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MATSU 玛祖铭立
GROUP

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Design for the Future (Workplace 2020)

智造未来

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。



WAN 亚洲设计大奖首登中国

东方建筑史上的里程碑
WAN Asia Awards Lands in China for the First Time
A Historic Milestone of Oriental Architecture

互联网 + 玛祖铭立 (MATSU Reference)

阿里巴巴，百度，微软都这样做了
Internet+ MATSU
That's what Alibaba, Baidu and Microsoft Is Doing

未来设计，设计未来

Future Design, Design Future

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卷首语

Editor's Voice

站在巨人的肩膀,向世界发声

工业革命到了 4.0 时代, 将以 CPS (CPS,Cyber-Physical Systems) 信息物理系统的形式成为一个“智能”巨人。
这个时候, 思想, 变得格外的重要。一切的声音将通过集成数据, 通过互联平台自由交流和碰撞。它带来的不仅仅是一个“云端”科技的机会, 还有以人为本的基础定义被互联网制造思维颠覆所引发的商业危机。作为承载空间与人情感的纽带, 家具产品忽然走到了“界”的边缘。是要超越“互联时代”? 还是要踏出“数据黑洞”?

刚刚度过 19 岁生日的 MATSU, 采用了更直接的方式, 通过集成智能终端, 将家具产品与多媒体形成交流平台, 根据个性化的需求提供更智能化的媒介服务。今年 9 月 8 日开幕的国际家具展上, MATSU 即将为世界呈现这一应用。

可以说, MATSU 站在了巨人的肩膀上, 而这, 仅仅是一个开始。

作为高端办公家具的领军品牌, MATSU 致力为客户提供最好的办公家具产品应用体验, 并将最先进的办公哲学和理念与产品进行有机整合, 让 MATSU 的客户紧跟时代的发展。

所以 ——

- Nexus 全球青年峰会选择 MATSU 旗舰店作为“特公益”活动在中国的首发地;
- WAN 亚洲建筑大奖首次颁奖典礼落地上海 MATSU 旗舰店;
- 各行业精英设计师纷沓而来, 与 MATSU 形成跨界思想交流与合作;
- 美国著名建筑师 Ali Rahim 以及德韬集团 Dirk Wynants 设计工作室选择了为 MATSU 设计产品;
- 受第 36 界国际家具展主办方邀请, 成为国家会展中心办公生活主题馆的主角;
- 被宾夕法尼亚大学邀请, 参加 9 月 10 日在北京举办的 Silfen 论坛和盛大典礼;
- 阿里巴巴、长城汽车、宝马中国、南京软件园、上海创客空间等客户坚定地选择了 MATSU 成为他们的框架合作伙伴;

2016, MATSU 即将 20 周岁, MATSU 的未来, 还未来;
但, MATSU 站在巨人的肩膀上发声, “MATSU 思想”将直接改变整个行业的多种元素, 影响所有希望不断革新的人们。

— 本刊编辑部

Make a voice to the world by standing on the shoulders of giants

With the advent of 4.0 era, the industrial revolution will become an "intelligent" giant in the form of CPS. At this crucial period, thinking is of particular importance. All voices will realize free communication and collision via integrated data and connected platform, which creates both opportunity and crisis of could-based and people-based definition caused by connected manufacturing thinking. As the emotional tie between space and people, furniture products suddenly fall on the edge of the boundary. Is it going to transcend the connected era or jump out of the data black hole?

MATSU, who just celebrated its 19th anniversary, adopts a more direct way to combine furniture products and multimedia into a communication platform via the integration of intelligent terminals, offering more intelligent media services based on personalized needs. At the upcoming China International Furniture Fair scheduled on Sept. 8, 2015, MATSU will present the new application to the world.

It's fair to say that MATSU has stood on the shoulders of giants, and it is just the beginning.

As a leading brand of high-end office furniture, MATSU is committed to offering customers the best office furniture product application experience, and conduct organic integration of the most advanced office philosophy & concepts and products to make our customers keep pace with the times.

Therefore,

- Nexus Global Youth Summit selected MATSU's Shanghai Flagship Showroom as the first stop of the "Pay It Forward" event;
- The first award ceremony of WAN Asia Architecture Award was held in MATSU's Shanghai Flagship Showroom;
- Elite designers of various industries established trans-boundary idea exchange and cooperation with MATSU successively;
- U.S. famous architect Ali Rahim and DTMA Dirk Wynants design studio chose to design products for MATSU;
- MATSU was invited to set up the office lifestyle pavilion of National Convention and Exhibition Centre by the sponsor of the 36th China International Furniture Fair;
- MATSU was invited by University of Pennsylvania to attend the Silfen Forum and grand ceremony in Beijing in 10th Sep;
- MATSU was chosen as the long-term framework partner of Alibaba, Great Wall Motor, BMW China, Nanjing Software Park and Shanghai Maker Space, etc.

2016 marks the 20th anniversary of MATSU, the future is yet to come; but MATSU will make a voice by standing on the shoulders of giants; "MATSU Thinking" will directly change the various elements of the whole industry and influence all people in pursuit of constant innovation.



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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WAN 亚洲 设计大奖首登中国

东方建筑史上的里程碑

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Editor: Qian Peng Photo Provided by Matsu

A Historic Milestone of Oriental Architecture

WAN ASIA AWARDS LANDS IN CHINA FOR THE FIRST TIME

2015 年, 中国设计中心携手合作伙伴 WAN (世界建筑设计新闻网) 首次登陆中国, 在亚洲建筑界引发巨大风潮。MATSU 作为一家高端办公家具品牌, 很荣幸成为 WAN 的独家支持伙伴。7 月 23 日晚, “WAN 亚洲大奖住宅类” 颁奖盛典在 MATSU 上海旗舰店举行, 开展展期于 7 月 24 日 -25 日在此免费对外开放。

In 2015, China Design Center, together with the partner WAN (World Architecture News), lands in China for the first time, which lifts a huge wave in architecture field. As a high-end office furniture brand, MATSU feels honor to be WAN's exclusive partner in support. At the night of 23rd, July, the Awards ceremony of "WAN Asia Awards-Residential Category" was held in MATSU Shanghai flagship showroom, while the open exhibition was going to meet the public for free from 24th, July to 29th, July.

WAN 设计奖是世界最大建筑设计奖项之一, 它成立于 2005 年, 在短短 2 年时间内就成为了 Google 建筑设计新闻搜索排行的第一位。

WAN Award is one of the greatest awards among the world architecture field. Established in 2005, just within two years, this award ranks the first in Google search engine in aspect of Architecture News.

John Portman & Associates 董事兼设计总监 Leil Barnes 先生, 万科集团上海区域总建筑师居培成先生作为大赛评委出席了此次颁奖典礼, 与西安建筑科技大学建筑学院院长刘克成教授, 以及近 200 位来自建筑设计、室内设计、房地产开发商等重要来宾, 共同见证东方建筑史上的里程碑时刻。

Mr. Leil Barnes, the board member and design director of John Portman & Associates and Mr. Ju Pei Chen, chief architect of Vanke Group, Shanghai, participated in this award ceremony as the contest judges. They and Prof. Liu Ke Cheng, Dean of architecture institute from Xi'an university of architecture and technology, with 200 distinguished guests from fields of architecture design, interior design and real estate development, witnessed the establishment of the historic milestone in oriental architecture.



从设计中国走到中国式设计

此次 2015 年 WAN 亚洲大奖共有 6 个提名作品, DC 国际建筑设计事务所作为其中之一, 现场为大家分享了其参赛作品证大西镇九间堂公馆的设计理念 (位于上海青浦区), 展现了从设计中国走到中国式设计理念与期许。

最终, 位于新加坡, 由 WOHA Architects 设计的优嘉苑作品, 从来自亚洲各地, 中国、新加坡、泰国等地的作品中, 脱颖而出, 获得了“WAN 亚洲大奖住宅类”殊荣。

From "Design China" to "Chinese Style Design"

There were 6 nominated artworks in the 2015 WAN Asia Award, one of them is from DC international design office. They expressed the design concept for the entries "nine hall mansion in the west town" (the location is in QingPu), which demonstrated the expectation to make Chinese Style Design from Design China.

Finally, "Goodwood Residence" from WOHA Architects, which is located in Singapore, stood out among masterpieces from China, Singapore, Thailand, etc. and won the prize and honor of "WAN Asia Award-Residential Category"



作为此次评委, John Portman & Associates 董事兼设计总监 Leil Barnes 先生与大家分享了, 2015 WAN 亚洲设计大奖评选的过程。As the contest judge, Mr. Leil Barnes, the board member and design director of John Portman & Associates shared with us how the 2015 WAN Asia Design Award came to the world.

万科集团上海区域总建筑师居培成先生现场分享了通过住宅设计改变人类居住环境的重要性与价值性。Mr. Ju Pei Chen, chief architect of Vanke Group, Shanghai, discussed with us the importance and value on improving people's living environment through changing the house design.

DC 国际建筑设计事务所总裁平刚先生 (右) 与合伙人董屹先生 (左) 一起上台领取 2015 WAN 亚洲设计大奖提名奖。Mr. Ping Gang, President of DC international design office, and his partner Mr. Dong Yi got the Nomination Award of 2015 WAN Asia Award on the stage.



2015 WAN 亚洲设计大奖入围作品

2015 WAN Asia Award Nominated Projects



Sanctuary @ Geylang, Singapore

设计公司 Architects: ONG&ONG

位于新加坡芽笼的 The Sanctuary 大楼，这是一处由 21 个单位组成的高档住宅项目。该建筑周边配套设施齐全，交通便利，驾车出行，数分钟内便可进入市区与主要高速公路。

设计师们希望借助 The Sanctuary 项目给予居民日常生活的宁静和舒适。因此尽管建筑所在地寸土寸金，因此整体设计相对紧凑，但 8 层的建筑依然在土地与空间利用率方面达到了相当优秀的程度。整座建筑采用全自动化泊车系统，而居民每次出入都会穿过一个雅致花园入口，充满了自然气息与人文情怀。每个单位都配备了宽敞的阳台，使人们得以享受周边的秀丽风景。

此建筑的另一大特点便是那包围着外立面的金属网状结构。这样的设计不仅带给人们时尚、简约的视觉观感，这道“白色帘幕”还兼具遮阳功能，可在日间关闭或打开。可以说，正是这白色金属网的巧妙运用使得整座建筑瞬间变得独一无二，非同凡响。

Sanctuary @ Geylang, Singapore

Sanctuary @ Geylang is the latest to join ONG&ONG's line-up of 360 ° Solution projects. This freehold, 21-unit residential development in Geylang is a boutique condominium that stands out with its innovative multi-function steel mesh facade.

The brief was to create a stylish low-rise condominium on a relatively narrow plot. The eight-storey structure makes full use of the land area, but accounts for the need for a green space for the residents to enjoy. Thus, owners can come home to a quaint garden entrance that shares the ground floor space with a communal access area. The Sanctuary's governing design principles are elegance and simplicity.

Steel metal mesh encircles the balcony, giving the façade a sophisticated and modern look. The steel mesh screen also has a sun-shading function and can be closed or opened throughout the day.



Tucked behind the 15 storey live/work tower, sits the high-density 28 storey residential tower, consisting of a range of units, from 1, to 3 bedrooms units to duplexes on the top floor. Relatively narrow, careful planning was essential to create the best possible internal environment. This was done by the folding of the shared walls to build-in kitchen units and cabinets. Sliding, glass doors demarcate the bedrooms, allowing flexibility of privacy or openness. These units see their balconies project at an angle, allowing optimised views toward the city, and increasing the surface area of the external façade.

证大西镇九间堂公馆, 上海 · 青浦区

设计公司 Architects: DC Alliance

上海市青浦区，毗邻江南名镇朱家角镇。地块处于古镇最重要水系漕港河与朱昆河交汇处。由于是古镇风貌保护区，设计师们希望借鉴水乡建筑“前街后水”“下店上宅”“亦店亦宅”的布局方式，在承袭江南水乡建筑空间风格特色的基础上，用现代手法，将传统水乡建筑的空间感受和中式韵味予以充分地表现，进而形成与水乡古镇相契合的特色商业空间。

West Zhengda Town, Shanghai, China

The comprehensive community block called "West Zhengda Town" is adjacent to Zhujiajiao Watertown Historic District not far from Shanghai. The Watertown is famous for its texture based on the waterside and its traditional wooden structure architecture. Design is made to follow the texture and traditional model of space, but using new materials and technology. Based on the well-preserved historic streets, the design seeks to incorporate cultural connotations into the project and gives play to the potential value of traditional lifestyle and folk culture. As the carrier of this concept, this project will show a brand new development mode of community.



Siamese Ratchakru 商住混合大楼，泰国曼谷

设计公司 Architects: Somdoon

Siamese Ratchakru，由 Somdoon Architects 设计，位于泰国曼谷的商住两用楼。它是一个针对被废弃的建筑，进行重新规划、建造而成。因此，建筑位置、室内空间都受到一定限制。

该项目主要由一座 15 层的商住混合楼，以及一座 28 层的住宅楼组成。住宅楼由一室、二室、三室及复式楼构成，而混合大楼则全部由不同尺寸的办公空间结合卧室构成。建筑采用玻璃幕墙结构，使室内的自然光利用达到最大化。而建筑内的卧室墙壁也多采用玻璃材质，让整个空间更为简洁通透的同时，居住者也可根据自己的需要随时调整卧室的开放与私密。

Siamese Ratchakru, Bangkok, Thailand

Siamese Ratchakru is a project transforming a pair of residential towers born of an abandoned project into a newly developing district of Bangkok. Consequently, the position of the columns was prescribed, restricting the width of the internal spaces.

d'Leedon, Singapore

设计公司 Architects: Zaha Hadid Architects

D'Leedon 位于新加坡的第十区的 Farrer 路。占地面积达到 78000 平方米，是新加坡数一数二的大型楼盘。此项目由 Zaha Hadid Architects (扎哈 - 哈迪德建筑事务所) 完成。共 7 栋大楼，每栋 36 层。总共 1715 单位，其中 1703 套是公寓，其余 12 套是半独立式洋房，8 个商用零售店。

整个 D'Leedon 建筑结构独特，是由 7 座空中私家花园构成的建筑群组成，流线形塔楼从郁郁葱葱的花园庭院中拔地而起。独特的线条如同流动的水，优美的曲线被进一步抽象到建筑垂直的波动形态上，它们超过地平线，用弯曲的形态直冲云霄。垂直断面的外观和自然流畅的通风设计灵动而得体，彰显了大师非比寻常的设计功力。在室内空间的布局方面，设计师同样进行了精巧的构思，无论整体与细节均趋于完美，尽显主人都市贵族的超凡品位与情怀。



d'Leedon, Singapore

D'Leedon located in the prime area of District 10. It is the first condominium in Singapore to be designed by internationally-renowned Pritzker Architecture Prize winner Zaha Hadid. The project comprises seven 36-storey towers. There are 1715 residential units (including the 12 villas) and 8 retail shops. The towers occupy less than 30% of the site, with over 70% given to landscaping and facilities.

d'Leedon, Singapore, comprises 7 residential towers, 12 semi-detached villas and integrated landscaping with recreation facilities. The choreographed position of the towers that taper inwards as they reach the ground to optimise public space; a unique petal-shaped layout which allows for windows on three sides of the apartments to give the highest quality of living for all residents with cross-air flows to the living rooms and bedrooms - as well as natural ventilation in all kitchens and bathrooms; varied balcony geometries and the integrated landscaping all contribute to create a unique project defined by its site conditions and context.



Siamese Gioia, Bangkok,

设计公司 Architects: Somdoon architects.



Siamese Gioia 公寓位于 Sukhumvit 的主要街区。该公寓由 2 栋楼体与地下公共设施，以及屋顶花园构成。建筑窗口“翅片”的设计方案，有利于在相邻房间间隔较近时，建立一定隐私感；同时，“翅片”通过角度设置，以允许自然光穿透。

The Siamese Gioia condominium is located in the prime neighborhood of Sukhumvit. This condominium consists of 2 towers with shared common facilities on ground floor and a common rooftop garden. The architectural treatment of the window fins is designed to create privacy from the neighbouring buildings which are very close to each other. The details of the fins are derived from the idea of a casement window, where a series of angled openings are placed to allow the light to penetrate.

2015 亚洲设计大奖获奖 (冠军) 作品

优景苑 Goodwood Residence,, Singapore
设计公司 Architects: WOHA Architects

优景苑坐落于新加坡国家公园局所指定的林木保育区内, 良木山涵盖了 20 公顷充满丰富历史的茂盛雨林, 在乌节 / 史格士精华地段极为罕见。设计理念是让每一户皆能尽享壮丽苍翠的良木山景致以及无懈可击的装潢及便利的配套设施。优景苑将低调奢华和宁静致远完美融合, 带给尊贵的住户。

Goodwood Residence is located in the forest conservation area designated by Singapore National Park Bureau. Good wood covers 20 hectares of historic lush rain forest, which is seldom found in Orchard Scotts area.

在繁忙的市区面向苍翠的绿色景致是极为少有的, 面向良木山的优景苑就具备了这一个特色。

● 绿色空间

拥有约 60 公尺长, 30 公尺宽的精心休饰草坪, 将近 80% 的住宅区空间都归属庭院造景及通用设施。

● 绿色生活

除了原有 58 株珍贵保留树, 住宅区内也种植近 500 株精心挑选的树, 相互辉映。住户返家时将穿过令人赞叹不已的林荫车道, 再进入壮观的庭院及停车门廊。

● 绿色外墙

为了加强整体绿色环境, 绿色外墙的使用能让绿色景致垂直延伸到建筑物上方。不但赏心悦目, 更有天然的抗热荫蔽效果。

● 高效率的水源管理系统

特殊设计的储水槽可收集雨水及绿色外墙流下的水。这些水将被循环利用, 以灌溉住宅区的庭院造景。



MATSU & WAN

在此次合作之前, MATSU 与 WAN 早已结缘。2014 年 WAN 彩色建筑类奖项中, 由 MATSU 德国合作伙伴 NIMBUS 支持的 Ergolding 中学项目最终取得桂冠。

此次 WAN 亚洲设计大奖、中国设计中心、MATSU 三方因对设计的共同追求与执着, 携手开启 WAN 亚洲设计大奖。这是建筑设计与家具品牌的跨界合作, 也是国际平台与亚洲市场的相互融合。希望通过跨界的交流, 创造更多可能性, 以共同成长, 并带动亚洲建筑设计界的蓬勃发展, 为亚洲优秀的建筑设计项目建立专业的展示平台。

MATSU & WAN

Before this event, MATSU and WAN have already cooperated very successfully. In 2014, during the event of WAN colorful architecture award, Ergolding middle school, supported by MATSU and German partner, NIMBUS, finally won the prize.

