



Xbrick, 未来办公椅的新革命
Xbrick, The New Revolution of Future Office Chairs

MATSU
Inspiring Office Lifestyle

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SHU 术

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卷首语

Editor's Voice

创造未来的好消息

在 2024 年的经济版图之上，阴霾似乎成了主色调。消费降级的阴影如影随形，居民收入下滑的曲线刺痛人心，中小企业在凛冽寒风中艰难维生，每一则消息都似重锤，敲打着市场的信心。然而，正如寒冬并非绝境，极致之冷恰是一场冷峻的洗礼，它吹散了市场喧嚣时的浮躁与“杂念”，成为各行各业蜕变重生的序章。在这大破大立之际，行业格局被重新书写，企业们摒弃孤立，相拥取暖，于困境中磨砺出强者的坚毅与果敢。

MATSU 亦毅然投身于这场时代的试炼。“命运不在自己身上，而在自己周围”，这句箴言成为指引我们前行的灯塔。回首来路，我们广聚八方之力，杭州体验中心拔地而起，宛如一颗启明星，点亮区域合作的新航道；在宁波 NFCC，一场以“野出圈！都市游牧实验”为主题的论坛热烈展开，思想碰撞的火花跨越行业边界，探寻全新商业可能；与跨界艺术家王小慧老师携手，梦蝶兰 Xbirck 的联名之作惊艳问世，艺术与商业融合，绽放出独有的魅力之光。

MATSU 没有在冰冷中瑟缩，反而鼓足勇气奋力一跃，以满腔热血驱散周身寒意，试图唤醒沉睡的市场。且看，大成律师事务所成都办公空间，将严谨专业与空间美学精妙融合，构筑法律人的理想殿堂；邮储银行西藏办公空间，于高原之上，用设计诠释金融服务的温度与担当；CBRE 南京办公空间，现代科技与人文关怀交织，重塑商务办公新范式；明德生物武汉办公空间，以功能性与创新性兼具，助力医疗科研勇攀高峰……一个个来自全国各地的工程案例，燃起未来星光，点亮 MATSU 奋进的征途。

我们坚信强者不会原地等待未来的好消息，而更应去创造！创造属于自己、属于行业、属于时代的好消息！

—本刊编辑部

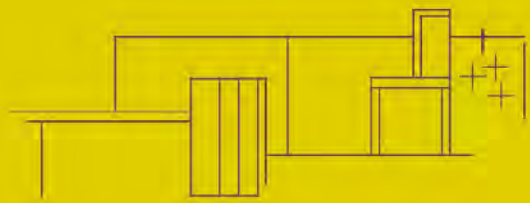
Good News for Creating a Better Future

Dark clouds seemed to dominate the economic landscape in 2024. The shadow of consumption degradation haunts over the market, with a heart-wrenching curve of resident income decline. Small and medium-sized enterprises struggle to survive in the cold wind, and every news message is like a heavy hammer, knocking the confidence of the market. However, just as winter is not a dead end, the extreme coldness becomes a rigorous baptism, which dispels the hustle and bustle and impulsive emotions in the market, and serves as the beginning of the transformation and rebirth of various industries. In this period of profound changes, the industry structure is being re-written, and enterprises have moved away from isolation and embraced mutual support, honing their resilience and determination in the midst of difficulties.

MATSU has also bravely embarked on this trial of the times. "Fate is not within oneself but around oneself," this proverb serves as a guiding lighthouse for us. Looking back, we have gathered strength from all directions. The Hangzhou Experience Center rises up like a star, illuminating a new channel for regional cooperation. In Ningbo NFCC, a forum with the theme of "Breaking Out! Urban Nomad Experiment" is vigorously held, with sparks of thought collision across industry boundaries to explore new business possibilities. In collaboration with cross-border artist Wang Xiaohui, the joint project of Mengdie Lan Xbirck makes a stunning debut, blending art and business to radiate its unique charm.

We believe that strong individuals do not wait passively for good news in the future, but create it! They create good news for themselves, for the industry, and for the era!

未来



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: mù, 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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MATSU XBRICK “泳池派对” @ 2024设计上海

编辑: 彭茜 Editor: Qian Peng

2024年6月19日至22日, 第十一届设计上海 (Design Shanghai) 在上海世博展览馆隆重举行。

作为中国设计行业最具影响力的国际盛会之一, 设计上海汇聚了全球顶尖设计品牌和创意人才, 共同呈现设计盛宴。应合作伙伴 anySCALE (任督设计) 之邀, MATSU 玛祖铭立今年再度亮相设计上海, 并以 “Xbrick @ 泳池派对”, 为火热的设计展带来一波清新的凉爽。

From June 19 to 22, 2024, the 11th Design Shanghai was held grandly at the Shanghai World Expo Exhibition and Convention Center.

As one of the most influential international events in China's design industry, Design Shanghai brings together the world's top design brands and creative talents to present a design feast. At the invitation of its partner anySCALE (Ren Du Design), MATSU once again appeared in Design Shanghai this year, and brought a wave of fresh coolness to the hot design exhibition with the "Xbrick @ Pool Party".

Xbrick@泳池派对设计新境界

由 anySCALE 设计事务所倾力打造的 Xbrick 泳池, 成为 Hall 1 的绝对焦点。这座由 MATSU 的 “数字游牧系列” —X-Brick 模块化系统的 “砖” 构筑而成的泳池, 用简约流畅的线条和充满活力的色彩带来强烈的视觉冲击和切身体验。

Xbrick @ A new level of pool party design

The Xbrick swimming pool, designed by anySCALE Design Office, has become the absolute focus of Hall 1. This swimming pool, constructed from the “bricks” of MATSU's “digital nomad series” X-Brick modular system, uses simple and smooth lines and vibrant colors to bring a strong visual impact and personal experience.



现场参观者坐在 Xbrick 上, 在复调的玩偶上进行涂鸦创作。
Visitors sit on the Xbrick and create graffiti on the polyphonic dolls.

6.19-6.20
“泳池”畔还有精彩纷呈的开放演讲

2024.06.19
14:00-14:30 **Andreas Thomczyk**, Founder of anySCALE
“A Dive Into Cold Water”

14:30-15:30 **Lorenzo Lanzani**, Senior at anySCALE
“Seize the Moment”

2024.06.20
14:00-14:30 **Tom Chan**, Founder of anySCALE
“AI拼才会赢”

14:30-15:30 **Da Liu**, Marketing Manager of MATSU
“破”墙之“砖”- Not Another “Brick” in The Wall!



MATSU XBRICK "POOL PARTY" @2024 DESIGN SHANGHAI

和设计师联手打造的创意 “泳池派对”, 不仅展现了 MATSU 在产品的创新实力和可持续发展方面的卓越成就, 也反映了中国设计力量在国际舞台上日益凸显的影响力, 更传递了其设计美学的独特追求。未来, MATSU 玛祖铭立将继续以领先的理念和精湛的设计, 和更多的设计大佬们一起携手, 为用户创造激发灵感的空间体验。

The creative “Pool Party” jointly created with designers not only demonstrates MATSU's outstanding achievements in product innovation and sustainable development, but also reflects the increasingly prominent influence of Chinese design power on the international stage, and conveys its Unique pursuit of design aesthetics. In the future, MATSU will continue to work with more design experts with leading concepts and exquisite design to create inspiring space experiences for users.





MATSU玛祖铭立杭州体验中心盛大开幕

编辑：彭茜 Editor: Qian Peng

2024 年 12 月 19 日, MATSU 玛祖铭立杭州体验中心盛大开幕。这一夜, 我们不仅见证了一个展厅的诞生, 更是一次办公生活艺术的盛宴。在杭州这座充满诗意气息与互联网节奏的城市中, MATSU 玛祖铭立以其独特的设计理念, 为都市“牧人”带来了全新的工作与生活方式体验。

On December 19th, 2024, MATSU Hangzhou Experience Center was grandly opened. This night, we not only witnessed the birth of an exhibition hall, but also a grand feast of office life art. In this poetic and internet-paced city of Hangzhou, MATSU brings a new experience of work and lifestyle to urban "herdsmen" with its unique design concept.



杭州: 古韵今风的东方硅谷

杭州, 这座历史悠久的城市, 以其美丽的西湖和蓬勃发展的互联网产业闻名于世。作为电商之都、创业天堂, 杭州以其开放包容的姿态, 吸引了无数创业者和创新企业。在这里, 传统与现代交织, 自然与科技和谐共生, 为 MATSU 玛祖铭立的设计理念提供了丰富的灵感。

Hangzhou: Ancient charm meets modern style in the eastern Silicon Valley

Hangzhou, a city with a long history, is famous for its beautiful West Lake and thriving internet industry. As the e-commerce capital and a mecca for entrepreneurship, Hangzhou attracts countless entrepreneurs and innovative enterprises with its open and inclusive attitude. Here, the blend of tradition and modernity, nature and technology harmoniously coexist, providing rich inspiration for the design concept of MATSU.



MATSU HANGZHOU EXPERIENCE CENTER
GRAND OPENING



杭州体验中心设计江南诗意+国际设计

由 anySCALE 上海设计总监 Simon Berg 精心打造的 MATSU 杭州展厅, 将德国家具的精致工艺与杭州的江南风情巧妙融合。展厅设计汲取江南园林的灵感, 融合西湖等地域特色, 色彩上以“无限可能”的梦想炫彩与工业风格相碰撞, 展现出空间的艺术体验感。每一处细节, 都是对自然和文化的深刻致敬。



Hangzhou Experience Center Design: Jiangnan Poetry + International Design

The MATSU Hangzhou exhibition hall, carefully crafted by Simon Berg, the design director of anySCALE Shanghai, combines the exquisite craftsmanship of German furniture with the charm of Hangzhou's Jiangnan style. Drawing inspiration from the gardens of the region, the design integrates regional features such as the West Lake. The color scheme combines the dream of "infinite possibilities" with an industrial style, creating a spatial art experience. Every detail is a profound tribute to nature and culture.

2025



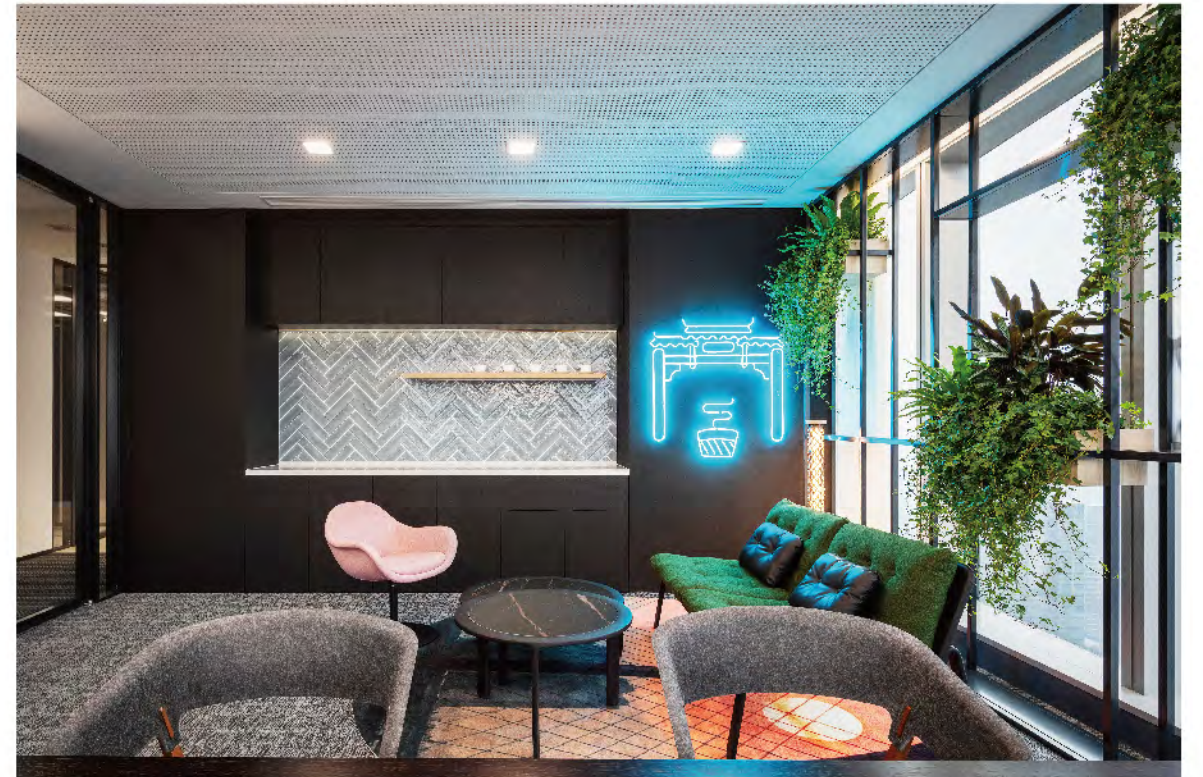
MATSU 总裁 蔡演国先生致辞

MATSU&杭州的不解之缘

MATSU 玛祖铭立与杭州渊源深厚, 服务过蚂蚁金服、阿里巴巴、华为、玫琳凯、幻方、菜鸟等知名企业的办公空间。这些项目不仅展示了 MATSU 对办公空间的深刻洞察, 也彰显了其与杭州这座城市的紧密联系。

The inseparable bond between MATSU and Hangzhou

MATSU has a deep connection with Hangzhou, serving well-known companies such as Ant Financial, Alibaba, Huawei, Mary Kay, HOMIHOME, Cainiao, and others with their office spaces. These projects not only show MATSU's deep insight into office spaces, but also highlight its close ties with the city of Hangzhou.



