



展示野性的魅力  
MATSU Horns Chair

**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木

No.57  
AUTUMN 2021  
秋季刊

04 超能OFFICE | 悦享会 × 玛祖铭立  
广州办公生活体验中心  
Super OFFICE | YUE+ Club × MATSU  
Guangzhou Office Life Experience Center

18 职场“放牛”，灵感自由  
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Show Wild Charm | Horns Chair

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3 Points redefining office space



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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
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# 卷首语

Editor's Voice

## 重启广州，游牧前行

10 月，  
秋风与芦苇的对话，溪水与石头的吵闹；  
闪烁烛火的炙热之声，松果掉落的丰收之音；  
牦牛黑账的民族原创与文化，游牧办公的创新体验与实践；

于中国国际时尚家居艺术节，  
脚踩落叶堆的奇遇探索，  
感受牛角椅的野性粗犷；

逃离日常，告别无趣，  
做一个职场 “牧人”，体验放牛式办公。

而 Xbrick&flomo 为游牧办公的职场人提供多元办公形态的灵动模组，  
如办公室的“牦牛”，带着职场“牧人”跋山涉水，冬去春来。

9 月初，  
广州仍被暖与湿的分子包围。  
在夏意犹存之时，MATSU 重启广州，回归品牌发源地，  
联合越秀悦享会，营造又酷又嗨的办公生活体验中心；

开拓整装业务，运用“轻硬装、重软装”模式，  
打造花袜子、客商银行、深业等样板工程项目；

在创新路上，MATSU 不断前进；  
唯有前行，才有希望，这是前进的动能所衍生的副产品。  
充满机会的一种感觉！

— 本刊编辑部

## Restart Guangzhou, Forward Nomad

In October,  
The dialogue between autumn wind and reed, The noise of streams and stones;  
The hot sound of flickering candles, The sound of harvest when pine cones fall;  
The ethnic originality and culture of yak and black tent,  
The innovation experience and practice of Nomad's Workplace;

At China International Modern Home art Festival,  
The adventure and exploration of treading on leaves,  
Feeling the wild ruggedness of the horn chair;  
Escape from routine, say goodbye to dull,  
Becoming a nomad at workplace, experiencing nomadic office.

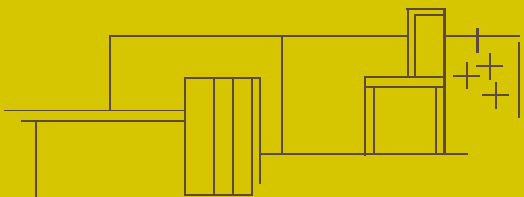
Xbrick & flomo provides flexible modules of multiple office forms for nomadic office workers,  
and, like a yak at the office, takes workplace nomads cross mountains and rivers, through winters and springs.

In early September,  
Guangzhou is still surrounded by warm and wet moledules.  
At a time when summer is still there, MATSU restarts Guangzhou, returning to the home of the Brand, creating a  
cool and exciting office life experience center together with Yue+ Club;

Developing the one-package business, applying the model of "Soft Over Hard",  
creating Fancy Hose, Hakka Bank, Shum Yip and other model projects;

On the road of innovation, MATSU keeps on marching forward;  
And there is hope on the road. It's a by-product of forward momentum.  
A sense of opportunity, as wide as the country itself!

# 秋



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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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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2021 Guangzhou Design Salon

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#### 1+1>2, 超能联合 | 设计背景

2021年8月, MATSU与悦享会YUE+Club合作的“悦享会×玛祖铭立MATSU广州办公生活体验中心”落户于广州环贸中心(广州ICC),其拥有双重身份。首先,它是MATSU玛祖铭立位于广州的线下体验展厅;此外,它也是越秀ICC的写字楼样板间。这一次的体验中心不仅仅具备单一的展示陈列功能,还需满足绝大多数企业的实际需求,以最大限度发挥1+1远超过2的效能。

#### 1+1>2, Super Union | Design Background

In August 2021, the co-operated "YUE+ Club × MATSU Guangzhou Office Life Experience Center" settled in the Guangzhou International Trade Center (Guangzhou ICC). It has a dual identity as the offline experience exhibition hall of MATSU in Guangzhou and also the office model room of Guangzhou ICC. This time, the experience center is not for display only, but also the actual requirements of most companies, so as to maximize the efficiency of 1 + 1 > 2.

# 超能OFFICE

## 悦享会×玛祖铭立广州办公生活体验中心

### SUPER OFFICE | YUE+ CLUB × MATSU GUANGZHOU OFFICE LIFE EXPERIENCE CENTER

编辑: 彭茜 图片: 陈锋 正是文化·毛迪生

Editor: Qian Peng Photographer: Feng Chen Dison.Mo



广州ICC坐落于广州城市中轴CBD北端起点,俯瞰广州整个中轴线,坐拥广州东站TOD多维交通网络。不管是项目的地理位置,还是智能办公环境、绿色健康的空间、社群营造都与玛祖铭立品牌定位和企业追求不谋而合。

悦享会是越秀打造的数字化营销平台,汇聚前沿产业资源,链接CBD楼宇商机。玛祖铭立与悦享会双方都希望营造未来场景式商务空间,为客户带来全新的办公和生活方式,以人的交流为核心,以楼宇与办公空间作为思想流动的场域,通过协作交流联结人与人之间的思想,碰撞出不一样的火花。所以,双方主动整合资源,联动合作,寻求创新突破,持续探索办公空间的各种可能性,并挖掘楼宇生态内的潜在商机。

Guangzhou ICC is located at the starting point of the north end of CBD, Guangzhou's central axis, overlooking the entire central axis. It also enjoys the multi-dimensional transportation network of Guangzhou East Railway Station TOD. The geographical location of the project, the intelligent office environment, green and healthy space, and community construction all coincide with brand positioning and enterprise pursuit of MATSU.

YUE+ Club is the corporate membership system set up by Yuexiu Group. Both MATSU and YUE+ Club hope to create a future scenario business space and bring customers a new office and life style. With communication as the core, and buildings and office spaces as the field for the flow of ideas, collaboration will make different thoughts blend and collide. Therefore, both sides actively integrate resources, seek innovation and breakthrough, continue to explore various possibilities of office space, and find potential business opportunities in building ecology.

# ICC&MATSU







广州, 是玛祖铭立品牌发源地。2021年, 悦享会 × 玛祖铭立全新广州体验中心落成, 也标志着玛祖铭立正式回归广州。MATSU将联动广州与深圳, 重启华南市场!

Guangzhou is the birthplace of MATSU. In 2021, the new YUE+ Club x MATSU Guangzhou Experience Center is completed, which marks the MATSU's return to Guangzhou. MATSU expects the Guangzhou and Shenzhen offices can move forward together and make success in the South China market.

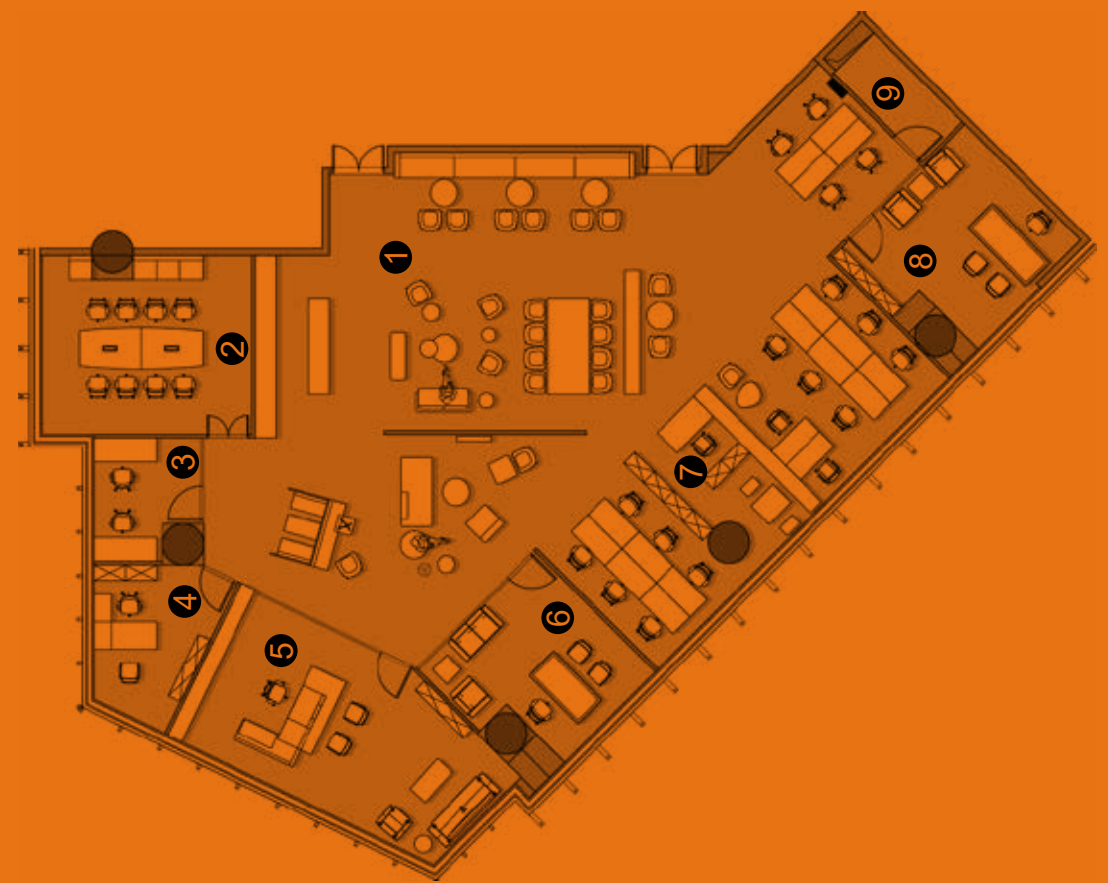


#### 软硬装, 重软装, 超能配比 | 设计方式

玛祖铭立联手独立设计师梁芷珊, 将整个体验中心用硬朗、俊酷的灰色为主, 辅以橙色提亮点缀, 营造一个又酷又嗨的办公环境氛围, 既考虑了办公设计感的体现, 也充分结合广州市场现状, 展现了一个充满生命力的办公环境又保有市场所需的商务感。此次, 广州体验中心由玛祖铭立旗下 M+OFFICE 联合建造整装, 且运用“装配式”装修, 实现“轻硬装, 重软装”。体验中心 40% 左右面积以“柔性办公”呈现社交协作区, 展现了未来办公趋势: 办公空间日渐转换成因工作关系而构建的社交中心。

#### Less finishing, more decoration, super ratio | design method

MATSU teamed up with independent designer Liang Zhishan to make the entire experience center is dominated by tough and cool gray and highlighted by orange, creating a cool and hilarious office environment. Not only the reflection of the sense of office design, but also the current situation of Guangzhou market is taken into account, to show an office environment full of vitality with the business sense required by local market. This time, the Guangzhou Experience Center was jointly built by M+OFFICE, a subsidiary of MATSU, and the "assembly" decoration was used to realize "less finishing and more decoration". About 40% of the area of the experience center presents social cooperation area with "flexible office", showing that the traditional office space is becoming a social center based on working relationships.



传统的办公空间, 关于硬装修与软装装饰的预算配比, 硬装将超过一半以上。如今, MATSU 采用“轻装修, 重装饰”来打造广州办公生活体验中心。这样“轻装修, 重装饰”超能配比的设计方式得益于广州 ICC 写字楼作为优质办公体验商务楼的硬件条件: 十分平整的天花与抬高地面, 以及优质的机电系统确保办公环境恒温恒湿。

For traditional office space, hard finishing will be more than half of the budget compared with soft decoration. Today, MATSU adopts "less finishing, more decoration" to build Guangzhou Office Life Experience Center. This super-ratio design method of "less finishing, more decoration" is due to the hardware conditions of Guangzhou ICC office building as a high-quality office experience business building: very flat ceilings and raised floors, as well as high-quality electromechanical system to ensure the constant temperature and humidity of the office environment.



