

MATSU 玛祖铭立  
GROUP

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White Gazebo along the Coastline  
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坐拥怀“城”  
São Paulo 座椅新品发布会  
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人与自然的媒介  
上海华鑫中心  
Medium between human and nature  
Shanghai Huaxin Business Center

暖暖寒冬  
A Warm Winter



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# 卷首语

Editor's Voice

冬暖，High MATSU!

窗外的银杏叶黄了又黄，风吹来，便簌簌飘落，蕴着沉甸甸的收获，这便是冬了。

2014，带着一抹暖暖的春意，冲过冬的疆，荡漾而来。

于是，捧着一杯咖啡，思索着“一岁一枯荣，一花一世界”的境界，灿灿的就醉了。

刹那间，心明亮亮的，象一弦的节奏，弹了又弹。

在冬日的 11 月里，一只乐曲就这样激扬着，回旋着，带来了南美洲异域风情的桑巴舞，和现代化都市中的幻想；这源于办公设计革新和建筑艺术融合的主角，其实是一把椅子的雀跃，她名曰“São Paulo”。从镜头闪烁，红绸扬起的那一刻，她的演出便开始了。

其实，在玛祖铭立规划的每一个空间里，有无数这样的主角在演出；她们唱响的是原创设计的坚守，弹奏的是未来办公生活的精彩，她们温情暖怀，感动着城市的鲜活节奏，她们在玛祖铭立的舞台尽情表演，年复一年。

2014 来了，这只是时间的迈进，其实无论何种改变，我们都需要一个高度。这一刻只想说：High MATSU。

本刊编辑部

Warmth in Winter, High MATSU

Ginkgo leaves have yellowed once again and fluttered to the ground in the wind. After a heavy harvest, the winter is coming now.

In 2014, a spring with warm touch rushed past the haze in winter and rippled through the coldness.

Hence, holding a cup of coffee in the hand and pondering over the realm of "green grasses die and flourish anew, each flower has its own life under the heaven" , you will be intoxicated by the wonderful scene.

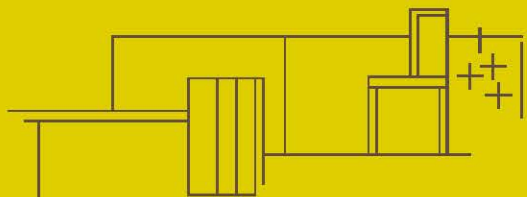
In the twinkling of an eye, with a bright mind in the heat, she has been playing again and again, just like a string's rhythm.

In November of winter, music is arousing and rotating in this way, bringing a samba with exotic style in South America and an illusion in modern metropolis; it originates from the key role integrating office design renovation and architectural art. As a matter of fact, it's a gambol of a chair, named as "São Paulo" . When the camera lens flashed and red silk was lifted up, her performance was started.

In fact, in each space of MATSU planned, there are numerous roles like her who are performing: expressing their persistence in creative design to office life in the future, their warm affection and refreshing rhythm moving the city. They perform on the same stage, which is named as "MATSU".

The year of 2014 is coming. Actually, it is the change of time, but we need a height no matter what has changed. At this moment, we just want to say: High MATSU.





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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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## 坐拥怀“城”

São Paulo (圣保罗) 系列座椅新品发布会



编辑: 彭茜 张爱瑜  
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2013 年 11 月 10 日, 玛祖铭立挑战战略合作伙伴 Kusch+Co, 在中国上海首发 São Paulo (圣保罗) 办公座椅产品。

位于徐汇肇嘉浜路 686 号的玛祖铭立旗舰店, 以“Work Space”为主题的 São Paulo (圣保罗) 办公座椅新品发布会在这里拉开帷幕。主办方玛祖铭立一直致力于高端办公空间整体解决方案, 在这次的发布会上, 不仅为中国市场带来具有跨领域原创设计的座椅产品, 更为中国办公家具行业分享了来自德国最前沿的设计理念, 让人们在现代都市中, 体验建筑空间发展与办公产品创新思想的融合。来自设计界的 50 余位精英和近 30 家媒体共同见证了这一盛会。

On November 10, 2013, Matsu joined hands with its strategic partner Kusch+Co and released the São Paulo office chair series in Shanghai.

The release conference for São Paulo office chair series was held in a Matsu flagship store on No. 686 Zhaojiabang Road with the theme of “Work Space”. The organizer-Matsu has long been dedicated to finding solutions for high-end office spaces. During this press conference, what Matsu offered to the Chinese market was not merely chair products with original designs. Matsu also offered cutting-edge design ideas in Germany to the Chinese furniture market, to give people living in modern metropolises the opportunity to experience the integration of building space development and fresh thinking imbued in the office products. More than 50 design industry elites and nearly 30 media outlets witnessed this grand gathering.

↑  
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[中] 上海现代建筑设计集团都市院院长、上海建筑装饰学会室内环境设计专业委员会主任沈立东  
[右] 媒体专访



↑ 东方卫视采访玛祖铭立总裁蔡国先生

此次新品发布会, 德国高端座椅品牌 Kusch+co 公司的 CEO Ricarda Kusch 女士, 为大家分享了 São Paulo 座椅的设计故事, 并就办公家具发展历程中的“德国工艺”与原设计进行了阐释。

São Paulo 之名源于巴西圣保罗州首府, 著名国际工业设计师 Norbert Geelen 将这座南美洲最大的城市生活元素融合到 São Paulo 的设计理念中, 让这款座椅展示出异域桑巴舞的风情以及现代化都市建筑的雄伟。Norbert Geelen 汲取了原始人文艺术的元素, 并遵循现代建筑的理性发展思维, 赋予 São Paulo 座椅独特的原创魅力。可以说, 这是办公座椅设计的革新, 也是建筑发展元素在办公空间产品设计的应用。

During the conference, Madam Ricarda Kusch, CEO of the top German chair brand Kusch+Co, shared with the audience the stories behind the design of São Paulo chairs and elaborated on “German craftsmanship” and original designs during the development course of the furniture industry.

The name “São Paulo” has originated from the name of the capital of São Paulo State, Brazil. Norbert Geelen, an internationally renowned industrial designer, added the life elements of the largest metropolis in South America into the design philosophy of São Paulo. That’s why these chairs have the charm of exotic Samba and the grandeur of modern urban architectures. Norbert Geelen have capitalized on the raw and humanistic art elements and followed the rational evolution path of modern architectures to make São Paulo chairs unique, original and charming. We can say that the chair design is definitely a revolutionary creation and is the interpretation of the architectural development ideas in office space products.