MATSU
HANGZHOU



MATSU 杭州体验中心设计师 Simon Berg
现场分享设计理念



MATSU 渠道负责人 俞海姝女士
分享《来自世界屋脊的灵感》



MATSU 玛祖铭立杭州体验中心, 是穿越时间与空间的设计展现, 是穿越杭州古今文明, 于此呈现跨越时代的设计经典。

The MATSU Hangzhou Experience Center is a design showcase that transcends time and space, crossing Hangzhou's ancient and modern civilizations to present a design classic that spans the ages.



育未来低碳生活节

诺达双语学校 & 玛祖铭立

SUSTAINABLE FUTURE FESTIVAL: NODA BILINGUAL SCHOOL & MATSU

编辑: 彭茜 Editor: Qian Peng

一年一度的【Sustainable Future Festival】育未来低碳生活节, 是由诺德安达总部发起, 联合青年社造团队, 以及一群中学生们共创的家庭友好市集及低碳行动。

The annual Sustainable Future Festival, a low-carbon lifestyle festival, is initiated by the Nordic-Anda headquarters, jointly with the Youth Society team and a group of middle school students to create a family-friendly market and low-carbon actions.



活动日期 | 2024.11.2 (周六)
时间 | 10:00-17:00
地点 | NACIS小学部
上海市闵行区金辉路1399号

Event Date: November 2nd, 2024 (Saturday)
Time: 10:00-17:00
Location: NACIS Elementary School, No. 1399 Jinhui Road,
Minhang District, Shanghai



今年由 NACIS 承办的育未来低碳生活节家庭友好、同时向校内及校外家庭开放。其涵盖上百组品牌、公益、家庭闲置售卖摊位, 1 个大型闲置交换池.....不仅活动上趣味满分, 更是在环节上添加了互动; 不仅能让你结交家庭朋友, 同时也让孩子们在娱乐中得到启发与成长。

This year's Sustainable Future Festival hosted by NACIS is family-friendly and open to both in-school and out-of-school families. It includes hundreds of brand, charity, and family idle selling booths, as well as a large idle exchange pool. The event is not only full of fun but also adds interaction to the process. It allows you to make new friends and let children learn and grow in entertainment.



美国火人节 (Burning Man) 归来大型艺术装置
降临 NACIS 校园!



MATSU 玛祖铭立作为一直践行可持续发展的企业受邀参与。MATSU 现场将通过多功能家具布局 (摊位: B-25) + 开放麦 + 互动游戏的方式让孩子们用 100% 可回收材质制成的 Xbrick 小魔砖, 自主创造可持续空间, 体验多功能家具的一物多用可塑性。

MATSU, as a company that has always been committed to sustainable development, was invited to participate in the event, where children were able to create their own sustainable spaces with Xbricks made from 100% recyclable materials and experience the versatility of multi-functional furniture through a multi-functional furniture layout (booth: B-25), an open MATSU booth and interactive games.



Xbrick

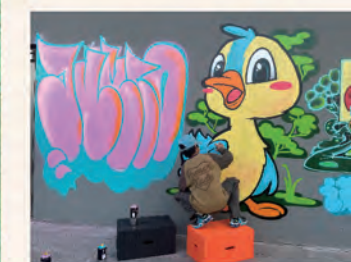


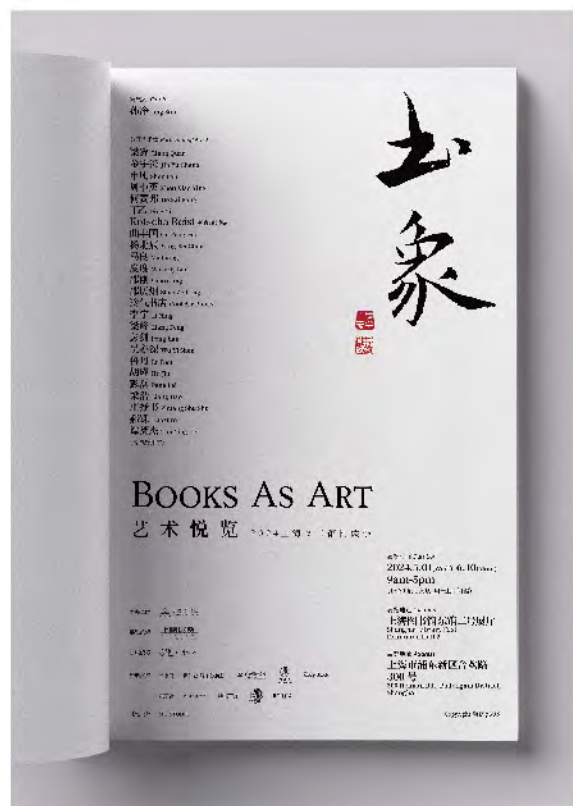
让孩子自创可持续空间, MATSU 开放麦 + 互动游戏 玩转Xbrick小魔砖

MATSU 邀请现场的小朋友, 1 到 3 人一组, 运用 Xbrick 创建自己的梦想王国: 可桌, 可椅, 可成为通向梦想的阶梯, 也可以是滑梯.....成为“砖”业魔术师。Xbrick 小魔砖其由 100% 可回收的发泡聚丙烯 EPP 制成, 单个 Xbrick 仅 1.4kg, 却可承重 200kg, 且无任何气味, 不含任何有害的增塑剂, 可以安全地与食物或玩具一起使用。孩子可以轻松搬动、组合, 并且这个过程中不会制造任何噪音。

Create a sustainable space for children
with MATSU open mics and interactive games.
Play with Xbrick magic bricks

MATSU invites children to create their own dream kingdom in groups of 1 to 3 people. They can build a table, a chair, a ladder to their dreams, or a slide. Become a professional brick magician. The Xbrick magic brick is made of 100% recyclable expanded polypropylene EPP. Each Xbrick weighs only 1.4kg but can support a weight of 200kg. It has no odor and does not contain any harmful plasticizers, so it can be used safely with food or toys. Children can easily move and combine them without making any noise.





主 办：上海图书馆
策展人：孙净
参展艺术家：梁铨 金宇澄 申凡 周小英 何赛邦 丁乙
Kotscha Reist 曲丰国 杨北辰 马良 度度
邵刚 邵仄炯 冷气书店 李宁 梁峰 彭剑
吴亦深 鲁丹 胡瑾 彭磊 梁浩 庄抒书
郝铄 谭英杰
(按年龄排序)
总计 25 位，共 50 余件艺术作品

TIME: 2024.5.1 - 6.10
ADD: 上海 | 上海图书馆东馆·二号展厅
(浦东新区合欢路 300 号)

Sponsored by: Shanghai Library
Curator: Sun Jing
Participating artists: Liang Quan, Jin Yucheng, Shen fan, Zhou Xiaoying, He Saibang, Ding Yi, Kotscha Reist, Qu Fengguo, Yang Beichen, Ma Liang, Dudu, Shao Gang, Shao Jijiong, Air-conditioned Bookstore, Li Ning, Liang Feng, Peng Jian, Wu Yishen, Lu Dan, Hu Jin, Peng Lei, Liang Hao, Zhuang Shushu, Hao Shuo, Tan Yingjie (sorted by age)
25 people in total, more than 50 works of art in total

TIME: 2024.5.1 - 6.10
ADD: Shanghai | Shanghai Library East Building Exhibition Hall 2
(No. 300, Hehuan Road, Pudong New Area)



《书象》BOOKS AS ART 上图东馆新展

"BOOKS AS ART" NEW EXHIBITION AT SHANGHAI LIBRARY EAST HALL

编辑：彭茜 展品文字源自策展人 Editor: Qian Peng Exhibit text from the curator



“书象”展览展期为 5 月 1 日至 6 月 10 日，地址在上海图书馆东馆二号展厅。展览中并非只是一本本书籍的陈列，而是通过画作、装置去呈现“书”的万千气象。在展览现场，MATSU 玛祖铭立运用轻量化模块化家具 XBRICK 在现场搭建通往“知识的阶梯”。在 MATSU 塑造的承载着知识的学习与 workspace，一代又一代的莘莘学子，他们在书籍中成长并获得力量；一个又一个伟大的品牌，他们在高效运作，赢得市场认可的同时，也极力推进着世界的发展...

书中自有万象，读书的姿态也各有万千，仅 1.4kg 轻量化，又可模组化的 XBRICK 让人们随时随地享受阅读的不同状态。带上 XBRICK，带上你的书，在人生的道路上，轻装远行！



'Books As Art' will be on display from 1st May to 10th June in Hall 2 of the East Hall of the Shanghai Library. The exhibition is not just a display of books, but also a painting and installation to present the 'book' in all its diversity. At the exhibition site, MATSU uses lightweight modular furniture XBRICK to build a 'ladder of knowledge'. In the study and work space shaped by MATSU, which carries knowledge, generations of students have grown up and gained strength from books; and one after another, great brands have won recognition in the market while efficiently operating, and at the same time, they have also pushed forward the development of the world...

With only 1.4kg of light weight and modularity, XBRICK allows people to enjoy reading anytime, anywhere. Take XBRICK with you, take your books with you, and travel light on the road of life!



展览前言

文 | 孙净

把书籍看作艺术品的观念始于印刷术的出现，早期西方书籍大量借鉴艺术作品的风格。19 世纪后半叶，书籍艺术成为美术史学科讨论对象之一，书籍艺术是艺术史不可或缺的一部分。

《书象》Books As Art 展览由三个版块组成：书之图像、珍本集美、印物之用。从艺术的观念去观察书籍，涉及广泛，绘画图像、文字、插图、雕版、版本、装帧艺术、印刷技法、书籍收藏等方面去探讨书籍的艺术之美。展览旨在阐述书籍的三个重要特性：历史文物性、学术资料性和艺术代表性，在书籍和艺术重叠的当代语境中撷取书籍艺术的片羽吉光。在此不仅仅是纸张的堆叠和粘合，从书籍图像的具象到文本的抽象，延展到装帧设计的审美趣味，以及印刷的前世今生勾勒出书籍的万千气象。一场本该发生在美术馆的艺术展览“挪用”至图书馆，其场馆属性发生了内在逻辑的关联，从古至今图书馆和博物馆犹如孪生孕育的文明之子。

Exhibition Preface

Text | Sun Jing

The idea of the book as a work of art began with the advent of the printing press, and early Western books drew heavily on the styles of works of art; in the second half of the nineteenth century, the art of the book became one of the subjects of discussion in the discipline of art history, and the art of the book is an integral part of the history of art.