# ICC&MATSU



而实现“轻硬装, 重软装”的最佳手法, 便是“装配式”装修。此次整个体验中心的隔断, 墙面几乎都采用了这种方式。“装配式”装修既简化了现场施工, 又便于拆改, 直接降低了现场施工难度; 另外, 可最大程度减少现场作业所带来的粉尘与油漆污染, 符合绿色装修, 也能让业主提前入住, 是办公空间装修设计的一剂良方。



The best way to realize "less finishing, more decoration" is "assembly" decoration. At this time, almost all the walls of the entire experience center are partitioned in this way. The "assembly" decoration not only simplifies the on-site construction, but also facilitates demolition and modification, which directly reduces the difficulty of on-site construction. In addition, it can minimize dust and paint pollution caused by on-site operations, conform to green decoration, and also allow owners to move in early, which is a good method for office space decoration design.







#### 打破空间次元壁 | 空间布局

广州体验中心L形的建筑面积约700平方米的空间，既可以展示陈列，结合移动办公，又能同时容纳近60-70人于此办公的超能空间。

体验中心入口区作为灵动办公区，既动态区域，而靠窗内侧则作为开放办公区以及管理层空间，既静态区域。整体动静分离，而开放式工作区与灵动办公区（协作区）又相互渗透，打破空间次元壁，让办公更为多元与融合。

#### Breaking the dimensional wall of space | spatial layout

The L-shaped building area of Guangzhou Experience Center is about 700 square meters. It can not only display, combine mobile office, but also accommodate nearly 60-70 people working here at the same time.

The entrance area of the experience center serves as a flexible office area, which is a dynamic area, while the inner side of the window serves as an open office area and management space, which is a static area. The dynamic and static areas are separated generally, while the open work area and flexible office area (cooperation area) penetrate each other, breaking the dimensional wall of space and making office more diversified and integrated.



广州，2017年被定义为粤港澳大湾区设计产业国际品牌集聚地，所以，未来这里的企业将更重视办公空间创意氛围的营造。这也是广州从制造大本营向设计之都转型后，其所在区域企业办公空间升级的必然之路。玛祖铭立期待以专业的整体办公家具解决方案与整装经验，助力这些企业成功升级转型。

Guangzhou was defined as a gathering place for international brands in the design industry of the Guangdong-Hong Kong-Macao Dawan Area in 2017. Therefore, in the future, enterprises here will pay more attention to the creation of creative atmosphere of office space. This is also the inevitable way to upgrade the office space of enterprises in the region after Guangzhou has transformed from a manufacturing base to a design capital. MATSU is looking forward to helping these enterprises successfully upgrade and transform with professional overall office furniture solutions and finishing experience.



# 2021羊盟设计沙龙

## 2021 GUANGZHOU DESIGN SALON

编辑: 彭茜 图片: 陈锋  
Editor: Qian Feng Photographer: Feng Chen

2021年9月3日,由羊城设计联盟、悦享会、拉雅克、玛祖铭立联合举办的以“未来办公空间的前沿设计”为主题的羊盟沙龙于悦享会 × 玛祖铭立全新广州体验中心顺利举行。设计师们齐聚一堂,分享交流,并在玛祖铭立专业团队的解说下,参观了其全新广州体验中心。

On September 3rd, 2021, the Guangzhou Design Salon with the theme of "Front Design of Future Office Space" co-organized by Guangzhou Design Alliance, YUE+ Club, LHAYAK, and MATSU, was successfully held in the new Yue+ ClubxMATSU Guangzhou Experience Center. Designers gathered together to share and exchange ideas, and visited its new Guangzhou experience center under the interpretation of MATSU professional team.

## Yue+ Club × MATSU Guangzhou Office Life Experience Center



本次悦享会与玛祖铭立合作,从办公空间的角度,为写字楼办公体验的未来发展带来了新的启发。悦享会期望营造未来场景式商务空间,为客户带来全新的办公和生活方式,以人的交流为核心,以楼宇空间作为思想流动的场域,通过活动联结人与人之间的思想,碰撞出不一样的火花。这与玛祖铭立的理念不谋而合,双方主动整合资源,寻求创新突破,持续探索办公空间的各种可能性,并挖掘楼宇生态内的潜在商机。

This time, the cooperation between YUE+Club and MATSU has brought new inspiration to the future development of office experience in office buildings from the perspective of office space. YUE+ Club expects to create a scene-style business space in the future, to bring customers a new way of office and life, with people's communication as the core, building space as a field for the flow of ideas, connecting people's thoughts through activities, colliding with different sparks. This coincides with MATSU's concept. The two sides take the initiative to integrate resources, seek innovative breakthroughs, continue to explore various possibilities of office space, and find potential business opportunities in the building ecology.



MATSU

LHAYAK  
悦享会



### 悦享会 × 玛祖铭立广州办公生活体验中心

悦享会与 MATSU 联合打造的全新广州办公生活体验中心落户于广州环贸中心(广州 ICC)。其拥有双重身份:首先,它是 MATSU 玛祖铭立位于广州的线下体验展厅;此外,它也是广州 ICC 的写字楼样板间。

The new Guangzhou office life experience center jointly created by YUE+ Club and MATSU is located in Guangzhou International Trade Center (Guangzhou ICC). It has a dual identity: firstly, it is the offline experience exhibition hall of MATSU in Guangzhou; In addition, it is also the office model room of Guangzhou ICC.



广州体验中心是一个L形的空间,建筑面积约700平方米,以灰色基调为主,点缀活力的橙色,让空间既可以很酷,又可以很嗨!整个空间在具备展示功能的同时,还可结合移动办公同时容纳近70人于此办公。体验中心的入口区作为灵动办公区,既动态区域,而靠窗内侧则作为开放办公区以及管理层空间,既静态区域。整体动静分离,而开放式工作区与灵动办公区(协作区)又相互渗透,打破空间次元壁,让办公更为多元与融合。

The Guangzhou Experience Center is an L-shaped space with a construction area of about 700 square meters. It is dominated by gray tones and dotted with vibrant orange, making the space both cool and hilarious! While the whole space has the display function, it can also be combined with mobile office and accommodate nearly 70 people to work here at the same time. The entrance area of the experience center serves as a flexible office area, which is a dynamic area, while the inner side of the window serves as an open office area and management space, which is a static area. The dynamic and static areas are separated generally, while the open work area and flexible office area (cooperation area) penetrate each other, breaking the dimensional wall of space and making office more diversified and integrated.





## YANGCHENG × MATSU

### Leader speech

#### 设计分享

设计分享环节中，汉森伯盛国际设计集团室内设计总监汪炜敏，通过实例为我们分享了城市空间的复兴实践。

玛祖铭立广州分公司总经理陈国富，整理了目前办公空间普遍存在的环境困扰，并通过 4 大区块：我 / 共享（临时工位，电话亭），我们 / 共享（培训室，茶水间，公用会议室），我 / 独占（固定工位，经理室），我们 / 独占临时工位（项目组会议室），合理分区，并通过家具布局，解决各种空间困扰。空间可以改变行为，而重复的行为则演变成习惯，因此，可见，良好的工作习惯养成与适宜的办公空间密不可分。

#### 领导致辞

开场时，羊城设计联盟会长、汉森伯盛国际设计集团董事长、总建筑师盛宇宏对玛祖铭立出品家具的品质以及此次广州体验中心所营造的灵感氛围表示赞叹。

At the opening, Mr Eric Shing, chairman of the Guangzhou Design Alliance, chairman and chief architect of Shing & Partners International Design Group (SPDG), expressed admiration for the quality of furniture produced by MATSU and the inspirational atmosphere created by the Guangzhou Experience Center.

玛祖铭立总裁蔡演国表达了对羊城设计联盟团队一行莅临的欢迎与活动组织的感谢，并讲述了玛祖铭立与广州市场的缘与源。广州，正是玛祖铭立品牌发源地，也期望此次重回广州后，联动深圳携手并进，在华南市场大放异彩。

Mr.Cai Yanguo, president of MATSU, expressed his welcome to the team of Guangzhou Design Alliance and gratitude to the activity organization, and described the relationship and origin between MATSU and Guangzhou market. Guangzhou is the birthplace of the MATSU brand. It is also expected that after returning to Guangzhou this time, MATSU can cooperate with Shenzhen to move forward and shine in the South China market.



羊城设计联盟会长盛宇宏 个



玛祖铭立总裁蔡演国 个

#### Design sharing

In the design sharing session, Mr.Wang Weimin, the interior design director of Shing & Partners International Design Group (SPDG), shared with us the practice of urban space revival through examples.

Mr.Chen Guofu, general manager of MATSU Guangzhou Branch, sorted out the common environmental problems in the current office space and divided it into four blocks: I / share (temporary station, telephone booth), we / share (training room, tea room, public conference room), I / exclusive (fixed position, manager room), we / exclusive (temporary station, project team meeting room), to rationally partition, and through the furniture layout to solve various space problems. Space can change behavior, and repetitive behaviors evolve into habits. Therefore, the development of good working habits is inseparable from an appropriate office space.



## LHAYAK × MATSU

### Design sharing



汉森伯盛国际设计集团室内设计总监汪炜敏 个



玛祖铭立广州分公司总经理陈国富 个

拉雅克创始人孟杰多吉作为“牧二代”向大家展示了，一张牦牛皮后的故事：牧民与大自然和谐共生的生活方式；他们以山、水为神灵，用对大自然的敬畏之心，去保护家乡的草原，珍爱家乡；而拉雅克作为社会企业正是以善念为本，用企业经营的方式高价收购牦牛皮，帮助牧民找到且认知到自己的价值，让在地牧民可持续的用信仰、文化的方式保护藏区生态。

Founder of LHAYAK, Megyur Dojee, as herder's son, showed the story behind a yak skin: the herders live in harmony with nature; they regard mountains and water as their gods, and use their awe of nature to protect the grasslands of their hometown and cherish their hometown. LHAYAK, as a social enterprise, is based on good intentions and purchases yak skin at a high price in the way of enterprise management, to help herders find and recognize their own value and enable local people to protect the ecology of Tibetan areas in a sustainable way of faith and culture.



拉雅克创始人孟杰多吉 个



anySCALE 任督设计上海设计总监 Simon Berg 远程分享 个

anySCALE 任督设计上海设计总监 Simon Berg 通过 SOHO 3Q 共享办公空间，以及与玛祖铭立合作完成的保时捷项目、MATSU 深圳体验中心等，分析预测：未来，传统办公空间需求将随着疫情的推进逐渐变小，办公空间将变成一个社交中心，一个企业文化浓缩渲染之地。

Simon Berg, design director of anySCALE Shanghai, through the SOHO 3Q shared office space, as well as the Porsche project and MATSU Shenzhen Experience Center completed in cooperation with Matsu, analyzed and predicted: In the future, the demand for traditional office space will gradually decrease under the spread of the epidemic, and the office space will become a social center and a place for the enrichment and expression of corporate culture.





MATSU

# PORSCHE & MATSU POP-UP@HANGZHOU

2021.09.13-19



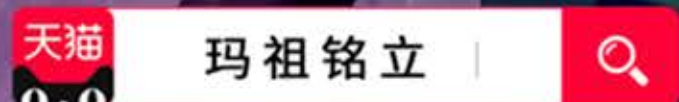
Focus Open  
Special Mention



MATSU天猫旗舰店

保时捷首款纯电动跑车 &  
玛祖铭立书房解决方案  
携手亮相杭州亲橙里

GET同款家具 搜索玛祖铭立官方旗舰店



# 保时捷 & MATSU 携手亮相杭州亲橙里

编辑: 彭茜 图片由保时捷提供 Editor: Qian Peng Photo provided by Porsche



9月13-19日, 保时捷首款纯电动跑车 Taycan 与玛祖铭立智能书房解决方案携手亮相杭州亲橙里。现场, 玛祖铭立 Westermann 系列 Motu 电动升降桌, Nimbus 系列 Roxane LED 红外感应台灯, Kusch+co 系列 Njord 红点奖休闲椅等营造了整体智能书房解决方案。

From September 13 to 19, Taycan, the first pure electric sports car of Porsche, and the smart study solution of MATSU found their presence in Qinchengli, Hangzhou. On site, the Westermann Motu electric lift table, Nimbus Roxane LED infrared sensing table lamp and Kusch+co Njord Red Dot Award Winner lounge chair of MATSU showcased the overall smart study solution.

