 19s century, he shows the importance of “healthy workplace”. This working philosophy has been showed in all his works, “the most relevant work about sustainable is the Hangzhou Alipay Building, first of all, from the design’s perspective, we want it to be like a block, although Hangzhou is in a good natural conditions, only limited working environment have natural ventilation, while in spring and autumn, the Alipay Building doesn’t need any air conditioner”.



本次沙龙还邀请到了 EID 高级建筑师叶晨、HASSELL 商业办公方向室内设计主管 Karuna Hase、SPARK 中国区负责人闵薇、Woods Bagot 办公设计负责人 Thomas Bulter、水石国际主创建筑师王臣、刘宇扬建筑事务所助理合伙人吴从宝、慧笔设计事务所设计主创、副主任张鹏飞、三菱地所设计项目总监张瑞君、中国建筑上海研究院有限公司设计总监李俊健等 10 位资深设计师嘉宾，以及 YoungBird 创始人蔡春曦和玛祖铭立品牌创始人蔡演国出席。

This salon event was attended by ten distinguished guests, such as Ye Chen, senior designer with the EID, Karuna Hase, associate of interior design at HASSELL, Min Wei, director of SPARK China, Thomas Bulter, associate of workplace design at Woods Bagot, Wang Chen, principal at WEIR GROUP, Wu Congbao, associate partner at Atelier Liu Yuyang Architects, Zhang Pengfei, Principal and Associate Director of SHPA, Zhang Xiaojun, director of MJ-sekkei, and Li Junjian, design director of China Shanghai Architecture Design & Research Institute Co., Ltd. as well as Isa Ye, founder of YoungBird and Cai Yanguo, founder of MATSU.





## 幸福办公的机体——场所氛围

"ORGANISM" of Happy Work

各位嘉宾就“幸福办公的‘X’功能”一起头脑风暴，从设计师同时也是使用者的角度，体会哥本哈根系列办公产品在不同场景下的多种组合方式，探讨随着时代的变化，除了既定的办公空间的功能外，还有哪些功能可以被发掘来提升办公幸福指数，一同探究“幸福办公”的新思路。

During the panel discussion, the guests had a brainstorm under the subject of "The 'X' Function of Happy Work", and managed to understand, as designers and users, the varied combinations of the "Copenhagen" collection under different circumstances. They also discussed about which office-space functions - apart from the existing ones - are yet to be explored in a bid to boost staff happiness in this ever-changing age.

作为本次活动的主讲嘉宾吴钢先生率先就办公空间的功能性提出了自己的观点：“现在的办公空间变得多功能了，办公空间也不再局限于办公本身，就像我所说的母婴室和休闲娱乐的空间等。另外，现在很多人养宠物，宠物家具应该是一个很大的市场”。

在功能方面，各位设计师就提高办公环境的舒适度和效率方面提出了自己的见解。来自 EID 的高级建筑师叶晨表示，在现在快节奏的办公环境下，办公家具需要考虑桌面和屏幕的可调节性，通过调节高度或者加一些按摩功能来减轻使用者颈椎的压力。



As the keynote speaker of the event, Mr. Wu Gang has offered his opinion in working environment's function: "the working environment has become multi-functional, it doesn't limited in the working function only, like infant rooms and entertaining spaces etc. Also, nowadays, many people likes to have pets, I think pets furniture maybe is also a potential market".

The veteran designers proposed their own ways of creating office spaces where employees feel more comfortable and work more efficiently. Ye Chen, senior designer with EID said that in today's fast-paced working environment, office furniture should allow workers to adjust desk or screen heights, and that massage functions should be added to reduce the pressure on a user's cervical vertebrae.

而三菱地所设计项目总监张晓君也从人体工程学的角度出发，提出将健身的概念植入到工作中，在工作中缓解长时间办公的疲劳感，“我希望在我工作劳累想伸懒腰的时候，可以有一个椅子辅助我伸展身体，而不需要站起来大张旗鼓的做这个动作”。

Zhang Xiaojun, director of MJ-sekkei, came up with the idea of making workout part of our daily work as a way to make us less tired after working long hours. "I hope that whenever I feel tired and just want to stretch my body a little bit, there is a chair that could help me do this, instead of me standing up and then doing this," she said.



# EYES ON COPENHAGEN, UPSCALE SALON, EXPERIENCE THE HAPPINESS OF WORK



在提高办公效率方面，中国建筑上海研究院有限公司的设计总监李俊键表示，对于很多主管设计师来说，桌面不仅要有基本办公的空间还要有多余的空间摆放图纸，现在的办公空间可以再多一些展示的功能，方便设计师们一起交流，同时起到给客户展示的作用。

其次，水石国际主创设计师王臣从办公细节出发，指出在现代办公环境中，电线、鼠标线等既影响美观也很容易被绊到，“对于我来说，如果被鼠标线绊倒的次数少一些，我的幸福指数就会高很多”，所以，如果在设计的时候就将这些细节与办公家具融为一体，那么办公的幸福度也会大大提升。

刘宇扬建筑事务所助理合伙人吴从宝从小型办公空间公共区的通用性出发，探讨在小的公共空间区域中角落的特定功能。在办公空间中，有些角落可能放材料架，有些角落可能放图纸档案。但是，当需要同时用到多个角落的时候，这些角落的通用性在小型办公空间的实际应用中就显得很有必要。其次，如果有一些移动式的小架子和可移动的展板，直接将材料移动到会议室，将会是一个很好的办法。



而吴从宝先生将电子设备与家具融合的提议也获得了在场包括 YoungBird 创始人葉春曦女士在内的其他嘉宾的一致赞同，如果屏幕跟屏幕之间可以相互传递信息，那么办公空间的界限将会被打破。

在以上“幸福办公的‘X’功能”的深入探讨中，玛祖铭立品牌创始人蔡演国先生与各位设计师一起，体验哥本哈根系列在不同场景下的灵活性、独特性，并积极与设计师们交流哥本哈根系列在未来办公空间领域的更多可能性，提高幸福办公的指数。



When it comes to improving working efficiency, Li Junjian, design director of China Shanghai Architecture Design & Research Institute Co., Ltd. said that for many project leaders office desks should be designed with basic room for working as well as additional room for storing drawings. He added that office spaces should enable designers to showcase their own schemes, to exchange ideas with one another, and present them to the clients.

In addition, Wang Chen, principal at W&R GROUP, pointed out that electrical wires, mouse wires and alike have a negative impact on the working environment in aesthetical sense and they tend to trip over employees. "The less I get tripped over those mouse wires, the happier I am at work," he said. He suggested that designer's factor in these kinds of details when designing office furniture so that we could live a happier professional life.

Meanwhile, Wu Congbao, associate partner at Atelier Liu Yuyang Architects, was focused on the specific functions of corners inside those tiny communal spaces after speaking about the general functions of these communal spaces. In an office space, some corners may be used to place materials shelves while others may be purposed for accommodating drawings and files. But when a designer needs to use multiple corners at the same time, these corners have to feature some general functions. He added that it would be a great move to add some movable materials shelves or display boards, which would allow designers to transfer the materials into the meeting room in a more convenient way.



His final suggestion that electronic devices should be integrated into office furniture was endorsed by the other guests present as the connection between displays could help push the limits of office spaces.

The panel discussion allowed the design professionals present to get first-hand experience of how the "Copenhagen" collection is able to fit into different types of office spaces. In the meantime, Mr. Cai Yanguo and the professionals exchanged ideas on further applications of the collection in the workplace and its huge potential for boosting workplace happiness.



# AIA上海, 20x20, 寻找灵感发源地

编辑: 方睿 图片: 张杰 Editor: Fray Fang Photographer: Jack Zhang

如今, 工作方式发生了极大的变化, 工作环境也正在急剧改变, 打造有创造力的企业文化, 提升员工工作幸福感显得愈发重要。一起来寻找“灵感发源地”吧。

Today, our working life has been greatly changed, so has our working environment. It's getting more urgent to create innovative corporate culture and satisfy employees with happiness. Come and see the "Birthplace of inspiration".

## Birthplace of inspiration 灵感发源地



在全新开幕的玛祖铭立 MATSU 旗舰店, 环境与家具共同构建了创意办公的灵感源泉, 这里就像是一处灵感发源地, 供人们漫步其中、邂逅灵感。

In the newly opened MATSU flagship store, environment and furniture jointly built up incredible source of inspiration for working. It's like a birthplace of inspiration where people can freely wander around and hit on their inspiration.

玻璃橱窗的设计倒影出复杂的交错画面, 它们反映了产品的各方位细节, 同时与室内空间、街道环境互为衬托, 虚实结合, 显现出一种无限循环的视觉信息引发想象。

The glass window enables the reflection in crisscrossing pattern, vividly telling delicate details of all the products, setting off internal decoration as a whole and street scenes. Reality and fantasy mixed, it creates visual infinity and sparkle endless imagination.



# AIA Shanghai 20x20

search for the  
birthplace of inspiration



楼梯处也是获得灵感的重要场所, 独特悬挂的绿植和造型优雅的休闲座椅, 营造出如家一般温暖的同时, 让上下楼梯充满新奇体验。

The stairs can also be somewhere people might get inspired. The special bracket plants hang there, and gracefully-shaped chairs stand there, constructing home-like coziness and enriching the little space with novelty.

然而单纯空间上的开放连接无法产生真实互动, 人在空间中起到了至关重要的作用, 当员工在开放式的空间中自由交流、成为主人, 归属感应运而生, 灵感自然不期而遇。

However, connecting space only doesn't create too much really connection at all. It's people who play the leading role. When employees chat freely in open space, they might become the owners of the space which leads to a sense of belonging. That's how they get inspired.



试着在开放式休闲区的沙发上头脑风暴, 气氛或许比在严肃的会议室里更加热烈。

How about a brainstorm on a sofa in open leisure area? Wouldn't it be more exciting than in rigid conference room?



小范围的私密讨论空间是增进团队交流, 培养团队默契的不二选择。

A private discussion among a small team is the second to none way to improve team spirit.



随意放松的倚靠, 比起正经端坐和严肃站立, 更促进人们展开思考。

Relaxing leaning is better at getting people inspired than all seriousness.



久坐后换一种站立姿势稍作放松, 也是突破灵感困顿的方法之一。

Standing leisurely for a while after sitting too long is also a good way to set thoughts free.



## Matsu & AIA 20x20 Share your creative ideas

Matsu & AIA 20x20 分享你的创意灵感

4月20日晚上, 美国建筑师协会上海分会“20x20”第三期活动成功举办, 20x20系列活动主张分享交流来自不同领域人士的创意灵感, Share your creative ideas!

On April 20 night, AIA Shanghai meeting "20x20" phase-three event had a successful ending. The series of activity advocates the sharing of innovative ideas among people from all walks of life. Share your creative ideas!



50余位著名建筑设计师不分老少纷纷齐聚一堂, 有感而发各自的创意远见。

Over 50 famous architects, aged or young, gathered here to give play to their lovely ideas and visions.



Justin Chen, AIA

Justin 以印尼标志性建筑著名天然气公司 Pertamina 能源大厦的项目为例, 为大家分享了以能源概念代替结构考虑为主导的建筑设计方案。

Justin, using Indonesian landmark natural gas company Pertamina as his example, shared with us the architectural design of replacing structure-oriented with energy concept.



Hugh Whitmore, AIA, CRTKL

Hugh 通过画画进行思考从而获得灵感, 他为大家分享了在芝加哥生活时期所创作的画, 以及每一幅作品背后的灵感闪光。

Hugh obtains his inspiration through painting. He showed us his works in Chicago and explained each's story behind.

这里不仅仅是 Showroom、办公空间, 更是一个舞台, 一个分享空间。他时刻影响着人们的互动, 为人们的合作行为创造激发灵感的创意氛围。

It's Showroom and office here. It's more like a stage and sharing space. It's influencing people's working and living style and building innovative atmosphere for people who are in hunger for collaboration and inspiration.





# 北上广深四地联动， 探寻“城市更新4.0”时代 'URBAN RENEWAL 4.0' FORUM, SIMULTANEOUSLY HELD IN FOUR CITIES

编辑: 戴德梁行 图片: 由戴德梁行提供 Editor: CUSHMAN&WAKEFIELD Photographer: Provided by CUSHMAN&WAKEFIELD

6月21日，戴德梁行在上海、北京、广州、深圳四地同步举行城市更新4.0论坛，以独特的洞察解读“城市更新”这一时代命题，并分别从不同的行业视角深入该话题，多维度分享了在这一领域积累经年的真知灼见。

On June, 21, CUSHMAN&WAKEFIELD held parallel Urban Renewal 4.0 Forum, simultaneously in four cities, Shanghai, Beijing, Guangzhou and Shenzhen. The company, through its unique insight, interpreted the epochal topic of "Urban Renewal 4.0" and further deepened this topic from all walks of life. During the event, CUSHMAN&WAKEFIELD shared with us its long-standing wise ideas and thoughts in this field in many dimensions.



↑ MATSU Ginko 休闲椅为与会嘉宾营造激发灵感的分享交流氛围。

## 存量焕新 迈向卓越全球城市的进阶之道

继2015年起，玛祖铭立连续三年与戴德梁行保持深度合作，为其论坛讨论环节营造了极具建筑美学、激发灵感的商洽氛围。上海会场以“存量焕新：迈向卓越全球城市的进阶之道”为主题，会场专家贵宾云集，其中包括各地政府、中外专家、房地产从业者、金融投资机构等众多不同行业嘉宾与大家分享最前沿的市场观点与行业最佳实践，深入探讨城市更新这一重要主题。

城市更新伴随着中国大中城市过去30年的高速发展，迎来了以存量焕新、内涵增值为发展诉求的全新4.0时代。《城市更新4.0：迈向卓越的全球城市》白皮书从城市更新要素、驱动力、研究主题、成功案例、发展方向等多角度，深入阐述了这一新浪潮对中国城市发展的重大意义及深远影响。

During the past 30 years, city renewal has been accompanying the great development made in large and medium cities in China, and now here comes the brand new 4.0 era seeking for development centering on conversion and appreciation. The white book "City Renewal 4.0: the smart path to an excellent global city" has penetrated into the significant influence brought by new tides of city renewal from perspectives like city renewal elements, driving force, research topic, successful stories and developing paths.