上海现代建筑设计集团都市院院长、上海建筑学会室内外环境设计专业委员会主任沈立东也出席了本次新品发布会, 他以中国建筑师的角度, 向来自设计界的精英和媒体朋友, 阐述了都市文化与建筑空间、办公产品创新设计与人文生活之间的密切关系。

出席发布会的其他设计师以及来自建筑装饰行业的嘉宾, 都纷纷表达了他们对于 São Paulo 座椅设计理念的认同和赞扬, 大家希望在中国办公家具行业能出现更多优秀的原创作品, 促进中国现代化办公的健康发展。

Shen Lidong, Director of Urban Design Institute of Shanghai Xian Dai Architectural Design Group and Director of Interior & Exterior Environmental Design Committee of the Architectural Society of Shanghai China also participated in this conference. He explained the close relation between urban culture and architectural spaces, innovative office product designs and the cultural life to the design elites and media friends from the perspective of a Chinese architect.

Other designers and special guests from the architectural decoration industry present at the conference also expressed their recognition and appreciation for São Paulo chair designs. It was hoped that more creative works can be presented by the Chinese office furniture







kusch|co

SÃO PAULO

## 包容于城市，又如城市般包容

漫步于现代都市之中，当仰望天空时会发现，蓝天与楼宇潜写的节奏，是立体块面之间的对话；是城市对蓝天的书写；也是无数在商业化都市奋斗的人对蓝天的呐喊与宣誓。此时，São Paulo 座椅与他们一起在这里抒写情怀，感知文化。顺沿着 São Paulo 椅背的直线，仰视着这个城市；而后顿悟，原来你已拥有了这座城市的

一片天空，一份情怀——这就是“坐拥怀城” São Paulo 座椅系列的设计初衷。

### Included by the City and Inclusive like the City

When roaming in a modern metropolis and looking up in the sky, you can find that the rhythm composed by the sky and the walls of the skyscraper is the dialogue between the three-dimensional block surfaces. The city paints the sky on its wall and the people living and striving in the commercial cities make their vows to the sky. Right at this moment, São Paulo chair is also expressing sentiments with the city folks and feeling the impulse of urban culture. Look down the straight line on the back of São Paulo at the city, then you realize that you have already owned the sky over the city and a dream above the clouds. This is the original design philosophy behind the "City-in-Heart" São Paulo chair series.

The well-known international master designer Norbert Geelen has started his journey from his feelings on the city, the life and the pulse of the city to ensure that São Paulo breaks all boundaries between urban cultures, architectural spaces, furniture designs and peoples. São Paulo is highly flexible with the changing space. It can be turned into a swivel chair, a conference room chair or lounge chair. Perhaps extraordinary designs have come from boundary-breaking ideas. São Paulo has broken the old single-space mode for chairs and can meet diversified needs of more users. The designer has given São Paulo a thin appearance. But it in no means lacks the grandeur and vigor just like the modern architectures. It has a body in perfect shape and with simplistic designs. It stands proud in the city, just like that it is part of the building and blends into its surroundings.

## 座椅的张弛，办公的节奏

无论是静，还是动，São Paulo 座椅总是无时无刻的在表达属于它的节奏。

这是倾听的节奏，因为 São Paulo 的设计灵魂一直在述说着它的精彩；这是触摸的节奏，因为 São Paulo 与你同在，与你一起寻找来自办公的灵感迸发；这也是鲜活节奏，无论你在不在，São Paulo 就在哪里，呼吸着，吟唱着属于办公生活的音节。

São Paulo 座椅在人体工学的系列设计，完全符合人体骨骼、肌肉及血脉的动态节奏，调整座椅节拍，让工作节奏宛若一首恰当好处的自然旋律慢慢舒展。

### Flexible Chair Dances in Your Work Pace

Still or moving, São Paulo is always showing its own pace.

This is the pace of listening because São Paulo always keeps telling the stories on its core designs. This is the pace of touch because São Paulo is always with you to get inspired in the office. This is the pace of vigor because São Paulo is always there, taking in the breath of the city and singing songs for its office life wherever you go.

In terms of ergonomics, São Paulo perfectly suits the dynamic rhythm of your skeleton, your muscles and your veins. You can adjust the chair in whichever way you want and make your day of work naturally and slowly unfolding in front of you.

### 文武之道，一张一弛；

座椅倾仰亦如此，

需讲究张弛之道。

只张不弛，易于疲劳；

只弛不张，过于闲散。

São Paulo 在张弛之间，抒发着快乐的办公节奏。



文武之道，一张一弛；座椅倾仰亦如此，需讲究张弛之道。只张不弛，易于疲劳；只弛不张，过于闲散。São Paulo 在张弛之间，抒发着快乐的办公节奏。当伏案工作时，椅背向前倾仰，椅座后端轻轻提起，给予臀部更有力的支撑，适合伏案工作中，微微前倾的工作状态。前倾调节可以提供更有力的支撑，让你在座椅的提醒与贴合下，更专注的办公。



当看不到背后的一切，很难把自己全身心的交给任何事物，不顾一切的放空自己，向后倾侧。无论你是身材结实的员工，还是轻盈如蝶的谦谦女子，São Paulo 座椅可跟随身体重量提供不同程度的倾仰背部阻力支持，以使重力与支撑力度得以达到一种平衡。调整到最适合当下的倾仰松紧度，全身心的，将这一刻“向后倾仰”彻底的交给 São Paulo。当放下所有，欲停留此刻，只需锁定倾仰机关，让此刻静止，而你的思绪如同旋律般再度跳跃。

Relaxed or strained, you can always adjust yourself; the same is true for the chair. All strain and no relaxation makes a tiring day; all relaxation and no strain makes a boring day. São Paulo is in between strained and relaxed to brace itself for the happy rhythm of office life. When you lean forward, it leans forward to prop up you and make you comfortable at work. Leaning forward gives you supporting force and makes you concentrated on work with gentle touches.

