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MATSU
Inspiring Office Lifestyle

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SHU木

No.50
WINTER 2019
冬季刊

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MATSU, Prepared for 2020!

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| 总策划 蔡演国 | Publisher Yanguo Cai |
| 主编 易宇婷 | Editor-in-Chief Helen Yi |
| 执行主编 彭茜 | Executive editor-in-chief Qian Peng |
| 编辑 孙琪 | Editor Ice Sun |
| 平面设计 杨延思超、王琮跃 | Graphic Design Factor Yang, Landis Wang |
| 摄影师 由玛祖铭立提供 | Photographer Provide by MATSU |
| 主办 玛祖铭立集团 | Sponsor MATSU Group |
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| 2020 MATSU © | |
| 版本：20200420 印次：2000 封面纸张：240g 协茂 E 超感 内页纸张：140g 协茂 E 超感 印刷：四色印刷 | |

卷首语

Editor's Voice

请回答2020年：相信美好

早在几年前我们就在着手迎接2020年，眼看着马上来临了，心情是无比激动。这十年中，越来越多的企业和人愿意为设计、品质买单，我们则在不断分享品质背后设计的力量，并和你一起试着去读懂那些看得见却听不着的设计语言。

上一个十年，我们坚持原创研发设计出颠覆办公生活的产品。有代表液态办公的MOTU,有坐拥四项大奖的NORJD,还有更多诠释移动办公、健康办公、灵感办公的产品；
上一个十年，我们极尽全力交付的每一个项目，成就了无数个最美空间。

无论哪一端，我们都在努力地搭起舞台，和着那个叫作“世界”的节拍，让更多的人们迅速找到最佳拍档，和谐共创，在工作中找到幸福与快乐。你的工作中有着怎样值得回味的故事呢？

面对“办公生活方式”这么有趣的事情，它的未来图景仿佛浮现在眼前，离得不远，串起的都是台前美好生活、幕后勤奋工作的斑斓画面。

十年，又一个新的开始！期待2030年，2040年，更多美好。希望眼前的2020年，我们都能拥有更自由的选择权，无论你喜欢传统还是高科技，办公室给人的感觉都该更温暖更有爱！

—本刊编辑部

Answer to 2020: we believe in a better future.

Several years ago we have been preparing to welcome 2020, and now we are extremely thrilled to see that it is drawing near. During the past decade, an increasing number of enterprises and individuals have been willing to pay for good design and quality; and we have been constantly sharing the power of design behind quality, and striving to fathom out the visible but inaudible language of design with you.

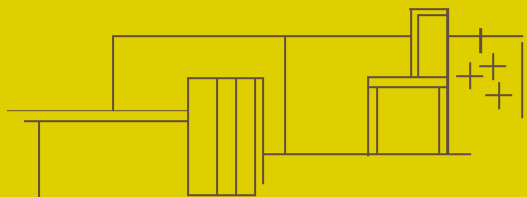
During the past decade, we have persisted in designing original products to redefine office life through research and development. For instance: MOTU, representative of liquid office; NORJD, winner of four great awards; and more products that define mobile office, healthy office and inspirational office.
During the past decade, we have done our best to deliver each project, and succeeded in creating numerous most beautiful spaces.

Whichever end it is, we have been making efforts to set up a stage, follow the rhythm of the world, and find the best partner for more people, so as to create a harmonious future and find happiness in work. What is your memorable story in work?

"Office life style" is such an interesting thing; its prospect seems to appear in front of us and not so far away—all colorful images of beautiful life on stage and hard working behind the scene.

A new decade, a fresh start! We look forward to 2030, 2040, and an even better future. As 2020 approaches, we hope we can have more freedom in choices: whether you prefer tradition or high technology, office should always make you feel more warmth and love!

冬



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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6. 中山广场 SOHO Zhongshan Plaza
7. 中建投资 CSC Investment
8. 南京正大天晴 Nanjing Chia Tai Tianqing
9. 中达 CWSI
10. 阿里巴巴 (支付宝 + 平头哥) Alibaba (Alipay S space, T-head)

走进“世界之最”，大兴机场
The World-famous Daxing Airport

“德国 iF 首座海外设计中心”在成都创想空间
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Wittmann @ imm cologne 2020



有这些, MATSU无畏2020! MATSU, PREPARED FOR 2020!

编辑: 彭茜

Editor: Chelsea Peng

图片由玛祖铭立提供

Photo provided by MATSU

2019, 对于MATSU来说,
坚实丰富!
正是这些:
坚持原创而得的每一个产品;
极尽全力交付的每一个项目;
聚能集结而办的每一场活动.
正是这些:
MATSU 10年 17件颠覆办公生活的设计; 
MATSU 2019 TOP 10 最美空间; 
MATSU 2019 TOP 10 最美时刻
.....

这些, 累计印记的每一个数字, 脚踏实地的每一步
让MATSU, 无畏未来

在战“疫”来临之时, 为其所应为, 展现真实的力量, 才是无畏!
I'm only brave when I have to be. being brave doesn't mean you go looking for trouble.

For MATSU, 2019 is
Steady and fruitful.
It is for:
Each product achieved with insistence on originality;
Each project delivered with full efforts; and
Each event held with concentrated efforts.
It is for:
17 office Life-changing designs of MATSU in a decade;
TOP 10 space of MATSU in 2019; and
TOP 10 moments of MATSU in 2019
.....

Each of these accumulated numbers and footprints
Makes MATSU fearless of the future.

无 畏

MATSU 2019 TOP 10 最美时刻 TOP 10 MOMENTS OF MATSU 2019 EVENTS

在过去的一年中, MATSU也在不停的突破自我, 参与合作了很多办公、设计等专业领域的活动, 将前沿趋势更新于产品中, 更好的服务客户。

In the past decade, MATSU also continued to make breakthroughs, through participation and cooperation in events of many professional fields such as office and design and the application of cutting-edge fashion in its latest products, to serve its clients even better.

MATSU

04-05

JANUARY
10



1月19日, 2019野出位傲世盛典
January 10: 2019 "Standout Wildness" Annual Meeting

2019年伊始, MATSU“野出位”年会盛启, 于悠然溪谷中, 古典与现代的碰撞热烈又余味无穷。在传统村落建筑中唤醒灵感, 一餐纸火锅让美味留存舌尖, 与都市不一样的环境点燃MATSU人全新一年的昂扬斗志。

At the beginning of 2019, the "Standout Wildness" annual meeting of MATSU was activated in a carefree and leisurely gully, with a vehement yet lingering collision between old fashion and modern times. Inspiration is awakened in traditional village architecture, while the delicious taste of paper hotpot stills lingers on the tip of tongue. An environment distinct from metropolis has lighted up the fighting spirit of MATSU people in the upcoming year.

MARCH
06



3月6日, 设计上海
March 6: Design in Shanghai

酷黑展位延续展厅基调, 多元化且多彩的家具既各具生命特色又融合统一。台湾设计师Kate的艺术装置作品Wings振翅在展会现场人气爆棚; 新品unit还未上市就一举摘得“Design Shanghai Picks”大奖。

The all-black booth of MATSU continues the keynote of its showroom. The pluralistic and colorful furniture of MATSU each has its unique vitality and characteristics and together constitute a unified whole. Wings, the artistic installation by Taiwanese designer Kate Chung, was extremely popular at the fair; and the new product Unit won the Design Shanghai Picks Award even before its launch.

MARCH
14



3月14日, 梦想生活方式展
March 14: Ideal Home Show

2019梦想生活方式展, MATSU以书房为空间场景, 分别展示了各种书房中的lifestyle, 主张“生活”+“学习”的理想状态。

In the 2019 Ideal Home Show, with study as the setting, MATSU displayed various lifestyles in a study, advocating the ideal status of "life"+"study."

JULY
25



7月25日, MATSU& dakids&策集"夏日幻境" 展览
July 25: "Summer Dreamland" Exhibition by MATSU&dakids&CUUNION

MATSU与全新创新儿童生活方式平台da kids合作, 打造特展“夏日幻境”, 以国外传统民俗设计师的理念装点灵感, 呼唤全新的生活方式。MATSU联合台湾新锐设计师Kate Chung推出的艺术装置Wings振翅登场, 以小巧身姿为展览带来舞动的轻盈美好。

Through cooperation between MATSU and "dakids" the whole-new kids lifestyle platform, the special exhibition "Summer Dreamland" was created, decorating inspiration with the vision of foreign traditional folk artists and calling for a brand-new lifestyle. The artistic installation "Wings", which was launched by MATSU and cutting-edge Taiwanese designer Kate Chung, displayed the lightness and beauty of swaying with its small and exquisite body.

MAY
17

UNIT+MORSE “众放” 新品发布会



MATSU专业性得到业内人士的肯定, 最热设计平台设计宇宙、“设计界圣经”《卷宗Wallpaper*》先后深度专访MATSU创始人蔡演国先生, 为“民族家具品牌”发声。

The professionalism of MATSU has been affirmed by industry insiders. Mr. Cai Yanguo, the Founder of MATSU, spoke up for "national furniture brand" when interviewed successively in great depth by the hottest design platform Designverse, and the "Bible" of design industry 《Wallpaper*》.



栩栩华生、《卷宗 Wallpaper*》总编辑 冯楚轩

中法手舞艺术家 Sadeck Waff 和杨卓安以手舞展示“和谐众创”, 在“together we bloom”的欢呼中, unit + morse 系统工作位首发亮相。

Chinese and French hand dancing artists Sadeck Waff and Yang Zhuoan together demonstrated "harmonious crowd innovation" through hand dancing. Amid the cheers "together we bloom", the working station system Unit + Morse made its debut.

Unit+Morse “Together We Bloom” New Product Release

06-07



成都iF设计中心

JULY
25



7月25日, 联动BIM、宾大校友会等深入地产新命题
July 25: Cooperation with BIM and UPenn Alumni Association to Delve into New Focus of Real Estate

区域联合引导地产科技创新革命, 很多行业都随之联动, MATSU一直对此保持敏锐捕捉力。以此为契机, MATSU多次联合shanghaiBIM、宾大校友会等组织机构, 邀请众多行业内大咖深度剖析, 解读创新型趋势。

District consociation guides the innovation and revolution of real estate technology, and creates a chain reaction in many industries, which MATSU has been very observant to notice. Taking this opportunity, MATSU has cooperated with institutions and organizations such as Shanghai BIM and the alumni association of the University of Pennsylvania on many occasions, and invited many industry insiders with great influence to analyze and interpret the innovative trend in depth.

AUGUST
29



8月29日, iDA&AIA“可持续办公空间设计策略”
August 29: “Sustainable Office Design Strategies” by iDA&AIA

2019年8月29日晚, iDA Workplace+Strategy与AIA(美国建筑师协会)联合举办的“Sustainable Office Design Strategies(可持续办公空间设计策略)”分享会在MATSU上海旗舰店举办。来自iDA、JCK Acoustics的嘉宾在现场分享“为什么基于ABW(Activity Based Working)的工作场所是可持续性的”。

In the evening of August 29, 2019, the “Sustainable Office Design Strategies” sharing session by iDA Workplace + Strategy was held in the Shanghai flagship shop of MATSU. During the session, guests from iDA and JCK Acoustics shared their thoughts about “why workplaces based on ABW (Activity Based Working) are sustainable.”

NOVEMBER
15



11月15日, AIA IR上海会议“中国——新现实”
November 15: AIA International Region Conference Shanghai “China—New Reality”

2019年AIA(美国建筑师协会)IR(国际区域)上海会议, 以“中国——新现实”为主题, 以中国城市发展着眼, 从智能科技等多角度, 阐释这些变化将如何影响人们的生活, 以及建筑环境的方方面面。

With the theme of “China—New Reality”, AIA International Region 2019 Conference Shanghai cast the spotlight on the development of Chinese cities, and explained how these changes would influence people's life and every aspect of architectural environment from multiple perspectives including intelligent technology.

