



X-brick,
Your best buddy!

MATSU
Inspiring Office Lifestyle

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SHU木

No.54
WINTER 2020
冬季刊

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MATSU is Coming @ 2021 SZCW & CIFI

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MATSU 2020 TOP 10 Most Charming OFFICES

总策划 蔡演国	Publisher Yanguo Cai
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主办 玛祖铭立集团	Sponsor MATSU Group
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2020 MATSU ©	
版本：2021 0220 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

立新健行

24岁的MATSU，经历了成长三部曲：从首个中国办公家具行业与欧洲合作的品牌，到自主研发，将德式功能主义的极简设计引入与运用；而后，上海、北京、深圳体验中心的焕然一新，添上朝气与生命力，让品牌年轻化；加之，与跨界艺术家王小慧，舞蹈艺术家吴焱，以及与da a意大利艺术家具品牌合作。三次蝶变，让 MATSU 于2020，对品牌重新梳理、升级，注入对艺术、建筑、办公生活三元素的热爱与追求。

整理时间推进的成长之同时，2020年，MATSU也并未因疫情而止步，而是乘风破浪，逆流而战，燃启深圳全新体验中心，重磅出击华南市场；并于广州、深圳、上海三地举办品牌联展，大放异彩；同年，加入IWBI组织，协同WELL践行无价健筑……以此成就更好的自己。

2020的不易，让全世界的人比任何时候都清晰的意识到：健康是员工与企业之间长久良性合作的基础保障。MATSU果断决议：2021年将以“立新健行”为基调，携颠覆传统培训与分享模式的家具新作X-brick、Flomo亮相广州、深圳家具两展，从产品、展台、视听、味觉、互动等多维度打造一个突破传统办公空间的“健康办公训场”，以诠释新型城市的向上生命力。

人们对每一个未来自己都充满着向好的期待，而唯有不断创新与健行是成就更好自己的笃定砝码。

—本刊编辑部

Start of Something New, Start for a Healthier Life

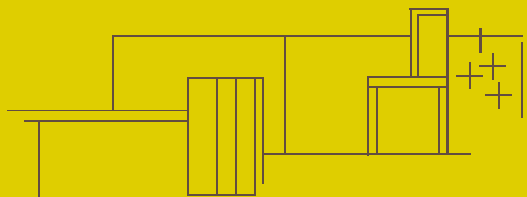
MATSU has celebrated its 24th birthday. In the past 24 years of development, it has written three major chapters: as the first Chinese office furniture brand in cooperation with European partners, MATSU has been dedicated to innovation and introduced minimalist designs under the German-style concept of functionalism; at the same time, MATSU has renovated its experience centers in Shanghai, Beijing and Shenzhen, adding vitality and youth to the brand; in addition, MATSU has established partnership with the cross-boundary artist Xiaohui WANG, the dancer and artist Miao WU, and the Italian furniture brand Da a. Based on the three chapters, MATSU rearranged and updated its ideas by enhancing the brand's love and passion for three elements, i.e. arts, architecture and office life.

While recalling the past and the achieved, MATSU did not pause or stop in spite of the pandemic in 2020; instead, we rode the waves and advanced against challenges with the opening of the brand-new experience center in Shenzhen, announcing that we are ready to serve the market in South China. Our joint brand exhibitions in Guangzhou, Shenzhen and Shanghai were a great success. In the same year, we joined the IWBI family and started working with WELL for invaluable buildings, and also for a better MATSU.

What the hardships in 2020 told the world more clearly than ever is that health is a vital foundation for long-term good cooperation between the employed and the employer. In this vein, MATSU decided the keynote of 2021, namely, "Start of Something New, Start for a Healthier Life". We will step onto the stage of furniture exhibitions in Guangzhou and Shenzhen with our new products X-brick and Flomo, which are bound to disrupt traditional ways of training and sharing. Beyond the products are meticulously designed booths that offer you refreshing audio, visual and even gustatory experience with interactive events. Our "Healthy Workspace Sandbox" interprets the vitality and vivacity of new cities.

The future holds unlimited possibilities where we would be better and, to become better, we shall keep on innovating for a healthier and more enjoyable life.

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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B+H
B+H

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Lianren Health

如通，网红第一股
Ruhnn

中伦
Zhong Lun

亚洲基础设施投资银行
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联想
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光启元
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知名制药企业
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GROUP

BREAK LIMIT FOLLOW FLOW

突破局限 随心行动

2021年 MATSU玛祖铭立品牌展

深圳站 03.17-03.21

展位: 7B17

深圳国际家具展
深圳国际会展中心

广州站 03.28-03.31

展位: S5.2C08

中国(广州)国际家具博览会
广州琶洲国际展览中心

2020 MATSU高光时刻, 请收藏! 2020 MATSU Highlights, Attention!

编辑: 彭茜 & 路海虹 图片由玛祖铭立提供 Editor: Chelsea Peng & Alice Lu Photo provided by MATSU

10 TOP

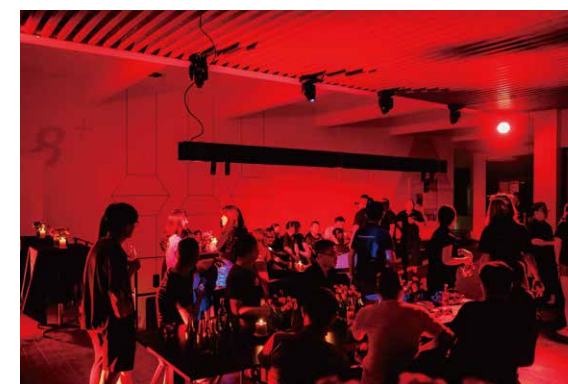
Most Memorable Events of 2020

2020, MATSU 品牌升级, 坚守营造灵感办公生活方式的初始梦想, 注入对艺术、建筑、办公生活三要素的热爱与追求, 乘风破浪, 再扬新帆, 燃启深圳体验中心, 重磅回归华南市场, 并协同华北、华东辐射全国。

24 岁的 MATSU 并未因 2020 疫情带来的困境而止步, 而是无畏前行, 于广州、深圳、上海三地用奇幻炫彩的未来办公空间, 开启“MATSU NEVER END”三次品牌联展; 与不同领域的艺术家一同举办艺术沙龙; 加入 IWBI 组织, 更为关注健康办公; 同年, 推出 7 款“柔性办公”休闲协作系列产品。

2020 is a year of brand upgrade for MATSU. Holding on to our original aspiration, we work to create space that inspires work and life. When an architecture marries arts, it encourages inhabitants to pursue their dreams with passion, to start anew with great courage. Shenzhen Experience Center is such a space when it eye-catchingly came back to the market of south China, generating influences to the north and the east too.

Despite the pandemic in 2020, the 24-year-old MATSU did not fall back down; instead, it moved forward fearlessly: its launched three brand shows entitled “MATSU NEVER END” in Guangzhou, Shenzhen and Shanghai respectively, welcoming visitors with future workspace full of amazing colors and styles; it held art salons with artists from various fields; it joined IWBI with a heavier emphasis on healthful working life; and in the same year, it introduced a line of products for “flexible working”—7 items in total.



MATSU 24 周年乘风破浪, 再扬新程

MATSU 24th Anniversary
Ride the Waves, Start Anew

2020.06.28 01

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 年的成长; 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, 赴云帆沧海之约。

On June 28th, 2020, MATSU held its 24th anniversary at the brand-new Working and Living Experience Center in Zhongshan, celebrating 24 years of growth with a new face, new passion, and new vitality. MATSU staff from the south China market and those of the Zhongshan factory gathered together to get ready for a long yet beautiful journey.





第 45 届 CIFF 广州家具展 | MATSU 2020 品牌展 · 广州站 The 45th CIFF Guangzhou Furniture Expo

2020 年 7 月 27-30 日, 第 45 届 CIFF 广州国际家具博览会召开, MATSU 玛祖铭立以“YI 由未境 NEVER END”为主题受邀参展, 与 anySCALE 一同打造的奇幻展台, 携 Unit&Morse 与七款全新休闲协作系列全新亮相华南市场, 作为回归的首秀, 在办公艺术设计领域掀起一波新的浪潮。

From July 27th to 30th of 2020, the 45th CIFF Guangzhou International Furniture Expo opened for the public. MATSU was invited and joined the expo with the theme "ARTS NEVER END". Other than working with anySCALE to create a fantastic show, it brought Unit&Morse together with 7 new products of the leisure series as a re-debut on the south China market, making new waves in office art designs.

02 2020.07.27-30

王小慧和她的朋友们艺术沙龙 XiaoHuiWang and Her Friends Art Salon



2020 年 8 月 2 日, “王小慧和她的朋友们” 艺术交流活动, 在玛祖铭立 MATSU 深圳办公生活体验中心举行。这是一场关于艺术文化的灵魂碰撞, 也是对于将深圳打造 “文化绿洲” 的实践与期许。

On August 2nd, 2020, the "XiaoHuiWang and Her Friends" art salon was held at the MATSU Work and Life Experience Center in Shenzhen, who witnessed a clash of souls concerning arts and cultures. The event is also an effort to making Shenzhen into a "cultural oasis".

03 2020.08.02

04 2020.08.03



亚洲酒店年会论坛 MATSU & AHF

Asia Hotel Annual Forum: MATSU & AHF

05 2020.08.12

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在国家会展中心上海洲际酒店盛大举行, 来自酒旅业各界的精英领袖在此汇聚。MATSU 热门产品 X 沙发、Lax_M、Tulip 为其助力营造一个适合交流与分享的空间及商务休闲的氛围, 并荣获第 15 届中国酒店星光奖 “中国酒店业最佳合作伙伴”。

On August 12th, 2020, the Hotel & Shop Plus was opened at the Shanghai National Convention and Exhibition Center, and the 2020 AHF Asia Hotel and Travel Forum Annual Meeting was held at the Shanghai InterContinental hotel, gathering elites and leaders from relevant industries. MATSU' s popular products such as X sofa, Lax_M and Tulip were present to help create an entertaining business environment for communication and sharing, and won the 15th China Hotel Starlight Award "China Hotel Best Partner".

深圳体验中心超燃开幕

Shenzhen Experience Center Opens Now

2020 年 8 月 3 日, 玛祖铭立深圳办公生活体验中心以 “BEGIN 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!”

On August 3rd, 2020, MATSU Work and Life Experience Center in Shenzhen was launched with the grand event "BEGIN AGAIN, To the Start of Our Dreams". This is an important act of MATSU to come back to the south China market. Guangdong is where MATSU got started and, after the furniture expo in Guangzhou, the MATSU Experience Center in Shenzhen is expected to yield brilliant results. More than a hundred designers, celebrities and elites gathered at the center to "ride the boat of artistic working with inspiration as the sailing canvas!"



深圳家具展 | 品牌展 · 深圳展

Shenzhen Furniture Expo, Brand Show in Shenzhen

2020 年 8 月 20-23 日, MATSU 品牌展第二站亮相于深圳国际会展中心, 用炫彩的灵感亮相深圳时尚家居设计周暨深圳国际家具展。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”, 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”。

此外, MATSU 的家具还选入了深圳展的 “工作盒子” 以及设计坞 19-21 世纪国际办公椅新经典。 “工作盒子” 由 M Moser、Space Matrix 和 B+H 国际知名设计企业从不同维度, 围绕 “预见未来 · 2025” 展开探索。

From August 20th to 23rd, 2020, MATSU Brand Show took its second stop in the Shenzhen International Convention and Exhibition Center, presenting colorful inspirations at the Shenzhen International Furniture Expo during the Shenzhen Creative Week. With its splendid designs, MATSU' s booth won the "GO Trend - Best Space Design" award. Besides, MATSU' s workspace engineering project VMLY&R was awarded with the "GO Trend - Best Office Solution".

In addition, MATSU' s furniture was also selected into the "Work Box" of the Shenzhen expo and among the Design Dock 19-21 Century International Office Chair New Classic. The "Work Box" gathers world-famous designers including M Moser, Space Matrix and B+H to explore possibilities from different dimensions, being entitled "See the Future-2025".



