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SHU木

No.60
SUMMER 2022
夏季刊

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卷首语

Editor's Voice

中德办公家具共进共创

全球最著名的工业设计大奖 (红点奖) 在德国;
全球第一所设计教育大学 (包豪斯) 在德国;
全球最大的办公家具展 (Orgatec) 在德国;
可见德国工业设计与德国办公家具在世界举足轻重的地位。

然而, 早在玛祖铭立成立之初, 90年代, 其创始人蔡演国先生就开始探索与德国办公家具品牌的合作方式。谈及全球办公家具巨头少不了以品牌营销和资本市场运作的实力著称的美国品牌。但谈及设计与品质, 也不得不提包豪斯主义, 以及德国工业制造的实力。有别于美国, 德国家具专注精耕细分领域。比如: 玛祖铭立德国合作伙伴中, KUSCH+CO从1939开始便专注以办公椅领域, RENZ以高级行政桌为主、HOLZMEDIA以高级多媒体家具为主, 而PLANMOBEL则以工位系统为主、而Westermann则以灵动办公创意家具为主。.....正是这种在细分领域精益求精的民族精神与工艺品质, 让MATSU为之欣赏, 并从2001开始便正式与KUSCH签约合作, 开创了中国与德国办公家具品牌合作的先河, 之后又陆续与不同家具细分领域的8家领军德国品牌合作。

今年, 正逢中德建交50周年, 作为行业类带动两国合作的先驱者, 玛祖铭立追溯中德办公家具合作缘起, 并集合了一个个为德国企业打造的精彩办公空间。从这些空间缩影中, 回看中德办公家具合作史。

—本刊编辑部

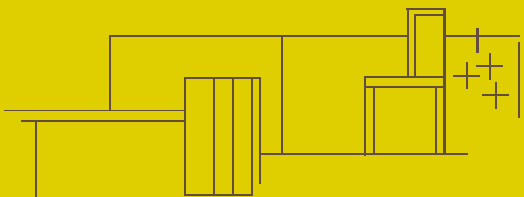
Office furniture enterprises in China and Germany work together

The world's most famous industrial design award (Red Dot Design Award) is in Germany;
The world's first design education university (Bauhaus) was established in Germany;
The world's largest office furniture exhibition (Orgatec) was held in Germany;
As we can see, German industrial design and office furniture occupy a decisive position in the world.

At the beginning of the establishment of MATSU in the 1990s, Mr. Cai Yanguo, the founder of MATSU, started to explore the ways of cooperation with German office furniture brands. When it comes to global office furniture magnates, we must mention American brands which are famous for the capabilities of brand marketing and capital market operation. However, when we talk about design and quality, we must mention Bauhaus, and Germany' s strength in industrial manufacturing. Compared with furniture brands in the United States, German furniture brands are concentrated on market segments. For example, among cooperation partners of MATSU in Germany, KUSCH+CO started to focus on office chair since 1939, RENZ focused on high-level executive desk, HOLZMEDIA on high-level multimedia furniture, PLANMOBEL on work station system, while Westermann on flexible and ingenious office furniture. The national spirit and technological quality that constantly strive for perfection are greatly appreciated by MATSU. Therefore, MATSU signed a formal cooperation agreement with KUSCH in 2001, pioneering the cooperation between Chinese and German office furniture brands. Afterwards, it developed cooperation with 8 leading German brands in different furniture segments successively.

This year marks the 50th anniversary of the establishment of diplomatic ties between China and Germany. As an industrial pioneer which promotes cooperation between both sides, MATSU traces the origin of cooperation between Chinese and German office furniture brands and gathers a series of wonderful office space created for German enterprises. From the epitome of such office space, it looks back on the history of cooperation between China and Germany in the field of office furniture.

夏



www.matsu.cn

The MATSU Group has been dedicated to providing customers with personalized, high-quality and exquisitely-designed office space solutions. Our wide range of products includes:
high quality office furniture,
public space furniture,
LED lighting,
office partition systems
and carpet
in an ultimate design,
aiming to create an inspiring office lifestyle for our customers.

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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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开创中德办公家具合作史—— 玛祖铭立德企项目合集
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新的工作愿景，ORGATEC 2022
NEW VISIONS OF WORK

创未来 新办公

商务空间优化工作坊

编辑: 彭茜 摄影师: 上海道普文化传媒 Editor: Qian Peng Photographer: TP Photography

共生空间:

以“柔性办公”理念为依, 营造非正式协作空间, 促进组织价值共生, 创新办公方式。

Shared space:

based on the idea of "flexible office," an unofficial collaborative space is created to promote the symbiosis of organization value and innovate working manner.

专注空间:

开放式办公空间中的私密之地。

Focus space:

private place in open office space

液态空间 - 多元体验模式:

模块化空间, 提供更多可能性, 增强互动体验, 让空间流动, 激发创造灵感。

液态空间 - 活动分享模式:

快速空间变换, 促进高效沟通, 知识传递直达人心

Liquid space—multi-experience mode:

modular space offers more possibilities, enhances interactive experience, promotes the flowability of space and stimulates creativity inspiration.

Liquid space—event sharing mode:

quick space transformation promotes efficient communication and knowledge transmission

"New Office of the Future" Space+ Workshop



2022年8月25日, 由白玉兰国际主办, 未来办、玛祖铭立等联合协办的“创未来, 新办公”商务空间优化工作坊于上海浦西第一高楼白玉兰广场如期举办。各行各业的行政人士近40人参与现场分享交流。

活动现场, 玛祖铭立与联想 thinkplus, Purelife, 植百汇合作, 营造了一个沉浸式未来办公体验空间。玛祖铭立遵循室内即室外, 循环应用, 混合模式, 柔性办公4大未来办公趋势构建共生空间, 专注空间, 液态空间。

On August 25, 2022, the "New Office of the Future" Space+ Workshop hosted by MRI and co-organized by Future Office and MATSU was held as scheduled at the Sinar Mas Center—the tallest building of Puxi, Shanghai. About 40 executive personnel from various industries attended the workshop for sharing and exchange.

At the event, MATSU collaborated with Lenovo thinkplus, Purelife and Zhi Bai Hui to create an immersive future office experience space. In compliance with the 4 future office trends of "indoor=outside," cyclic application, mixed mode and flexible office, MATSU aims to create a shared, dedicated and liquid space.



↑ 企业不动产管理专家 沈昕蕾 Cherry

现场, 企业不动产管理专家 沈昕蕾 Cherry 从企业不动产角度畅谈办公空间需求。沈昕蕾老师是企业地产师, 也是全球企业不动产协会会员, 国际注册资产管理师, WELL 专业人士, 拥有近 20 年美资跨国企业以及国内上市不动产管理工作经验, 并成功主导过项目获取 LEED 金奖认证。

近期, 全球新冠病毒反复, 猴痘疫情肆虐, 让“健康”相关话题成为社会热议。而 WELL 是一套注重建筑环境中人的健康和福祉的系统, 活动当天 WELL 的制定机构 IWBI 中国区副总裁吴正锐 Robert, 带来《WELL 健康办公赋能企业可持续发展》主题分享。



↑ IWBI 中国区副总裁, 吴正锐 Robert

At the event, the corporate real estate management expert Shen Xinlei (Cherry) talked freely about office space needs from the perspective of corporate real estate. Ms. Shen is a corporate real estate specialist, member of CoreNet Global, certified property manager and WELL specialist, with about 20 years of work experience in America-invested transnational enterprise and listed real estate management. She played the leading role in LEED Gold certified project.

Recently, with the repeated outbreaks of COVID-19 and the raging of monkeypox worldwide "health" -related topics have heated up in the society. WELL is a set of system stressing human health and well-being in the architectural environment. At the workshop, Mr. Wu Zhengrui (Robert), Vice President of IWBI (the institute that establishes the WELL Building Standard) in China shared ideas on the topic "WELL Healthy Office Empowers the Sustainable Development of Enterprises."



↑ 夺米锐建筑方案咨询的创始人兼首席创意官 Julien Demiray

今年年初上海为期二个月的“封城”让人始料未及, 上海人民都被迫长时间体验了居家办公, 并集结着激烈的抢菜团购、惊醒于深夜的核酸喇叭及神兽嘶吼的网课中。疫情期间, 数字化远程办公的有效性已经被证明。有很多行业头部企业疫情后也纷纷公开宣称采取混合办公模式 (比如: 携程、玫琳凯)。然而, 随着疫情情况的稳控与好转, 后疫情时代的办公空间又会有什么新的趋势?

而活动现场, 夺米锐建筑方案咨询的创始人兼首席创意官 Julien Demiray, 分享了: 2022 后疫情时代新办公空间规划概念。

Earlier this year, the unexpected "lockdown" of Shanghai forced the people to experience home office for two entire months, mixed with intensified group grocery shopping, loud speakers requesting people to take nucleic acid test and online classes for students trapped at home. The pandemic has proved the effectiveness of digital home office, and leading enterprises of various industries (e.g., Ctrip and Mary Kay) have also officially announced their decision to adopt the mixed office mode. However, what is the new trend of office space in the post-pandemic era?

At the workshop, Julien Demiray, Founder and CCO of Demiray Architectural Solution Consulting, shared his ideas of new office space planning in 2022 for the post-pandemic era.

在疫情动态清零中国政策的庇佑下, 让我们拥有此次相对健康安全的活动环境。而在几位嘉宾的精彩分享中, 关于未来新办公模式的畅想或者说预测, 大家都不约而同聚焦在了环保健康方面, 而未来办所倡导的装配式装修方式正是解决这一问题的最优解之一。

Thanks to the dynamic zero-COVID policy of China, we enjoyed a relatively healthy and safe environment at this workshop. All of the guests who shared their thoughts or predictions of the new office mode in the future happened to focus on environmental protection and health, and the prefabricated furnishing advocated by Future Office is one of the best solutions.



2022 年 10 月 10 日, 成立 30 余年、全球最大办公空间运营商之一、拥有 Spaces 和雷格斯 Regus 等高品质“灵活办公”解决方案的 IWG 集团, 近日正式启动于上海虹桥商务区的全新雷格斯 Regus 灵活办公中心, 这也是 IWG 集团在华首个特许经营经营模式的中心, 玛祖铭立为其提供了整体办公家具解决方案。

On October 10, 2022, IWG officially started to operate its new Regus flexible office center in Hongqiao Business District in Shanghai. As one of the world's largest office space operators, IWG was founded more than 30 years ago, and it has provided high-quality flexible office solutions such as Spaces and Regus. The new Regus flexible office in Hongqiao Business District is IWG's first franchising center in China, for which MATSU provides the turnkey office furniture solution.



从右往左: 明傢 Brighter Homes 负责人范红桥、IWG 集团中国区总裁胡懋、玛祖铭立集团总裁蔡演国

MATSU 助 雷格斯 龙湖虹桥天街中心盛大开幕 MATSU BOOSTS THE OPENING OF REGUS LONGFOR HONGQIAO PARADISE WALK CENTER

编辑: 彭茜 图片由 IWG 集团提供 Editor: Qian Peng Photo provided by IWG

IWG 集团中国区总裁胡懋、明傢 Brighter Homes 负责人范红桥、特邀嘉宾玛祖铭立家俱集团总裁蔡演国等, 出席开业庆典剪彩、并致辞。

Hu Mao, President of IWG in China, Fan Hongqiao, Head of Brighter Homes, and Cai Yanguo, the special guest and President of MATSU, cut the ribbon at the opening ceremony and made a speech.

REGUS



IWG 集团中国区总裁胡懋表示, “非常荣幸今天见证雷格斯 Regus 龙湖虹桥天街中心的开幕。在疫情新常态下, 越来越多的企业正在从传统的集中办公模式, 转变为多点分布式办公布局, 融合采取总部办公、在家办公和就近灵活办公的混合办公模式。IWG 集团凭借其久经考验的商业模式和领先的多样化品牌运营 (雷格斯 Regus、SPACES、HQ、Signature by Regus), 在全球城市核心 CBD 及 ‘城市副中心’ 开设 3500+ 灵活办公中心。并持续对中国市场的灵活办公转型提供专业支持, 其中国市场 2021 年按需定制会员销售额同比增长高达 52%。

Hu Mao, President of IWG in China said, “Today, I'm very glad to witness the opening of Regus Longfor Hongqiao Paradise Walk Center. Under the new normal after the pandemic, more and more enterprises are transforming from traditional centralized office mode to multi-point distributed office layout, and they tend to choose the hybrid office mode which integrates headquarters office, SOHO and flexible nearby office. Depending on the long-tested business model and the leading and diversified brand operation (Regus, SPACES, HQ, Signature by Regus), IWG has established 3500+ flexible office centers in CBDs and sub-centers of cities around the world. Meanwhile, it has been continuously providing professional support for the transformation of flexible office in the Chinese market. The year-on-year growth of its sales volume from customized members in the Chinese market in 2021 was up to 52%.





品域·凌云里是由品域中国发起改造焕新的上海徐汇西南地区的城市地标性建筑，与三位国际顶级大师安藤忠雄、雅克·费尔叶、德怀特·劳曾共同设计创造的全新概念办公社区品域·上高地隶属同源。新地标的室内设计依旧交予了上高地设计团队——涿澳，为其打造出一个“新生、温度、脉动”可呼吸的创造力社区。

URS-Lingyun Lane is an urban landmark in the southwest of Xuhui, Shanghai, which was launched by URS China to transform and rejuvenate. URS-Shang High Land, a new concept office community jointly designed and created by three top international masters, Tadao Ando, Jacques Ferrier and Dwight Law, belongs to the same origin. The interior design of the new landmark is still handed over to the Shang High Land design team, IADC DESIGNERS LTD, to create a respirable creative community of "freshness, temperature and pulsation".