This time, due to the common love and pursuit for beautiful design, WAN Asia Award, China Design Center and MATSU organized WAN Asia Award. This cross-border cooperation of architecture design and furniture brand shows the combination of international platform and Asian market. We sincerely hope for more cross-border exchanges and innovation, seek more common progress and Asian prosperous architecture development and establish more professional platforms for Asian excellent architectural projects.



↑ 由 MATSU 德国合作伙伴 NIMBUS 支持的 Ergolding 中学项目荣获 2014 年 WAN 彩色建筑类奖项桂冠。



THE WINNER OF 2015 WAN ASIA DESIGN AWARD



建筑延伸, 中西交融

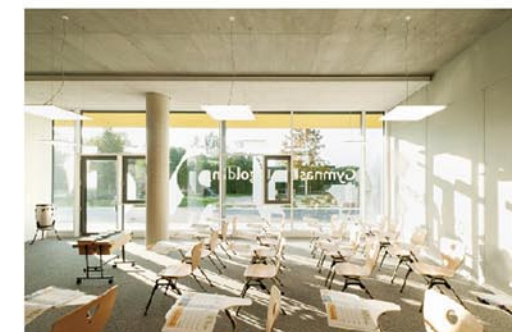
MATSU 运用来自德国的 BL 模块化建筑系统, 为展会延伸出一个独具中国特色的场外场空间。BL 铝合金支撑件简约、明晰的轮廓线条与场外场会馆对称、庄重, 具有中国特色的造型巧妙融合, 可谓是中西合璧, 并表达了 WAN 作为一个国际性奖项首登亚洲市场, 其中西文化相互交融的重要意义。

The extension of architecture, the combination of east and west

All the finalists of the WAN contest were exhibited on the spot by MATSU BL modular architecture system. BL aluminum alloy allows the ingenious fusion of easy and clear outline and the outside solemn exhibition hall full of balance and Chinese characteristics, which reached smooth and profound combination of east and west although it's the first time for WAN, an international award, to come to Asia.

↑ BL 近乎 100% (除画面材料) 的高回收性, 让整个临时建筑会馆不乏环保的用心。BL system has very high recovery efficiency, nearly 100% (except for the screen material). This can tell us the intention of being environment-friendly.

WAN 入围作品通过 BL 展架错落有致的展示其中。



⌘ NIMBUS Modul R 吊灯
← NIMBUS Modul Q 吊灯

专访WAN世界 建筑设计新闻网

Interview with Wan Award Manager

编辑: 任露薇 图片: 由 WAN 主办方提供

Editor: Viviane Ren Photo Provided by WAN

Q: MATSU 玛祖铭立

A: WAN Awards Manager

Q&A

Q 对于首行上海, 你的感受如何?
How's your opinion to the first trip in Shanghai?

A 我十分期待此次的中国首行, 这次旅程让人非常惊喜与愉悦。我很喜欢这里的快节奏生活。在这么短的时间内, 我认识了一些很棒的人, 他们不仅仅只是建筑师! 我现在已经开始期待下一次的上海之行, 在我看来, 上海有太多值得用心观看的事物, 太多等着我们去创造, 去做的事情。在这样的城市, 每一天都充满着无限可能性。I came with very few expectations as I have never been to China before, but I was so pleasantly surprised. I had a fantastic time, and found the fast pace of life exhilarating. I met some fantastic people in the short time I was there, not exclusively architects! The city of Shanghai (or what I saw of it) has so much to do and to see, I can't wait to come back.

Q 你对玛祖铭立是怎样印象? 哪些地方给你留下了最深印象?
What impressed you most in MATSU?

A 玛祖铭立的员工、空间、家具等陈设让我印象非常深刻。每一件家具产品的设计感让人不禁赞叹, MATSU 上海旗舰店所营造的办公生活体验中心更是灵感激发, 沟通分享的完美之地。对于强调原创的建筑设计类奖项, WAN 亚洲设计大奖颁奖典礼能在如此极致设计的空间中举办, 这是大奖与活动的高度契合。WAN 特别感谢, 玛祖铭立为此次活动提供的完美体验。相信这一次只是 WAN 和 MATSU 合作的美好开端, WAN 期待未来和 MATSU 有更多合作的可能性。
The people, the space and the setting. The showroom is a wonderful event space, and I was thrilled to be able to have our exhibition positioned in a dedicated exhibition area. What Matsu do so well in their showroom, is accommodate for many people or for the few. The hosting was excellent and I sincerely hope that we will work together again in the future. The furniture is so modern and so well designed, I wished I had been able to spend some more time looking at the pieces!

Q 可否谈谈此次 WAN 亚洲设计大奖与历届 WAN 其它奖项有哪些不同, 为什么?
What's the difference between WAN ASIA AWARD and WAN's others award? And why?

A 首先, 就入选资格的区域性而言, WAN 亚洲设计大奖是独立于 WAN 奖项的。WAN 奖项针对 22 个不同领域的项目开放, 是一个全年进行的项目。而 WAN 亚洲设计大奖仅仅针对在亚洲完成的项目。另外, WAN 亚洲设计大奖是聚焦东方世界的建筑设计奖项, 在鼓励更多亚洲建筑踊跃参加的同时, 也希望将更多杰出的亚洲项目展现给全球受众。
The WAN Asia Awards are separate from the WAN AWARDS in terms of geographical eligibility. The general awards are open to projects in 22 different categories, on a rolling programme throughout the year. The WAN Asia awards are open to projects completed in Asia only. We wanted to highlight the specifically Asian projects to our international audience, not only to encourage more Asian architecture to become part of the award, but also to highlight the fast advances that are coming in the eastern part of the world.

A WAN 奖项希望凭借着多年以来的国际化舞台的经验, 为亚洲设计创建一个更好而的平台。
The strength of the WAN AWARDS is that is global. The WAN ASIA award is aimed at creating a more level playing for Asian designs but using our proven process.

Q WAN 亚洲设计大奖的预期目标是什么, 现在是否有达到预期? 未来, WAN 在亚洲有哪些计划?
What kind of expectations in the award this year, do you think they were all achieved? What's WAN future plan in Asia?

A WAN 大奖自 2009 年成立以来, 至今已迅速成为世界最大的建筑类奖项。今年开始的 WAN 亚洲设计大奖 (住宅项目) 是我们与合作伙伴——中国设计中心共同开展的首个项目。这一次, WAN 获得出人意料的市场反馈与收获, 未来, 我们还将持续推进, 使其发展得越来越好。
The WAN AWARDS were launched in 2009 and quickly became the world's largest architectural awards programme. This year's inaugural WAN ASIA award (residential category) was a pilot carried out with our partner China Design Centre, to test the water. The response has been extremely positive and we will now be exploring how best to roll the awards out further.

Q 在主流领域, 欧洲设计师占据了建筑行业的主要地位。你认为文化在多大程度上影响了建筑行业?
In the mainstream, architecture is still dominated by European designers, how deep do you think that culture influence the architecture?

A 近年来, 西方建筑师在行业内的影响力, 很大程度上, 是因为他们的规模和资源都达到了建筑与基础设施大量扩张的需求, 但 (这并非一成不变), 现状正在改变。
I think the influence of western architects in the recent construction boom has been significant largely because they had the scale and resources to match the massive demand for buildings and infrastructure, but this is changing.

Q 西方设计师与东方设计师有何差异性? 你是否认为今后不同的文化之间会有更多协作的可能?
What's difference between Western designer and Eastern designer? Do you think works will be collaborated by different culture?

A 我们正在见证一个新纪元的开端, 中国建筑师的影响力正与日俱增。最有趣的是, 他们是否会跟随西方商业化的项目, 还是会开辟另一种新的形式。这些正是 WAN 亚洲设计大奖所关注的。
I believe we are seeing the beginning of a new era in which the influence of Chinese architects will be increasing. The interesting point here will be whether they follow the Western commercially driven programmes, or develop a new style. These trends are what the WAN ASIA awards are hoping to highlight."

Q 智能化趋势, 未来会对建筑带来怎样的可能? 在现实中是否已有相关应用案例?
About the digital trends, what's the possibility for Future Architecture, are there any practices already in reality? If so, please tell us some good examples.

A 现今, 大部分建筑事务所已经完全接受虚拟建筑模型技术所带来的惊人发展。它可以跨越国度、时空, 让不同地域的建筑师同时协作完成同一个建筑设计项目。比如, BIM (Building Information Modeling) 建筑信息模型, 而这仅仅只是新时代的开端而已。
Design studios in most large architecture firms are already embracing the amazing developments in technology from virtual modelling across communications and collaboration, allowing building design to be shared between architects in different parts of the world ... Software such as Building Information Modelling (BIM) is only the beginning.



MATSU 20, 官网从“新”出发 MATSU 20 A Brand New Official Website

编辑: 彭茜 Editor: Qian Peng



The Old Us vs. The New Us

The old us would go out and search for things we love on the streets.
The new us will go online and find things there;

The old us would force ourselves to be a map of the city.
The new us will turn into a local at the moment we open a map app.

The old us would enrich our lives by traveling across the world.
The new us will learn about the world at any place, any time.

The internet,
has changed the way we learn about the world,
and changed the way the world learns about MATSU.

2015-2016, the 20th Anniversary of MATSU
We start from a new beginning by launching a brand new window to
the world: MATSU's new Website
Always elegant, but in a new way. We will continue growing with our
loyal friends.

以前 & 现在

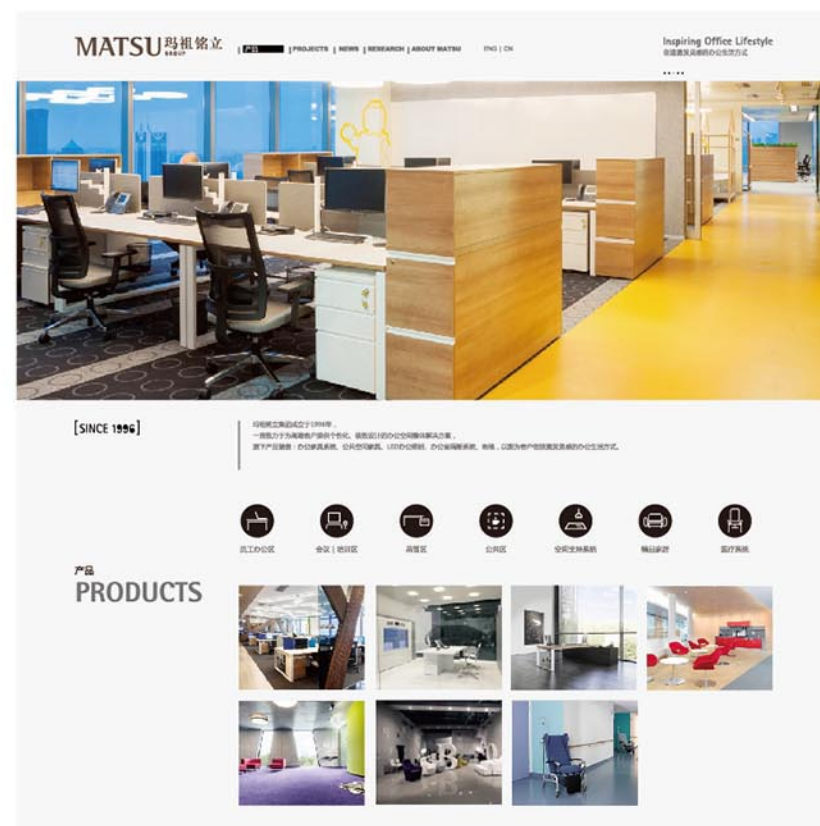
以前的我们, 大街小巷的寻找心爱之物,
现在的我们, 都可足不出户的“淘宝”;

以前的我们, 必须强迫自己成为“全城导航”,
现在的我们, 只需打开地图 app, 就可轻松自由行;

以前的我们, 走遍世界来丰富经历,
现在的我们, 在任何一个地点就可以了解整个世界;

网络,
改变了我们了解世界的方式,
也改变了世界了解 MATSU 的方式。

2015-2016, MATSU 20 年之际,
我们从“新”出发, 开启全新的、
通向世界的窗口——MATSU 新官网
以依旧优雅的姿态, 焕然一新的面貌,
与相伴相随的朋友共同见证成长。



更高体验度的展示方式

突破原有产品类别划分的方式, 从设计师与消费者的视角出发, 以区域分类七大产品版块。

The presentation is for your experience only

The old product categories have been changed to 7 sections from the perspectives of designers and consumers.



员工办公区



会议 | 培训区



高管区



公共区



空间支持系统



精品家居



医疗系统

独创“理念与研究”版块

在此, MATSU 将对办公空间的理解, 未来趋势的畅想与更多人分享。引发更多人对于好的办公空间的思考, 带动行业形成良性发展。

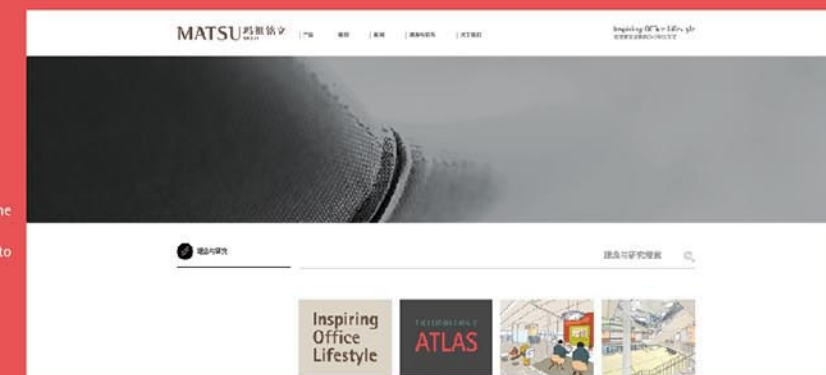
The unique "Concept and Research" section

In this section, MATSU shares its understandings on office spaces and future trends with more viewers to inspire more thoughts and lead the entire industry to a better tomorrow.

www.matsu.cn

20 年, MATSU 变了,
变得丰富而精彩;
20 年, MATSU 依旧,
依旧坚持着优雅!

20 years is long enough for MATSU to become
richer and brighter
20 years is far from being enough for MATSU to
spread its elegance to every corner.



MATSU 杭州体验中心 & 赞成中心 Matsu Hangzhou Showroom & Zancheng Center

编辑: 彭茜 图片: 徐桢杰 Editor: Qian Peng Photographer: Jason

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, 并将 MATSU 杭州体验中心落户于此。

大楼位于钱江新城 CBD 杭州经济圈, 是商务江景高端写字楼; 其地理位置被定义为杭州城市版图的原点 (以钱塘江为横轴, 以中河高架为纵轴, 赞成中心即为原点)。

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, and Matsu as the designer & planner for the business model room. 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; its geographical location is defined as the origin of Hangzhou urban layout, with the Qiantang River as the horizontal axis and Zhonghe-Shangtang elevated highway as the vertical axis.



正如德国 GMP 所强调的那样: “我们是要把房子建成一座尽可能耐久, 并且理所当然地为其内部丰富多彩的人类活动服务。对于时髦的建筑现象, 我们持批评态度并保持距离, 以避免在作品中出现那些只是出于艺术上的随意性, 而与功能、结构以及使用性能无关的表现主义的形式。”

As GMP highlighted: “We are committed to creating a building with maximum durability and the intrinsic purpose of serving the colorful human activities inside. We are critical about and stay away from the stylish architectural phenomenon, in order to avoid the expressionism form irrelevant to function, structure and use performance just for the sake of art randomness”.

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——九宫格作为中国书法临帖艺术的界格样式, 工整简洁的方块间结构, 与严谨考究的建筑工程美学, 如出一辙。赞成中心造型方正, 其平整的建筑面宽, 与钱塘江江面平行, 形成 180° 无遮挡宽景视角, 让近乎所有单位都能直面一线江景, 保障了江景资源的最大利用。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。

当然, 这种美无疑是以 “实用”、“坚固” 作为基础的。也就是说, 德国 GMP 拒绝使用大胆的几何结构与极具流动感的空间造型 (以著名建筑师扎哈哈迪德在迪拜和北京的建筑设计为代表), 而是更多地使用 “大方至正” 的建筑形态, 来表达 “大道当然” 的设计境界。就像赞成中心, 它可能不是第一眼就能强烈冲击视觉神经的建筑项目, 但肯定是一个每次看它都像初见之时那样带来发现的经典作品。

Square is the King – Sudoku Architecture Style

German GMP Architects tailored the Sudoku architecture design scheme for Zancheng Center. As a grid pattern of imitative Chinese calligraphy art, Sudoku is featured by neat and concise square structure and is exactly the same with precise and exquisite architectural engineering aesthetics. With flat and wide square architectural modeling, Zancheng Center is parallel to the surface of the Qiantang River to form 180° unobstructed and wide view, enabling all architectural units to directly face the beautiful riverview and guaranteeing the maximum utilization of riverview resource. 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”.

It goes without saying that this kind of aesthetics is based on the design philosophy of “practical” and “solid”. In other words, GMP refused to adopt bold geometry and space modeling with extreme sense of flowing (represented by the architectural design projects in Dubai and Beijing by famous architect Zaha Hadid), instead it more often created square architectural form to present the design state of “regular art”. Just like Zancheng Center, it is in no way an architectural project with immediate and intense visual impact, but it is undoubtedly a classic building inspiring you all the time.

- ↑ 休闲区域与焦点区域 (专注办公空间) 在同一空间, 又不相互干扰。空间没有硬体墙面阻隔, 而是通过家具: 简书架, 或 Co-system 围合而成独立区域。
Leisure area and focus area (focus on office space) are within the same space but without mutual interference. There is no hard wall partition, and independent area is created by enclosure of furniture, simple bookshelf or Co-system.
- ↓ 吧台区域 + 多媒体, 视频会议可以是轻松、高效, 甚至临时动员召集的讨论, 午后灵感碰撞后的交流、分享。
Bar area + multi-media make video conference easy and efficient, combining into an ideal place for temporary discussion, exchange and sharing after lunch.