06 2020.08.20-23

06-07

2020.09.10 07

金融事业部成立 MATSU & 金融城教师节音乐会

Establishment of the Finance Division
MATSU & Teachers' Day Concert @ Finance City

2020年9月10日,“浦江情深致敬师恩——陆家嘴金融城2020教师节音乐会”在上海陆家嘴中国金融信息中心召开,并邀请当红钢琴家解静娴在现场进行演奏。在艺术的音乐声中,玛祖铭立金融事业部正式入驻陆家嘴金融城。

On September 10th, 2020, the "Lujiazui Finance City 2020 Teachers' Day Concert: Huangpu River Carries Our Love to Teachers" was held at the China Finance and Information Center in Lujiazui District. The well-known pianist Jingxian XIE was invited to play live. In arts and music, MATSU's finance division officially moved into the Lujiazui Finance City.



MATSU & 羊城设计联盟“川粤”iF设计殿堂

MATSU & YCDA: A Journey to the iF Design Palace

2020年11月13日,成都、广州这两座城,相遇相聚。MATSU邀请了羊城设计联盟,成都市建筑装饰协会协同其带领的30多位设计界领军人物,参访iF成都设计中心,于此举办“川粤”设计沙龙,就“川粤”两地在文化进行讨论于分享。

On November 13th, 2020, Chengdu and Guangzhou encountered. MATSU invited YCDA, Chengdu Building Decoration Association together with more than 30 leading designers to visit the iF Chengdu Design Center. The salon was named "Journey (chuan yue in Chinese, as homophone 'chuan' referring to Sichuan and 'yue' to Guangdong)", and participants discussed and shared the local cultures of Sichuan and Guangdong.



08 2020.11.13

09 2020.11.26-29

MATSU @ 设计上海 | 品牌展·上海站

MATSU & Design Shanghai: Brand Show in Shanghai

2020年11月26-29日, MATSU亮相“设计上海”,这是其2020品牌展的第三站,也是其受邀参展的第四年。

此外, MATSU的Kusch+co系列Volpino、Uni_verso、HOLA休闲椅等受德国品牌设计委员会邀请,入选其展位D206;而MATSU德国合作伙伴的多款产品也荣获此奖项:X-brick模块化坐凳, Motu Table A电动升降桌, ARN休闲椅, Roxane Leggera, Winglet照明系列等。

From November 26th to 29th of 2020, MATSU Brand Show took its third stop at "Design Shanghai". This is also the fourth time that MATSU was invited to the exhibition.

MATSU's Kusch+co series including Volpino, Uni_verso and HOLA leisure chair were exhibited at the D206 booth at the invitation of the German Brand Design Committee. Multiple products from MATSU's German partners also won this award, and they include: X-brick modular chair, Motu Table A electric lifttable desk, ARN leisure chair, Roxane Leggera, Winglet lighting series, etc.

10 2020.12.24

MATSU 加入 IWBI: 企业颁证仪式“WELL FUN”

MATSU joined IWBI: WELL FUN Enterprise Certification Ceremony

2020年12月24日, 2020“WELL FUN”新年喜乐会暨企业颁证仪式在MATSU玛祖铭立深圳办公生活体验中心举行。IWBI在现场向MATSU玛祖铭立授予IWBI基石级会员证书,正式宣布其加入IWBI全球会员行列。

走在办公家具行业的前沿,倡导更为先进的办公理念的MATSU现已加入WELL会员,定将更加注重健康办公,并竭尽所能帮助想要参加WELL项目认证评分的企业,给予其加分支持。

On December 24th, 2020, the 2020 "WELL FUN" New Year Happy Show: Certification Ceremony was held at MATSU Work and Life Experience Center in Shenzhen. At the event, IWBI awarded MATSU with the IWBI Foundation Member Certificate, announcing that MATSU officially joined the IWBI family.

As a leading provider of office-furnishing solutions that upholds advanced working concepts, MATSU is now a WELL member. MATSU will continue to attach great importance to health and well-being in buildings and offer solutions to help companies obtain the WELL certification.



<<
2020的收藏回放,
从6月的24周年庆到12月加入IWBI,
MATSU充满高光时刻的半年载满了整年的光彩。
Replay 2020,
MATSU celebrated its 24th birthday in June
And joined IWBI in December.
The 6 months witnessed MATSU's glory of the whole year.

从0到1,收藏2020,勇敢迈进2021!
Lock up 2020. Allow regrets to fade too.
Let us step into 2021, from 0 to 1!

无限可能的2021,
本土化前所未有的速启。
在这个进程中,
作为一个民族高端办公家具品牌,
MATSU被时代格局所赋能,
2021,跃无惧,搏无惧,铸辉煌!
2021 holds innumerable possibilities.
Localization accelerates with an unprecedented speed.
And MATSU,
As a national brand of high-end office furniture,
Is empowered by the era and the trends.
In 2021, we shall dance creatively and fight fearlessly for greater glory!



08-09

2020 年 12 月 24 日, 2020 "WELL FUN" 新年喜乐会暨企业颁证仪式在 MATSU 玛祖铭立深圳办公生活体验中心举行。

Jingle WELL, Jingle WELL, "圣诞老人 WELL" 带着 "环保礼物袋", 高调出席, 并现场向 MATSU 玛祖铭立授予 IWBI 基石级会员证书, 正式宣布其加入 IWBI 全球会员行列。



On December 24th, 2020, the 2020 "WELL FUN" New Year Happy Show - Certification Ceremony was held at MATSU Work and Life Experience Center in Shenzhen.

Jingle WELL, Jingle WELL, "Santa WELL" attended the event with his "eco-friendly gift bag" and awarded MATSU with the IWBI Foundation Member Certificate, announcing that MATSU officially joined the IWBI family.

MATSU正式加入IWBI, 践行WELL无价健筑

2020 MATSU & IWBI

MATSU OFFICIALLY JOINS IWBI FOR PRICELESS WELL BUILDINGS

编辑: 路海虹, 彭茜 图片由 玛祖铭立提供 Editor: Alice Lu, Chelsea Peng Photo provided by MATSU



01 WELL MATSU | MATSU & WELL



MATSU 深圳代表李兰芬 (左), IWBI 的亚洲区高级总监张建芳 (右)

MATSU 正式加入 IWBI 会员:
活动现场, IWBI 的亚洲区高级总监张建芳将 WELL 证书授予 MATSU。MATSU 将与 IWBI 一起, 为“健筑”事业贡献绵薄之力!

MATSU officially becomes a member of IWBI.
At the event, senior director of IWBI Asia Zhang Jianfang awarded MATSU with the WELL certificate. Therefore, MATSU and IWBI join hands and will together contribute to the cause of architecture!



分享环节, MATSU 的市场品牌部王娅女士为派对开场并以保时捷上海案例入手, 与到场嘉宾生动分享了玛祖铭立在创造健康且激发灵感的办公生活方式的思考。

At the sharing session, Wang Ya from the Brand Department of MATSU broke the ice and told the story of Porsche in Shanghai, sharing MATSU's approach to creating a healthful and inspiring way of working as well as living.

走在办公家具行业的前沿, 倡导更为先进的办公理念的 MATSU 现已加入 WELL 会员, 注重人类健康与健康办公, 可以给予更多企业在 WELL 项目认证评分上以加分支持。

As a leading provider of office-furnishing solutions that upholds advanced working concepts, MATSU has become a WELL member. We attach great importance to health and well-being in buildings, and we offer solutions can help with your WELL certification.

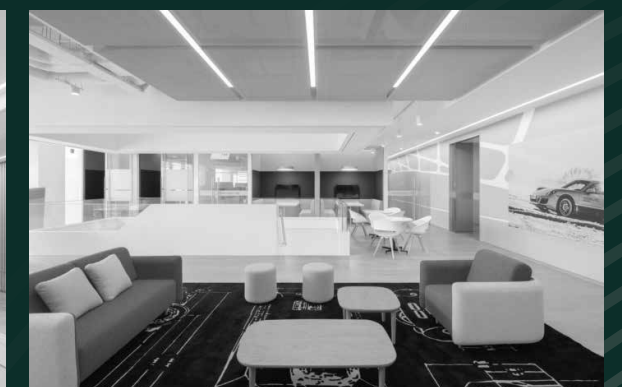
在可持续发展领域, MATSU 玛祖铭立荣获了中国环境标志认证证书 (十环); 并是亚太地区首批荣获室内空气质量认证 (GREENGUARD CERTIFICATION) 的中国办公家具品牌之一; 还是中国行业品牌中首家获得 LEED 金级认证的展厅。

With regard to sustainable development, MATSU has been a persistent practitioner. In 2009, MATSU won the GREENGUARD Indoor Air Quality Certification for its office furniture; in 2010, MATSU established its first office experience center in Xuhui District of Shanghai and won a Gold certification of the green building certification system LEED; and in 2019, MATSU was awarded with the certification of China Environmental Labeling.



此外, MATSU 参与的办公项目案例中, 2019 年保时捷 Office4.0 荣获 WELL 金级认证, 而 A Plus Design 设计公司荣获其铂金级认证。

When it comes to programs in which MATSU participated, Porsche Office 4.0 in 2019 won the WELL Gold certificate, and design company A Plus Design won the WELL Platinum Certificate.





02 WELL | YES, IT IS!

小李子莱昂纳多在获奖奥斯卡之前, 他家豪宅就已荣获 WELL “环保健康专项奥斯卡”! 而他也是此项认证的起草者之一; WELL 还曾被克林顿, 加入克林顿全球倡议; 且获得过比尔·盖茨旗下, 卡斯凯德公司的投资。

WELL 是全球首个关于建筑与人健康之间关系的国际性认证。WELL 的标准也在不断演变从 V1 到 V2 试行版再到 V2

Before Leonardo DiCaprio won the Oscar for Best Actor, his condo had won “the Oscar for eco-friendly and healthful building”, i.e. the WELL certification. In addition, it should be noted that Leonardo DiCaprio is one of the drafters of this certification, which was added into the Clinton Global Initiative Commitment to Action and invested by Bill Gates’ s holding company Cascade Investment.

WELL is the first international verification on how architecture reacts to human health

WELL standards have been evolving, from V1 to V2 Beta to V2



03 WELL FUN | AFTER PARTY

颁证仪式结束后, MATSU 人与 IWBI 的会员们一起在浓浓的圣诞氛围中, 参观 MATSU 深圳办公生活体验中心, 畅谈未来办公的健康与无限可能。

让我们一齐祝贺并期待玛祖铭立在健康办公环境的营造之途作出更大的贡献!

After the ceremony, MATSU staff and IWBI members visited the MATSU Shenzhen Working and Living Experience Center and painted pictures for future office-space that enhances well-being and holds innumerable possibilities in store. Oh and, the Christmas is here!

Let us congratulate MATSU and look forward to its future efforts in creating healthful office-space!



WELL 是全球首部专门针对建筑、以及建筑空间内的一切措施如何提升我们的舒适性、推动我们做更健康的选择、整体上促进 (而非影响) 健康为目标而制定的建筑认证标准。

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

“截止至目前, 全球已有 5122 个项目参与 WELL 认证, 741M+ 平方英尺, 6887 万 + 平方米, 66 个国家与地区, 并有 98 个国家与地区的 14980 人预备考取和已获得 WELL AP 资质。此外, 在全球范围内, 中国的 WELL 注册项目数排名第三, 注册面积排名第二, 且每年新增的 WELL 项目数量呈爆发性的增长。并且 Office 认证项目占 49.7%。” WBI 的亚洲区高级总监张建芳, 高级经理夏怡与张严共同分享到。

IWBI 亚洲华南全体成员以视频连线、现场交流的方式悉数与嘉宾们简述了 WELL 2020 实践 (WELL Practice)、延伸 (Enhancement)、在地化 (Localization), 以及表达了对所有引领者 (Leadership) 的赞许和诚挚感谢!

WELL is the world’ s first architecture certification standard specifically designed for buildings and all solutions therein to enhance comfortableness, encourage better choices for well-being, and improve (rather than “affect”) health.

Based on studies of medical research institutes, the WELL certification is human-centered and takes various elements into consideration, including environmental and behavioral elements as people’ s health status and risks that may hamper health. The evaluation consists of three phases, namely, the scientific evaluation, the industrial evaluation, and the medical evaluation. There are 10 indicators to reflect the 11 major body systems. The aim is to transform buildings and communities for better physical and mental health.