保时捷和玛祖铭立两者的合作是基于对 S.P.A.C.E 智能、热情、吸引、协作、参与有着相同的理解。2019年, 保时捷总部由玛祖铭立为其提供的整体办公家具解决方案。双方因为空间相遇, 也因为相遇而缔造了更多有趣的空间, 包括此次展台呈现。

The cooperation between Porsche and MATSU is based on their common understanding of S.P.A.C.E — Smart, Passion, Attraction, Collaboration, and Engagement. In 2019, MATSU provided the overall office furniture solution for Porsche HQ. The two sides encounter each other because of space, and create more interesting spaces because of the encounter, including the presentation of the booth.





9月25-26日,由天猫鲁班之星×卷宗联合打造公共艺术项目——“请坐”椅艺术展,于上海兴业太古汇2L如期开展,本次展览旨在让设计回归“坐”的初心。展览甄选天猫鲁班之星,来自国内外23个杰出家具设计品牌的80余件展品。其中,玛祖铭立6款座椅获选并展出。

From September 25 to 26, "Please be seated" Art Fair, the art public project powered by Tmall LUBANZHIXING & Wallpaper\* with the aim to bring design back to its original intention of "Seat", was held as scheduled at Level 2, HKRI Tai Koo Hui, Shanghai. With Tmall LUBANZHIXING as its core IP, the Fair selected more than 80 showpieces from 23 outstanding furniture design brands at home and abroad, including 6 seats from MATSU.



# 玛祖铭立亮相“请坐”公共艺术项目 天猫鲁班之星 & 卷宗联合打造

编辑: 彭茜 图片: 由 Wallper 提供 Editor: Qian Peng Photographer: Photo provided by wallpaper



**Njord 毛毡实木脚椅**  
玛祖铭立, Kusch+co 系列

Njord 座椅由丹麦设计师组合 Antonio Scaffidi & Mads K. Johansen 共同打造, 其荣获红点奖、IF 奖等四项国际设计大奖。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。

**Njord Lounge Chair**  
MATSU, Kusch+co

Njord chair is co-designed by a Danish duo, Antonio Scaffidi and Mads K. Johansen. With creative materials, elegant looks and brilliant details, Njord has won four international design awards from 2012 to 2013, including the Red Dot Award and IF Award. The felt solidified backrest is the biggest character of the chair. The felt Njord uses performs great tenacity and stability, better than traditional wooden materials. The weight of the chair is only 4.5 kg.

**iHola! 休闲椅**  
玛祖铭立, Kusch+co 系列

iHola! 由西班牙设计大师 Jorge Pensi 创造, 其荣获红点国际设计大奖。iHola! 的椅身重量极轻、但异常坚固、扶手处便可承重 200KG。iHola! 采用德国原装进口椅壳, 耐磨的塑胶让清洗和维护变得轻而易举。

**iHola! Lounge Chair**  
MATSU, Kusch+co

iHola! Is literally a multi-functional chair, created by the famous Spanish designer, Jorge Pensi. Even in super light weight, iHola! is made of extremely strong and wearable plastics, easy to stack up, move around, clean and maintain. Meanwhile, the brilliant ergonomic design offers the best sitting experience.



**Uni\_verso 休闲椅**  
玛祖铭立, Kusch+co 系列

“Uni\_verso”在西班牙语中意为宇宙, 该系列最大的特点便是“如宇宙般包罗万象”。Uni\_verso 是适应工作、讨论或休闲等多种空间的模块化系列产品。Uni\_verso 采用德国原装进口椅壳, 由享誉业内的化工公司巴斯夫 Ultramid® 生产, 拥有一体成型的纤细外观, 色彩纯正, 坚固耐用, 可使用标准消毒剂轻松清洁, 达到医疗环境抗菌要求。

**Uni\_verso Lounge Chair**  
MATSU, Kusch+co

"Uni\_verso" means "universe" in Spanish, and this series is characterized by its "all-inclusiveness like the universe". "Uni\_verso" is a series of modularized products for use in a variety of space for work, discussion or collaboration. Its shell is produced by renowned chemical company BASF UltramidR. The one-piece shell has a slender appearance and pure colors. It is sturdy and durable, and can be cleaned easily with standard disinfectant to meet the anti-bacteria requirement of medical environment.

## MATSU'S PRESENCE IN "PLEASE BE SEATED" POWERED BY Tmall LUBANZHIXING & WALLPAPER\*



**X-brick 轻量化家具**  
玛祖铭立, Westermann 系列

轻量化模块化家具 Xbrick 以极简且模块化的设计荣获了 German design award。它就如同魔法盒可以筑就任何你想要的空间。它或桌, 或椅, 或脚凳。简言之, Xbrick 可以成为每个创意环境中动态、灵活的伙伴。Xbrick 由 100%可回收材质 - 德国纯发泡聚丙烯 (EPP) 制成, 仅重 1.4kg, 但却具有高稳定性与负载力, 可承重 200kg。另外, Xbrick 可防水, 可消毒, 安全无味且不含有害的增塑剂, 可用来放置食物或玩具。

**X-brick Lightweight furniture**  
MATSU, Westermann

This inconceivably simplistic, all-purpose block is a proven versatile piece of furniture. The multifunctional Xbrick is conveniently portable for spontaneous use: It can be used instantaneously as upholstered seating; be converted into a quick storage area; used as a table, basic plinth, footstool, etc. Xbrick becomes a dynamic, flexible companion in every creative environment. In the office world, Xbrick becomes a playful element that can enhance mundane working environments. 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. 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.





# 职场“放牛”，灵感自由

## MATSU游牧办公体验馆 @ 中国国际时尚家居艺术节

编辑：彭茜 摄影师：陈锋 Editor: Qian Peng Photographer: Feng Chen



“突然好想去放牛，没有压力，没有江湖套路”。  
一席网红流行语道出了，现代办公生活的节奏下都市人内心渴望的舒压与逃离。然而，真正需要逃离的不是工作，也不是城市，而是日常，是日复一日传统无趣的办公方式，是没有设计、毫无生机的钢筋水泥。

10月22-24日，中国国际时尚家居艺术节在潭洲国际会展中心举行。玛祖铭立应邀以“职场‘放牛’，灵感自由”为主题参展。来3号馆-06/07(展位号) MATSU 游牧办公生活体验馆，我们带你逃离日常，逃离空洞的8m²屏风盒子，做一个职场“牧人”，体验“放牛式”办公。

"Suddenly want to graze cattle, with no pressure and routines." An Internet buzzword tells the relaxation and escape that urbanites desire under the rhythm of modern office life. However, what really needs to get rid of is not work, nor the city, but day-by-day office life under the traditional boring way of working and lifeless concrete without design.

From October 22nd to 24th, China International Fashion Home Art Festival was held in Tanzhou International Convention and Exhibition Center. MATSU was invited to participate in the exhibition with the theme of "Workplace 'grazing', free inspiration". At Hall 3-06/07 (Booth No.), in MATSU Nomad's Workplace, you can be away from daily life and escape from the hollow 8 m² cubicle, being a "herder" of workplace and experiencing "grazing" office.

## 01

### 四驱游牧办公 SEE YOU DOWN THE ROAD

展会现场，玛祖铭立联合保时捷、拉雅克一起共同建造游牧办公生活体验馆，并期望赋予更多企业职场人灵感与效能。游牧办公，既让员工根据当下工作需求选择合适的办公区域与姿态，以释放自由之时保持高效；而人们在不同办公区域穿行时，便会有不期而遇的灵感火花与磁场效益。希望每一个职场人，像“牦牛”一样，身上带着灵感的种子，在行走时，在移动办公彼此交流中，让灵感如草原上的种子随风播撒，肆意生长，展现自由的生命力与创造力！

展台分为四个区域：A 极速商会区；B 露营畅谈帐；C 像素魔盒林；D 趣玩实验室。通过四个区域驱动游牧办公，实现职场放牛，灵感自由。

During the exhibition, MATSU cooperated with Porsche and LHAYAK to jointly build the Nomad's Workplace, hoping to bring workplace people with more inspiration and efficiency. Nomad's Workplace allows employees to choose appropriate office area and posture according to the current working needs to maintain efficiency while realizing freedom; and when they move through different office areas, there will be unexpected sparks of inspiration and "magnetic field effect". We hope that everyone in the workplace will be like a "yak", carrying the seeds of inspiration. When you are walking and communicating with each other in mobile office, your inspiration will be the seeds spreading with wind on the grassland, growing wantonly, and showing free vitality and creativity!

The booth is divided into four areas: A. high-speed business area; B. camping talking area; C. pixel magic-box forest; D. fun lab. Nomad's workplace is driven by these four areas, to realize workplace "grazing", free inspiration.



# NOMAD'S WORKPLACE

MATSU NOMAD'S WORKPLACE,  
@ CHINA INTERNATIONAL FASHION HOME ART FESTIVAL

展区主入口 A 区 极速商会区，便是保时捷首辆纯电动车 Taycan。要明白：灵感总是在路上。就像《游牧人生》所写：“只要上路，就有希望，这是前进的动能所衍生的副产品。充满机会的一种感觉。”2019 年，玛祖铭立为保时捷总部提供了整体办公家具解决方案。保时捷和玛祖铭立两者的合作是基于对 S.P.A.C.E 智能、热情、吸引、协作、参与有着相同的理解。双方因为空间相遇，也因为相遇而缔造了更多有趣的空间，包括此次展台呈现。

At the main entrance of area A, the high-speed business area, the first pure electric vehicle of Porsche, Taycan, is displayed, which means inspiration is always on the way. As written in "Nomadland": "And there is hope on the road. It's a by-product of forward momentum. A sense of opportunity, as wide as the country itself." In 2019, MATSU provided the overall office furniture solution for Porsche headquarters. The cooperation between Porsche and MATSU is based on the common understanding of S.P.A.C.E, which represents smart, participation, attraction, cooperation, and enthusiasm. The two sides encounter each other because of space, and create more interesting spaces because of the encounter, including the presentation of the booth.



## 02

极速商会区域  
PORSCHE & MATSU

18-19





In the central area B, camping talking area, MATSU use black tent woven from pure yak hair of LHAYAK to create camping office experience. The "black tent" can realize breathability, wind and rain resistance that is adaptive to the ambient temperature: the gaps of yak fabric, when the temperature is low in rainy weather, the fabric shrinks, so it is windproof and rainproof. When the weather is hot, the gaps of fabric expand and the fabric became more breathable. In this wonderful black tent, you can relax your mind and body. No words, no rehearsals, let the cold starry sky tidy up our thoughts, and let the burning firewood warm you up.



# 03

露营畅谈帐  
LHAYAK & MATSU

展区中央 B 区 露营畅谈帐，玛祖铭立用拉雅克纯牦牛毛编织而成的黑色帐篷营造了露营办公体验区。“黑账”通过热胀冷缩，可实现“自动开合”：牦牛织物的间隙，下雨天气温低，织物收缩，就更好地防风防雨，天气热的时候，织物间隙增加，就更为透气。置身于这奇妙的黑账中，那么，就将你的思绪与身心都交给空间。不需要台词，不需要预演，让清冷的星空为自己整理思绪，让烈焰的柴火为自己暖场。



除此之外，C 区像素魔盒林与 D 区 趣玩实验室以 Xbrick& flomo 为主。Xbrick 就仿佛是像素魔盒在绿植环抱的丛林中，运用它的轻量化设计与极强的承重性能变幻它模块化的神奇魔法：或矮凳、或长凳、或桌、或椅、或吧台、或茶几，甚至是阶梯教室；而 Flomo 则变身成可以写字涂鸦的桌板、可以绘画隔音的屏风、可以沿途捕捉灵感的移动记录板。

Besides, area C the pixel magic-box forest and area D the fun lab are mainly formed by Xbrick & flomo. Xbrick is like a pixel magic box in the jungle surrounded by green plants. Its lightweight design and strong load-bearing performance can display its modular magic for changes: low stool, bench, table, chair, bar, tea table, or even lecture hall. While Flomo is transformed into a desk for writing and graffiti, a soundproof screen that can be painted, and a mobile recording board that can capture inspiration along the way.

