



Let's Co
Co system

Inspiring Office Lifestyle
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MATSU 玛祖铭立
GROUP

MATSU Quarterly Magazine
Winter Issue 2014 No.30

玛祖铭立季刊 - 2014 年冬季刊

木
SHU

照明之外

Beyond Lighting

tally 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。

中欧二十年校庆

玛祖铭立与中欧国际工商学院共同成长
20 Years of CEIBS' Anniversary
Celebrates together with MATSU

青铜有“玛”

青铜骑士重量级的“创意工厂”
Knights with MATSU
The Factory of Creativity with Heavy Metal Sense

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卷首语

Editor's Voice

Let's Co

2014 即将成为历史。这一年，一个多元化的办公时代，在大数据和互联网发展趋势的“挟持”下悄然而来。

MATSU 作为高端办公空间整体方案解决商，要解决的不仅仅是办公与生活的融合，更在于满足未来灵动与健康办公的需求。

于是，Co system 应运而生。无论是 3D 面料的应用、升降模式、模块化结构的设计，还是多媒体集成的办公形态、私密与开放的和谐共存；Co 用独特的语言阐述着 MATSU 在未来办公发展道路的方向和坚持。

2015 即将到来，在新办公时代的发展中，MATSU 义无反顾的站在了前沿。

也许，正是这个原因，在过去的一年，代表着移动互联网企业崛起的阿里巴巴坚定地选择了 MATSU 为其打造现代化办公空间。对于长城汽车、华为、鄂尔多斯，抑或青铜骑士，他们无一例外的被 MATSU 的原创设计和精湛品质征服，为 2014 年办公家具行业精彩案例画上了圆满的句号。

Let's Go

“只要我专注，就能听到未来的呼唤。”1975 年，米兰·昆德拉用专注的精神述说着他对于文学的理解。而今 40 年过去了，作为国内办公空间整体方案规划和领导者的先行品牌，MATSU 用专注的态度为客户提供最好的产品体验，从产品原创设计到应用，从办公空间规划到实施，MATSU 用极致的表现述说着对办公家具行业的理解。

因为专注，所以能坚持极致。

当青铜骑士（MATSU 的客户）从房地产整合营销到涉足办公空间室内设计的时候；当 Kusch+co（MATSU 德国合作伙伴）欢庆 75 岁生日的时候；当 Renz、Nimbus（MATSU 德国合作伙伴）在 2014 年 Orgatec 展会上与 624 个国际品牌讨论办公发展趋势的时候；MATSU 正在用自己的办公哲学理念，与“同行入”一起持续发声，齐心协力影响和带动着中国办公家具发展的方向。

因为坚持，所以能预见未来。

— 本刊编辑部

Let's Co

2014 is going to be left behind. Looking back, we may find that the year 2014 has witnessed the coming of a multi-cultural office era accompanied by the wave of big data and the internet.

As a high-end office space solution provider, Matsu concentrates not only on the integration of work and life but also on the flexible and healthy way of working in the future.

That's why Co system was born. The use of 3D materials, lifting mode, modular design, multimedia integrated office style, coexistence of privacy and openness ... Co uses its unique language expressing the direction of future office space development and Matsu's determination in going down the direction.

2015 is upon us. In the new office era, Matsu, once again, stands at the frontline.

It may be the reason why Alibaba, a company representing the rising of internet industry in China, chose Matsu to create a modern office space for it. Great Wall Automobile, Huawei, Erdos and Bronze Knights, they, with no exceptions, have all been impressed with the original designs and exquisite qualities that Matsu provides. These cases complete the year 2014 with a successful full stop.

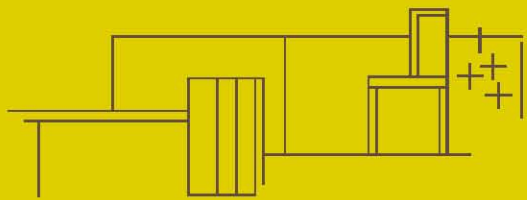
Let's Go

As long as I listen carefully enough, I can hear the future is calling me. In 1975, Milan Kundera expressed his understanding of literature this way. 40 years have passed, as a leading office space solution provider and pioneer in the field, Matsu provides the best experiences to customers with focused devotion. From design to application, from space planning to practice, Matsu expresses its understanding of office furniture and space.

Since we are focused, we can make it all the way to the best.

When the Knight AD (a client of Matsu) stepped into interior office design from real estate integrated marketing, when Kusch + co (a German partner of Matsu) was celebrating its 75th birthday, when Renz and Nimbus (German partners of Matsu) talked about the future office trend with 624 brands on 2014 Orgatec exhibition, Matsu was practicing its own philosophy of office design, joining hands with its partners, and leading the office furniture industry in China.

We never give up, so we can see the future.



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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中欧二十年校庆

玛祖铭立与中欧国际工商学院共同成长

20 Years of CEIBS' Anniversary

Celebrates together with MATSU

编辑: 彭茜 图片: 鲁哈哈 Editor: Qian Peng Photographer: Haha Lu

中欧国际工商学院(后简称:中欧)1994年创立,上海主校区于1999年由著名设计大师贝聿铭参与创办的PCF设计事务所设计。今年,中欧迎来其20周年校庆。继2004年与高端办公家具领军品牌玛祖铭立合作十年后,再次携手,采用Burkhardt Leitner(后简称:BL注1)模块化建筑系统为其营造一个中国古典和欧洲现代融合的、欢庆的校典氛围,让中欧成为东西建筑、思想、文化融汇碰撞的集大成者。

China Europe International Business School (CEIBS) was established in 1994. In 1999, Pei Cobb Freed & Partners (see Note 1) which was originally founded by the world famous architect Leon Ming Pei designed the Shanghai campus of CEIBS. This year, CEIBS is celebrating its 20th anniversary. 10 years after its first cooperation in 2004 with MATSU, a leading high-end office furniture brand, CEIBS is working with MATSU again by adopting Burkhardt Leitner (BL) modular system to create a joyful celebratory environment combining Chinese classic and European modern styles. CEIBS is, therefore, a master place where the East and the West collide and integrate in terms of architecture, thought and culture.

魔法背后的玄机

BL的“魔法”或大或小,可以是大空间-展会,可以是小盒子-会议室,可以是抽屉,椅子.....她打破了界限,穿越于室内与室外;她是各区域所联系的纽带,空间因她而看似分隔,实则相连;她每一次都能为空间带来全新的灵动体验。

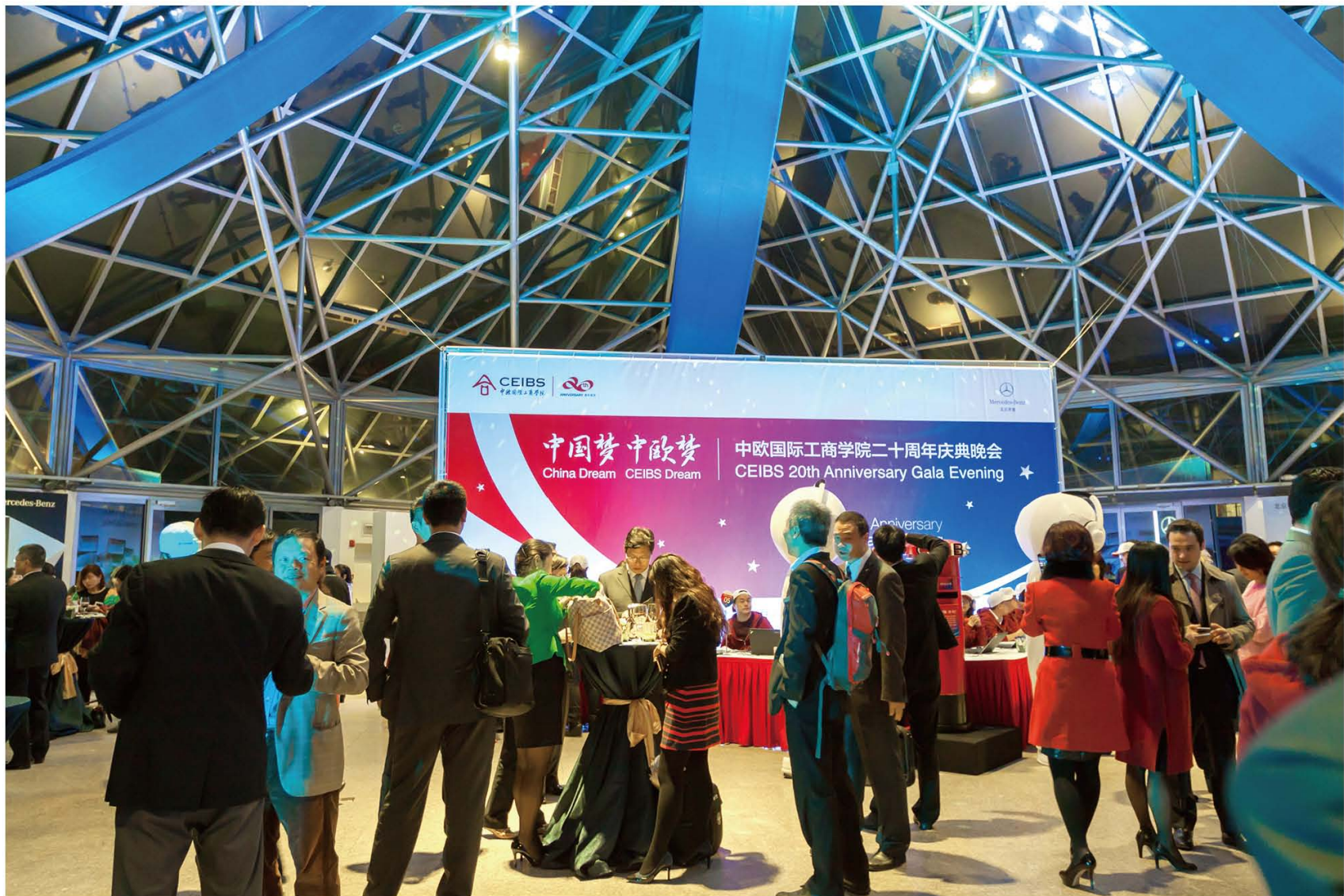
Secrets behind the Magic

BL's magic can be big or small: big enough to be an exhibition platform, and small enough to conference room, drawer, chair BL breaks the boundaries, crossing indoor and outdoor spaces; she is the bond connecting all areas-spaces are seemingly separated yet actually connected by her; she brings brand new flexible feelings to spaces every time.

BL模块化建筑系统的原型,是由支撑件和膜结构,压力和张力原理构成其基本结构。它最大的特点就是:灵活性与模块化,这些是自适应需求与可持续发展设计的必然结果。凭借着优越的结构设计,BL曾获得红点、IF、德意志联邦共和国设计奖,瑞士设计奖等诸多奖项认可。

BL modular system is based on support connections and membranes in principle of pressure and tension. The most distinguished features are flexibility and modularization, which are developed by demand-meeting and sustainable design. Because of its excellent structural design, BL has been awarded with Red Dot Award, IF, German Design Award, and Design Preis Schweiz...to name a few.





BL 在中欧的魔幻表演

在中欧校庆 20 周年的氛围营造中, 玛祖铭立为其采用 BL pon 与 clic 系统, 结合亚克力、PVC 片, 再配合内发光的效果, 将其中欧 20 年来的历程、文化, 轻盈而富有动感的——展现。
BL pon 与 clic 系统采用静力系统, 通过磁吸的方式, 不用螺丝和任何连接件, 整个展架搭建极其便捷。其系统的灵活性, 可以在不破坏现有建筑的前提下, 使其变化成任一形态与中欧整个校园环境融合。或是水面上, 堆砌的创意盒子, 或是大堂中高低错落的展示架。

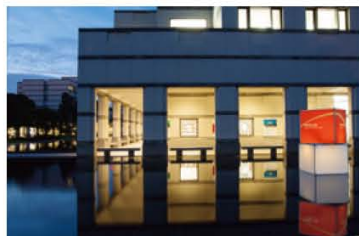


BL's magical performance at CEIBS

When creating a celebratory environment for CEIBS' 20th anniversary, Matsu adopted BL pon and clic systems, together with acrylic and PVCs as well as inner lighting effects, in order to display the 20-year long journey of CEIBS in a cultural, light and dynamic way. BL pon and clic uses static-force magnetic system which requires no screws or any connectors to set up structures easily. The flexibility enables structures to change and fit in any campus environment without making any damage to current buildings. They may change into creative Boxes on water or the display shelves with multi-levelled structure in the hall.

BL pon 系列构建的“中欧梦之旅”Box, 在水中显得格外出挑。它采用静力系统, 通过磁吸的方式, 不用螺丝和任何连接件, 整个展架搭建极其便捷。

BL pon constructed the Boxes of Dream Trip of CEIBS which is eye-catching on water. It uses static-force magnetic system which requires no screws or any connectors to set up structures easily.



默契的搭档

BL 协同配合性高, 每个部件之间都是默契的搭档。它的稳定性和有效性是建立在各个部件之间最优化结合的基础上。**这也是为什么每个系统的连接件都具有其独特的尺寸, 使其尽可能有效地承受承压杆 (铝合金通柱) 与拉杆 (对角拉杆) 之间最大的力的传递。**正是有了巧妙的结构设计工程力学上的配合运用, 才使得 BL 模块化建筑系统自适应性如此强大, 在灵活多变之余还能确保其稳定坚固。著名的理论家亚里士多德有句名言: “整体大于部分之和” 就很好地说明了这一点。相互协同配合将会是未来环保思考的要点。这也就是 “系统的环保”。

Best partners

Every part in BL system is the best partner to another. The entire system is accomplished by high coordination. The steady and effective structure is based on the optimal partnership among all parts. It is why every connector in the system is designed into unique size so that it may support the force passing between pressure-bearing rods (aluminum alloy poles) and pull rods (opposite-angle pull rods) as effectively as possible. The smart structural design and use of engineering mechanics make it possible that BL modular architectural system is powerfully self-adaptive, strongly steady and smartly flexible. Coordination among parts will be the main point for environmental friendly design concepts for the future, which is the environmental-friendly system.

不为一次而展

传统的展台只为一次展会量身定做。而下一次, 又必须如法炮制或运用新材料打造全新的展台。BL 开放式系统的优势就在于 100% 可重复使用 (当然单次喷绘的画面材料除外), 通过变换不同的结构, 组合方式, 或者加入不一样的饰面材料, 为每一次展示应用带来新体验、新乐趣。

Not a one-time exhibition

The traditional exhibition platforms are for one-time use only. They will have to be recreated with new materials for next time. The openness of BL system makes it possible that it can be recycled and reused 100% (except for the one-time print spray materials) with adjustable structure and a wide variety decorative materials which may be used for different looks and experiences.

功能就是外观

BL constructiv pila 连接件结构图, 其极具工业化美感, 结构外漏的方式, 让 BL 成功诠释了 “功能就是外观” 的特质。

Function is the look

BL constructiv pila connector, a look featuring industrial function and aesthetic value, which perfectly explains the idea of Function is the Look for BL.



↑ 2012 年上海国际室内设计节, 玛祖铭立采用 BL 模块化建筑系统为 IN DESIGN 构建展位。其为循环利用 2011 年上海 100% 设计展中玛祖铭立展位所使用展示材料。
For the Shanghai International Interior Design Festival in 2012, Matsu adopted BL modular architectural system to construct IN DESIGN exhibition stand. Matsu reused the materials which were used in Matsu Stand in Shanghai 100% Design Exhibition in 2011.



BL 模块化建筑系统, 它能做的, 远比你想象的更多。它可以是空间区隔的 “办公盒”, 亦或是企业文化展示架, 也可以是座椅、储物柜、杂志架或抽屉。它真的就像变化莫测的 “魔法盒” 一样, 有无限创作的可能。

BL modular architectural system can do more than you may expect. It can be office box that separate spaces, display shelves for enterprise culture, seats, storage bins, magazine shelves or drawers. It is a real magic box, with unlimited creativity.

