

MATSU 玛祖铭立
GROUP

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Ginko



Inspiring Office Lifestyle
www.matsu.cn

20年优雅绽放

玛祖铭立20周年LOGO大赛

Blooming elegantly over 20 years, MATSU holds the 20th anniversary's logo design competition.

In order to be environmentally friendly, we use recyclable paper. 为创造环境友好型社会，我们全部采用环保纸张。



回头看，那些经典的现代设计
A Retrospect to the Classic Modern Designs

房地产大佬们的Office
The Office Real Estate Big Shot

优雅依旧 Ginko & Mini Ginko
Ginko & Mini Ginko, Elegant Ever After

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卷首语

Editor's Voice

回到未来

冬,为春的生命力默默的积蓄着能量,
MATSU,为迈入 20 周岁蓄势待发。

从改革开放以来,传统制造业开始拥有品牌的概念,MATSU 自当是中国第一批办公家具品牌。从 96 年成立至今,一直坚持着打造民族高端办公家具品牌。

20 年,较于百年企业梦想而言,MATSU 才刚刚开始。
20 年,就中国行业市场而论,MATSU 已在此奠定了稳打稳扎的根基。

在即将迈入 20 年的最后一个冬季,
从“20 周年的形象标识大赛”到 Ginko & Mini Ginko 休闲座椅系列的隆重推出,
MATSU 一边回首走过的路,一边优雅前行。
审视自己的同时,MATSU 关注着影响自身,并为之臣服的现代设计经典。
从 2001 年开始,MATSU 便与德国品牌开启合作,现正值 20 年成长之际,
让我们一起回头看看,那些 20 年前为之赞叹的德国现代设计。

90 年代的 ET66 Dieter Rams+Dietrich Lubs,为后来苹果界面提供了灵感借鉴。
1947 诞生的 Kusch+Co 的第一张座椅 100 系列,为今日荣获 2016 German Design Award 的 ARN 座椅提供了设计精神。
再往远处说,从汉服演变而来的和服。
.....

在回顾中,寻找到新生的力量。
从来都不是一件简单的事,
在这习于关注未来,高速发展的国度,让人回首,更不是一件易事。
除了善于发现、勤于归纳,巧妙地再设计,最重要的是一颗尊重传统文化、过往经典设计的态度,方可回到未来。

— 本刊编辑部

Search for new force in retrospect

Energy is stored silently in winter for vitality in spring,and MATSU is ready to stride toward its 20th anniversary.

From the reform and opening up, the traditional manufacturing industry began to have a concept of brand, and MATSU was among China's first batch of office furniture brands. Since its establishment in 1996, MATSU has been dedicated to building a national high-end office furniture brand.

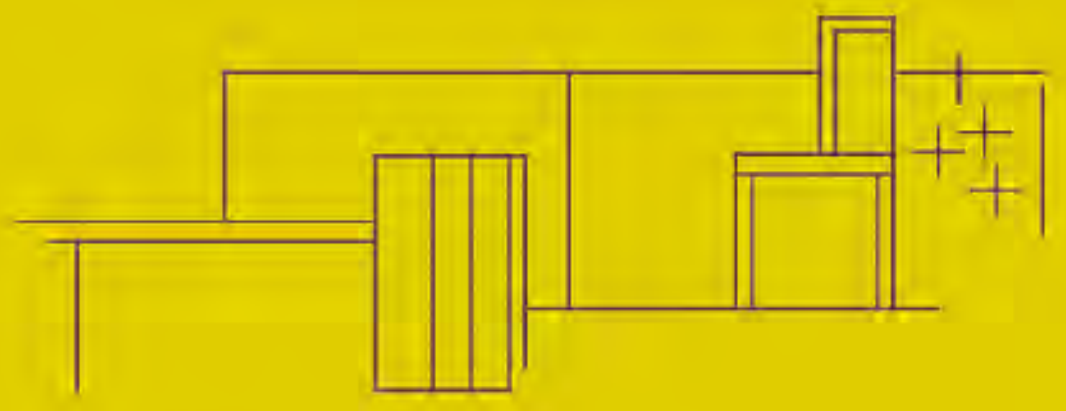
In terms of the dream of a century-old enterprise, twenty years were the time when MATSU just made a first step. In terms of China's industry market, MATSU has laid a solid foundation in twenty years.

In the last winter when MATSU will be 20 years,From the “20th anniversary's image logo design competition” to the grand introduction of the Ginko & Mini Ginko leisure chair series,MATSU is marching forward in retrospect.

While examining itself, MATSU is concerned about the modern design classics which have an impact on itself and command admiration.
Since 2001, MATSU has maintained cooperation with German brands, and it is now on the occasion of 20 years of growth.Let us look back at the splendid German modern design 20 years ago.

The ET66 Dieter Rams+Dietrich Lubs in the 1990s furnished the Apple interface with inspiration for reference. The first chair series 100 by Kusch+Co that was launched in 1947 provided the design spirit for the ARN chairs which won the 2016 German Design Award today.
Earlier than that, kimonos evolved from the Han clothing.

...
Find new force from the retrospection.
This is never a simple matter,and it is not easy to look back in a rapidly developing country that focuses on the future.
The most important thing is an attitude toward the respect for the traditional culture and for the past classic design, in addition to adept discoveries, diligent induction and smart re-designing.



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.

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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.

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回头看，那些经典的现代设计
A Retrospect to the Classic Modern Designs

20年优雅绽放，玛祖铭立20周年标识设计大赛

Blooming elegantly over 20 years, MATSU holds the 20th anniversary's logo design competition

编辑: 姚卉 图片: 宋红好 Editor: Leah Yao Photographer: Howie Song



为了迎接即将到来的 20 周年庆典，展示企业形象与品牌文化，玛祖铭立于 2015 年 8 月 15 日—10 月 15 日开展了“2015 玛祖铭立 20 周年的形象标识大赛”。此次大赛历时 2 个月，共有 200 多名设计师参与投稿。最终，在众多优秀作品中选出了 6 项获奖作品。

In order to celebrate the upcoming 20th anniversary and display the corporate image and brand culture, MATSU launched the "MATSU 20th anniversary' s logo design competition for 2015" on August 15 - October 15, 2015. The competition lasted two months, and a total of more than 200 designers submitted their contributions. Finally, six out of the many outstanding works won the award.



个 大赛历时 2 个月，200 多名设计师参与投稿。



个 获奖作品

↓ 玛祖铭立合作伙伴 BurkhardtLeitner 的模块化建筑系统为此次活动营造了现场氛围。



设计说明:

本方案灵感来源于中国剪纸。20 周年 0 字灵感来自 Volpino, 它在立面剪影上看刚好是个 0 字的图形。红色的背景融入了东方喜庆元素，如同剪纸一样的形成了 20 周年的标识主体设计。图形的虚实对比象征着玛祖铭立对梦想的坚持和追求，最后让我们用创意和梦想变成您真实的生活!

Design notes: The program was inspired by Chinese paper cutting. The "0" in the 20th was inspired by Volpino, which looks like the shape of "0" on the elevation sketch. The red background integrates the festive elements of the East, becoming the main logo design for the 20th anniversary like a paper-cut. The virtual and actual contrast of the pattern symbolizes MATSU' s persistence and pursuit of dreams. Finally, let us turn the ideas and dreams into your real life!



个 最佳作品奖

Desian

颁奖典礼

此次大赛由玛祖铭立 MATSU、中国建筑与室内设计网 China Designer(哲道传媒) 联合主办，并于 12 月 11 日在玛祖铭立上海旗舰店隆重举行颁奖典礼，现场揭晓获奖作品。

The competition was organized jointly by MATSU and China-Designer.com (Zhedao Media), and the award presenting ceremony was held in the flagship store of MATSU in Shanghai on December 11, announcing the winners at the scene.

作为此次大赛评委的中国美术学院陈设艺术项目研修中心主任王笑野、上海亦道设计有限公司设计总监谌涛、法国 NOVA 品牌策划与设计公司创作总监陈焘、比利时知名工业设计师 Joeri Reynaert 等，以及业界优秀设计师与获奖代表齐聚一堂。

Those present at the ceremony included the competition judges such as Wang Xiaoye, Director of the Display Art Project Research Center of China Academy of Art, Chen Tao, Design Director of Shanghai Yidao Design Co., Ltd., Chen Tao, Creative Director of the French NOVA Brand Company, and Joeri Reynaert, a well-known Belgian industrial designer, as well as the industry's best designers and winning representatives.



↑ 中国建筑与室内设计网 上海站负责人刘静怡演讲

超强评委阵容 Super judge lineup



Ali Rahim
美国著名建筑设计师
美国 Contemporary Architecture Practice
(当代建筑事务所) 创始人
美国宾夕法尼亚大学终身教授



谌涛
上海亦道设计有限公司 设计总监
上海理工大学工业设计系主任



陈焘
法国上海音乐节海报展策展人
法国 NOVA 品牌策划与设计公司创作总监



王笑野
中国美术学院陈设艺术项目研修中心主任



Joeri Reynaert
比利时知名工业设计师

Ali Rahim
The famous American architect
The founder of the American Contemporary
Architecture Practice
Tenured professor at the University of Pennsylvania

Chen Tao
Design Director of Shanghai Yidao Design
Co., Ltd.
Head of the Industrial Design Department of
the University of Shanghai for Science and
Technology

Chen Tao
Planner of Poster Exhibition for France National
Music Festival in Shanghai
Creative Director of the French NOVA Brand
Company

Wang Xiaoye
Director of the Display Art Project Research
Center of China Academy of Art

Wang Xiaoye
A well-known Belgian industrial designer

获奖设计师

颁奖典礼上，揭晓了 6 大奖项的获得者，学生组优秀作品奖由孙佳文、王钰、谢静获得；优胜奖则由 Landis、侯郡玲获取；而最终，最佳作品奖的得主是来自一线设计的钱敏先生。

Award-winning designers

At the award presenting ceremony, the winners of six major awards were announced, including Sun Jiawen, Wang Yu and Xie Jing receiving the Student Award for Outstanding Works, Landis and Hou Junling receiving the Recognition Award, and Mr. Qian Min as a frontline designer obtaining the Most Outstanding Award.

↓ 学生代表王钰(左二) 与嘉宾评委王笑野(左一)、谌涛(右二)、陈焘(右一) 合影



↑ 优胜奖获得者 Landis(左一) 与嘉宾评委 Joeri Reynaert(右一) 合影



↑ 最佳作品奖获得者钱敏(右一) 与玛祖铭立总裁蔡演国(左一) 合影

交流分享

作为本次大赛合作方，中国建筑与室内设计网(China Design) 上海站负责人刘静宜在颁奖典礼上分享了此次活动从筹备，征集到评选的整体情况与过程。并表示与玛祖铭立的合作非常成功，期待下一次再度携手，共同推动未来中国原创设计的发展。

颁奖典礼上，玛祖铭立品牌相关负责人为嘉宾们介绍了企业 20 年的发展历程，展现了品牌在市场中的优雅绽放与骄人成绩。现如今， MATSU 已然成为了中国高端办公家具领军品牌。对未来办公理念研究与产品技术创新拥有极致追求的玛祖铭立将会努力实现百年梦想，不断推动中国办公家具行业健康发展。

Communication and sharing

As a partner of this competition, Head of China-Designer.com in Shanghai Liu Jingyi shared the whole situation and process of this event from the preparation and solicitation to selection at the award presenting ceremony. She said that the cooperation with MATSU was very successful and looked forward to next cooperation, in order to jointly promote the development of future original design in China.

At the award presenting ceremony, the relevant person in charge of the MATSU brand introduced 20 years of the company's development to the guests, showing the elegant blooming and impressive achievements of the brand in the market. Now, MATSU has become a leading brand in high-end office furniture in China. MATSU with the ultimate pursuit of the research on the future office concept and of product design innovation will strive to realize a century dream, in order to constantly promote the healthy development of the Chinese furniture industry.

活动结束后，嘉宾们在极具设计美感的空间中相谈甚欢，就设计发展趋势、原创设计、未来办公环境形态等相关话题畅谈了各自的见解与想法，而后，大家还饶有兴致地参观了玛祖铭立上海旗舰店。

Chatting cheerfully in the space with great aesthetic perception of design after the event, the guests talked about their views and ideas on design trends, original design, the future office environment and form, and other related topics. Then, with great interest, they visited the flagship store of MATSU in Shanghai.



MATSU, 站在科技“巨人”的肩膀上向世界发声!

震撼亮相36届中国（上海）国际家具博览会

MATSU, Talk to the World on Shoulders of Giant

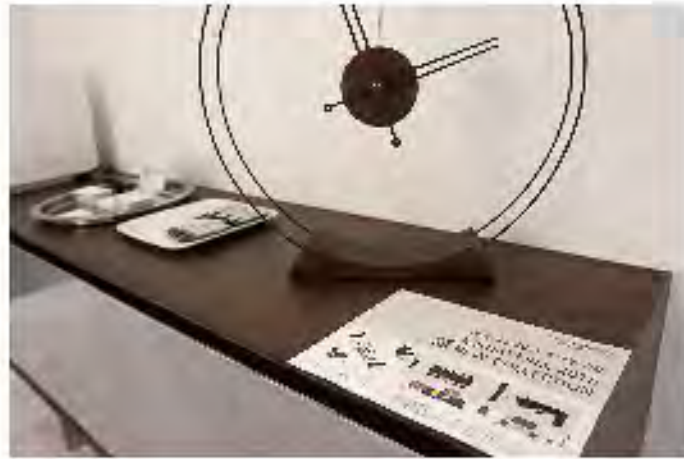
A Riveting Exhibition at 36th China International Furniture Fair (Shanghai)

编辑: 彭茜 图片: 由 Matsu 提供 Editor: Qian Peng Photo Provided by Matsu



2015年9月8日-12日, MATSU 玛祖铭立作为国内首屈一指的高端办公家具品牌受邀参展第 36 届中国（上海）国际家具博览会。以“Design for the Future 智造未来”为主题, MATSU 玛祖铭立在于 6.2 号馆（办公家具主题馆）D31 展区闪亮发布了其全新的办公生活理念及其秋季新品 -Atlas 智能管理家具系统。

From September 8th to 12th, 2015, as China's leading office furniture brand, MATSU was invited to exhibit at the China International Furniture Fair (Shanghai). With a theme topic Design for the Future, MATSU exhibited its brand new office and life concept and a new product for fall, Atlas smart furniture system, in Hall 6.2 D31 (Office Furniture Exhibition Hall).



作为当今中国规模与影响力最大的专业家具展会, 第 36 届中国国际家具博览会今年移师上海虹桥·国家会展中心（上海市青浦区崧泽大道 333 号）, 总展示面积创纪录地达到 40 万平方米, 共吸引来自数十个国家的超过 1300 家企业参展。

China International Furniture Fair is China's biggest and most influential furniture exhibition, and its 36th event was hosted by Shanghai Hongqiao National Exhibition and Convention Center (No.333 Songze Boulevard Qingpu District, Shanghai). The total exhibition hall area covered 400 thousand square meters this year. Over 1300 companies from dozens of countries were attracted to exhibit at the fair.



在 400 多平米的未来办公空间中, MATSU 以 A、B 两大部分（“科学事实” + “办公与生活”）呈现。

In its over-400-square-meter exhibition zone, MATSU presented a future office space in two parts, A and B (Scientific Facts + Beyond the Work & Place)

Part A 科学事实

Part A 以“科学事实”的方式, 将全新的未来智能办公理念, 及顶级智能管理家具系统 ATLAS 等众多新品震撼登场。

如同名字的起源一样, ATLAS 是希腊神话中巨人族的一员, 传说中他是支撑世界的擎天柱, 所以, 他的名字也被引申为“世界地图”, 承载着整个世界, 包罗万象。MATSU 期待与大家一起站在“巨人”（ATLAS）的肩膀, 向世界发声! 遇见不久的未来。

智控未来, 未来已来! 仅需要一方智能空间, 你便可抵达世界任何一个地点, 对话任何一个人。只需要一套智能家具, “站在巨人的肩膀上发声”, 你的思想将直接改变整个世界, 影响所有人。



Scientific Facts

In the form of Scientific Facts, Part A presented new office ideas for the future and the world-leading smart furniture system ATLAS.

Atlas is a giant in Greek mythology. He was the Titan that held up the sky. So his name also means "world map" in English, all-encompassing. MATSU hopes to stand on the shoulders of the Giant (Atlas) with all its partners and let their voices to be heard by the world. The future is right in front of us!

Smart is future and future is here! With just one smart space, you will get access to any place and talk to anyone in the world. With one smart furniture system, you will be talking to the world on the shoulders of the giant. Your ideas will change the world and influence everyone.



Part B “办公与生活”

Part B 则将“办公与生活”融合的激发灵感的空间呈现于大家面前, 因为玛祖铭立深知办公空间, 不仅仅是一个空间, 它承载的是企业文化的输出, 员工幸福指数的提升, 创意灵感的启发。

此外, 玛祖铭立品牌负责人以科学事实以及办公与生活两大部分为基础, 在此次展会办公生活主题馆现场分享 MATSU 最新理念。

“Beyond the Work & Place ”

Part B presents an inspiring space to integrate work and life. MATSU knows it perfectly that office space is not just a space; it is a carrier of corporate culture, employees' senses of happiness and inspirations to generate better ideas.

In the Office Furniture Exhibition Hall at the fair, brand person-in-charge of MATSU, shared MATSU's new ideas based on the two themes, Scientific Facts and Beyond the Work & Place.



TEDx 联手MATSU上演 “意外之喜”

编辑: 彭茜 图片: 由 Matsu 提供 Editor: Qian Peng Photo Provided by Matsu

11月14日, 2015年TEDx Fuxing Park 年度大会前夕之夜, 由TEDx与玛祖铭立MATSU合作, 在玛祖铭立MATSU上海徐汇旗舰店举办了一场以“Serendipity 意外之喜”为主题的设计晚宴。

On November 14th, the opening eve of 2015 TEDx Fuxing Park Annual Conference, TEDx and MATSU worked together and hosted a design banquet in the theme of Serendipity Happy Surprise in MATSU flagship store in Xuhui, Shanghai.



近百位社会各界追求思想高度的人士, 在玛祖铭立 MATSU 上海旗舰店体验了 Technology (科技)、Entertainment (娱乐)、Design (设计) 完美融合的办公空间, 感受彼此之间这份难能可贵的缘分, 享受这“意外之喜”。

Almost a hundred guests from all walks of life yet pursue similarly high level of thinking attended the banquet in MATSU's flagship store where they experienced office spaces that perfectly integrated Technology, Entertainment and Design. They shared not only the unbelievably precious serendipity but also the happy surprise they made for each other.

Serendipity 意为“幸运的偶然事件”或者“令人愉快的意料之外”。Serendipity 可以是一个快乐的意外, 一个伴随着逆转的错误, 一个指向成功的惊喜。

Serendipity means a lucky, unexpected occurrence or development of events by chance in a happy way. So Serendipity could be an accident, a mistake that goes from bad to good, and a surprise that leads up to success.



活动现场, TEDx 复兴公园创始人和此次活动策展人邹静婧女士为我们分享了此次主题的用意, 以及 TEDx 复兴公园这个传播有价值想法的团队。

At the banquet, Ms. Jingjing Zou, founder of TEDx Fuxing Park and planner of the event, shared with us the theme and TEDx Fuxing Park, a team that communicates the world with valuable thoughts.



上海都设建筑设计有限公司总建筑师凌克戈先生, 在去年获得了 Best Speaker 的美誉。作为历届演讲者, 他分享了在 TEDxFuxingPark 的成长历程以及对城市建设的独到见解。

Mr. Kege Ling, Head Architect at Shanghai Dushe Design Co., Ltd, won the Best Speaker award last year. As a returning speaker from previous conferences, he shared his journey in TEDx Fuxing Park and his ideas on urban development.



英锐国际教育创新指导Elise Lammers作为本届演讲者代表进行发言, 对本届活动的成功举办寄予了美好期望, 也希望获得现场观众对戏剧表演的关注与支持。Elise 来自芝加哥, 美国著名的 DePaul 大学戏剧学院表演系毕业。2013 年来到中国, 在上海、无锡、宁波等地教学。

Ms. Elise Lammers, innovation leader in ENREACH Education, gave a speech as a representative of all speakers of this year's meeting, expressing her best wishes for a successful meeting and hopes that the audience would love and support drama performances more. Elise comes from Chicago, and she graduated from DePaul University, majoring in drama performance. She came to China in 2013 and has taught in Shanghai, Wuxi and Ningbo.



而作为主角之一的玛祖铭立 MATSU, 其品牌负责人黄蜜, 现场分享了办公空间中的“不期而遇”。这一次, MATSU 有缘与 TEDx 复兴公园合作, 也算是一种意外之喜。缘分让彼此相互相识, 并不谋而合。就这样相聚于此开启了合作旅程!

Ms. Mia, person-in-charge of MATSU who is one of the hosts at the banquet, shared with the audience what would be a happy surprise in office spaces. MATSU and TEDx Fuxing Park's cooperation this time is one of the happy surprises. Serendipity brings them together so that they could discover the shared values in one another. The happy chance started an amazing journey of partnership!

TEDx and MATSU Created Happy Fun Surprise



办公生活带中的惊喜

MATSU 打破对传统工作模式的认知, 在办公空间营造易于沟通, 协作的工作环境。无论是内部交流, 还是外界的合作, 在这样磁场相吸的空间中, 都可以享受着灵感碰撞的无限可能, 希冀着不期而遇的惊喜与默契。

各种创新事物作为 Serendipity 的实例有着这些特征: 它们都是为了这些“看见他人所看不见的 / 在别人只看到深渊时看到一座座桥”的人和智慧而被创造出来。MATSU 在传统办公中, 敏锐的看到了另一种可能与价值。这也正是 MATSU 为办公生活带来的惊喜。

Surprises in office life

MATSU breaks the old definition of workspaces and creates a working environment that facilitates communication and cooperation. Internal communication or external cooperation, every encounter can turn into sparks of inspirations and smoothness of cooperation, with surprises that no one had ever expected.