Books As Art consists of three sections: Images of Books, Collecting Rare Books, and Printing Objects. The exhibition looks at books from the perspective of art, covering a wide range of aspects, including painting images, texts, illustrations, engravings, editions, binding art, printing techniques, and book collections, to explore the artistic beauty of books. The exhibition aims to illustrate the three important characteristics of books: historical artefacts, scholarly materials and artistic representations, and to capture a slice of the art of the book in the contemporary context where books and art overlap. It is not just about stacking and gluing paper, but also about the past and present of printing, from the figurative image of the book to the abstraction of the text, to the aesthetic interest of the binding design, and to outline the multifarious aspects of the book. -An art exhibition that should have taken place in an art museum is 'appropriated' to a library, and its venue attributes are intrinsically and logically related to each other, as libraries and museums have been like twinned sons of civilisation since ancient times.



SOME EXHIBITS

部分展品

书之图像

Image of book



彭剑
山内山
2014
宣纸
中国画颜料 198x96cm



丁乙
花样册
2017
折页本上彩铅
32x59.8cm
折叠尺寸 32x23cm



金字澄
糕点
2020
木板丙烯
45x30cm



梁浩
卡拉瓦乔与匕首
2023
布面油画
40 x 30cm



谭英杰 郝铄
小说家的书桌
木头、铁管等综合材料
155x145x90cm



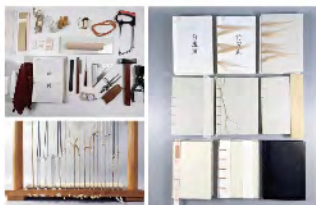
梁铨
读书笔记之一
2010
宣纸彩墨拼贴
129x91cm

珍本集美

Collection of rare books



莎士比亚等多人
伊丽莎白时代谣曲集
印刷年代 1891
美国波士顿出版社
纸本水墨, 真皮装帧
25x17x3.5cm



HG 书籍装帧工作室小满书社
书的诞生: 手工装帧之美
2023-2024
纸, 线, 皮革, 布
21x15x5cm



爱德华·菲茨杰拉德译, 贝顿工坊装帧
奥马尔·海亚姆鲁拜集
1908
摩洛哥山羊皮彩皮装帧
19.8x13.8cm



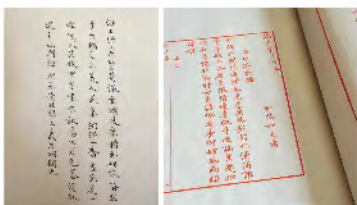
杰弗雷·乔叟著, 桑科斯基与萨
特克利夫工坊装帧
乔叟作品集
1898
摩洛哥山羊皮, 立体竹节书脊
44x33cm

印物之用

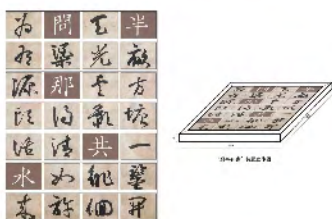
For printing purposes



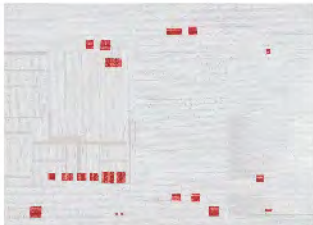
彭磊
雕版书籍
雕版装置
28x20cm



周小英
湖上草题跋书法原作
纸书; 套色定制成书
28x20cm



邵仄炯、邵刚
观书有感
2024
透明有机玻璃柜, 电子纸屏幕
736x540x40cm



申凡
标点 - 印章 -003
2015
报纸上丙烯
60cmX90cm



MATSU Kuroki 筑构成《通往知识的阶梯》



继3月18日焕新启幕, 2024年8月13日-18日, 利丰广场再次迎来时尚产业盛会——首届利丰可持续时尚周, 玛祖铭立也受邀参与。此次活动将聚焦“智创”、“科创”、“文创”、“共创”四大板块, 通过时尚峰会、市集等形式的线下活动, 为时尚产业上下游企业、学术机构及大众消费者提供一个展开对话、交流创想和分享成果的平台, 夯实“上海时尚科技中心”内功, 助力上海时尚消费品产业高质量发展。

After the new opening on 18th March, Li & Fung Plaza welcomes the fashion industry event - the first Li & Fung Sustainable Fashion Week from 13th to 18th August 2024, and MATSU is invited to participate in it. The event will focus on four major sectors, namely 'Intellectual Creation', 'Scientific Creation', 'Cultural Creation' and 'Co-Creation', and will be organised through a fashion summit, a bazaar and other forms of activities. Through the fashion summit, bazaar and other forms of offline activities, the event will provide a platform for upstream and downstream enterprises in the fashion industry, academic institutions and consumers to engage in dialogues, exchange ideas and share achievements, so as to consolidate the internal strength of the 'Shanghai Fashion Science and Technology Center' and help the high-quality development of Shanghai's fashion and consumer goods industry.

玛祖铭立 @ 利丰可持续时尚周

MATSU @ LI & FUNG SUSTAINABLE FASHION WEEK

编辑: 彭茜 Editor: Qian Peng



开幕仪式

8月13日, 首届“利丰可持续时尚周”拉开帷幕。闵行区政协党组书记、主席祝学军, 闵行区常委、副区长汪向阳, 市经信委消费品和时尚产业发展处二级调研员、市文创办综合办、资金办副主任宋晓辉出席开幕仪式, 并与冯氏投资主席冯国经博士共同见证首届利丰可持续时尚周的正式启动。

Opening ceremony

On 13th August, the first Li & Fung Sustainable Fashion Week kicked off. Zhu Xuejun, Secretary of the Party Group and Chairman of Minhang District CPPCC, Wang Xiangyang, Standing Committee of Minhang District CPC Committee and Vice Mayor of Minhang District, Song Xiaohui, Second Grade Researcher of Consumer Goods and Fashion Industry Development Department of Municipal Economy and Information Commission, and Deputy Director of Comprehensive Office and Funding Office of Municipal Culture and Information Founding, attended the opening ceremony, and together with Dr. Fung Kwok Ching, Chairman of Fung Investments, they witnessed the official launching of the first Li & Fung Sustainable Fashion Week.



利丰可持续时尚周
LI & FUNG SUSTAINABLE FASHION WEEK



时尚科技峰会

开幕首日进行的还有一场围绕“如何让可持续成为一种竞争优势”展开的智慧碰撞——时尚科技峰会。在这场由利丰携手麻省理工学院香港创新中心、香港科技大学利丰供应链研究院共同举办的“时尚科技峰会”现场, 冯氏投资主席冯国经博士、麻省理工学院管理学院教授 Dr. Charles H. Fine、施耐德电气执行副总裁尹正等多位业界领袖与权威学者, 玛祖铭立销售总监黄重受邀参与交流讨论。共同探讨了可持续理念在企业发展中的战略运用, 并分享了包括能源效率和管理、可再生能源解决方案、工业自动化和机器人技术、可持续材料和循环经济、水和废物管理以及数字解决方案等在内的实用案例, 希望时尚消费品产业的各个参与方能够在这理念的引导下, 探索创造更可持续的未来。

Fashion Technology Summit

On the first day of the opening ceremony, there was also a wisdom collision around 'how to make sustainability a competitive advantage' - Fashion Technology Summit. At the 'Fashion Technology Summit', co-organised by Li & Fung, the Hong Kong Innovation Centre of the Massachusetts Institute of Technology (MIT) and the Li & Fung Supply Chain Institute of the Hong Kong University of Science and Technology (HKUST), many industry leaders and authoritative scholars, such as Dr. Charles H. Fine, Professor of the School of Management of the Massachusetts Institute of Technology (MIT), and Mr. Yin Zheng, Executive Vice President of Schneider Electric, were invited to participate in the Summit. Many industry leaders and authoritative scholars, MATSU Sales Director Huang Mi was invited to participate in the exchange discussion. They discussed the strategic use of sustainability concepts in business development and shared practical cases including energy efficiency and management, renewable energy solutions, industrial automation and robotics, sustainable materials and circular economy, water and waste management, and digital solutions, hoping that all parties involved in the fashion consumer goods industry can explore the creation of a more sustainable future under the guidance of this concept. Eco-Nomad & Sustainability.



SUSTAINABLE
FASHION WEEK

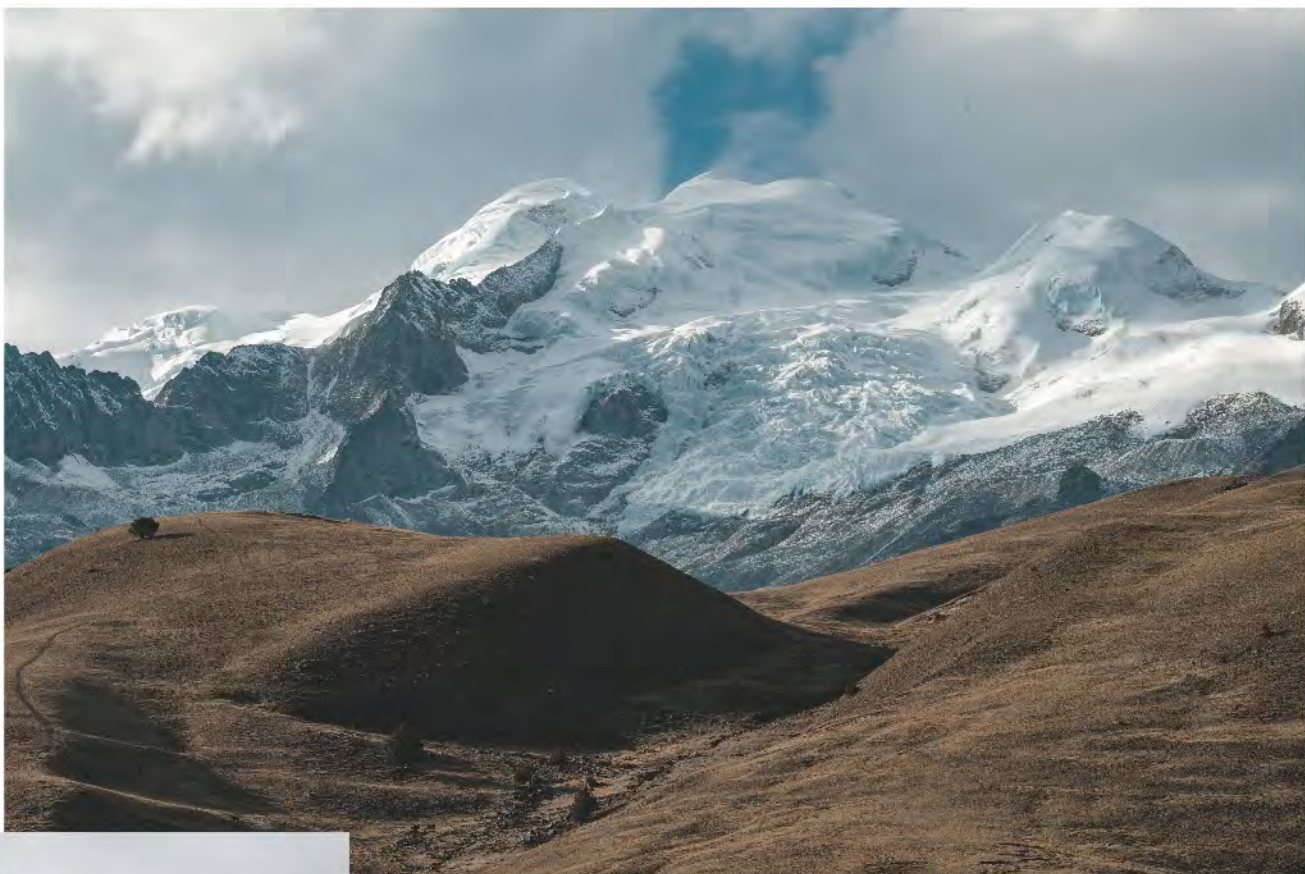


生态游牧 & 可持续发展

现场玛祖铭立代表也分享了通过商业可持续将生态游牧的理念带入城市生活, 让职场人感受到与大自然的链接。并以此让在地牧民被关注, 帮助其创收, 使其留在青藏高原继续以生态游牧的方式为在这片广袤草原保有生机。

Eco-nomadism & Sustainability

Representatives from MATSU also shared the idea of bringing eco-nomadism into urban life through business sustainability, so that the workforce can feel connected to nature. In this way, the local herdsmen will be noticed and helped to generate income, so that they can stay on the Tibetan Plateau and continue to keep this vast grassland alive with eco-nomadic herding.