When you cannot see what's behind you, you might not empty yourself and lower yourself backward as much as possible. Whether you are a husky man or a fair lady, São Paulo can always provide different levels of supporting force on your back according to your body weight, to give you a perfect balance between gravity and supporting force. When you've adjusted it to the position that gives you the best comfort, you can totally lie back on São Paulo with no worries in your mind. You can totally relax yourself and lock the adjusting mechanism. Let it all be quiet, let your thinking wanders around.

每个动作，每个节拍，São Paulo 座椅的节奏与城市和生活完美融合，强大的操作机关全部隐藏于底座中，无一外露，使椅座如同漂浮在底座之上，这是办公家具产品设计中的创新，更是来自都市现代进程中的改革和跨越。

São Paulo 座椅系列，其实仅仅是玛铝铭立办公空间整体解决方案中的一个元素。成立于 1996 年的玛铝铭立，一直坚持“高品质极致设计”的原创思想，专为高端客户提供高品质、极致设计的办公家具、公共空间家具、LED 办公照明、办公室隔断、地毯，以期为客户创造激发灵感的办公生活方式。

Every movement São Paulo makes best matches the pace of life and the city. The operating mechanisms are all hidden in the chassis, making the chair afloat on the base seat. This is the creative part of the office furniture product. It is also a change and improvement during the modernization course of cities.

São Paulo chair series are merely one element of the overall office space solution of Mats. Founded in 1996, Mats has always stuck to its philosophy of "best quality and design". Mats provides top customers with office furniture, public space furniture, LED office lights, office partitions and carpets with the best quality and design to create an inspiring office lifestyle for customers.

WORK SPACE  
NEW PRODUCT  
RELEASE  
SÃO PAULO  
SERIES







# WORK Space

玛祖铭立亮相2013年100%设计上海展

MATSU Makes Appearance on 2013 100% Design Shanghai

编辑: 彭茜 张爱瑜 图片: 鲁芬芳 Editor: Qian Peng Summer Photographer: Fengfang Lu



↑ 100% 设计展主办方办公空间讨论区

2013年11月14日至16日一年一度的100%设计上海展,于上海展览中心再次拉开帷幕。在此次展览中,玛祖铭立以“Work Space”为主题,鲜亮的“S”成为了焦点。它将主题从“Space 空间界域”,延展到更宽广的城市文化“Pace 节奏”范畴来,不仅为中国市场带来具有跨领域原创设计的办公家具、照明、建筑模块化系统产品;更让人们在现代都市快速发展节奏中,体验创新办公生活方式;同时全力赞助主办方,为其官方办公空间论坛营造良好讨论氛围。

The yearly 100% Design Shanghai Exhibition was opened at Shanghai Exhibition Center during November 14-16, 2012. During the exhibition, Matsu caught the attention of the visitors with its bright-colored S shape themed with Work Space. Matsu extended its theme from Space to Pace, a wider urban culture scope. It not only provides original designs on furniture, illumination and building system modules that span across the fields to the Chinese market, but also lets people experience innovative office lifestyle in the fast-paced cities. Meanwhile Matsu also lavishes its support for the organizers by providing a sound discussion atmosphere of the official office space's discussion area.

100%design  
shanghai

现代都市的快节奏生活将时间充斥成无数碎片,社交文化办公时代让公共空间不仅仅是承载单纯的休闲功能那么简单。如何高效进行时间碎片管理是玛祖铭立此次呈现的焦点。

← Kusch+Co Volpe Lounge Chair 休闲椅  
Kusch+Co Sanstro Table 洽谈桌  
MATSU Pai (π) Multimedia 轻媒体  
↓ 100% 设计展主办方办公空间讨论区  
Kusch+Co I HOLA! Lounger Chair 会客椅



现代都市的快节奏生活将时间充斥成无数碎片,社交文化办公时代让公共空间不仅仅是承载单纯的休闲功能那么简单。如何高效进行时间碎片管理是玛祖铭立此次呈现的焦点;而在办公生活中,公共休闲空间成为碎片时间承载的最佳界域。

The time of fast-paced urban life is torn into numerous pieces. The age of social office is not simply aiming to make public spaces have entertainment function. The highlight for Matsu this year is on management of the pieced-up time. In your office life, the public spaces are the best site for spending your fragmented free hours.

轻媒体 Pai 墙与 Njord 休闲椅、轻媒体 Mini Media 与 Volpino 休闲椅在公共休闲空间的运用,让你跨越时空限制,体验社交文化办公时代不期而遇的灵感与神奇的磁场默契。Njord 椅背毛毡的材料与木质框架的混搭,Volpino 小狐狸的圆润、灵动的造型仿佛具有魔力的磁场,吸引在办公区久坐的员工们,大家越来越多的把团队的灵感互动、跨部门的合作分享、外部协作企业团队的项目沟通,转移至此。醇香的咖啡或一壶清雅的茶,丰富美味的小点心——空气中都散发着让人微笑的因子,大家忘却身份、放下屏障,共同为那些让人击掌的协作成果而沟通。

The use of Pai Multimedia Wall, Njord Chair, Mini Media Wall and Volpino Chair in the public spaces enable you break the boundaries of time and space. You can feel the inspiration and magic brought by the age of social office. The mix of the wool and the wooden frame of the Njord chair, together with the flexible and cute shapes of Volpino, is where the magic has come from. No wonder desk-bound employees are fascinated by this magically magnetic lounge! They tend to more often take here team inspirations and interactions, cross-department cooperation and external coordination. The air is filled with pleasant elements all over - mellow aroma of coffee, delicate fragrance of tea and delicious snacks. People share and celebrate successes free of disparities.