FROM "OLD WAREHOUSE" OF AGRICULTURAL MACHINERY TO "NEW LANDMARK" OF XUHUI

URS-LINGYUNLI

从农机“旧仓库” 到徐汇“新地标”

品域·凌云里

编辑：彭茜 摄影师：黄亚明 Editor: Qian Peng Photographer: Sam Huang

01 新与旧的对话

从农机仓库到可呼吸的创造力社区

Dialogue between New and Old

From Agricultural Machinery Warehouse to Breathable Creative Community

品域·凌云里的前身是一个农机仓库。所以，工业建筑的改造，是设计的出发点，同时也是设计的焦点。场地的历史与新的设计语言的叠加，是在旧的传承与新的演绎之间产生的一个共同作用的结果。在设计中，关注需要保留的建筑特质，有机的部分；同时思考如何赋予其新的生命，新的形式，新的功能。而本案最大的一个挑战，便是功能如何最大化转化。

在满足功能的前提下，立足于设计的出发点，利用建筑原本的空间优势：原工业厂房的层高和空间尺度。并且，品域中国空间所有办公家具都是其前滩办公空间利用旧使用。同时，在材料选择上，主要以极富原始质感的基础材料为主，如锈蚀钢板、混凝土、枕木等；以利用材料语言的对话，延续工业存留的印记，注入一些时代性特征。

URS-Lingyun Lane was formerly an agricultural machinery warehouse. Therefore, the transformation of industrial buildings is the starting point of design and also the focus of design. The superposition of the history of the site and the new design language is the result of a common effect between the old inheritance and the new deduction. In the design, attention is paid to the architectural characteristics and organic parts that need to be retained; At the same time, there is thinking of how to endow it with new life, new forms and new functions. The biggest challenge of this case is how to maximize the transformation of functions.

On the premise of meeting the function, based on the starting point of design, the original space advantage of the building has been utilized: the storey height and space scale of the original industrial plant. In addition, all office furniture in URS China Space is the old furniture of its foreshore office space. At the same time, in terms of material selection, basic materials with very original texture are mainly used, such as rusted steel plates, concrete, sleepers, etc; The dialogue of material language is used to continue the imprint of industry and give it some characteristics of the times.



02 可呼吸的创造力社区

5.4米的层高使办公空间不再一“层”不变

Breathable Creative Community

The Floor Height of 5.4 Meters Makes the Office Space No Longer a Single "Floor"

品域·凌云里坐落在“漕河泾-华泾创新创业带”中心地带，是基于相同兴趣爱好好的“趣缘群体”的天然集聚地。在这里，品域将高品质的公共空间作为载体，将具有创意和活力的上下游产业链人才聚集，重构社群连接，增加企业粘性、链接邻里，意图通过打造社区式概念办公的典型案列，实现趣缘合作和人工智能时代的职业重塑。

URS-Lingyun Lane is located in the center of the "Caohejing-Huajing Innovation and Entrepreneurship Belt", which is a natural gathering place of "interest groups" based on the same interests. Here, URS takes high-quality public space as a carrier, gathers creative and dynamic talents from upstream and downstream industrial chains, reconstructs community connections, increases enterprise coherence and links neighbors, and intends to achieve career remodeling in the era of fun predestination cooperation and artificial intelligence by creating typical cases of community style conceptual office.



5.4 米的层高使办公空间不再一“层”不变，提供了灵活办公的可能性，打破传统的分割和封闭，使协作人群产生乘法效应。在空间设计上精心考量，一窗一景，各单元均可享受独立阳台，自然通风。阳光洒落，空间因此有了表情。在节约能源的同时，让每一层办公都有了可呼吸的窗口，拉近了景观与办公的间隙。

The floor height of 5.4 meters makes the office space no longer a single "floor", provides the possibility of flexible office work, breaks the traditional segmentation and closure, and creates a multiplier effect for the collaborative crowd. With careful consideration of space design, each unit can enjoy an independent balcony with natural ventilation. When the sun shines, the space will have an expression. As well as saving energy, each floor of the office has a breathing window, which draws the landscape and the office closer.



03

创新生态办公

环保利旧&人文关怀

Innovative Ecological Office
Environmental Protection and Utilizing
Old Furniture & Humanistic Care

通过与微软 MA、百度、腾讯创新中心等沟通云资源与 starup 的合作，融入徐汇区科创生态，深度对接华东理工科技创新成果转化资源，及接力基金等青年创投基金，打造 " Cloud+" 青年创新加速营。这是品域 · 凌云里在建筑办公生态上的创新。

而入住凌云里的品域中国，其办公空间产品的配置也遵循了环保与人性化选择。**品域中国空间所有办公家具都是品域中国原创前滩办公空间利旧使用，契合建筑可呼吸、自然的理念，以及创新生态的特色。**MATSU 一贯坚持环保的多元化产品在此大显身手。

The innovation of URS-Lingyun Lane in architectural office ecology is through communication with Microsoft MA, Baidu, Tencent Innovation Center, etc. on the cooperation between cloud resources and startup, integration into the science and innovation ecology of Xuhui District, in-depth connection with East China Science and Technology innovation achievements transformation resources, relay fund and other youth venture capital funds, and building a "Cloud+" youth innovation accelerator camp.

For URS China, which has settled in Lingyun Lane, the configuration of its office space products also follows the environmental protection and humanization options. All office furniture in URS China Space is used by URS China's original foreshore office space, which conforms to the concept of building breathability, nature and innovative ecology. MATSU has always insisted on environmental protection and diversified products to show its strength here.



共享办公区，选用了motu电动升降桌。让员工在空间中实现站坐交替办公。另外，工业风少有的亮色，在此区域破局使用。红色uni-verso会议椅的点缀，让冷峻的工业风又鲜活起来，使其更富层次感。

会议空间，unit会议桌Y形桌脚独具特色，圆润且略带趣味的造型平衡了钢铁和混凝土的硬朗。

The shared office area adopts motu electric lifting table, allowing employees to work alternately in the space. In addition, there are bright colors of industrial style, which are used in this area. The embellishment of the red uni-verso conference chair makes the cold industrial style come alive again, making it more layered.

In the conference space, the Y-shaped legs of the unit conference table are unique. The round and slightly interesting shape balances the hardness of steel and concrete.



开放式办公区，Lenco 桌上屏工作位结合 ant 人体工学椅。如果工作缺乏新的创想，或许窗前的吧台区能为你续能。坐上 uni_verso 吧椅，换个坐姿，换个高度，不经意间灵感便从窗外飞入。



In the open office area, the Lenco desk screen working position is combined with the ant ergonomic chair. If your work lacks new ideas, maybe the bar area in front of the window can rejuvenate you. Sit on the uni_verso bar chair, change your sitting position and height, and inspiration will fly in from the window inadvertently.



行政管理空间，选用轻盈纤薄的Star班台。凭借着出色的外观与结构设计，Star荣获了红点设计大奖。锐利纤薄的抛光桌脚，在原始木质环境的衬托下更显得现代精巧，也增强了空间的碰撞感与层次。

The light and thin Star platform is selected as the administrative space. Star won the Red Dot Design Award for its outstanding appearance and structural design. The sharp and thin polished table legs are more modern and exquisite against the original wooden environment, and also enhance the collision feeling and level of the space.



全黑的钢制脚motu升降桌与Papilio人体工学椅，在实现站坐交替的功能同时，将建筑原本的工业风质感表现得淋漓尽致。

The all black steel foot motu lifting table and Papilio ergonomic chair fully display the original industrial style of the building while realizing the function of alternating standing and sitting.

300米 高空的“城市云客厅” 深业集团

编辑：彭茜 摄影师：吴鉴泉
Editor: Qian Peng Photographer: Vincent Wu

“CITY CLOUD LIVING ROOM”
AT 300 METERS ABOVE THE GROUND
SHUM YIP HOLDINGS COMPANY LIMITED



| 在科技未来感中透入出古典朴素的国风美。

Revealing the classical and simple national style of beauty in the sense of scientific and technological future.

01 项目概况 PROJECT OVERVIEW

由深圳市福田区委牵头指导，深业集团设计建设的“城市云客厅”位于深业上城1座64F。这是集展厅、商务、政务接待功能为一体的300米高空“城市云客厅”。其地理位置坐拥三大中央公园，景观可视莲花山与笔架山等自然美景。

荣获红点奖、ICONIC AWARD等多项国际室内大奖的anySCALE承接了其中室内空间、展示建议和导视系统的设计任务，MATSU玛铭铭立为其打造整体办公家具解决方案，让建筑空间与自然美景以及家具之间和谐共生。

正是因为具备欣赏这个无可取代景色的独特地理位置，项目的名称被定义为：云客厅。云，寓意高耸入云，亦寓意信息科技云。深圳的科技引领和视野高度，浓缩成一个“云”字！而客厅，则区别于普通意义上的展厅，让空间具备了更多的兼容性，囊括展示、接待、路演、会议四大模块，兼顾企业推广、人才交流、招商引资、政务决策等诸多功能。

Led and guided by Futian District Party Committee of Shenzhen, the “City Cloud Living room” designed and constructed by Shum Yip Holdings Company Limited is located on the top floor, 64th floor of Building 1 of Shum Yip Upperhills. This is a “City Cloud Living Room” that unites the functions of exhibition hall, commerce and government affairs accommodation. Its location is surrounded by three major central parks, allowing perception of natural views like Lotus Hill and Bijia Mountain.

anySCALE, who has won multiple international awards for interior design, like the Red Dot Award and ICONIC AWARD, undertook the design tasks for indoor space, exhibition advice and guidance system, while MATSU created an overall office furniture solution for it, allowing building space to be in harmony with natural views and furniture.

For the unique location that allows for admiration of this irreplaceable view, the project name was determined to be “Cloud Living Room”. Cloud is a metaphor for highness as well as cloud information technology. The leading technology and high vision of Shenzhen was condensed into the word “Cloud” ! As for Living Room, it differs with ordinary exhibition hall and equips space with more compatibility, including four major segments of exhibition, accommodation, road shows and conference, with multiples functions of corporate promotion, talent communication, investment and business attraction, policy decision etc.



↑ 竖条折叠铝板墙体悬浮艺术投影装置

02

区域划分 REGIONAL DIVISION



↑ 序厅，通过墙面氛围投影，可切换 3 种模式：窗户模式展现风光，黑暗模式宛若胶卷，明亮模式回归纯净。



电梯厅和核心筒的走廊，处理成了相对暗环境的文化走廊。作为深圳历史、文化和人物、精神的信息推广通道，让渴望观景的情绪得到进一步积累。先抑后扬，有效地控制参观的节奏。考虑到展示空间的灵活性和兼容性，anySCALE 在空间平面规划和视觉设计语言都非常简洁，核心筒外围东南西北四个最大的长方形空间，分别是城市展厅（包括序厅和情绪变化厅）、主会客厅、多功能厅（路演、交流和行为学习）、正式会议厅。

The corridor from the elevator hall to the core tube is processed as a relatively dark cultural corridor. In addition to its role as an information channel to promote Shenzhen's history, culture, personalities and spirit, it also further builds up the eagerness for appreciating the view. Saving the highlight for last, it effectively sets the pace of the visit. Considering the flexibility and compatibility of the exhibition space, anySCALE keeps the floor planning and visual design very concise. The four largest rectangular spaces in the east, south, west and north of the core tube are the City Hall (including the Lobby and the Emotional Spectrum Hall), the Main Living Room, the Multi-Function Hall (for road shows, exchanges and action learning), and the Official Conference Hall.



↑ 东厅（城市展厅），两面 3 米宽 3 米高的 LED 高清屏幕。



虚(实时拍摄投影) & 实(窗外自然美景)

屏幕内容和窗外风景同步，
类似透明屏幕的神奇效果，
让信息无影无形，又如影随行！

Virtuality (real-time filming projection) & reality (beautiful scenery outside the window)

Synchronization of screen display and scenery outside the window
Magical effect similar to a transparent screen
Blurring the line between virtuality and reality



序厅，双面墙面氛围投影包围着中间如影随形通透魔镜，三面环绕。三种调节模式让展厅氛围切换自如：窗户模式展现风光，黑暗模式宛若胶卷，明亮模式回归纯净。此空间采用电动闭合屏幕、视频影像和智能灯光装置，徐徐引入窗户和风景。

东厅（城市展厅）和南厅（主会客厅），靠窗沿着窗户走向的位置，各安排了两面 3 米宽 × 3 米高的 LED 高清屏幕，利用无人机实况拍摄窗外景色，然后画面叠加数字信息，同步电动轨道运行速率等科技手段，模拟出屏幕内容和窗外风景同步、类似透明屏幕的神奇效果，让信息无影无形，又如影随行！

In the Lobby, the double-sided wall surface atmosphere projection surrounds the clear, shadowy magic mirror in the middle, with three sides surrounding it. Three adjustable modes allows for freely changing the exhibition hall atmosphere: the window mode exhibits scenes, the dark mode is like a roll film, and the bright mode returns to purity. The space adopts an electric close screen, video images and smart lighting device that gradually bring in windows and scenes.

The East Hall (City Hall) and South Hall (Main Living Room) allocate two screens of crouching tiger style alongside the windows, of which the content correspond with the view outside. The magical effect similar to transparent screen makes information invisible but closely associated with the space!

03

各区详介 DETAILS OF EACH REGION

↓（主会客厅）隐藏在天花里的激光超短焦投影机将星空画面投射于无边框的布面墙面上。



隐藏在天花里面的激光超短焦投影机阵列，为东序厅两个通高墙面。连同南厅（主会客厅）的主背景布面墙面，营造出无边框的、通长的、流动的艺术场景，灵动新颖，又内敛随和。

The laser ultrashort-focus projection array that hides in the ceiling, along with the main background cloth cover wall in the South Hall (Main Living Room), creates a frameless, long and flowing art scene for the two walls in the East Lobby, bright, novel, reserved and amiable.