# 04

像素魔盒林 & 趣玩实验室  
X-BRICK & FLOMO



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：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。Xbrick& flomo 为游牧办公的职场人提供随时随地多元办公形态的可能，就仿佛牦牛，带着职场“牧人”跋山涉水，冬去春来。

模块化 Xbrick 以极简且多功能的家具设计荣获了 German design award 与 Focus Open 金奖等国际奖项。Xbrick 由德国的纯发泡聚丙烯 (EPP) 制成，仅重 1.4kg，轻巧便携，但却具有强大的抗压性，可承重 200 公斤。另外，Xbrick 防水，可消毒，材料 100% 可回收，安全无味且不含有害的增塑剂，能用来放置食物或玩具。

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 & 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 adapting and sharing training, talk and discussion, conference and meeting, brainstorming, group learning, team-building, leisure life, and focus area. Xbrick & flomo provides workers in Nomad's Workplace with the possibility of diversified office forms anytime and anywhere, just like yaks, trekking mountains and rivers with "herders" in workplace, from winter to spring.

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. Xbrick is made of German EPP. Featuring crafty structures and ingenious use of materials, it is light, portable, and weighs only 1.4kg. It is crush-resistant and can bear 200 kilograms. Additionally, 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.

In return to the society, Xbrick is manufactured in a special way: the last step of Xbrick assembling is accomplished manually by two local community workers in German.



# 05

职场“牧人”的“牦牛”  
X-BRICK & FLOMO



# 06

## “放牛式”办公 NOMAD'S WORKPLACE



“放牛式”办公，就是强调游牧办公的灵动自由与适时舒压特性。让职场人体验从传统办公解放出来的自由还有主人翁精神引领的自我实现。而这些将自我价值与企业价值匹配，从而自我驱动的人，有着更多精神层面的渴求。据调查，现代职场人的离职理由从 70 年代的“什么是离职”，到 80 年代“给我更高薪水就离职”，到 90 与 00 年代，“感觉不酷、不爽就离职”。这种看似任性的无脑离职，实则背后是因为这一代人他们对于“成功”的定义更多元；他们有更多的精神追求；他们有更多自由选择可能；他们拥有支撑其选择权的良好条件：家庭给予的精神支持与物质保障来源。他们不一定有 BIG DREAM，也不全是为了五斗米，更不仅仅是自上而下的完成 KPI；他们是本着为自己职业生涯，为办公生活留下更多难能可贵的经历与独一无二的作品，或是最终成为自己想要的样子，又或是以最舒服的职场姿态而选择认同的企业工作。

青睐“游牧办公”的人由衷地彼此互助，因为他们期待你我来往团队力量；他们尊重企业文化，因为这些本就是由他们自己，由每一个员工相互构建而成；他们提醒着整个市场，还有另外一种自由且自律的办公生活方式。

“Grazing” office emphasizes the flexibility, freedom and stress-relief of Nomad's workplace, and lets workplace people experience the freedom liberated from traditional office and the self-realization guided by ownership. These self-motivated people who match their self-worth with enterprise value have more spiritual aspirations. According to surveys, the resignation reasons of modern employee have changed from "what is resignation" of 1970s generation to "resignation for higher salary" of 1980s generation to "resign because I feel not cool or unhappy" of the post-90s and post-00s generations. The reason behind this seemingly mindless resignation is that this generation has more diverse definitions of "success"; they have more spiritual pursuits; they have more freedom of choices; they have spiritual support and material security from their families as good conditions to protect their choice. They do not necessarily have BIG DREAM, nor are they all for money, nor do they just complete KPI; they tend to have more valuable experiences and do unique works in career and office life, or finally become whom they want to be, or choose to work in a recognized enterprise with the most comfortable workplace.

People who favor "Nomad's Workplace" sincerely help each other because they look forward to team strength; they respect corporate culture because it is built by them, namely each employee; they remind the whole market that there is another free and self-disciplined office lifestyle.

而这些尝试游牧办公的企业，其实就像是生物学家口中的“指标物种”，也就是有能力预告生态系统即将出现重大变化的敏感有机体。那么，我们市场经济下的公司体制面对 90 后，00 后，这些强调个性与自我的“新员工生态”的来袭，又将怎样破除旧则，建立新制；然而游牧办公也许是一种方式之一。那么，这一种改变，难道不是市场经济的进步？不是社会制度的拓展？

理解游牧办公的动机、挑战和向往，进而对市场经济下传统 8 小时工作制与 KPI 绩效考核的方式以新体悟。

And these companies that try to work in Nomad's Workplace are actually like "indicator species" in the eyes of biologists, that is, sensitive organisms capable of predicting the imminent major changes in the ecosystem. Then, how will the company system under market economy break the old rules and establish a new system in the face of the strikes from the "new employee ecology" forming by post-90s and post-00s who emphasize personality and selfhood; However, Nomad's Workplace may be one of the ways. Therefore, isn't this changing the progress of market economy, or the expansion of social system?

Understand the motivation, challenges, and aspirations of Nomad's Workplace, and then have a new perception of the traditional 8-hour working system and KPI performance appraisal under the market economy.



# NOMAD'S WORKPLACE



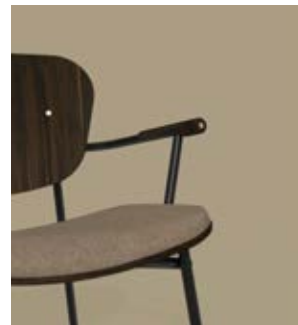
Horns 椅灵感来自牛角, 横梁的曲线就像牛的犄角一样, 强壮有力, 呈现完美的弧度, 它是使作品充满个性的细节之一。腿部的连接方式, 采用金属椅架相互固定。座椅主材则选用曲木板开模一次成型, 坐面符合人体工学, 舒服的弧度是亲切的。

The chair is inspired by the horns of a cow. The curve of the beam is like a cow's horn, strong and powerful, presenting a perfect arc to make the work full of individual details. The way of connecting the legs, the metal chair frames are fixed to each other. On the seat, we chose a curved wooden board for one-time molding. The sitting surface is ergonomic, and the comfortable arc is cordial, and it always maintains a sense of comfort.



扶手的曲线是亲切的, 符合人体工程学, 让使用者拥有舒服的体验。

The curve of the armrest is kind and ergonomic, allowing users to have a comfortable experience.



Horns 可广泛适用于不同空间场景, 如: 餐厅, 咖啡厅, 办公休闲区, 洽谈区, 还有更多的公共空间。Horns 多场景的适用性是因应现代工作场所中不断变化的需求。

Chairs can be widely used in restaurants, cafes, office areas, and more public spaces. Support the changing needs of the modern workplace.

有趣的组合, 可以让家具在空间中产生奇妙的“化学反应”, 发现且运用产品独特的一面, 构建每个空间之不一样的灵魂; 同时, 也让产品无边界, 不被局限所定义。

Interesting combinations can express the characteristics of each product.

# 展示野性的魅力

## SHOW WILD CHARM

### 牛角椅 HORNS CHAIR

编辑: 彭茜 Editor: Chelsea Peng

#### Size: 尺寸

长 x 宽 x 高:  
W480 x D527 x H769mm  
坐深: 435mm

#### Material: 材料

坐板由热弯曲木板工艺制作而成, 环保漆面直观感受木纹的生命感。织物软包使用者带来温暖感。钢制金属喷粉椅架呈现高级感。

The base material is white oak, and the seat board is made of hot-bent wood board. The environmentally friendly paint surface intuitively feels the vitality of the wood grain.







在德国斯图加特的一家联合办公机构“Urban space”是互联网时代“职场游牧人”、创业者以及小团队企业工作、建立社交的地方。Urban space 由当地室内建筑事务所 Studio Komo 设计，将其打造成一个未来工作场所。800m<sup>2</sup> 的空间中拥有 60 个工作位，以色彩分区的会议室、开放式厨房、屋顶露台等，甚至还有一家商店，从牙刷到信封，应有尽有。

With 60 workstations, colour-coded meeting rooms and open kitchens spread over two floors, Stuttgart coworking spot, Urban Spaces, is a place for digital nomads, entrepreneurs and small businesses to work, plan, pitch and network.

# 德国斯图加特的 URBAN SPACE

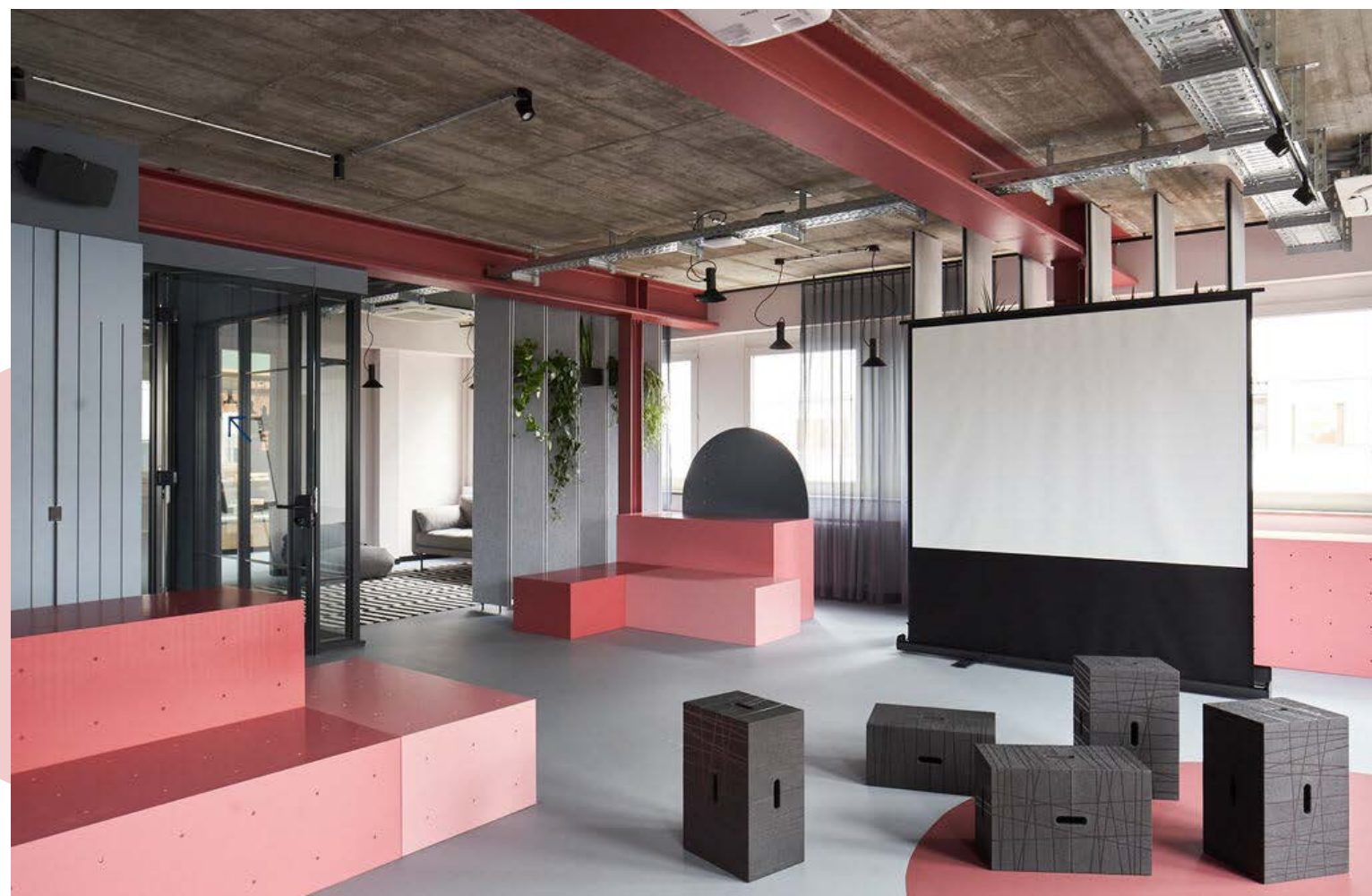
编辑：彭茜 摄影师：Philip Kottlorz Editor: Qian Peng Photographer: Philip Kottlorz

对于联合办公的数字游牧族，自然少不了玛祖铭立 Westermann 系列 Xbrick 轻量模组家具。1.4kg 超轻自重，载重 200kg 的强大性能，使其可以根据当下工作状态需求，快速转换空间场景，灵动适之。或桌，或椅，或坐，或躺...

Xbrick is light, portable, and weighs only 1.4kg. Xbrick is made of German EPP. It is water-proof and sterilizable. The materials are safe, odorless, free from harmful plasticizer, and 100% recyclable. The almost hollow inner structure is ensured by two halves that stick together. It is light yet crush-resistant. It can bear 200 kilograms. The multifunctional Xbrick is conveniently portable for spontaneous use: It can be used instantaneously as upholstered seating; be converted into a quick storage area; used as a table, basic plinth, footstool, etc.

