



做个有型有范的“懒人”！  
SHELL

**MATSU**  
Inspiring Office Lifestyle

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。

# SHU 术

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# 卷首语

Editor's Voice

## 设计思维

这一期我们又一次俘获了几家设计公司的心，世界上最大的传播集团WPP集团核心品牌VMLY&R，领跑中国建筑装饰行业的亚厦，稳居中国民营建筑设计榜首的天华。另外倍感荣幸的是全球最具影响力的设计生活杂志品牌Wallpaper\*卷宗采访了我们的创始人和设计师。这些擅长创意、整合创新的企业对设计有着类似偏执狂的要求，且他们都在用设计思维做商业。

如今，设计思维触及衣食住行等产业的方方面面。它是从狭义的设计中脱离出来的一种创新性解决问题的方法论。若想与“设计思维”产生化学反应，首当其冲是动起来，用手、用脑、用心去创造未来世界。那么这样的工作模式极为需要能够建立创意合作的空间。

一个好的办公空间解决方案一定是会体现人的需求、商业延续性和技术可行性。我们希望能带给企业以及员工是一种健康幸福的办公生活方式，是一种以人为本的完美体验，享受当下，享受工作。

—本刊编辑部

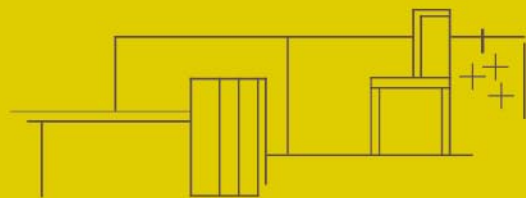
## Design thinking

We again succeeded in winning the recognition from some more design companies. Core brand of the biggest communication group, VML Y&R, the leading company in Chinese building decoration industry, Yasha, and the top Chinese private building design company, TianHua. We also feel very honored that Wallpaper\* --- the most influential design life journal, had an interview with our founder and designer. These companies, which are professional at innovation, perseveringly pursue designs. They are also doing business in Design thinking.

In current era, Design Thinking almost covers every aspect including basic necessities of life. In narrow sense, it is a kind of problem solving solution in an innovative way. If you want to have chemical reaction with "Design Thinking" , in the first place you should manage to create future world using your hands and head wholeheartedly. This working mode pretty much requires office space that facilitates innovative ideas.

A favorable office space planning has to integrate user demands, business continuity and technical feasibility. We hope our planning can not only help to realize healthy and happy office life for companies and employees but also build perfect experience that centers on people. Employees can enjoy the moment, enjoy the work.

# 夏



www.matsu.cn

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

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

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距百年企业  
还有77年

100TH  
ANNIVERSARY  
COUNTDOWN  
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MATSU 玛祖铭立  
GROUP

# 戴德梁行, 从职场中的千禧一代, **看**未来办公发展趋势 *Millennials are here!*

编辑: 孙琪 图片: 由 MATSU 提供 Editor: Ice Sun Photo provided by MATSU

中国“千禧一代”(1982-2000)已达到 3.51 亿人, 占到中国总人口数的 25%。伴随着最后一波千禧一代的成年, 到 2020 年, 将占全球劳动力总数的 35%。

戴德梁行据此整理了一份报告, 以 19-37 岁的千禧一代为研究对象, 分析其办公生活方式, 并发布在戴德梁行 THINK IN 论坛·上海站。

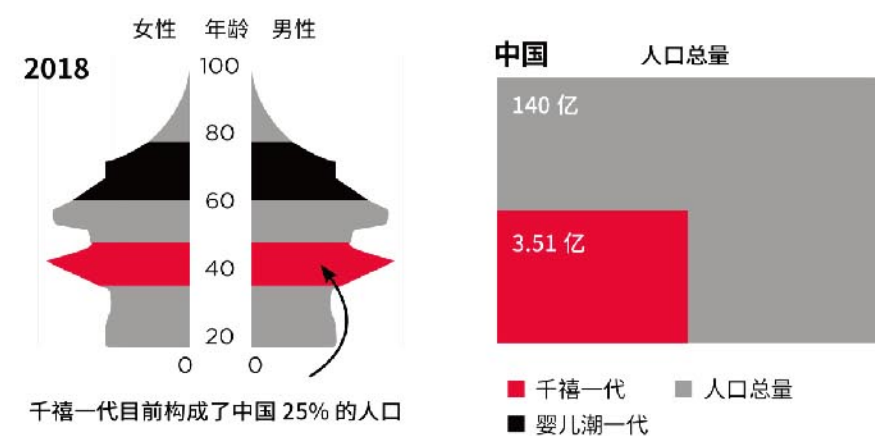


"Millennials" in China, a population over 351 million people, accounts for 25% of total population in China. The last generation of "Millennials" has grown up. By 2020, "Millennials" will account for 35% of global labor force.

THINK IN, Shanghai, a forum of CUSHMAN & WAKEFIELD conducted a research on them. And got to understand the demands of "Millennials" for space. What's the office like, where they become a master?

中国千禧一代的总人数超过美国总人口

人口年龄和性别的构成 (%)



6月21日, 戴德梁行 THINK IN 论坛在上海 1862 时尚艺术中心启幕, MATSU 通过高品质办公家具的陈列规划参与其中。

On June, 21, THINK IN, a forum of CUSHMAN & WAKEFIELD, was held in Shanghai 1862 Fashion Art Center, where MATSU helped to arrange the floor displaying with quality office furniture.



↑ MATSU Ginko Teapoy 茶几, MATSU Ginko Sofa 休闲沙发



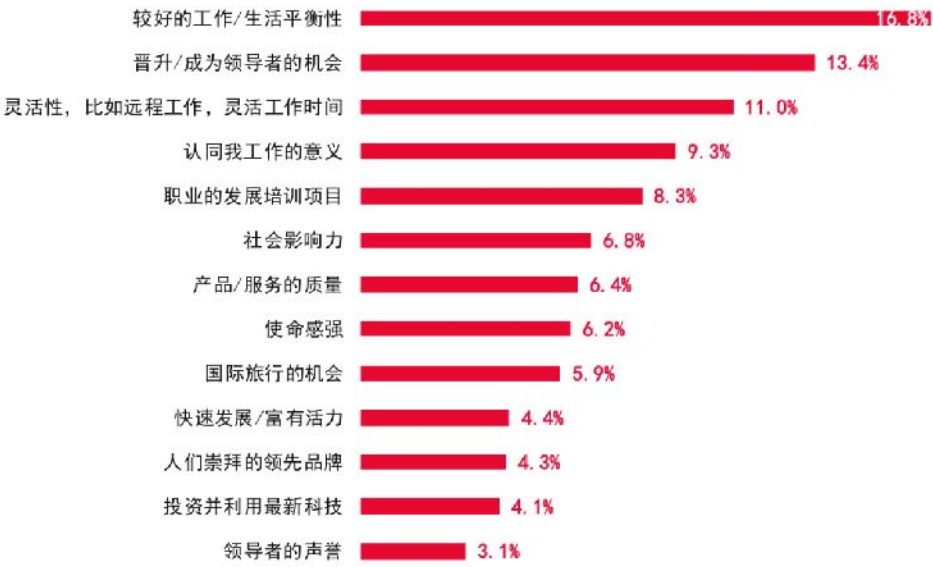




此前 MATSU 还为戴德梁行上海办公空间提供了整体办公空间解决方案, 为包括苏州分公司开业主题论坛在内的多次 THINK-IN 论坛助阵。

Before that, MATSU was selected to be the office space solution provider for CUSHMAN & WAKEFIELD Shanghai. In addition, MATSU had already supported THINK-IN forum in floor displaying for many times.

全球千禧一代在选择工作时对相关要素重要性的考量



资料来源: 德勤, 戴德梁行研究部

戴德梁行通过进一步的数据分析, 得出其中的关键主导因素, 从多方面出发, 提升员工的体验感。

CUSHMAN & WAKEFIELD made further analysis and found out that the improving of working experience is the most important to them.



根据戴德梁行报告中的数据显示, 千禧一代在选择工作时, 最重视的是工作与生活之间是否能够取得平衡, 对于办公空间有了更具体的需求。

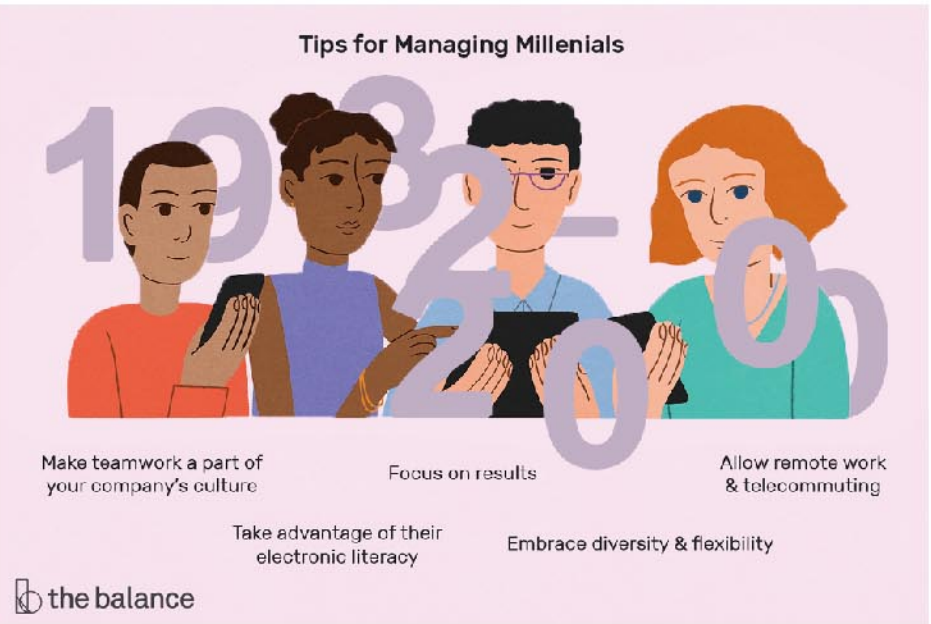
According to data released by CUSHMAN & WAKEFIELD, when choosing a job, what "Millennials" pays great attention to is if they can well balance life and work, which makes them more care about office space.

## 开会, 不一定要在会议室

Flexible

千禧一代已成为工作市场的主力军, 他们偏爱多元的生活方式, 热爱装扮办公空间, 把生活中的状态融入其间, 倾向于在轻松的氛围中工作, 从而实现两者的平衡和延续。这种习惯使然, 让社区功能和灵活性的办公空间更受到千禧一代的欢迎。

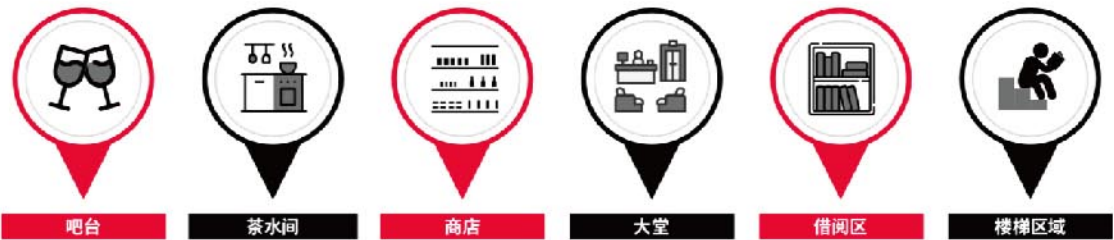
"Millennials" has grown into the major labor force in job market. They fancy diversified lifestyle, love to decorating their space and integrating life with work. They prefer to work in relaxing space, where they can balance life and work. Thus, office space featuring community functions and flexibility become popular.



根据不同的职能, 员工对于空间的使用需求也不一样, 可调节照明、移动插座、易拆卸的隔断墙.....都可以很好的适应变化, 用于常规工作的区域, 亦可承担活动、会议等功能用途。

Employees raise different demands for space as functions vary. Adjustable lighting, mobile power, easy-dissembling partition wall ... all these elements adaptable. When used in regular space, they perform various functions like activities and conferences.