### Conversion, the smart path to an excellent global city

Since 2015, MATSU has been in intensified collaboration with CUSHMAN&WAKEFIELD, and created a business atmosphere of significant architectural aesthetics and inspiration for its discussion session. The theme of Shanghai conference was "Conversion, the smart path to an excellent global city", where experts and distinguished guests gathered, including government people from many cities, experts from home and abroad, real estate practitioner and financial investment firms. Guests from all walks of life were talking with us about the fresh marketing perspectives and industrial best practices. Everyone was actively discussing the important "city renewal" concept.



报告显示：在建设智能、高效、可持续发展的城市中心的浪潮下，城市更新4.0为推动城市现代经济发展迈入下一阶段，并在城镇化快速推进、城市环境日新月异之中，为城市物业资产的长期保鲜保值提供了保证。中国城市在思考如何更新或改造它们现有物业资产（建筑/土地）时，必须考虑到未来市民对于不动产的要求，以一种可持续发展的方式来进行对现有物业的更新和改造。



戴德梁行亚太区董事局主席暨大中华区行政总裁张国正就存量焕新形势下，政府有地实现经济活力和社会宜居性提升，及企业如何探索合适的资本运作模式展开深入探讨。

Chairman of board of directors in C&W in Asia Pacific region, and Chief executive of greater China, Mr. Zhang Guozheng has furthered the topic of how to realize Government Land's economic vitality and improve social habitability, and how enterprises explore appropriate capital operation models, when Conversion has been taken into consideration.

According to the report, under the trend of building a smart, efficient and sustainable city center, City Renewal 4.0 has always been the driving force to promote city modern economic development to next stage. Still, it has made commitments with regards to long-term preservation of city properties under the circumstance of fast urbanization and ever-changing city environment. While China's cities are considering how to renew or re-construct their existing properties (buildings/land), they should take into consideration citizens' requirement for real estate, so as to realize the renewal and re-construction in a sustainable way.



同济大学建筑与城市规划学院教授、博士生导师徐磊青发表“城市更新的机遇与挑战”主题演讲。

Mr. Xu Leiqing, Professor of College of Architecture and Urban Planning, and Doctoral tutor, gave us the presentation with the theme of "Opportunities and challenges brought by city renewal".



丹尼尔斯坦森建筑事务所创始人、英国城市空间发展研究专家 Daniel Statham 发表“空间改造新思考”主题演讲。

Daniel Statham, the founder of Niel Stantham Architectural Firm and British expert in city space development gave us a speech of "New way to think of space re-construction".

城市更新对城市功能、城市空间、城市产业、生活方式等方方面面都将带来深刻影响，而城市更新这一漫长的过程是由不同的机构和企业打造具体的案例项目来逐步落实和促成。

City Renewal has brought profound influence to many aspects like city functions, city space, city industries and life style, while itself has always been promoted and gradually realized with the driving force of specific projects completed by all institutions and enterprises.







哥伦比亚公园曾是美国哥伦比亚乡村总会，是旅沪美侨设在市郊的集会娱乐场所。园区内共有 4 栋历史保护建筑，见证了这里曾是上海最时髦、最高雅的名流社交地；独特的建筑风格，以著名的邬达克作品的孙科别墅以及其他几处上世纪二十年代的西班牙风格建筑为亮点。

Columbia Park once was American Columbia Country Club, which served as suburban entertaining arena for Americans in Shanghai. There are 4 protective historical buildings in this park, which have witnessed the fashion and elegance of this place, where used to be for the social activities for celebrities; the highlight of the unique architectural style is Sunke Villa designed by Hudec and other Spanish style architecture constructed in 1920s.

3 月 30 日，由建筑中国俱乐部联合上海万科产城发展有限公司、哥伦比亚公园主办的上海办公空间设计创新论坛暨最佳办公空间颁奖仪式成功举办，来自地产开发、建筑设计、室内设计、家具界、科技界的专家与行业人员，聚集在这个曾经是上海最时髦的名流社交地，共同探讨着办公空间设计的创新思维。

On March, 30th, Shanghai working space design innovation forum, the best working space award ceremony, was successfully held, which was hosted jointly by Archina, Shanghai Vanke Real Estate and City Development Co., Ltd and Columbia Park. Experts and professionals coming from real estate development, architecture design, interior design, furniture industry and science and technology field gathered in the most fashionable social arena once upon a time to discuss innovative ideas of office space design.



## 上海办公空间设计创新论坛暨最佳办公空间颁奖典礼

# AECOM 荣获最佳绿色办公空间奖

SHANGHAI WORKING SPACE DESIGN INNOVATION FORUM, THE BEST WORKING SPACE AWARD CEREMONY

AECOM WINS THE BEST GREEN WORKING SPACE AWARD

编辑：建筑中国 图片：由建筑中国 & 上海万科提供 Editor: Archina Photographer: Provided by Archina Et Wanke Shanghai



此次活动抽奖礼品由玛祖铭立赞助——Papilio 系列人体工学办公椅。Papilio 源自拉丁文，意为蝴蝶，由德国著名工业设计师 Justus Kolberg 与玛祖铭立战略合作伙伴 Kusch+Co 合作推出。Papilio 系列由工作椅、会议 / 培训及休闲椅组成，可广泛应用于多种办公空间。极致的外观设计符合人体工学设计，完美的工艺、丰富的配置、强大的功能带给使用者不同凡响的舒适体验。

MATSU sponsored the raffle gift, Papilio ergonomic chair. Papilio, whose name is a Latin word meaning butterfly, is a lightweight and comfortable chair, with a cocoon-like back support reminiscent of fluttering butterflies. Papilio collection includes chair and conference/meeting/relaxing chair, widely used in a variety of office spaces. Hips, the lumbar region, vertebral column and shoulders are pleasantly supported by the ergonomic upholstery. The multi-functional configurations will satisfy all the needs in office.



薄根荷 | 上海万科产城公司助理总经理、哥伦比亚公园项目负责人



施道红 | FTA 建筑设计有限公司合伙人、执行董事



柴之清 | JWDA 骏地设计合伙人



作为上海万科位于城市核心位置的城市更新项目，哥伦比亚公园集经典建筑和历史文脉于一体，将成为一个以文化创意产业为核心，融合工作、生活、娱乐及历史文化于一体的综合开放活力社区，也将成为上海的全新地标之一。

As a center-of-city updating project of Shanghai Vanke, Columbia park integrates classic architecture and historical culture, and it will grow into an integrated open energetic community involving work, living, entertainment and historical culture. It will also become a new landmark in Shanghai.

施道红先生提出：用城市思维去打造办公空间，通过连接、文化、效率打造一个小型的复杂的生态系统，将“办公空间”进化成“办公社区”。

Shi Daohong is to adopt the idea of city to build working space. Through connection, culture and efficiency, we are going to build a small complicated ecosystem to enable the growth from "working space" to "working community".

柴之清从企业人格化的角度阐述了人与环境间的关系，他提出企业人格化的价值观是充满了人文精神的群体与个体理性契约的复合体。

Chai Zhiqing, started from the perspective of enterprise personalization to illustrate the relationship between people and environment. He brought up the idea that the values of enterprise personalization is the combination of humanism and rational individual contract.



Jason Hsun | Perkins+Will 建筑事务所资深助理董事、上海办公室设计总监



李楠 | 上海海华设计设计总监



冯印陶 | 一米好地 & 米域创始人 / CEO

Jason Hsun 先生讲到设计场所的设计不只是对设计趋势、新兴技术和设计理念的简单罗列，而是企业文化、品牌意识和社群建设三大方面的有机结合。

Jason Hsun illustrated a well-founded fact that designing a space is not only a simple statement of design trends, new technologies and design concepts. Designing a space means the organic combination of corporate culture, brand awareness and social community establishment.

李楠以生动活泼的演讲结合其项目讲述了办公空间设计的精神功能，通过舒适、方便、卫生、安全、高效的设计更大限度地提高员工的工作效率。

Miss Li explained the spiritual function of working space design in her interesting speech. Spiritual function will greatly improve staff efficiency through comfortable, convenient, sanitary, safe and efficient designs.

冯印陶先生从生活态度、工作方式、人性需求等几个方面结合具体案例阐述了共享办公的规划要点。

Mr. Feng Yintao started from life attitude, working style and humanity demand and use specific cases to tell us planning importance of sharing working.



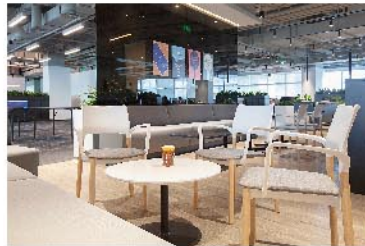
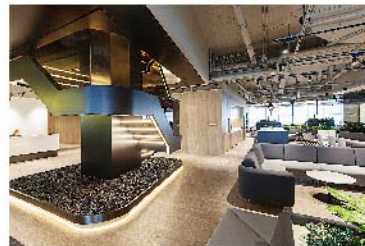
## THE BEST GREEN WORKING SPACE AWARD

2016 年 11 月，由建筑中国与最办公联合举办的上海最佳办公空间评选活动中，通过为期一周的网络评选，全球建筑设计巨头 AECOM 上海办公空间荣获最佳绿色办公空间奖。

AECOM 上海新办公空间于 2016 年正式完工，玛祖铭立为其员工区、休闲区、接待区、会议区提供了照明、办公家具等整体空间规划方案，营造出一个极酷的、绅士的，具有浓郁的工业风的，但又充满着绿色生命力的有机办公空间。

In Nov, 2016, in a selection activity on the best working space in Shanghai jointly organized by Archina and The Best Office, after one-week web selection, global architecture design giant AECOM Shanghai working office was the winner of the Best Green Working Space.

In 2016, AECOM Shanghai new office was finished. PDM International was in charge of the interior design and MATSU worked out the solution of the office furniture and space disposition. Through joint effort, an office full of cool and stiff atmosphere with some industrial style was born.







不同于中式家具对于木质感的禅意表达, 玛祖铭立合作伙伴德国 Kusch+Co 品牌经典木质脚桌 San Siro, 精致简约的造型设计诠释来自西方的木质情结。玛祖铭立秉承一贯坚持对产品的极致追求, 经过长时间的研究与实践, 2017 年年初实现了这款产品的全面国产化道路。

Rather than Chan spirit with which wooden furniture is endowed by Chinese people, MATSU 's German partner, Kusch+CO, by welcoming new type of wooden-leg tables and chairs, is showing unique western love for wooden furniture and its delicacy and preciseness. MATSU has always been pursuing extreme product refinement and after a very long period of research and practice, MATSU completed a localization path for this product.

来自西方的木质情结

San\_siro木质脚桌

UNIQUE WESTERN LOVE FOR WOODEN FURNITURE

SAN\_SIRO WOODEN-LEG TABLES

编辑: 方睿 Editor: Fray Fang



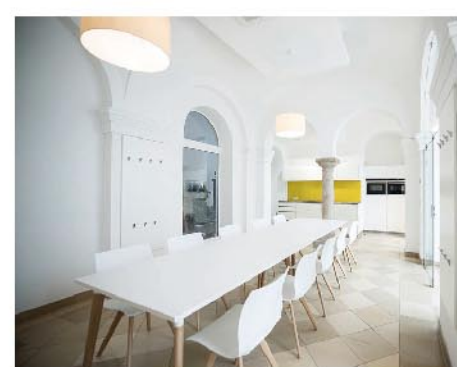
由著名设计师 Norbert Geelen 设计的 San Siro 多功能桌, 其名字来源于意大利的圣西罗球场, 该球场是国际米兰和 AC 米兰的共同主场。San siro 除了同类产品都能做到的矩形台面和圆形台面外, 还有两款非常特殊的台面形状。这两款桌型的灵感分别来源于圣西罗球场的形状和鹅卵石形状。故而 San siro 由此得名。

A multi-function desk series created by famous designer Norbert Geelen. Inspired by the grand Stadio Giuseppe Meazza (San Siro), the home of A.C. Milan and Inter Milan, Mr. Geelen created and named the series San\_Siro. Moreover, the asymmetric shape of pebble is also one of the inspiration sources of the designer.



饰面可选净色或胡桃木色、榉木色贴面, 木质桌脚也有胡桃木色、榉木色两种可选, 桌子分三种高度, 分别为: 740mm、600mm、550mm。当木质脚座椅邂逅同为木质脚的 San\_siro 桌类茶几, 清新自然的文艺感倍增!

The new San\_siro provides many colors for the veneer, such as plain color, walnut color and beech color. Wooden legs also have two colors, and walnut color and beech color. There are three models for table height: 740mm, 600mm, 550mm. Wooden-leg chairs meet wooden-leg San\_siro tea table...How naturally refreshing it is!



San\_siro 木质脚桌类茶几系列, 经典时尚、简约儒雅, 相较常规款金属脚材质, 实木材质别具设计质感, 为办公空间更添温馨气氛。

Kusch+Co presents tea tables, San\_siro with wooden legs. Compared with ordinary metal legs, wooden legs are more novel and well-designed, adding more warmth and intimacy into the space. They are very classic but fashionable, simple but refined.



# 轻如薄翼， RENZ PAPER行政桌

编辑: 方睿 Editor: Fray Fang



玛祖铭立合作伙伴 Renz 家族又添新成员，集纤薄造型设计与华美木纹质感于一身的 Paper 行政桌。创新的设计促成了 Paper 独立美观的外形，它具有两个独特而醒目的设计元素：其一，桌子表面厚度仅 38 毫米，内斜边设计，彰显其优雅轻盈的特点；此外，纤细、斜面设计的桌腿，并可根据桌面尺寸选择两种桌腿宽度。这两个特点为其增添了不同视角下的线性美。

Innovative design leads to an independent, aesthetic appearance. The result is Paper, from Matsu's partner Renz, a table programme with two striking design elements. First, the underside of the table edge is chamfered to slope inward, imparting the appearance of graceful lightness (table thickness 38 mm). Next, the slender angled table legs, which are available in two widths to harmonise with a variety of tabletop sizes. Both features lend the programme clear lines and a lightness that makes the table appear extensive, linear or narrow, depending on the angle of view.