Urban Spaces 以灵活性和全新联合办公概念改变了固定的办公时间和静态办公桌的工作模式。“在网络化的驱动下，新时代的办公空间可以拆除隔墙，通过合并独立的小房间，增加办公空间开阔性视野，让区域与区域之间可以相互流通；另外，企业可以配置更多人性化的功能区（健身房，阅读室，茶水咖啡区等）让员工之间便捷轻松地沟通，” Studio Komo 的 Moritz Köhler 说。

Designed by local interior architecture office, Studio Komo, Urban Spaces is the workplace of tomorrow; fixed office hours and static desks swapped for flexibility and fresh concepts. Driven by the principle of networking, walls were removed to enable members to circulate easily; “the aim was to merge rooms, divisions and functional areas so that each would flow into the next,” explains Moritz Köhler of Studio Komo.



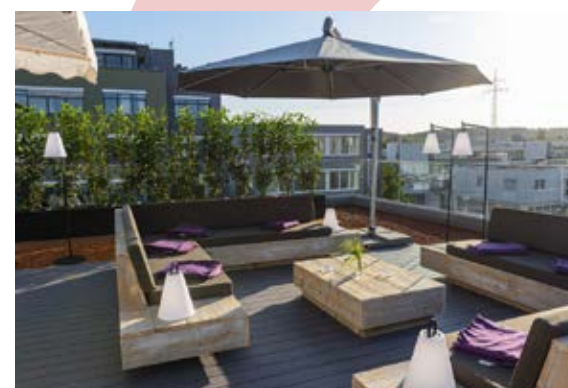
“焦点盒”内衬 PET 毛毡，为员工提供一个专注净土，在这里打电话不怕打扰他人，也不用担心自己的 Skype 会议或专注思考被干扰；

“Focus Boxes”，which are lined with PET felt and provide a private haven for coworkers to make phone call, carry out Skype sessions or work in silence;

## STUTTGART COWORKING SPOT, URBAN SPACES

Urban Spaces 有两层空间，连接两层空间的钢制楼梯，一直通向天顶露台。这是一个非常适合快速、非正式的会议的区域，这里拥有光线充足的中庭。整个空间以泥红，辅以丰富的绿色和蓝灰色调，材料上运用橡木面板和大量绿植，旨在构建一个可以激发工作灵感的城市绿洲。

Linking the two floors is a steel staircase which leads all the way to the terrace, and an arena—ideal for quick, informal meetings—has been built into a connecting light-filled atrium. The colour palette and materials used range from shades of red in the Barolo spectrum, complemented by rich green and hues of blue and grey, to oak panels and plenty of greenery; an urban oasis designed to inspire its inhabitants.





近期MATSU的合作伙伴Nimbus与建筑师斯文·莱希纳一同将位于德国纽伦堡韦格区的一家前矿灯厂改造成一个非凡的商业地点，让其成为写字楼与住宅区、工作与家之间的核心地带。

这个商业体名为Fichte45，是以弗兰肯大都市东北部的Fichtestraße 45 命名，建筑师斯文·莱希纳不仅参与了办公室的规划，还作为项目开发人员与raumwerk23的创始人一起启动了该项目。他们期待用自己的专业技能与水平将这个商业体打造成一个令人舒适的地方。而Nimbus于其中为其提供照明与声学的解决方案，不同尺寸与颜色的灯具于其中悬浮，使整个空间更为静谧与灵动。

In the Rennweg district of Nuremberg, MATSU' s partner NIMBUS and architect Sven Lechner transformed the former miners lamp factory into a remarkable business location.

In the Rennweg district of Nuremberg, architect Sven Lechner transformed the former miners lamp factory into a remarkable business location. He was not only involved in the planning with his nyx | Architekten firm of architects but actually initiated the project in his role as project developer with raumwerk23, his second company. "We started off with a former factory, our architectural expertise and a vision. The result is a place where we couldnt feel more at ease," says Lechner describing Haus Fichte45. The project was named after the address, Fichtestrasse 45 in the north-eastern part of the city.



# 从矿灯厂到办公商业体 德国FICHTE45全新办公空间 FICHTE45, NUREMBERG

编辑：路海虹 摄影：Nimbus Martin Kreuzer Editor: Alice Lu Photographer: Nimbus Martin Kreuzer

一楼的“fichtewerkstatt”被打造成一个可容纳多达50人参加研讨会、讲座或瑜伽课的多功能活动空间，Nimbus的Lighting Pad Q900与Rossoacoustic PAD Q 600 Plus于其中给予空间优质照明，而灯上或蓝或黑或灰的吸音垫，使得空间氛围更为轻松活泼。

It is a similar situation with the “fichtewerkstatt” on the ground floor, which provides space for 50 people for workshops, seminars or presentations and is particularly flexible in its utilisation options. The spacious workshop and the open plan office are fitted out with the Rossoacoustic PAD Q 600 Plus and the Lighting PAD Q 900.



空间中，大型共享厨房成为在Fichte45工作的每个人的聚集地，是最佳的社交活动地点。

At the heart of every office there needs to be a place where people can come together and foster a sense of community: all those working here can gather in the communal kitchen, the “fichteheart”.



而工作区不仅可供莱希纳自己的办公空间使用，也对外开放，提供给短期合作伙伴以及长期租户使用。工作区中集合了协同工作空间、会议室和静修室。而玛祖铭立Nimbus系列Lighting Pad 于此，其纤薄的造型与轻盈材质，不仅使得空间更为通透，还具有一定的吸音降噪作用，极大程度上减少多功能空间难以克服的噪音干扰。

提及Nimbus照明灯具时，莱希纳这样说，“Nimbus的LED使得空间不仅在光线沐浴下变得更为舒适，而且还节能。”这样极佳的现代声学照明系统在视觉和声学上都可提升商业体的品质感，是空间成为优秀办公环境的最好附加值。

“fichtework” is not only Lechner' s own suite of offices but is also open to others: co-working spaces, meeting rooms and quiet rooms on two levels are used by him and by temporary co-workers or long-term tenants.

“The modern acoustic luminaires are a real benefit for our high workshop – in terms of both optics and acoustics. The LEDs immerse the room in a pleasant light and are also energy-saving,” says Sven Lechner.







近期, MATSU合作伙伴Kusch+co为德国Gerlingen Work办公楼底层打造了一个简约且保有个性的高品质职员餐厅, 可容纳220人。该餐厅由餐饮服务巨头Aramark主营, 其在德国乃第二大餐饮公司多年来。Aramark 和 Kusch+Co一直是合作伙伴。此次, Kusch+co不仅提供了餐厅的家具解决方案, 还为其营造了整体空间布局方案。

餐厅空间以绅士黑, 中性灰搭配淡雅又柔暖的卡其色。卡其色在黑色的克制下让空间仿佛充盈在温暖的拿铁飘香中, 却香而不腻, 使人味蕾大开。

Kusch+Co has furnished a stylish, high-end staff restaurant operated by catering company Aramark in Gerlingen. Kusch+Co fitted out the new staff restaurant at "Gerlingen Work" to seat around 220 people, using a number of different seating and table ranges.

Warm shades of brown and purist black dominate catering company Aramark's new food hall in Gerlingen. Kusch+Co fitted out the staff restaurant to seat around 220 people, using a number of different seating and table ranges. However, the Hallenberg-based contract furniture specialist not only supplied the furnishings, but also created the entire interior concept for the food hall and the café bar on the ground floor of the modern "Gerlingen Work" office building together with Aramark.



# THE NEW STAFF RESTAURANT AT "GERLINGEN WORK"

德国GERLINGEN WORK的美食餐厅

编辑: 彭茜 图片: 由 Kusch+co 提供 Editor: Qian Peng Photo provided by Kusch+co



在Gerlingen商业园区内一共有四栋双H型建筑, 其由房地产开发商GIEAG建造, 其中获得Leed认证的“Gerlingen Work”为诸多企业提供了超25000平方米的优质租赁商业办公空间, 现已有知名的公司入驻: 如Robert Bosch GmbH, Walldorf的软件开发商SAP。

Property developer GIEAG had four elongated buildings in a double H configuration constructed in the business park at Gerlingen, which is located around 15 kilometres north west of Stuttgart. The LEED-certified "Gerlingen Work" new office complex offers more than 25,000 square metres of prime rental space. Occupants include well-known companies like Robert Bosch GmbH and Walldorf-based software developer SAP. The spacious staff restaurant (including café) on the ground floor, which is operated by Germany's second largest catering company, Aramark, provides sustenance for tenants' staff as well as for external guests.

当谈及“Gerlingen Work”项目时, GIEAG首席执行官Thomas Männel说到: “我们的大楼令人印象深刻, 而其内部也应延续这种精彩”。所以, 员工餐厅的创建者在项目初始阶段, 就邀请了家具专家 Kusch+Co 一同参与, 提供专业的规划和执行方案。

"Our building makes an impressive architectural statement and this accentuation is continued in the interior", is what Thomas Männel, CEO of GIEAG, says about the "Gerlingen Work" project. With this aspiration in mind, the creators of the staff restaurant set to work and brought Hallenberg-based contract furniture specialist Kusch+Co on board to provide professional planning and execution support.





# SONETT全新办公空间 焕启疫情时代全新工作体验

## SONETT NEW OFFICE IN THE NEW WORLD OF WORK

编辑：路海虹 摄影师：Kusch+co, Studio Wiegand Editor: Alice Lu Photographer: Kusch+co, Studio Wiegand

2021年8月，玛祖铭立合作伙伴 Kusch+Co 与 Sonett 携手一同设计了 Sonett 的全新办公空间，作为生态清洁剂和清洁剂的先驱，四十年来 Sonnett 一直在寻找真正的人文与人类和环境之间的新答案。在此期间，公司成长为生态清洁剂和清洁剂领域的市场领导者。如今，Sonnett 的产品遍布全球近 50 个国家，提供五十多种用于洗涤、清洁、洗碗、个人护理和消毒的产品，并且获得众多认证，例如减缓气候变化的 SCC 认证，自然护理产品的 NCP 认证。此外，Sonett 已通过 SCE 认证，这是一个区分公司行为准则和社会方向的标志。

Sonett works with Kusch+Co on the design of a new working and office world. Sonett has been looking for for forty years for new answers for something that is really humane, humane and the environment. During this time, the company grew into the market leader in the field of ecological detergents and cleaning agents. Today, our products can be found in almost 50 countries worldwide. We offer more than fifty products for washing, cleaning, dishwashing, personal care and disinfection. We are a quality market leader, which is also reflected in our numerous certifications such as Stop Climate Change, SCC, or Nature Care Products, NCP. In addition, Sonett CSE is certified, a label that distinguishes the ethical and social orientation of the company.

去年，因为疫情 Sonnet 在数字化和自动化方面有了质的飞跃提升。Sonnet 是一个相对灵活的企业，它提倡员工之间单独会面交流协作，而非仅仅困于疫情隔离阶段。由于疫情对洗涤剂 and 清洁剂的需求急剧增加，Sonnet 的生产与办公空间已达到饱和状态。在仓库、生产和装瓶车间中，职员们轮班工作，许多人更多地这样的体验视为工作强度上的增强而不是新工作的开始。

Last year, we experienced an incredible boost in terms of digitization and self-organization. But we understand sonnet as a living organism that lives from meeting each other personally and not just getting stuck in the organizational. In the warehouse, in production and bottling, we worked in shifts, with constant occupations, which many experienced more as imposition and not as a start into a new world of work. This was necessary due to the extremely increased demand for detergents and cleaning agents. We have reached our capacity limits, especially with regard to disinfectants.