## “社区型”空间: 碰撞思维的火花



资料来源: archdaily.com, 戴德梁行研究部

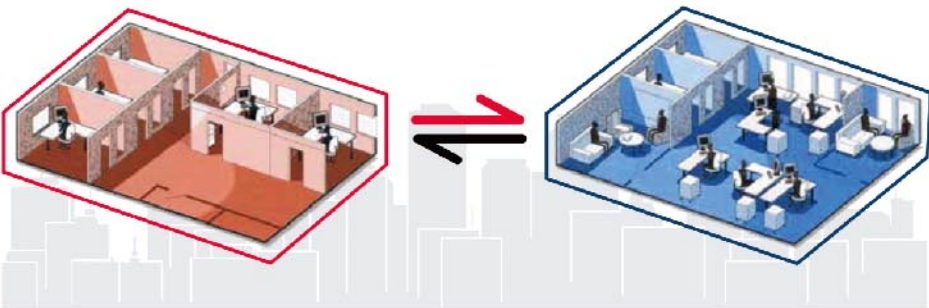
吧台、茶水间、商店、大堂、借阅区、楼梯区域.....这些通常被用来当做休闲的区域, 更容易达到社交的功能, 在放松的环境中, 员工更能够泰然交流。

Bar counter, pantry, shop, lobby, reading area, stair area ... these are areas for leisure and relaxation. Now they more perform the role of facilitating networking. In a relaxing environment, employees connect to each other more freely.

## 从千篇一律的格子间 到 千姿百态的生活方式

Diversified

### 灵活办公——拥抱变化



资料来源: Acoustics.org, 戴德梁行研究部

多数企业都会面临发展所带来的空间受限问题, 其实很多时候, 通过合理规划空间就可以有效的规避此类问题, 根据需求的多变性, 不产生空间和资源的浪费。

Most enterprises will be faced with space restriction as they are developing. As a matter of fact, appropriate space planning can help to avoid this problem. When space varies as demands vary, space and resource can both be adequately utilized.



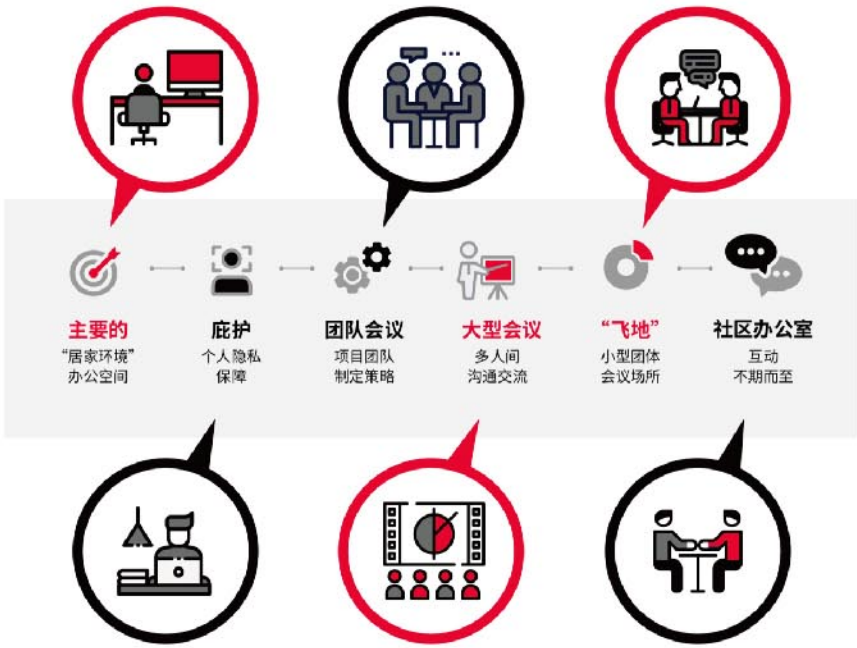
戴德梁行就以自己作为一个代表性的例子, 其新办公空间围绕可持续理念进行规划设计, 最大的亮点在于充分利用了前台区域, 将其连接各个区域, 使其变成会话、交谈和各种会面的中间地带。

“格子间”已然不再受欢迎, 在日常的工作区域中增加协作区, 这种开放式的工作环境更适合现代企业文化。同时, 休闲区、会议区、接待区……能够承担多种功能, 为不同的工作类型提供多样的空间, 在办公区外, 营造适宜的工作氛围。

CUSHMAN & WAKEFIELD is a good example in this. Its new office space is designed to reflect the main idea of sustainability. What makes the space different is the reception area is fully utilized. It connects all directions and acts as a transition place for talk and meeting.

"Cubicle" has already lost its place. Open-style area such as collaborative area is more welcomed by modern companies. In the meantime, it also helps to build diversified space for various work and performs many roles like leisure area, conference area and reception area. It is a very friendly option if you want to work in a place other than working area.

为不同的工作类型提供多样的空间



资料来源: 诺尔研究部, 戴德梁行研究部



↑ 戴德梁行办公空间前台接待区

会议空间: 鼓励互动和协作



资料来源: archdaily.com, 戴德梁行研究部

固定场所的会议室不利于空间资源的释放, 而是应该提供不同面积大小、隐私和正式程度的空间, 独立工位、开放式工位、休息区……均能够承担此功能, 实现高效率的协作。

Fixed conference room is no help to the release of room. What we need is space of various coverage, various level of privacy and formality. Independent workstation, open workstation, leisure area ... are all suitable for this function. These places even facilitate collaboration in a more efficient way.



做员工, 最重要的是开心啦

*Happiness*

员工更注重办公空间的体验感受, 为了保持人才的吸引力, 幸福办公理念日益深化, 除了智能技术的运用, 企业还可以从小处出发, 细微的改变也会有很大的不同。

Employees put more importance on experience in office. We have to further practice the concept of happy office so as to retain talents. In addition to smart technologies, companies need to make a change on every detail. Small detail may lead to big change.

“健康办公”首当其冲。舒适又符合人体工学的座椅, 能够满足静坐和站立工作习惯的升降桌, 保护隐私和开放性兼得的系统工位……功能性完善的环境更能让人专注完成工作, 提高工作的效率。

"Healthy Working" comes first. Ergonomic chair that ensures comfort, lifting desk that adapts to users' habits of sitting or standing, systematic workstation that protects privacy and provides openness...functionally-improved environment helps employees to focus and improve efficiency.

工作环境中人体工程学: 理想的设置



资料来源: myDr.com, 戴德梁行研究部



而能让人幸福的办公环境一定不会是枯燥的, 最简单的方法就是用色彩来引导体验感, 正如不同区域对应的不同功能一样, 不同的色彩也会给人们不同的启发和灵感。

戴德梁行也将幸福和健康办公放在首位, 最新一次的扩建中, MATSU 很有幸为其荣获 WELL 金级认证助力。

A space that can make people happy is a space that is interesting. The simplest way is to use colors to create happy experience. Different areas are for different functions. Similarly, different colors provide more possibilities for different inspirations.

CUSHMAN & WAKEFIELD also puts happy and healthy office on the top of its list. MATSU is honored to provide assistance for CUSHMAN & WAKEFIELD in its obtaining WELL GOLD.





# SHELL 重新定义“懒人”专属姿态

## By launching SHELL sofa, be a modern “dawdler”

编辑: 孙琪 图片由玛祖铭立提供 摄影师: 张杰 Editor: Ice Sun Photo provided by MATSU Photographer: Jacky Zhang



SHELL 想给营造出一个充满质感与信任感的休憩空间、交流天地, 就如同贝壳之于珍珠的坚韧守护。SHELL 懒人沙发, 以“懒人”的姿态, 轻松寻找脑中的灵感闪光, “懒”也要有型有范!

By launching SHELL “dawdler” sofa that enables people to enjoy leisure and relaxation as “dawdlers”, be a modern “dawdler”.

# SHELL

通过硬朗的金属拉链连接双边的布面和皮面, 勾出兼具韧性和质感的双面曲线, 不同材质的纵横拼接, 造出 SHELL 如贝壳般硬挺造型。

内部填充材质采用进口 EPP 粒子, 无毒无味, 能够快速回弹, 坐上去柔软更有实物感。使得 SHELL 宛若内蕴珍珠的贝壳: 让身体被 EPP 海洋粒子包围, 拥抱信任。

SHELL 可立可躺, 只需要找到最舒适的姿势, 没有人可以定义你的生活与工作, 或坐、或躺、或立, 自由自在。

Resilient cloth and quality leather form into beautiful outline with metal zipper. The combination of different materials contribute to crisp outline, just like SHELL.

Filling material is imported EPP, poisonless and tasteless, and with resilience. It is soft but firm.

You can sit or stand while leaning on SHELL. Choose a posture you like.



不管采用什么样的姿势, 靠背总能给予脊背有力支撑, 更容易放松, 怎么舒服怎么来, 懒就应该要理所应当。

The back can be supported firmly in whatever postures. It is more relaxing and comfortable. Just be a “dawdler”!



SHELL 贝壳沙发分为皮面和布面: 布面耐磨性更强, 皮面则更易清洁。内外胆分离, 便于拆洗与更换外套, 多种双色选择提供不同入座体验。

SHELL provides two choices: leather and cloth. Cloth is easy to clean and leather is wear proof. Inner and outer containers are both independent, for easy cleaning and changing. Different shells are for your choice.

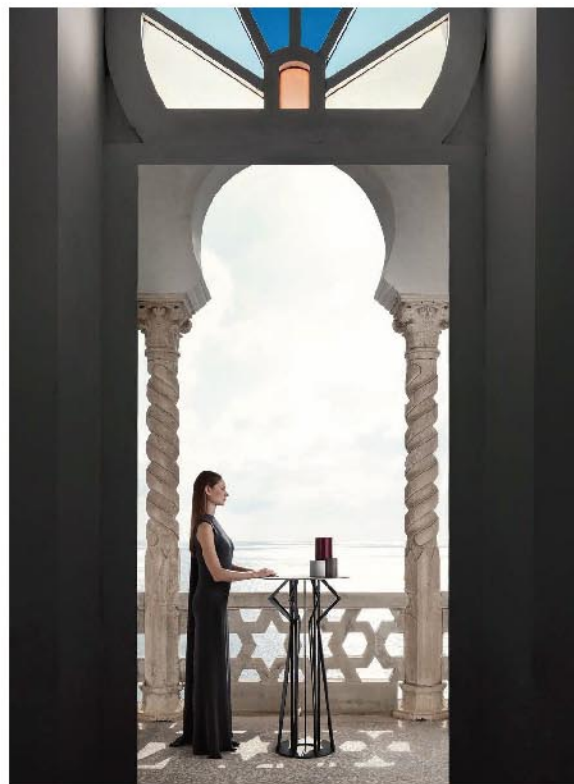
SHELL 贝壳沙发 现已在 MATSU 玛祖铭立旗舰店有型上市,  
一起做个懒人, 理直又气壮。



MATSU 天猫旗舰店







《了不起的盖茨比》奢靡生活，让人将豪宅与纸醉金迷划上了等号，然而豪宅千万种，如何打造具有高级感的精品宅邸呢？

MATSU 精选出豪宅府邸家具的合作伙伴 da a、Extremis、Wittmann，以此打造精品宅邸，让豪宅从里到外摆脱纸醉金迷，即刻高级感满满，艺术感爆棚。

"The Great Gatsby" shows us what extravagance is. People believe high-end residence equals to leading a luxurious life. However, though there are many luxurious buildings, how to make a luxurious building high-end?

MATSU is going to introduce you partners of luxurious furniture, da a, Extremis and Wittmann and show you how they build expensive buildings into a high-end and artistic one.