Serendipity can be exemplified by all innovations who share similar natures: they were created by humans' who could see when others couldn't and who could see bridges when others saw abysses only. MATSU sees other possibilities and values in traditional office spaces. It is the surprise that MATSU brings to people's office life.

今夜, 在充满灵感激荡的 MATSU 空间中, 大家不期而遇的相识, 无心插柳的畅谈, 柳暗花明的得到了这难能可贵的“意外之喜”。而未来, 希望更多的人在 MATSU 营造的磁场默契空间中, 赢得一个个商业上的惊喜。

Tonight, in an inspirational space of MATSU, people gathered together under the arrangement of Serendipity, talked to each other as mutual understanding kept popping up and received happy surprises in every minute of the night. In the future, it is the hope that more people will receive their business surprises in magnetic spaces created by MATSU.

关于 TED

TED(Technology, Entertainment, Design)诞生于 1984 年, 是美国的一家私有非营利机构, 该机构以它组织的 TED 大会著称。

ABOUT TED

TED (Technology, Entertainment, Design), established in the United States in 1984, is a non-profit private organization. TED is well-known for its TED conferences.

比尔·克林顿、比尔·盖茨、菲利普·斯达克都曾在这个舞台上演讲, 它正已惊人的速度风靡全球。

Bill Clinton, Bill Gates and Philippe Patrick Starck all once gave speeches on TED stages. TED speeches are widely enjoyed across the world.

关于 TEDx

TEDx 是由 TED 于 2009 年推出的一个项目, 旨在鼓励各地的 TED 粉丝自发组织 TED 风格的活动。

ABOUT TEDx

TEDx is a program started by TED in 2009 to encourage TED fans across the world to hold their own TED-style activities.



→ 2015 年 TEDx Fuxing Park 年度大会现场直击
2015 TEDx Fuxing Park Annual Conference

宾大Silfen论坛在京举办， 探讨中美关系

Penn Silfen BBS held in Beijing, to discuss china-us relations

编辑：彭茜 Editor: Qian Peng



外交部发言人陆慷宣布：应美利坚合众国总统奥巴马邀请，国家主席习近平将于 2015 年 9 月 22 日至 25 日对美国进行国事访问。在这“关键时刻的关键访问”中美关系成为世界焦点的背景下，9 月 10 日，宾夕法尼亚大学（以下简称 宾大）Silfen 论坛在北京盛大举行。论坛上，政商界大佬就“中国和美国在世界上的角色与关系”进行了精彩研讨，领域涉及商业、科技、金融、高等教育等各个方面。

Foreign Ministry spokesman Lu Kang announced that, upon invitation of US President Barack Obama, President Xi Jinping will pay a state visit to the United States on September 22-25, 2015. Under the background of "critical visit at critical moment" highlighting Sino-US relation, the University of Pennsylvania (abbr. Penn) Silfen Forum was held in Beijing on September 10. On the forum, big shots in business and political circles had wonderful discussions on "Roles and Relationships of China and the United States in the World", involving a variety of aspects, including business, science and technology, finance, higher education and others.

应宾大校长艾米·古特曼的邀请，前美国国务卿克林·鲍威尔将军（退休），前中华人民共和国外交部副部长李肇星外交官，SOHO 中国 CEO，联合创始人张欣女士，橡树资本本公司董事长及联合创始人霍华德·马克斯先生作为特邀嘉宾出席。玛祖铭立总裁蔡演国先生也受邀参与此次论坛。

Upon the invitation of Penn President Amy Gutmann, former US Secretary of State General Colin Powell (retired), former People's Republic of China diplomat, Foreign Minister Li Zhaoxing, SOHO China CEO and co-founder Ms Zhang Xin, OakTree Chairman and co-founder Howard Marks presented at the forum as special guests. Matsu President Cai Yanguo was also invited to participate in the Forum.

在 Silen 论坛一系列活动中，包含宾大沃顿中国中心开放日。活动现场，将有宾大创始人本杰明·富兰克林依座在长凳上的雕塑呈现；以及宾大设计展。此次设计展以“中国建筑过去、现在、未来”为主题，为大家展示了中国建筑实践研究。玛祖铭立作为高端办公家具的领导品牌，为此次设计展提供了 BL 模块化建筑系统，将在建筑设计中取得相关成就的宾大校友梁思成、林徽因等相关照片展示其中。除了展览之外，宾大设计学院还举办了一场相同主题的研讨会。其中，宾大的专家以及来自中国不同大学的合作伙伴，都参与这次活动。包含：宾大 12 个学院的 10 个院长，还有一些专家、校友、学生、宾客、以及理事成员。

Additional activities included an open house and dedication of a Ben on the Bench sculpture at the Penn Wharton China Center; the opening of the Penn Design exhibition, "An Investigation on Architecture Practice in China"; Matsu, as the leading brand of high-end office furniture, provides BL modular building system for the design exhibition, and presents the photos of Penn Alumni Liang Sicheng and Lin Huiyin, who had made related achievements in architectural design. as well as several forums and exchanges with Penn faculty experts and Chinese university partners. Participating in these events were deans of 10 of Penn's 12 schools, as well as faculty, alumni, students, trustees, and guests.

Silen 论坛衍生的活动在北京将持续一周，以纪念宾大沃顿中国中心自 2015 年 3 月创立以来诞辰 100 天。

Beijing to mark the first 100 days of the Penn Wharton China Center, which opened in March 2015.



↑ 前美国国务卿克林·鲍威尔将军（退休）（右）与中华人民共和国外交部副部长李肇星外交官（左）



↑ SOHO 中国 CEO, 联合创始人张欣女士



↑ 橡树资本本公司董事长及联合创始人霍华德·马克斯先生

宾夕法尼亚大学

宾夕法尼亚大学 (University of Pennsylvania), 位于宾夕法尼亚州的费城，由本杰明·富兰克林创建于 1740 年。是美国一所著名的私立研究型大学，八所常青藤盟校之一。

历届知名校友有：投资家沃伦·巴菲特、思科系统公司创始人兼奥纳德·波萨克、郎咸平、梁思成、林徽因等。

沃顿商学院是宾大旗下商学院，创立于 1881 年，是美国第一所大学商学院。宾大沃顿中国中心 (PWCC) 于 2015 年 3 月正式成立。该中心在日趋全球化的背景下，致力于通过沃顿商学院推动宾大与中国之间的长期合作。



University of Pennsylvania

Penn dates its founding to 1740, when prominent evangelist George Whitefield had the idea of building a Philadelphia charity school that would double as a house of worship for his followers. After construction was underway, however, the cost was seen to be much greater than the available resources, and the project went unfinished for a decade.

Well-known alumni include: Investor Warren Buffett, founder of the Cisco Systems Leonard Bosack, Lang Xianping, Liang Sicheng, Lin Huiyin, and etc.

World's first collegiate business school, established in 1881. The opening of the Penn Wharton China Center (PWCC) in March 2015 represents a substantial commitment to advance a long history of engagement with China by the Wharton School and its parent university, the University of Pennsylvania (Penn), in an increasingly interconnected global environment.

Silfen 论坛介绍

Silfen 年度论坛是以大卫 Silfen (1966 年毕业于宾夕法尼亚大学) 和他的妻子林恩 Silfen 命名，每年吸引大批论坛主题领域内的专家参与论坛。

That annual forum is named for David Silfen, a 1966 Penn alumnus, and his wife, Lyn, and brings experts to weigh in on topics of the day.

↓ MATSU 采用 BL 模块化建筑系统为此次宾大设计展搭建展板



优雅依旧 Ginko & Mini Ginko

编辑: 彭茜 图片: 由 Matsu 提供 Editor: Qian Peng Photo Provided by Matsu

96 年, 是玛祖铭立那一棵承载着希望的种子, 成就了今日满是金色叶脉的银杏。2016年, 在这20年之际, 不忘初心, 回归那一片片优雅, MATSU创作了Ginko与Mini Ginko休闲椅系列, 以此纪念20年的成长。

In 1996, MATSU planted a seed of hope. Now the seed has grown into a Ginkgo tree with golden leaves. 20 years later, when MATSU celebrates her 20th birthday, she returns to the seed of hope and creates Ginko and Mini Ginko chair collections to mark the 20 years of growth and the never-to-be-changed elegance.

银杏, 古老而优美的树种, 历经剧变却依旧挺拔。它是世界上十分珍贵的树种之一, 植物学家们把它看做是植物界的“活化石”。此次Ginko与Mini Ginko系列MATSU以企业元素古老珍贵的银杏为载体, 再一次向世界发声, 表达MATSU恒久的品质与生生不息的品牌生命力。

Ginkgo tree is old and elegant, weathering changes and remaining strong. It is one of the most valuable trees in the world. Botanists consider it as the "living fossil" in botany. MATSU's Ginko and Mini Ginko collections, through the lens of the Ginkgo tree, once again showcase the brand's quality and vitality to the world.



Ginko

优雅的弧线, 转角处略带锋芒, 这正是 MATSU 20年企业魅力的象征—轻盈、优雅, 且成熟、自信。

Ginko has elegant curves, a little aggressive on the corners, which represents the company in her 20-year history: light, elegant, sophisticated and confident.

一体成型的椅背、椅座让Ginko独具造型感。头部、扶手处的弧形如同银杏叶片自然而然裹卷般的姿态。

The one-piece back and seat give Ginko a modern look. Headrest and armrests represent the natural and beautiful curves of a Ginkgo tree leaf.



Ginko & Mini Ginko, Elegant Ever After

拥抱的温度

木制四脚支撑着两片载满了阳光的银杏叶, 将你暖暖的, 轻轻柔柔的包裹。

To be hugged by a chair

Four wooden feet support two pieces of sunny Ginkgo leaves, giving you a warm and gentle hug.





Ginko在公共休闲区, 营造了一个相对私密的空间。而你此刻, 只需躺下, 蜷曲在两片大大的叶子中, 不被任何人打扰, 或是享受阅读时光的美好, 或是体验休憩片刻的安宁。

Ginko creates a relatively private space in a public area. All you need to do is to lie down and curl between the two giant leaves, undisturbed by anyone and enjoying a moment of peace through reading or just having a rest.

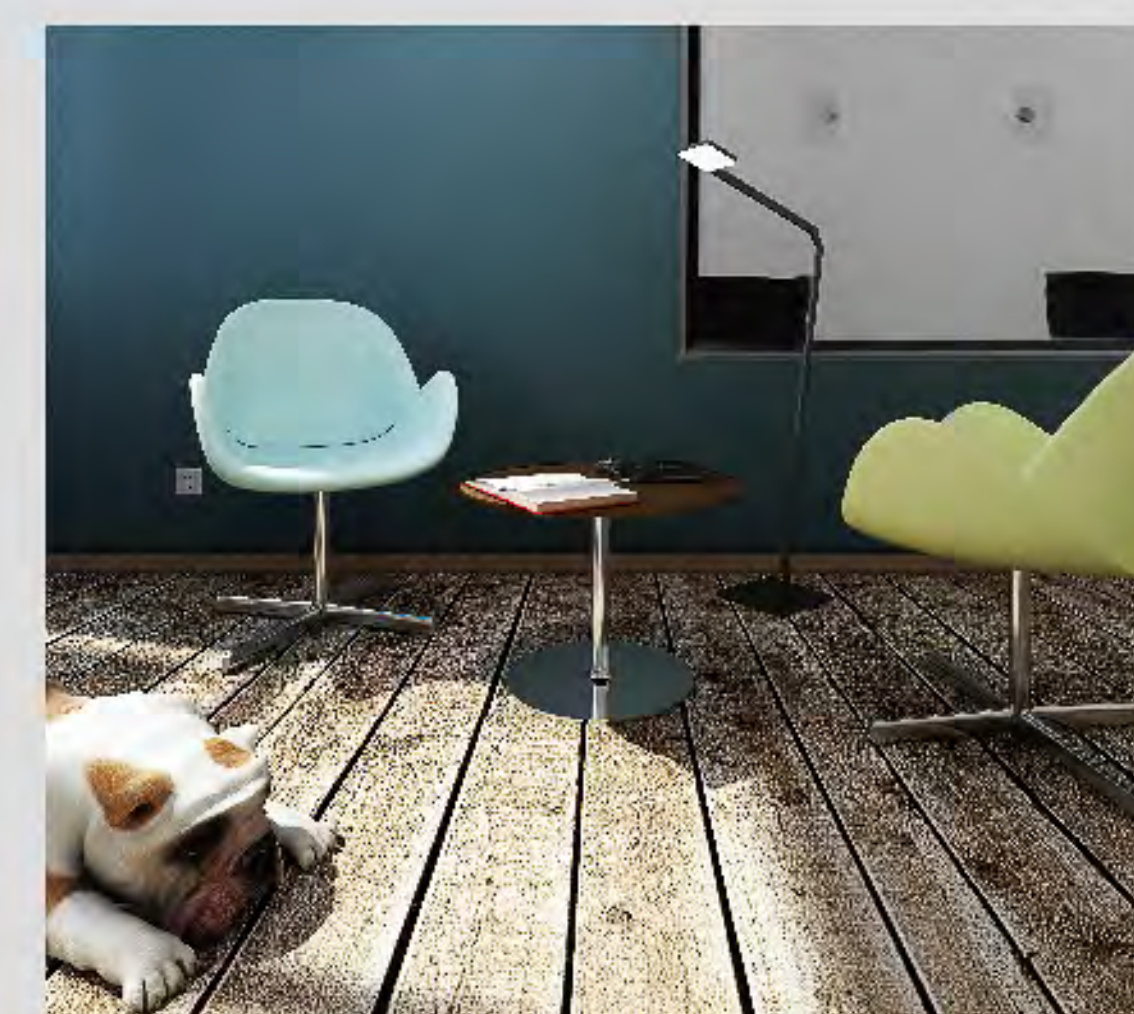


起伏的弧线, 是生命力的延展

Mini Ginko, 淡化会议室、商洽空间横平竖直的紧张秩序感, 用一种弧形的生命力, 让过于商务、硬朗的感觉消逝。这就是家具设计灵魂在空间中的魅力呈现。而抛光铝合金四星脚更是让Mini Ginko在硬朗与活力之间, 在商务休闲中恰到好处把握着分寸。

Curve goes where life power goes

Mini Ginko diminishes the intense order of a meeting room or a negotiation space. With curvy vitality, it makes the hard business feeling vanish. It is how a piece of furniture could turn around an entire space. Polished aluminum alloy star-feet balance the chair well between seriousness and vigor, business and relaxation.



前台接待区, 独立阅读区, 开放式空间中的小憩天地, 亦或是工作位边相对私密而轻松的洽谈氛围, Ginko和Mini Ginko在不同空间勾勒出丰富的故事氛围。

Deutsche Vermögensberatung AG is the largest integrated financial service provider in Germany. Back to several months ago, its branch office in Braak, a tiny town in Northern Germany, replanned and redesigned the office space and created a fresh start for the environment.



向往天空的“鹰” —ARN Chair

“Eagle” yearning for the sky–ARN Chair

编辑: 彭茜 图片: 由 Kusch+Co 提供 Editor: Qian Peng Photo Provided by Kusch+Co

具有强大支撑力的框架, 坚实的椅脚有力量的支撑在地面上, ARN 如同它看起来一样, 挺而有力。然而, 它那细致的轮廓更是让人美得无法言喻。ARN 每一个线条, 仿佛都可以延伸出去, 然后到天际线。也许这正是设计师为其取名 **ARN** (斯堪的纳维亚的古语), 意为 “ 鹰 ” 的原因吧! 这种力量与轻盈的平衡来自于设计对比例的巧妙把控。俗语说: 差之毫厘谬以千里, 也许几毫米之差就会毁了这个作品。

A powerful frame with its feet firmly on the ground. This chair is as strong and stable as it looks. Yet, it is characterized by a slender silhouette, reaching for the sky. Whether something looks well-balanced and beautiful in our eyes, is mainly a question of proportions. A few millimetres may ruin the design



↑ ARN 被授予 2016 German Design Award 奖项。



Series 100, 1947

第一张座椅 & ARN

椅座、椅背, 再加上四个椅脚, 这就是一张座椅的构成元素。也就是这三个有限的元素, 创造出了世界上成千上万款座椅的无尽造型。而这其中, 只有少许座椅成功的在市场上和设计上脱颖而出。1947 年诞生的 Kusch+Co 的第一张座椅——100 便是其中之一。推出几年后, 在 1960 年代, 这张座椅就成百上千得被运用于市场中。究其成功之因, 主要是设计中运用的几何法则, 挺立的直线加上俏皮的圆弧导边脚; 以及坚如磐石的品质。



Series 3600, ARN, 2015

First Chair & ARN

Four legs, one seat, one backrest – that is all you need to make a chair. Which is probably the reason why they come in a seemingly infinite number of variations and designs. Yet, only very few series succeed in achieving such an exceptionally high level of acceptance shortly after their launch that they can be produced in high numbers for many years. The chair series named 100, manufactured solely from beech sourced from the nearby Sauerland forests, was created in 1947. Hundreds of thousands of units were produced until the late 1960s. The key to its success was its geometry – the interplay between its straight lines and the playful arched rear legs – as well as its rock solid quality.



木、塑胶、铝的巧妙融合

ARN 肩负太多苛刻与复杂的需求, 单用一种材料是无法创作出 ARN 的, 这一点毫无疑问。首先, 木材具有无以伦比的材料特性: 坚固, 取之自然, 且具有可持续性。其次, 塑胶则更具可塑性, 适用于对工程、功能的体现。从椭圆状坚实的实木椅脚顺滑的过渡到符合人体工学的塑胶椅背 (螺丝连接的椅脚是不可见的内部整合), 实木与塑胶让这两种材质的巧妙融合, 开辟了 ARN 一种全新的, 具有表现力的设计语言。除此之外, 还有第三种元素的加入, 铝。它的出现, 不仅仅是为了成全丰富的选择性, 更是为了强大其功能性: 铝制椅腿可支撑高达 150 公斤的重量。

Ingenious fusion of wood, plastic and aluminum

It would have been nearly impossible to realise the concept behind this chair with one material alone. There was no doubt about it. The objectives were far too demanding and complicated. Wood is unmatched with regard to its material properties, constructional stability, natural surface texture and sustainability. Plastic is more malleable, especially in terms of ergonomics and functionality. It is exactly this amalgamation of both materials that opens up new perspectives for an expressive design language. A third material was added over the course of the R&D process, namely aluminium, not only adding to the finishing options, but also to the functionalities. For completeness, the variations featuring the aluminium legs are capable of supporting a weight up to 150 kg.

设计师 Antonio Scaffidi 与 Mads Johansen 提炼 Kusch+Co 第一张座椅的设计精髓: 简洁的外观与精致巧妙的结构, 并将之运用于 ARN 的创作构造中。他们想设计一张可以代表未来座椅的作品。这张座椅, 将是有利于健康的, 并拥有人体工学的舒适感, 且在功能性, 通用性各方面都具有出色表现, 并且可通过建筑结构 with 材质体现可持续性, 自然也是优雅的。

The designers Antonio Scaffidi and Mads Johansen intently wanted to establish a link to the "first chair" by Kusch+Co. They adopted the same essential design principles of that period during their R&D: simplicity combined with a sophisticated construction of the seat. Their aim was to design a chair that would define and shape the future of seating. Boasting a healthy and ergonomic comfort, impressive in its functionality, excelling in versatility and elegance, sustainable through its construction and materiality, fascinating and unique in its design.



ARN 由丹麦设计师组合 Antonio Scaffidi and Mads Johansen 设计。这也算得上是这个团队最后之作。Mads Johansen 因久病于 2014 年 10 月过世。

↑





源于汽车工艺

椅座通常是一张座椅的核心部位。和汽车一样,椅座充当着功能原件与承载平台。ARN 底盘注入部分塑聚酰胺,内部波纹结构的精心设计,加上椅座上部顶盖,抗变形的箱式结构,实现了 ARN 最佳的静态稳定。

Originated from Automotive Technology

The seat is always the chair's heart, in this case also called the chassis. Similar to a car, it acts as the platform and functional element. The chassis is an injection moulded polyamide part. Thanks to the inner, elaborately calculated, corrugated structure, it achieves optimum static stability. Together with the "lid" as seat, the outcome is an intricate, deformation-resistant box construction, which at the same time fulfils all the functions of a good chair.



如同所有优质的洽谈椅一样,ARN 也有堆叠功能,甚至可将无扶手和有扶手的座椅混合堆垛。巧妙的是,它的座椅底部设计平整得超越汽车底盘。这样在层叠时可最大化接触面,稳定坚固的同时,避免摩擦损耗。另外,手推车有利于 ARN 的便捷运载。

Just like any other good contract chair, series 3600/3650 ARN is stacking as a matter of course, even mixed piles of side chairs and armchairs are possible. When using a dolly featuring a diagonal bearing surface, it is possible to safely transport higher stacks. The underside of the seat chassis also serves as a stacking plate, designed to perfectly fit onto the seat below. In this way, a large contact area is obtained between the stacked chairs, resulting in a more stable stack and in a reliable prevention of pressure marks in the pads.

The comfort of this chair. Exemplary.

The seat slopes gently towards the back, and is designed as a flat surface with intention. As a result, the straight seat does not force the user to adopt a certain posture; this new kind of ergonomics rather gives the complete freedom to sit as one likes. The backrest is gently arched, providing a generous leaning and supporting surface. The optional pads enhance the comfort even more. Whereas the backrest is overlaid with the upholstered pad, the seat is directly covered with foam; the covering fabric is then stretched tightly over the "lid", so that the fixation is also hidden inside. The chair's trademark contours remain clearly recognisable, even with pads. In order to relieve the strain from the arms, the armrests feature large supporting surfaces. All plastic surfaces are almost imperceptibly textured and yet very pleasant to touch. In order to cater to individual needs, the seat height can be raised by + 3 cm, + 7 cm resp. + 10 cm. For completeness, the variations featuring the aluminium legs are capable of supporting a weight up to 150 kg.