↓ 2011 年上海 100% 设计展中玛祖铭立展位
MATSU Stand in Shanghai 100% Design Exhibition



注 1:
玛祖铭立是 Burkhardt Leitner 在大中华区的独家合作伙伴。
Note 2:
MATSU is the exclusive partner of Burkhardt Leitner in Greater China area.

注 2:
轻媒体, 即为小型体量使用便捷的多媒体家具。其可在开放空间灵活使用。让使用人员随时随地展即来讨论。
Note 2:
Light media are referred to small-sized, lightweight and easy-to-carry media furniture. They can be used flexibly in open spaces where accommodate people for free discussions.

MATSU 健康计划

玛祖铭立携手中国建筑与室内设计师网举办设计师沙龙活动

MATSU Health Plan

MATSU Will Join Hands with China-Designer.com Organizing Salon for Designers

编辑: 彭若 司维 图片: 鲁哈哈 Editor: Qian Peng Scarlett Si Photographer: Haha Lu

12月3日, MATSU 玛祖铭立携手中国建筑与室内设计师网,在其8号桥设计上海中心,共同开展了一场“MATSU 健康计划”的设计师沙龙活动。

本次沙龙活动邀请了十多位业界知名的设计师,分享了关于MATSU 的健康办公理念与办公空间创新研究的主题演讲。现场气氛热烈,设计师们纷纷表达了自己对未来办公趋势的想法与观点。

On December 3rd, a salon named MATSU Health Plan jointly organized by MATSU and China-Designer.com was held at the Bridge 8 Shanghai Center.

Over 10 professional designers were invited to attend the salon where keynote speeches on MATSU's creative ideas of healthy working and office spaces were shared. During the heated salon, designers enthusiastically participated in discussions and generously shared their ideas on the future office space trends.



8号桥设计上海中心是 china-designer.com 中国建筑与室内设计师网受黄浦区文创办支持,与江南智造、8号桥联合打造的地产、建筑、室内设计师交流的专业社交平台。

The Bridge 8 Shanghai Center, supported by Huangpu District Cultural and Creative Industries Office and cofounded by China-Designer.com, Jiangnan-zhizao and the Bridge 8, is a professional social network platform for designers specializing in real estates, architectures and interior design.

2014年中国建筑与室内设计师网与玛祖铭立战略合作,玛祖铭立为其8号桥设计上海中心进行整体空间规划,运用Velax模块化沙发等产品为其营造了一个激发灵感,便于分享交流的创意空间。此次设计师沙龙活动正是在此举办。设计师们根据当下的需求,随心组合Velax沙发,让思绪跟随空间的灵动规划而跳跃起来。

China-Designer.com established strategic partnership with MATSU in 2014. MATSU provided comprehensive space planning for the Bridge 8 Shanghai Center. A creative space furnished with Velax module couches is naturally built for inspiration and communication. It was where the salon took place. Designers felt free to combine Velax couch modules to meet their immediate needs. Creative ideas started to smartly and vigorously fill the space.



活动中, Roxxane LED 台灯受到了设计师的关注。其由著名德国设计师 Rupert Kopp 设计,3D 连杆(可 270° 旋转)可以让其灯头沿各个方向灵动追随,精准定位,带来无眩光的健康阅读与办公环境的同时,提供柔和而舒适的优雅操作体验。并且, Roxxane 结合了红外感应,是玛祖铭立引进第一款集成了非接触式的手势控制功能来控制开关以及亮度调节的 LED 工作灯,其技术上具有革命性的突破,这取得了现场设计师纷纷共鸣,感叹 Roxxane 是一款将设计、科技、空间、创新完美结合的产品。

In the salon, Roxxane LED lamp attracted much attention from designers. Roxxane LED lamp was created by the famous German designer Rupert Kopp. Roxxane features a 3D-joint (can be rotated through 270°) which enables the head to move precisely in any direction the user wants, creates a reading and working environment free from glares and provides soft, comfortable and elegant operating experience for the user. Meanwhile, Roxxane adopts the infrared sensor system and, for the first time, the non-contact gesture control technology to control switches and lighting. The revolutionary breakthrough impressed designers in the salon. Everyone showed interest and passion, saying that Roxxane is a perfect product integrating design, technology, space and creativity.



Let's Co

Co system

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这本就是一个多元化的办公时代。办公空间规划不仅仅是简单的“划分界域”，如何让多元化的区域彼此互融，又具有相对独立性。换言之，就是私密与开放之间的辩论，只是并不一定有准确答案，解决方案有时甚至是“灰色”的中间地带，如：即兴沟通的协作区、开放空间中专注思考的焦点区域。

Co system 应运而生，它是解决办公空间私密度和开放度矛盾相对论的部分答案。

This is an era with diversified office cultures. Planning of office space is not as simple as 'space segmentation' but a space with parts that integrate with and independent from each other. In other words, it is a negotiation between privacy and openness, with no definite answers. There are some grey areas in space solutions, like impromptu communication areas or focal areas for meditation in an open space.

That's why Co system was born as a solution to providing part of the answer to the relativity of privacy and openness in office space.

Co 将是建筑师、室内设计师最好的朋友！

Co is going to be the best friend of architect and interior designer.

CONCEPT



Hug me, Co

一根圆通柱，两块软包屏风，点与线的关系，连接结构的象形化让它有了一个热情而又亲切的名字“Co system”。

屏风与通柱之间组成一个温暖的“拥抱”，让工作中的等级屏障在软化的空间中简弱，一切就像 Co system 那么简单。

Hug me, Co

One pillar and two pieces of soft furnished screens establish a relationship between dot and line. The connection between dot and line is a metaphor of its enthusiastic and friendly name Co System.

The screens and the pillar form a warm hug, diminishing the concept of hierarchy in workplace. Everything is as simple as a Co system.

曲面空间的全新定义

上帝不会创造直线：自然界中所有的物体都是曲线的。我们也许无法改变一个长方形的空间，但是完全可以用 Co system 家具的“曲线”让这种“四平八稳”的空间在井然有序的基础上变得更加生动。

New definition of curved space

The God is not a creator of straight lines: everything in the natural world is in curved lines. We may not be able to change a rectangular space, but we can definitely jazz up the steady and fixed rectangular space with curved lines from Co system furniture.

模块化设计

设计师在初期就赋予了 Co 生命，它的生命来源于“细胞”的设计理念：就像自然界中一切生命体一样，组成这个复杂的有机体只是最基本、最简单的细胞；Co 的“细胞”同样可以巧妙组合，衍生出一个多变、灵活的“生态空间”。

Co system 通过简单的模块得以实现彼此连接，具有“重复使用性”和“接口通用化”的特征，从而将“设计”落地于应用中。可以根据工作场景的需求进行重组，在同一空间中实现多种功能需求。

并且，Co system 模块化设计可通过产品局部模块的变化让空间焕然一新，更大限度的降低家具换新成本，保护企业的原始投资，同时，减少资源消耗，符合环保的设计概念。

Modular design

Designers gave Co life in the very first beginning. The life comes from the concept of cell: like every creature in the natural world, a complicated life starts from the simplest and essential part—cells. Co's cells can be combined in various ways, to generate an versatile and flexible ecological space.

Through simple modules, Co system connects parts, featuring repeated use and common ports, so that design can actually be used in real life. Modules can be combined freely based on specific office situations to meet multiple functional demands in one space.

Meanwhile, the modular design of Co system gives the space a fresh new look with changes made in parts, which maximally reduces the cost of updating furniture and maintaining original corporate investment. At the same time, it is environmental friendly to save resources and energy in design.



开放空间的另外一面

办公空间“一个区域，一种功能”的单一形态造成了大面积的空间浪费，只有完成区域的“多功能化”，才能让企业最大限度的节约运营成本，并在真正意义上打造属于企业的“有机”空间。Co system 通过模块化产品设计，为开放式办公空间提供焦点空间、协作区、会议区以及辅助功能区（打印区、更衣室、储物间等）。

The other side of an open space

One Space One Function identity of traditional office space hugely waste the space. Only when the space is multifunctional can a corporate maximally save operational cost and create the 'organic space' which is unique to the company.

焦点空间

个人 or 团队工作站

开放办公空间的流行，互动协作的频繁，让专注思考变成了一种“奢侈”。而独立个人工作站解决了这一难题。需要伏案时，它是苦思冥想的绝佳之地。

Individual or team workstation

As office space is opener and more cooperative, concentration becomes a luxury. The Individual concentration workstation solves the problem. When someone needs to work on his or her own, it is the best place for deep thinking.

concentration area

Co system 营造的焦点空间不仅是为独立的个人工作站而设，同样也可打造团队工作基地。在这里，员工或伏案于桌前专注工作，或转身在团队工作站中的“微型协作区”进行高效、便捷的沟通交流。

Co system' s concentration area is not only for individuals but also for team-work bases. Here, employees may work on their own or turn around and communicate with their partners in a more convenient and efficient way in the micro-teamwork space in the teamwork concentration.



Co system 可结合升降桌，实现“有高度”的工作。这种升降桌带来的工作模式切换，更有利于身体健康，帮助上班族远离久坐所致的“办公室疾病”，并且可运用站立办公的方式调节工作状态，提高效率。

Co system' s lifting table makes it possible that people may work standing up. The lifting table changes working style, which is healthier. Working standing up frees employees from office sickness caused by sitting for too long; meanwhile, it will also increase efficiency by shifting working modes.

meeting space



虽然简单，但是却很出色。

THE MINIMALIST DESIGN MAKES IT EVEN MORE ASTONISHING

会议空间

3-5 人即兴沟通

现今协作时代的工作中，3-5 人小型团队交流越趋频繁。而传统的中、大型会议室占用空间面积较大，常常设立于远离员工区的地方，无法满足工作中的即兴沟通需求。Co system 通过与轻媒体的结合，在开放办公空间营造小型私密氛围，可与团队或客户进行快速沟通和私密洽谈。

Impromptu communication for 3-5 people

In today' s cooperative workplace, communication of small groups of 3 to 5 members is more and more important. However, in traditional office space, meeting spaces are usually in medium and large sized conference rooms which are often away from employees' working spaces and unable to meet impromptu communicative demands aroused anytime in work hours. Through combination with soft media, Co system creates small and private spaces in an open office space for quick or private communications among team members.



collaboration area

协作、洽谈区

生活 & 办公

开放空间中 Co system 营造的“沙发包间”，让这个区域独立于开放空间的同时，也与整个宽敞的大环境相融共生，并不是将其锁定在一块墙体后，亦或是隔间中，便没有将整体空间瓜分、切割片块之感。

life & office

The Couch Compartment space in Co System is an independent space in an open space, but at the same time, it coexists with the bigger environment. It is not built into a wall or separated in a segment; therefore, it is not cutting the space into pieces.



service area

服务站

辅助功能区

现今协作时代的工作中，3-5 人小型团队交流越趋频繁。而传统的中、大型会议室占用空间面积较大，常常设立于远离员工区的地方，无法满足工作中的即兴沟通需求。Co system 通过与轻媒体的结合，在开放办公空间营造小型私密氛围，可与团队或客户进行快速沟通和私密洽谈。

Supporting functional area

In any space, Co system can be so brilliant and free in creativity. It integrates more supporting functions in employees' working spaces, including printing, storage and outfit-changing, so that the working efficiency can be greatly improved, since employees don' t have to waste time on walking between their workstations and supporting functional areas. Meanwhile, Co system is capable of establishing private spaces, shielding them from machine noises and radiations from neighbors as well as irrelevant interactions in bigger environment.



这就是 Co，
我们已经为未来的办公空间准备好了。

This is Co. We are ready for the office space in the future.

青铜有“玛”

青铜骑士重量级的“创意工厂”（MATSU Reference）

Knights with MATSU The Factory of Creativity with Heavy Metal Sense

编辑：彭茜 图片：Bei Bei Zhang 鲁芬芳 Editor: Qian Peng Photos Provided by Bei Bei Zhang, Haha Lu

K:AD

王猛，青铜骑士传播机构（Knight AD）（以下简称：青铜骑士）合伙人，艺术总监。RW 空间设计创始人。他的造型、以及由他主笔打造的青铜骑士新办公空间都散发着浓厚的“机械风”，与其“真金属”的名字完全契合，这应该就是青铜骑士的东西由内至外的体现吧。

Wang Meng, co-founder and artistic director of Knight AD Advertising Co., Ltd. and founder of RW Space Design, has a clear identity of 'mechanical beauty' which can be easily found in his personal look and his design works, for example, the new office space of Knight AD. The perfect expression of the pursuit of the company in his design proves that the metal DNA was in his body when he was born.



左：王猛 右：王浩

带着这种情感、情怀、亦或是情结，王猛此次带领着 RW 首席设计师——王浩，并选择了与同样对设计坚持的玛铝铭立合作，将 1300 平米的办公空间打造成可容纳 70 多个工作位的“创意工厂”，为每一位“骑士”提供舒适、炫酷并能激发灵感的办公生活方式。

With the sentiment, love or even complex, Wang Meng and Wang Hao, the chief designer of RW Design chose to work with MATSU, a persistent dreamer in design as well, trying to build a 'factory of creativity' with a capacity of over 70 working desks out of the 1300-square-meter office space. It will be a cool, comfortable and inspiring way of living and working for every knight.

青铜骑士于 2002 年在深圳创立，12 年专注于为房地产企业提供全方位整合推广服务。武汉公司作为华中区总部，统领着整个华中区的地产传播发展。董事长俞维先生始终怀着一颗广告人的初心和对老建筑的热爱，同时为了公司更好的发展，斥巨资将这间老厂房改造成公司的新址。

Knight AD was established in Shenzhen, 2002. Over the 12 years of development, the company has devoted its passion to providing integrated communication services to real estate enterprises. Wuhan is the company's headquarter in mid China, leading the development of real estate communication service in the area. Chairman Mr. Tong Wei spent heavily to this old building into the new site of the company because of his love for advertising business and his passion for architecture.



青岛路，位于老汉口英租界，被列入武汉市政府重点打造的汉口滨江商务区规划中。

K:AD 青铜骑士™

“工厂”改造

2014 年 12 月青铜骑士从武汉黎黄陂路原美国海军青年会旧址正式乔迁至洞庭街与青岛路交接处，原民国时期打包厂。王猛说：每个设计师都有一个“工厂”改造的梦，而实现梦想，怎能不执着？从最初的选地、租用到最后的落成、乔迁，历时整整 1 年的时间。青铜骑士正是用了 1 年的时间将一些带着“故事”的东西在此空间进行二次创作。是这些“故事”让原有的老建筑在全新的创意生命中更添韵味。

Old Factory Remodeling

In December 2014, KnightAD was relocated from its original address at Lihuango Road, Wuhan, the former site of U.S. Marine YMCA, to its current address at the crossing of Dongting Street and Qingdao Road, the former site of Pinghe Packaging Factory in the Republic of China era. Meng said: "Every designer has a dream of remodeling an old factory. The dream is nothing but strong and lasting. It took us one year to finish the work, from choosing the site, leasing, remodeling to relocating. KnightAD used one year to re-create something special in the old site with its own stories. The new stories bring new life to the old building."



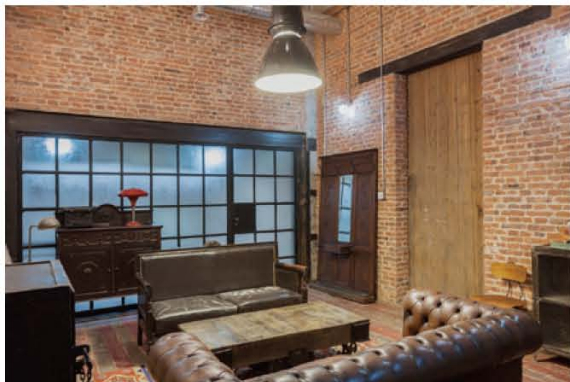
打包厂由于仓储功能，整个空间的层高为 4.9 米，青铜为了“整旧复旧”，既保留大空间 LOFT 式的感觉，又提升空间坪效，于是将局部区域改为悬层。

Packaging Factory is not an independent building but a complex with six buildings which had used for storage. A storey height of the build is 4.9 meters. In order to "maintain what it used to be", Knight AD keeps the Loft-style huge space and improves space efficiency by remodeling part of the space into hanging level.