# 如何打造高级感的精品宅邸？

编辑：彭茜 图片由 MATSU 提供 Editor: Qian Peng Photo provided by MATSU

## 用重型机械制造的艺术家具da a

Artistic Furniture Manufactured with Heavy Machinery --- Da a

da a  
daatolls.com

MATSU 玛祖铭立合作伙伴 Da a 是一个来自意大利的年轻品牌，Da a 运用制造挖掘机的铲斗、手臂和框架的工具和专业知识，来完成家具制造。将工业设计中的技术带入到家具设计中，但其产品并没有冰冷的工业痕迹，反倒颇具艺术化。

Da a 根据设计师运用金属材料创作的产品设计灵感，以及材料之间的焊接，弯曲和精加工的工艺，创造出独树一帜如艺术般的家具作品。保有对传统做工的回归和尊敬的同时，寻求新的制造技术解决方案，为家具工业开启了全新的视野。

Da a, a young Italian brand working with MATSU, makes use of technical knowledge of manufacturing excavator bucket, arm and frame to manufacture furniture. This brand introduces industrial techniques to furniture design. Instead of cold indifference, its products are rather artistic.

Da a creates unique artistic furniture items by integrating designers' inspiration from metal products and technologies of welding, bending and fine processing of materials. Daa reserves traditional workmanship spirit as well as makes efforts to develop new technical solutions, leading furniture manufacturing industry to a new horizon.



## Make Luxurious Residence High-end



“Da a”意味着从固定状态转变为另一种形态。正如水在温度变化时形态所出现的新反应一样（或流动，或沸腾，或凝结成冰，或变成蒸汽逃离陆地）。

"Da a" means the transformation from one status to another, just like water that transforms its status as temperature changes (water flows, boils, freezes and steams away).





## 一个木匠的金属奇遇, 户外家具 Extremis

Adventure of A Carpenter in Metal World, Outdoor Furniture --- Extremis

**extremis®**



MATSU 玛祖铭立合作伙伴 Extremis 成立于 1994 年, 创始人 Dirk Wynants 深受木匠父亲的影响, 凭借着对木制工艺, 与金属加工制造的了解, 其擅长将木材和铝材组合设计产品, 后以户外家具闻名, 广受欢迎。Extremis 希望让人们走进户外, 拥抱自然, 传达对环境友好的期许。

MATSU's partner, Extremis, was established in 1994. Dirk Wynants, the founder, was deeply influenced by his father. Professional in both wood manufacturing and metal processing, Dirk Wynants is good at combining wood products and aluminum products. He then was well-known for outdoor furnishing. Extremis advocates that people go out to embrace nature and love outdoor environment.



# Make Luxurious Residence High-end



Gargantua 多功能花园桌是其第一件其家具设计作品。Gargantua 的金属元素由 dirk 姐夫 Karel 的公司供应。



Gargantua multi-functional garden table is Dirk's first work. Its metal material was provided by Dirk's brother-in-law, Karel.





*Make Luxurious  
Residence High-end*





## 纯手工家具Wittmann

Pure Handmade --- Wittmann

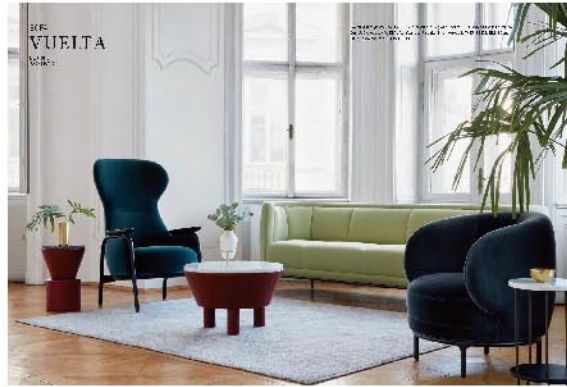


MATSU 玛祖铭立合作伙伴 wittmann 源于 1896 年, 以制造鞍具起家, 摒弃各种流水作业, 凭借纯手工的精湛品质, 成为家居界的奢侈品牌。

Wittmann 二战后开始了纯手工高品质的家具制造, 至今依旧保持着每一件产品都坚持手工的传统。经历了四代传承, 120 多年的积累, 成就了 Wittmann 远扬全世界的品质与经典, 成为了今日家居界的奢侈品牌。

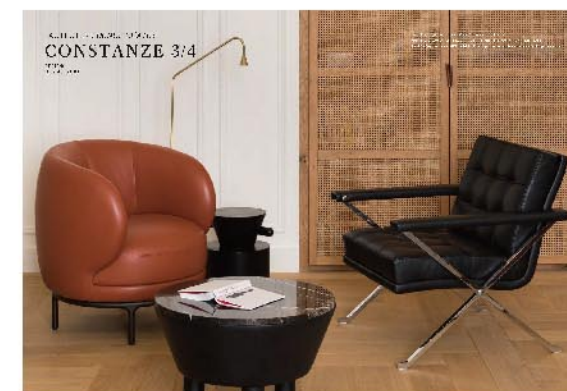
MATSU' s partner, Wittmann, is a brand originating in 1896 and started off by producing saddlery. Wittmann abandoned line production and relied on excellent handmade techniques to develop into a luxury brand in furniture industry.

After World War Two, Wittmann started its high-end handmade furniture manufacturing. Now, it still sticks to the tradition of producing each item by hand. After four generations of accumulation in over 120 years, Wittmann has now become the symbol of quality and classics in the world, and a luxury brand in furniture industry.



在设计语言上, Wittmann 追求超越时光与界域的经典, 二战后即开始与设计师合作, 如: 荣获普利兹克建筑大奖的 Jean Nouvel, 以 及 Friedrich Kiesler, Toshiyuki Kita、Paolo Piva 等。近期, 更是与西班牙设计师 Jaime Hayon 合作, 推出 Wittmann Hayon Workshop 系列。

Wittmann pursues classics that is beyond time and boundary as its design language. It started to work with designers after World War Two, such as Jean Nouvel, winner of Pritzker Architecture Prize, and Friedrich Kiesler, Toshiyuki Kita and Paolo Piva. Lately, Wittmann ushered in a new era by working with Jaime Hayon, a Spanish designer, to launch Wittmann Hayon Workshop.



# Make Luxurious Residence High-end







# 走进广告狂人VMLY&R的全新办公空间

编辑：孙琪 图片由玛祖铭立提供 摄影师：张杰 Editor: Ice Sun Photo provided by MATSU Photographer: Jacky Zhang

自 WPP 宣布旗下 VML 与 Y&R 两家公司合并后，VMLY&R 就以“全球化品牌体验代理商”的全新形象饱受外界关注。

重组后的 VMLY&R 于近日搬迁于北外滩的新办公室，MATSU 为其打造办公家具解决方案。致力于为客户提供一站式的品牌服务的 VMLY&R，在办公空间中也并没有忘记将这种体验，旨在为员工提供更舒适且方便的创意空间。

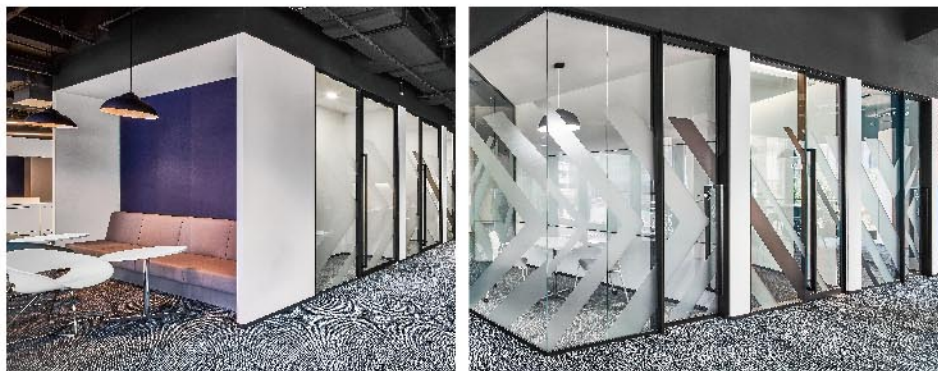
Ever since the merge of VML and Y&R, VMLY&R has won much attention in the identity of a new "Agency of Globalized Brand Experience".

VMLY&R relocated moved to its new office, where MATSU was invited to provide furnishing solutions. Dedicated to providing one-stop brand service, VMLY&R also keeps in mind that it needs to create a comfortable and convenient innovation space for its employees.



VMLY&R 的新址位于北外滩光大安石中心，三层楼的新办公空间能够容纳五百余人同时办公。

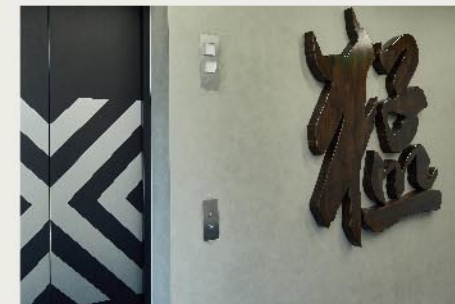
New office is in EBA CENTER in North Bund. It has three storeys and can accommodate more than 500 persons.



## 无处不在的 V (威) M (猛) L (龙)

“威猛龙”的首字母取自“VML”，这一谐音话的中文名既卖的了萌，也凸显了能够给予品牌主的强大后盾。

"VML", the name's initials can be interpreted as "Wei Meng Long" in Chinese. This homophonic pronunciation is not only cute but also reflects strong support that the brand owner stands for.



“威猛龙人”将这种概念遍布在新办公空间中，最具有代表性的便是电梯口墙面上硕大的威、猛、龙三个字。这三个字代替了楼层的标志数字，也将“威猛龙人”的精神反映的淋漓尽致。

The concept of "Wei Meng Long" can be reflected all across new office space. The most eye-catching is "威", "猛" and "龙" CHINESE CHARACTERS on the wall beside lift on each floor. This replaces floor marks as well as embodies the company's spirit vividly.

## NEW CREATIVE WORKSPACE OF VMLY&R



楼宇的中心区域是内部楼梯，顺着楼梯往上走，一侧的广告灯箱墙面绝对够醒目。以经典案例做墙面装饰，“威猛龙人”的表达方式就是这么“硬核”。

The central part of the building is an internal stairs. On the way upstairs, an advertising lightbox focuses people's attention. Decorated with classic designs, what a "hardcore" spirit presenting!



## 威猛龙人的日常是Coffee Lounge Area

内部楼梯连接着“威猛龙人”，干脆的动线走向引导每一天的井然有序。从下往上走，位于一楼的 bar 昭示着 VMLY&R 摩登的一面。

Internal stairs is a crispy and dynamic element that connects different regions in VML. There is a bar on the first floor, which tells people that VMLY&R is modern.



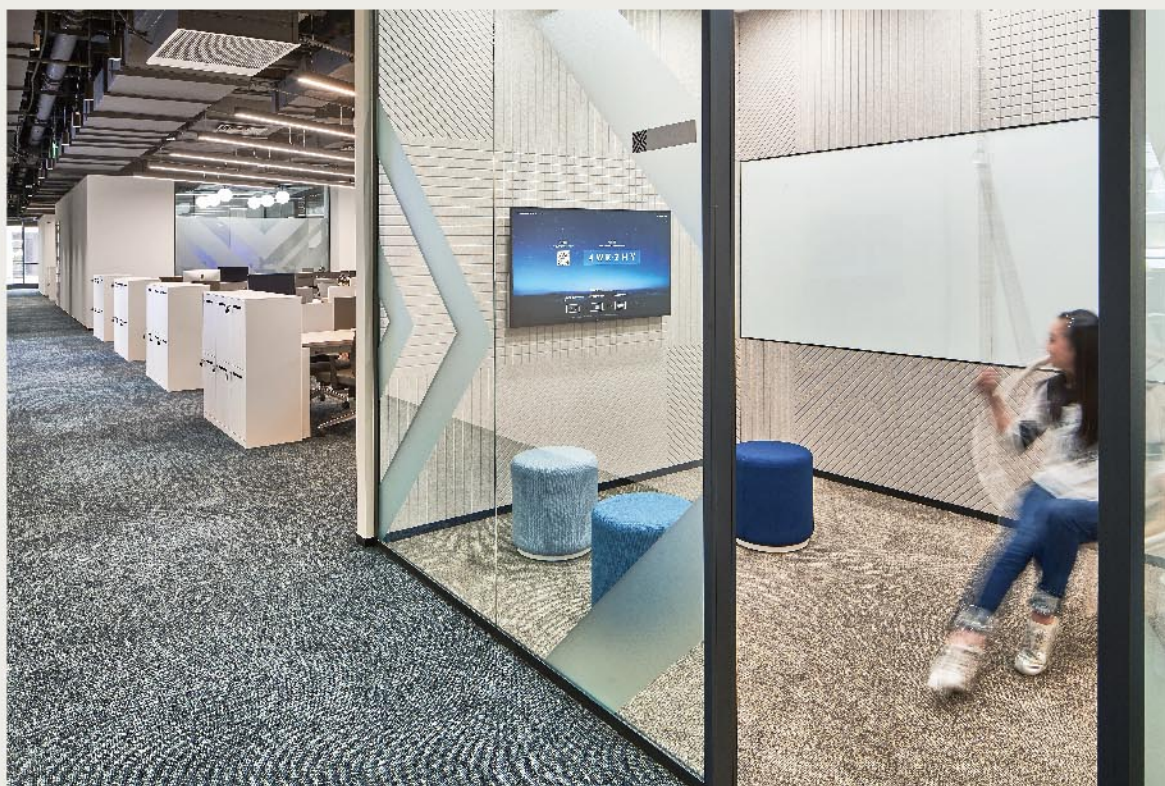
↑ Kusch+co Volpino Lounge Chair 休闲椅  
Kusch+co Uni\_verso Lounge Chair 休闲椅  
MATSU Ginko Teapoy 茶几  
MATSU Velax Sofa 沙发  
MATSU Lax M Sofa 沙发