“Up till now, 5,122 programs around the globe have taken the WELL certification, which is more than 741 million square feet (about 68,841,153 m2) covering 66 countries/regions. Besides, 14,980 people from 98 countries/regions will obtain or have obtained the WELL AP credential. In addition, China ranks the 3rd in terms of registered WELL programs and the 2nd in terms of registered areas, with the number of newly added programs skyrocketing every year. The number of certified offices also accounts for 49.7%,” shared senior director of IWBI Asia Zhang Jianfang with senior managers Xia Yi and Zhang Yan.

IWBI staff based in South China all joined the event either online or offline. Together with guests, they discussed the WELL Practice, Enhancement and Localization efforts in 2020. Every leader was praised and appreciated with heartfelt thanks.



颠覆传统培训与分享模式的家具新作

编辑: 彭茜 图片由 玛祖铭立合作伙伴 Westermann 提供 Editor: Chelsea Peng Photoprovided by Westermann

2020 年 MATSU 玛祖铭立引进德国合作伙伴 Westermann 全新培训系统 Xbrick & flomo。这将是办公家具行业颠覆传统办公, 开启 WORK FLOW 的液态办公 (移动办公) 节奏与 “大办公时代”。

In 2020, MATSU introduced Xbrick & flomo, a brand-new training system from the German partner Westermann. It will turn the traditional industry of office furniture upside down, announcing the start of WORK FLOW, a liquid way of working (work in motion), and the era of "great working" .

Xbrick & flomo

8 种工作形态 & 3 种不同领域



NEW FURNITURE THAT OVERTURNS TRADITIONAL TRAINING AND SHARING MODELS

Xbrick & flomo: 8 working scenarios & 3 different areas

"WORK FLOW" 并非传统意义上的工作流程, 而是一种液态办公 WORK IN MOTION 的工作形态, 是自由的工作氛围, 是百变的工作模式, 是不确定性的灵感炸场惊喜!

Xbrick&flomo, 模块化设计与强大系统配件, 使其与不同家具组合搭配可以适应 3 种不同领域: 教育、办公、运动; 营造出至少8种工作形态: 适应与分享培训、讨论洽谈、会务商谈、头脑风暴、小组学习、团建活动、休闲生活、专注静土。

WORK FLOW is by no means a traditional working process; instead, it is WORK IN MOTION. It encourages a working environment full of freedom and supports various ways of working. Inspirations enabled by uncertainties are expected here!

Xbrick & flomo features module design and strong system support. It can match various furniture settings to accommodate three different areas, i.e. education, office, sports. 8 working scenarios apply well, including training, discussion, meeting, brainstorming, learning, team-building, leisure life, and focus area.

1 分享培训 Training

分享培训: 6-8 人团队, 提前约定好分享时间, 通过影像或是 flomo 白板, 有计划的像团队进行产品培训或创意提案等。

Training, for teams of 6 to 8 people. Book the sharing time in advance. Use VCR or flomo whiteboard for scheduled product training or idea sharing.



2 讨论洽谈 Discussion

讨论洽谈: 从事某项主题工作的 2-4 名同事之间进行针对性的互动, 比如: 寻求项目突破, 上下级之间针对近期工作状态的沟通。

Discussion, for 2 to 4 people. People in charge of a project can interact to solve problems and find solutions. Bosses and staff can communicate and discuss on the latest progress.



3 会务商谈 Meeting

会务商谈: 6-16 人, 因大型项目宣讲, 或正式启动, 特别是多部门针对性的进行项目解说, 任务分配。

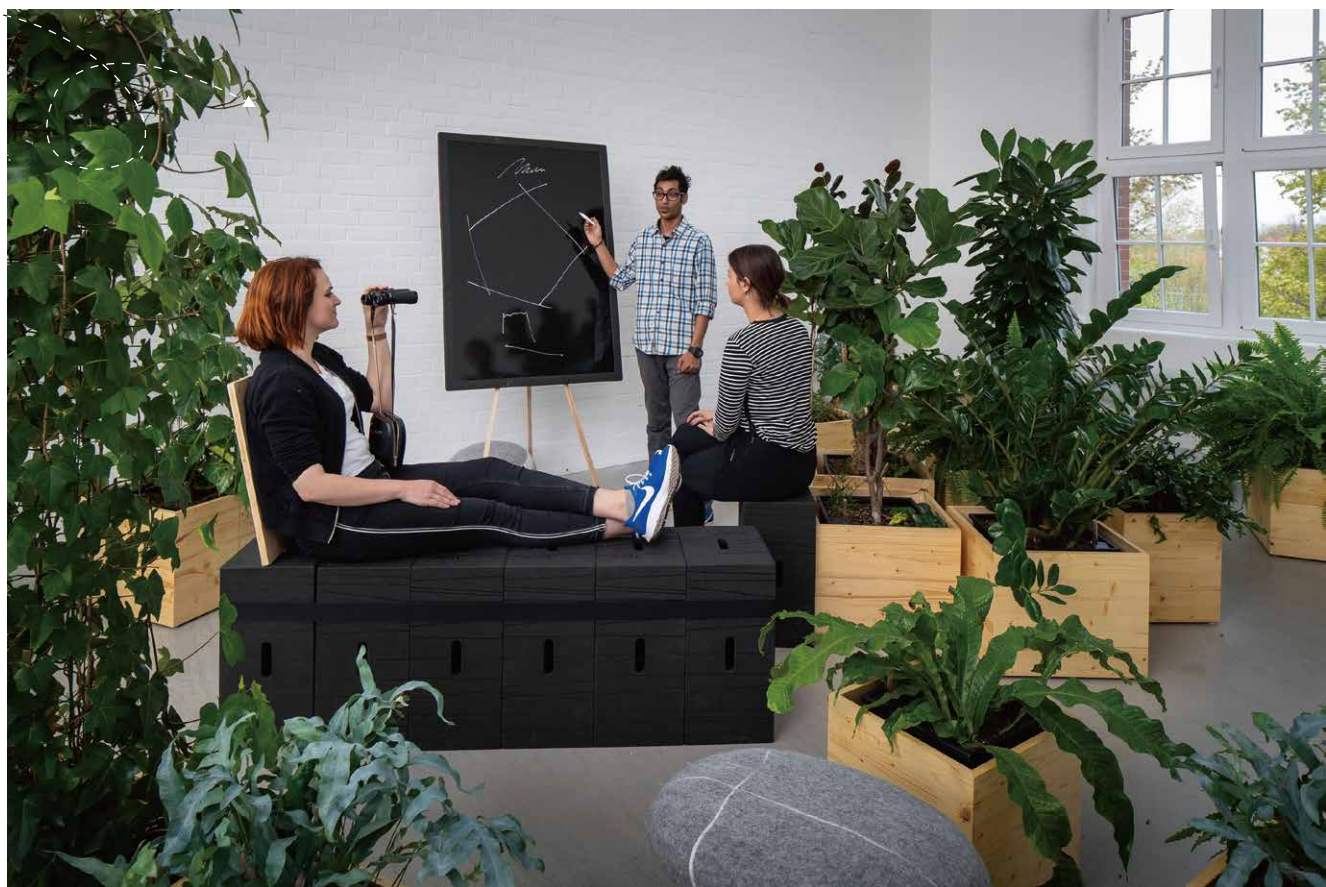
Meeting, for 6 to 16 people. Suitable for project presentation or launching, especially ready for cooperation and task-distribution among multiple departments.



4 头脑风暴 Brainstorming

头脑风暴: 员工之间因项目启动, 需寻求灵感, 针对性的召集团队, 有目的, 有主题的进行创意设想, 通常需要在白板上记录下 idea。

Brainstorming. As a project launches, people need to look for inspirations, build teams with specific objectives, discuss creative ideas on a certain topic, and note down on a whiteboard.



5 小组学习 Learning

小组学习: 员工分组, 根据分工各自展开短中期整体项目中不同区块的深入执行工作, 并及时组内沟通与跨组协作, 促使项目高效率完成。

Learning. Work in groups. Work together on tasks of short- or medium-term projects according to the plan. Communicate within the group on time and cooperate beyond groups. Accomplish projects with high efficiency.



6 团建活动 Team building activities

团建活动: 不管是室内或是户外, Xbrick 都可以随着你身体舞动, 更好的配合团队活动, 助攻破冰, 默契氛围。

Team building. Be it indoors or outdoors, Xbrick helps you play better. It can make team building activities more interesting and help break the ice for a joyful and harmonious atmosphere.



7 休闲生活 Leisure Life

休闲生活: 坐凳? 靠枕? 简易书桌, 便携茶几? 分秒变身, 任你所需。这些无不是休闲生活必须。多变的色彩, 与轻便亲切的材质让其更易融入闲适的生活氛围中。

Leisure life. A chair? A cushion? A table? Or a portable desk? Within seconds, it can be whatever you want. It is a must for leisure life with various colors at your choice. The light materials and user-friendly designs can easily become a part of your leisure life.



8 专注净土 Focus area

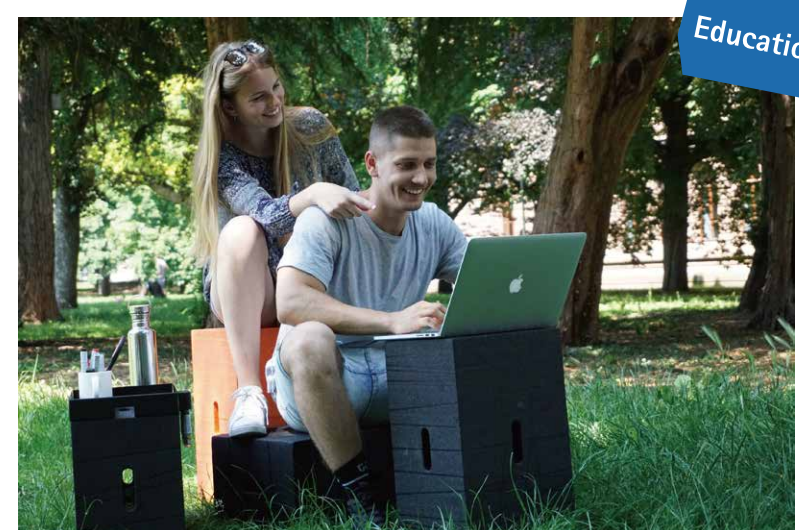
专注净土: 个人暂停工作并考虑推进工作最佳方式的机会, 或是暂时忘记工作, 让自己喘口气。可以在 flomo 围合的空间中, 带上笔记本, 或站, 或坐在 Xbrick 上, 寻觅灵感, 独享静谧的时光, 调整工作疲惫的状态。

Focus area. Take a pause and consider how to proceed better. If you want to take a break from work, come to the enclosed space of flomo with a notebook. Feel free to stand, or take a seat in Xbrick. This is a good spot for inspirations and a short while of beautiful solitude to drive away your exhaustion.



除了办公空间, Xbrick 与 flomo 也可成为运动、休闲、学习玩伴, 在室内外皆可使用, 比如说: 在体育馆、游泳池旁、家或幼儿园。

In addition to the workspace, Xbrick and flomo can also be your partner for sports, leisure and learning. It works both indoors and outdoors, e.g. in the gym, at the pool, at home, or in a kindergarten.



Education



Sport



Office

Xbrick, multiply your perspectives 堆砌出千姿百态的“砖”与观点 Xbrick, perspectives and ideas supported by “bricks”

模块化 Xbrick 以极简且多功能的家具设计令人为之赞叹, 并荣获了 German design award 与 Focus Open 金奖等国际奖项。Xbrick 凭借其巧妙的结构与材料运用, 使其仅重 1.4kg, 轻巧便携, 可变换组合出多种的排列方式, 颠覆传统办公室的空间布局。

比如: 作为模块化坐凳、脚凳, 或作为基础底座配合桌板成为培训桌、会议桌等。Xbrick 是空间的灵动伙伴, 为工作环境增添趣味氛围, 促使置身其中的人交流和互动。众所周知, 创新的方式可赢得机会, Xbrick 通过变换使用者视角的方式, 改变其固有观点。

The amazing modular Xbrick and simple yet multi-functional furniture designs have won several awards including the German Design Award and Focus Open Gold Award. Featuring crafty structures and ingenious use of materials, Xbrick is light, portable, and weighs only 1.4kg. It can assemble into various settings and turn office layout traditions upside down.