✔ 董事长办公空间接待室
这些家具都是从世界各处收集而来，为这个有着历史沉淀的办公室，带来了不一样的“故事”。
President's Space Meeting Room
Furniture was collected from different places, bring different stories to the historical office.

→ 这个悬空而至磨砂玻璃围合的空间，就是“空中会议室”。每次通过铁皮楼梯上至 2 楼进行沟通分享时，整个工作的心情也顺应着层高的改变而多了一份欣喜感。

The hanging and ground glass enclosure is the conference room in the air. Through iron stairs, staff go up to the 2nd floor and share their ideas. They must feel the excitement every time they go upstairs.



二次创作的生命力

我们往往会把产品看成一件“东西”，摸得着，看得见，并且明码标价——我们也会认为这个价码就是这个“东西”的价值。我们在使用中也会十分“理所当然”地认为，用的就是这个东西本身。而好的产品在对的位置所发挥的价值，或者说真正了解它的人，对它使用而后再产生的二次创作这才是它价值最大化的体现。

Vigor of Recreation

Products in our minds are as simple as things which we can touch, see and price—we value them on their prices. We also believe that we only use the products themselves. As a matter of fact, good products' biggest values are hidden in the recreation of their values by people who truly understand them or in the right place and time.





覆盖历史尘埃与具有年代色彩的装置充盈在青铜骑士的办公空间的二次创作中。王猛欣慰而带有成就感地说：这些都是从垃圾堆里淘出来的“宝贝”。的确，就如同这样一句话所概述的“世上本没有垃圾，只有放错了地方的资源”。这些“东西”在王猛的梦想布置下，变成了艺术装置，甚至是转化为其他用途的“宝贝”。

Facilities and installations with historical signs and colors enriched the recreation of KnightAD in its office space. Meng felt proud and happy when he said that all of them were treasures picked up in the trashes. Indeed, like the quote 'There is no trash in the world; there is only resource in the wrong place', the old 'things' have turned into works of art or 'treasures' with newly assigned functions, thanks to the creativity of Meng's.



个（上图）为了还原民国时期建筑的感觉，整个空间采用民式散窗，玻璃上内嵌的特有钢丝是那个时期，防震抗震的一种传统方式。In order to restore the architectural style in the Republic of China era, iron windows are installed in the space. The special steel wires in glass were often seen in the era to protect buildings from explosions and earthquakes.



家具与空间的关系又何尝不是如此。对于办公空间，给人带来极致美感的不仅仅是家具本身，也不单一是空置的环境，更不只是从垃圾堆里淘出来的“东西”；而是指配合理，放到对的位置而后营造的整体氛围，这正是好的家具供应商、软装设计师、室内设计师们所需要默契配合与磨合的难题。

Furniture and space have the similar relationship. For office space, what brings the aesthetic enjoyment is not just furniture, spacious environment or the treasures from trash but the entire atmosphere created by appropriate layout and right positioning. It is a problem faced together by furniture providers, soft furnishing designers and interior designers. They have to work together seamlessly to make it work.

← 回收的实木地板与红砖，强烈的视觉，述说着“故事”的力量与充实，又是一个变废为宝的“再生之旅”。

因此，办公家具方面，青铜骑士与玛祖铭考虑到自然采光不足的工厂式结构，与空间大面积使用深色铁皮饰面，将 Lenco+ 工作台进行再创作，为其选配了棕黑色与明黄色的屏风。既与浓重的机械化大氛围呼应，同时也让稍显昏暗的空间明亮起来。

青铜骑士整个空间分为两大部分，啤酒餐厅（580 平米）与办公空间（1300 平米）。现开放使用的是一期工程：办公空间，而啤酒餐厅将在其后完工。

Therefore, in office furnishing, KnightAD and Matsu considered the factory structure with insufficient natural lights and the full coverage of dark leather. For the recreation, they used brownish black and bright yellow screens on Lenco+ Working Desk. The new design echoes heavy mechanic sense and lightens up the dim space.

KnightAD office space is consisted of two parts, beer restaurant (580 sq.m.) and office space (1300 sq.m.). Now the office space is for use, and the beer restaurant will be complete later.

摄影师简介：Bei Bei Zhang 青年独立摄影师，毕业于伦敦艺术大学摄影专业，现居武汉。在 BBC 美国广告公司 的实习工作经历让她在身处现代快节奏节奏运作的同时，对生活与时间产生了新的认识。曾在国内外多次举办个人摄影展。她擅长通过独特的视角和细节的描写去挖掘事物更本质的存在方式。

整个空间采用 6000 多颗铆钉搭配铁皮包裹的支撑柱与楼梯，营造重工业的氛围。Over 6000 rivets are used on iron-covered supporting pillars and stairs to create a sense of heavy metal.



Loft式的办公仓储

南京正大天晴（MATSU Reference）

Loft-style Storehouses

Nanjing Chia Tai Tianqing

编辑：彭茜 图片：鲁哈哈 Editor: Qian Peng Photos Provided by Haha Lu



南京正大天晴是中国领先的医药企业。随着企业业务不断增长，2013 年公司决定在南京经济技术开发区创建一个前瞻性的总部园区，其基地面积为 65,000 平方米，预计 2016 年全面完工。在此期间，为了满足先入住的部分员工日常办公需求，2014 年南京正大天晴与玛祖铭立合作，在其仓储物流中心打造别样办公工厂。

Chia Tai Tianqing Pharmaceutical Group Co., Ltd. is a leading pharmaceutical enterprise in China. As it develops quickly, CTIQ decided to establish a forward-looking headquarter industrial part in the economic and technological development area in Nanjing. The park covers an area of 65,000 square meters, to be completed in 2016. Before its full delivery for use, in order to meet the working demand for employees who have been accommodated early, CTIQ worked with Matsu in 2014 creating its storehouses into an office factory.

“中央公园”

南京正大天晴总部园区由研究院、生产基地和培训基地、仓储物流中心、中试放大中心、产品检验中心、行政办公中心、员工生活中心等“一院、两基地、五中心”的格局。该项目已被南京市政府列为“十二五”三十项新兴产业重大项目之一。

整个园区以“中央公园”的园区规划概念，充足的阳光、绿色，与每栋建筑物周边最大化的景观视野。通过日照分析，基地南部具有更多视野和充足光线具有更好的品质，北部紧邻交通噪音基地品质则稍逊，因此将建筑物设置在基地背面，从而保证基地内最大的受光面积，而不受建筑阴影影响。

Central Park

The headquarter park of CTIQ is consisted of research institute, production base, training base, storage logistic center, intermediate trail center, product examination center, administration office center, staff living center—the One Institute, Two Bases and Five Centers layout. The project has been listed as one of the 30 key projects of rising industries in Twelfth Five-year Program by Nanjing Government.

The park is planned with a theme of 'central park': abundant sunshine and green plants, great views around each building ... Through analysis, sunshine on the southern part of the park is more abundant and high-quality and the views are bigger, and as for the northern part, it has more traffic noise. Therefore, buildings are established in the northern part to ensure the biggest sunshine coverage and smallest possible shadows.



会议空间，Pal 墙浅驼色的布面材质让冷峻的空间多了丝丝温暖。多媒体科技的植入，让笔记本与各类设备信息无缝分享，摒弃了投影设备的种种繁复。

As for conference space, the light camel cloth fabric of Pal wall warms up the cool atmosphere. Use of high-tech devices, like multi-media tools, make it possible to share information between laptops and other devices, so that the too complicated projectors can be abandoned.

MATSU Pal Multi-media Wall 轻媒体（注 1）墙
Planmöbel M-pur Conference Table 会议桌
Kusch + Co | Holaj Conference Chair 会议椅



家具方面，员工区采用玛祖铭立合作伙伴 Planmöbel 的 M-pur 开放式工位系列，木质饰面的活动柜与组合高柜解决储物问题的同时，丰富了色彩、材质、空间层次。In the staff area, M-pur open workstation collections by Planmöbel, a partner of Matsu, are chosen to furnish the area. Meanwhile, adjustable cabinets and complex with wooden patterned finish are also used to enrich the color, material and level of the space.

Planmöbel M-pur Workstation 工位
MATSU Starf Swivel Chair 办公椅

办公 & 仓储

办公工厂有两个功能，其一是满足仓储物流中心基本储存、保管、装卸搬运、配送货物的空间需求，再则是满足先入住园区的部分行政人员与仓储人员的办公需求。

办公空间以 LOFT 式钢结构为主，延续了厂房化的风格——看似粗犷的外观，实则细节处都经过精心设计。整体办公面积约 700 ㎡，共计两层，一层为物流中心仓储人员办公空间，二层为行政办公人员。

低调而蕴含不同肌理效果的“灰”成为了空间的主基调，它让空间和谐统一，而又不失丰富的层次感。比如，地面金刚砂耐磨固化剂处理，既提升了光泽度与精致感，又保留了水泥的原始肌理。美岩板构建的隔断，并未进行其他辅材的饰面添加，而是展现了材料本身独有的“潜水风格”。

Office and Storehouse

There are two functions for an office factory, one for basic logistics demands in terms of storage, maintenance, handling and transportation and one for administrative demands for the office and storage employees who have been accommodated early in the park.

The office factory space is mainly structured with loft-style steel structure, keeping its storehouse style—wild in the general look yet refined in the details. The entire office area is 700 square meters, two-storey structure, one for office space for employees at logistic center and one for administration staff.

The low-profile yet multiple-layered 'grey' is the key color of the space, unifying the space into a harmonious state and keeping its rich sense of layers. For example, the floor processed with wear-resistant emery curing agent glosses and refines itself while maintaining the original nature of concrete. The cement boards that separate space are not finished with any materials so that the pure nature of the material is kept.

注 1：轻媒体，即为小型体量使用更强的多媒体家具。其可在开放空间灵活使用，让使用人员随时随地展开讨论。

Note 1: Light-Multi-Media: multi-media furniture featuring small size and light weight. It can be used flexibly in open space. Users may start and develop discussions any time, any place they want.

用温暖簇拥世界

鄂尔多斯集团总部（MATSU Reference）

Embracing the World with Warmth Headquarters of Erdos Group

编辑：彭茜 图片：鲁哈哈

Editor: Qian Peng Photographer: Haha Lu



鄂尔多斯自 1979 年创立以来，经过三十多年的发展，现品牌价值以 667.97 亿元的品牌价值跻身中国 500 最具价值品牌排行榜第 36 位，并连续多年位居纺织行业第一。

这个备受国人瞩目的品牌（鄂尔多斯），在 2010 年与玛祖铭立（MATSU）共同规划北京办公空间后，今年再次携手玛祖铭立，并将高端办公空间整体解决方案带入开阔的内蒙古，为其上万平米的新总部空间营造纯净、理性、温情的工作环境。

Through over 30 years' development since its foundation in 1979, Erdos is ranked 36th of China' s top 500 most valuable brands with a value of RMB 66.797 billion and ranked first in the textile industry for several consecutive years.

After the cooperation with MATSU in planning its Beijing office space in 2010, the highly-anticipated brand Erdos has joined hands again with MATSU this year to bring high-end office space solutions to the vast Inner Mongolia and create a pure, rational, loving work environment for its new headquarters of over 10,000 square meters.



➤ 员工区
MATSU Lenco+ Workstation 工位
Kusch + Co Ona Work Swivel Chair 办公椅
→ 8F 视讯会议室
Kusch + Co Papilio Cantilever Chair 会议椅

羊绒产业是鄂尔多斯集团的事业基础和品牌支柱。集团始终以“温暖全世界”的情怀，打造立民族志气，创世界名牌的企业。鄂尔多斯集团新总部以如羊绒般洁净的“白”为基调，通过灰色地毯与布面屏风的温暖质感，加之原木色作为点缀，让整个空间在不夸张的基调中，理性的透露着丝丝温情。

The cashmere industry is the basis of business and pillar of Erdos Group. The Group has been committed to becoming a world famous enterprise in the spirit of "embracing the world with warmth". The keynote of cashmere-like pure white, added with the warmth from grey carpet and cloth screens and the decoration of the log color, delivers rational warmth to the whole space.

为了引入国际化设计理念，鄂尔多斯聘请曾获得法国总统“骑士勋章”的国际著名设计大师吉尔·杜福尔先生担任鄂尔多斯主品牌的艺术总监，并聘请香港设计师协会主席杨棋彬先生担任鄂尔多斯顶级品牌“1436”（注 1）的设计总监。

工作环境是企业文化体现的载体。鄂尔多斯总裁等高层领导办公空间选用山水系列高级行政桌。山水系列从传统中国文化中萃取精华，再加之现代表现手法，让整个空间儒雅，而又不失走向世界的国际范。

To bring in international design concepts, Erdos has employed the internationally renowned designer Gilles Dufour, awarded a Medal of the Order of France, as Erdos' main brand' s artistic director and the Chairman of the Hong Kong Designers Association Mr. Yang Qibin as Erdos' top brand 1436 (Note 1)' s design director.

The working environment is the carrier of corporate culture. The landscape series of senior executive tables are used in the office space of Erdos' senior leaders like president. The landscape series are extracts from traditional Chinese culture and when expressed in a modern way, deliver refinement and an international style to the whole space.

鄂尔多斯集团与玛祖铭立的成功合作，用又一个实践的案例对市场发声：传统制造业的办公空间也可以现代、开放、时尚。**对于今日改革开放已三十多年的中国市场，时尚不再是曾经封闭社会所理解的“短裙轻浮”，而“稳重”也不仅仅是体量与重色所表现的。对于国际化市场，极简就是极奢华；而对于中国办公空间，将传统文化的根融入极简设计中，才是中国底蕴式的“稳重”。**

Erdos Group' s successful cooperation with MATSU proves again that the office space of the traditional manufacturing industry can be modern, open and stylish. To today' s Chinese market that has been opened up for over 30 years, fashion doesn' t mean "frivolous skirt" as it did in the past closed society and "prudence" is more than volume and color. To the international market, minimalism is ultra luxurious, but to Chinese office space, only by integrating traditional culture with minimalist design can the Chinese-style "prudence" be achieved.



↑ 7F 副总裁办公空间
MATSU 山水 礼 Executive Table 宴会
MATSU Urban Sofa 沙发
MATSU Clouds Tea Table 茶几
Kusch + Co Ona Work Executive Chair 行政椅
Kusch + Co Trio Cantilever Chair 会客椅

注 1：1436 作为鄂尔多斯集团强势推出的顶级奢侈品牌，其品牌名称来源于世界极品羊绒规格，品牌精选鄂尔多斯高原的鄂托克旗的阿尔巴斯山羊绒，这是最为稀少的白中白无毛绒，是直径细于 14.5 微米、长度又达 36 毫米以上的极品纤维。这样的极品，在 100 公斤的原绒中只能找到 1 公斤。使用同样出色的纺织缝纫技术、经过上百道严密工序的精细加工工程，将极品羊绒纤维幻化为极致尊贵的 1436 羊绒产品，更为柔软轻盈、舒适细腻。

Note 1: As a top luxury brand launched by Erdos Group, 1436 comes from the world' s best cashmere specifications and uses selected Erbasu cashmere from Etuokeqi of Ordos Plateau. Erbasu cashmere is the most scarce white dehaired cashmere as well as fine fiber with a diameter of less than 14.5 microns and a length of up to 36 mm and above. Only 1 kg of such fine cashmere can be obtained from 100kg of raw cashmere. Then, through equally outstanding sewing technology and hundreds of rigorous processing procedures, the fine cashmere fiber is turned into extremely distinguished 1436 cashmere products, which are softer and lighter, more comfortable and delicate.

↓ 经理办公空间
Matsuo Lenco+ Workstation 经理位
Matsuo Croce Lounge Table 洽谈桌
Kusch + Co Papilio Swivel Chair 办公椅
Kusch + Co Ona Visit Cantilever Chair 会客椅



霍尼韦尔的创意天地 (MATSU Reference)

The Creative World of Honeywell

编辑: 彭茜 图片: 鲁哈哈 Editor: Qian Peng Photos Provided by Haha Lu

空间仿佛会说话。在这样一个跳跃的空间中，从颜色、空间布局、产品造型无一不诉说着：这是一个充满着灵感与创意的地方。这，就是霍尼韦尔中国总部设计组专属办公之地。

Space can talk. In a space as such, every element talks, color, layout, model ... It is a place full of inspirations and creative ideas. This is the designers' office at headquarter of Honeywell China.