无处不在

ARN 绝对是一个多面手,很多地方都上演着它的故事,如护理院,餐厅,吧台边,休闲室,会议室等。首先,ARN 是一张医疗护理环境的理想座椅,它具有优异的保洁性,易于护理,且具有有效抗菌表层;其次,铝制椅腿采用连铸而成,而微微向后倾斜的椅座有利于雨水排走,可适用于户外;再则,丰富的产品线还包含吧椅,吧椅拥有 85 或 65 厘米座椅高度可选;最后,还有配套的方形或圆形洽谈桌、长条餐桌等。

The functions of this chair. Manifold.

3600/3650 ARN is a genuine all-rounder. Ideally suited for use in health care environments, considering its excellent hygienic properties as well as its easy-care and disinfectable surfaces. The variation featuring the aluminium legs, which are made through continuous casting, are even suited for outdoor use. In this context, the gently backwards sloped seat offers an added advantage: rainwater can drain away immediately. The line-up is completed by the bar stool with its practical footrest, either with wooden or aluminium legs. With a seat height of either 85 or 65 cm, it is cut out for every bar counter or bar table.



舒适典范

椅座表面上虽保持平直的视觉感,实则稍稍向后倾斜。这使得入座者可灵活变化坐姿,有利于其进入放松的状态。靠背则轻轻拱起,提供背部全面贴合的支撑。椅背可加配软垫,并可选用海绵包裹的椅座增加入座舒适度。值得一提的是,椅座直接包裹的织物无痕的紧紧的固定在底座内部,没有任何锁定痕迹。这使得即便是添配了软垫的 ARN 也同样保持着清晰、简洁的轮廓。为了帮助入座者得到更好的放松,扶手设有大面积的支撑面。塑胶表面采用了几乎察觉不到的细腻纹理,以提供愉悦的触感体验。除此之外,为了满足个性化的需求,ARN 椅座可在标准尺寸上提升 3 厘米,7 厘米,10 厘米可选。





Roxxane Fly!

Light Unleashed

编辑: 姚卉 图片: 由 Nimbus 提供 Editor: Qian Peng Photo Provided by Nimbus

或许, 没有人会认为释放野兽是件好事。然而, 如果当我们释放的是光, 便别有一番乐趣。我们无法想象这个世界上如果没有光会怎么样, 无论在哪里, 我们都需要光。具有出色基因的智能 LED——Roxxane Fly, 最具创意的设计便是除去了电线, 让灯光摆脱束缚, 更加自由, 不得不说这是一款“酷毙了”的产品。

It 's not always a good idea just to unleash the beast. However, if, as in this case, we are talking bout the extremely talented Roxxane Fly with its outstanding genes, it is a matter of absolute necessity to cast off the chains and let the luminaire go free.



无处不在的便携式LED

Roxxane Fly Anywhere

Roxxane Fly 采用的是内部集成电池, 充电方便, 可通过电脑或 USB 电源适配器端口随时充电。根据用户所使用亮度的不同, 电池工作时间约为 4 至 20 小时不等。内部集成电池的便携式 LED 灯具 Roxxane Fly, 可以满足几乎所有的家用和工作需求, 甚至偶尔将其带到户外使用, 也毫无问题。

Roxxane Fly powered by a rechargeable battery. Depending on the brightness selected, it reliably supplies four to 20 hours of light. It is charged using the micro USB charging cable supplied.



在阳台上, 当红酒配上微光, 来一场浪漫的灯光晚餐吧; 在舒适的灯光下, 在你最中意的手扶椅上, 感受惬意的阅读体验;

When having a glass of red wine on the terrace.



在厨房间, 相信这创意之光定会为烹饪这件看似普通的事增添一份乐趣。

Chopping vegetables in the kitchen.



在书房中, 享受着阅读时光。

Reading in your favourite armchair.



在大厅里, 孩子们与光一同嬉戏, 欢声和笑语为生活带来不一样的惊喜。

when the children are playing on the living room floor.



“飞檐走壁”的Roxxane Fly

Magnets

Roxxane Fly 底部, 强大的集成磁铁能让它可吸附于颠倒并保持在垂直金属表面上。灯座底部拥有极好的防滑能力、再配合软性塑料涂层, 使其即使在光滑、倾斜的表面也依然能保持稳定。加之, Roxxane Fly 精致的身躯和极轻的重量使操控更加便捷。

Roxxane Fly is extremel versatile. Its compact size and low weight make it a master of manoeuvrability and your constant companion. Powerful integrated magnets on the bottom even hold it upside-down or keep it in place on vertical metal surfaces. The non-slip, soft plastic coating on the bottom keeps it steady on smooth and inclined surfaces.

指挥那一片光 (动态感应)

Light on the Palm (Infrared Sensor)

Nimbus将“动态感应”技术融入其中, Roxxane是一款集成了非接触式手势控制功能的LED产品, 它可以“感知”人的动作。只需独特的语言“手势”与她对话, 她仿佛有生命、会呼吸, 她就像你掌中的光与你共鸣; 而你, 如同交响乐团的指挥, 控制着这优雅智慧的光线。

Roxxane, which combines infrared sensor and has a revolutionary breakthrough in technology, is MATSU's first LED work light that controls switch and brightness through non-contact gesture control function. Talk with her with your unique language "gesture" and she seems to have a life, can breathe, and stay bright with you just like the light on your palm; and you, like the command of a symphony orchestra, control the light of this elegant wisdom.



INFRARED SENSOR



三维旋转, 灵动的光 270°

Roxxane Fly 的三维旋转灯头, 可以旋转 270°, 流畅精确的运动机制可以给予你绝佳的体验。也正是得益于此, 才使得 Roxxane 可以无所不在, 甚至可以在你的藏书中, 任意旋转灯头, 与“知识”共明。

Thanks to its 3D pivot head, it is extremely manoeuvrable and can be used in a wide variety of situations.



尺寸: 140 x 137 x 27 mm (折叠)
238 x 225 x 185 mm (展开)
科技: LED.next technologie
功率: 5 V / 5.5 W / Micro USB ≤ 2.5 A
光通量: 400 lm
色温: 2700 K
光源分布: 100 % 直接照射
安全等级: IP20



Focus Open 2015
Silver

凭借着 Roxxane Fly 的出色表现, Baden-Württemberg 设计中心授予其 2015 年度 Focus Open Award 银奖。

An idea that the Design Center Baden-Württemberg apparently also finds pioneering as it honours Roxxane Fly with the Focus Open Award 2015 in "Silver".

这是一个全新的开始, 它将改变我们与光的关系, 也会使人们更加紧密地联系在一起, 这就是 Roxxane Fly LED。

This is the beginning of something completely new. Something that will change our relationship to light, something that will bring light and people closer together.

房地产大佬们的 Office

The office real estate big shot

编辑：彭茜 图片：宋红好 Editor: Qian Peng Photographer: Howie Song

19 世纪是文学的世纪，20 世纪是电影、电视的世纪，21 世纪是建筑的世纪。现，建筑已然成为城市风貌象征的重要代表事物。如：北京望京 SOHO，上海中心大厦，台北 101 大厦，广州“小蛮腰”。房地产商们在盖楼、建房、圈地、捞金的同时，也装扮着这些城市。而这些城市装扮者们又是如何塑造自己的办公空间呢？玛祖铭立作为高端办公家具品牌，先后为绿地、远洋房产、华鑫中心，SOHO 中国总部，漕河泾开发区等房地产商营造了一个个极具特色的办公空间。

The 19th century is the century of literature, and the 20th century of the century of films and TV programs. Now, the 21st century gives full play to architecture, and architecture symbolizes the important feature of the city. For example, we have Wangjing SOHO in Beijing, Shanghai Tower, Taipei 101, and Canton Tower in Guangzhou. While the land agents are making buildings and doing enclosure and making money, they are also decorating the city as well. How do they design their own office room? MATSU, a high-end office furniture brand, successively created unique office room for Greenland, Cosco real estate, China Fortune Properties, SOHO Chinese headquarter and Caohejing Development Zone.

绿意之地 绿地



01

The land of green

Greenland Group

作为房地产行业巨头，亦是世界 500 强企业的绿地集团，其策划的地产业项目一次次紧扣时代脉搏，成为各大城市新地标。绿地在续 2010 年与玛祖铭立合作后，2015 年又再度与之携手，营造现代中国式的典雅又不失生机的办公空间。

As a giant in real estate industry, and also one of the 500 top in the world, Greenland Group organizes real estate projects that are keeping up with the trend of times, becoming landmarks in mega cities. After the 2010 collaboration with MATSU, Greenland Group chose MATSU as his partner again in 2015, and together built an office with elegant Chinese style and meanwhile full of energy.



← Matsu Timko Sofa 沙发
Matsu Kiosk Table 洽谈桌

此次位于上海长宁区协和路绿地房地产业二部的室内设计由集艾完成。与其他办公室的局促与拥挤不同，绿地办公楼拥有着无所不在的绿色。在寸土寸金的上海，绿地集团在其新办公楼中大量留出绿化空间，为其员工创造良好的办公空间，强调人、自然、空间的和谐宗旨。

而这绿意之地，不仅仅成为了绿地一道道必不可少的风景，也成了净化身心的休憩之地。

各处的休闲空间总是离不开那么一抹绿色。不仅仅只是为了营造自然环境，也是为了让室内空间更添绿意之美，因此所有盆栽、绿植都经过精心修葺，精挑细选而出。

The interior design of No.2 BU of Greenland real estate, located in Xiehe Road, Chang Ning Dist. was completed by G&A. Green Landers are especially proud of the plants placed throughout the building, which give their workplace such a healthy, relaxed atmosphere compared to the typical cubicle office. Unusually for Shanghai, where land is literally worth its weight in gold, the Green Land Group reserved a large green space in its office building to create a better working environment for its employees and fulfill its corporate commitment of helping human beings to harmoniously coexist with the natural environment.

The land of green not only becomes indispensable scenery but also a sitting-out area that builds a pure mind for you.

You can see green in each corner of the leisure space. Green is not only a symbol of nature, but also a kind of beauty. All the potted plants and green plants are selected and carefully repaired.



↑ Matsu Tulip Lounge Chair 休闲椅
Matsu Croce Table 洽谈桌



↑ Matsu Velax Sofa 沙发
Matsu Clover Table 洽谈桌

Matsu Velax 组合沙发，造型时尚，几何组合的原理，可随时根据场地的变化或者人员的需求进行组合，让绿地员工拥有一份自主创意的乐趣。

The Velax sofa set can be reconfigured at will according to the location and number of people, allowing Green Land staff to exercise their creativity.

餐厅的植物墙与 Matsu Tea 休闲座椅的绿色相互映衬。略带几张的黑色座椅让整个空间添加了些许份量感。

The plant wall and the green Matsu Tea finish a mutual complement. Among them, you can see a few black chairs, which demonstrates a sense of steadiness.

↓ Matsu Tea Lounge Chair 休闲椅
Matsu Croce Table 洽谈桌





↑ Matsu Singlax Sofa 沙发

金地物业 1993 年成立于深圳，是金地集团旗下提供物业管理服务、资产和客户资源运营的平台。此次玛祖铭立与之携手，为其在深圳南山区科技园南区近 6000 平米的办公空间营造了充满时尚、活力的工作氛围。

Located in Shenzhen, affiliated to Gemdale Group, Gemdale Property, which was established in 1993, is a platform providing property management, assets and client resource management. This time, MATSU collaborated with them, and created fashionable and energetic working atmosphere for their office covering almost 6000 sqm in the south area of technology park, Nanshan Dist., Shenzhen.

充满活力的金地物业



Energetic Gemdale Property 02

在落地窗边，阳光、风景的陪伴下，员工之间的沟通交流少了一份工作上职责间的结缔，多了一份生活中朋友间的情分，跨部门的工作也因此变得更有效率。

Facing the French window, sunshine and the beautiful scenery, work-mates can joyfully communicate with each other without the pressure of job and duty. Instead, friendship weighs more, which promotes the efficiency between departments.

↓ Matsu Singlax Sofa 沙发
Matsu Croce Table 洽谈桌
Kusch+Co Uni_verso Barstool 吧椅
Kusch+Co i Hola! Lounge Chair 休闲椅



吧台适合 1 个人冷静思考，或者 2 个人说天谈地；洽谈桌、椅则适合 2-3 个人午后端杯热茶，轻松、沟通；Singlax 沙发区则更适合 3-5 人随意蜗居在软软的沙发中，让沟通激荡出的灵感火花，生活旋律自由的衍生扩展。

Bar counter is suitable for a person to calm down and think on his own or for 2 or 3 persons to chat freely. MATSU Croce Table and chairs can give you a space to talk with 2 friends with a cup hot tea, and relax and talk. MATSU Singlax Sofa provides an area for 3 to 5 persons to lie in the soft sofa and exchange ideas, thus promoting the sparkle of inspiration and more freedom of life.



↑ Matsu Lenco+ Workstation 工作站

敢于应用跳跃的色彩，金地物业的员工不管在任何地方，都充满着朝气与活力。

Bouncing colors are applied, indicating the workers in Gemdale Property are full of vitality and energy anywhere.



↑ Matsu Lenco+ Workstation 工作站
Matsu Stone Swivel Chair 员工椅

↓ Matsu July Swivel Chair 会议椅
Matsu Conference Table 会议桌



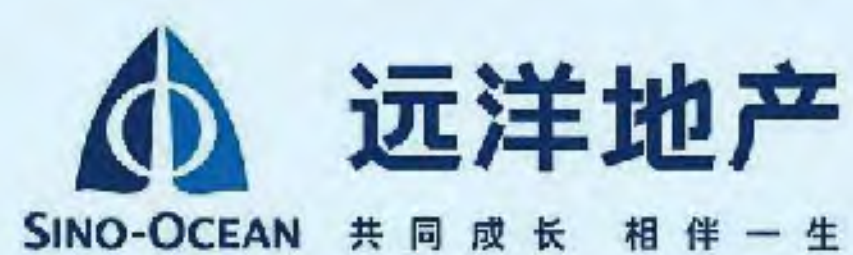
金地物业近 300 多个工位采用 Matsu Lenco+ 系列。不管是 L 型落地屏的私密、直条桌上屏的开放、亦或是 120° 宽广的桌面，灵动的布局；甚至在靠近走道区选用半通透的悬屏；Matsu Lenco+ 工位都可跟随不同部门的需求而顺应变化着。这足以体现 Lenco+ 的强大。

MATSU Lenco+ series are applied to over 300 workstation in Gemdale Property. The privacy of L type landing screen, the openness of right angle table screen and the flexible layout of the broad 120 degrees table; or the half transparent hanging screen near the corridor; MATSU Lenco+ workstation can adapt themselves to the varying needs of different departments, which symbolizes the strength of Lenco+.

远洋地产

03

Sino-Ocean



Burkhardt Leitner Pila System 模块化建筑系统 ↑

远见楼外形如大鸟翱翔之姿, 沉稳矫健, 其头部即楼体正中的弧形玻璃幕墙更是大楼的点精之笔。因而, 在二楼, 我们采用 BL(Burkhardt Leitner) 模块化高间隔系统, 独创性的搭建出三间玻璃会议室接键而成的一个 120 度会议区, 完美保留了弧形玻璃幕墙的绝佳视野。而从内部空间来看, 曲折的线条打破了直线刻板的教条主义, 家具鲜明的色彩搭配充满年轻的朝气。

The Vista Building complex hovers like a powerful eagle over the city; its uppermost section, a curved glass curtain wall at the center of the building, acts as a focus for the whole. We therefore chose a Burkhardt Leitner constructiv modularized partition system for the second floor, taking advantage of the structure to assemble a meeting area offset by 120 degrees, consisting of three glass-enclosed meeting rooms with an amazing view of the glass curtain wall. Internally, the space breaks through the limitations of a dogmatic linear approach with its winding lines; in addition, the brightly colored furniture adds a vibrant feel.

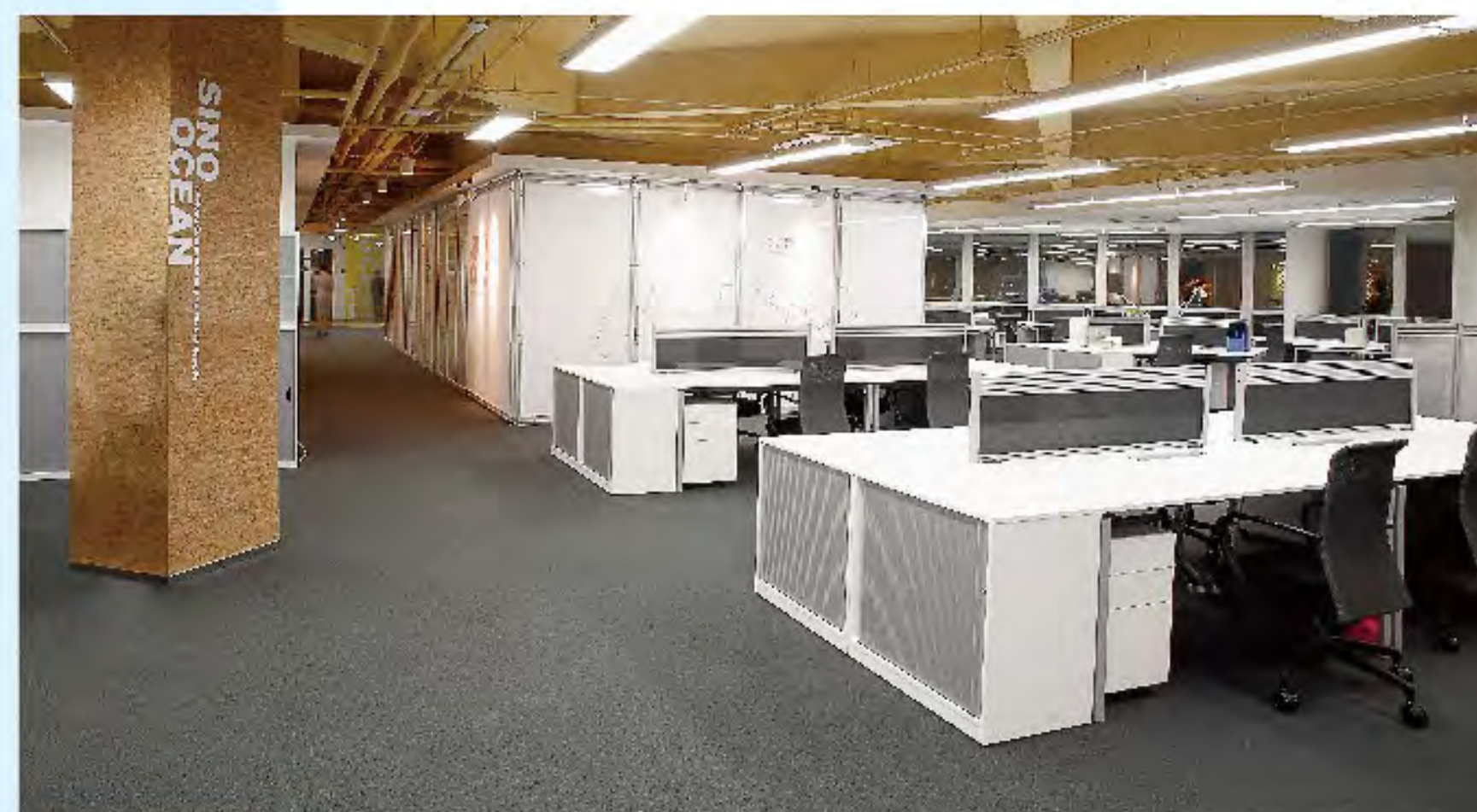


在接到远洋地产这个项目之初, Matsu 就惊讶于这个团队并非我们所认识的传统意义上的地产企业, 他们年轻, 热情, 充满活力与梦想。因此, 在这个他们即将全新起航的舞台——远见楼, 我们以不规则的空间设计带出年轻而不屈的精神, 我们用色彩描绘出他们斑斓而精彩的未来。

When we met the staff of Sino-Ocean at very beginning of this project, we were surprised by their team: robust, youthful, active and passionate, they were quite different from the conventional property companies we are familiar with. We therefore designed a very atypical, contemporary space to show their young and unyielding spirit, and used varied, striking colors to point the way to their bright future. Overall, the forward-looking design is like a safe harbor for the company as they set out on their promising new voyage.