For example, it can be used as a chair or a footrest and, with a table board, it can assemble into a desk or even a conference table. Xbrick is a clever partner of space. It adds fun and vitality to the working environment, facilitating people to communicate and interact. Innovations make opportunities. Xbrick helps users to change their perspectives and, therefore, their ingrained opinions.

Xbrick 由德国的纯发泡聚丙烯 (EPP) 制成, 防水, 可消毒, 材料 100%可回收, 安全无味且不含有害的增塑剂, 可用来放置食物或玩具。独特的激光工艺可实现交替的结构和光滑的表面, 并确保独特的手感。Xbrick 近乎空心的内结构和两个相同的半部 (夹合在一起后粘牢) 使其轻巧, 但具有强大的抗压性, 可承重 200 公斤。

特别值得一提, 还有 Xbrick 独具意义的生产方式: 其组装的最后一步由德国当地的两个社工机构的成员手工组装完成, 以更好的回馈社会。

Xbrick is made of German EPP. It is water-proof and sterilizable. The materials are safe, odorless, free from harmful plasticizer, and 100% recyclable. It can store both food and toys. Processed using laser technology, it features convertible structures and a smooth surface with a unique texture. The almost hollow inner structure is ensured by two halves that stick together. It is light yet crush-resistant. It can bear 200 kilograms.

Its production has special significance and is worth mentioning: the last step of assembling is accomplished by two German local community workers, manually, as a better feedback to the society.

Xbrick 强大的模块化性不仅仅体现于本身, 还有与之配套的附件:

- ★ X-Bench & X-Table 木板, 它与 Xbricks 连接在一起, 并可组成长凳、或是桌面。
- ★ X-Connector & X-Belt, 连接器和绑带, 可以将多个 Xbrick 相互捆绑在一起, 彼此叠放或并排放置, 以模块化组成梯形架台, 或组成便于运输的整体模组;
- ★ X-Lean, 可插入的木制靠背, 已提升 Xbrick 的舒适性;
- ★ X-tseat, Xbrick 不仅可以变成座位 - 桌子组合, 还可以作为移动小书桌。X-tseat 桌面通过就座人员的体重得以稳定, 也可以单独使用
- ★ X-Tray, 金属托盘构建一个坚固的小桌子, 凸起的侧边缘以防器皿滑出;
- ★ X-Toolbox, 工具箱, 便于文具等细小物品收纳;

The great modularity of Xbrick exists not only within itself but also in its matched accessories:

- ★ X-Bench & X-Table: wooden board, connect to Xbricks to form benches or tables;
- ★ X-Connector & X-Belt, connect and bind multiple Xbricks together, and can be placed vertically or horizontally to form trapezoid podiums or other modules to ease transport;
- ★ X-Lean, makes Xbrick comfier by inserting into a wooden backrest;
- ★ X-tseat, Xbrick can transform into a setting of chairs and tables or serve as portable desks, whereas a X-tseat board helps stabilize the structures according to the weight of the user (X-tseat can be used independently);
- ★ X-Tray, metal tray with protuberant fringe to assemble into a mini table, is stable and can prevent vessels on the tray from falling;
- ★ X-Toolbox, is perfect for stationery and other small items.

flomo, expand your work 让工作创想无限 flomo, unleash your imagination

灵感就像游子, 它没有固定空间, 它可能在任一时刻与区域闪现, 而 flomo 可以将这种“游荡”的不确定的灵感随时随地捕捉, flomo 将隔墙变成了知识中心。它几乎可以在任一地方使用, flomo 是一套高度适应性的系统。flomo 既是灵感记录扩展的工具又是一种工作环境, 它结合吸音材质, 可营造相对安静私密的空间氛围。flomo 具有无与伦比的优势, 比如, 滋养设计思维, 提升工作效率, 或快速变换以适应不同需求。

Inspiration is like an excited particle. It does not stay on a fixed spot, and it can appear at anytime anywhere. Now flomo can help capture this "wanderer" and grasp the uncertain inspiration by building up partitions and creating a center of knowledge. It can be used almost everywhere. As a highly adaptable system, flomo is a recorder and amplifier of inspiration. Additionally, the materials can absorb noises to create a relatively quiet and private space. flomo has unrivalled advantages such as enriching ideas, improving efficiency, and meeting various needs with quick transformations.

- ★ flomo 是一套高度适应性的系统, 得益于丰富而巧妙的配件系统:
- ★ flomo Xbelt 连接带, 把写字板和 Xbrick 盒子连接在一起;
- ★ flomo belt 背带, 可调节长度;
- ★ flomo markerset 文具套装;
- ★ flomo magnets 磁铁, flomo gecko 固定吸盘, flomo point 钉子, 分别用于将写字板灵活固定在铁面、玻璃、墙体上;
- ★ flomo rail with onesuspension 悬挂式墙轨, 固定于墙上供写字板悬挂, 黑色可同时悬挂 2 块写字板;
- ★ flomo easel 板架; flomo caddy 小推车; flomo paper 夹子, 适用于挂纸白板, 且带笔槽;
- ★ flomo train 柜子, flomo train S 墙;
- ★ flomo is a highly adaptable system thanks to its rich and crafty accessories:
- ★ flomo Xbelt, connects the tablet to an Xbrick box;
- ★ flomo belt, with adjustable length;
- ★ flomo markerset; flomo magnets, flomo gecko, flomo point, fixate the tablet to a steel surface, a glass surface or a wall respectively;
- ★ flomo suspension wall-rail, black, fixed to the wall and can hang two tablets at one time;
- ★ flomo easel; flomo caddy trolley; flomo paper clip, suitable for white paper boards, pen slot available;
- ★ flomo train closet, flomo train S wall;

2021 年, 在广州与深圳国际家具两展上, MATSU 将结合 x-brick 与 flomo, 以“突破局限, 随心行动 Break Limit , Follow Flow”为主题, 分别于 5.2C08 与 7B17 展台用跨界体验, 运动互动的方式展现自由、健康、多元的无界大办公时代趋势。

在移动设备, 5G 等飞速发展且普及的智能科技时代, 脑力劳动者不再受限于固定办公空间, 办公与生活也将更加融合, 界与界之间的中间地带所产生的“边界效益”逐渐被重视, 从某种意义上来说, 这个时代是一个无界的大办公时代, 因为随时随地都存在着“跨界”, 不管是办公与生活跨界的“柔性办公”, 还是新冠疫情与当下商业跨界催熟的 Home office, 抑或是培训教育与办公会议以及团建活动多领域的多功能家具 x-brick 与 flomo。

At the International Furniture Expos in Guangzhou and Shenzhen in 2021, MATSU will combine Xbrick and flomo to manifest the boundless great office era that features freedom, health and diversity. Themed "Break the Limit, Follow Your Flow", the presentation will be dynamic and interactive. Meet you at Booth 7B17 for cross-boundary experience.

Today, as mobile devices and 5G quickly become universal and science and technologies rapidly develop, white-collars are no longer shackled to a fixed work-space. Life and work are merging, and greater efficiencies are unearthed between boundaries. In a sense, this is an era of boundless great office. "Transboundary" can be traced anytime anywhere: "flexible working" crosses the boundary between work and life; "home office" is accumulated by needs from different industries and accelerated by the COVID-19 pandemic; and multi-functional furniture Xbrick and flomo can apply to multiple areas ranging from training and meeting to team building.

MATSU 2020 1^{TOP}

令人心动的OFFICES

MATSU 2020 TOP 10 MOST CHARMING OFFICES

编辑: 彭茜 & 路海虹 图片由玛祖铭立、B+H、中伦提供
Editor: Chelsea Peng & Alice Lu Photo provided by MATSU, B+H, Zhong Lun

/ 从 0 到 1 / 2020, 有太多突如其来的意外与困处, 但同样也有让人惊喜的曙光。对于 MATSU, 这些今人心动的 OFFICE, 便是这个市场馈赠的礼物, 让 MATSU 2021 站在一个全新起点, 一个从 0 到 1 的源头。

From 0 to 1 2020 came and passed with too many accidents and challenges, yet in hardship we had hope. For MATSU, the birth of a number of charming offices is a gift from the market, allowing MATSU a brand new start in 2021 to go from 0 to 1.

保利置业 躺着上班亦可高效率



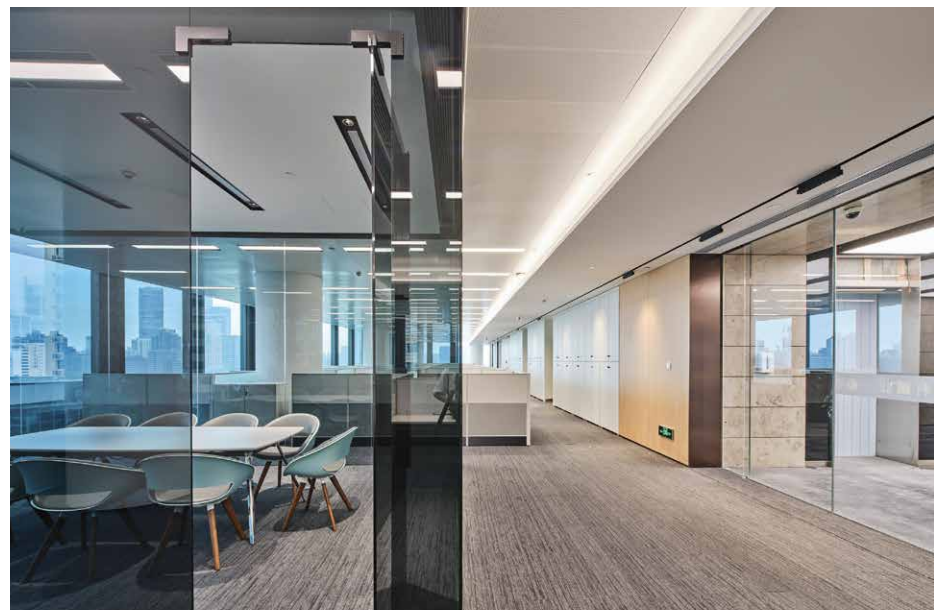
01 Lie Down and Relax, for Higher Efficiency

Poly Property

保利置业集团总部位于上海陆家嘴的保利广场内, 与具有 120 年历史的万国建筑群隔江相望, 伴着鸣笛声, 一呼一吸之间见证上海建筑业的岁月变迁。

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; 而保利置地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。

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, 因此每位员工都拥有折叠床, 10 m²带有江景的工位, 高效工作时还能停下脚步, 享受黄浦江畔的美景。



Headquarter of Poly Property sits at the Poly Plaza in Lujiazui, Shanghai. Across the HuangPu River by which it stands are exotic building clusters that have witnessed, among the hustle and bustle of about 120 years, the changes of architecture industry in Shanghai.

The overall design was inspired by Shanghai Shikumen as in Shanghai Culture. With regard to the layout, it is diagonally symmetric rather than axially symmetric, which is a feature of traditional Chinese architectures. The whole space can be divided into two parts, one to the east and the other to the west. For a Shanghai Shikumen, you would come across a long courtyard with wing rooms on both sides and living room on the opposite; whereas the headquarter of Poly Property features an elevator shaft in the middle surrounded by zones for various uses. The west part is open for workstations and can satisfy the needs of 50 people, while the east part is reserved for meeting rooms.