霍尼韦尔是《财富》百强公司，致力于发明制造先进技术以应对全球宏观趋势下的严苛挑战，例如生命安全、安防和能源。

设计组的人员并不多，大概 7-8 人，但，就在这样一个 100 平米左右的创意栖息地，灵感可以被粘贴在冲孔钢板上分享，每每看到，都是一种赏心悦目与创意激发的过程。吧台、Velax 模块化沙发与 Clover 茶几组合的休憩区、或开放或半开放的 120 度 Lenco+ 工作位，会议区都一应俱全。

色彩是整个空间的特色，雅致的浅灰桌上屏与满铺的中灰色地毯相互呼应，形成了整体；而点缀的彩色高低屏风又将工作区与休闲区的色彩联动了起来。

As one of the Fortune's Best 100 Companies, Honeywell is devoted to developing new technologies to take the challenges across the globe, like life safety, security and energy.

There are only 7 or 8 designers working there, a 100-square-meter office. But it is a nest of inspirations where ideas are posted onto the perforated steel plates for sharing. Everything looks delightful and powerful in creating new things. The bar, Velax module sofa and Clover tea table relaxing area, open and semi-open 120° Lenco+ working stations, and conference area... nothing is missing there.

Colors make the space special. Elegant light grey table screens echo with medium grey carpet to make a perfect set; bright colored high and low screens activate colors in working and relaxing areas.



项目名称 Project: 霍尼韦尔 Honeywell
项目地址 Location: Shanghai · China 中国 · 上海
办公家具明细:
MATSU Lenco+ Workstation 工作位
MATSU Velax Sofa 沙发
MATSU Clover Table 茶几
Toucan-t Carpet 地毯
MATSU Mepel Barstool 吧椅

→ MATSU Velax Sofa 沙发
MATSU Clover Table 茶几
Toucan-t Carpet 地毯

← 120° 的 Lenco+ 工作位台面空间较大，适合常常要绘制图纸或是有大量资料摆放的设计师。桌上屏可根据使用者的状态需求，随意折叠，开放或半开放，员工自己营造空间氛围。
The large 120° Lenco+ working stations are perfect for designers who need larger spaces to draw graphs or place their documents. The table screens can be installed as designers wish to create different spaces, open or semi-open, which are comfortable to them only.

MATSU Lenco+ Workstation 工作位
MATSU Mepel Barstool 吧椅

↓ 小型团队，工作位与休闲区融合在一起，让创意充盈整个空间。而通过地毯颜色与材质又将区域看似分割。
For the small team of designers, working stations are integrated with relaxing area. The feel of freedom and relaxation fills up the space. But people may still tell the boundary by the different colors of carpets.



白色象牙塔

韦伯斯特大学维也纳校区 (Kusch+Co Reference)

编辑：陶然亭 图片：Kusch+Co 提供 Editor: Nicole Tao Photos Provided by Kusch+Co

韦伯斯特大学维也纳校区，餐饮空间采用玛祖铭立合作伙伴 Kusch+Co Uni_verso 休闲椅与 San_siro 餐桌，在精神粮食孕育、传播的神圣之地，为其营造白色知识殿堂中的用餐氛围。

In Webster University Vienna Campus, the dining space adopted the Uni_verso leisure chairs and San_siro dining tables designed by MATSU's partner Kusch+Co, creating outstanding dining atmosphere for the white knowledge hall, a holy place for the incubation and dissemination of mental nourishment.

韦伯斯特大学于 1915 年在美国成立，并于 1981 年建立奥地利维也纳校区。韦伯斯特大学在学术方面享有国际盛誉，位于“最优秀大学”第 25 位，并被评选为具有“最出色的国际办学项目”的大学。

Webster University was founded in USA in 1915, and it established the Vienna Campus in Austria in 1981. The University enjoys high academic reputation worldwide, ranks the 25th place in the "Top Universities and Colleges" list, and it was rated as the university with "the most excellent international educational program".

Webster
University
Vienna
Campus

(Kusch+Co Reference)

IVORY TOWER

学校以小班授课
(平均班级人数由
10 个学生组成)为教学
特色。其餐厅也秉承其小班
授课的特点，舍弃大规模的集体
空间，取而代之的是小而温馨的家庭
式厨房概念。整个空间色彩上选用大面积
的白色，搭配小体量的跳跃色块，使其异常纯
净、神圣，正如这座白色象牙塔，摆脱社会恶俗
的繁杂色彩，营造知识小天地的“浪漫”一样。

The Campus is featured by small class teaching, with each class consisting of an average of 10 students. Instead of a large dining hall, it adopts the form of small dining rooms with the concept of small and cozy family kitchen. For the whole space color, it adopts extensive white, matched with small-volume jumping color blocks, creating a particularly pure and holy atmosphere just like the Ivory Tower itself, which is free from the vulgar world and creates a romantic knowledge hall.

在此处，Kusch+Co 的 Uni_verso 座椅无疑是“神圣”的主演者。白色的吊顶、墙面，具有城堡、或是教堂感的圆形穹顶，与弧形拱门让整个空间如朝圣般威严，仿佛每一处都在表达着“知识是不可亵渎的”。而 Uni_verso 座椅与 San_siro 餐桌木质椅脚让整个空间，除了无可挑剔的纯净外，带有些许如家般的温馨。

Here, the Uni_verso chairs designed by Kusch+Co are undoubtedly playing the leading role. The white ceiling, walls, castle or church-style dome and arch make the whole space as majestic as the pilgrimage ceremony, with each part of the space seemingly expressing that knowledge is inviolable. Meanwhile, the wooden legs of Uni_verso chairs and San_siro tables bring a little cozy family atmosphere in addition to the impeccable purity.

“光”的见证

巴尔的摩大学法学院（Nimbus Reference）

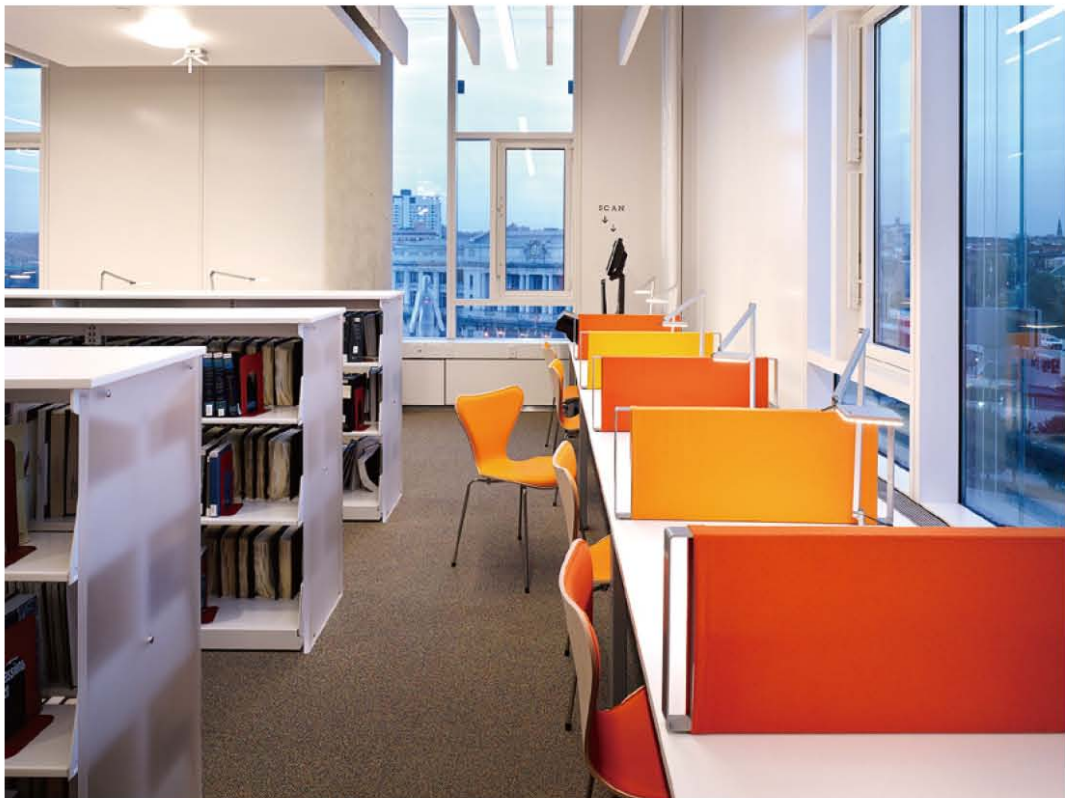
Witness of Light

University of Baltimore School of Law

编辑：王文韬 彭茜 图片：Nimbus 提供

Editor: Wentao Wang Qian Peng Photos Provided by Nimbus

巴尔的摩大学法学院大楼的设计，邀请了五个国际建筑师进行竞选。最后，Behnisch 建筑事务所与 Ayers/Saint/Gross 建筑事务所合作的方案被采纳。而照明方面，则选用玛祖铭立德国战略合作伙伴的高端 LED 品牌 Nimbus。该项目共有近 300 盏各式 Nimbus LED 产品，Nimbus 以光“见证”了这所法学院作为一个学术机构，与巴尔的摩这个城市的社会关系。



Five international architects were invited to participate in the competition for a new building of School of Law at University of Baltimore, the John and Frances Angelos Law Center. Behnisch Architekten in partnership with Ayers/Saint/Gross of Baltimore were finally selected as the winning entry. High-end LED brand Nimbus, German strategic partner of Matsu Group, was chosen for the lighting system of the building. Almost 300 Nimbus LED luminaires light up the building as a witness to the social relations between School of Law and the city Baltimore.



关于巴尔的摩大学：

美国马里兰州的巴尔的摩大学（University of Baltimore），一所成立于上世纪 20 年代的著名高等学府。而在巴尔的摩大学的众多院系中，名声最大、在美国最受好评的，便是法学院。作为美国法律学院协会的正式成员之一，不乏当今美国的著名律师、现任法官，以及资深法律界人士。

About the University of Baltimore:

University of Baltimore, Maryland, is a well-known higher education institution established in 1920s. Among all the schools at UB, School of Law is the most prestigiously recognized one. As an accredited law school by the American Bar Association, School of Law at UB is proud of its famous alumni who are now notable lawyers, practicing judges and senior experts in the field.

城市的视觉标志：

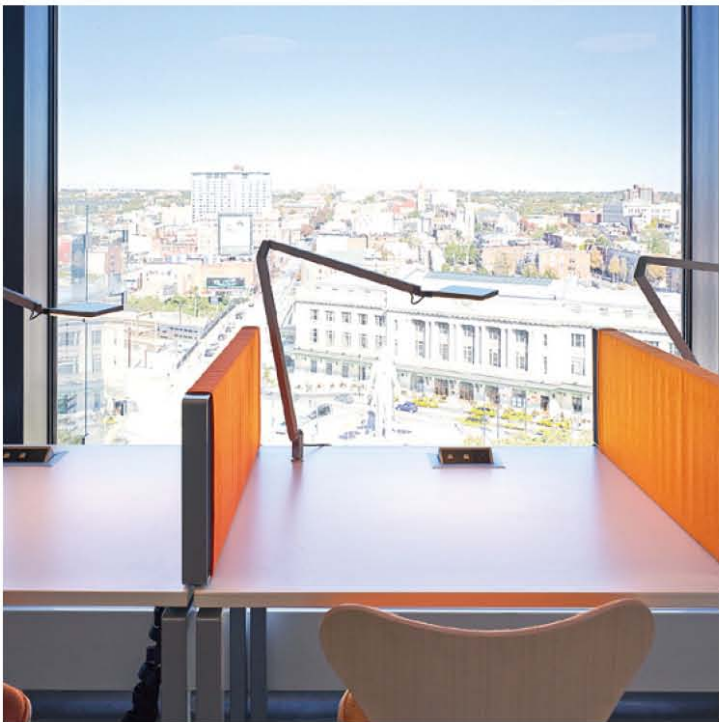
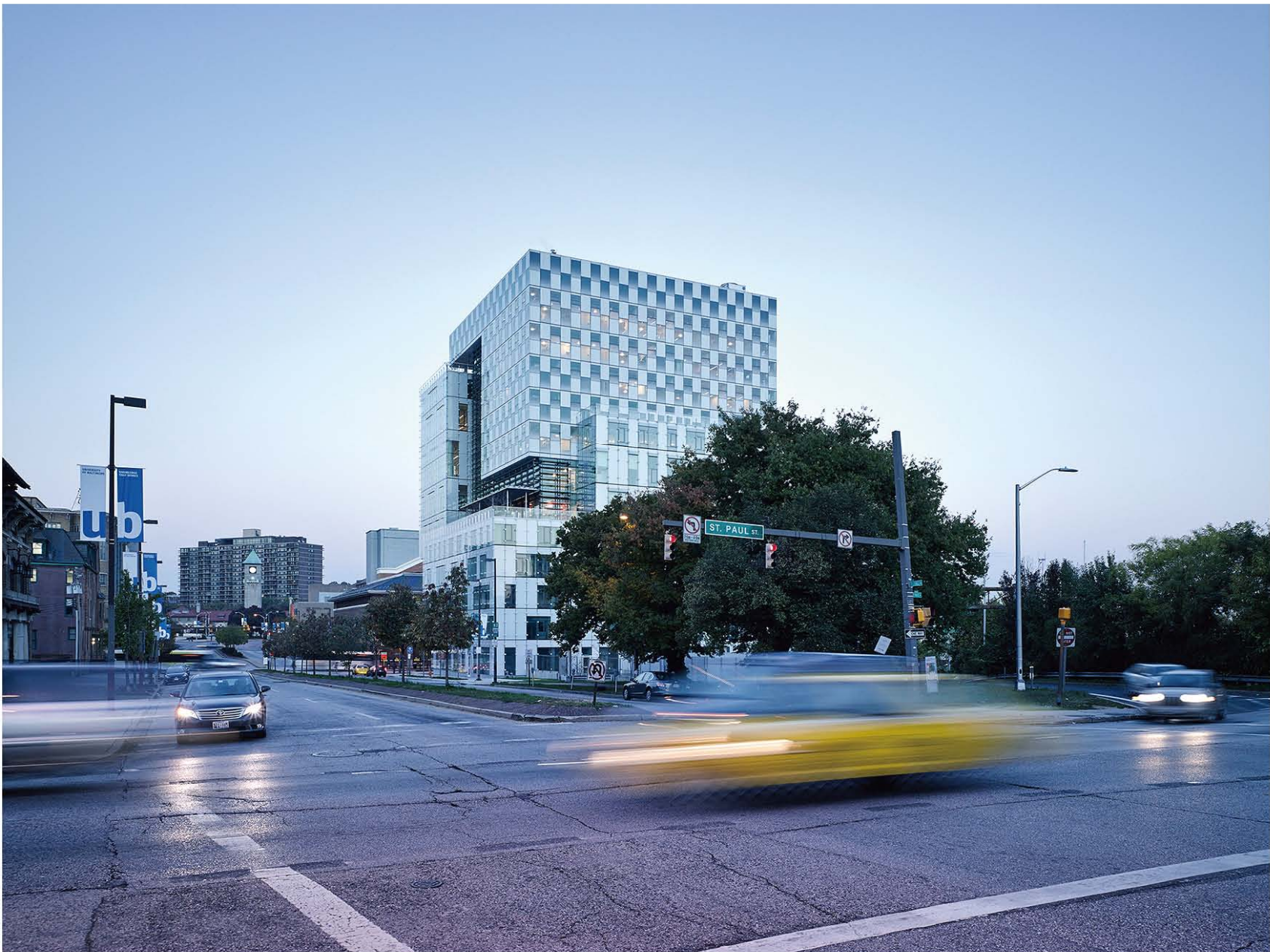
巴尔的摩大学法学院位于 Mount 皇家大道和查尔斯街交口的突出位置，临近巴尔的摩主要火车站宾州车站，并紧邻琼斯瀑布高速公路。得天独厚的地理优势，使得这个项目有机会成为校园内乃至城市中重要的视觉标志。

巴尔的摩大学法学院第一次将教室、教师办公室、行政空间和法学图书馆容纳在一个屋顶下。建筑的形式由三个相互穿插的 L 形体量组成，显示出建筑各部分的功能——教室、办公室和法学图书馆。

Visual Landmark of the City

The University of Baltimore, School of Law, is located at the corner of Mount Royal Ave. and N. Charles St., close to main train station Pennsylvania Station and next to the Jones Falls Expressway. The location is so exceptionally important that the building has the chance of becoming the most landmark of the university and even the city.