让自然成为投影。
Making the nature projection

四个转角是配套设施，包括贵宾接待、茶室、数字展厅、农科展示、VR 体验、商业展示、休闲区、小会议室及贵宾休息室，从核心筒（文化走廊）可以轻松抵达各个功能分区模块，可以满足多任务参观、接待及会议需求。

At the four corners are supporting facilities, including VIP reception area, tea room, digital hall, agricultural science exhibition, VR experience, commercial exhibition, leisure area, small conference room and VIP lounge. From the core tube (cultural corridor), visitors can easily reach all of the functional areas, so as to satisfy multiple needs such as visting, reception and conference.

落地窗外的风景亦然成为了室内天然的壁画。宽幅的落地窗 + 开拓的视野符合中国自古以来的留白之意韵。以“空白”为载体进而渲染出虚实平衡的艺术，营造一种至简至纯的和谐氛围。

The scenery outside of the French windows resembles a natural indoor mural. Wide French windows with a broad field of vision conform to the ancient Chinese philology of leaving blank space. With "blank space" as the carrier, the art of a balance between virtuality and reality creates a harmonious atmosphere of extreme simplicity and purity.



Ginko 休闲椅和 san_siro 茶几就在落地窗前组成了舒适的一角，包裹性极强的椅背和扶手帮助人更好的放松。从高楼眺望一眼，便觉得心旷神怡。

In front of the French windows, Ginko leisure chair and san_siro tea table constitute a comfortable corner. The back and armrest of Ginko form a sense of privacy which helps people to better relax. Looking into the distance from a height puts the mind at ease.





窗外的风景是最好的展品。

云展厅位于深业上城 T1 写字楼 64F。
整体空间跨度 27 米无柱子，
落地窗单片玻璃 3m 宽 x3m 高。
坐拥三大中央公园，
景观可视莲花山与笔架山等自然美景。

The Cloud Exhibition Hall is on the top floor.
64th floor of Shum Yip Upperhills.
The whole space has a span of 27 meters without pillars,
One piece of the french window is 3m wide x 3m high.
Surrounded by three major central parks,
one is able to see the natural view of Lotus Hill and Bijia Mountain.



北面的主会议厅，通长的落地窗面对的是一望无际的青山绿水，与之对应的南面墙体，则用激光在铝板上切割出无数多的大小小规则排列的洞口，刻画代表深圳天际线的标志性建筑群。然后在背面嵌入导光板，营造出万家灯火的都市繁华画卷，要金山银山，也要绿水青山！

会议室大胆的选用两种形态的家具丰富了空间的功能性，让新锐生命力与简约经典结合，将整体空间一分为二。简洁的带滚轮的 Ona Desk 会议桌，结合模块化的设计，可根据客户需要拼组，而相对经典的现代造型造就了路演和会议交流的一般场景。

另一半空间则选用轻量化模块家具 xbrick 系列，与会议桌的传统进行碰撞。轻便的产品可以随时改变布局，配合会议、培训、交流等任务工作形态，成为办公空间中知识工作者的最佳拍档。



In the main conference hall on the North, opposite to the long french window is the boundless green hills and rivers. On the other side, the south wall is carved by laser and full of holes of different sizes that are arranged in an order, illustrating the signature buildings that stand for Shenzhen's skyline. A light guide plate has also been inserted into the back, creating a picture of the greatness of the city, yearning for both treasures and natural scenery!

For the conference room, furniture of two different forms is used to enrich the functions of space, combine cutting-edge vitality with a concise and classic style, and divide the overall space into two areas. Ona Desk, the concise modularized conference table with wheels can be assembled as needed by clients, and its classic modern style sets up a general scene for road shows and conferences.

For the other half of space, the lightweight modularized furniture xbrick series is selected, forming a contrast with the traditional conference table. This lightweight furniture can be re-arranged any time, which makes it the best partner for all work including conference, training and exchange.



模块化的 x-brick 采取 100% 可回收材料，面料由激光在泡沫上雕刻而成，完美契合环保新锐的理念。仅 1.4kg 的重量，而承重可达 200kg 的高性能，轻盈又强大！

The modularized x-brick is made from 100% recyclable material carved by laser, which is perfectly in line with the cutting-edge idea of environmental protection. Only 1.4kg in weight but capable of bearing up to 200kg, x-brick is lightweight and powerful!



CITY
我们城市，
我们可以做更多



↑ 北面的主会议厅，通长的落地窗面对的是青山绿水，与之对应的南面墙体，则用激光刻画深圳标志性建筑群。



我们都去过永辉超市、7-11，吃过必胜客、美心月饼，那么这些知名企业品牌，它们背后都浮现着一个共同的身影——亨利·凯瑟克家族掌舵的怡和集团。怡和集团（JARDINE MATHESON）是一家多元化跨国集团，于1832年创立，总部位于中国香港。公司业务领域包括：金融及保险服务、零售百货、消费市场拓展、工程及建筑等。

We have all been to Yonghui Supermarket, 7-11, Pizza Hut and Meixin Moon Cake. Then behind these well-known enterprises and brands, there is a common figure - Jardine Matheson Group under the leadership of Henry Keswick family. Jardine Matheson is a diversified multinational group, founded in 1832 and headquartered in Hong Kong, China. The company's business areas include: financial and insurance services, retail department stores, consumer market expansion, engineering and construction, etc.



作为一家百年企业，怡和集团就是曾位居香港四大洋行之首的怡和洋行，也是现在香港最大的公司。2022年，怡和集团打造了位于佛山的全新办公空间，MATSU 玛祖铭立为其提供办公空间的解决方案，打造一个更加灵活多元的办公空间，帮助企业营造自驱型职场空间。

As a century-old enterprise, Jardine Matheson Group was once the first of the four largest foreign firms in Hong Kong and is now the largest company in Hong Kong. In 2022, Jardine Matheson Group created a new office space in Foshan. MATSU provided it with a solution for office space to create a more flexible and diversified office space and help enterprises create a self-driven workplace space.

工作 ≠ 迫不得已
工作 = 自控生活



百年怡和 全新空间

编辑：刘畅、彭茜 摄影师：陈锋 Editor: Alisa Liu, Qian Peng Photographer: Feng Chen

关上柜子，打开灵感

Close the Cabinet and Open for Inspiration

本次怡和集团的办公区域整体运用了黑白灰加木色的简单配色，除此之外，在照明设计方面运用线性照明，与简洁、明朗的整体空间效果相得益彰。同时，考虑到光源照度对人们办公心理的影响，办公区的光源照度设置在500LUX以上，让环境更明亮，为员工提供光线充足的，健康的办公环境。

The office area of Jardine Matheson Group used simple color matching of black, white, gray and wood. In addition, linear lighting was used in lighting design to complement the simple and clear overall space effect. At the same time, considering the influence of light source illuminance on people's office psychology, the light source illuminance in the office area is set at more than 500LUX to make the environment brighter and provide employees with a well-lit and healthy office environment.

↓ MATSU 办公区设计
MATSU office area design



WORK ≠ NECESSITY, WORK = SELF CONTROLLING LIFE A BRAND-NEW SPACE FOR JARDINE MATHESON WITH HUNDRED YEARS OF HISTORY



除了配色以及光源的考量以为，员工工位边巧妙结合座地柜 + 软垫长凳的配置，不仅保证了充足的收纳空间，更增加了人与人直接的交流协作之地，完美解决了1-3人在工位边或站或坐交流，迅速互通协作。

In addition to the consideration of color matching and light source, the ingenious combination of the configuration of base cabinet+cushion bench at the side of the staff's work station not only ensures sufficient storage space, but also increases the space for direct communication and collaboration between people, perfectly solving the problem of 1-3 people standing or sitting at the side of the work station to communicate and collaborate quickly.

←
MATSU Lenco Workstation
MATSU Stone Swivel Chair
MATSU Ginko Teapoy (左图)

严肃以待，拥抱乐观

Be Serious and Embrace Optimism

怡和集团是在中国存在的唯一一家延续的外资企业。在《洋行之王：怡和与它的商业帝国》一书中写道：几乎在中国每一个重要历史阶段，都活跃着怡和的各路人马。而在慢慢历史长河中，有胜利一定也有失败。悲观者固守避之，乐观者灵活以对，故而悲观者正确，乐观者胜利！空间亦是如此，哪怕是严肃的会议空间，唯有灵活可以应对未知的百态。

Jardine Matheson Group is the only continuous foreign-funded enterprise in China. In the book "The King of Foreign Firms: Jardine Matheson and Its Business Empire", it was written that Jardine Matheson's people were active in almost every important historical stage of China. However, in the long course of history, there must be victories and failures. Pessimists stick to avoiding them, while optimists are flexible with them, so pessimists are right, while optimists win! The same is true of space, even if it is a serious meeting space, only flexibility can cope with the unknown.



← ↑
MATSU 灵活会议区设计



怡和会议空间, 运用可移动隔断, 构建了一个可以应对“未知百态”的会议空间。无论是 5-8 人的小型会议, 还是 10-12 人的中型会议, 甚至 30-40 人的大型培训都可以灵活切换适配。除此之外, 会议空间侧墙还备有可书写的玻璃面板, 将任何一个灵感捕捉于此。

Jardine Matheson conference space uses movable partitions to build a conference space that can cope with the "unknown hundred states". Whether it is a small meeting for 5-8 people, a medium-sized meeting for 10-12 people, or even a big training for 30-40 people, it can be flexibly switched and adapted. In addition, the side wall of the conference space is also equipped with a writable glass panel to capture any inspiration.

←
MATSU Profession Training Table 会议桌
MATSU 会议椅

↓ MATSU Profession Training Table 会议桌
Kusch+co Ona desk Table 会议桌
MATSU 会议椅



↓ MATSU Anole 沙发

开放式办公空间允许员工打破空间的隔离, 在工作场所更佳自由地交流与合作; 而随后便带来了私密和专注度的问题。本次项目中 MATSU 运用 Anole 高背卡座沙发, 不仅给予每一位怡和职场人独立共享的办公空间, 更提供了私密专注的体验之地。**事无绝对, 在开放空间中拥有私密天地, 在私密静地里感受包容。**

Open office space allows employees to break the isolation of the space and communicate and cooperate freely in the workplace; Then comes the question of privacy and concentration. In this project, MATSU uses Anole high-back berth sofa, which not only provides an office space for each Jardine Matheson worker to share independently, but also provides a private and dedicated experience place. There is no absoluteness. You can have a private world in an open space and feel tolerance in a private and quiet place.



对于 90 后, 00 后, 他们工作并不是迫不得已, 而是一种可以自己掌控的生活! 这种价值观与雇佣关系的改变, 让越来越多的企业意识到自燃型人才的重要性。而作为雇主, 首先要让员工真正成为职场空间的主人翁, 只有他们摆脱了固化与束缚, 在更加自由灵活的办公环境中自主选择释放自驱力的能量场, 才是打破条条框框的制度管理, 以人为本的自驱企业文化。怡和集团以及未来越来越多的企业正在意识且实践这一点。

For the post-90s and post-00s, their work is not forced, but a lifestyle they can control! This change in values and employment relationship has made more and more enterprises realize the importance of spontaneous combustion talents. As an employer, the first thing is to let employees become the masters of the workplace. Only when they get rid of the solidification and bondage and choose to release the self-driven energy field in a more free and flexible office environment, can they break the rules of system management and people-oriented, self-driven corporate culture. Jardine Matheson Group and more and more enterprises in the future are realizing and practicing this.

德国下一个“独角兽”的混合办公大本营 Staffbase全新办公空间

编辑：刘畅、彭茜 图片由玛祖铭立的合作伙伴 wd3 & wp 提供 Editor: Alisa Liu, Qian Peng Photo provided by wd3 & wp



The Chemnitz-based startup Staffbase is one of the world's leading providers of apps for improving employee communication in large and international companies. For its rapidly growing number of employees, the company opened one of the most modern offices in the city in Chemnitz in this year. For this purpose, part of the historic Wirkbau, a former factory for textile machinery, was converted into a 2,000-square-meter OpenSpace office and 140 workstations were set up.

At its new headquarters, Staffbase worked with Matsu Partner WD3 & WP (westermann) to create ideal environments for its flexible work structures.