DECEMBER
21



12月21日, Alexander Wang"王的黑金"潮流盛宴
December 21: “Black & Gold of King” by MATSU @ Alexander Wang

麦当劳 x Alexander Wang联名系列产品“王的黑金”强势出圈。12月21日, “王的黑金”潮流盛宴在上海开启, 现场以Alexander Wang钟爱的“黑”与代表麦当劳的“金”为基调, 制造极具“黑金”潮流感的主题厨房。MATSU的热门产品Volpino休闲椅也在现场助力这场潮流盛宴, 营造极具氛围感的休闲空间。

“Black Et Gold of King” by MacDonald'sxAlexander Wang made its debut on December 21 in Shanghai. With black (the favorable color of Alexander Wang) and gold (the representative color of MacDonald's) as the keynote, an extremely fashionable “black Et gold” themed kitchen was created at the site. Volpino leisure chair—one of MATSU's popular products—also participated in this fashion banquet by creating a perfect atmosphere of leisure.

DECEMBER
26



12月26日, 成都iF设计中心设计师沙龙
December 26: Design Salon at IF Chengdu Design Center

MATSU四川团队在成都iF设计中心设计举办“Welcome to MATSU”设计沙龙活动, 优秀设计师们聚集于此, 一起分享了MATSU优秀设计作品以及荣获iF设计的产品, 并展望2020设计趋势。

The Sichuan team of MATSU staged the “Welcome to MATSU” design salon at IF Chengdu Design Center, where outstanding designers gathered to share MATSU's excellent design products and IF Award-winning products, and looked ahead to the design trend of 2020.

己亥末，庚子春，
荆楚大疫，染者数万，
众惶恐，举国防，皆闭户，
街无车舟，万巷空寂。

然外狼亦动，垂涎而候。
幸龙魂不死，风雨而立。
医无私，警无畏，万民同心。
月余，终胜，疫除。

此后百年，国泰民安。

2020，战“疫”当前
在中国众志成城之时
MATSU人，也将万众一心
更加坚定的书写这些数字
用一个个真实的印记给予市场坚实的拥抱
在这个特殊的时期
当仁不让！势必终胜！

2020, facing the battle
As China is united and strong as a fortress,
MATSU people are also of one heart and one mind,
And write down these numbers even more firmly.
We give the market a solid hug with our truest imprints.
During these special days,
Make a difference! Together we will win!



23 YEARS
20+ DESIGNERS

150+ PRODUCTS
20000+ PROJECTS

MATSU2020预告

- 01.深圳国际家居展
- 02.中国(广州)国际家居博览会
- 03.设计上海
- 04.深圳展示中心开幕
- 05.与阿里巴巴、通用汽车等签订框架协议
-

COMING SOON

- 🔗 Link: MATSU 10年 17件颠覆办公生活的设计, 详见本期本栏目P20
17 Office Life-changing Designs of MATSU in a Decade (see this column of the current issue P20)
- 🔗 Link: MATSU 2019 TOP 10 最美空间, 详见本期析栏目P36
TOP 10 Space of MATSU in 2019 (see this column of the current issue P36)





AIA IR年度会议, 聚焦“中国新现实”

AIA IR ANNUAL CONFERENCE: FOCUS ON“NEW REALITY OF CHINA”

编辑: 孙琪 Editor: Ice Sun 图片由玛祖铭立提供 Photo provided by AIA Shang Hai & MATSU



MATSU玛祖铭立与AIA上海长期以来以保持较为密切的合作, 在激发更具有创造性的生活方式方面, 两方不谋而合。不管是沙龙活动, 还是会议议程, MATSU高品质家具都为现场提供舒适的氛围环境。

MATSU has been a close partner with AIA Shanghai for a long time. In the respect of stimulating more creative lifestyles, MATSU and AIA Shanghai happen to share the same view. Whether salon activities or conference agenda, with its high-quality furniture, MATSU always provides a cozy atmosphere and comfortable environment on site.

继京都、多伦多、布拉格与新加坡后, 美国建筑师协会(AIA)国际地区年度会议终于在今年来到了上海。
2019年11月15日至17日, 美国建筑师协会国际区域—2019年上海会议, 在上海浦东文华东方酒店举行, MATSU玛祖铭立作为大会合作伙伴参与了此次会议。

After Kyoto, Toronto, Prague and Singapore, it is finally the turn for Shanghai to host the American Institute of Architects (AIA) International Region Annual Conference this year. American Institute of Architects International Region 2019 Shanghai Conference was held between November 11-15, 2019 at Mandarin Oriental Hotel, Pudong, Shanghai. MATSU attended this conference as a partner.



2019年AIA IR上海会议, 以“中国——新现实”为主题, 吸引了来自世界25个国家和地区的200多名建筑师精英。

At the 2019 AIA IR Shanghai Conference, surrounding the theme of “China—New Reality”, the over 200 architects and guests present cast the spotlight on the development of Chinese cities.

与会人员旨在将目光聚集中国城市发展, 从流行文化、政策法规、智能科技等多角度, 阐释这些变化将如何影响人们的生活, 以及建筑环境的方方面面, 为建筑设计界提供了一次别具意义的学习交流环境与增进业界联结的机会。

Architects explained how the changes in pop culture, policies and regulations, intelligent technology, etc. would influence people's life as well as every aspect of the architectural environment, thus providing a special environment for architects to learn from and exchange with each other and an opportunity to promote bonding within the industry.



AIA金奖一直被看做是“美国建筑界的最高荣誉”, 表彰对建筑的理论和实践有持久影响的建筑师 (无论健在或已故)。Louis I. Kahn(1971年)、贝聿铭(1979年)、Thom Mayne(2013年)、Robert Venturi(2016年)等建筑大师都曾被授予过AIA 金奖。

AIA Gold Medal is to commend architects (whether living or deceased) with a lasting influence on the theory and practice of architecture, and has always been regarded as the “highest honor awarded in the United States for architecture.” Master architects including Louis I. Kahn (1971), Ieoh Ming Pei (1979), Thom Mayne (2013) and Robert Venturi (2016) have all been awarded Gold Medal.

作为建筑行业专业性组织, AIA为这个行业发掘了无数开端, 创造了全新的意识理念, 而在未来, 期待这些造梦的建筑师们为人类构建出更美好的世界。

As a professional organization of the architecture industry, AIA has explored countless beginnings and shaped whole-new ideological concepts for this industry. In the future, let's look forward to a better world for the mankind built by these dream makers of architects.



美国建筑师协会国际地区主席Thierry Paret在欢迎词中将这次会议称为“建筑师们的年度聚会”。的确, 从1857年成立至今, AIA早已变成得到建筑设计师们认证的国际性专业组织。

Thierry Paret, President of AIA International Region, referred to this conference as the “annual gathering of architects” in his welcoming speech. As a matter of fact, since its establishment in 1857 till today, AIA has become an international professional association certified by architects.

在AIA成立之前, 对于“建筑师”这个职业没有很明确的定义, 更没有相关的资质保障, 没有人敢宣称自己是建筑师。AIA为建筑师提供权益保护和专业技能支持的同时, 还积极关注行业内发展并领先行业内容的发布, 为社会福祉提供保障。

Before the establishments of AIA, the occupation “architect” has no clear definition, let alone relevant qualification guarantee, and no one dared to claim to be an architect. In addition to protecting the rights and interests of architects and providing support in professional skills, AIA also pays close attention to industry development and takes the lead in publishing industry content, to provide guarantee for social welfare.

AIA 一直也在关注并支持建筑行业领域的杰出个人或者组织, 分设了多个奖项, 为这些行业翘楚颁发荣誉, 其中最值得一提的是当属 AIA 金奖。

AIA has always been paying close attention to and supporting outstanding individuals or organizations in the field of architecture, and awarding various prizes to the best of the industry, among which the most noteworthy is AIA Gold Medal.



斩获

“German Design Award 2020”

新品Convo前来报道

New Arrival: Convo, Winner of German Design Award 2020

编辑：孙琪

Editor: Ice Sun

图片由 RENZ 提供

Photo provided by RENZ



“独特的铝制桌脚形状”是Convo斩获German Design Award的重要原因。“特别的桌脚形状渲染高级感的氛围，任何的桌面材料与颜色都不会与桌脚产生冲突，营造一种亘古的优雅美感，”评审会的颁奖词如是解释道。

The “unique shape of aluminum table foot” is an importance reason why Convo can score the German Design Award. “The special shape of table foot plays up a high-class atmosphere; regardless of material and color, the tabletop could never conflict with the table foot, which creates an unprecedented sense of elegance and beauty,” said the award words at the review meeting.



↑ 设计师 Jehs + Laub

Conovo的桌面深度从90到150cm不等，形状、大小、饰面可据空间需求选配。超薄切面让Convo风显优雅，可选配毛毡之下线槽与挡板，安装无需任何工具，实用便捷。无论是开放式或封闭式会议空间，Convo都能为交流沟通者创造激发灵动的空间。

Convo's table depths from 90 up to 150 cm as well as its various table top shapes and surfaces allow it to flexibly adapt to rooms and requirements; the beveled edge adds to Convo's elegance. Spacious cable channels and modesty panels, both made out of felt, are optionally available and require no tools to assemble. Whether as a single desk, a spacious boat shaped table, or an open or closed conference system – Convo will spark communication wherever it stands.

Convo会议桌系统来自于设计师Jehs+Laub之手，旨在为企业的沟通需求提供渠道。**Convo特别的桌面形状使得人们总是比肩而坐而不感触碰**，不管是出于会议还是其他工作需求，都能让人们近距离面对面交流，提高沟通效率。

This conference table system is designed by Jehs + Laub, and is intended to provide a channel for the communication need of enterprise. The special shape of Convo's tabletop enables people to sit down side by side without bumping into each other. Whether for conference or other purposes at work, Convo can always improve communication efficiency by helping people to communicate face to face.



近期，German Design Award 2020获奖者新鲜出炉，MATSU合作伙伴RENZ的Convo会议桌系统荣获了“优秀产品设计—办公家具”类别大奖。

In 2020, Convo—the conference table system by RENZ (MATSU's cooperation partner)—has won the German Design Award in the category of “Excellent Product Design: Office Furniture.”



MATSU 2020 年会 扬帆卓越, 撼世起航

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

2020 年 1 月 13 日, “MATSU2020, 扬帆卓越”撼世盛典开启, MATSU 人乘着“水晶公主号”盛装起航, 伴随着黄浦江沿岸旖旎风光, 满载惊喜尽兴而归。

On January 13, 2020, the grand ceremony of “MATSU 2020: Setting Sail with Excellence” opened. With MATSU’s people abroad, the splendidly decorated “Crystal Princess” set sail, along the Huangpu River with exquisite scenery, and returned full of surprises and delighted memories.



作为黄浦江上的第一五星级游轮, “水晶公主号”往返于杨浦、南浦、卢浦三座大桥之间。其室内设计的灵感来源于电影《了不起的盖茨比》, 金属屏风、大理石拼花地板、镶嵌玻璃等设计元素演绎视觉冲撞, 打造别具一格的 Art Deco 风格。

As the first five-star cruise on the Huangpu River, “Crystal Princess” sails between Yangpu, Nanpu and Lupu Bridge. Its interior design is inspired by the film “The Great Gatsby”—a unique Art Deco style created by a visual clash of design elements including metal screen, marble block floor and panel glass.



MATSU 2020 ANNUAL MEETING



Chapter One. Setting Sail 第一篇章 扬帆起航

码头颜值担当“水晶公主号”璀璨沿江摩登建筑群, 当 MATSU 时髦精们登上游轮, “Drama Friends”惊艳亮相, 为浦江夜景带来欢愉声浪。

As the most eye-catching sight at the pier, the radiance of “Crystal Princess” lighted up the modern architectural complex along the river. As MATSU’s fashion icons boarded the cruise, the impressive debut of “Drama Friends” aroused pleasant clamor amid the nightscape of Huangpu River.

“Drama Friends”着装大赛结束后, 时髦精们“化身”MATSU船员集结, 一杯新酒祝扬帆, 一起为2020干杯! 晚宴同时, 乌克兰乐队倾情献唱, live band带来一级视听体验, 歌声入耳, 美食美景伴同行。

After the costume contest “Drama Friends” was over, fashion icons transformed themselves into sailors, to toast MATSU’s setting sail and cheer for 2020. During the banquet, the performance of Ukrainian band offered an enjoyable audio-visual experience, to accompany enchanting scenery and delicious food with beautiful music.