Planmöbel M-pur Workstation 工位
Kusch+Co Ona Work Swivel Chair 办公椅 ↓



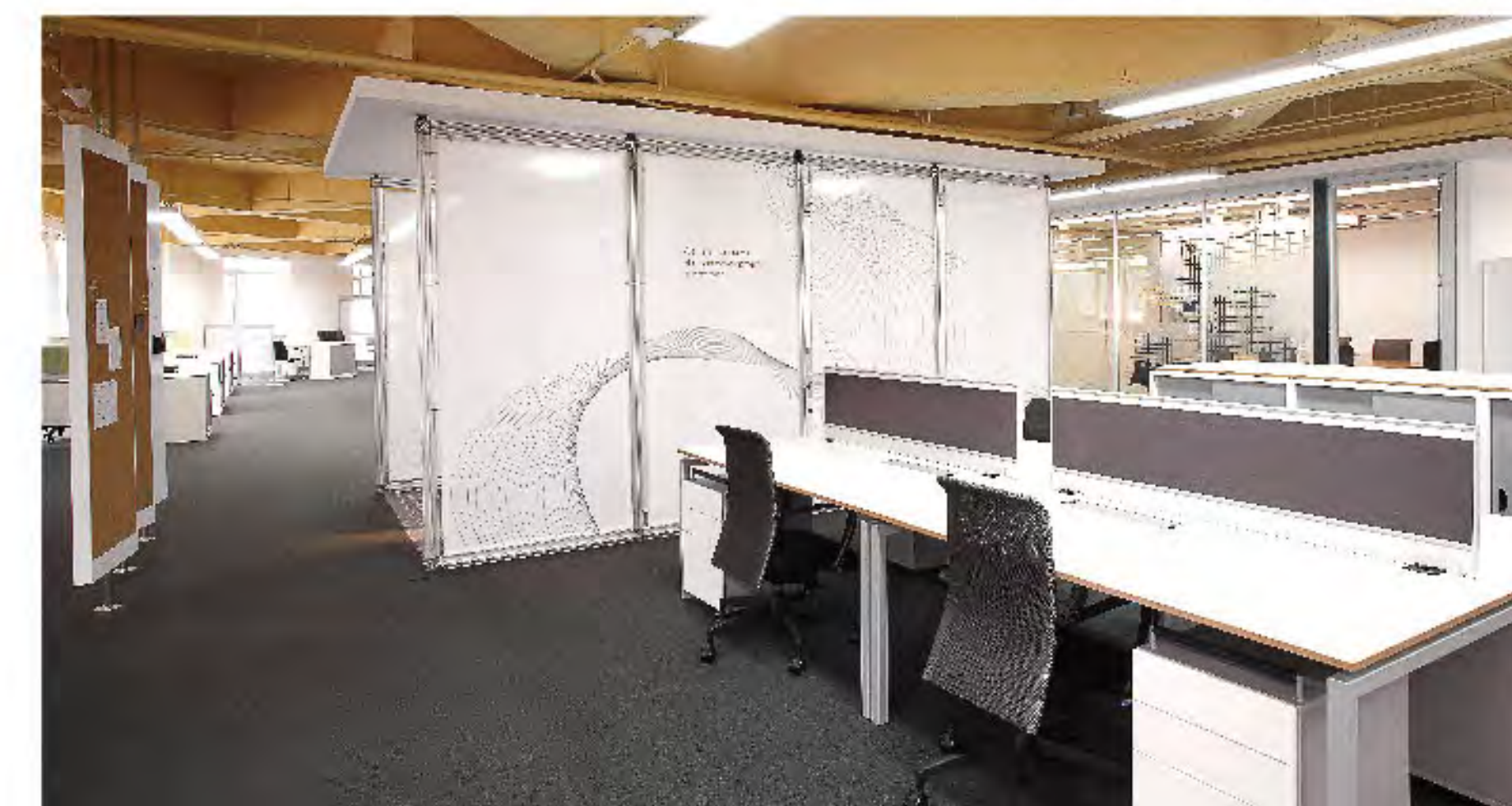
在三楼, 我们采用 BL 模块化建筑系统的组合方式实现了会议 + 复印的功能区域。BL 搭建的复印区则完美体现其灵动特性, 框架上的订板便于员工互相交流; 铝合金框架中的饰面采用印有精美画面与公司 LOGO 的无纺布, 既美化空间又展现了企业文化。

For the third floor, we selected a combination of the Athena tall partition system and the Burkhardt Leitner constructiv system to create a work area for meetings and document copying. The Athena tall partition system successfully met the client's need for good thermal insulation and acoustic insulation of the meeting room, due to its very good floor and ceiling seals. The copying area, assembled with the Burkhardt Leitner constructiv system, is an excellent example of the flexibility of that system, and helps employees to communicate freely with its frame-mounted bulletin board. Furthermore, high-quality graphics, including corporate logos, are printed within the aluminum frames to beautify the space and promote the company culture.

在员工区, m-pur 一人位, 二人位, 三人工作站, 四人工作站, 六人工作站强大且多样的组合变化, 既最合理的运用了空间又忠实再现了整体不规则设计的理念; 屏风色彩的多变既标识出楼层的变化又延续了公司整体的轻松氛围。

For the staff work area, various combinations of one-person, two-person, three-person, four-person and six-person m-pur workstations were adopted, to make the most economical use of the space while remaining faithful to the overall design concept. Floor partitions of various colors were used, both to denote the different floors, and to reflect the company's informal work culture.

Planmöbel M-pur Workstation 工位
Kusch+Co Ona Work Swivel Chair 办公椅 ↓



CLOSE ENCOUNTER BETWEEN MINIMALISM AND ELEGANCE

Caohejing Hi-Tech Park Corp.

现代简洁中的典雅空间
漕河泾新兴技术开发区发展总公司

04



上海市漕河泾新兴技术开发区发展总公司(后续简称:漕河泾开发区发展公司)成立于1988年,为国有有限责任公司,主要负责漕河泾开发区的开发、建设、经营、管理和服务。漕河泾开发区总公司已连续五届获评上海市文明单位,拥有一级房地产开发资质,是“上海房地产开发企业50强”企业。

2011年12月漕河泾开发区发展公司新迁至上海宜山路868号。新建筑大楼共计九层,一至八层为办公与展示空间,九层为员工餐厅与屋顶花园。总面积为10,000平米。相对于国有企业贯有的传统沉稳,漕河泾开发区发展公司新办公空间使用MATSU玛祖铭立现代和简约风格的办公家具用现代简洁的方式诠释了国有企业的大气稳重、典雅品质。

Shanghai Caohejing Hi-Tech Park Corp. (hereinafter Caohejing Hi-Tech Park) was a state-owned enterprise established in 1988. Its primary focus is the development, construction, operation, management and service of Caohejing Hi-Tech zone. Caohejing Hi-Tech Park has been named a Model Organization of Shanghai for five years in a row. It is qualified as a Level 1 Real Estate Development Company and is one of the Top 50 Real Estate Development Companies of Shanghai.

Caohejing Hi-Tech Park moved to No. 868, Yishan Road in December 2011, occupying a 9-storied building that covers a gross floor area of 10,000 sqm². The first eight floors are managerial and administrative space, while the ninth floor houses a cafeteria and a roof garden. In comparison with usually conserved and solemn state-owned enterprises, Caohejing Hi-Tech Park furnished the new headquarters with modern minimalist office furniture from MATSU. It is a bold interpretation of the grandness, sophistication and elegance of such state-owned enterprise.

空中花园

充分运用顶楼空间采光优势,打造如空中花园般的干净明亮、轻松简洁休闲空间。一体折弯成形的 Trio 四角椅以及 MATSU 休闲桌木色带有大自然气息。



The Roof Garden

Taking full advantage of the extravagant daylight, MATSU turned the roof into a breathtaking garden: clean and clear, bright and spacious, pleasant and simple. One-off molded Trio chairs and MATSU wooden tables add a touch of nature to this gorgeous recreational area.

↓ Matsu Multi-Media Conference Table 多媒体会议桌
Kusch+Co Ona executive Swivel Chair 会议椅



远程商务

往返于两地,路程时间的浪费一直以来都是商务沟通交流面临的问题。会议空间结合 MATSU 多媒体家具与 Ona Executive 行政椅让距离不是问题,实现专业高效的多方远程商务讨论。真皮的质感彰显典雅气质,全木的多媒体桌大气恢弘。

Remote Business

Business commute has been a long-standing problem and always a waste of time. With MATSU multi-media furniture and Ona Executive chairs, distance is no longer a problem. Professional, efficient multi-party con-calls are easily accessible in the now multi-functional conference rooms. The texture of leather and solid wood represents elegance, grandness and sophistication.

↓ Matsu Sysca Cabinet 储物柜



效率秩序

该项目在职员空间运用了 MATSU 玛祖铭立 Lenco&MiniLenco 屏风工位,保证员工拥有一定私密性空间的同时,秩序化的工位让员工高效办公。并结合 Sysca 储物柜提供科学的收纳管理功能,节省了查找资料等不必要的时间浪费。

Efficiency and Order

MATSU provided Caohejing Hi-Tech Park with Lenco & MiniLenco cubicles to make sure that employees enjoy privacy as well as efficiency and order. Meanwhile, Sysca cabinets contribute to time saving through sensible storage and management functions when it comes to filing.

如同名字一样，维尚的办公空间正如我们看到的那样轻盈、时尚。精致的空间设计，每一个细节处的悉心考究，都让这家独特的物业服务公司展示出非同一般的服务品质。

大块幅的吊顶集合照明，融合得难得的平整，极具整体感。吧台处墙面的木制饰面与 Uni_verso 吧椅的木制椅脚相互映衬，并成就了整个空间的重色。这一抹沉稳的色彩，让果绿与浅灰更加肆意的表达着自己的那份轻盈。

Just like the name, Visan' s office room is full of sense of lightness and fashion. The fine design and attentiveness demonstrate the special and high service quality of the unique property company.

The mass suspended ceiling provides light collectively, with flat integration and strong associative perception. The wooden decorated wall near the bar counter matches the wooden legs of the bar chair, and complete the steadiness in the whole room. The color of wood sets off the apparent lightness of apple green and light gray.



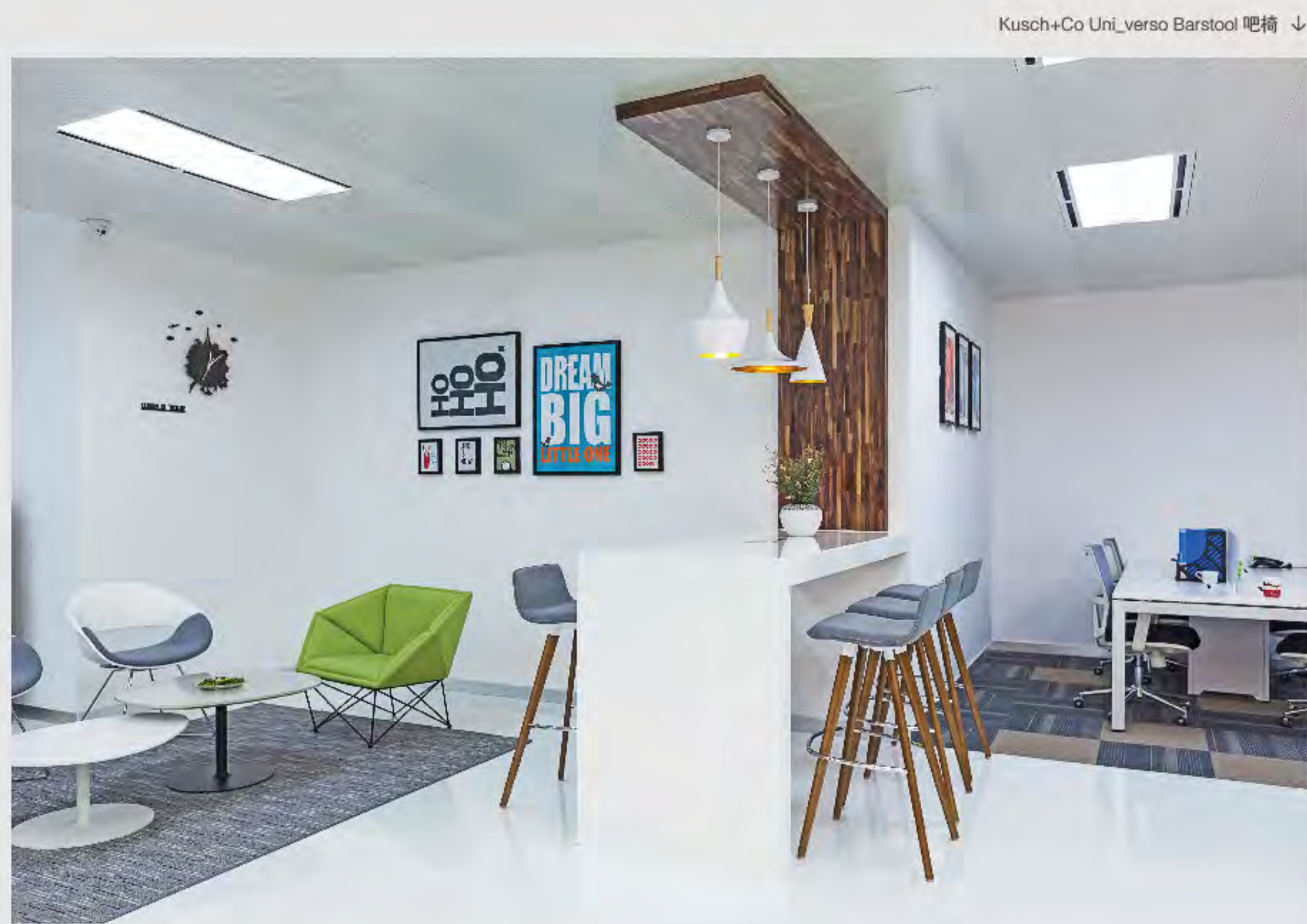
←
Matsu X sofa 沙发
Matsu Clover Table 洽谈桌
Matsu Tulip Lounge Chair 休闲椅
Matsu Croce Table 洽谈桌
Matsu Jane bookshelf 书架
Kusch+Co Volpino Lougne Chair 休闲椅



时尚的维尚



05 The fashionable Visan



Kusch+Co Uni_verso Barstool 吧椅 ↓



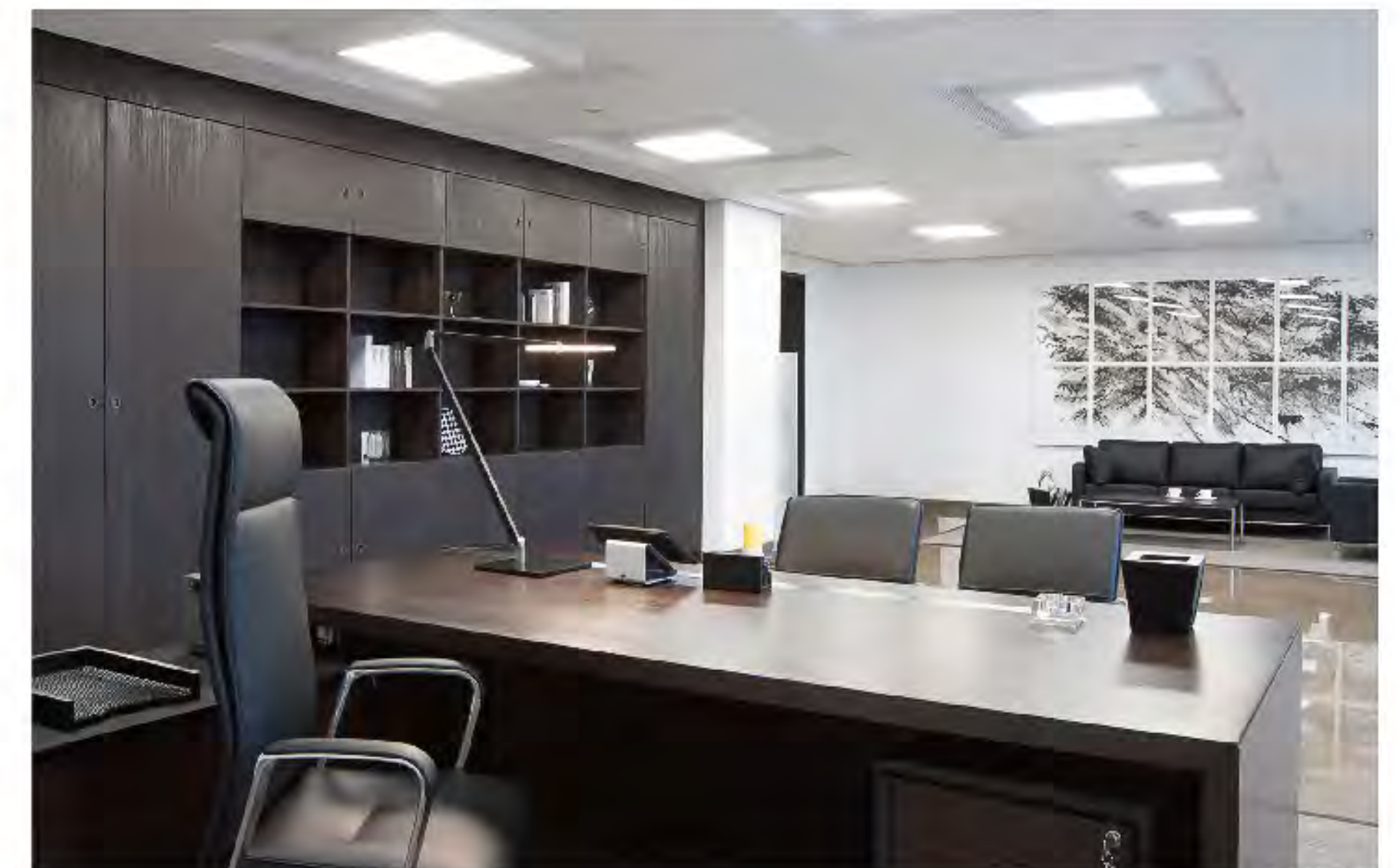
赞成中心力邀德国理性建筑大师团队 GMP 建筑师事务所匠心设计，意大利艺术大师 Roberto Lazzeroni 作为美学顾问，玛祖铭立也受邀为其设计规划商业样板间，打造德式实用美学主义的办公空间。大楼位于钱江新城 CBD 杭州经济圈，是商务江景高端写字楼。

Zancheng Center honorably invited the leading German rational architecture team GMP Architects for the ingenious design, Italian master artist Roberto Lazzeroni as the aesthetics consultant. Matsu successfully created an office space of pragmatic aesthetics and established MATSU Experience Center Hangzhou here. Located in Hangzhou Qianjiang New City CBD, Zancheng Center is a high-end river-view business office building.

大方至正 – 九宫格建筑

德国 GMP 为赞成中心量身设计了九宫格建筑图式。赞成中心使用“大方至正”的建筑形态，来表达“大道当然”的设计境界。其平整的建筑面宽，与钱塘江面平行，让近乎所有单位都能直面一线江景。而方正的建筑造型，也确保了室内户型的规整属性，更有利于办公空间的合理划分，提升建筑空间的有效利用率，使用者将从这种“大方至正”的设计哲学中受益。

玛祖铭立为这座高端写字楼，设计规划了具有实用美学主义的商业样板间，包含：员工区、会议区、高端办公区等。



Square is king – Sudoku architecture style

German GMP Architects tailored the Sudoku architecture design scheme for Zancheng Center. With flat and wide square architectural modeling, Zancheng Center is parallel to the surface of the Qiantang River to form 180o unobstructed and wide view. Moreover, the square architectural modeling ensures the structured attributes of interior units, which is in favor of the rational division of office space and effective utilization improvement of architectural space as well as benefiting the users with the design philosophy of "Square is king".

Matsu designed and planned business model rooms of practical aesthetics for the high-end office building, including staff area, meeting area and high-end office area, etc.

↑ Matsu Li Executive Table 高级行政班台
Urban Sofa 沙发
Kusch+Co Ona Executive Chair 高级行政椅
Kusch+Co officio cantilever Chair 会客椅

赞成集团的商标是由一山一水的抽象形态组成，寓意公司以人为本、以仁为本、以智为本的价值观。因此，在高级行政办公区，玛祖铭立为其配备了符合赞成中心风格的山水·礼班台。透过窗外的钱塘江景，更显礼班台依山傍水的娴雅之气。

The logo of Zancheng Group is an abstract landscape painting, reflecting the corporate value orientations of people, kindness and wisdom. In this regard, Matsu equipped the executive office space with Landscape + Comity tables matching the style of Zancheng Center. The wonderful view of the Qiantang River outside exactly highlights the elegance of the Landscape + Comity tables.

←
Planmöbel Workstation 工作位
Matsu Start Swivel Chair 办公椅

06

赞成中心



ZANCHENG CENTRAL PLAZA

赞成中心

Zancheng Center



SOHO 中国总部（朝外 SOHO）

Headquarters



07



SOHO 中国（朝外 SOHO）成立于 1995 年，现为中国最大的办公房地产开发商，其总部位于北京朝阳区朝外 SOHO。朝外 SOHO 是由韩国大师承孝相设计，大楼外型是不规则的曲面，设计理念来自闽西客家环形土楼。

2014 年 4 月，anySCALE 任督（北京）工程设计咨询有限公司收到张欣女士对 SOHO 中国北京总部的设计任务，需要在整个公共区域空间中呈现 SOHO 中国公司的成长发展历史。在此次项目中，anySCALE 采用玛祖铭立办公家具为其营造独具 SOHO 特色的空间。

SOHO China (CHAOWAI SOHO), established in 1995, is now the biggest office real estate developer in China, whose headquarter is located in CHAOWAI SOHO, Chaoyang Dist., Beijing. CHAOWAI SOHO was designed by Korean master, Seung,H-ang. The pattern of the building is irregular curved surface, of which the design concept came from Hakka Earth Building.

In April, 2014, Miss Zhangxin from anySCALE accepted the task to design the Beijing headquarter of SOHO China, during which the history of SOHO China needs to be presented in public area. In that project, anySCALE used MATSU office furniture to build the very room of SOHO taste.



两侧部分嵌入式的弧形墙体环绕着建筑模型展示区，呈现了 SOHO 中国发展历程中的标志性建筑和楼体模型。一条嵌入式的纽带，镶嵌着黑色玻璃，与纯白色的由著名建筑事务所如 Zaha Hadid, GMP 等打造的建筑楼体模型，形成了黑白强烈的反差，也让展示模型更加引人注目。

The embedded arching wall embraces the model display area, which shows the landmark architecture in the history and building models. An embedded link, separately filled with black glass, is in strong contrast to the black architecture model designed by famous architectural firm such as Zaha Hadid, GMP, which adds more attraction to the models.



一个木制楼梯将开放区域与楼上开放区形成链接纽带。

A wooden stairs link the public area and the one upstairs.

ChaoWai SOHO

Kusch+Co Uni_verso Lounge Chair 洽谈桌 ↓
Kusch+Co San siro Table 洽谈桌



Matsu Clover Table 洽谈桌 ↓



沙发休闲区融入了设计师所理解的 SOHO 风格，以纯白为主色，加入了明亮的色彩点缀，简约纯粹的座椅灯光设计成为了该空间的主调。

SOHO style in the designer's mind was integrated into the sofa leisure area, where the white color plays the leading role, ornamented with the bright color. The simple and pure design of the chair light became the keynote of the room.