桌面可选白色烤漆或实木面板。桌腿可选白色镀铬铝制材质或含十字型饰面木板。极致设计、优越品质和精湛工艺显而易见。Paper 行政桌完美适用于各种办公空间。

Tabletops are available in various sizes and in real wood veneers, white structure lacquer or laminate. The table legs are offered in aluminium, white or chromed as well as in cross banded veneer. Meticulous attention to detail, supreme quality and precision workmanship are apparent. Paper and its complementary container programme are compatible with a wide variety of concepts for office architecture design and use.



## THIN-AIRFOIL, RENZ PAPER EXECUTIVE TABLES

Paper 会议桌有多种尺寸版本，矩形、圆形和方形桌有一个 6 毫米的可视内斜面边角。有适合 3-6 人的圆形会议桌和可定制长度的多人矩形会议桌可选。

Paper meeting and conference tables rest on table legs in different versions. The rectangular, round and square table tops have a fine 6mm viewing edge and profiled bevels. For meetings you have the choice between round tables for 3 - 6 persons and rectangular tables of variable length.





# MATSU 十大互联网办公空间案例

## MATSU Internet Companies Offices Top 10

编辑：方睿 Editor: Fray Fang

Facebook, 世界文化的桥梁

# 01

facebook

# facebook

the bridge of world culture



扎克伯格作为全球最年轻的创业亿万富豪，一手打造的 Facebook 社交帝国，无处不散发着“帅气而多金”的年轻气质，他们的办公室也秉承了脸书一贯酷炫的风格。

Facebook 极力反对传统大公司的等级制度，更不愿意让职场等级通过办公空间格局体现出来，主管没有特定的办公室，员工不被格子间所束缚，在一定程度上代表了 Facebook 秉承的开放文化。

As the world's youngest billionaire entrepreneur, Zuckerberg created the very successful social empire, Facebook, which reflects young quality of "cute and rich". Their office is also very cool, just like how Facebook usually impresses us.

Facebook is strongly against conventional hierarchy in conventional big companies, and it won't let hierarchy prevail through office design. Managers don't have their own specific offices and employees won't be fettered by cubicles, which partially representing the open culture Facebook admires.

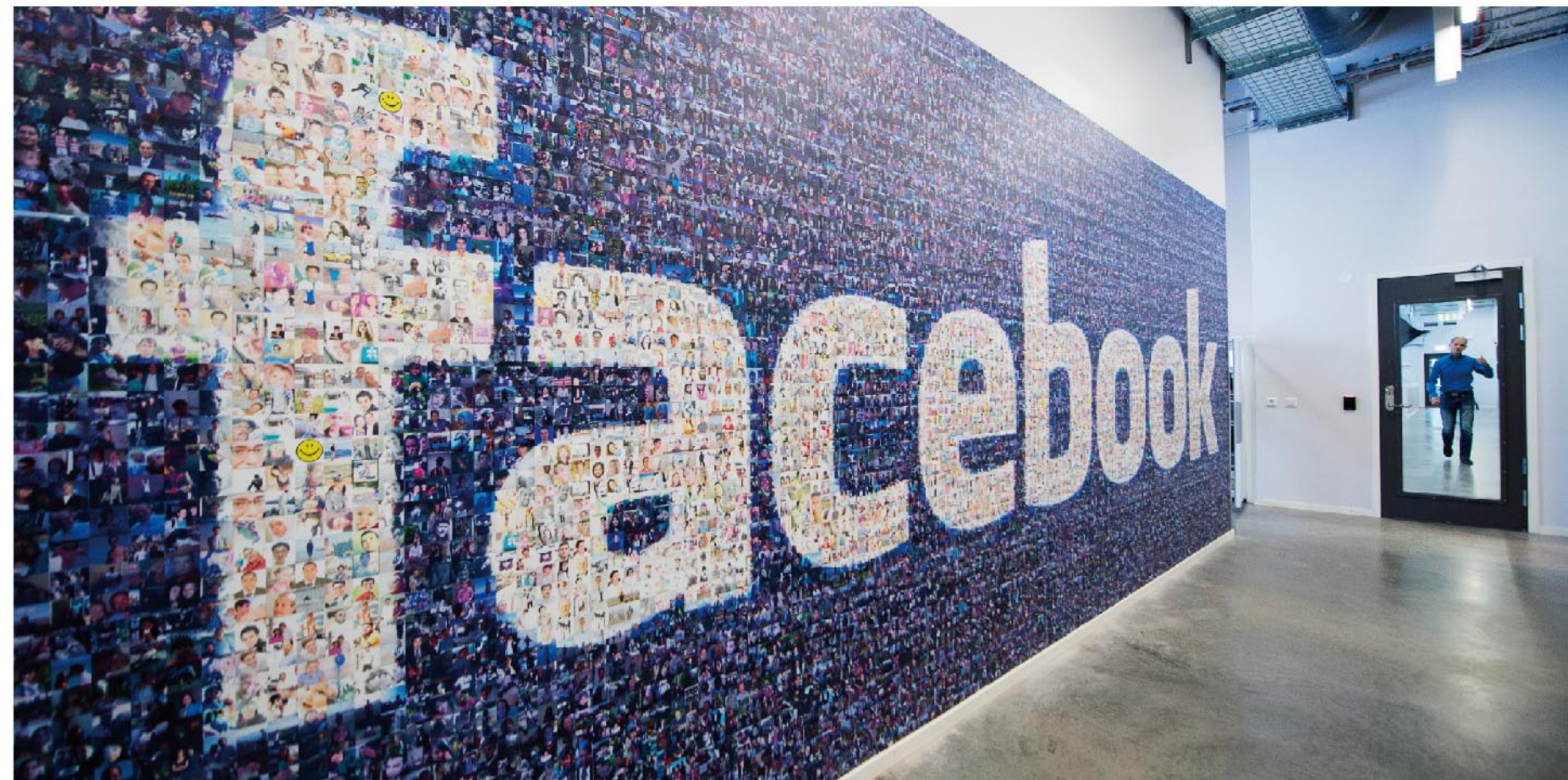


办公空间的设计集成了灵活性、多样性、趣味性三个关键因素，可以根据各种工作和项目的需要，对办公空间进行自由组合和分配，保持弹性以应对变动的环境是他们的设计准则。

接待区主要用于社交、协作与接待，活泼跳跃的墙纸与亮色系的软装，搭配营造出明亮温暖的气氛。

Office design combines the three key elements of flexibility, diversity and fun. Free combination and assignment can be made based on different work and projects. Great flexibility is their benchmark to adapt to changing environment.

Lounges accommodate collaboration, socialization and client meetings. Lively wallpaper goes with bright color furnishing to build bright and warm atmosphere. Lounges accommodate collaboration, socialization and client meetings.



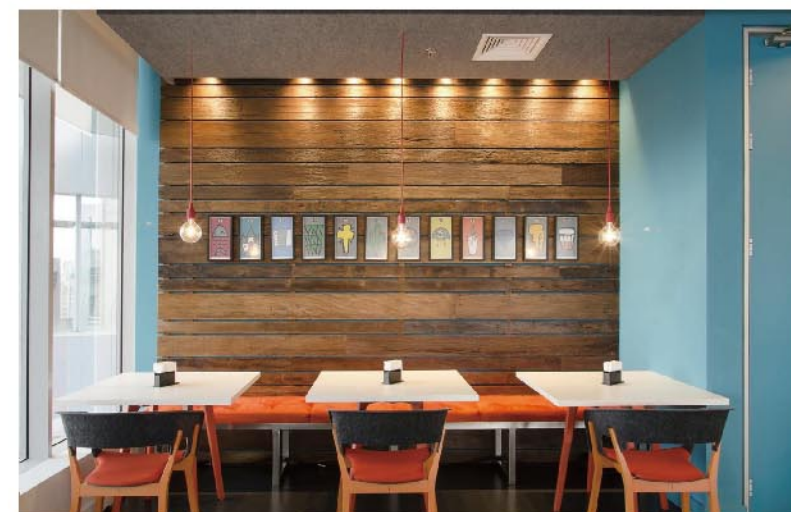
餐厅区域大量使用了玛祖铭立合作伙伴 Kusch+Co 休闲座椅，营造出愉悦温馨的就餐体验。



The dining area features Matsui's partner Kusch+Co lounge chairs, creating a warm and pleasant dining experience together with white tea lounge chair.

设计的核心是减少障碍，鼓励员工在自由灵活的环境中分享想法、享受工作，这和 Facebook 社交平台创办的初衷如出一辙。

With minimal barriers, the flexible environment is one where employees can share ideas and enjoy work in a way consistent with Facebook's eclectic, dynamic style.





在国内北上广深等主要城市，共享单车早已成为人们出行的常态。4月22日世界地球日，也正是时下网红互联网出行平台——摩拜单车进入城市一周年的日子，品牌虽年轻却已估值10亿美元，影响力遍布全国50多个城市及海外市场，一跃成为全球最热的互联网出行平台。

In first-tier cities like Beijing, Shanghai and Guangzhou, bicycle-sharing has been very normal for people to go out. Mobike is welcoming its birthday while it has a valuation of USD 1 billion although it's very young, with a presence covering over 50 cities in China, and overseas market. Mobike has swiftly become the hottest Internet bicycle-sharing platform in the world.



改变出行方式，摩拜单车

02

mobike  
摩拜单车

Change the way of travel  
Mobike



↑ Matsu X Sofa 沙发  
Matsu Singlax Sofa 模块沙发  
Matsu Clover Tea table 茶几

摩拜深知环境对于人们的重要性，将“智慧共享”的概念完美移植到空间设计上，打造了极具社交氛围的开放式共享互动空间。周年庆现场体验者络绎不绝，让智能与共享触手可及，不论是出行还是空间。Let's Mobike!

Mobike is deeply aware of the importance of environment to people. It perfectly imitates the concept of "smart sharing" to space design and builds a very social and open interactive space. On the anniversary, constant stream of people were coming for experience. Smart and sharing are near at hand, for going out and office space. Let's Mobike!



↑ Matsu Zen Sofa 沙发  
Kusch+Co Volpino Chair 休闲椅



微软，世界软件开发先驱，全球互联网行业当之无愧的巨头，其成就绝不仅仅来自比尔·盖茨的光环。

Microsoft is the software development pioneer in the world, and will never fail to live up to a "giant" in global Internet industry. Its sense of accomplishment doesn't come just from aura of Bill Gates.



↑ Matsu Clover Tea table 茶几

Microsoft  
Innovative space of  
developer pioneers



↑ Matsu Profession Training Table 培训桌



↑ Matsu Profession Training Chair 培训椅

除了基本员工工作区外，微软精心塑造了会议、培训、休闲空间宽敞大气的培训空间通透明亮。以极致设计、出众的功能性与适应性为代表的培训桌椅为空间注入灵动活力，促进优秀的企业文化与精神传承发扬。

Apart from basic working area, Microsoft carefully decorated conference, training and leisure room. Gracious training room is crystal and bright. Training tables and chairs are designed in fantastic style, outstanding functionality and adaptability, which make the space even more inspiring and help to carry out inheritance and development of excellent corporate culture and spirit.



微软，开发先驱的创新空间

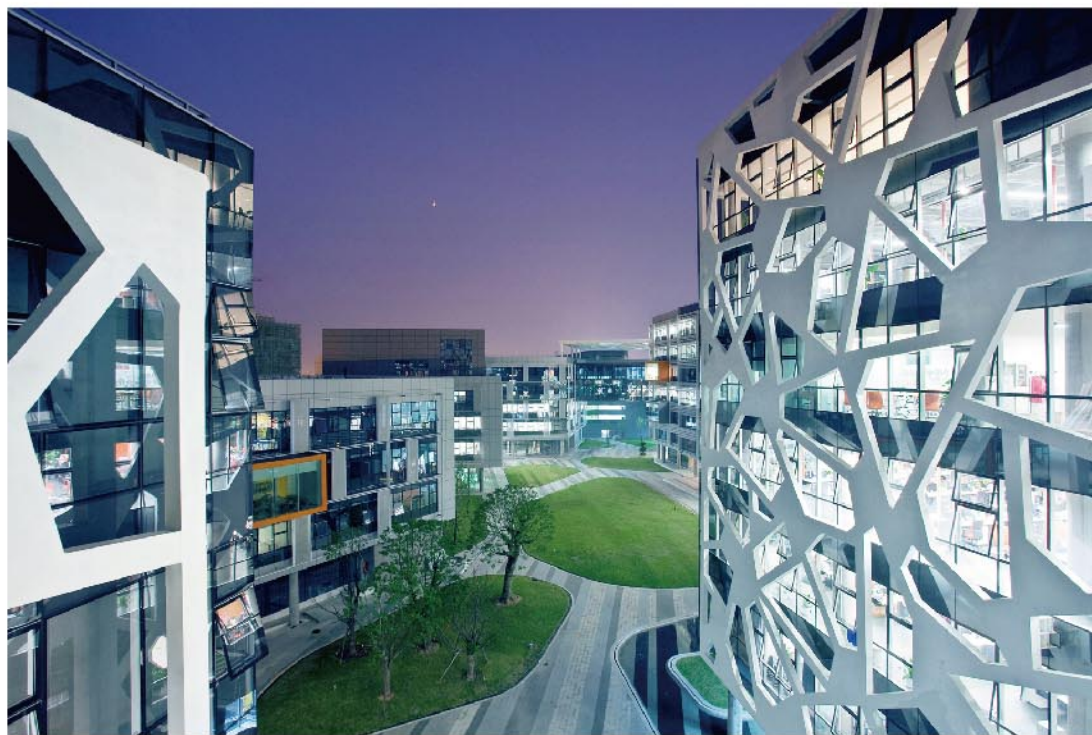
03

Microsoft



阿里巴巴，全球最受欢迎的 B2B 电商平台，覆盖 240 个国家和地区，客户群 600 多万。它的适时出现，让中国正式步入互联网时代，彻底改变万千家庭的生活方式。

Alibaba is the world's most popular B2B platform, covering 240 countries and areas and with a client base of over 6 million people. Its occurrence symbolized China's first step into Internet era and totally changed lifestyle of thousands of households.