Chapter Two. Riding the Wind 第二篇章 乘风破浪



晚宴结束后, MATSU船员整装出发, 不仅带来了多样的才艺表演, 还进行了多种考验团队合作、凝聚力的游戏。同时, “Drama Friends”着装大赛评选结果也于现场揭晓, “MATSU时髦精”实至名归。

After the banquet, MATSU sailors not only brought diverse talent shows, but also engaged in numerous games testing team cooperation and cohesiveness. Meanwhile, the results of “Drama Friends” costume contest were out. “MATSU fashion icons” truly deserved their reputation.

Chapter Three. Competition on the Waves 第三篇章 千帆竞发

SETTING SAIL WITH EXCELLENCE

2020

MATSU创始人兼总裁蔡演国先生携MATSU、众放等各团队leader举杯祝言, 以扬帆卓越之心, 迎接具有更多可能性的2020。

Mr. Cai Yanguo, Founder and President of MATSU, and team leaders of MATSU and “Together We Bloom” raised their glasses to toast and embrace 2020 with even more possibilities in the spirit of setting sail with excellence.

“水晶公主号”的航程往来于黄浦江, 而 MATSU 的航程从来只以下一个目标丈量。在未来这个宏大的航行图里, MATSU 已蓄势待发, 2020, 扬帆卓越!

The voyage of “Crystal Princess” is limited to Huangpu River, but the voyage of MATSU can only be measured by its next goal. MATSU is now ready for its future voyage. Setting sail with excellence in 2020!



2019年圣诞节前夕，“王的黑金”潮流盛宴在上海开启，当热爱美食又乐于分享的Alexander Wang与全球代表性的美食品牌麦当劳相遇，会碰撞出怎样的潮流火花呢？

On the Christmas Eve of 2019, the feast of fashion "Black & Gold of King" opened in Shanghai. When gourmet Alexander Wang who likes to share meets MacDonald's the global representative gourmet brand, what kind of inspiration will be sparked off?

MATSU @ ALEXANDER WANG

“王的黑金”潮流盛宴

“BLACK & GOLD OF KING” BY MATSU @ ALEXANDER WANG



编辑：孙琪 图片由迅驰时尚提供 Editor: Ice Sun Photo provided by Sunchi ↑ Alexander Wang X 麦当劳中国联名产品

WANG



活动现场以Alexander Wang钟爱的“黑”与代表麦当劳的“金”为基调，制造极具“黑金”潮流感的主题厨房。MATSU的热门产品Volpino休闲椅也在现场助力这场潮流盛宴，营造极具氛围感的休闲空间。

With black (the favorable color of Alexander Wang) and gold (the representative color of MacDonald's) as the keynote, an extremely fashionable "black & gold" themed kitchen was created at the site. Volpino leisure chair—one of MATSU's popular products—also participated in this fashion banquet by creating a perfect atmosphere of leisure.



为了贴合“年轻人潮流聚集地”的活动概念，现场设置了很多互动装置：360度环绕拍摄、CMYK成像、抓娃娃机……各路潮咖、时尚媒体、KOL等纷纷加入，酣畅“王的黑金”潮流盛宴。

To line with the purpose of "for fashionable young people", many interactive installations were set up at the site: 360° camera, CMYK imaging, crane machine... Various trendsetters, the fashion media and KOLs participated in the feast of fashion, and enjoyed themselves to their heart's content.



MATSU @da kids

开启秘境探险

“FAIRYLAND EXPLORATION” BY MATSU @DA KIDS

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



MATSU携手儿童生活方式平台da kids打造特展，这场呼唤全新生活方式的“秘境探险”在巨鹿路历史老建筑中焕彩映现。

Through cooperation between MATSU and kids lifestyle platform "dakids", "Fairyland Exploration", a special exhibition calling for a brand-new lifestyle, opened in a historic building on Julu Road.



The artistic installation "Wings", which was launched by MATSU and cutting-edge Taiwanese designer Kate Chung, displayed the lightness and beauty of swaying with its small and exquisite body. The design was inspired by the wings of an ancient wooden toy. The "wings" made with cloth through handwork built a paradise for childish hearts at the site.

此次展览由 CUUNION 策辑策展，意为向民俗艺术家 Alexander Girard 致敬，重现民俗艺术（Folk Art）的创造灵感。现场有很多充满童趣的插画、摆件与艺术装置，都在极力构筑神秘的“夏日幻境”。

This exhibition was intended to salute folk artist Alexander Girard, and reenact the creative inspiration of folk art. The site was filled with illustrations, ornaments and artistic installations of childish delight, all striving to construct a mysterious "summer dreamland."



MATSU 联合台湾新锐设计师 Kate Chung 推出的艺术装置 Wings 振翅登场，以小巧身姿为展览带来舞动的轻盈美好。设计灵感来源于古老的木玩具的 Wings 振翅，用手工打布的“翅膀”在现场为童心筑建了一片栖息乐园。

10年 颠覆办公生活的 17个设计

17 OFFICE LIFE-CHANGING DESIGNS OF 2010

编辑: 彭茜 孙琪 Editor: Chelsea Peng Ice Sun 图片由玛祖铭立提供 Photo provided by MATSU & KUSCH+CO & NIMBUS

2010 → 2019

按钮机械手机
Cellphone with mechanical buttons
快递
Express delivery
约剧
Watching TV together
医院
Hospital

开放工位
Open cubicle
CBD打卡
CBD clock-punching

办公行业也在发生着变革
The transformation of office industry was also happening

2010-2019 MATSU 十年

During the decade from 2010-2019,
从这17件设计作品
With 17 design works,
超越自己, 颠覆办公生活。
MATSU surpassed itself and revolutionized office life.
一起出征!
Let's take the field together!

全屏智能手机
Smartphone with full screen
菜鸟驿站
Cainiao smart lockers
弹幕互聊
Bullet comment
网络义诊
Online free clinic

液态办公
Liquid office
HOME OFFICE
Home office

2010年中国成功举办世博会, MATSU合作伙伴座椅被选于德国馆使用。

同年, MATSU合作伙伴Kusch+Co推出Uni_verso休闲椅、Renz推出Star班台, 十年来为众多企业首选, 成为“品质+外观”双A的经典产品。



In 2010 the World Exposition was hosted in China successfully, and the seat by MATSU's cooperation partner was chosen for use in the Germany Pavilion.

In the same year, MATSU's cooperation partners Kusch+Co and Renz launched Uni_verso leisure chair and Star executive desk respectively, which had been the first choice of numerous enterprises in the past decade, and become classic products with top-class quality and appearance.

EXPO

德国品质集成宇宙的 UNI_VERSO Uni_verso, Universe of German Quality



01

Uni_verso 休闲椅 Uni_verso Leisure Chair

🔗 Link: Uni_verso抗菌产品系列P31
More info of antibacterial uni_verso series (see this column of the current issue P31)

Uni_verso拉丁语意为“宇宙”, 不同椅脚、椅座的选择搭配百变造型, 千变万化。德国原装进口椅壳, 塑胶化学巨头巴斯夫合作研制, 达医用抗菌要求。

Uni_verso is a Latin word meaning "universe." With different leg-seat combinations, this chair is infinite in variety. Its Germany imported shell is developed through cooperation with plastic chemical giant BASF and meets medical anti-bacterial requirements.

20-21

02 Star 班台 Star Executive Desk

科学收纳空间, 让办公室保持整洁高效。
Its scientific storage place keeps the office clean, tidy and efficient.

荣膺“红点奖”的Star班台, 树状结构稳固且轻盈。
Start executive desk, the Red Dot Award winner, is both stable and lightweight with its tree structure.

直击“红点奖”的SUPER STAR



Super Star,
Red Dot Award Winner

03 Njord休闲椅 Njord Leisure Chair

2011年, 毛毡在中国刚开始流行, 广泛应用于包包, 手工艺中。
而在家具行业中却罕见。

In 2011, felt came into fashion in China, and was widely used in handbags and handicrafts. However, it was still rare to be seen in the furniture industry.

“圣杯”造型的Njord座椅自推出以来, 以荣获红点奖、IF奖、AIT Innovation Awards、Interior Innovation Awards 四项国际大奖。

Since its launch, the "holy grail" styled Njord chair has won four international awards: Red Dot Award, IF Award, AIT Innovation Award and Interior Innovation Award.

毛毡一体椅背, 韧性极佳, 兼顾整体稳固性和支撑性, 给予完美的背部支撑体验。毛毡具有可吸音和耐脏、耐磨特质

The chair back integrated with felt is both stable and supportive with excellent tenacity, and provides perfect back support experience.

四项大奖收入囊中, 优秀如NJORD Njord, Winner of Four Great Awards



2011

04 Volpino 休闲椅 Volpino Leisure Chair

木脚、金属脚……统一接口, 更换不同椅脚, 适应多种空间需求。

Wooden legs, metal legs... uniform joint with replaceable chair legs of various materials to suit the needs of different space.

97%材料可被分解和回收使用, Volpino将环保贯彻到底。

97% its materials are degradable and recyclable. Volpino is a constant environmentalist.



来自MATSU 90%客户的选择VOLPINO Volpino, Choice of 90% of MATSU's Clients

2012

05 Singlax 模块沙发 Singlax Modular Sofa

2012年微信公众号发布, 在这个星球上, 所有孤星都将与世界相连。这是继微博开启自媒体时代后, 新型社交营销方式。一年后, MATSU微信公众号与新浪微博成立。



In 2012 WeChat released its new public account function. On this planet, all loners are going to be connected with the world—a new mode of social marketing since Weibo ushered in the era of We Media. The next year, MATSU opened its WeChat public account and Sina Weibo account.



北京今日美术馆 Beijing Today Art Museum

这一年, MATSU推出了自主研发产品——Singlax模块沙发和山水班台(礼、智、仁)系列, 以国际视野茁壮本土办公家具市场。

Singlax轻盈有型, 100%高密度海绵填充, 无木框结构, 金属框将沙发固定其中, 加固自由组合, 随需而变。

This year, MATSU launched its self-developed products—Singlax modular sofa and Landscape executive desk series (Li, Zhi, Ren), to boost the local office furniture market with international vision.

The lightweight and stylish Singlax sofa is stuffed with 100% high-density foam and characterized by the absence of wooden-frame structure. The sofas are surrounded by a metal frame, and can be transformed into different combinations as needed.

Singlax, 入驻美术馆的实力 Singlax, Museum-worthy Sofa

06 山水系列班台 Landscape Executive Desk Series



山水之间有“仁”有“义”
“Ren” (Benevolence) and “Yi” (Righteousness) between Landscapes

山水系列, 分为:仁、智、礼

The landscape series are divided into Ren (benevolence), Zhi (intelligence) and Li (principles).

礼班台, 前挡板舍半取满, 彰显礼度

Li executive desk: full-height front fender demonstrates principles.

智班台, 皮饰压纹, 传递独特智慧气质

Zhi executive desk: embossed leather conveys unique wisdom.

仁班台, 台面四角翘案, 镂空格栅造型, 体现山水之静, 刚柔并济。

Ren executive desk: evened flanges and hollowed-out bars embody the tranquility of landscape

2013

07 São Paulo 人体工学椅 São Paulo Ergonomic Chair

2013年12月, 随着4G时代的到来, 支付宝成为全球最大的移动支付公司。两年后, 天猫双11移动端成交量以68%的占比超过PC端。移动互联网应用与相关产业迎来新高潮。

December 2013, with the advent of 4G era, Alipay became the world's largest mobile payment company. Two years later, the 11/11 turnover of Tmall on mobile exceeded the turnover on PC, thus ushering in a new climax of Mobile Internet applications and related industries.

一经推出, 便荣获FIRA 最佳人体工学大奖。

São Paulo won the FIRA International Ergonomics Excellence Award upon its launch.

4G浪潮下的中国, MATSU在行业率先提出移动办公理念, 盛启M-office 移动办公体验中心, 并推出适应移动办公(共享办公)的自主研发产品:X沙发、Wings隔断沙发等。

With China swept over by the 4G waves, MATSU took the lead in proposing the idea of mobile office by launching the M-office mobile office experience center and promoting its self-developed products for mobile working (co-working): X sofa, Wings partition sofa, etc.

