



“领”，岂止于礼  
MATSU Collar Sofa

**MATSU**  
Inspiring Office Lifestyle

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图片由美侬Wallpaper提供 摄影：东迪

# SHU木

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# 卷首语

Editor's Voice

## 盛夏光年

时隔十余年，我们全新亮相广州展和深圳展、强势回归华南市场。为筹备这两场展会以及深圳体验中心的开幕，我们投入了巨大的人力物力，希望通过设计美好展览空间、体验中心，去影响更多的市场及人，最终我们确实做到了。

这个世界都是由局部构成，由整体来结束。好比我们打造的办公家具与办公空间的关系，脱离空间去谈审美，那是不存在的。办公家具能在空间里恰到好处呈现，那一定是将建筑空间与办公生活完美结合的呈现。我们更愿意看到家具在空间里物尽其用，看到那些使用者能把心安在这样的一个气场里，愉悦工作。

释放办公家具、办公空间中的艺术美学，挖掘潜藏其中的巨大能量，以艺术驱动商业变革，让大家真正感受到艺术美学与办公生活的关系，也是我们持之以恒的追求。

这个夏天，这个海边，不只是我们这艘艺术之舟全新的起点，暂将艺术美学、建筑空间、办公生活进行到底。办公家具与人们办公生活息息相关，撬动这一切的内核，只能是建筑空间与艺术美学的聚合显形。

—本刊编辑部

## Eternal Summer

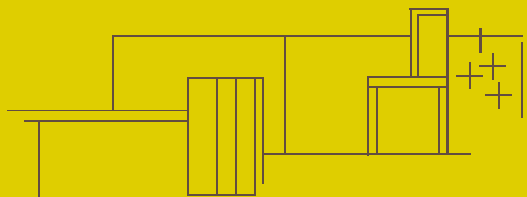
After a lapse of over a decade, MATSU staged a strong comeback to the Southern China market with its brand-new products at the exhibitions in Guangzhou and Shenzhen. To prepare for these two exhibitions and the opening of our new experience center in Shenzhen, huge amounts of manpower and material inputs were invested. Our hope is to influence more markets and people through the design of beautiful exhibition space and experience center. And we finally did it.

This world consists of parts and is finished off as a whole. Just like the relationship between our office furniture and the office space—we cannot talk about aesthetics outside of the context of space. The perfect presentation of office furniture in space has to be the perfect integration between architectural space and office life. We prefer to see furniture serving its proper purpose in space, where users work pleasantly with their mind at ease.

Explore the aesthetics of art in office furniture and office space, unleash the tremendous amounts of energy hidden within, and drive commercial reform with art, so that people can truly experience the relationship between the aesthetics of art and office life. This is also our eternal pursuit.

This summer, by the seaside, MATSU set sail on a voyage of art, pledging to see through the aesthetics of art, architectural space and office life. Since office furniture and office life are related as closely as each breath is to the next, the key is architectural space and the aesthetics of art bound together in a concrete form.

# 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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YI

未境

2020 玛祖铭立  
品牌展

广州站

中国（广州）国际家具博览会  
广州琶洲国际展览中心

展位: S5.2C08 7.27-7.30

深圳站

深圳国际家具展  
深圳国际会展中心

展位: 7B18 8.20-8.23

MATSU 玛祖铭立  
GROUP

design  
SHANGHAI  
设计上海

上海  
站

展位 **W167**

2020

11/26

|

11/29

地址: 上海世博展览馆

NEVER

END

M A T S U 2 0 2 0 E X H I B I T I O N



# MATSU

MATSU24周年

## 乘风破浪，再扬新程

24th Anniversary of MATSU:  
Sailing Forward through Wind and Waves

编辑：路海虹 摄影：陈锋 Editor: Alice Lu Photographer: Chen Feng

2020，面对疫情的奇袭，  
24 岁的 MATSU，  
赤诚壮志在胸，整装待发，就像是勇敢的水手，  
以乘风破浪之势，冲破一切障碍，  
追求更远的未来。

Facing the unpredicted pandemic in 2020,  
24-year-old MATSU is ready to set out with a sincere heart and lofty aspirations,  
like a brave sailor eager to sail through wind and waves against all obstacles  
in pursuit of a greater future.

01 乘风破浪，再扬新程  
Sailing Forward through Wind and Waves



对于华南，MATSU 有着很深的情缘：

1996 年，MATSU 成立于广州；  
2000 年，广州办公生活体验中心搬迁至中侨大厦；  
2020 年，MATSU 携最新原创设计产品 Unit&Morse 以及全新  
休闲系列，协同 MATSU 深圳、中山全新办公生活体验中心  
开幕；广州、深圳销售团队组建，强势回归华南市场，与华北、  
华东齐力进军全国。

The story between MATSU and Southern China goes way back:

In 1996, MATSU was established in Guangzhou,  
In 2000, our Guangzhou Office Lifestyle Experience Center was relocated to  
Zhongqiao Mansion.  
In 2020, with the latest original design product Unit & Morse and a whole-new  
leisure series, MATSU opened the brand-new office life experience centers in  
Shenzhen and Zhongshan; meanwhile, MATSU' s new sales teams in  
Guangzhou and Shenzhen staged a strong comeback to the Southern China  
market, which was synchronized with the foray into the Northern China and  
Eastern China markets.

# 24th

述缘，  
乘风破浪  
Our story with wind and waves

新生，  
再扬新程  
Reborn and sailing forward

2020年6月28日，MATSU于中山全新办公生活体验中心举办  
24周年燃情庆典，用新面貌、新激情，新活力来庆祝与纪念24  
年的渊源；MATSU华南市场员工，以及MATSU中山工厂所有员  
工缘聚一堂，凝心聚力，餐赴沧海云帆之约。

On June 28, 2020, MATSU observed the 24th anniversary in our brand-new  
Office Lifestyle Experience Center in Zhongshan. With a new look, new passion  
and new vitality, the 24-year relationship with Southern China was celebrated.  
Employees of MATSU in the Southern China market and the entire staff of  
Zhongshan plant got together and enjoyed a merry feast.



工厂常务副总裁黄淑娟

致辞表达了：MATSU新工厂未来在软硬  
实力上两手抓，两手都要硬。

Ms. Huang Shujuan, Executive Vice President of  
the plant, expressed during her speech: the new  
plant of MATSU will have a big promotion of both  
soft and hard power .



渠道拓展总部副总裁俞海姝

讲述其与MATSU共同成长的经历。

Yu Haishu, Vice President of Channel Development  
Department of the Headquarters, shared her story  
of growing up with MATSU.



设计师李健雄

讲述对中山办公生活体验中心的全新规划。

Designer Li Jianxiong explained MATSU' s whole-new  
planning of the Office Lifestyle Experience Center in  
Zhongshan.



## 02 航向盛夏, 活力HIGH趴 Mind-blowing Party at the Midsummer



24岁的MATSU身穿丹宁, 踏着银河强势回归华南市场, 配合剪裁利落干净的黑T, 搭配活力十足的牛仔短裤、短裙, 为广州的盛夏, 注入了激情与生机, 演绎MATSU新势力。

Dressed in denim, 24-year-old MATSU staged a strong comeback to the Southern China market with a mind-blowing party. Clean-cut black T-shirts and energetic denim shorts and skirts rocked the summer of Guangzhou with passion and vitality, brimming with the youthful energy of MATSU.



Sailing Forward through Wind and Waves



盛夏沁人心脾, 又激发动力的Mojito。

Refresh your mind and activate vitality with mojito on the rocks in midsummer.



红、黄、蓝、紫灯光, 五彩斑斓的鸡尾酒就如同MATSU的无限可能。

In red, yellow, blue and purple lights, as well as the colorful cocktails, are just like the infinite possibilities of MATSU.



北京、上海、广州、深圳及玛祖中山, 一起庆祝, MATSU24周年。

Teams from Beijing, Shanghai, Guangzhou, Shenzhen and Zhongshan together celebrated the 24th anniversary of MATSU.



24th





## 装载梦想的“集装箱”

MATSU深圳办公生活体验中心邀请保时捷办公空间御用设计团队anySCALE打造,其提取深圳海港城市元素,将其打造成一个装载着炫彩梦想的“集装箱”;并结合亚热带气候属性,加入藤蔓等;色彩上,运用这个高速发展的城市“无限可能”的梦想炫彩,与整体的工业风,相互碰撞,以突显空间的艺术体验感。

深圳体验中心不仅将对于未来的办公趋势表现在整体空间里,还将MATSU的成长故事融入其中。1996年玛祖铭立成立于广东,2001年MATSU开创性与欧洲家具品牌战略合作,将欧洲优秀设计飘洋过海带入刚起步的中国家具行业,也是得益于这座港口城市,这也是MATSU深圳办公生活体验中心运用集装箱等海滨城市元素更深层的意蕴。



## “Container” Loaded with Dream

We invited the exclusive office design team anySCALE of Porsche to design MATSU Shenzhen Office Lifestyle Experience Center. With the elements of the coastal city Shenzhen, it is built like a “container” loaded with colorful dreams; features of the subtropical climate like vines are added; in respect to color, the “infinitely possible” dream colors of this high-speed developing city are applied, thus forming collision with the overall industrial style to highlight the artistic experience of space.

Shenzhen Office Lifestyle Experience Center not only presents the future office trend in the overall space, but also blends MATSU's history into it. In 1996, MATSU was established in Guangdong. In 2001, benefited from this port city, MATSU innovatively launched strategic cooperation with furniture brand in Europe and introduced excellent design to the start-up furniture industry in China. That is the deeper implication for the use of container and other coastal city elements in Shenzhen Office Lifestyle Experience Center.

# MATSU 深圳全新办公生活体验中心 超燃开幕!

编辑: 彭茜 摄影: 陈锋 Editor: Qian Peng Photographer: Chen feng

## MATSU全新深圳办公生活体验中心

2020年8月3日,玛祖铭立深圳办公生活体验中心以“BEGAN AGAIN,致梦想开始的地方”为主题超燃开幕。此乃MATSU强势回归华南市场的重要举措之一。广东是玛祖铭立的始航之地,继广州家具展后MATSU深圳体验中心再放异彩。百余位设计师,社会名流、精英人士聚集于此,一起承载“艺术办公之舟,扬起灵感之帆!”

## MATSU Shenzhen Office Lifestyle Experience Center

On August 3rd, 2020, grand opening ceremony of MATSU Shenzhen Office Lifestyle Experience Center was launched with the theme of “BEGAN AGAIN, to the place where the dream began”. This is one of the most important actions for the strong return of MATSU to the South China market. Guangdong is the place where MATSU set sail and MATSU Shenzhen Experience Center showed extraordinary splendor again after the 45th CIFF. More than 100 designers, celebrities and elites gathered here and embarked “the ship of art office to set sail with inspiration”.

GRAND OPENING OF  
MATSU SHENZHEN OFFICE LIFESTYLE EXPERIENCE CENTER







第一财经主持人  
阳子  
Host of China Business Network  
Yang Zi



玛祖铭立总裁  
蔡演国先生致辞  
Mr. Cai Yanguo, CEO of MATSU,  
makes a speech



国际著名跨界艺术家  
王小慧教授致辞  
Professor Xiao Hui WANG,  
international famous crossover artist,  
makes a speech



绿色之春文化传播创始人  
关鸣先生致辞  
Mr. Guan Ming,  
founder of Green Spring Media,  
makes a speech



anySCALE 上海设计总监  
Simon Berg 设计分享了  
MATSU 深圳办公体验中心设计理念  
Simon Berg, anySCALE Shanghai Design Director,  
shares the design concept of MATSU Shenzhen  
Office Lifestyle Experience Center



上海 JRS 创始人  
Joeri Reynaert  
Joeri Reynaert,  
founder of Shanghai JRS

🔗 Link: MATSU 深圳体验中心设计理念详述, Simon Berg 访谈, 详见 P14- P19  
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🔗 Link: MATSU 2020 年 7 款办公休闲新品介绍, Joeri Reynaert 访谈, 详见 P30- P35  
7 new office leisure product series, see P30- P35 for details



继深圳办公体验中心开幕后, 8/20-23, 作为MATSU品牌展的第二站, 深圳家具展也随之开启, 展位:7B18。

MATSU燃启广东, 炫动全国, 11/26-29还将在上海举办MATSU品牌展第三站。

After the opening of Shenzhen Office Lifestyle Experience Center, we will, as the second stop of our brand exhibition, participate in Shenzhen International Furniture Fair from August 20<sup>th</sup> to 23<sup>rd</sup> at booth 7B18.

Starting from Guangdong, we will dazzle the whole nation and hold brand exhibition from November 26<sup>th</sup> to 29<sup>th</sup> at our third stop in Shanghai.