The new home of the John and Frances Angelos Law Center will unite classrooms, faculty offices, administrative space, and the law library under a single roof for the first time. The building form consists of three interlocking L-shaped volumes which articulate the functions of the building program – classroom facilities, offices, and the law library.



巴尔的摩大学 & Nimbus

在项目之初，巴尔的摩大学校方对 Nimbus LED 原本并无了解，但校长 Robert L. Bogomolny 先生在设计师推荐下对 Nimbus 德国总部的一次访问却改变了一切。

在访问中，Bogomolny 校长曾问及 LED 灯具相较于传统灯具的优势。而 Nimbus 创始人 Dietrich F. Brennenstuhl 先生的回答是：“LED 产品相比传统灯具虽然造价更高，使得客户的初期投入有所增加。但从长期来看，LED 可以节约大量能源，而且在使用中，基本不会产生维修费用。因此，从长远利益出发，使用 LED 产品将是明智的选择”。

University of Baltimore & Nimbus

At the beginning, University of Baltimore didn't know much about Nimbus LED, but President of UB Mr. Robert L. Bogomolny took a trip to Nimbus' Headquarter in Germany after he took the advice from the architects, and the trip changed everything.

During the trip, President Bogomolny asked why LED luminaires were much better than traditional ones. Mr. Dietrich F. Brennenstuhl, founder of Nimbus, answered: "LED luminaires are somewhat more expensive to buy than conventional luminaires. However, the additional costs pay for themselves in the medium term because the luminaires are very energy-efficient, have an extremely long lifetime and require no maintenance at all."

在巴尔的摩大学法学院新大楼中，除了被广泛使用的 Office Air LED 以外，另一款深受美国市场喜爱的 Nimbus 产品便是，由著名设计师 Rupert Kopp 先生完成的 Roxxane LED。

Besides the widely used Office Air LED, in the John and Frances Angelos Law Center one may find another Nimbus product which is deeply loved by American market. It is the Roxxane LED designed by the famous Rupert Kopp.

作为一款搭载了红外“手势”控制系统的 LED 台灯，Roxxane LED 以其流畅和精确的运动机制（可 270 度旋转的 3D 连杆灯头 + ）以及完美的光技术，在 2012 年一经问世，便在整个业界引起广泛的关注与极佳的市场反响。

As a LED lamp with infrared 'gesture' control system, Roxxane LED is equipped with smooth and precise movement mechanism (270 ° tilting 3D luminaire head) and perfect lighting technology, so it has drawn wide attentions and compliments since it was first launched in 2012.

注：NIMBUS 为玛祖铭立大中华区域的独家合作伙伴

Note: Nimbus is the exclusive partner of Matsu China



简于形，精于言的会议态度

德国通快有限公司总部会议空间（Renz Reference）

Conference Attitude, Simple in Format and Refined in Speech

Trumpf GmbH + Co. KG

编辑：陶然亭 图片：Renz 提供 Editor: Nicole Tao Photos Provided by Renz

德国 Trumpf（通快）有限公司总部室内设计，由 Sybille Maisch 担纲，选用玛祖铭立合作伙伴 RENZ 会议产品系列（Talk 与 Tune）。整个空间以简洁、优雅的线条为主，有机地将其营造成和谐的整体。

Interior Architect Prof. Dipl.-Ing. Sybille Maisch and the management worked in close collaboration to design and furnish the rooms, and cooperated with MATSU's partner Renz. The interior design is characterised by clear, elegant lines and blends into a harmonious whole.



德国 Trumpf（通快）有限公司是一家全球领先的高科技公司，分为机床、激光科技、电子及医疗设备四个部分。其总部位于 Ditzingen（迪琴根，斯图加特市附近），拥有 2500 余名员工。

The Trumpf GmbH + Co. KG is a leading global technology company with Machine Tool, Laser Technology, Electronics and Medical Technology divisions. At the Ditzingen headquarters more than 2,500 employees are engaged in Production, Research and Development, Sales and Service, and administrative functions.

这次会议和会议室选用了灵活的 Talk 系列会议系统和卓越的 Tune 系列会议桌作为解决方案。

The meeting and conference rooms are furnished with the flexible Talk table system and the distinguished Tune table programme.



Tune 的调性——Tune 会议桌系列

卓越的 Tune 会议桌系统拥有丰富的形状、大小来适应于任何空间，它可以是小至 3、4 人的洽谈桌，也可以是大至十几人的大型会议桌。设计师 Jehs + Laub 还为其设计了优雅的扁平钢制桌脚，保证了充足的腿部空间。其桌面上的滑动皮革面板与桌下走线槽巧妙的使繁复的电源及电线消失在人们的视线中。

Tones of Tune—Tune conference table collection

The extraordinary Tune conference table collection features in a wide variety of table shapes and sizes which may fit into spaces of any kind, from small discussion tables for three or four people to large conference tables for dozens of people. The designers Jehs + Laub create flat steel table legs to enlarge the spaces for legs. The movable leather board on the surface and the wire slots smartly make intertwined wires and plugs disappear from people's sights.



red dot

Tune 荣获红点奖

Tune is awarded by the Reddot Design Award

← Renz Tune Conference Table 会议桌系统



Focus Open 2014
Gold

Talk 荣获 Focus Open 2014 Gold

Talk award Focus Open 2014 Gold

← Renz Talk Conference Table 会议桌系统
20 人的大型会议空间

卓诡变幻——Talk 会议桌系列

Talk 会议桌系统模块化的结构，使其可以构建出不同的组合方式。相邻两块桌面的巧妙链接，合页下的田字凹槽与带有两块钢片的桌脚可以便捷的紧密相连，拼装和拆卸都无需任何工具，方便快捷。所有繁杂的电源走线都可以收纳于水平的横梁与 Talk 桌脚。让整个空间干净极致，而会议这一刻的言语表达如同 Talk 产品般简练而有力。

Craftily ever-changing-Talk conference table collection

The modularized structure of the TALK Conferencing System shape different combinations. The double-crossed groove under the table is closely connected with the table leg with two locking plates. No tool is needed for reassembling or dismantling. It is convenient and fast. All the electrical cables are concentrated between the horizontal beam and the Talk table leg. It makes the space clean and beautiful. It is like what you say on the meeting, brief yet powerful.

如今位于 Ditzingen（迪琴根）的 trumpf 总部办公大楼已完全恢复活力，并搭载了最新最独特的建筑和照明技术，给予了员工一个简于形、精于言的会议空间与办公环境，不需要多余的繁复沟通，言语如同设计般简而有力。

The office building at the headquarters in Ditzingen has been completely revitalised and equipped with the latest in premium building and lighting technology. It offers a new conference and working space which is simple in format yet refined in speech. Like fewer yet powerful words, the design explains everything in the simplest yet most influential way.



精彩的“跑题”

专访设计师陈彬

编辑: 彭茜 图片: 由后象设计师事务所提供
Editor: Qian Peng Photos Provided by Allsymbol Design Firm

the brilliance of going off-topic

Interview with Designer Chen Bin

→ 后象设计师事务所办公空间公共休闲区
极致的氛围、全方位的体验可以培养、熏陶设计师的审美观感,这就是陈彬的想法,
也是后象的企业文化。

因此,后象设计把最好的方位留给公共休闲区。在这里,设计师们可以眺望江景、
喝咖啡、分享交流。

↓ 陈彬主力设计项目: 华侨城 纯水岸·东湖 销售会所

陈彬 Chen Bin

武汉理工大学艺术与设计学院副教授 硕士生导师

CAAN 中国美术家协会会员

CBDA 中国建筑装饰协会设计委员会委员

CIID 中国建筑学会室内设计分会会员

IAI 亚太建筑与室内设计联盟理事

ICIAD 国际室内设计联盟理事

大木设计中国理事 副理事长

后象设计师事务所创始人 设计主持

奖项

2013 年荣膺中国年度封面人物

2012 年度美国 WAN Interior Design Awards 精英阶段

2012 年度金堂奖年度优秀餐饮空间设计作品奖

2011 年度、2009 年度分别获得德国 IF 2012 设计大奖、

德国 IF 2009 中国设计大奖

2011 年度与 2010 年度美国 ANDREW MARTIN 国际室内设计大奖

2010 年度金指环 IC@ward 全球室内设计大赛金奖

2009 年度 APIDA 第十七届亚太室内设计大奖铜奖

2009 年度 Interior Design China “酒店餐厅类最佳设计” 奖

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Associate Professor, Academic Advisor for Graduate Students,
School of Art and Design, Wenh University of Technology
Member of China Artists Association
China Building Decoration Designing Committee
Member of China Institute of Interior Design
Member of The Asia Pacific Designers Federation
Member of International Council of Interior Architects and Designers
Deputy President of Damu Design China Committee
Founder and Design Director of Allsymbol Design Firm

Awards

2013 LUXE Magazine China Cover Figure

2012 Finalist of WAN Interior Design Awards, UK

2012 Jintang Prize Best Restaurant Space Interior Design of the Year

2009 IF Design Award of Germany in China, 2011 IF Award of Germany

2010 and 2011 Andrew Martin International Interior Design Award, UK

Gold Prize of 2010 the Ring IC@ward International Interior Design Award

Silver Prize of 2009 17th Asia Pacific Interior Design Awards

2009 Interior Design China Best Design for Hotels and Restaurants

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版画创作、公共艺术、室内设计、艺术与设计学院老师,对于这样的多重身份,陈彬看起来似乎有点“跑题”,而正是这种“跑题”,让我们看到一个集结优雅、绅士、果敢而幽默的他,包括他的作品。

后象设计师事务所的整个办公空间偏向朴素的亚洲风格,追求那种雅致亲切的感觉,但有意无意中又会散发出一些小小的“冲突”。比如适度散落在空间之中的旧物,欧洲哥特风格铸铁烛台,民国海派家俱,日本江户时代黑铁壶,包豪斯风工业家具,明式花几面柜.....对此,陈彬诙谐地将之概括为“跑题”,说这个空间就好比一篇形散而神不散的散文。而我想这就是作为设计师那份自在于心,运筹帷幄的自信与对空间中“情趣”和“幽默”的理解吧。

Print Artist, Public Art and Interior Designer, Teacher from School of Art of Design ... Chen Bin is under so many titles that it seems that his life is a little bit loosely off-topic. However, it takes talent and courage to be this off-topic: from his off-topic life, we see an elegant and decisive gentleman with a great sense of humor. His characters are also reflected in his works.

After the interview, Mr. Chen gave me a tour at his Allsymbol Design Firm. Mr. Chen introduced to me: The entire office space is more Asian: simple, plain, elegant and amiable. However, intentionally or unintentionally, there are some 'conflicts' in the space, too, for instance, the used items scattered around the space, the Gothic iron candlesticks, Shanghai-style furniture from the Republic of China period, black iron pot from Edo period, Bauhaus-style industrial furniture, Ming Dynasty-style noodles cabinet...He made a joke calling his space an off-topic prose, free in style yet focused in soul. I believe this is how a designer deeply comprehends art. In a playful way, confidently masters the design of a space and freely follows his heart.



Q & A

Q: MATSU 玛祖铭立
A: Chen Bin 陈彬

Q 从大学研习版画艺术，再到现在从事的室内设计，您是如何看待这种选择？版画创作与室内空间设计之间会有一些关联吗？
You studied print art in college, and now you work as an interior designer. How do you view the change? Are these two fields connected in some way?

A 一直以来我都认为，版画这种绘画形式是非常具备设计感觉，最需要有设计意识的，不论从画面表达形式本身，还是从它的构思完成过程，都是如此。大学四年的绘画训练和版画制作对我的审美、手头表达能力及设计意识的培养起到非常重要的作用。版画是“减法”的艺术，这种“减法”的思考方式和处理过程，不同于其他架上绘画的。而这种“减法”的思维方式对我做室内设计有着非常大的影响。
I have always believed that print art, as a form of painting, embodies natures of design art, which required the awareness of designing from expressing, planning and making. Four years of training in painting and printing making in college is really important to me in building up aesthetic tastes, practical skills and design awareness. Print is an art of 'subtraction', very different than on-the-shelf paintings in terms of thinking and processing. The idea of subtraction is quite influential to me when I am doing interior design now.

Q 武汉各处兴建高楼，大武汉充满着机会，但面对千篇一律的城市积木，高速发展的同时，您如何从设计的角度看待城市灵魂的缺失。谈谈您对武汉室内设计市场的解读？
Wuhan is now a big city flooded with skyscrapers. But these tall buildings are like building blocks which all look the same. What are your views on the loss of soul in a fast developing city? Could you share something about interior design market in Wuhan?

A 我曾经有过这样的假想，如果我们把眼睛遮盖起来，让人带去不同城市，到达这些城市中心的时候，将眼睛的遮盖拿开，会发现不知置身何地。因为千篇一律的城市进程，已让这些各具差异的城市失去了原有的人文属性和地域特点，这是挺让人惋惜的。我认为这和一个城市的开发者、拥有者有密切关系，就向一个办公空间的环境、氛围与企业拥有者的视野和理念密切相关一样。办公空间也是一样，一个空间可以表达与述说：企业拥有者的状态与格局。在我设计的大部分办公案例中，业主通常最关心三个空间无外乎：贵宾接待室、总裁办公室、前台接待区。而后象设计的办公空间并非只关注这三者，我们是把最好的方位留给公共休闲区域，给全体设计师使用。在这里，可以眺望江景、喝喝咖啡、分享交流。这对于设计师沟通、交换思想非常重要。好的设计师、优秀的员工都是需要“养”出来的。极致的氛围、全方位的体验可以培养、熏陶他们的设计灵感。这就是我的想法，也是后象的企业文化。

I had this idea before: if we are taken by someone else, with our eyes blindfolded, to the centers of different cities, we would never tell them apart when the blindfolds are taken off, since all of them would look the same. The uniform urban development has deprived each one of its own humanistic identity and local characteristics. It is such a pity! I believe that the developer and owner of a city should take the blame, just as the office environment and morale depend on the vision and horizon of the company's leaders. Space may speak the language of the company's owners, reveal their tastes and states. In my own experiences in most office design cases, customers mainly care about three spaces, VIP rooms, President's office and reception space. In Allsymbol Design Firm, we care more than these three spaces. We would give priority to public relaxation area for our designers. In the area, designers may have a great view of the river, enjoy their coffee and talk as much as they want. It is extremely important to designers exchanging ideas. Great designers and employees should be indulged to be fostered. The perfect environment and thorough experience will help them build and develop their design concepts. This is what I believe; this is also the corporate culture of Allsymbol Design Firm.



Q 较于一线城市，设计市场在二线城市有很多不成熟的地方，您为何坚守武汉？有没有想过在北、上、广开拓分公司？或者将总部迁址一线城市？为什么？
Second-tier cities may not be comparable to first-tier cities in designmarket. Why do you choose to stay here? Have you considered establishing new branches in Beijing, Shanghai or Guangzhou, or relocating your firm there? Why not?

