



eTea, 太空“新生物”
eTea, The Space 'New Creature' Is Coming

MATSU
Inspiring Office Lifestyle

In order to be environmentally friendly, we use recyclable paper. 为创造环境友好型社会，我们全部采用环保纸张。

SHU 术

No.56
SUMMER 2021
夏季刊

08 玛祖铭立旗舰店焕新 | “未来办公生活”的艺术魔彩幻境
Updated Shanghai Experience Centre of MATSU | The Artistic Magical Illusion of 'Future Office Life'



04 享受25，挑战100 | MATSU玛祖铭立25周年庆典
Enjoy 25, Challenge 100 | MATSU 25th Anniversary Celebration

20 ATTENTION! 太空“新生物”来袭，MATSU全新休闲新品Etea
Attention! The Space 'New Creature' Is Coming: MATSU's Brand New Casual Product Etea

26 时髦精的色控&玩乐 | Happy Socks 全新办公空间
Color & Fun for Fashionista | Happy Socks' Brand New Office

总策划 蔡演国	Publisher Yanguo Cai
主编 易宇婷	Editor-in-Chief Helen Yi
执行主编 彭茜	Executive editor-in-chief Qian Peng
编辑 路海虹	Editor Alice Lu
平面设计 王琮跃 杜嘉欣	Graphic Design Landis Wang, Tintin Du
摄影师 由玛祖铭立提供	Photographer Provide by MATSU
主办 玛祖铭立集团	Sponsor MATSU Group
地址 上海市徐汇区肇嘉浜路 686 号 邮编：200030 电话：+86 21 5456 0662 网址：WWW.MATSU.CN 客服热线：400 630 9229	Address No. 686 Zhaojiabang Road, Xuhui District, Shanghai, P. R. China, P.C.: 200030 Tel: +86 21 5456 0662 Web: WWW.MATSU.CN Customer Service Hotline: 400 630 9229

2021 MATSU ©

版本：20210720
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

在“魔幻之都”，预见未来

《乔伊的奋斗》电影中女主有着不被生活裹挟，不被现实定义的力量!而每一个如同“乔伊”一样有着梦想的人，都应该自己定义未来。25 岁的玛祖铭立正是这样一个不断重塑更好自己的品牌。在一次次变化和感悟中，MATSU 升级了品牌三要素：艺术审美、办公生活、建筑空间。2021 年，MATSU 以此为基，第三次焕新升级上海旗舰店，赋予其上海魔都所独有的玄幻之色。

在这种千变万化的魔性色彩中，我们逃离日常，突破规则，打破被定义!让置身于
此的人，预见“未来办公生活”的幻现；让多元的 N 种办公生活方式给予不同梦想
辅以专属色彩!让我我一样，永不畏惧，破局重塑，做更年轻更好的自己!

享受 25，享受每一次蜕变的自己。在百年征程中，MATSU 已添上梦想的色彩，驰
骋未来战场之时，印下最绚烂的痕迹!

—本刊编辑部

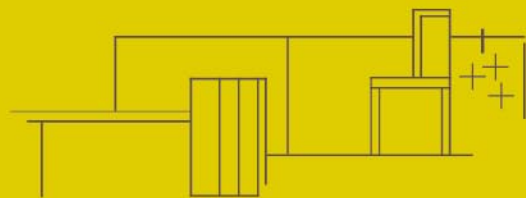
In the 'Magic City', Foresee the future

The heroine in the movie Joy has the power not to be bound by life or defined by reality! Everyone who has dream like 'Joy' should define their own future. The 25-year-old MATSU is such a brand that continues to reinvent itself. In the process of changes and reflections, MATSU has upgraded the three elements of its brand: artistic aesthetics, office life, and architectural space. Based on them, in 2021, MATSU renews its flagship store in Shanghai for the third time, giving it a mysterious color unique to this magic city.

In this ever-changing magic color, we escape from the daily, and break the rules and definition! Let the people here foresee the illusion of 'future office life' ; Let the diversified office lifestyles paint different dreams with exclusive colors! Let everyone of us, never be afraid or bound. Just be younger and better!

Enjoy being 25, and enjoy every change of yourself. In the centenary journey, MATSU has been colored with dream, and will with the most splendid traces in the future battlefield!

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.

CONTENTS

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.

栋

NEWS

设计新闻，灵感动向

04-19

享受25，挑战100 | MATSU玛祖铭立25周年庆典
Enjoy 25, Challenge 100 | MATSU 25th Anniversary Celebration

玛祖铭立旗舰店焕新 | “未来办公生活”的艺术魔彩幻境
Updated Shanghai Experience Centre of MATSU | The Artistic Magical Illusion of 'Future Office Life'

MATSU在设计上海三地开约
MATSU attending Design Shanghai with 3 booths

本

NEW PRODUCTS

设计新品，灵感家具

20-23

ATTENTION! 太空“新生物”来袭，MATSU全新休闲新品Etea
Attention! The Space 'New Creature' Is Coming: MATSU's Brand New Casual Product Etea

析

ANALYSIS

设计空间，灵感办公

24-35

高效的能量补给中心 | 德国Aramark Refreshment Services全新办公空间
An Efficient Energy-Supply Station in Germany:
The Brand-New Office Space of Aramark Refreshment Services

时髦精的色控&玩乐 | Happy Socks 全新办公空间
Color & Fun for Fashionista | Happy Socks' Brand New Office

以“虚”务“实”，用人才去撬动北京开发区的未来
北京亦庄国际人才发展集团全新办公空间
Use "virtual" to serve "practical", lever the future of Beijing Development District with talents
New office space of Beijing e-Town International Talent Development Group

杰

EXCELLENCE

设计人物，灵感生活

36-43

对话MATSU人
Dialogue with the MATSUs

【我在MATSU的成长与未来展望】征文节选
[My Growth and Future Prospects in MATSU] Essay Excerpts

2021年6月28日, MATSU“享受25, 挑战100”的25周年庆典如期举行。北京、广州、深圳等全国各地代表共聚上海。在炫彩焕新的 MATSU 上海体验中心欢乐同庆。

On June 28, 2021, MATSU's 25th Anniversary Celebration with the theme of "Enjoy 25, Challenge 100" was held as scheduled. Representatives from Beijing, Guangzhou, Shenzhen, and other parts of the country gathered in Shanghai, celebrating with joy in the renewed MATSU Shanghai Experience Center.



↑ MATSU 玛祖铭立北京团队代表



↑ MATSU 玛祖铭立广州团队代表

ENJOY & 享受 25 挑战 100 CHALLENGE 100

MATSU玛祖铭立25周年庆典

MATSU 25TH ANNIVERSARY CELEBRATION



编辑: 彭茜 摄影: TyPhotoGraphy Editor: Chelsea Peng Photographer: TyPhotoGraphy

享受25, 大家有话说

活动中玛祖铭立创始人蔡演国先生开场致辞到:“二十五载凝心聚力、乘风破浪, 迎来了今日的盛景。这是全体玛祖铭立人的骄傲, 让我们为自己鼓掌! 华南是玛祖铭立梦想开始的地方, 2020年, 深圳展厅焕新开幕、广州公司整装重启, 广深展开序幕; 上海则是玛祖铭立梦想驰骋的战场, 我们立足上海, 逐步向全国市场拓展与布局, 2021年我们会率先在西安、成都、武汉及苏州设立分支机构。玛祖铭立的25岁, 也是玛祖铭立新五年计划启动之年, 我们的战略将深入实施、步伐将更加快速, 与时间赛跑, 焕发新的竞争实力!”

Enjoy 25, people's words

During the event, Mr. Cai Yanguo, founder of MATSU, made an opening speech: 'In the past 25 years, we have gathered our strength and braved the wind and waves to achieve the splendor of today. This is the glory of all MATSU people, let us applaud for ourselves! South China is the place where MATSU's dream started. In 2020, Shenzhen exhibition hall was renovated, Guangzhou company was restarted, and International Furniture Fair in Guangzhou and Shenzhen exhibition have started; Shanghai is the battlefield for MATSU's dream. Based on Shanghai, we gradually expand and deploy to the national market. In 2021, we will firstly set up branches in Xi'an, Chengdu, Wuhan and Suzhou. At the age of 25, MATSU launches a new five-year plan. Our strategy will be further implemented, and the pace will be faster, racing against time, and coruscating new competitive strength!'



↑ MATSU 玛祖铭立上海团队



↑ MATSU 玛祖铭立华南团队代表



↑ MATSU 玛祖铭立渠道团队代表



↓ 各部门负责人发言





挑战100, 畅聊未来

大鹏一日同风起, 扶摇直上九万里
李太白的傲骨只在酒里徜徉
但 MATSU 与生俱来的傲骨
与 MATSU 人的匠心、雄心与决心
注定在不久的将来
共赢无上荣光
这荣光里有你、有我、有大家!
“让我们携手, 挑战 100!”
摘自与 MATSU 共进 21 年的老员工陈静梓感词

Challenge 100, Talk about the future
'With wind, the Giant Roc can rise to thousands of miles high'
The pride of poet Li Bai only wander in his liquor
But the natural pride of MATSU
With the ingenuity, ambition, and determination of people in MATSU
In the near future
Is destined to share the supreme glory.
There are you, me, and everyone in this glory!
Let's move on together, challenge 100!
--By Eve Chen, a 21-year veteran employee of MATSU



感恩25, 谢谢你我

老员工的坚守与敬业令我们感动, 新同事的奋发与激情同样也是公司新发展的动力。从 20 周年老员工表彰, 到此次 25 周年, 这只是一个开始, 未来公司每逢重要年份时也将延续对老员工的肯定, MATSU 衷心希望有更多新同事变成老员工, 更多老员工变成优秀员工, 令 MATSU 大家庭日益繁茂、辉煌!!!

Be grateful in 25, thanks everyone

We are deeply moved by the persistence and dedication of senior employees, and the hard work and passion of new colleagues are also the driving force for the new development of our company. From the commendation of senior employees in the 20th anniversary, to that of the 25th anniversary, this is just a beginning. In the future, the company will continue to praise senior employees in every important time. MATSU sincerely hopes that more new colleagues will become senior employees and more senior employees will become excellent employees, making the MATSU family increasingly prosperous and brilliant!!!

↓ MATSU 玛祖铭立 6 月寿星同庆



999 纯金定制银杏叶 (MATSU 企业代表元素) 徽章胸针, 闪耀与荣光属于你们日复一日的坚守!

999 pure gold customized ginkgo leaf (the representative element of MATSU) badge brooch, Shine and glory belong to your day-to-day persistence!

感谢 MATSU,
感谢 MATSU 的每一位共创者,
是你们的一年又一年,
是你们的 5 年, 10 年, 15 年, 甚至 25 年, 铸就了 MATSU !

Thanks MATSU,
Thanks to every co-creator of MATSU,
It is the years of yours,
It is the 5 years, 10 years, 15 years, or even 25 years of yours, that makes the success of MATSU!



编辑：彭西 摄影：黄亚明 Editor: Qian Peng Photographer: San Huang

THE ARTISTIC MAGICAL ILLUSION
OF 'FUTURE OFFICE LIFE'
UPDATED FLAGSHIP STORE OF MATSU

“未来办公生活”的艺术
魔彩幻现
玛祖铭立旗舰店焕新

预见

MATSU

Project: MATSU Shanghai Experience Center
Completed: 2021
Designer: anySCALE
Location: 686 Zhaojiabang Road, Xuhui District, Shanghai
Photographer: Sam Huang, Vincent Wu

以前, 我们会认为艺术之美是高高在上的, 似乎只存在于博物馆中、书本里和拍卖会上。然而, 在玛祖铭立上海办公生活体验中心, 让我们真切感受到色彩与家具打造的艺术世界走进了每个人的办公生活日常, 让我们在此可以窥见未来办公的魔彩幻现。

玛祖铭立旗舰店位于 2010 年首次创立。初建之时, 便作为行业品牌率先获得了 LEED 金级绿色建筑认证。历经 7 年后, 2017 年升级焕新, 赋予时代创新精神与新锐生命力。2021 年, 距上次改造 4 年, 玛祖铭立再次邀请国际设计机构 anySCALE 任督设计将其融入对于未来办公畅想与“艺术”“魔幻”之色, 以呈现上海独特的“魔都”之彩!

今天我们邀请了此次项目的主创设计师 Simon Berg, anySCALE 上海设计总监带我们走入玛祖铭立的“未来办公魔都”。

In the past, we thought that the beauty of art was superior, as if it existed only in museums, books, and auctions. However, in MATSU Shanghai Office Life Experience Center, we can truly feel that the art world created by color and furniture has entered everyone's daily office life, and the magic color illusion of future office can be seen here.

When the flagship store of MATSU was first established in 2010, it obtained LEED Gold Green Building Certification as the first brand in the industry. After 7 years in 2017, it was upgraded and renewed with the spirit of innovation and new vitality. In 2021, 4 years after the last reconstruction, MATSU once again invited the international design agency anySCALE to design and integrate it into the imagination of future office and the magical color of 'art' to present the unique color of the 'Magic Capital' Shanghai!

Today, we have invited Simon Berg, the chief designer of this project, also the design director of anySCALE Shanghai, to take us into MATSU's 'Future Office Magic Capital'.