MATSU 深圳体验中心  
MATSU SHENZHEN OFFICE LIFESTYLE EXPERIENCE CENTRE

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## 采访MATSU 深圳体验中心设计师Simon Berg INTERVIEW WITH SIMON BERG, DESIGNER OF MATSU SHENZHEN EXPERIENCE CENTRE

由于深圳地缘环境，造就了其文化的开放性、包容性、创新性，作为全球创意城市，有“设计之都”称号。深圳，是中国拥有口岸数量最多、出入境人员最多、车流量最大的口岸城市。深圳港集装箱吞吐量连续九年位居世界第四位。

2020年8月3日，一个装载无限可能炫彩梦想的“集装箱”，在深圳市保税区桂花路5号加福广场西楼9层顺利降落。于此，MATSU玛祖铭立深圳办公生活体验中心正式开幕。

Due to the geographical environment of Shenzhen, its culture is open, inclusive, and innovative. As a global creative city network, it has the title of "City of Design". Shenzhen is the port city with the largest number of ports, the largest number of entry and exit personnel, and the largest traffic volume in China. The container throughput of Shenzhen Port has ranked fourth in the world for nine consecutive years.

On August 3, 2020, a "container" loaded with infinite possibilities and colorful dreams landed smoothly on the 9th floor of West Building, Jiafu Plaza, No. 5 Guihua Road, Shenzhen Free Trade Zone. At this point, MATSU Shenzhen Office Lifestyle Experience Center officially opened.

MATSU 邀请了保时捷办公空间御用团队任督设计 anySCALE，结合了深圳港口城市元素与亚热带地域属性，将整个空间打造成装载着炫彩梦想的办公艺术之舟。

今天，MATSU有幸采访到玛祖铭立深圳体验中心主创设计师anySCALE上海设计总监Simon Berg，带我们一起登上这艘“办公艺术之舟”，开启无限可能的梦想“集装箱”。

MATSU invited the Queen' s team of Porsche office space to design anySCALE, which combines the elements of Shenzhen' s port city and the subtropical hell to turn the entire space into an office art boat loaded with colorful dreams.

Today, MATSU had the honor to interview Simon Berg, the chief designer of anySCALE Shanghai Design Director of Matsu Mingli Shenzhen Experience Center, and take us on board this "office art boat", opening up the dream "container" of unlimited possibilities.



个 图片由 Sensor 见闻影像提供，摄影：吴鉴泉

## DREAM CONTAINER ON SHENZHEN PORT

# 深圳港边的梦想号“集装箱”

编辑：路海虹 刘畅 摄影：陈锋，朱迪，吴鉴泉 Editor: Alice Lu, Chang Liu Photographer: Chen feng, Zhu Di, Jianquan Wu

SIMON  
BERG



个 图片由卷宗 Wallpaper\* 提供，摄影：朱迪

Q: 玛祖铭立

A: 任督上海设计总监 Simon Berg

Q: MATSU

A: anySCALE Shanghai Design Director Simon Berg

Q1: 此次 MATSU 的深圳办公体验中心是 MATSU 回归华南市场的重要“秀场”，我们对于华南市场有一份特有的情怀，那您对于深圳这个城市又是如何看待的，有何印象？

This Shenzhen Office Lifestyle Centre is an important "performance venue" for MATSU to make a comeback to the Southern China market. And we have special feelings for the Southern China market. What do you think of Shenzhen?

A1: 深圳作为新中国的城市代表，经济的快速发展，是一座“一切皆有可能”的城市。其临近中国南海，被绿植所包裹，来自各个城市的人也都汇聚在此寻找机遇，形成这个地方的特色。与此同时，这座城市也在寻找自己的定位与文化，但对于一座进程如此之快的城市，这不是一件易事。

Shenzhen is an exiting city that stands for the new China, with a fast developing economy. A city where everything seems to be possible. The proximity to the South China Sea, with a lot of green and people from all over the county that come to this city to find there opportunity have formed the character of the place. At the same time the city is in the search for it' s own identity and culture which sometimes is not that easy if things moving forward with such fast pace.



Q2: 可否简单介绍一下此次深圳办公体验中心整体的室内设计?有何特色?

A2: 作为设计师, 我们希望可以为深圳(体验中心)创建一个属于自己的身份, 一个可以被华南地区的未来客户所理解和欣赏的空间。深圳办公体验中心地处海洋与港口边, 从体验中心的窗户可以遥遥深圳湾, 它将深圳与香港隔海相望。对于深圳这座港口城市, 造船厂与港口是城市化进程中重要的催化剂; 所以, MATSU深圳体验中心通过“集装箱”墙饰板的设计运用, 讲述了品牌故事: 民族高端家具品牌与德国企业达成战略合作, 将最先进的理念与设计飘洋过海带入中国市场。从窗户的另一边向外看, 可以看到深圳的天际线与一旁深圳塔高层的玻璃折射的七彩光线, 相互交融; 有许多科技新型公司入驻在内, 以惊人的效率快速成长。因此, 体验中心结合窗外的景象, 与深圳这座城市对梦想炫彩的追求, 以及当地亚热带季风气候的特征, 运用到整体设计中。

Q2: Could you give us a brief introduction to the overall interior design of Shenzhen Showroom? What are its features?

We wanted to create an own identity for Shenzhen that can be understood and will be appreciated by the future customers from southern China. From the window of the experience centre one can see the Shenzhen river that separates Shenzhen from Hongkong. The sea and the Harbour are close to the site. The proximity to the sea, shipyards and harbour are important catalysts of the city, at the same time they tell the story of Matsu: Furniture production and importing high-end furniture from Germany to China via the sea. From the other window one can see the city skyline of Shenzhen with its reflecting high-rise glass towers, the home of many leading technology firms of the country. These views, combined with the sub-tropical climate of the area serve as inspiration for design, material finishes, textures, colors, etc.



↑ 图片由卷宗 Wallpaper\* 提供, 摄影: 朱迪

Q3: 作为深圳办公体验中心室内空间的整体动线又是如何规划的呢?

A3: 整个体验中心设计成开放式办公空间, 中心区域有一个公共社群空间。除此之外, 体验中心还有一系列如船仓般的小区域, 每个仓体空间都有自己独特的设计和配色方案。这些区域相互连接, 为客户形成一个自我探索的空间动线。

How is the overall traffic flow designed for the interior space of Shenzhen Experience Centre?

The experience centre is designed as an open plan office. There is a communal space in the center. Around the core the experience centres develops as a sequence of spaces, each of them with it's own particular design and color scheme. These spaces are connected to each other and create a flow and visitor route through the experience centre that invites to explore and discover.



↑ 图片由卷宗 Wallpaper\* 提供, 摄影: 朱迪

Q4: 整体的天花板与立柱是工业风, 而空间里的软装选用彩色, 一些蓝色与紫色渐变的梦幻配色, 这里面的对比能否为我们介绍一下其中的设计含义?

A4: 体验中心中现有的条件是极具挑战性的, 空间挑高较低, 许多现有的管道无法清除。因此我们首先抛开繁复的天花板设计, 将展示区域与开放式的天花板进行整体设计, 最大程度上提高空间利用率。所有的 MEP (Mechanical, Electrical & Plumbing) 装置都集中在靠近核心区域的吊顶部分, 而柱子则是被用作房间与房间之间的分割, 它们与变化的玻璃, 形成光影的浮动营造梦幻感, 正如之前我们提到的窗外七彩光线与深圳这座城无限可能的梦想力量, 而玻璃和线性光使空间更显轻盈。







个 图片由 Sensor 见闻影像提供, 摄影: 吴鉴泉

**Q5:** 有一些局部空间选择了移门设计, 能否为我们介绍其中的原因?

Sliding doors are used locally. Could you tell us the reason behind it?

**A5:** 滑动式的透明格栅门, 给予整体设计更强烈的工业风, 就像是仓库或者飞机机舱。日常中, 它可作为“墙壁或隔断”用于空间划分, 可以使空间具备封闭性、独立性, 亦可保有连接与灵活性, 而不是简单的将其划分成单独的小空间。

The sliding doors in large format made of polycarbonate bring in the industrial feel of a warehouse or an aircraft hanger. From a functional perspective they work more as walls so the space remains connected and flexible, however, still can be enclosed or protected, rather than dividing it into small rooms.



个 图片由 Sensor 见闻影像提供, 摄影: 吴鉴泉

**Q6:** 经过多次合作能否谈谈您对 MATSU 公司与产品的印象, 是否有新的见解?

**A6:** 我们与玛祖铭立合作了许多不同的项目。与总裁蔡先生的合作十分有趣, 他是一位真正的企业家, 总是努力为自己的产品和室内设计项目寻找新的创新解决方案。

After cooperating with us on multiple projects, could you talk about your impression of MATSU and its products? Any new idea?

We have worked with Matsu on many different projects. It's great fun to work with Mr. Cai, he is a true entrepreneur and always striving to find new, innovative solutions for both their own products as well as their interior design projects.



个 图片由 Sensor 见闻影像提供, 摄影: 吴鉴泉

# SHENZHEN EXPERIENCE CENTRE

## anySCALE

**Q7:** 您对未来办公环境空间色彩、布局等的趋势有什么看法?

What's your opinion about the future office trend, such as color and layout in office environment?

**A7:** 工作场所和私人住宅之间的界限越来越模糊。在新冠疫情期间, 很多人体验了一个较为长时间的居家办公形式。近年来, 企业办公室设计已经趋向于住宅空间的设计理念, 包括色彩、质地和家具。而用户自然更喜欢舒适的办公环境, 拥有广泛的协作、社交和创作空间。特别是在亚洲, 许多企业也已清晰地认知到, 好的办公环境可以赢得更好的人才。

The boundary between workplace and private home is becoming more and more blur. During the corona crisis many of us have been experiencing an extensive home office period. In the recent years there has already been a trend in the corporate office design towards design ideas including colors, texture and furniture that originally come from residential design. Users do appreciate a comfortable activity based environment with a broad range of spaces to collaborate, social or break-out. Especially in Asia, large companies have understood that if they want to win the best talents for their enterprises they need to provide a workplace which caters to those needs.

### 关于anySCALE Architectue Design

anySCALE任督设计2011年在香港成立, 目前在北京、上海、深圳均设有办公室。其设计的项目收获了诸多国际媒体的关注及报道, 也斩获了无数国际大奖, 其中具有代表性是红点奖、创新建筑标志性奖、国际汽车品牌大奖以及德国设计奖等。

### About anySCALE Architecture Design

anySCALE is a global studio for architecture and interior design, focusing on workspace sustainability and next-gen design. Since 2011, our Sino-Austrian-German partners have established a reliable and reputable global practice with offices in Beijing, Shanghai, and Shenzhen. Our best signature projects have won numerous industry awards, including Red Dot Design Awards, ICONIC AWARDS: Innovative Architecture, Automotive Brand Contest, German Design Awards, and more.

anySCALE任督设计致力于室内设计、建筑设计以及其相关衍生服务, 并已成为保时捷、戴姆勒、宝马、华润、SOHO中国等知名客户的长期合作设计机构。

We offer architecture and interior design with extended services. Our long-term serving clients include Porsche, Daimler, BMW, China Resource, SOHO China, and more.





↑ 国际跨界艺术家 王小慧

## 关于国际跨界艺术家 王小慧

王小慧是国际跨界艺术家, 生活在上海和慕尼黑;  
其创作涉及摄影、雕塑、设计、新媒体、写作等领域;  
自传《我的视觉日记》再版五十余次, 畅销十余年;  
被香港《凤凰周刊》列为 50 位影响世界未来的华人之一;  
荣获雅典娜大奖, 是这个全球杰出女性奖项 35 年来获奖的第一位中国女性。

### About Xiao Hui WANG, an International Crossover Artist

Xiao Hui WANG is an international interdisciplinary artist living in Shanghai and Munich.  
Her works can be found in fields including photography, sculpture, design, new media, and writing.  
Reprinted for over fifty times, her autobiography My Visual Diary has received great popularity for more than a decade.  
The Hong Kong magazine Phoenix Weekly recognized Xiao Hui WANG as one of The Top 50 Chinese Who Will Impact the Future of the World.  
Xiao Hui WANG is also the first Chinese woman in 35 years to win the Athena Award which rewards the most prominent women in the world.