千山之巅, 万水之源。危耸的绝壁雪峰, 辽阔的高原牧地, 稀薄且寒冷的空气, 高原自然环境的极具挑战性, 让在此生存的牧民世代敬畏自然。他们懂得生命的残酷与孤独, 也更懂得对生命的尊重和热情。他们以信仰, 以游牧生活的方式, 保护着自己的家 - 草原。牦牛毛中携带的草籽在散养时不经意间播撒, 并踩踏入土, 生根发芽, 以避免被风吹走与高原紫外线灼伤。这种独有的游牧文化维系着青藏高原人与动物间独特且微妙的生态平衡。

At the top of a thousand mountains, the source of ten thousand waters. Towering snow-capped peaks, vast plateau pastures, thin and cold air, the challenging natural environment of the plateau has made the herdsmen survive here for generations in awe of nature. They know the cruelty and loneliness of life, but also know more about the respect and passion for life. They protect their home, the grassland, with their faith and nomadic lifestyle. Grass seeds carried in the yak's hair are inadvertently sown in the free range and trampled into the soil to take root and germinate, so as to avoid being blown away by the wind and burned by the ultraviolet rays of the plateau. This unique nomadic culture maintains a unique and delicate ecological balance between humans and animals on the Tibetan plateau.

而不幸的是, 这种文化正在消失。.....现代化与工业化的高速发展, 草场面积缩减, 牧民经济困难, 让越来越多的牧二代选择离开。于是, 帮助牧民创收, 让他们留在草原, 留有放牧生活方式, 成了一个善性循环的生态保护链: 我们保护牧民, 牧民保护大自然, 保护青藏高原这一亚洲水塔。MATSU 希望透过社会创新以及市场机制来调动社会力量, 将商业策略最大程度运用于改善人类和环境生存条件。

Unfortunately, this culture is disappearing. The rapid development of modernisation and industrialisation, the shrinking of pasture areas and the economic difficulties of herdsmen have made more and more herdsmen choose to leave. Therefore, helping herdsmen to generate income, so that they can stay in the grassland and retain their herding lifestyle has become a virtuous cycle of ecological protection: we protect the herdsmen, the herdsmen protect the nature, and protect the Tibetan Plateau, the water tower of Asia. MATSU hopes to mobilise the social forces through social innovations as well as the market mechanism, and to maximise the application of business strategies to improve the living conditions of human beings and the environment.



如果说 ESG 理念是时尚消费品产业可持续发展的核心引擎, 科技和文化则是不可或缺的“两翼”。科技是推动时尚消费品产业可持续发展的关键力量, 文化则为时尚产业注入深厚的内涵与丰富的情感连接。此次活动期间, 利丰聚焦科技与文化两个关键词, 面向不同群体呈现丰富多元的主题活动。

If the ESG concept is the core engine of sustainable development of the consumer fashion industry, technology and culture are the indispensable 'two wings'. Technology is the key force to promote the sustainable development of the fashion consumer goods industry, while culture injects deep connotation and rich emotional connection to the fashion industry. During this event, Li & Fung focuses on the two key words of technology and culture, and presents rich and diversified theme activities for different groups.



现今, 从原材料采购到产品设计, 再到生产流程和供应链管理, 可持续的 ESG 理念正在成为时尚消费品产业中越来越多企业的主动选择, 也已逐步被纳入企业战略规划和日常运营中。而玛祖铭立正在将古老的游牧文化, 通过创新设计与材料加工运用到办公家具商业领域。让都市文明与游牧文化产生链接, 并助力可持续发展事业。

Nowadays, sustainable ESG concepts are becoming the active choice of more and more enterprises in the fashion consumer goods industry, from raw material procurement to product design, to production processes and supply chain management, and have been gradually incorporated into their strategic planning and daily operations. MATSU is applying the ancient nomadic culture to the office furniture business through innovative design and material processing. We are linking urban civilisation with nomadic culture and contributing to the cause of sustainable development.



斩获德国设计大奖的Slide 丝滑登场

徒手装一个德国设计质感的办公空间

GERMAN DESIGN AWARD WINNER,
SLIDE IS COMING

Assemble an Office Space with a German Design Aesthetic by Hand

编辑: 彭茜 图片由玛祖铭立合作伙伴 RENZ 提供

Editor: Qian Peng Photo provided by RENZ, a partner of MATSU



FOCUS OPEN 2024
Special Mention



办公桌像变形金刚一样, 根据需要丝滑变身, 是不是听起来就很酷? 它还能实现不需要任何辅助工具, 徒手安装, 丝滑转场于整个办公空间: 从独立工位, 共享工作站、会议桌、到移动屏支架……这款来自德国设计工作室 KASCHKASCH 的 Slide 工作桌, 凭借着极富特色的 U 型桌腿设计, 以及强大的模块化系统性, 已获得德国设计大奖 German design award.

It sounds cool, doesn't it? A workspace that can transform as per our needs and does so effortlessly with a smooth gesture. Without the aid of any tools, Slide, a work desk designed by German studio KASCHKASCH, effortlessly transforms the entire office space - from individual workstations to shared work areas, conference tables, to mobile screen stands ... With its unique U-shaped leg design and powerful modular system, it has won the German Design Award.

丝滑上线 U型桌腿

Slide, 有着丝滑质感的 U 型桌腿设计。它不仅外观轻盈、优雅, 而且内藏玄机——走线系统巧妙地隐藏在桌腿中, 让桌面告别杂乱无章, 工作效率直线上升!

Smooth Operation, U-shaped Legs

Slide features a smoothly operating U-shaped leg design. Not only does it have a sleek and elegant appearance, but it also boasts a clever wiring system hidden within its legs. This means a clutter-free workspace and a significant boost in productivity.



Slide



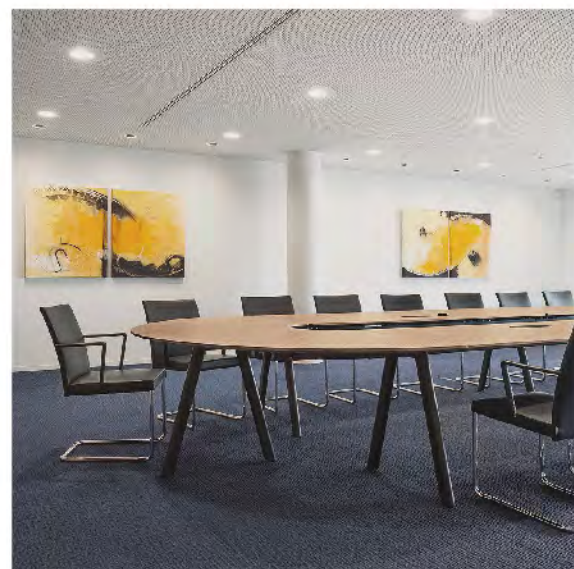
丝滑转场 模块化设计

Slide 的模块化设计, 让你在办公空间丝滑转场。不管是独立工作站、升降桌、多功能会议桌 ... 多种形态, 不管是家居博主的居家办公, 还是职场工作多场域氛围, Slide 都能丝滑驾驭, 成为办公空间中的“变形金刚”!

Smooth Transition, Modular Design

The modular design of Slide allows for a smooth transition in the office space. Whether it's an individual workstation, a standing desk, or a multi-functional conference table, Slide can smoothly transform and adapt to different scenarios with ease, becoming the "transforming star" of the office space.

Slide



中德家具合作简史

Slide 乃德国家具品牌 RENZ 新作。MATSU 玛祖铭立自 2006 年起, 便与德国 RENZ 的合作, 至今已有 18 年历史之久。而早在 2001 年, MATSU 玛祖铭立便开展了与德国办公家具品牌的合作, 将德国实用功能主义与极简的工业设计, 以及德国工业质感的产品带入中国办公家具市场, 开创了中国办公家具品牌与德国合作的新篇章。

A Brief History of Sino-German Furniture Collaboration

Slide is the latest creation from the German furniture brand RENZ. MATSU has been collaborating with Germany's RENZ since 2006, with a history of 18 years. Back in 2001, MATSU started working with German office furniture brands, introducing German functionalism, minimal industrial design, and industrial-quality products to the Chinese office furniture market, opening a new chapter for Chinese office furniture brands to collaborate with Germany.



Slide 工作桌, 是 MATSU 玛祖铭立对办公空间美学和功能性的深刻理解的体现。Slide 工作桌将带来德国设计质感的办公空间。

The Slide work desk is a reflection of MATSU deep understanding of office space aesthetics and functionality. It will bring a German design aesthetic office space to life.



DESIGNER



KASCHKASCH设计工作室

KASCHKASCH 设计工作室由 Florian Kallus 和 Sebastian Schneider 于 2011 年创立。这对搭档在产品设计和艺术指导领域具有国际影响力。对话和讨论是每个设计的起点。他们的设计是简单与诗歌的共生, 在功能和外观形式上游走于简约与严谨, 具有挑战性和合乎逻辑之间。他们将传统的手工艺技能与创新思维, 以及新型的技术解决方案巧妙地结合在一起。KASCHKASCH 挑战既定规范, 为不断变化的日常生活提供新的答案。该工作室已经获得了众多奖项, 包括他们设计的 SLIDE, 荣获的德国设计奖 (German Design Award)。

Design studio KASCHKASCH

The design studio KASCHKASCH was founded in 2011 by Florian Kallus and Sebastian Schneider. The duo is internationally active in the fields of product design and art direction. Conversations and discussions are the starting point of every design. Their design is a symbiosis of straightforwardness and poetry, which moves between function and formal rigor - simple, challenging and logical. They skillfully combine traditional craftsmanship with a mindset for innovation and new technological solutions. KASCHKASCH challenges established norms and offers new answers to the ever-changing challenges of everyday life. The studio has already received numerous awards, including the German Design Award for SLIDE in 2022.



Xbrick

未来办公椅的 新革命



移动办公时代

在动态中工作和不同坐姿的多元化办公形态成为主流趋势。所以, 这种现象需要改变我们的就座行为, 新的房间布局和更具活力的座位文化。站立桌、瑜伽球上办公或Xbrick 因此而设计。

Trend towards moving and sitting differently. This has created a real compulsion to sit in society. This phenomenon calls for a change in our sitting habits, new room layouts and a more dynamic sitting culture. The development of new trends such as high tables, seating balls or the Xbrick shows that there are ways to make sitting healthier and more flexible.

职场时代

有了人体工学椅, 可以适应不同身材比例需求调节, 以避免职员长时间伏案而带来的疲劳肌损。然而, 值得一提的是, 并不是人体虚弱需要经常坐着, 而相反, 坐在椅子上反而削弱了我们的身体。特别是现代职场, 因为久坐而导致的身体疾病越来越多。

Ergonomic Chair is coming. It is important to note, however, that it was not the weak human organism that required constant sitting, but rather sitting on chairs that weakened our bodies.