SIMON
BERG



个 图片由 Wallpaper* 提供, 摄影: 朱迪

MATSU对话anySCALE上海办公生活体验中心空间设计师

MATSU DIALOGUE ANYSCALE SPACE DESIGNER OF MATSU SHANGHAI OFFICE LIFE EXPERIENCE CENTER

Q: 玛祖铭立

A: 任督上海设计总监 Simon Berg

Q: MATSU

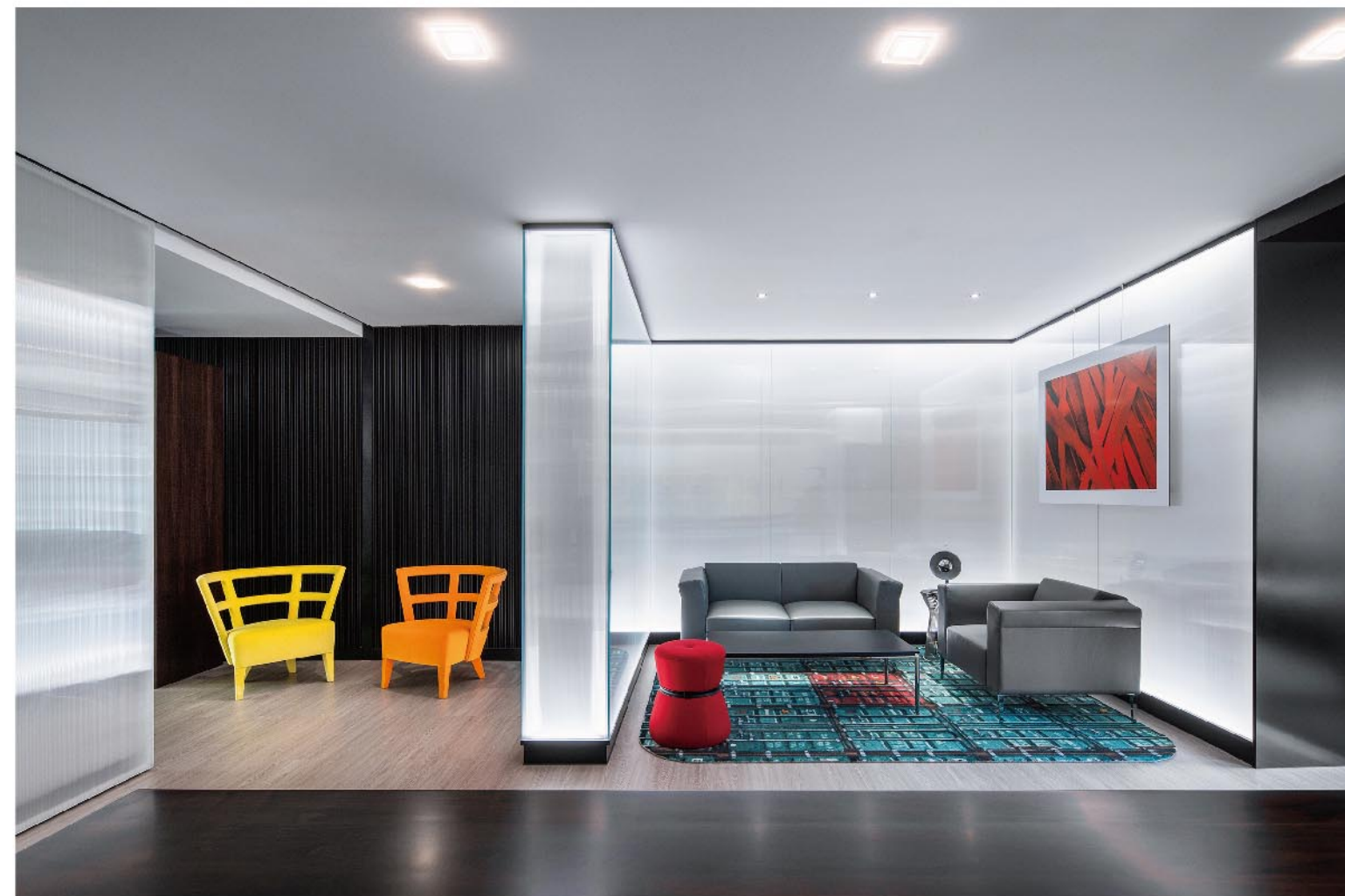
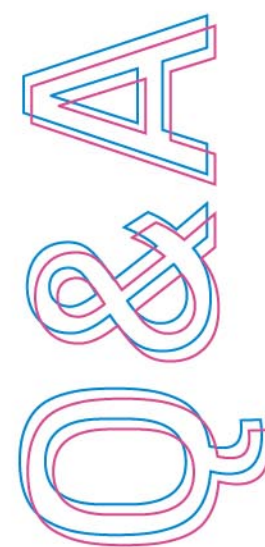
A: ANYSCALE SHANGHAI DESIGNER DIRECTOR SIMON BERG

Q: 玛祖铭立自 1996 成立, 2001 年将总部迁址上海, 便理解上海区域企业对于优质办公生活的需求更强, 更具有先锋精神, 且对原创设计相对尊重。那么, 作为室内设计师, 您对于上海这座城市的感受是怎样的?

A: 我在上海生活了 6 年时间。新上海有很多对比、冲撞戏剧感, 东边新区很中国, 城市化进程迅速, 而西边的老城区更多, 富有历史文化感, 赋予上海特性。这里让我想到欧洲。这也是我觉得很舒适自在的原因。

Q: MATSU was established in 1996 and moved its headquarters to Shanghai in 2001. It has understood that enterprises in Shanghai have stronger demand for high-quality office life, more pioneering spirit, and relative respect for original design. So, as an interior designer, how do you feel about Shanghai?

A: I have lived in Shanghai for six years. The new Shanghai has a lot of contrast, collision, and sense of drama. The new eastern part is like modern China under rapid urbanization, while the old western part has more sense of history and culture, giving Shanghai characteristics. This reminds me of Europe and that's why I feel so comfortable here.





Q: MATSU 最初的上海办公生活体验中心留白空间比较多, 经过 2017 年第一次改造, 注入了全新生命力, 让空间更多元丰富且新锐感, 距离 2017 年升级改造已经有 4 年那么两次改造有何异同?升级了哪些地方?保留了哪些地方?此次升级改造的整体设计理念是怎样的? 比如, 二楼门口原有的长会议讨论区此次改为休闲区的用意是?

A: 2017 年体验中心的第一次升级改造: 空间上, 原始建筑结构不够规则, 有多个柱子和墙壁阻隔, 致使空间不够通透。我们采用了半透明的聚碳酸酯 (阳光板) 制成一致的背景, 用其包裹每一块墙面与立柱, 增强空间的统一感的同时, 加之材料本身较强的反光性, 可提升展厅的宽敞度与通透度, 且让空间充满未来科技感; 而聚碳酸酯半透明的神秘感与较低的存在感并不会使其喧宾夺主。

另外在临街的 1F 空间, 我们设置了展示架, 在这里 MATSU 呈现了不同材质、色彩、款式的座椅, 让参观者更大限度的根据实物效果挑选产品的同时, 也让过往的行人清晰的认知到 MATSU 所能做到的。

而 2021 年, 这一次, 我们将深圳体验中心的元素: “集装箱” 墙饰板以及港口题材的装饰画加入到上海, 因为它们讲述了 MATSU 的品牌故事: 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。

然而深圳与上海的不同在于, 布局上, 深圳只有一层空间, 入口便是社交活动区, 而上海体验中心由三层楼面构成, 因此我们根据楼层做了功能分布: 第一层主要功能为社交活动区, 而第二层则为员工工作与会议区域, 第三层乃行政高管区。

Q: The original MATSU Shanghai Office Life Experience Center has a lot of blank space. In the first renovation in 2017, it was injected with new vitality, making the space more diversified and innovative. It has been 4 years since 2017, so what are the similarities and differences between the two renovations? What has been upgraded? Which parts are reserved? What is the overall design concept of this upgrade? For example, what is the purpose of changing the original long meeting discussion area at the entrance of the second floor into a leisure area this time?

A: For the first renovation of the experience center in 2017: In terms of space, the original building structure is not regular enough, with multiple pillars and walls blocking it, resulting in lack of transparency. We use translucent polycarbonate (sunshine board) to make a consistent background, and use it to wrap every wall and column to enhance the sense of unity of the space. In addition, the strong reflective property of the material itself can improve the spaciousness and transparency of the exhibition hall, and make the space full of sense of future science and technology, while the sense of mystery and low presence of translucent polycarbonate will not make it overwhelming.

In addition, in the 1F space facing the street, we set up a display shelf, presenting seats of different materials, colors, and styles, allowing visitors to select products based on the actual effect to a greater extent, while allowing passers-by to recognize clearly what MATSU can do.

In 2021, we add the elements of Shenzhen Experience Center to Shanghai, including 'container' wallboard and port-themed decorative painting, since they are telling the story of the MATSU brand: a national high-end furniture brand has reached a strategic cooperation with German companies, bringing the most advanced concepts and designs across the ocean into the Chinese market.

However, Shanghai office is different from the Shenzhen office in the layout. Shenzhen office has only one floor, and the entrance is social activity area, while the Shanghai experience center consists of three floors. Therefore, we have made a functional distribution according to the floors: the first floor is mainly used for social activities, the second floor is for staff work and meeting, and the third floor is for administrative executives.



Q: 上海城市元素、有冲击力的图案或色彩地毯、热带植物、金属天花、木制与格栅墙饰为何选用这几种元素结合?其中, 虽然炫彩玻璃和热带植物都与深圳办公体验中心的运用有异曲同工之妙, 但上海又加入了更多元化的元素, 比如色彩饱和度极高的天花, 可否介绍下上海与深圳的体验中心之间有什么异同? 又为何这样处理?

A: 如何为体验中心注入新锐生命力是设计挑战之一, 所以我们选择局部镂空天花板, 丰富空间层次的同时, 存在感强的明艳色彩, 让天花也能成为主角, 赋予空间活力。

对于上海城市元素, 我们并没有直接运用, 而是将其转换为设计语言。比如: 上海有魔都之称, 所以我们运用了很多大胆、疯狂的色彩来呼应这种魔性, 另外, 我们也将上海地图图案巧妙的融入到三楼空间的紫色地毯中。



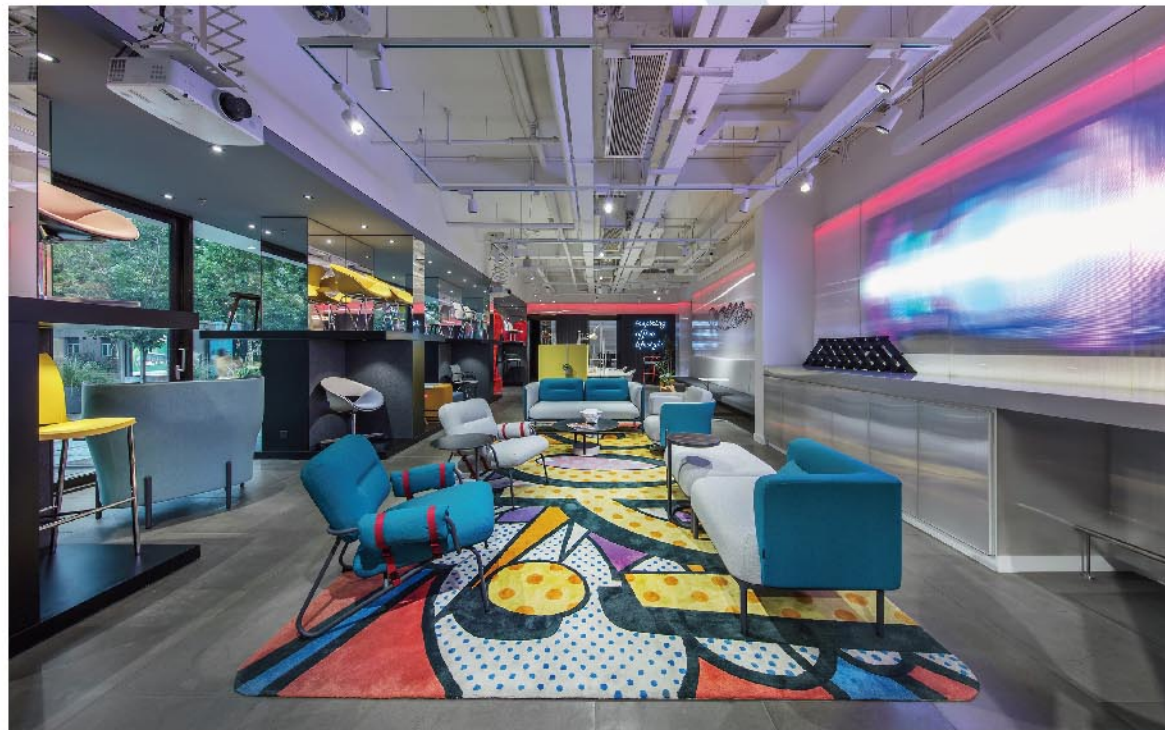
Q: Why choose these elements, such as the Shanghai urban elements, impactful pattern or colored carpet, tropical plants, metal ceiling, wood, and grille wall decoration? The colorful glass and tropical plants is similar to Shenzhen Office Experience Center, but there are also some more diversified elements added in Shanghai, such as ceiling in highly saturated color. Could you please introduce the similarities and differences between Shanghai and Shenzhen experience center? Why is it handled in this way?

A: How to inject new vitality into the experience center is one of the design challenges. Therefore, we use partial hollowed ceiling to enrich the spatial hierarchy. At the same time, the bright and vivid colors allow the ceiling to become a leading role, bringing vitality to the space.

We do not directly apply Shanghai urban elements, but convert them into design language. For example, Shanghai is known as the 'magic city', so we used a lot of bold, crazy colors to echo this magic. In addition, we also skillfully integrate the map of Shanghai into the purple carpet of the third floor.



RENEWED

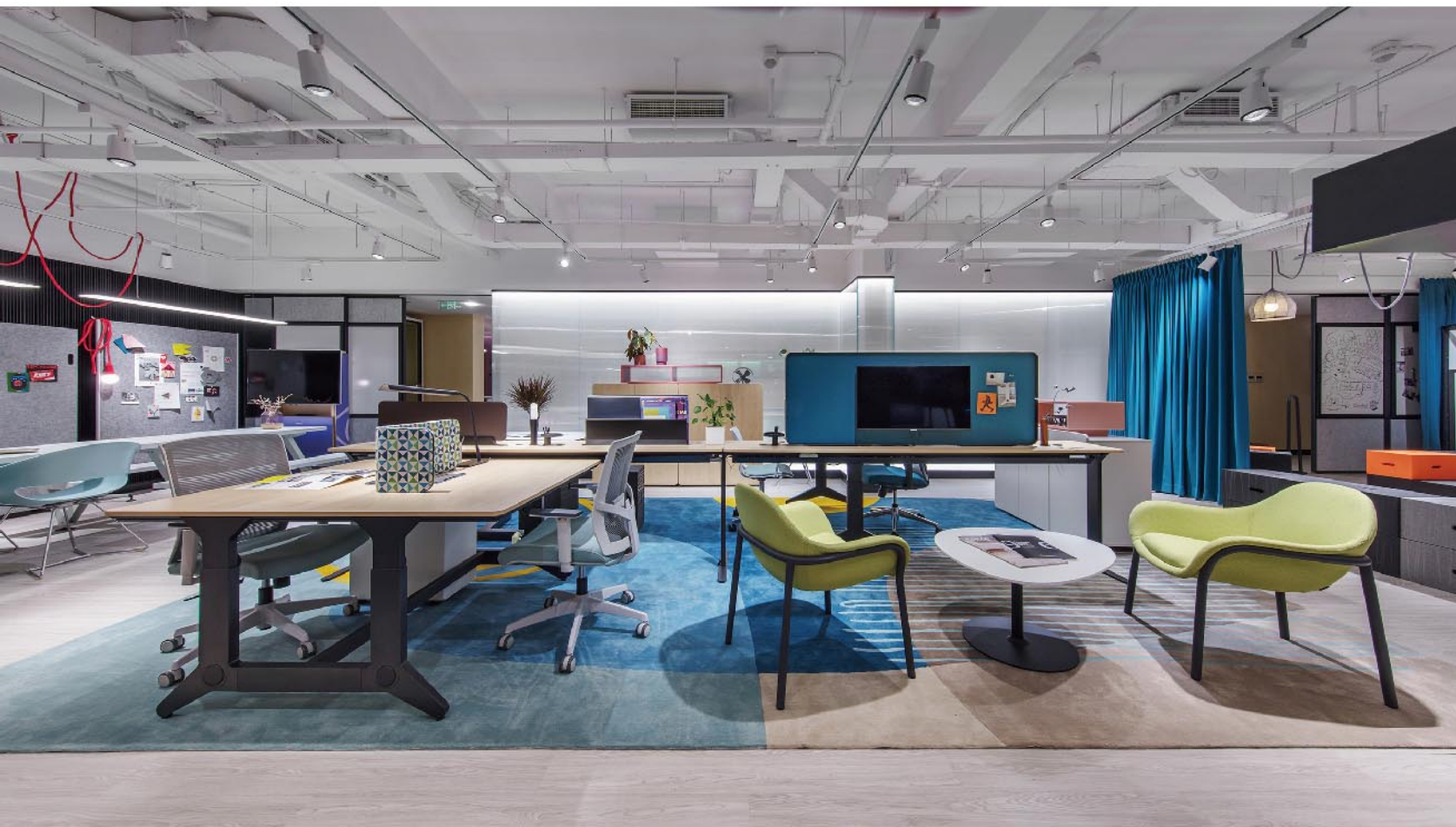


Q: 相较以往, 此次改造有更多办公需求, 那么是如何兼顾 MATSU 办公与展示的需求呢?升级改造后的体验中心整体的规划 (动线) 是怎样的?