位于 12 层的开放区处于所有相邻的办公室的中心位置，因此其使用率十分频繁，是员工和客户社交洽谈的热门区域，设计师在这里设计了咖啡吧台，以及敞开氛围中灵活多变的会议洽谈点，还有正式封闭的会议室。重新设计的重点在于将现有的设施重新赋予新的形象，不作任何结构上的改动。设计师的建议在于给予每个座位分区不同的感觉。一条长型的条桌上同样长型的条凳可以进行小组讨论，圆形桌子配上休闲椅更适合于午餐，咖啡洽谈；窗边舒适的沙发让人们在商务会议前后都感到十分惬意和舒适。

15 层为行政楼层，楼梯延伸至上的侧面为白色镭射切割穿孔金属板。设计师期望在楼梯和外临面之间的开放空间展示 SOHO 中国过往特别的项目，于是造就了从天花悬吊延伸至下的 SOHO 长城脚下的公社白色建筑模型，在路过的人们视野中若隐若现。同时从穿孔金属板中洒进的阳光，打造了或明或暗的奇特阴影，呈现在模型的顶上十分有趣。



The open area on the 12nd floor is in the center with all the office around it, and the offices are adjacent to each other. As it is used frequently and is a hot area for colleagues and clients to get socialized, the designers make this place a coffee bar counter with flexible meeting spot in the surrounding area, and there is also a formal closed meeting room nearby. The key point of the reconstruction is to endow the space with a fresh new look, without changing any construction. We suggested that different seating area present different feeling. A rectangle table, surrounded by rectangle chairs, is for group discussion. Round table, surrounded by lounge chairs, is especially for lunch and coffee discussion. The comfortable sofa by the windows makes people feel relaxed and comfortable before and after the meeting.

The 15th floor is the administration floor. The side of the stairs is metal board cut and punched with laser. The designer expects to display some special projects of SOHO China before in the open area between the stairs and outer surface, thus forming the SOHO commune architecture models in white, located at the corner of the Great Wall, appearing indistinctly. Meanwhile, the sunshine sprinkles through the punched metal board, creating unique shadow, flickering and providing fun on the top of models.

雕塑猪是 SOHO 家族的成员之一。它们在设计之前就已然存在，在此次改造设计中将其回归到原有的位置。

The sculpture pig is a member of SOHO family. Before the design formed, it was already there. In this reconstruction, it returned where it was before.





深灰空间的色彩变奏 华鑫置业



The color variation in the gray space

China Fortune Properties

08

玛祖铭立与华鑫置业在 2013 年合作之后，今年再次携手打造位于丹桂路的华鑫天地·张江项目。项目分为三期地块。一期地块在基地南端，呈三角形。三期地块在最北侧，毗邻集电港四期 LEED 铂金级办公项目，大致呈扇形。二期地块为原有厂房改造，为一期三期提供配套设施。基地西侧有绿化带，东侧则有水景。新建建筑面积 175000 平方米。

该项目由刘宇阳、阿克米星建筑设计事务所担纲设计。玛祖铭立为其提供办公、休闲家具。此次呈现的为一期工程。

After the successful collaboration in 2013, MATSU and China Fortune Properties work together to build the Zhangjiang Project of China Fortune Properties in Danguai Road. There are 3 phases in this project. Phase 1 is at the south end of the base, triangular. Phase 3 is at the north end, adjacent to the phase 4 of Riverfront Harbor, LEED office project of platinum level, almost flabellate. Phase 2 is the reconstruction of a plant, providing supporting facilities for phase 1 and phase 3. The west side of the base can see the green belt, while the east side can see water scenery. Newly construction covers an area of 175000 sqm.

The project is designed by Liu Yu Yang and ATELIER ARCHMIXING. The furniture in the office is from MATSU. Here you can see phase 1 of the project.

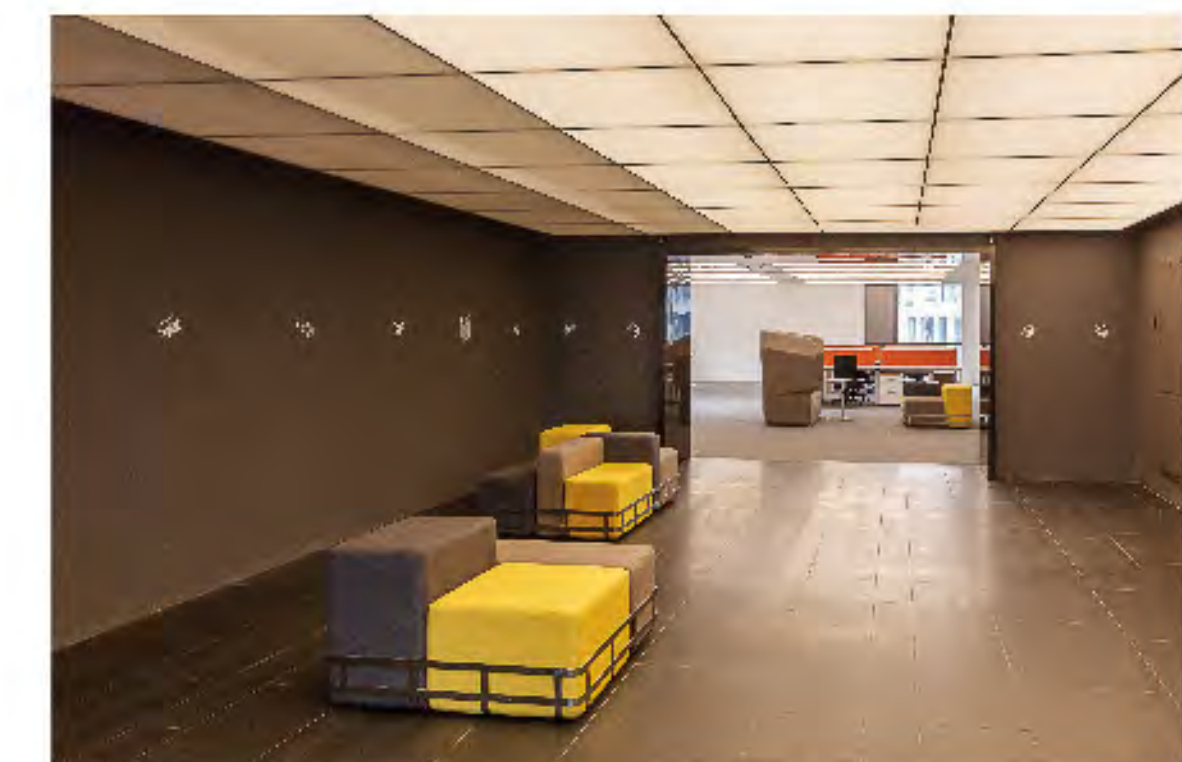
→ Kusch+Co Njord Lounge Chair 休闲椅
Matsu X Sofa 沙发
Matsu Clover Table 洽谈桌

在整个张江华鑫天地，体验色彩在深灰空间中的变奏。素面的家具搭配上彩色的隔断，让整个空间层次丰富且极具质感。

In China Fortune Properties, Zhangjiang, you can experience the variation in the gray color. The simple but elegant furniture, matched by colorful partition board, create rich sense of hierarchy and high quality.



↑ Matsu Tulip Lounge Chair 休闲椅
Matsu Zen Sofa 沙发
Toucan-i Carpet 地毯

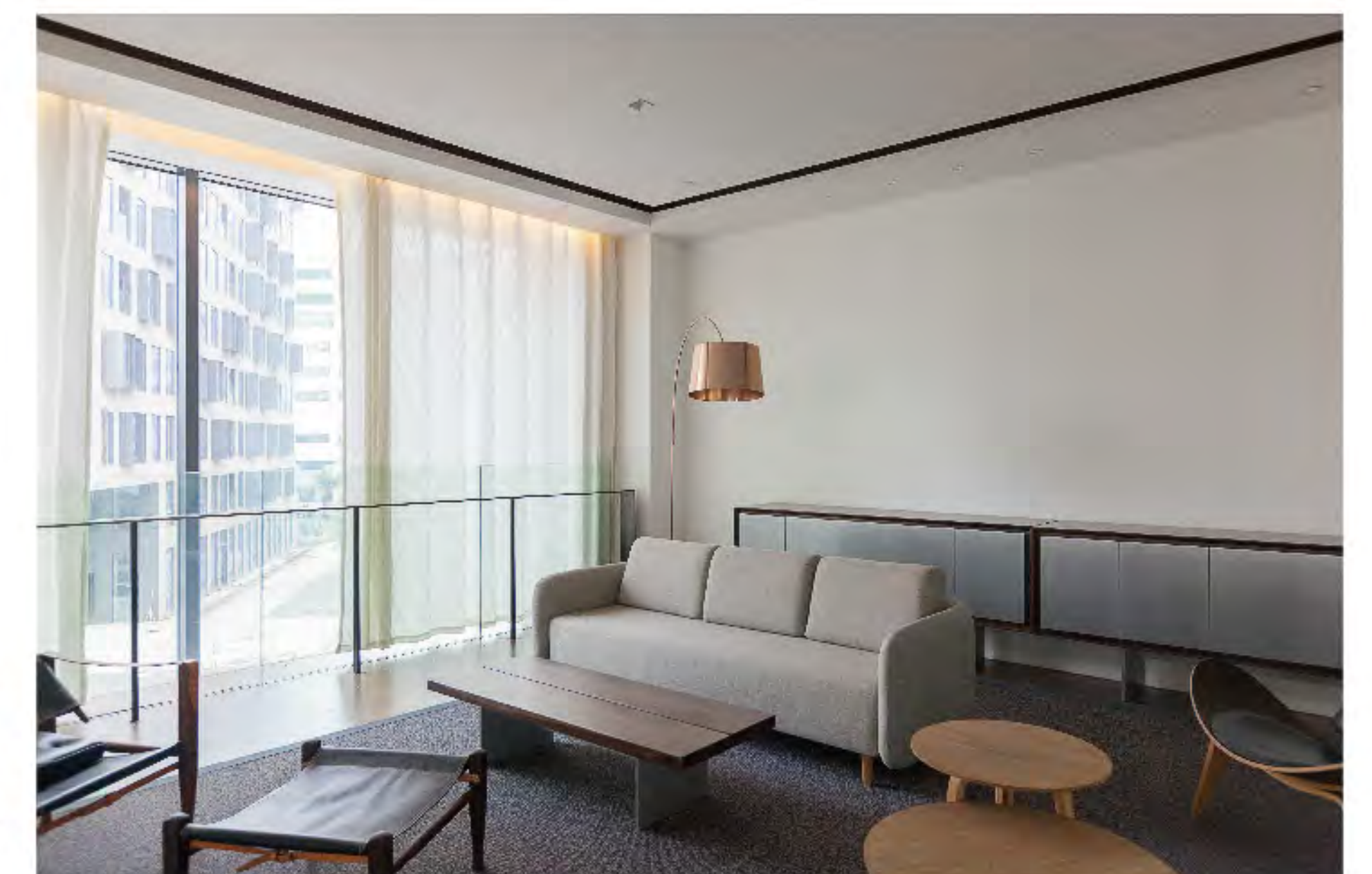


↑ Matsu Singlax Sofa 沙发
Matsu Wings Sofa 沙发
Matsu Lenco+ Workstation 工作站
Matsu Starl Swivel Chair 办公椅
Matsu Ducktable 小边桌

以灰色为主调，点缀着几个色彩绚丽的家具模块。素雅但又多了几份活力，多彩却并不过于绚烂。在工作位旁休闲讨论区的营造，让员工可即兴沟通，灵感激荡，打破传统办公中过于强调的顺序与沉闷。

The gray color is the keynote, ornamented with some furniture model in bright color. The room stands for features that are simple but elegant, colorful but relatively low key, with energetic look. The discussion area around the workstation enables colleagues to communicate freely, with inspiration and without the oppressive order that is over-emphasized in traditional office.

↓ Matsu Zen Sofa 沙发
Matsu dONE Cabinet 矮柜



金属、布面、皮质、木材在这个 VIP 接待空间中相互碰撞，巧妙融合。这些材质间的丰富层次感与节奏变化让整个空间耐人寻味。

In VIP room, metal, cloth cover, leather and wood form a collision but also an ingenious fusion as well. The rich sense of hierarchy and various rhythm make the room thought-provoking.

回形空间里的“设计灵魂”

Satshi广州办公空间

"the soul of design" in Zigzag space

Satshi Guangzhou office space

编辑: 王文韬 图片: 由 Nimbus 提供 Editor: Wentao Wang Photo Provided by Nimbus

Satshi 是一家位于广州的皮具公司, 此次, 菲灵设计团队运用玛祖铭立家具产品为其室内进行了整体规划与设计, 营造了一个独具“灵魂”的回形空间。

Satshi is a company in Guangzhou specializing in leather products. A team of designers from Feeling applied MATSU furniture to planning and designing a Zigzag space featuring "soul" for this company.



项目总设计师, 伍文 Evan Wu
菲灵设计创办人 / 设计总监

About Evan Wu
Founder and Design Director of feeling Design

feeling

毕业于广州美术学院展示艺术设计专业
2008 开始从事商业空间及品牌服务工作
2013 创办菲灵设计并担任设计总监
2014 香港第 22 届 APIDA 亚太室内设计大奖 – 优胜奖
2014 金堂奖 – 年度优秀办公空间设计奖
2014–2015 年度中国室内设计百强人物

Evan Wu was graduated from Guangzhou Academy of Fine Arts and majored in Exhibition & Art Design. He engaged in commercial space design and brand service since 2008. He founded feeling Design in 2013 and he is acting as the Design Director. HongKong 2014 the 22nd Asia Pacific Interior Design Awards – Excellence Award. Jintang Prize – Good Office Design of the year 2014. One of the Top 100 Excellent Designers in China in 2014–2015.

菲灵坚信每个空间都具有专属“灵魂”！正如人们无法直接定义灵魂那样, 菲灵设计无法直接描述“空间”的实质概念。作为空间设计师, 他们具有更加敏锐的触觉, 通过单一或者多样的设计手法, 将无形的“空间”转换为特定的“场所”, 赋予每个空间一个专属灵魂。

feeling Design believes that each space has its exclusive soul! They cannot describe the actual concept of space, just as people cannot identify soul. As spatial designers, they transfer "intangible space" into "functional space" with more acute sense and through one or more design approaches. feeling Design devotes to giving each space an exclusive soul.

这是一处位于建筑顶层的办公空间, 拥有 820 平方米的室内面积以及 6 米的超高层高。设计任务是在一个回形的空间, 建造一个涵盖多部门、多功能, 年轻时尚的办公环境。最吸引广州菲灵设计团队的是 6 米的建筑层高。因此, 在设计之初, 设计师就决定保留原建筑裸露天花。

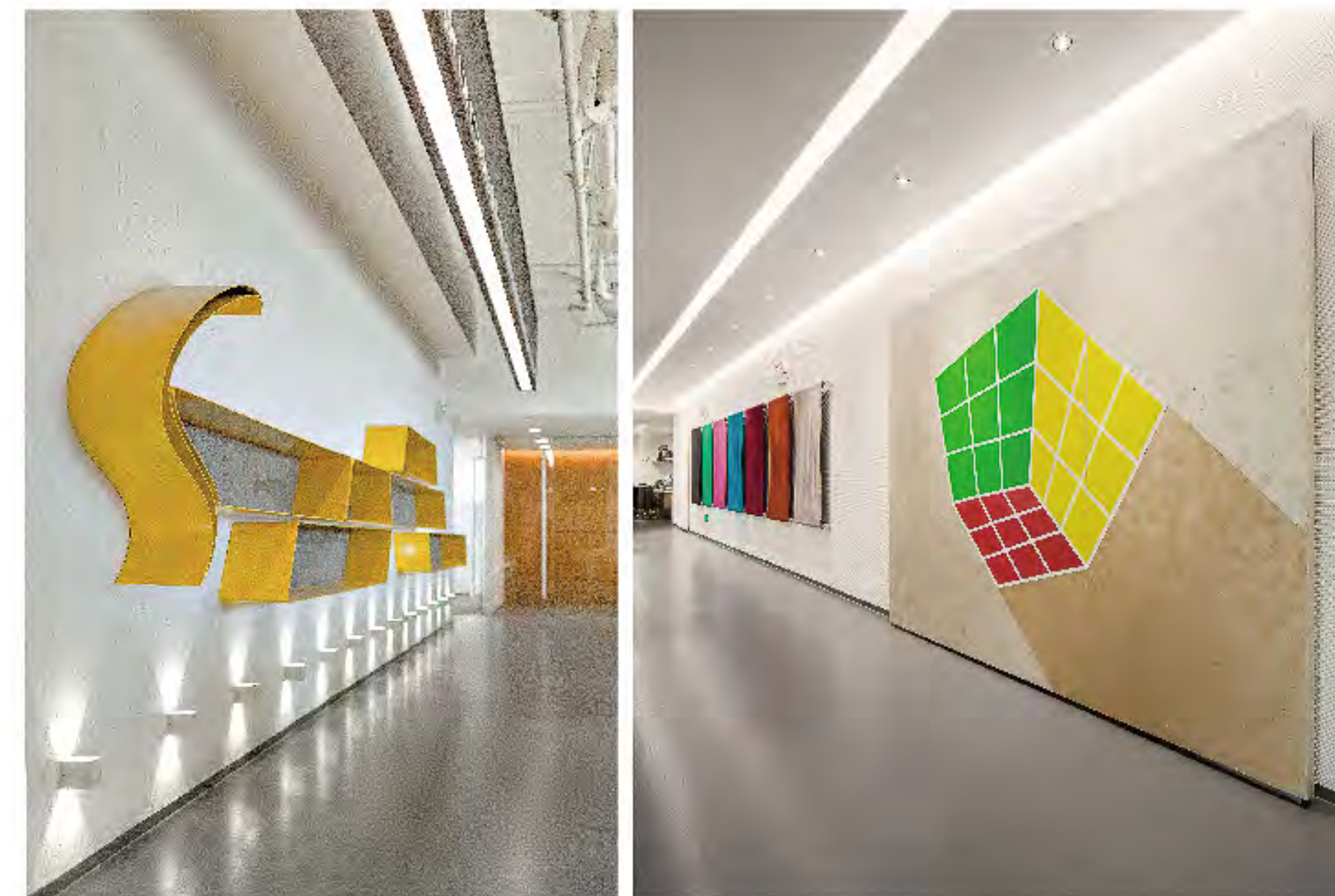
This project is an office on the top floor with an area of 820 square meters and a storey height of 6 meters. Our mission is to create a multi-functional, young and fashion working environment for a multi-department company. What attracts us most in this project is the 6 meters high ceiling, and we start the design by retaining the exposed ceiling of the original building.

漫游, 回形走廊

源于建筑结构的特有性, 平面布局中以建筑塔楼为中心, 设置了游走全公司最短距离的回形通道, 简单的动线使空间利用率最大化, 更有利于各部门的协同工作。回形走道作为主要通道的时候, 部分墙面还展示了企业产品所用的皮质物料。走道中看似随意安装的装饰画, 配合定制的大型展示架, 使观者犹如置身于展馆之中。引领拜访者一圈一圈来回游走也是本次设计的目的之一, 让观者感受着 Satshi 企业文化的同时, 也可以停下来欣赏材料的本真之美。

Roaming, Zigzag space

Due to the unique features of the building structure, we designed an ambulatory centered by the building tower through which visitors can travel around the office in the shortest distance. The simple fluid lines created by the ambulatory maximize the space utilization, and facilitate the cooperation among different departments. The ambulatory is the main thoroughfare of this office, and parts of the walls display leather materials that Satshi uses. The scroll type display technique not only facilitates the changing of leathers but also makes it easier to read. When walking in the corridor with the seemingly casual-distributed pictures and large custom-made exhibition shelves, visitors would feel like being in an exhibition gallery. Guiding the visitors to walk around the space circle by circle is also one of our design purposes. In this way, visitors could stop to appreciate the beauty of the materials while they are experiencing Satshi's culture.



↓ Matsu Zen Sofa 沙发
Matsu Clover Teapoy 茶几

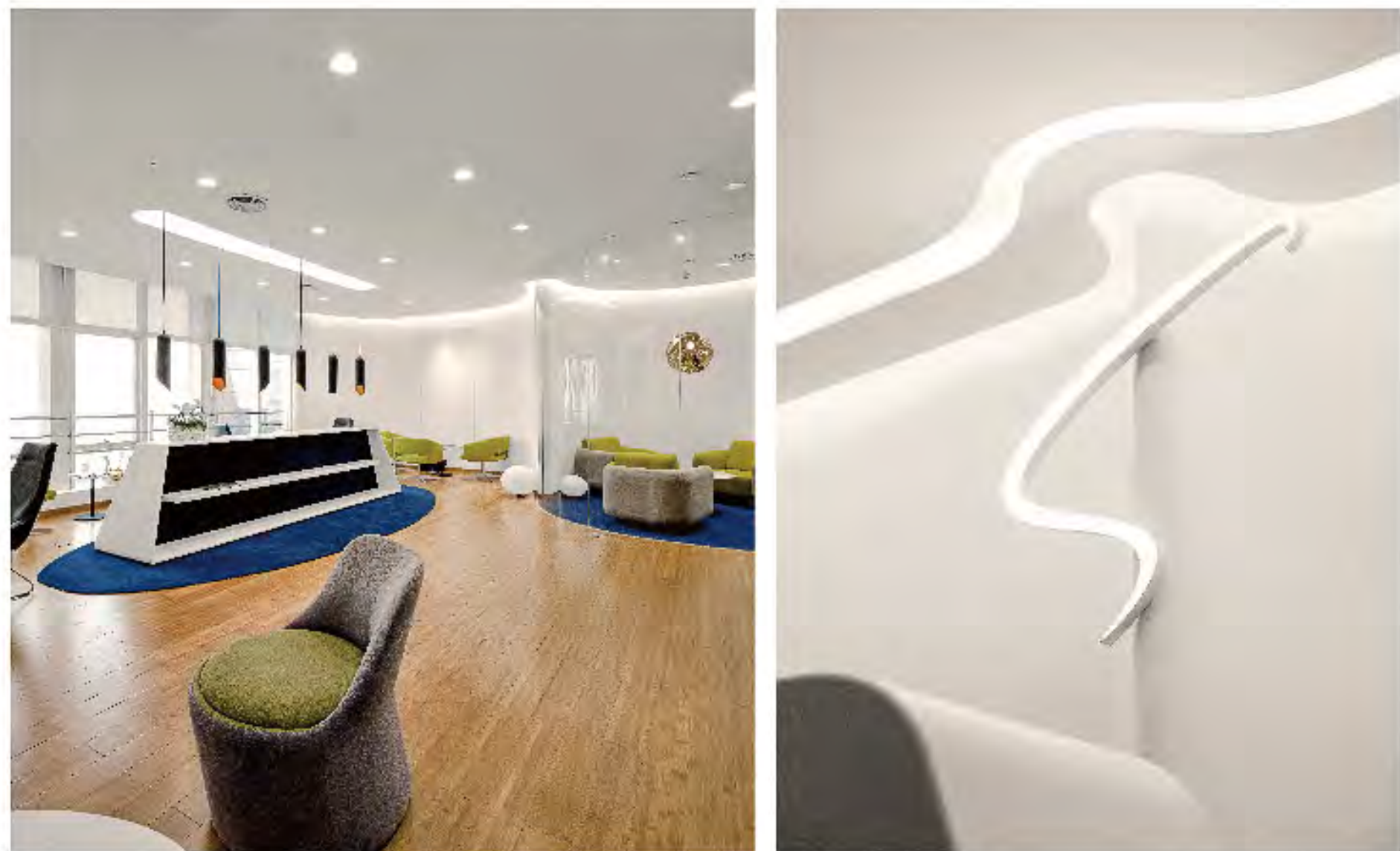


享受, 阅读乐趣

走进阅读区, 映入眼帘的是一个亮敞的通透空间。沐浴着穿梭进来的阳光, 捧上一本书, 坐上舒适的 Zen 沙发, 阅读在这一刻成了最美好的享受。

Enjoy, the fun of reading

Walking into the reading area, the visitors are greeted with an ample space filled with light. Sitting on the comfortable sofa, reading a book under the sunshine penetrates from windows would be the best thing at this moment.