A 每个人都会有自己的轨迹，而我的生活轨迹当下划在武汉。较于北、上、广，武汉现在没有那么大的资源，但是武汉的确存在很大的潜在市场。武汉高校那么多，人才流失却非常严重。武汉需要有创意和有情怀的人在这里将这个城市的设计市场一点点，不急不慢的带动起来。对于事务所，我并不希望规模非常大，我喜欢这种中小型工作室的状态，适中的案量可以保证我坚守初衷，让我全身心参与其中。
Everyone has his or her space, and for me, the space is now in Wuhan. Of course, Wuhan has fewer resources than Beijing, Shanghai and Guangzhou, but Wuhan does have a market with huge potential. There are so many universities and colleges in Wuhan, but great young talents choose not to stay after graduation. Wuhan needs young minds with creativity and dreams to develop the market bit by bit. As for my company, I don't want it to be big. I like it to be a small and medium sized studio so that I can always stick to my beliefs and concentrate on projects with all my heart.

Q 奢华仅仅是设计的一种风格倾向，质朴、极简到极致也可以是高品位的代表。您怎样理解二线城市对奢华即是高端的理解。
Luxury is just a preference of style in design. Unadornedness and minimalism can also represent classy tastes. What do you think is the view of a second-tier city toward the concept Luxury is High-end Design?

A 你不能指望一个温饱问题刚被解决的群体，去欣赏多元化的美。对于市场，也是这样，他需要的时间与养分。时间我们无法控制，但是养分，这就是设计师、艺术家们应该做的。和业主，和甲方多互动、沟通、建立分享平台，让彼此成长。
You can't count on a group of people who just solved the problem of food and shelter to appreciate the beauty of diversity. It is also the case with the market. It takes time and nutrition to develop a market. We can't control time, but it is designers and artists' responsibility to provide nutrition. We should interact more with customers, establish platform to share, and benefit each other.

Q 您怎么理解空间与陈设的关系？可否列举一个实际项目来说明。
How do you understand the relationship between space and layout? Could you explain with a real case?

A 我个人偏好先定陈设的意境，然后再根据这种意境去确定空间设计的调性。这就象一幅肖像绘画一样，有的画者从大的格局入手，将五官位置、比例构图都确定好，再开始深入，而有的画者就善于从人物最为传神的细节入手，比如眼神的捕捉和刻画，精准的传达出对象的特定气质。就我来说，对一个空间的理解，可以是全局的掌握，也可以是细节上的体会。一些细节上的一个着眼点，会让我兴奋不已，设计可能就此开始，从而找到这种“瘤”，并发散到整个空间。看似关注细节，实则大局已在心中，关键在分寸与把握，而这种以点带面的偏好则不会依赖常规效果图的表现和审视方式，后象自己的办公空间就是这种营造方式的最好演绎。

I personally prefer to set the spirit of a layout and then to determine the tone of the space design according to the spirit. It is like a portrait: some painters like to start with considering the big picture, like pinning down five sense organs and basic painting structure before going deep and specific, while others like to start with most important details, like expressing target figure's nature from his or her eyes. To me, when I am trying to understand a space, I would be both, in general and in specific. Some touch points in details excite me, since they might be the inspirations for a wonderful design work. Once I have found the points, I become obsessed with them and the obsession will spread to the entire space. It seems that I lay my eyes only on specific details but actually I have all in my mind. I know how to control and master. The expression and review of the part-to-wholeness will not be realized in regular effect pictures. The office space of Allsymbol Design Firm is the best example of my preferred way of creation.

致“德国制造” To “Made in Germany” 75 years of Kusch+Co

编辑: 王文韬 彭茜 图片: Kusch+co 提供
Editor: Wentao Wang Qian Peng Photos Provided by Kusch+Co

Kusch+Co 75 周年

Kusch+Co, 一家 1939 年成立于德国的高端办公家具品牌。截至今年, 它已走过了 75 个春秋。由当时年仅 30 岁的 Ernst Kusch 先生在德国风景如画的 Sauerland 成立。

从二战的硝烟到战后的重建, 从上世纪五、六十年代的“德国经济奇迹”, 经过八十年代末的两德统一, 直至 21 世纪全球化发展的今天。Kusch 家族通过三代人的不懈努力一路走来, 将公司从一家毫不起眼的小家具厂发展成今天具有全球战略眼光, 与众多国际级设计大师广泛合作的高端办公家具品牌。这其中包含了 Kusch+Co 太多的拼搏与创造、梦想与坚持。

75 years of Kusch+Co

Founded in 1939, Kusch + Co is a manufacturer of high-end design-oriented seating and tables in Germany. This year, Kusch+Co is celebrating its 75th anniversary. 75 years ago, at the age of 30, Mr. Ernst Kusch established the family business in the beautiful region of Sauerland, Germany.

Three generations of the Kusch family witnessed the World War II, the post-war reestablishment, the German economic miracle in 1950s and 1960s, the German reunification by the end of 1990s and the globalization in 21st century, and the family business has been developed from a small furniture factory unknown to all into a high-end brand with global strategies and cooperative relationships with world renowned master designers.

质量无可取代

Kusch+Co 公司始终秉承着 Ernst Kusch 先生提出的“Quality is Irreplaceable (质量无可取代)”的理念, 专注于产品生产过程中的每一个细节, 每一道工序, 以及每一种工艺。正是有了这种对于产品质量数十年如一日的不懈追求, 才使得 Kusch+Co 在当今办公家具行业内近乎成为品质的代名词, 在德国及欧美各国备受推崇。

Quality is Irreplaceable

Kusch + Co is based on the famous words coined by the company's founder Ernst Kusch: Quality is Irreplaceable. Attending to each detail, process and technique in manufacturing, the Company unrelentingly pursues for the impeccable quality in every single day of its history, which makes Kusch + Co the synonym for high-quality products and the role model widely recognized in Europe and the Americas.



Kusch CEO Ricarda Kusch 75 周年庆典现场致辞

→ Kusch 75 周年庆典现场

“Made In Germany”这是一句一直以来被无数德国人引以为骄傲的话语。Kusch+Co 从创立以来便一直是这句话坚定不移的践行者与实施人。大多数人都认可“Made In Germany”是今天“高品质”的代名词, 但不一定真正理解。全面的来说, 这与一个国家的历史、社会发展背景、经济形态等息息相关。

“Made in Germany” is a slogan that makes all Germans proud. Since the first day of its business, Kusch + Co has been practicing the philosophy of the slogan. Although most people believe that “Made in Germany” refers to the high quality of German products, it is more than that. It is more about the history, society and economy of the country.



以实业立国

德国，以实业立国。从教育体系上来说，“双轨制”职业教育，德国的职业高校与大学受到政府与社会的同等重视；从社会就业来讲，以体力与技术工种为主的蓝领与白领工资相当。在 Sauerland 区域的 hallenberg 小镇上，很多家庭世代代为 Kusch+Co 服务。对于他们来说，做好一个作品，甚至一个作品的某个部件都是一件非常值得骄傲的事情。他们并不认为这是重复技工，而将每一件产品看作一个办公空间成员的生命体。对于他们来说，每件作品都是一个全新的生命体，每件座椅都是一个再创作的过程。

在中国，由于实体经济发展面临诸多困难，导致企业尤其是中小企业破产，或是将钱投入到民间借贷去获取高额收益，或是投资炒房，或是将资本转移国外。但长久而言，实体经济才是国家维持兴盛的产业，是经济发展的“根”。在 1 周立波秀中，一名大一新生向周立波提问：“您觉得四年后，在中国，什么行业最热门？”周立波毫不犹豫的说：“四年后还将是电子商务的天下，但我相信未来是属于蓝领，有着专业技术的工匠师傅。”足以见得，实体经济的重要性。

The country is deeply rooted in industries.

Germany is a country deeply rooted in industries. The dual educational system equally values vocational training and college education; blue-collar and white-collar staff earn the same amount of salaries, with their different expertise, labor or techniques. In the town Hallenberg of the region Sauerland, many families have been working for Kusch + Co for generations. To them, a well-made work piece, or a part of it, would make them proud. They never regard them as technicians repeating the same process every day but creators of lives inside each working environment. Every work piece is a brand new life; every chair is a new way to create things.

In China, enterprises, especially small and medium sized ones, are facing dilemmas as the substantial economy goes through tough times. Many of them go bankrupt, or transfer their capitals to private lending, real estate investment or overseas investment, for higher profits. However, in long-term run, it is the industries that make the economy of the country hold tight to the root and maintain its prosperity. In the famous Zhou Libo Show, a college freshman asked Libo: "Which industry do you think will be the most promising one in four years?" Libo answered: "Definitely the e-commerce. But I strongly believe that the future in the hands of blue-collar workers, the craftsmen with expertise." From his answer, one may get the picture how important it is to develop the industries.



品质 VS 品牌

作为全球最大经济体，美国拥有众多知名自主品牌。根据《福布斯》杂志最新评选 2014 年全球企业声誉榜，美国企业在前 50 位中，以总计 18 位、36% 的占比，位居第一。而在《福布斯》2013 年全球品牌 100 强中，美国品牌也频频出现，其中苹果位居第一，雅思兰黛、思科、耐克、迪士尼、微软、百威等也皆位居前 25 强。这些都是美国自主品牌的影响力力的见证。

各大网络视频平台更是少不了美剧的加入，《破产姐妹》、《吸血鬼日记》、《纸牌屋》以及《复仇者联盟》、《美国队长》、《速度与激情》、等电影好莱坞式的大片侵略。美国产业、美国文化宏大而全面的方式席卷、并征服着全球。

Quality VS Brand

As the world's largest economy, the United States is proud of its original name brands. In 2014 Forbes' Global RepTrak 100, 18 companies in the Top 50 are American brands, occupying 36% of all. The United States ranks the first with the largest percentage of companies in the Top 50. As of 2013, the United States enjoyed its glory on the list as well. Apple (ranked 1st), Estee Lauder, Cisco, Nike, Disney, Microsoft, Budweiser ... they were the powerful evidences for the country's strength in developing self-owned brands.

A wide variety of American TV shows and movies have been introduced into China via internet websites. Chinese audiences are following shows and movies like Two Broken Girls, The Vampire Diaries, House of Cards, The Avengers, Captain America, and The Fast and The Furious. American cultural business and industry are overwhelmingly spreading across China and the world.



德国，仅以最具有信服力的四个字——“德国制造”，即赢得全球敬重。而中小企业是“德国制造”的真正支柱。德国非常爱护自己的企业，但这并不体现在德国政府为跨国企业们提供了多少便利，而在于对中小型企业的大力支持。据德国波恩中产阶级研究所调查显示，2008 年德国中小型企业约 362 万家，占注册企业总数的 99.7%，雇员工占总人数 70.5%，提供 83.1% 的学徒培训岗位，净产值占 47.3%。可以说，中小型企业才是“德国制造”的真正支柱。

Germany earns respect from the world with just three words: Made in Germany. Small and medium sized enterprises are the pillars supporting the 'Made in Germany'. German government takes care of its enterprises not in the way that it provides privileges for international companies but in the way that it offers powerful assistance to the development of small and medium sized enterprises. As the Bonn Middle-Class Survey shows, in 2008, there were 3.62 million small and medium sized enterprises in Germany, taking up 99.7% of total registered enterprises. Employees at small and medium sized enterprises occupied 70.5% of total employees in the country. 83.1% of these enterprises offered positions for apprentices. The net output value created by small and medium sized enterprises was 47.3% of the total, which demonstrated that they are the real support of the 'Made in Germany'.

在细分化市场中的精确定位是中小企业的制胜法宝。就办公家具行业而言，玛祖铭立合作的 8 家德国品牌（Kusch+Co 侧重座椅与培训系列，Renz 专注极简高级行政班台，Planmoebel 倾力于工作位系统，Nimbus 重视极简 LED 照明，Holzmedia 独爱多媒体家具系统，Toucan-t 经营地毯，Burkhardt leitner 致力于模块化建筑系统，Hohenloher 强调实验室家具系统）中，每家都是细分领域的佼佼者。

Precise positioning in segmented market is the secret weapon for small and medium sized enterprises to win. As for the office supplies and furniture manufacturers, all eight German partners of Matsuo are the leaders in their own markets (Kusch + Co in seating and training, Renz in minimalist administrative tables, Planmoebel in work station system, Nimbus in LED lighting, Holzmedia in multimedia furniture, Toucan-t in carpet, Burkhardt leitner in module space system, Hohenloher in lab furniture system).

在中国，玛祖铭立将德国办公家具行业细分领域的佼佼者聚集其中，营造整体办公空间解决方案，并结合中国市场，原创符合市场的办公理念、空间以及产品，将德国品质贯穿其中，创造激发灵感的办公生活方式。

In China, Matsuo gathers the strengths of all leaders specializing in different areas in German office supplies and furniture market, and thus provides the best solutions to office spaces. At the same time, Matsuo never forgets about the Chinese market: it creates office concepts, spaces and products which are best fit in Chinese society, enriched by German quality and directed to inspire new ways of working and living.

林中之光

NIMBUS@ORGATEC

Light in the Woods

编辑: 刘达 图片: Nimbus 提供
Editor: Da Liu Photos Provided by Nimbus

此次 2014 ORGATEC 科隆展来自 120 多个国家共 50000 多名客人。其中, 作为“地主”——MATSU 德国合作伙伴之一 NIMBUS, 用独特的展位以及酷炫的新品吸引了大量的眼球。

展位十分的“绿色”: “地面”由碎木片组成, 配以悬挂的绿色木片, 让人仿佛置身于 NIMBUS 的“老家”——施瓦本森林一般, 为了让这片“森林”更真实, 可爱的木制“野猪”还会时不时的发出叫声。

2014 ORGATEC invited over 50000 guests from more than 120 countries. As the host of the feast, NIMBUS, one of the German partners of MATSU, attracted so much attention with astonishingly cool new products exhibited in the special location.

The exhibition booth was quite 'green' with its ground paved with wood chips and the space decorated with hanging green wood slices, creating a natural setting which resembled the home of NIMBUS—Swabian Forest. In order to make the setting more real, the cute wooden boar would make wild sound occasionally.

Light IN THE WOODS

Link: P42-P45 从 orgatec 看职场空间的八大趋势

曾经有个美丽的高官, 一个国王给他三个儿子同样的一笔钱, 让他们在天黑前将一个大房间装满, 聪明的小儿子点燃了一支蜡烛, 用光芒照亮了整个房间。光是空间的灵魂, 它不是点缀, 而是点睛。

There was a fable story about a King giving the same amount of money to all his three sons and hoping they could fill the room up with whatever they bought with the money. The smart youngest son bought a candle. When the candle was lit, the light filled the room up. Light is the soul of the space. It is not a decoration but a hero.

三十年的时间里, NIMBUS 已经成功的照耀了许多著名的空间, 从家庭、学校, 走向联合国总部, 乃至延伸到日内瓦的 WTO 办公楼。在其中国合作伙伴 MATSU 的推动下, 这些美丽的光也不断在亚洲市场绽放, 无论是 MATSU 的著名展厅还是罗氏制药大楼, 全都被这些绿色的“生命之光”照亮。

In the past 30 years, NIMBUS has successfully illuminated many famous spaces, from family, school to headquarter of Unilever and WTO office building in Geneva. With the help of its Chinese partner MATSU, NIMBUS is extending its beautiful lights to Asia now. MATSU exhibition hall and Roche office building have been illuminated by the light of life shining with green blessings.



一个美丽的作品同时也会有一个让人难忘的名字。NIMBUS 的“性感”也体现在它的名称上; Roxane, Eloise, Lady Jane, 全部取自于 70 年代的著名摇滚乐里的 Femme Fatale (用比较流行的词说就是“女神”)。也许对国内的用户来说这些名字还比较陌生, 但是在国外, 这却是路人皆知的, 也看得出 NIMBUS 的创始人是个“疯狂的”、充满激情的家伙, 他们创作的产品在内秀的外表下总会给人带来一些意想不到的惊喜。

A beautiful project should have an unforgettable name. The sexy charm of NIMBUS lies also in the names of its products, Roxane, Eloise and Lady Jane, which are all named after the Femme Fatale(Muses) in 1970s' rock bands. Maybe these names are new to Chinese people but they are known to all in foreign countries. From these names, we can see the founders of NIMBUS were passionate guys who would go 'out of their minds' to create things which would surprise people, no matter how modest and elegant they might look on the outside.