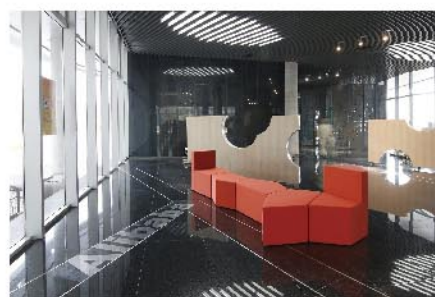
象征一个时代的企业，阿里巴巴



## A symbol of an era, Alibaba 04

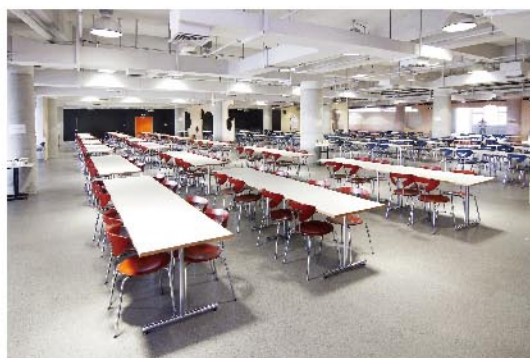
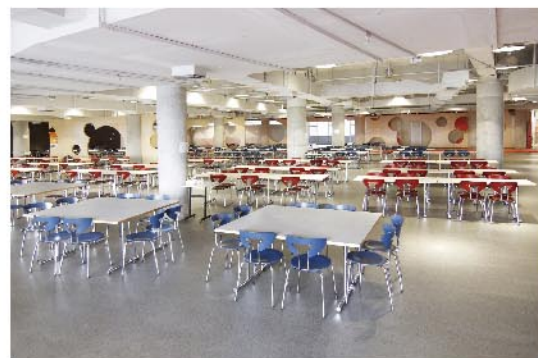
为了营造激发灵感的功能区域，玛祖铭立将先进的办公理念与生活哲学相融合，打破了单调的办公职能，重新定义了该办公空间的多重功能。设计采用灵活开放的原则，并融入校园风格，充分展示将工作区域设计为城市社区的想法，以增加员工工作时的舒适度和融洽度。

For creating highly inspiring functional office space, MATSU integrated state-of-the-art office concepts and living philosophy, subverted the monotonous office functions and redefined the multiple functions of office space. This space is flexible and open and has integrated campus style. It fully shows how working area becomes city community so employees will live and work in a more comfortable and harmonious atmosphere.



“拥抱变化，积极适应”是阿里巴巴的核心文化，投射于办公空间，即是自适应而灵动的办公氛围。无论是办公区，亦或餐厅区，都体现了这一特点，打造视觉形象与企业文化高度统一的空间。

"Embrace changes, adapt yourselves" is Alibaba's culture. When it comes to office space, it means adaptive and flexible working atmosphere. Both working area and canteen area have borne this special point. Now we have the space where corporate culture is integrated in visual image.

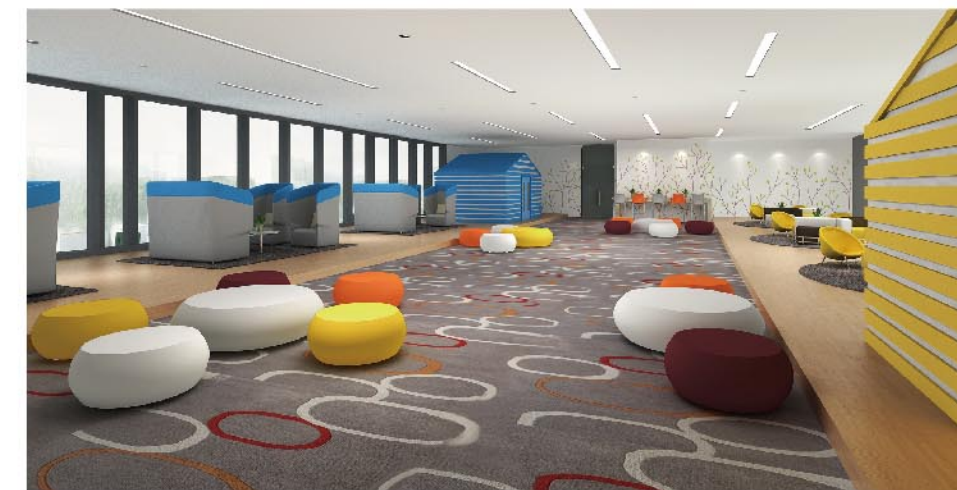


正如华为将世界各地无数企业、人群紧密联接，以不断提升工作效率、帮助行业转型，为每位用户带来更好的产品体验一样。华为的办公环境始终强调工作的交互体验感，鼓励不同部门职位的员工之间紧密协作。

HUAWEI connects companies and people from all over the world to realize working efficiency improvement and industrial transformation, so as to bring better product experience for each and every user. HUAWEI has put great emphasis on interactive experience in office environment and encourages close collaboration between employees from all sections.

华为，全球领先的信息与通信解决方案供应商，08 年被商业周刊评为全球十大最有影响力企业，华为用实际行动让世界重新认识了中国制造。

HUAWEI, the world's leading information and communication solutions provider. In 2008, it was named top 10 influential companies in the world by Business Week. HUAWEI impresses the world with practical action and tells them Chinese manufacturing has stepped into a new era.



## 05 华为，让世界紧密相联

Huawei  
make the world connected



餐厅即是员工之间社交互动最为紧密的区域，这里不仅是休闲娱乐、培养团队默契的地方，更是彰显企业文化、体现关爱的绝佳场所。清新自然的色彩搭配营造出温馨舒适的空间体验，风格多样的区域布局满足大体量人群同时就餐的需求。

玛祖铭立为华为餐厅提供了亮色系的温馨就餐环境，加之大面积通透的采光布局，让员工享受美食的同时，更添一份阳光灿烂般的好心情。

Canteen is where employees carry out close social connection. This place is not only for entertainment and team building but corporate culture demonstration and care delivering as well. Refreshing and natural colors create a cozy and comfortable feeling. Rich area arrangement satisfies the demand of a great amount of people when they are having meals.

Matsu offers colorful and warm environment for HUAWEI canteen, coupled with a large area transparent lighting layout, bring employees a good mood when they are enjoying the delicacy.



百度，全球最大的中文搜索引擎，掌握着世界上最先进的搜索引擎技术，其办公大楼建筑呈“目”字形结构，长方形框架，网民们亲切称之为“搜索框”。

建筑逻辑遵循“搜索”的认知习惯，简明易识别的空间规划，精彩互动的深入体验。代表性的“太空舱”设计，仿佛探索浩瀚银河，凸显未来科技感的同时，通过人与环境的交流反馈激发员工创新活力。

Baidu is the largest Chinese search engine who has control of the most advanced SE technology. Its office building extends like the character “目”, like rectangle, which is given the nickname “search box” by dear netizens.

Architectural logic follows the cognitive habits of “search”. Precise and legible space planning guide you to deeper wonderful interaction. “Capsule” is a symbol that may lead you to the exploration journey of vast galaxy. Sense of future technology is strengthened while employees are inspired by the connection between people and environment.



百度，搜索巨头的未来探索空间

06



Baidu

Future exploration room of search giant



办公区域设计师通过打造“信息公园”的设计概念，传达科技、平等、交流的内部文化环境，拉近人与人、人与建筑、人与环境的距离，彰显国际化企业形象的同时，体现百度特有的轻松、平和、舒适的文化氛围。

Designers use the concept of “information park” for working area to express internal cultural environment of technology, equality and communication and shorten the distance between people, architecture and environment. International corporate image is fully presented while special Baidu culture of relaxation, peace and comfort is also vividly shown.



JD

京东，调动热情的色彩矩阵

Color matrix intriguing passion



07

京东，中国最大的自营式电商企业，占据中国 B2C 电商市场近半壁江山，民以食为天，健康、创新、有态度的办公环境怎能缺少属于自己的餐厅。

Jingdong is the largest Chinese self-support E-business that accounts for half of Chinese B2C market. Food is God for people, so self-owned canteen is necessary for a healthy, innovative and characterized office environment.



京东深知打造优越的就餐环境，是员工能切身体会到的最直接的关爱。空间布局彰显企业文化，餐厅应跳脱办公空间常态，京东选择打造明亮活泼的色彩矩阵营造温暖氛围，并通过积极阳光的色彩感官调动员工的热情活力。

Jingdong fully understands that a well-built canteen is what carries company's love for employees in the most direct way. Space arrangement should manifest corporate culture and canteen design needs to break the rules and make some changes. Jingdong used bright-color matrix to build cozy atmosphere and heat employees with positive and shining colors.



京东总部员工餐厅与总裁刘强东使用的高级行政班台都由同一个品牌：MATSU 玛祖铭立提供，这足以看出京东扁平化的管理结构。

Similar with canteen furniture, the president executive tables of JD used by the same brand “MATSU”, it is easy to see the flat management structure of JD.



蚂蚁金服起步于 2004 年成立的支付宝，现已成为 Techfin 领域翘楚，渗透每个人的日常生活，从衣、食、住、行……等各个领域，带来幸福便利。

蚂蚁金服关注每个生活中的平凡人，并在背后给予我们支持。而在蚂蚁金服的背后，自由开放、别具创意的办公氛围，让员工放下上下等级屏障，在充满默契的磁场空间高效工作、顺畅交流。

Ant Financial Services Group originated from Alipay, which was established in 2004. Now, Ant Financial has already become a leading role in the field of Techfin (Technology + Financial), which has been accompanying us in terms of every aspect of life, providing real life happiness and convenience.

Ant Financial cares for every ordinary person in life, and consistently gives us support. It's new office open and unique, in which staff can break the barrier of hierarchy and work and communicate well.



蚂蚁金服，渗透每个人的日常生活



# Ant Financial

## leading a fulfilling life

08



2016 年，蚂蚁金服位于陆家嘴上海中心共计 4 层楼面的办公空间正式完工，整体空间可容纳 1200 余人，室内设计由 Gensler 担纲，玛祖铭立 MATSU 为其提供了极具现代美学、激发创意灵感的办公环境解决方案。

家具色彩配置上，主要以灰、白为主基调，空间的四个面，分别运用四种色彩点缀，其中蓝色为企业色，橙色为企业辅助色，并就不同功能区域进行了巧妙的排布与划分。

In 2016, Ant Financial office was completed, located in Shanghai Center, Lu Jiaozui, covering 4 floors totally, and accommodating over 1200 people. The interior designer was Gensler and MATSU offered a solution that reflects modern aesthetics and is quite inspiring.

In terms of colors, gray and white are used as key tone. Four facets of the space are decorated with different colors, blue is corporate color and orange is complementary color. Precise partition are according to different functions.



绿色自然是公共区域的主题元素，明快淡雅的绿色座垫让人耳目一新，文艺简约的木质脚吧桌椅组合相映成趣，为员工营造出亲切如家的温暖气氛。

The public area is predominated by the theme of natural. Elegant green seat cushions create a brand new look; the artistic wooden legs chair and bar counter form a delightful contrast, delivering homelike warmth to staff.



谷歌从搜索引擎的老大哥如期转变成一个拥有多样化技术的帝国，囊括新能源汽车，医疗大健康以及人工智能机器等各种高科技。2015 年就已荣获“世界品牌 500 强”榜首称号，而在今年，它再度荣登桂冠。谷歌的成功离不开其多元开放的文化背景，以及对员工与受众的高度认知：这是一个由年轻人构成的 X 时代，要打造一个精彩有趣且功能兼具的办公空间。

Google has transformed from an old brother in SE to an empire of various technologies, including new energy car, mega medical health and AI. In 2015, Google ranked the top 1 of "global brands top 500". This year, it won the first place again. Google's success comes with diverse and open cultural background, as well as good understanding of employees and users. Google works totally different as the majority of companies, and because this is a young company with most employees being gen-Xers, we decided to give a fun yet functional ambience.



Google，以人为本营造归属感

# Google

## Humanity creating sense of belonging

09



谷歌以人为本、自由开放的企业文化闻名遐迩，从自由支配工作时间到完善的员工后勤服务，在全球多个办公空间中，谷歌都将近半数的空间面积作为餐厅区域使用，这一点足以说明谷歌真正做到了全方面为员工营造归属感。

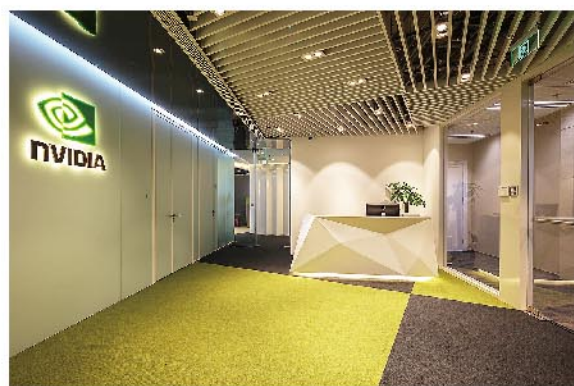
Google is famous for its corporate culture of "human oriented, free and open". Providing employees with flexible working time and improved employee logistics service, Google, in all offices worldwide, uses almost half of the its coverage to serve employees as canteen, which manifests that Google is practically building a sense of belonging for employees in an all-round way.



餐厅区域批量选用了玛祖铭立合作伙伴 Kusch+Co 休闲座椅，白色椅壳木质椅脚的 ARN 座椅每一根线条都显得协调、流畅而充满张力，搭配木饰面餐桌，营造出自然简约的整体氛围。

The dining area features Matsui's partner Kusch+Co lounge chairs, with white chair shell and wooden chair legs, ARN has the outline that is very harmonious, streamlined and intense. Going with wood-veneer dining-table, the great match creates natural and concise atmosphere.