因此，在办公空间方面，Sonnet 做出了升级改变，整体空间以水泥灰色的地板砖与原木组成，与 Sonnet 办公建筑环境——灰色的石材，及原木色的建筑外观相互呼应，彰显 Sonnet 对于自然的向往与尊重。至于内部空间，大多是传统的白色墙面，而灵感聚集与思维发散的会议空间则选用桃红色与紫色，增显活力。而 Kusch+Co 兼顾美学、艺术与环保一体的 Njord 休闲椅入驻其中，也是 Sonnet 的最佳选择。Njord 的设计非常吸引眼球，先后荣获红点、AITInnovation Award、IF、Interior Innovation Award 等四项设计大奖。纤细的木结构与软性的毛毡混搭是其最大特点，这也是最为耐用的材料，将可持续性对于自然的向往与尊重进行到底。而椅背顶部酒杯形的边缘，带来扶手椅的舒适享受。

Therefore, Sonnet has made an upgrade in the office space: The entire space is made up of cement gray floor tiles and logs, echoing Sonnet's office building environment of gray stone and wood color, and showcasing Sonnet's desire and respect for nature. The interior space is mostly made of traditional white walls, while the conference space for inspiration and thinking is made of peach and purple colors to add vitality, and the inclusion of the aesthetically, artistically and environmentally friendly Njord lounge chair of Kusch+Co is also a perfect choice of Sonnet. With its eye-catching design, Njord has won four design awards, including Red Point, AITInnovation Award, IF and Interior Innovation Award. Its biggest features lies in slim wood structure and soft felt, which are also the most durable material, presenting the desire and respect for nature and for a sustainable future, and the wineglass rim at the top of the chair back brings the comfort of an armchair.



这一次，行业大佬 (KAP 论坛的 Andreas Grosz, Kusch+co 的 Tommy Rube, Sonnet 的 Gerhard Heid) 汇聚于此，一同参与讨论了建筑与资源的高消耗有关，如何应对公司的扩张带来的生态挑战。

Andreas Grosz, KAP Forum | Tommy Rube, Kusch+Co | Gerhard Heid, Sonett | Oliver Gross, SonettBuilding is often associated with high consumption of resources. How do you deal with the ecological challenges - also in the expansion of the company?





# 3 POINTS FUTURE OFFICE

## 用3个点, 去重新定义办公空间

编辑: 彭茜 图片由玛祖铭立、GENSLER、越秀集团提供  
Editor: Qian Peng Photo provided by MATSU、GENSLER and YUEXIU Group

万人空巷在这个时代也许只在 2020 年新冠疫情之时百年一遇, 然而疫情催化出的新型办公形态却生根发芽, 一点点的影响着企业的发展与变革, 没有人在办公空间不代表没有人办公。

In this era, an empty city may only be witnessed during the COVID-19 outbreak in 2020. However, the new office style catalyzed by the epidemic has taken root and sprouted, affecting the development and transformation of enterprises little by little. No one in the office space no longer means that there is no one at work.

工作空间 ≠ 办公场所  
Workspace ≠ Office space

7 月受“烟花”台风的影响, 上海当地多家企业选择了全员居家办公, 包含玛祖铭立, 而对于这些企业, 不管是线上打卡, 亦或是微信语音, 腾讯会议, 甚至是企业共享资源都可驾轻就熟轻松应对。

可见随着疫情的推进, 工作与办公场所之间不再是等号关系, 办公室只是工作场所之一, 就像细胞分裂, 办公场所已复制甚至升级成数个: 居家办公空间, 咖啡办公空间, 路途办公空间 (地铁、高铁、甚至飞机)。

In July, affected by the Typhoon In-fa, many local enterprises in Shanghai allow all staff to work at home, including MATSU. For these enterprises, they can easily cope with online clock-in, WeChat voice message, Tencent online meeting and even enterprise shared resources.

It can be seen that with the recurrence of the epidemic, the relationship between work and office is no longer equal. Office is only one of the workplaces. Just like cell division, workplace has been copied or even upgraded to home, cafe, subway, high-speed railway, and even airplane.



专注建筑设计、规划与咨询办的 Gensler 这样表述到: “办公室的基本角色已经发生转变, 正在成为一个将人们聚集在一起进行合作、建立人际关系和工作关系以及将人们与公司特有的业务、使命和目的联系起来的场所。”

Gensler, who specializes in architectural design, planning and consulting, said: "The basic role of the office has changed. It is becoming a place that brings people together for cooperation, establishes interpersonal and working relationships, and connects people to special business, mission and purpose of the company."

室内即室外  
INDOOR=OUTDOOR

混合模式  
MIXED WORK STYLE

“柔性办公”  
FLEXIBLE OFFICE

## 01 办公场所细胞分裂, “柔性办公”疯长 Cell division in office space, "flexible office" grows wildly

办公场所的重新定义, 办公空间协作功能区域的日趋被重视, 让“柔性办公”得以发展。简单来说, “柔性办公”就是在沙发之间也可高效工作, 而非蹲守于工作位前。“柔性办公”全新休闲协作系列沙发系列打破传统办公空间固有的明确区域格局, 使界与界之间, 办公与生活之间, 渗透、糅合, 形成一种相融协作的新工作模式。柔性办公既: 更多的灵活性、功能性、多样性、趣味性, 以非纯粹休闲, 非正式办公的不明确柔性区域去适配多样化的办公场景, 让惬意为商务融洽氛围, 让多功能为舒适工作增添“办公武器”(比如: 可以充电的沙发, 带小边桌的长凳)。

The redefinition of office space and the increasing attention to collaborative functional area of working space have allowed the development of "flexible office". In simple terms, "flexible office" allows efficient work in sofas, rather than in front of desks. The "flexible office" brand-new leisure and collaboration sofa series breaks the inherent clear regional pattern of traditional office spaces and enables the infiltration and mixture of boundaries between work and life, forming a new working mode of integration and cooperation. Flexible office is about more flexible, functional, diverse, and interesting. It adapts various office scenarios to the ambiguous flexible areas of non-pure leisure and informal office, so as to make a harmonious atmosphere for business with comfort, and add multi-function to comfortable work (such as sofa with socket and bench with small side table).

柔性办公构建出的“社区中心”已然成为企业文化高能施展区。员工、合作伙伴之间在惬意的舒适氛围中, 在默契的交流磁场中, 感受到个人与企业, 企业与企业的价值观相和, 或是在这里不期而遇, 灵感碰撞, 感叹和而不同之多元世界观的美妙。

The "community center" constructed by flexible office has become a high-energy display area for corporate culture. In a cozy and comfortable atmosphere, with magnetic field of tacit communication, employees and partners feel that the values of individuals and values between companies are in harmony or encounter with inspiration collision, feeling the beauty of harmony in diverse worldview.



## 02 终止混乱局面, 开启混合模式 End of chaos, start of mixture

疫情让混乱短暂出行, 迫使很多企业员工选择了被动居家办公 (远程办公), 然而根据调研大部分人却期待回归办公空间重新建立联系。人们渴望作为群居生物的身心社交, 喜欢头脑风暴的灵感碰撞, 期待茶水间不期而遇的招面, 享受线下团建所营造的归属感, 更迫不及待想要开启团队协作共赢模式。

The epidemic has caused troubles to travel for a short time, forcing many employees to choose home office (remote work). However, according to the survey, most people expect to return to the office space and re-establish contact. People are eager to socialize physically and mentally as social creatures, such as the collision of brainstorming ideas, encounters in the tea room, sense of belonging created by offline team building, and a win-win model by teamwork.



长时间伏案

然而, 除了社交团建的需求无法满足, 减少通勤时间的温馨之家作为办公场所为何不香? 深入探究其背后因素列举如下:

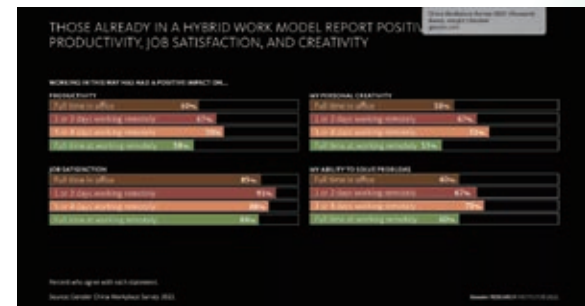
However, apart from the unmet needs of social team building, why is a warm home that reduces commuting time not popular as an office place? Through in-depth exploration, factors are listed as follows:

1. 餐椅作为办公椅, 不宜久坐伏案;
2. 在客厅, 无专注空间与时间, 被家庭生活不断干扰;
3. 在卧室, WIFI 速度慢到只能靠手机移动流量;
4. 没有双屏, 核对稿件与数据, 笔记本屏幕小到看对眼;
5. 无法快速登陆公司系统, 获取公司信息资源;
6. 无法参与企业培训, 获取前辈指导与学习路径;
7. 三费 (网费、水费、电费) 自理, 春秋尚可, 夏冬空调费远超外出油费补贴;
8. 居家办公享受自由无监控的同时, 也模糊了 8 小时工作制界线, 夜间线上会议成为企业优选最佳时间。

- Dining chair used as an office chair, is not suitable to sit at the desk for a long time;
- The living room cannot provide enough space and time to focus on work. We are constantly disturbed by family life;
- In the bedroom, the WIFI speed is so slow that we can only rely on mobile Internet data;
- There is no double screens to check manuscript and data, and the notebook screen is so small that makes eyes very tired;
- No access to company system to obtain company information resources;
- Failure in participating in corporate training and obtaining guidance and learning paths from seniors.
- Costs for Internet, water and electricity are self-pay. It is acceptable in spring and autumn, but the air-conditioning fee in summer and winter far exceeds the gas fee for commuting.
- While we enjoying the freedom of working at home without monitoring, the boundaries of 8-hour work system are also blurred. The nighttime has become the best choice for enterprises to hold online meetings.

“我们必须承认, 并非所有家庭都具备平等的办公条件。许多家庭的网络连接不够稳定, 没有足够的空间来放置办公桌, 缺少符合人体工学原理的办公椅, 或没有安静的办公条件等导致无法专注工作。”——《GENSLER 设计趋势展望 2021》报告

"We must acknowledge that not all homes are equal. Many homes do not have strong internet access, enough space for a desk, ergonomic chairs, or enough silence to accommodate focused work."——Gensler Design Forecast 2021





那么，如果能够以平等为优先要素打造面向未来的混合办公空间，企业将可以吸引更广泛的新型多元化人才。

在疫情已缓解且限制基本解除的中国，如果你以为企业已经结束了特殊时期的居家办公，那么 Gensler 这份调研也许会让你重新意识到：疫情的结束不代表居家办公的终止。事实上，中国近 90% 的上班族已采用混合模式工作。Gensler 表示：**混合办公模式指员工采取办公室办公和远程办公相结合的方式**，这种新的办公模式不仅有助于解决办公空间在疫情前后存在的问题，而且有助于探索新的地产策略。而这种混合模式，也有利于高效性与创意性，工作满意度，独立处理工作的能力的提升。

根据以上居家办公的诸多困扰，我们给出了混合办公平等性的基础建议。

混合办公平等性建议：

1. 参考油费补贴的形式，按照天数以支持员工居家或远程办公，以共同承担其工作期间开销的水电网三费；
2. 补贴办公设备经费参考笔记本补贴的形式，用于员工采购专业办公设备（人体工学椅、升降桌、显示器支撑臂等）；
3. 在科技高速发展的今天，5G 时代与移动设备等智能化办公设备的强大，让办公室的员工与居家办公人员便捷互联互通；
4. 企业共享平台的系统性搭建与优化、维护是一个长期的过程，线上培训的直播、回放也成为员工居家无缝学习的主要渠道，相反有效避免了，一带一小团队的有限性与帮派性。

Therefore, if companies can create a future-oriented hybrid office space with equality as a priority element, they will be able to attract a wider range of new diversified talents.

In China, where the epidemic has been alleviated and restrictions have been basically lifted, if you think that enterprises have ended home office in a special period, Gensler's survey may make you realize again that the end of epidemic does not mean the end of home office. In fact, nearly 90% of office workers in China have adopted a mixed office mode. Gensler pointed out: A new hybrid workforce, working both at the office and remotely, is an opportunity to fix the pre-pandemic issues of the workplace, and to explore new real estate strategies. Moreover, this mixed mode is also conducive to the improvement of efficiency and creativity, job satisfaction, and the ability to handle work independently.

Based on the above-mentioned problems of home office, some basic suggestions for the equality of mixed office are provided here.

Mixed office equality suggestions:

- Referring to the form of fuel subsidy, and supporting employees to work at home or remotely according to the number of working days, to jointly bear the cost of water, electricity, and network during work;
- The subsidy of office equipment expenses referring to the form of notebook subsidy, which is used for employees to purchase professional office equipment (ergonomic chairs, lifting tables, display support arms, etc.);
- Today, with the rapid development of science and technology, the 5G era and the strength of intelligent office equipment such as mobile devices make it convenient for employees to communicate between office and home;
- Live-streaming and playback of online training also become the main channel for employees to learn seamlessly at home, effectively avoiding the limitation and small group nature of a one-to-one team.