A: 特别是, 上海的员工人数比深圳多, 故此对应所需求的工作位置则更多, 如何平衡好员工的工作体验感与产品陈列展示确实是一个挑战。我们把伏案区隐藏于内侧, 会议区用于实际工作沟通协作的同时, 也同样用于展示。这样可以最大化展示区, 且不牺牲员工工作需求空间。

Q: Compared with the past, there are more office needs in this renovation. How did you balance the needs of office and display for MATSU? What is the overall plan (traffic flow) of the upgraded experience center?

A: In particular, there are more employees in Shanghai office than in Shenzhen office, so there are more job positions needed. How to balance the work experience of employee and product display is indeed a challenge. We hide the desk area inside, and the meeting area is used not only for communication and collaboration in actual work, but also for display. In this way, the display area can be maximized without sacrificing work space required by employees.



Q: 可以说元素是极为丰富的, 您是如何在有限空间让多元融合且又保有一定对比的冲撞感, 以形成强烈的视觉冲击力。

A: 我们挑选了独特的图案与材料饰面与原有的经典家具结合, 以形成全新的视觉冲击力, 与 MATSU 家具常规选用的 Kvadrat 净色面料形成鲜明对比。就如同限量版的车, 在原有经典款的车型上辅以独特的色彩或图形, 以赋予其全新生命力和别样感!。

Q: The elements are extremely rich. How did you integrate multiple elements in a limited space and maintain a certain sense of contrast, forming such strong visual impact?

A: We choose unique patterns and material finishes to combine with the original classic furniture to form a new visual impact, which is in sharp contrast with the Kvadrat net-colored fabric commonly used by MATSU. It feels like that the original classic models are supplemented with unique colors or graphics to create a limited edition car, giving it new vitality and a different feeling!

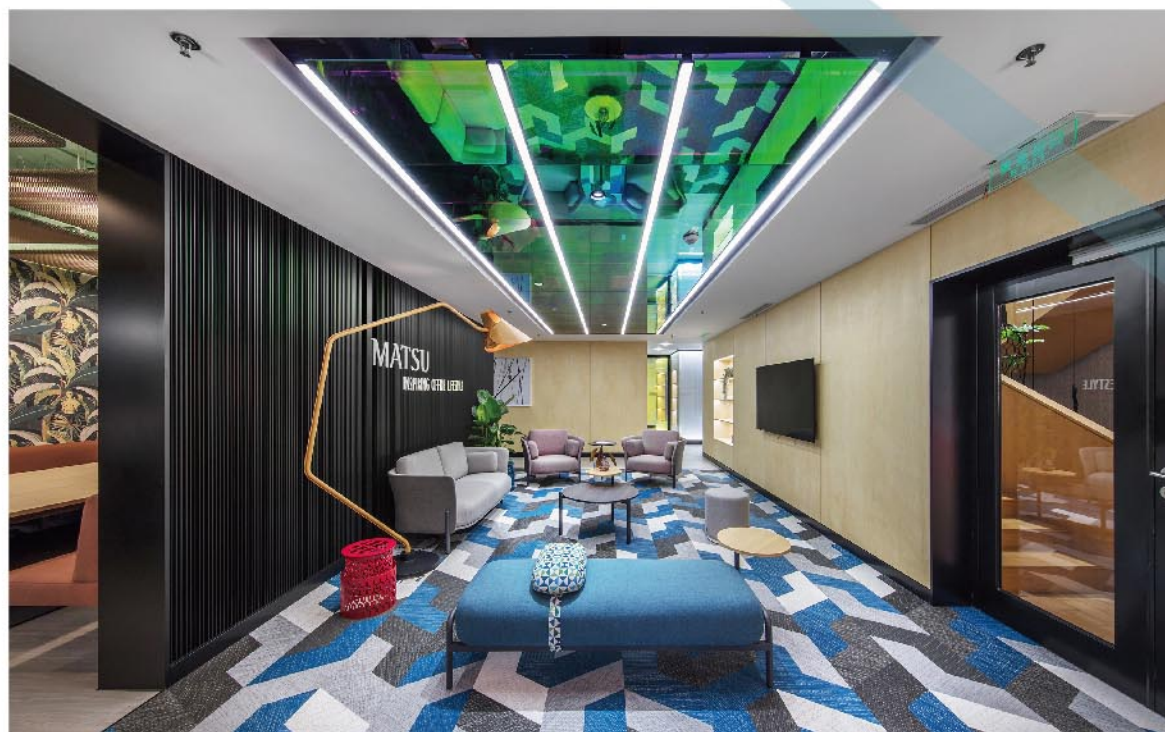


Q: 在整体的设计及施工中有碰到什么困难吗? 又是如何解决的?

A: 这次项目挑战之一是: 在原有上海体验中心的基础上, 保留与升级改造之间的平衡取舍。所以在结构上我们没有大的改动, 因为在我们升级的同时, 上海旗舰店还是对外开放且使用的。

Q: Are there any difficulties encountered in the overall design and construction? How is it solved?

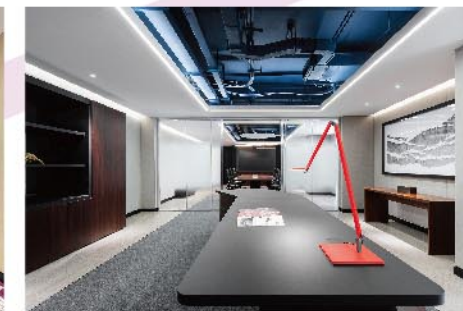
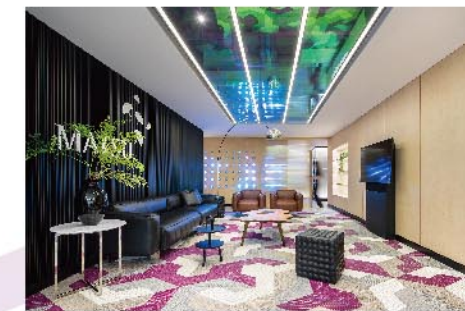
A: One of the challenges in this project is, on the basis of the original Shanghai Experience Center, to find a balance between preservation and upgrading. We did not make any major structural changes. During the time of upgrading, the Shanghai flagship store was still open and in use.



Q: 三楼作为高级行政区展示, 其整体空间炫彩之感与追求商务感的空间楼层定位是怎样平衡的?

A: 现在, 80 后已然成为企业的中坚力量, 随着企业的管理层日趋年轻化, 他们对于新颖事物关注度且追求趋高, 他们更乐于接受对比与冲撞感带来的丰富色彩与空间层次; 当然他们也同样需要彰显其身份品味以及雄心壮志的办公空间, 这一点在中国尤为重要。

同样, 3 楼行政空间入口的协作区域, 也是我最喜爱的区域。因为它既新颖又保有品质感。



Q: The third floor is a high-level administrative area. How did you balance the dazzling sense of the whole space and the positioning for the pursuit of the sense of business?

A: Now, the post-80s generation has become the backbone of enterprises. As the management of enterprises is getting younger, they pay more attention to and pursue novel things, and they are more willing to accept rich colors and space layers brought by the sense of contrast and collision. Also, they want the office space to demonstrate their identity, taste, and ambition, which is particularly important in China.

The collaboration area at the entrance of the administrative space on the third floor is also my favorite area. It is novel and has a sense of quality.

RENEWED





Q: 在经历后疫情时代，在高速城市化进程的发展中中国，在互联网高科技加持的大背景下，对于中国未来办公的形态，办公环境您又是如何认为的？未来的趋势您又有怎么样的预见和预感呢？

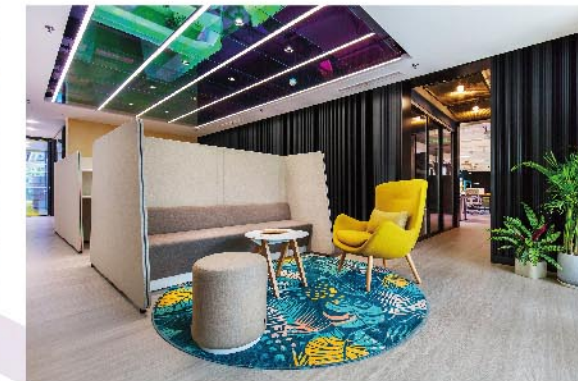
A: 疫情让中国职场人第一次感受了长时间的居家办公生活。这使得，疫情后，中国的办公形态发生了改变。以往，在中国的企业，打卡监管是企业普遍现象，且员工必须在固定工位办公，以便于上级随时确认职员工作状态。而疫情让中国企业不得不尝试在趋同企业与员工成长价值观后，信任员工的主观能动性，而后疫情时代，企业则开始赋予员工以灵活选择的自由，让他们选择适合其当下的专注工作环境，而办公空间更多的聚焦在协作区与会议区。

这也是为什么 MATSU 玛祖铭立旗舰店协作空间是占据比例最大的区域！

Q: In the post-epidemic era, China is in the process of rapid urbanization supported by Internet and high technology. In this context, what do you think of the future office mode and office environment in China? What kind of foresight and feelings do you have for the future trend?

A: The epidemic made Chinese office workers experience a long-term home office life for the first time. This has changed office mode in China after the epidemic. In the past, check-in supervision is a common phenomenon, and employees must work in fixed positions so that their superiors can check their work status at any time. The epidemic has forced Chinese companies to trust the subjective initiative of employees after the convergence of corporate and employee growth values. In the post-epidemic era, companies begin to give employees the freedom of flexible choice, allowing them to choose a focused work environment suitable for their current situation, where the office space is used more as cooperation areas and meeting areas.

That is also why the cooperation space of MATSU's flagship store occupies the largest proportion!



Q: 今年，MATSU 迎来了 25 周年，作为长期合作伙伴，您对于 MATSU 的印象和体验是怎样的？

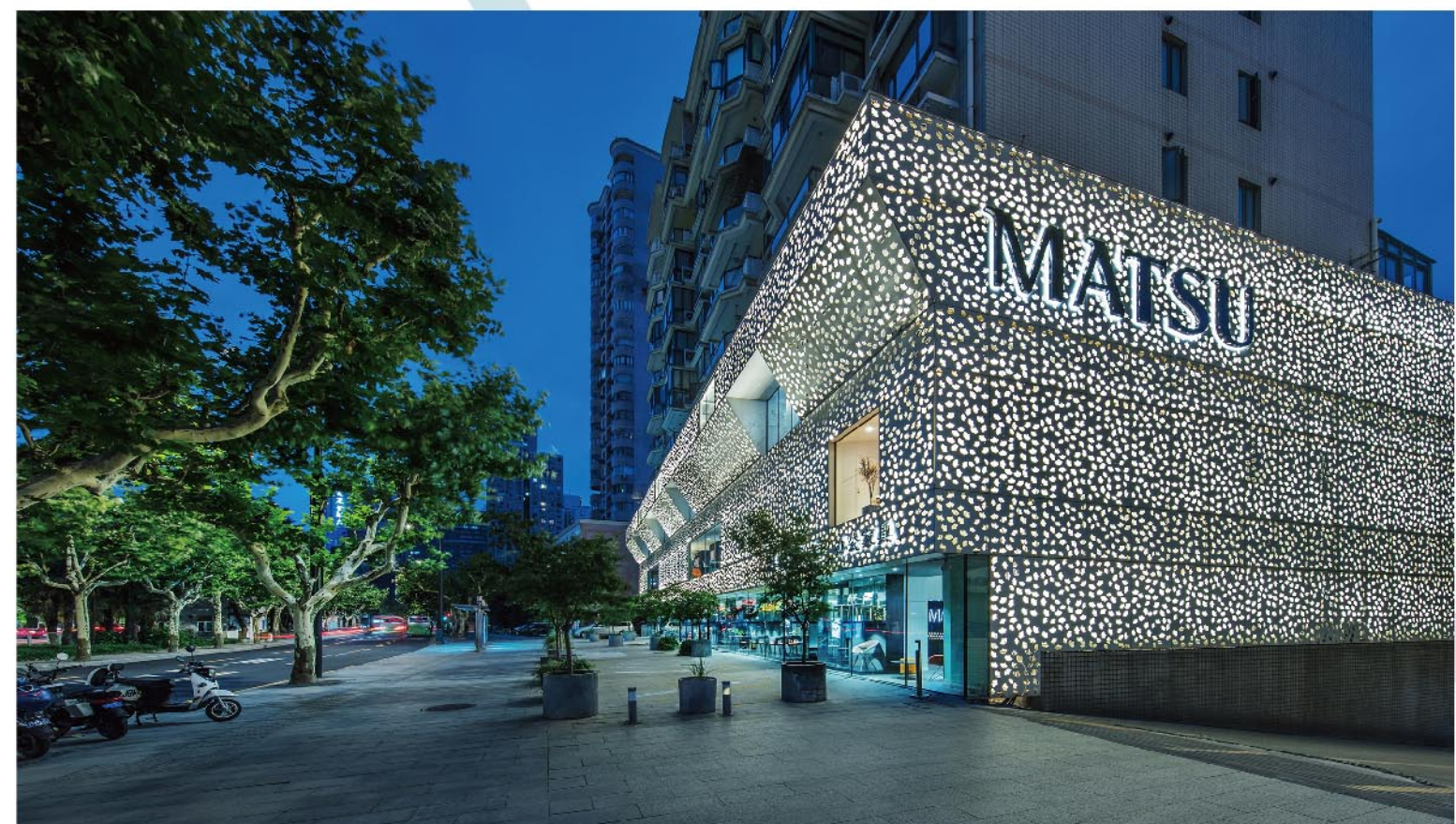
A: 我们为 MATSU 设计了多个体验中心，包含：上海、北京、深圳。和 MATSU 合作让我们充满热情，且兴奋。因为玛祖铭立的掌舵人蔡演国先生，很开放，且很有远见，他敢于破局，尝试新的东西，从不畏惧，让我们的设计团队能够将新颖的设计落地且付诸实践，这对于设计师完成一个设计项目非常重要！

最后，希望 MATSU 在百年征程之路，一直保有这颗接受与创造新事物的眼界与胆识，越来越年轻！

Q: MATSU is celebrating its 25th anniversary this year. As a long-term partner, what is your impression and experience of MATSU?

A: We have designed several experience centers for MATSU, including Shanghai, Beijing, and Shenzhen. We are passionate and excited while working with MATSU. Mr. Cai, the helmsman of MATSU, is very open and far sighted. He dares to break the game and try new things. He enables our design team to implement novel designs, which is very important for designers to complete a design project!