# Holiday in Office

The Trend of Leisure Office

## 度假，办公间

休闲化办公潮流

编辑: 彭茜 图片: 玛祖敦立提供 Editor: Qian Peng Photos provided by MATSU

冬日午后, 阳光灿烂。

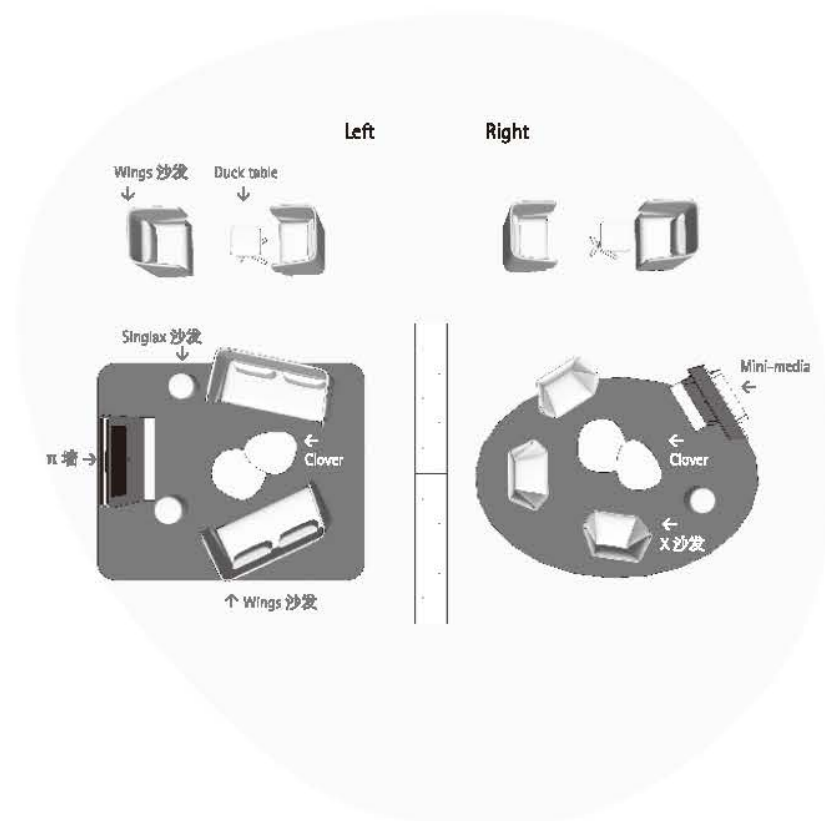
将自己蜷缩进翼沙发的怀抱中, 饮一口热咖啡缓解困乏, 手指利落敲打可爱边桌上的笔记本键盘, 构思中的绝妙方案随着指尖舞动的节奏流畅而出, 我的工作节奏依旧高速向前。恰好此时, 手握热茶的 BOSS 经过此处, 发觉了隐身埋头撰写中的自己, 幽默地试探道: “你是在工作时间, 充分享受午后的阳光吗?”

我愉悦而正色道: “NO, 我是在午后的阳光中, 充分享受工作的快乐!”

The sunshine is so bright on a winter afternoon. Squeeze yourself in a sofa, drink a cup of coffee to rid yourself of drowsiness, type on the keyboard of the tablet computer on the lovely table and go with your free mind in searching the best solutions. Work is pushed ahead in a quick pace. Right then your boss with a cup of hot tea passes by and finds you preoccupied with something. He asks you: "Are you enjoying afternoon sunshine during working hours?" I rely happily and seriously: "No. I am relishing the joy of work in the afternoon sunshine!"

这一刻, 说明 MATSU 所营造的休闲化工作区显示出了成效。我们正经历从传统办公向 4A 办公时代 的过渡。

All this has proven that the relaxing working areas created by MATSU have been at work. We're now shifting from the era of traditional office to the era of 4A office.



“度假，办公间”，即在如度假般惬意的办公空间中，感受灵感激荡。

于是，觉醒，原来办公也可以如假日般闲适，轻松而高效。

Holiday in Office means you can get inspired in a relaxing and cozy office space. And then you realize that work can be joyful, easy and effective just like your holidays.

什么样的办公间, 可以“度假”? ——左边与右边的故事

In what kind of office space can you spend your holiday?  
The Story of the Left and the Right

### 向左走，信任

期待已久的客户如期到达，精心准备的商务沟通迫在眉睫，订好的会议室突然状况百出。

作为负责人的陶子，心急如焚。

一念之间，灵感迸现，左边的翼沙发和轻媒体 的 Pai (π) 增成了优选地点。

在温暖而融洽的氛围中，空气里仿佛散发出微笑的因子。沟通变得轻松起来，信任与认同缓缓而生；而高背沙发的私密性和包容性，使得这次会议丝毫未受到外界环境的影响；

### Move in the Left to Get Trust

The client has arrived on time and the carefully planned business communication meeting is about to get started. Then trouble comes to the conference room which has already been booked. As the organizer, Tao Zi then gets very anxious. Suddenly she gets inspired and chooses the left area near the wing sofa and the light media wall as the meeting ground.

In a warm and friendly environment, people are smiling to one another and the communication has become easier and trust is being built slowly; the privacy and inclusiveness of the high-back sofa has avoided any negative effect to this meeting.



### 4A 办公时代

4A (Anyone, Anywhere, Anytime, Anything) 办公时代, 是指: 当下的工作时代中, 在任何地方、任一时间, 任何人的任何工作都可处理。

在茶水区, 可以专注办公; 在沙发上, 可以头脑风暴。现今, 办公空间与休闲空间相互融合, 其定义界限日趋模糊。传统办公空间所定义的休闲区, 已经焕发了全新的生命力。在这里, 已经是灵感创意、高效产出的代名词, 我们可以在度假的状态中, 享受工作的愉悦。

### Era of 4A Office

The 4A (Anyone, Anywhere, Anytime, Anything) office era means that anyone's any work can be handled at anytime and anywhere in the present office era.

Office is having more and more leisure elements. In the tea area, you can also focus on your work; on the sofa you can do brainstorming. The leisure area defined by traditional office spaces is now playing a more vital role. It is synonymous to creativity and efficiency. You can enjoy your work like you're spending your holiday.

### 向右走，灵感

苦思冥想于办公桌前，明天全新的广告方案必须提交，而此时的阿静，毫无头绪。

“来吧，头脑风暴。” A 组团队成员汇集于左边的开放讨论区。X 沙发明亮的色彩，轻媒体 In-media 上通过无线传输的丰富图片，大家在此思绪激荡，无数灵感涌现于三叶草茶几上。所谓当局者迷，旁观者清。才思枯竭的阿静正幸福的左顾右盼各种创意点时，B 组小天的随即加入，中肯的建议、独到的见解，让阿静明确了方向。

### Move in the Right to Get Inspiration

Jing is pondering in front of the office desk because she is supposed to submit her new advertising plan tomorrow. But right now she has no clue.

"Come on, let's do a brainstorming." The members of the A Team are gathered in the left discussion area. The bright-colored X sofas and the pictures wirelessly-relayed by the light media are presented in front of your eyes. Everybody is now thinking around the Clover tea table. Sometimes the bystander gets it right while you're still in puzzles. Jing looks around to get different ideas from others; and the B Team also offers unconditional help in coming up with their own advice. All the brainstorming has pointed the right direction for Jing.