NVIDIA, 现代视觉计算引擎，它的出现让 PC 从生产力工具晋升为创作和探索的渠道。其华丽升级的新办公空间极具视觉想象，鼓励员工积极探索其中，自由灵感创作。

NVIDIA, a modern visual computing engine and a presence that upgrades PC from a productivity tool to innovation and exploration channel. Its newly upgraded office space creates great visual imagination and encourages employees to freely explore and get inspiration.

Nvidia, 视觉计算引擎的视觉空间

10

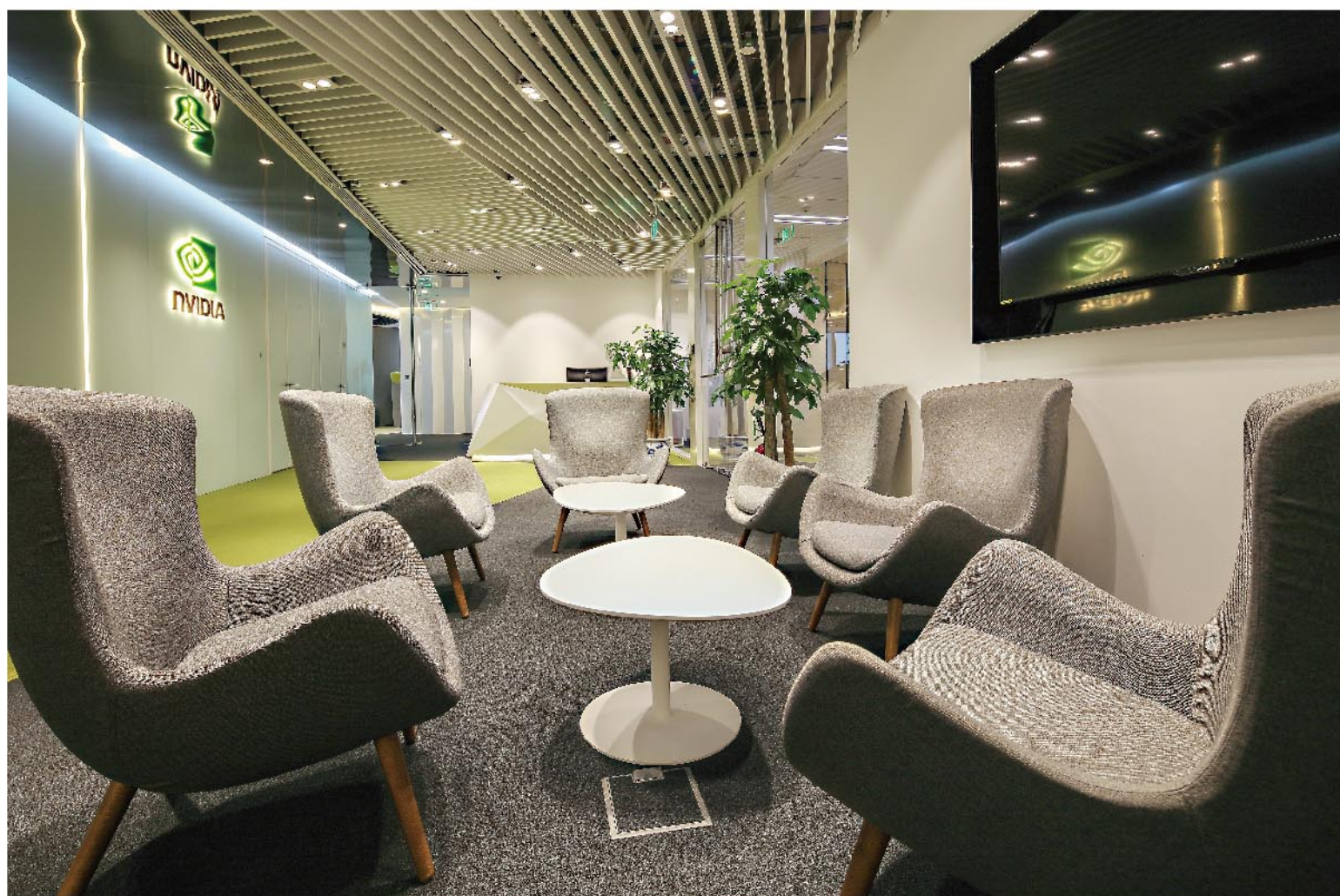


# Nvidia

Visual space of visual computing engine

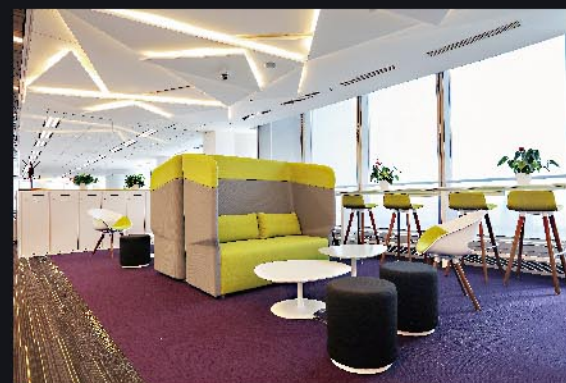
入口处，MATSU Ginko 座椅组成的休闲接待区域映入眼帘，高级灰的软装搭配在灯光下层次感尽显，营造出简约优雅的商务洽谈气氛。

At the entrance, leisure reception area featured by MATSU Ginko chairs is greeting us. High profile gray color furnishing creates a sense of layering with the echo of lights, forming a precise but elegant business atmosphere.



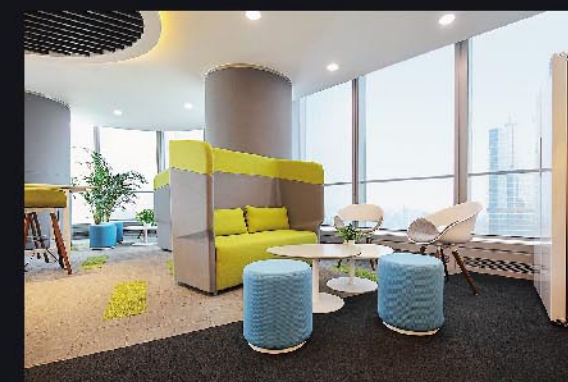
彰显品牌形象的亮绿色系搭配恬淡自然，营造温暖放松氛围，激发空间想象，精致而富有设计感的玛祖铭立休闲沙发座椅，为其提供开放式多元办公的可能。

Peaceful bright green stands for brand image and builds a kind of warmth and relaxation so employees get inspired in the room. Delicate and rich-in-design MATSU lounge furniture endows the room with more possibilities of openness and diversity.



吧台区组成的茶水间时尚温馨，提供茶歇休憩场所的同时，让不同职能属性的员工在此不期而遇、展开交流，构成自由流通的创新源泉。

Pantry is very fashionable and cozy with bar counter. People can enjoy their casual time while they run into other colleagues with different duties, so employees can communicate freely and get inspired.





4月19-28日，第十七届上海国际车展精彩亮相，本届车展聚焦新技术、新趋势、新产品，给人类生活带来的无限可能。展上共展出车型1400余辆，其中全球首发新车113辆，新能源车159辆，概念车36辆。在提倡节能减排、绿色出行的今天，新能源车可谓大势所趋下“雾霾天、拥堵路”的一股清流。

On April 19 to April 28, the 17th Shanghai International Automobile Industry Exhibition made its excellent appearance. This year's exhibition mainly focused on new technologies, new trends and new products that will bring us infinite possibilities in life. This Exhibition presented over 1400 cars, among which 113 cars met the public for the first time globally, 159 cars are NEV, and 36 are concept vehicles. In today's world where "energy conservation and emission reduction" is highly promoted, the new energy vehicles can be a fresh wind and a mushrooming trend in the harsh reality of haze days and congested roads.

# 智慧充电，灵感续航

## 上汽安悦办公空间

### SMART CHARGING AND CONTINUOUS INSPIRATION

#### SAIC ANYO NEW OFFICE

编辑：方睿 图片：张杰 Editor: Fray Fang Photographer: Jack Zhang

除了新车发布，上汽集团下属从事新能源汽车配套充电设施领域的上汽安悦，特别展示了兼具颜值与品质的充电设施，此款交流充电桩实力斩获2017iF设计大奖，力争带给用户更智慧、更便捷的充电体验。

Besides new car release, SAIC Anyo, a company that is affiliated to SAIC Motors and is professional at NEV's supporting charging facility, specially presented beautiful quality charging facility, AC charging pile, which has been offered 2017 iF design award. This device was designed to enrich users with smarter and more convenient charging experience.



Meanwhile, SAIC Anyo welcomed a brand new look at its headquarter in Hongkou, Shanghai. MATSU built an inspiring and diversified office environment for the staff so that they can work in an energetic atmosphere to get "smart charging and continuous inspiration".

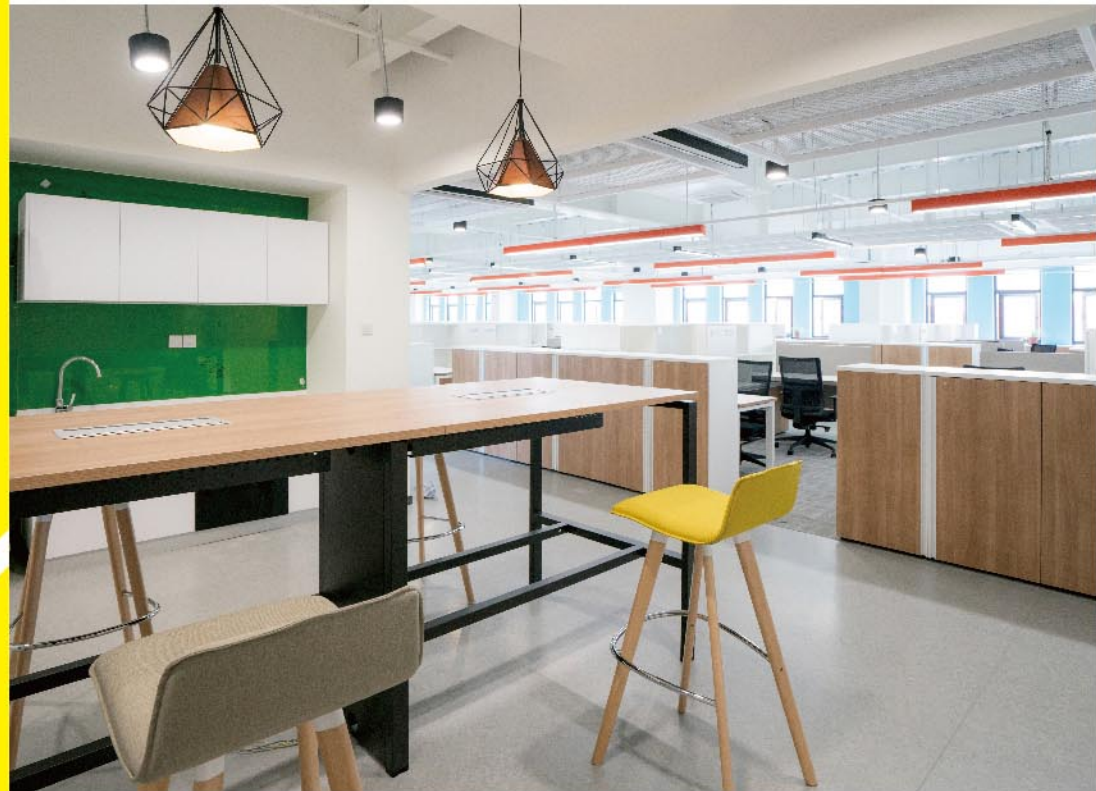
Working area gives consideration to both openness and privacy. Modularized work stations ensure personal efficiency and concentration, while the whole arrangement also creates convenience if employees need closer communication. The atmosphere is harmonious and trustworthy.

与此同时，位于上海虹口的上汽安悦总部办公空间近日也迎来了新气象，玛祖铭立为其打造了激发创意的多元化办公环境，保障员工在充满能量的工作氛围中“智慧充电、灵感续航”。

员工工作区兼顾开放性与私密性，模块化工作位保证个人工作的高效与专注，而相邻的座位排布促进员工之间的沟通交流，建立充满默契的信任磁场。



→ Matsu Lenco+ Workstation 工作位  
Matsu Sysca Cabinet 储物柜  
Kusch+Co Papilio Swivel Chair 座椅



茶水间设在工作区旁，为员工工作之余提供便捷，造型时尚的吧椅组合营造出家一般的温馨气氛。

The pantry lies beside working area so staff can easily enjoy some relaxation in the pantry. Fashionable combination of bar chairs makes this room cozier.

← Matsu Bar-table 吧台  
Kusch+Co Universo Barstool 吧椅

由亮色系坐垫的 Kusch+co Njord 座椅打造的休闲会议空间温馨简约、活泼悦然，为办公生活注入一抹春的生机。毛毡一体、固化成型的独特椅背设计，让这款造型时尚的座椅具有轻盈灵动的外观特点和温暖舒适的入座体验。

Kusch+co Njord chairs have bright color cushions and make the leisure conference room cozy and simple, vital and pleasant, adding spring freshness to this atmosphere. The unique chair back is made of felt and uses curing process. With this, the cute chair is even more graceful in appearance and more comfortable for people.

→ Kusch+Co Njord Lounge Chair 休闲椅  
Kusch+Co Ona Desk 洽谈桌



休闲接待区域整体设计采用极简北欧风格，简约淡雅的拼色地毯搭配同为时尚撞色系的组合沙发，营造出宾至如归的温暖感觉。柔软材质搭配上干净明快而极具光感的大理石墙体，形成了奇妙反差的视觉冲击。

Leisure reception area is designed in simple North Europe style. The plain color block carpet goes very well with combination sofa, which is also color blocking, like saying "make yourself at home" to all the guests. Soft fabric forms marvelous visual shock with bright and shining marble.