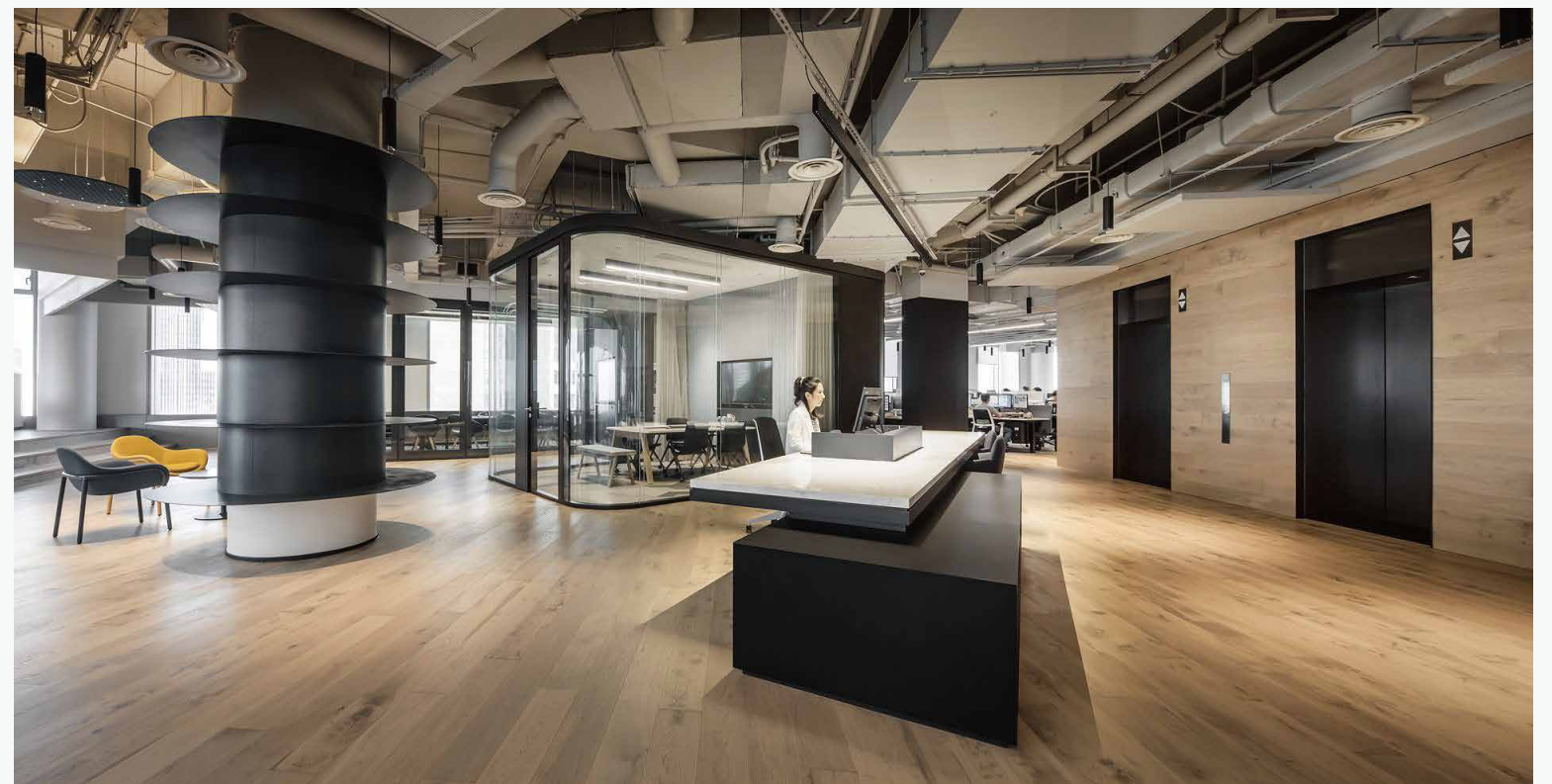
Poly Property attaches great importance to staff experience. They believe that a higher level of comfort leads to higher efficiency, therefore every employee has a folding bed and a 10m² workstation with river-view. Take a break from work, they can stop by the window and enjoy the scenery of HuangPu River. Aren't they happier than billionaires in those luxury houses nearby?

The "Irregular" Cooperation in Triangles

B+H 三角形中“不规则”的协作文化

02

B+H



2020 年夏天, B+H 上海搬入了愚园路 68 号的晶品大厦。晶品购物中心是 B+H 在中国的建成项目之一, 坐落于繁华的静安商圈。

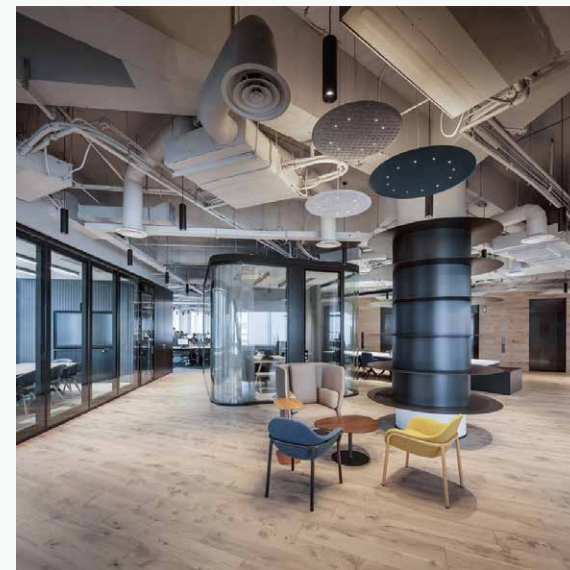
全新的办公空间占据晶品顶层两楼, 空间内部由旋转楼梯相连接, 设计充分彰显了大楼本身的建筑特色。三角形的不规则楼层平面和室外景观相连, 设计师还同时引入无敌观景视野, 打造了协作、融合的办公环境。

玛祖铭立家具为新的办公环境赋能, 让每个团队既可以独立运作, 也拥有和其他团队共同合作的社区空间。每个小“社区”都是高度定制化以匹配特定团队或个人的工作风格。19 层分布着各类的休闲区域, 方便员工轻松地根据需求选择会议、社交以及会议地点。每个楼层还都设置有多个茶歇处以及灵活会议空间, 构成了孵化协作文化的理想场所。

In the summer of 2020, B+H Shanghai moved into the Crystal Tower at No. 68 Yuyuan Road. Crystal Galleria in the bustling Jing'an business district is an established project by B+H in China.

The new office occupies the top two floors of Crystal Tower that are connected by spiral stairs, which echoes the characteristics of the building itself. The two floors shaped in irregular triangles connect well with the landscape outside, and designers make good use of the perfect view to create a working environment that encourages communication and cooperation.

MATSU empowers the new working space with its furniture, making it easier for teams both to work independently and to cooperate with other teams. Each small "community" is highly individualized to match the style of a specific team or individual. On the 19th floor are areas for entertainment, where staff can easily find a place for meetings, socials, or just usual talks. Each floor is equipped with quite a few tea points as well as flexible meeting space. This is an ideal place for the culture of cooperation to grow.





2020 年 10 月，正大集团搬入位于正大中心的全新办公空间。正大中心的双塔建筑获得 LEED 金级认证，由两座 238 米高的办公塔楼组成，其中一座用于正大集团总部办公使用。

正大集团总部整体空间的设计布局是将整个楼层拥有最佳视野的角落作为共享办公区域。公司高层则拥有相对独立且较为私密的办公室。楼层南侧的功能分布包括了访客等候公共区、前台、大型会议室以及小型会议室。北侧则以办公区为主。

In October of 2020, CP Group moved into the new office in CP Center. The twin-towered building of CP Center is a winner of LEED Gold Certification. It consists of two towers that are 238 meters in height, and one of them serves as the office building for CP Group.

With regard to the layout, interior designers make sure that the shared office area occupies the part with the best views, and that leaders can have independent offices rather private. While the south section has waiting area for visitors, the reception as well as big / small meeting rooms, the north section is mainly office area.

正大集团 办公空间最佳 CP



Best CP of Working Space

CP Group

03

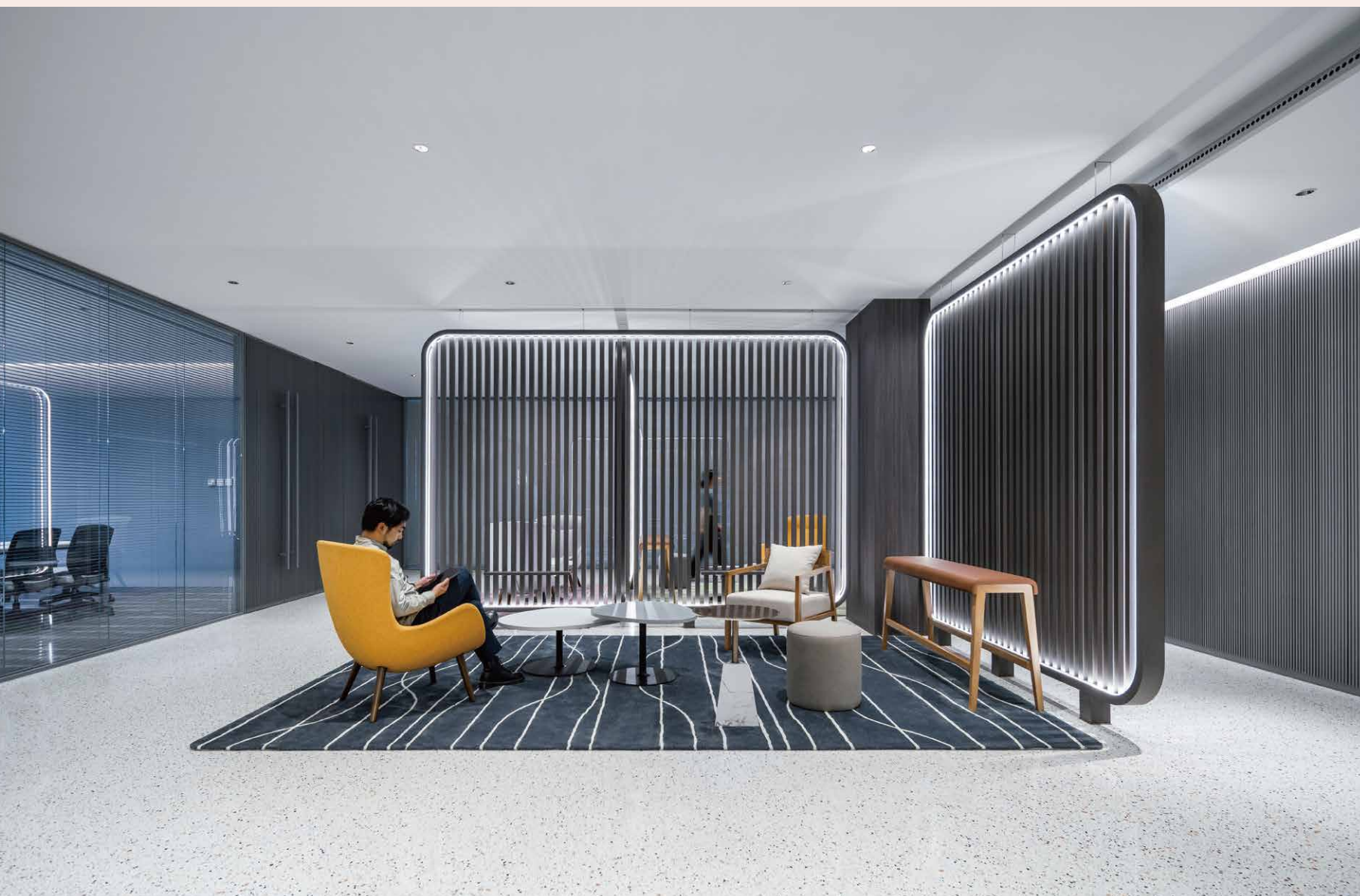


联仁健康全新定义新国企的办公空间：追求现代美学与实用效能的平衡。

Lianren Health redefines the SOE working space by balancing modern aesthetics and practicability.

联仁在 3-5 层的开放式员工区，有意但适当的融合协作沙发区，以实现“柔性办公”，旨在平衡办公与生活之间的关系，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。

From the third to the fifth floor, Lianren's open working area features collaborative sofa areas for "flexible working". The flexible working model aims to balance working with entertaining so that people can enjoy the collaborative atmosphere enhanced by sofas and work with pleasure and ease.



二楼以会议空间为主，并囊括接待与户外休闲区。整体楼层由 7 个大小不一的区域构建而成：大会议室、中型会议室、小会议室、报告厅、VIP 室、洽谈室、户外休闲区，以满足多种会务交流需求。

二楼整栋楼层略带冷色的烟熏胡桃木墙饰面让有温度的木纹摆脱了暖色调的束缚，使空间既有来自天然木纹的生命感又保持着会议空间的理性、肃穆基调。

The second floor is occupied with meeting rooms. Reception room and outdoor leisure area are also available. The whole floor consists of seven areas of different sizes to satisfy various business and negotiation needs, and they are: the big meeting room, the middle-sized meeting room, the small meeting room, the conference hall, the VIP room, the reception room, and the outdoor leisure area.

On this floor, the natural wood pattern on the smoked walnut veneer manages to break the shackle of warm colors, presenting the meeting space with a sense of life as well as earnest and reason.