整个吧台区域以金色为基调，Volpino 休闲椅、Uni\_verso 沙发、Velax 沙发提供不同的休闲姿势，可一人冥想，也可多人协谈。透过透明的落地玻璃，无时无刻都营造一种晨牌的安逸。一杯醇厚的咖啡，让工作节奏缓而有序，时刻保持最佳状态。



Gold color is the main color, with volpino, universo and velax providing possibilities of different relaxing attitudes. People can think and talk. Transparent French windows enable people to enjoy relaxing and comfortable morning light. Having a cup of coffee, people working here can bring out the best efficiency.



休闲区和办公区并没有过于明显的分界，这和规划清晰的动线密不可分，传递舒适的办公生活方式理念。

We didn't divide leisure area and working area with distinctive boundaries this time, trying to create a comfortable office life.







↑ MATSU Tea Lounge Chair 休闲椅  
MATSU Vioo Workstation 会议桌

## 广告狂人的冷幽默 Work Area & Meeting Area

整个楼宇中分布着大大小小的会议室，分别以不同的名字命名：“沙滩”、“舞台”、“道”……不只与空间大小有关，还代表了“威猛龙人”的文化情愫。

印有广告狂人们日常设计软件 AI PS DW 等的吊灯，像威猛龙人的高效紧箍咒，时时刻刻将这些创意猛兽囚禁于其中，但这群设计狂人们更是以此创作灵感之火，喷射出无穷无尽的创想。

This building has conference rooms in various sizes and different interesting names, such as beach, stage and Tao ... which reflects this company's culture and spirit.

Ceiling lamps that bear icon of daily-used design software of AI PS and DW is like the Incantation of the Golden Hoop for VML that traps these beast of creations. In the meantime, the Incantation of the Golden Hoop even make more extraordinary innovations based on the flame of inspiration.



MATSU Lenco+ Workstation 工位  
MATSU Ant Swivel Chair 办公椅  
→



对应空间中的家具选择也极具代表性：圣杯造型的 Njord 休闲椅，轻盈曲线感设计与毛毡混搭的外观极具视觉冲击力；Uni\_verso 休闲椅一贯舒适，简洁设计为空间留足自适的体验感；带有两只“触手”的 Tea 休闲椅看起来趣味横生，广告人的创意和灵感同时也具有这种细腻的表现特征。

走进办公区，便可发现“VMLY&R”的 logo 被解构在各个区域，从前台的巨型 logo 灯延伸到空间内无处不在的 logo 墙贴，甚至于灯具的形状都在向 logo 的几何形状靠近。

Furniture using is also carefully arranged: Njord chair is of Grail image, which creates visual impact with its graceful outline and felt quality; Universo chair is comfortable as always, which is simple in design but adapts to various space; Tea chair has two "tentacles", which symbolizes innovation and inspiration as well as delicate designs.

You can see that the logo of "VMLY&R" is distributed and deconstructed in all elements in working area. The giant logo lamp and logo wall poster, even the shape of lights. this logo is nearly everywhere.

“VMLY&R”在外墙闪着冷色的光亮，广告人的奇思妙想散布在北海滩办公室的各个角落。“威猛龙”或是一种自谦的说法，但其为行业注入的影响力不置可否，而在未来，VML、VML Social、Y&R 三方重组即将带给人们的作品必将也是充满惊喜的。

The external wall of "VMLY&R" is shining in cold-tone light. Fantastic concepts of VMLY&R is widely distributed in every corner of office on the North Bund. "威猛龙" might be a modest name but it is huge influence in this industry. We believe, in the future, we can see more surprises brought by VML, VML Social and Y&R.



↑ Kusch+co Njord Lounge Chair 休闲椅  
MATSU Vioo Workstation 工位







# 稳居民营建筑设计前列 天华建筑设计

## TIANHUA ARCHITECTURE DESIGN CONFERENCE CENTER

编辑：黄伊玫 图片由 MATSU 提供 Editor: Evo.huang Photo provided by MATSU

天华建筑设计公司，服务范围涵盖城市规划、建筑设计、住宅设计、室内设计、景观设计等。南昌新力中心，武汉福星惠誉福星中心，长春力旺广场，上海外高桥文化艺术中心，上海万科翡翠滨江等都乃天华建筑设计之力作。

Tianhua Architecture Design Company is mainly engaged in urban planning, architecture design, residential design, interior design, landscape design and so on. Its great works include Nanchang Xinli Center, WuhanFuxinghuiyu Fulai Center, Changchun Liwang Square, Shanghai Waigaoqiao Culture and Art Center, Shanghai Vanke Feicui Bingjiang.

### 前台区

位于上海中山西路兆丰环球大厦 26 层的天华建筑设计会议中心，以黑色演绎绅士的儒雅。前台硬朗大理石材质被大面积应用，体现企业的态度：严谨、认真、一丝不苟。前台背景为电子屏幕，静态冷冽与动态灵动的结合，整个空间充盈着“神秘、科技、摩登”的元素。

#### Reception Area

Located in Floor 26 in Zaofeng Universe Building on ShanghaiWest Zhongshan Rd., Tianhua Architecture Design Conference Center presents its gentleman elegance by using black. The large-scale application of marble at the front desk reflects the attitude of the company: rigorous, serious and meticulous. The background of the front desk is an electronic screen. The combination of static and dynamic makes the whole space full of elements of "mystery, technology and modernity".



### 会议室

而黑色与家具造型，以及木饰、大理石的巧妙组合突破了黑色刚硬的特性，使其拥有如绅士般的贴心柔软。简洁的线条贯穿整个空间：或许线条们被排列组合成矩形，变成不同区域的“取景框”、变成多功能的门；或许线条被灵活柔化，化为 VIOO 办公桌边圆润的一弧。

#### Meeting Room

While well designed furniture, wood decoration and marble have been combined with each other to highlight firmness of black, all contributing to its gentle vibe.Simple lines run through the space: perhaps the lines are arranged into a rectangle, into a "framing frame" of different areas or into a multi-functional door; perhaps the lines are softened and softened into a rounded arc of VIOO's desk.



会议空间内 Tea 休闲椅，整齐划一，轻盈椅面设计与整个空间相融合。椅腿、天花灯、线框门，线条元素无处不在，似足天华人做事的态度，横平竖直，专业可靠。黑色绅士总是保持得体的一面，却被木饰立面悄悄泄露一处温柔，木色与黑色的融合，恰到好处。

The neat "Tea" lounge chair in the meeting space, the lightweight chair design blends with the entire space. The legs, ceiling lights, and wireframe doors all contain line elements, which are like the professional attitude of the Tianhua people. The black gentleman always stays decent, but is quietly leaking the gentle side by the wooden facade. The combination of wood and black is just right.



# TIANHUA





专业厨房通风技术专家 BORA 的奥地利新办公室位于尼登多夫，MATSU 的德国合作伙伴 Nimbus 为其提供照明与吸音解决方案。

BORA 的办公空间采用了可持续设计理念，向外界传达了企业对环境保护的责任与使命感。Nimbus LED 灯具和 Rosso acoustic 隔音垫组合满足其对空间的可持续规划需求。

该建筑融合了传统和现代设计元素。

BORA, an expert in kitchen ventilation, set its new office in Niederndorf of Austria. MATSU's partner, Nimbus provided lighting and acoustic solutions for the new space.

BORA follows sustainable design concept in its space planning, for the purpose of fulfilling responsibility and sense of mission of environment protection. Nimbus used LED lamps and Rosso acoustic soundproof mats to meet the demands of sustainability.

This building integrates traditional and modern elements.



# 轻声Rossoacoustic与轻柔LED，共生轻盈Office

——“吸油烟机革命者”BORA的奥地利新办公地

## Gentle Rossoacoustic and gentle LED co-create gentle Office

——New office of BORA in Austria, a revolutionist in the world of range hood

编辑：孙琪 图片由 Nimbus 提供 Editor: Ice Sun Photo provided by Nimbus



### 轻盈空间中的多彩“声光”

Colorful “sound and light” in relaxing and easy space

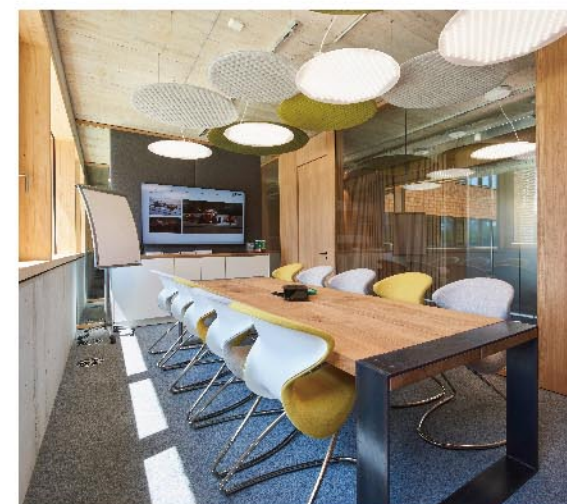
Simon Gafriller 负责位于 Raubling 的办公空间的室内设计，为了保持工作室自然、真实的氛围，就尽量减少了人工材料的使用，营造轻盈对待世界的可持续空间。

为了保持空间轻盈的整体感，Nimbus 使用了纤薄的 ModulR 600 Project 系列产品与 Rossoacoustic 隔音垫，用于 BORA 新分部的工作区、走廊、会议室和厨房。明亮清新的色调唤醒日常工作中的乏味瞬间，为幸福办公体验增色。



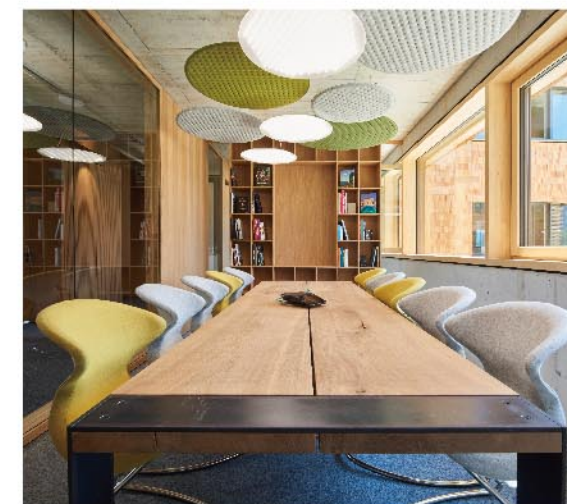
Simon Gafriller is responsible for interior design of the office in Raubling. In order to keep the space natural and genuine, he reduced the use of artificial material and created a sustainable space that is relaxing and easy.

Nimbus uses slim Modul R 600 Project collection and Rossoacoustic soundproof mat in some of working area, corridor, conference room and kitchen, for the purpose of keeping the whole space relaxing and easy. Crispy colors help to expel dullness of daily life while adding more fun to office space.