小天的加入, 随仅有短短 5 分钟, 但带来的却是无限的价值。其实, 现代都市的快节奏已经把人们的时间挤压成无数碎片。于办公而言, 一个完美的公共休闲空间不仅可以承载办公休闲功能, 而且可以创造巧遇的分享机会, 默契的表达, 激发灵感的创意, 增进彼此之间的信任, 从而提高工作效率。这便是如度假般惬意的办公空间, 它所具有的高效产出。

Although the B team has been in discussions for merely 5 minutes, the value of the conversations is enormous. In fact, busy urban life has broken the time of urban dwellers into numerous pieces. A perfect public leisure space can not only serve for working and relaxing purposes but also create opportunities for getting more acquaintance opportunities. You can share with each other and get inspired for your creative work. You can also build trust and improve work efficiency. This is the high input-output ratio in a cozy office space.

总而言之, 公共休闲区, 它是碎片时间承载的最佳界域; 是适当放松后, 办公高效产出的绝佳之地; 是惬意氛围下灵感涌现空间。

In a world, the public leisure areas is the best place where you can spend your time in pieces; after proper relaxing you can increase your work efficiency. You can also get inspired in a warm environment.



### 轻媒体 Pai 墙与 Mini media

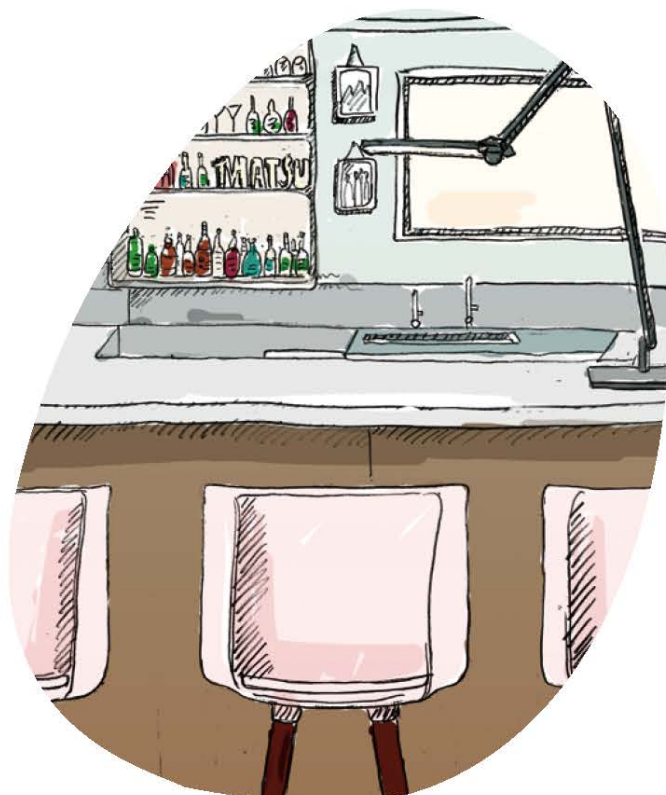
跨越时空的限制, 隐藏式走线、摆放方式多样, 有利于公共讨论空间的灵活规划。多种尺寸, 满足大聚会、微型讨论、自由式沟通等不同分享方式。

无论是毛毡面料 Pai 墙带来的温暖, 还是极简的 mini-media 的时尚便捷, 轻媒体的诞生, 让办公的公共空间成为碎片时间管理的首要界域, 亦是激发灵感的新概念公共休闲空间。

### Light Media Pai Wall and Mini Media

They can break the boundaries of time and space because there are many hidden lines and many ways of display for them. This is good for planning the public discussion space in a more flexible manner. All sizes can meet different needs for partying, small discussions and free communications.

With the warmth of the felt-decorated Pai wall, the fashion of the super simplistic mini-media and the birth of the light media, the public space has become the primary place for managing your pieced-up time and is a new public leisure space where you can get inspired.



Q 轻媒体, 即为小型体量使用便捷的多媒体家具。其可在任何空间灵活使用。让使用人员随时随地展即兴讨论。

Note1: The light media is the multimedia furniture product with a small size and handy functions. It can be used in an open space for free discussions anytime and anywhere.

### Clover 三叶草洽谈桌

传说中, 谁找到了有四瓣叶片的三叶草, 谁就会得到幸福! 如三叶草般感受幸福的桌面, 色彩斑斓, 四种高度诞生了新兴的组合运用, 意趣空间展现眼前。水滴式的生长根茎蔓延底盘, 如水波荡漾。合脚与桌面的连接完美体现了精湛工艺。

### Clover Discussion Table

Legend says that whoever gets finds a four-leafed clover gets a happy life!

The table's shape looks like the clovers with different colors. A creative space is presented in front of your eyes with new combinations. The "root" of the clover is reaching towards the bottom like water waves. The connection of the table leg and the table surface has shown exquisite craftsmanship and perfection pursued by all.

### X 沙发

聚散“趣”直, X 沙发以直线为元素, 使每个边线相互呼应, 相互穿插, 塑造一款张力十足的家具产品。柔软的填充物与直线的框架融合出一定曲面的外观, 使其平整而又柔和。没有界定它是椅子还是沙发, 没有界定它的适用人群和环境, 又好像任何人在哪里用都合适。

### X Sofa

Straight lines are used for the X sofas. Each line is skillfully intersected with one another to shape a highly resilient furniture product. The filler and the straight-lined framework have created curved surfaces to make the sofa smooth and soft. It is not defined as a chair or a sofa. Nor is it designed for a specific user group or environment. It seems it can be used everywhere by everyone.





# 台下的魔法世界

Talk会议桌系统

## Magic World under the Table Talk Conferencing System

编辑: 彭青 图片: 玛祖独立提供 Editor: Qian Peng Photos provided by MATSU

《爱丽丝梦游仙境》里的奇幻,勾勒出了每个人心中的童话王国。于是,无论在哪里,总是忍不住踮脚、抬头,亦是弯腰看看本不在视线范围内,可能被忽视的精彩。

The wonderland in the movie "Alice in Wonderland" has pictured a kingdom of fairytale in the heart of every body. That's why you are always stretching yourself upward and holding your head high or bending yourself to see the things you might miss out.