New SOE, New Health

Lianren Health

联仁健康 新国企，新医疗



LIANREN Digital Health
中国健康医疗大数据

04



An E-Commerce Web-Celeb

Ruhnn

如涵 网红电商第一股

05

ruhnn

如涵中国网红电商第一股，阿里巴巴集团唯一入股的 MCN 机构，作为国内最大的电商网红孵化与营销平台。

在如涵的办公空间中可见“颜值即生产力”的标语。颜值的背后，是原创的坚持，是对设计锲而不舍的创新精神，如涵与 MATSU 不谋而合。

当然我们也会发现，朝夕相处的 Office 中，也悄然发生着变化。更多的企业与公司，注重人文温暖，MATSU unit 工作位 Y 字形桌脚，赋予空间趣味性。

Ruhnn, the only MCN in which Alibaba Group invested, is the first public MCN and the largest platform cultivating web celebrities in China.

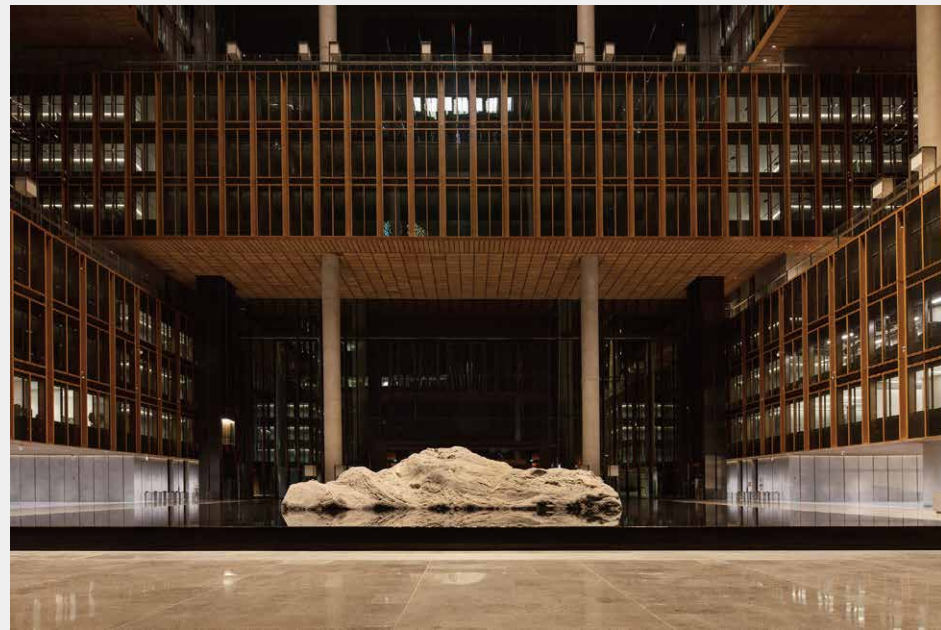
Don't be surprised when you come across the slogan in Ruhnn's working space that reads: A good-looking face is justice. Behind a good-looking face is the persistence of original works and the innovative spirit for excellent designs. In this respect, Ruhnn and MATSU think alike.

Here, the office where people spend days and even nights is also undergoing some modifications and changes. More enterprises and companies are attaching greater importance to the warmth of humanity. To that end, an example would be MATSU's unit tables with Y-shaped table legs that add fun to the space.



New Chinese Style, New Finance

Asian Infrastructure Investment Bank



亚洲基础设施投资银行 新中式，新金融

AIIB ASIAN INFRASTRUCTURE INVESTMENT BANK

06

亚洲基础设施投资银行落户北京亚洲金融大厦。它是首个由中国倡议设立的多边金融机构，是援助亚太地区国家基础设施建设的区域性国际金融机构，中国以博大的胸怀，包容性的核心价值观，打造顶级金融资本汇聚的世界商务体。

Asian Infrastructure Investment Bank (AIIB) is at the Asia Financial Center in Beijing. It is the first multilateral financial institution initiated and established by China. AIIB is an international financial agency that promotes regional connectivity and supports Asia-Pacific countries in building infrastructures. As a symbol of China's broad mind and the core value of inclusiveness, it works to become a world-top business entity that gathers financial assets.

占地 6.1 公顷，总规模 39 万平方米，总体钢结构的钢体用量，是“鸟巢”的 2 倍，取得国家绿色建筑三星认证，荣获 LEED 铂金级认证。

The building takes 6.1 hectares (61,000 m²) with a total scale of 390,000 m². The amount of steel used for the structure is twice that of the Bird's Nest. It has won the National Green Building Three-Star Certification as well as the LEED Platinum Certification.



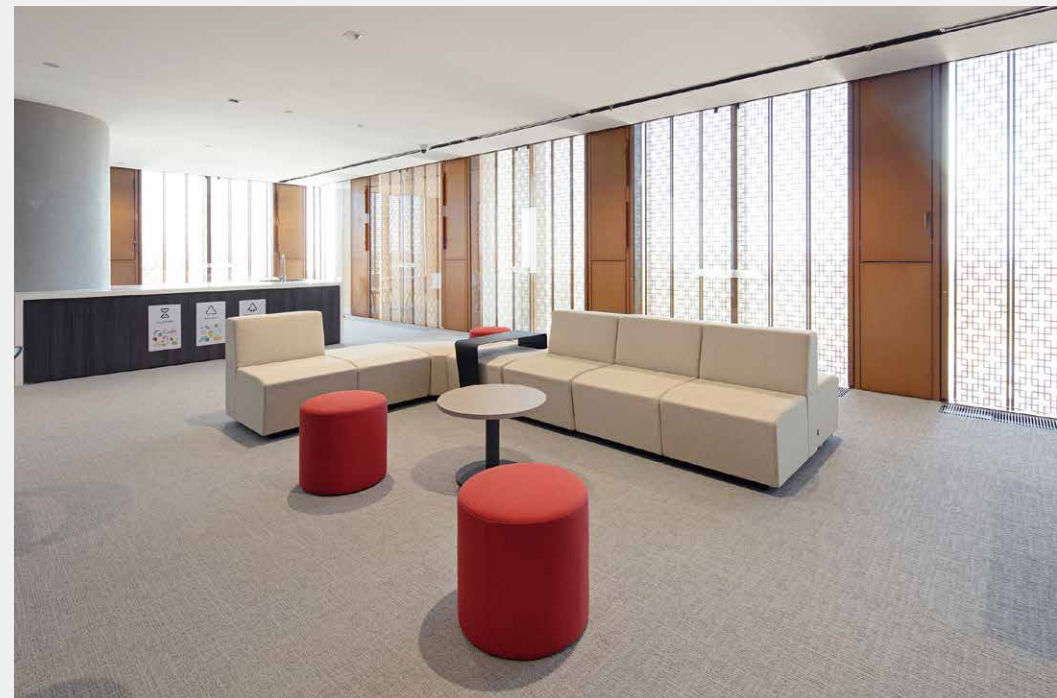
整体建筑风格以现代中式为主，庄重优雅的中国文化特征，以中华古老智慧“鲁班锁”为设计理念，从高空俯视为“中国结”造型，寓意“中国结，连接世界”。

亚投行前厅运用 25 亿年的 200 吨泰山石，博览世纪的金融变迁；加之镜面水池的相衬，以原始的姿态呈现自然美，仿佛一幅写实的中国画。



With a style of modern Chinese, the architecture features the elegance and grace of Chinese culture. The design refers to the idea of "Luban Lock" that demonstrates the Chinese wisdom in old times. From above, it resembles a Chinese knot, indicating that "the Chinese knot is a knot where the world connects".

At the lobby of AIIB lies a stone from Mount Tai that weighs 200 tons. It is 2,500 million years old and has witnessed the financial vicissitudes through ages. Echoing the mountain is a pond that stands for the river, becoming a piece of true-life Chinese painting that manifests the beauty of nature in unvarnished harmony.



Leading Law Firm with "Round Sky and Square Earth"

Zhong Lun



中伦 “天圆地方” 的红圈律所



07

2020 年 12 月 18 日，作为中国红圈律所（中国最顶级的律所）之一的中伦，其北京办公空间正式乔迁于朝阳区正大中心，其办公空间共计9层约 22000 平米的空间，可容纳 500 多人。至此，成为中伦下一段征程的全新起点。

中伦多年蝉联业务领域推荐最多和律师上榜人次最多的中国律师事务所。（来自钱伯斯亚太排名 Chambers Asia Pacific）

追光而行，前厅映入眼帘，目光所及，天圆地方，三维立体的透视 LOGO 墙山水相连，方圆相济，清潭环绕，尽收万物。

LOGO 墙前方镂空金属雕塑，由多名工人在酷暑之际现场轮番作业，手工敲击 8 万 4 千多锤而成，尽显极致之美。精益求精的背后，是法律人的度量，是工匠精神的传承。君子之道，方圆有度，方形大理石柱旁，圆形接待台与之相合，诠释东方哲学，不失现代时尚。

On December 18th, 2020, China's leading law firm Zhong Lun officially moved into its new office in CP Center in Chaoyang District of Beijing. The working space occupies 9 floors with 22,000 square meters in total and can hold more than 500 people. This is a starting point for Zhong Lun's new journey.

According to Chambers Asia Pacific, Zhong Lun has been the most highly recommended Chinese law firm with the most ranked lawyers for many years.

Led by lights, you could be pleased by the view that the lobby provides. Embraced by the sense of round sky and square earth, a 3D transparent logo wall presents as mountains and rivers that seem to connect and integrate everything. You would feel like standing by a riverside, yet the whole world is for appreciation.

The logo wall is decorated with a hollow metal sculpture, the beauty of which was manually created by a number of craftsmen with more than 84,000 hits in the heat of summer. Behind the pursuit of excellency are the pride of law talents and the inheritance of craftsmanship. It is the way of gentleman that integrates the round and the square, the way how the round reception table is matched with the square marble pillars. Here, modern fashion expresses the oriental philosophy.

升降桌几乎成了关怀员工的标配，而中伦不仅仅为合伙人独立办公空间配备了具有升降功能副台与贴心的脚踏，甚至连共享工位区也提供了升降桌，以随需调整高度，实现站坐交替健康办公状态。

Liftable desks have become a must for the staff. At Zhong Lun, not only independent offices for company partners are equipped with multi-functional liftable desks and footrests, the shared working area also have liftable desks that enable employees to stand or sit as they like, which is a healthier way of working.



柔和的色彩让共享工作区充盈在温情舒缓的氛围中。

不管是拥有更多储物空间与私密性的 L 型落地屏工作位，还是开放式的直条桌上屏工作位，都一应俱全。

而独具特色的八字支撑脚为规律性的工作位增添亮点。浅咖灰色调，让空间在整洁干净的基调中又带有些许暖意。工作位四周围合的花槽，美化环境的同时，在开放式空间承担隔断作用。



The shared working area is painted in warm colors, creating an atmosphere that makes you feel at ease.

While the L-shaped workstation offers more privacy and room for storage, the I-shaped workstation is more open and easier for communication. Feel free to choose your type.

If you are tired of those lines that are either horizontal or vertical, drop a visit by the chairs with the stylish upturned-V-shaped legs. Encircling the vivacity of the unique design is a tone of light brown and grey that adds some warmth to the tidy space. Surrounding the workstations are planters that serve as a space-beautician who also partitions the space.

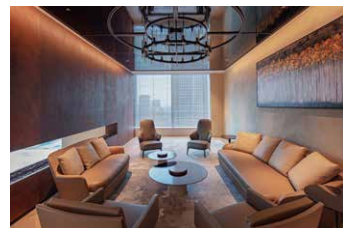


耐候红锈钢板展现的企业历史文化墙，展示着中伦二十七载成长足迹。钢板经过时间打磨而留下红锈痕迹，与中伦 27 载时间沉淀巧相呼应。

30F 的接待楼层设置 22 间会议室，功能完备，风格各异，调性十足。律所是一个以人才为产出资本的行业，也因此各大红圈律所都以最高标准规划设计办公空间，以期提供优质的办公环境，高效且舒适的工作氛围。除了人性化的空间布局，优质的办公家具，在这层空间中还精选了原创艺术品，以“画廊”形式点缀其间，让员工与来访者置身其中成为一种享受。

The culture wall of red weathering steel plate tells the 27-year history of Zhong Lun, narrating the story of how it grows. Time leaves the steel plate with red rusts, and it gifts Zhong Lun with 27 years of experiences.