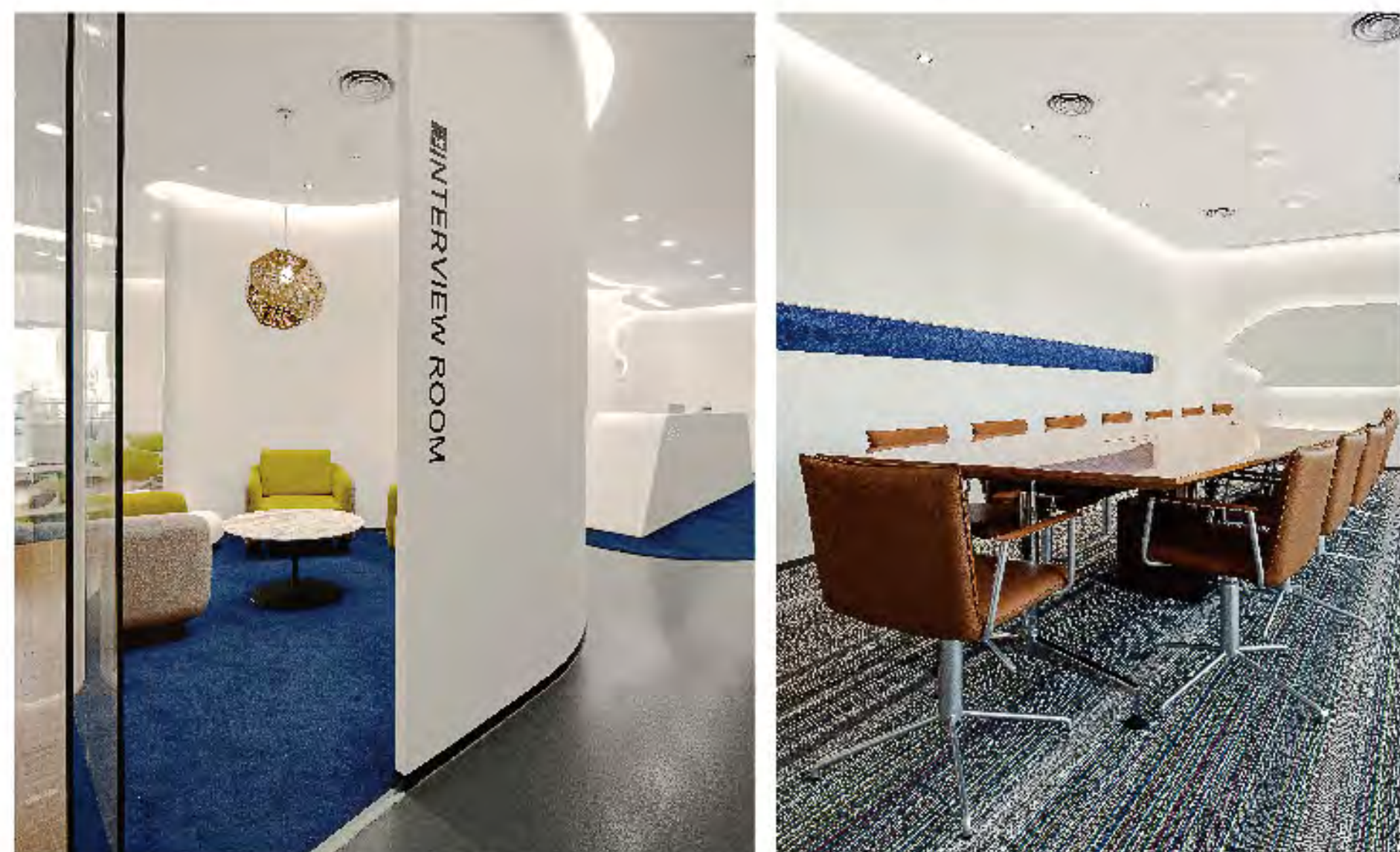
共享, 曲面空间

踏入内凹流线形前厅，天花、墙面、地面、信息台形成的多面弧线纷纷引导着空间的拜访者，各功能区弧形造型墙的串联也是由此处开始。空间以白色为基调，同时呈现平整，树皮纹，方格纹，斜拼砖纹四种不同的质感。白色与木色的划分丰富了空间的层次感，黄色与蓝色的点缀则增加了空间的生机和活力。

Shareing, curved space

Walking into the concave fluid lobby, the curved lines of the ceiling, wall, floor and the front table guide the visitors. The lobby is also the place where the curved feature walls begins, and extended to every functional space. The fundamental color of the whole space is white, and four different textures are presented, including smooth, tree bark texture, checkers and inclined spliced tiling texture. The comparison of white and wood enrich the layers of the space, while the embellishment of yellow and blue is a presentation of vitality.

面试区和阅读区共享一堵弧形玻璃墙，两个功能区在视觉上得以扩大，同时也满足了隔音的需求。



↑ Matsu Zen Sofa 沙发

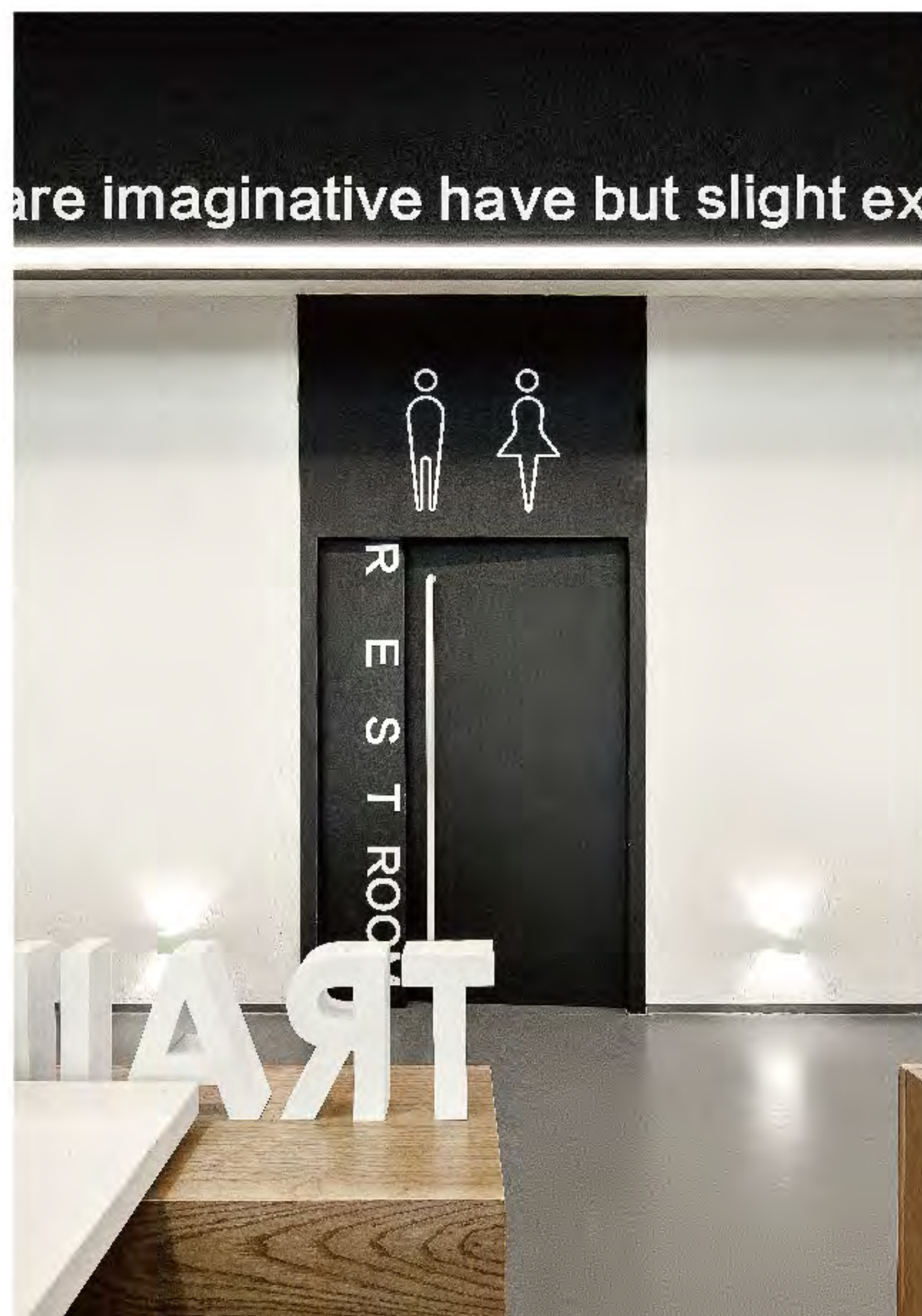
↑ Kusch+Co Ona desk 会议桌

独特, 划分标志

除特定部门需要独立空间外，剩余部门都设置在开放办公区，办公桌边柜上的立体字便是各部门划分的标志。在该区域，设计师打破了原本沉闷的工作环境，结合超高层高、裸露的天花留白和工业感的吊灯，重新创造一个明亮开阔的空间，为员工营造一个愉悦的工作环境。

Unique, division mark

Except that some special departments need unique spaces, other departments are all putting in the open office area; the vertical letters beside the office table are the signs for each department. In this space, the designers break the original depressing working environment and recreate a bright, open and pleasant working space through combining super high storey height, exposed white ceiling and industrial hanging lamps.





信任的温度

德国DVAG集团Braak办公空间

The warmth of trust

Braak office space of German DVAG Group

编辑：王文韬 图片：由 Kusch+Co 提供 Editor: Wentao Wang Photo Provided by Kusch+Co

Deutsche Vermoögensberatung AG (德意志资产咨询股份公司，简称：DVAG) 是当今德国最大的全面金融服务提供商。数月前，在德国北部小城 **Braak**。DVAG 集团 **Braak** 分支办公空间进行了重新规划和设计，焕然一新。其中，在客户接待、公共休闲及餐厅等空间，DVAG 集团均采用了 **MATSU** 德国战略合作伙伴 **Kusch+Co Uni_verso** 座椅及 **8080** 沙发等多款明星产品，营造了一个有温度的空间，有信任感的企业氛围。

Deutsche Vermoögensberatung AG is the largest integrated financial service provider in Germany. Back to several months ago, its branch office in Braak, a tiny town in Northern Germany, replanned and redesigned the office space and created a fresh start for the environment. Among those new designs, for the reception area, public staff lounge and staff restaurant, DVAG chose Uni_verso seats and 8080 sofas and other hero products designed by MATSU's German strategic partner Kusch+Co, which perfectly contributed to a space full of warmth and an enterprising atmosphere full of trust.



木 & 皮, 温暖的空间

与其他众多北欧小城的室内风格一样，DVAG 集团 Braak 分公司办公空间也采用了崇尚自然、温暖舒适的整体风格。实木与白墙构建了室内主基调，搭配大片落地窗，连接一二层的金属楼梯，以及挑高的中庭设计。

Wood & Leather, the elements of warmth

Just like the ones in other Northern European tiny towns, Braak branch of DVAG Group adopted the natural style indicating warmth and comfort. The whole interior environment is defined with the theme of solid wood and white wall, matched by the mass French window, the metal stairs connecting the first floor and the second floor and thermoline atrium.



Uni_verso 座椅木制椅架、黑色皮垫，搭配上来自保时捷设计工作室出品的细腻真皮沙发 8080。木与皮，带有温度的两种材质，让整个空间充满着信任感，仿佛给了所有来此咨询、等待、甚至用餐休息的客户们更强的心理暗示：“只要进入了 DVAG，一切都是安全、高效、舒适且井然有序的”。这也正是作为金融服务业 DVAG 最需要的空间氛围。

Uni_verso wooden chair framework and black leather packing are perfectly matched by the exquisite leather sofa 8080, which is designed by Porsche. Wood and leather, two materials reflecting warmth, create a sense of trust, psychologically indicating, to every customer waiting to have consultation and to spend their leisure time, "as long as you come to DVAG, everything is in order with safety, efficiency and comfort". Right this atmosphere is what DVAG, a professional service provider is searching for.

About Serie 8080:

MATSU 德国合作伙伴 Kusch+Co 与著名的 Porsche Design Studio (保时捷设计工作室) 合作开发的高端沙发系列 8080。极致的设计、鲜明的轮廓、精湛的做工与无与伦比的产品细节，这是保时捷设计数十年来不变的追求。8080 沙发系列广泛适用于各类高端会所、博物馆、艺术中心、高档私人住宅及企业贵宾接待区域等空间。

Matsu's partner Kusch+Co and Porsche jointly developed the 8080 high-end reception seat series. Series 8080 is designed to furnish exclusive Public Areas, such as lounges, executive floors, art museums, and private health care facilities. The visual strategy of series 8080 completely matches the strong presence of a Porsche sports car. The series boasts a dynamic forceful character, claiming everyone's attention through its almost opulent design. Either as a standalone armchair or bench or configured as a suite. Even in large assembly halls with a prominent architectural style, this design immediately captures the eye and appeals to all senses through its premium standard of luxurious comfort.



About Serie Uni_verso:

在西班牙语中，单词“Universo”意为宇宙，Uni_verso 系列最大的特点便是“如宇宙般包罗万象”。Uni_verso 系列座椅绝非由多款座椅单品简单拼凑而成，而是德国设计大师 Norbert Geelen 对当代办公环境、空间理念，以及不同员工的工作习惯进行系统研究后，巧妙完成的，以一套系统，适应几乎所有空间环境的模块化系列座椅产品。在此次项目中，Uni_verso 木制休闲椅与皮质吧椅的呈现，仅仅只是 Uni_verso 百变造型中其中一二。

Universo is a Spanish word, meaning the Universe. So the collection is all-embracing like the Universe, but not in the simple way to combine scattered single pieces. It is a result of the thorough research on office environment, space concept and diversified habits among employees, by the designer, the master designer Norbert Geelen, who smartly created a module system for almost all spaces. During this project, the stylish presence of wooden lounge chairs and leather bar stools are just examples of Uni_verso various innovations.



会“光合作用”的金字塔

瑞士 Proman Group 全新总部大楼

A Photosynthetic Pyramid

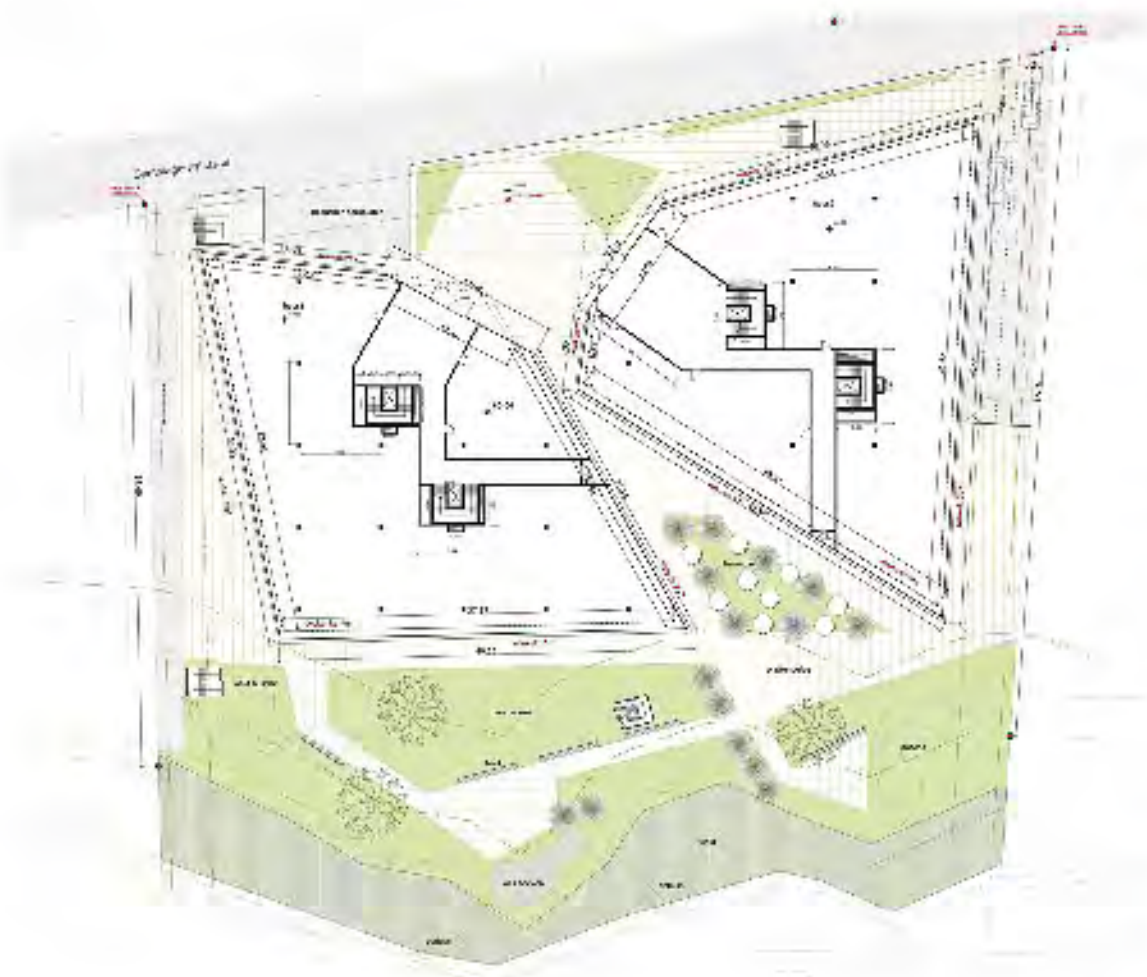
New Headquarters Building of Swiss Proman Group

编辑：王文韬 图片：由 Nimbus 提供 Editor: Wentao Wang Photo Provided by Nimbus



酷似金字塔的外形，倾斜的外墙，充满科技感与金属感的镜面玻璃，让这两座位于瑞士 Wollerau 的办公大楼额外夺人眼球。这就是 Proman 集团瑞士全新总部。Proman Group 成立于 1984 年，是世界知名的能源行业巨头。

With pyramid-like appearance, tilt facade and glaze full of technology and metal feeling, the two office buildings in Wollerau, Switzerland are highly amazing and eye-catching. They are the new headquarters building of Swiss Proman Group, a world-renowned giant in energy industry founded in 1984.



该项目由知名建筑公司 Atool 设计。整个建筑就像是会呼吸，可以光合作用的生命体。倾斜的立面，有利于室内采光。而当自然光无法给予时，室内照明采用玛祖铭立 MATSU 德国合作伙伴 Nimbus LED 系列产品进行补充。另外，整个建筑外立面材料内含太阳能以及高反射外涂层。该建筑完全符合，甚至高于 Minergie 瑞士可持续建筑的标准。

The project is designed by famous architecture firm Atool. The whole building resembles a life entity with breathing and photosynthesis functions. The tilt facade facilitates indoor day lighting, which is supplemented by product line of MATSU' s German partner Nimbus LED in case of inadequate day lighting. Besides, the overall architectural facade materials contain photovoltaic and highly-reflective coatings. The building completely, or even exceeds the Minergie – Swiss sustainable architecture standard.

带有隔音垫的铝制吊顶板有利于冷却系统缩短制冷的反应时间，且有利于间接照明的漫反射。

Aluminium ceiling panels with acoustic mats help the cooling system shorten the refrigerating response time and facilitate the diffuse reflection of indirect lighting.



在此项目中，MATSU 德国合作伙伴 Nimbus LED 的完美融入堪称一大亮点。40 盏 Modul R 120 XL 以及 38 盏 Modul R 256 XL 吊灯为 11,000 多平米的 Proman 瑞士总部，大型开放办公空间提供了绝佳的照明解决方案。穿孔的铝制吊顶板和 Nimbus 独有的“酒窝”导光孔设计相互呼应，和谐共生。

The project is highlighted by the perfect integration of MATSU' s German partner Nimbus LED. 40 Modul R 120 XL and 38 Modul R 256 XL pendant lamps provide excellent lighting solution for the large open office space of Proman' s Swiss headquarters with a floor area of over 11,000 m2. The perforating aluminum ceiling echoes and harmoniously coexists with Nimbus' s unique “dimple” light guiding holes.



此外，高级经理人办公区域，功能强大、造型别致的 Office Air LED 与另一款明星产品 Roxxane LED 联袂出现。

Moreover, the executive's office space integrates the powerful and stylish Office Air LED and Roxxane LED, another star product.