← Matsu Zen Sofa 组合沙发  
Matsu Clover Tea-table 茶几



相较于温暖如家的休闲接待区，行政接待区整体风格正式严谨、沉稳大气，实木框架与真皮材质巧妙融合的 Matsu 山水沙发优雅而立，内涵尽显，柔和的曲线中透露着儒雅谦和的东方意蕴，伏洒山水间，坐看云起时！

Administrative reception area is more serious and stable and magnificent compared to cozy leisure reception area. Graceful connotative MATSU Shanshui sofa uniquely combines wooden frame and leather. Tender curve is so orientally refined and modest, just like living in hidden world but observing changeable trends.

← Matsu Shanshui Sofa 沙发茶几组合





点亮房间的过程未必绝对需要一个控制开关，在玛祖铭立合作伙伴 Nimbus 近期完成的德国 Südkontak 总部的办公空间中，这个设想轻松实现了！这座几乎全透明的建筑中，全部配备了 Nimbus 智能感应控制 LED，所有光源将自动按需点亮，不仅如此，此举还满足了业主对于高效节能的严格要求。

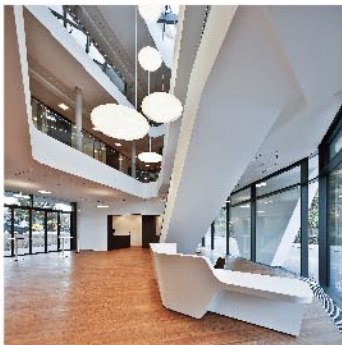
A switch is not absolutely necessary to light up a room. It is perfectly possible without – as MATSU's partner Nimbus demonstrates in the new building of the Neckar-Fils regional arm of the Südkontak employers' association in Esslingen. Energy concept is the core elements. The light activates itself autonomously – but only when necessary – in this markedly transparent building with its sweeping form.

# 德国Südkontak总部办公空间 SÜDKONTAK OFFICE

编辑：方睿 图片：Dieter Blum Editor: Fray Fang Photographer: Dieter Blum

不同的光照带来不一样的视觉体验，也产生不一样的工作绩效及健康影响。德国高端 LED 领导品牌 Nimbus 智能照明系统具有自动感应控制和根据日光自动调节亮度的特点，从而保证员工健康的光线环境，缓解视觉刺激与疲劳。此外，基于有效使用所产生的能源消耗，大大防止了浪费，长期恒温的 LED 照明系统还有助于降低高温的负荷，从而起到高效节能的特点，每平方米所产生的实际功率仅 6 瓦特。

Different light brings different visual experience, but also produce different performance and health effects. Germany's high-end LED brand Nimbus intelligent lighting system has the characteristics of automatic control and automatic adjustment of brightness according to the sun, so as to ensure the health of employees in the light environment, ease of visual stimulation and fatigue. The lighting system helps to considerably reduce cooling loads, as it is based entirely on LED luminaires with a power requirement equivalent to just six watts per square metre of usable floor space.



建筑整个中庭空间都均匀排布了 Nimbus Modul R 悬挂式圆盘系列 LED，其中由于声学原因，还额外安装了吊顶。所有这些灯具都基于光线传感器配合使用，它们彼此独立运作，并根据环境光的水平自动调节亮度。

Suspended, round discs from the Modul R LED family spectacularly illuminate the atrium throughout its entire height. The LED discs from the Modul R range can even be found in those parts of the atrium in which, for acoustics reasons, suspended ceilings were installed. All of these luminaires work with light sensors that adjust the illuminance in relation to the level of ambient light – decentralised for individual groups of luminaires.

此外，Nimbus Modul R LED 还具有十分纤薄的特点，厚度仅为 10mm，这一点多亏了其基于 ZigBee 标准所开发的无线传感器。Nimbus 的创新科技为办公空间注入健康高效、创意十足的工作体验。

The controller can be so slim (only 10mm in thickness) thanks to "Wireless IQ", a wireless interconnection developed by Nimbus based on the Zigbee standard. The offices in particular show just what this innovative Nimbus technology is able to do.



室内空间配合使用了 Nimbus Modul Q LED，同样纤薄的外观下，不同于 R 系列灵动柔美的经典原形表面，Q 系列的方形表面更显沉稳内敛，当传感器检测到某人已经进入时，光线将自动激活。

The interior space adopts Nimbus Modul Q LED. Unlike the round discs from Modul R, Modul Q has square discs. The light is automatically activated there whenever the presence sensor in the Modul Q ceiling luminaires detects that a person has entered.

主管空间选配了 Nimbus Force One LED，它是第一盏打破光源与变压器皆安置于灯头，这一设计规律的办公照明产品。而将整个灯的控制系统设置于底座，这样便成就了 Force One 独一无二，简练、纤细的轮廓线条。Force One 拥有直射光与环境光，两者可独立控制。直射光用于办公区域照明，环境光用于烘托整个空间氛围，通过开关调节最适合当下工作状态的照度。

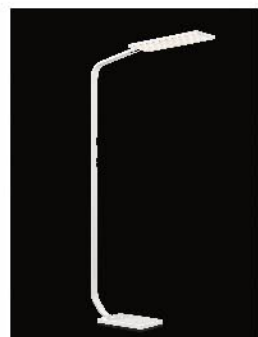
The manage space adopts Nimbus Force One LED. It is the first workplace luminaire to break with the principle according to which the light source and converter are to be installed in the head of the luminaire. The entire control equipment has been installed in the base of the luminaire, giving Force One a uniquely clear and slim silhouette. It is capable of generating direct light and environment light, which can be independently controlled. Direct light can be used in lighting of office space and the environment light is to create an ambience. Force One' s illuminance can be adjusted to best fit working conditions through its control panel.



↑ Nimbus Modul R LED



↑ Nimbus Modul Q LED



↑ Nimbus Force One LED



# 2017米兰设计周 SALONE DEL MOBILE MILANO, 2017

编辑: 方睿 Editor: Fray Fang

## 可以带走的“光”

### One cableless day in Milan

Brand: Nimbus  
Product: Cableless luminaires



01

作为一款可充电无线阅读的灯具, Roxxane Leggera CL 可适用于家或任何办公空间中, 在干燥条件下临时户外使用也是可能的, 聚碳酸酯材料可以减少眩光, 锥形凹槽使光均匀扩散, 270 度可调动光源角度的灯头为其提供了极大的灵活性。



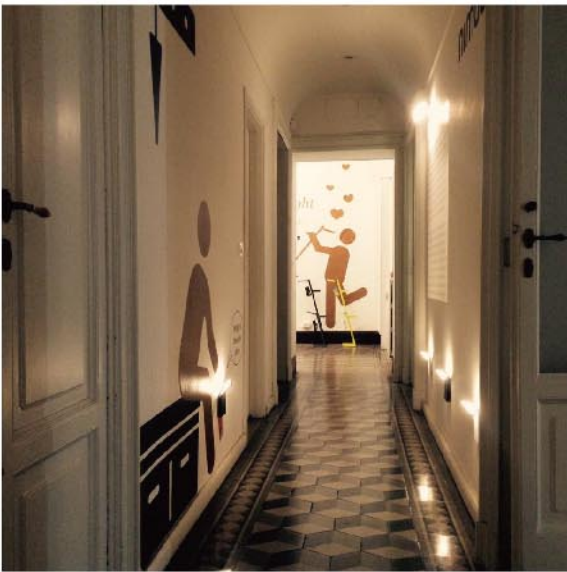
Nimbus Roxxane Leggera CL →

在今年的米兰设计周期间, 玛祖铭立合作伙伴 Nimbus 将一座宫殿华丽改造成无线 LED 灯具构成的绝妙照明环境。

“无线照明”成为本次展览的标语, Nimbus 携新品无线 LED 照明系统点燃了位于米兰 Brera 地区的艺术氛围, 吸引公众前来感受这场令人惊艳的移动照明体验。

无线灯具代表了我们对于光线的使用方式的拓宽与改变, 灯具将不再受到电源电缆供电的限制。当电源线不再成为必须, 光源就变得灵活可控, 它可以始终陪伴在你我身边, 创造出全新的生活品质。

作为此次无线照明主题展的核心产品, Nimbus Roxxane Leggera CL 灯具摆脱了线缆限制, 优雅的造型体现其轻盈性: 重量只有 1150 (台灯款) 或 1650 克 (落地灯款), 而醒目的手柄设计, 更好的诠释了什么是“带上光, 去旅行”。这款无线灯具还是一个“便携式移动电源”, 提供光源的同时, 还可随时随地为手机提供电源!



Nimbus is presenting its charming, cableless luminaires at the Salone del Mobile / Euroluce international furniture fair in Milan. Nimbus turns a palazzo into a home environment illuminated by cableless LED luminaires during the Fuorisalone.

This will be the slogan when Nimbus creates a home environment in the fashionable Brera district of Milan illuminated by cableless LED luminaires – and invites the public to come and discover the surprising, in part experimental variants of the mobile light sources.

Cableless light represents a paradigm shift in the way we use light. Luminaires are no longer restricted by the dictates of the power cable supplying them with electricity from the mains. If no mains cable is necessary, light becomes flexible; it accompanies users throughout their own four walls – and creates a brand new quality of living.

Nimbus presents at Fuorisalone a brand new special edition of Roxxane Leggera CL. The Roxxane Leggera CL has freed itself of its restricting cable. The luminaire's handling reflects the lightness of the design: With a weight of just 1150 or 1650 grams and with its eye-catching handle the Roxxane Leggera turns into a real "luminaire to go". The cableless luminaire acts as a "portable power source" that not only provides light exactly where it is needed but also supplies your mobile phone with power – anytime and anywhere!

Cableless reading luminaire with rechargeable cell, various possible applications at home, a temporary outdoor use in dry conditions is also possible, diffuser made of polycarbonate for reducing glare and directing light by means of aligned conical indentations, great flexibility is achieved through a 270° rotatable 3D rod end, luminaire head.



不同于科隆展上的“工作室”主题风格, 本次展览整体围绕家居氛围打造。设计师巧妙运用 2017 pantone 流行色系作为空间背景, 搭配上复古北欧风格的天鹅绒质感家具, 调和出了风格各异、却处处俘获人心的优雅格调。

Different from "studio" style in Cologne show, this exhibition centers on house and home atmosphere. Designers skillfully chose popular 2017 pantone for background and matched it with velvet furniture of classic North European style. The gracefulness is very unique and attractive.

华贵高雅的天鹅绒材质, 总能让人联想到温馨愉悦的生活气息和柔和温暖的触感, 英式复古墨绿色的长款沙发搭配上独特弧面造型的亮黄色系扶手椅, 营造出极具视觉冲击的色彩对比。

无论你钟情可爱烂漫的少女粉, 亦或清新自然的薄荷绿, 在这里都可以激发灵感源泉。非黑即白的软装构成或许经典而不过时, 活跳出跳的复古亮色系地毯却能瞬间打破视觉上的沉闷, 营造出甜蜜温暖的生活气息。象征 19 世纪初顶尖设计工艺的 Sitzmaschine 座椅 (Sitting Machine) 威严肃立, 仿佛正蓄势引领一股经典复刻风潮。



↑ Wittmann Wings Bed

Elegant and high-profile velvet pictures the image of cozy life and softness. British classic dark green long sofa goes with unique curvy light yellow armchair and creates striking visual contrast.

Whatever you like, romantic girly pink or refreshing mint green, you will definitely find your inspiration here. Black or white furnishing is classic and new-fashioned; lively retro light-colored carpet is very eye-catching. What a picture full of coziness and sweetness. Sitzmaschine chair, a symbol of top craftsmanship in 19th century, stands in majesty, acting like it is going to lead an overwhelming retro fashion trend.

着装或许决定了出行的风格与心情, 一款舒适而柔软的沙发椅却总能及时舒缓归家后的疲惫劳顿。一体成型的弧面高背设计和内置袋装弹簧设计, 让这款优雅沙发椅具有长久舒适的坐感体验。它们看似空间布局上的简单构成, 实则胜似一处精神上的心灵港湾。

A gentle, soft flowing upholstery is framed by curved bentwood: a masterpiece of subtle design and relaxed seating: the highly-comfortable upholstery with pocket springs and the small stools provide hours of comfortable sitting.



Wittmann Vuelta Hihghback Chair →

## 色板调和的“家”

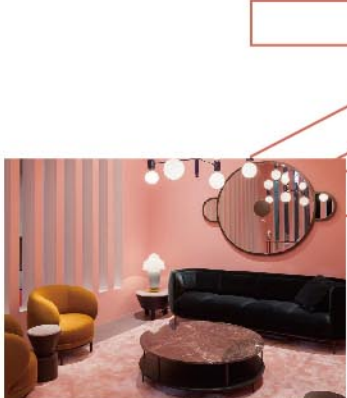
### Color-rich "home"

Brand: Wittmann  
Project: Wittmann Hayon House

继 2017 科隆展后, 玛祖铭立合作伙伴、奥地利百年家具品牌 Wittmann 再度携手西班牙年轻鬼才设计师 Jaime Hayon, 打造了一场名为 Wittmann Hayon House 主题展。

Right after Cologne show in 2017, MATSU's partner, an Austrian 100-year-history furniture brand, Wittmann once again collaborated with Spanish super talent, Jaime Hayon, to present a theme show whose name is "Wittmann Hayon House".

02



↑ Wittmann Vuelta Sofa 254  
Wittmann Vuelta Armchair 72



↑ Wittmann Sitzmaschine Chair







# 万物皆有联系

挪威设计的态度

## Everything Is Connected

编辑：方睿 Editor: Fray Fang

每一个设计师或手工艺师，都不是与社会分离的孤岛，它们实则密切相关，交织成更广泛的艺术文化圈。

A designer or craftsman, after all, is not an island, separate from their society, but a part of a broader cultural narrative in which everything is connected.