Matsu 杭州体验中心

2015 年 6 月玛祖铭立杭州体验中心位于杭州经济圈钱江新城 CBD, 赞成中心正式启用。

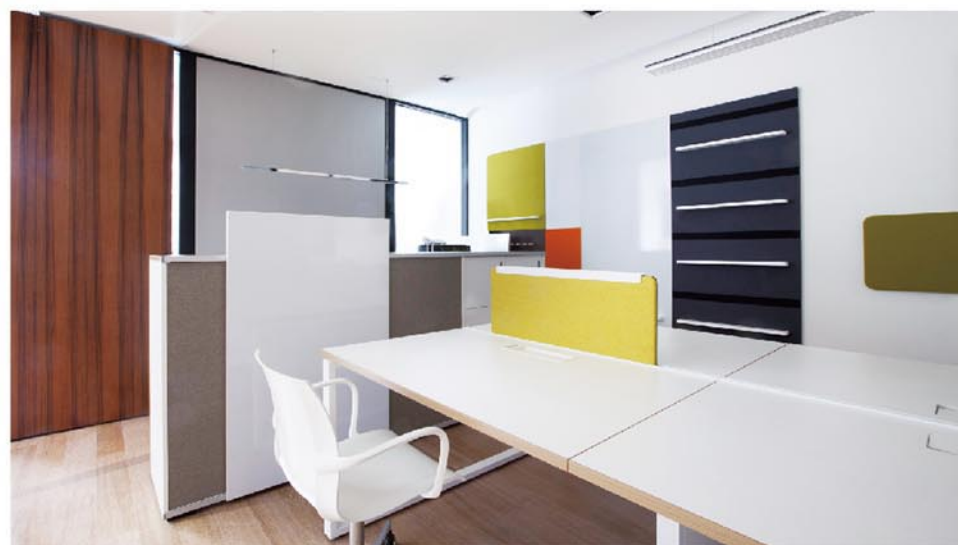
人绝不是被动安置于某个办公场所的元素。员工是办公空间的主人翁。在哪里办公怎样办公, 可根据当下状态灵活、自由的选择。而企业需要做到的是提供各种选项 (不同的办公环境) 与赋予员工选择的自由。MATSU 杭州体验中心正是如此。MATSU 杭州区域员工在此展演结合在灵动、高效办公的同时, 也让客户亲身体验到多元化办公的实际案例。

MATSU Hangzhou Showroom

In June 2015, MATSU Hangzhou Showroom, located in Zancheng Center in Hangzhou Qianjiang New City CBD, was officially opened.

Employees are by no means an element passively arranged in a work place but the master of the office space. They should be able to make flexible and free choice about the work space and way based on the actual state. Therefore, the employer should provide various options for employees, i.e. various office environments. MATSU Experience Center Hangzhou practiced the philosophy by demonstrating the combination of office and presentation by Matsu's employees in Hangzhou region. They realized flexible and efficient office work while enabling customers to personally experience the actual case of diversified office space.



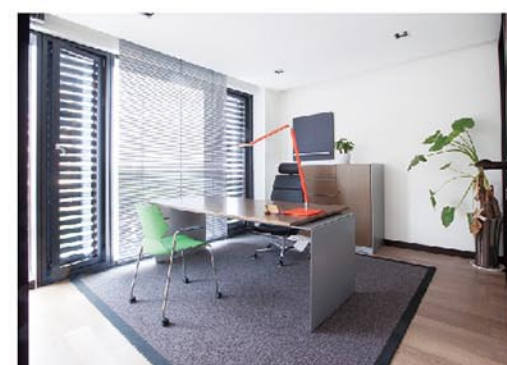
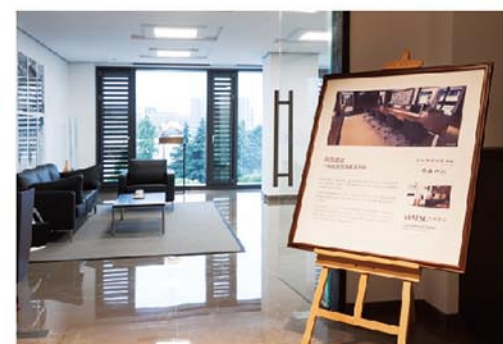


Business model room

In addition to the MATSU Experience Center Hangzhou, Matsu also 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.

商业样板间

除了 MATSU 杭州展厅落户赞成中心, 玛祖铭立还为这座高端写字楼, 设计规划了具有实用美学的商业样板间, 包含: 员工区、会议区、高端办公区等。



↑ 工作位并不仅仅只代表着纪律严明, 有时我们在跳跃色彩的点缀下, 反而能获得无限灵感, 脑洞大开。
Workstation is not equivalent to strict discipline; sometimes we are able to acquire infinite inspirations and become more creative by vibrant colors.

← Kusch+Co São Paulo Swivel Chair 行政椅
Planmöbel Impuls Executive Table 行政桌
Nimbus Roxane LED

↓ 色彩让整个会议不再沉闷, 雅致的紫色, 既时尚又让人舒适。这种极致的家具线条与华丽的色彩巧妙碰撞、融合。
Colors make the meeting less tedious and elegant purple brings sense of fashion and comfort. The ultimate furniture line and gorgeous colors realize ingenious collision and integration.



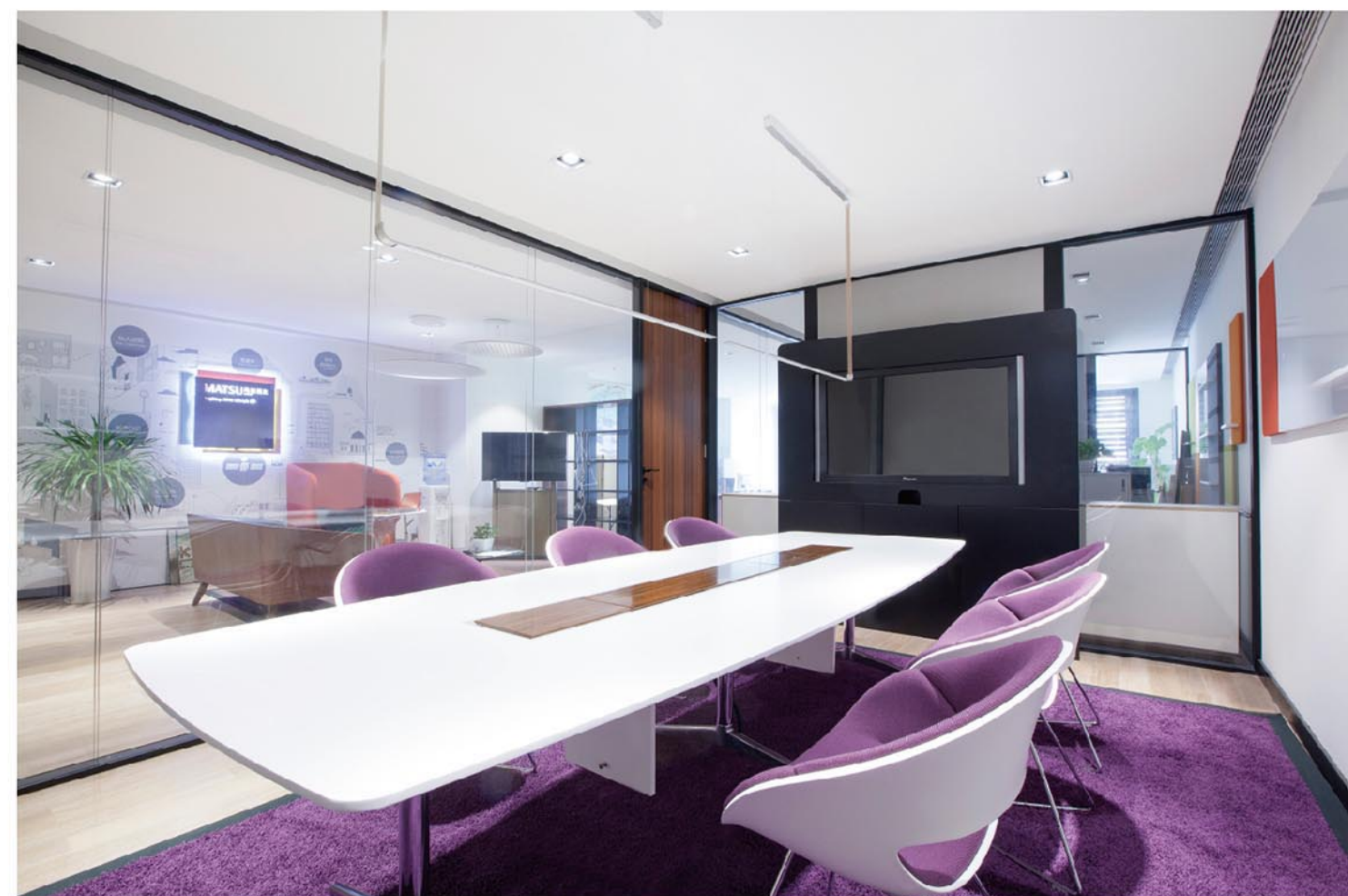
← Planmöbel M-pur Workstation 工作位
Matsu Starf Swivel Chair 办公椅

黑白的色调现代、简洁, 而又不失高级行政办公空间该有的沉稳感。搭配总裁办公区接待空间的抽象黑白画作, 丰富了空间内容, 并与整个氛围相互依托、映衬。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。山水·礼班台在简约的外形之下蕴含了极具深意的东方文化 - 舍满取半, 寓意对自我及他人的尊重, 内敛而不张扬, 以及为人处事谦逊、适度、有礼有节的“平衡、和谐”之道。透过窗外的钱塘江景, 更显礼班台依山傍水的典雅之气。

Black & white tone is modern and simple without losing the due calmness of the executive office space. It combines with the abstract black & white paintings in the reception space of the CEO office area to enrich the spatial content and complement the whole atmosphere. 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. Landscape + Comity table contains profound oriental culture with its simple shape - the golden mean, implying the doctrine of respecting self and others, self-restraining, modesty, humility, correctitude, balance and harmony. The wonderful view of the Qiantang River outside exactly highlights the elegance of the Landscape + Comity tables.

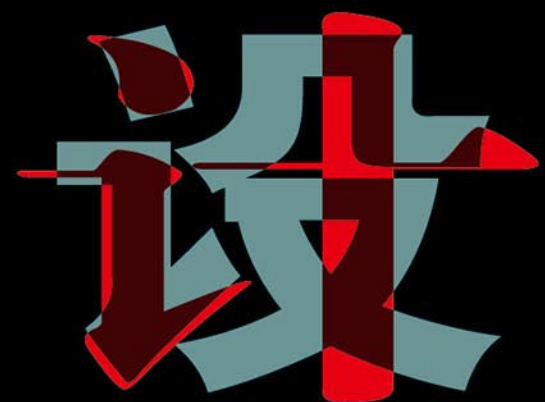


← Matsu Tulip Lounge Chair 工作位
Matsu Croce Lounge Table 洽谈桌



→ 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





设计变革 | 智造未来

Design Evolution
Growing Smarter

..... ATLAS Executive Table

编辑: 刘达、彭茜 图片: 由 Holzmedia、Matsu 提供 Editor: Da Liu, Qian Peng Photos Provided by Holzmedia、Matsu

Workplace 2020

未来办公

进入 21 世纪后人类社会的科技以前所未有的速度突飞猛进的发展。办公设备以及环境的变化已经改变了我们对“工作”的定义;生活和工作的进一步融合对办公空间提出了强有力的挑战,办公空间不再是被动地完成上级布置的任务的地方,而是能让员工更有创造力,更加主动地为企业以及社会创造价值和财富。因此,办公空间应是一个提供多种可能性的空间,以满足主动地创造性工作的需求。

Technology of human society has been developing by leaps and bounds at an unprecedented speed since the 21st century. Changes in office equipment and the environment have even changed our definition of "work"; further integration of life and work has proposed powerful challenges to office space which is no longer a place for employees to passively finish the task assigned by the managers, but a place to make employees more creative and more proactive in creating value and wealth for enterprises and society. Then, an office space is a place that provides various possibilities, so as to meet the needs for actively creative work.

ATLAS 高级行政班台

A Giant for
Intelligent Management
MATSU ATLAS (D10)

智能管理的“巨人”MATSU ATLAS (D10)

当员工可以主动的,创造性地工作之时,企业对管理以及管理层的要求也达到了前所未有的高度:如何更有前瞻性的判断未来、高效制定策略、更有效的组织适合的人员、并实时监控进程以及最快速度响应市场反馈。

带着这种思考,MATSU 和其德国资深合作伙伴 HOLZMEDIA 共同开发了智能化管理家具系统:ATLAS。

When employees can take the initiative to work creatively, requirements of enterprises for management and management layers also reach an unprecedented height: how to more proactively judge the future, more efficiently generate strategies, more effectively organize suitable staff, and make real-time monitoring on the process and response to the market feedback at the fastest speed.

With this thinking, MATSU and its senior German partners HOLZMEDIA jointly develop the intelligent system for furniture management: the ATLAS.

设计变革 | 智造未来
Design Evolution - Growing Smarter



解构、艺术之躯

ATLAS 之名, 来源于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。

如同他的名字一样, ATLAS 高级行政桌的外形设计也是十分宏伟, 且饱含设计巧思; 传统的直线或是 “L” 型桌面已经显得十分过时, 而且市面上充斥着大量的雷同的设计和仿制品, 而缺少创新。ATLAS 的外形设计采用解构主义的建筑语言, 第一次用非对称、未来主义的线条来打造他的 “躯体”, 给管理者的办公空间一个全新而又能激发灵感的定义。仿佛是室内的 “建筑物” 一般, 他可以自成一派, 而又不会喧宾夺主。

“解构” 的目的不是让人看不懂, 而是让人可以从更多的角度去理解他, ATLAS 是一件艺术品, 因为他的每一个细节都是精雕细琢。

Deconstruction, Art Form

Like the origin of the name, the ATLAS is a member of the giants in Greek mythology, which was an optimum prime to support the earth based on the legend, and therefore, his name has also been extended to the “world map”, carrying the whole and comprehending all nature.

Design of its appearance is very magnificent, but full of designers' meticulous thinking: traditional line or “L” type desktop has already appeared out of date, and the market is filled with a lot of similar designs and imitations, which are on lack of innovation. Design of ATLAS shape adopts deconstructive architectural language to build its “body” with asymmetric and futuristic lines for the first time, which can provides the managers' offices with a new definition with inspiration. As an indoor “building”, it is unique, but will not overshadow the leading role.

The purpose of “deconstruction” is not to make people confused, but to make them understand it from more angles; ATLAS is an artwork with refined carving from every detail.

“绿色” 的巨人

ATLAS 设计的前卫并不仅体现在外表上, 材质以及工艺的考究和外形相辅相成。桌体高级的黄檀木皮贴面首先是他身份的象征, 同时又大胆地采用了亚麻纤维作为桌面: 它是人类最早使用的天然纤维之一, 距今已有一万年以上的历史。亚麻纤维是一种稀有天然纤维, 由于它的天然、古朴、稀有、色彩自然和高贵, 被誉为 “天然纤维中的纤维皇后”。亚麻纤维具有许多优良的性能。它吸湿散热, 保健抑菌, 防污抗静电, 防紫外线, 并且阻燃效果极佳。另外在种植亚麻的过程中无需使用除草剂和杀虫剂, 如此大量的采用该纤维作为桌面的主要材质也是 MATSU 在最大限度减少碳排放量上的决心。

“Green” Giant

Halfback of ATLAS design is not only reflected in appearance, while materials and processes can supplement each other. Superior cocobolo wooden veneer is the symbol of its identity, while flax fiber is boldly adopted as a desktop: it is one of the earliest natural fibers used by humans, with a history of more than ten thousand years. Flax fiber is a kind of rare natural fiber, which is known as “the fiber queen in natural fibers” due to its natural primitive and rare features with natural and noble color. Flax fiber possesses many excellent properties. It is endowed with moisture absorption and heat dissipation for health care and bacteriostat, featuring antifouling and anti-static electricity, ultraviolet-proof and excellent flame retardant effect. In the process of growing flax, it is unnecessary to use herbicides and pesticides; a great number of the fibers used as the main material of the desktop is to show MATSU' s determination to reduce carbon emissions in maximum limit.



“智慧” 的巨人:

搜索、推送、手势操作

ATLAS 的躯壳之下是一颗智慧的心: 最新的科技植入。这让高级行政桌不再是一个大而无当的 “身份体现”, 而操作也不再是被动的点击而是主动的推送。一切必要的信息都会不断地在侧屏上滚动, 管理者无需再花任何时间在信息筛选上, 可以将精力更好地集中在工作上。信息技术的进步会让 ATLAS 逐渐 “学会” 如何去搜索, 根据使用者的搜索习惯可以分析出他的思想和想法, 从而为他提供最新、最精确的信息。为了方便使用, 触控自然是必备的配置之一。

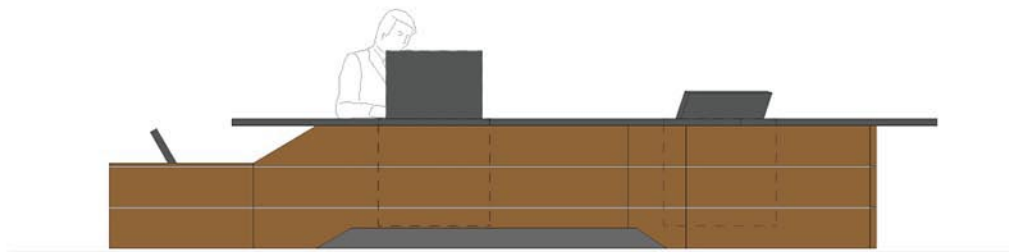


我们一直强调 “耐久设计”, 一件产品需要 “自适应” 能力, 可以根据环境的改变而去 “进化”, 这就是我们产品的生命力的体现。ATLAS 另一个功能就是对自带设备 (Bring Your Own Device) 的无缝支持, 让生活更好地融入到办公空间。

“Intelligent” Giant: Search, Push and Gesture Operation

There is a smart heart in the body of ATLAS: implantation of the latest technology makes the executives' desk no longer a large but impractical “identity indication”. Operation is no longer a passive click but an active push: all necessary information will scroll on the side of the screen, and managers need not spend any time on the information filtering, but can concentrate on work to a greater degree. The progress of information technology will make ATLAS gradually “learn” how to search; according to the user's search habits, his thoughts and ideas can be analyzed, so as to provide the latest and most accurate information for him. For the convenience of use, touch control is one of the necessary configurations.

We have always emphasized “durable design”, a product needs to have “adaptive” ability, and can “evolve” according to the change in the environment, which is just the embodiment of the vitality of our products. Another function of ATLAS is to provide seamless support for its own devices (Bring Your Own Device), so as to make life better integrated into the office space.



在不久的未来...