总部位于德国开姆尼茨的初创公司 Staffbase，是世界领先的应用程序提供商之一，用于改善大型跨国企业的员工协作沟通。作为 2014 年的初创企业，却在短时间内被估值 10 亿美元。由于企业快速扩展，员工人数激增，Staffbase 近几年在开姆尼茨新建了全新办公空间。将一家前纺织机械工厂的 Wirkbau 的部分改造成一个 2000 平方米的混合办公大本营，并设立了 140 个工作站。

Staffbase 新总部，玛祖铭立合作伙伴 wd3 & wp (westermann) 合作，为其灵活的工作结构创造了理想的液态办公环境。固态是稳定不变的，气态是变幻莫测的，唯有液态是可流通，但在容器中，其是可规形的。液态办公，是允许员工成为空间主人翁，寻找所需工作场域，自由协同的一种工作模式，是一种允许发声与犯错的包容态度。



在这里，你甚至可以像安妮海瑟薇主演的《实习生》一样，骑着自行车在 2000 平米的开放式办公柜空间中穿梭，快速寻找属于自己的工作场域；滑板车也不为过；又或是来一场挥汗如雨的篮球赛，让团队之间协作与互抗，而原厂房的高度让这一切变成可能。



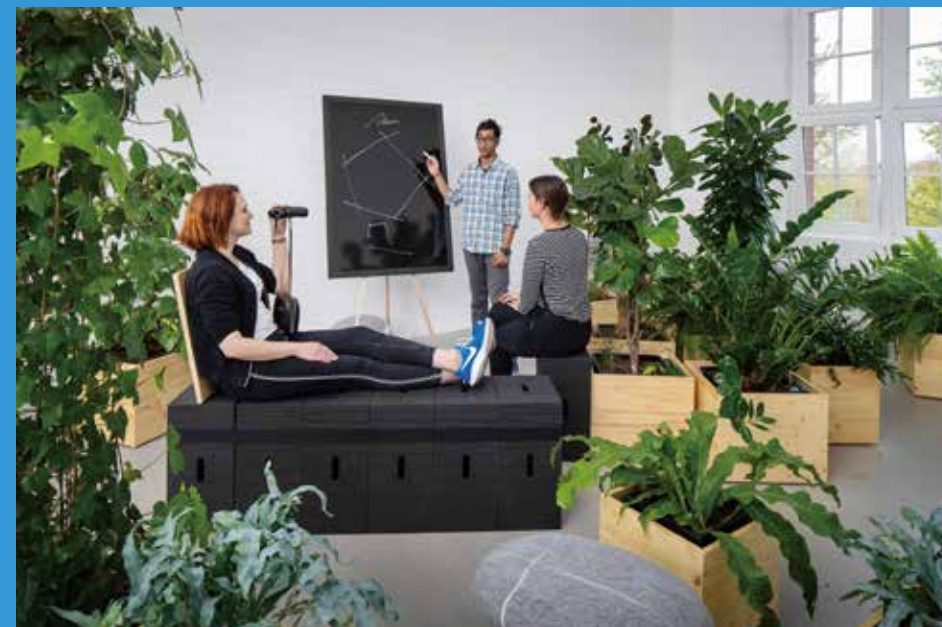
Just like Jules Austin (played by Anne Hathaway) in the film The Intern, you can run a bicycle shuttling back and forth in the open office cabinet as large as 2,000 square meters, quickly searching for your own workplace; a scooter is also a good choice; or you may play a basketball game, with perspiration falling like raindrops, in which you will witness the cooperation and confrontation among team members, and the height of the original plant will make it possible.

“液态办公空间，是让员工之间在动态协作交流模式下，构建磁场同频的绝佳培养皿！——这是一种让人惊叹的企业文化！”

"Dynamic internal communication that resonates with all employees- a company culture that rocks!"



Hybrides Staffbase Camp



作为现代雇主，Staffbase 支持混合工作模式，这意味着 WFH（在家工作）和办公室工作都是可以的。如此一来，员工可以享受两者的双边优势。既可以拥有居家办公的自由，同样也可以感受办公空间的团队凝聚力。而运用可移动模组化的家具营造的液态办公空间，让 Staffbase 的员工享有动态协作交流模式，团队之间在轻松灵动的氛围中，在默契磁场环绕下，高效共情共鸣。

As a modern employer, we support hybrid working models, which means a mixture of WFH (work from home) and office presence mode. So you get the best of both worlds: flexibility when needed and team bonding onsite with colleagues. A dynamic internal communication that allows all employees to resonate with movable furniture.



“家具使我们能够生活在现实世界中，这正是我们希望通过员工应用程序实现的目标！”

"The furniture allows us to live in the real world exactly what we want to achieve virtually with our employee apps!"



空间中,轻量化模块化家具 Xbrick 仅重 1.4kg,但却可承重 200kg。它或桌,或椅,或脚凳,可模块组成任一你想要的空间。Flomo 则随时随地捕捉迸发的灵感因子。Motu 升降桌实现站坐交替,让员工不被束缚,通过改变工作姿态,找到最为适宜的工作状态。除此之外,订制开发的柔性隔音墙和个人专注空间,都为 Staffbase 全新办公室液态办公提供了绝佳条件。通过这些,员工可以灵活地创建他们需要的工作氛围。

The amazing modular Xbrick is light, portable, and weighs only 1.4kg. It can bear 200 kilograms. With the Xbrick multifunctional furniture, the flomo mobile whiteboard, the height-adjustable tables from the motu series, and the specially developed flexible acoustic walls and individual retreats, the new office now offers the best conditions for agile working. In this way, employees can flexibly create the workspace they need themselves. And because the furniture is so light and mobile, it can always be used exactly where a workspace is needed, be it mini-meeting rooms, concentration workstations or creative zones.



中间: Staffbase 董事总经理 Martin Böhringer 博士

Staffbase 董事总经理 Martin Böhringer 博士说:“我们感到惊讶的是,这个全新的液态办公方式被员工迅速接受并非常喜爱。几乎在一夜之间,这种动态协同的混合办公模式就成为我们公司 DNA 的一部分:在第二个工作日,团队已经‘劫持管控’了各自所需的办公区域,创建独属于自己的场景配置,将办公桌以不同的方式放置或完全舍弃传统摆放。这种快速接受与适应感,是作为企业管理层愿意和期待看到的,但我们没想到这么快。在 wp 办公家具构建的办公空间中,我们将 Staffbase 的虚拟应用产品带入到现实世界中,这正是我们希望通过虚拟产品实现的目标:构建这样的企业文化——与员工产生动态协同的沟通交流模式与氛围!”

Dr. Martin Böhringer, Managing Director of Staffbase: "We were surprised how quickly and actively the concept was accepted and became part of our company DNA virtually overnight: on the second working day, the teams had already hijacked their respective areas, created their very own configurations within their zones, placed tables differently or completely to one side. Of course we had hoped that the concept would be accepted so quickly and without fear of contact, but we had not expected it to happen so quickly or to this extent. With the furniture from wp office, we can live in the real world exactly what we want to achieve virtually with our employee apps: dynamic internal communication that resonates with all employees – a company culture that rocks!"



Staffbase



业主 Project: 开普勒大学 Kepler Universitätsklinikum GmbH, Linz
设计公司 Planner: LORENZATELIERS ZTGmbH, Wien, Innsbruck, Trieste

校园+城市=城市化校园

开普勒大学林茨医学院

编辑：刘畅 摄影师：Franz Ebner, Wien Editor: Alisa Liu Photographer: Franz Ebner, Wien

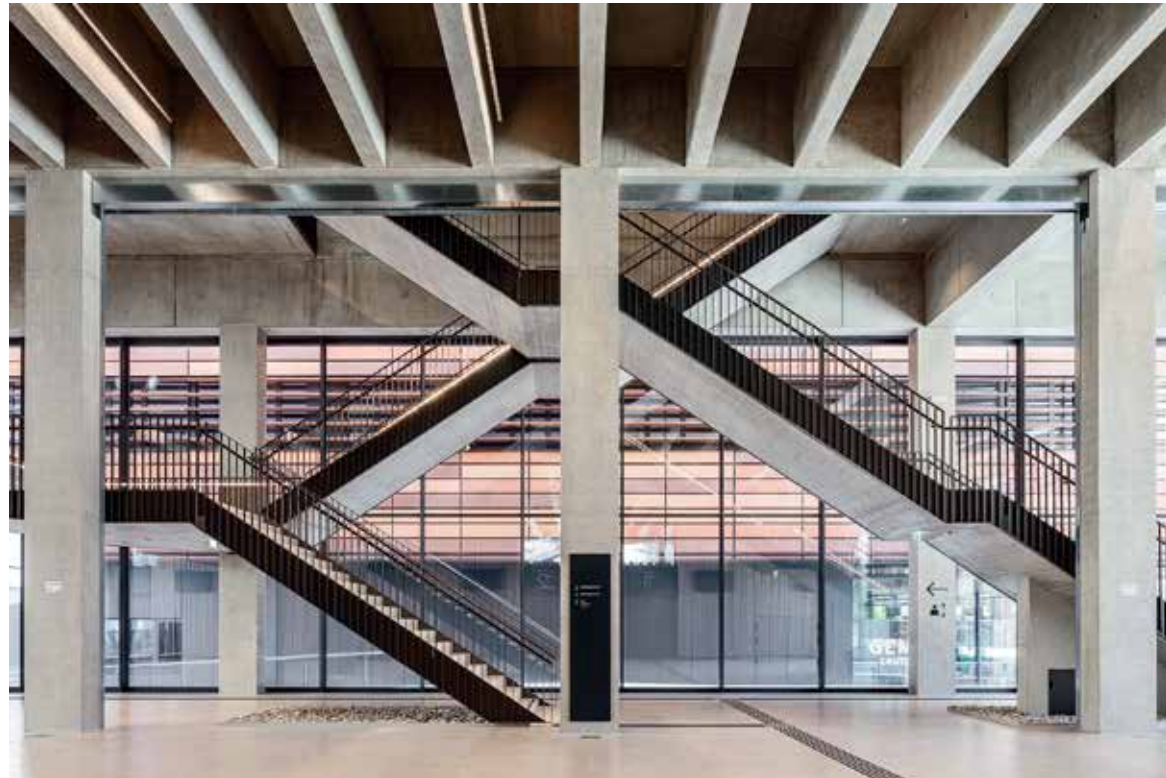
近期，MATSU 德国合作伙伴 Nimbus 为开普勒大学林茨医学院新大楼提供了照明与声学静音整体解决方案。开普勒林茨大学是奥地利一所综合性国立大学。位于奥地利第三大城市奥地利首府“林茨市”。该项目由奥地利建筑工作室 LORENZATELIERS 设计，凭借城市化的设计理念，荣获 2022 了 Daidalos 建筑奖和 2022 Big See 建筑奖。该项目总面积 12.500 平方米，包含：教学研究室、办公室、图书馆、咖啡馆、超市和商店。

开普勒大学和综合医院作为奥地利林茨市城市中心的一部分，建筑师如何通过校园的设计打造，构建城市氛围，是此次项目最具挑战与引人之处。设计师运用校园概念促进医学研讨，交流和沟通，开放式校园与市中心环境的组合则创造了一个活泼而有吸引力的城市氛围。正如约翰内斯开普勒大学校长 Meinhard Lukas 所说：“创造了一个开放，现代，鼓舞人心的城市化校园，让在医学院任教、研究和学习的人们能在这些建筑物中感到舒适是非常重要的。”



MATSU 's partner Nimbus and LORENZATELIERS have designed and renovated the new building of the Linz Medical School. The effective area 12.500qm, teaching and research rooms, offices, library, café, supermarket and shops. Winner of the 2022 Daidalos Architecture Award and the 2022 Big See Architecture Award for Urban Ideas.

Creating an attractive urbanized campus is a particularly challenging undertaking for architects. But this project, as Meinhard Lukas, Rector of the Johannes Kepler University: "The project creates an open, modern and above all inspiring place. The people who teach, study and research at the Faculty of Medicine will feel comfortable in these buildings."



CAMPUS + URBAN = URBANIZATION CAMPUS

MED CAMPUS I, JKU LINZ (AT)

本次设计将四个主要建筑功能区（演讲厅、实验室、办公室和图书馆）都放置于中央广场附近，道路相交的地方，形成一个城市聚会场所，便于任何人访访奥地利州首府。每栋建筑的空间、设备和设计都拥有完美的解决方案。

The four main functions – lecture theatres, laboratories, offices and library – are each accommodated in their own custom-designed buildings surrounding a central square. Located at the point where the paths through the grounds intersect, it opens up to the adjacent rooms to create an urban meeting place for anyone living in or visiting the capital of Upper Austria. Each of the buildings provides perfect solutions in terms of space, technical equipment and design.

色彩与材质上，受建筑大师勒·柯布西耶（Le Corbusier）“色彩指南”的灵感启发，设计师为四个功能结构选用了 10 种色彩。其中赭石，黄色，红色等暖色系代表重力和静力学，蓝色来强调和扩展空间，黑色则作背景色运用空间中。陶瓷立面采用红色调，钢制立面采用蓝色调，混凝土和木制建筑采用赭色和黄色。室内软装部分也遵循了建筑整体的色彩原理：办公室采用蓝色地毯，实验室则是红色橡胶地板；另外，门和隔音板，以及图书馆的座椅、专注盒、隔音板和 NIMBUS LED PADS 照明吸音垫皆选用简约的设计，结合产品自有的材质与色彩呈现。

These, inspired by the "Polychromie architecturale" by Le Corbusier, support each other and emphasize the space: ochre, yellow, red and mixtures of these to represent gravity and statics, blue to emphasize and expand the space and black to add objects to put in the background. The red tones can be found on the ceramic facade, the blue tones on the steel facade, ochre and yellow on the concrete and wooden buildings. The color accents also appear inside: on the blue carpets in the offices, on the red rubber floors, doors, and acoustic panels in the laboratories, and on the chairs, think tanks, acoustic panels, and lighting-acoustic pads in the library. The furniture and its details are deliberately simple – Architettura povera – the materials show themselves as they are with their haptics and their colors.



特别值得一提的士，图书馆中的 Nimbus Lighting Pads 照明吸音面板，不仅符合 LORENZATELIERS 建筑概念的原则，还有助于改善房间的声学效果，并创造宜人的照明氛围。

And choose simple furniture, such as the use of Nimbus Lighting Pads in the library building. The minimalist design of the highly efficient sound absorber with integrated lighting not only conforms to the principles of the LORENZATELIERS architectural concept, the lighting pads also help to improve the acoustics of the room and create pleasant lighting effects.

开创中德 办公家具合作史 玛祖铭立德企项目合集

编辑：彭茜 Qian Peng 图片由玛祖铭立及其合作伙伴 Kusch+co、RENZ、Westermann 提供

90 年代，带着对德国工业设计与制造的瞻仰与敬畏，玛祖铭立（MATSU）于成立之初，便开始从德国进口家具，**2001 年，MATSU 正式与德国办公家具品牌合作，开创了中德办公家具合作史。**

今年，正逢中德建交 50 周年，作为行业类带动两国合作的先驱者，玛祖铭立追溯中德办公家具合作缘起，并集合了一个个为德国企业打造的精彩办公空间。从这些空间缩影中，回看中德办公家具合作史。

In the 1990s, with respect and awe for German industrial design and manufacturing, MATSU began to import furniture from Germany at the beginning of its establishment. In 2001, MATSU officially cooperated with German office furniture brands, creating a history of China-Germany office furniture cooperation.