# 深圳是文化沙漠, 还是下一个绿洲? 王小慧和她的朋友们艺术沙龙 SHENZHEN, A CULTURAL DESERT OR THE NEXT OASIS? ART SALON BY Xiao Hui WANG AND HER FRIENDS

编辑: 路海虹, 刘畅 摄影: 陈锋、吴鉴泉 Editor: Alice Lu, Chang Liu Photographer: Chen Feng/Uianquan Wu

深圳全新的玛祖铭立办公生活体验中心开幕式特别邀请了国际跨界艺术家教授, 许多人听闻小慧老师的到来, 从四面八方云集而来。MATSU 和小慧老师特别增加了一个下午茶沙龙, 一起畅谈关于深圳这座城市文化点滴。

下午茶邀请了二十位小慧老师的朋友, 其中不乏房地产和时尚企业的董事长、民间协会的会长、艺术馆的馆长和出色的文化投资人、策展人与设计师。叙旧的过程中, 嘉宾在发言中不乏精彩火花, 现摘录几段分享给大家。

For the opening ceremony of MATSU' s brand-new Office Life Experience Center in Shenzhen, we had the honor to invite Professor Xiao Hui WANG, the famous international interdisciplinary artist. The news that Professor Xiao Hui WANG was coming to Shenzhen caused the active participation of lots of fans, which was beyond the expectation of the event organizer. In response to the great enthusiasm, we also invited twenty of her friends to the special afternoon tea time. Twenty friends of Xiao Hui WANG were invited to the afternoon tea, including the chairmen of real estate companies, the chairmen of fashion enterprises, the presidents of non-governmental associations, the curators of art galleries, outstanding cultural investors, exhibition organizers, and designers. In the process of reminiscence, there was no lack of pearls of wisdom in their speeches. Here are some excerpts from the event.



↑ 王小慧老师的纳米摄影作品为MATSU深圳体验中心增添艺术氛围

## 艺术, 需要热爱与激情

沈永芳, 深圳服装行业协会名誉会长: 小慧老师对艺术极致的追求及前瞻性的目光是被在座的各位所敬仰的。无论是早年出版的《我的视觉日记》, 还是时至今日的跨界艺术, 在艺术的潮流中, 都是一股激浪; 而无论做什么事, 都需要凭借长久的热爱, 才能让这件事持之以恒的发展下去, 小慧老师用对艺术的完美追求与坚守让大家看到了她对艺术的热爱与执着。

### ART NEEDS LOVE AND PASSION

Shen Yongfang (Honorary Chairman of Shenzhen Garment Industry Association): Professor Xiao Hui WANG is admired by us all for her ultimate pursuit of art and forward-looking vision. Both her early work My Visual Diary and her interdisciplinary art today are impassioned waves in the trends of art. Whatever we do, only with lasting love can we persevere. From Professor Wang' s pursuit of artistic perfection, we see her deep love for and perseverance in art.



沈永芳 名誉会长  
深圳服装行业协会



↑ 《我的视觉日记》. 王小慧自传 再版五十次, 畅销十余年



↑ 王小慧纳米摄影作品为MATSU深圳体验中心增添艺术氛围

## 艺术的跨界与融合, 成就唯一性

王小慧说道, 近些年, 众多企业因为失去了创新的生命力, 都濒临倒闭的危机; 而跨界却为很多企业带来了生机。特别是后疫情时代, 跨界会给很多企业的发展打开一扇新的窗子。所以我们成立了跨界学院, 我 2007 年就提出了“跨界是新的生产力”。

### Uniqueness Achieved by Artistic Crossover and Integration

Xiao Hui WANG: In recent years, having lost the vitality of innovation, numerous enterprises have come perilously close to failing, but crossover has brought many back to life. In the post-pandemic era in particular, crossover has practically become an essential part of development. Therefore, we established the Interdisciplinary Academy, and proposed in 2007 that "Interdisciplinary is the new productivity."



何文 副总裁  
天安数码城

何文, 天安数码城副总裁说: 从 2000 年至今, 涉及多个领域的天安集团一如既往地执行着与艺术跨界: 从上海的天安花园将艺术生活融在一起, 到现在将科技、产业、金融等等领域与艺术文化相融合。如何将传统产业、旧改等一切产业时尚化? 跨界就是一次带来转机的方式, 艺术文化的加持方可项目注入独一无二性。

He Wen (Vice President of Tian An Cyber Park): Since 2000, involved in a variety of fields, Tian An Group has always adhered to crossover with art: from the integration of art and life in the Tian An Park in Shanghai to the integration between fields including technology, industry and finance with art and culture. How to transform all industries such as traditional industries and renovation into fashion? Interdisciplinary is your chance. Infused with art and culture, every project can be unique and original.

生活艺术化, 艺术生活化, 将生活与艺术更好的融合。消费与体验的升级才是未来生活真正的艺术。让消费者能够更为直观地感受到艺术的魅力。

Make life art, and make art life, so that life and art can be perfectly integrated with each other. The upgrade of consumption and experience is the real art of future life, which gives people a more direct perception of the beauty of art.





黄小珍 室内设计师



刘荟荟 艺术品收藏家

## 艺术, 是对未来生活的精神联姻

黄小珍, 室内设计师: 70-80 年代, 当国家还在温饱阶段, 我们无暇顾及艺术与文化修养; 而现如今, 艺术跨界的普及将艺术融入生活。Living in art, design for life, 让设计贴近生活, 艺术就是对未来高品质生活的精神联姻, 是将生活推向更高层次的境界。让艺术家加持, 将艺术品纳入生活, 与艺术朝夕相处才是艺术修行的真谛! 所以, 跨界的定调与对艺术理解的高度是让更多人能感受到艺术生活的氛围, 让孩子从小体验到未来科技和艺术文化糅合在一起的生活方式。

刘荟荟, 艺术品收藏家: 现在, 生活中的每一天都离不开艺术, 无论是生活空间, 还是设计作品, 甚至是每日三餐中食物的摆盘、造型这些都可以是艺术。生活中有艺术品的陪伴, 会让你每天的心情都很愉悦。



## 艺术, 是城市的精神与灵魂

罗晓音, 大家艺术园区创始人: 今年是深圳经济特区建立 40 周年。40 年前的深圳只是一个渔村, 经济特区的建设使其高速发展而一个地方光有经济是不够的, 有了艺术与文化才是有了灵魂。

徐海岚, 卡尔丹顿艺术总监: 王小慧老师有一次带领大家开展“艺术之旅”, 远赴南美洲秘鲁的一个小镇。那里曾是黑手党的天下, 到处都生灵涂炭, 人们以抢劫甚至杀人为生; 后来因为艺术家的到来, 使整个小镇有了翻天覆地的变化, 并产生良性的经济效益。是艺术洗涤了当地人的心灵。



## ART, SPIRITUAL ALLIANCE FOR THE FUTURE LIFE

Huang Xiaozhen (Interior Designer): During the 70s and 80s, as China was still struggling to solve the subsistence problem, there was no time to spare for art and cultural cultivation. Nowadays, with the popularization of crossover with art, art has become an integral part of our life. Living in art, design for life, and bring design closer to life. Art, spiritual alliance for a future life of high quality, elevates life to a higher level. The true essence of art cultivation is to live with art through days and nights by incorporating artwork into life with the help of artists. Therefore, the purpose of crossover and the goal of understanding art are to enable more people to enjoy the atmosphere of artistic life, and let children experience the lifestyle integrating future technology and art & culture since childhood.

Liu Huihui (Art Investor): Nowadays, people cannot live a day without art. From living space to design works and even the presentation and style of dishes, everything can be art. The company of artworks in life can put you in a pleasant mood every day.



## ART, THE SPIRIT AND SOUL OF CITIES

Luo Xiaoyin (Founder of Everybody Art Park): This year is the 40th anniversary of the Shenzhen Special Economic Zone. 40 years ago, Shenzhen was just a small fishing village, which then developed at a high speed with the construction of the special economic zone. Nevertheless, economic development alone is not enough; only art and culture can endow a city with life and soul.

Xu Hailan (Art Director of Kaltendin Apparel)—Once Professor Xiao Hui WANG led people on a “Journey of art” to a small town in Peru, South America, which was once under Mafia control with its people in an abyss of misery. The townspeople used to make a living by robbing and even killing people. Nevertheless, the arrival of artists transformed the town dramatically, and even resulted in good economic benefits. It was art that cleansed the soul of the local people.

## 艺术, 为深圳正名

栾倩, OCAT 美术馆全国总馆长: 曾经大众一致认为深圳是文化的沙漠, 但实则华侨城很早就开始收藏世界大师的作品。现在, 深圳的年轻人也很有自己的想法与艺术感悟, 无论是对艺术史理论知识, 还是与国家顶级艺术家和策展人对话的深度都有很大的进步。如今, 深圳汇聚了全国各地优秀的艺术家; 所以说深圳也是一直在发展中!

高颖, 深圳首脑集团董事长赞许到, 虽然来自异乡, 但是对于深圳的热爱是发自内心的, 也希望它能越来越好。玛祖铭立此次在华南市场的强势回归, 将为深圳这座城市注入更多美感。它所创造的拥有艺术氛围的办公空间会给人带来舒适且愉悦的体验, 也让更多的人认同: 深圳不再是文化沙漠! 只有让深圳拥有艺术的土壤与气息, 才会让更多热爱文艺之士钟爱它并留于此。



个 王小慧老师的纳米摄影作品为MATSU深圳体验中心增添艺术氛围

## 艺术需要地标性

李宜平, 深圳红颜会执行会长: 今日中国的艺术与文化, 为何能被世人所接受? 是因为它是东方的, 有地标性; 同时, 也是柔性的, 有温度的人文关怀。以前提到“艺术”, 大部分是指文艺复兴后, 也就是西方工业化文明之后所推崇的作品; 而现今东方的“声音”越来越多被世界舞台听到, 比如: 王小慧老师、向京老师、岳敏君老师等来自东方艺术家们的作品, 更多的被国际市场所发掘, 被众人认可与欣赏。

从2013年至今, 王小慧与玛祖铭立相识并合作已7年。王小慧教授作为著名旅德艺术家, 是中德文化交流最重要的代表人物之一, 是中德两国政府表彰的友好大使; 而作为对极致设计与艺术体验追求的办公家具品牌, 玛祖铭立先后与八大德国顶尖品牌合作, 在办公环境领域架起了中德交流的桥梁。正是双方这种与德国合作的背景, 和对艺术的崇尚, 以致彼此高度契合, 并达成长期战略合作。

此次, 玛祖铭立邀请到王小慧老师及其共同热爱艺术文化的朋友荟聚交流, 对艺术生活方式开展探讨, 也是为深圳文化艺术事业的发展注入新动力, 以实践为深圳成为文化绿洲而努力!

## SHENZHEN, A CULTURAL OASIS

Luan Qian (General Curator of OCAT China): Shenzhen was universally recognized as a cultural desert once. However, as a matter of fact, the Overseas Chinese Town had begun to collect works of world masters since a long time ago. Nowadays, the youths in Shenzhen have developed their own ideas and reflections on art, and made a great progress in the theoretical knowledge of art history, with in-depth dialogues carried out with China's top artists and curators. Today, Shenzhen has attracted excellent artists from all over the county. In other words, Shenzhen is constantly developing!

Gao Ying (Board Chairman of Sunnow Shenzhen): Shenzhen is not my hometown, but my love for Shenzhen is sincere, and I hope Shenzhen gets better and better. MATSU's strong comeback to the Southern China market will instill more beauty into this city, bringing comfortable and pleasant experience to the people with the creation of office space with artistic atmosphere. It will make more and more people recognize that Shenzhen is no longer a cultural desert! Only by enriching the soil and air of Shenzhen with art can we win the favor of literature and art enthusiasts and keep them here.

## ART REQUIRES LANDMARKS

Li Yiping (Executive President of Shenzhen Herose Club and Executive Committee Member of Shenzhen General Chamber of Commerce): Today China's art and culture can be accepted by the world for it is an Oriental landmark offering gentle and warm humanistic care. The art we mentioned before mostly refers to the works praised highly after the industrialization of Western civilization; these days, increasingly more “Oriental” voices have become heard by the world, e.g. the works of Oriental artists such as Xiao Hui WANG, Xiang Jing and Yue Minjun have been discovered by the international market, and gained recognition and appreciation among the Chinese people.

Xiao Hui WANG and MATSU met in 2013, and have been cooperating with each other for 7 years by now. Professor Xiao Hui WANG is a famous Chinese artist in Germany, one of the most important representative figures in cultural exchanges between China and Germany, and an “Ambassador of Goodwill” commended by the Chinese and German governments. On the other hand, as an office furniture brand in pursuit of extreme design and artistic experience, MATSU has cooperated with eight top German brands successively, and built a bridge for the communication between China and Germany in the field of office environment. With similar background in cooperation with Germany and shared respect for art, MATSU and Xiao Hui WANG, a perfect pair of partners, have reached long-term strategic cooperation.

This time, by inviting Professor Xiao Hui WANG and her art and culture loving friends to exchange ideas and discuss about artistic lifestyle, MATSU has injected fresh momentum into the development of art and culture in Shenzhen, striving for its transformation into a cultural oasis with real efforts.