## 03 室内即室外，屋顶花园

Indoor = outdoor, the roof garden

对于绿地面积有限的主力城市商务区，屋顶花园可谓是众多企业优选的办公场所类型。从远古来看，人类乃户外生物。这些历史的与自然共存的成长轨迹让我们视野仍然是以远近调节来减缓眼部疲劳。然而，在高楼云集，钢筋水泥的城市，在城市文明日趋发展的今日，人们远离了自然，开启了科技建筑时代，然而原始的 **DNA 与生理需求，致使我们寻求绿色建筑**。

不仅仅是可持续发展的 WELL，以及 LEED 绿色建筑；还包括室内即室外，直接将自然引入室内的绿植墙，仿生装饰；但最为感官体验的一定是“屋顶花园”。空中的生长的绿叶与花卉，以及空气在你周遭流动的体验，让你在摩天建筑中享受接地气，零距离与自然环绕的无差别感。户外空间将日渐成为办公环境中不可或缺的组成部分，而开放式立面与改造后的屋顶花园可以提供额外的灵活办公空间。

For the main urban business district with limited green space, roof garden is the preferred office space type for many enterprises. In ancient times, humans were outdoor creatures. These historical and natural growth tracks make us to alleviate eye fatigue by distance adjustment. Today, in a city full of high-rise buildings and reinforced concrete, with the increasing development of urban civilization, people are far away from nature and the era of technological architecture has begun. However, the original DNA and physiological needs lead us to seek green buildings.

Not only the sustainable concept of WELL and LEED green buildings, it also includes concept of "indoor = outdoor", which directly introduces nature into the interior through plant wall and bionic decoration, but the most sensory experience must be the "roof garden". The green leaves and flowers growing in the air, as well as the experience of air flowing around, allow people to enjoy the nature in the skyscraper. Outdoor space will increasingly become an integral part of the office environment, and the open facade and transformed roof garden can provide additional flexible office space.



# FUTURE OFFICE

## 04 未来，“粤”先来

Future, "Yue" first

人，并不是依靠体型庞大而成为食物链金字塔，而是通过群居分工，团队协作的智慧：不管是设陷阱捕猎，还是男耕女织，亦或是现代文明的部门协作。疫情后，我们需要重新建立联系，重新定义人与空间关系。这三点是作为办公家具整体解决方案提供者，与办公未来趋势调研的品牌玛祖铭立 MATSU 身体力行在每个项目中领悟且贯彻执行的。

2021 年 8 月，MATSU 与悦享会 YUE+ Club 合作，于广州群贸中心（广州 ICC）31 楼开设“悦享会 × 玛祖铭立 MATSU 广州办公生活体验中心”，便将这三点办公趋势运用于全新陈列空间中。



广州 ICC 获取了 WELL 铂金级中期认证，其原有的天花和抬高地面都非常平整，另外其机电系统非常完善，恒温恒湿效果优良。这次项目秉持可持续发展设计模式，MATSU 保留了广州 ICC 作为优质办公体验商务楼的硬件条件，以“轻装修，重装饰”的设计方式，并采用“装配式”的现代化手法，另外，充分结合广州市场现状，展现了一个极富生命力的创意办公氛围又保有市场所需的商务感。

该体验中心 40% 左右面积以“柔性办公”呈现社交协作区，柔软且多元的沙发组合营造惬意的办公氛围；另外根据“室内既室外”的设计原则，在天花区大量融入绿植，保留居家办公说追求的舒适感与灵动性。

Human do not rely on large size to become the top of the food chain pyramid, but through the division of labor and the wisdom of teamwork: whether it is trapping and hunting, farming and weaving, or modern civilized departmental collaboration. After the epidemic, we need to re-establish contact and redefine the relationship between people and space. These three points are understood and implemented in every project by MATSU, as a provider of overall office furniture solutions and a research brand for future office trends.

In August 2021, MATSU cooperated with YUE+ Club to open the "YUE+ Club x MATSU Guangzhou Office Life Experience Center" on the 31st floor of Guangzhou International Trade Center (Guangzhou ICC), applying these three office trends to the new display space.



Guangzhou ICC has obtained the mid-term certification of WELL v2. Its original ceiling and raised floor are very flat, with complete electromechanical system and excellent constant temperature and humidity. This project adheres to the sustainable development design model. MATSU retains the hardware conditions of Guangzhou ICC as a high-quality office experience commercial building, with the design method of "less finish, more decoration", and adopts the modern method of "assembly". In addition, fully combined with the current situation of Guangzhou market, it shows a creative office atmosphere with great vitality and maintains the sense of business required by the market.

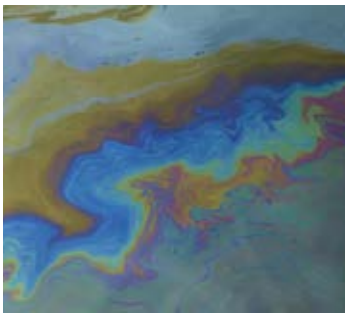
About 40% of the area of the experience center presents a social cooperation area by "flexible office", with the soft and diversified sofa combination to create a comfortable office atmosphere. In addition, according to the design principle of "Indoor=outdoor", a large number of green plants are integrated into the ceiling area to retain the comfort and flexibility pursued by home office.





这不是一张艺术家的油画，这是一张污水的照片。也许你喝的水，就是来自这样的水源。

Rather than an artist's oil painting, this is a photograph of sewage. Maybe it is the source of the water you drink.



“缺水”，“水污染”这些词曾经也“火”过很长一段时间。但是随着社会的进步，生活品质的不断提高，它们也逐渐变得陌生起来，很少被人提起。至少，当我们拧开水龙头的那一刻，我们不会去想：我们每天都在喝的水，真的干净吗？

但是，不去思考并不代表问题不存在。

2016 年 1 月，国家水利部公布的月报显示，全国 80% 以上的地下水遭受污染，甚至是重金属污染。这究竟是个什么概念？中国总供水量的 20% 是来自地下水，北方地区约有 65% 的生活用水、50% 的工业用水和 33% 的农业灌溉用水都取自地下水，华北地区约有 75% 的用水是取自地下水。中国 14 亿人口中，有 70% 饮用地下水，660 多个城市中有 400 多个城市以地下水为饮用水源。在全国，只有不超过一半的水可以经过处理达到安全饮用的级别，并且四分之一的地表水已被污染到甚至不适于工业使用的程度。几乎可以这么说，我们每一天所需要的水，都是脏的。

Terms like "water shortage" and "water pollution" were once quite popular for a long time. With the progress of society and the continuous improvement of life quality, however, they have gradually become unfamiliar and rarely mentioned. We are not thinking whether the water we drink every day is really clean when at least at the moment we turn on the tap.

Yet no thinking does not mean the absence of the question.

According to a monthly report released by the Ministry of Water Resources in January 2016, more than 80% of China's groundwater was polluted, even by heavy metals. What exactly does it mean? Groundwater accounts for about 20% of China's total water supply, which covering about 65% of domestic water, 50% of industrial water and 33% of agricultural irrigation water in northern China, and about 75% of water consumption in Northern China. 70% of China's 1.4 billion people drink groundwater, and more than 400 out of 660 cities rely on groundwater as their drinking water source. In the whole country, only less than half of all water is treated enough to be safe to drink, and a quarter of all surface water is polluted to an extent that it is even unfit for industrial use. So to speak, the water we need every day is almost all dirty.

# 牧民青藏高原<水神篇>最后的守护者

Tibetan nomads, Last Guardians of the Qinghai-Tibet Plateau: God of Water

编辑：刘达 摄影师：刘达 Editor: Da Liu Photographer: Da Liu



由于环境污染，国内每年新发癌症病人数约 350 万例，死亡约 250 万人，癌症村逐年增长，甚至出现癌症县，其增长幅度，和当地暂时 GDP 的增长成正比。根据官方《2012 中国肿瘤登记年报》公布的数字，中国每天有 8550 个新发癌症病人，平均每 6 分钟有一人被确诊为癌症。

然而，数字的东西往往是冰冷的，似乎离我们很远，即使书面上的严重，也很难引起我们内心的不安。我们潜意识里往往有一种自私与侥幸的满足和漠然：只要我还没事，那么这就与我无关，大可不必去担忧。

我们不妨换一个问题：你最近一次亲眼看到一条清澈见底的河或者一面纯净的湖，是在什么地方，什么时间？

Due to environmental pollution, there are about 3.5 million new cancer cases, including 2.5 million deaths, in China every year, with cancer villages, even counties, growing year by year at a rate proportional to the temporary growth of local GDP. According to the official Chinese Cancer Registry Annual Report 2012, there are 8,550 new cancer cases every day in China, or one person is diagnosed with cancer every 6 minutes.

However, figures are often cold and seem to be far away from us, they can hardly cause our inner anxiety even they appear serious on paper. There is often has a selfish and lucky content and indifference in our subconscious which say, as long as I'm okay, then this has nothing to do with me, no need to worry about it.

We may change to another question as well: where and when was the last time you saw a clear river or a pure lake?



也许有些已经老去的人的答案是童年故土的小溪，然而现在也因为现代化的进程，早已荡然无存，或者变成了油画般的污水沟；也许从西方发达国家旅行归来的人会讲述他们的见闻和感慨，也许户外达人会说到中国的西部，世界的第三极，亚洲的水塔——青藏高原。

Perhaps the answer to this question from some old people is the stream in their childhood hometown, which has long been vanished or turned into a sewage ditch like an oil painting due to the process of modernization; perhaps the answer from people returning from a trip to a developed Western country is the sharing of their observations and feelings; and the answer from outdoor enthusiasts is the reference of Western China, the third pole of the world, and Asia's water tower - the Qinghai-Tibetan Plateau.



直到现在，晶莹剔透的溪水、河流、湖泊在藏区都是随处可见。因为毫无污染并有富含天然矿物质，很多泉水甚至可以治愈疾病。

也许会有人不屑的说，那个地方地广人稀，又极度“不发达”，理应如此。然而，真正原因却是这些水源一直被虔诚的牧民世代代守护的结果。

Until now, crystal clear streams, rivers and lakes can be seen everywhere in Tibetan areas. Many springs can even cure diseases because it's free of pollution and rich in natural minerals here in Tibet.

Some people might say scornfully, it goes without saying that the place was vast, sparsely populated and extremely "underdeveloped". The real reason, however, is that these water sources have been guarded for generations by devout tibetan nomads.



这个古老的民族从来没有把自然当成是自己需要去“征服”的敌人，抑或是扩充自己私人财产进而可以肆意掠夺的“宝库”，而是把自己视作大自然组成的一部分：“高原一切山水环境是一个完整的统一体，而人类社会也是山水统一体的组成部分，人的活动要融合于山水，顺从山水自然特性。对他们来说，自然是一种有灵性的生命体，不可以分割，更不可以破坏；藏族人文生态观所倡导的是自然界、神灵界与人类社会是一个统一体。如果将这一统一体比喻为一位生灵，那么山水是生灵的身躯，神灵是生灵的灵魂，而人类社会则是生灵的心脏。因此，高原人民自古以来就将自己生存的自然山水环境人格化、形象化、神圣化、象征化。他们为每一座山、每一条河流创建了相关的神灵形象，神话中的山水或以某种动物作为象征，或直接以某种神灵的形象出现。”

This ancient people never regard nature as an enemy to “conquer” , or as a repository of personal possessions that can be plundered, but deem themselves as a part of nature: “All the landscape environment on the plateau is a complete unity, in which the human society is also a part, and human activities should be integrated into it and obey its natural characteristics. For them, nature is a spiritual being that cannot be divided, let alone destroyed; and what Tibetan humanistic ecological concept advocates is that nature, Gods and human society are a unity. If the unity is liken to a living creature, then the landscapes are the body, the Gods are the soul, and the human society is the heart, of the living creature. Therefore, plateau people have personified, visualized, sanctified and symbolized the natural landscape environment they live in since ancient times. They have created images of gods for every mountain and every river. The landscape in mythology is either symbolized by some animals or directly in the image of some gods.”