This year marks the 50th anniversary of the establishment of diplomatic relations between China and Germany. As a pioneer in promoting cooperation between the two countries in the industry, MATSU traces the origin of the cooperation between China and Germany in office furniture, and has gathered wonderful office spaces for German enterprises. From these space miniatures, we can look back at the history of China-Germany office furniture cooperation.

Meet the World, Meet Germany

In the 1990s, Yanguo Cai, the founder of MATSU, went abroad to study and discovered that European office furniture was not only a kind of furniture that could meet the functional needs, but also an ornamental art. But at that time, office furniture was only a tool in China, so from then on Yanguo Cai hoped to provide domestic customers with both ornamental and functional national boutiques. Therefore, art, architecture and office life became the three elements of MATSU's brand today.

In 1996, Yanguo Cai, 25, founded Guangzhou Mingli Furniture Co., Ltd. (the predecessor of MATSU) in Guangzhou. At the beginning of its establishment, it began to act as an agent for imported furniture with original packaging from Germany. After careful research and efforts by Yanguo Cai and his team, they officially signed a contract with the famous German furniture brand, Kusch+co, in 2001, which was the first brand to cooperate with Europe (Germany) in the history of China's office furniture industry.

MATSU, who promoted China-Germany exchanges in the industry and became a bridge, was invited by the German Consulate to attend the welcoming dinner of Bayern Football Team and took a group photo with Miroslav Klose, the top scorer in the history of the World Cup.

Later, Yanguo Cai led the team, relying on the experience and trust background of cooperation with international brands, and successively reached strategic cooperation with eight leading brands in European sub sectors, from office seats, system workstations, senior rosters, intelligent conference systems, lighting, carpets to modular building systems... enriched and refined MATSU's product line, and established its leading brand position in the high-end market, the overall view of the overall office furniture planning, organizational structure analysis and spatial layout capabilities.

遇见世界，邂逅德国

90 年代，玛祖铭立创始人蔡演国出国考察之时，发现欧洲的办公家具不仅是可以满足功能需求的一种家具，还可以成为一种具有观赏性的艺术品。但那时，办公家具在国内还只是工具，所以从那时起蔡演国就希望能够提供给国内客户观赏性与功能性兼具的民族精品，于是，艺术 & 建筑 & 办公生活成为了今日玛祖铭立的品牌三要素。

1996 年，25 岁的蔡演国在广州创立了广州市铭立家具有限公司（MATSU 玛祖铭立前身）。成立之初便开始代理德国原装进口家具，经过蔡演国与其团队经过审慎的研究与努力，2001 年便与德国著名家具品牌 Kusch+co 正式签约合作，在中国办公家具行业历史上首创品牌与欧洲（德国）合作的先河。

在行业类促进中德交流，成为桥梁的玛祖铭立，其总裁蔡演国先生受德国领事馆邀约，出席拜仁足球队欢迎晚宴，并与世界杯历史总射手榜榜首米洛斯拉夫·克洛泽（Miroslav Klose）合影留念。

之后，蔡演国又带领团队，凭借着与国际品牌合作的经验基础与信任底色，陆续与欧洲 8 家细分领域的领军品牌达成战略合作，从办公座椅、系统工位、高级班台、智能会议系统、照明、地毯到模块化建筑系统.....丰富并精湛了玛祖铭立的产品线，并奠定了其在高端市场领军品牌地位，以及整体办公家具规划的全局观、组织架构分析与空间布局能力。

CREATING A HISTORY OF CHINA-GERMANY OFFICE FURNITURE COOPERATION: COLLECTION OF PROJECTS BETWEEN MATSU AND GERMAN ENTERPRISES

Rushing towards Each Other and Achieving Mutual Success

双向奔赴，相互成就

凭借着德国原创设计，与对生产工艺，组织管理德式严谨精神的传承，加之玛祖铭立对中国本土市场 26 年有余的经验与深入了解研析，以及本土团队的快速响应，玛祖铭立与其德国合作品牌一起，获得了市场的认可与青睐。特别是在中国的德企，**为德国品牌构建了一个中国大本营**，协助其完成了一个个中国市场成长梦。而这一个个空间正是 MATSU 的成长足迹，它们谱写着的中德办公家具合作之历史，它让 MATSU 成为今天的 MATSU，一个高端办公家具市场的领军品牌！

With the original German design, the inheritance of German rigorous spirit of production process and organization management, plus MATSU's more than 26 years of experience and in-depth understanding of the Chinese local market, as well as the rapid response of the local team, MATSU and its German cooperative brand have been recognized and favored by the market. Especially, German enterprises in China have built Chinese headquarters for German brands and helped them achieve their dreams of growing in the Chinese market. These spaces are the growth footprints of MATSU. They write the history of China-Germany office furniture cooperation. It makes MATSU today the leading brand in the high-end office furniture market!

← 2001 年，KUSCH+CO 正式授权 MATSU 中国生产。
In 2001, MATSU was officially authorized to produce KUSCH+CO in China.



German Enterprise Project Collection



01



阿迪达斯中国与德国总部，“鞋带”

Adidas China and Germany Headquarters
— A laced-up furniture package.

项目地点：上海，德国 Address: Shanghai, Germany

在完成阿迪达斯德国总部后，2021 年，MATSU 又为其中国贸易总部提供了办公家具解决方案。

阿迪达斯新的在德国总部大楼就具有现代建筑的代表性，是玛祖铭立德国合作伙伴 planmöbel 携手设计事务所 Kinzo 为其量身设计。大楼面积总计 62,000 m2，planmöbel 将 14,600 件家具设计组合。整个楼体造型酷视一只跑鞋。

After completing the project for Adidas Germany headquarters, MATSU also provided office furniture solutions for its China trade headquarters in 2021.

14,600 – this is the total number of pieces that planmöbel manufactured, delivered, assembled over a surface area of 62,000 m2, and positioned for the new adidas administration building “Laces”. An impressive achievement from initial concept to realisation, it was the largest project up to now in our company’s history.



02



德国商业银行， 德国三大银行之一 Commerzbank, One of the Three Largest Banks in Germany 项目地点：天津 Address: Tianjin

德国商业银行，成立于 1870 年，是德国三大银行之一，在 2007 年度《财富》全球 500 强名列中。

办公区，选择深具德国精髓的 m-pur 系列工作位，其流畅、简明的外观与强大的功能性充分体现了德国工业的领先地位。

In 1870 a number of merchants, merchant bankers and private bankers founded the Commerz- und Disconto-Bank in Hamburg. It became one of the country's leading big banks with an extensive branch network. Commerzbank AG ranked 216th in 2007 "Fortune" among the world's largest top 500 companies.

In the main work area, in a nod to German origins and the leading place occupied by German industry, Matsu selected the m-pur work set because of its smooth and minimalist look and powerful functions.



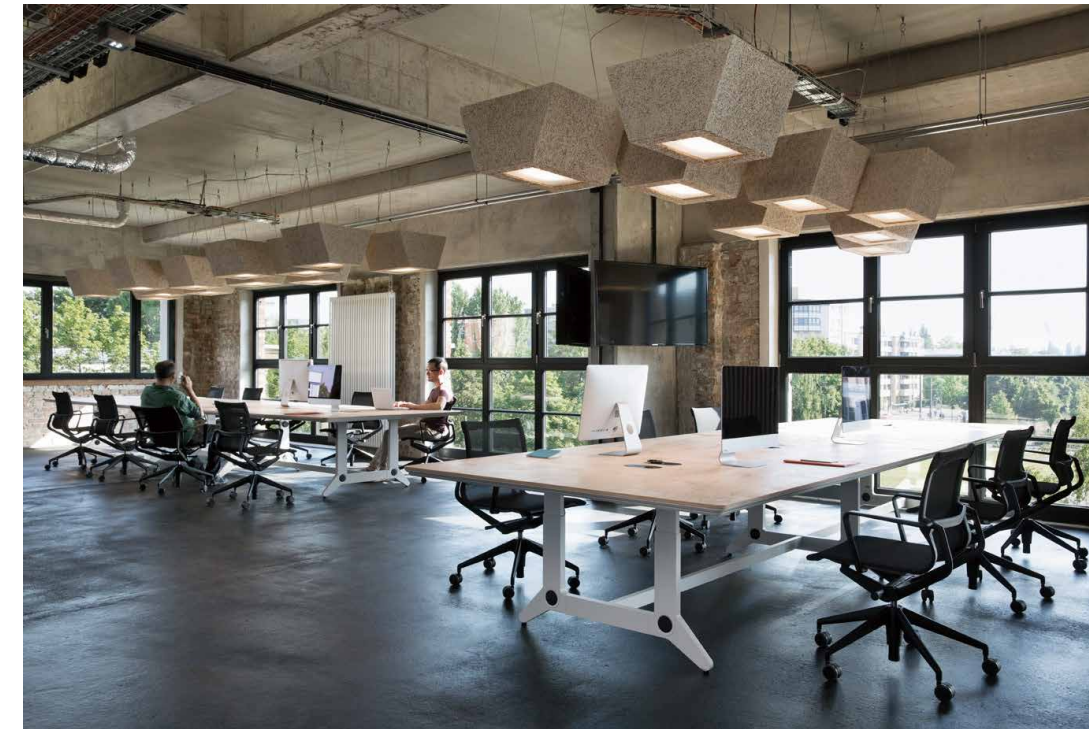
SoundCloud, which has the reputation of "the YouTube in audio sharing", has a new headquarters with three floors. It is transformed from a 4,000-square-meter old brewery building near the former Berlin Wall. The complex is intended to be a future incubator for emerging start-ups and will become a one-stop office space for 180 Berlin employees of SoundCloud, the most important music exchange center on the Internet. In addition, considering the future expansion of SoundCloud platform, the spacious office can accommodate up to 350 desks.



SoundCloud, 音频分享中的 YouTube SoundCloud, the YouTube in Audio Sharing 项目地点：德国 Address: Germany

有着音频分享中的 YouTube 美誉的 SoundCloud，其新总部共三层。由靠近前柏林墙的 4,000 平方米的旧啤酒厂建筑改造而成。其作为互联网上最重要的音乐交流中心 SoundCloud 的 180 名柏林员工的一站式办公空间。另外，考虑到 SoundCloud 未来扩展，宽敞的办公室可容纳多达 350 个办公桌。

03



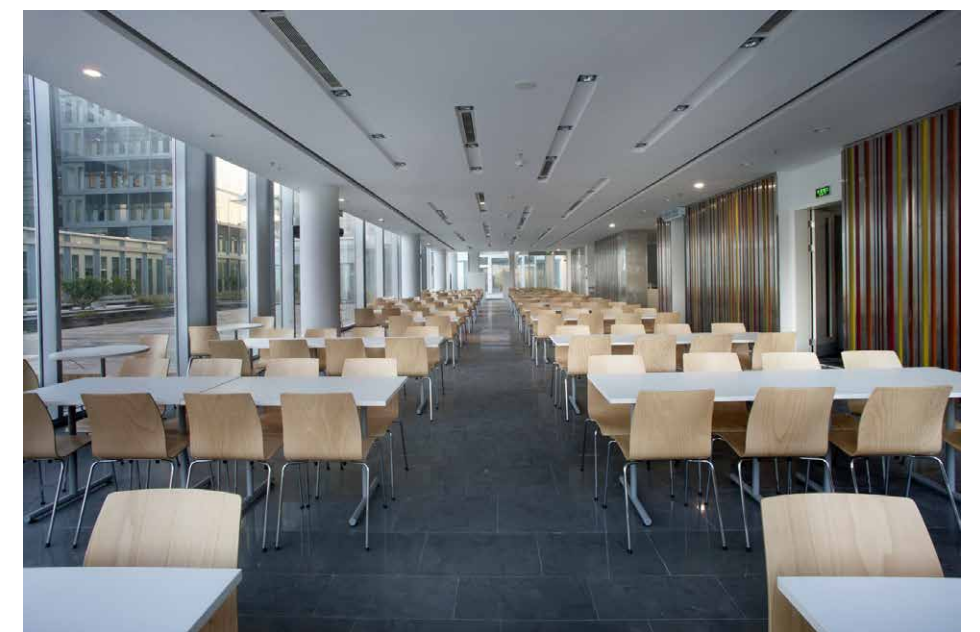
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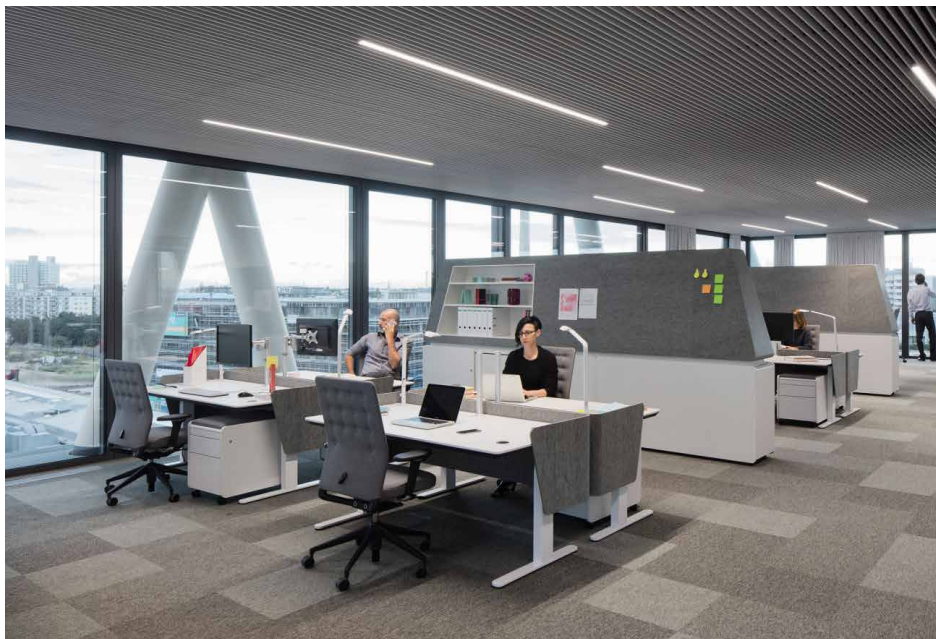
西门子（中国） Siemens (China) 项目地点：上海、北京、成都 Address: Shanghai, Beijing, Chengdu

今年是西门子在华的第 150 周年，而 MATSU 和西门子也已合作多年，为其上海、北京、成都皆提供了整体办公家具解决方案。

This year marks the 150th anniversary of Siemens in China, and MATSU have cooperated with Siemens for many years, providing them with integrated office furniture solutions in Shanghai, Beijing and Chengdu.