And, I hope that MATSU will keep this vision and courage to accept and create new things during its centenary journey, and become younger and younger!



RENEWED

MATSU在设计上海三地开约

MATSU ATTENDING DESIGN SHANGHAI WITH 3 BOOTHS

编辑: 彭茜 摄影: TY & 王跃 & 彭茜 图片由玛祖铭立提供 Editor: Chelsea Peng Photographer: TY & Landis Wang & Chelsea Peng Photo provided by MATSU



2021年6月3日-6日, 继广深家具两展后, MATSU受邀参与设计上海, 再次以“突破局限, 随心行动 BREAK LIMIT FOLLOW FLOW”为主题三地开约: W216, K002, M700 (展位号)

From June 3 to 6, 2021, after two furniture exhibitions in Guangzhou and Shenzhen, MATSU was invited to participate Design Shanghai, again with the theme "BREAK LIMIT FOLLOW FLOW" presented in three booths: W216, K002, M700 (booth number).



2021 DESIGN SHANGHAI



带上超轻家具 X-brick (1.4kg 自重, 可承重 200kg), 逛游设计上海, 舒适体验原创先锋风潮, 露营办公, 甚至在户外头脑风暴灵感炸现的惊喜!

Visit Design Shanghai with the ultra-light furniture X-brick (1.4kg self-weight, 200kg load-bearing), so that you can comfortably experience the original pioneering fashion, camping office, and even surprise of outdoor brainstorming inspiration.





01 健康办公运动馆

BOOTH NO. W216 Health Office Gym

上海世博展馆 W216, MATSU 携颠覆传统培训与分享模式的家具新作, MATSU westermann wp 3 系列 X-brick、Flomo 亮相, 展现了一个具有城市生命力, 适用于团队协作的灵动多变的健康办公运动场。

In the booth No.W216 of Shanghai World Expo Center, MATSU displayed X-brick and Flomo of MATSU Westermann wp 3 series, the new furniture works that subvert the traditional training and sharing model, presenting a flexible health office gym with urban vitality and suitable for teamwork.



02 柔性办公理念馆

BOOTH NO. K002&M700 Flexible Office Space

另外, 在 M700 和 K002 展馆 MATSU 以柔性办公理念, 将自主原创设计休闲协作产品系列以及多元化的工位系统展示其中, 以展现办公与生活相互融合的“柔性办公”。

In the booth M700 and K002, based on the concept of flexible office, MATSU displayed its own original designs including product series of Leisure & Collaboration and diversified work position system, to show the 'flexible office' that integrates office and life.

MATSU在设计上海现场教你“躺赢”： 教你如何逛展不累, 搬砖不累, 上班不累!

GOT CARRIED BY MATSU IN DESIGN SHANGHAI: TEACH YOU HOW X-BRICK CAN BRING AN EASY EXPERIENCE DURING EXHIBITION AND WORK.

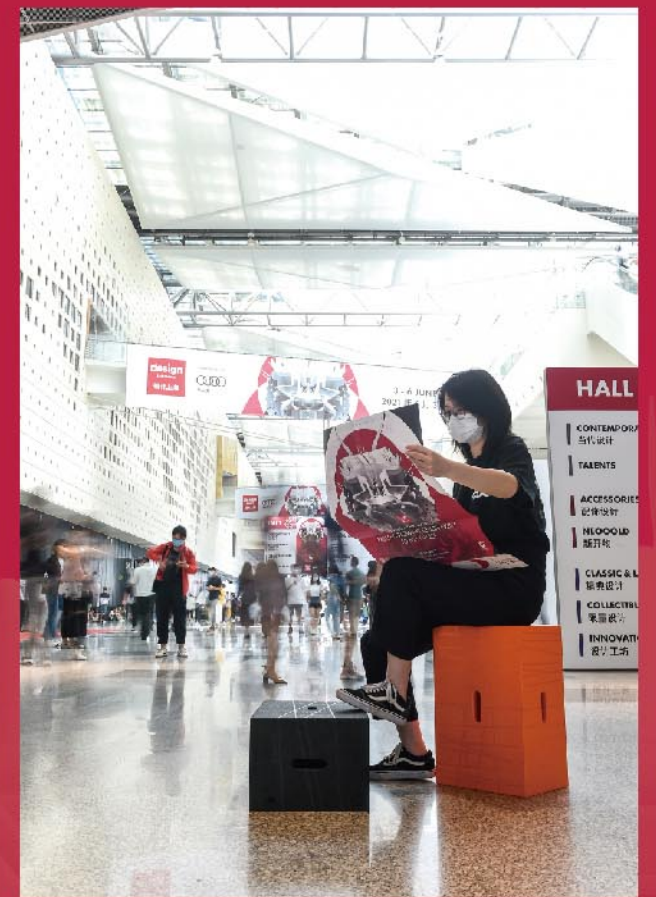
2021 DESIGN SHANG HAI &X-BRICK

逛展不累:

携带 X-brick 行走于世博展览馆内, 游逛设计上海, 可随时于上而坐, 翻阅展览手册, 聆听设计大师的分享, 让思想流动, 灵感四溢!

Comfortable visit:

Visiting Design Shanghai in Expo Exhibition Hall with X-brick, it can be a seat when you want to check the brochure or listen to the sharing from famous designer, helping the flow of ideas and inspiration.



搬砖不累:

块状的 X-brick, 轻量化多功能模块家具, 仅重 1.4kg, 却可承重 200kg, 轻巧便携, 不管是露营、还是户外团建, 亦或是办公空间随心组合空间布局, 都可灵动满足。

Easy carry:

With a self-weight of 1.4kg, X-brick can bear 200kg. It is a portable brick and can provide a variety of arrangements through different combinations, subverting the traditional layout of office space.

上班 不累:

X-brick 可打造涉及 3 种不同领域的 8 种工作形态; 其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: 办公、教育、运动; 营造出至少 8 种工作形态: 适应与分享培训、讨论洽谈、会务商议、头脑风暴、小组学习、团建活动、休闲生活、专注静土。

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, X-brick 通过变换使用者视角的方式, 改变其固有观点。

Energetic work:

X-brick can create eight work forms involving three different fields. The modular design and systematic accessories enable X-brick to be combined with different furniture and be suitable for three fields: office, education, and sports, creating at least eight working forms: adaptation and sharing training, discussion and negotiation, business conference, brainstorming, group learning, team building, leisure, and silent zone.



Examples: used as a modular stool or footstool, or combining with a tabletop to be a training table, conference table, etc. X-brick is a flexible partner of the space, invigorating the work environment and encouraging people to communicate and interact with each other. Innovation is opportunity. X-Brick can change the inherent viewpoints of users by changing their perspective.

!!! ATTENTION !!!

太空“新生物”再次进入地球!这一次它升级改造完毕,以更多元的形态呈现于世人眼前。

!!! ATTENTION !!!

The space "new creature" arrivals on the earth again! Being upgraded and transformed, it is presented to the world in a more diverse form.

ATTENTION !!!

太空“新生物”来袭, MATSU全新休闲新品Etea

ATTENTION!!!

THE SPACE 'NEW CREATURE' IS COMING: MATSU'S BRAND NEW CASUAL PRODUCT ETEA

编辑: 路海虹 图片: 由 MATSU 提供 Editor: Alice Lu Photo provided by MATSU

01 15 年后的太空新生物 eTea

2021 年 MATSU 升级合作伙伴 Kusch+co 经典座椅 eTea。改造后的 eTea, 可应用于更多的场景, 丰富的腿型、灵巧的配件及多彩的颜色, 满足使用者对于空间与功能上更多的需求。

15 年前, 为了一探地球 eTea 背部的镂空像眼睛一样, 洞察你的生活, 充满外来生物的神秘感。

15 年后, 为了更适应地球 eTea 蒙上单眼, 只露腰部两侧, 使这个外太空生物更为迷人!

露出双腰, 更为迷人。

但这并不是升级改造的全部, 改造后的 eTea 采用塑胶椅板, 兼具高强度与韧性的工程塑料, 使得 eTea 整体造型感、经济性更强。而 T 字型的椅背设计, 更符合中国市场对于椅子的人体工学需求, 使用者在向后倚靠时, 椅背会根据体重向后有一定的倾仰并予以支撑。此外, 塑胶椅壳更易于清洁的属性, 让这个外来生物更适应地球的市场需求。

eTea 超现代的外观, 让其更具迷人的气息, 可欣赏一个世纪都不为过。eTea 牢固地支撑背部, 同时还为腰部创造空间和放松的感觉。靠背的厚度也增强了舒适性。



↑ 原版: 背部镂空款

多种脚型, 以不同方式着陆地球

启初, eTea 仅有四脚与雪橇脚, 而 MATSU 的产品设计研发团队在主案设计师 Gianni Jiang 蒋海言的带领下, 一直秉持着“设计是一贯并持续的创作过程, 而并非某种特定的风格”, 研发出多种脚型, 适配更多的空间。

eTea after 15 years

MATSU upgraded the classic seat eTea of partner Kusch+co. The new eTea, with multiple shapes of leg, flexible accessories, and rich colors, can be applied to more scenarios and satisfy more space and function needs for users.

15 years ago, to explore the earth, the hollowed back of eTea is like an eye, having an insight of your life, full of mystery of alien creature.

15 years later, to better adapt to the earth, eTea covers the single eye, only showing the two sides of waist, which makes the alien creature more attractive.

Attractive waist

This is not all about the upgrade. Engineering plastic chair board is used on new eTea, with both high strength and toughness, bring stronger modelling and economy. The T-shape design of the chair back can better fit the ergonomic requirement in Chinese market. When user leans back, the chair back will tilt back and give support to a certain degree according to the user's weight. Besides, with an easy-to-clean nature, plastic surface makes this alien creature more adaptable to market demand on the earth.

eTea's ultramodern appearance makes it more fascinating and will not be outdated for a century. eTea can firmly support user's back while creating space and relaxation for the waist, and the thickness of backrest also enhance comfort.



↑ 新增版: T 型椅背无镂空, 塑胶椅壳, 多款脚型

How to land

In the beginning, only four-leg and sled-leg options are available. Under the leadership of chief designer Gianni Jiang, upholding the concept that "design is a consistent and continuous creative process, but not a specific style", MATSU's product design and R&D team has developed multiple shapes of chair leg to fit more spaces.

02



Designer
设计师



Gianni Jiang

MATSU R&D manager Gianni Jiang

蒋海言

MATSU 玛祖铭立研发经理

2016 年, Gianni Jiang 蒋海言毕业于米兰新美院。

秉持设计是一贯并持续的创作过程, 而非某特定的风格之设计哲学。

从 2019 年进入 MATSU 公司带领设计团队, 从空间出发, 探讨家具对人们的生活方式, 从生活形态到办公方式不断吸取创作灵感, 将有趣的事物提炼于工作之中, 让家具变得更有温度。

In 2016, Gianni Jiang graduated from Nuova Accademia di belle arti di MILANO (NABA).

Jiang believes that design is a consistent and continuous creative process, but not a specific style.

Since joining MATSU in 2019, from the perspective of space, Jiang with the team explores furniture's role in people's lifestyle, takes inspiration from life and work, extracts interesting elements to make a warm design.

金属四脚椅 (扶手可选配):

eTea 四脚椅, 可堆叠脚型方便收纳并节省空间的使用。适用于休闲区, 办公区, 和餐厅等, 满足空间的所有属性。

Metal four-leg chair (optional armrest) :

The four legs of eTea, the stackable legs are easy to store and save space. It is suitable for leisure areas, working areas, and dining areas, fitting all the attributes of different spaces.



木质四脚椅 金属四脚滚轮培训椅 金属滚轮会议椅 教育培训椅

木质 / 金属四脚吧椅:

eTea 超高的四肢, 让使用者的目光放射到地球上更高、更远的地方。

Wooden/metal four-legged bar chair:

The ultra-high legs can bring user a higher and farther view on the earth.



金属垛叠四脚椅 金属四脚扶手垛叠椅 金属雪橇椅

塑胶可收纳培训椅:

带塑胶盘的 eTea, 便于地球内物件的存储于摆放, 使空间更为整洁, 让人学习与办公的思维更为集中, 适用于教育培训空间或是对存储空间有更多需求的办公空间。

Plastic storage training chair:

The eTea with plastic tray allows goods on the earth to be stored and placed, making space tidier and helping people concentrate more on study and work, which is suitable for educational training space or office space with more needs for storage.

四星高脚滚轮椅:

四星高脚的滚轮, 使得 eTea 在地球上更好的移动, 抵达地球上的每一个角落。拉近你们彼此之间的距离, 适用于高管区、员工区等。

Four-star high roller chair:

Four-star high rollers enables eTea to smoothly move to every corner on the earth, shortening the distance between people, suitable for senior management area, staff area, etc.



木质四脚吧椅 金属四脚吧椅

金属雪橇脚椅:

尝试过外星生物拉雪橇载人划破天际的感觉吗? 塑胶椅板的 eTea 也有雪橇脚的啦! 带你一起以轻盈的质感划破天际。

Metal sled-leg chair:

Have you ever been carried by an alien on a sled through the sky? sled-leg option is now available for Plastic eTea, bringing you a light texture like flying across the sky.



此外更有众多配件可以搭配使用

- (1) 可搭配耐磨损的高级织物软垫复合在椅壳上, 使木质椅为周围环境带来宁静的氛围。
- (2) 金属腿也分为金属喷漆和金属抛光两种选项, 根据空间氛围选择最个性的搭配。
- (3) 带塑胶扶手、塑胶写字板, 适用于会议区、培训区。

In addition, many accessories can be chosen to match chairs

- (1) Hard-wearing high-quality fabric cushion can be used together with wooden chairs, adding a peaceful atmosphere to the surrounding area.
- (2) There are two options for metal legs: metal painting and metal polishing, which can be personalized according to space atmosphere
- (3) Plastic armrest and plastic writing board are suitable for meeting area and training area.



柔彩的 eTea, 柔情的太空生物

人们对宇宙的向往与探索从未止步, 无论从古代中国, 还是西方的巴比伦和埃及时期的占星师, 到如今现代技术的发展使我们可以通过航空飞行, 到宇宙中遨游; 而 MATSU 则以设计的方式, 让外太空的“新生物”定居地球, 陪伴我们一起办公生活。

Soft and tender eTea

From ancient China, or the astrologers of ancient Babylon and Egypt in the West, to today' s modern technology development allowing space flight, human' s yearning and exploration for the universe have never stopped. As for MATSU, it makes the "new creature" from outer space to settle down on the earth and accompany people in work and life.



高效的能量补给中心

德国Aramark Refreshment Services 全新办公空间

编辑: 路海虹 图片由玛祖铭立合作伙伴 Kusch+Co 提供 Editor: Alice Lu Photo provided by MATSU's partner Kusch+Co

近期, MATSU 合作伙伴KUSCH+CO与Aramark合作, 为其旗下茶饮设备品牌Aramark Refreshment Services的办公空间营造一个舒适且高效的能量补给中心。

Aramark Refreshment Services成立于1981年, 是德国餐饮和服务管理行业中领先的服务商之一, 已为4000家公司提供智能化的茶饮设备, 打造高效的能量补给站, 为办公的人群提供完美的休憩体验。

MATSU's partner KUSCH+CO has been recently working with Aramark to create a comfortable and efficient energy-supply station for Aramark Refreshment Services, a subsidiary of Aramark that provides food and beverage services.