皇权时代

椅子已经被视为国王和贵族身份的象征。通常装饰华丽、布置华丽。

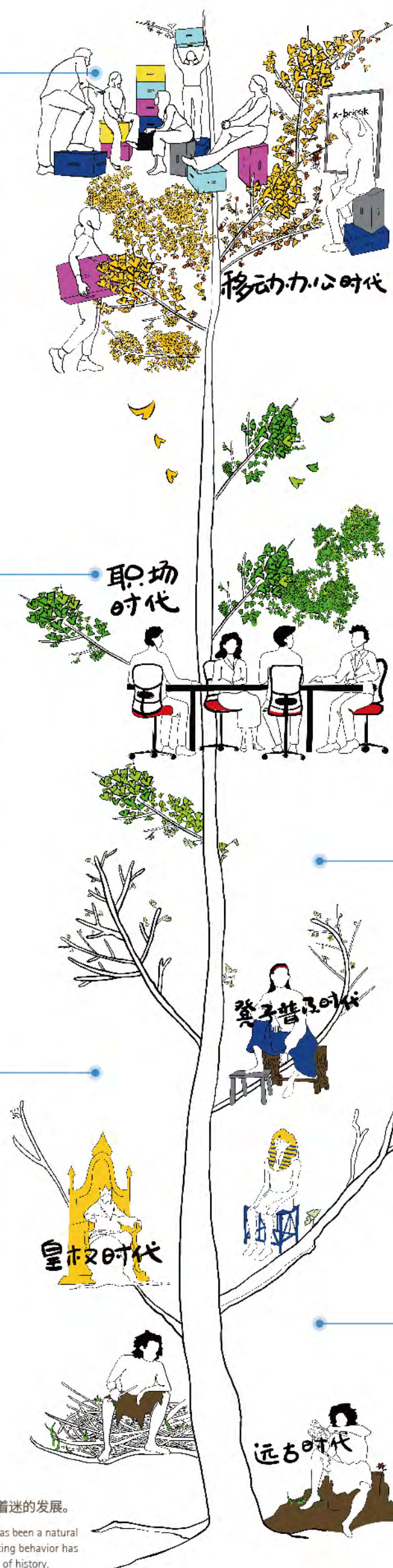
The chair as a privileged seat: If we take a look at the history of seating furniture, we see that chairs were already considered a status symbol for kings and aristocrats in ancient times. For centuries, the chair as a "privileged seat" was reserved for the upper echelons of society, usually lavishly decorated and orchestrated.

坐的演化史

A history of sitting

自人类诞生以来, 我们的坐姿经历了令人着迷的发展。

Alongside crouching, kneeling or lying down, sitting has been a natural resting position since the dawn of humanity. Our sitting behavior has undergone a fascinating development over the course of history.



凳子普及的时代

当椅子的权力象征消失后, 座椅才变得可供中下层使用。凳子和脚踏在这里一直扮演着重要的角色。使用简单的材料和低复杂性的制造技术使凳子价格实惠。

How did we come to sit on chairs? It was only when the symbolism of chairs as a symbol of power waned that they became accessible to the middle and lower classes. Stools and footstools have always played an important role here. The use of simple materials and low-complexity manufacturing techniques made the stool affordable. However, it was not only the financial aspect, but also its versatility that contributed to the early establishment of the stool across society. Nowadays, there is a suitable stool for every activity and every place.

远古时代

我们的祖先已经坐在原木或其他高地上, 以保护自己免受地面寒冷和小动物的伤害。

Ancient Times: Even our ancestors, the Neanderthals, sat on logs or other elevations to protect themselves from the cold ground and small animals.



1981年, MATSU 德国合作伙伴 Westermann 首席执行官, 设计师 Michael Daubner 手工制作了一把带有燕尾榫连接的木凳。这是贝希特斯加登木雕和细木工学院的入门练习。

In 1981, the designer Michael Daubner manually made a wooden stool with dovetail joints. This was the entry-level practice for the Bechtersgaden Wood Carving and Joinery School.

2016年, 产品设计公司 wd3 把 1981 的原型凳子采用毛毡做成了一个具有吸音效果的坐凳 -Xbrick。

In 2016, the product design company wd3 took the 1981 prototype stool and made a sound-absorbing seat with felt, named Xbrick.



进化之轮不会停滞不前。2018年, Xbrick 采用了 100% 可回收纯发泡聚丙烯 (EPP) 制成, 比其第二代毛毡还轻十倍、且更稳定 (自重 1.4kg, 载重 200kg)。它易于清洁且可防水, 室内和室外通用。表面触感不会太冷或太热。操作起来几乎无噪音。它可以坐、站、躺, 甚至为用户布局任何办公与生活形态。Xbrick 成为了人们灵动伴侣。它可以让人们拓展视野, 激发创意, 以不同的方式形态使用空间, 并鼓励每个参与其中的人进行互动和交流。

The wheel of evolution does not stop. In 2018, Xbrick was made of 100% recyclable pure expanded polypropylene (EPP), which was ten times lighter and more stable than its second-generation felt. It is easy to clean and waterproof, suitable for both indoor and outdoor use. The surface feels neither too cold nor too hot. It operates with almost no noise. It can be used as a seat, stand, or even a layout for any office and lifestyle for users. Xbrick has become a flexible companion for people. It allows people to expand their horizons, inspire creativity, use space in different ways, and encourage everyone involved to interact and communicate.

但在可持续性这件事情上, 我们不满足于现状。2023年, 我们开始尝试采用其他可持续材料, 例如: 菌丝体。菌丝体, 简单来说, 就是真菌的根组织。其可与其他物质结合而形成一种轻盈且极具延展性的材料, 且可完全被微生物分解成自然元素, 再次归于自然。Xbrick 是颠覆性创造性家具, 这也体现在其设计和原材料中。所以虽然菌丝体的研究仍处于起步阶段, 但我们正在尝试以这种方式打造 Xbrick 第四代。

But we are not satisfied with the current situation in terms of sustainability. In 2023, we began to try using other sustainable materials such as mycelium. Mycelium, in simple terms, is the root tissue of a fungus. It can combine with other substances to form a lightweight and highly extensible material that can be completely decomposed by microorganisms into natural elements and returned to nature. Xbrick is a disruptive and creative furniture piece that is also reflected in its design and raw materials. Therefore, although the research on mycelium is still in its early stages, we are trying to create the fourth generation of Xbrick in this way.



打开Xbrick的“引擎盖”

好汽车操控简单, 打开汽车发动机盖会发现是极其复杂的底层逻辑来支撑.....Xbrick 亦是如此! Xbrick 从设计到工具制造都是一个重大挑战。

我们花了大约一年的时间深入研究了使用哪种材料的问题。最终, 我们想要的是一种轻质产品, 由单一材料制成, 无毒、可持续, 适合以多种方式组合, 以便具有适应性。当我们决定使用 EPP 时, 我们认为我们找到了一个没有问题的解决方案。但事实上, 我们很快就遇到了潜在生产合作伙伴的保留意见。

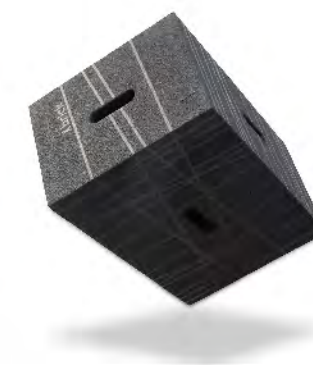
虽然 EPP 是一种相当成熟的材料。但我们想要一种边缘清晰精确、公差低、表面纹理精确、坚固耐用的产品——这不是 EPP 的标准。Xbrick 的载重性能与强大的稳定性, 以及轻量化的特性归功于其轻质材质, 以及内部肋结构。所以我们希望 Xbrick 是空心的, 由两个相同的部分组成, 能以几乎看不见接缝的方式连接。许多生产商立即拒绝了。但最终我们找到了一家愿意陪伴我们完成实施过程的公司。这对每个人来说都是一个挑战, 我们直接在机器上测试和优化了工艺参数。除此之外, Xbrick 创新的表面交叉线是通过新的激光工艺实现。

Open the “hood” of Xbrick

A good car is easy to control, and opening the car's engine hood will reveal an extremely complex underlying logic ... Just like Xbrick! From design to tool manufacturing, Xbrick is a major challenge.

We spent about a year studying which material to use. Ultimately, we wanted a lightweight product made of a single material that was non-toxic, sustainable, and adaptable to multiple combinations. When we decided to use EPP, we thought we had found a problem-free solution. But in fact, we soon encountered reservations from potential production partners.

Although EPP is a relatively mature material, we wanted a product with clear and precise edges, low tolerances, accurate surface texture, and strong durability - which was not the standard for EPP. The load-bearing performance and strong stability of Xbrick, as well as its lightweight characteristics, are attributed to its lightweight material and internal rib structure. Therefore, we wanted Xbrick to be hollow and composed of two identical parts that could be connected with almost invisible seams. Many manufacturers immediately refused. But finally, we found a company that was willing to accompany us through the implementation process. This was a challenge for everyone, and we directly tested and optimized the process parameters on the machine. In addition, the innovative cross-lines on the surface of Xbrick are achieved through a new laser process.



现今, 传统办公模式正在转变, 办公室布局变得更加灵活。XBRICK 满足这一点, 它很简单, 就像你看到, 它是一个简单的轻质砖块, 但它的材质, 工艺, 以及每一面的尺寸, 都是经过自适应组合的成熟考量。

Today, the traditional office model is changing, and office layouts are becoming more flexible. XBRICK meets this requirement. It is simple, as you can see, it is a simple lightweight brick, but its material, craftsmanship, and the size of each side are all mature considerations for adaptive combination.

xbrick

在成都南区怡心湖畔，一座充满未来感的科技园区拔地而起，这便是成都新易盛通信技术股份有限公司（以下简称：新易盛）的新总部园区。自 2020 年 6 月启动设计，经过三年的精心打磨，这座总建筑面积达 12.72 万平方米的现代建筑群于 2023 年年底正式落成，成为新易盛通信技术股份有限公司深耕光通信领域 20 年的辉煌见证。



全球前五光模块企业 新易盛新总部园区

编辑：彭茜 Editor: Qian Peng



项目案例： 成都新易盛技术股份有限公司 · 新园区总部
项目地址： 成都市双流区物联大道 510 号
项目时间： 2022.05-2023.12
项目面积： 30,000m²
设计公司： 成都上城设计事务所
摄影团队： 空与间摄影
家具品牌： MATSU 玛祖铭立

Project: Eoptolink Technology Inc., Ltd. New Campus Headquarters
Location: No.510, IOT Avenue, Shuangliu District, Chengdu
Time Completion: 2022.05-2023.12
Size: 30,000m²
Interior Design: Chengdu Uptown Design Firm
Photographer: Empty and Between Photography
Furniture Brand: MATSU

新易盛，在全球主流光模块厂商中排名前五，其新园区的建设不仅是对企业实力的展示，更是对企业文化和社会责任的深刻诠释。在这一项目中，MATSU 为新易盛提供了高管家具、员工工位、公共休闲家具、会议家具等整体办公家具解决方案，助力打造了一个有人性温度的未来办公环境。

新易盛园区的建筑外观设计，成都上城设计事务所以其不规则的曲直线秩序感的排列组合。细看穿孔铝板上的不规则“缺口”，既像是无线电波的浮动波形，又如同芯片主板上连通的线路结点，与新易盛专注于信息传播的企业主业形成了完美的呼应。

The construction of the new campus is not only a demonstration of the company's strength, but also a profound interpretation of its corporate culture and social responsibility, as it ranks among the top five mainstream optical module manufacturers in the world. In this project, MATSU provided total office furniture solutions such as executive furniture, employee workstations, public leisure furniture and conference furniture, helping to create a futuristic office environment with a human touch.