在今年的米兰设计周期间（2017 年 4 月 4 日至 9 日），一个名为“万物皆有联系”的手工艺结构展将在挪威 Ventura Lambrate 地区再度举办，该展览由设计师 Katrin Greiling 举办，在展览上你将看到出自 30 位挪威当代最伟大的天才设计们最具代表性的艺术作品，通过它们得以了解挪威这座艺术之城背后的故事。

An exhibition exploring the journey from maker to market in Norway is set to take place during this year's Milan design week (4-9 April 2017). Everything Is Connected follows on from last year's Structure exhibition of Norwegian design. Everything is Connected was curated by designer and interior architect Katrin Greiling, which brings together the biggest contemporary talents in Norwegian design and craft to tell the story of the country's creative scene today.



### 极细线 + 复古黑

Black vintage style

Brand: Live Berg  
Product: Super Normal  
Designer: Live Berg Olsen

Live Berg Olsen 设计的 Super Normal 家具系列由实木橡木和抛光不锈钢制成，具有扁平化包装和无工具组装的特点，以及极强的适应性，产品含有座椅、梳妆台和桌子三部分。

Super Normal 具有典型的外形设计，选材上使用了高效耐用材料，有着便捷多功能的功用和方便可拆卸的结构设计。整个设计过程没有使用胶水及任何有毒添加剂，所以每个部分都可以安全回收处理。

Designed for flat-pack distribution and tool-free assembly, the adaptable pieces include a chair, dresser and table unit coloured black with linseed oil.

A series of furnitures made with archetypical shape, durable materials, versatile functions, and demountable construction. No glue, or toxic additives is used for the construction, so each part can safely be recycled.

## Everything is Connected

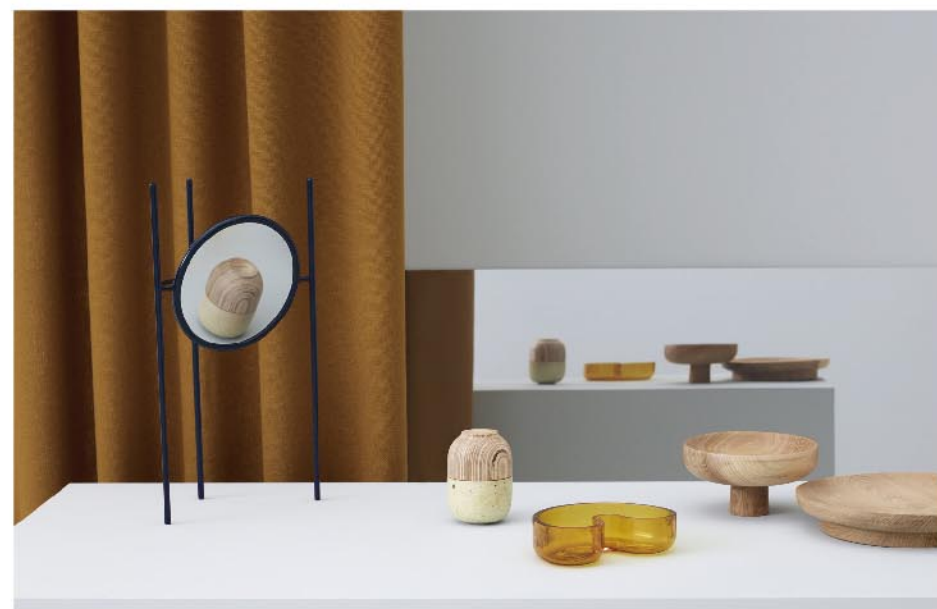
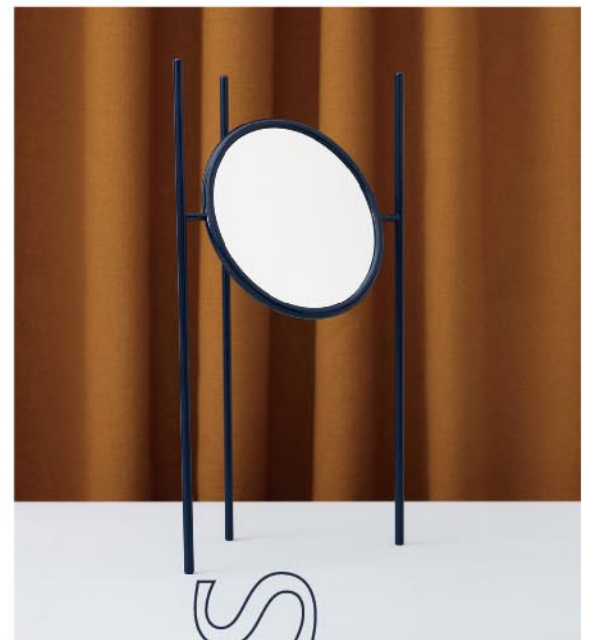
Graphic design by Bleike&Yang

### 三条腿的镜子 Mirror with three legs

Product: Aase  
Designer: Andreas Bergsaker

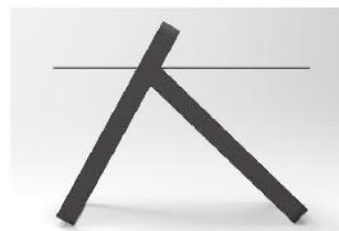
Andreas Bergsaker 设计的 Aase 镜子，是一款具有双面标准的镜子，它由底部三条喷漆钢腿的支架固定，以及弯曲钢筋相连的镜托调节方向角度。而镜子本身则用作桌上镜子使用。

In Milan this year, Bergsaker presents Aase, a double-sided vanity mirror with both standard and magnifying surfaces. Fitted onto three lacquered steel legs linked by a curved steel bar, the mirror is intended for use on a tabletop.



NORWAY  
DESIGNS





### 并非折叠桌 Not a folding table

Brand: HØGH  
Product: KANA  
Designer: Martin Høgh Olsen

KANA 是一款具有高辨识度的侧桌，让人瞬间联想到日本某音节字符的轮廓，其华丽的造型得益于光影和图形外观的完美融合，此外，它还具有人性化的手柄设计，使其便于移动和抓握。它既可以作为独立的桌子，亦可与其他家具同时使用。

With a profile reminiscent of characters from a Japanese syllabary, KANA is a side table identified by a light and graphic presence. It works well as a stand-alone piece or alongside other furniture. The handle makes it easy to grab and move around, accentuating its independent nature.

### 在花园椅上聚餐 Dining on the garden chair

Brand: StokkeAustad  
Product: Tjøme  
Designer: Jonas Stokke

Tjøme 是一个不同寻常的餐椅，灵感来自于可折叠花园家具的形式和结构。它有一个利用挪威当地木材制成的整体框架和一个皮革装饰的坐垫。

Tjøme is an unusual dining chair inspired by the form and structure of collapsible garden furniture. Constructed by the boat builders of Risør Trebåtbyggeri, It has a frame of Norwegian wood, a padded seat and leather upholstery.



### “火柴盒”的春天 Colorful matchbox

Brand: HØGH  
Product: Matchbox  
Designer: Sara Polmar

Sara Polmar 的火柴盒改变了以往的常规形式和典型的纸板箱结构，并将其设计成具有储存功能的收纳系统。每个火柴盒包括灰木染色的折叠钢套筒，其深度可以将其完全罩住。除此之外，火柴盒及其套筒均具有多种颜色可选，经典的北欧风格主题撞色搭配让办公与生活更显文艺气息。

Sara Polmar's Matchbox collection transforms the archetypal form and mechanism of the classic cardboard object and turns it into a functional storage system. Each Matchbox comprises a stained ash-wood box with a folded steel sleeve that can be slid over the top.



如何提高员工工作效率？激发员工创意灵感？斯坦福大学的一项研究表明，人的决策很大程度上受到情绪与环境的影响，办公环境对员工的情绪与决策都起到直观作用，一些被人忽视的区域，往往就是灵感诞生的频发地。

How to get your efficiency improved and employees inspired? According to a study from Stanford University, people are very much influenced by emotion and environment when they make decisions. Office environment is in direct relation to employees' emotion and decision making. Some inconspicuous places might be the most inspiring elements.

# 意想不到的创意频发地 Change your workstyle

编辑：方晔 Editor: Fray Fang

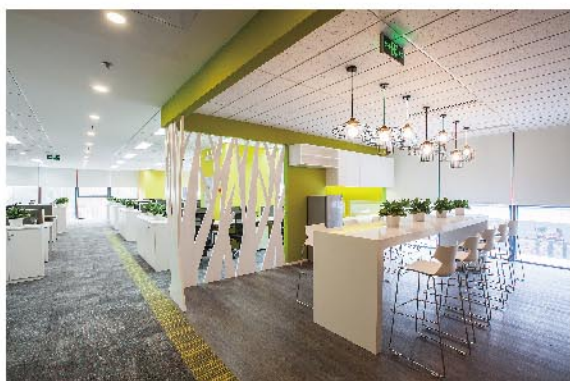


↑ 全球最大的广告集团上海总部空间

吧台区，看似对于工作看似无用的空间，却能让不同职能属性的员工在此不期而遇、展开交流，构成自由流通的循环区域，这便是创造力和创新的源泉。

一般来说，在我们 8 小时（甚至更多）的工作中，有超过一半的时间处在深度专注状态，大约四分之一的时间在合作，剩下的时间则分配给学习、社交和其他工作。每件事情有不同的性质，也需要不一样的物理办公环境来帮助我们进入最好的状态。

↓ 美国 MTV NETWORKS 全球音乐电视台提供让员工可以听音乐放松的吧台区。



↑ 中国数一数二的房产交易平台位于上海总部空间

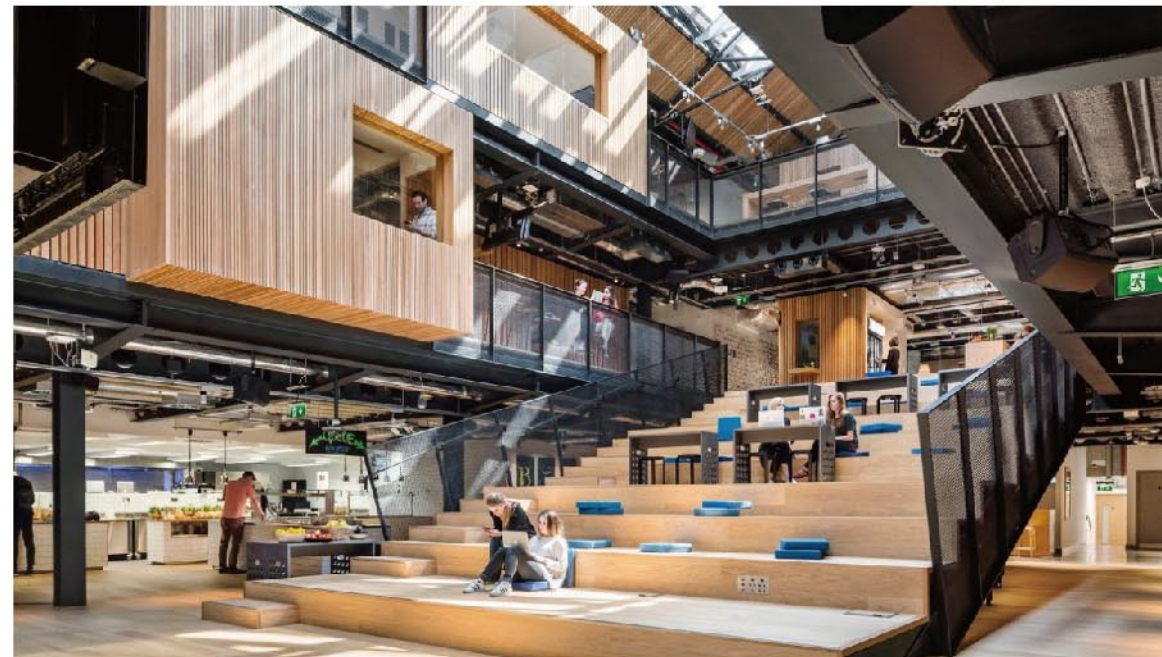
Bar counter seems useless to work but it's actually a wonderful area for employees from different departments to meet by chance and communicate. It's a free and circulated area, where creativity and inspiration originate.

Generally speaking, in our 8 hours of work (even more if we have OT), we are in deep concentration for over half of it; we are in cooperation for a quarter of it; we are learning, and social and doing other things for the rest of it. Things are different so we need different physical office environment to help us get the most out of ourselves.

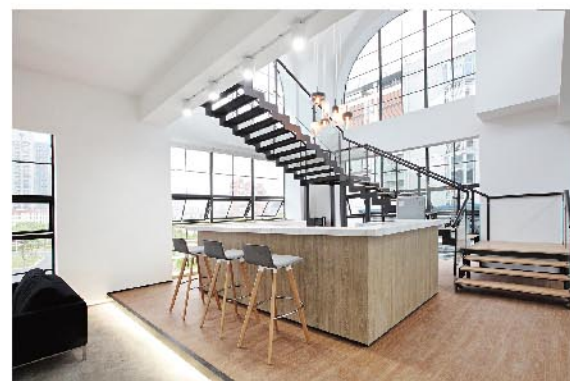


有时候，思维固化也许是你所处的环境导致。换一个角度思考问题，与灵感不期而遇，所谓高度决定视野。

Under many circumstances, stereotyped thinking might result from stereotyped environment. Why not start from a different perspective, which may will lead you to sparking ideas. Altitude matters.