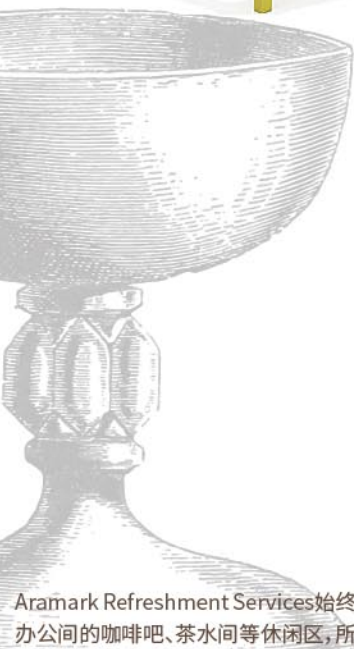
Founded in 1981, Aramark Refreshment Services is one of the largest refreshment services providers in Germany and has provided intelligent tea and coffee machines for over 4,000 companies. Employees can enjoy meaningful moments or grab a quick snack and everything in their inspiring break room, which is not only an efficient energy-supply station but also a perfect place for a little rest.



AN EFFICIENT ENERGY-SUPPLY STATION IN GERMANY: THE BRAND-NEW OFFICE SPACE OF ARAMARK REFRESHMENT SERVICES

整体休闲空间以明亮的色调为主与家具及地毯的深灰色相互对比, 让空间充满活力的同时又不失沉稳, 黄色的隔断玻璃窗与通向户外窗台上的绿植相互辉映, 使空间更具生机, 就像是不断上涨的能量值; 而深灰色、低调的Njord 于其中更能突显食物本身的样貌, 促进使用者食欲的同时, 增添了一份温暖。当您落座后, 向后倾仰时能产生一定的回弹, 给予更为舒适的体验。

For its own energy-supply station, Aramark Refreshment Services has light colors as the ruling tone, whereas the dark furniture and carpet stand in harmonious comparison, adding a sense of calmness to the dancing vitality. For vitality, it has partition windows in vigorous yellow and plants in brilliant green; for calmness and warmth, it has the low-key Njord in dark gray, which allows people to appreciate the food itself for a better appetite. Take a seat, and you'll realize how spongy the chairs are. Sit back, relax, and enjoy your food!



Aramark Refreshment Services始终相信每个办公间的咖啡吧、茶水间等休闲区, 所能提供的不仅仅是零食和饮料, 更应该是一个可以给人充电、令人兴奋的空间, 可以加强公司成员之间的联系, 提供优质的能量, 从而使工作更为积极, 成为高效的能量补给中心。

Aramark Refreshment Services believes that every coffee bar, tea room or leisure area can offer more than just snacks and beverages. Break rooms could be an efficient and quality energy-supply station where people come to become refreshed and get inspired, so that they can better connect with each other and be more positive at work.



*玛祖铭立的KUSCH+CO系列的Njord 座椅, 德国原创设计, 德国原装进口

*Njord chairs from the KUSCH+CO series of MATSU Original design from Germany, Made in Germany

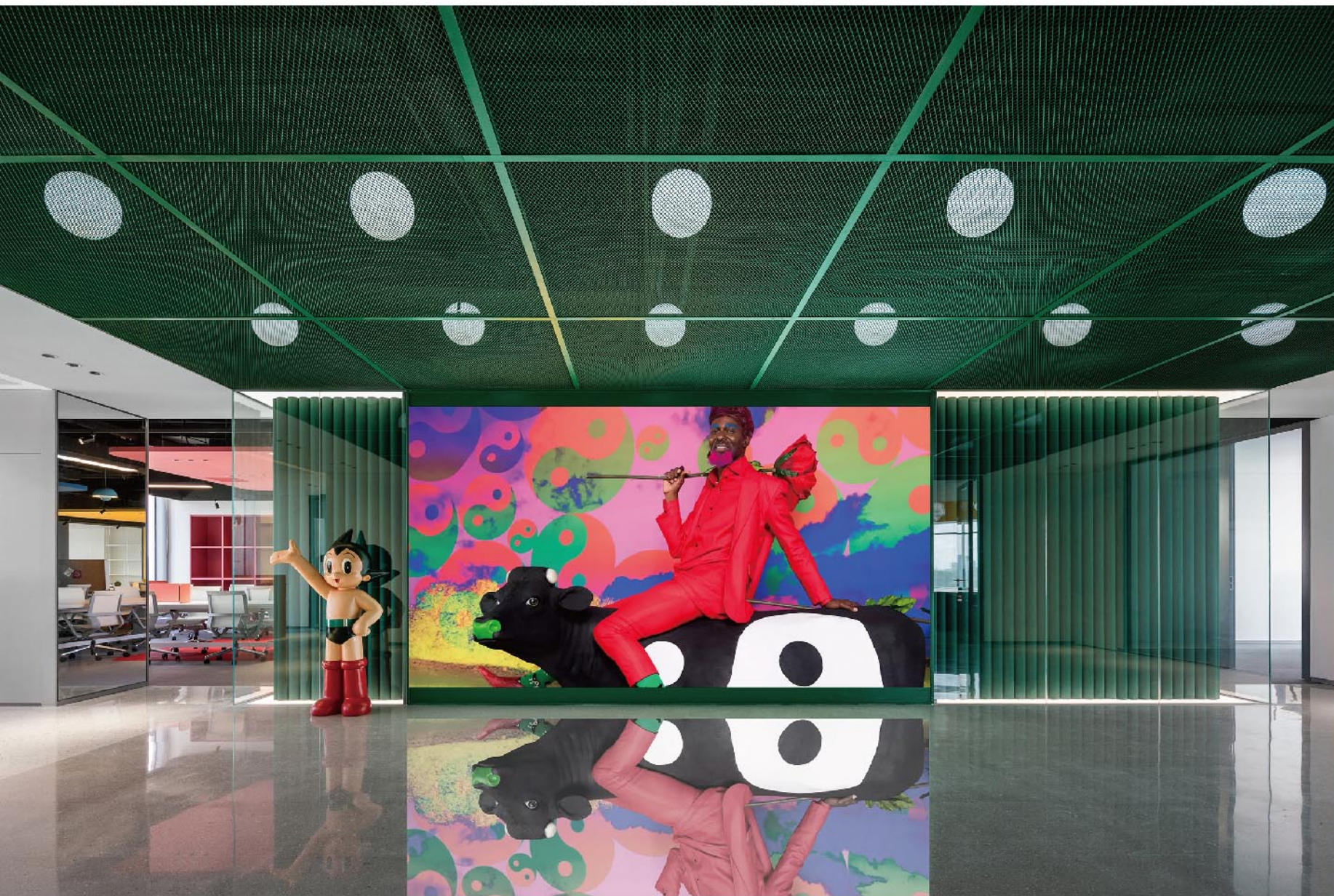


Njord凭借极具创意的材质选择、美观大气的外观设计, 以及出色的工艺细节, 连获包括红点奖、iF奖等在内的四项国际设计大奖。椅身上部造型如西方传说中的“圣杯”般, 方正而内敛。

此外, 毛毡一体固化成型的椅背设计是Njord座椅的亮点。相比传统的实木座椅, 椅背部分采用纯毛毡材质的Njord不但韧性佳, 还兼顾了整体的稳固性, 重量仅有4.5KG, 还可垛叠, 节省使用空间。

Njord features a creative selection of materials, elegant yet modest looks, and excellent design and techniques. It has pocketed 4 international design awards including the Red Dot Design Award and the iF Award. The upper part of Njord may remind you of a "holy grail" from one of those western myths, upright and reserved.

In addition, the Njord chair back is a highlight for its all-in-one felt design. Compared with traditional wooden chairs, Njord employs pure felt so that the chair back feels spongy and resilient. Weighing 4.5kg each, Njord chairs are stable, can stack up and save room.



时髦精的色控&玩乐

HAPPY SOCKS 全新办公空间

COLOR & FUN FOR FASHIONISTA

HAPPY SOCKS' BRAND NEW OFFICE

编辑: 路海虹 摄影: 吴鉴泉、陈锋 Editor: Alice Lu Photographer: Vincent Wu, Feng Cheng



Project: Happy Socks 中国总部
Address: 中国·深圳
Areas: 1000平方米
EPC & Office Furniture: MATSU
Interior Designer: anySCALE
Photographer: Vincent Wu, Feng Cheng

2021年7月,花袜子 Happy Socks 搬入其全新总部办公空间,作为一家骚遍全世界的瑞典袜神品牌,整体的室内设计风格无不透露着他们的企业理念“色彩的世界,幸福无处不在!”。Happy Socks品牌创始人秉承着“Born to be seen”的设计理念,摆脱了“袜子只需要藏在鞋子、裤子里起到保暖效果,不需要设计感”的旧理念,把脚踝处的时尚发挥到了极致。

他们十分注重色彩和创意,也期望将快乐的情绪,用多彩的方式传递。这一次MATSU不仅提供了办公家具整体解决方案,还为其承包整个项目,包含硬装、家具,以及软装规划与施工落地,而室内设计方面,MATSU邀请了老搭档any SCALE为花袜子打造无处不欢的办公空间。

In July 2021, Happy Socks moved into its new head office. As a Swedish legendary sock brand fashionable the world, the overall interior design style reveals their corporate philosophy 'Color world, Happiness everywhere!'. Adhering to the design concept of 'Born to be Seen', the founder of Happy Socks gets rid of the old concept that 'socks hidden in shoes and pants only need to keep warm, without the sense of design', and gives full play to the fashion of ankles.

They pay great attention to color and creativity, and also expect to convey happy emotions in a colorful way. At this time, MATSU not only provided the overall solution of office furniture, but also contracted the whole project including hard decoration, furniture and soft decoration planning and construction. In terms of interior design, MATSU invited its old partner anySCALE to create an enjoyable office space for Happy Socks.



色控狂人的快乐魔法

作为袜界色控之王的花袜子,成功将曾经藏于鞋内的袜子玩出了圈!如同Happy Socks, MATSU和anySCALE也认为颜色与图案不应只存在于服饰之上,更应该融入整体办公空间之中,用沉浸式的氛围体验,激发员工的创意灵感,以达到灵魂深处的共鸣,享受并创作办公与生活的缤纷。这既是空间的快乐魔法,亦是花袜子赋予生活的快乐魔法!

入户门厅,映入眼帘的是走廊外的电子屏,轮番播放着Happy Socks的最新的设计灵感、新品,强烈的色彩撞击与前卫时尚的造型宣扬着来自瑞典的时尚与欢乐。

The Happy Magic of Color

Happy Socks, the king of color in hosiery industry, successfully made the socks once hidden in the shoes a fashion trend! Like Happy Socks, MATSU and anySCALE also believe that colors and patterns should not only exist on clothing, but should also be integrated into the overall office space, and use an immersive atmosphere experience to stimulate creative inspiration of staff, so as to achieve resonance in the soul, enjoy and create the colorfulness of work and life. This is not only the happy magic of space, but also the happy magic of life given by Happy Socks!

Entering the lobby, there is an electronic screen outside the corridor, which plays the latest design inspiration and products of Happy Socks in turn. The strong color impact and avant-garde fashion modeling promote the fashion and joy from Sweden.

从圆弧形窗向外看去,可以看到内海,享受最宽阔的景色,城市与海交相呼应,空气与云层中穿透着灵动与欢乐。躺在窗边的宽大的休闲椅Plume里,就像是悬浮在羽毛之上享受云端的欢乐。

Looking out from the arc-shaped window, you can see the inner sea and enjoy the widest view. The city echoes with the sea, and the air and clouds penetrate with flexibility and joy. Lying in the large lounge chair Plume by the window, it is like floating above feathers and enjoying the joy above the clouds.



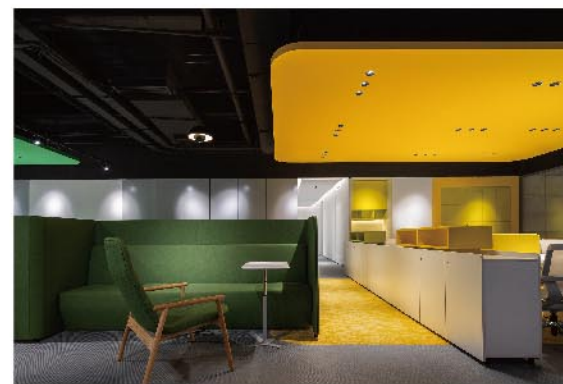
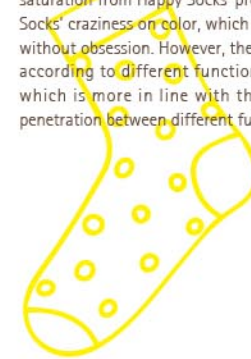


设计师尝试营造一种自由状态的办公环境，希望所有人的工作状态都处于集体的可视范围之内，每个工作区都为开放式无遮挡，所有行为规范及秩序都在同事间的自我约束中产生，从而构成积极性的工作环境。

从地毯到灯光饰面再到桌上屏风，MATSU与anySCALE一同将其高亮度与饱和度的红、黄、蓝、绿，从Happy Socks的袜子上“移植”到空间里，充分展现了花袜子对色彩的痴狂，可谓不疯不狂不成魔。然而色彩的分布其实并没有完全按照不同的职能部门来划分，而是相互渗透的，这比较符合不同职能部门之间随时扩张和相互渗透的灵活需求。

The designer is trying to create a free office environment, hoping that everyone's working status is within the collective visual range, each working area is open and unobstructed, and all behavior norms and orders are generated in the self-discipline among colleagues, so as to constitute a positive working environment.

From carpets to lighting finishes then to table screens, MATSU and anySCALE together 'transplant' the red, yellow, blue and green with high brightness and saturation from Happy Socks' products into the space, fully showing the Happy Socks' craziness on color, which can be said that greatness cannot be achieved without obsession. However, the distribution of color is not completely divided according to different functional departments, but permeates each other, which is more in line with the flexible needs of expansion and mutual penetration between different functional departments at any time.



很多人认为丰富的色彩可以让空间轻松出彩，但实则在色彩增加丰富度的同时，品质感把握的难度也随之递增。因为同一个色彩的区域会用到不同材质，材质之间同色系色彩因为是成型产品的原因会产生一定的偏差，加上严格的造价控制，直接导致材料和工艺的选择变得非常有限，难上加难！这个过程需要设计师丰富经验的高效果决判断，更需要时在时效要求下，对色样反复比对、甄选，最终找到一个比较好的平衡状态。就如同花袜子上的图案色彩，冲撞明艳的色与色之间，经过无数次调和，以达成有趣的组合，但却不失各自特性的平衡。



Many people think that rich colors can make the space be brilliant easily, but in fact, while increasing the richness of colors, it is also more difficult to grasp the sense of quality. Since different materials are used in the same color area, the colors of same color system between materials will produce a certain deviation because of molded product, coupled with strict cost control, the selection of materials and processes is very limited and even more difficult! This process requires the efficient and decisive judgment of designers with rich experience, but also the repeated comparison and selection of color samples under the time limitation, so as to finally reach a better balance. It is like the patterns and colors of Happy Socks, with collision between bright colors, through countless reconciliations, to achieve interesting combinations, without losing the balance of their own characteristics.