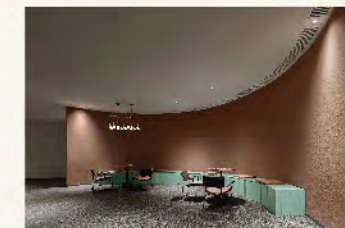
The architectural design of the Eoptolink campus, Chengdu Uptown Design Services so its irregular curved straight line sense of order arrangement and combination. The irregular 'gaps' on the perforated aluminium panels look like the floating waveforms of radio waves and the connecting line nodes on the main board of the chip, which is a perfect echo of the main business of Eoptolink, which focuses on the dissemination of information.



Global Top 5 Optical Module Company Eoptolink New Headquarter Campus

员工区 + 公共休闲区 街区办公

生态游牧系列牛角椅 Horns Chair 灵感来自牛角，横梁与扶手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。



Staff Workstation + Public leisure Area Neighborhood Office

The Horns Chair is inspired by the horns of a yak. The curves of the beams and armrests are as strong and powerful as the horns of a cow, presenting a perfect curvature, which is one of the details that make the work full of personality.



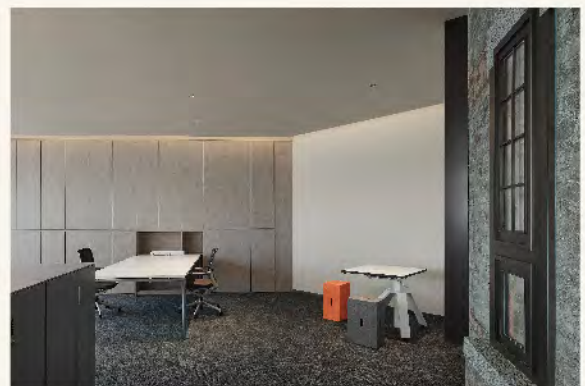
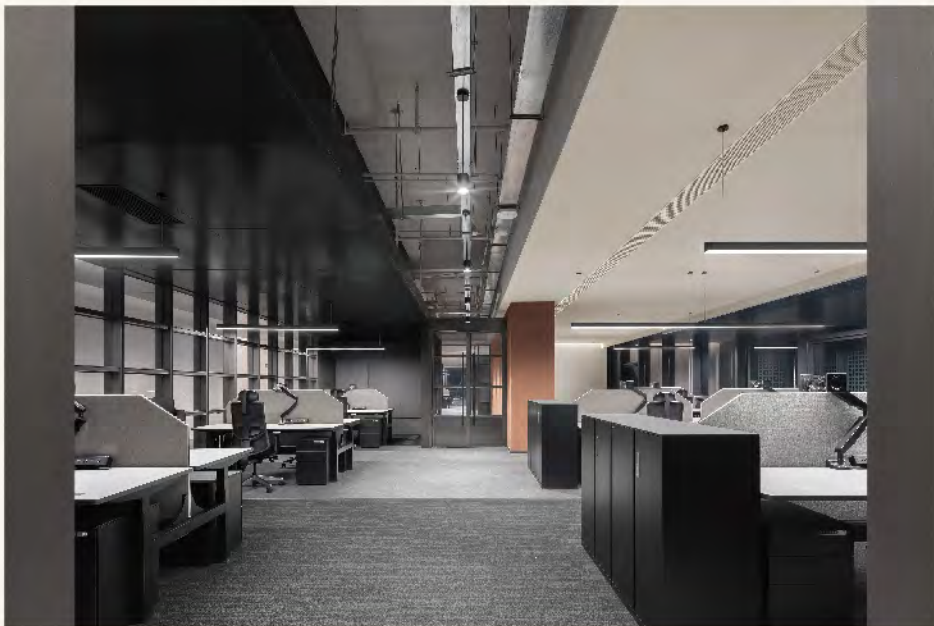
| 析 | 设计空间，灵感办公 REFERENCE |

办公楼的空间设计则打破了传统的大开敞空间形态，引入了街区的概念，通过墙体的分割与重塑，创造出新的交通流线、功能区域和空间节点，营造出既私密又开放，同时相对自由的办公空间。

员工工作位区，运用 ARK 电动升降桌，实现站坐交替办公，避免长时间单一姿势所导致的肌肉疲劳。

The spatial design of the office building, on the other hand, breaks the traditional form of large open space and introduces the concept of neighbourhood. Through the division and reshaping of the walls, new traffic flow, functional areas and spatial nodes are created, creating an office space that is both private and open, and at the same time relatively free.

In the employee workstation area, ARK's electric lifting tables are used to alternate between standing and sitting, avoiding muscle fatigue caused by a single posture over a long period of time.



临近工作位区采用 Motu 小卫星方形移动升降洽谈桌与 X-brick 的搭配应用。根据各自需求展开不同主题不同规模的讨论与头脑风暴，或坐或站。

The adjacent working area adopts Sputnik I square mobile lifting negotiation table and X-brick collocation application. Depending on your needs, you can conduct discussions and brainstorming on different topics and at different scales, either sitting or standing.

会议空间，求同存异

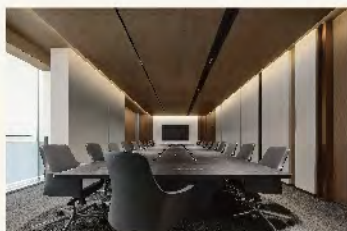
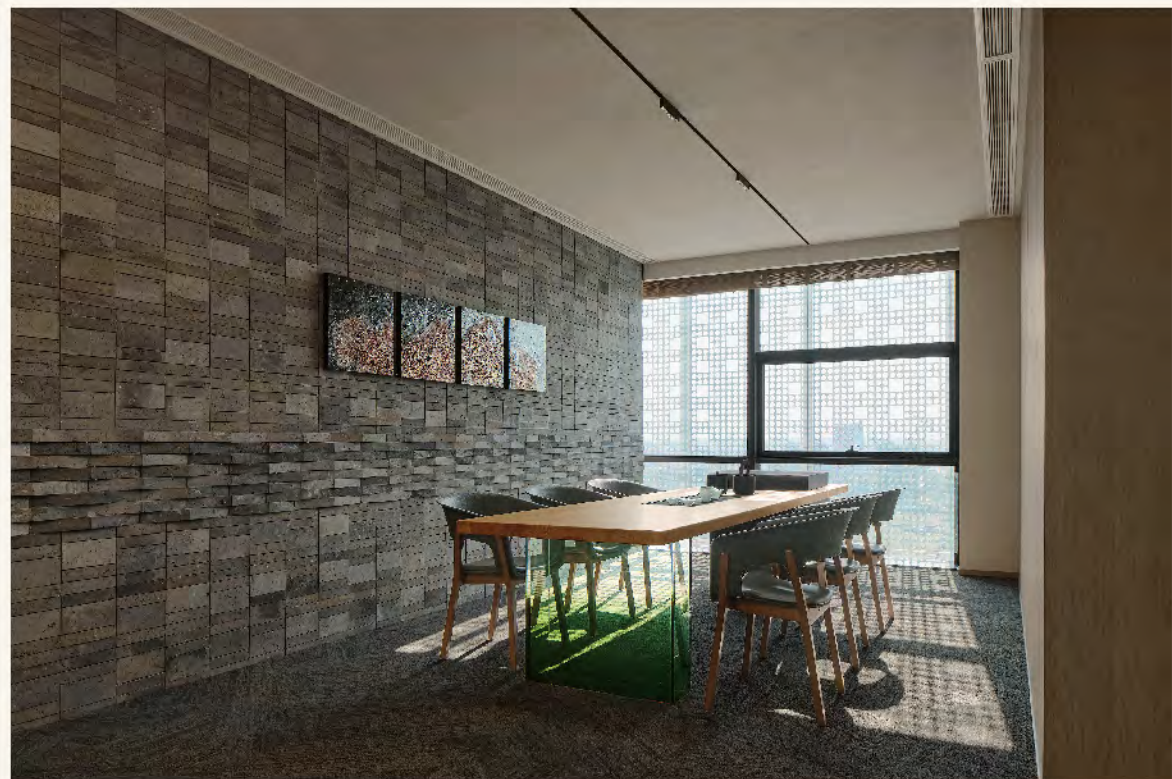
整栋楼的会议空间保有百态，根据不同的会议需求，让使用者选择或正式商务，或高效协作，或轻松灵动 ····· 的与会方式，在万千观点的碰撞中，求同存异。

充满着新中式风格的元素会议空间，渐变青绿色的透明桌腿仿佛一杯刚沏的绿茶，清新怡人。

Conference Area Seek common ground while reserving differences

The meeting space of the whole building has a variety of forms, according to different meeting needs, allowing users to choose either formal business, or efficient collaboration, or relaxed and dynamic ----- way of meeting, in the collision of thousands of views, seeking common ground while preserving differences.

Full of new Chinese style elements of the meeting space, gradient green transparent table legs as if a cup of freshly brewed green tea, fresh and pleasant.



展示接待区，人性的温度

另外，“人性温度”成为了设计的新方向。每一个空间，每一件家具，都不仅仅是冷冰冰的物体，而是能够激发员工创造力和工作热情的源泉。在这里，科技与生态不再是对立的概念，而是和谐共存的伙伴。特别值得一提的是：在家具的选择上，生态游牧产品的点睛运用。这些产品不仅在设计上追求与自然的和谐共生，更在生产过程中注重可持续性和环保。通过使用牦牛皮和手工织物，**MATSU 的家具不仅为空间带来了“人性温度”，更通过回收皮料的方式，支持了青藏高原牧民的经济，保护了长江、黄河的源头，体现了新易盛作为企业公民的社会责任。**

Showcase Reception Area, The Human Temperature

In addition, 'human temperature' has become the new direction of design. Every space and piece of furniture is not just a cold object, but a source of creativity and enthusiasm for work. Here, technology and ecology are no longer opposing concepts, but harmonious partners. Particularly noteworthy: the use of eco-nomadic products in the choice of furniture. These products not only pursue harmony with nature in their design, but also focus on sustainability and environmental protection in their production process. Through the use of yak skins and handmade fabrics, MATSU's furniture not only brings 'human warmth' to the space, but also supports the economy of the Tibetan plateau herders by recycling the skins, protects the source of Yangtze River and Yellow River, and embodies the social responsibility of Xin Yisheng as a corporate citizen.



新易盛园区的落成，不仅是企业实力的展示，更是对未来办公空间设计方向的一次大胆探索和实践。它将成为光通信技术发展的新引擎；它是融合科技与生态的桥梁；同时也将成为生态办公空间设计的典范。

The completion of the Eoptolink campus is not only a demonstration of corporate strength, but also a bold exploration and practice of the future direction of office space design. It will become a new engine for the development of optical communication technology; it is a bridge integrating science and technology and ecology; and it will also become a model of ecological office space design.



“绿色”阳光，品牌价值破千亿的 阳光电源总部空间

"Green" Sunshine, Sungrow's Headquarters Space with Brand Value Breaking 100 Billion Yuan

编辑：彭茜 摄影师：查格摄影工作室 Editor: Qian Peng Photo provided by: CHAERGE

阳光电源 践行可持续发展理念的绿色能源先锋

阳光电源是一家专注于新能源电源设备研发、生产和服务的国家重点高新技术企业，致力于提供全球一流的清洁能源全生命周期解决方案。在全球新能源转型的大潮中，阳光电源的光伏逆变器出货量连续多年位居全球第一，展现了中国新能源企业的创新实力和全球影响力。

Sungrow Green Energy Pioneer Practicing the Concept of Sustainable Development

Sungrow is a national key high-tech enterprise focusing on the research, development, production and service of new energy power supply equipment, and is committed to providing global first-class clean energy full life cycle solutions. In the tide of global new energy transformation, Sungrow's shipments of photovoltaic inverters have ranked among the world's top for many years, demonstrating the innovative strength and global influence of China's new energy enterprises.



办公空间融合可持续理念

阳光电源总部大楼的室内设计体现了人、自然和科技的有机融合，打造了一个富有创意精神和凝聚力的可持续空间。整个办公空间无论是对外商务接待还是内部协作，都以平等性为基准，采用灵活多元的布局。

Office Space Integrates Sustainable Concepts

The interior design of the headquarter building of Sungrow embodies the organic integration of human beings, nature and science and technology, and creates a sustainable space rich in creativity and cohesion. The entire office space, whether for external business reception or internal collaboration, is based on equality and adopts a flexible and diversified layout.