“Licht trifft Akustik”(当光芒遇见声响), 是本次的主题。从 80 年代成立起, NIMBUS 就一直是一个“另类”的公司, 它就像是一个科技狂人, 不断给光添加新的“定义”: 控技术巧妙地融入到产品里面, 让光可以“看得见”、“听得到”——这就是业界独一无二的“动态感应”技术, 智能的芯片不但可以感应环境光的变化, 还可以“感知”人的动作, 每一盏灯就像是有了灵魂、被赋予了生命一般, 在任何一个空间里和你一同呼吸。

LichttrifftAkustik, was the theme this year. Since 1980s, NIMBUS has always been a company that is not obedient to rules. It is like a crazy geek of technologies who continuously expands the definition of light: control technology has been perfectly integrated with products so that light can be seen and heard. It is the one-of-the-kind dynamic sensing technology in the world. Smart chips can not only sense the change of lights but also sense the movements of human beings. So each light has a soul and a life, breathing with men in the same space.



从Orgatec, 看职场空间八大趋势

编辑: 彭茜 Editor: Qian Peng

图片: Orgatec 官网提供 Photos provided by Orgatec's web

GET A GLIMPSE OF EIGHT TRENDS IN WORKSPACES FROM ORGATEC



From October 21st to 25th, the ORGATEC, the world's leading biennial trade fair for Office and Facility, was held in Cologne. It is the world's largest and most reputable fair specializing in office facilities and furniture.

This year, over 50,000 participants from more than 120 countries attended the fair. Among them, 2000 visitors were from Italy. Visitors from the United States and Canada were much more than before.

624 companies from 41 countries presented their own solutions to the "future workspaces" in the exhibition space covering 105,000 square meters. The fair is consisted of four parts, ORGATEC Office, ORGATEC Interaction, ORGATEC Space and ORGATEC Mobile Multimedia, covering Office and Facility equipment, flooring, acoustics, lighting, multimedia and conference technology equipment.

As a solution provider and a realizer to improving working environment and space, Matsui stayed tuned to the event. Matsui uses its knowledge and judgment and concludes eight trends of the industry out of this year's grand fair.

2014年10月21日-25日, 两年一次的Orgatec 科隆国际办公家具及管理设施展(后简称:科隆办公家具展)盛大开展。它也是全球最大、最权威的专注于办公家具与设施的展览。

今年, 来自120多个国家, 超过50,000名参观者亲临展会, 其中有2000名行业内参访者来自意大利, 另外美国与加拿大两地的参访人员有大幅度的上升。

来自41个不同国家的624个公司在105,000平米的展区提出了他们对于“未来办公”的解决方案。此次展会分为四个部分组成: ORGATEC办公、ORGATEC互动、ORGATEC空间、ORGATEC移动多媒体, 包含办公家具、地材、声学材料、照明、多媒体与会议技术设备等。

玛祖铭立作为办公空间整体解决方案提供者与实施者, 高度关注着这一行业盛事。并结合对于行业趋势的理解与认识, 将其归纳为八大趋势。



趋势一: 灵动性与机动性

过往, 是固定办公的员工, 固定属性的空间, 员工围绕8平米左右的工作位埋头苦干; 而现今, 是流动性的职员, 灵动化的空间, 同一空间, 根据当下不同职员或同一人群不同的工作状态, 结合办公家具灵活变化调整空间布局, 让来此区域工作的人, 自行选择与改变空间属性。这也就有了“临时”的固定空间这样一个新兴概念。

Trend 1: Flexibility in people and space

In old days, working spaces for employees are fixed, unmoved and still. Everyone is confined in 8 square meters, working on his or her own. However, now employees are freer to work in a flexible working environment: in the same space, employees may have the options of choosing their own spaces in terms of size and nature, while the working space is flexibly adjusting itself and facility equipment in it to meet a wide variety of requirements from different employees or different job positions. This is the new concept of "temporary" space.



趋势二: 吸音降噪的软体空间

工作位越来越开放, 员工之间的沟通、互动日趋频繁, 而产生的办公室噪音则是当下, 亦或是未来工作环境所困惑的问题。以往空间中惯用玻璃、板材等硬质隔间系统来处理隔音问题, 而在此次展会上, 也都改头换面, 采用软包的方式, 甚至将家具本身设计成半私密的隔断效果。一则是软质材料有更好的吸音降噪功能, 二则是因为家具本身较于硬装隔断更加灵活, 便于空间临时调整。

Trend 2: Soft Space that Absorbs Sounds and Noises

As the working stations become more open, employees interact with each other more frequently every day, leading to another big problem in workplace now and for the future: office noises. The old way to deal with it was to sound-proof the environment with glass or board to establish compartments. But in this year's fair, things have been changed: office and facility equipment is finished with soft materials, and some furniture is designed to create semi-private spaces with compartment effect. The soft materials better absorb sounds to reduce noises; on the other hand, furniture itself is more flexible than hard compartments which may not be suitable for temporary adjustment.





Renz Tune 会议桌与 Tune 多媒体系列
优质的视频会议系统, 让相隔两地的与会人员不用将时间浪费在“飞”越空间距离上。

Renz Tune conference table and Tune multimedia collection
The high-quality video conference system saves people in different places from the troubles of 'flying' across distances.

趋势三：科技的力量（多媒体与办公家具的融合）

科技改变了人们的生活方式, 同样也改变了办公方式。它给我们带来更多的互动, 拉近人与人之间的社交距离, 甚至让办公空间转换成城市办公空间, 因为不管在城市的哪一端, 都可以通过移动终端与互联网, 实现沟通、处理文本。

怎样将多媒体与办公家具融合, 或是说如何在办公家具设计中管理多媒体设备? 这是参展们正在思考与研究的方向, 也是此次展会上他们试图解决的难题。比如, 升降显示屏的平稳度; 再比方说, 通过科技将办公家具转换成无限充电的媒介, 或者软体键盘。

Trend 3: Power of Technology (multimedia integrating with office furniture)

Technology has changed the way people live, and work, too. It not only brings much more interactions into our lives, but also draw people closer to each other in social networking. Meanwhile, technology transforms office space into urban living space, since no matter where you are in the city, you can exchange information and work on texts through terminals on mobile devices or computers.

How to integrate office furniture with multimedia technologies, or how to manage multimedia devices in the design of office furniture? These questions are what participants of this year's fair are thinking about, researching on and trying to find answers to. For example, they are working on how to maintain the steadiness of rising screens, how to make furniture wireless battery chargers, or how to build in touch-on keyboards into furniture.

趋势五：风格化与一体化

从座椅到工作位, 甚至于照明灯具, 一体化的考虑空间风格。针对性的开发配套感极强的办公家具系列, 为企业文化感浓厚的品牌提供定制化服务。如 vitra 为 G-star 设计的 Prouvé RAW Office Edition, 其强烈工业元素感与机械美正是萃取了 G-star 的品牌灵魂。

Trend 5: Stylized and Integrated

Seats, working stations, lighting systems... everything should be taken into consideration when it comes to the integrated space design. Office furniture set are developed and customized to create unique brand cultures for enterprises. For example, Vitra creates Prouvé RAW Office Edition for G-star, in which the strong sense of industrial elements and mechanic beauty echo the brand soul of G-star.



趋势四：

非正式会议空间

讨论、交流、报告、分享不一定在隔间围合的会议室, 它们的进行时也有可能发生在茶水间的吧台区, 或是开放式工作位边的小型洽谈区。这些非正式会议空间让沟通可以无处不在, 使灵感的碰撞随时随地孕育而生, 更是神奇地将邂逅的默契转换成沟通的效率, 这就是非正式会议空间磁场魅力。

Trend 4: Informal meeting spaces

Discussions, communications, reporting and sharing don't have to happen only in confined spaces, like the conference rooms. They can take place anywhere in the workplaces, like by the tables in a tea and coffee room, or in the small discussion areas besides open-style working stations. These are the informal meeting spaces where communications are everywhere, inspirations are sparked, and encounters are transformed into effective cooperation. This is the magic power of informal meeting spaces.

趋势六：

Home Office 或办公家居化

舒适、多元素、休闲元素的运用, 让原本应硬朗的空间多了一份亲和力, 让你像回“家”办公的感觉。此次科隆办公家具展还添置了“Belong home, Boulevard Nord”特别展。

Trend 6: Home Office

The use of comfortable, relaxing and diversified elements in space design gives a touch of homey feel to the professional workplace. People feel like they are working at home. There was a special event in this year's fair called Belong Home, Boulevard Nord.



↑ Poltrona Frau

趋势七：站着办公（升降桌的普及）

工作不一定是坐着进行的。现今, 运用站立办公的方式调节工作状态, 提供效率也越来越被行业与市场认可。甚至于这种升降桌带来的工作模式切换, 更有利于身体健康, 帮助上班族一族远离久坐所致的“办公室疾病”。

Trend 7: Working Standing-up (popularization of rising tables)

You don't have to sit there all day while working in office areas. Nowadays, working standing-up is a new way to adjust your working status and improve working efficiency, so it is more and more recognized by the market. The shift in working--and even living--style brought by these tables are benefiting people's health and keeping them away from 'office diseases'.

→ 个人工作站



↑ Renz Pace Executive Table 可升降高颜值行政桌台

趋势八：焦点空间（个人工作站 or 办公空间电话亭）

开放办公空间的流行, 互动、交流空间的频繁, 让专注思考成了“奢侈”。而焦点空间, 或是说个人工作站, 解决了这一难题。需要伏案时, 工作站是苦思冥想的绝佳之地。

Trend 8: Focus Spaces (personal table or office telephone booth)

As space is more open and interactive, communications dominate in the working environment and focused thinking becomes an impossible thing. The focus space, or personal table, solves the problem. If you need to work on your own, stay by your table where you may find peace in thinking.



照明之外

编辑：张爱瑜 Editor: Summer

图片： Photos Provided by Studio Roosegaarde, Fios Shanghai, Pega, Luceplan, Nimbus

BEYOND LIGHTING

照明，在如今，已经远远超越了灯具这个产品范畴。聪明的设计师，利用照明光线和色彩的特质，将其更深地代入都市人类的情感中。工程技术师又巧妙地利用科技，衍生了照明功能更多的可能性。照明一方面投射了城市生活方式的转变，一方面又在人们的日常生活中开始扮演着越发丰富趣味的角色。

照明是一种软建筑（soft architecture），是实物和能量的自然结合，存在与光与建筑之间。如果将建筑衍伸到更广泛的空间概念中来，照明，实则就是一种介于有形的物体和无形的能量，介于光线与空间之间的一种设计、一种技术，也是一种艺术。此次，我们也为大家带来了一些充满趣味的照明案例，照亮这个寒冬。

Today, lighting is no longer a function of a device that disperses darkness. Smart designers use the natures of lights and colors and introduce them into the deeper part of people's hearts. Engineers then expand the definition of lighting with advanced technologies. Lighting not only reflects the transformation of urban life but also plays a fun and multiple roles in people's daily lives.

Lighting is soft architecture, a natural combination of object and energy, an existence between light and architecture. If architecture can be defined in a broader space, then lighting is in fact a design, a technology and an art between objects with shapes and energy without limitation, between lights and spaces. To make it through this cold winter, we are here to present you some interesting cases about lighting.



Walk of Light in the City –Dune

城市日常的“光之行走”–Dune



照明也可以改善公共环境，为城市提供一处更具情感影响的地方。名为“Dune”互动式的照明装置就是一个案例，它出现在阿姆斯特丹的 Maastunnel 隧道、丹的 Maas River（马斯河）滨河边，成为了城市永久的公共装置；也曾出现在展览馆的走廊处。设计师 Daan Rosegarde 的创作哲学很简单：“去互动，去连接，创造‘技术的诗意’”。被放在不同地方的 DUNE 会敏感地捕捉路人的脚步，感应路人的行动和情感，回馈以声音和光线，甚至还有动作。在这些作品里，你能很轻松地找到自己的存在感，同时也能强烈地感受到周边无形环境的温度，不管这是自然的环境，还是人造的城市景观。DUNE 像是一个纤维群，由铁杆、纤维、麦克风、感应器、软件媒体、扩音器等共同构成，结合了自然和技术为一体的照明。鹿特丹的人民因此而获得了日常的“光之行走”（walk of light）的喜悦。

Lighting improves public spaces, offering more power of emotions which could fall on people's lives. The interactive lighting installation named Dune can be found in the Maastunnel or by Mass River in Rotterdam. It was once displayed in the hallway of an exhibition, and it is now a permanent urban public installation. The designer Daan Rosegarde had a philosophic belief in design as simple as 'interactive, connectable and technological poetic'. Dune, placed in different locations, keenly senses people's moving steps, actions and feelings, based on which, it gives sonic and lighting feedbacks, and even actions. In Dune projects, you can easily find out who you are and where you are; you will have an overwhelming feeling about the surrounding environment, natural or manmade. Dune is like a fiber cluster, consisted of iron poles, fiber, microphones, sensors, soft media and loudspeakers. In the lighting of nature and technology, people in Rotterdam are fulfilled with joy of Walk of Light.

Come to Life –Lunar

“Come to Life”
回到生活中来



照明科技在物理治疗人体上的实践已经不为新鲜。这次荷兰的设计师 Dann rosegarde 在照明与心里治愈的关系上做了新的研究和设计，他设计出了一个个灯柱，为其取名“Lunar”，这是一个拟人化强烈的科技物品，由 LED 灯和互动技术构成，被安放在荷兰的一所儿童精神康复中心（Mental Health Care GGZ）入口处的大厅，成为了与少言孩子们最能契合的可爱灯柱。当孩子们触摸它、拥抱它，它便用温暖的色彩和声音与孩子们交流，有利于改善了生病的孩子们对于情感抒发和表达的需要。这些随着与儿童亲近程度不同而变换颜色的照明装置，就如同被注入了情感 and 需求的生物，是孩子们眼中很好的交流伙伴。它的设计构思是“Come to Life”（回到生活中来），这个照明装置在孩子、治疗与建筑空间三者之间创造了一种非正式的、有趣味的联系。

Lighting technology has already been used in physical therapy, but the Dutch designer Dann Rosegarde recently connected lighting to psychological healing with his new design—a lighting stand called Lunar. It is a high-tech invention with strong personalized natures, achieved by LED lights and interactive technologies. The stand is installed at the entrance of Mental Health Care GGZ in Netherland. Now it is a cute companion of kids who are linguistically impaired. When kids touch it and hug it, it warms their hearts and communicates with them using colors and sounds, which helps kids with emotional expressions. The lighting installation which changes colors as kids' get closer acts like a personalized creature with feelings and needs, a wonderful friend for kids to talk to. The design idea is 'Come to Life', creating an unofficial and playful connection among kids, therapy and architectural space.



颠覆传统开关的照明 –Pumplight

Pumplight 是一个气球造型的桌灯，它颠覆了传统制式的开关方式，采用按压充气的趣味手法来趣味化我们的生活空间。最大的亮点就是“将气球的体积转成灯光亮度”，这也是 Pumplight 最主要的技术：通过压力感应装置，利用打气的动作来开启电源，当气球的体积随着充气的量越来越大时，灯光也会随之越来越亮；想关灯的时候，将橘色的气阀松开，灯光就会慢慢熄灭，而气球也会恢复到原来的大小。气球其实也扮演着灯罩的角色，为了添加更多互动的元素。Pumplight 的灯罩被设计成更换式，使用者还可以依据喜好或者心情来变换样式。



A Revolutionary Switch Innovation – Pumplight

Pumplight is a desk lamp in the shape of a balloon, with a revolutionarily innovative design detail in the switch. The pump switch is turned on with press from fingerprints. The main technology adopted in Pumplight is adjusting lighting intensity by the change of balloon size: through a press sensor, the user pumps to turn on the lamp; as the balloon gets bigger in size, the light becomes brighter; the user can loosen up the orange valve to let the light dim out as the balloon sizes down to its original shape. The balloon is also the lampshade, which is more interactively fun for the user. The lampshade is replaceable; the user may replace it with a wide variety of lampshades based on their own interests and moods.