这一切只是开始。在条件允许的情况下, ATLAS 将具备信息 - 物理融合系统 (CPS), 具有计算、通信、精确控制、远程协调和自治等五大功能, 成为一个企业的 “大脑”, 这也是 ATLAS 的灵魂, 一个潜力无限的智慧巨人。

ATLAS 不是科幻 (Science Fiction), 我们称之为 “科学事实” (Science Fact)。

In the Near Future

It is only a beginning. Whenever possible, the ATLAS will be designed with information - physical fusion system (CPS), and will possess five functions including computing, communication, precise control, remote coordination and self-government, becoming the “brain” of an enterprise, which is also the soul of the ATLAS, a wisdom giant with infinite potential.

ATLAS is not science Fiction, while we call it Science Fact.

云时代的无损信息传输

人类已经从 IT(Information Technology) 时代走向 DT(Data Technology) 时代。管理的过程中, 数据、信息的准确性以及及时性直接可以决定最终的执行结果, 但是往往由于企业架构和层级的问题, 上级的指示到了执行者的时候是残缺不全、甚至是错误的; 而执行人员的意见及问题也很难及时的反馈至上级, 所以, 大量的重复性的工作浪费在信息的传递过程中。

云计算让 ATLAS 可以 “直接管理”, 无论是信息的传递还是接收, 上下级之间的信息传递将是即时而又直接的, 既可以提升员工的主人翁责任感, 更加高效和积极的工作, 又可以让管理层更快速的更准确的做出新的决策。

Lossless Information Transfer in the Cloud Era

Humans have moved from the IT (Information Technology) age to DT (Data Technology) era. In the process of management, the accuracy and timeliness of data and information can directly determine the final results, but usually because of the problems of the enterprise architecture and hierarchy, the superior' s instructions are incomplete or even wrong made by the implementation staff; it is difficult to timely give feedback on the opinions and problems to the higher level; therefore, a lot of repetitive work is wasted in the process of information transfer.

Cloud computing enables ATLAS to realize direct management; regardless of information transmission and receiving, information transmission between the superior and the subordinate will be real-time and direct, which can not only improve the staff' s sense of responsibility for more efficient and positive work, but also enables the management layer more quickly and accurately to make new decisions.



Diversification for Sharing and Cooperation Space & Intelligent Space

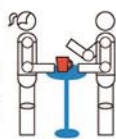
分享、协作空间的多元化存在 & 智能化空间

不仅仅是管理空间, 公共空间也因应智能化设备与多元化需求发生了巨大变化。特别是随着“轻媒体”的诞生, 让办公的公共空间成为碎片时间管理的首要领域, 亦是激发灵感的新概念公共休闲空间。

注: 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兴讨论。

There are great changes in not only a management space but also a public space to respond to intelligent equipment and diversified demands. Especially with the birth of "mini media", public space of offices has become the primary boundary for fragment time management, which is also a new concept of public leisure space for sparking inspiration.

Note: mini media refers to the multi-media furniture with small-size body and convenience for use. It can be flexibly used in open spaces. The users can make extemporaneous discussions whenever and wherever possible.



聊天 & 多媒体

聊天是与同事之间(视频远程两地或当地)一个即兴的互动。聊天, 没有目的, 也许是早晨的一个问候, 也许是午后的一杯咖啡, 先从社会热点开始, 然后激发出火花, 或是触及到一个问题, 然后我们就开始从聊天到讨论, 自然而然。

Mini-media 轻媒体提供一个让聊天自然而然的平台、机会, 使我们快速融入对话氛围, 寻找到观点。它让办公设备终端同步共享讨论, 视频讨论从传统封闭式会议转移到灵动的公共休闲空间。

Chat & Multi-media

Chat is an impromptu interaction among colleagues (video remote or local places). Chat has no purposes which can be perhaps a greeting in the morning and may be a cup of coffee in the afternoon, while which comes first from the beginning of social hot spots, and then unleashes the sparks, or touches a problem and then chat becomes discussions, naturally.

Mini media provides a platform and a chance to talk naturally, which makes us quickly integrate into the atmosphere for chatting and finding the point of view. It makes office equipment terminal synchronously share discussions, and video discussion is transferred from the traditional closed meeting to a clever public leisure space.



谈话 & 多媒体

2-3 个同事。事先有明确的话题。谈话的私密性, 取决于谈话主题与参与者彼此的熟识度。毛毯面料的π墙使办公空间充满着人情温暖, 同时, 还可跨越时空的限制, 通过视讯会议, 实现宛如面对面的便捷、高效。

另外, π墙隐藏式的走线设计、摆放方式的多样化(与桌面连接、与墙体连接、独立款), 有利于空间的灵活规划。不仅如此, 多种尺寸的选择, 满足大聚会、微型讨论、自由式沟通等不同分享方式。

结合多媒体技术的 X6 系列配有内置隐藏式 40 寸显示屏, 人性化的设计, 只需将电脑与主机相连, 显示屏便会自动从桌面滑出。X6 整合 Plug&Play (即插即用) 系统以及操作面板, 可与任意一款 P&P 设备组合使用。

桌面材质可选进口高级实木贴面或防火板, 桌下结构亦有多种烤漆材质可供选择。

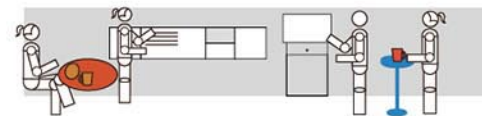
Converse & Multi-media

There are 2-3 colleagues with definite topics. The privacy of the talk depends on the topics and the familiarity of the participants with each other. π wall made of felt makes the offices full of friendliness and warmth; at the same time, it can span time and space to realize convenience and high-efficiency like face to face communication through video conference.

In addition, hidden line design of π wall and diversification in display (desktop connection, connection to the wall, independent model) are advantageous to the space flexible planning. Besides, the choice of a variety of sizes can meet requirements for big party, micro discussion, freestyle communication and other different ways to share.

X6 series combining multimedia technology is equipped with a built-in hidden 40 inches display screen with humanized design, which makes the screen automatically slip out of the desktop only through putting the computer connected to the host X6 integration of Plug&Play system and the operation panel can be hosted with any P&P equipment for use.

Imported advanced solid wood veneers or fire prevention board can be used as materials for table board, and there are various stoving varnish materials for table structure.

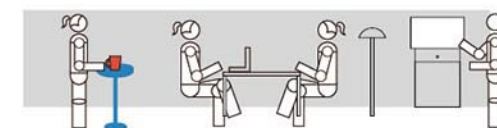


共创空间 & 多媒体

共创空间指团队中新创想的产生过程。讨论的规模大小可从运用白板快速寻找问题的解决方案到多天精心准备具有议程的项目会议。在这里, 多样化的多媒体与物理工具可协助工作者分享, 以及创意产出。积极参与、交谈讨论、内容分享和创新都是其关键行为。

Co-Create & Multi-media

Co-working space refers to the process for new creation of a team. Size of discussion extends from the process that uses whiteboard for quick solution to careful preparation of the agenda. Here, the diversification of the multimedia and physical tools can help workers to share and make creative output. Active participation, talk and discussion, content sharing and innovation are the key elements for the space.



分而治之 (独立工作区 + 自发讨论区) & 多媒体

分而治之通常是指一个团队拥有共同目标。为了这个目标, 大家独立思考的同时, 彼此之间保持一个亲密的协作距离。因为这种平行存在(独立 & 协作)的工作关系, 有利于快速寻找到突破方式, 解决问题。当需要协作时, 自发的合作。阶段目标与工作内容由团队共同的承担。

Mini-media 与 Lenco+ 工作位放在一起, 拔除桌上屏风, 它就是多媒体讨论空间, 不远处休闲区域 Velax 等又可以与之合并, 使多媒体讨论空间充分得到拓展。

Divide-and-conquer (Independent Workplace + Spontaneous Discussion Area) & Multi-media

Divide-and-conquer means that a team has a common goal. For such a goal, there is a close coordination distance kept one another during the independent thinking made by each person. Because such a kind of parallel exists (independent & collaborative work), it is beneficial to quickly find the breakthrough way and solve the problem. When collaboration is needed, spontaneous cooperation occurs. Stage goals and work contents shall be jointly borne by the team.

The Mini-media and Lenco work place are put together with removal of the table screen as a multimedia discussion space, which can be integrated with Velax nearby recreational area, so that multimedia discussion space is fully expanded.

报告、述说 & 多媒体

报告、述说总是有计划进行的。人们将收集的信息与团队、客户、同事分享, 甚至更广泛的分享给其他部门、组织。关键是报告人与报告信息提前被明确指定。从非正式的项目状态更新报告、项目进度审查到严谨而有秩序的排演, 参与人员的数量也相应随着不同形式而变化。

C5 多媒体会议桌模块化设计结构, 使其灵活多变, 多样化组合, 以满足不同会议空间的布局需求。椭圆形的桌腿可隐藏技术集成和走线系统, 让空间归于整洁。更值得一提的是, C5 椭圆形的桌腿无需借助任何工具可在短时间内轻松组装和拆卸。

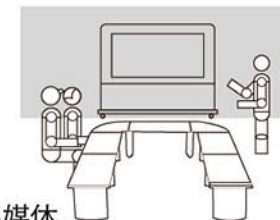
这是一个巨大的时代, 这是一个共同可以展望未来的时代。智能化时代最好的时机已经到来, 工作中, 如何通过智能化办公空间收集、分享、运用数据, 是 DT 时代引发的新一轮思考。而这在设计界, 也将引起翻天覆地的变革。

Show, Tell & Multi-media

Reports and statements are always carried out on schedule; people share the information collected with the team, customers, colleagues, and even more widely with other departments and organizations, while it is essential to clearly designate the reporters and report information in advance, and to update the report and project progress review from informal project status to the strict and orderly rehearsal. Participants also make changes accordingly.

Modular design of C5 multimedia conference table makes it realize flexible changes and diversified portfolio, so as to satisfy the layout demands of different meeting spaces. Technology integration and linear system can be hidden through oval table legs design, which can build a clean and tidy space. Moreover, C5 oval table legs can be easily assembled and dismantled without using any tools in short time.

It is a great time, an era that can realize common prospective to the future. The prime time for intelligentization has come; how to use intelligent office space to realize collecting, sharing and using data is a new thinking triggered by DT era during work, while in the field of design, enormous changes will be caused.



互联网&玛祖铭立

阿里巴巴，百度，微软都这样做了……

Internet & MATSU

That's What Alibaba, Baidu and Microsoft is Doing

编辑：彭茜 图片：由 Matsu 提供

Editor: Qian Peng Photos Provided by Matsu

以前远离互联网，好像只是远离一台智能化的机器：电脑；或是远离一个眺望远方信息的“窗口”。然而现在，如果没有了它，人们就如同失去了一种更为便捷的处事方式。因为互联网已经渗透到了人们日常生活与工作中，甚至传统行业，包括：餐饮、旅游、金融、零售、线下超商、家私等。

是的，今天的互联网，已经被赋予了更新的使命：互联网+。

在百度百科中这样诠释道：“互联网+”是互联网思维的进一步实践成果，它代表一种先进的生产力，推动经济形态不断的发生演变。从而带动社会经济实体的生命力，为改革、创新、发展提供广阔的网络平台。

甚至，并非出生于互联网时代的 60 年代人群，他们也开始使用智能手机与身处异地的儿女视频聊天；在朋友圈中分享自己晚年的幸福之旅；并通过“淘宝”勤俭持家购买家用；还能在虚拟空间中自得其乐，来一场过瘾的 QQ 麻将。

互联网+已让身处现代生活的我们无法拒绝，也不忍割舍。

玛祖铭立作为传统制造业中一个高端办公家具品牌，自 96 年成立以来，一直致力于研究未来办公空间。在科技横行的时代，在互联网兴盛，互联网+兴起的今天，玛祖铭立凭借着超前的办公空间理念研究、出色的产品方案与值得信赖的品质保障赢得了 IT 行业：阿里巴巴、百度、华为、微软、AMD、Nvidia、Cappgemini Sogeti 丹麦的认可，并为这些创造未来的企业，提供办公空间整体解决方案，为未来而设计。

In the past, if you stayed away from the internet, you seemed to stay away from an intelligent machine: computer, or a "window" from which you could look for information from a distance. However, today, people without internet seem to lose a way from handling things in a more convenient manner. This is because the internet has become an integral part of our daily life and work. Its influence has even seeped into the traditional industries. Catering, tourism, finance, retail and offline supermarket, even furniture has no exception.

Yes, internet today has been endowed with an upgraded mission: internet+.

Baidu Baike (Baidu online encyclopedia) gives the explanation as: "internet+" is the further practical achievement of internet thinking. It represents an advanced productivity which pushes forward the constant evolution of economy and thus activates the vitality of social economic entities, laying broad network platform for reform, innovation and development.

Now, even those who was born in 1960s, far before the internet era, has become users of smart phones, chatting through videos with their children who's living far away from home, sharing their senior year journeys in their social network, buying discount household products or playing mahjong in the virtual space.

Internet+ has become an irresistible and hardly separated part for us who lives in the modern time.

MATSU, as a high-end furniture brand of traditional manufacturing industry, has always been devoting to the research of future office space since its establishment in 1996. In an epoch dominated by science and technology and when the internet thrives and internet+ rises, MATSU has, by virtue of its advanced research on ideas for office space, excellent product plans and reliable quality, won over the recognition from the IT industry and become the supplier of overall office space solutions for those enterprises who creates our future, such as Alibaba, Baidu, Huawei, AMD, Nvidia and Cappgemini Sogeti Denmark. Hence, MATSU is indeed designing for the future.

01 信息公园 百度



BAIDU INFORMATION PARK



办公环境决定工作思维方式与行为模式，Sono 高级行政桌崇尚“少即是多”的极简主义，又不失沉稳大气的风格，以彰显高效、专业而又果敢的领导风范。这便是百度董事长兼 CEO 李彦宏的总裁办公室。

The environment of work space decides the thinking mode and behavior pattern of work. Sono administrative table upholds the extremely simple principle of "Less is More" while also retains the sedate and liberal style, rendering an expression of the efficient, professional and bold leadership style. This is the President Office of Robin Li, Chairman of the Board and CEO of Baidu.



从 BAT 最初的排序就可看出，百度在中国互联网行业的地位。它是中国最受欢迎搜索引擎，也是全球最大的中文搜索引擎、最大的中文网站。

2009 年，位于北京海淀区土地信息产业基地北区 7 号地块的百度大厦正式启用。百度大厦建设用地 3.68 公顷，总建筑面积为 91500 平方米。

如何才能塑造出国际化大公司形象，同时又兼有百度自身的文化特点呢？设计师提出了“信息公园”的设计概念。信息公园并不是要把百度的内部做成一个文化公园，而是通过这个概念传达科技、平等、交流的内部文化环境，拉近人与人、人与建筑、人与环境的距离，真正感受百度特有的轻松、平和、舒适的文化氛围。正如李彦宏所说：“百度创立源于我作为一个技术人员的梦想。不管你是高管人士还是大学教授、不管你是小镇的农民还是残障人群，只要通过百度的搜索，离信息的距离都是一样的。”



As showed by the order of the three letters BAT (the acronym of the top three interment companies of China, Baidu, Alibaba and Tencent), we can see the important status of Baidu in Chinese internet industry. It's not only the most received search engine, but also the world's largest Chinese search engine and largest Chinese website.

2009, Baidu Mansion located on the No. 7 Parcel, North District of Shangdi IT Industry Base, Haidian District, Beijing was officially put into use. The constructional land for this mansion is 3.68 hectares with a total constructional area of 91500 m².

How to shape its image as an international company while emphasize the company culture of Baidu? The designer proposed the design concept of "Information Park". As for Information Park, Baidu does not mean to make Baidu into a cultural park, but to create, on the basis of this concept, an internal cultural environment which contains elements as "Science & Technology, Fair & Exchange", and which can shorten the distance between people, between human and architecture and between human and environment. Thus, people can really feel the unique cultural atmosphere of Baidu, which is relaxing, peaceful and comfortable. As Robin Li, President of Baidu once said: "The establishment of Baidu originated from the dream of me, a technician. No matter you are a senior executive, a professor in a university, a peasant in a small town or a disabled, by using Baidu search engine, your distance with information is the same."

ALIBABA MORE THAN INTERNET 02

不仅仅是互联网 阿里巴巴



从 1999 年成立至今, 16 年以来, 阿里巴巴经历了一次次蜕变与成长: 从一位英语老师到在杭州某公寓内打拼的 18 人 IT 团队, 从互联网上“兴风作浪”的 IT 企业掌舵人, 到今日纽交所的上市, 马云成为中国首富。这每一次蜕变与成长, 阿里巴巴都选择了最正确的合作伙伴, 包括作为高端办公家具品牌的玛祖铭立。

From an English teacher to a leader of 18-person startup in an apartment in Hangzhou, from being the captain of an IT company to listing the company in the New York Stock Exchange and to become the richest Chinese, Jack Ma and Alibaba have experienced various transformations and growths in the past 16 years since its establishment in 1999. Alibaba has always made the right choices including choosing MATSU as its office furniture solution provider.



→ Kusch+co Uni_verso 休闲椅
↓ Kusch+co Uni_verso 休闲椅



← Kusch+Co Njord Lounge Chair 休闲椅



为体现和保持阿里办公空间的文化秩序, 玛祖铭立以 Lenco+ 系统工位为主体的办公产品, 通过其自适应的特性, 为不同地区阿里办公室打造视觉形象与企业文化高度统一的空间。

In order to manifest and maintain the culture of Ali, MATSU adopted Lenco+ system workstation as the main products which made the visual appearance and the enterprise culture of Ali highly coherent.

在媒体问及阿里巴巴的一位投资人: 是什么东西吸引你, 给马云持续的投资? 他说: 阿里最初创业的 18 人团队, 至今无一人离席, 这在任何一家创业型的企业, 几乎是不可能出现的现象。对于今天的成功, 马云不仅有对人才的珍视和对管理人才的用心, 更注重为阿里人提供与之相契合的高品质办公空间。

2009 年, 在阿里巴巴成立的第十个年头, 阿里巴巴 6000 多名员工“乾坤大挪移”搬至公司位于滨江的新总部大楼。该大楼由 Hassell 建筑事务所担纲设计, 并选择了高端办公家具品牌玛祖铭立, 为其营造激发灵感的功能区域, 玛祖铭立将先进的办公理念与生活哲学相融合, 打破了单调的办公职能, 重新定义了办公空间的多重功能。

When one of Alibaba's investors got the question: What attracted you to provide constantly investment for Jack Ma, he answered: Even now, none of the 18 persons of the original team has left this team. This seems to be impossible for any startup enterprise. To achieve today's success, Jack Ma not only values the talents and cares for the management, but also values high-quality office space which fits the Ali fellows.