圆形隔音垫上分布的 LED 灯使得光线分布的更加均匀和柔和，隔音垫则为室内营造了极佳的声学空间环境。

The LEDs set up under the ceiling deliver light in an even and gender way. Soundproof mats create perfect acoustic environment.



明亮清新的色调唤醒日常工作中的乏味瞬间，为幸福办公体验增色。

Crispy colors help to expel dullness of daily life while adding more fun to office space.

### 声与光, 和谐共生

Sound and light compose mutualism

Rossoacoustic 隔音垫上独特的声学羊毛与酒窝式纹理，具有很好的吸音效果。

灯具不使用工具就可以调试升降高度，进行灯光亮度的调节，营造出舒适宜人的室内环境。清新的色调以及能够调节的灯光、隔音垫，为日常的办公生活激发灵感和创造力。

Unique acoustic wool and dimple-like texture of Rosso acoustic perform very well in sound absorption.

The lamps can be adjusted in height and lighting intensity without the help of any tools, which makes it easier to build a fancy indoor environment. Crispy colors, adjustable lamps and soundproof mats all help to inspire people to make innovations in daily office life.

Nimbus





# 中国建筑装饰行业持续领跑者

## 杭州亚厦

编辑：孙琪 图片由 MATSU 提供 摄影师：张杰  
Editor: Ice Sun Photo provided by MATSU Photographer: Jacky Zhang

“选择完美”的杭州亚厦选择了 MATSU，作为中国建筑装饰行业持续领跑者，亚厦连续 13 年荣膺中国建筑装饰百强企业前列、中国建筑绿色环保设计五十强企业等多项荣誉，为机场铁路、商业综合体、银行金融机构、医疗机构、艺术文化机构等多个大型公共建筑提供完美建筑装饰设计。

Hangzhou Yasha, a company that always chooses the best, chose MATSU. As an undefeated leader in China Building Decoration Industry, Yasha has been selected Top 100 in China Building Decoration Industry and Top 50 in China Green Design of Building for 13 consecutive years. Yasha has developed perfect building decoration solutions for many big public projects including airport and railway, commercial complex, banking and financial institutions, medical institutions and art and culture institutions.



## AN UNDEFEATED LEADER IN CHINA BUILDING DECORATION INDUSTRY HANGZHOU YASHA

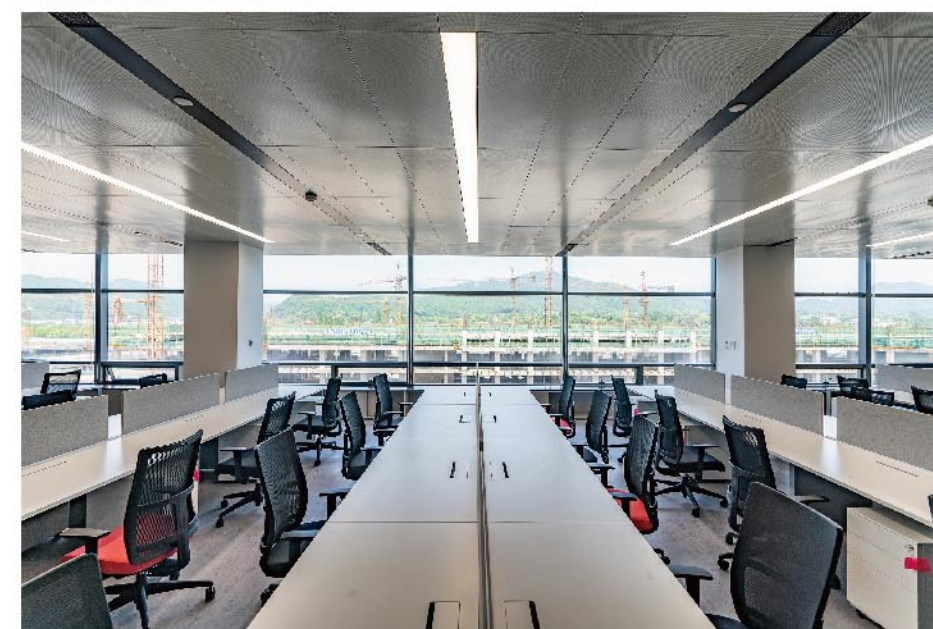
此次，MATSU 为亚厦的会议区和员工工作区提供空间解决方案。多人会议室为头脑风暴提供着陆点，圆形和长条会议桌满足各种与会需求，适合不同团队和深度的会议要求。Ona Visit 多功能椅以流畅曲线为空间加分，人体工学设计的一体成型的椅座与弧形椅背为健康护航。

MATSU designed conference area and employee working area for Yasha. Big conference room provides a landing point for brainstorm. Conference room has round table and long table so it can meet various kinds of team and talking demands. Ona Visit multi-functional chair streamlines the space and safeguards people's health with its ergonomic design.

↓ Kusch+co Ona visit Cantilever Chair 办公椅



↓ Kusch+co Papilio Swivel Chair 办公椅



员工区的工作位互相连接，既释放了使用空间，又合理规划出储物空间，Papilio 办公椅轻盈舒适，为员工营造自然又健康的工作氛围。

In employee working area, workstations connect with each other. It helps to save more room as well as ensure storage space. Papilio chair is light and comfortable, creating natural and healthy working environment for employees.



近期, 被誉为“设计界的圣经”的《Wallpaper\* 卷宗》中文版编辑团队, 来到玛祖铭立于肇嘉浜路的旗舰店, 与 MATSU 创始人及总裁蔡演国先生进行了一次深度对话, 从产品和经典项目探究多元化办公空间的无限可能。同时, 新品设计师 Joeri Reynaert、Kate Chung 也在现场分别分享了设计主张, 高效与幸福感亦可兼得。

Recently, editing team of Chinese version of "Wallpaper\*", a journal given the reputation of "Bible in Design World", visited MATSU flagship store on Zhao Jiabang Road. The team and Mr. Cai Yanguo, founder and president of MATSU, held an in-depth talk, aiming to explore more possibilities in diversified office space based on the inspiration from products and classic projects. In addition, designers of new products, Joeri Reynaert and Kate Chung shared with us their ideas, bringing both efficiency and happiness.

# 《Wallpaper\* 卷宗》专访: MATSU如何开创 多元化办公的无限可能 *Finger Tutting Brings More Possibilities to Office Space*

编辑: Wallpaper\*, 孙琪 图片由 MATSU、卷宗 Wallpaper\*提供 摄影: 朱迪 Editor: Wallpaper\*, Ice Sun Photos provided by Wallpaper & MATSU Photographer: Judy

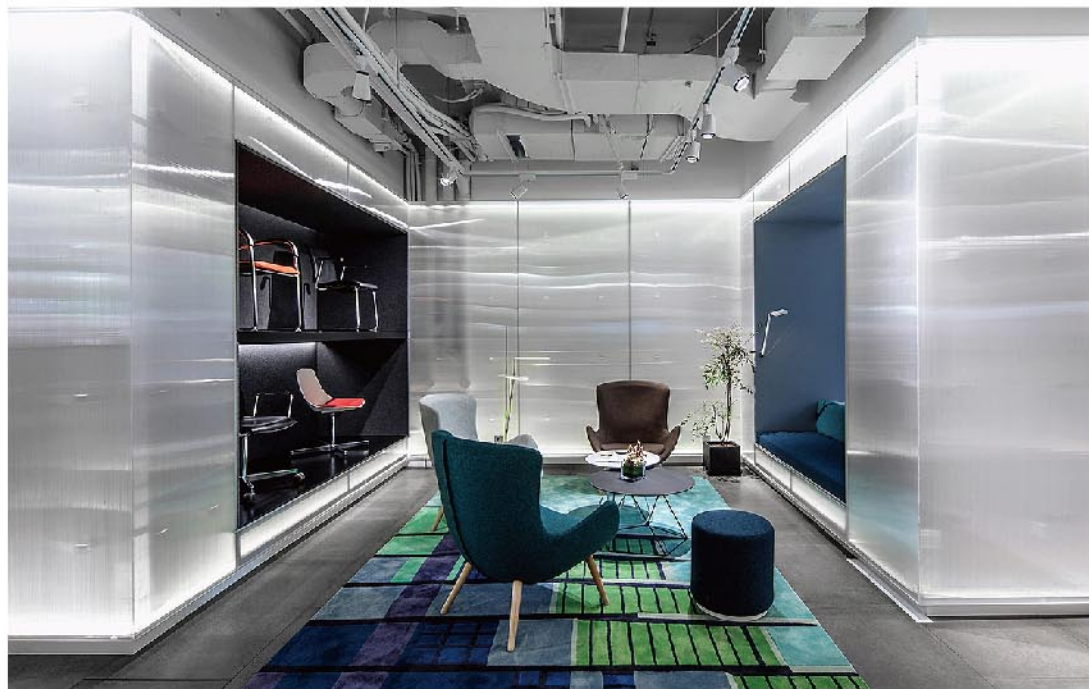


↑ MATSU 从 7 年前开始实践的移动办公空间 M-Office

## 团队与个体的握手 Cooperation and individualization

从 7 年前开始, 办公家具品牌 MATSU 玛祖铭立就以自己的办公空间作为试验场, 打破了原本的办公形态, 针对工程部和市场部等外勤人员实行了无固定工位的移动办公。经过了一两个月的适应期, 这种能够创造“偶遇机会”的办公模式在人们的心中埋下了种子, 发现不仅沟通效率得到了提升, 空间效率更是提高了一倍。

MATSU, an office furniture brand that has been making design experiment in its own office since 7 years ago, broke the old office mode. MATSU created mobile working mode for employees in engineering department and marketing department. After one or two months of adaptation period, it was found that this office mode, where "you might meet someone by chance", was well accepted by employees. It not only heightens communication efficiency but also improves office space efficiency.



↑ MATSU 上海旗舰店内部空间

“从西方吹来的开放式办公之风已经是主流方向, 但中国 90% 以上的公司仍然是一个主管一间房的现状, 这其中有很大的优化潜力。” MATSU 玛祖铭立创始人蔡演国说道, “我们发现 10% 的企业——例如以强生、GSK 为代表的外企, 已经在改变, 他们在变化的前期完成了调研, 在项目中期请员工分批体验, 在设计团队的培训和疏导之下, 员工们都能够获得到比原先更好的体验。”

"Open-style office, which is getting dominant, originated in Western country. However, over 90% companies in China are traditional type where manager works in his/her own room. We can see huge potential for optimization." MATSU's founder, Mr. Cai Yanguo said: "We found that 10% companies in China, such as Johnson & Johnson and GSK and other foreign companies, are making changes. They conducted survey before office transformation and invited employees to experience new offices during transformation. Under the training and guidance of design team, employees are acquiring better experience than before."

## 办公空间与个性的握手 Office space and individualization

在对于移动办公还相对陌生的中国市场, 变革推进过程中仍然会有阻力, 办公家具设计品牌要做的不只是研发产品, 还需要给使用者引导和培训的服务。时刻发生着变化的中国市场, 似乎是实践办公新形态的最好土壤, 通过与 MATSU 的合作, 这些公司选择用办公空间书写出自己的企业个性。

Transformation is not easy in China, because mobile office is still new to China. Office furniture brands should not only just develop products but also provide user guidance and training. China, an ever-changing country, is the best place to practice new office modes. Companies would like to present their corporate characteristics via working with MATSU to upgrade offices.



## 北京 Mercedes me

室内设计事务所 anySCALE 与 MATSU 玛祖铭立家具合作, 为北京三里屯奔驰全球最大的线下体验店 Mercedes me 完成了空间设计的升级与翻新。在这个项目中, 家具的设计重组及亮色调添加, 令空间格外清新与舒适。

## Beijing Mercedes me

anySCALE and MATSU worked together to renovate Mercedes me in Salitun of Beijing, the biggest offline Benz store in the world. Recombination of furniture and the utilization of bright colors make the room refreshing and cozy.