舍弃繁复的操控和冗余的配件, 将操作机关整合, 并全隐藏于底盘中, “极简”且富有力量。

parts, and hides integrated operating mechanism under the base.



São Paulo与第一把人体工学椅, 同享FIRA大奖 São Paulo the First Ergonomic Chair, Winner of FIRA Award

08

X 沙发 X Sofa

聚散“趣”直, X沙发以直线为元素, 边线互相呼应, 张力十足。

Featuring straight lines and full of tension, X sofa has an interesting design with lines echoing each other.

不论是正式还是非正式的场景, X 沙发的多面都让沟通更加灵活。

The multi-faceted X sofa renders communication more flexible in both formal and informal settings.



09

Wings 隔断沙发 Wings Partition Sofa

OFFICE中的“舒适圈”“双翼”式结构, "Dual-wing" structure, the "comfort zone" in office.

在开放式空间, 沙发也可以成为私密“隔间”
Sofa can be a private "booth" even in an open space.



10

Sono 班台 Sono Executive Desk



铝制支撑架“简”而有力, 赋予Sono班台现代、轻盈之感。桌面高度可调, 轻松转换办公模式。

The "minimal" yet powerful aluminum support frame endows Sono executive desk with a sense of modernity and lightness. Adjustable top height enables easy transformation of office mode.

拥抱ZEN缓解焦虑 More Zen, Less Anxiety



保时捷上海总部
Porsche Shanghai Headquarters

2014年,“佛系青年”在日本提出,随后中国也开始流行“保温杯枸杞”。
In 2014, the concept "Buddhist youth" was proposed in Japan, following which "wolfberry in thermal bottle" became a fashion in China.

在这个焦虑的时代, MATSU开发出圆润的佛系沙发ZEN。
For the era of anxiety, MATSU developed the round-edge "Buddhist sofa"—ZEN.

Zen汉译为“禅”,以中国禅道中会意式的表达方法道出“禅意”:一款最纯粹的沙发,隐去工作中的繁忙疲倦。

"Zen" refers to Buddhist mood, which is expressed pictographically in the Chinese way of Zen: a pure sofa eliminates busyness and fatigue from work.

12 ARN 休闲椅 ARN Leisure Chair



据KUSCH+CO第一张座椅,设计
经典再现,获"2016 German Design Award",
可持续性极强的木材、塑胶适配人体工学、
铝制椅腿更可支撑高达150公斤的重量。
内部波纹结构,椅座上部顶盖,抗变形的箱式结构,
保持ARN最佳的静态稳定。

Designed based on the first chair of KUSCH+CO
Classic reenacted, winner of 2016 German Design Award
Wood and plastic of great sustainability matched with
ergonomic aluminum chair legs can support up to 150kg.
Corrugated internal structure, top on the upper portion of
seat, and distortion-resistant box-type structure maintain the
optimal static stability of ARN.



2014

11 Zen 沙发 Zen Sofa



13 Ginko 休闲椅 Ginko Leisure Chair

优雅小叶子, MATSU原生力,
一体成型的椅背、椅座,弧形如同银杏叶片。
自然而然裹卷般的姿态。
优雅弧线,转角处略带锋芒,
象征MATSU优雅的不息生命力。

An elegant leaf, the primitive strength of MATSU.
The curve of all-in-one chair resembles ginkgo leaf.
Its natural curvy posture, elegant arc and slightly sharp corners
symbolize the graceful and endless vitality of MATSU.

14 Roxxane Leggera 无线照明 Roxxane Leggera Wireless Lighting

2016年,苹果apple airpods无线耳机上市,小巧的身形,提升了“移动办公与生活”品质。
In 2016, Apple launched AirPods. This small and exquisite device improved the quality of "mobile office and life."

同年, MATSU合作伙伴Nimbus推出无线照明灯具Roxxane Leggera,促进移动时代。
In the same year, MATSU's cooperation partner Nimbus launched wireless lighting fixture Roxxane Leggera, to
advance the mobile era.

无线照明革命者 Revolutionist of Wireless Lighting



重量仅在1150-1500g,
长达100h的可更换锂电池是最佳续航伙伴。
磁性充电球,
不用弯腰,即可充电。
Roxxane Leggera配有USB接口,
灯具也可可是多面工具。

Only 1150-1500g in weight, the replaceable lithium battery
lasting up to 100h is your best companion.
Magnetic charger ball saves the trouble of bending down.
Roxxane Leggera is also equipped with USB interface.
A lamp can be a versatile tool.

2015

15年初,人大首次提出“互联网+”计划后,滴滴出行与快车,美团与大众点评,世纪佳缘与百合网合并,携程与去哪儿合并.....2015年,被称为互联网合并之年。

In early 2015, after the National People's Congress put forward the "Internet+" plan, a series of merges took place between Didi Chuxing and Kuaiche, Meituan and Dianping, Jiayuan and Baihe, Ctrip and Qunar... 2015 is referred to as the year of Internet merger.

这一年, MATSU合作伙伴Kusch+Co“经典再现”推出ARN休闲椅, MATSU推出企业标志同名产品Ginko休闲椅,以迎接即将到来的20周年。

This year, MATSU's cooperation partner Kusch + Co launched the ARN leisure chair to "reenact the classic", and MATSU launched its enterprise logo product—Ginko leisure chair, to welcome in its upcoming 20th anniversary.

15

Motu 升降桌 Motu Adjustable Desk

2017年, Alpha Go与棋手柯洁对战, 连胜三局, 人工智能领域由此备受瞩目, 产品也越来越普及到生活领域。

In 2017, Alpha Go played against chess player Ke Jie and won three games in succession. Thus, artificial intelligence has drawn widespread attention, and AI products have been increasingly popularized in various fields of life.

人工智能的普及, 让办公空间更智能、健康, Matsu合作伙伴wp.westermann重新升级Motu升降桌, 可记忆3个常用高度, 并拥有超载、防撞保护, 不平衡, 过热等智慧提醒功能。

The popularization of artificial intelligence makes office space more intelligent and healthier. Matsu's cooperation partner wp.westermann re-upgraded Motu adjustable desk, which can memorize 3 commonly used heights and is equipped with functions including overload protection, anti-bumping, and intelligent warnings against imbalance and overheating.



Motu获2018 German design Award, 工作应该“动静结合”, 员工的主人公意识主宰空间, Motu 让思想保持液态, 促成创意创新。

Motu is winner of 2018 German design Award. Working is not supposed to be static. As staff's protagonist awareness controls the space, Motu maintains the fluidity of thoughts and promotes creativity and innovation.



Table A 采用德国品牌电机, 优化超静音电动升降, 智慧与健康办公

Germany brand motor is adopted for Table A, which provides super-silent electric adjustment of height, and promotes smart and healthy office.

16

Wings 振翅 Wings



这一年, Matsu也有了一次飞越, 开通了首个电商平台, 入驻微信小程序, 随后一年, 天猫旗舰店正式推出。而与台湾设计师钟雅涵合作的艺术装置Wings振翅成为首批上线产品, 让幸福轻盈飞入你的办公与生活中。

This year, Matsu also took a leap by opening its first E-commerce platform and starting its applet on WeChat. In the subsequent year, Matsu opened its flagship shop on Tmall, and the artistic installation "Wings", which was created through collaboration with Taiwanese designer Kate Chung and among the first batch of launched products, flew into people's office and life on wings of happiness.

2018年, 全球第4大湾区-粤港澳大湾区如火如荼开展, 随后1年中央印发了《粤港澳大湾区发展规划纲要》, 是中国经济飞越性成长的标志性举措。

In 2018, the development of the world's 4th greatest bay area—Guangdong-Hong Kong-Macao Greater Bay Area—began in full swing. In the subsequent year, the central government issued Guidelines for the Development of the Guangdong-Hong Kong-Macao Greater Bay Area, which is a landmark measure and a big leap taken by China's economy.

2018

Wings以力矩原理轻轻摆动, 用手拉拉, 轻松微笑, 真切美好。Wings双翅面料来自丹麦顶级面料品牌Kvadrat的REVIVE系列 100%回收PET材料。

Wings is designed based on the principle of torque. Just pull with your hand, relax and smile. Happiness can be so real and simple. Wings is made of 100% recyclable pet material from the REVIVE series of Kvadrat, a Danish top textile brand.



用手拉拉, 浮想翩翩, 放飞幸福办公

Pull wings with your hand, and let thoughts float through your mind, so happiness can fly into your office.

2019年, 迎来新中国70周年华诞, “我和我的祖国, 一刻也不能分隔”。

In 2019, China celebrated its 70th anniversary. "I can't stand even a moment of separation from my country."

Matsu也迎来23周年, 尽管离百年远景还有77周年的时间, 但Matsu一直以“民族品牌”为目标, 2019年推出新品Unit & Morse。

It is also Matsu's 23rd anniversary. Even though there are still 77 years until it celebrates its centennial, Matsu has always aimed at "national brand" and launched its new product Unit & Morse in 2019.



17

Unit & Morse 系统工作位 Unit & Morse Working Station System



Unit的Y形桌架具有高识别度, 圆角桌面有力支撑视觉疲劳。模块化的功能桥系统Morse, 与Unit打造多元灵动组合。

The Y-shaped stand of Unit is highly recognizable. And the rounded corners of its top can alleviate visual fatigue. Morse, the modular functional bridge system, Together with Unit create a pluralistic and intelligent combination.

Morse不只是走线功能桥, 功能性与装饰性兼具。

More than a function bridge for cabling, Morse is both functional and decorative.

单元坪效, 和而不同
Efficient Unit, "Unity without Uniformity"

**2010-2019 Matsu 十年
2010-2019 Ten Years of Matsu
Representative Products
over the Past Decade**

.....

2020“17” 出征, 齐力致胜!

Let's fight together in 2020, and win the battle with joint efforts!

疫情之下 / MATSU医疗家具与病菌的战“疫”

DURING THE OUTBREAK OF COVID-19 MATSU MEDICAL FURNITURE'S BATTLE WITH THE VIRUS

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

节后返工, 受突入而来的疫情影响, 口罩、消毒湿巾、杀菌洗手液等已然变成评价“公司福利”的标准办公室热门话题也从“996”变成了“如何在办公室防疫”。

那么, 特殊时期, 在办公空间的这场无烟的“战役”中, 除了, 员工主动戴口罩、勤洗手。家具也可主动抗菌!



Due to the impact of the expected COVID-19 outbreak, since everyone is going back to work after the Spring Festival, masks, stuff like disinfectant wet wipes and disinfectant hand sanitizer have already become the standard against which “company welfare” is rated and the popular topic in the office has also moved on from “996” to “How to prevent the disease in the office”.

At such critical time of the white war against COVID-19 in office space, besides having your employees wear mask and wash their hands frequently, your furniture can fight against pathogens on their own as well!



2011 年, 德国爆发肠出血性大肠杆菌 (EHEC) 疫情, 为了有效运转疫情防控机制。政府对《感染保护法》的条例做了具体说明条例要求医院、疗养院等场所, 需按此卫生标准预防病菌传播和感染作为医患日常最密切接触的部分, 医院中使用到的桌子、椅子等家具也被设立在卫生标准的要求中。

In 2011, Germany experienced an outbreak of Enterohemorrhagic Escherichia coli (EHEC), and in order to make sure that their epidemic prevention and control system was effectively running, the government had explained the Protection At Against Infection in detail, which required places such as hospitals and nursing homes to follow such sanitation standards to prevent the transmission and infection of pathogens. As the things that doctors and patients are closely exposed to on a daily basis, furniture such as tables and chairs used in hospitals are also covered by relevant requirements in the sanitation standards.

由此, MATSU 合作伙伴Kusch+co将原有家具类别细分, 推出了Kuschmed专业医疗家具。在保证经典产品外观辨识度的基础上用达到卫生认证的抗菌材料替代传统选材, 这样既可以满足医疗场所的卫生需求, 也以产品的实用外观性保证舒适度打破医疗场所空间氛围的沉闷感。

Thus, MATSU's partner, Kusch+co, has subdivided its original furniture categories and launched the Kuschmed professional medical furniture where it replaces its conventional materials with sanitation-certified antibacterial material on the basis of maintaining its class look and recognition, so it can both meet the health requirements for medical locations and avoid the feeling of heaviness in medical locations with its products' practicability, good looks and comfort.