光是建筑塑造空间的灵魂，正是自然光巧妙的应用，以及 Nimbus LED 的融合参与，成就了这栋会“光合作用”的建筑生命体。在由 Nimbus LED 装点而成的大楼完成后，建筑设计总负责人 Thomas Schreiber 对其完成效果大为赞叹，并感慨地说：“Proman 集团虽属于能源行业，但本身便是一家非常重视研发与绿色环保、且面向未来的创新科技企业。Nimbus 那充满未来感与极致设计的 LED 产品与 Proman 集团由内而外散发的公司形象完美搭配。无论从哪方面看，Nimbus 与 Proman 的融合都是无可挑剔的！”

Light is the soul for architectural space shaping. It is exactly the ingenious application of natural light and the integration of Nimbus LED that create the photosynthetic architectural life entity. After the completion of the building decorated with Nimbus LED, the chief of architectural design Thomas Schreiber highly praised the overall effect: “As a player in energy industry, Proman Group itself is a future and innovative technology-oriented company focusing on research and development and environmental protection. Nimbus' s future-oriented LED products with ultimate design perfectly match with the profound corporate image of Proman Group. In all respects, the integration of Nimbus and Proman is impeccable!”

直径超过一米的 Modul R 460 圆盘灯，精致而纤薄的身躯单独悬挂于 Proman 总部前台上方，不仅为整个接待区域提供了充足的照明，同时，其如发光的小型飞碟般的造型也成为整个空间的点睛之笔。

A delicate and thin Modul R 460 round lamp with a diameter over 1m is hung above the reception desk of Proman' s headquarters, not only providing adequate lighting for the overall reception area but also becoming the finishing touch of the whole space with its shape like a small luminous flying saucer.



Roxxane，这款融入了非接触式手势控制功能的 LED 产品无论被放置在何处，都能成为众人的焦点。可 270 度旋转的 3D 连杆使整个灯头能跟随使用者的需求灵活移动，带来完美、流畅的操作体验，以及营造一个无眩光的阅读环境。

Roxxane, a LED product integrating non-contact gesture control function, can be an attractive focus wherever it is. 3D connecting rod with a rotating angle of 270 ° enables the whole lamp cap move flexibly with the user' s needs, bringing perfect and smooth operating experience and creating a glare-free reading environment.



无界主义的“传统”设计师

专访M Moser设计总监Patrick de Louwere

The "Classical" designer with infinite inspiration

Interview with Patrick de Louwere, the Director of M Moser

编辑: 彭茜 图片: 由 Patrick de Louwere 提供 Editor: Qian Peng Photo Provided by Patrick de Louwere



PATRICK

Patrick de Louwere, 作为M Moser上海设计总监, WPP上海总部设计主要负责人。MATSU原本以为专注于室内设计的他, 却在建筑设计, 产品设计都有所建树。而当我们聚焦设计, 问及其最喜欢的设计师时, Patrick意外的说出了德国作曲家J.S. Bach的名字。也许, 这正是Patrick de Louwere设计的无限灵感来源。他是自由的, 他的设计灵魂是无拘无束的。正如当今高速发展的中国, 充满着无尽可能与惊喜。

Patrick de Louwere is the Design Director of M Moser Shanghai and the project manager of WPP headquarter in Shanghai. MATSU thought he focused on interior design only, but to everyone's surprise, he achieved a lot in architectural design and product design. When asked the design questions such as which designer he fancies most, Patrick answered us, out of expectation, with a name of a German composer, J.S. Bach. Maybe, this is where Patrick de Louwere's inspiration comes from. He is a designer with free mind and unfettered creativity. just like today's developing China. All possibilities and surprises come with the fast development.

关于 Patrick de Louwere

Patrick是M Moser上海的设计总监。他从设计概念到项目实践都与客户保持着顺畅沟通、密切合作。这使得他和他的团队都能够创造出符合客户需求与喜好的最佳设计作品。

设计经验是设计师的才能体现与被认可的根据说明。Patrick在中国、英国、荷兰以及意大利拥有20多年的设计经验, 包括建筑设计、室内设计, 产品设计, 定制家具等方面。Patrick de Louwere是英国皇家建筑师协会特许建筑师, 建筑师注册委员会注册建筑师。

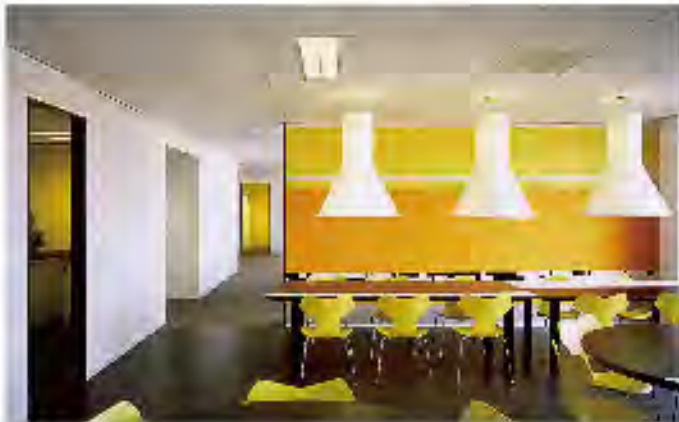
他的作品得到了媒体的好评与行业的赞誉, 包括, 两个最佳室内设计大奖, 最有潜力的欧洲人才40Under40, 两个室内创新设计大奖, 最佳名誉设计大奖。除此之外, 他还为一本业内知名的荷兰设计杂志(双月刊)撰写专栏。并且一直被命为其设计评委会成员。

Bio Patrick de Louwere

Patrick is the design director of M Moser Shanghai. He carefully partners with clients from concept through to project realisation, allowing him and his team to deliver the best design that also meet a client's personal design preferences.

Backing up this creativity is serious talent and a proven record. He has more than 20 years of experience across China, UK, the Netherlands and Italy; and covers architecture, interior design, product design and tailor made furniture. Patrick de Louwere is a chartered architect with the Royal Institute of British Architects (RIBA) and registered with the Architects Registration Board (ARB).

↓ Imtech Netherlands



Along These Lines ↓



His work has gained consistent media attention and is much acclaimed within the industry, including two Interior Best of Year design Awards, 40under40 for the most promising European talents, two Interior Innovation Award and the prestigious Good Design Award. He writes a bi-monthly column for a leading Dutch design magazine, and has been a member of several design juries.

Can you share some of the ideas (about architectural design, space design and product design) and recent works?

A little introduction might be helpful. I have been trained as an architect and worked on many buildings in The Netherlands, Italy and UK. Whilst working as an architect I started to enjoy making interior designs too. In the old days this was common practice, architects doing both, but I found that nowadays this is happening less and less. When I was doing the interior design I was unable to find the furniture that I was looking for so I decided to make designs myself. Out of this fascination for furniture I started my own boutique furniture company. In essence I am a very classical designer, with the capability to design anything and everything. My designs always start from a need. A need for something that is not there yet; they are on the border of design and architecture. And very practical, furniture is there to use, not just to look beautiful.

M Moser concentrates on commercial architecture and space. In related to future commercial architecture (office building) and the trend of office space, do you have some advice for us?

I think office spaces will become social hubs. There will always be a need to physically meet people, offline! A lot of communication can be done via web-based applications, it doesn't matter where you are but being together creates different dynamics and can spark creativity. One needs space for the unexpected.



← Ogilvy Reception

JWT Reception, Shanghai ↓



More and more people fancy home-like office room. As the boundary of living space and office space becomes increasingly blurred, against this tendency, how to balance work and life and what do you think of it?

Having a good work and life balance is becoming harder and harder. Everybody is dragging work around on her or his mobile phone. I have to admit I am pretty addicted myself. So I think it becomes increasingly important to find time to work and time not to work. This needs to happen at home and paradoxically at work. Not working at work can be extremely relaxing and energizing. And I don't just mean the lunch break; walking away from your workstation to water the plants, stare out of the window and hear the birds sing can be very nourishing for the brains too - you should try!

Villa H ↓



INFINITE INSPIRATION

Q: 您在欧洲(在英国呆了8年)从事建筑、空间设计8年之久, 现又在中国从事这个领域, 您觉得在这两个不同市场之间, 有些什么不同感受?

You've been to Britain and stayed there for 8 years, engaged in architectural and space design for that long time. Now you are in China, doing almost the same work in this field. What makes you feel different in related to the two countries' markets?

A: 一方面说, 英国与中国有很多不同之处, 但是从另一方面来说, 也有很多相似之处。首先, 两个多家都是悠远历史文化的, 在全球, 地方文化都具有非常大的影响力。不同之处是, 英国, 甚至说整个欧洲更重视传统。相反, 中国则更关注未来。而这点反应在飞速发展的市场上, 任何事物都充满了无限可能性与活力。现在, 对于设计, 伦敦已举世闻名, 而上海也将成为亚洲的设计中心, 非常期待。

They are worlds apart from the outside but on the other hand there are similarities. Both countries have a rich cultural history and have influenced global and regional culture hugely. Where the UK and the whole of Europe dwell on the past a bit too much sometimes you see the opposite in China. China is forward thinking and this is reflected in the market, anything is still possible, this creates an enormous dynamic and endless possibilities. And where London is known for its creativity, Shanghai is becoming the creative hub of Asia, very exciting!

Q: 听闻您对设计学术与教育也很感兴趣, 可否谈一谈您对中国设计教育的看法与建议。中国设计教育怎样吸取西方的经验, 从而扬长补短?

It is heard that you are also interested in design science and education. Can you tell us some idea and suggestion about Chinese design education? How can we learn from western colleagues to give full play to our strength and make up for the weakness.

A: 我在荷兰代尔夫特理工大学任教超过8年时间。这是一家在建筑方面领先的欧洲教学机构。而在中国还没有相关教学经验, 但是非常期待。

I have been a teacher at Delft University of Technology, one of the leading architecture institutions in Europe, for over 8 years. I have no experience in China yet, it would be very interesting to find out!

Q: 您最欣赏的设计师是哪一位, 或者哪一些, 可否举例? 就其设计作品谈谈?

Which designers do you admire most? Can you give us some explanation of their works?

A: 这是一个很难回答的问题, 如果非要给一个答案。我想是作曲家J.S. Bach。他的曲目都编排设计得相当巧妙。在我的心中, 他的每一首曲目都仿佛是一个全新宇宙。他创造时, 近乎忘我。我认为, 他的作品是不可捉摸的, 无可挑剔的, 优美的……

That is a tricky question, but if you push me ... for me it is the composer J.S. Bach, his compositions are designed so cleverly. Every bit of his music creates a new universe in my minds eye. It is never too early or late for his work. His work is the beautiful and perfection, untouchable...



Reflections in Ink Sketch ↑

回头看，那些经典的现代设计

A Retrospect to the Classic Modern Designs

编辑：张爱瑜 Editor: Summer

2016年，将迎来玛祖铭立MATSU成长第二十个年头。从一个生长在中国的企业，发展到与全球众多德国企业达成战略合作，并取得市场认可的品牌。MATSU一直带有国际化的视野，不拘泥于有限的设计思维和市场里，将视角投入到全球最先进的工业设计制造之处。二十一年一路走来，MATSU依旧不忘初心，保持着那份优雅。在这个值得纪念的重要时刻，除了回望品牌曾走过的路程之外，MATSU还希望分享那些深刻影响自身设计、制造的重要理念和精神。

2016 is the 20th anniversary of MATSU, a company born in China, strategically partnered up with a number of German companies and recognized by the global and domestic markets. Always with a global vision, MATSU never constrains itself in design thoughts and markets but looks far into the most advanced industrial engineering field in the world. 20 years has passed, but MATSU never forgets the original pursuit, and it keeps the elegance that it was born with. At such a wonderful moment of celebration, besides recalling the milestones in brand history, MATSU hopes to share with you the classic design philosophies and spirits that have had impacts on the brand in terms of design and manufacture.

这次，从德国出发。德国，对于MATSU来说，赋有特殊意义，不仅因为MATSU与众多德国品牌合作；同时这个国度历久以来对简约、实用设计和制造品质极致追求的精神深深地打动了MATSU。从包豪斯开始，德国现代工业美学的大门就被开启。在近百年的发展中，他们将现代设计推进到一个又一个制高点。我们挑选了部分经典作品，它们来自不同时期，但都给予了现代设计一定启发，并让极致简约，精益求精的设计态度得以延续。

Let' s start from Germany. Germany is a country which is especially meaningful to MATSU, not only because of the partnerships with many German brands but also because of the simplicity, practicality and quality in German designs and productions that have influenced MATSU deeply. Bauhaus opened the door to industrial aesthetics of Germany, and since then, in the following one hundred years, the country keeps transcending itself in modern design with great pieces of work one after another. We have selected part of the glorious history from different times which all have inspired modern design and kept alive the design attitude: to the ultimate simplicity and perfection.

包豪斯，开启工业美学大门

包豪斯（Bauhaus，1919/4/1—1933/7）的现代设计教育理念开启了工业美学的大门。它主张适应大工业生产和生活需要。无论是从建筑或产品上来说，例如包豪斯设计学院建筑本身，或是一个只为门与窗设计推手和把手的品牌FSB；这个从1880年发展到今天，用小小的把手连接整个建筑和人的百年品牌，都可以看出他们无论从整体还是到细节上，对于现代设计美学的把握和实用性需求的拿捏。

Bauhaus Opened the Door to Industrial Aesthetics

With modern design education, Bauhaus (04/01/1919-07/1933) opened the door to industrial aesthetics by promoting the idea that design should fulfill the needs of industrial production and people' s life. The Bauhaus as an art school or FSB as a door handle brand for windows and doors (The small handle has been developing from 1880 to day, connecting human with architecture), they serve the best interest of architecture and products and pursue the modernism and practicality from detail to overall model.

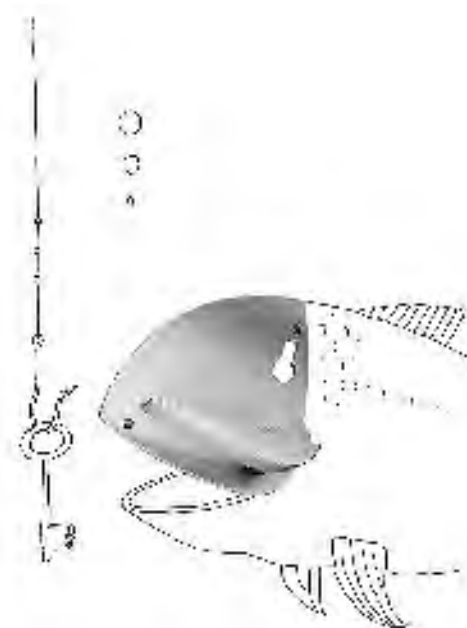
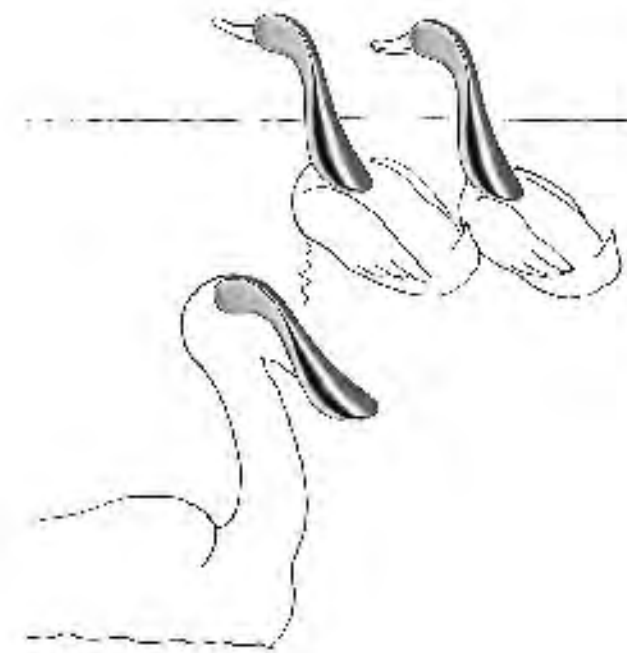
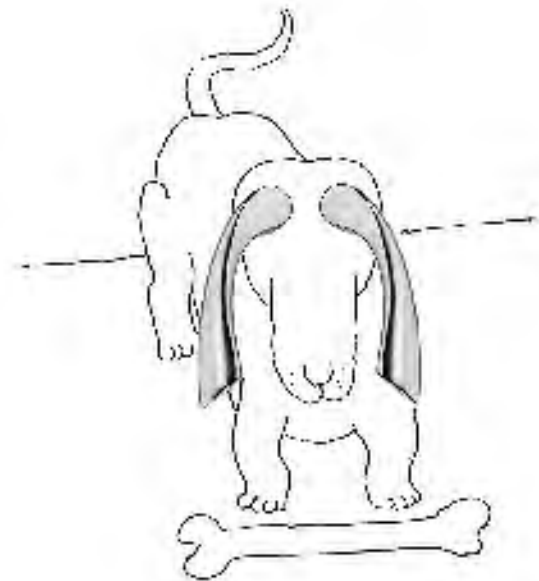
Modernism and practicality that we could find in the Bauhaus are also reflected in the ergonomics of MATSU' s designs, especially in office chairs which are called as ergonomic chairs, including Papilio and São Paulo. São Paulo was recognized by FIRA and awarded with Best Ergonomic Design Award.

在包豪斯影响下的现代设计风格，以及对实用功能的重视，投射于今天的 MATSU，是以符合人体工学为舒适依据的产品设计，特别是在办公椅中的巧妙运用，也因此人们称之为“人体工学椅”。如：Papilio、São Paulo等，São Paulo（圣保罗）座椅更是赢得了欧洲家具工业研究协会（FIRA）的认可，荣获了FIRA 最佳人体工学奖。



Walter Gropius 设计的德绍包豪斯学院，设计充分利用了玻璃幕墙，有较好的采光性，这是现代主义建筑与欧洲传统建筑的巨大区别。

The Art School designed by Walter Gropius makes the full use of glass curtain walls. The better daylighting effect is the biggest difference between a modern building and a traditional one in Europe.



FSB 1051, Johannes Potente 为 FSB 公司设计的 1051 门把手，被称为“定做的推手”。FSB 1051 是第一个产量过百万的门把手。它融入了黄金分割比例、人体工程学原理，现已成为 MOMA(纽约现代艺术博物馆) 的永久收藏。1955 年。

FSB 1051 is door handle product created by Johannes Potente for FSB. It is known as the customized handle, and it was the first door handle product that had been produced in an amount of over 1 million. It has integrated within itself the golden division ratio and ergonomic principles. It is now a permanent collection of The Museum of Modern Art. 1955.



包豪斯创始人 Walter Gropius 为 Rosenthal 公司设计的 TAC 1 茶具。是一款符合人体工学，兼具实用功能性与优美流畅的线条的经典设计作品。1969 年。

Walter Gropius, the founder of the Bauhaus, designed TAC 1 teaware for Rosenthal. It is a classic design featuring ergonomic, practical and beautiful curves. 1969.



FSB rgs1, Dieter Rams 设计，符合人体工学，质量稳定。1986 年

FSB rgs1, designed by Dieter Rams, ergonomic in design and durable in quality. 1986.



São Paulo(圣保罗) 座椅，Norbert Geelen 设计，荣获了 FIRA 最佳人体工学奖。头靠、腰托、扶手、倾仰、椅座多个维度都可调节，以适应不同身材比例与坐姿的变幻需求，让每一位使用者找到专属舒适度。

São Paulo chair, designed by Norbert Geelen, FIRA Best Ergonomic Design Award. Headset, waist support, armsets, back and seat can all be adjusted to different levels to go with the changing sitting gestures and different body models. Everyone can be seated comfortably in the chair.



Dieter Rams设计十戒的理性考量

上世纪七十年代后期，德国现代工业设计之父 Dieter Rams 愈发意识到他所处的世界是一个“由形状、颜色和噪音所组成的混乱不堪的世界”，他开始以一名设计师的身份理性的反思“我的设计是好的设计吗？”于是，作为一名参与世界、参与生活的设计师，Dieter Rams 归纳出了好设计应满足的十个要求，后被大家称为“设计十诫”，也逐渐成为了行业的标杆。设计十诫，很好地代表了德国现代设计的标准。这种带有强烈的理性思考的现代设计方式，感染了德国乃至全世界的设计师们，同样也影响着 MATSU 产品设计的 DNA。

Rational Thinking of the Ten Commandments by Dieter Rams

In the last few years of 1970s, the father of modern industrial design of Germany, Dieter Rams, became clearer about the fact that the world he lived in was a "chaos comprised of shapes, colors and noises". He started reflecting as a designer: is my design a good design? Based on the rational thinking, the designer, actively involving in the worldly practices, suggested 10 principles of a good design which is also known as the Ten Commandments, the benchmark for the industry. The 10 principles represent the standards of Designed in Germany. The modern thinking and designing affect all designers in Germany and even in the world. They are also running in MATSU's DNA.

“设计十诫”到底包含怎样的内容，作为设计师和品牌，即使到了今天，我们依旧可以好好借鉴和参考。

What are the Ten Commandments? We, as designers and brands, can still get inspired by them even today.

好的设计是革新的

创新的可能性还远没有被穷尽。技术的发展不断为设计理念提供新的起点，以提升产品的使用价值。但设计的革新总应与技术的革新相互联系，设计革新并不是目的本身。

Good Design Is Innovative

The possibilities for innovation are not, by any means, exhausted. Technological development is always offering new opportunities for innovative design. But innovative design always develops in tandem with innovative technology, and can never be an end in itself.



为公司创造价值的方式不仅是在办公桌前，休闲区也能创造更高的价值。无论是内部交流，还是外界的合作，Matsu Singlax 的自由和创新，定义了一种新的办公方式——实际上，Singlax 不仅仅是沙发的组合，它的诞生正是基于对打破传统工作模式的认知。

Behind your desks or in the relaxing zone, you can create values anywhere for the company. MATSU Singlax is free and innovative to facilitate internal communication and external cooperation. It defines a new working style—it is not only a sofa set but a way to break the traditional working modes.