In 2009, the 10-year-old Alibaba and all the 6000 Alibaba personnel moved into the new headquarter mansion situated in Binjiang District. This building was designed by Hassell Studio and the high-end office furniture brand MATSU was invited to create an inspiring functional area for it. MATSU, by absorbing both advanced office concepts and life philosophy, created a re-defined multi-functional and joyful office space for Alibaba.



↑ MATSU Lenco+ Workstation 工位
← Kusch+Co ; Holal Lounge Chair 休闲椅



HUAWEI ALLIANCE & INNOVATION

联合创新 华为



03

华为作为全球领先的信息与通信解决方案供应商, 为电信运营商、企业和消费者等提供有竞争力的端到端 ICT 解决方案和服务, 帮助客户在数字社会获得成功。早在 2008 年, 华为就被商业周刊评为全球十大最有影响力的公司。

正如华为将世界各地无数系统、企业、城市、人群紧密联接, 以不断提升工作效率、帮助行业转型, 为每位用户带来更好的体验一样。华为期待的办公空间也是能将不同职位、不同部门的员工串联在一起。

As the global leading provider of information and communication solutions, Huawei provides telecommunication carriers, enterprises and consumers with competitive end-to-end ICT solutions and service, assisting clients in making a success in this digital society. As early as 2008, Huawei was rated as the global top10 influencing companies by Business Week.

The same as Huawei connects innumerable systems, enterprises, cities and people around the world, contributing to improve work efficiency, assisting industry transformation and creating better experience for every user, Huawei also expected that its office space can connect personnel from different positions and different departments.



这样的空间表达着: 打破部门壁垒, 跨领域合作的重要性。开放式沟通永远是了解问题、解决问题的第一步。

← MATSU Singlax Sofa 沙发
MATSU Tulip Lounge Chair 休闲椅



And the building of the office atmosphere is just one of the carriers of company culture. The office space of an enterprise does not only tell the visitor what kind of company it is, but also silently convey the idea what's the company support for and what it opposite to the staffs This is the visible system, the existence of space culture.

This kind of space expresses the importance of smashing the ramparts between departments and stresses cross-over cooperation. Open style of communication is always the first step to understand and solve the problem.

Modern office is no longer limited by the 5 m² space inside of the work station. Leisure areas now even create higher value for companies. Be internal communication or outer cooperation, the liberty and innovation properties of Singlax and Velax sofa define a new type of office mode—actually. They are beyond the simple combination of sofas. Their existence is just based on the recognition of the idea of breaking traditional work mode.

员工绝不是被动安置于某个办公场所的元素, 他们是办公空间的主人翁。在哪里办公, 怎样办公, 员工可根据当下状态灵活、自由选择。而企业需要做到的是提供各种选项 (不同的办公环境) 与赋予员工选择的自由。在无限自由中, 唯一的约束是企业文化的贯穿, 而不是一成不变的死板制度。

而办公氛围的营造正式文化的形成的一个载体。企业办公空间不仅仅告诉来访贵宾, 这是一家怎样的品牌, 也默默转达给员工, 公司提倡什么, 又反对何物。这就是隐形的制度, 空间文化的存在。

这样的空间表达着: 打破部门壁垒, 跨领域合作的重要性。开放式沟通永远是了解问题、解决问题的第一步。

现代办公的方式已不局限于 5 m² 不到的工作位前, 休闲区也能为公司创造更高的价值。无论是内部交流, 还是外界的合作, Singlax、Velax 沙发的自由和创新, 定义了一种新的办公形式——实际上, 他们不仅仅是沙发组合, 它们的诞生正是基于对打破传统工作模式的认知。

Staffs are not elements placed passively in somewhere in the work place but the masters of the office space. As for where to work and how to work, staffs may choose flexibly and freely in accordance with their actual demands. And what the enterprise need is to provide various options (different office environments) and endow its personnel with the freedom to choose. Among the infinite liberty, the only boundary is the permeation of corporate culture, but no rigid system.

↓ MATSU Wings Sofa 沙发
MATSU Duck Table 小边桌





视觉创造力 Nvidia



04

NVIDIA CREATIVITY OF VISION

NVIDIA 的核心产品是 GPU (Graphics Processing Unit) 图形处理器，于 1999 年由其发明。所以说，NVIDIA 是现代视觉计算的引擎，它把 PC 从一种生产力工具变成了一种用于创作和探索的工具。

MATSU 经过充分的调研，结合可视化的独特专业体现，将 NVIDIA LOGO 的亮绿色作为空间的主打色，并结合其他绚丽的色彩，营造了一个具有视觉创造力的办公空间。

The core product of NVIDIA is GPU (Graphics Processing Unit), which was invented by the company in 1999. NVIDIA is known as the engine of modern visual computing. It changes PC from productivity tool to a tool of creation and discovery.

After sufficient investigations, MATSU chose NVIDIA LOGO's bright green as the main color in the project, meanwhile combined it with other gorgeous colors, and built an office space with visual creativity.



作为致力于影响人与科技互动的一家先锋企业，NVIDIA 的空间需要更多的创造力，为员工激发无限灵感，从而产出更优秀的创作和探索。MATSU 以弧形的线条为空间增添灵动，并利用自身产品的可适性为 NVIDIA 的员工实现了多样化办公的可能性。

As a pioneer enterprise, NVIDIA's office space has to be more creative and inspiring, so that the space can have positive influences of productivities to their employees. MATSU's designers used many curved lines in this project, which made the space more dynamic and lifeful. And the adaptable products of MATSU also let the employees have more possibilities in their workplace.



← Kusch+Co Papilio Swivel Chair 会客椅
Kusch+Co Papilio Cantilever Chair 弓字脚



↑ Matsu Barstool 吧椅
→ Kusch+Co i Holat Lounge Chair 休闲椅
Kusch+Co eTea Lounge Chair 休闲椅

MICROSOFT A FUTURE WITH INFINITE POSSIBILITY

无限可能的未来 微软



05



从 Window 系统到 Office, 从 Skype 到 Surface, 微软从软件做到了硬体。如果说阿里巴巴走出国门上市, 百度在中国搜索引擎拥有霸主席位, 那么微软则是全球互联网行业当之无愧的巨头。其创始人比尔·盖茨也成为当今世界首富。

From Windows System to Office, and from Skype to Surface, Microsoft made it from software to hardware. If we say the feat of Alibaba is listed on international stock market, for Baidu is becoming the top Chinese search engine, as for Microsoft, it is undoubtedly the titan of the global internet industry. Its founder Bill · Gates is now the world's richest man.



微软的成就绝不仅仅只是比尔·盖茨的光环。如何将好的企业传承与发扬, 微软选择了在这样一个办公场所 (培训空间) 去塑造。

培训空间发挥的潜能往往是最大的, 因为每一个员工都是一个小宇宙, 当被激发后, 就会释放出无限能量。

Of course, the accomplishment for Microsoft is far more than the legendary story of Bill · Gate. As for how to inherit and carry forward the company culture, Microsoft chooses to embody it into its office space (training space).

Th training space always has the most influencing power, because every staff here becomes a microcosm, which, once activated, bursts infinite energy.



↑ Kusch+Co Profession Training Chair 培训椅
↓ Kusch+Co Profession Training Table 培训桌

Profession 不仅设计简洁, 而且实用性极强。能根据当下培训或会议的状态, 即刻灵动变换组合方式。滚轮设计使桌体移动更为便捷, 而折叠功能, 在有效节约空间的同时, 使空间更具灵活性与多变性。

Profession not only has succinct design, but also strong practical utility. It can nimbly change combination mode in accordance with current training or conference status. The assembly of casters enables more quick movement of tables and the folding function effectively saves space and makes space more flexible and varied.



此外, Profession 培训系列配置丰富。是否需要记录 (Profession 椅可选配自带小桌板), 需要分享 (移动白板), 需要移动推车 (放置投影仪, 或会客酒水), 不管你的需求是什么, Profession 已经准备好, 等待着默契的配合上演。

In addition, Profession training system has various optional combinations. Whether recording is in need (profession chair has optional tray), whether sharing is in need (movable white board), whether movable trolley is in need (for projector or beverages for guests)--whatever your requirement is, Profession is always ready to perfectly match your show.



06

数字化思维 Capgemini Sogeti

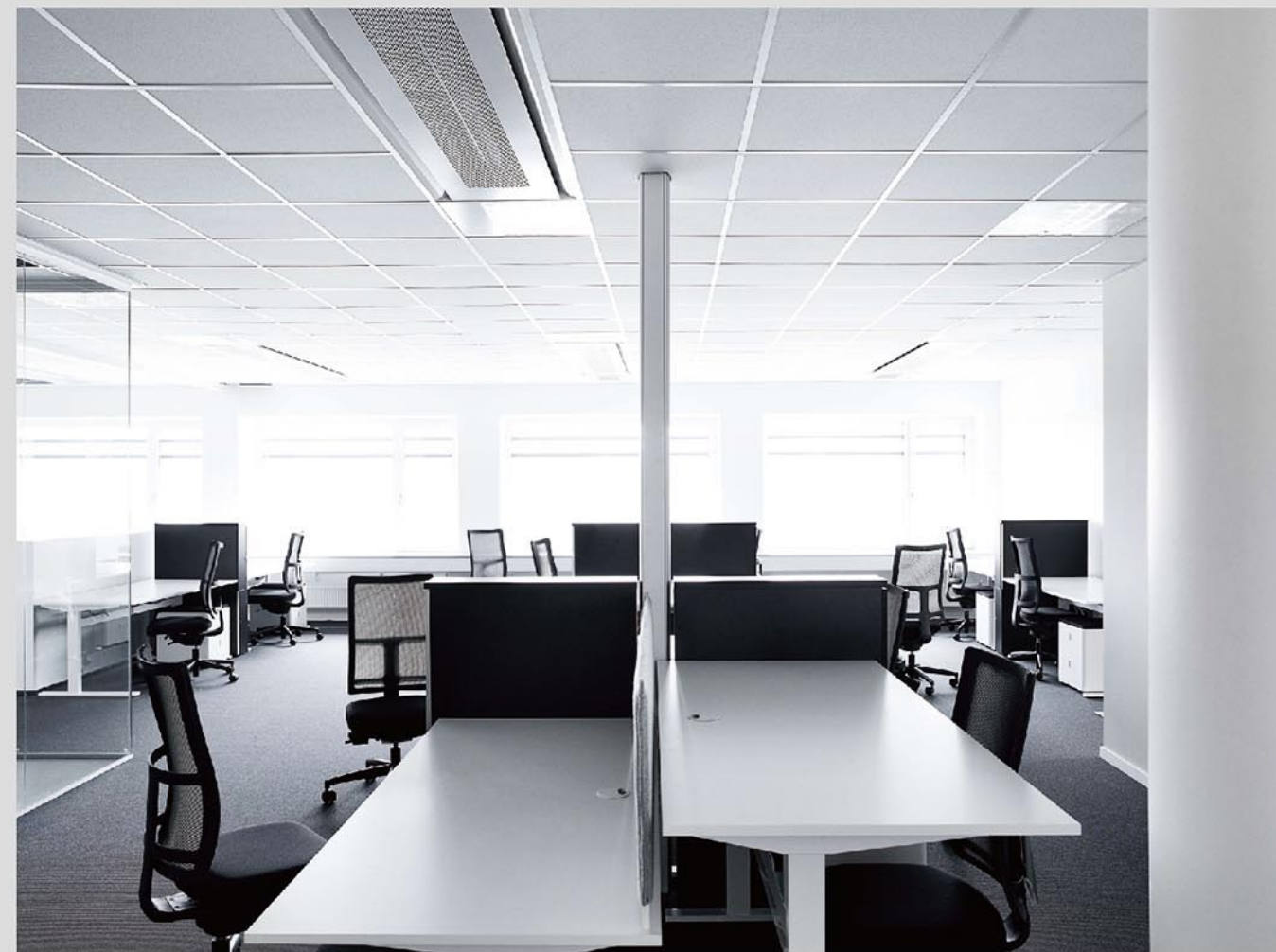


CAPGEMINI SOGETI DIGITAL THINKING

凯捷 Sogeti 公司是数据咨询, 技术, 外包和本地专业服务的全球领导者。Capgemini Sogeti 强调: 通过数字转型来提升业绩的机会巨大。但执行是难点所在。谈到数字转型, 唯一错误的做法就是不做任何改变。

因此 Capgemini Sogeti 丹麦办公空间突出数据化办公的需求。不管是 Papilio 人机工学椅, 还是升降桌都是根据每一位员工不同身高、身材比例的数据而进行调节使用。比如说: 办公桌台面的高度, 椅高、椅深、倾仰比例, 从而为每一位员工找到专属舒适维度。

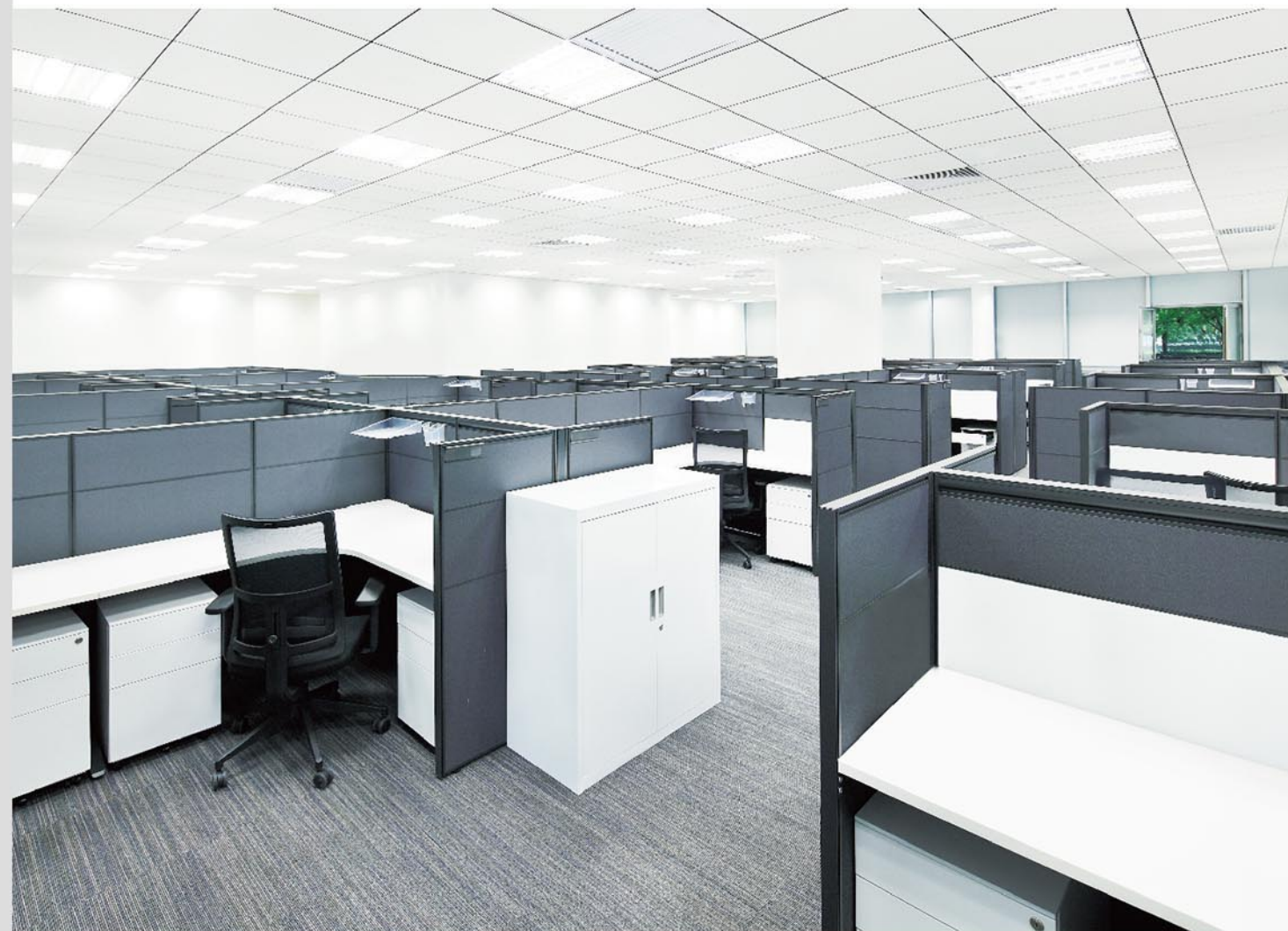
↓ Kusch+Co Papilio Swivel Chair 办公椅



↑ Kusch+Co Volpe Lounge Chair 休闲椅

Capgemini Sogeti Company is the global leader for data consultation, technology, and outsourcing and local professional services. Capgemini Sogeti stresses that by digital transformation, there is huge opportunity for enhancing performance. However, the difficulty lies in implementation. Speaking of digital transformation, the only wrong way is refusing to change.

Therefore, the office space of Capgemini Sogeti Denmark featured the demand for digital work. No matter it is a Papilio ergonomic chair or a height-changeable table, it is adjusted on the basis of height and statue proportion of each staff. For instance, the height of the desktop, the height of chair, the depth of the seat and the degree of elevation can all be tailored and thus every staff can find their exclusive comfortable dimensions.



↑ MATSU Lenco Workstation 工位
Kusch+Co Papilio Swivel Chair 办公

AMD CHANGE THE WORLD

改变世界 AMD

AMD

融聚未来

07



每一个 AMD 的研发员工都是技术极客, 他们沉浸于未来的科技世界, 在玛祖铭立 L 型的落地屏围合成的“科技小天地”中, 不被打扰的冲破樊篱, 实现创新, 改变世界。

AMD R&D fellows are geeks who are always immersed in the IT world of the future. In the "IT microcosm" enclosed by the MATSU L-shape French window-type screens, they break free the reality and thus innovate to change the world.

AMD 2015 年再次入选《财富》500 强排行榜, 成为连续 15 年上榜的企业。2011 年更是推出当时世界上最快的独立显卡 AMD Radeon™ HD 6990。

作为一家创新技术为导向的企业, AMD 以“成就今日, 启迪未来”(Enabling today, inspiring tomorrow)的方式, 运用今日的技术创新去开启未来的无限可能, 让人们随时随地尽享其青睐设备和应用的全部潜力。

2015, AMD appeared on the Fortune 500 ranking again, rendering it as an enterprise on this ranking for successively 15 years. 2011, they even launched the then world fastest independent graphics card AMD Radeon™ HD 6990.

As an enterprise oriented by innovative technologies, AMD, with the motto of "Enabling today, inspiring tomorrow", utilizes technological innovation of today to open the infinity of future, letting people to enjoy and fully explore the potential of their favorite devices and applications.