Philippe Starck Tells A Story for Flos –D' E Light

Philippe Starck
为 Flos 设计讲故事 –D'E Light

Philippe Starck 给我们讲述了这样一个故事：“我刚刚为一位名人制作这件家具的时候，他问我这是什么东西？我告诉他这是一个书桌。他问用来做什么的？我告诉他你和你的小孩可以在书桌上看书。他又问：看书？为什么？我说：不好意思，就是上面看书啊。他却说：但是我们有 iPad。这位先生的意思就是：我不想要图书室，不想要书桌，不想要看书，因为不需要。我对此非常惊讶。我非常喜欢看书，但他是对的。我也有 iPad，因此也不再需要什么书架或是图书室了。是时间改变了一切。”

是市场和广告引起了我们一些虚假的需要，知道我们真正需求的只有我们自己。在今天我喜欢用电子书阅读，只有 72 克的塑料，它们为树林节省了木材。我喜欢纸质的书籍，但是他们已经是上个世纪的东西了。一本电子书会更加的轻便，更加环保，同时还解决了我每天总是会不断出差工作要把所有的书带上的问题。现在我可以把我的 iPad 上永久地存储 40 到 50 本电子书。就这么简单。”于是有了这款 D'E Light。

Philippe Starck tells us a story: "When I first designed a desk for a celebrity, he asked me what was the thing that I had made. I told him that it was a desk. He asked, what do I need a desk for? I said, you and your kids can read books on the desk. He continued, books? Why? I said, I'm sorry, but you really need a desk to read books on. But he said, we have iPad. I guess what he meant was that he didn't need a library, a desk or a book, because there's no need. I was so surprised, since I personally was a book lover. But I have to say that he was right. I have iPad, too. I guess I don't need a bookshelf or a library at all. Time changes everything."

Market and commercials arouse us to satisfy our fake needs. Nobody knows what we truly need except for ourselves. I love reading books on electronic devices now. 72 grams plastics saves wood. As much as I love hardcopy books, they belong to last century. An electronic device is portable, environmental friendly, and efficient in solving my reading problems while travelling (you can't bring all books with you). Now I have 40 to 50 books on my iPad which I will never lose. Simple as that." It was how D'E Light was born.





西方复古世界里传统枝形吊灯，时常会出现在童话故事的高殿里，它庞大而雍容的造型，显示着绚烂和华丽。放到今天，意大利灯具品牌 LUCEPLAN 的设计师 Francisco Gomez Paz 和 Paolo Rizzatto 从中获取新的灵感，设计出了一款依然拥有传统吊灯那般审美意蕴，和富有魔力的新型照明灯，并且给它取了一个好听的名字：Hope（希望）

Hope 的形状是百变的，它有时候像一朵拥有魔法的簇拥的花团，有时候又摇身一变成一只墙壁上的小爬虫，有时候它又像是一只很酷的外太空生物突然降临在某人的办公桌上。它是一款模块化的灯具，结合了可以拼接和拆除的概念，每一个单元，就像一只不对称四边形的花瓣，由一种透明塑料（聚碳酸酯）组成，整体框架是抛光的不锈钢框架。这朵花瓣是根据法国物理学家菲涅尔的透镜原理而来，它的透镜性质让光线的折射和反射到达最大值，从而达到既节约能源消耗，又增加照明效果的目的。Hope 虽然从枝形吊灯的原型而来，却重新营造了一种轻盈感，这一种时尚的优雅，减少了对空间造成的过度装饰。

Classic large and magnificent chandeliers are part of the traditional imperial palace backdrop in fairytales, shining in noble resplendency. Designer Francisco Gomez Paz and Paolo Rizzatto from the Italian brand LUCEPLAN have been inspired by the chandeliers and created a new lamp featuring traditional aesthetics and mysterious magic. It also has a beautiful name: Hope.

Hope is versatile in shape-changing: it can be a large bouquet with magic, a small crawling bug on the wall, or a cool creature from outer space who has just landed on someone's desk. It is a modular lamp; every module, like an unsymmetrical quadrangular petal, can be connected to or removed from another. The module is made of transparent plastic material (Makrolon), and the framework is made of polished stainless steel. The petal is inspired by Fresnel lens. Its prism nature maximizes the refraction and reflection of lights so that natural resource can be saved while the lighting is intensified. Although derived from the chandeliers, Hope is not an over-decorative detail to space but a lightweight and elegant highlight.

Balancing act

平衡的艺术

Lady jane LED



1966 年，滚石乐队（注 1）的主唱 Mick Jagger 屈服于最钟爱的人 Jane（注 1）面前示爱，并笑称是她的仆人。2014 年没有人需要跪求于这款 Lady Jane LED 脚下，当然如果你愿意，也未尝不可。**Lady Jane LED 灯头神奇的“漂浮”于地面之上，并可实现便捷、舒适的上下调节。她仿佛依靠电源线的重力将轻盈的灯头牵引着，如同风筝般，使其飞翔于重天，而又不至于脱线逃离，正如 Mick Jagger 献住了 Lady Jane 的心一样。**

Mick Jagger 即便运用丰富的想象力创作了《Mother's Little Helper》这首单曲，但也从未预料到，还有另外一个 Jane 的姐妹存在，这让 Lady Jane LED 在原有的故事之外，更添色彩。

In 1966, a certain Mr. Jagger went down on his knees to his sweet Lady Jane and proclaimed himself her servant. In the year 2014 nobody need throw themselves at the feet of our Lady Jane but of course they are free to do so if they wish. The luminaire head virtually hovers above the ground and is effortlessly adjustable. It almost seems as if the strong fabric cable is all that prevents the luminaire from floating away.

What Mr. Jagger could never have imagined in his wildest dreams, despite consciousness expanding little helpers, is that there is another Sister Jane to enhance the technicolour vision.



A Droplight about Hope and Magic -Hope

讲述希望和魔法的吊灯 -Hope

Lady Jane 由 Sven von Boetticher 设计，是玛铝铭立合作伙伴 Nimbus 新品系列，延续了 Nimbus DNA——极致简约的外形，没有任何繁杂、多余的构造。她最大特色就是巧用力的平衡，在完全没有任何固定卡件的情况下，依靠灯头自身重量平衡于支撑柱上。

彩色的电源线、LED 模块，两个本平凡无奇的个体因彼此的默契结合，而变得如此出彩。当灯头与灯柱分离时，Lady Jane 就如同魔术瞬间转变般，从落地灯神奇地转换为便携式照明。也因“双重身份”的定义，她没有在灯柱上配置传统开关，而是在灯头部分采用非接触式红外感应技术，以实现便携式照明与落地灯两种不同方式灯光照度与开关的便捷控制。

There is absolutely nothing superfluous on this LED luminaire. And the clever thing about it is that the luminaire head holds itself in place with its own weight.

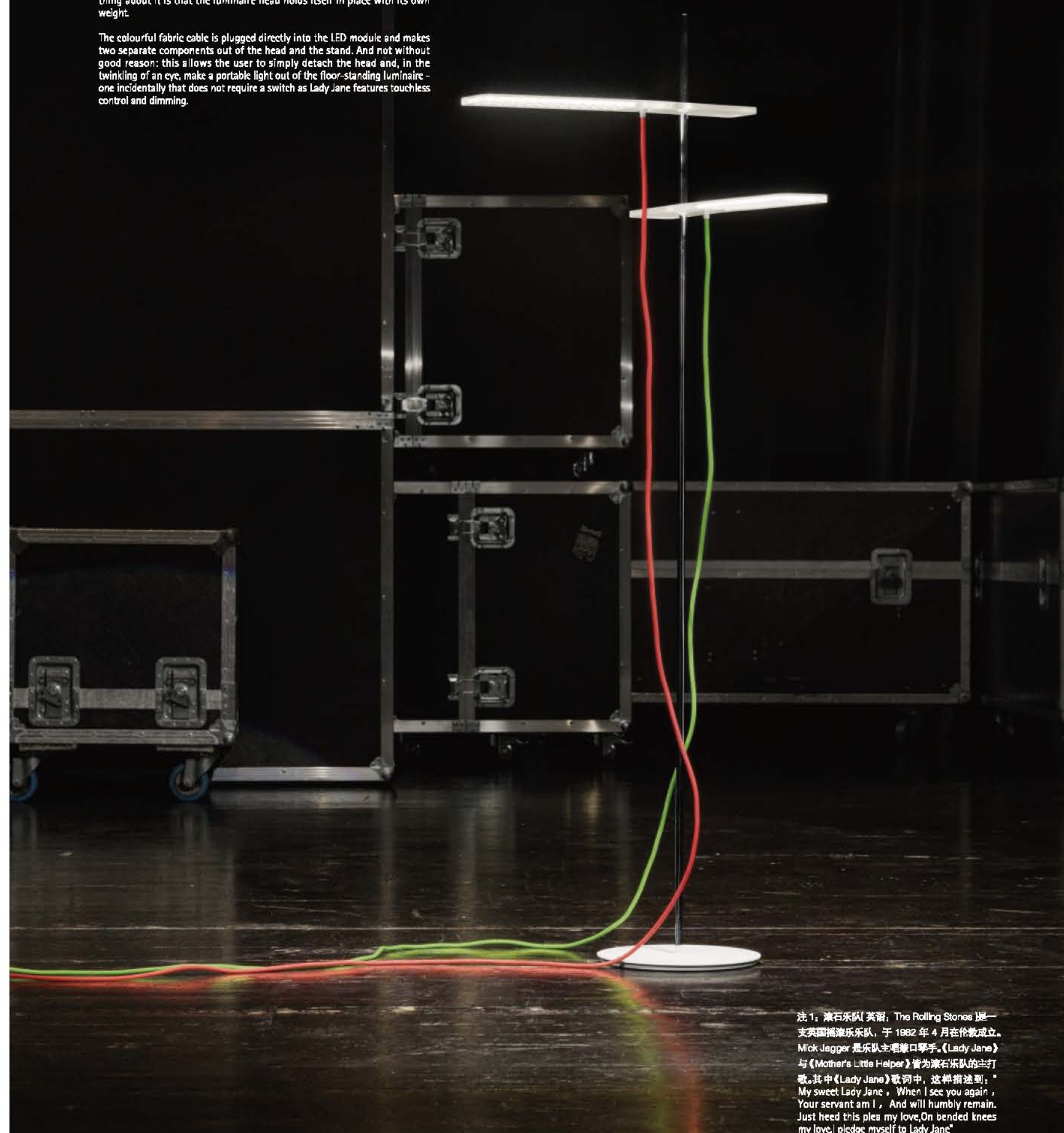
The colourful fabric cable is plugged directly into the LED module and makes two separate components out of the head and the stand. And not without good reason: this allows the user to simply detach the head and, in the twinkling of an eye, make a portable light out of the floor-standing luminaire - one incidentally that does not require a switch as Lady Jane features touchless control and dimming.

彩色的电源线通过特殊处理的方式固定在灯头，装卸简单、操作优雅，从而解决了 Lady Jane 在关闭开关时，电源线播出而可能会导致的短路问题。为了营造更舒适的阅读环境，有了 Jane 姐妹的加入（添配第二个灯头），其通过在现有变压器上加配 Y 形连接器而运作。

Lady Jane 拥有 3,000 K 的暖白色温，其 4 米长的电源线有三种不同的颜色可供选择：深灰、正红与荧光绿。

The colourful fabric cable is fixed to the luminaire head with a plug that disconnects easily, thereby endowing Lady Jane with an elegant anti-tripping solution. And the reading luminaire looks most becoming with a second head - Sister Jane, which is available as an accessory for Lady Jane and is run via a Y-connector on the existing converter.

Lady Jane is 3,000 K. The four-meter long fabric cable can be supplied in dark grey, magenta or neon green.



注 1：滚石乐队（英语：The Rolling Stones）是一支英国摇滚乐队，于 1962 年 4 月在伦敦成立。Mick Jagger 是乐队主唱兼口琴手。《Lady Jane》与《Mother's Little Helper》皆为滚石乐队的主打歌。其中《Lady Jane》歌词中，这种描述到：“My sweet Lady Jane, When I see you again, Your servant am I, And will humbly remain. Just heed this plea my love, On bended knees my love, I pledge myself to Lady Jane”

钢铁“魔都” or 浪漫之“村”

杜塞尔多夫

Duesseldorf Magic City of Steel, or Village of Romance

编辑: 刘达 图片: 刘达
Editor: Da Liu Photographer: Da Liu

杜塞尔多夫, 国人可能对其名字有些陌生。在德国人眼中, 它有点像“魔都”上海——一个散发着奢华气息的城市。它有着不亚于慕尼黑的一流奢侈品购物大街——国王大道, 于是近年来也变成中国“扫客”的乐土; 在这里, 也不乏高档会所、酒吧之类, 每逢周末的夜晚, 热闹和繁华的景象, 就如同好莱坞大片中奢华夜店的派头。

Duesseldorf may be a name new to Chinese people, but to the Germans, it is a city filled with the taste of luxuries, a little bit like the Magic City Shanghai in Chinese people's eyes. You will find the King's Avenue equally dazzling as the first-class grand luxuries shopping boulevards in Munich and Chinese shoppers enjoying the pleasant excitement of spending money; you will also find fancy clubs and bars which, on weekends, are basically recreating the glamorous nightlife scenes that can only be found in Hollywood movies.

杜塞尔多夫位于德国西部, 是北莱茵-威斯特法伦州首府。德国工业转型后, 曾经支持这个州经济命脉的大型重工业陆续消失, 很多城市失业率居高不下, 而杜塞尔多夫却凭借着自己独特的魅力与实力, 成为这个地区的一颗新星: 她既是德国文豪海涅的故乡, 也是 ThyssenKrupp (蒂森克虏伯)、Veba (费巴)、Henkel (汉高) 的总部、同时又是德国广告 (BBDO 总部)、服装、展览业和通讯业 Mannesmann (曼内斯曼) 的重要城市, 欧洲物流中心城市。

Duesseldorf is the capital city of the State of North Rhine, with Ruhr Industrial Base in the North and Cologne in the Southeast. Inner part of the city and most downtown areas are on the east coast of the Rhine. After the industrial transformation, heavy industries which used to be main support of the State's economy had disappeared one after another and the high unemployment rate across the State had made people suffer; however, Duesseldorf rose as a new star with special strengths and charms. It is the hometown of the great poet Heine, the headquarter of ThyssenKrupp, Veba, and Henkel, a center of many industries, including advertisement (BBDO), fashion, exhibition and communications (Mannesmann), and a hub of logistics in Europe.



在市中心，有一个未来感十分强烈的地方，那就是 **Medien Hafen（媒体港区）**：这里曾是荒废的码头区。上世纪末本世纪初，经过大规模的改建，成为杜塞尔多夫最具时尚的办公区。除此之外，这里云集着世界著名设计师创作的新时代建筑，不同风格的写字楼、酒店、餐馆在此各抒主张。例如被称为“改变世界的 12 个建筑设计师”之一的 Frank Gehry 的代表作。

In the downtown center, there is Medien Hafen, a place into the future. Medien Hafen was a deserted dock area, but a revolutionary remodeling in late 20th century and early 21st century transformed the area into the most chic office area in the city. World known designers have left new-age buildings there in a wide variety of genres and forms (office buildings, hotels, restaurants ...). The picture above is a masterpiece designed by Frank Gehry, one of the '12 Architects Who Have Changed the World' .



在钢铁武装的重工业城市背后，杜塞尔多夫又是个极其“德国”的“村庄”。（德语中 Dorf 是“村庄”之意）。莱茵河沿岸有着丰富的森林资源与湖泊，只需几分钟，便可在“城市”与“村庄”间转换，远离都市的繁华以及喧嚣，让身心得到充分地放松。

Dusseldorf is not only a steel city, but also a German village (Dorf means village in German). With rich resources of forests and lakes on both sides of the Rhine, you may find it really easy to travel between city and village. While in 'village' mode, people are away from the busy city life and fully relaxed in body and soul.

尼安德特之谷，是尼安德特人的“故居”，也是欧洲人祖先居住的地方。这里山清水秀，森林茂密。周末经常看到幸福的一家人来此“亲子活动”，共享惬意的闲适。

Neander Valley is the place where Homo Neanderthalensis, the ancestors of Europeans, once lived. Picturesque sceneries and rich forests are the companions of happy and relaxing families who would camp or picnic there on week-ends.





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