在这十年间

荣获“红点奖”的 !Hola!

“German Design Award” 的ARN

“可能是世界上第一把弯管腿椅”的 Trio

为“人体工学椅轻盈化”而生的 Papilio

“名企同款”、“大师名作”的 Uni_verso

护理椅7200 CARE.....

都以抗菌型产品走进医疗空间。

为了保卫、呵护健康, 家具的抗菌趋势已然形成。

Over recent decade

!Hola! that won the "Red Dot Award"

ARN that won the "German Design Award"

Trio that's hailed as "Probably the world's first chair with curved legs"

Papilio that was designed to 'Make Ergonomic chairs lighter'

Nursing Chair 7200 Care.....

Have all made their way to medical spaces as antibacterial products

and the trend of antibacterial furniture that protects

and cares for health has already formed.

BLACK TECHNOLOGY IN ANTIBACTERIAL FURNITURE

抗菌家具的黑科技

抗菌型家具产品的材质分为三种: 抗菌材料、抗菌织物和抗菌涂料。虽然它们的作用机制不太相同, 但都能够减弱病菌的附着力, 或是抑制家具表面细菌的繁殖, 从而实现自洁抗菌的功能。

Materials in antibacterial furniture products are divided into three categories: Antibacterial material, antibacterial fabric and antibacterial coating. Though their mechanisms of action are not quite the same, they do all weaken pathogens' ability of attaching to things, or suppress the reproduction of bacteria on the surface of furniture, thereby achieve the self-cleaning and antibacterial function.

Uni_verso 的塑料椅身“-Ultramid”本身就是抗菌型的家具材料, 由世界化工巨头BASF巴斯夫以及Designfabrik共同研制, 获得了柏林卫生研究所的卫生认证, 符合医院卫生和预防感染的所有要求。

The plastic chair of Uni_verso itself - 'Ultramid' - is a kind of antibacterial furniture material. Co-developed by world leading chemical giant BASF and Designfabrik, it has got the hygiene certification from the Institute for Hygiene of the Federal Health Office and met all requirements for sanitation and infection prevention in hospitals.

在“清洁与消毒”测试中, 附着在 Uni_verso 椅身上的常见污渍, 都可以通过基础清洁剂去除, 轻松清洁且不会留下任何污渍痕迹, 消毒后的细菌存活量也远远低于标准最低值。这得益于其一体化的椅背设计 & 背部开口设计。

During the 'Cleaning and Disinfection' test, common stains on Uni-verso chair bodies can all be removed with basic detergents, which are easily cleaned without leaving any trace of stain and the bacterial viability after disinfection are also far below the standard minimum, all thanks to the all-in-one design of chair back & back opening.

被使用到医疗场所中的家具产品, 椅腿是经常被忽略的部分。当 Trio、!Hola、ARN 等产品被应用时, 其椅腿将会使用无机抗菌剂进行密封, 以金属离子作用在表面, 从而实现极强的抗菌效果, 抑制病菌传播。

Chair legs are usually that parts that get ignored for furniture products used in medical places. When being used, chair legs of Trio, !Hola, ARN are sealed with inorganic antibacterial agents where metal ions act on the surface to achieve powerful antibacterial effect and stop transmission of pathogens.

Papilio 等带有坐垫、背垫的产品, 其表面织物都采用纳米涂层纤维制成, 高密度织物不仅不会渗透液体, 具有极强的抗污性, 还会和消毒剂产生反应机制, 达到良好的抗菌性能。

Products with seat cushion and back pad such as Papilio all use nano-coating fiber as its surface fabric. Such high-density fabric not only do let any liquid through and is highly stain-resistant, but also react with disinfectants to achieve fine antibacterial property.

7200护理椅木头框架给人以如家般的温馨。折叠式脚凳, 较高靠背满足小憩安睡。齿轮传动, 椅背后推杆护理人员轻松移动行动不便的患者。报纸放置夹、输液瓶悬吊杆、折叠桌板, 扶手软垫, 可选配颈枕以及两侧头靠等贴心配套, 使其非常适合医疗机构或行动不便的患者。这把护理椅符合所有医疗和卫生安全标准。

注: 以上产品分为抗菌系列和普通适用系列, 消费者选购时请根据自己要求选用

A nursing chair designed for comfort and relaxation, made of wood for a homelike appeal, also ideally suited for short-term treatment or safe patient transport. Easy to operate both by the nursing staff and the patients, even by those with reduced mobility. Geared towards the needs of the elderly at home, or for use in assisted living facilities, in nursing homes or in healthcare facilities. This armchair complies with all the mandatory technical, medical and hygienic safety standards.

Note: Above product is divided into anti-bacterial series and common series. Consumers are welcome to choose from the two based on their own demands.



“世界上第一个最全面的医疗保健自由区”
“The first and most comprehensive health care free zone in the world”
迪拜的健康城 (HEALTHCARE CITY)
The Healthcare City in Dubai
“比利时第五大医院”AZ Groeninge医院
“Belgium’s fifth-largest hospital” - AZ Groeninge Hospital
.....
无一例外都选择了Kusch+co的抗菌产品
Without exception have all chosen Kusch+co’s antibacterial products
医用标准级的家具产品完全能够放心使用
Medical-grade furniture products that
you can use without worrying about a thing.

抗菌型产品的优势不言而喻, 家具的抗菌性能够有效抑制细菌滋生, 高密度的特殊材质具有很好的防污性使得日常清洁省时省力, 我国的抗菌家具还未形成统一的标准, “是否安全”也成为市场能否接受的标准, 光说无用, 医用级标准就用医疗机构来说明。

The advantages of antibacterial products speak for themselves. The antibacterial property of furniture can effectively control the growth of germs and the excellent antifouling property of the special high-density material also enables you to save both time and energy in everyday cleaning. There's still no uniform standards for antibacterial furniture in China, and "Safe or not" has also become the standard against which market acceptance is rated. Talk is cheap. We'll try to explain the medical grade standards using medical establishments as examples.

抗菌家具@全球医疗机构

Antibacterial Furniture @ Medical Establishments around the World

拥有 300 多年历史的柏林大学附属 Charité (夏里特, 后简称夏里特医学院) 医学院, 是欧洲最大的医疗机构, 连续多年被德国最权威的排名杂志《Focus》评选为“德国排名第一的医院”。

The Charité School of Medicine affiliated with the University of Berlin (hereafter referred to Charité School of Medicine for short) with a history of over 300 years is the largest medical institution in Europe. It has been rated "No. 1 hospital in Germany" by Germany's most definitive ranking magazine named Focus for years.

近期, 夏里特医学院进行内部翻修设计, 选用MATSU合作伙伴Kusch+co的抗菌产品作为院内的基础设施。Arn, Volpino和Uni_verso等休闲椅产品构建了一个“不像医院”的空间环境, 突出设计美学的同时, 为每个空间营造不同的舒适氛围。

Recently, Charité School of Medicine had a interior renovation and redesign during which it picked the antibacterial products made by MATSU's partner Kusch+co in its infrastructure. Lounge chair products such as ARN, Volpino and Uni_verso have created a "Non-hospital" space, which creates different, cozy atmospheres for every space while highlighting the design aesthetics.

突如其来的疫情远隔了人们之间的距离。“触摸”变成一件很奢侈的事情, 为了过渡这个特殊时期, 很多便民服务都换成“无接触”模式, 但就办公空间的特殊性来说, 像开门、开窗、开灯之类的“触摸”动作又不得不发生。频繁使用到的桌椅可以使用抗菌产品, 照明灯具又该如何守卫健康呢?

The unexpected outbreak of COVID-19 has separated people apart and "Contact" has become a luxury. In order to get through such critical time, many handy services for the public have been changed into "contact-free" ones. However, considering the particularity of office space, "Touching" such as door-opening, window-opening and turning on the light are simply inevitable. We may choose antibacterial products when it comes to tables and chairs that are frequently used, but how are we supposed to ensure our own hygiene and health when it comes to lighting?



1 第一步: “无接触”脚踩充电
Step One: “Contact-free” foot charge

无接触照明

CONTACTLESS LIGHTING

2 第二步: “无接触”感应开关
Step Two: “Contact-free” sensor switch



MATSU合作伙伴Nimbus是全球第一家专注研究LED在室内应用的公司, 配有红外感应功能的Nimbus灯具仅通过灯具上的感应区域, 便可以根据需要自由调节灯光明亮, 办公氛围不因触碰而尴尬。“无接触”时期点亮灵感!

MATSU's partner Nimbus is the world's first company that focuses on studying the indoor application of LED. The Nimbus lamps equipped with infrared sensors can adjust the light levels based on your demands using the sensing area in the lamps alone so that you don't have to worry about touching anything in the office environment. Go ahead and light up your inspiration at this 'contact-free' time.

3 第三步: “无接触”点亮空间
Step Three: “Contact-free” lighting



国内抗菌家具的市场气候还未完全形成。很多人认为这是一件“不是很有必要的事情”, 但就目前来说, 主流的“健康办公”方式, 多以个体的自我调节和产品创新设计为主, 而以产品材质产生的预防和健康机制易被忽视。家具企业和市场的双向选择才能推动抗菌产品的发展趋势, MATSU自有合作伙伴的领先经验并愿意成为行业带头人, 用源自德国的专业医疗产品线, 以抗菌化的重要性为出发点, 让健康办公与医疗环境“由内而外”实现。

The market for antibacterial furniture in China is still immature and yet to be fully formed. Many believe that this is "not really necessary". But for now, the mainstream "Healthy Office Environment" is dominated by self-regulating and product innovation designs for individuals while the prevention and health mechanisms created by product materials are easily overlooked. Only the two-way selection of both furniture enterprises and market can promote the development of antibacterial products. With such leading experiences in this area and the purpose of emphasizing the importance of antibacterial property as the starting point, MATSU's own partner is willing to become the leader of the industry and use the professional medical product lines from Germany to help you create healthy office and medical environment from "inside out".

掌控职场, 从驾驭July开始

Take Control of Your World of Work You Need to Steer July First

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

强气场最“硬核” “Hardcore” Aura

精英之道, “硬核”且细腻, 除了有气场强大的实力外, 还要有一颗细致柔软的内心。就像July, 金属元素的设计语言由内而外表露干练, 在与超纤皮柔软皮质的碰撞下, 刮起一股办公空间的硬朗风潮。

铝合承接每一个连接转角处, 金属元素贯穿了整个椅身, 使得“硬核”气场渗透于各处细节。 柔软的超纤皮是一种被广泛使用在汽车坐垫行业的品质合成皮革, 点衬着硬朗的金属之美, 即刻提升空间气场。

Elite, “hardcore” and caring. Beside strong capability, elite also needs a caring and soft nature. Just like, in a design language of metal, stands for “capable and experienced” from the inside out. When going with microfiber leather soft leather, July is leading a trend of firmness.

Aluminum alloy connects every angle. Metal elements run through the entire chair. “Hardcore” vibe is demonstrated via each detail. Soft microfiber leather is a kind of quality synthetic leather commonly used in car seat cover. It sets off the beauty of firmness of metal elements and helps to strengthen it.



更专业即“硬核” “Hardcore” Is Professional

“专业”本身就是一种硬核power, 提供专业化空间解决方案的MATSU, 将硬核的专业实力集中于提升办公健康和幸福感的细节, 达成产品的极致化体验。

July办公椅气压棒获得美国BIFMA (美国办公家具制造商协会) 的品质认证, 助力打造“硬核”精英空间。调节座椅时, 双脚能自然地因大腿不受压迫, 有效舒缓疲劳。

原创腰椎枕 Original lumbar pillow



专用底盘 Specially-made chassis



悬浮坐垫 Suspending seat



新青年的职场生活, “硬核”是最强有力的power, 职场中的“硬核”不只是一种专业态度, 更包含对办公生活方式的发掘。“气场王”July办公椅——“硬核精英”专属办公装备, 为职场生活增添不露仪式感的酷, 和飞扬自由的细节内涵。

July办公椅以精英气场, 掌握职场。一体化腰椎枕、专用底座和悬浮坐垫, 升级人体工程学舒适体验; 同步倾仰, 多段锁定, 放松就要自由随心; 扶手、座椅等基础可调设计, 精进专业化品质。

“Hardcore” in office is not only professional attitude, but the exploration in office lifestyle. “Hardcore youngsters” need require cool, free-style but detailed layout for their office equipment.