一张纸，一个空间

APP 中国

A Piece of Paper, A Space

APP-China

编辑：彭茜 图片：由 Matsu 提供

Editor: Qian Peng Photo Provided by: Matsu

纸，
作为中国古代四大发明之一，
它承载了一个民族文化的发展史；
作为第三代技术文明的标志，它推动着文艺复兴的进程；
作为存储文字的介质，它改变了信息传播的方式。
作为人类劳动经验和智慧的结晶，它让文明提前了一个时代；

Paper, as one of the four great inventions in ancient China, has been carrying the history of the cultural development of a nation. As a sign of the third-generation of technological civilization, it has promoted the process of the Renaissance. As a storage medium of text, it has changed the way of information dissemination. As the crystallization of human labor experience and wisdom, it has enabled civilization to be advanced by an era;

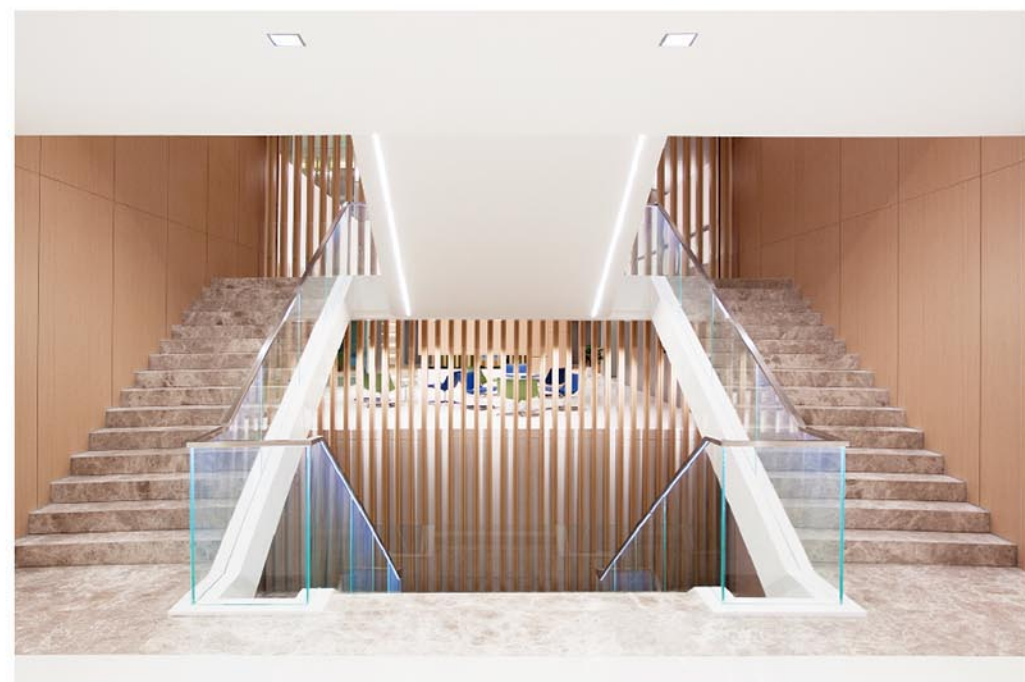


项目名称 Project: 金光集团 App Group
项目地址 Address: 中国, 上海 Shanghai, China
空间设计 Interior design: 一工公司 Roberts Spaces
完工时间 Time: 2015
办公产品明细 Product:
Matsu 山水·礼 Executive Table 高级行政桌
Kusch+Co Ona Executive Chair 高级行政椅
Kusch+Co Visa Swivel Chair 办公椅
Matsu Dynamic Executive Chair 高级行政椅
Matsu Lenco+ Workstation 工位
Matsu Hugoo Conference Table 会议桌

作为唯一一家跻身世界纸业十强的华人企业，APP（中国）始终致力于传承中华造纸文明，并运用现代科技实现造纸工业的绿色循环。2015 年 APP（中国）与一工设计、玛祖铭立合作为其营造了明亮、洁净，极具造纸行业特色的办公空间。

Being the only Chinese company among the world's top ten paper producers, APP-China has always been committed to the heritage of the Chinese paper-making civilization, and uses modern technology to achieve the green circulation of the paper industry. In 2015, APP-China cooperated with Roberts Spaces and MATSU in the creation of the bright, clean office space with the very characteristics of the paper industry.

↑ 白色折纸的背景墙，配上浅橡木色的栅栏，将 APP（中国）一贯坚持的“可持续发展”理念通过空间进行了清晰的表达。
The background wall with folding white paper and the fence in the light oak color express clearly APP-China's consistent concept of 'sustainable development' via space.



“木头”是材料中最具有表现力的形式之一。金光的空间，通过浅橡木色将空间中的一切串联在一起，从里到外，从上到下一切都是这么自然、舒适，彰显了 APP（中国）实现造纸工业与自然、生态和社会和谐发展的期望

"Wood" is one of the most expressive forms of materials. APP-China links up all things in the space through the light oak color. Everything inside is so natural and comfortable, highlighting APP-China's expectation of achieving the harmonious development of the paper industry and nature, ecology and society.



↑ MATSU 山水·礼 Executive Table 高级行政桌
Kusch+Co Ona Executive Chair 高级行政椅
Kusch+Co Visa Swivel Chair 办公椅
← MATSU 山水·礼 Executive Table 高级行政桌
MATSU Dynamic Executive Chair 高级行政椅

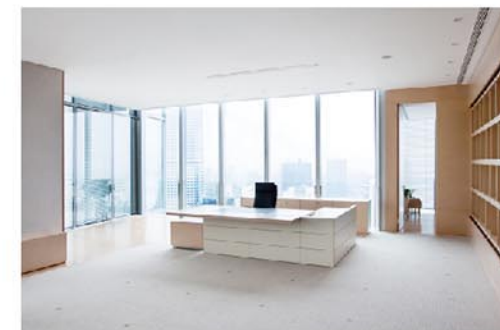


MATSU 礼堂台同样应用了木头的颜色，用充满韵律的材质，将空间中的各种元素和谐完美的进行了统一。

The office desk of MATSU is also in wood color. It uses materials with harmonious colors, unifying various elements of the space in perfect harmony.

远离深色的高管空间，浅橡木色与白色真皮的 D6 班台，渲染来自空间的微微暖意。加之透过落地窗的自然之光，空间与自然的温度悄然融合在一起。

In the Executive Space, the D6 office desk in the light oak color and with white leather renders the slight warmth in the space. Coupled with natural light through the French window, the space and the natural temperature fuse quietly.



↑ Holzmedia D6 Executive Table 高级行政桌
MATSU Dynamic Executive Chair 高级行政椅
➤ MATSU Hugoo Conference Table 会议桌



关于金光集团（APP）

APP（中国）的事业始于 20 世纪 90 年代初。1992 年，邓小平发表南巡讲话后，APP（中国）开始了在中国的发展之路。二十余年后，中国经济已取得令世界瞩目的巨大成就。伴随中国经济的腾飞，APP（中国）也取得了高速、健康的发展。如今，APP（中国）已拥有了 20 多家全资或控股浆纸企业并拥有近 20 家林业公司，总资产约 1203 亿元人民币。在市场中，人们所熟知的“清风、真真”等生活用纸品牌，正是金光集团旗下金红叶纸业的明星产品。

About APP Group

APP-China began its operations in the early 1990s. Since 1992 when Deng Xiaoping delivered a speech on his inspection tour to the South of China, APP-China has been on its way to development in China. After more than twenty years, China's economy made great achievements of world interest. With the rapid development of the Chinese economy, APP-China has also achieved fast and healthy development. Today, APP-China has more than 20 wholly owned or controlled pulp and paper companies as well as nearly 20 forestry companies, with a total assets of about RMB120.3 billion. In the market, the well-known "Breeze", "Zhen Zhen" and other household paper brands are the star products of Gold Hongye Paper Group under APP Group.

关于一工

一工公司创建于 1996 年，是一家从事建筑、室内及工程设计的公司。近 20 年来，过去 18 年中，一工已经在中国完成了 800 多项工程。

About Roberts Spaces

Founded in 1996, Roberts Spaces is a company that is engaged in the architecture, interior and engineering design. In the past 18 years, Roberts Spaces has completed more than 800 projects in China.

全新豪华 游轮中心， 点亮汉堡港

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

2015 年, The New Cruise Center Steinwerder(Steinwerder 全新豪华游轮港口中心) 于汉堡港的中心区域全新落成。此游轮中心占地超过 9000 平方米，配备了全球最顶尖的各类设施设备。其所在码头最大吃水深度达到 13 米，可停靠当今世界上最顶级的大型豪华游轮。

在 Cruise Center Steinwerder 项目中, MATSU 德国合作伙伴 Kusch+Co 以 8080 高级接待椅、Volpino 休闲椅等多个极致设计的产品系列为游轮中心出发及抵达大厅提供了空间整体解决方案。

In 2015, the New Cruise Center Steinwerder was completed in the central area of the Port of Hamburg. Covering an area of more than 9,000 square meters, the Center is equipped with various types of the world's cutting-edge facilities. The dock has the maximum draught of 13 meters, able to accommodate the world's top large cruise ships.

In the project of the Cruise Center Steinwerder, MATSU's German partner Kusch+Co provides the departure and arrival halls of the Center with an overall space solution that includes the advanced 8080-series visitor chairs, Volpino lounge chairs, and other product series of ultimate design.

The New Cruise Center Steinwerder

汉堡港

汉堡港 (Hamburger Hafen) 位于德国北部易北河 (Die Elbe) 下游，距入海口约 70 海里，是德国最大的港口，欧洲第二大集装箱港口。汉堡港始建于公元 1189 年，经过 800 多年的发展，已成为世界上最大的自由港之一。

汉堡港与其他欧洲海港最大的区别在于，它位于欧洲的中心区域。以经济实力强大的德国为依托，沟通斯堪的纳维亚，并辐射英伦三岛、波罗的海、及东欧其他广大区域。绝佳的地理条件给汉堡港带来了强大的竞争优势，并使之成为欧洲最重要的中转海港，及中欧海陆空物流枢纽。

Hamburger Hafen

Located in the lower reaches of the Elbe River in Northern Germany which is 70 sea miles from the estuary, the Port of Hamburg is Germany's largest port and Europe's second largest container port. Since its construction in 1189, the Port of Hamburg has become one of the world's biggest free ports after more than 800 years of development.

The Port of Hamburg differs most from other European ports in its location which is the central area of Europe. Relying on Germany with powerful economic strength, the Port is connected to Scandinavia and radiates to the British Isles, the Baltic Sea and other large areas of Eastern Europe. With the excellent geographical conditions, the Port has a strong competitive advantage and becomes the most important transit port in Europe and logistics hub in Central Europe.



Steinwerder 全新豪华游轮港口中心

除了设施先进，The Cruise Center Steinwerder 的另一大特点便是，整个 Center 包括两栋相对独立运作的大楼，令“出发”及“抵达”的游客可以分别进出、互不干扰。相比绝大多数“出发与抵达”混合一体的传统交通枢纽，如此做的优势无疑是巨大的。无论游客及物资通过的效率、舒适与便利程度，又或港口本身管理的效率都得到了极大提升。

在登船和离船建筑旁边，一个 35,000 平方米的空间将提供足够的长期和短期停车场服务。包含多达 1500 个私家车位和 20 多个教练海湾以及出租车上下车停靠点。

The Cruise Center Steinwerder

In addition to the advanced facilities, another major feature of the Cruise Center Steinwerder is the two buildings of the Center that operate independently, so that visitors can "depart" and "arrive" without interfering with each other. Compared with the vast majority of traditional transport hubs where the "departure and arrival" halls are integrated, the advantages of the Center are undoubtedly enormous. The throughput of visitors and goods, the comfort and convenience as well as the port management efficiency have greatly been improved.

A 35,000 m² large area right next to the embarkation and disembarkation buildings will offer sufficient long-term and short-term parking facilities. The plans provide for up to 1,500 parking spaces for private vehicles and more than 20 coach bays as well as taxi passenger drop-off and pick-up points.





在 Cruise Center Steinwerder 项目中，MATSU 德国合作伙伴 Kusch+Co 以多个极致设计的产品系列为游轮中心出发及抵达大厅提供了空间整体解决方案。

In the project of the Cruise Center Steinwerder, MATSU's German partner Kusch+Co provides the departure and arrival halls of the Center with an overall space solution that includes several product series of ultimate design.



↑ Kusch+Co Papilio Swivel Chair 办公椅
↗ Kusch+Co Volpino Lounge Chair 休闲椅
↘ Kusch+Co 8080 Lounge Chair 休闲椅

→ Kusch+Co 8000 Lounge Chair 休闲椅
Kusch+Co 8080 Lounge Chair 休闲椅
Kusch+Co Volpino Lounge Chair 休闲椅



Volpino 休闲椅

德国著名工业设计师 Norbert Geelen 先生的代表作品之一。Volpino(意大利语译为“小狐狸”)。它采用弧形的椅壳设计，线条流畅而无浮夸，饱满却不臃肿。同时将高品质的聚丙烯壳融入出色的人体工学设计中，小巧的身姿，带给客户一种舒适而愉悦的极致体验。

Volpino lounge chairs

They are one of the masterworks by Germany's famous industrial designer Mr. Norbert Geelen. Using the curved seating shell design, Volpino (which means "little fox" in Italian) has smooth but not exaggerating, full but not bloated lines. In addition, Volpino merges the high-quality polypropylene shell into the excellent ergonomic design, and the compact figure gives customers a kind of comfortable and enjoyable ultimate experience.



Papilio 办公椅

Papilio(拉丁文意为蝴蝶)，德国著名设计师 Justus Kolberg 创造的座椅系列。极致的椅身设计完美贴合人体背部曲线，给颈椎、脊椎、腰部以充分的支持与保护。Papilio 系列将丰富的配置与强大的功能相结合，带给所有使用者不同维度的专属舒适度。

Papilio work chairs

Papilio (which means butterfly in Latin) is the chair series created by the famous German designer Justus Kolberg. The ultimate chair design fits the human body's back curve perfectly, providing full support and protection for the cervical spines, spines and waist. The Papilio series integrate the rich configuration with the powerful function, bringing all users different dimensions of exclusive comfort.



8000 & 8080 系列

8000 及 8080 系列均为 Kusch+Co 与德国著名的保时捷设计工作室(Porsche Design Studio)共同研发的产品系列。两款产品在设计与功能上虽各有特点，但其简约而极具美感的线条、鲜明而硬朗的轮廓都不禁让人联想到急速奔驰的保时捷跑车。

8000 & 8080 series

The 8000 & 8080 series are the product series that were developed jointly by Kusch+Co and the famous German Porsche Design Studio. The two types of products have different characteristics in the design and function, but their simple and extremely beautiful lines, clear and firm contours are reminiscent of a fast running Porsche sports car.

照亮奥地利小城的 “纯净之光” The Pure Light Illuminating the Austrian Town

编辑：王文韬 由 Nimbus 提供

Editor: Wentao Wang Photo Provided by: Nimbus

“极致的简洁、素雅和干练”，这不仅是奥地利著名时装品牌 Sportalm 的一贯风格，而且是其位于 Kitzbuehel 市全新总部大楼的最好概括与诠释。

作为知名的时尚品牌，Sportalm 一直坚持以奥地利原创设计与极致品质为承诺，并希望将美观、舒适、让人充满快乐的时尚文化推向全世界。

“Ultimate simplicity, elegance and sophistication” are not only the consistent style of the famous Austrian fashion brand Sportalm but also the best interpretation of its new headquarters building located in Kitzbuehel.

As a famous fashion brand, Sportalm has been committed to the Austrian original design and ultimate quality as well as spreading the fashion culture of beauty, comfort and pleasure all over the world.



这座 Sportalm 公司的全新建筑是由奥地利设计公司 Atelier Ender 联合知名建筑师 Ralph Dablander 共同完成。Sportalm 在其总部大楼的整体设计风格上要求高雅、素净，但同时能引起人们的注意，并让人过目难忘。最终，设计师们以超乎所有人预期的方案征服了甲方，以至于 Sportalm 集团总裁 Wilhelm Ehrlich 先生在看到该建筑的设计方案后，不禁感慨道：“相信如此一来，每个来我们总部拜访的人都会对这座建筑印象深刻”。

The new headquarters building of Sportalm is designed by an Austrian design firm Atelier Ender in cooperation with famous architect Ralph Dablander. Sportalm requires an overall design style of elegance, plain, simplicity, attractiveness and impressiveness. Finally, the designers successfully met the requirements of the client by exceeding its expectations. Mr. Wilhelm Ehrlich, President of Sportalm Group, said emotionally, “I believe that the building will surely impress all visitors”.

整个 Sportalm 大楼的主色调呈现白色，充满动感的不规则外墙线条与深蓝色的玻璃幕墙相结合，勾勒建筑的整体外形。值得注意的是，无论外立面上的白色线条，又或落地玻璃均非如传统建筑物般，按照楼层的限定呆板的排列，而是打破楼层概念，以更为自由、更有弹性的方式呈现。

The dominant tone of the whole building is white, and the combination of dynamic irregular exterior wall lines and blue-black glass curtain wall highlights the overall contour. Remarkably, both the white lines of façade and full height glazes present in a more free and flexible way, instead of conventional floor layout.

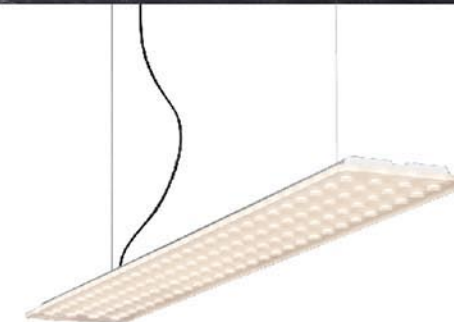


Modul L LED 的完美融入

在众多的 Nimbus LED 产品中，设计师尤其对 Modul L 系列情有独钟。长度 1.51 米的 Modul L 196 LED 简洁、纤薄而通透，行云流水的线条与毫不做作的产品特质与 Sportalm 总部大楼建筑内外设计风格完美统一。

The perfect integration of Modul L LED

Among the numerous products of Nimbus LED, designers show special preference to Modul L family. 1.51m-long Modul L 196 LED is simple, slim and transparent, and its smooth line and natural product attributes ideally match the interior & exterior design styles of the headquarters building of Sportalm.