好的设计是实用的

产品是供人使用的，它应履行一定的功能——主要功能以及额外的心理和审美上的功能。好的设计是为了提升产品可用性，与此目的无关甚至相悖的一切都不应加以考虑。

Good Design Makes a Product Useful

A product is bought to be used. It has to satisfy certain criteria, not only functional but also psychological and aesthetic. Good design emphasizes the usefulness of a product while disregarding anything that could possibly detract from it.



← Profession 培训系列可折叠，移动椅脚。可选配小桌板一系列功能，让这个系列无比强大。

Profession training collection can be folded, moved and equipped with writing pads. It is such a powerful collection.

好的设计是美观的

产品的审美品质也是实用性的一部分。日常使用的器具影响着人们的生活环境和幸福感受。然而，只有真正优秀的产品才可能是美的。

Good Design Is Aesthetic

The aesthetic quality of a product is integral to its usefulness because products are used every day and have an effect on people and their well-being. Only well-executed objects can be beautiful.



Njord, 暖暖的幸福感。

Njord offers the warmest happiness.

Good Design Makes A Product Understandable

It clarifies the product's structure. Better still, it can make the product clearly express its function by making use of the user's intuition. At best, it is self-explanatory.

好的设计使产品易于理解

好的设计应当使产品的结构易于理解，让产品自己说话。在最好的情况下，设计是自明的，它能够自己解释自己。

好的设计是低调的

履行某种功能的产品具有工具属性，它们既不是装饰物也不是艺术品。因此，它们的设计应该是中性的。器具应当隐退，为人的自我实现留出空间。

Good Design Is Unobtrusive

Products fulfilling a purpose are like tools. They are neither decorative objects nor works of art. Their design should therefore be both neutral and restrained, to leave room for the user's self-expression.



→ Matsu 合作伙伴 Nimbus 在创造这个照明品牌时，就本着弱化灯具本身，成就空间的设计方式开发照明产品。

Nimbus, a partner of MATSU, restrains itself as a lighting device and leaves room for the space to speak for itself. It is the way that Nimbus makes lighting products.

好的设计是诚实的

产品不应该看起来比实际上更创新、更高效和更有价值，它不试图通过无法兑现的承诺来操纵消费者。

Good Design Is Honest

It does not make a product more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept.



← MATSU 合作伙伴 Kusch+Co ARN 座椅系列由 Antonio Scaffidi & Mads K. Johansen 设计。具有强大支撑力的框架，坚实的椅脚有力量的支撑在地面上。ARN 如同它看起来一样，挺而有力。然而，它那细致的轮廓更是让人美得无法言喻。这种力量与轻盈的平衡来自于设计对比例的巧妙把控。俗语说：差之毫厘谬以千里。也许几毫米之差就会毁了这个作品。

Kusch+Co, a partner of MATSU, is proud of its ARN chair collection designed by Antonio Scaffidi & Mads K. Johansen. The collection features a powerful framework, supporting the chair from the ground with solid legs. ARN is as strong as it seems. Its delicate silhouette is also beyond descriptive words. The balance between power and lightness is achieved by the smart management of the entire structure. As the idiom goes, a miss is as good as a mile. If the design missed several details, the entire work would be totally ruined.

好的设计是经久不衰的

好的设计避免迎合时尚，也因此不会过时。与短命的时尚设计形成鲜明对比，好的设计即使在当今物质丰富的消费型社会里也同样经久不衰。

Good Design Is Long-lasting

It avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years – even in today's throwaway society.

1968 年 Luigi Colani 与 MATSU 合作伙伴 Kusch+Co 公司合作开发了以设计师名字命名的产品“Colani”。现已成为跨越近半个世纪的经典。

In 1968, Luigi Colani and Kusch + Co worked together and designed the Colani collection which is now a classic for the past half decade.

←



→ Burkhardt Leitner 模块化的建筑系统，100% 可回收再利用（喷涂画面除外）。

Burkhardt Leitner is a module-based architectural system, 100% recyclable (except for the spray painting).

好的设计在每个细节处都维持前后一致

不要容忍随意和偶然。设计的逻辑性和精确性，最终都是对消费者尊重的表达。

Good Design Is Thorough Down to the Last Detail

Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the consumer.

←

Uni_verso，不同的椅脚塑造出百变造型，但却始终保持同样的设计风格。

Uni_verso: different chair legs make a variety of models, yet in the same style.

→ K.I.S.S. = Keep It Simple and Stupid. Star 摒弃冗长，没有任何多余的线条。

K.I.S.S. = Keep It Simple and Stupid. Star, Say no to redundancy and excessive lines.

好的设计是尽可能少的设计

少即是多。设计侧重于本质，而不是在产品上装满多余的废物。设计应当回归纯粹，回归简单。

Good Design Is as Little Design as Possible

Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials. Back to purity, back to simplicity.





与此同时，我们挑选了一些 Dieter Rams 为 Braun 电器品牌设计的经典产品。当然除却 Braun，Dieter Rams 还创造了很多经典，但是不得不说，Braun 的品牌转型到成名和一路以来的成长，无法脱离 Dieter Rams 这个人物对于设计的诠释和表达，也正好作为一面镜子通过产品去了解这位设计之父的创作理念。

Here we also selected classic designs of Dieter Rams for Braun. Dieter Rams created lots of other classics, too, but it is widely recognized that Braun brand, from its rising to strengthening, has been influenced a lot by Dieter Rams through his lens and words. It is mirror for us to see more of the master.

“从 1921 年起，Braun 便追求明快、简洁与平衡的线条，延伸为今天的创新、品质、实用、美观、简洁、细节、经典、功能 8 个坚持”。

"Since 1921, Braun has been after quick, simple and balanced lines, which was developed into 8 pursuits, innovation, quality, practicality, aesthetics, simplicity, detail, classic and function."

Braun 品牌文化与产品设计的完美结合，离不开这位现代设计之父。

The perfect combination of Braun' s brand culture and its products was nehaned by the father of modern design.



HLD4 经典吹风机，1970 年
HLD4 blow dryer, 1970



KM2 Multiwerk 榨汁机，Dieter Rams
+Richard Fischer, 1965 年
KM2 Multiwerk jucier, Dieter Rams+Richard
Fischer, 1965



L 460 墙置喇叭，1967 年
L 460 wall speakers, 1967



ABK20 挂钟，1985 年
ABK20 clock, 1985



AW20 手表，1994 年
AW20 watch, 1994



ET66 Dieter Rams+Dietrich Lubs，
为后来苹果界面提供了灵感借鉴。
ET66 Dieter Rams+Dietrich Lubs, inspiring
the interface design on Apple devices.



PS2 音响，可转动式闸门，1963 年
PS2, stereo, with revolving gate, 1963



silencio 1250 电吹风，1988 年
Silencio, 1250 electrical dryer, 1988



T3 蓄电池点火开关，1958 年，后成为纽约 MOMA 经典收藏。
T3 battery ignition switch, 1958, now as a collection at MoMA.



G12 音响，1955 年
g12 stereo, 1955



TFG2 PERMANENT, 1968 年
TFG2 Permanent, 1968



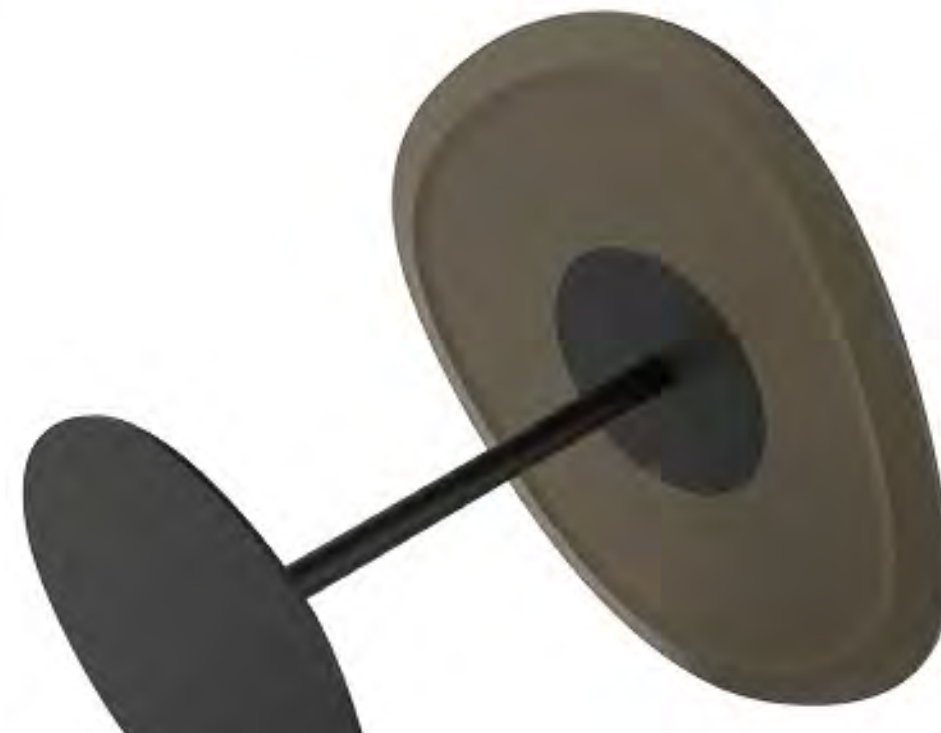
SK-4 留声机，俗称“公主棺材”。
SK-4 gramophone, known as the princess coffin.

现代设计中，成也细节，败也细节。Dieter Rams 对每一个产品线条、比例的把握，对每一件部件之间连接的细节考量，对每一个折角的推敲，同样也映射到今天 MATSU 产品中，比如：圣保罗座椅的扶手采用汽车工艺的 A 级曲面处理，每一款沙发均衡等段的车缝线，以及 Clover 洽谈桌支撑柱水滴弧度的连接，台面与支撑脚内凹式，隐藏式连接结构……

In modern designs, details are the key to decide whether a design is a success or a failure. Dieter Rams' pondering on the link between each two parts, mastery over curve and structure, and seriousness with every folding corner are reflected in MATSU' s designs today, such as the class-A curve surface adopted from automobile manufacturing techniques on Sao Paulo, threads on every sofa design, water-drop styled connection to support Clover table, introvert joint between surface and supporting legs and hidden linking structures...



MATSU Clover 脚柱与底座水滴状弧度连接
Water-drop styled connection between leg and base of MATSU Clover



MATSU Clover 台面与支撑脚内凹式，隐藏式连接结构
Introvert joint between surface and supporting legs and hidden linking structures in Clover



MATSU 德国合作伙伴 Kusch+Co São Paulo 座椅，扶手采用汽车工艺 A 级曲面

São Paulo Chair, designed by Kusch + Co, adopting Class-A curve surface from automobile manufacturing techniques

多元理念的融入

再到更近，即 MASTU 诞生的年代。这个时期的许多设计融入了人文主义、模块化的设计、产品多功能的开发、轻型材料的创新使用等等。从更加人本和实用的角度出发，例如组装和拼贴满足了使用的多元化需求；塑料材质的使用，减轻了重量，让模块化的操作更加便捷。

Diversity melts in

If we move on to the age when MATSU was born, we may find more humanistic, module-based, multi-functional and lightweight designs. To better serve people in real world, designs are integrated with set combinations and portfolios: the use of plastic materials reduces weight and facilitates module designs.



Matsu Lenco+ 系列，模块化组合让同一个空间多元化存在。人们在敞开式的办公空间，可以通过落地屏塑造独立空间，可以通过插性插拔桌上屏切换私密与开放的状态。甚至将工位瞬间变幻成会议桌。

Matsu Lenco+ collection makes it possible that a diverse set exist in the same space. People work in an open office space, but they can choose to be separated from the public space by establishing a standing screen or communicate with it by dismantling a table screen. Workstations can also be re-structured into a conference table in one second.

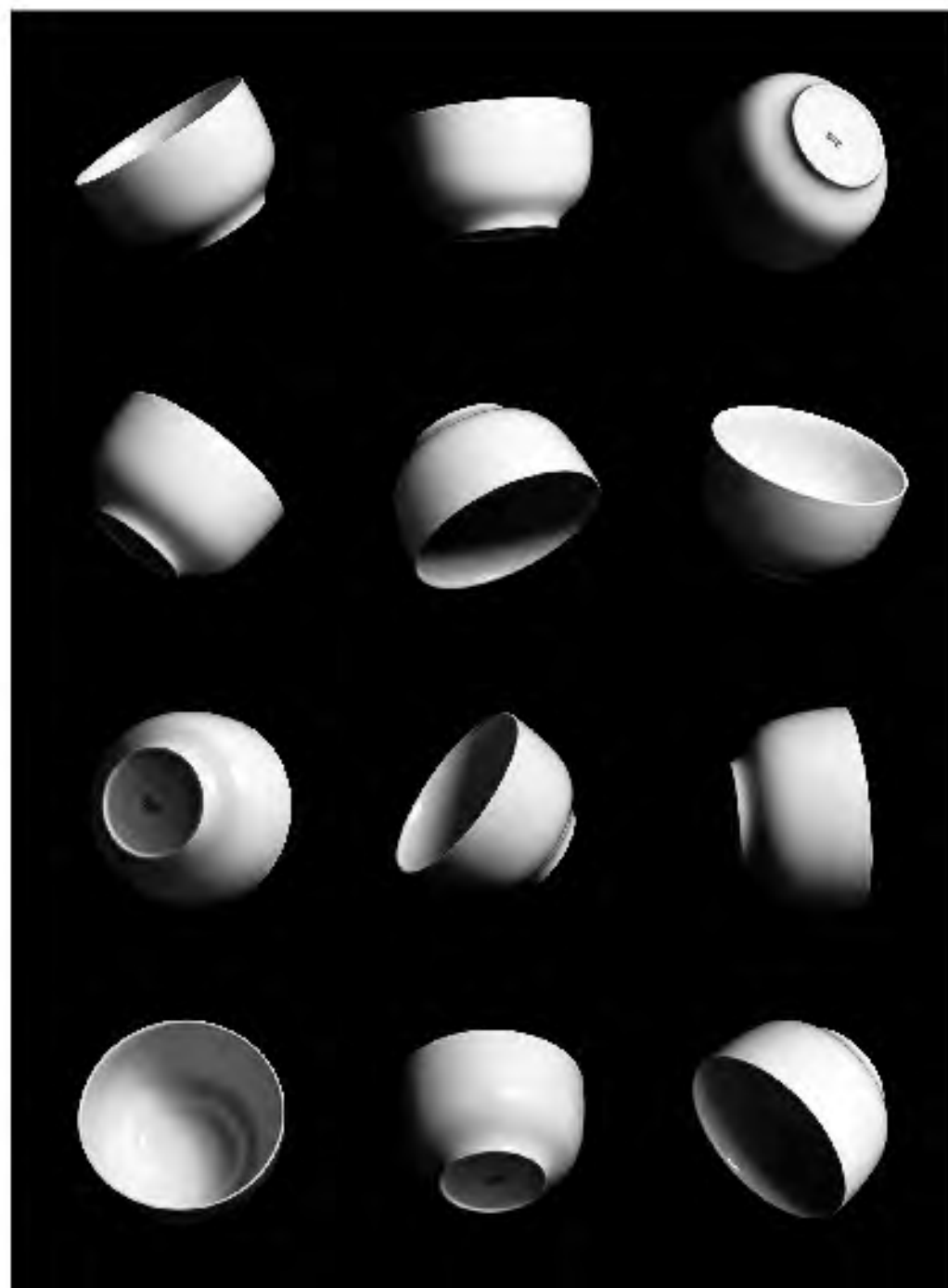
不仅在产品上，从室内空间的策略布局上，也突破了传统的模式化，引入了更加流畅、开放的主题性模块区域；同时还有对有机流线元素的使用，让空间看上去更加灵动，对打造品牌特色的空间来说，显得更富趣味并加大了空间的透明度和交流性。这也是后来 MASTU 在办公空间的布局营造上，致力于创新所在。MASTU 一直以来强调“流动性办公”，本身就是在塑造一个灵活、有趣味、又有主题划分、充满交流的沟通空间。

Not only in products but also in layout of the interior space, tradition is being broken down: more smooth, open, themed module spaces are introduced; streamline with organic elements is being used so that spaces would look more flexible. It is more fun and communicative for a space with special brand characteristics. It is also where MATSU is committed to and makes innovations in. MASTU has stressed that "mobile office" is shaping a flexible, playful, and communicative space with different themes.



这期间也出现了一些聪明的设计，它们依旧从简洁和实用两个大方向出发，用巧妙的方式从某种程度上给环保理念以支持。同时还不乏对技术的创新，例如 3D 技术的使用；以及对人文表达的需求，例如从一把椅子的塑形背后试图寻找的某种情感表达。

Some smart designs are also listed here. They are also believers of practicality and simplicity, supported with environmental protection concerns and technical innovations, such as the 3D technologies. They also express human voices, such as the emotional appeals announced by a chair back design.



COUP 餐具系列，2003 年为 Thomas/Rosenthal AG 设计生产，陶瓷材质。
设计基于平盘和平碗两个元素考量，将不同的尺寸连接整合。就连茶壶也是从碗而来，壶盖的形状就是一个平盘。
图片版权：Florian Böhm

COUP tableware series, 2003, designed and produced by Thomas / Rosenthal AG, porcelain.
Based on two elements, flat plates and flat bowls, it integrates different sizes. Even the teapot also came from the bowl, with the lid shaping as a flat plate.
Image copyright: Florian Böhm

更多经典现代设计参考

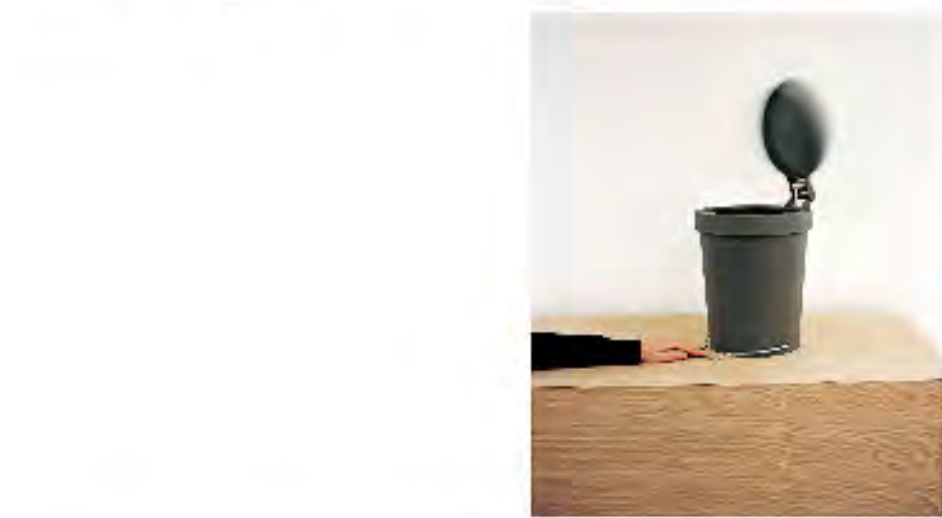
More classic modern designs

Mercedes Benz 奔驰品牌内部空间打造。1999 年 Studio Aisslinger 工作室完成。
在开放、透明化的品牌空间里插入了主题化的模块，例如儿童中心、咖啡店、购物点、新媒体互动车装置等等。

Mercedes-Benz's interior space. 1999, completed by Studio Aisslinger.
An open, transparent brand space with themed modules, for example, children's centers, coffee shops, shopping stores, new media interactive vehicle devices and so on.

TIP 废纸篓，2003 年为 Authentics 设计生产，聚丙烯/不锈钢/塑胶材质。
打破了过往这类产品复杂的线路、铆钉、垫圈、塑料片的布局结构，将设计精简到最精华的部分，到了最后就只有两个金属棒和一个橡胶铰链。

TIP wastebasket, 2003, designed and produced by Authentics, polypropylene / stainless steel / plastic.
The design breaks the previous complex structure in products lines, rivets, washers, and plastic sheets, and it is cut down to the core with only two metal rods and a rubber hinge.



德国 SENNHEISER 耳机，从 1954 年创立，每一件产品都是音频领域艺术家和专家们的“圣约全书”，被评为世界最佳耳机。经久不衰的技术创新和设计灵感完美结合。

SENNHEISER headphones, created in 1954. Each product is the "covenant book" for artists and experts in the audial field. It is considered as the best headphone brand in the world. Enduring technological innovation and design inspiration are perfectly combined.



2Hands 带有两个把手的洗衣筐，1996 年为 Authentics 设计生产，塑料材质。
1990 年代塑料材质又开始复兴，制造商对大批量生产依旧能够出好设计抱持坚定的信心。
图片版权：Florian Böhm.

2 Hands laundry basket with two handles, 1996, designed and produced by Authentics, plastic.
Plastic materials came back in the 1990s. Manufacturers are confident that mass production can produce well-designed products.
Image copyright: Florian Böhm.



RIMOWA 箱包，第一个从 1950 年代开始的铝制拉杆箱，印象深刻的视觉。同时又坚固耐用，重量轻，反应了德国经典功能主义的现代特征。

RIMOWA, first aluminum rod luggage since the 1950s. Impressive looks, durability, and light weight reflect the characteristics of the modern classic functionalism in Germany.

结语

那些精彩的经典设计举不胜举，纵观当下的产品市场，各种功能趋于完美的设计也越来越多，但是否能够经得住时间的考验，让设计历久弥新？这是给今天的设计品牌提出的挑战。灵活的消费需求和快速的科技时代更新，要能够在变幻浮华中沉淀下来，深入人本所需，剔除繁复，达到最精炼和打动人心的设计，也是 MATSU 在未来道路上将不断求索的。

Conclusion

The list of classic designs can go on and on. Now when we take a look at our current market, we can also see more and more products that are functional and perfect, but the question is, are they going to last through time with growing vitality? It is the challenge facing current brands. In an era with flexible consuming needs and quick upgrading of technologies, we need to keep calm and rational, go deep into people's needs, cut off excessive parts and make the most precise and touching designs. It is where MATSU is going after in the future development.



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