TALK 的台下,不仅仅是台架与桌脚的空间,更是魔法的世界。那个抛光镀铬铝合金桌脚,仿佛是会发光的魔法棒,就这样神奇的,将两块桌面的巧妙相连。会议? 洽谈? 宣讲? TALK 用具有魔力的台架结构,构建出不同的组合方式,创造着空间变幻的魔法。

Under the TALK table is not only a space between the table legs and chair legs but more a magic world. The polished chrome-aluminum alloy table leg is like a shining magic wand. It is so magic that the two tables are artistically connected. Meeting, negotiation or lecture? TALK can adjust its magic structure and shape different combinations. It is like the magic of space change.



### 魔术玄机

台架结构除了保证了稳定性,以及最大化的腿部空间之外,它还能实现相邻两块桌面的巧妙连接。魔法空间的奥秘源于Talk 会议桌系统模块化的结构,台面下的田字凹槽与带有两块锁片的桌脚可以便捷的紧密相连,拼装和拆卸都无需任何工具,方便快捷。

#### Secret behind the Magic

The stand structure is stable and has a maximized between-leg space. It can also connect the two adjacent tables artistically. The secret of the magic space lies in the modularized structure of the TALK Conferencing System. The double-crossed groove under the table is closely connected with the table leg with two locking plates. No tool is needed for reassembling or dismantling. It is convenient and fast.

### 收纳管理

所有繁杂的电源走线都可收纳于水平的横梁与 Talk 桌脚。让空间干净到极致;而会议这一刻的言语表达如同Talk 产品般简练而有力。

#### Integration

All the electrical cables are concentrated between the horizontal beam and the Talk table leg. It makes the space clean and beautiful. It is like what you say on the meeting, brief yet powerful.





# MEDIUM BETWEEN HUMAN AND NATURE

项目名称 Project: 华鑫中心  
Huxin Business Center  
项目地址 Project Address: 上海市徐汇区 桂林路宜山路  
Guling Road & Yiehan Road, Shanghai Xuhui District  
项目功能 Program: 展览 + 茶室 Exhibition + Teahouses  
建筑面积 Project Area: 730 平方米  
建筑结构 Structure: 钢骨混凝土重力墙、桁架结构  
SRC, Banded Steel Truss  
材料 Material: 镜面不锈钢、扭扭铝条、透明及丝网印刷玻璃、陶面及穿孔铝板、瓦石、水  
Mirror Finish Stainless Steel, Twisted & Tensioned Aluminum Strip,  
Transparent and Fritted Glass,  
Solid and Perforated Aluminum Panel, Gravel, Water  
设计 / 建成时间 Design/Built: 2012 / 2013  
设计: 山水秀建筑事务所 Design: Seanie Architecture Office

## 人与自然的媒介 上海华鑫中心 (MATSU Reference)

编辑: 陶然李 彭俊 图片: 苏圣亮 鲁芳芳  
Editor: Nicole Tao Qian Peng Photographer: Shengliang Shu Fenfang Lu





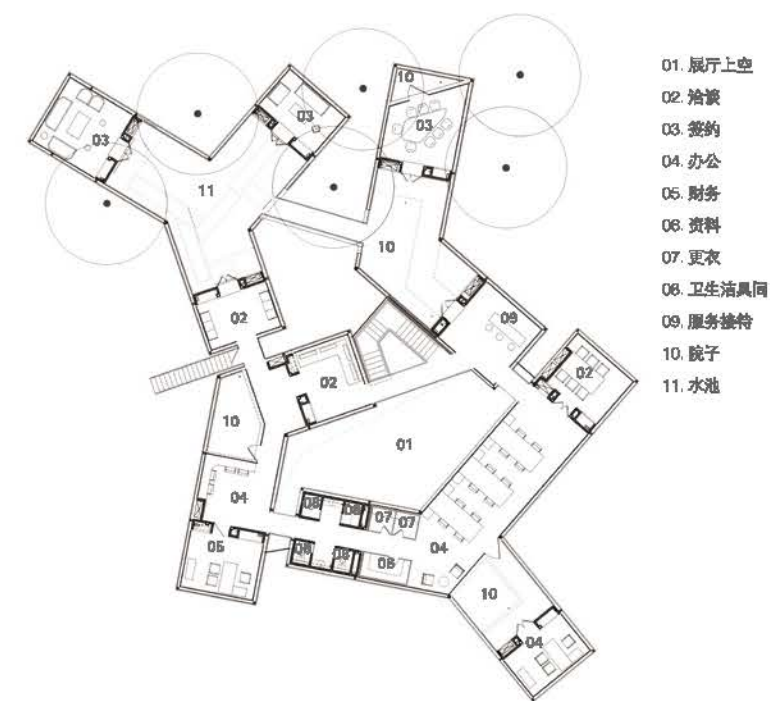


DESIGNER THINKS THAT IF WE MIGHT NEVER EXPECT KIND FEEDBACKS FROM NATURE UNLESS WE TREAT NATURE IN A KIND AND POSITIVE WAY. THE ARCHITECTURE OF 21ST CENTURY SHALL NOT ONLY RESPOND TO HUMAN'S NEEDS, BUT ALSO ACT AS A POSITIVE MEDIA BETWEEN HUMAN AND ENVIRONMENT. THE ESSENTIAL GOAL OF FUTURE ARCHITECTURE IS TO ESTABLISH BALANCED AND DYNAMIC RELEVANCE AMONG HUMAN, NATURE AND SOCIETY.