The 30th floor is reserved for reception and it has 22 meeting rooms of various styles that can meet different needs. For law firms, talents is the prior asset, and leading law firms all have workspace designed with high standards, so that staff can work in a quality environment with ease and efficiency. In addition to the ergonomic layout and high-end furniture, this floor is also a place for carefully selected artworks. Get ready to bump into a "gallery", whether you are an employee or a visitor, and enjoy.



26-27



2020 年 10 月，联想上海研发中心扩建项目竣工，穆氏建筑为其提供建筑设计，MATSU 协同 WTL Design 为其提供办公空间解决方案。

项目位于上海张江高科技园区中心位置，室内空间设计面积 18,000 平方米。联想全新办公空间将工作、生活同时纳入整体环境中进行规划。B1 层餐厅，1 层接待大厅，2 层健身房，3-5 层会议空间，7-13 层标准办公。

In October of 2020, Lenovo's expansion project for its research center in Shanghai was completed. M Moser designed the workplace, with MATSU and WTL Design providing office space solutions.

The project locates at the center of Zhangjiang High-Tech Park in Shanghai. With an interior space area of 18,000 m2, the design considers both working and living scenarios for the overall environment planning. The B1 floor is cafeteria. The 1st floor is reception lobby. The 2nd floor has a gymnasium. Floors from the 3rd to 5th are for meeting rooms. Floors from the 7th to 13th are for daily businesses.



联想 活力 & 健康

08

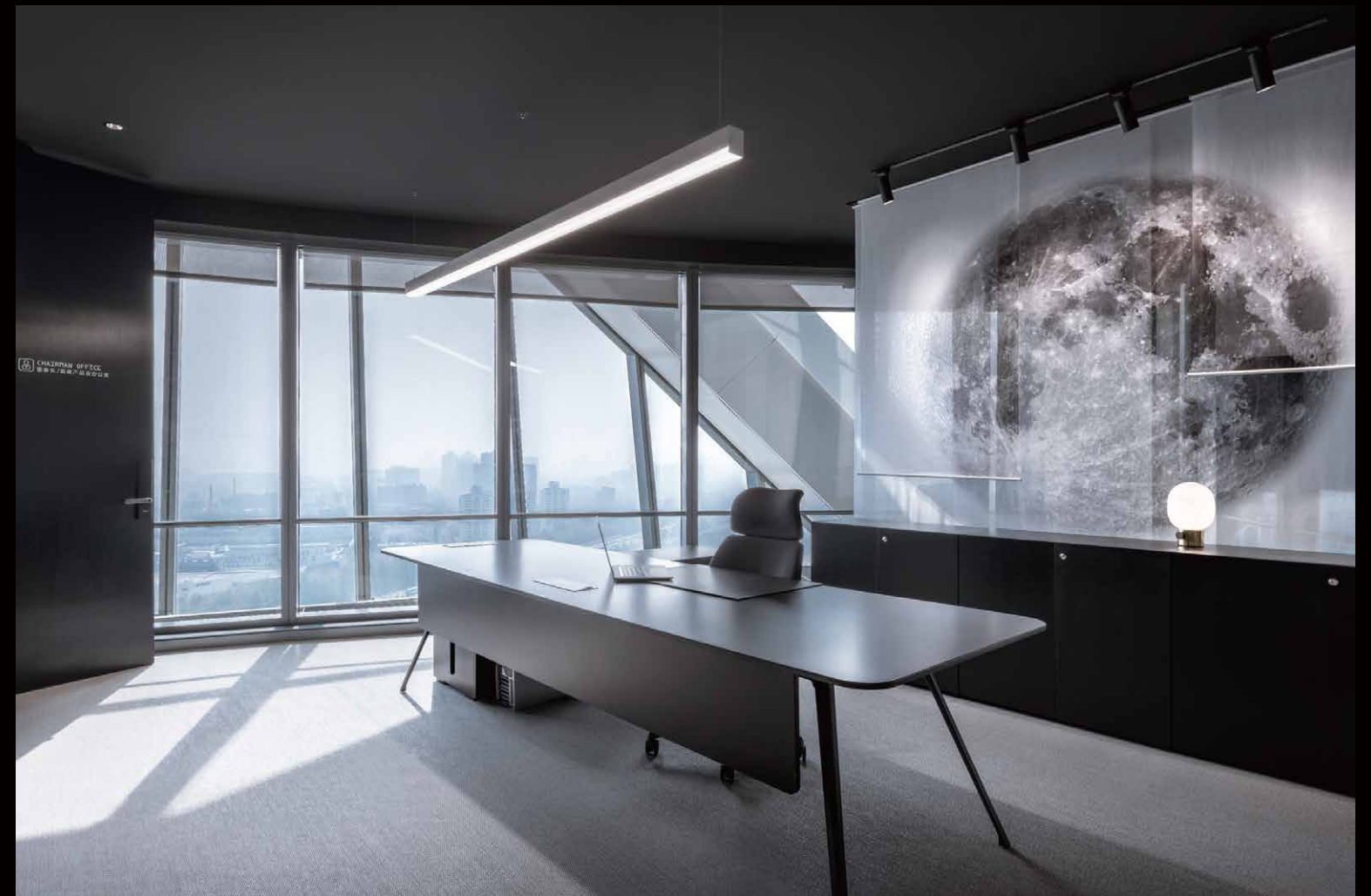
Lenovo

Vitality & Health

Lenovo

在室内整体的设计环境中，通过浅色、柔色为主，并在平稳的色彩中辅以跳色使整体空间既可以凸显科技的清爽干练又不冷淡，具有活力与人文温度。

With regard to the interior design, light and soft colors mingle stably yet vividly, highlighting the coolness of technologies and, at the same time, free from the coldness. You are bound to be touched by the vitality and the warmth of humanity.



Raykite 作为大数据交互应用解决方案的开拓者，及腾讯核心战略合作伙伴，一直致力于大数据交互管理领域的探索与创新，就像那破云天光，突破传统的束缚之云，开启科技未来之光。

整体空间强调的是未来科技感，采用极简的黑白色调。以黑色和灰色为主调的过道连接至较为私密的办公区域；明亮的白色走廊则将来访者引入更加公共化的场所。在经过走廊之后，室内氛围将发生有趣的“反转”：办公区域的色彩变得明快起来，为员工营造出轻松的氛围；展示间的色调更暗，以更好的播放多媒体影像。

逃离地球的繁杂
躲进太空舱
专注世界

室内设计采用尖端技术以呼应 RayKite 作为技术公司的特性。人体运动传感器和温度传感器被设置在空间各处，照明系统也会根据室外的亮度及时地进行自动调节。

Raykite is a leading provider of solutions for big data interactive applications and a major strategic partner of Tencent. Raykite has been dedicated to exploring and innovating in big data interactive management, like a light shining through clouds that breaks through the clouds of traditional shackles and beams on future technologies.

The overall space, mainly in black and white, highlights a sense of future technology. While the passage in black and gray connects to the rather private work area, the corridor in bright-white will lead visitors to the more public and open areas. Walking through the passage, and you will encounter a change of atmosphere as the tone of the working area brightens, creating a relaxing environment for staff. On the other hand, the exhibition area is of a darker tone, reducing the intensity of light to draw your attention to the multimedia displays.

Escape from the noise of
the Earth, jump into a
space capsule, and dive
in your world

The interior design employs advanced technologies to manifest RayKite as a technology company. Human motion sensors and temperature sensors are installed here and there, and the lighting system can automatically adjust the intensity of light according to the brightness outside.

09
Escape From
the Earth OFFICE
RAYKITE

光启元 逃离地球 OFFICE

RAYKITE
光启元



10 A Well-known Pharmaceutical Company

A Renovation after Ten Years

知名制药企业 十年前后，改造焕新

10

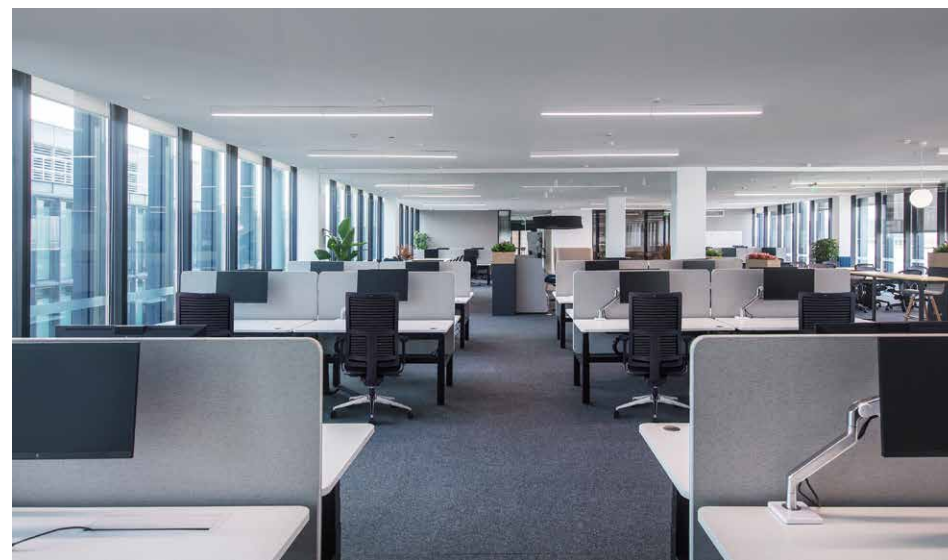


10 年前，MATSU 协同 EXH Design 为知名 500 强制药企业提供办公空间解决方案，并获 LEED 金级认证。10 年后，该制药企业依旧选择 MATSU 玛祖铭立。

10 years ago, MATSU and EXH Design provided workspace solutions for the prestigious Top 500 pharmaceutical company and won the LEED Gold Certification. Today, the company again turned to MATSU.

MATSU 用智能化与多元协作作为其改造优化了办公空间：增配了升降桌与智能化的密码柜，以及多元组合的休闲协作空间。

Guided by intelligentize and diversified collaboration, MATSU renovated and optimized the workspace by furnishing it with liftable desks, adding smart password cabinets, and creating multi-functional areas that both cater to leisure and encourage collaboration.



20-21, 从 0 到 1, 向上飞行

2020, 潮起潮落，浪花积累了岁月的收藏。
2021, MATSU 将继续坚定不移，
穿越人海和时间的浪，转身前往下一个远方。

每一颗心都有最向往的地方，
坚持就会听见奇迹的声响。
当未来在那黑夜划出一道光，
渴望、信仰！

从 0 到 1, 向上飞行！
不让、不放，迎接“辉煌”！

20-21, From 0 to 1, Keep on Flying

2020 came and left, behind its waves are amazing shells that time gives.
Collecting and treasuring up the gifts, MATSU will keep moving in 2021,
Through the sea of crowds and waves of time, fly toward the next promising stop.

Every heart yearns for a destination.
When you persist, you see miracles.
Look! The darkness of night is ripped by a flash of light.
It is the light of future. It is the desire, the belief!

From 0 to 1, keep on flying!
Never retreat! Never give up! Fly toward the brilliance and the glory!

10 YEARS



蕴含和平深意的德国新机场

德国勃兰登堡机场

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Project Info: 德国勃兰登堡机场
Address: 德国柏林 Berlin, Germany
Project Area: 326000m²
Interior Designer:
主导规划设计: 德国 gmp 建筑事务所设计
主导总体设计: 德国 JSK 国际建筑工程设计有限公司



Peace and Love: Kusch+Co at the Berlin Brandenburg Airport

继中国北京·大兴机场后，德国柏林·勃兰登堡机场也选用 MATSU 的 Kusch+Co 系列座椅，该机场建造历时 14 年之久，并于 2020 年 10 月 31 日正式投入使用，由 gmp 和 JSK 共同设计，以前联邦德国总理，诺贝尔和平奖获得者维利·勃兰特的名字命名，是座 4F 级机场（在机场等级中最高）。

The Kusch+Co chair series from MATSU was employed by the Berlin Brandenburg airport, which was co-designed by gmp and JSK and put into use since October 31st, 2020, after 14 years of construction. The airport was named after Willy Brandt, former chancellor of the Federal Republic of Germany and winner of the Nobel Peace Prize 1971. It is a 4-star airport (the highest ranking for airports). Before having a place at this airport, though, the Kusch+Co series was also employed by the Beijing Daxing International Airport in China.