SIEMENS





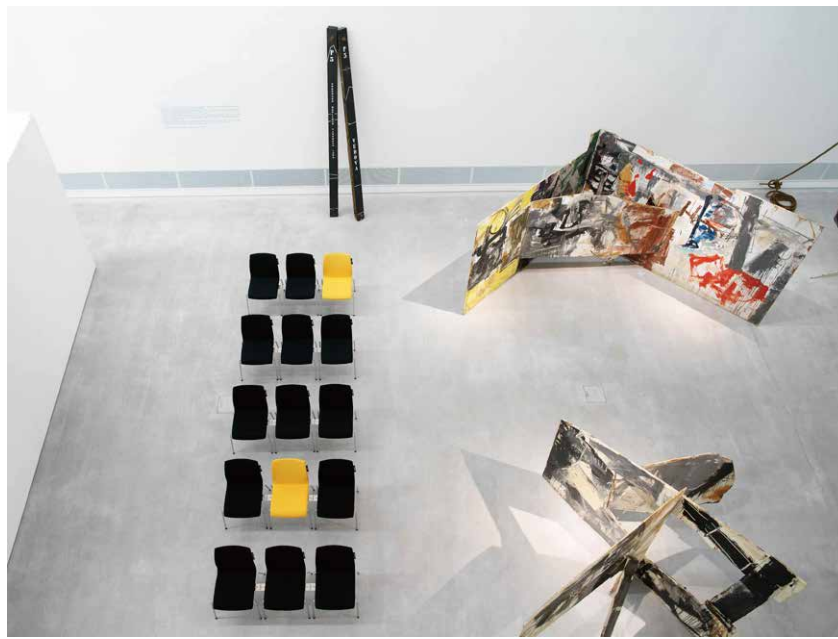
05

50Hertz, 德国四家电力传输系统运营商之一
50 Hertz, One of the Four Power Transmission System Operators in Germany
项目地点: 德国 Address: Germany



Kinzo 与玛祖铭立合作伙伴 Planmöbel 一起为电力传输系统运营商 50Hertz 量身定制了一个新总部办公空间。该公司不希望被归类在外观朴素的大都市办公楼画像中。planmöbel 为新的行政大楼制造并交付了 1,650 件家具, 并在 24,000 平方米的面积上进行组装和安装。从设计构思到项目实施, 解决方案能力得到了最高水平的展示。

Kinzo and MATSU's partner, Planmöbel, have jointly customized a new company headquarters for 50Hertz, a power transmission system operator who wishes not to be classified in the portrait of a metropolitan office building with simple appearance. Planmöbel manufactured and delivered 1,650 pieces of furniture for its new administration building, and assembled and installed it on an area of 24,000 square meters. From conception to implementation, MATSU's solution capability has been demonstrated at the highest level.



柏林美术馆
Berlinsiche Galerie

项目地点: 德国 Address: Germany

BG

07

全新的柏林美术馆伫立于一片旧住宅建筑之内, 几米开外便是犹太博物馆。美术馆的最初是一个玻璃仓库, 整个建筑沿用了其 1965 年的原型, 由一个 60*60*11 米的立方体大厅构成, 与之相连的是一座 8 米高的建筑, 以及一座沿街而立的 4 层楼的办公室建筑。

馆内所有的座椅都将由柏林美术馆的赞助者捐赠! 而玛祖铭立德国合作伙伴 Kusch+co, 也是柏林美术馆赞助者协会的一员。

The brand-new Berlinsiche Galerie is situated among old residential buildings, part of the International Building Exhibition Area (IBA), formed during the 1980s. A few meters away is the Jewish Museum, which was initially a glass warehouse. Today, the building comprises a cubic hall 60 meters long, 60 meters wide, and 11 meters high. An 8-meter-high building and a four-story office building front the street.

All the chairs in the museum will be donated by its sponsors. The one who "buy" a chair will have their names engraved on it. Kusch+co is one of the Berlinsiche Galerie Sponsorship Association members.

08



奔驰 BENZ

项目地点: 上海、北京、台北、德国
Address: Shanghai, Beijing, Taipei, Germany

梅赛德斯 - 奔驰博物馆是一个文化地标, 将这辆传奇汽车的过去、现在和未来融为一体。

UNSTUDIO 担纲了室内设计。而玛祖铭立合作伙伴 Holzmedia 为其供应了会议空间家具解决方案。C3 会议桌可以在几小时内快速拆组的灵活性, 并在隐性收纳走线的同时满足的多功能的多媒体技术集成。

不仅仅是玛祖铭立德国合作伙伴为奔驰提供了家具服务, 玛祖铭立也为北京奔驰全球最大体验店以及奔驰上海东华之星提供了整体家具方案。

The Mercedes Benz Museum is a cultural landmark, integrating the past, present and future of this legendary car.

UNSTUDIO was responsible for interior design. Holzmedia, a partner of MATSU, provided the furniture solution for the conference space. C3 conference table has the flexibility of quick disassembly within a few hours, and can meet the requirements of multi-functional multimedia technology integration while recessively storing cables.

Not only did MATSU's German partners provide furniture services for Mercedes Benz, but MATSU also provided an overall furniture solution for the world's largest experience store of Beijing Benz and Mercedes Benz Shanghai Donghua Star.



09



德国领事馆

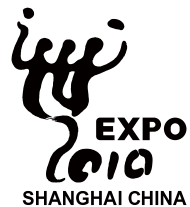
项目地点: 上海、北京、台北、德国
Address: Shanghai, Beijing, Taipei, Germany

德国现代建筑派大师密斯·凡德罗的一句“少即是多”早已成为现代主义的标志性口号。自 1919 年德国包豪斯的成立奠定了现代主义设计的基础起, 他们主张以理性主义为出发点, 重视功能, 造型简洁, 反对多余装饰, 这一思想犹如一场革命, 迅速席卷全球, 并且也成为德国设计的独特风格。我们为德国领事馆签证处提供解决方案的灵感也正来自于此, 选择简洁、素雅却功能完善的家具, 以极致简约的外观设计, 推崇单纯、朴素的形式表达更为直接、有力、专业、效率的主旨, 力求视觉上的简练明晰。并且正是延续自简约的外形设计创造了更多功能组合的可能性, 将“少即是多”的哲学发挥至极致。

The master of German modernism Ludwig Mies Van der Rohe once said "less is more", which has since become the slogan of modernism. Since 1919 when the Bauhaus was established in Germany and set the foundation for the modernism design, the modernist architects have advocated rationalism, functionality, and minimalism. This revolutionary thought soon spread over the world as the symbol of German design. The design concept of the Legal and Consular Section of the Consulate General of Germany in Shanghai is derived from the minimal style advocated by "Less is more". The interior design, though very simple, delivers a sense of directness, professionalism and efficiency with full functionalities. The minimalism is also embedded in the integrated space solution featuring complete functionalities that meet the customers' needs. The many possible combinations under simple design give the full play to the philosophy of "Less is more".



06



中国世博会, 德国馆 & 联合国馆
China World Expo, Germany Pavilion & United Nations Pavilion

项目地点: 上海 Address: Shanghai

2010 上海世博会选择“城市”为主题, 这是世博会历史上第一次以“城市”为主题, 也将更多的目光聚焦在人们的城市生活状态。办公生活作为城市主题中必不可少的元素, 也是我们作为一家办公家具企业一直关注的。在这次的世博会中, 我们也可以发现玛祖铭立的身影。我们为德国馆, 新西兰馆, 以及联合国馆的办公区与餐饮区提供了家具。

Expo 2010 is unusual due to its urban theme, a first in Expo history, which leads visitors to focus and reflect on human life in cities. A key element in city life is office work, and this relates directly to Matsu's core interest as an office furniture solutions company. Moreover, Matsu's work is visible in many places in the Expo: for example, Matsu furnished the office and cafeteria areas for the German Pavilion, New Zealand Pavilion, and United Nations Pavilion.



10



宝马（中国）BMW

项目地点：上海、北京、沈阳
Address: Shanghai, Beijing, Shenyang

2003 年，宝马集团在中国的发展进入一个全新里程，从单纯的进口商转变为在本地设厂的生产厂商，成立合资公司 - 华晨宝马，工厂位于沈阳。而自此玛祖铭立也开始了与宝马的第一次合作，为其沈阳铁西工厂提供了整体办公家具解决方案。

至今，MATSU 与宝马已合作 19 年之久。从沈阳、上海到深圳。玛祖铭立为其营造了一个个德系质感的办公空间。



In 2003, BMW Group entered a new stage of development in China, from a mere importer to a local manufacturer, and set up a joint venture - Brilliance Auto, with the manufacturer located in Shenyang. Since then, MATSU has cooperated with BMW for the first time, providing an overall office furniture solution for its Shenyang Tiexi factory.

So far, MATSU has cooperated with BMW for 19 years. From Shenyang, Shanghai to Shenzhen, MATSU has created various German-style office spaces for BMW.



11 Honeywell

霍尼韦尔的创意天地 The Creative World of Honeywell

项目地点：上海 Address: Shanghai

空间仿佛会说话。在这样一个跳跃的空间中，从颜色、空间布局、产品造型无一不诉说着：这是一个充满着灵感与创意的地方。这，就是霍尼韦尔中国总部设计组专属办公之地。

霍尼韦尔是《财富》百强公司，致力于发明制造先进技术以应对全球宏观趋势下的严苛挑战，例如生命安全、安防和能源。

Space can talk. In a space as such, every element talks, color, layout, model... It is a place full of inspirations and creative ideas. This is the designers' office at headquarter of Honeywell China.

As one of the Fortune's Best 100 Companies, Honeywell is devoted to developing new technologies to take the challenges across the globe, like life safety, security and energy.



美诺，Miele House

项目地点：上海 Address: Shanghai

12 Miele

2010 年，当全球第一座 Miele House (美诺之家) 在中国落成。这栋三层的中国“宫殿式”大屋顶建筑出自著名建筑大师范文照的手笔，坐落于静安区石门一路 82 号。

囊括四项设计大奖的 Njord 以暖暖的深红色坐垫，搭配全手工的毛毡椅背与木制椅腿，与 Miele House (美诺之家) 悄然绽放的 Cappuccino 的馥郁芳香完美融合，这也是 M&M (Miele & MATSU) 的邂逅。

In 2010, the first Miele House in the world was completed construction in China at No. 82, No.1 Shimen Road, Jing'an District, Shanghai. The 3-floored Chinese palace-style large roof building was a work by master architect Fan Wenzhao.

A Njord design winning four design awards with its crimson cushion, hand-made felt back and wooden chair legs, integrates with the intoxicating Cappuccino at Miele House to ensure a perfect M&M encounter.



Staffbase 全新办公空间， 德国下一个“独角兽”的 混合办公大本营

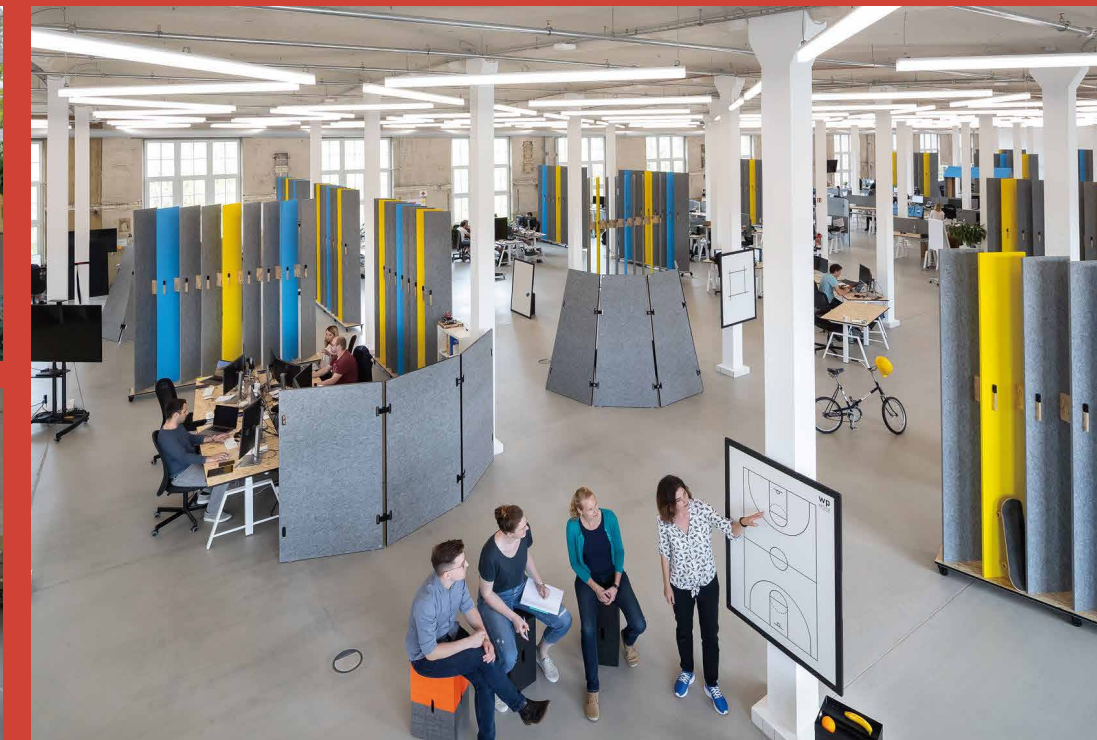
Hybrides Staffbase Camp

项目地点：德国 Address: Germany

The Chemnitz-based startup Staffbase is one of the world's leading providers of apps for improving employee communication in large and international companies. For its rapidly growing number of employees, the company opened one of the most modern offices in the city in Chemnitz in these year. For this purpose, part of the historic Wirkbau, a former factory for textile machinery, was converted into a 2,000-square-meter OpenSpace office and 140 workstations were set up.