设计师认为：如果人以积极的方式看待自然，也会得到自然积极的回馈。21世纪的建筑不仅要回应人的需求，更要积极担当人与环境之间的媒介。未来建筑的根本目的，是在人、自然及社会之间建立平衡而又充满生机的关联。

今年落成的华鑫中心，俨然成为了漕河泾商务区的新坐标。华鑫中心由山水秀建筑事务所担纲设计，室内空间结合玛祖铭立办公家具塑造出一个人与自然的关系。这是一件由建筑与自然合作完成的作品。在这里，建筑的结构、材质，和大树的枝干、树叶交织在一起，一起营造出一个个纯净的室内外空间。这些空间（屋和院）在时间（路径）的组织下，共同实现了时空交汇的环境体验。

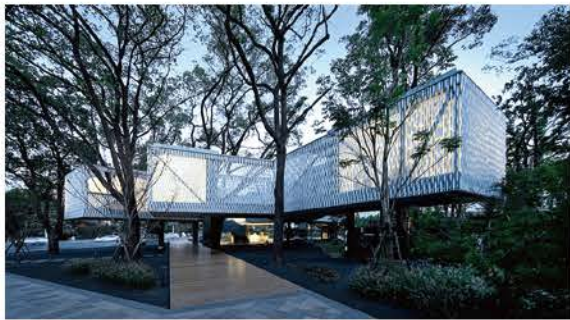
The Huaxin Business Center completed this year has surely become the landmark building in Caohejing. Huaxin Business Center has been designed by Scenic Architecture Office. With Matsu furniture in the office spaces, Huaxin Business Center has become the medium between human and nature. It is a work collaborated by both architecture and nature. Here the structure, its adherent material, and the branches and leaf of trees interweave together to present atmosphere of each space. It is under the organization of time (or path) that these spaces (room and courtyard) realize an environmental experience where time and space interact.



1. 展厅 2. 洽谈 3. 签约  
4. 院子 5. 水院 6. 水池







## 悬浮在自然与城市之间的建筑

华鑫办公集群位于桂林路西，其入口南侧是一块绿地。这块绿地面向城市干道的开放属性，以及其中的六棵大香樟，成为了设计的出发点，并由此确立了展示中心的两个基本策略：一、建筑主体抬高至二层，最大化开放地面的绿化空间。二、保留六株大树的同时，在建筑与树之间建立亲密的互动关系。

最终完成的建筑由四座独立的悬浮体串联而成。底层的 10 片混凝土墙支撑着上部结构，并收纳了所有垂直上下的设备管道，其表面包敷的镜面不锈钢反射着外部的绿化环境，从而在消解自身的同时凸显了地面层的开放和上部的悬浮感。四个单体围合成通高的室内中庭，透过四周悬挂的全透明玻璃以及顶部的天窗，引入外部的风景和自然光，使空间内外交融。

沿着中庭内的折梯抵达二层，会进入一种崭新的空间秩序。四个悬浮体的悬挑结构由钢桁架实现，它们在水平方向上以 Y 或 L 形的姿态在大树之间自由伸展。由波纹扭拉铝条构成的半透“粉墙”，以若隐若现的方式呈现了桁架的结构，并成为一系列室内外空间的容器和间隔。穿行于这些半透墙体内外，小屋、小院、小桥，以及它们所接引的不同风景，将在漫步的路径上交替出现。大树的枝叶在建筑内外自由穿越，成为触手可及的亲密伙伴。

### Architecture Work between Nature and City

Huaxin office complex locates to the west of Guilin road, with a green land at the south of its entry. This green land owns 6 old camphor trees and opens to the urban main road -- these two facts become the starting point of the design, and hence to lead to two basic strategies of the business center: One is to elevate the main body of building up to second floor in order to maximize the open green space on the ground; Second is to establish an intimate and interactive relationship with 6 trees while protecting them in the site.

The completed building is composed by four independently suspended structures that are linked by bridges. 10 pieces of combined steel and concrete walls support the upper structures, they are all covered by reflective stainless steel panels, which contain all the vertical ducts and reflect the surrounding green environment. These walls are thus cleared up and help the suspension effect of the upper volumes. A ground floor atrium is enclosed by transparent glasses in-between three structures. It introduces sceneries and natural light by all-around transparency and skylight, and makes the spatial interaction between inside and outside.

Approaching second floor through the stair in the atrium, a new spatial order will be unfolded along the path. Four suspended volumes that were realized by steel trusses stretch themselves horizontally with "Y" or "L" shapes among the old trees. The twisted and tensioned aluminum strips assembled the translucent walls of these volumes, which present the truss structure in an indistinct way and become containers and boundaries of a series of interior and exterior spaces. When wandering across these translucent walls, the visitor will alternatively encounter rooms, courtyards, bridges and different sceneries guided by them. The branches and leafs of the trees traverse the building freely and become touchable friends.



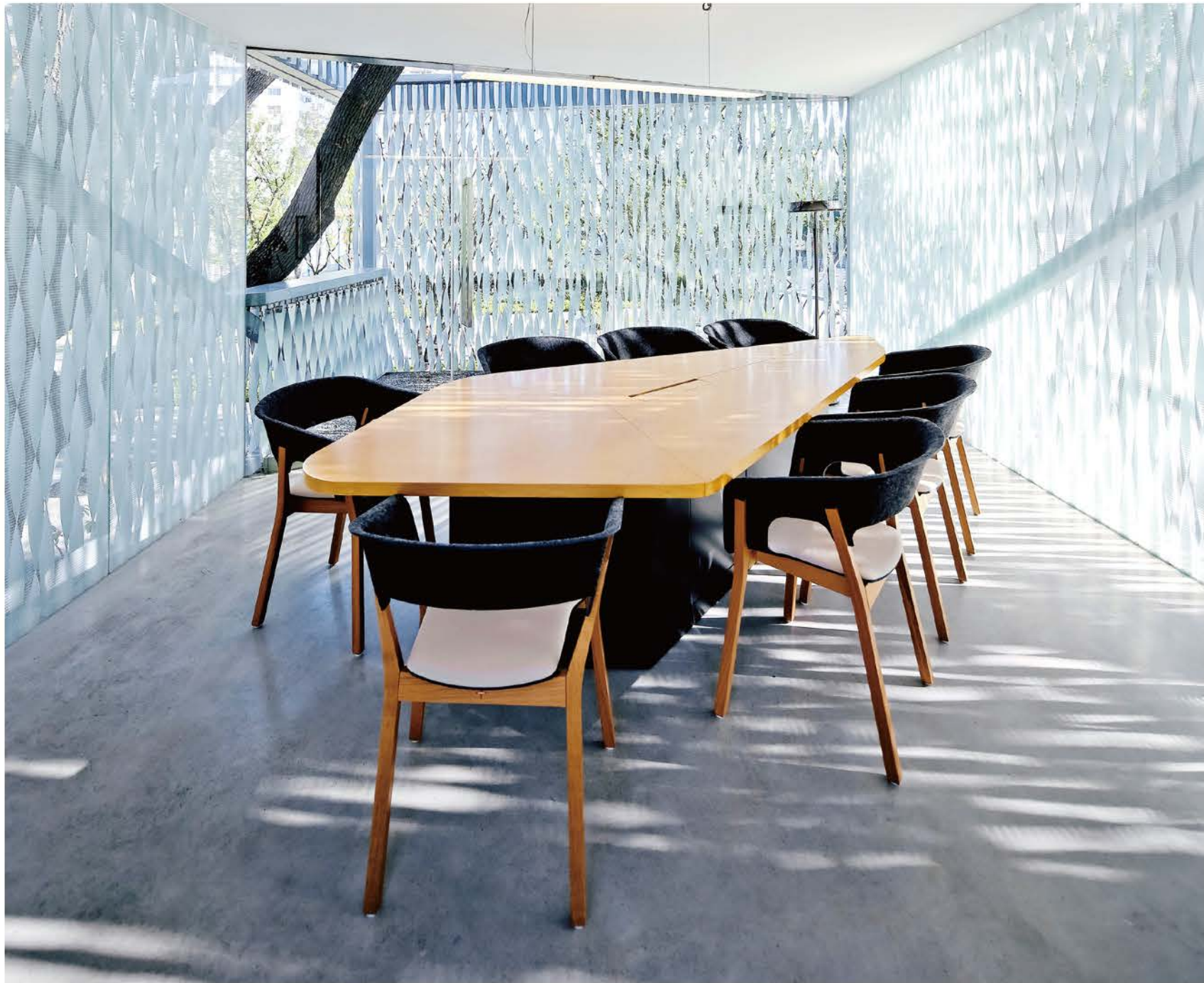
↑ Matsu Lenco+ Workstation 工位  
Matsu Sysca Cabinet 储物柜  
Matsu Starf Swivel Chair 办公椅