↑ 位于都柏林的 Airbnb 总部以剧场模式为原型培养人们协作、互动的精神以及社区意识。楼梯既是空间连接的桥梁，又是交流互动的空间，还用办公桌椅布置出不一样的办公场所。



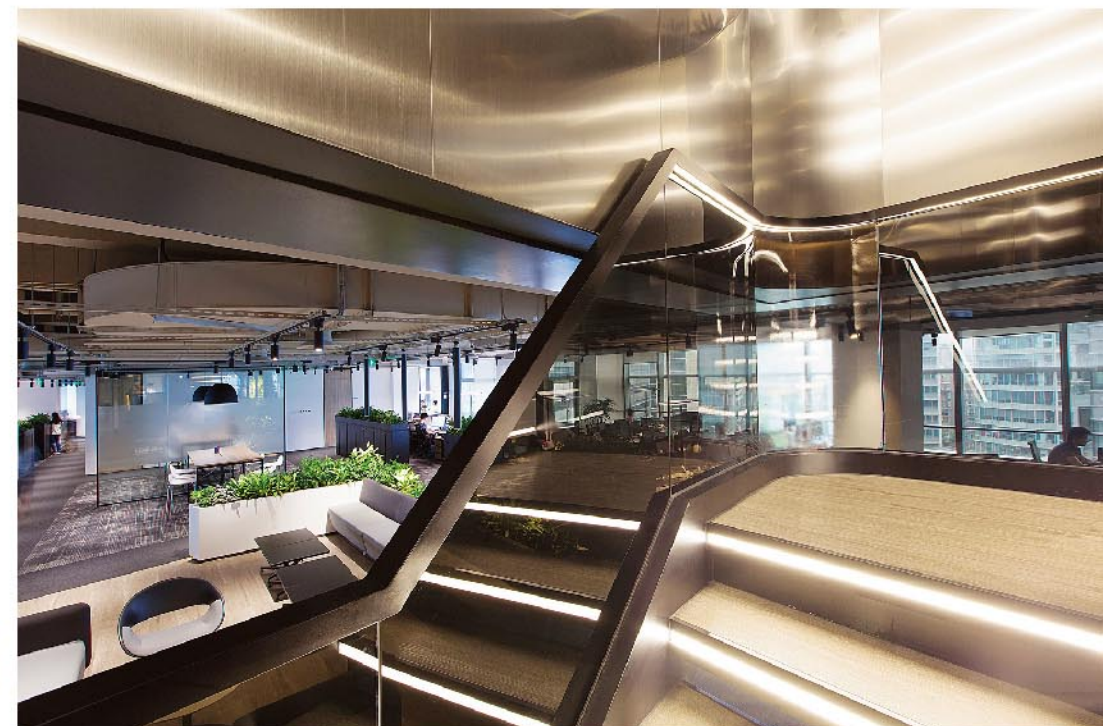
↑ 创意至上的华与华广告公司黑色钢结构木楼梯连接上层办公空间与吧台区域。

在办公环境试图打破常规空间阻隔的今天，很多办公空间中，楼梯不再被放置在角落，而是慢慢成为办公室的核心枢纽，即整个办公场所最常被使用的空间，每天都有无数的邂逅与照面在此巧遇。

Today, office designs are trying to break the limitation of space. Corners are no longer the very locations for stairs. Stairs are gradually becoming the pivot of office, which is commonly used and where many interesting stories happen.

→

AECOM 位于上海杨浦的办公空间里，中央楼梯在四个楼层的串连中至关重要。以黑色为基调，配合茶色玻璃与灯带，在旋转中通过不同角度的视觉叠加更显得时尚与设计感。



←

楼梯间也可以成为简单交流的场所，带上玛祖铭立合作伙伴 Nimbus 无限灯具系列产品开启自由畅聊吧。



STAIRS AREA  
楼梯间





沙发区  
LOUNGE AREA



↑ 网虹地产上海办公空间



↑ 沙发构成的休闲区突显强生 Johnson&Johnson 多元化开放式的企业理念，鼓励和指导员工之间的交流协作。

研究显示，如今人们在办公位上的时间已越来越少，而在非办公位的时间却越来越多，他们可能在工作室、参加团队会议、进行项目讨论，或正在与他人合作。显然，沙发就是一个休闲娱乐与协作交流皆可的多元化开放式区域。

沙发，给予我们归属感和宁静感的地方，蜷缩其中获取不一样的灵感体验，既能在紧张的工作中使身心得到放松，从而提高工作效率，又方便了与同事间的交流讨论，协作互动。

Studies show that today, people spend less time in their own seats and more time in studio, team conference, project discussion or co-work with others. Obviously, sofa is a diversified open area for both entertainment and collaboration.

Sofa creates a sense of belonging and peace. Lying on the sofa can also be inspiring in a different way. You can get relaxed in intense work so working efficiency is improved. This place also provides a lot of convenience for you to have interaction with colleagues.



餐桌边  
CANTEEN AREA



↑ 美国著名保险集团公司 Markel International 伦敦总部餐厅

都说留住一个人的心，先要留住他的胃。优越的就餐条件与环境早已成为一种优秀的企业文化，研究显示餐厅是员工间互动最频繁的场地，相较于格子间的束缚，餐厅区的设计大多放松休闲、气氛温馨，跳脱了办公空间的常态，更适宜员工亲密交流。

谷歌前首席厨师长 Nate Kelle 就任时曾这样讲道：谷歌在员工食物方面的预算是每天每人 20 美元，光每年的食物开支就可达到 8000 万美元（当时谷歌的员工人数是 1.9 万，约合 5 亿人民币）。

Former Chief Chef of Google said when he took this job: Google's catering budget was USD20/day/person. Total expenditure for catering per year would reach USD80 million (about CNY 500 million. At that time there were 19 thousand employees globally)



↑ 美诺 Miele 上海办公空间

There is a saying: if you want one's heart, get his stomach first. Excellent dining environment has already become a symbol of excellent corporate culture since long ago. Studies show that canteen is a place where employees can have free communication without any limitation brought by cubicles. Canteen area is designed in a very casual style with warm and cozy atmosphere. Different from office environment, canteen area is more suitable for people to get close communication.



有关办公场所私密性调查显示，超过半数的员工都被“办公室太吵，无法集中思想 62.2%”以及“没有合适的私密场所进行交流 57.2%”所困扰。“安静”的环境、“冷静”的思考、“平静”的沟通是现代办公室职员所缺乏的。这时对于电话亭的需求变得越来越多。

Studies about office privacy show that half of employees "are distracted by office noise and are hard to concentrate (62.2%)" and "are lacking in suitable places for private conversations (57.2%)". "Quiet" places, "peaceful" thinking and "calm" communication are what office employees need badly. So telephone booth becomes more and more popular.

↑ 宝地置业这个复古造型的电话亭在开放办公空间显得特别，充满吸引力。



电话亭兼具观赏与实用功能，保证电话沟通的私密性外，也减少了开放式办公对他人的干扰，同时还提供了个人独立思考、专注办公的私密场所。

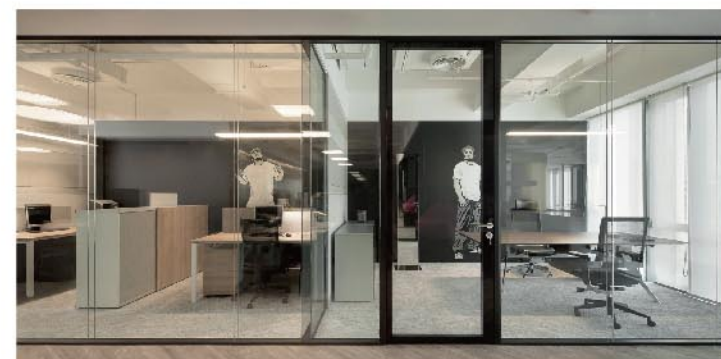
Having both ornamentality and utility, telephone booth ensures privacy of phone calls, lessens disturbance to others and keep a private space for personal thinking and concentration.



↑ 左一是雅培在上海的办公室里安装了电话亭。



电话亭  
TELEPHONE BOOTH



1989 年普立兹克建筑奖得主，是后现代解构主义的大师 Frank Gehry 曾说：“和完整的解决方案与最后结果呈现的模样比起来，我比较偏好最初涂鸦的特质——假设试验性、混乱以及呈现正在进行中的状态。”

Master of post-modern structuralism and winner of 1989 Pritzker Architecture Prize, Frank Gehry said: "compared with overall solutions and the final look, doodles is more preferable——hypothetical testing, chaos and underway status."

↑ MATSU 位于北京光华路 SOHO 的办公室里充满了动感街舞元素的涂鸦，这是来自德国 anySCALE 设计公司的创始人 Andreas 创造设计的。



在神经科学、心理学和设计领域的多年研究发现：那些涂鸦的人常常能更好的掌握新的概念、保持专注。他们比那些单纯听列表的人能多记住 29% 的东西。

Studies in the fields of neuroscience, psychology and designing show that: those who doodle are better at new concepts absorbing and concentration. They tend to memorize 29% more than those who just listen to data.

↓ 微软位于加拿大的办公空间配有现代装饰，以及充足的白板用于涂鸦各种想法。



涂鸦墙  
GRAFFITI WALL





户外区  
OUTDOOR AREA



↑ 位于英国达福德的浴室品牌 Crosswater 的总部办公户外



户外区域具备了充足的光线、空气、绿色自然等一切健康办公、灵感工作的有利条件。不再拘束于办公室的压抑束缚，露台、天台、户外，你能想到的，都是打开心扉、调整思绪、激发灵感的绝佳场所。

Outdoor area provides full light, fresh air and green elements and other positive conditions for healthy and inspiring working. No more limitations from offices and think of every fantastic place like, terrace, balcony, outdoor area that will help to open your mind, regulate your emotion and run into your sparkling ideas.



↑ 华盛顿大学教学楼户外区域

进化心理学家 EO Wilson 认为，“人类普遍喜欢大自然”是有遗传基础的，这也就是他提出来的“亲生命假说”（biophilia hypothesis）。置身于大自然中，让我们的情绪更为积极，从而促进健康、提升绩效。

Evolutionary Psychologist, EO Wilson holds the opinion that it is genetic factor that "people all like nature", which is his essence of "biophilia hypothesis". Put in nature, we feel more positive so we may get healthier and more efficient.

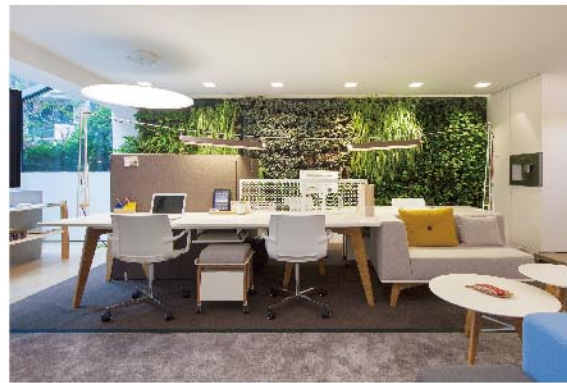


↓ 美国 MTV NETWORKS 全球音乐电视台位于德国的总部办公空间户外广场



我们一直在思考，是否因为杭州有一个美丽的环境、有温度的社区给阿里巴巴等互联网创新型企业发展提供了软环境的支持；或者波士顿或者湾区美丽的自然风光，激发了知识工作者无限的灵感。

People keep thinking that it's the beautiful environment and warm community in Hangzhou that provide soft environment for innovative enterprises like Alibaba; or it's the wonderful scenery in Boston and in Bay Area that greatly inspire employees.



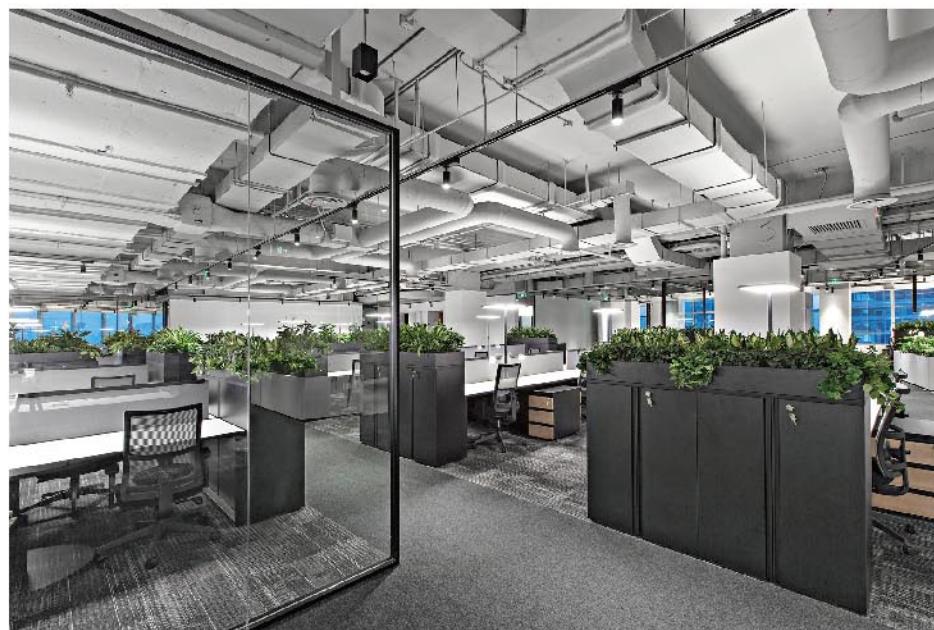
↑ 一组多元化办公位哥本哈根工作位系统与绿植的紧密结合，形成了工作与自然的共享空间，是不是工作起来更带劲呢？

绿植对于健康办公的意义已不言而喻，创建一个建筑与自然紧密融合的工作空间已逐渐成为现代办公设计的核心诉求。用绿色自然化解建筑的硬度，呈现出活力与创意，既能激发灵感，又能缓解工作的疲乏，让人沉浸于柔美丽的春意之中。

Green plants speak for themselves when talking about their importance to healthy working. It's become core demands of modern office design to build space closely integrating architecture and nature. Green nature and solid architecture are well combined to create vitality and creativity. Inspired and refreshed, employees feel like living in gentle and bright spring.



↑ Lenco+ 开放式工作位加桌上花槽



↑ 全球最大的建筑设计公司 AECOM 位于上海的总部大楼里，不仅布置了绿植墙，更是在办公桌边的推柜上开辟出可种植物的花槽。



↑ 或者在办公空间布置出一个植物园，甚至是把办公室移到树林里。

根据英国 Cardiff University's School of Psychology 的研究发现，相比普通办公空间，在办公室里多种植物有助于提高员工的生活品质，更可使员工的生产力提升 15%。

Study from Cardiff University's School of Psychology shows that compared with general office space, those with green plants are more likely to improve employees' life quality and increase productivity by 15%.

→ 位于上海的华鑫展示中心就是建筑与自然合作完成的作品，目前是 Google GDC 和 Google Launchpad 的办公空间。



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