栾倩 全国总馆长  
OCAT 美术馆



高颖 董事长  
深圳首脑集团



李宜平 执行会长  
深圳红颜会





# 玛祖铭立炫彩亮相广州、深圳家具双展 NEVER END | MATSU @ CIFF & SZCW

编辑：彭茜、路海虹、刘畅 图片：由 MATSU 提供 Editor: Chelsea Peng, Alice Lu, Alisa Photo provided by MATSU



2020 年 7 月 27-30 日, 8 月 20-23 日 MATSU 玛祖铭立先后参与了第 45 届 CIFF (以下简称: 广州家具展) 以及深圳时尚家居设计周暨深圳国际家具展 (以下简称: 深圳家具展)。作为 MATSU 2020 品牌展三地联展的前两站, 玛祖铭立以 “YI 由未境” 为主题受邀参展, 势必在产品领域掀起一波新的浪潮, 打造了一个极具未来感的炫彩空间, 创造当下及未来办公家具的无限可能。

July 27th~30th, and August 20~23, 2020, the 45th China International Furniture Fair (Guangzhou) and and Shenzhen Fashion Home Design Week and Shenzhen International Furniture Fair (Shenzhen) . As the first two stops of the three exhibitions of MATSU 2020 brand exhibition, MATSU was invited to the fair with the theme of "never end" . As the first brand show returning to the South China market, as well as the first stop of MATSU 2020 joint exhibition in three cities, it certainly will start a new trend in the product design field and create infinite possibilities for current and the future office furniture.

## YI由未境, 展台设计 NEVER END, BOOTH DESIGN



此次双展展台均由anySCALE设计, 打造了一个极具未来感的炫彩空间, 探寻未来办公的无限可能。展台的设计灵感源于海滨城市特有的海洋元素与热带氛围, 纯净光洁的白色未来感展台与贝壳扇形的炫彩梦想拱门, 形成视觉艺术上的衬托与对比。穿过一个个扇形的拱门, 透过参访者的不同视角, 聚焦定格MATSU不同家具系列的组合场景, 给予参观者自我探索, “艺海拾贝”的灵感体验, 让人「Yi由未境」。

The exhibition booths are designed by anySCALE, our booth stand creates a colorful space with a great sense of future to explore infinite possibilities for future office. The booth is inspired by the unique marine elements and tropical atmosphere of coastal city. The pure and bright white booth forms a visual contrast and comparison with the seashell fan-shaped colorful archway of dream. Going through the fan-shaped archways, visitors' attention will be focused on combine scenes of different series of MATSU furniture from different angles, offering them with an inspirational self-exploration experience of "finding seashell in the sea of arts", which will be "never end".



## YI 由 未 境



其中, MATSU深圳家具展台凭借绚烂的设计, 荣获“金汐奖-最佳空间设计奖”。另外, MATSU办公空间工程项目VMLY&R也取得了“金汐奖-最佳办公解决方案奖”。

GOTrend金汐奖, 是家具设计界荣誉巅峰的象征, 也是于设计之都深圳发起的家具设计类专业奖项、深圳国际家具展鼓励家居企业设计创新的荣誉平台。今年, 还邀请到设计大咖吕永中、《A+邸》资深媒体人王旭, 等作为决赛评委。

Among the showcased, the MATSU Shenzhen Furniture Booth with its fantastic design won the "GOTrend Award for the Best Space Designs" . In addition, the MATSU office space project VMLY&R won the "GOTrend Award for the Best Office Solutions" .

The GOTrend Award represents the highest honor in the domain of furniture design. It is a professional award for furniture design initiated in Shenzhen, the city of design, and a laureate platform where the Shenzhen International Furniture Expo (SIFE) encourages home furnishings businesses to design and innovate. Master designer Lv Yongzhong, experienced media man Wang Xu from AD Architectural Digest were among the judges invited to the final round.

↓ 金汐奖——MATSU荣获双奖



## 建筑内的建筑, 100%可持续利用 BL MODULAR BUILDING SYSTEM, 100% SUSTAINABLE RECYCLING

两次展会均采用BL系列100%可持续回收的模块化建筑系统打造而成, 100%还原。

MATSU BL Constructiv PILA 系列, 一套以“点与线”, 连接件与铝合金通柱为基本构成元素, 可灵活组合、快速拆装、结构稳固、安全环保的模块化建筑系统。整个系统以连接件为中心, 结合尺寸各异的通柱, 再辅以对角拉杆、支撑架和角撑等结构, 确保系统稳定性。PILA系统的拓展性与自适应性极强, 其铝合金通柱的四面均设有凹槽, 以便使用者根据需要, 灵活安装包括: 玻璃、布料、金属等各式填充材料及配件。Constructiv PILA一直被广泛运用于包括展览展示、办公空间、商店和户外场所等各个领域。

Both exhibitions were built with the BL series 100% sustainable recycling modular building system, 100% restored.

MATSU BL Constructiv PILA series, a set of "points and lines", connecting parts and aluminum alloy pillars as the basic components, can be flexibly combined, quickly disassembled, stable structure, safe and environmentally friendly modular building system. The whole system is centered on the connecting piece, combined with through columns of different sizes, and supplemented with diagonal tie rods, support frames and corner braces to ensure the stability of the system. The PILA system is highly expandable and adaptable. Its aluminum alloy pillars are equipped with grooves on all four sides, so that users can flexibly install various filling materials and accessories including glass, cloth, metal, etc. according to their needs. Constructiv PILA has been widely used in various fields including exhibitions, office spaces, shops and outdoor venues.



## 破界融合, 无境探索 No Boundaries, No Ends

展台分为四个区域：协作区、休闲区、餐饮区、高管区，并通过扇形拱门相互连接、融合，打破界与界之间的壁垒，充分展现MATSU对未来办公趋势无尽探求的先锋精神。

The four areas—co-working area, lounge, bar and executive office are connected and combined via fan-shaped archway with no boundaries, fully displaying MATSU's pioneering spirit of endless pursuit for future office.



此次 MATSU 携 Unit & Morse 工位系统与 7 款全新休闲新品,炫彩亮相。特别值得一提的是，在深圳家具展会时 MATSU 的家具还入选了由 M MOSER、B + H、Space matrix 的“工作盒子”空间以及设计坞——21 世纪国际办公椅新经典，诠释未来办公理念与回顾经典座椅系列。

This time, MATSU brought the Unit & Morse work position system and 7 new leisure products to a colorful appearance.

It is particularly worth mentioning that at the Shenzhen Furniture Fair, MATSU' s furniture was also selected as a "work box" space by M MOSER, B + H, Space matrix and a new classic of the 21st century international office chair to interpret the future of office Ideas and retrospective classic seat series.

🔗 Link: M MOSER、B + H、Space matrix 的“工作盒子”，详见 P46- P51  
M MOSER, B + H, Space matrix's "work box", see P46- P51 for details

## 启航之境, 再扬新帆 Set sail at the origin

广东，作为 MATSU 的品牌始发之地，有太多的意义，MATSU 在这里起航始行，成长扬帆。

1996 年，广州市铭立家具有限公司成立；2000 年，广州办公生活体验中心搬迁至中侨大厦；2003 年首次亮相广州家具展；2009 年，更名为广州市玛祖铭立家具有限公司，再次盛大亮相广州家具展，并赢取展览展示大奖；2020 年，MATSU 携最新原创设计产品 Unit & Morse 以及全新休闲系列，并协同深圳与中山全新办公生活体验中心，组建广州、深圳销售团队，强势回归华南市场，并全力招募全国代理商，齐力进军全国。

广州家具展以及深圳家具展作为 MATSU 2020 品牌展三地联展的前两站，已代表着 MATSU 强势回归华南市场。同期 MATSU 的深圳全新办公体验中心也于 8 月 3 日超燃揭幕。在 MATSU 燃启广州之后，还将在上海举办 MATSU 品牌展第三站，炫动全国。

Guangdong, as the origin of the brand, means too much for MATSU since we set sail from here and grows up.

In 1996, MATSU was established in Guangzhou; in 2000, Guangzhou office lifestyle experience center moved to Zhongqiao Mansion; in 2003, MATSU made the first appearance in CIFF; in 2009, we was renamed MATSU Group and made a grand appearance in CIFF and won the exhibition award; in 2020, MATSU, taking the latest original design product Unit & Morse and new leisure series, returned to the South China market with our new office lifestyle experience center at Shenzhen and Zhongshan, as well as the sales team in Guangzhou and Shenzhen. We are recruiting franchisers throughout China with all efforts to enter the national market.

Guangzhou Furniture Fair and Shenzhen Furniture Fair, as the first two stops of the three-place joint exhibition of the MATSU 2020 brand exhibition, have represented MATSU's strong return to the South China market. At the same time, MATSU's new office experience center in Shenzhen was also opened on August 3. After MATSU launches in Guangzhou, the third stop of the MATSU brand exhibition will be held in Shanghai to dazzle the whole country.





# MATSU@AHF亚洲酒店论坛年会, 即刻 创变未来

## MATSU@AHF ASIA HOTEL FORUM ANNUAL MEETING, FLOURISH TOGETHER

编辑: 路海虹 图片: 由 AHF 酒店论坛提供 Editor: Alice Lu Photo provided by AHF



2020年8月12日,「酒店与商业空间博览会」在上海国家会展中心开幕,2020 AHF亚洲酒店及旅游论坛年会暨第十五届中国酒店星光奖颁奖典礼,在国家会展中心上海洲际酒店盛大举行,来自酒旅业界的精英领袖在此汇聚。

On August 12th, 2020, the Hotel and Commercial Space Expo was held at the Shanghai National Convention and Exhibition Centre. Elites and leaders from the hotel and travel industry gathered at the InterContinental Shanghai Wonderland and witnessed the grand opening of the 2020AHF Asian Hotel & Travel Forum Annual Meeting and the 15th China Hotel Starlight Award Ceremony.



活动以「创变未来」为主题,现场以极具未来感的“紫红色”为主色调,代表对『后疫情时代下,对酒店及各类商业体』的展望与期许。**MATSU**的热门产品 **X 沙发**,**Lax\_M**,**Uni\_verso**,**Mini Ginko** 等也为其助力营造一个适合沟通交流与分享的空间,以及商务休闲的氛围。

Themed "Flourish Together", the event chose amaranth as the dominant color, which has a sense of the future and expresses the expectations and best wishes for hotels and other entities in the post COVID-19 world (the word "amaranth" is termed "red and purple" in Chinese, and there is an idiom that goes, "Big Red Big Purple", meaning flourishing business or great reputation). The popular products of **MATSU** including **X sofa**, **Lax\_M**, **Univer\_so** and **Mini Ginko** contributed to a space that facilitates communication and sharing in a business casual atmosphere.



为了契合主题概念,8月12现场还举办各类论坛作为酒店与商业空间博览会预热环节,就『酒店文化、设计趋势、转型、投资』等,展开激烈讨论与对话,各路大咖、精英、时尚媒体等纷纷加入,创造思维的火花、期待未来的创变。

To highlight the theme, the event on August 12th gave play to various forums as a warm-up session for the Hotels and Commercial Space Expo. Experts, elites and fashion media professionals enjoyed heated discussions and appealing talks at forums on hotel culture, trends of design, transformation, investment, etc., sparking new ideas for a flourishing future.





# 柔性办公， 让沙发更温暖！

**Flexible Office,  
Warming Sofa Up!**

编辑：路海虹 彭茜

Editor: Alice Lu Qian Peng

图片由玛祖铭立提供

Photo provided by MATSU

## 对话MATSU 2020休闲新品系列设计师

MATSU玛祖铭立的七款「全新休闲协作系列沙发」柔魅上市。新品系列打破传统办公空间固有的明确区域格局，使界与界之间，办公与生活之间，渗透、糅合，形成一种相融协作的新工作模式。在尊重个体梦想与强调团队合作的办公环境中，让员工对工作保有心中的热爱，在充满磁场默契的协作氛围中，高效实现团队目标。

MATSU有幸邀请并采访到独立家具设计师&上海JRS创始人，MATSU 2020新品沙发系列设计师Joeri Reynaert，为大家分享这七款全新休闲协作系列。

MATSU's seven "New Leisure-Cooperation Series Sofas" were launched successfully. The new series breaks the regional patterns which are clearly divided in traditional offices, makes the boundary between work and life permeated and mixed, which forms a new working mode characterized by integration and cooperation. In an office environment that respects individual dreams and emphasizes team cooperation, employees can keep their love for work and effectively achieve team goals as in a cooperative atmosphere filled with tacit understanding.

It is a great honor for MATSU to invite and interview Joeri Reynaert, an independent furniture designer as well as the founder of Shanghai JRS. Meanwhile, Joeri Reynaert designed MATSU's New Sofas Series 2020. Now, he is going to share the seven brand-new leisure-cooperation series.

## **An Interview with Joeri Reynaert, the Designer of MATSU 2020 New Leisure Products**





## Q&A

Q: MATSU

A: 独立家具设计师&上海JRS创始人  
Joeri Reynaert

Q: MATSU

A: Joeri Reynaert, an independent furniture designer and the founder of Shanghai JRS.