## 上海五角场创新创业学院

“五角场学院”是一所新时代背景下, 没有围墙、非传统教学的创新创业大学。玛祖铭立为其提供了一个可容纳 350 人办公及同时举办两场 100 人以上活动的, 适用于联合办公的整体空间解决方案。

## Shanghai Penta Innovation and Entrepreneurship Institute

"Shanghai Penta Institute" is an un-enclosed and un-conventional Innovation and Entrepreneurship Institute established in new era. MATSU designed a joint-working solution for it, enabling it to accommodate 350 people and making it a venue for two concurrent events with each accommodating over 100 people.





## 上海电通安吉斯

在全球最大单一广告公司工作是怎样的体验?在这里,理性黑白灰主宰的空间在亮色点缀下多了几份趣味之感,而恰到好处的好色比例与种类又被大一统的黑白灰整合与和谐着,让空间在大方简洁的整体氛围中透露着俏皮的颜色与趣味。另外,值得一提的是,此次家具选择了环保面料 Kvadrat Revive 系列。它由 100% 的回收聚酯塑料瓶制成。可见广告界翘楚强烈的社会责任感。



Shanghai Dentsu Aegis Network

What's the feeling of working in the biggest single advertising company? In this space, rational black, white and gray are keynote colors, with some bright colors appropriately used as embellishment, making the whole space cute and fun. What's worth mentioning, eco-friendly material, Kvadrat Revive is adopted in this project. It is made from recycled PET bottles. This fully presents the sense of social responsibilities of a leading company in advertising industry.



## Adidas 中国总部

作为运动品牌,阿迪达斯以酷劲十足的设计风格塑造了一个“Impossible is nothing.”的办公空间。重视健康生活与强调运动精神的阿迪达斯毫不犹豫为所有员工配置了升降桌,以适应不同身材比例,与站姿、坐姿不同工作状态对桌面高度的需求。在动态中工作,这也是一个运动品牌传达的态度。

Adidas China Headquarter

As a sports brand, Adidas created a space that is cool and reflects the idea of "Impossible is nothing". Adidas, a brand values healthy life and sport spirit, is determined to arrange lifting desks for all employees, so as to enable employees to make adjustments based on their height, standing posture, sitting posture and working demands. This sports brand is trying to spread a concept of Working in Motion.

MATSU 与 Adidas 的缘分也由来已久。其德国总部大楼是玛祖铭立德国合作伙伴 planmöbel 携手设计事务所 Kinzo 为其量身设计。

MATSU and Adidas share a long history of cooperation. Its German headquarter was designed by planmöbel, a German partner of MATSU, and Kinzo.



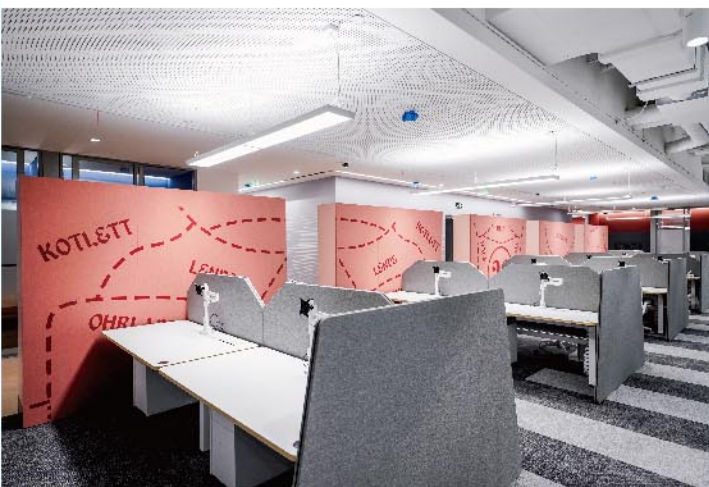
## Facebook 巴西办公空间

在 Facebook 没有规则就是规则。Facebook 极力反对等级制度,不仅员工不被格子间所束缚,主管也没有特定的办公室。设计师说“创建一个永远在建的环境,永远在变”。接待区主要用于社交、协作与接待,活泼跳跃的墙纸与亮色系的软装,搭配营造出明亮温暖的气氛。



Facebook Brazil

In Facebook, No Rules is the Rule. Facebook is strongly against hierarchy. Employees are not restricted by cubicles, and managers don't have their own offices. Designers word: To create an environment that is under construction forever. Keep changing! Reception area is for networking, collaboration and reception. Dynamic wallpaper and bright furnishing contribute to a vibe that is cozy and bright.



## 保时捷中国总部

代表着速度与激情的超跑领军品牌保时捷,其在中国的总部办公家具解决方案由 MATSU 近期完成,并选用 Unit 系列,这是 Unit 在中国上市后的第一个项目。

Porsche China Headquarter

Porsche, a racing car brand embodying speed and passion, invited MATSU to design its headquarter office in China. MATSU adopted Unit collection. This is also the first project for Unit after it was released.







## 中国设计与全球创意的握手



China Design and Global Creation



↑ MATSU 旗舰店



1996 年开始, MATSU 在进口德国高端家具之外, 决定开始了自主研发的进程, “当时而言, 办公家具最大的技术门槛是对细节的把控, 以及在空间中的应用。”蔡演国回忆道, “从一开始我们就将自己定位得很高, 希望这些家具的出现让员工更愿意待在办公空间里。”

从一定程度上, 中国的千禧一代正在翘首期待“本土英雄”的出现, 尤其是专注于某一个领域的公司。一边, 蔡演国感叹着对德国设计极致精神的赞赏, 另一边, MATSU 正在从意大利大胆的企业家那里偷师经验: 正是那些有品位的野心家敢于挖掘和投资来自全球的设计, 才造就了意大利设计的权威地位。要朝着这样的宏大目标迈进, MATSU 必须面向来自全球的创意, 勇于面对新理念带来的未知性。比利时设计团队 Dirk Wynnants、中国台湾的设计师 Kate Chung, 以及独立设计师 Joeri Reynaert 都被招至麾下, 各自为 MATSU 贡献了精彩的产品。

MATSU has been dedicated to making independent research and development since 1996, when it just focused on introducing German furniture to China. The biggest technical challenge for office furniture is detail controlling and application. According to Mr. Cai Yanguo: “We aimed very high since the beginning. We hope our furniture can be a reason for employees to be willing to stay in office.”

Millennials in China is looking forward to the birth of “Local Hero”, especially a company focusing on a certain field. On one hand, Cai Yanguo is very much impressed by extreme German design. On the other hand, MATSU is learning from brave Italian entrepreneurs: it is the tasteful aggressive businessmen who are brave enough to explore and invest in designs from all over the world that contribute to authoritative status Italy is enjoying nowadays. MATSU has to embrace designs from all over the world and be brave to uncertainties brought by new concepts while taking steps forward to the aggressive goal. Design team from Belgium, Dirk Wynnants, designer from Taiwan, China, Kate Chung, and independent designer, Joeri Reynaert all work with MATSU to create fantastic items.

“德国的研发速度已经赶不上中国的发展速度了, 这逼着我们自主研发。”蔡演国说笑道。最新发布的 Unit+Morse 系列就是最好的例证。

“Germany doesn’t develop products as fast as China’s social development. We have to make independent research.” Cai Yanguo smiled. The newly released Unit+Morse is the best example.

## 私密与开放的握手



Privacy and Openness

去年, 作为合作伙伴, MATSU 将德国品牌 planmöbel 出品的 Unit 工位系统引入中国, 但这套家具有着“水土不服”的风险。在欧洲, Unit 采用柜体系统连接, 较为稳固, 而在中国, 办公模式时常变化, 这样的柜体连接方式不利于应对组织架构的快速变化。根据中国办公市场的需求, 比利时设计师 Joeri Reynaert 加入了 Morse 多功能连接桥, MATSU 的升级优化使 Unit 组合方式更加灵动。

Last year, MATSU introduced Unit workstation to China, a product from MATSU’s German partner, planmöbel. But Unit might be unaccustomed to Chinese market: in Europe, Unit connects by cabinet, which is more stable. But in China, office mode changes a lot so cabinet-connection doesn’t fit into fast-changing organization chart. Joeri Reynaert, designer from Belgium, created Morse multi-functional connecting bridge, which makes Unit more flexible.



↑ MATSU 玛祖铭立创始人蔡演国

卷宗 Wallpaper\*

(摄影: 朱迪)



Morse 的名字来源于这个连接桥自上而下俯瞰时形成的点线几何结构, 同时摩尔斯码也是系统、高效语言的代名词。在这套系统中, 用户可以自由选择 8 种不同的配件进行 Plug & Play。Joeri Reynaert 向我们解释了新产品的设计理念: “一开始我们的设计痛点是解决办公桌下穿行的大量电线, 通过一个‘连接桥’去隐藏这些电路, 而我想赋予这座‘桥’轻盈的体量和额外的功能。” Morse 多功能连接桥上可以配备环境灯、充电口、信息板、收纳盒等组件。当两个人同时转动自己的‘桥’, 它便形成了一个可供讨论的迷你会议桌, 是一个在私密和共享之间随意切换的有趣桥梁, 不仅连接了不同的功能, 最重要的是, 它连接了人与人。

Morse is actually an aerial view of dot-line geometry structure formed by connecting bridge. In the meantime, Morse code also stands for systematicness and efficiency. This system provides 8 different kinds of accessories for Plug & Play. Joeri Reynaert explained the novel idea: Our pain spot at the beginning was huge quantity of wires that have to be arranged under desk. We needed to design a connecting bridge to cover these wires. What I wanted to do is to lower its volume and endow it with more functions. Morse multi-functional bridge can connect ambient light, charge interface, information board, storage box and so on. When two people pivot the same "bridge", Morse becomes a small discussion table. It is an interesting bridge connects privacy and sharing. It not only multi-functional but also connects people.



比利时设计师 Joeri Reynaert  
Unit + Morse 的设计者。(摄影: 朱迪)



“原本我们只是要解决一个技术问题, 但最终我决定增加了情感的元素。大家没有意识到, 办公形态的变革其实比办公空间的变革慢许多, 这也是为什么我会关注办公氛围的问题。” Joeri Reynaert 解释道, “在中国工作了 6 年之后, 我发现相比起欧洲人的工作习惯, 中国的工作者更喜欢午休时间坐在自己的桌子前吃饭, 而且晚上也倾向于更多的加班时间。Morse 的附加台面可以帮你清理出更多的用餐空间, 它的温暖环境灯能帮助人们适应入夜之后的生物钟, 调整情绪更有效地工作。”

"We aimed to solve a technical problem but we ended up adding emotional elements. People are not aware that transformation of office mode is much slower than that of office space. That's why we keep focusing on office atmosphere." Joeri Reynaert explained. "After working in China for 6 years, I found out that Chinese people prefer to have lunch on their working desk during lunch time. They also would like to do extra work after office time. Morse has accessorial desk that provides additional room for you to have lunch. It also has ambient light that is good for bioclock and emotional regulation, which helps to improve efficiency."



↑ Joeri Reynaert 在 Unit 单元上加入了 Morse 多功能连接桥



↑ Unit + Morse 拥有多元的使用方式, 以上图片展示了其中两种: 独立升降台式工位与开放式工位

(摄影: 朱迪)

开放式办公空间盛行带来的私密、噪音等问题, 让 MATSU 明白开放式工位并不等于办公空间全部答案。在 Unit + Morse 诞生之前, 这几套原创设计的产品就是 MATSU 提出的私密与开放的矛盾简化法。

Open workstation also generates problems like privacy and noise. MATSU understands that open workstation is not the absolute answer to office space. Before Unit + Morse, MATSU once brought up the idea of simplifying contradiction between privacy and openness, which is the prototype of the products we see now.



(摄影: 朱迪)



# COPENHAGEN



## Copenhagen 系列

哥本哈根不只是家具，在其创造之初，设计师就站在“空间”体验的角度去思考，可以满足工作空间、讨论空间、协作空间、休憩空间、学习空间、会议空间、培训空间、焦点空间、主管空间等不同功能需求。它强大的DNA系统性，让它成为营造空间的主宰。在快速发展的中国，在变化时刻发生的市场，具有空间感的系统家具组合相较于优质家具单品组合更加便捷。

### Copenhagen Collection

Copenhagen is more than furniture. Designer started from the perspective of space experiencing. He hopes that Copenhagen can meet multi demands of working, discussing, cooperating, relaxing, learning, meeting, training, focusing and management. Strong DNA systematicness makes it the governor of space. Chinese market is developing very fast. System furniture combination is more flexible than quality furniture items.