As a modern employer, we support hybrid working models, which means a mixture of WFH (work from home) and office presence mode. So you get the best of both worlds: flexibility when needed and team bonding onsite with colleagues. A dynamic internal communication that allows all employees to resonate with movable furniture.workspace they need themselves. And because the furniture is so light and mobile, it can always be used exactly where a workspace is needed, be it mini-meeting rooms, concentration workstations or creative zones.

P24-P27 Staffbase 全案详细介绍



14

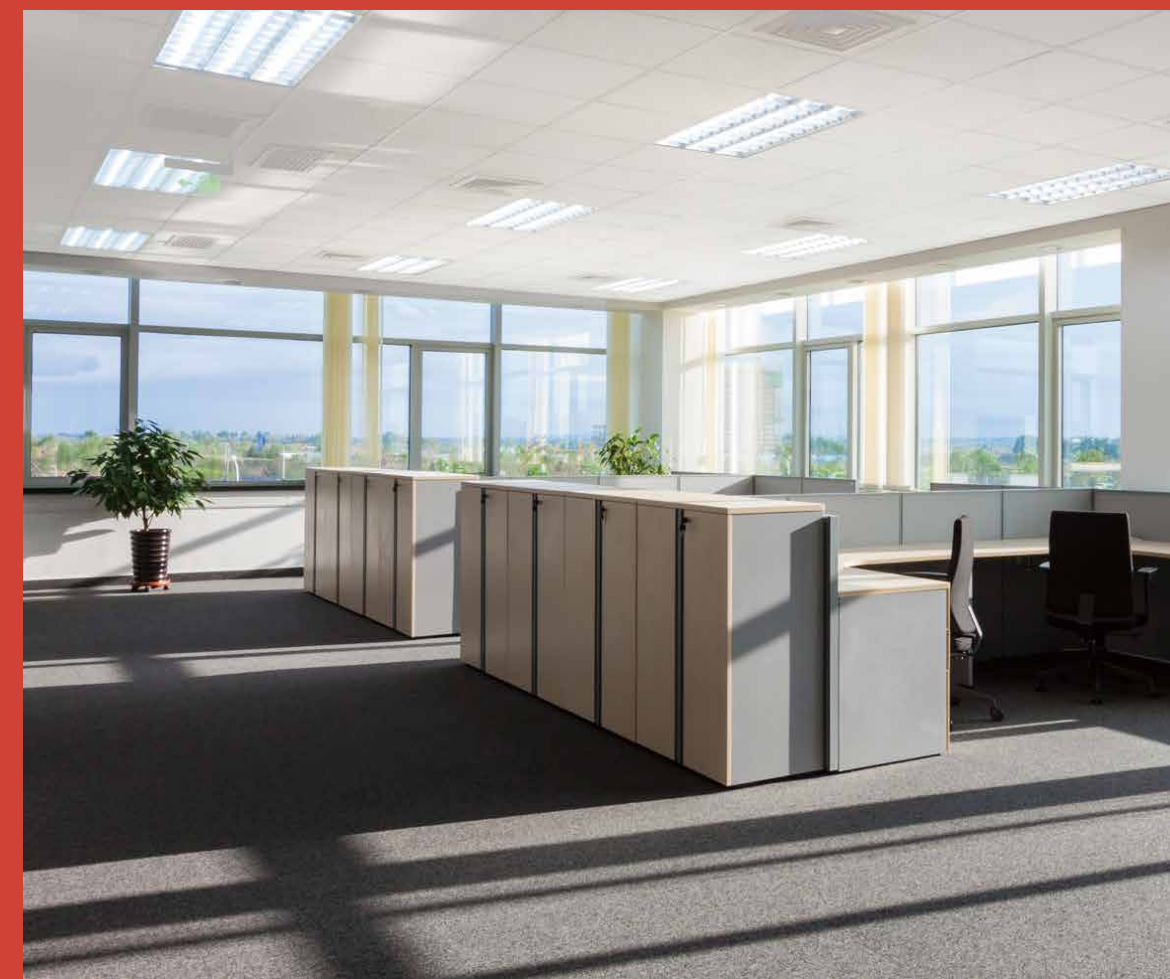


大陆集团， Continetnal AG

项目地点：
上海，长春，常熟，芜湖，连云港，常州，重庆，广州

大陆集团于 1871 年始建于德国汉诺威，是全球领先的汽车零部件供应商之一。1994 年，大陆集团正式进驻中国市场。玛祖铭立与之合作，为其长春办公室提供了整体办公空间解决方案。

Continental AG, founded in Hanover, Germany in 1871, is one of the world's leading auto parts suppliers. In 1994, Continental AG officially entered the Chinese market. MATSU has cooperated with it to provide an overall office space solution for its Changchun office.



36-37

15



上汽大众
Volkswagen

项目地点：上海 Address: Shanghai

上汽大众多元化的休闲办公区，将多种不同的休闲分享模式融合在同一空间，有包裹感很好的 Ginko 进行私密对话，有灵活组合的 Velax 沙发与 Mini-Ginko 休息椅即兴沟通，还有多媒体与 Profession 进行团队分享与培训。

Volkswagen's diversified leisure office integrates different leisurely sharing modes into one space. We have Ginko sofa that has large "wings" for private talk. Ee also have flexible Velax sofa and mini-Ginko leisure chair for impromptu talk. Multi-media and Profession can also help to carry out team sharing and training.



16 METRO
麦德龙

麦德龙，德国零售贸易巨头
Metro, a German retail trade giant

项目地点：德国 Address: Germany

麦德龙作为德国零售贸易公司巨头，重新修建其位于杜赛尔多夫的总部公司，使其更加现代化。

在杜赛尔多夫入口处，一幢综合了摩登大楼与购物中心的组合建筑拔地而起。METRO 为其楼内投资大约一亿欧元，著名建筑师 RKW 的设计使这座建筑成为了杜赛尔多夫城市的新地标，而 Renz 的 SIZE 行政班台卓越的品质则使其散发出恒久魅力。

As a German retail trade giant, Metro rebuilt its headquarters in Dusseldorf and made it more modernized.

At the entrance to Dusseldorf, a building complex which combines the modern building with the shopping center rises straight from the ground. METRO invested about 100 million euros in the building, the famous architect RKW designed the building and made it a new landmark in Dusseldorf, and the SIZE executive office furniture provided by Renz is of excellent quality, bringing everlasting charm to the building.



Zalando, 欧洲时尚电商平台巨头
European Fashion E-commerce Platform Magnate

项目地点：德国 Address: Germany

作为欧洲的电商巨头，Zalando 的总部设在柏林的 Prenzlauer Berg，它的前身是一个变电站。玛祖铭立合作伙伴 Kusch+Co, Planmöbel 与 deWinder 建筑公司一起执笔，为 Zalando 总部设计了一个至纯至美的灵感聚集地。

Zalando head office is located at Prenzlauer Berg, Berlin. It was formerly a transformer substation. MATSU's partners Kusch+Co, Planmöbel and deWinder Construction Company joined hands to design a pure and pretty inspiration gathering place for the head office of Zalando.



17

zalando

作为世界钢铁大王，蒂森克虏伯是一家来自德国、拥有两百多年历史的跨国集团。其主要业务分布于六大板块：材料服务、工业零部件、汽车技术、钢铁欧洲、船舶系统以及多战略发展业务。蒂森克虏伯德国总部，由玛祖铭立合作伙伴 RENZ 为其提供了整体办公家具解决方案。

As a world steel magnate, Thyssenkrupp is a multinational corporation originated in Germany, enjoying a long history of over two hundred years. It has mainly six business segments: material services, industrial components and parts, automotive technology, steel industry in Europe, ship system, and multi-strategy development business. The integrated office furniture solution for the headquarters of Thyssenkrupp in Germany was provided by RENZ, a cooperation partner of MATSU.



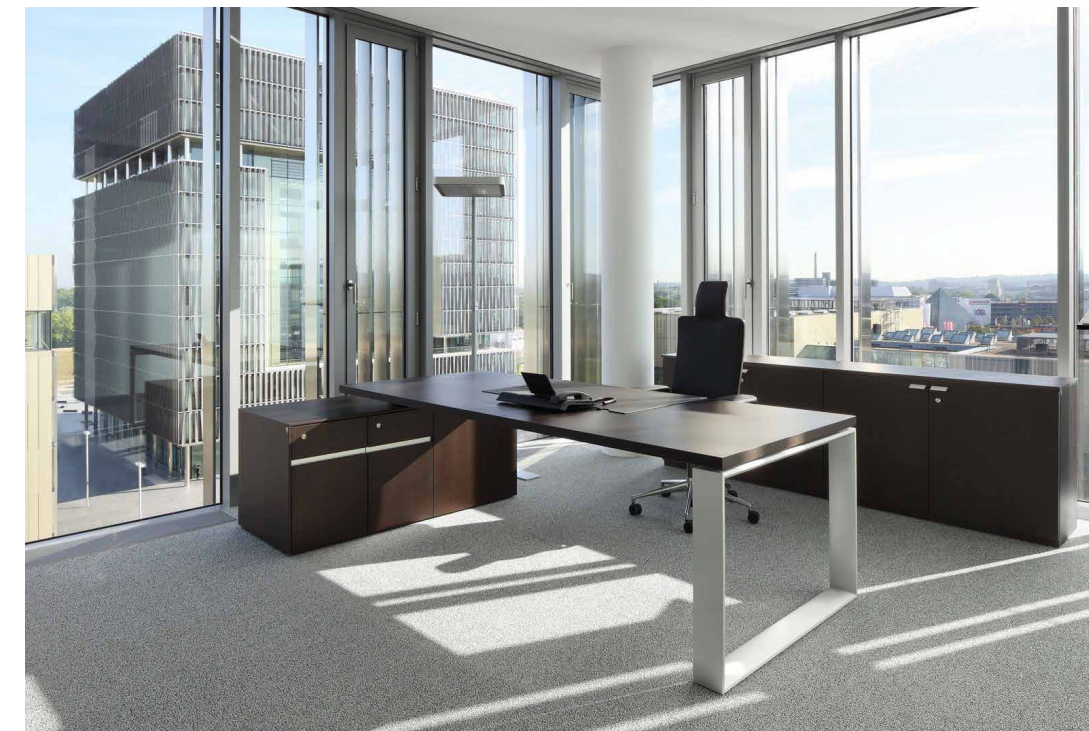
蒂森克虏伯，
世界钢铁大王

Thyssenkrupp,
World Steel Magnate

项目地点：德国 Address: Germany



18



保时捷上海办公空间，S.P.A.C.E 4.0
Porsche Shanghai Office, S.P.A.C.E 4.0

项目地点：上海、北京、东莞、唐山 Address: Shanghai, Beijin, Dongguan, Ta



2019，在进入中国市场 18 年后，保时捷中国总部迁往上海陆家嘴金融广场。据悉，保时捷中国新总部总面积约达 12,000 平方米，共计 400 多员工在此办公，其设计理念为 S.P.A.C.E 4.0，即 智能、热情、吸引、合作和参与，室内设计由 anySCALE 打造，玛祖铭立为其提供了整体办公家具解决方案。

保时捷新办公空间获得了 WELL 金级认证。

Head office of Porsche China relocated its office to Lujiazui Century Financial Plaza in 2019, 18 years after it entered Chinese market. New office of Porsche China covers an area of 12000 sqm and accommodates 400 employees. anySCALE designed this space that is featured by the concept of S.P.A.C.E 4.0, i.e. Smart, Passion, Attraction, Cooperating and Engagement.

New office of Porsche obtained WELL Gold Certificate.



19





200,000 平米展厅空间，2000 余家参展商 +，600 多名新锐设计师，以及超过 262000 的参展人数；而本次玛祖铭立合作伙伴 da a 也如期参与了 60 届米兰国际家具展，并在 10 号馆展现了其品质、创新、美、可持续性的家具作品。

200,000 square meters of exhibition hall space, more than 2000 exhibitors+, more than 600 cutting-edge designers, and more than 262,000 exhibitors; In addition, MATSU's partner da a also participated in the 60th Salone del Mobile.Milano as scheduled, and presented his furniture works of quality, innovation, beauty and sustainability in Hall 10.



da a 与 2022 米兰家具展一起，与自然共生！

DA A AND 2022 MILAN FURNITURE EXHIBITION ARE SYMBIOTIC WITH NATURE!