此次休闲沙发的设计理念是为了**平衡办公与生活之间的关系**。近期，受特殊因素疫情的影响，催使人们不再局限于自己面前“四方”的办公桌前工作，而是**将办公与生活合二为一，形成新的工作模式——柔性办公**，让人在愉悦、惬意的，以沙发为核心的办公协作氛围中享受工作。于是MATSU将商业与居家融合，有了兼具休闲&协作功能的新沙发，新休闲协作系列。

The design concept of this series is to **strike a balance between work and life**. Recently, affected by the special factor, the pandemic, people are no longer confined themselves in front of a square desk to work. Instead, they **combine work and life into one, creating a new working mode: flexible office**. This enables people to enjoy a cooperative working environment, pleasant and comfortable, and with sofa as its core. Therefore, MATSU integrates business and home, inventing a series of leisure-cooperation sofas that is equipped with the function of leisure & collaboration simultaneously.

## Q2

具体来说，此次设计的新品沙发是如何诠释“柔性办公”这个主题？

How does the new sofa interpret the theme of "flexible office"? Please introduce specifically.

## A2

柔性办公既：**更多的灵活性、功能性、多样性、趣味性，以非纯粹休闲，非正式办公的不明确柔性区域去适配多样化的办公场景，让惬意为商务融洽氛围，让多功能为舒适工作增添“办公武器”。**

Flexible office means more flexibility, functionality, diversity and fun. The ambiguous flexible area, informal in office, is used to adapt to diversified working scenes, to make a more comfortable and pleasant business atmosphere. The multi-functional sofa will serve as an "office weapon", making you work comfortably.



例如Collar与Marsh，可外接小边桌，用于移动办公设备陈放，并拥有随即充电功能；而Marsh因其适用于等候大厅，故此长凳之间添置中间行李架，以更好的放置大件物品。另外，Collar衣领的高背隔断让你在开放式的分享协作空间中，仍然可以找到“秘密地带”。这些都是将“办公武器”付诸于舒适协作空间中。

For example, Collar and Marsh can be attached with small side tables for mobile office equipment to be placed, and they have the function of instant charging; Marsh is designed to be applied in the waiting hall, so a luggage rack is added between benches to better place large luggage. In addition, Collar's high backside partition allows you to find your own "secret zones" in the sharing and cooperative space. These "office weapons" aim at a more comfortable cooperative space.

而无论是Collar圆润的倒角，还是Marsh如海绵蛋糕蓬松的造型都让商务空间充盈在柔性之美中。

Either Collar's rounded chamfer or Marsh's puffy shape which resembles a sponge cake, the business space is filled with the beauty of flexibility.



Bowler

Marsh

## Q1

继与MATSU合作开发了Morse多功能桥后，此次您再次与MATSU合作，推出7款休闲新品系列，这些产品之间是否有关联性？还是独立的个体？

After developing Morse multi-functional bridge in cooperation with MATSU, this time you work together with MATSU again to launch 7 new leisure products. Is there any correlation between these products? Or, is each product an independent unit?

## A1

这七款休闲新品都是独立的系列，也有着不同的设计概念，可运用于不同的生活、办公场景之中。但他们背后的设计理念却是相同的，都是为了平衡办公与生活之间的关系。打破两者之间不可逾越的壁垒。

These seven new leisure products are all independent and infused with different design concepts. They can be applied in different life and office scenes. But the design philosophy behind them is the same, all for a balance between work and life to break the insurmountable barrier between the two.

此次新品沙发以“休闲办公”为出发点，**创造出更生活化的柔性办公环境，让商务沙发更有「温度」**。也因此，新品不仅在造型方面较以往的有大大不同，在其坐感上也进行了改良调整。比如说，有的是圆润的，有的是柔软的。

The new product takes "leisure working" as its starting point to **create a more flexible working environment and bring the business sofa with the sense of life**. Therefore, the new product not only has a big difference in the shape, but also has been improved in the feeling of sitting. For example, some are rounded whereas some are soft.



## Q3

Bowler的沙发的外形很像一顶帽子，是否灵感来源于哪？能简单介绍一下吗？

Bowler looks like a hat. What's the inspiration? Would you please give a brief introduction?

## A3

Bowler的设计初衷是一张拥有顺滑流畅的线条，有扶手且舒适的休闲椅。圆盘、木制、金属四脚，三款不同的椅腿，就像帽子穿戴于不同的人，以赋予其不一样的个性特征。

Bowler was initially designed to be a comfortable leisure chair with smooth lines and armrests. Just like hats worn on different people, the three different chair legs, namely disk, wood, or metal, are intended to give Bowler with a different personality.





## Q4

Bowler沙发仅用“帽沿”型的扶手和椅架就能撑起人和椅背的重量，能否为我们介绍下其设计巧妙之处呢？

Bowler can bear the weight of people and chair back only with the "brim-shaped" armrest and chair frame. Would you introduce the ingenious design for us?

## A4

的确，Bowler的沙发，应该是所有沙发系列中最难生产实现的。隐藏式的螺丝设计让它稳固，也能兼具美观。但其实稳固点不仅限于隐藏在扶手下的钢管与螺丝连接，还有隐藏在椅壳里的的钢片，使其支撑整个椅壳与人的重量。

Indeed, Bowler is the most difficult one to be produced among all the sofa series. The hidden design of screws makes it stable and beautiful at the same time. However, in fact, the fixing point is not only the connection between the steel pipe and the screw under the armrest, but also the steel sheet hidden in the chair shell so as to support the whole chair and the person sitting on it.

## Q5

Pulse的沙发腿，造型别致，可否为我们介绍下？

The legs of Pulse look unique. Would you tell us more about it?

## A5

简洁的“一条线”式沙发腿设计，正是我们所追求的。但过于简洁就会显得很普通，就需要一些亮点，为整体加分。故此，我们将Pulse的沙发腿，做成“扑通扑通”的心跳心律线造型；Pulse整体给人以方正、沉稳的感觉为主，而沙发腿这个设计亮点为其添加了些许活跃的兴趣感。

What we pursue in Pulse's leg is the simple "one line" design. But extreme simplicity is reduced to be common, which needs some highlights to make the overall design outstanding. Therefore, we designed Pulse's leg into a zigzag electrocardiogram; the overall design philosophy is square and calm, and this highlight adds some active fun.



## Q7

Plume的造型特别，能否为我们讲述一下它的设计理念？

Plume is special in its shape. Would you tell us about its design concept?

## A7

Plume是羽毛的意思，有轻盈、高雅，经典之感，就像是孔雀开屏，又或是巴黎歌剧中女性的高散尾，转换为椅背上一条条的车缝线。MATSU面对的客户中，很多室内风格也会有复古的元素，就像是老上海的百乐门。这种线型的复古设计融古贯今，结合到现代简约的整体造型中。

Plume denotes feather which has a light, elegant and classic sense. It feels like a peacock spreading its tail, or a woman's dress in Paris operas. It's just like stitches on the chair back. Many interior styles among the customers that MATSU faces also have retro elements, just like the Paramount in old Shanghai. This type of linear retro design exists from the past to the present, and is integrated into the modern simplicity.

这款沙发椅有两种沙发底盘，一种为木制的，另一种为金属圆盘的；且拥有高背和矮背以适配不同场景所需。其中，金属架更适合现代硬朗风，而木制脚更闲适、复古。

This sofa is equipped with two kinds of chassis. One is wooden and the other is made of metal disc. Moreover, high back and low back are available to adapt to different scenes. As for the two types, metal frame is more suitable for modern and tough style whereas the wooden feet fit leisure and retro style better.

## Q6

Panache & Prestige都是给人以优雅、沉稳的感觉，能介绍下两个系列的不同之处吗？

Panache & Prestige are both featured with elegance and calmness. Would you tell us the differences between the two series?

## A6

Panache优雅、沉稳，双色设计，使其兼备年轻时尚的气息。Prestige则更加成端庄，以半开的贵妃椅为主要特色。

The elegant, clam and two-tone design of Panache makes it fashionable and young. Prestige, on the other hand, is more dignified and mature, with a half-open chaise longue as its main feature.



## Q8

对于未来的办公趋势，您又有哪些展望或是预见？

What are your prospects or predictions for the future office trend?

## A8

我认为在未来的20-30年中，办公空间将不会以世人的刻板印象存在，会更趋向自由的柔性空间，每位员工选择自己所钟爱的区域工作、交流。特别是，现如今Y世代年轻职场人在专业上破界，更多的成为游走于几个领域的综合性人才。也正是这群跨领域的人才，推动了创新，给予企业与社会更多的驱动力！

I believe that in the next 20-30 years, the office space will no longer exist like people's stereotype. It tends to be more flexible so that every employee may choose his or her favorite area to work and communicate with others. Especially in today's world, Y Generation have broken the boundaries of different specialties, more and more youngsters become comprehensive talents who work in more than one field. It is these interdisciplinary talents that stimulate innovation and drive enterprises as well as the society!

在这次7个系列的产品设计中，我也正试图去打破对办公空间的固有理解，思考如何将办公与生活融合，如何营造柔性办公空间。

In designing the 7 series product, I was also trying to break the inherent understanding of traditional office space and considered how to integrate work and life so as to create flexible office space.





## 保利置业集团全新办公空间 A BRAND-NEW OFFICE SPACE FOR POLY PROPERTY GROUP

# 专筑地产 匠心勾勒未来

A FOCUS ON REAL ESTATE,  
A FUTURE PAINTED WITH HEARTS AND CRAFTS

### 浦江两岸, 新与旧的呼吸与融合 When The New Meets The Old On The Bank Of Pujiang River

保利置业集团总部位于上海陆家嘴的保利广场内, 大楼双层呼吸玻璃幕墙, 与具有120年历史的万国建筑群隔江相望, 伴着鸣笛声, 一吸一呼之间见证上海建筑业的岁月变迁。上海保利广场是上海这座城市接轨国际、时尚洋气、变革创新、敢为人先的标志。

The headquarters of Poly Property Group sits at the Poly Plaza in Lujiazui of Shanghai. Equipped with respiration-type double-layer glass curtain wall, you can see from the building that on the other side of the river are the 120-year-old exotic building clusters, who have witnessed the changes and transitions of Shanghai architecture among the never-ending flow of traffic. The headquarter building symbolizes internationalization, fashion, revolution, innovation and determination, which also characterize the city of Shanghai.

2020年9月, 保利置业集团总部搬入其全新办公空间, JLa设计的James Liang亲自为其做整体的空间设计, 从空间布局到颜色选配都亲力亲为; MATSU为其提供极为优秀的办公家具解决方案。

In September of 2020, the headquarters of Poly Property Group moves into a brand-new office space. James Liang from JLa Design undertakes in person the overall designing that covers arrangements from spacial layout to the selection of colors; MATSU provides excellent solutions for furniture.



编辑：路海虹 Editor: Alice Lu 摄影：张杰 Photographer: Jacky Zhang

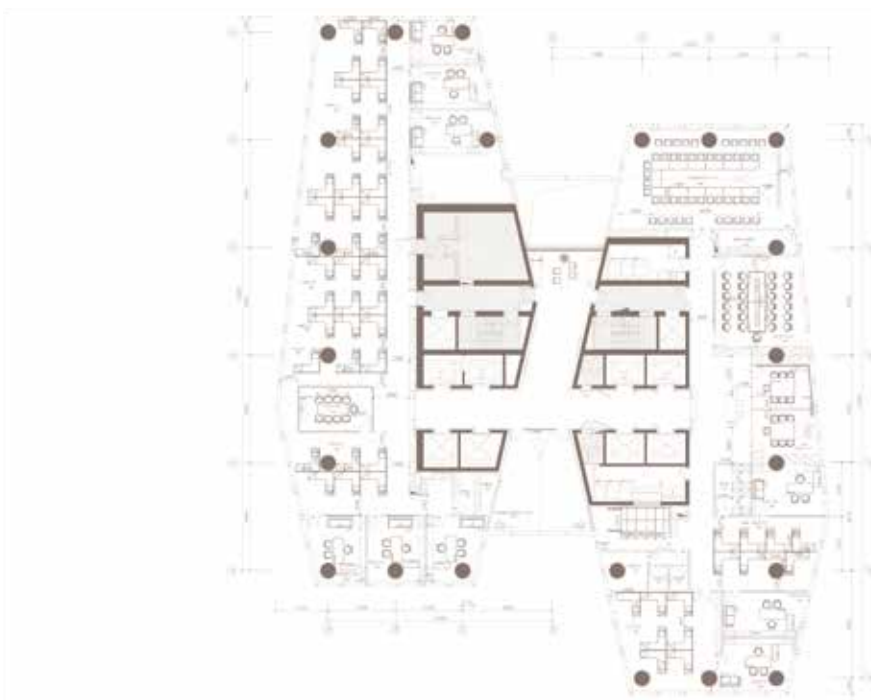
# POLY SH

# NEW

项目信息: 保利置业集团总部  
项目地址: 上海市浦东新区东方路18号  
建筑设计: gmp设计  
室内设计: JLa设计

Project info: Poly Property Group Headquarter  
Address: Dongfang Road No.18, Pudong New Area, Shanghai  
Architecture designer: gmp Design  
Interior designer: JLa Design

# OFFICE



整体的空间设计基调取自海派文化中的石库门, 在布局上将中国传统建筑以中轴线左右对称的形式改为对角线对称, 分为东西两个部分。原先石库门进门是横长的天井, 两侧是厢房, 正对面的是客堂间; 而保利置业的总部办公空间则是中间为电梯井, 围绕的则是功能区。西侧以开放性办公为主, 满足50人的办公需求; 而东侧则为集中会议区; 颜色上以高级灰作为主, 配合落地玻璃, 整体简洁大方的同时, 还囊括窗外的美景。其设计保留石库门的包容、含蓄、大度、创新的内在精神, 而风格上则是形成浦江两岸, 新与旧的呼吸与融合的风格特征。

The overall design absorbs the charms of Shikumen based on the Shanghai-style culture. Instead of applying bilateral symmetry, a feature shared by many traditional layouts of Chinese architecture, the space consists of two parts that are diagonally symmetric. For an original Shikumen, it has a long and transverse courtyard at the entrance, which is opposite to the living-room with wing-rooms on both sides; however, the Poly headquarters has an elevator shaft as the center, surrounded by different functional zones. The dominant tone is of a futuristic gray, highlighting the simple and elegant French windows that present beautiful views from the outside. While the inclusive, reserved, generous and innovative spirits of Shikumen are maintained, the headquarter building establishes a different style, thus the new and the old meet across the Pujiang river in a harmonious yet diverse manner.