“圆润”则来源于对快乐情绪的一种造型上的寄托，让一切都舒展顺滑自如圆满，正如Unit工作位Y型桌脚所带来的人文趣味温度。

'Roundness' comes from a form of happy mood, so that everything is stretched smoothly and freely, just like the humanistic interest temperature brought by the Y-shaped table legs of the Unit work station.

HAPPY SOCKS

如果生活真是一个马戏团, 那么装扮生活则是有意义的。当然, 这并不意味着超大号鞋和红鼻子即将成为下一波潮流, 但总有东西为平淡的造型增添一点乐趣。这正是 Happy Socks 自 2008 年成立以来一直致力去做的, 而花袜子的中国全新办公空间正是缔造这种乐趣的地方。

If life really is a circus, then it makes sense to dress the part. Of course that doesn't mean oversized shoes and red noses are about to be the next wave, but there's always room to add a little fun to your look. That's exactly what Happy Socks has been providing to consumers since its inception in 2008.

HAPPY SOCKS



X-BRICK&潮玩玩偶， 玩乐工作间

X-brick& Designer Toys,
Play Workshop



除了色彩，anySCALE 与 MATSU 采用“多余化”的视觉感受设计手法，而非市场所谓主流的极致简约。比如：宽松的办公桌、舒服的人体工学椅、有颜值又趣味化的软装等，这些都是让员工“眷恋”办公室的因素，它们直接影响到员工的情绪分子与办公状态。同时，也是企业对于员工最真诚的关怀。从而使员工为公司创造出更多的价值。

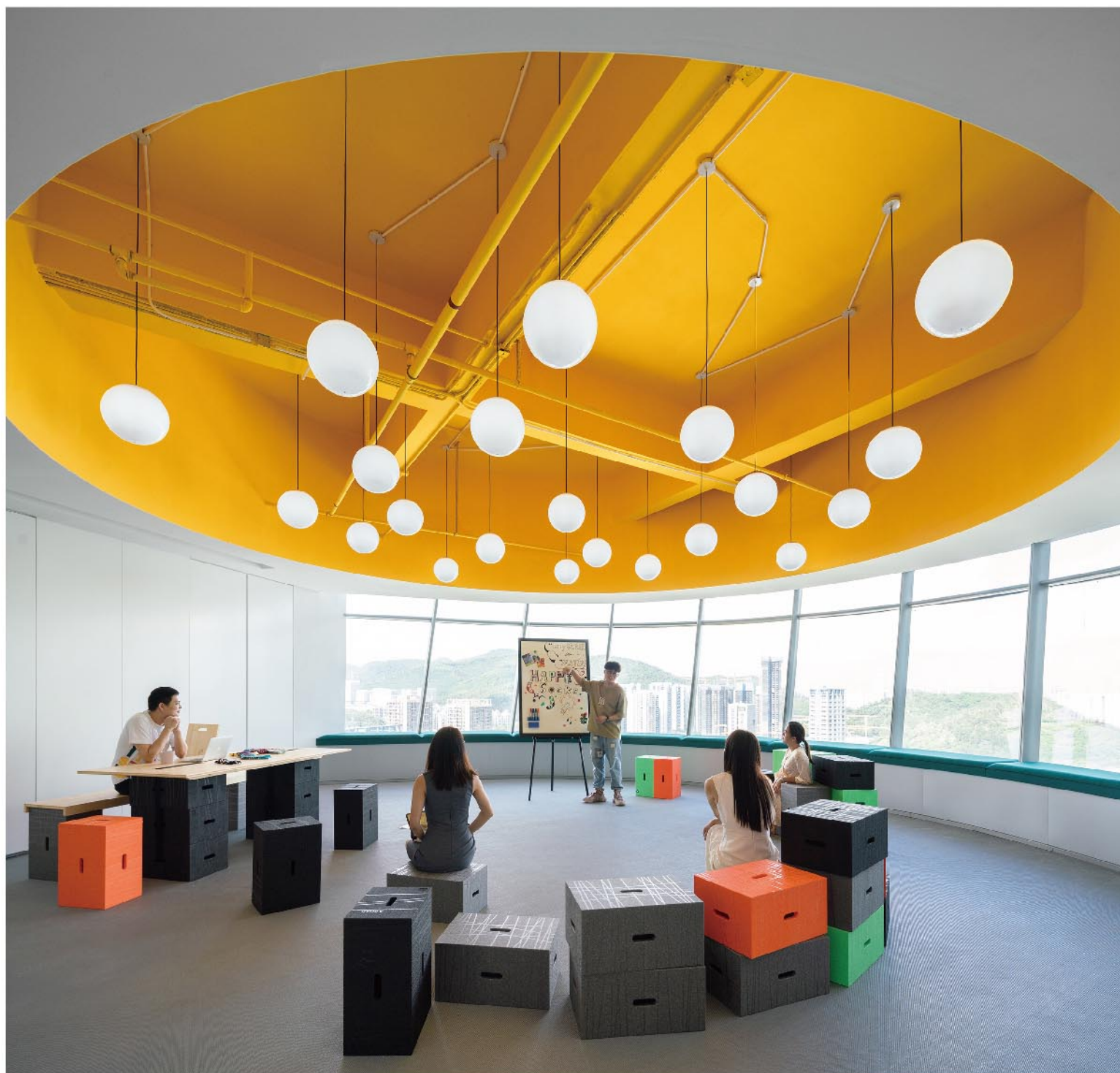
设计师以“轻装修，重装饰”的方式，使空间更为灵动，便于企业在长期规划中，根据组织架构与布局的变化调整办公空间布局，在一定程度上，也是为可持续发展做贡献，而颜值与品质持续双在线的家具单品在可持续过程中定将发挥它的最大化价值，让花袜子的 OFFICE 成为永不过时的“时髦精”根据地。而 MATSU 作为总包方的方式，也让花袜子整体空间在各环节预算更科学合理，以更好的贯彻“轻装修，重装饰”的设计方式。

而如此灵动的空间，最佳搭配者就是 MATSU 的 Westermann 系列的 X-brick。X-brick 是一组非常轻便、灵活、模块化且充满创造力的组合家具产品，极富运动质感和年轻属性，会使会议培训空间的需求功能和情绪表达一拍即合。1.4kg 的轻盈化设计，却可承重 200kg，加之模块化的特色，让 X-brick 在此开启多种不同模式“普通会议”、“小型 party”，“头脑风暴”！anySCALE 的主创人之一黑汤哥说：“X-brick 将路演阶梯、正常会议、吧台吧椅，用横七竖八、高低错落的方式巧妙包容，怎一个“妙”字了得！”

In addition to color, anySCALE and MATSU use 'redundancy' in visual design, rather than the so-called extreme simplicity in the mainstream market. For example, wide desks, comfortable ergonomic chairs, and attractive and interesting soft furnishings are all factors that make employees 'fascinate' the office. They directly affect emotional elements and working status of employees. At the same time, it is also the sincerest care from company to employees, so that employees can create more value for the company.

The designer makes the space more flexible in the way of 'less hard decoration and more soft decoration', which is convenient for the enterprise to adjust the office space layout according to the changes of organizational structure and layout in the long-term planning. To a certain extent, it also contributes to the sustainable development. The furniture with pretty appearance and high quality will give full play to its maximum value in the sustainable process, so that the office of Happy Socks will become an everlasting base for 'fashionista'. As the general contractor, MATSU also makes the overall space budget of Happy Socks more scientific and reasonable in all links, so as to better implement the design method of 'less hard decoration and more soft decoration'.

For such a flexible space, the best match is the x-brick from Westermann series of MATSU. X-brick is a group of very light, flexible, modular and creative combined furniture products. Its wealthiness in sporty texture and youthful attributes makes the demand function and emotional expression of the meeting and training space hit it off immediately. The lightweight design of 1.4kg can bear a weight of 200kg, and the modular features give access to a variety of different modes here, such as 'ordinary meeting', 'small party', and 'brain storm'. I said by Tom, one of the founding partners of anySCALE, "X-brick cleverly accommodates roadshow ladders, normal meeting services, and bar counter and chairs in a random and varied manner, 'wonderful' is not enough to describe it."



空间中，潮流玩偶是甲方的私人收藏。这些极具艺术感和收藏价值的玩偶，恰恰能给空间里面的使用者带来更具愉悦的情绪，将 Happy Socks 的快乐情感推向一个更高的台阶，因此空间设计中也预留了足够多的展示位置，让这些愉快的精灵们充分渗透到办公室的每一个必经的角落。

There are designer toys from customers' private collections. These toys with great artistic sense and collection value can just bring more pleasant emotions to the users in the space and push the happy emotions of happy socks to a higher level. Therefore, enough display positions are reserved in the space to allow these happy elves to fully penetrate into every corner of the office.



HAPPY SOCKS



让空间充盈在年轻的活力中，
让创作精神留存在色彩的世界！

Let the space be youthful.
Let the creative spirit stay with colors!





北京亦庄国际人才发展集团e-Town于2000年由北京经济技术开发区人事劳动与社会保障局投资成立，20年来，他们致力于为企业提供专业人力资源服务解决方案：华为、平安、GE、赛诺菲、联合利华、德迅、中国石油、中国石化等企业都已成为他们的客户。

Project Info: e-Town北京亦庄国际人才发展集团有限公司
Project Area: 3000m²
Project Designer: e-Town北京亦庄国际人才发展集团有限公司
Office Furniture Brand: MATSU玛祖铭立

Beijing e-Town International Talent Development Group was founded in 2000 by the Human Resource, Labor and Social Security Bureau of Beijing Economic and Technological Development District. For 20 years, e-Town has been committed to providing professional human resources service solutions for enterprises. Many famous companies have become their customers, including Huawei, Ping An, GE, Sanofi, Unilever, Kuehne & Nagel, PetroChina, Sinopec, etc.

以“虚”务“实”，用人才去撬动北京开发区的未来

北京亦庄国际人才发展集团全新办公空间

USE "VIRTUAL" TO SERVE "PRACTICAL", LEVER THE FUTURE OF BEIJING DEVELOPMENT DISTRICT WITH TALENTS

NEW OFFICE SPACE OF BEIJING E-TOWN INTERNATIONAL TALENT DEVELOPMENT GROUP

编辑：路海虹 摄影：付振伟 Editor: Alice Lu Photographer: Zhenwei Fu

2021年，北京亦庄国际人才发展集团，升级改造了其原有的办公空间，MATSU玛祖铭立为其提供办公空间解决方案。e-Town的整体设计风格现代简约，以白色、米色、木色为主，彰显整体空间平和、大气。而公共区域休闲家具选用了跳跃的颜色来活跃整体空间：黄色、灰色、蓝色的软包，清新的颜色使人缓解工作中的疲惫。

In 2021, Beijing e-Town International Talent Development Group upgraded its original office space, of which the solution was provided by MATSU. The overall style of e-Town is modern and simple, with white, beige and wood color as main colors, highlighting a peaceful and decent atmosphere for the whole space. The leisure furniture in public area colored by yellow, gray and blue, activating space and alleviating the fatigue in work.



MATSU Ginkgo Sofa ↑



← MATSU Singlax Sofa



平和中的雀跃之色，休闲协作区

茶水区悬浮在半空中的灯，像是蜂巢，让一个个人才“小蜜蜂们”，于此聚集扩散，辛勤耕耘属于自己的那一个花园。临窗与圆柱核心筒之间，采用Uni_verso的矮背吧椅，巧妙的搭配让你视觉的纵向与横向感，无限延伸，使空间不再压抑。而Wings的高背沙在一定度上也给予了公共空间一定的私密性，不管是个人独立办公，还是两人静谧对谈都可在Wings中进行。

Joy color in peace, leisure cooperation area

The lights floating in the air of tea area are like honeycombs, where talent "little bees" gather and spread to cultivate their own garden by hard working. Between window and the cylinder core, Uni_verso's low-back bar chairs are used to form an ingenious collocation, which provides infinite extension to vertical and horizontal vision, making the space no longer oppressive. On the other side, the high-back Wings sofa provides a certain degree of privacy to public space, both independent work and small conversation can be conducted here.

↑
MATSU Wings Sofa
MATSU Singlax Sofa
MATSU Clover Lounge Table
Kusch+Co Uni_verso Barstool



餐厅则选用了MATSU升级焕新的eTea座椅，灰蓝色与白色的使就餐环境更为整洁。

MATSU's upgraded eTea seats are applied in dining area, and the color combination of gray-blue and white brings a tidy dining environment.

MATSU的新品休闲系列沙发Marsh入住于员工活动室，柔软的触感，让使用者在活动后可以深陷其中，舒适休憩。长凳的形式让空间更显开阔、通透。

Marsh, MATSU's new leisure sofa series, is housed in staff activity room. Marsh is soft enough to be sunk into and allows users rest comfortably after activities. The bench form makes space more open and transparent.

← MATSU Marsh Sofa



🔗 Link: P20-P23 MATSU 休闲新品etea介绍

秩序中的敏锐觉察，员工区

员工区ant人体工学椅长长的触角，让e-Town作为国际人力资源公司，有更为敏锐的行业触觉，发掘人才以及与之匹配的企业；同时，在此区域，MATSU也为其提供了充足的存储空间，以保持有序收纳与空间整洁。

Keen awareness in order, the staff area

The ant ergonomic chairs in staff area have long antennas, symbolizing that e-town, as an international human resources company, has a keen sense of the industry to explore and match talents and companies.

最熟悉自己的人莫过于自己，北京亦庄国际人才发展集团的全新办公空间也是集团为自己设计打造，将平和谦逊的企业态度，中国礼仪，深植空间设计中，以“虚”务“实”，用文化凝心聚力，用人才去撬动北京开发区的未来。

No one knows the one better than the self. This new office space of Beijing e-Town International Talent Development Group is also designed and built by the group for itself, which the company's peaceful and modest attitude and Chinese etiquette are deeply rooted in, presenting the group will use culture to gather efforts, and use talents to lever the future of Beijing Development District.

NEW TOWN

对话

编辑: 彭茜 图片由玛祖铭立提供 Editor: Chelsea Peng Photo provided by MATSU

DIALOGUE WITH THE MATSUS

Q1 从产品搭配方案策划, 产品管理, 到渠道拓展总监。在MATSU·11年, 三个不同职位。是什么吸引你在玛祖铭立深耕11年, 又是什么吸引你轮换三个不同岗位? 这三个不同岗位对于你职业生涯不同阶段带来的影响是什么?

Q1: From product program planner, product management to channel expansion director, three different positions in 11 years, what attracts you to work at MATSU for 11 years, and what attracts you to rotate three different positions? What is the influence of these three different positions on different stages of your career?