July chair, relying on its elite aura, helps you to take control of your world of work. One-piece lumbar pillow, special pedestal and suspending cushion help to improve ergonomic experience; synchronous tilting and multi-stage locking enable full freedom of relaxation; arm and chassis are adjustable, which makes the product more quality.



July采用行业开创性设计腰椎枕与坐垫一体化设计, 保持贴切腰椎支撑, 解决后仰时腰椎支撑不足的现象。

July adopts innovative one-piece design of lumbar pillow and cushion. This helps to provide firm support for lumbar vertebra and solved the problem of insufficient support for lumbar vertebra when leaning backward.

July底盘采用专用机械结构, 较于市面共用底盘, 整合性能和匹配性更佳。

July adopts specially-made mechanical chassis that ensures better conformability and compatibility. When adjusting seat, user can naturally put his feet on the ground so thigh is free from pressure. This helps to relieve muscle fatigue.

坐垫内置硅锰钢材质高回弹弓形弹簧, 弹簧配合坐者臀部变形, 臀部得到全方位贴身均衡支撑, 有效舒缓疲劳, 久坐不累。

Inside the seat, we use martinel steel high resilience arch spring. This perfectly fits the shape of hip so it ensures firm support. This also helps to relieve fatigue.

超灵活才“硬核” “Hardcore” Is Flexible

健康与职场生活的平衡向来都是热门话题, 健康办公日益成为职场生活的常态。想掌控职场? 先从掌握坐姿开始吧! July的每个构件与设计都为健康坐姿而造。你的硬核办公装备, 由你自由调节, 随心掌控办公姿态。

July瀑布式坐垫贴合腿部结构, 使腿部肌肉更放松; 内置软垫扶手, 分担手臂重量, 减轻肩部负担, 增加舒适感; 高低可调的椅座, 能够根据身材比例选择专属舒适度。同时, July还可以同步倾仰, 多段锁定, 伏案工作之余, 后仰舒展。根据身形与体重将椅背与座椅调节, 固定到适当的倾仰角度, 以防止长时间坐着时臀部向前滑动, 并方便背部在重力影响下自然向后倾靠, 贴向靠背以寻找背部支撑。

As a matter of health, life work balance is always a hot topic in today's society. People are advocating for healthy office life. Want to take control of your career? You need to take control of your sitting position! July cares for healthy office life through each of its components and designs. Your hardcore office equipment is in your control!

July has waterfall-like seat that fits your thigh and helps to relieve muscle; its soft arms help to support your arms, ease the burden of shoulders and provide more comfort; adjustable seat enables you to get the best height of seat according to your height. In the meantime, July provides synchronous tilting and multistage lock. You can lean back after tiring work. You can choose the angle based on your need so as to avoid gliding due to excessive sitting. It also helps to provide natural support for your back when you lean back naturally.

↓ July 应用于某世界 500 强跨国综合性企业集团



东方航空、打造首都第一高楼“中国尊”的中信集团, 皆首选July。用以打造主管或老板的专属区域, 或是高端会议室、洽谈空间, July都是不二之选。以金属与皮质的糅合, 用沉稳与刚劲的风格, “硬核”展现格局气度。

China Eastern Airlines、CITIC Group that the creator of the tallest building in Beijing called CITIC Tower, they prefer July. For exclusive area for executives or bosses or high-end conference room and discussion space. The combination of metal and leather, and steadiness and firmness create the style of “hardcore” that reflects great pattern and grace.

↓ July 应用于东方航空



2019 MATSU TOP 10 OFFICE SPACE

编辑：孙琪

Editor: Ice Sun

图片由玛祖铭立提供

Photo provided by MATSU

在过去的一年中，MATSU再度领跑，为各行业翘楚提供整体办公家具解决方案，助力A+设计摘得WELL认证，保时捷中国获取WELL金级认证。完成了“保时捷中国总部”、“国内最大的金融集团航母”中信集团总部、“中国第一家专业汽车技术与设计中心”泛亚汽车技术中心、“iF在海外的第一座设计中心”iF成都设计中心……多个重磅项目。

In the past year, MATSU took the lead again in providing the best of various industries with total office furniture solutions. MATSU helped A+ Design and Porsche China to obtain WELL certification and WELL Gold certification respectively, and completed various heavy-weight projects such as head office of Porsche China, head office of CITIC Group—"China's largest financial supertanker", Pan Asia Automotive Technology Center—"China's first professional automotive technology and design center", and iF Chengdu Design Center—"iF's first overseas design center."



在进入中国市场18年后，保时捷中国总部在2019年迁往上海陆家嘴金融广场，全新S.P.A.C.E4.0空间室内设计由anySCALE打造，MATSU为其提供办公家具解决方案。保时捷中国办公空间是保时捷第一个获取WELL金级认证的空间。

Head office of Porsche China relocated its office to Lujiazui Century Financial Plaza in 2019, 18 years after it entered Chinese market. anySCALE designed this space that is featured by the concept of S.P.A.C.E 4.0, i.e. Smart, Passion, Attraction, Cooperating and Engagement. The office space of Porsche China is Porsche's first WELL Gold certified space.



休闲茶水区设有吧椅、休闲椅、小墩子、休闲沙发、高背沙发...不同的人喜欢不同的姿态，不同工作内容适合不同方式的沟通。

Bar stool, lounge chair, small chair, lounge sofa, high-backed sofa... different people like different status; different work requires different communication methods. Just like people.

保时捷

不管是员工区还是高管区，倡导幸福办公的保时捷都配置了升降办公桌，用健康关怀为员工赋能！或站，或坐灵动切换工作模式，还可以调整到自己专属的舒适高度，驱走疲惫。

As a brand that cherishes happiness in work, Porsche adopts lifting desk for both employee area and senior executive area, for the purpose of helping employees to stay healthy! Employees can choose to stand or sit when working. They can also adjust the desk to the height they need, which helps to drive away fatigue.



启动数字化转型后，泛亚希望通过“超人机工程”打造出“超维空间”，为用户带来“超感体验”。同样，在办公空间里，泛亚也希望为员工带来这种“超感体验”，而这种体验则是由MATSU来完成。

After digital transformation is accomplished, Pan Asia hopes to create a "Super Dimensional Space" by "Super Man-Machine Engineering", which brings "Super Experience" to users. Similarly, Pan Asia hopes to deliver the "Super Experience" to employees through office space planning. This is going to be accomplished by MATSU.

泛亚为员工提供了多种规格的会议室，根据各个团队和部门的工作特点改变会议室的功能及所需的硬件设施。对空间划分和座椅的选择也不太一样，更适合头脑风暴的高脚吧椅、适宜久坐的人体工学椅和易于舒缓的休闲椅很好的平衡了不同的需求。



Pan Asia offers conference rooms of varied specifications, and adjusts the function of conference room and the hardware facilities needed according to the operating features of each team and department. Different chairs are selected based on space partitioning: various demands are well balanced with high barstool for brainstorming, ergonomic chair for prolonged sitting and leisure chair for relaxing.

休闲区的功能不只是休闲，MATSU通过模块化家具之间的组合，丰富了休闲区的功能层次，能够满足会议准备、洽谈、休憩等多种功能，同时使用颜色来丰富每一区域的视觉层次，丰富体验感受。

The function of leisure space is not limited to leisure. Through combination of modularized furniture, MATSU enriches the functional layer of leisure space, to satisfy various functions including meeting preparation, negotiation and resting. Meanwhile, different colors are used to create a visual hierarchy, for a rich experience in each zone.

泛亚
PATAC



TOP 2



TOP 3

iF成都设计中心——iF在外的第一座设计中心落成，MATSU玛祖铭立为iF成都设计中心打造办公家具解决方案。成都iF设计中心分为上下两层，一层功能偏向于展示和交流，二层则为工作人员提供共享工作空间。作为logo标志的红、白两色将iF设计奖的品牌价值注入建筑中，营造一个开放的展示交流空间。

iF Chengdu Design Center – iF's first overseas design center was completed and MATSU developed an office furniture solution for iF Chengdu Design Center. iF Chengdu Design Center has two floors, of which the first one focuses more on exhibition and exchange while the second one is the shared workspace for its staff. The colors red and white that make up the Logo integrate iF Product Design Award's brand value into the building to create an open space of exhibition and exchange.



一层以展示空间为主，同时为访客提供了多个休闲区，使其能够在此自由沟通和放松沉思，启发设计灵感。

Floor 1 is mainly the exhibition space. In the meantime, there are also lots of recreational areas on Floor 1 that each provides visitors with unique space-experience so that they can talk freely, relax, meditate and stir up some design inspiration here.

“威猛龙”为WPP旗下的“全球化品牌体验代理商”，谐音昵称的首字母取自“VML”，“威猛龙人”将这种“硬核”概念遍布在新办公空间中。

VML is a global brand experience agent under WPP. The letters "VML" are short for "wei meng long", which means "brave and fierce dragon" in Chinese. The "hardcore" concept of VML is fully embodied in its new office space.

办公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瞩目。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。

The central part of the building is an internal stairs. On the way upstairs, an advertising lightbox focuses people's attention. 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.

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，也可多人洽谈。

Gold color is the main color, with volpino, universo and velax providing possibilities of different relaxing attitudes. People can think and talk.

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。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。



TOP 4



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. 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.



VMLY&R

二层空间延续了一层的设计理念，在展览空间的基础上，结合了众创办公空间。在空间设计上加入了更多的细节，空间环境也偏向舒适和灵活，为满足不同客户的需求，提供了一个更加自由开放的办公环境。

The space on Floor 2 is an extension of the design concept of Floor 1, only that it has incorporated shared creative workspace on the basis of exhibition hall. Having added more details to its space design, the space here is hence cozier and more flexible, which creates an office environment that's more free and open for clients with different demands

成都iF
设计中心



TOP 5

前台接待区的背景墙连接内部空间，从视觉和结构上构成整体，延伸至工作区域。Logo与墙面的光点融合，以“星空”亮光形成舒缓的氛围。办公区域依旧采用深浅颜色的搭配，开放式的办公空间释放了储存区域，也方便了团队之间的沟通，为团队默契加分。

The wall by the reception desk connects internal space and extends to working area, making this part more integral in vision and in structure. The logo is projected on the wall in the method of spot projecting, creating a soothing vibe. This part still adopts the mixing use of dark colors and light colors. Open-style solution releases storage room as well as facilitates communication between teams, which contributes to teamwork.

中关村大河资本集团旗下的龙门基金全新office落成，曾担任2022北京冬奥会奥组委室内设计的北京优景设计为其提供空间解决方案，而MATSU为其提供办公空间解决方案。

Longmen Investment, affiliated to ZRC, established its new office. MATSU was honored to be chosen to work with Beijing Ujing Design, to provide office space solution for Longmen Investment.

龙门基金的整体空间比较狭长，过于开放式的空间不利于会议、洽谈等功能的使用。所以设计师通过三面弧形墙面贯穿整个空间，使得办公空间的各功能区域既互相联系又互相区分，让各大小空间的使用功能得到释放。

The entire office space of Zhongguancun Longmen Investment Co., Ltd. is long and narrow, so open-style design isn't conducive to conference and discussion functions. Designers create three arc walls that run through the entire space so that all functions are well connected while they can play independently, thus giving full play to functions of all rooms.



路演中心的培训室的灯光设计与前台背景墙呼应，同时为大空间营造通透明亮的视觉感受。墙面吸音板除具备自身的吸音功能外，造型上采用折线的造型设计更能加强其吸音功能，同时装饰效果上更加美观。

Training room in road show center is equipped with lights that work in concert with the wall in reception area. These lights also create a starry vibe for the huge space. Acoustic panel on the wall is laid out in wave shape, which not only strengthens its sound-absorbing function but also makes the room more beautiful.

龙门基金



原本由天然石材、玻璃幕墙以及金属立柱组合而成的大堂，因为优雅的休闲座椅组合设计而增添了一丝柔和且温馨的氛围。

The hall originally consisting of natural stone, glass screen wall and metal pillar is now made gentler and warmer by the elegant combination of leisure chairs.