「大」体量但「细」至分毫  
Big But Detailed

办公空间以人为本，且注重适宜人类办公生活的各类细节。保利追求空间值、视野值的「大」，这与当下注重经济效益的众多企业为开源节流将员工安排在一个2㎡的工位内“蜂巢式办公”形成鲜明对比。其员工办公桌由原先的1.4x1.4m增大为1.8x2m。保利置业十分注重员工的舒适体验度，他们认为高效率的办公是要与高舒适度相匹配的，故此，每个员工位除了拥有带江景的10㎡空间，还添备了衣柜与折叠床，以保证午休舒适性 with 办公的私密性。

The office space is people-oriented and attaches great importance to various details of people's working life. Today, the majority of companies take an economic approach by arranging their employees into 2m2 working stations, forming "honeycombs" that are considered to be efficient. On the contrary, the design here prioritizes big space and broad view. The Lenco+ office tables of M-pur panel here are 1.8x2m, bigger than the common size of 1.4x1.4m. In addition, every working station is equipped with a closet and a cabinet, allowing staff more convenience and privacy. Poly Property believes that a higher comfort level leads to higher efficiency, and to improve the working experience, every employee enjoys a working station of 10m2 with riverscape available. Take a rest from the hustle and bustle of your work, look up or walk to the window to enjoy the view of Huangpu River... Compared with the riches residing in their hundred-million Yuan mansions, wouldn't you feel happier?



而空间与家具灵活组合的变动方式，满足各类办公生活需求；在空间职能与属性上，又划分为东、西两侧，西侧以开放性办公为主，满足50人的办公需求；而东侧则为集中会议区；在「细」上，他们注重建筑空间中的每一处细节，符合人体工学精准的数值是他们所追求的。就简单来说，家具方案的调整，MATSU为其整改了12-13版。从设计、生产、再到安装布局，保利置地的项目团队与MATSU的团队，紧盯每一根生产线。灵动的床柜，收放自如，不使用时将其叠放起来，不占空间，方便座椅的灵活挪动，而这些都取决于精准的做工。而衣柜中镜子的融入，方便员工的使用，整齐的仪容仪表是保利置地专业的礼仪态度。

Various needs can be met as the layout of furniture is flexible. With regard to the zones that serve different purposes, there is the western part open to meet the working needs of 50 people and the eastern part specifically designed for conferences. When it comes to details, ergonomics is considered and every detail is accurately measured. Meanwhile, MATSU offered 12 to 13 versions of furniture solution for simplicity over complexity. The Poly Property project team and MATSU watch closely to every production line, and work to make sure that everything from design and production to installation and layout goes well. For cabinets, precise workmanship ensures that they can be folded up if not used and, without occupying much room, they make it more flexible to adjust the seat. For closets, a mirror is embedded so that staff can conveniently care for their looks, which accounts for the professional etiquette of Poly Property.



高级灰的质感与灵活的「快速变装」  
The Deluxe Gray Texture And The "Instant Reshuffling"

走在地产行业最前沿的他们，拥有国际视角。其办公空间运用高级灰提升质感；而MATSU最新款的Marsh沙发，柔软的坐感与膨润的造型，为理性灰的整体空间增添趣味性。休闲空间则搭配logo色Singlax小圆凳与Lax-M的模块化沙发，灵活多变的组合形态以供员工随心多元变化组合。比如，可「快速变装」与一旁的电梯大厅入口，形成符合公司调性的培训区域。

With a leading role in the real estate industry combined with an international perspective, they employs deluxe gray to level up the texture of the interior space. Marsh, MATSU's latest sofa design, are available for a fluffy experience, and their plump appearance sprinkles delights for the overall space. The leisure space welcomes Singlax and Lax-M sectional sofas, the flexible combinations of which are ready to make you a good rest. The sofas have colors that match the logo, and can be "instantly reshuffled" into a training area with the entrance of the elevator lobby that is Poly-Property-ish.





## 析 设计空间，灵感办公 REFERENCE



东侧的会议区，按照石库门风格，从整体配色到产品细节，都能被细细揣摩。保利的会议室主要分为三个，大会议室、「玻璃盒子」、和小会议室，满足不同会议的需求。最具特色的“网红”会议室——玻璃盒子，对于整体做工也极为考究。选用MATSU的Vioo会议桌，极细的桌腿，配合无走线的桌面，符合保利对于整体空间简洁的要求。Volpino休闲椅搭配其中，其椅壳弧形的整体造型，使其线条流畅却不浮夸，饱满却不臃肿，为整体空间增添趣味性。

The east conference area follows the Shikumen style and the Shanghai-style culture. From color-matching to product details, things can be tasted and ruminated along the way. Allow MATSU to show you around. Poly has three kinds of conference rooms to meet different needs, namely, the big conference room, the "glass box", and small conference rooms. With its unique features, the glass box conference room has become an "Internet celebrity" for its exquisite settings. For the table, it employs Vioo, MATSU's conference table, which features very thin table legs and provides an excellent management of cables and wires. For chairs, it employs Volpino, leisure chairs with arched back that present smooth and beautiful lines. All that add up to a neat and delightful environment.



另外两个小型的会议空间，满足日常的开会需求。当参与会议的人数增多时，也可以将隔断移开将两个小型会议室“合二为一”成为一个中型的会议空间。M-pur的会议桌，门字脚彰显保利置业有容乃大的胸怀，而抹茶绿的Wave会议椅。

There are two other small conference rooms for daily use. When more people attend the meeting, the partition wall between the two rooms can be removed to form a medium-sized conference room. The conference table here is M pur, with upturned U-shaped legs narrating the great inclusiveness of Poly Property; and Wave, the matcha-green chairs, add a sense of freshness to the space.



大会议室整体的设计理念提取自海派文化，高级灰的配色体现出整体空间的质感，并采用Ona desk，简洁的外形、模块化的设计方式，赋予会议空间无限的生机与可能性。

The big conference room gathers ideas from the Shanghai-style culture. It uses deluxe gray to enhance the texture of the overall space. Ona desk is employed here for its simple looks and modular designs to endow unlimited vitality and possibilities.





# “销声匿迹”的OFFICE

## 德国知名建筑设计平台 Competitionline 全新OFFICE

编辑：路海虹，彭茜 Editor: Alice Lu, Qian Peng

图片由玛祖铭立的合作伙伴 Nimbus、Henrik Schipper 提供  
Photo provided by MATSU's partner Nimbus、Henrik Schipper

摄影：Koy+Winkel

## COMPETITONLINE BERLIN



Competitionline是德国知名的建筑规划竞赛与第三方评估社交平台之一，每年发布超过30,000次的建筑师和工程师的精选招标，并提供独特招标区域分析和背景信息；为成千上万的职位招聘提供展示，让设计公司便捷、高效最找到优秀的专业人才。

Competitionline is one of the most well-known internet platforms for architectural planning competitions and third-party evaluations. It publishes over 30,000 selected tenders by architects and engineers each year, provides unique tender area analysis and background information; recruiting thousands of positions provide a display to allow design companies to find the best professionals conveniently and efficiently.

### 从530m<sup>2</sup>到365m<sup>2</sup>，小而优。

From 530m<sup>2</sup> to 365m<sup>2</sup>, small and excellent.

近日，搬进了全新OFFICE，整个办公空间由该平台的设计师亲自设计。

Recently, it has moved into new rooms in the building, is designed by the designer of the platform.

新办公室位于柏林中部的Friedrich大街 (Friedrichstraße) 的Frizz23大楼，是德国第一座模块化建筑，是一个集创意经济、教育和临时住所的为一体的综合性建筑。虽整个办公空间较以往少了一些，但新的办公环境明显更优。

Frizz23, situated in Friedrichstraße right in the middle of Berlin, is a location for the creative economy, education and temporary accommodation. Although the employees now have a little less floor space than before, the quality of their new working environment is significantly better.

原办公地点是典型的柏林老建筑，外观上历久弥新，但整体设施上却有大量的老化和不足。虽新的办公地点仅200米，但总体空间减少30%。如何将530m<sup>2</sup>迁移到365m<sup>2</sup>的办公室，是极具挑战性的。与许多选择搬迁的公司不同，Competitionline并不是为了调整员工人数。“相反，我们此举的目的是为了提升员工办公环境的健康与舒适的体验感。”公司负责人安吉丽卡·菲特考布兰克 (Angelika Fittkau Blank) 说。

The original office location is a typical old Berlin building with a long-lasting appearance, but the overall facilities have a lot of aging and deficiencies. Although the new office location is only 200 meters, the overall space is reduced by 30%. How to move 530m<sup>2</sup> to 365m<sup>2</sup> office is very challenging. Unlike many companies that choose to relocate, Competitionline is not designed to adjust the number of employees. "On the contrary, the purpose of our move is to enhance the health and comfort of the employees' office environment." said company boss Angelika Fittkau Blank.

### 柔和清新的工业风

Soft and fresh industrial style



新的办公环境保留了工业灰作为基调，辅以略带俏皮的粉色，与雅致的蓝灰色，让原本冷峻、酷感的工业风也可以另有一番清新、优雅之感。软装部分采用地毯及消音窗帘，柔软及安全的触感，更能促使设计师灵感和幸福感的迸发，带来高效率的产出。

The new office environment retains gray as the keynote, complemented by a slightly playful pink and elegant blue gray, so that the original cold and cool industrial style can also have a fresh, elegant feeling. The soft decoration part adopts soft carpets and sound-absorbing curtains, and the soft and safe touch can also promote the burst of designer inspiration and happiness, bringing high-efficiency output.

Competitionline的设计师Tanja Ptacek和Dirk Bonnkirch说：“设计师们真的很钟爱建筑物自身所独有的工业魅力，挑高的天花板、光滑的混凝土墙面、粗粝的水泥和玻璃质感，这些都使得整个办公空间更真实与自然”但是如何避免开放式大空间会产生的巨大回声、混声混响。MATSU合作伙伴Nimbus为其提供照明与吸音解决方案：Lighting Pads吸音圆盘吊灯、Force one落地灯、Modul L线形吊灯、Roxxane Office台灯系列等。

"People are really enthusiastic about the building's rough industrial charm: the high ceilings, the smooth concrete, screed and glass surfaces," say Tanja Ptacek and Dirk Bonnkirch from competitionline, who each played a major role in supervising the move. MATSU partner Nimbus provides lighting and sound absorption solutions: Lighting Pads sound-absorbing disc chandelier, Force one floor lamp, Modul L linear chandelier, Roxxane Office table lamp series, etc.

### 会发光的“浮云”

Glowing "LightingPads "

Lighting Pads 像朵轻盈的“云”。仅用几根细线，便可悬挂于天花板（无需工具便可调节悬吊高度）。由于特殊的织物表面：一种特殊的声学羊毛与酒窝式纹理，让其具有极强的吸音效果，而织物触感的吸音垫，更像是装饰品，凭借它们的毡状感和清新雅致的灰色及蓝色，为原本工业风的建筑空间赋予更柔和的色彩并增添温暖感。另外，Lighting Pads在保障空间吸音效果（可达A级吸引效果）的同时，也为办公空间提供柔和优质的光线，酒窝式内嵌LED灯珠，可有效避免眩晕感。

Nimbus Lighting Pads have been suspended from the ceiling as part of the acoustic concept. These efficient sound-absorbers also provide brilliant light. With their felt-like feel and striking colours in cool shades of grey and blue, they act as a natural-looking counterpart to the mainly smooth surfaces in the interior.