A1 MATSU产品体系比较全面且丰富, 除了自主研发, 还有八大合作伙伴的产品。从产品搭配方案策划这段经历, 让我们将产品性能、价格、搭配都熟练于心, 且能够落地于不同风格、预算需求的客户。而产品管理负责人这个角色就如同“公司最大的内部销售”, 我需要将产品先卖给MATSU自己销售。从产品性能提炼成市场卖点, 更系统更全面了解办公家具行业产品市场, 从而找到我方品牌的机遇与竞品市场的痛点。同时, 这个职位也让我更了解产品价格构成与价格优势, 这为之后开展渠道拓展, 支持经销商、工程代理实际项目, 给予其价格配置建议以及与其合作空间商谈打下了良好的基础。前几年的技术深耕绝对为我输送了渠道拓展前线战斗所需的装备技巧与充足的枪弹药。而在后勤这么多年, 让我与后勤各团队之间都建立了良好的沟通基础。这让我在渠道拓展中与各协调部门对接沟通顺畅。

25年, 是MATSU的25年, 也是MATSU人的7年, 8年, 10年, 11年.....我们一起接受挑战, 一起迎接未来。除了6月28日25周年庆典上予以表彰感恩相守、相伴, 《术》编辑团队特与在公司不同领域成长飞跃的MATSU人对话, 从他们的经历中, 学习共同成长!

25 years is not only the 25 years of MATSU, but also the 7 years, 8 years, 10 years, 11 years of the MATSUs... We face challenge and embrace the future together. In addition to the commendation on the 25th anniversary celebration on June 28, the editorial team of SHU has a dialogue with the people who have grown rapidly in different fields of MATSU, learning from their experiences, and growing together!

“““

A1: MATSU has a relatively comprehensive and rich product system, including products from independent R&D and those from eight major partners. The experience of product program planning makes us be proficient in product performance, price, and collocation, and can be applied to customers with different styles and budget needs. The role of product manager is like "the biggest internal salesperson in the company", that I must sell products to MATSU itself first. From extracting product performance to market selling points, we can have a more systematic and comprehensive understanding of the product market in office furniture industry, to find opportunities for our brand and pain points in the competitive product market. At the same time, this position also allows me to have a better understanding about the composition and advantages of the product price, which lays a good foundation for expanding channels, supporting actual projects, providing price allocation suggestions, and negotiating cooperation with dealers and engineering agents. The deep cultivation of technology in the past few years has definitely provided me with equipment, skills and sufficient weapons needed on the front line of channel expansion. With the years of back office, I have built good communications with every supportive team, which enables me to communicate smoothly with various coordination departments in channel expanding activities.

LEILA YU
11 YEARS
3 DIFFERENT
POSITIONS

Q2 从后勤技术相关转到渠道拓展面向市场, 成为综合性发展的管理人才, 你是如何适应不同岗位或者说角色之间的转变?

Q2: From supportive technology-related job to channel expansion which is market-oriented, becoming a comprehensive management talent, how do you adapt to the transition between different positions or roles?

A2 渠道拓展让我更直面市场, 获取市场的第一反馈信息。明辨属于MATSU的客户, 并明确客户的真实需求, 迅速给出或调整方案策略。可以说, 从产品方案配置出身, 让我更能体会到在精准的客户身上, 投入方案配置的高效是多么重要! 我相信对企业文化有追求的品牌, 对办公空间有艺术审美期待的企业, 才是MATSU的客户!

A2: Channel expansion allows me to face the market more directly and get the first feedback from the market, so that to identify the real customers of MATSU, clarify the real needs of the customers, and quickly provide or adjust the plan and strategy. With the background of product program planning, I can better understand how important the efficiency of solution is for key customers! I believe that brands pursuing corporate culture and the enterprises expecting artistic aesthetics of office space are the real customers of MATSU!

Q3 您之前做过产品管理, 您觉得MATSU产品这25年的特色变化是什么? 在这些变化中, 你又参与了哪些重点环节?

Q3: You had experience about product management before. What do you think are the characteristic changes of MATSU's products in the past 25 years? And which key parts did you participate in these changes?

A3 2010年之前, 当时的MATSU的产品比较德系, 极简、冷峻, 以追求功能满足与极致的外观设计为主, 而引进国际合作伙伴的纯进口产品相对目前占比更高; 而成立产品管理中心后, 不仅仅增加了与合作伙伴授权生产的范围, MATSU也自主研发了拥有价格竞争优势, 且品质不错的产品, 以保持设计感为基准, 确保产品在市场上的落地性, 也让我们在行业类拥有独树一帜的魅力!

A3: Before 2010, MATSU's products were relatively German style, simple and cold, focusing on the pursuit of functional satisfaction and extreme appearance design, while the proportion of imported products from international partners was higher compared with present; After the establishment of product management center in 2012, MATSU not only increased the scope of authorized production with partners, but also independently developed the DONE, Landscape series and other space desks with competitive prices and good quality, to ensure the landing of products in market based on maintaining a sense of design; And since 2018, we have cooperated with external independent designers to develop many series of leisure products, which not only enriches public area products of MATSU, but also makes us unique in the industry.

”””

FROM PROGRAM
PLANNING TO NATIONAL
CHANNEL EXPANSION

俞海姝, Leila
11年
3个不同职位
从深耕后勤到开拓全国



SHANGHAI

Q4 作为渠道拓展总监, 你是如何看待玛祖铭立在各级地方市场的品牌影响?

Q4: As channel expansion director, what do you think of MATSU's brand influence in local markets at all levels?

A4 MATSU一直在成熟的一线城市上海、北京稳步发展的同时, 从广州、深圳开始深耕华南市场; 而二线城市, MATSU已全力进军成都等西南市场, 并持续开启武汉、郑州、长沙等中部城市, 对于二线城市我们在考察与培训的同时, 挖掘优质的第三方合作机构, 不管是设计师还是行业经销商, 对于注重MATSU品牌效益与市场影响力的企业, MATSU在选择地方合作伙伴时, 一定是从一个个实体项目开始磨合, 通过项目合作过程中增强对彼此的了解, 再确立长远合作的可能性。

A4: Generally speaking, it is undeniable that companies in first-tier cities have a broader vision and they pay more attention to the presentation of corporate culture in office space layout, while second and third-tier cities are mainly focused on functional needs. MATSU has been developing steadily in the mature first-tier cities like Shanghai and Beijing, while starting from Guangzhou and Shenzhen to deeply develop the South China market; In the second-tier cities, MATSU has fully entered the southwest market such as Chengdu, and has continued to explore central cities such as Wuhan, Zhengzhou, and Changsha. For the second-tier cities, during inspection and training, we explore high-quality third-party cooperation organizations, whether designers or industry dealers. For enterprises paying attention to the brand benefit and market influence of MATSU, local partners will be chosen through real projects, to enhance the understanding of each other in the process of project cooperation, and then determine the possibility of long-term partnership.

Q1 从设计到销售再到总经理, 三次职位与职能上的飞跃与变化, 您是通过怎样的努力和拼搏做到的?这三个不同岗位对于你职业生涯的不同阶段带来的影响是什么?

Q1: From design to sales and then to general manager, there are three promotions and changes in positions and functions. What kind of efforts and struggles did you make? What are the impacts of these three different positions on different stages of your career?

“““

A1 A1:我从进入公司初始就有幸参与到各地重要的展厅建设任务中,在这个过程中, **玛祖铭立的品牌精神、企业文化、产品理念等就已深深地印刻在了我的心中。**再到后来作为空间设计顾问的角色配合销售团队参与到实际项目过程中,从中感受并学习到了玛祖铭立人专业、骁勇、共进的团队精神,激发了我走向前端,通过专业赢得客户信任的成就感。
更要感谢蔡总。是蔡总对品牌极致的坚持与信念,让我对玛祖铭立的一切都满怀景仰之情。是蔡总如同伯乐般不断挖掘我的潜力,悉心引导与帮助,更让我无所畏惧勇往直前。每一次职能的变化,都是团队对于我的信任,也是对我提出的更高的要求。于我而言,朝着既定的目标,一步一个脚印去达成,不忘初心,不负使命!如果说对于我职业生涯的影响的话,那应该就是更加坚定不移的要与志同道合的小伙伴们在玛祖铭立这个平台上共创新的辉煌!

A1: Since I joined the company, I was lucky to participate in the construction of important exhibition halls all over the country. In this process, the brand spirit, corporate culture, and product concept of MATSU have been deeply imprinted in my mind. Later, as a space design consultant, I have cooperated with the sales team to participate in actual project process, from which I felt and learned the professional, brave, and progressive team spirit of people in MATSU, and that inspired me move to the front and win the trust of customers with expertise.
Thanks to Mr. Cai. It is his insistence and belief in the brand that makes me full of admiration for everything about MATSU. Mr. Cai, a talent scout, continues to discover my potential with careful guide and help, which makes me move on with courage. Every change in position is the trust from our team, and it also sets higher requirements for me. I always achieve the established goal step by step, remain true to original aspiration, and keep mission firmly in mind!
As for the impact on my career, I will be more determined to work with like-minded colleagues to create a new brilliant future on the platform of MATSU!

Q2 从中您收获了什么?可以分享给现在的90后, 95后, 00后的职场新人们吗。

Q2: What did you learn from it? Can you share with the newcomers of post-90s, post-95s and post-00s in the workplace?

FROM DESIGN TO
SALES MANAGEMENT

A2 我一直和团队的小伙伴们分享, **不论我们身处任何一个职位, 没有高低之分, 没有难易之分, 唯有我们每个人身上所肩负的责任不同。**职业生涯中的每一段经历, 都是成长道路上的层层基石。我在玛祖铭立的近十年经历了成家与立业, 更多的还是感恩, 一路上遇见的所有人和事, 现在回想起来都帮助了我**增强认知, 开拓眼界**, 让我逐渐放下了年轻时的浮躁与不安, 更加成熟和坦然的面临每一次挑战。

A2: I always share with team members that no position is superior or more difficult than another, and the only differences are the responsibilities carried by each of us. Every experience in career is a foot stone of growth. In this ten years with MATSU, I got married and settled with gratefulness. In retrospect, all the people and things I met have helped me to enhance my cognition and broaden my horizons. I gradually put down young impetuosity and uneasiness and face every challenge more maturely and calmly.

邢颖, Celine
近10年
3个不同职位
从设计到销售管理



Q3 作为年轻有为的领导人, 您是怎样管理整个团队的?面对职场新人您又有哪些话想对他们说的?

Q3: As a young and promising leader, how do you manage the whole team? What do you want to say to newcomers in the workplace?

A3 现在Z世代的小伙伴已经基本成为了我们团队的主力军, **我在Z世代年轻人身上感受到了更多新时代的思想与激情, 敢想敢做是这个年代小伙伴们最鲜明的特征。**要说管理, 可能我做的更多的是以身作则, 换位思考。尽可能地参与与大家并肩作战共进退, 给予他们充分的机会表达与表现, 在过程中培养他们主观能动的担当以及感同身受的能力, **以目标为导向, 但不忽略过程, 面对问题及时沟通, 面对成果及时肯定。**在这个过程中, 大家逐渐拧成一股绳, 团队自然共同成长。
真心希望他们可以保持勇敢, 但勿骄勿躁;要学会规划, 坚持不断学习, 更好的发挥自己的优势, 让现在所经历的一切都是未来自身实力的基础;切忌随波逐流, 多一份担当, **养成主动反馈沟通与及时复盘的习惯与能力……**
玛祖铭立平台发展的理念致力于让每个努力拼搏的人都能有充足的机会与回报, 坚信团队的力量, 天道酬勤, 凡事感恩!

A3: Now the Generation Z has basically become the main force of our team. I really have felt more thoughts and passions of the new era from the young people of Generation Z. The most distinctive feature of them is that they dare to think and do. As for management, I lead by example and think from others' perspective. I try my best to participate in the fight with everyone, stand with them, give them opportunities to express and perform, and cultivate their responsibility of subjective initiative and empathy ability. We are goal oriented, but do not ignore the process, communicating timely when facing problems and giving praise timely when getting good results. In this process, we gradually unite as one with a natural growth of team.
MATSU is committed to allowing everyone who works hard to have sufficient opportunities and rewards. God help those who help themselves, we believe the power of teams, and be grateful for everything.

Q1 在MATSU的8年, 带领北京团队完成一个又一个挑战的同时, 有遇到什么困难吗?

Q1: During the eight years in MATSU, what difficulties have you encountered when lead Beijing team to overcome challenges?

A1 市场恶性竞争, 这个行业很多还在以低价吸引客户 (但实质产品质量却没有优良保障), 我们始终坚守自己, 质量品质为上。所以, **有一些案例被我们放弃了!但有舍便有得, 明确了品牌的精准客户, 才能高效运作团队资源, 争取做到“弹无虚发”!而团队之间, 也会充盈在向上的良性氛围中。**

A1: Many companies of this industry are still attracting customers with low prices (but without good guarantee for the quality of products) to increase vicious competition in the market. We stick up for quality of our products, and therefore some cases were abandoned. By doing this, we find key customers of our brand, and can efficiently operate the team resources to gain orders from every key customer. Moreover, the teams will be filled with positive atmosphere.

LEAD MATSU' S BEIJING
TEAM WIN MARKETS OVER
HUNDREDS OF MILLIONS



蔡志雄, James
8年
带领MATSU北京团队
拿下亿万市场

JAMES CAI
8 YEARS

BEI
JING

Q2 从销售端或者从开拓市场端, 你是如何理解MATSU在中国市场的品牌影响力、定位以及竞品之间的行业关系。特别是对于北方市场, 玛祖铭立北京团队是如何做到强有力的品牌影响的?让客户一次又一次地选择我们的?

Q2: From the sales side or from the market development side, how do you understand the brand influence and positioning of MATSU in Chinese market and the industry relationship with competing products? Especially for the northern market, how does MATSU' s Beijing team achieve a strong brand influence, making customers choose our products repeatedly?

A2 从家具设计上和空间应用方面, 玛祖铭立在行业里已然引领潮流。而我们从专业的角度用心聆听客户需求, 并得益于MATSU丰富的产品体系, 为其提供适宜的**办公空间整体解决方案**, 从而赢得客户的信任。

A2: In terms of furniture design and space application, MATSU has led the trend in the industry. We listen to customer demand from a professional perspective, and benefit from MATSU's rich product systems to provide customer with a suitable overall solution for their office space, thereby winning the trust from customers.

Q1 在MATSU的快7年了,这段与MATSU共处时间中,您收获了哪些成长?特别是作为项目主管,在异地你是如果同步资源共享与理解MATSU产品知识,特别是关于MATSU售后安装的产品结构知识与流程。

Q1: In nearly 7 years at MATSU, what kind of growth have you gained during this period? Especially as a project manager, how do you synchronize resource sharing and understanding about product knowledge of MATSU between different places, especially the product structure knowledge and process of MATSU' s after-sales installation.

A1 与MATSU的七年,获得最大的成长就是**独立,勇敢,坚毅**。因为身处异地,所以大多数情况需要自己面对很多问题,在解决的过程中学习到了公司很多知识,例如新品的结构,安装方法,面料材质。靠着摸索和好学,脑子里有了越来越多的知识。

A1: In the seven years with MATSU, the biggest growth I got is independence, courage, and perseverance. In most cases, I had to face a lot of problems by myself because I was in a foreign place. In the process of solving problems, I have learned a lot of knowledge about the company, such as the structure of new products, installation methods, and fabric materials. By exploring and hardworking, I have increasing knowledge in my mind.