## Wings 隔断沙发

### Wings Partition Sofa



这款相对专注半开放空间的设计考虑到协作沟通又兼顾私密性，利用沙发两翼营造出一定的隔音效果，在开放空间中自然而然营造出舒适、专注的半开放空间氛围。传统办公空间中，常常用隔断或是墙面作为划分不同区域的媒介；而在强调多元化办公生活方式的今日，不管是专注，亦或是开放空间在同一空间中都可灵活转换、让使用者自由选择，不再只是一墙之隔。

This is a semi-open space that considers both collaboration and privacy. Wings of the sofa are used for sound insulation to some extent. It is a semi-open space that is natural and cozy in open space. In traditional office space, partition materials or walls are usually used as to divide space; however, as space is getting more diversified, focusing or sharing can be achieved flexibly in the same space. Users can freely make choices without the restriction of a wall.

## Singlax 沙发

### Singlax Sofa

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

Not only working desks create value for a company, leisure area also does, and even does it better. No matter for internal discussion or external cooperation, Singlax defines a new office mode with its freedom and innovation. Actually, Singlax is not just a combination of sofa. It was created to break the limitation of traditional working mode.



## Velax 沙发

### Velax Sofa



Velax 创造了一种组合的乐趣：这6个沙发是独立的、形状各异的，但又能互相连接组合。取决于现场空间大小，它们既可以单独使用又可以当作沙发组，给予使用者无限想象的可能。Velax从河水中石头的形状获得启发，经过建筑结构学的分解，每一个都拥有独特的几何形状，但又如河水中的石头：它们在流动中变换着不同的姿态，却总能够亲密地吻合在一起。

Velax is a kind of fun combination: 6 individual sofas, in various shapes, combine with each other. The combination is flexible and is decided by the size of space. Velax can work alone and work together, providing adequate possibilities for users. Velax draws its inspiration from shapes of stone in the river. Each piece of Velax is designed with architecture knowledge and owns special shape. They are like stones in the river; they change their posture in the flow and they perfectly fit each other.

## 效率与情感的握手



## Efficiency and Emotion

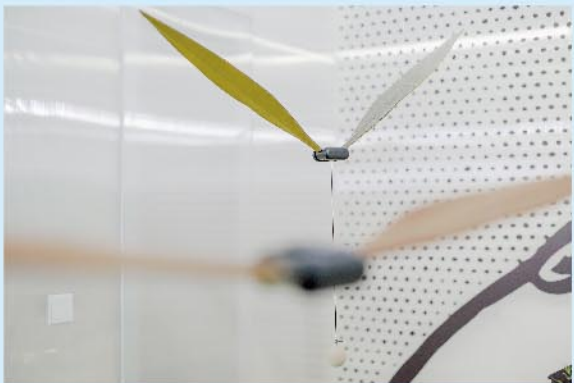


自1996年最早的品牌口号“全面提升办公环境的工作素质”，经过了几代的更迭，如今MATSU的网站上提出的是“创造激发灵感的办公生活方式”。人对事物的热情是激发一切的动力，我们需要这种因情绪刺激大脑皮层而后调动起来的创造力。而空间所营造的氛围可以激发这种难能可贵的创造力，独立设计师Kate Chung的作品“Wings振翅”就是一个完美的例子。

“Wings振翅”并不是传统意义上的办公家具，它以传统的木玩具结构为基础，用力矩原理使翅膀轻轻摆动。“它就像空间里的一棵植物，填补了一些空白，给生活添以乐趣，我喜欢人们拉动它时脸上所展现的笑容。”Kate Chung说道，“我觉得最好的工作沟通状态是放松的，因为在大家绷紧的时候，就像各自往自己的方向拉一个死结。”

MATSU's slogan in 1996 is "To Comprehensively Improve Working Quality in Office Environment". After so many years of efforts, MATSU now aims to "Create Inspiring Working Lifestyle". Passion is the driving force for everything. We need this creativity that is generated by cerebral cortex stimulated by emotion. The atmosphere of a space can stimulate the valuable creativity. "Wings", innovated by independent designer, Kate Chung, is a perfect example of it.

"Wings" is not a traditional office furniture. Based on wood toy structure and applying principle of moments, "Wings" flies. "It's like a plant in the space that fills a gap and brings fun. I love the smiles on people's face when they play with it." Kate Chung told us: "I think the best communication status is when people feel relaxed. When people are nervous, things will go to the bad way."



↑ 独立设计师 Kate Chung 与她设计的 Wings 振翅 (摄影：朱迪)

Wings随着人们在其中穿梭、拉动，时而轻飘、时而舞动、时而静止。在这个理解幸福与保持优雅的时间成本太高的效率世界，Wings在空间中给予了安静缓慢且轻盈流动的互动体验，成了现代所谓效率工作中的“奢侈”体验。

陪伴着企业经历了办公空间的多次革命，MATSU正在摸索着未来办公形态的可能性。设计不仅仅是解决效率的问题，也是要在人们的心中种下愿望。

As people walk by and pull it, Wings flies, dances and stays still. In this world, where efficiency matters, where people have no time to understand happiness and keep graceful, Wings is an opportunity for us to enjoy tranquil and light interaction, which becomes the most "expensive" experience people can get in such a fast world.

MATSU witnessed and facilitated office space transformations of companies. Meanwhile, MATSU is exploring more possibilities in future office mode. Designs should not only solve problems relating to efficiency but also aim to satisfy people's expectation and fulfill their dreams.

# WINGS



# “WELL认证”推出 全球首个健康建筑标准

International WELL Building Institute

编辑: 孙琪 图片由 MATSU 提供 Editor: Ice Sun Photos provided by MATSU

“WELL 健康建筑标准”是全球第一个关于建筑与人健康之间关系的国际性认证, 迄今为止, 全球 55 个国家逾 3800 万平方米的 3449 个项目在使用 WELL 标准。

全球首个荣获 WELL 认证的建筑是演员莱昂纳多·迪卡普里奥的私人住宅, 而他也是此项认证的起草者之一。不仅如此, WELL 认证还曾被克林顿加入克林顿全球倡议, 获得了比尔·盖茨旗下卡斯凯德公司的投资。

International WELL Building Institute is the first rating system to focus exclusively on the impacts of buildings on human health and wellness. Now, 3449 projects encompassing over 415 million square feet are applying WELL across 55 countries.

Leonardo's villa had won the "Oscar Prize in Environmental Protection World". Leonardo himself is one of the drafters for this certification. More than that, this architecture rating system, WELL was introduced to Clinton Global Initiative by former president, Clinton Cascade, owned by Bill Gates, also invested in WELL Certification.



## 比垃圾分类条例更严格的 WELL 评分标准

WELL evaluation standard is even stricter than garbage sorting

WELL 认证分为三个等级,  
银级: 50 分; 金级: 60 分; 铂金级: 80 分。

自 2014 年推出以来, 这项全球首个关于建筑与人健康之间关系的国际性认证, 便在全世界范围内得到推广。近期, 最新发布的 WELL v2 版本对此前的评价标准做了一系列优化——以 10 大核心概念, 23 项先决条件和 94 项优化条件组成的 117 个得分点, 聚焦“健康建筑”。

WELL Silver Certification: 50 points; WELL Gold Certification: 60 points; WELL Platinum Certification: 80 points.

Since its birth in 2014, this architecture rating system, which for the first time focuses on improving people's health and well-being through buildings, has been widely recognized across the world. Recently, the newly released WELL v2 has made improvements based on the previous set --- focusing on "Healthy Building" with 117 points involving 10 core concepts, 23 preconditions and 97 optimized features.

WELL 认证立足于医学研究机构, 考量环境健康、行为因素、健康结果和影响人体健康的人口风险因素, 并通过科学评审、行业评审和医学评审三个阶段的评审, 以 10 项指标对应人体的 11 大系统, 来变革建筑及社区, 促进人们身心健康。

WELL Certification takes medical research institute as its basis to consider environment factor, behavior factor, health factor and population risk factor that might influence people's health. Meanwhile, WELL Certification aims to transform architecture and community and contribute to people's mental and physical health via 10 indicators involving scientific evaluation, industrial evaluation and medical evaluation.

## TEN CONCEPTS



## Body Systems Applied to WELL Features

A simple way to express the built environment's complex impact on the human body



Cardiovascular  
Digestive  
Endocrine  
Immune  
Integumentary  
Muscular  
Nervous  
Reproductive  
Respiratory  
Skeletal  
Urinary

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## PRACTICAL CASE

### 实操案例

## 保时捷办公室如何获得WELL认证 How Porsche won WELL Certificate

前段时间, MATSU 为保时捷 S.P.A.C.E. 4.0 office 打造办公解决方案, 值得一提的是, 这是保时捷在全球范围内第一个旨在达到 WELL 建筑标准金级认证的办公场所。

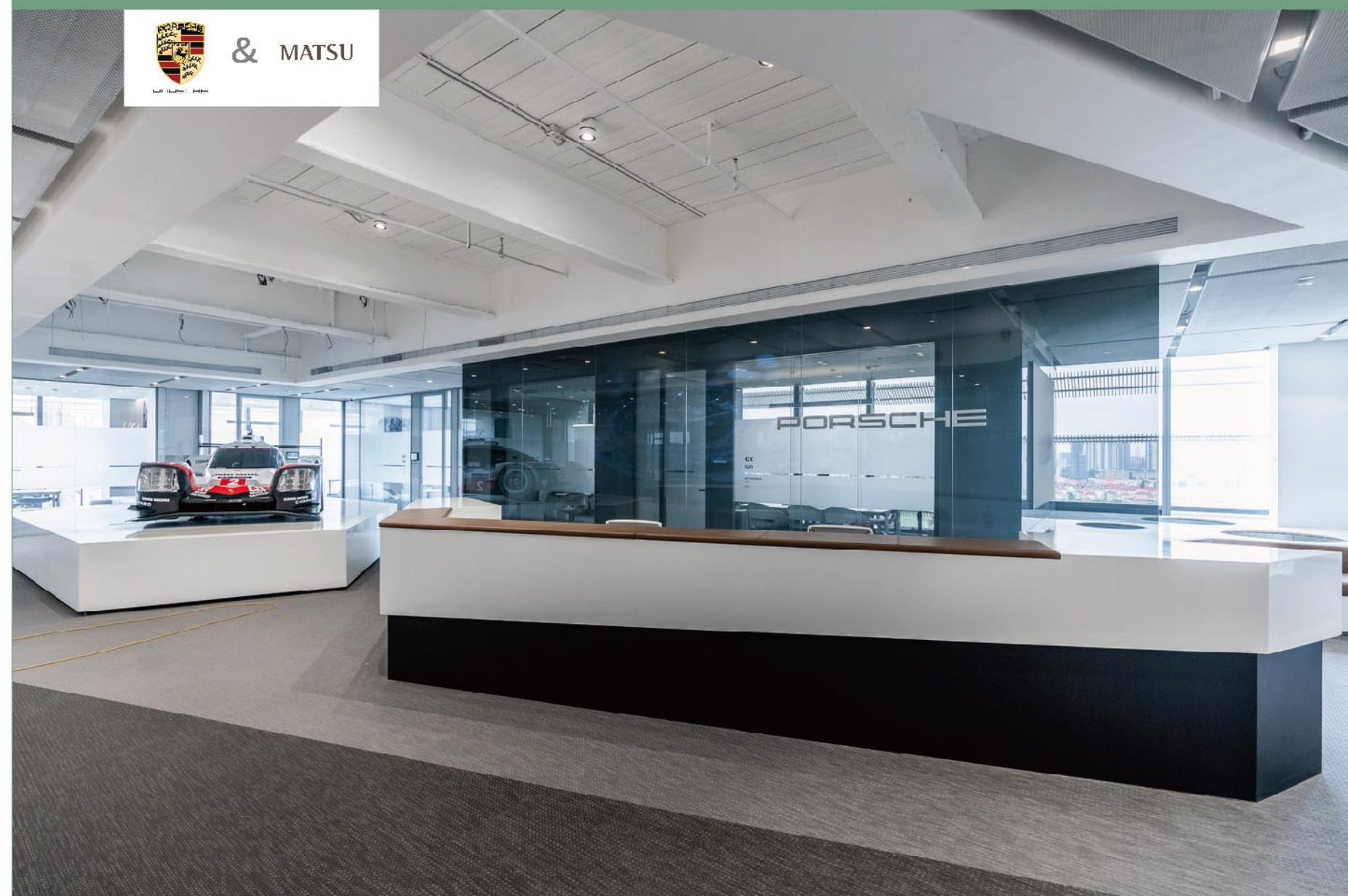
Recently, MATSU created an office space solution for Porsche S.P.A.C.E. 4.0 office. What's worth mentioning is this is the first office of Porsche across the world to strive for GOLD WELL Certification.