新机场由航站楼主体建筑与坐落在平行起降跑道系统中央的机场城组成，机场维护区域位于西侧，服务和货运区域位于东侧。各个区域均以整体基地主轴线为导向布局，实现在功能和组织上的统一。新规划的轨道、公路以及航空线路都将综合于一个交汇站点，极大地缩短登机换乘距离，最大程度地实现多式联运系统。场地规划从基地东面独特的勃兰登堡文化景观着手，向机场核心区域深入，在机场内打造具有城市环境氛围的场地景观。

The new airport consists of the main building of the terminal and the airport that sits in the middle of the parallel runway system. The airport maintenance area is to the west, whereas the service area and transport area are to the east. The layout follows the main axis of the foundation to achieve potential functionality and efficient organization. The newly designed tracks, roads and airplane routes will intersect at a single point, largely reducing the transfer distance and enhancing the multimodal transport system. The unique cultural landscape of Brandenburg to the east is designed to stretch into the core of the airport, thus creating an urban atmosphere within.



坦佩尔霍夫休息室建筑面积为 910 m²，可容纳近 200 个休息位，MATSU 的 Kusch+co 系列的休闲椅的加入提高了整体的舒适度。Colani 独特的造型，使得这款休闲沙发提升整体空间时尚感，当你躺下，可以感受跨越半个世纪的前卫与时尚的作品与机坪美景。而 Volpe 与 Volpino “大、小狐狸”，弧形的整体造型，线条流畅而无浮夸，饱满却不臃肿，于此散发其迷人的可爱属性，仨俩成群，适应空间需求。一旁临窗的 Uni_verso 浅绿色的椅壳搭配木脚，整体空间清新且带有温度，包罗万象窗外历经时代变化的景色，至于选择高背吧椅还是木质四脚椅，由您决定。

The lounge' s interior design could hardly be more appealing. With its 910 square metres and a capacity of more than 200 seats, the lounge Tempelhof raises the bar with regard to the overall comfort level. It is among which MATSU' s Kusch+Co series adds up to the overall comfort. The leisure sofa Colani makes the space more fashionable with its unique design and, when you lie in it, you can appreciate the fashion that covers half a century while enjoying a beautiful view of the airport apron. On the other hand, the "big fox and small fox" , i.e. Volpe and Volpino, feature curving lines that are smooth and fluent. They look plump but not fat. They are charming, adorable, and they gather in two or three to meet different needs. Walk to the window, and Uni_verso says "hi" to you. Supported by wooden legs is the chair of light green, creating some freshness and warmth too. Time flies and scenery outside the window changes, yet what has passed and will happen seem to meet at the present. Whether to sit in a high-back bar chair or a four-legged wooden one, it' s up to you.



“设计上海” 的六个艺

SIX ARTS AT "DESIGN SHANGHAI"

To be rich in the design industry with "six arts"
成为设计界“六艺富豪”

编辑：彭茜 & 路海虹
Editor: Quesha Peng & Alice Lu

图片由玛格丽特及设计上海提供
Photo provided by MATSU and Design Shanghai

2020 年，设计上海作为亚洲高端国际设计展，
为大家带来艺术与设计的奇幻海洋。
希望与大家分享此次展会的“六个艺”，

In 2020, "Design Shanghai",
a leading international design exhibition in Asia,
presents a fantastic sea of arts and designs for visitors.
MATSU has collected and will share the "six arts" of
this exhibition today,
wishing you to become a billionaire of designs.



Zieta | 金属的艺术

Zieta | The Art of Metals

Zieta 是由奥斯卡·泽尔塔 Oskar Zieta 创立的波兰家居设计品牌。Zieta 品牌的作品以薄如纸的金属为材料，并使用独特的 FIDU（气压成型法）使作品呈现出独特的未来感和雕塑感。

Zieta is a Polish home design brand founded by Oskar Zieta. The products are made of metal as thin as a piece of paper and are sculpture-like by using the technique of FIDU (Free Inner Pressure Deformation), which helps create a unique sense of future.

01



见南花 | 水泥的艺术

NANCHOW | The Art of Cement

在设计上海，见南花将展出 2020 新品「ZENEN 禅的回音」主题系列。「ZENEN 禅的回音」以完整图形、固定尺寸的花砖硬地毯概念，令水泥花砖更易于应用至现代空间。

At "Design Shanghai", NANCHOW exhibits the new series of 2020 with the theme of "ZENEN the echo of Zen". The cement tiles feature intact patterns and fixed sizes, making it easier to apply the hard carpet to modern spaces.

02



CHEEZ Art Camp | 撒野的艺术

CHEEZ Art Camp | The Art of Running Wild

CHEEZ art camp 当代户外艺术活动全新品牌，将艺术、露营、展演与体验四大块内容相互交织。在 2020 设计上海带来全新艺术生活方式，抓住 2020 的余温，逃离城市的捆绑；在一片安静的草地上，安营扎寨，游牧高歌，回到自然，敬请撒野。

The CHEEZ art camp is a new brand of modern outdoor art activities. It integrates arts, camping, exhibition and experience, and brings a whole new artistic way of life at the 2020 Design Shanghai. It encourages you to grasp the rest of 2020 by getting away from the shackles of cities and camping outdoors, and enjoy the quietness of the nature, to ride and sing, and to run wild.



当艺术的海域被打开，MATSU 在办公美学方面，也在不断探索未来的趋势及领域，为客户带来更好的办公空间解决方案，希望您一同“艺游”设计上海，艺游办公空间。

The sea of arts is open for infinite possibilities. MATSU has been incessantly exploring the future trends and fields of office aesthetics and works to provide customers with better office space solutions. We wish you a happy tour at Design Shanghai, especially at the section of office space arts.

设计大咖 | 分享的艺术

Design FORUM | The Art of Sharing



anySCALE Simon Berg 分享 PORSCHE 中国总部办公空间设计，家具由玛祖铭立提供。

05

设计上海邀请到 MATSU 玛祖铭立的合作伙伴 anySCALE 的上海总监 Simon Berg，为亲临现场的观众带来了“大企业办公空间锐变尺度”的论坛分享，介绍了从 2013 年起至今的梅赛德斯奔驰的北京与香港的办公空间案例前后变化，及 2019 年保时捷上海总部 4.0 的办公空间，MATSU 与其一同提供办公空间解决方案。

"Design Shanghai" invited Simon Berg, director of anySCALE Shanghai (which is also MATSU's partner), to share how "office space of big enterprises goes through great scales of changes". He shared how the offices of Mercedes Benz in Beijing and Hong Kong have changed since 2013, and introduced the 4.0 office space of Porsche's headquarter in Shanghai of 2019. MATSU is its co-provider of office space solutions.



04

德国设计大奖 & MATSU | 奖项的艺术

The German Design Award & MATSU | The Art of Award

MATSU 的 Kusch+co 系列 Volpino 与 Uni_verso 休闲椅等受德意志设计委员会邀请入选他们的展位 D206。而 MATSU 德国合作伙伴的多款产品也荣获此奖项：X-brick 模块化坐凳，Motu Table A 电动升降桌，ARN 休闲椅，Roxane Leggera，Winglet 照明系列等。

德国品牌设计委员会（German Design Council）由德国议会发起于 1953 年成立，是世界领先的设计能力中心之一。德国品牌设计委员会利用国际设计网络，服务中国市场，助力中国智造，促进中德设计文化交流。

In addition, MATSU's Volpino of the Kusch+co series and the Uni_verso leisure chair are invited to exhibit at the D206 booth of the German Design Council. Several other products by MATSU's German partners have won this award, which include: X-brick modular chair, Motu Table A electric standing desk, ARN leisure chair, Roxane Leggera, Winglet lighting series, etc.

German Design Council was founded in 1953 by the German Parliament. It is a world-leading center of design competence. The Council uses the international design networks to serve the Chinese market, contribute to the Chinese smart manufacturing, and promote the Sino-German communication of design cultures.



MATSU 品牌展， “YI 由未境” | 办公的艺术

MATSU at "Design Shanghai" The Art of OFFICE

06

在继广、深两次家具展后，2020 年 11 月 26-29 日，MATSU 品牌展第三站以“YI 由未境 NEVER END”为主题在“设计上海”（MATSU 展位号：K156）展上幻彩亮相，展现了一个艺术幻彩，如“海”般无限可能的未来办公之洋。这也是 MATSU 第四次参与“设计上海”。

此次 MATSU 带来了自主原创设计“柔性办公”的休闲协作产品系列，掀起一波新的设计云海。

After the brand shows in Guangzhou and Shenzhen, From November 26th to 29th, 2020, MATSU presented itself at the "Design Shanghai" exhibition (Booth No. K156) with an artistic and fantastic show of future office, themed "ARTS NEVER END", that holds infinite possibilities just like the sea. This is also MATSU's fourth visit to "Design Shanghai".

This time, MATSU comes with the original "flexible work" leisure and cooperative series. Together with new designs by co-brands, they disrupt the traditional training and sharing models and stir up new waves in the sea of design.



36-37

品牌展广州站

Brand Show in Guangzhou

第一次的探访总是令人难以忘记，还想一去再去！
The first visit is so unforgettable that you'd want to visit again!

yī One



一游未境，奇幻七遇！
One trip never suffices.
Get ready for seven
fantastic encounters!

品牌展深圳站

Brand Show in Shenzhen

怡然的感受，是你再次探访的原因
The joyful experience is the reason for your second visit.

yí 怡 Joy



怡尤未境，同炫不同芒！
Joy never ends.
Different shines integrate!

品牌展上海站

Brand Show in Shanghai

在无限可能的幻彩海洋中，畅游艺术办公空间。
Welcome to the sea of fantasy and infinite possibilities. Have a good time in the artistic office space.

yì 艺 Art



幻彩海洋，艺“游”未境！
Arts never end.
Dive into the sea of fantasy!

“艺游未境”
NEVER END

品牌展的第三站整体的结构搭建依旧采用 BL 系列 100% 可持续回收的模块化建筑系统打造而成，还原广深两站，打造了一个极具奇幻炫彩的未来办公的海洋，以探寻未来办公的无限可能，用品牌行为实践“Yi 由未境 NEVER END”品牌联展主题。

The third stop also employs the 100% sustainable and recyclable modular architecture of the BL series for the overall structure. The booth resembles that in Guangzhou and Shenzhen and creates a sea of fantastic future office concepts to explore the infinite possibilities of future working. It is truly an exhibition that narrates how "ARTS NEVER END".



2020 年似乎让所有的事物都慢了下来，让很多坚硬且快节奏的事物变得慢且柔软，让我们的日常赋予了更多的温度。

MATSU 玛祖铭立在此次设计上海带来了自主原创设计“柔性办公”的休闲协作产品系列，以及合作品牌颠覆传统培训与分享模式的家具新作，打造“柔性办公”的理念，让未来办公的艺术海洋更 flooding 及温暖。

The year of 2020 seems to have slowed everything down. And as the hard becomes tender, the fast becomes relaxed, our daily life seems to be endowed with more warmth.

For this "Design Shanghai", MATSU brings its original "flexible work" leisure and cooperative series together with new designs by co-brands that disrupt the traditional training and sharing models. The concept is to make working more flexible, flooding the future office with a sea of arts that generates warmth.



柔性办公即：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”。

Panache 系列乃“柔性办公”理念的新作，其配套茶几系列，底座为水泥浇筑，台面与底座之间运用管状连接，与沙发腿造型保持一致，形成系列感！

在设计上海的媒体展示区 MATSU 的办公空间设计与趋势理念内刊《术》，也被受邀展示在书架上，被业内人士赞赏。

Flexible work refers to work that is more flexible, convenient, diverse, and interesting. Spaces that are neither purely for leisure nor solely for business are provided to meet the diverse needs of different office scenarios, adding pleasure to harmonize the business atmosphere and equipping staff with multi-functional "weapons" for ease and convenience.

The set table of the Panache series has a cement base that is connected to the top with tubes, matching the sofa legs to play a harmonious melody!

At the media exhibition area of "Design Shanghai", MATSU's internal quarterly Jiutsu is displayed by invitation and praised by industry insiders.





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