SOHO中山广场是上海单层面积最大的写字楼，连廊双塔结构的建筑是其最大的外观特征。近期，中山广场的公共区域重置，室内设计由anySCALE担纲，MATSU为其提供家具解决方案。

SOHO Zhongshan Plaza is the office building with the largest single-floor area in Shanghai. Its architectural structure is featured by two towers connected by a corridor. Recently, the public area of Zhongshan Plaza was reconstructed, with interior design by anySCALE and total furniture solution by MATSU.



TOP 6

即使是玻璃幕墙的柱间的空间也没有浪费。吧台高度的靠背长凳和吧桌沿着建筑核心筒的承重墙进行设置，等候区的座椅亦是依照两边相对的形式进行摆放，增添强调了访客等候时的私密感之外，亦保证了通向室外的绝佳视野。

Even the space between the pillars of glass screen wall is not wasted. Benches with backrest of the same height as the counter and bar tables are set up along the bearing wall of core tube, while the seats in waiting area are arranged on two opposite sides, which adds a sense of privacy during waiting and ensures an excellent view from the inside.



中山广场

SOHO

MATSU与中建集团的合作由来已久，中建八局、中建东孚.....均为其提供完美的空间解决方案，而今年MATSU再度为中建投资服务。

MATSU has a long history of cooperating with China State Construction Engineering Corporation (CSCEC). It has provided perfect space solutions for CSC Eighth Engineering Division, CSC Dongfu, and so on. This year, MATSU is providing service for CSC Investment.

中建投资



中建投资的全新办公空间还是延续“新国企风格”，不管是休闲区、会议区还是工作区，都以深色家具点衬明亮空间，沉稳现代的空间氛围与中建始终给我们传达的“可靠”、“严谨”.....的风格相一致。

The whole-new office space of CSC Investment continues the "new state-owned enterprise style." Its leisure area, conference area and work area are all highlighted by the dark color of furniture contrasting with the brightness of space. The steady and modern space atmosphere is consistent with the "reliable" and "meticulous" style of CSCEC.



同时在家具解决方案的提供上，MATSU又极力为其撕下“刻板”的印象，线条感十足的家具及经典的家具造型，功能与外形都在诉说与企业实力相一致的共鸣。

At the same time of providing a total furniture solution, MATSU also tries to break the stereotype of "inflexibility" through furniture with clean lines and classic shapes. Both the function and appearance of furniture echoes the great power of CSCEC.



TOP 7

南京正大天晴

说到国内的知名药企，南京正大天晴必定榜上有名。其南京总部近期进行空间改造，低调内敛的空间与企业精神一脉相承，MATSU助力民族企业成长。

When it comes to well-known pharmaceuticals in China, the name of Nanjing Chia Tai Tianqing is always on the list. Recently the space of its Nanjing headquarters is under transformation, and its low-key and restrained space speaks its enterprise spirit. MATSU contributes to the growth of national enterprise.

办公区采用了桌面屏风工作位，既可以保障员工隐私，也不妨碍日常交流。中间用以阻隔实现的储物柜，一物两用，提高了空间和办公家具的使用率。同时，Papilio人体工学椅为员工提供腰部支撑，保卫药企员工脊椎健康。

Booths with tabletop screens are adopted in office area, which protects employee's privacy without interfering in daily communication. The lockers in between also function to separate booths, thus improving the utilization rate of space and office furniture. Meanwhile, Papilio ergonomic chair provides lumbar support for staff and protects the health of spinal column.



TOP 8

会议区根据空间大小选择了不同的会议桌搭配，使其能够同时支撑各团队使用，从小团体到各部门，面对面沟通更有助于产出，提高工作效率。

A combination of different conference tables is selected for conference area according to the size of space, so that it can be used by teams ranging from small groups to various departments at the same time. Face-to-face communication is more helpful for increasing output and improving work efficiency.

中达



中达集团旗下中达基石入驻全新办公空间，作为一家全方位金融服务集团企业，这不只是为员工谋福祉，亦是给了用户提供更好的服务。

CWSI Cornerstone under CWSI Group is now settled in its new office space. As a conglomerate offering comprehensive financial services, CWSI not only aims to advance the well being of its staff, but more importantly to provide better services for its users.

办公区和会议区都用到了MATSU2019年度新品Unit工位系统。会议区中用到的是Unit长桌，内收的“Y型”椅脚释放空间，搭配Wave人体工学椅，想法碰撞的同时也给予使用者最舒适的坐感体验。

MATSU's 2019 new product—the Unit station system—is adopted in both office area and conference area. Used in conference area is the Unit long table; its adducted Y-shaped foot releases more space; paired with Wave ergonomic chair, it offers users with the most comfortable seating experience while ideas collide with each other.



TOP 9

阿里巴巴(支付宝+平头哥)

MATSU与阿里巴巴多次合作，前有多个优秀项目案例，我们很荣幸的宣布，在阿里巴巴新一轮的招标项目中，MATSU再度中标。这次将会营造怎样的空间呢?敬请拭目以待。

MATSU has cooperated with Alibaba for multiple times, with numerous cases of excellently completed project. We are honored to announce that MATSU has once again won the bidding of Alibaba's new project. What kind of space it will create this time? Please wait and see.



近期支付宝在上海的全新办公空间“S空间”正式启用，对外喊话“现在转岗去上海还来得及吗?”“S空间”得名于“Shanghai”的首字母，定位为支付宝国际业务中心，总面积四万多平，一共有二十层，配备有健身房等多项生活设施。全新的办公空间也对功能做了很多划分，开放工位满足私密性和交流性的双重平衡。团队合作自然也不在话下，休闲区、会议室又或者是公共区域的大楼梯，头脑风暴随时随地，说来就来。



TOP 10



“S Space”, Alibaba's whole-new office space in Shanghai, has officially opened recently, with the slogan being “Is it too late to transfer my job to Shanghai?” The letter “S” in “S Space” stands for Shanghai. “S Space” is positioned as the international business center of Alipay, which is over 40,000 square meters in area with twenty floors in total, and equipped with various living facilities such as gym. The whole-new office space also stresses functional division. Open working stations offer a balance between privacy and communication, and teamwork is naturally without question. Whether it's leisure area, conference room or the grand staircase of public area, brainstorming happens any time and any place.



“平头哥”为阿里旗下的独立芯片公司，这个名称来源于马云最近一次非洲旅行的经历。“人狠话不多”的平头哥也正是代表了一种美好祝愿，成为阿里动物园的新宠。其位于浦东张江的全新办公空间也搭配了健身房等生活设施，同时，健康办公生活方式也处处体现在各处。办公区、休闲区等区域功能明确，但不止于区域功能。使得员工能够根据实际工作的需要而调整办公方式，提高工作效率。

“T-Head” is an independent chip company under Alibaba. This name originates from Jack Ma's recent travel experience in Africa. Representing a good wish, the quiet but relentless “T-Head” has become a new favorite in the Alibaba zoo. Its new office space in Zhangjiang, Pudong is also equipped with various living facilities including gym. Meanwhile, its healthy office life is also reflected elsewhere. Areas such as office area and leisure area all have clear functions, but are not limited to their respective functions. Therefore, staff can adjust their working style as needed during work, so as to improve work efficiency.

走进“世界之最”——大兴机场

编辑：孙琪

Editor: Ice Sun

图片由玛祖铭立 & 扎哈建筑事务所提供

Photo provided by MATSU & Zaha Hadid Architects



“世界新七大奇迹之首”、“全球最大的单体航站楼”、“世界上规模最大的机场”、“世界首座高铁下穿航站楼的机场”……从开始建造以来，大兴机场就被这些气势不凡的头衔环绕，国庆期间甚至一度跃升称为北京市著名旅游景点。

“No.1 of the new seven wonders of the world”, “the single largest airport terminal around the world”, “the airport of the largest scale in the world”, “the world’s first airport with high speed rail underneath”...Ever since its construction began, Daxing Airport has been bestowed with numerous imposing titles, and was even once rated as a famous tourist attraction in Beijing during the National Day holiday.

英国《镜报》称为“从科幻电影里走出来”的大兴机场到底有何硬核之处，能够名副“世界最大空港”呢？

Mirror described Daxing Airport as “an airport from sci-fi movie.” How is it hardcore and worthy of the title of “the world’s largest airport?”

大兴机场五指型的外观被赋予“凤凰展翅”的寓意，由此这座看起来科幻感十足的建筑仿佛开始接接地气来。

Resembling an open palm with five fingers sprawling out, the unique shape of Daxing Airport means “phoenix spreading the wings.” Thus this futuristic architecture has seemingly become more down-to-earth.



凤凰内部自由舒展的曲线和曲面出自建筑女魔头扎哈·哈迪德，63400根钢构件组成“凤凰骨架”。相当于25个足球场大小的穹顶上装有8000块玻璃，中心的六边形天窗与六条条形天窗、八个气泡窗相连接，组成了机场内的自然采光体系，使得白天的室内几乎不需要灯光照明。

The smooth curves and cambers stretching out freely within the “phoenix” are the work of “she-devil” Zaha Hadid. The “skeleton of phoenix” consists of 63,400 steel components. Equivalent to 25 football fields in size, the dome contains 8,000 pieces of glass, while the hexagon skylight at the center connected with six strips of skylight and eight bubble windows together make up a natural lighting system within the airport, thus rendering extra indoor lighting unnecessary in the daytime.

“无柱感”空间的构成 COMPOSITION OF “PILLARLESS” SPACE

充足的室内光线给予内部空间“大”的初印象，除此之外，无柱感也是一个加分项。重达4万多吨的屋顶钢结构靠什么支撑起来呢？答案就藏在8根C型柱里面。

With sufficient indoor sunlight, the internal space impresses people with its “largeness” at first. In addition, “pillarless” is also a plus. Then what supports the steel structure of roof weighing over 40,000 tons? The answer lies in the 8 C-shaped pillars.

C柱得名于C型横截面，连接顶部气泡天窗与地面，一侧形成一条巨型光瀑，不仅没有任何遮挡感，还营造了通透的室内环境。

It is named “C pillar” because of its C-shaped cross section, which connects the bubble windows at the top and the floor, and forms a giant cascade of light on one side. Instead of blocking out the view, it creates a rather transparent indoor environment.



THE WORLD-FAMOUS DAXING AIRPORT

指廊尽头有“彩蛋” “SURPRISE” AT THE END OF CORRIDOR



在每个指廊的尽头，还有不同主题的“空中花园”以中国传统文化意象设计构造，对应命名为“丝园、茶园、田园、瓷园、中国园”，凸显中华文化的独特魅力。

At the end of each corridor is a "hanging garden" with a distinctive theme, designed and constructed according to traditional Chinese cultural image, and named as "Silk Garden", "Tea Garden", "Field Garden", "Porcelain Garden" and "China Garden" respectively, to highlight the unique charm of Chinese culture.

五指型的结构不仅赋予大兴机场“凤凰展翅”的外观，更重要的是大大缩短了旅客前往各个登机口的距离。以主航站楼向四周散射出来五条指廊，使得从大厅到最远端的登机口步行距离不超过600米，行程时间不超过8分钟。

The five-finger structure not only endows Daxing Airport with the appearance of "phoenix spreading the wings", but more importantly shortens the distance towards each boarding gate. Through the five corridors radiating from the main terminal, the distance from airport terminal to the farthest boarding gate has been shortened to less than 600 meters, which takes passengers no more than 8 minutes by foot.



DAXING AIRPORT

“世界首个”的最佳使用方式 THE BEST WAY TO USE DAXING AIRPORT

从初建开始，大兴机场的“一唯四最”一直被人津津乐道。世界上规模最大的单体机场航站楼、世界施工基础难度最高的航站楼、世界最大的采用隔震支座的机场航站楼、世界最大的无结构缝一体化航站楼——“四最”简单明了地昭明了大兴机场的建筑水平。

Since its constructed just started, the four "world-class" titles of Daxing Airport have become people's favorite topic. "The single largest airport terminal around the world", "the air terminal with the most difficult foundation construction in the world", "the world's largest airport terminal with the adoption of isolation bearing", and "the world's largest seamless integrated terminal"—from these four titles we can tell the architectural level of Daxing Airport.