Q2 因为工作性质的原因,您需要常驻阿里,在此期间,是否有遇到什么困难,又是如何解决的呢?

Q2: As you have to stay in Alibaba due to work, did you meet any difficulties during that period and how did you solve them?

A2 作为杭州阿里的第一对接窗口,其实每天遇到很多问题,真的有点忙不过来的感觉,正因为这样,压力和挑战每天都在发生,对我来说没有固定的某些困难,只有不断的面对新的挑战。

A2: As the first contact of Alibaba in Hangzhou, I encountered many problems every day, which made me feel a little overwhelmed. For this reason, pressure and challenges occurred every day. There were no fixed difficulties for me, but only new challenges need to face.

AN EXPERT ON PROJECTS OF ALIBABA



朱诚
近7年
阿里御用项目小能手

CHENG ZHU NEARLY 7 YEARS

Q3 您是如何理解工作与生活的关系呢?对于未来,您对MATSU与自己又有何期待的呢?

Q3: How do you understand the relationship between work and life? What do you expect from MATSU and yourself in the future?

A3 工作就是我的生活,我的生活离不开工作,两者已经紧密的链接在一起。看过一句话深有感触,使唐僧成为唐僧的,不是经书,是那条取经的路,世上也没有经书,经历了八十一难后,经书也就出现了。工作就是对生活的态度,抱着一个好的心态,坚定的信念,成功是世上最聪明的东西,它只会跟着努力的人跑。一直说未来不是规划出来的,是我在每天的工作中探索出来的,感谢玛祖,让我看到了未来!

A3: Work is my life, and my life cannot be separated from work. The two have been so closely linked together. I have had a deep feeling about a sentence: what makes Tang Monk is not the Buddhist scriptures but the road to obtain the scriptures, and there are no Buddhist scriptures until experienced eighty-one sufferings. Work is an attitude towards life, and a good attitude and firm belief are required. Success, the smartest thing in the world, will only follow people who work hard. Future is not planned but is explored in my daily work. Thank MATSU for bringing me the future!

Q1 在MATSU的15载,从管理财务到管理工厂,职位与职责上的转换,对您来说有什么不同吗?

Q1: In the 15 years with MATSU, from financial management to factory management, is there any difference for you in the transition of positions and responsibilities?

A1 有太多不同了;目前我在中山工厂主持工作,管理生产、品质、产品、采购、人事行政、财务等部门。因此,财务管理工作只是我目前工作职责中的一部分。

A1: There are so many differences. Currently, I am in charge of the work in Zhongshan factory, managing production, quality, products, purchasing, personnel administration, finance, and other departments. Therefore, financial management is only a part of my current responsibilities.



黄淑娟
15年
从财务到工厂
因MATSU,更加自信与从容

SHUJUAN HUANG 15 YEARS

GUANNG ZHUO

FROM FINANCE TO FACTORY FIND CONFIDENCE AND EASE BECAUSE OF MATSU

Q2 面对这样的考验与挑战,您是如何理解的?MATSU又是如何给予您帮助的呢?

Q2: How do you deal with such trials and challenges? And how does MATSU help you?

A2 过往20年来,一直在从事财务、审计类工作,所擅长、熟悉的也是与之相关的专业领域;因此,工作职位、职责的转换,对我而言,是莫大的挑战!让我义无反顾勇往直前,除了自身不喜欢一直呆在舒适区,愿意接受更多的挑战外,最主要的,还是在于受到公司企业文化的感染与熏陶!来公司15年多,目知眼见,MATSU是一家有梦想、有抱负的企业,并且,为实现自己的梦想与抱负一直励精图治、奋发向前!这种精神深深激励着我,并一直给我以前进的动力!因为我知道,我不是一个人在战斗,在我的身边,有前辈的指引与扶持,有团队的支持与协助。当我在工作中遇到挫折时,每每想见公司20多年来遇任何逆境时所展现出来的自信与从容,我的心就会立刻安定下来,坚信没有过不去的坎,从而能够快速调整状态重新满怀激情地投入工作中。

A2: Over the past 20 years, I have been engaged in financial and auditing work, and I am good at and familiar with professional fields related to that. Therefore, the transition of job positions and responsibilities is a great challenge for me! Apart from my dislike of staying in comfort zone and willingness to accept more challenges, the most important reason for me to keep moving forward is that I am influenced by the corporate culture of MATSU! Having been in the company for more than 15 years, as far as I can see, MATSU is a company with dreams and ambitions, and it has been making every effort to realize its dreams and ambitions! This spirit deeply inspires me and motivates me to move forward! I know that I am not fighting alone, and I have guidance from senior colleagues and support from team members. Every time I encounter setbacks at work, I recall the confidence and ease showed by our company when facing adversity in the past 20 years, and then I will immediately calm down with a strong belief that there is no barrier cannot be overcome, so that I can quickly adjust myself to return to work with passion.

【我在MATSU的成长与未来展望】 征文节选

编辑：彭茜 图片由玛祖铭立提供 Editor: Chelsea Peng Photo provided by MATSU

为了这次25周年庆, MATSU在老员工范围内进行了征文, 让这些与公司共历风雨的同事有机会施展文墨并展现心路历程。在此, 摘录了几篇, 分享经历, 共同成长!

For the 25th anniversary celebration, MATSU has solicited essays among senior employees who have been with the company for many years to show their writing and thoughts. A few articles are excerpted here to share experiences and grow together!



“我在玛祖做家具”节选

1999至2021
中国及世界都发生了巨变
抛开如刀岁月, 毁了胶原蛋白
感恩过曝光阴, 成就无悔青春
我在这里坚守, 也是被包容
我在这里努力, 这是被培育
我在这里奋斗, 也是被激励
我在这里前进, 也是被扶持
谁说上海小囡只有娇骄二气
撸起袖子加油干的场面
也是十分豪爽
.....

“大鹏一日同风起,
扶摇直上九万里”
李太白的傲骨只在酒里徜徉
但MATSU与生俱来的傲骨
与MATSU人的匠心、雄心与决心
注定在不久的将来
共襄无上荣光
这荣光里有你、有我、有大家

Jingzi Chen: Excerpt from 'I Make Furniture at MATSU'

1999 to 2021
Great changes have taken place in China and the world
Put aside the years like a knife, changing faces
Be grateful to time, achieving regretless youth
I stick to my position here and I am also tolerated
I work hard here and I am also cultivated
I make effort here and I am also motivated
I move forward here and I am also supported
Who said that the Shanghai girls are spoiled?
They are also very brave
Rolling up sleeves and working hard
...
With wind, the Giant Roc can rise to thousands of miles high'
The pride of poet Li Bai only wander in his liquor
But the natural pride of MATSU
With the ingenuity, ambition, and determination of people in MATSU
In the near future
Is destined to share the supreme glory
There are you, me, and everyone in this glory!

“MATSU的25年, ‘萍’ 心而论”节选

随着人们办公多元化的需求发展, 对办公家具的需求逐渐趋于复杂化, 人们已经不满足于传统的只具备单一办公属性的家具。多样化, 定制化, 复杂化的已经逐渐形成趋势。而我作为采购, 也因此开发了很多新的供应商, 全新的合作模式, 以及新的领域。不管是公司还是我个人, 致力于追求个性化办公, 往inspiring lifestyle的方向成长, 一直都是我们的目标和方向。

'The 25 years of MATSU, from Ping's heart'

With the development of people's diversified office needs, the demand for office furniture has gradually become more complicated, and people are no longer satisfied with traditional single-attribute furniture. Diversification, customization, and complexity have gradually formed a trend. As a purchaser, I have developed many new suppliers, new cooperation modes, and new fields. No matter the company or myself, it has always been our goal and direction to pursue personalized office and inspiring lifestyle.

“幸福由我们自己书写”节选

为了保持产品的创新与领先、为各项服务的品质、为了精品项目的增加、为了解决客户的难题, MATSU人竭力奉献着自我的忠诚和努力, 全力捍卫“MATSU玛祖铭立”这个品牌。

我们已不再脆弱, 留下的是刚强; 我们已不再迷茫, 眼神中充满了坚毅... 一个团结和谐团队万事具备, 蔡总将带领全体员工整装行囊又出发, 向着建百年民族品牌的梦想而继续奋斗。

MATSU给了我无限广阔的天空, 我所收获的, 不仅仅是一份工作, 更收获了自信、自强的精神, 以及亦师亦友的情谊。

Excerpt from 'Happiness is Written by Ourselves'

In order to maintain innovation and leadership of products, ensure quality of various services, increase high-quality projects, and solve the problems of customers, the MATSUs dedicate their loyalty and hard work to defend the brand 'MATSU'.

We are no longer fragile, but strong; We are no longer confused, but firm... A united and harmonious team has everything. Mr. Cai will lead all the staff to set out and continue to struggle towards the dream of building a century-old national brand.

MATSU has given me a boundless sky. What I have gained is not only a job, but also confidence, self-improvement, and friendship.

“廿五年感言”节选

作为从基层做起的玛祖铭立人, 也与大家携手共进了近十年。于我而言, 玛祖铭立就是一个大家庭, 怀着感恩的心回望当时走过的路, 经历过的人和事, 是玛祖铭立这个大家庭让我一步步从稚嫩走向成熟。

25年来, 纵使环境千变万化, 但玛祖铭立对品牌的用心、产品的匠心以及人文的暖心, 一直以来都是从未放弃坚持的初心。

Excerpt from 'Reflections of Twenty-five Years'

As a member of MATSU from basic work, I have been working here for nearly ten years. For myself, MATSU is a big family. With a grateful heart, looking back on the way I went through, and the people and things I experienced, it was MATSU, the big family, that made me mature step by step.

In the past 25 years, despite the ever-changing environment, MATSU never give up the intention of brand, the ingenuity of the products, and the warmth of humanity.

“请为MATSU和我鼓掌”节选

记得雷锋在日记中写道: 如果你是一滴水, 你是否滋润了一寸土地? 如果你是一线阳光, 你是否照亮了一分黑暗? 如果你是一颗螺丝钉, 你是否永远坚守你的岗位? 这段话告诉我们无论在什么岗位, 无论做什么样的工作, 都要发挥最大的能量, 做出最大的贡献。

Excerpt from 'Please applaud for MATSU and me'

Mr. Lei Feng wrote in his diary: If you are a drop of water, do you moisten an inch of land? If you are a ray of sunlight, do you light up a bit of darkness? If you are a screw, will you always stick to your post? This passage tells us that no matter what position, no matter what kind of work, we must exert the greatest energy and make the greatest contribution.

“廿五年感言”节选

我所有的成长, 都来自在MATSU工作生涯中日积月累的形成及潜移默化的影响。... 时至今日我才明白, 若自己具有坚韧不拔的品格、清晰敏捷的思想, 均来自工作中遇到各种磨炼及挫折后的凤凰涅槃, 以及耳濡目染受到的影响!

Excerpt from 'Reflections of Twenty-five Years'

All my growth comes from the accumulation and subtle influence of working life at MATSU. ... I have only now realized that if I have a firm character and a clear and agile mind, it all comes from the nirvana after various trials and setbacks in my work, as well as the positive influence from what I have heard and seen.

1996-2021

[MY GROWTH AND FUTURE PROSPECTS IN MATSU] ESSAY EXCERPTS

Contact Us
www.matsu.cn

MATSU GROUP HEAD OFFICE
T +86 21 5456 0662
E info@matsu.cn

上海市徐汇区肇嘉浜路 686 号
No. 686 Zhaojiabang Road, Xuhui District,
Shanghai, P. R. China, P.C.: 200030

MATSU OFFICE FURNITURE
BRANCH OFFICES

MATSU SHANGHAI EXPERIENCE CENTRE
T +86 21 5456 0662
E info@matsu.cn

上海市徐汇区肇嘉浜路 686 号
No. 686 Zhaojiabang Road, Xuhui District,
Shanghai, P. R. China, P.C.: 200030

MATSU BEIJING EXPERIENCE CENTRE
T +86 10 5900 7210
F +86 10 5900 7201
E beijing@matsu.cn

北京市朝阳区光华路9号SOHO二期B12-2 B12-3
B12-2 B12-3, SOHO2, No.9
Guanghua Road, Chaoyang District, Beijing,
P.R. China

MATSU SHENZHEN EXPERIENCE CENTRE
T +86 755 8253 8001
E shenzhen@matsu.cn

深圳市福田保税区桂花路5号加福广场西楼9层
9/F, West Building, Cafu Plaza No.5,
Guihua Road, Futian Free Trade Zone,
Shenzhen, China, P.C. 518000

MATSU GUANGZHOU EXPERIENCE CENTRE
T +86 20 87326988

广州市天河区天河北路239号广州环贸中心3102
Room 3102, Guangzhou ICC, No.239 Tianhe North Road,
Tianhe District, Guangzhou

400 630 9229 Customer Service Hotline

MATSU LABORATORY

SHANGHAI MATSU LABORATORY EQUIPMENTS
CO., LTD.
T +86 21 5456 0662
E lab@matsu.cn

上海市徐汇区肇嘉浜路 686 号
No. 686 Zhaojiabang Road, Xuhui District,
Shanghai, P. R. China, P.C.: 200030

MATSU ZHONGSHAN FACTORY

T +86 760 8550 8180
E info@matsu.cn

广东省中山市南朗镇第一工业区工业大道
Industrial Avenue, No.1
Industrial District, Nanlang Town, Zhongshan,
Guangdong, P.R.China, P.C.: 528451

CHANNEL DEVELOPMENT HQ

T +86 760 8550 8180
E info@matsu.cn

广东省中山市南朗镇第一工业区工业大道
Industrial Avenue, No.1
Industrial District, Nanlang Town, Zhongshan,
Guangdong, P.R.China, P.C.: 528451

Our Partners

Kusch+Co Sitzmöbelwerke GmbH & Co. KG
P.O. Box 1151
Gundringhausen 5
59969 Hallenberg
www. kusch.de

Wilhelm Renz GmbH +Co. KG
Hanns-Klemm-Straße 35
71034 Böblingen
www. renz.de

Planmöbel Eggersmann
Vertriebs GmbH + Co. KG
Königsberger Straße 3-5
32339 Espelkamp, Germany
Postfach 1413, D-32328 Espelkamp
www. planmoebel.de

Holzmedia Germany GmbH
Head Office and Showroom
Rathausstraße 61
71576 Burgstetten
www. holzmedia.de

Nimbus Group
Sieglesstraße 41
70469 Stuttgart
Deutschland
www. nimbus-group.com

Toucan-T Carpet Manufacture GmbH
St.Töniser Str.84
47803 Krefeld
www.toucan-t.de

Karl Westermann GmbH + Co. KG
Albstraße 1
73770 Denkendorf
www.westermann.com

Burkhardt Leitner constructiv
GmbH & Co. KG
Breitwiesenstrasse 17
70565 Stuttgart
Germany
www.burkhardtleitner.de



Matsu's WeChat
玛措铭立集团官方微信



Sina Weibo
玛措铭立集团官方新浪微博



MATSU 线上小程序



MATSU 天猫旗舰店