公共休闲区域则由 MATSU 构建了生态游牧可持续休闲空间。生态游牧系列家具采用天然生态散养的牦羊毛制成，将牧民零浪费的生活理念融入产品设计，让职场人在城市办公空间也能与大自然链接，与阳光电源的可持续理念高度契合。

In the public recreation area, MATSU has created an eco-nomadic sustainable recreation space. The eco-nomadic series furniture is made of natural and ecological free-range yak hair, and the concept of zero-waste life of herders is integrated into the product design, so that workers can also link with nature in the urban office space, which is highly compatible with the sustainable concept of Sungrow.





以人为本打造平等舒适的办公空间

阳光电源总部办公空间的设计打破了传统办公空间的层级观念，以平等性为基准打造商务接待和内部协作空间。商务接待区采用皮质家具营造正式氛围，并提供多元化的布局方案，满足不同会议需求。内部协作空间则更加灵活开放，配备升降会议桌椅、可模组会议家具和可移动会议椅，方便员工进行交流和协作。

Creating Equal and Comfortable Office Space with People in Mind

The design of the headquarter office space of Sungrow breaks the traditional concept of hierarchy in office space, and creates a business reception and internal collaboration space with equality as the benchmark. The business reception area adopts leather furniture to create a formal atmosphere, and provides diversified layout solutions to meet different meeting needs. The internal collaboration space is more flexible and open, equipped with elevated conference tables and chairs, modular conference furniture and movable conference chairs to facilitate staff communication and collaboration.

动态办公模式创新驱动发展

随着无线技术的普及，动态化办公模式日渐流行。MATSU 将这种概念通过自己的产品整合至阳光电源的办公空间，实现动态布局和办公，助力企业积极创新。

Dynamic Office Mode Innovation Drives Development

With the popularization of wireless technology, the dynamic office mode is becoming more and more popular. MATSU integrates this concept into the office space of Sungrow through its own products, realizing dynamic layout and office, and helping the enterprise to innovate actively.



阳光电源总部办公空间的设计，是其绿色理念和创新精神的完美体现。它不仅为员工提供了舒适高效的办公环境，也引领了未来办公模式的发展方向，彰显了这家中国新能源企业在绿色低碳转型中的领军地位和全球影响力。

The design of the headquarter office space of Sungrow is a perfect embodiment of its green concept and innovative spirit. It not only provides a comfortable and efficient office environment for employees, but also leads the development direction of future office models, highlighting the leading position and global influence of this Chinese new energy enterprise in green and low-carbon transformation.



玛祖铭立也因此荣幸的获得了阳光电源颁发的“2023 年度精诚协作奖”。

MATSU was also honored to receive the "2023 Sincere Collaboration Award" from Sungrow





律动空间 / 邦信阳上海新总部

Rhythmic Space, Boss & Young Shanghai New Headquarters

编辑: 彭茜
Editor: Qian Peng

摄影师: 凌通
Photographer: Tong Ling

法律界的精英之选

在法律服务的殿堂中, 邦信阳律师事务所以其深厚的专业底蕴和卓越的业务能力, 赢得了业界的广泛认可。邦信阳律师事务所的新总部办公室, 位于上海太平洋新天地。MATSU 玛祖铭立为其提供整体办公家具解决方案, 打造了一个既展现专业精神又充满创意灵感的办公空间。该项目总面积4500 m², 跨两个楼层, 由内部楼梯进行连接, 其中一层为会议接待区, 另一层为内部办公区。

An elite choice for the legal profession

Boss & Young Law Firm is widely recognized in the legal service industry for its profound professional background and excellent business ability. Boss & Young's new headquarters office is located in Shanghai Pacific Xintiandi, and MATSU provided a total office furniture solution to create an office space that demonstrates professionalism and is full of creative inspiration. The project covers a total area of 4,500 square meters and spans two floors connected by internal staircases, one of which is a meeting and reception area and the other is an internal office area.



MATSU 玛祖铭立针对律师行业属性中工作节奏快、合伙人外务时间多, 空间空置率高、开放空间隐私问题和律师大量案宗储放需求大等痛点, 提供了一系列的解决方案。

MATSU provides a series of solutions to address the attributes of the lawyer industry, such as the fast pace of work, the high number of partner's outside hours, the high vacancy rate of the space, the problem of privacy in the open space, and the high demand for storage of a large number of lawyers' case files.

- 设置共享办公区——构建临时外务人员工作, 于员工区就近洽谈脑暴
- 升降桌可视化呼吸功能, 提醒站坐交替工作——在工作节奏快时, 关注员工健康
- Phone box 电话亭解决方案, 卡座沙发——开放式空间专注私密谈话空间营造
- X-brick 多功能组合模块——多变布局, 一个空间多种形态, 提高空间利用率

- Setting up a shared office area
building temporary foreign staff work, in the staff area close to the negotiation of brainstorming
- Sit-stand desk visualization breathing function, reminding stand and sit alternately work
in the fast pace of work, pay attention to the health of employees
- Phone box phone booth solution, deck sofa
open space focusing on the creation of private conversation space.
- X-brick multifunctional modular furniture
variable layout, a space of multiple forms, improve space utilization rate.

前台接待区的独特印记

在邦信阳律师事务所的前台接待区, 印有著名书法篆刻家作品的大理石前台, 静静地诉说着企业的理念与承诺。这不仅是一份信任与责任的象征, 更是法治兴邦、知行于信、大道向阳的企业精神的具象表达。

An elite choice for the legal profession

In the reception area of Boss & Young Law Firm, the marble front desk printed with the works of famous calligraphy and seal-engraving artists quietly tells the philosophy and commitment of the enterprise. This is not only a symbol of trust and responsibility, but also a tangible expression of the corporate spirit of the rule of law, knowledge and action in faith, and the way to the sun.



WORKSPACE

灵活多变的工作空间

MATSU 玛祖铭立为邦信阳律师事务所合作人提供电动升降桌, 让员工在忙碌的工作中也能享受到健康的关怀。而灵活的共享办公区, 不仅满足了外勤员工的临时工作需求, 也为团队协作提供了便利。另外, 落地屏风围合的卡座沙发构成的私密空间, 则是专注工作和私密交流的理想之地。

Flexible and versatile workspace

MATSU provided the partners of Boss & Young Law Firm with electric lifting desks, so that the employees can enjoy the health care in their busy work. The flexible shared office area not only meets the temporary work needs of field employees, but also facilitates teamwork. In addition, the private space made up of card seating sofas surrounded by floor-to-ceiling screens is an ideal place for focused work and private exchanges.



MEETING SPACE



会议空间的多元变幻

会议层设置有大小不一、功能多样的会议室，可以满足多样化的工作场景与使用需求。头脑风暴室，配置了富有创意的办公设施，构筑了一个流动交互、多模式的弹性空间。VIP 会议室，家具及陈设典雅、考究，全方位匹配来访者的尊贵身份，并在私密性上加以考量。董事会议室主要用于开展重要的商务会谈与远程会议。



Multiple variations of meeting space

The conference level is equipped with meeting rooms of different sizes and functions, which can meet diverse work scenarios and usage needs. The Brainstorming Room, equipped with creative office facilities, is a flexible space for fluid interaction and multi-modal interaction, while the VIP Meeting Room, with its elegant and sophisticated furniture and furnishings, is designed to match the visitor's distinguished status in all aspects, with consideration given to privacy. The boardroom is mainly used for important business meetings and teleconferences.



灵动的培训会议家具满足会议的适变性。从 15 人的小型讨论到 30 人的大会，都能在这里找到合适的解决方案。直播间的建立，更是为企业的自媒体发展提供了有力支持。

The flexible training meeting furniture meets the adaptability of the meeting. From a small discussion with 15 people to a general meeting with 30 people, you can find the right solution here. The establishment of the live broadcasting room is a powerful support for the development of the company's self-media.

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MATSU 的专业魅力

MATSU 玛祖铭立在律所行业的项目经验丰富，我们的客户包括 DENTONS 大成、协力律所等知名律师事务所，为法律服务行业提供了很多优质的办公空间解决方案。

The professional appeal of MATSU

MATSU is experienced in projects in the law firm industry. Our clients include renowned law firms such as Dentons and Co-effort Law Firm, and we have provided many high-quality office space solutions for the legal services industry.

“

MATSU 携手邦信阳，从了解痛点到提出解决方案，为其打造专业与高效的办公新空间，助力法律服务新高度。

MATSU partnered with Boss Et Young to create a professional and efficient new office space, identifying pain points and proposing tailored solutions, thereby elevating legal services to new heights.

”



“明得未来”



明德生物武汉办公空间

"ENVISIONING THE FUTURE": EASYDIAGNOSIS WUHAN OFFICE SPACE

编辑：彭茜 摄影师：梵镜空间摄影 Editor: Qian Peng Photographer: FAN-JING SPACE PHOTOGRAPHER

明德生物，作为生物医药行业的创新者和领导者，致力于提供尖端的诊断产品和服务，其武汉办公空间总部（明德生物科技产业园 1 号楼）建筑面积 3 万平，由 MATSU 玛祖铭立提供整体办公家具解决方案，打造一个集公共休闲、非正式协作与高级行政于一体的多功能办公环境。

As an innovator and leader in the biopharmaceutical industry, EasyDiagnosis is committed to providing cutting-edge diagnostic products and services. Its Wuhan headquarters (Building 1, EasyDiagnosis Technology Industrial Park), spanning 30,000 square meters, adopts MATSU's comprehensive office furniture solutions to create a multifunctional workspace integrating public leisure areas, informal collaboration zones, and executive spaces.

接待空间：洞“明”之境

1F 接待空间是明德生物对外形象的重要展示窗口，MATSU LINK 和 Volpino 休闲椅构建了 1F 接待区，白、浅灰，搭配明德生物企业蓝，让整体空间通透清明。不管是适合洽谈的 Volpino 休闲椅，还是适合休憩软包感更强的 Link 休闲椅，在阳光与绿植包围的接待大厅每个人都能找到舒适的角落。



Reception Space: The Realm of Clarity

The first-floor reception area serves as a vital showcase of EasyDiagnosis' corporate image. Furnished with the MATSU LINK series and Volpino lounge chairs, the space radiates transparency and serenity through a palette of white, light gray, and EasyDiagnosis' signature corporate blue. Whether engaging in discussions on the Volpino lounge chairs or unwinding on the plush LINK chairs, visitors and employees alike find comfort in the sunlit, greenery-filled lobby.