编辑：刘杨 图片由玛祖铭立的合作伙伴 da a 提供 Editor: Alisa Liu Photo provided by da a

「主题」
“DESIGN WITH NATURE” 与自然共生

「四大关键词」
品质、创新、美、可持续发展

Theme: "DESIGN WITH NATURE"

Four Key Words: Quality, Innovation, Beauty and Sustainable Development

意大利米兰一年一度的设计盛会，一直以来也是世界上最重要的设计盛会之一。第 60 届米兰国际家具展（Salone del Mobile.Milano）于 2022 年 6 月 7-12 日在米兰国际展览中心如期举行。这届展会的关键价值是：品质、创新、美，以及比以往任何时候都更重要的可持续发展。米兰国际家具展今年已经宣布加入联合国全球契约，以帮助建立一个“健康”和负责任的社会。

The annual design event in Milan, Italy, has always been one of the most important design events in the world. The 60th Salone del Mobile.Milano was held at the Milan International Exhibition Center from June 7 to 12, 2022 as scheduled. The key values of this exhibition were: quality, innovation, beauty, and more important than ever, sustainable development. The Salone del Mobile.Milano has announced its accession to the United Nations Global Compact this year to help build a "healthy" and responsible society.



创新 & 品质

Da a 致力于将重型机械生产和家具设计的融合；将设计师的想法，通过借鉴机械的铲斗、手臂以及框架等部件和机械作用来制造实现。Da a 在意大利语中表示状态的变化。金属、岩板等材料，以形状的纯度，物质的强度有质感的存在，通过设计师的奇思妙想，以及重工业机械焊接、折弯与精湛工匠的打磨，使其从材料转化为空间中一具独树一帜拥有艺术气质与设计灵魂的家具体作，至此，一个兼具创新精神与工艺品质的家具诞生！Da a 在创新中保留了对传统做工的回归与尊敬，并在不断寻求新的制造技术以及解决方案，为家具工业开启了全新的视野。

Innovation & Quality

Da a is where heavy-duty mechanical industry meets furniture design. In this alternative to mass production, Designers and Italian industrial expertise tackle a new challenge: making home furnishings using the tools and know-how normally used to make the buckets, arms and frames of earthmoving machinery. "Da a" means "from-to" in Italian: indicating a change of state. Metal, rock plate and other materials, with the purity of shape and the strength of material, have a sense of texture. Through the designer's imagination, as well as heavy industrial machinery welding, bending and polishing by skilled craftsmen, they are transformed from materials into a unique furniture masterpiece with artistic temperament and design soul in space. So far, a furniture with both innovative spirit and technological quality was born! Da a has retained its return and respect for traditional craftsmanship in innovation, and is constantly seeking new manufacturing technologies and solutions, opening a new vision for the furniture industry.



↑ 工匠精神



← ↑ da a 家具与工业结合



DA A

转化中的艺术之美

Da a 的美不仅体现在每件家具极具艺术感的造型上，也体现在生产转变的过程中，就如同 Da a 名字的寓意(形态的转变)，就如同水在温度变化时形态所出现的新反应一样，或流动，或沸腾，或凝结成冰，或变成蒸汽逃离陆地；其家具也通过与不同工艺的处理，从材质转化为极具雕塑感的造型，让看似粗犷的机械手臂也可以转化出致美家具！这个创新生产的过程便是艺术缔造之旅程，是美的创造！

The Beauty of Art in Transformation

The beauty of Da a is not only reflected in the extremely artistic modeling of each piece of furniture, but also in the process of production transformation, just like the meaning of da a's name (transformation of form), just like the new reaction of water's form when the temperature changes, either flowing, boiling, condensing into ice, or turning into steam to escape from the land; Its furniture is also transformed from materials to sculptural shapes through different processes, so that the seemingly rough mechanical arms can also be transformed into beautiful furniture! The whole process of innovative production is the journey of artistic creation, and the creation of beauty!



可持续发展

关于环境友好，Da a 项目经理 Bruna Taurino 如是说：“Da a 的使命是发展，设计，创造一种工业工艺理念，其根源在于普利亚传统和专有技术的创造力，并将其传播到全世界。我们相信关注环境影响的重要性，因此，我们继续从当代和可持续的角度，利用金属和矿物等可循环利用的天然材料。”

Sustainable Development

With regard to environmental friendliness, Bruna Taurino, the project manager of Da a, said, "Da a's mission is to develop, design and create an industrial process concept, which is rooted in the creativity of Priya's tradition and proprietary technology, and spread it to the world. We believe in the importance of paying attention to environmental impacts, so we continue to use recyclable natural materials such as metals and minerals from a contemporary and sustainable perspective."



米兰展要求展会所有参与者在设计和制作展品时遵守一些基本的绿色准则，做出切实的承诺。这就意味着要选择无塑料、可升级回收材料（如木材或 100% 可重复使用的塑料）、低环境影响材料或 FSC 和 PEFC 材料；考虑物料供应来源的物流可持续性；在制作展品时使用环保产品和设备；避免浪费材料、电力和水；优先考虑 A 类电子材料；使用可生物降解的油墨印刷；在选择项目组件时，确保“可适应性”和“可复用性”是关键原则，并且已经考虑到这些组件将在哪里以及如何被升级或处理；询问供应商采购产品的特点和可追溯性，并在惯例沟通中明确公司对可持续发展的承诺。

Salone del Mobile.Milano requires all participants to abide by some basic green rules and make practical commitments when designing and making exhibits. This means choosing plastic-free, upgradable recycled materials (such as wood or 100% recyclable plastic), low environmental impact materials or FSC and PEFC materials; Considering the logistics sustainability of material supply sources; Using environment-friendly products and equipment when making exhibits; Avoiding waste of materials, electricity and water; Class A electronic materials are preferred; Printing with biodegradable ink; When selecting project components, "adaptability" and "reusability" should be ensured as the key principles, and where these components will be and how they will be upgraded or processed should be considered; participants should ask suppliers about the characteristics and traceability of purchased products, and clarify the company's commitment to sustainable development in routine communication.



与自然共生，人本乃自然之一。

Living together with nature, man is one member of nature.

新的工作愿景, ORGATEC 2022

NEW VISION OF WORK, ORGATEC 2022

编辑：彭茜、徐艾嘉 图片由玛祖铭立的合作伙伴提供 Qian Peng, Emi Xu Photo provided by MATSU' s partner



全球最大的办公家具展会 Orgatec 于 2022 年 10 月 25 日至 29 日在科隆如期举办。Orgatec 2022 在许多方面都是独一无二的——通常每两年举办一次，这一次是在新冠大流行导致的四年中断之后举办的。Orgatec 2022 以“新的工作愿景”为主题，来自 43 个国家 / 地区的 686 家公司展示了他们的产品和解决方案，为来自 130 多个国家的 45,000 名专业观众留下了深刻印象。其中，玛祖铭立德国合作伙伴 RENZ、KUSCH+CO、Westermann 也均参与了此次行业盛典。

新冠疫情彻底改变了我们熟悉传统化的办公生活方式，而混合、多元化的敏捷协作模式：过去还只是对未来趋势的展望，现已成为“新常态”。现在与未来的办公环境，正如置身其中工作着的人一样，是多样化的。也正因此，从所有相关人员的角度出发，才是正确看待它的方式。

At the exhibition, 686 companies from 43 countries and regions exhibited their products and solutions, leaving a deep impression on 45,000 professional audiences from more than 130 countries. Cooperation partners of MATSU in Germany such as RENZ, KUSCH+CO, and Westermann also participated in the exhibition.

The COVID-19 pandemic has revolutionized our traditional office lifestyle. A hybrid and multi-local agile cooperation pattern, which was just an outlook for future trend in the past, has become a "new normal". The present and future office environment is diversified, just like the people working in it. For this reason, the right way is to treat it from the viewpoint of all the related personnel.

WESTERMANN, Xbrick & flomo的全新形式

玛祖铭立的合作伙伴 Westermann 的“自适应家具”展示了它们多功能方面的强大性。Xbrick & flomo 可以适应 3 种不同领域：办公、教育、运动；营造出至少 4 种工作形态：适应于会议 & 培训、非正式讨论 & 脑暴、休闲生活、专注静土。

不仅仅有获奖无数的 Xbrick & flomo 的熟悉身影，还有很多全新形式，如 flomo train、flomo labcase、x-brick power、space companion。可持续性设计与材料是此次特别关注的焦点。因此，Westermann 在没有贸易展览会地板的情况下，用 flomo 墙和 758 块可持续木材建造了一个展示框架，这些木材现已被回收到 Westermann 的产品生产中。我们还使用了德国制造的纺织床单作为展会后墙，可以随时重复使用而不会被废弃。



WESTERMANN, a new form of Xbrick & flomo

Under the motto "adaptive workspaces - places to work", we presented our diverse solutions for working and learning environments. Whether dynamic and agile in a team, outdoors on the road or shielded in a concentrated individual workplace - we have the right solution for every requirement! We would like to thank our long-standing partners, but also the many new faces for visiting our stand.

In addition to our products, including our many new products such as the flomo train, flomo labcase, x-brick power, space companion and our cooperation with semi-automatic machines ("studiolo"), sustainability was a particular concern for us at our stand. So we did without a trade fair floor, built a show frame for the flomo wall and 758 divide from sustainable woods, which are now fed back into Westermann's production process. We also used textile sheets as the trade fair back wall, made in Germany, which can be reused at any time without compromise.



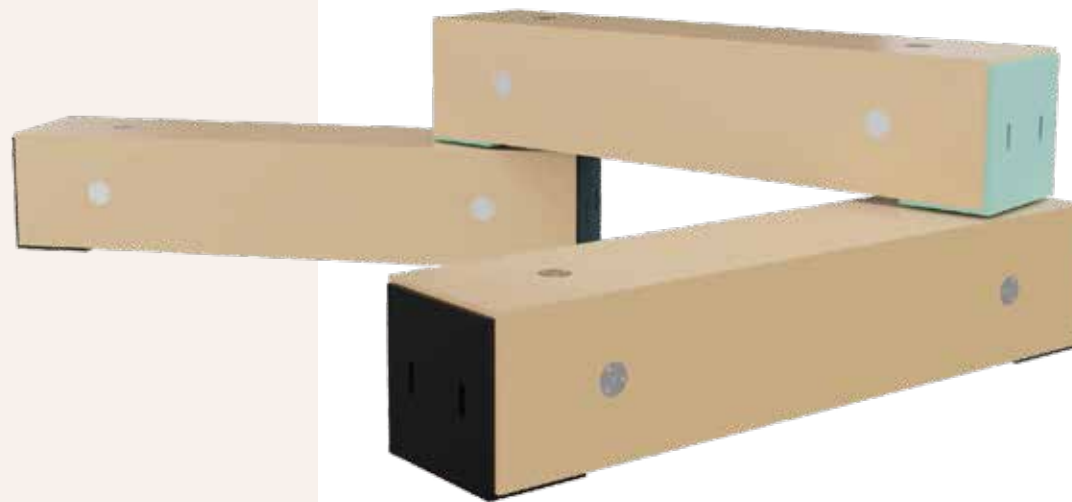
Flomo labcase 办公桌作为移动通信工作室及品牌虚拟空间，它配备视频会议技术、3D 元素的交互式导航及多媒体演示。

As a mobile communication studio and brand virtual space, the flomo labcase desk is equipped with video conferencing technology, interactive 3D element navigation and multimedia presentation.



Space companion 空间伴侣木盒可作为展览展示元素，它是可运用于大型空间解决方案的轻量级和耐用模块，无需工具即可轻松连接，并且可以在侧面贴上 flomo，已构建脑力激荡，灵感碰撞的空间。

As a mobile communication studio and brand virtual space, the flomo labcase desk is equipped with video conferencing technology, interactive 3D element navigation and multimedia presentation.



Flomo train media 多媒体培训墙，拥有 65 英寸屏幕，可触屏，可镜像多个移动办公设备，笔记本电脑等。Flomo train media 让随时随地的头脑风暴成为可能。

The Flomo train media multimedia training wall has a 65-inch screen, which can be touched, and can mirror multiple mobile office devices, laptops, etc. Flomo train media makes it possible to brainstorm anytime, anywhere.



ORGATEC

KUSCH+CO, 携红点奖新作V-Care椅参展

与世界知名设计师有着悠久合作历史的 Kusch+Co 在 Orgatec 2022 上首次推出了两款新产品：由 Karim Rashid 设计的 Bound 系列和由 brodbeck-koepf design 设计的一系列软座椅 Genaya。除了这些新品外，Kusch+Co 还展示了另外 7 款新品。

KUSCH+CO participated in the exhibition with the new Red Dot Award-winning V-Care Chair

New products from Kusch+Co stood out with their excellent quality and unique design. Kusch+Co, which has a long history of working with world-renowned designers, premiered two new products at the Orgatec 2022: the Bound line, designed by Karim Rashid and Genaya, a range of soft seating designed by brodbeck-koepf design. In addition to these new arrivals, Kusch+Co also showed 7 other new products.



其中，设计屡获殊荣的德国设计师 Justus Kolberg 介绍了他为 Kusch+Co 品牌设计的最新作品：V-Care 椅，其获得了 2022 年红点设计大奖。

Justus Kolberg, a German designer repeatedly awarded for his designs, introduced his latest work for the Kusch+Co brand: the V-Care chair, which had received the Red Dot Design Award 2022.

RENZ, 携German design award 2022 获奖新作Slide参展

致力于打造高端行政办公空间的 RENZ, 也携带荣获 German design award 2022 的新作 Slide 参展。

Slide 可适用于办公室或家庭工作区或多功能区。Slide 桌腿的 U 形轮廓是独特的设计元素：其优雅、轻巧的形式，功能上还可满足电缆隐藏式走线。

RENZ participated in the exhibition with the German design award 2022 winning new work Slide

Slide offers custom, high-quality furnishings for every environment, from an office or professional practice to a dedicated home workspace or a multifunctional area. The recurring design element is the U-shaped profile of the table legs: an elegant, light form that also functions as unobtrusive cable ducting.





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