被“意外发现的光”

在此项目中，MATSU 德国合作伙伴 Nimbus 的参与其实颇具戏剧性。在三年前的 2012 年春，该项目的负责人之一，设计师 Ursula Ender 女士正在为 Sportalm 大楼中办公区域寻找合适的灯光。为此她专程前往了同一时间举行的 Light+Building 照明展览会。在现场，Ender 女士巧遇了作为展商参展的 Nimbus LED，并对其一见倾心。对这位资深女设计师而言，Nimbus LED 恰好符合她心中对于 Sportalm 大楼中灯光的所有想象。

Serendipitous light

For the project, the participation of Matsu's German partner Nimbus is quite dramatic. In the spring of 2012, designer Ms. Ursula Ender, one of the project leaders, was seeking appropriate light for the office area of the building. She paid a special visit to the concurrent Light+Building exhibition, where she encountered the exhibitor Nimbus LED and was impressed. For the senior female designer, Nimbus LED met all her expectations for the light of Sportalm's building.



Nimbus: 改变从未停止

MATSU 德国合作伙伴 Nimbus LED 对于极致的追求从未改变，Modul L 196 原本已是一款相当成熟而高效的 LED 产品。但 Nimbus 的研发工程师们却正在探索，不久的将来该款灯具的能耗由今天的 45 瓦降低至 27.5 瓦（下降约 40%），并同时将其照度由 3350 流明提高至 3800 流明（提高约 10%）。

Nimbus: committed to change

MATSU's German partner Nimbus LED has been committed to the pursuit of perfection. Modul L 196 had been a quite mature and efficient LED product, but the R&D engineers of Nimbus are diligently exploring to enable its energy consumption reduce from the current 45W to 27.5W (down approx. 40%) and increase its illuminance from the current 3,350 lumens to 3,800 lumens (up approx. 10%).

同时，Nimbus 还将在使用方式以及产品家族上对 Modul L 系列 LED 进行三大增强。首先，Modul L 在未来将可以通过连接件，（最多三盏）组合成一个照明整体；其次，将会在现有的吊灯系列基础上开发出吸顶灯系列，最后，为适应不同空间需求，Nimbus 会研发出 Modul L 短款的 112 系列产品。

Meanwhile, Nimbus will also conduct three enhancements to Modul L LED in terms of application and product family. First, max. 3 Modul L LEDs can combine into a whole fixture via connectors in the future. Second, ceiling lights will be developed based on the current pendant lamps. Third, short Modul L 112 products will be developed to meet various space requirements.

情感的纽带

荷兰 Brandloyalty 新总部 Office

An emotional bond

New headquarters office building of Brandloyalty in Netherlands

编辑: 王文韬 图片: 由 Nimbus 提供

Editor: Wentao Wang Photos Provided by Nimbus

2014 年, 总部位于荷兰南部 s' Hertogenbosch 市的 Brandloyalty 搬入了全新的办公大楼。公司创始人 Robert van der Wallen 先生作为企业品牌建立及客户忠诚度维护领域的专家, 利用此次机会将自己的经营哲学运用到了 Brandloyalty 的员工身上。

In 2014, Brandloyalty, headquartered in s' Hertogenbosch in southern Netherlands, moved into the new office building. As a specialist in the field of corporate brand building and customer loyalty maintenance, Mr. Robert van der Wallen, the founder of the company, took this opportunity to deliver his business philosophy to the staff of Brandloyalty.

在他看来, 如果员工能在办公空间里体验到如家般的温暖、亲切, 那么他们就会更加愿意待在办公室, 同时工作积极性、幸福感, 以及对所在企业的忠诚度都会大大提高。在这种思路的引导下, Robert Van der Wallen 先生找到了荷兰知名建筑设计公司 Voss, 并委托其进行整座大楼的设计工作。MATSU 德国合作伙伴 Nimbus 也受邀参与其中, 并作为室内照明领域的整体解决方案提供商扮演了重要角色。

In Robert's opinion, if the staff can feel at home in the office space, they would be more willing to stay in the office, and their working enthusiasm, happiness and loyalty to their employer would be significantly improved. Guided by the idea, Mr. Robert Van der Wallen found the famous architectural design firm Voss in Netherlands and entrusted it to carry out the design work of the whole office building. Besides, Nimbus, Matsu's partner in Germany, was also invited to participate in the design work, playing an important role as a total solution provider in the field of indoor lighting.

Nimbus at Brandloyalty

这座 Brandloyalty 全新总部大楼共分五层, 外观时尚, 设计新颖。无论那贯穿五层空间的巨大中庭, 又或极具视觉冲击力的白色螺旋楼梯, 都使整座建筑更像一家高端假日酒店, 而非一座企业办公大楼。而这种高雅而温馨的整体氛围也正是 Van der Wallen 先生所期待的。

整个项目中, 有超过 1200 盏 Nimbus LED 被应用在整座建筑中, 产品涉及 Modul Q 吸顶灯、Module L 吊灯、Office Air 落地灯, 以及 Mike India 壁灯等。

Nimbus at Brandloyalty

The new headquarters office building of Brandloyalty consists of 5 floors and is featured by stylish façade and novel design style. The huge atrium running through the 5-floor space, together with the white spiral stairs with high visual impact, make the building look more like a high-end holiday inn rather than a corporate office building. The elegant and comfortable overall atmosphere exactly met the expectations of Mr. Van der Wallen.

For the whole project, over 1,200 Nimbus LEDs were used, covering Modul Q ceiling lamps, Module L pendant lamps, Office Air floor lamps and Mike India wall lamps.



在连接大楼各层办公空间的螺旋楼梯上，近 160 盏 Nimbus Mike India LED 壁灯被均匀排列，如一条闪耀的光带般指引着所有员工穿梭于各楼层之间。

在整座大楼中的各办公空间、走道、及会议空间中，超过 970 盏 Nimbus Modul Q 吸顶灯为人们每天提供日常的照明。“这些 Modul Q 系列吸顶灯有一个独特的优势”，负责该项目的灯光设计师 Maichel Kusters 先生曾说：“Nimbus LED 非常轻薄，安装完成后，灯具仅突出吊顶 10mm，室内整体效果堪称惊艳，非常完美”。

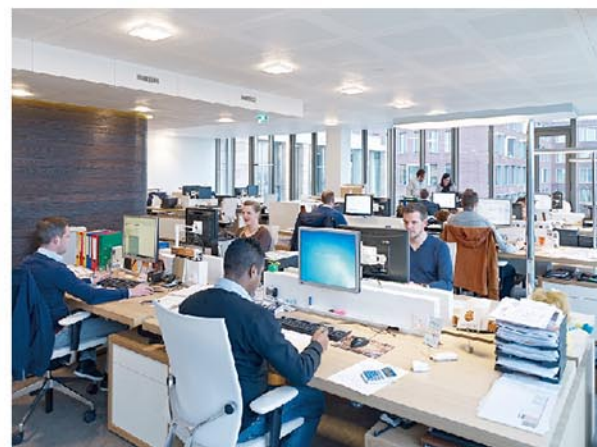
Along the spiral stairs connecting the floors, nearly 160 Nimbus Mike India LED wall lamps were well-distributed, like a shining light strip guiding the staff shuttle among the floors.

Throughout the office space, passages and meeting space of the building, over 970 Nimbus Modul Q ceiling lamps provide daily lighting for the staff. "These lamps have a unique advantage, i.e. they are very thin, and only 10mm protruding the ceiling after installation, making the overall interior effect amazing and perfect," said by Mr. Maichel Kusters, the lighting designer in charge of the project.



在室内灯光的整体布局上，来自 Nimbus 的照明领域专家们也与该项目的设计师团队展开了深入沟通。在开放办公区，设计师们为了提高能源的利用效率，并未将所有办公空间的平均照度简单地控制在 500Lux（流明 / 米²），而是通过灯光的巧妙组合与布置，形成一个个大小不一的“岛屿型”照明区。如此一来，不仅“岛内”的空间照度可以达到最优，使员工们在各自的办公区域可得到充足的照明。另一方面，通过灯光的明暗变化，也使“岛屿与岛屿之间”可以形成“天然的”区隔。这可说是一个通过灯光设计，巧妙完成空间分割的成功案例。

For the overall layout of the interior lighting, the lighting specialists from Nimbus also conducted in-depth communication with the designer team of the project. In the open office area, instead of controlling the average illuminance of all the office space at 500 Lux (lumens/m²), the designers used the clever combination and arrangement of lighting to form island lighting areas with various sizes in order to improve the energy utilization efficiency. In this way, on the one hand, the space illuminance of each island can be maximum optimized to give sufficient lighting to each office area of the staff, on the other hand, natural partitions are created among the islands by the lighting transition. Therefore, it is a successful case in terms of clever space division by lighting design.



所有的 Nimbus LED 灯具不仅为 Brandloyalty 公司的员工提供了健康、智能的办公环境，更使整座建筑在能源效率与利用率方面大幅提升。Nimbus LED 相比传统灯具，可为整座大楼节约 70% 的照明能源消耗。长达 5 万小时的使用寿命（按每日 8 小时计算，可使用超过 17 年）也可 Brandloyalty 公司在长期来看节约大量成本。

All the Nimbus LED lamps not only provided healthy and intelligent office environment for the staff of Brandloyalty, but also significantly improved the energy efficiency of the whole building. Compared with the traditional lamps, Nimbus LED lamps can save approx. 70% lighting energy consumption for the whole building. Moreover, the service life of up to 50,000 hours (over 17 years based on the assumption of 8 hours a day) can save much cost in the long run for Brandloyalty.

获得 BREEAM 绿色建筑认证

此外，也正是由于 Nimbus 的深度参与，使 Brandloyalty 获得了 BREEAM（英国建筑研究院绿色建筑评估体系）的认可。始创于 1990 年的 BREEAM 认证体系全称为 Building Research Establishment Environmental Assessment Method。它不仅是世界首个，同时也是全球使用最广泛的绿色建筑评估体系（之一），还被认为是美国 LEED、澳大利亚 Green Star、日本 CASBEE、新加坡 Green Mark 等其他全球知名绿色建筑评估标准建立时的重要参照和借鉴。

BREEAM green building certification

Besides, it is exactly the deep participation of Nimbus that made Brandloyalty win the recognition of BREEAM. BREEAM was introduced in 1990 with the full name of Building Research Establishment Environmental Assessment Method. BREEAM is not only the first but also one of the most widely used green building rating systems worldwide; it is also the important reference for the establishment of other world-famous green building assessment standards like USA LEED, Australian Green Star, Japanese CASBEE as well as Singapore Green Mark, etc.

About Brandloyalty:

全球知名市场咨询公司 Brandloyalty，成立 20 年来以 “Turn Casual Buyers into Loyal Shoppers” 为口号，为来自 50 多个不同国家的超过 2000 家企业提供市场战略咨询及客户忠诚度培养等服务。

As a world-famous market consulting company, Brandloyalty has been dedicated to providing services as market strategy consultancy and customer loyalty development for over 2,000 enterprises in over 50 countries under the slogan of “Turn Casual Buyers into Loyal Shoppers” over the past two decades.



未来设计，设计未来

编辑：张爱瑜 Editor: Summer

When you look far into the future, you will find the reality is the safest land where your feet rest. When you look even farther in technology and human needs, you will find the reality keep pulling you back from somewhere in the future. It is not necessarily a bad thing.

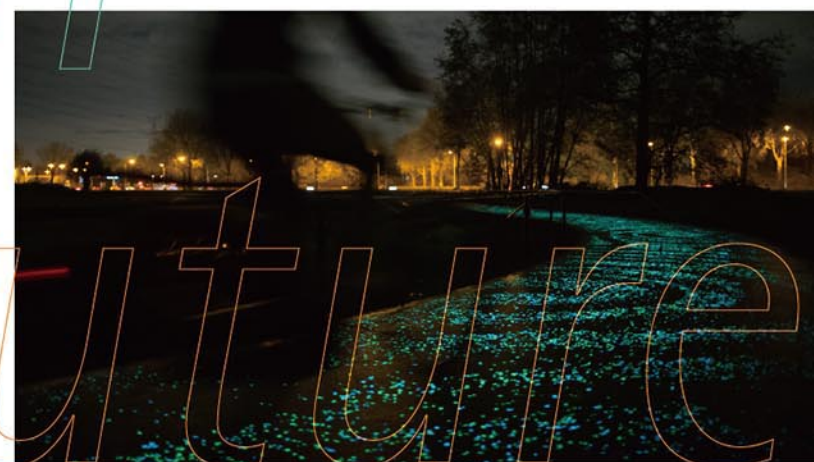
What touches us the most in powerful unconstrained designs is not the "unconstrained" part; for those designs we have been wowing about, we are not just astounded by the dashing technologies. Complicated technological terms that wouldn't get us anywhere is not something we have been after all along.

At the end of the day, design is about people. Therefore, some designers stick to their original dreams and pursue the "poetic technologies". Their persistence tells us that high-efficiency and convenience don't mean coldness; instead, they are what human need.

当你把注意力聚焦在未来的时候，其实现实的维度是一个能够让你立足的稳固根基；当你再深入到科技和人类需求时，你会发现，现实的力量会一把一把将你往回拽，而这并不一定是坏事。

那些天马行空的创想，真正打动我们的不只是“天马行空”；那些一再让我们“WOW”的设计理念，让我们发出感叹的也不仅是炫酷的科技；那些模棱两可的技术阐述或高大上的词汇，也绝不是我们的最终追求。

设计，回归到最后，还是以人为本。所以，有些设计师不忘初心地实践“诗意科技”，这无不印证着：高效、便捷并不等于冰冷，而是人性所需。

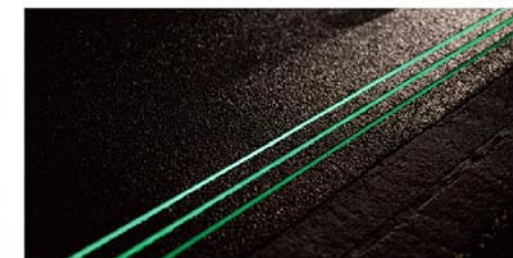


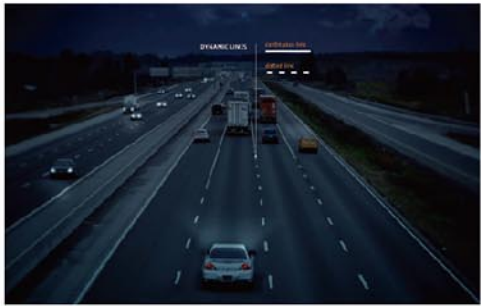
In this article, we will share several cases with you. Some of them have big impact on urban transportation and landscape system; some of them can only change the temperatures around people. Designs we share here can be far in the future, like cars that won't be created until maybe 10 years later, or they can be realized now, such as the 3D printing technology which has made breakthroughs.

Future, as abstract as it may sound, will not hinder the development of design, to some designers. They root themselves deeply in today's soil, absorb nutritions from a wide range of dimensions, such as business, humanity, human needs, morality, and public responsibility, and create concepts that are logically beautiful and works that are sensibly brilliant. They are building the future bit by bit with their hands.

此期分享的案例有大有小，有大到影响整个城市的交通和景观格局，也有小到只能微弱地改变一个人的温度环境；设计有长有远，有长到大概十年以后才可能会出现汽车；也有短到目前就已经在突破技术障碍即可操作的3D打印技术。

未来，这个词的抽象，在一些设计师看来，并不能成为发展的阻碍，他们反而能深耕于当下时代的土壤，从商业、人文、人性需求、道义、公共职责等众多维度，去汲取营养，发展出具有逻辑美感的理念，实践出拥有美好感知的作品，一点点亲手设计出属于人类美好的未来。





↑ 智能反应的动力系统绘制的交通线
Traffic line depicted by dynamic system based on intelligence response

智能公路 (Smart Highway) 是对未来交通道路系统的探索。由荷兰 Studio Roosegaarde 和 Heijmans 公司共同研制。其中 “Glow-in-the-dark Lining” (夜晚发光道路), “Dynamic Paint (动力学绘画)”, “Electric Priority Lane” (电动优先航线) 等技术, 都将优化未来的驾驶体验。

Smart Highway is an exploration to future transportation system. It is researched and developed by Studio Roosegaarde and Heijmans from Netherlands. Technologies, such as Glow-in-the-dark Lining, Dynamic Paint and Electric Priority Lane, will improve the driving experience in the future.

从上个世纪八十年代开始, 对改善交通系统的探索项目就陆续出现, 但多聚焦于交通工具, 而少有针对道路系统的设计。荷兰的 Studio Roosegaarde 和 Heijmans 从技术和理念革新, 首先开拓了位于荷兰的 66 号未来公路 (Route 66 of the future), 并成功在这条公路的部分段路上实现了运行, 让这条道路成为了最先进的、可与环境和气候进行即时互动的高速公路。未来, 荷兰预计将其成功推广到世界范围。

可持续性、安全性、觉知力被认为是发展的关键, 设计师和技术创新者, 致力于能源和光学领域的深化研究, 并通过这两个领域来呈现出一个可以适应天气变化、与驾驶者智能互动、可持续性的高速公路。此概念曾获北欧 INDEX AWARD “Best Future Concept” (最好的未来理念) 奖项。

Since 1980s, people have been exploring ways to improve transportation systems. But the explorations mainly focused on means of transportations instead of road systems. Studio Roosegaarde and Heijmans made breakthroughs in terms of technology and concept and for the first time, built the Route 66 of the Future in Netherlands. The Route is a pioneer highway that interacts with environment and weather. In the future, Netherlands plans to promote the model across the world.

Sustainability, safety and sensibility are the key elements of development. Designers and innovative technologists are committed to furthering their studies in energy and optics, based on which, they present to the world a highway that is able to adapt to changes of weather, and interact with drivers and show sustainability. The design once won the INDEX AWARD Best Future Concept award.