↑ 藏族煨桑。煨桑是藏语音译，煨桑直译就是“以烟火祛除邪祟之祭祀”。煨桑，是藏人的祭祀习俗，即焚烧谷物、松柏枝等产生烟雾祭祀鬼神的活动，直译为“烟祭”。而松柏有消炎功效，且燃烧时可散发清香，以净化空气。

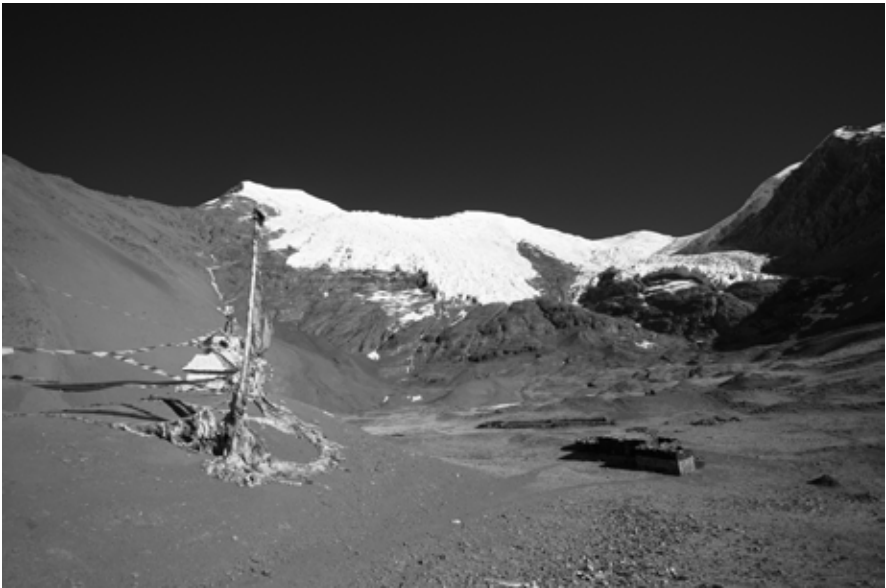
在佛教里“四大种”（组成世界的四种元素）其中之一的水，是神圣的，也是珍贵的，即使在青藏高原有数不清的溪水、湖泊。**牧民对水不仅是爱惜，更是崇拜**，他们认为供佛最好的贡品，是纯净的水——每天早晨，虔诚的信徒会在佛龛前的七个精致的碗里倒入新鲜的水，到了晚上，便将其倒掉，周而复始。

In Buddhism, water, one of the “caturmahabhuta” (the four elements that make up the world), is sacred and precious, even though there are countless streams and lakes on the Qinghai-Tibet Plateau. Tibetan nomads not only cherish water, but also worship it. They believe that the best tribute to the Buddha is pure water: In the morning, devotees pour fresh water into seven elaborate bowls in front of the shrine, and at night, they pour it out, which they repeat every day.



对自然的依傍、眷恋以及由此产生的崇拜，让这个民族从灵魂深处相信自己生活在一个有神灵存在的世界，因此他们也拥有众多丰富的祭祀活动，比如每年藏历的八月交节，在澄水星（金星）出现的时候，藏族会庆祝“沐浴节”。传说药神门拉为了救治百姓，将自己化作星辰，将自己的医术和药方通过星光普照人间。在沐浴节的 7 天内，人们相信被澄水星照耀的水会有治愈的功能，纷纷去水源处祭祀、取水。所以，这个节日也称之为“药水节”。男女老少会在水中尽情地游玩，相信通过洗浴，可以洁净身体，祛除疾病。神奇的是，这种“原始”的民间活动，却让人们养成了沐浴健身的好习惯，同时又逐渐演变成了藏医独特的疗法——藏药浴。

The reliance, attachment to, and resulting worship of nature made this ethnicity believe from the bottom of its soul that it lives in a world with the existence of Gods, and that is why they hold many sacrificial events, such as during the solar term of August each year in the Tibetan calendar, when Venus appears, the Tibetan people will celebrate the Bathing Week. Legend has it that Sman-lha, the God of Medicine, turns himself into a star and shines his healing skills and recipes through the stars in order to save the people. During the Bathing Week, believing that water illuminated by Venus will cure diseases, people go to the water sources to offer sacrifices and fetch water. Therefore, this festival is also called the Medicine Water Festival. Men and women, young and old, enjoy playing in the water, believing that bathing can clean the body and eliminate diseases. Amazingly, this “primitive” folk event has enabled people with a good habit of bathing and keeping fit, along with a gradual evolution into a unique Tibetan therapy, namely, the Tibetan Medicine Bathing.



# Tibetan Nomads





但是在水源的地方，他们会精心的用刻有经文的石片堆起一座座玛尼堆。在他们眼里，石头是象征着永恒的坚硬的物质，刻于石头上的的经文，也意味着佛法永存。这些“永恒的守卫”是在保护住在这里的水神——“勒”。传说“勒”也会附体在各种水生物的身上，所以一旦有人污染了水，或者伤害了水中的生物，便会遭受惩罚，得“勒病”，包含水疱、痲子、瘟疫、梅毒、伤寒等等。牧民会说，水源被弄脏的时候，“勒”就会生病，那么污染水源的人也会“感同身受”般的遭遇同样疾病的惩罚；如果湖开始萎缩，那么同样是冒犯了“勒”的结果，要想身体康复或者让湖水恢复原样的话，就一定要虔诚的修复水源，他们会彻底的清理水源以及周边的环境，会请高僧大德们来念经祈福，并会用洁白的羊毛羊绒编织成精致的绳子以及哈达，挂在水源处，表示自己的歉意以及尊敬，同时警示其他人：有神灵在此居住。

But at the water sources, Marnyi Stones are meticulously built with stone tablets inscribed with scriptures. In the eyes of Tibetans, the stones symbolize the eternal hard substances, and the scriptures carved on the stones imply the eternal Dharma. These Eternal Guards are protecting "Le", the God of Water who lives here. Legend has it that "Le" can also be found in various aquatic creatures, so when someone pollutes the water, or harms creatures in the water, he will be punished and get "Le" diseases, including blisters, favus, plagues, syphilis, typhoid, and so on. The tibetan nomads say that when the water is made dirty, "Le" will get sick, and those who pollute the water will suffer the same punishment. And if the lake starts to shrink, it's also a result of offending "Le". To heal or restore the lake, the water resources must be restored devoutly. Therefore, they would thoroughly clean up the water sources and the surrounding environment, invite eminent lamas to chant sutras and pray for blessings, and hang delicate ropes and Khata woven with white wool and cashmere at the water sources to express their apologies and respect, and to warn others that there are gods living here.

这里的水，人是不允许喝的，要在远离水源的地方才可以小心的取水，但是不可以洗手，洗澡，洗衣服以及丢垃圾；如果水源的下游还有神湖的话，那么就需要更加小心。

从现代科学的角度看，生病的原因不会是触犯了神灵。但是反观之我们对环境的破坏，最后导致了我们的免疫系统的损伤——我们对水和食物的污染最后需要用自己健康作为代价去偿还。当我们在“征服”自然的时候，自然给到我们不同形式的“惩罚”，平均每六分钟确诊一位癌症病人这种惊人的数字就是最有力的证明。“偏远”地区的“落后”的牧民都知道一个深远的道理：污染了水的源头，“水里的神灵会得病”更像是个生动的比喻，因为人体的构成 70% 是水，水被污染，人一定会得病。人唯一的补救方式，应该像牧民一样，清楚的意识到，人类自私和愚昧所带来的对眼前的“繁荣”的渴求，而导致了人类的生存危机。只有真诚的去净化、去保护源头，才可以确保我们真正意义上的可持续发展。**藏族千年流传下来的对山水的保护方式，比现在立一块巨大的警示牌，加上围栏、派人看守的方式更加有效，更加有“仪式感”。**

People are not allowed to drink the water here, they are only allowed to fetch water carefully from a place far away from water sources, but cannot wash hands, take baths, wash clothes or dispose garbage there; if there is also a sacred lake downstream, more care is needed.

From the perspective of modern science, the cause of disease is not an offence against the Gods. But the damage we cause to the environment ends up with the damage of our own immune system, that is, the pollution we produce to our water and food will eventually be paid for at the expense of our own health. We "conquer" the nature, in turn, the nature gives us different forms of "punishments", this is proven by the astonishing figure of one cancer diagnosis every six minutes. "Backward" tibetan nomads in "remote" areas know a profound truth, a vivid metaphor that if water resources are polluted, "the Gods in the water will get sick". Because 70% of the human body is water, when water is polluted, people are bound to get sick. The only remedy for us is that, we should be as clear as tibetan nomads to be aware that the selfishness and ignorance of human beings have brought the desire for immediate "prosperity", which has led to the survival crisis of human beings. Only when we sincerely purify and protect the sources, can we ensure a really meaningful sustainable development. The Tibetan way of protecting landscapes lasting for thousands of years is much more effective and "ritual" than the current approach of putting up giant warning signs, erecting fences or deploying guards.



# Tibetan Nomads

这就是牧民智慧的伟大和远见之处。他们并没有刻意的去做“环保”工作，他们对自然无私的守护，源于内心的感恩之情。他们尊重、捍卫自然，自然便回馈给他们最丰厚的宝藏，让他们不用担心自己吃的喝的，呼吸的是否干净；让他们以及他们的子孙后代有充足、优质的食物以及天堂般的生活环境。

中国环境经济核算报告显示，“环境危机正在越来越严重地制约经济发展。在传统工业化模式下，不断增长的 GDP 数字，是建立在资源环境和公众健康不断透支的基础之上的。这种高消耗、高污染、高风险的发展方式是不可持续的。环境污染治理往往举步维艰而且费用昂贵，太湖治污 20 年，投入已达百亿元，却并未遏制水质恶化。预防才是拯救中国水环境的关键。”

This marks the greatness and foresight of tibetan nomads' wisdom. Rather than deliberately take some "environmental protection" actions, they protect the nature selflessly from the heart of gratitude. They respect and defend nature, and nature returns them with richest treasures, so that they do not have to worry about whether the stuff they eat, drink or breathe is clean, so that they and their descendants have enough and good food and a living environment as that of a paradise.

The Chinese Environmental and Economic Accounting Report states, "The environmental crisis is increasingly constraining economic growth. Under the traditional industrialization model, the ever-increasing GDP figures are built on the basis of constantly overdrawn resources, environment and public health. Such a high-consumption, high-pollution, high-risk development is unsustainable. It tends to be difficult and expensive for environmental pollution control, for instance, twenty years of pollution control in Taihu Lake, with an investment of RMB 10 billion, has failed to curb the deterioration of water quality. Prevention is the key to saving China's water environment."



# 牧民

我们用了几十年的时间，污染了几乎所有的水源，更不要说很多城市仍处于严重缺水的状态。国家除了需要花大量的金钱去治理，老百姓也不得不去给自己装昂贵的净化设施，同时还要饱受着这一系列的举动带来的疾病的威胁。我们的生活品质是否真正地提高了？

藏族有一句谚语，“我的父母给予我最珍贵的财富，是像金盘一样的宝贵的草原；我要传给你的，也是同样的故乡。”

然而我们又给自己的子孙留下了什么？

**“大自然所提供的一切，足以满足人类的需要，却满足不了人类的贪婪。”**  
——甘地

Over the past few decades, we have polluted almost all of our water sources, let alone the severe water shortage of many cities. The country has to spend a lot of money to control pollution, and people have to equip themselves with expensive purification facilities, along with suffering from the threat of disease caused by all these moves. Has our life quality really improved?

As the Tibetan saying goes, "The most precious treasure my parents left to me is the precious grassland like a golden plate; what I will leave to you is the same homeland."

But what do we leave to our descendants?

"The world has enough for everyone's needs, but not everyone's greed."  
- Mohandas Karamchand Gandhi





Contact Us  
www.matsu.cn

400 630 9229 Customer Service Hotline

**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 Zhaojiafang 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 Zhaojiafang 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,  
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T +86 755 8253 8001  
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深圳市福田保税区桂花路5号加福广场西楼9层  
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T +86 20 87326988

广州市天河区天河北路235号广州环贸中心3102  
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**MATSU LABORATORY**

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

上海市徐汇区肇嘉浜路 686 号  
No. 686 Zhaojiafang 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,  
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