在 WELL 认证的每一项得分点都有极其严苛的要求, 对于家具产品的条件约束不言而喻, MATSU 以自信品质为其加分, 凭借家具、照明等整体供应几乎可全线获取可得分值。

All of the 117 points of WELL Certification, each item raises high requirement when evaluating furniture. MATSU is a great helper in their obtaining the certification.

对于打造舒适的室内环境, 除了适宜的温度, 照明和光线也起到了很重要的作用。

A comfortable indoor environment is not only decided by temperature but also by light.







+2

【眩光控制 +2 分】  
[Internal glare control +2 points]

整个空间没有设置过多的隔断, 这就保证了光线的通透性。家具系统的平均光反射率 (LRV) 达到了 0.5 (50%) 以上, 经过漫反射的光线比直射更柔和, 提升整体室内亮度的同时且避免了眩光。

No annoying partition, which ensures access to more light. Reflected light from the wall in the room improves luminance and avoids glare. LRV of the furniture system achieves over 0.5.

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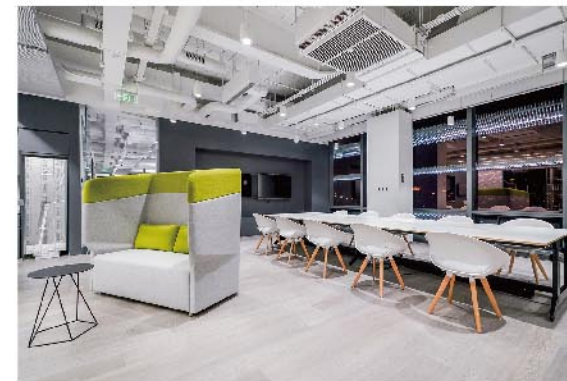
根据空间的大小和功能调整照明, 通过整体光线搭配和使用, 保持整体照明的平衡。MATSU 合作伙伴 Nimbus 的 LED 灯具使得光线更加均匀, 提升使用舒适度, 搭配 Rossoacoustic 隔音产品, 更易营造安静轻盈的工作氛围。

Our solutions adjust lighting according to coverage and function of the space. By overall controlling lighting, we manage to achieve a balance. Noise in leisure area is a problem that we already noticed. We adopt LED Nimbus, and sound-proof product from Rossoacoustic, both our partners, to create quite and cozy working atmosphere.



【挥发性有机化合物主动控制 +1 分】 [Active control of volatile organic compound +1 point]  
【采购合规产品 +1 分】 [Purchasing compliance product +1 point]

MATSU 工作位和座椅均获得 Greenguard 认证 (实际测试结果达到更高一级的“儿童及学校”标准), 最小化挥发性有机化合物 (VOCs), 把健康标准深埋产品用材, 保证室内空气质量。



Volpino 座椅 97% 的材料可以被回收利用和分解  
97% raw material of Volpino can be recycled and degraded

Bench and chairs of MATSU obtained Greenguard Certification (actual testing result is better than the level of "Children and School"). By striving to minimize the content of VOCs, we root health standard in raw material of products and manage to ensure healthy air quality.



防火织物 "FL amline" 让 Njord 休闲椅更具有实用功能性  
Fire-proof "FL amline" enables more practicability for Njord chair

+2

【增强人体工程学 +1 分】 [Ergonomics +1 point]

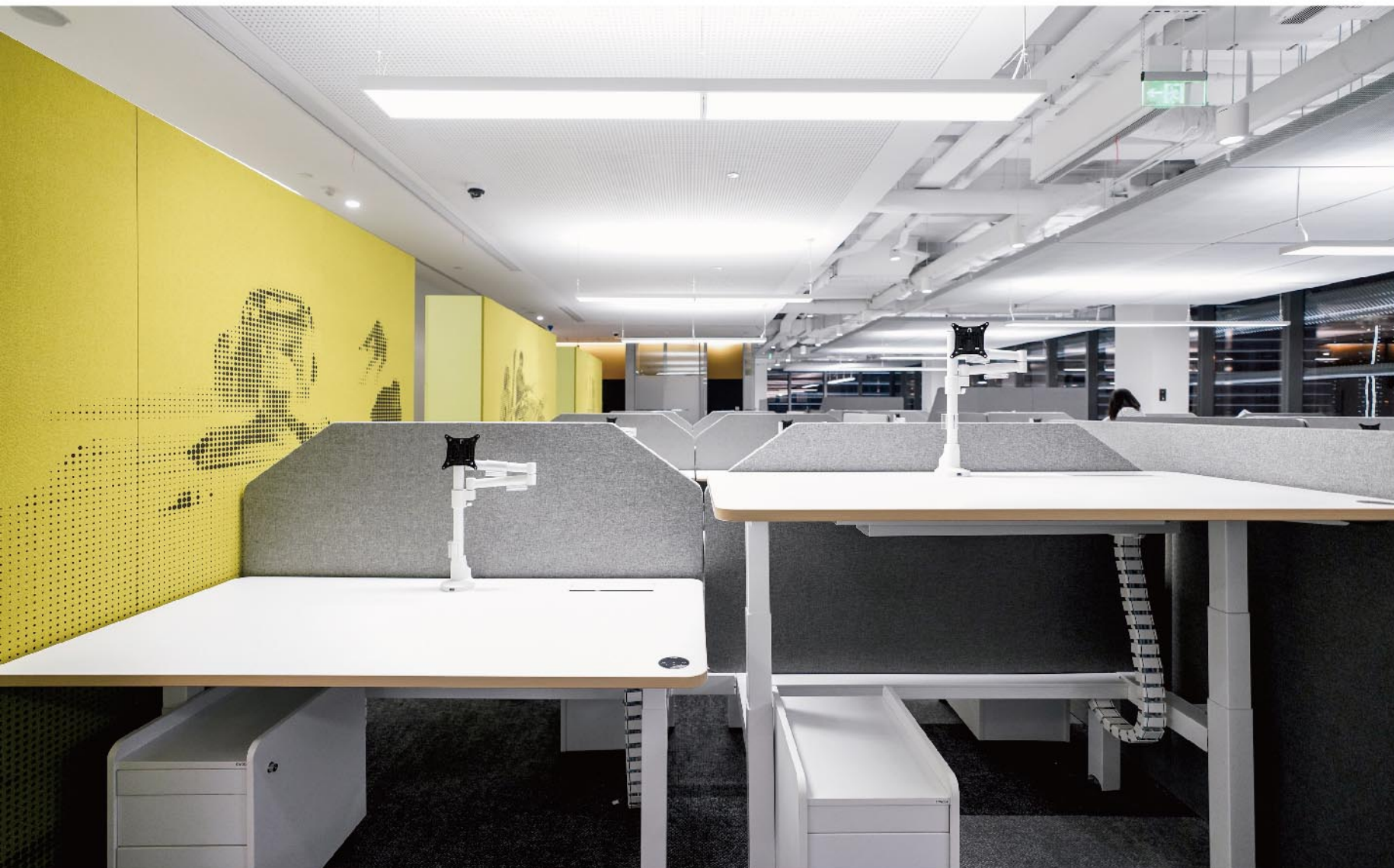
MATSU 显示器支撑臂能够灵活调节计算机屏幕高度以及用户间的距离, 从而用户能够按需求自如地调节工作姿态, 舒缓僵硬的工作状态。

MATSU display arms provide flexible height adjustment and distance adjustment. With them, users can choose the most comfortable pose they like, easing stiffness of joint and muscle.



+1





【支持集中注意力 +1 分】

WELL 认证建立在对人身心健康的提升, 在需要沟通协作的环境中, 高效率更显得尤为重要。不管是“健康办公”先行的升降桌, 还是根据需求而区分出的办公区, 都是以家具系统提升注意力的方式, 支持不同行动力的员工。

[Helping to focus +1 point]

WELL Certification puts importance on the improvement in people's mental and physical health. In an environment that requires communication, high efficiency is valuable. No matter the lifting desk featuring "healthy working", or the working area that is created based on actual demands, all solutions aim to help people to focus. All solutions provide support for employees with different tasks.

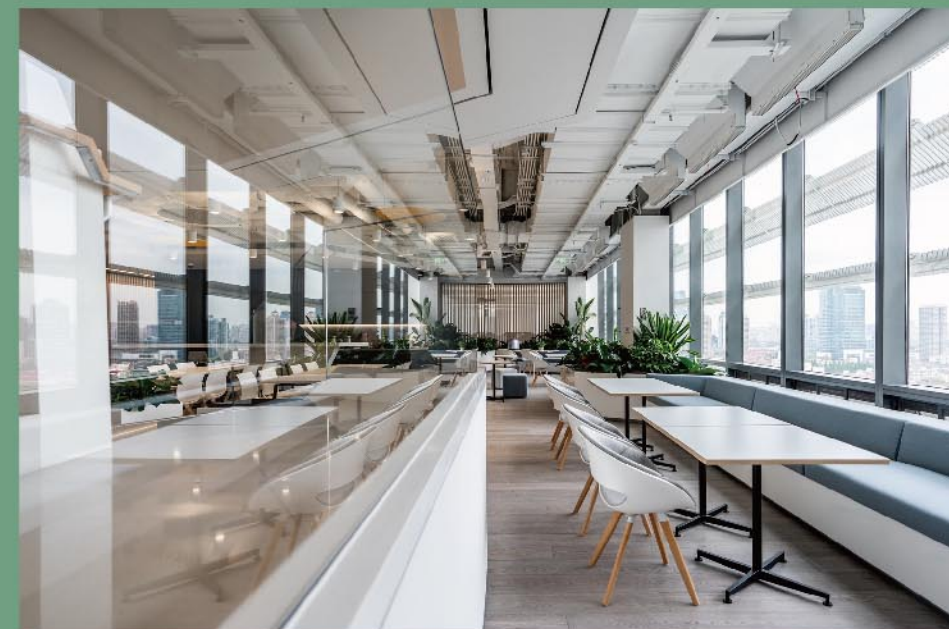


【整体空间管理 +1 分】

[Overall space management +1 point]

同时, 随处可见的绿植自然过渡成隔断, 为员工提供包容、隐私的工作空间, 员工投入状态不受打扰。

In the meantime, green plants act as partition, which helps to create an inclusive and private space for employees to focus.



# International WELL Building Institute



让每人至少拥有 0.1 立方米储物空间的个人储物柜, 能够最大限度地减少杂物堆放, 并保持一个舒适且井然有序的环境。

To enable everyone to have personal storage box of 0.1 sqm. This helps to maintain a comfortable and orderly environment.

其他加分项:

座椅的灵活性, 符合人体工程学的座椅不仅可以调节高度和深度, 自由控制的扶手和椅背角度设计更符合使用习惯。 (+1 分)

WELL 认证“以人为本”, 更简单的评价标准就是——使用空间的人不开心、健不健康、积极不积极、向上不向上……“办公室中应该有诗和远方”, 这也是为什么越来越多的企业开启“WELL 模式”的原因。

Other highlights:

Flexibility of chair. Ergonomic chair can not only allow adjustment of height and depth but also allow flexibility of arms and chair back angle, which more adapts to using habit. (+1 point)

WELL practices the idea of "centering on people", which can be interpreted in simpler way --- if users are happy, healthy, and positive ... ? "Everyone deserves a poetic future in office". That's why more companies tend to follow "WELL".







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