Energieversorgung Filstal (EVF) 德国能源公司的全新行政大楼由建筑公司 blocherpartners 设计，独立的混凝土结构与落地玻璃设计，使其外观看上去就像是一个个独立式的游戏纸牌，让整栋大楼结构更为清晰。

大楼位于德国·哥德堡，兼具客户中心、展览区和培训厨房，以及办公区。作为能源公司，智能高效、绿色健康的办公环境是 EVF 支持与推崇的。该项目运用了 MATSU 合作伙伴 westermann motu table A 电动升降桌系列。

The new administration building of Filstal Energy Supply (EVF) in Göppingen bespeaks grandeur in an urban context, suggesting openness and transparency towards customers and staff. With its inviting customer centre, exhibition area and training kitchen, and with workplaces based on the New Work principle, the building represents the highest quality of living and working.

A freestanding solitaire in reinforced concrete, with a floor-to-ceiling element façade, the new EVF building provides a prominent gesture of introduction to the firm's row-type buildings along Großbeislinger Strasse. Reflecting the company's down-to-earth character, the building has a compact, clear structure.



# “纸牌屋”，EVF全新行政大楼 "House Of Cards", Evf's New Administrative Building

编辑：路海虹，彭茜

摄影：joachim grothus fotografie

Editor: Alice Lu, Qian Peng

Photographer: joachim grothus fotografie



## 钢与木，硬朗与柔和

双重的建筑语言，在 EVF 大楼上体现的淋漓尽致。整体清晰粗犷的混凝土饰面，大楼内部硬朗的钢制旋梯与柔和的木质前台形成鲜明对比。透明的建筑外观也给客户和员工更具直观的视觉体验。内部从外部可见：开放和透明。两个交错的线性光轴照亮了天花板，强调空间的结构化划分。

### STEEL AND WOOD, HARD AND SOFT

Its architectural language is built upon a play with dualities: Contrasting with the well-defined, cubic shape and interior surfaces in exposed concrete are more gentle shapes – such as round seating niches and counters – and the warmth of wood accents. Connecting the ground floor and first upper level is a sculptural staircase whose laser-cut sheet steel core expresses the EVF values: strength, quality and dependability. Ceiling-high windows are eyecatchers that give the façade plasticity. The building's contour is emphasized through indirect lighting on the façade. Two orthogonal light axes illuminate the exposed concrete ceiling, emphasizing the structured division of space. The interior is visible from the outside: Openness and transparency are a built reality, in a structure that truly represents its inhabitants.

## 开放式厨房，企业的社交名片

底层的开放式厨房，整体的颜色、材料与家具设计相结合，并为休息室创造一种隐私感。厨房空间是 EVF 邀请客户举办分享互动活动之良地，可定期开场烹饪课程。不仅成为 EVF 社交名片，还突出了 EVF 的更多可能性：通过活动实例，展现品牌对电力和天然气的承诺，以确保用户的品质生活。

### OPEN KITCHEN IS THE SOCIAL CARD OF ENTERPRISE

The open design of the ground floor is meant as an invitation to customers to see EVF as both service provider and host. Which is why one will find niches near the counters, where the combination of colour and design of materials and furniture creates a sense of privacy. Yet another invitation is the show kitchen on the first floor. The cooking courses regularly held there highlight the company's accessibility and offer a concrete example of services in keeping with its commitment to electricity and gas as ensuring quality of life.



## 健康办公，灵动空间

虽然上层的办公室与一楼相比，相对封闭。但培训空间等 EVF 选用可折叠式移门，作为空间隔断，可以灵动切换不同的工作场景以适应多元办公状态所需，使空间既可以保持相对独立，又能整体通透、开放。

### HEALTHY OFFICE, FLEXIBLE SPACE

Although the upper level office spaces have a more closed design, they promote interdisciplinary work as well as internal communication, thus enhancing the quality of stay and of life. Flexible floor plans enable EVF to pursue its commitment to continued development, both internally and externally. Structural changes to interior space can thus be implemented at any time.

Motu table A 电动升降桌系列家具实木桌脚完美契合建筑理念，并为员工提供高度可调的可站可坐的办公家具，彰显其提倡的健康理念。

The legs of Motu table A series are made of solid wood, which perfectly matches the architectural concept. Also, it provides an adjustable office space to meet the needs of sitting and standing, which complies with the health concept that people advocate.





# M Moser Space Matrix B+H 联手呈现

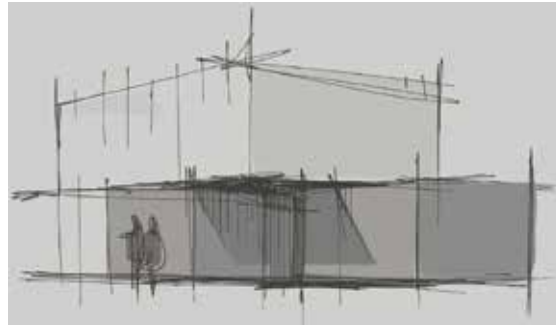
**Presented Jointly By  
M Moser, Space Matrix, And B+h**

## 工作盒子中的 未来办公 Future Office In A Box

作为“办公空间设计风向标”式的存在，全球顶尖的三大设计公司穆氏 M Moser Associates（以下简称 M Moser）、Space Matrix、B+H 联手 MATSU 玛祖铭立家具，齐聚“深圳国际家具展 & 国际工作环境设计应用展”（以下简称“工作环境设计展”）。他们从不同维度，围绕“预见未来·2025”展开探索，以一场具有前瞻性的“工作盒子”命题展，呈现未来工作新形态的多元景象。

As the “weathercock” of office space design, the world’s top three designer companies—M Moser Associates (hereinafter referred to as M Moser), Space Matrix, and B+H—joined hands with MATSU, and together put on a show at the Shenzhen International Furniture Fair & International Work Environment Application Fair (hereinafter referred to as the “Work Environment Design Fair”). From different dimensions, an exploration on the theme “Foresee the Future—2025” was carried out, to present the pluralistic scene of a new form of future work with forward-looking “work boxes.”

### WORK BOX 1, “共鸣之境” WORK BOX 1—“RESONATING SPACE”



MATSU创意家具：  
让人坐者眷恋其中的 Marsh 等候长凳。  
振翅飞扬，只为轻盈微笑的 WINGS 互动装置。

Creative furniture by MATSU:  
The Marsh bench that makes sitters lose track of time while waiting.  
WINGS, the interactive installation that puts smiles on people’s face with the fluttering of delicate wings.

### 概念设计:M Moser CONCEPTUAL DESIGN BY: M MOSER



社会和商业发展催生着愈发高强度和高速度的工作节奏，在人群中引发严重的“亚健康”忧患。全球化疫情亦正在影响着人们在办公空间内的生理和心理安全。如果不予以解决，其后患更会影响机构、企业和社会的效率。办公空间具备哪些潜力，来改善人的身体技能和心灵健康？

The development of society and commerce has accelerated the speed and enhanced the intensity of work, triggering a serious “sub-health” phenomenon among the people. Under the impact of global epidemic outbreak, if the problem with people’s physiological and psychological safety in office space remains unresolved, it will further affect the efficiency of institutions, enterprises, and the society. Then, what potentials does office space have to improve people’s physical prowess and spiritual wellness?



人工智能正愈发取代人类来从事重复性高的任务；**创造力因而成为衡量个人商业价值的重要标准。**与之相对应，企业整体的创新能力将成为其成败的关键。我们可以做些什么，让未来的办公空间更易激发创造力和创新精神，使个人和企业共赢？

As increasingly more highly repetitive tasks are being undertaken by artificial intelligence, creativity has thus become an important criterion for measuring the commercial value of individuals. Correspondingly, the overall creativity of an enterprise will become the key to success. What can we do to inspire creativity and innovation in the future office space, and therefore achieve a win-win situation between individuals and enterprises?

这些问题都发人深思。未来的办公空间如“云”般充满无限可能——它不被定义、界限模糊且从未停止演化。但可以确定的是：工作的性质会不断发生改变，而人将是变化的核心。因此，未来办公场所的注意力应紧密聚焦于人力资本，以及如何激发、激励和善用人的创造力，成为一个不可取代的场所。

These questions offer much food for thought. The future office space is full of infinite possibilities like “cloud”—which cannot be defined or bounded, and has never stopped evolving. But of one thing we can be sure: with the nature of work keeping changing, people are the core. Therefore, the future office space should focus closely on the human capital. It will be and an irreplaceable place to inspire, encourage, and make good use of people’s creativity.

基于此，在这个工作盒子，M Moser以“云：共鸣之境”为主题，试图营造一个集治愈身心健康、激发创想及强化情感共鸣为一体的空间，以实现“重启、创造、社交”三种体验。

Based on the above, in this work box under the theme “Cloud: Resonating Space,” M Moser attempts to create a space integrating healing power both mind and body, inspiration for creativity, and enhancement of emotional resonance, so as to realize “rebooting, creating, and socializing” experience.

它必须是营造身心健康的治愈空间；  
它必须是激发创想和推动进步的激励空间；  
它必须是强化情感归属感的社群空间。

It must be a healing space for physical and spiritual health;  
An inspiring space to promote creativity and progress;  
And a social space to reinforce a sense of belonging.



## 1. 重启.治愈 RE-SET

在“重启之屋”里,进入与外界脱离的状态,放松身心,感受自然的气息和洗礼。

In the “re-set” room, people enter a state of detachment, to relax the body and mind while bathing in the breath of nature.

在忙碌和无所不联的生活里,我们一直处于和工作、个人生活保持数字连接的状态。这种状态可能会对精神和身体产生影响。若要保护身心健康,就必须拿出一段时间来脱离外部联系,沉浸在自然的节奏之中。

In the hustle and bustle of life, people stay digitally connected for work and private life, which may have a negative impact on the mind and body. To protect our physical and spiritual health, we must take some time to detach ourselves, and forget everything in the rhythm of nature.



MATSU的新品Marsh长凳,让人放下身心的“包裹”,在治愈幽暗空间中,让雨声洗涤心中的繁杂,一切归零,重启心灵,方可承载更多新的创想!

As one of MATSU's new products, Marsh bench relives people of physical and spiritual burden. In a gloomy healing space, the pattering of rain washes off complicated thoughts from people's mind with all returned to zero. Thus, the mind is reset and prepared to embrace even more new creative ideas!



人与虚拟雨互动,通过沉浸式的体验,让人抛开杂念。  
The immersive experience of virtual interaction with rain removes all distracting thoughts from the mind.

## 2. 共创.激励 CO-CREATE

在“共创之屋”里,同心寻求平衡之道,倾听和谐共融之声。  
In the “co-create” room, people of one mind seek the way of balance, and listen to the sound of harmony and communion.

比起程序化的流程,未来的工作将更关乎凝聚集体智慧的创新思维和解决问题。通过试验、实践和勇于“快速试错”,人们能够更快地学习并且激发大脑的创造力。当我们相互协作来“共创”时,人人都将获益更多。

Compared to programmed flow, future work is more about innovative thinking with collective wisdom and problem solving. Through experiment, practice and bold “fast trial and error,” people can learn faster while promoting the brain's creativity. When we “co-create” through mutual collaboration, everyone will benefit more.

通过两个人手势的配合,在互动感应装置上,呈现多种形态共创涟漪,让协作者之间默契融合。

Through concerted gestures of two people, the interactive induction unit displays co-created ripples of multiple forms, which demonstrate good teamwork between collaborators.

## 3. 联结.归属 CONNECT

在“联结之屋”里,分享和探讨您对未来办公空间的想象和愿景。  
In the “CONNECT” room, we share and discuss your imagination and vision about the future office space.

人是具有共情力的物种。当我们的身心健康得到关照,我们便更具有高效创造力。其中很重要的一点是与他人建立社交联系。工作环境中的人际关系有助于人们建立信任、相互理解,并营造独有的文化和社群。

Human beings have empathy. When our mind and body are taken good care of, we become more efficient and creative. One of the most important things is the establishment of social connections with others. Interpersonal relationship in the work environment helps people to build trust, understand each other, and create unique culture and communities.

这个空间中,悬吊着MATSU的互动装置WINGS振翅系列。轻拉浮球,随着WINGS的飞扬,人与人之间的默契与信任在轻松美好的氛围中滋长。

WINGS, MATSU's interactive installation, hangs in this space. Pull the little ball in the air, and its wings will flutter, so that tacit understanding and trust between people may grow in a relaxing and happy atmosphere.