非正式协作区与社交空间：启“明”之地

根据探索之旅工作坊的调研结果，员工最为关注的是文化与社群的建设。MATSU 通过非正式协作区在自然，生动的办公环境中构建员工自由交流和创意碰撞的场所。这里配备了多样化的家具布局，MATSU 柔性办公系列的 Prestige、Marsh 长条沙发，Bowler 单人休闲椅，吧台，小边几等支持各种形式的协作和讨论。无论是计划性会面还是非计划性的偶遇交流，都能在这里灵感启迪。

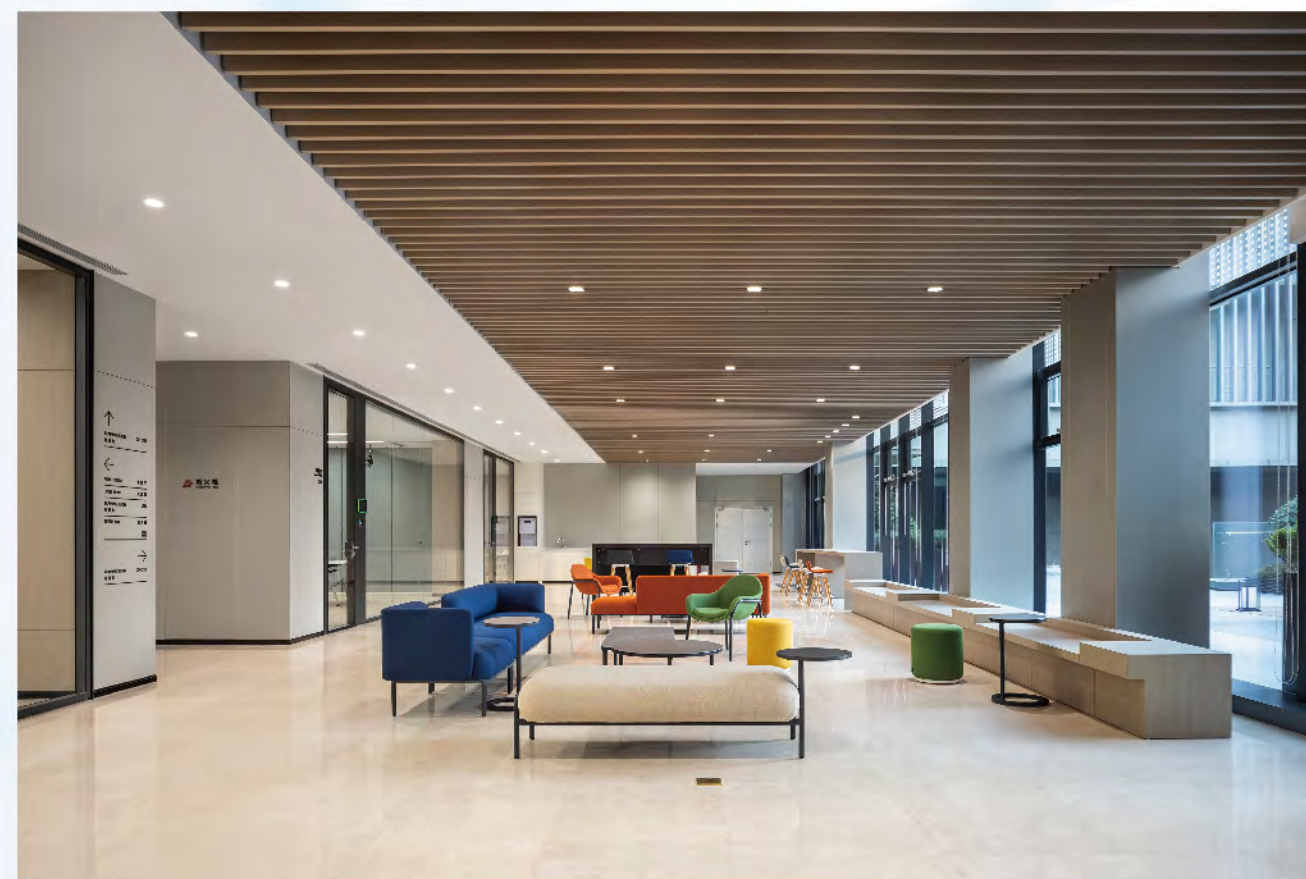


Informal Collaboration & Social Spaces: The Land of Enlightenment

Based on insights from exploratory workshops, employees prioritize cultural and community-building initiatives. MATSU addresses this by designing informal collaboration zones that foster free communication and creative exchanges within a natural, dynamic environment. Equipped with versatile layouts—including the flexible Prestige and Marsh sofas, Bowler lounge chairs, bar counters, and side tables—these spaces support both planned meetings and spontaneous interactions, sparking inspiration at every turn.



EDIAGNOSIS



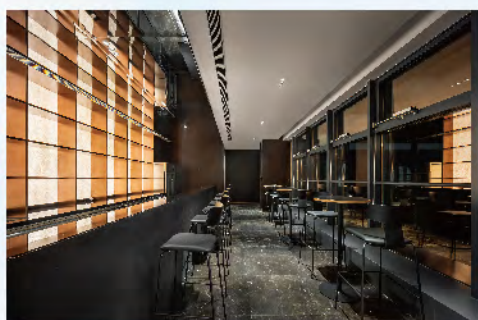
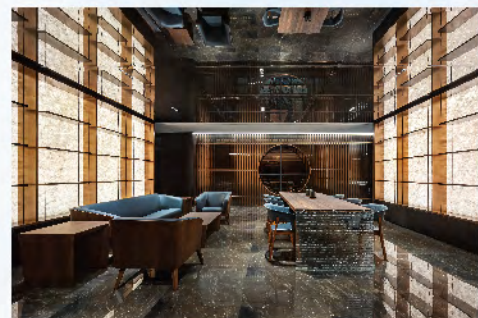


餐饮空间：通“明”之域

B1 的餐厅则是员工日常能量补给站，餐厅内部设有多样化的就餐区域，包括私密性的包厢、半开放式的舒适卡座沙发区以及适合团队聚餐的长桌，满足不同员工的用餐需求。色彩上，白、绿、灰结合清新花纹感小砖让用餐环境松弛而愉悦。

Dining Space: The Zone of Vitality

The B1 cafeteria acts as a daily energy hub for employees. It features diverse dining settings: private rooms, semi-open booth seating, and long communal tables for team gatherings. The combination of white, green, and gray tones, paired with small tiles adorned with fresh floral patterns, creates a relaxed and uplifting ambiance.



高级行政区与VIP接待区：浩“明”之厅

12F 高级行政区和 VIP 接待层的设计体现了“浩明”，即正气和通达。其中 VIP 接待区选用了 MATSU 代表咖黑色的中式禅意山水系列，营造了尊贵待客的浩瀚之气。

Executive & VIP Reception Areas: The Hall of Grandeur

The 12th-floor executive zone and VIP reception area embody "grand clarity"—a balance of dignity and openness. The VIP section showcases MATSU's Zen-inspired, coffee-black Chinese landscape series, exuding an aura of sophistication tailored for distinguished guests.



设计不止于外观

对话 Michael Daubner

Xbrick 的首席设计师, wd3 的首席执行官

编辑: 刘达、彭茜 图片: 由 MATSU 合作伙伴 Westermann 提供 Editor: Da Liu, Qian Peng Photo provided by MATSU's partner Westermann



关于 wd3 设计工作室 & Michael Daubner

Xbrick 是 wd3_spatial design 设计团队的一款极为灵动、易于组合并适用于多种空间的模块化家具系统。自 2016 年成立以来, wd3 一直为办公空间、教育机构和家庭设计家具和空间结构, 并和价值观一致的客户一起共创, 不断在耐久、可持续和功能上做升级。

wd3 团队涵盖整个产品开发流程: 为客户提供从构思和施工到设计和产品沟通的完整项目管理。wd3 的首席执行官 Michael Daubner 是一位训练有素的木匠大师和木质材质专家, 曾是著名德国设计师 Arno Votteler 的门徒, 并在空间结构和轻质结构开发方面拥有三十多年的经验, 其中包括多年在一家国际运营公司担任领导职务。

About wd3_spatial design and Michael Daubner

Xbrick is an exceptionally versatile and easy-to-assemble modular furniture system designed by the wd3_spatial design team for a variety of spaces. Since its founding in 2016, wd3 has been designing furniture and spatial structures for office spaces, educational institutions, and homes, collaborating with clients who share their values to continuously upgrade durability, sustainability, and functionality.

The wd3 team covers the entire product development process: providing clients with complete project management from conception and construction to design and product communication. wd3's CEO Michael Daubner is a trained master carpenter and wood material expert, having apprenticed under renowned German designer Arno Votteler, with over three decades of experience in spatial structure and lightweight structure development, including many years in leadership roles at an internationally operating company.

Chief Designer of
Xbrick and CEO of wd3

DESIGN IS MORE THAN FORM AN INTERVIEW WITH MICHAEL DAUBNER



对话 wd3 首席执行官 Michael Daubner

A conversation with wd3 CEO Michael Daubner

Q: 设计往往被简单的理解成产品的外形。但设计远不止如此。

A: 没错。正如我们所理解的, 设计必须更深入, 到达产品的核心。我们既要处理材料和制造工艺, 并要不断寻找新材料, 为我和我的客户提供新的可能性。我们密切关注产品对使用者的影响。

Q: 可否谈谈您对“自适应性”设计的看法?

A: 在我看来, “自适应”性这是一个非常重要的产品功能。产品越灵活、越通用, 就越好。Xbrick 很好的诠释了这一点。我不认同单一功能或单一使用模式的产品。此类产品已不再是时代的主流。也许从来都不是。

Q: 可否展开具体说明下, 什么是“自适应性”的产品?

A: 好的设计必须由内向外, 允许、鼓励并给到使用者信号, 让使用者可以根据自己的需求主动调整。使用者必须快速了解产品的工作原理以及可以用它做什么。易于使用以及让使用者能够主动去使用同样重要。我认为这是一种超越产品本身的影响, 通过此种影响可以激发使用者的其他行为。这一切反过来又会对外形的语言产生影响——形式越简洁, 就越容易自适应。为了实现这一目标, 我们深入研究产品的核心。当然, 我们始终不忘洞悉使用者的需求, 及其对产品使用时再创造性的潜力。



Q: 作为产品设计师, 您是如何创造出深受市场喜爱的“自适应”产品呢?

A: 我们总是考虑我们的客户有什么选择以及他们实际上可以做什么。如果一个设计无法实现或需要大量的投资和复杂的生产流程, 再好的概念也是没有用的。另一方面, 尤其是越来越多的中型企业正在寻找新的方法来利用他们的专业知识, 但却受困于他们的视角。我们把自己看作这些企业的开发合作伙伴, 贡献我们的创意思维、敏捷的工作方式, 扎实深厚的技术知识, 并洞察市场需求与反馈。我们总是在考虑未来的机会和客户。简而言之: 我们将自己视为开发人员、设计、技术、实施和研究的合作伙伴。

Q: 您认为, 您是一个创新驱动者吗?

A: 可以这么说。我们一直在寻找新的可能性, 例如: 更可持续、节省资源并允许更轻的结构材料。我们自己也在推动类似的事情, 比如我们目前在研究基于菌丝体的一款新材料。众多的设计奖项表明我们走在正确的道路上。

Q & A



Q: Design is often reduced to the external form of a product. You say that's not enough.

Michael Daubner: Exactly. Design, as we understand it here, goes deeper, right to the core of a product. We engage with materials, with manufacturing processes, always looking for new materials that offer us and our customers new possibilities. And we intensely consider the impact a product can have on users.

Q: You also talk about adaptive products.

Michael Daubner: In my opinion, that's a very important product characteristic. The more flexible and universally usable a product is, the better. I have no use for products that are mono-functional or represent only a very narrow usage model. Such products are no longer contemporary. They probably never were.

Q: What does that mean concretely?

Michael Daubner: Good design must allow, permit, encourage, and signal adjustments by the users. One must quickly recognize how a product works and what can be done with it. Easy access is just as important as triggering a positive impulse in the users. I see this as an impact beyond the actual product, which can initiate other behaviors. This, in turn, affects the language of form – if it is reduced, situational adaptation is easier. To achieve this, we work our way to the innermost part of a product. Of course, we always keep an eye on the potential of our customers.

Q: In what way?

Michael Daubner: We always consider what possibilities our customers have, what is actually feasible for them. A great concept is useless if it's not implementable or requires high investments in production processes. On the other hand, especially medium-sized companies are looking for new ways to utilize their expertise but are trapped in their perspective. Here we come in as development partners, with our ideas, our agile way of working, our desire to test new paths, and of course, with our deep technical know-how. We think in opportunities and beyond the day for our customers. In short: We see ourselves as developers, as partners for construction, technology, implementation, and research.



Q: Are you a driver of innovation?

Michael Daubner: You could say that. We are always looking for new possibilities, such as materials that are more sustainable, save resources, allow lighter constructions. We also drive such things forward ourselves, like the current mycelium-based materiality. The many design awards we've received show that we are on the right track.



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