未来公路

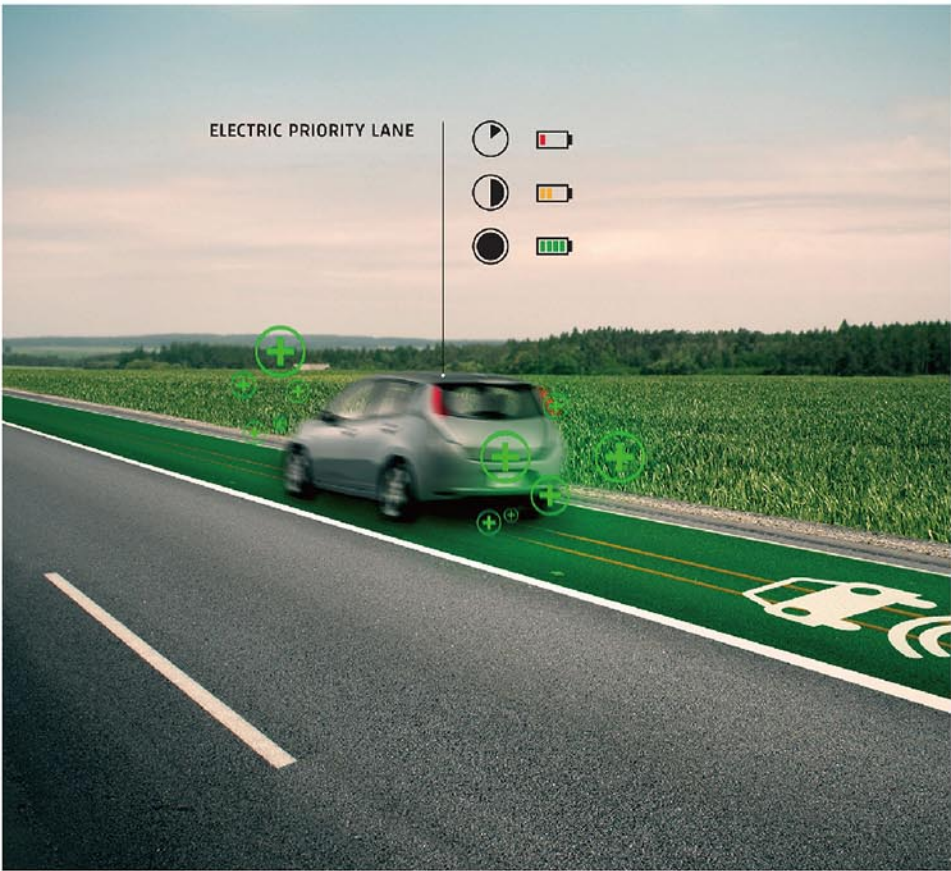
图片: 由 Studio Roosegaarde 提供
Photos Provided by: Studio Roosegaarde

Smart Highway

↓ 设计师 Daan Roosegaarde 和技术创新者 Heijmans
Designer Daan Roosegaarde and Technologist Heijmans



← 反应天气变化的动力绘制
Dynamic presentation of changes in weathers
↓ 选择电动优先航线能够更加节约能源
Electric-over-route saves energy



↑ 白天充电夜晚发光的道路
At night, the Road uses stored energy from daytime

道路发光技术 (Glowing Lines) 是智能公路其中一项具有魅力的技术实现。这项技术目前经过多次的实验, 已于荷兰北部的 OSS 奥斯城 329 号大道实现。荷兰基础公共设施部长希望设计师未来将这个项目扩展到更多的航路上。Glowing Lines 是一个白天充电, 吸取太阳等外部能源, 夜晚持续发光照亮的道路系统, 它除了具备照明、提升驾驶安全的功能外, 根据设计师的亲身驾驶体验, 他说 “开在其中, 就犹如穿过童话一般”, 可以说, 它既环保, 又同时柔和了城市的视觉夜晚景观。

Glowing Lines is one of the most breathtaking technologies in the design. The technology has undertaken multiple tests and has now realized on the 329 Boulevard at OSS in North Netherlands. The minister of the Infrastructure Department expressed his hope of using the technology on more routes. Glowing Lines is charged during the daytime with solar energy and works in the nighttime for continuous lighting. Besides lighting and safety improvement, it provides an experience that the driver would feel that he or she is driving through a fairytale, according to the designers who are also test drivers. Glowing Lines not only protects the environment but also enriches the city view at night.

如果先进的技术只是带给人高效、快捷、冰冷的感觉, 那未免太过局限和让人沮丧。梵高带给后人的文化影响如此之大, 如何传承这份人文价值, 结合新的技术让体验更加走心, 这是设计师所谓的 “诗意科技” 的尝新。

How limited and frustrating technologies would be if they were nothing but sources of high efficiency, convenience and coldness! Van Gogh truly is an inspiration to people after him. But how can we inherit what he left us and create experience that is relatable? This is what designers called “poetic technology”.



这条乡间小道由成千上万的会发光石头子组成, 可互动, 可变色和光亮度, 以达到梵高 “星空” 画作的经典动人场景。它就位于梵高的家乡 Brabant, 以纪念梵高带给世界的人文遗产。自行车小道已于 2014 年底开通使用, 深受市民的喜悦, 到了夜晚, 这里就成为了最为浪漫美好的景观地。当年梵高仰望天空看到了星空, 如今从天空俯瞰, 也能在这片乡村小路上看到相同的一片星空美景。

The path is paved with hundreds of thousands of glowing stones, highly interactive, changing colors and luminosity to recreate the classic ambience people may find in Van Gogh's masterpiece The Starry Night. The path is in Brabant, Van Gogh's hometown, to pay homage to his heritage to the world. The path has been put into use at the end of 2014 and is deeply loved by citizens. When the night falls, it becomes a romantic place where only good things could happen. When Van Gogh looked up and stared at the stars many years ago, he must have seen the same beauty starry night as people see today from the path.

梵高自行车道

图片来自: Studio Roosegaarde
Photos provided by: Studio Roosegaarde

← 梵高自行车道, 将人文和科技结合, 科技创造诗意。
The Van Gogh Bicycle Path combines humanity and technology. Technology can be so poetic.
↓ 由成千上万发光小石子组成, 从天空俯瞰下来就是当年梵高眼中的一片星空景象。
The path is paved with hundreds of thousands of glowing stones. It seems like a recreation of the starry night in the eyes of Van Gogh hundred years ago.





自驾移动

图片: 由 IDEO 提供

Photos Provided by: IDEO

Automobility

“这是 2025 年一个周二的早上，你步履匆忙地走出门，显然快赶不上打卡时间了。好在无人驾驶车辆感应到你的接近，已准备就绪。上车之后，它自动与你的移动设备同步，计算交通最顺畅的路线，并寻找驶向同个方向的人，这样车子就能连成一排为道路节省空间。车子自顾自驾驶，你自顾自查看邮件。”



这个关于不远未来的设想来自 IDEO。该设计公司在“自驾移动”的网站上设想了未来的“移动界”。首先是无人驾驶车辆，它们将于未来几年推出，并在未来十年或二十年后得到普及；自动运载工具和移动办公室也将随之出现，后者可随处变动位置，以便更好地利用城市闲置空间。

IDEO 合伙人之一斯蒂利安说：“我们设想的是‘安全追尾’的驾驶方式。在传感器和自适应巡航控制的指导下，前后车之间可以靠得相当近，这样双方的驾驶效率都能得到提高。”

这个关于不远未来的设想来自 IDEO，它可以无人驾驶、自动运载，并能更灵活运用城市闲置空间。所有软件操纵，涉入的传感器和自适应巡航指控，实现了“安全追尾”，提高了驾驶效率。

The idea from IDEO about future is not so far away. It can be unmanned driving, automatic loading, flexible use of available spaces in the city. All software, sensors and self-adaptive cruise control realize safe tailgating and improve efficiency in driving.

↑ 繁忙的一天结束后，办公室将回到车库进行充电。
Offices return to get charged after a long busy day.

↙ 车驾操作透过 APP 直接操纵
Mobile app is used to steer the car

↓ 设计师预计将有更多公司开始使用移动办公室，以充分利用拥挤城市中的停车空间或其他临时闲置空间。比如，棒球季结束后，体育场或许将变成住宅或初创的办公地点。移动办公室还能临时“栖息”在码头或公园，让员工拥有更好的办公环境。

Designers see that more and more companies will start to use mobile offices, in order to make full use of parking spaces in crowded city environment or other temporarily available room. For example, when the baseball season ends, stadiums can be turned into residential spaces or offices for start-ups. Mobile offices may also perch at docks or parks so that employees can work in better environment.



"It is a Tuesday morning in 2025. You rush your way out of the door. Apparently you are going to miss the punch-in time. Luckily enough, an unmanned car has sensed your presence nearby and it is ready to pick you up. The moment you get into the car, all your mobile devices are synchronized and an optimal route has been decided. At the same time, it finds out cars who are heading towards the same direction so that they can get in line on the road to save spaces. Let the car drive itself, and you just go ahead and check your emails."

The idea from IDEO about future is actually not so far away. The Company dreams big on a website called Automobility: unmanned cars will be created several years later and be popularized in 10 or 20 years; automatic loading and mobile office will become reality soon, too. Mobile office enables people to change their locations as they wish, and spaces in the city can be better used.

A partner of IDEO Stillion said: What we want to create is a safe tailgating way of driving. Guided by sensors and self-adaptive cruise control, cars get close between each other to improve efficiency."



Recently, architects are crossing the border into fashion design, inspiring and expanding how and what to wear in terms of function and aesthetics. With sharp senses in model, structure and aesthetics, architects are refreshing people's concepts on daily wear.

At 2015 Salone Internazionale del Mobile, UNX2 shoes successfully attracted people's interest. The shoes, created by UNStudio who specializes in parameterized architectural designs and United Nude which is a shoes brand, blend architecture, fashion and technology. They are presented in 3D printing, using nylon core and rubber shoe cases. Feet are depicted in indistinct beauty, and visual effects about forces and movements are also highlighted. Ben van Berkel, an architect and designer, said: "We have special interest in the visual effects of shoes, still or mobile. When they are still, the silhouette of feet will appear because the shoes are in solid shape. The straight lines also show dynamic beauty. When people start to walk in shoes, the magic changing in visual effects is so amazing that the straight lines are breaking up. They may remind people of the old freeze-frame photography."

UNX2 shoes create new moving mode and visual silhouette based on movements. From finished UNX2 shoes, we can see the "process" of design clearly: digital strategy is adopted when feet are in different positions inside the shoes. That's why the transparent effect is formed on the surface so that the design and movement process can be revealed. The straight ribbons and the shape of horseshoes stretch legs long to make them wild as animals. In this way, beauty of an architecture and chic look of shoes are combined as one.

数码化设计、3D 打印鞋履 Digital Design, 3D Printing in shoes business

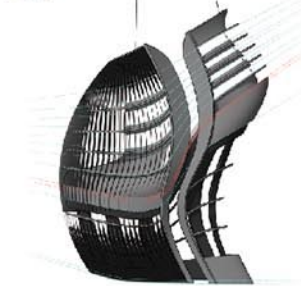
图片: 由 ©United Nude 提供

Photos Provided by: ©United Nude

近来，建筑师跨界时尚设计的尝试越来越多，给穿戴的功能和美感带来了新的启发和延伸。建筑师对造型、结构的塑造，以及对现象美学的敏感，当碰撞在人们日常所要触及的穿戴上，往往会让人耳目一新。

2015 年米兰家具展成功亮相的一双鞋履设计 UNX2，便是建筑、时尚、技术的独有魅力的融合。UNX2 为专注参数化建筑设计的 UNStudio 和时尚鞋履品牌 United Nude 联合打造。它由 3D 打印而成，材料采用了 3D 打印的尼龙核心和 3D 打印的橡胶鞋套。为了让双脚呈现出若隐若现的美感，并强调了足部力学原理及鞋子移动时所形成的视觉效果。建筑设计师 Ben van Berkel 说：“我们对鞋子所创造出来的影像特别感兴趣，不论是静止还是移动的状态。当穿鞋的人静止不动时，她双脚的线条会因为鞋子的形态而闪现出来；如缎带般的一条条曲线在包裹着脚部的同时，展现了一种律动感。然而，当穿鞋的人开始走动，变幻的透视效果则开始产生，垂直的线条则创造出断断续续的节奏，让人联想到早期的定格摄影。”

UNX2 鞋履创建了不同的移动模式，和透过运动塑造的活泼影像轮廓。在成品 UNX2 上能清晰地看见设计的“过程”：当测试双脚在鞋子内的不同位置时，便采用了数码化策略。所以就形成了表面上的透明效果，但也制造出了现象学中的透明，揭示了设计和运动的过程。垂直曲线缎带和马蹄的形状，能将双腿的视觉感拉长，同时创造出仿如动物野性的延伸。也完美地把建筑的美态与鞋子的时尚感融合。



← 数码化策略采用其中，清晰展现了设计和运动的过程
Digital strategy is adopted to clearly express the design and movement process
↓ 马蹄形式拉长了双腿，延伸了动物般的野性
The shape of horseshoes stretches legs longer and makes them wild as animals



WRISTIFY 带上温度

图片：由 EMBR LABS 提供
Photos Provided byEMBR LABS

Wristify

数码产品微小到可穿戴，不仅时尚外观，还植入了更多软件技术和与人体感应互动技术，扩展了个人健康产业的开发思路。

例如，我们熟悉的计步器，通过记录数据从而督促锻炼，还可以计算运动燃烧的卡路里，更好地规划个人胖瘦和形象问题。EMBR LABS 设计的 WRISTIFY 就是这样一个案例，它既是一个时尚感十足的护腕，也是一个可以帮助改善个人健康的手环。

手环内的感应互动技术，能够测试个人发出的体温，再根据当时的大环境温度，发射适宜的冷 / 热温度波来改善个人微温度环境。冷温度波的感觉就有点像当你用脚趾去试探游泳池里的冷水；热温度波的感觉类似在额头上放一个温热的湿布。非常细腻化。

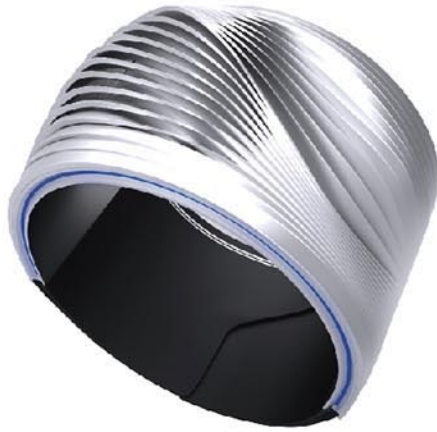
这也在一定程度上也节约了能源，并不需要耗费空调这样的系统来调节大空间，减少了对环境的影响。WRISTIFY 是欧洲 INDEX AWARD 2015（致力在寻找、鼓励、发展对未来有影响力的前沿理念、设计）最新获奖作品。

Digital devices can be small enough to be put on. Chic look, software and interactive technologies with human bodies expand the scope of personal health industry.

Pedometers keep track of people' s physical exercises, calculate calories they have burned and make plans for people' s health and fitness concerns. WRISTIFY created by EMBR LABS is both a in-style wrist support and a wristband that is helpful to improve people' s health.

Interactive sensors inside WRISTIFY test body temperature and adjust it to the external temperature. The micro temperature environment of human body can be improved by cooler or hotter temperature waves from WRISTIFY. The cool temperature wave feels like the water in swimming pool when you test it with your toes, and hot temperature wave feels like a warm and wet cloth on your forehead. The feelings are so delicate.

It saves energy and protects the environment to some extent, since no air conditioning is needed. WRISTIFY won the INDEX AWARD 2015 (committed to search for, encourage and develop pioneer concepts and designs that are influential to the future).



奇怪的酒店

图片：由 Henn Na Hotel 提供
Photos Provided byHenn Na Hotel



- ↑ 客人可使用更衣室里的机器人手臂搬运行李
Robot in fitting room can carry luggages for guests
- 10 个左右的机器人承担了酒店前台、行李搬运、房间清理等多个智能服务。
Around 10 robots serve at front desk, carry luggages, clean rooms and do other intelligent services

Henn Na Hotel 的意思是“奇怪的酒店”，它位于日本长崎县佐世保市 (sasebo nagasaki)，已于今年七月开业运营。奇怪之处在于当你进入这家酒店的时候，你可能会发现找不到一个人，但办理所有手续和需要帮助的时候又非常地快捷。因为这家酒店最为知名的是它采用了机器人智能服务。

Henn Na 希望自己是一个能够随时根据变化进行自我调整和适应的酒店，并且能够在完全低成本的状态下（低建造成本、减少人力、能源节约、太阳能使用自我供给）保持居住的舒适；同时也吸引了大量观光客。酒店是日本大型娱乐度假场所豪斯登堡（the Huis Ten Bosch）主题公园的最新改造项目，深受日本政府的赞誉，144 个房间中的一半将由东京大学工业技术研究机构的 Kawazoe Lab 实验室和 Kajima Corporation 企业领头，提供技术和设计方面的支持，由日本大型综合建筑公司，全球第三大建筑承包商鹿岛建设株式会社提供财政支持。这个项目获得了日本政府的赞誉。

Henn Na Hotel means "strange hotel" . It is located in Sasebo Nagasaki, Japan, and it started its trial run this July. What is strange about this hotel is that when you enter the hotel, you may find no trace of human staff. However, the check-in process couldn't be faster and more convenient, and all your needs are quickly answered to. The secret lies in the fact that the hotel uses robot staff.

Henna Na Hotel hopes that it is a hotel who can change and adjust itself at any time and maintain the comfortableness for guests under low budgets (low costs in construction, labor, and energy consumption, self-supply of solar energy). Lots of tourists are attracted to the hotel. As the latest renovation project of the Huis Ten Bosch, a large-sized theme park in Japan, the hotel has been highly recommended by the Japanese government. Half of the total 144 rooms are supported technologically by Kawazoe Lab (a research institute of industrial technologies from University of Tokyo) and financially by Kojima Corporation (A Top 3 contractor company in the world).



Henn Na Hotel



高效机器人员工——酒店的服务人员是 10 个 KOKORO 公司制造的“仿人机器人”，被安置在不同岗位，提供前台、行李搬运、锁柜、房间资讯和清理（如倒咖啡）多领域服务。除了效率，这些机器人拥有许多普通人的特征，能够与客人进行眼神交流，阅读肢体语言和应对谈话，并精通多国语言，并且会根据客人的不同信息及时调整。快捷的登记入住离开——自助式，机器人会给予帮助。

无钥匙居住——人脸识别技术将取代钥匙，你可以刷脸孔进入房间，如果你不愿露面，也可以用 ID 卡。现代感设计的房屋——所有客房使用的都是新型高效节能的空调设备。房间温度依靠的辐射板空调系统是运用电磁波，依据冷热空气交换原理自动进行温度调节，因此可以不受任何环境干扰，而不是和其他酒店一样使用传统的空气通风系统。

High-performing robot staff—Staff at the hotel are 10 robots manufactured by KOKORO Company. They are assigned to different job positions, including front desk, locker room, room info and cleaning (e.g. serve the coffee) and so on. Moreover, these robots have many features of human beings, and they can have eye communications with guests, understand body languages, engage in conversations, communicate in different languages and adjust themselves as guests change. Guests can check in and out quickly at self-service center, and robots can come of assistance as needed.

Keyless rooms—Facial recognition replaces keys. Guests can open doors by having their faces scanned. They can still use ID cards if they don't want to show their faces. Rooms are in modern designs—unlike other hotels that still use traditional air ventilation system, Henna Na makes it possible that a new and efficient air conditioning system is available in all rooms. Room temperature is automatically adjusted according to air exchanging principles via electromagnetic waves in the radiant panel air conditioning. Therefore, the outside weather has absolutely no control in room temperatures.

- ← 每一个客房都设有先进的辐射板式空调系统
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