## WORK BOX 2, “无垠之界”

### WORK BOX 2—“Infinity”



MATSU创意家具：  
拥有无数脚型与椅壳组合变化的 Uni\_verso 系列吧椅。  
模块化，灵动组合的沙发 Velax。

Innovative furniture by MATSU:  
Uni\_verso barstool series with countless combinations of foot and shell.  
Modular Velax sofa of flexible combinations.

Infinity, “无垠之界”，这是Space Matrix提出的设计概念，围绕在哪里工作、全面互联的生态系统、新思想和技术的无缝集成、适应用户需求的灵活环境展开。在Space Matrix看来，我们生活在瞬息万变的世界中——从时间到技术，而办公空间需要体现并颂扬这一点。

"Infinity" is the design concept proposed by Space Matrix, which revolves around where to work, the fully interconnected ecological system, the seamless integration between new ideas and technology, and the flexible environment to suit the needs of users. From the perspective of Space Matrix, the world we live in is constantly changing—from time to technology, which should be embodied and extoled by the office space.

此外，Space Matrix还试图通过这个工作盒子，希望参观者能够体会到他们在此表达的未来空间与自然的关系，那是一种越来越亲密的关系。Space Matrix指出，建筑空间的生命周期在逐年缩短，这意味着我们需要投入更多的材料以及能源，而后果是垃圾填埋场被快速填满。但如果我们工作盒子中的植物能够给予土壤养分，培育自然呢？如果我们浪费的材料可以被循环使用呢？新兴技术和新合作伙伴能够促成这一行业变革，而我们仅需要做一些和过往不同的处理。

Besides, Space Matrix also attempts to visualize the increasingly closer relationship between future space and nature in this work box. It points out that the life cycle of architectural space is being shortened year by year, which means we need to invest more materials and energy, filling up refuse landfills rapidly. But what if the plants in our work box can nourish the soil and nurture the nature? What if the materials we wasted can be recycled? Emerging technologies and new cooperation partners can make this industry-wide revolution happen, and we only need to do something differently than usual.

## 概念设计:Space Matrix

CONCEPTUAL DESIGN BY: SPACE MATRIX

## WORK BOX 3, “跳出盒子”

### WORK BOX 3—“Out of the Box”



MATSU创意家具：  
振翅飞扬，只为轻盈微笑的WINGS互动装置。  
利用重型机械工业进行设计的家具产品da a系列。  
开放式办公空间中的思想净土，unit屏风升降桌。

Innovative furniture by MATSU:  
WINGS, the interactive installation that puts smiles on people's face with the fluttering of delicate wings.  
Furniture product series "da a" with heavy mechanical industry design.  
Unit adjustable table with screen, a pure land for thoughts in open office space.



科技正在改变时空的关系，工作不再受空间和时间的限制，通过手机、电脑，就能与他人保持联系，随时随地办公成常态，以至于“近”和“远”在办公语境下失去了意义。

Technology is changing the time-space relationship, and work is no longer limited in terms of time and space. People stay connected with each other via phone and computer. Therefore, office can be anywhere, anytime, to the extent that "far" and "near" have lost their meanings in this context.

B+H的设计，将带我们去思考一个全新的办公时代——“工作即生活时代”：工作与生活的边界正在模糊，人们长时间身处工作状态，让工作场所带来归属感和舒适度上，这一需求及重要性日益凸显。与此同时，我们将迎来不断变化而又高度连接的环境，这些环境会基于数据而不断适应和更新。

The design of B+H provides thoughts on a brand-new office era, i.e., "work is life." With the boundary between work and life blurred, people seem to be working or ready to work at all times, which highlights the importance of a sense of belonging and comfort in the workplace. Meanwhile, the environment we will face is constantly changing and highly connected, and our workplace will continue to update itself and adapt to data.

## 概念设计:B+H

Conceptual design by: B+H

面对这样的未来，B+H 试图通过柏拉图的“洞穴之喻”，鼓励大家在新的语境下“跳出盒子想问题”，探索未来办公空间的深层涵义。他们带来的四维立方体直观地呈现为一个开放的盒子，象征数字办公空间和物理办公空间的彼此融合，这样的融合将进一步改变传统的时空关系。在这里，他们尝试和参观者一起探讨人类理想的社会状态，引发对未来办公空间多层涵义的思考：办公时空的关系、时间的转化、人与科技之间的维系等。

Facing this future, B+H attempts to encourage people to "think outside of the box" with Plato's metaphor of cave, and explore the deep meanings of the future office space. The four-dimensional cube presented by B+H is an open box symbolizing the integration between digital and physical office space, which further transforms the traditional time-space relationship. Here, B+H discusses the ideal state of human society with visitors in an attempt to provoke thinking on the multi-layer meanings of the future office space: the time-space relationship in office, the conversion of time, the tie between human and technology, etc.

在B+H看来，办公空间设计亦要能经受时间洗练，特别是在这个愈发瞬息万变的时代，灵活性显得日益重要。在B+H的“工作盒子”从盒子里跳到盒子外，尝试看到更多可能对办公空间产生影响的社会和经济变化，关于未来办公设计的想象飞得更远。

From the perspective of B+H, the design of office space should also withstand the test of time, especially in this era with changes taking place at an increasingly faster pace and flexibility playing an increasingly more prominent role. The work box by B+H encourages people to jump out of the box, in an attempt to see more social and economic changes with possible influence on the office space, and promote wilder imagination about the future office design.







# THE POST-PANDEMIC ERA

The “Artistic Distance” of Office

## 后疫情时代 OFFICE的“艺术聚离”

编辑: 路海虹、彭茜 图片: 由 MATSU 提供 Editor: Alice Lu, Qian Peng Photo provided by MATSU

### 前言:

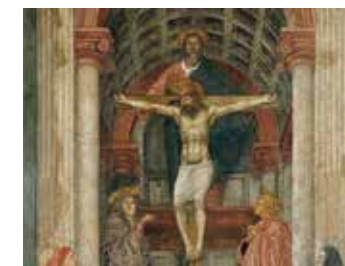
希腊神话中当潘多拉魔盒被打开,所有事物都向外飞出。反观今日2020年的疫情,一开始是令人惊恐的黑天鹅事件,但演化至今,可以说是对各行各业都是一次机遇与挑战。

面对挑战和机遇MATSU梳理总结了《2020,后疫情时代OFFICE》使用指南,请详阅。

### Foreword:

The Pandora's Box from the Greek mythology was opened. At the beginning of 2020, the pandemic broke out; the Black Swan event continued to evolve and has posed both chances and challenges for all walks of life.

Confronted with the challenges and opportunities, MATSU hereby presents the manual of 2020: OFFICE in the Post-Pandemic Era for your reference.



## 01 新冠让你拥有"Home Office"了吗? Did COVID-19 make you a "home office"?

后疫情时代,之所以有人依旧能选择 HOME OFFICE,除了疫情作为导火索推动人们踊跃地尝试 HOME OFFICE 的可行性,其时代背景下移动化设备与远程科技是必不可少的技术保障。所以,本质上不是疫情让人与办公空间的关系发生了转变,而是办公形态的灵活性、科技的进步,以及组织架构的扁平化...这一连串的细节,加之疫情期间安全性考虑,促使人们选择 HOME OFFICE 的可行性,选择了适合当下的办公方式。

In the post-pandemic era, some people choose to stay with their home office: the pandemic calls for "social distancing" and prompts people to try and realize the feasibility of working at home; meanwhile, the mobile devices and technologies for remote communication/control provide the indispensable technical support. It can be said that, in essence, it was not the pandemic that changed the relation between people and their working space; instead, it was a collection of factors such as the flexible ways of working, the progress of science and technology, the flattening organizational structure, plus the considerations for safety during the pandemic, that urged people to turn to home office, a way of working that fits the present.



MATSU 人体工学椅  
HOME OFFICE 必备



## 02 "Behind the mask? "后疫情时代的你注重职场礼仪了嘛? Behind the mask? How about your workplace etiquette?

MATSU 尊重梦想的价值, 相信办公空间是企业家商业成就的承载之地, 也是劳动者、思想者获取工作需要与事业追求的实现之所, 更是企业文化潜移默化的直接表达方式之一。办公空间正式的商业氛围, 群体集中办公的仪式感, 团队中员工的高效榜样, 促使纪律感、秩序感自然产生。

而后疫情时代, 除了整齐的仪容仪表, 制定详细的日程计划, 成为办公室必要的职场礼仪, 更是口罩先行。所以口罩侠, 今天你精致了嘛?

MATSU believes in the value of dream. We believe that working space is the witness of how entrepreneurs achieve their business ambitions; it is the place where employees and thinkers have their working needs met and career goals realized; it is also a subtle yet direct expression of enterprise culture. Working place can create a business atmosphere of formality, produce a sense of ceremony of working in groups, give play to role models who demonstrate higher efficiency, and establish a sense of discipline and order naturally.

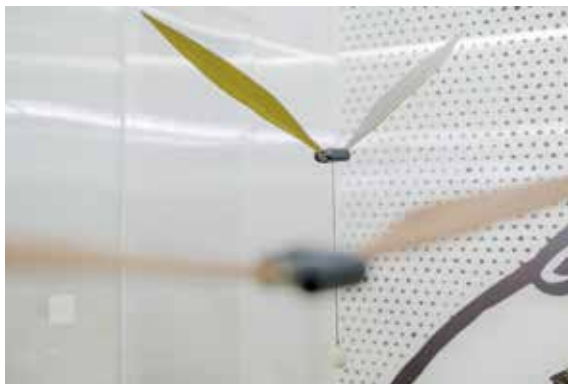
In the post-pandemic period, workplace etiquette is more than just an appropriate appearance and a detailed schedule, wearing masks is also necessary. Ready to shine, Mr./Ms. Masker?



## 03 "Work in motion"居家办公你的灵感穷竭了吗? Work in motion. Run out of your inspirations working at home?

长时间的 HOME OFFICE, 缺乏创意、新鲜感, 致使你的灵感枯竭。而通常人们在家与办公空间, 合作方之间的目的移动, 甚至是办公空间一个区域到另一个区域的移动, 看似是为了一个工作任务或目标, 而路途中的巧遇与邂逅, 总会给你不一样的灵感火花与体会。也许是一个不经意的表情或动作, 也许是同事之间的无意交谈, 甚至可能是光影的变化, 在移动的过程中所产生的不确定性, 让思绪飞扬, 让灵感激荡。

Long-time home office make you suffer a lack of creativity and freshness. You may already run out of inspirations. In a working space where you cooperate with others, it requires motions, i.e. you need to move from one place to another from time to time in order to complete a task or goal, yet that is not the whole story—while in motion, you may encounter something or someone that inspires you. Be it an unintentional facial expression or move, a casual conversation between colleagues or even an alteration of light and shadow, the uncertainty that happens during the motion let go of your thoughts and ideas, bringing life to inspiration.



Wings振翅装置  
与  
Wings沙发

固态是确定的, 是一成不变的, 而气体是无影无形的; 唯有液态是流动的, 是自由的, 是开放的, 允许争论, 允许犯错。移动办公的状态就如同液态, 让思想流动, 让灵感迸发。

While solid matter is certain and changeless and gas is intangible, liquid is fluid, free and open, allowing debates and mistakes. Working in motion is like the liquid, it lets ideas flow and inspirations sparkle.



# OFFICES' "Art Gathering"

## 04 "Expectation"你的内心是否想要回到从前的Office? Expectation. Do you miss that office in the past?

人本就是社交动物, 有基本的交流需求、情感需求及物质需求的。而固有的空间与交流, 让互相协作的员工之间产生了被需要感, 从而促成成就感的获取。因此促使协作的空间是被需求的。

疫情后, 人们更懂得珍惜、理解协作交流的重要性。从羡慕自由到回归集体。

Humans are social animals and have basic needs for communication, affection and physical materials. A working space for communication and cooperation can make people feel that they are needed, thus obtaining a sense of achievement. In this regard, we want a space that induces cooperation.

In the post-pandemic period, people further realize the importance of communication and cooperation, which they come to cherish more. Many have experienced a journey from the eager for freedom to the desire of returning to the group.



让我们举杯创想, 擦出一个个奇妙的“火花”。无论现状如何, 这个世界因为我们终将变的更加美好, 病毒终将会被征服。细品后疫情时代的 OFFICE, 体验较以往不同的办公生活, 产出新的创意与希望, 分享古典油画的“艺术聚离”, 总会有新的灵感迸发。

“后疫情时代”, 科学体验, OFFICE 的艺术聚离。

Cheers! To creativity! To the amazing "sparkles" that overflow! No matter what today is like, tomorrow will be better and brighter because of us, and viruses will finally be defeated. Take a closer look at the OFFICE of the post-pandemic era, experience a working life that differs from the past, generate new ideas and hopes, and share the beauty of "artistic distance" with classical paintings. Let us welcome new inspirations!

"The post-pandemic era", scientific experiences, the artistic distance of OFFICE.





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