同时，大兴机场“双进双出”的航站楼设计是全球首创，使得国内、国际到达出发上下楼即可完成，有效的保障了旅客进出机场的效率。

Meanwhile, the "double-entrance and double-exit" design of Daxing Airport is also the first around the world. It enables passengers to complete domestic and international arrivals and departures by going upstairs and downstairs, thus effectively improving the efficiency of entering and leaving airport.



基建保障——Kusch+Co机场椅 INFRASTRUCTURE GUARANTEE—KUSCH+CO AIRPORT SEAT



↑ MATSU 合作伙伴 KUSCH+CO 的 8000 系列机场椅，由保时捷设计工作室设计。

机器人泊车、机器人自助问询、全程无纸化的人脸自动识别值机以及全程可洞悉行李去向的行李牌，……从入场到登机，大兴机场的每一环节都达到世界领先的水准。在这些基础设施中，机场椅作为使用频率最高的设施，自然也需要超高品质的保障。

Robotic parking, robotic self-help enquiry, whole-process paperless check-in with automated face recognition and luggage tag with the whereabouts of luggage traceable at all times...From entrance to boarding, every link at Daxing Airport has reached world-leading standard. Among this infrastructure, airport seat, as the most frequently used facility, naturally also requires the guarantee of ultra-high quality.

KUSCH+CO



在为包括德国法兰克福机场、法国戴高乐机场在内的全球多个国家、地区的260多个机场提供超凡坐感后，MATSU合作伙伴Kusch+co继续以高品质座椅为大兴机场旅客服务。

After providing exceptional seats for over 260 airports throughout the world including Frankfurt Airport of Germany and Charles De Gaulle Airport of France, MATSU's cooperation partner Kusch+co continues to serve passengers of Daxing Airport with high-quality seats.

成立于1939年的Kusch+co，以高质量的产品和完美的设计成为“欧洲办公家具业的领头羊”，其产品以丰富多变的座椅为主，适用于极致广泛的高档环境。

MATSU自2001年与Kusch+Co达成战略合作以来，陆续合作完成了国内外多个项目。德式严谨的工作风格也让MATSU品质追随精益求精，同时，MATSU热忱地期待与Kusch+Co的每一次合作，以发掘原创设计的新鲜生命力，从而回馈客户优越的空间解决方案。

Established in 1939, Kusch + co is the "leader of European office furniture industry" with its high-quality products and perfect designs. It offers a rich variety of seats, which can be used in a great range of upscale scenarios.

Since the establishment of strategic cooperation in 2001, MATSU and Kusch + Co have completed multiple domestic and international projects in succession through cooperation. The rigorous German working style of Kusch + Co has urged MATSU to seek constant improvement and perfection. Meanwhile, MATSU eagerly looks forward to each cooperation with Kusch + Co, to explore the freshness and vitality in original design, thus repaying customers with excellent space solutions.

PORSCHE DESIGN

“德国iF首座海外设计中心” 在成都创想空间

“IF'S FIRST OVERSEAS DESIGN CENTER”IN CHENGDU INNOVATIVE IDEA SPACE

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图片由玛祖铭立 &iF 成都设计中心提供

Photo provided by MATSU & iF Design Center Chengdu

2019年11月7日，iF成都设计中心——iF在海外的第一座设计中心落成，MATSU玛祖铭立为iF成都设计中心打造办公家具解决方案。

On Nov 7th 2019, iF Chengdu Design Center - iF's first overseas design center was completed and MATSU developed an office furniture solution for iF Chengdu Design Center.



一层以展示空间为主，优良设计展区不仅展示了iF大奖的获奖作品，还与成都当地的艺术、设计中心合作，举行不定期的主题展览。

Floor 1 is mainly the exhibition space. The good design pavilion not only shows the award-winning pieces of iF award but also holds themed exhibitions in cooperation with local art, design centers in Chengdu from time to time.



展示模块采用了一系列具有节奏感的多功能水平和垂直体块，清晰而具有功能性的几何形状产生了强烈的视觉冲击力，便于访客探索浏览。

The exhibition module is comprised of a series of horizontal and vertical all-purpose blocks that are much rhythmical. And the distinct and functional geometrical shapes create such intense visual impact that makes it easier for the visitors to explore and browse.



同时，一楼也为访客提供了多个休闲区，Singlax沙发、Clover茶几、Velax沙发等产品为访客带来独特的空间体验，能够在此自由沟通和放松沉思，启发设计灵感。

In the meantime, there are also lots of recreational areas on Floor 1 that each provides visitors with unique space-experience so that they can talk freely, relax, meditate and stir up some design inspiration here.

在二零年代来临之际，MATSU四川团队在此举办“Welcome to MATSU”设计沙龙活动，优秀设计师们聚集于此，一起分享了MATSU优秀设计作品以及荣获iF设计的产品，并展望2020设计趋势，尝鲜iF成都设计中心的灵感空间。

When the 20s arrive, MATSU's Sichuan team is holding "Welcome to MATSU" design salon activities here. Outstanding designers gather to share MATSU's excellent design works and iF award-winning products, look ahead to the design trend of 2020, and experience the inspiration space of Chengdu Design Center.



iF成都设计中心不仅为设计实践提供专业支持和合作平台，同时也提升大众对设计的认知和参与，赋予中国设计更多的意义。

Not only does iF Chengdu Design Center offer professional support and cooperation platform for design practice, it also improves the public's knowledge and participation in design and gives more meaning to the word Designed in China.



iF设计中心成都分为上下两层，一层功能偏向于展示和交流，二层则为工作人员提供共享工作空间。作为logo标志的红、白两色将iF设计奖的品牌价值注入建筑中，营造一个开放的展示交流空间。

iF Chengdu Design Center has two floors, of which the first one focuses more on exhibition and exchange while the second one is the shared workspace for its staff. The colors red and white that make up the Logo integrate iF Product Design Award's brand value into the building to create an open space of exhibition and exchange.



IN CHENGDU

全球首家iF设计商店也设立在成都设计中心内，在这里不止可以找到iF获奖作品，还可以发现意料之外的好设计。

The very first iF design store in the world is also set up in Chengdu Design Center. Here not only can one find iF award-winning pieces but also spot unexpected good designs.

“让好设计走进生活”不止在iF设计商店里，iF咖啡馆使用到的Njord休闲椅也是最好的例证。在发布之初，Njord休闲椅就荣获了iF设计奖在内的四项大奖，从被认证到被选择，实力印证获奖品质。

"Introduce good design to your life" is not found in iF design store only. The Njord lounge chairs used in iF coffee house are also perfect examples of such concept. Njord lounge chairs already won four awards including iF Product Design Award way before they are launched. Having been so widely accepted and chosen is a powerful statement of the chairs' award-winning quality.



NJORD

毛毡一体固化成型的椅背设计是Njord休闲椅最大亮点，相比传统的实木座椅，椅背部分采用纯毛毡材质的Njord不但韧性极佳，还兼顾了整体稳固性和支撑性，足以给予使用者完美的背部支撑体验。毛毡的可吸音和耐脏特质，同样为Njord加分。

The one-piece solidified chair back made of felt is the biggest highlight of Njord lounge chairs. Compared to conventional solid wood chairs, Njord's chair back made of pure felt not only makes it extremely tough but also generally stable and supportive, which are enough to provide its users with perfect back support experiences. The fact that felt is both sound-absorbing and not easily stained also gives some bonus points to the chairs.



二层空间延续了一层的设计理念，在展览空间的基础上，结合了众创办公空间。在空间设计上加入了更多的细节，空间环境也偏向舒适和灵活，为满足不同客户的需求，提供了一个更加自由开放的办公环境。

The space on Floor 2 is an extension of the design concept of Floor 1, only that it has incorporated shared creative workspace on the basis of exhibition hall. Having added more details to its space design, the space here is hence cozier and more flexible, which creates an office environment that's more free and open for clients with different demands.

iF成都设计中心的落成，足以说明这片土地爆发出前的设计活力正在得到越来越多的关注。早年间，在与国外品牌合作时，MATSU已经意识到这场变革和市场重心的变化，开始聚焦民族的、本土的原创设计。在未来，MATSU期待与更多的原创设计力量合作，以民族品牌发声，铸造更多的好设计。

The completion of iF Chengdu Design Center is enough to show that the design energy breaking out from this land is gaining increasingly more attention. During its cooperation with foreign brands in early years, MATSU has already been aware of this transformation and the change of market focus, and started to focus on ethnic and indigenous original designs. In the future, MATSU looks forward to cooperation with more original design powers, to make a voice and create more good designs as a national brand.



2020科隆国际家具展(imm cologne)于1月19日闭幕,作为世界最负盛名的家具博览会之一,此次imm cologne吸引了来自世界各地超十二万名参观者。MATSU合作伙伴Wittmann参展,以经典产品主张突出个性表达的生活方式。

Imm Cologne 2020, which closed on January 19, is one of the world's most famous furniture expositions. This Imm Cologne has attracted over 120,000 visitors from all around the world. Wittmann—MATSU's cooperation partner—attended the exposition, and advocated the lifestyle stressing individual expression with its classic products.

WITTMANN @ IMM COLOGNE 2020

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



一年一度的科隆家具展始于1949年,其包罗万象的深度与广度,使得参观者能一次性领略到来自全世界的原创设计型家具以及难得一见的经典家居产品,提前洞悉家具行业内的最新产品和流行趋势。

The annual Imm Cologne started in 1949. At the all-inclusive Imm Cologne with considerable depth and breadth, visitors can have access to furniture with original designs from all around the world and hard-to-come-by classic household products, and gain an insight into the latest products and fashion trends of the furniture industry in advance.



在这次展会上, MATSU 合作伙伴 Wittmann 也将经典产品 Contessa 1956 带去现场。其实早在 Wittmann 诞生初期, Contessa 1956 就已经在国际舞台上引起了广泛关注, 此次参展更是荣耀回归。这款独立扶手椅以明朗的轮廓线条和简洁的设计语言, 再次在现场广受关注。

At this exposition, MATSU's cooperation partner Wittmann displayed its classic product Contessa 1956. Actually, Contessa 1956 has already attracted extensive international attention shortly after the founding of Wittmann, and now it is returning to the stage with honor. With unequivocal contour and concise design language, this independent armchair has once again attracted extensive attention at the site.



2020年, Wittmann 以“温暖和舒适”为参展主题, 黄铜、木材、石材及天鹅绒和皮革等感性材料在现场营造了极具家庭氛围的空间。

The 2020 exhibition theme of Wittmann is “warm and cozy.” With sensuous materials including brass, wood, stone, velvet and leather, it created a space with family atmosphere at the exposition.

WITTMANN



很多人都喜欢手工制品, 以此来丰富生活的质感, 这也就意味着越是微不足道的细节越需要斟酌。而对于这种产品的挑选, 很多人的首选都是家具, Wittmann 处处彰显的优雅元素正是满足了人们的这种需求。Sebastian Herkner, Luca Nichetto 等设计大师都对 Wittmann 的手工质感保有热情, 这也是其产品为何都兼顾个性与适用性的原因。同时又不受通俗美学的束缚, 创造出真正与众不同的产品。

Many people like to enrich the texture of life with handmade products, which means: it is the insignificant details that deserve the most consideration. For most people, their first choice of such products is furniture. And the graceful elements that are conspicuous in Wittmann furniture have exactly satisfied such demands. Design masters including Sebastian Herkner and Luca Nichetto are all passionate about the handmade texture of Wittmann, which is also why its products take both individuality and applicability into account. At the same time, free of the shackles of pop aesthetics, Wittmann is capable of creating genuinely distinctive products.



不论是 Contessa 1956 还是 Paradise Bird 系列产品, Wittmann 选择的参展产品都保持了一贯的优雅, 这也正是其一直宣扬的生活态度。而对于“使用者的个性表达”这个问题的回答, 一直保有的手工家具正是最好的答案。

Whether it's Contessa 1956 or Paradise Bird, the product series displayed by Wittmann at the exposition have always maintained its consistent elegance, which is exactly the life attitude Wittmann has been advocating. As for the question regarding “personalized expression of user”, the handmade furniture of Wittmann is the best answer.

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