## 融合于家具与空间的纯美

华鑫中心与玛祖铭立合作，为空间配置了系列家具。工作区采用 Lenco+ 工位与 Starf 办公椅；而吧台与 VIP 茶室则运用 Nimbus Line C、Modul R 极简的照明设计，更显空间极致纯净之美；接待区 Mapel 洽谈椅与工作区 Lenco+ 桌上屏采用统一的橙色，配合 Croce 圆形茶几为空间注入了一份活力。

更值得一提的是，Njord 在上海华鑫中心的完美呈现。Njord 椅脚、座垫选用的原木色，软性的毛毡与整个空间自然、质朴的风格完美融合。阳光透过由波纹扭拉铝条构成的半透“粉墙”，恰到好处的充盈着整个空间。一杯暖茶，一道若隐若现的美景，构建惬意的商谈氛围。

Njord 由 Scaffidi & Johansen 联手设计，已荣获红点奖、IF 奖等多个欧美著名设计大奖。椅背顶部酒杯形的边缘，带来扶手椅的舒适享受。Njord 轻便灵巧，仅重 4.5kg，方便调整空间布局。



↑ Kusch+Co Njord Lounge Chair 休闲椅  
Nimbus Modul L LED  
Nimbus Office Air LED



### Pure Beauty Exists in the Furniture & Space

Huaxin Business Center has cooperated with Matsu on equipping a series of furniture for the space. Lenco+ work desks and Starf office chairs are used in the Work Area; Nimbus Line C and Modul R super-simplistic illumination designs are used in the bar area and VIP tea house to showcase the pure beauty of the space; Mapel chairs in the reception area and the Lenco+ desk screen are both orange which gives some liveliness to the space with the Croce round tea table.

What's worth mentioning is that Njord is perfectly presented at Shanghai Huaxin Business Center. Its leg and seat are in crude wood color; its soft wool felt is in perfect harmony with the space's natural and rustic style. When the sunlight penetrates the semi-permeable "pink wall" made from twisted corrugated aluminum bars, the entire space is properly filled with sunlight. You can hold one cup of tea, watch the hidden beauty of the scenery and creat a totally relaxing atmosphere for negotiation and discussion.

Njord has been designed by Scaffidi & Johansen which has won numerous design awards in the West, including Red Point Award and IF Award. The glass-shaped edge of the back's top gives you the comfort of an armchair. Njord is light and flexible. Its weight is only 4.5kg and makes you easily place the overall space layout.





现代都市生活中，很多人的存在感都处于一种丧失的状态。我们常常需要扮演各种角色，来顾及家人、孩子、同事、领导之间的不同微妙关系。我们心甘情愿，也无可奈何的服从着他人的意志。在内心深处，我们常常渴望着他人的关注，期许着他们服从我的意志。

Faurecia's China new technology center & head office building is located at Xinzhuang Industrial Zone, Minhang, Shanghai. With total area around 18,000 square meters, the building is composed of such two buildings as technology center (main building) and training center (auxiliary building). The head office building, which is a major project management center of Faurecia China, will also act as an R&D center to offer service to three sectors of the Group's four key businesses, i.e., automobile seat system, automobile interior and exterior systems. The opening of the new technology center and head office building is a key step for boosting Faurecia's research and development capacity in China, which will help its globally first-class engineering and R&D capacity to better meet the needs of the vibrant and fast growing Chinese market.

而宠物可以在情感的陪伴中充当重要角色。我们在照顾它时，能感受到自己的价值；我们在与它互动时，可以体会到自己的存在。在训练宠物执行命令之时，它的关注，让你获得了替代性的满足，你在生活中找到了平衡。这是一种心灵的抚慰，更是一种情感的寄托。

因此，宠物成了人类的朋友，有的时候它甚至是家庭成员。也因此，市场上有很多人，很多企业开始关注宠物这个行业。在欧洲，就有一个关注宠物的企业，Fressnapf 公司。它是欧洲宠物用品市场行业的领头人，于 1990 年由 Torsten Toeller 创立，该公司目前在欧洲 12 个国家拥有超过 1200 家门店，并且在各地区不断扩大其销售网络。

A pet can play an important role in emotional companionship. When we look after it, we can feel our value; when we interact with it, we can appreciate our own existence. While training the pet to execute your orders, its concern will make you obtain an alternative satisfaction and find a balance in your life. It is a consolation to your soul and an anchorage to your affection.

Hence, pet has been human's friend. Sometimes, it is even a family member. That's why a lot of people on the market turn their attention to this industry. In Europe, there is an enterprise concerning pets. Fressnapf is the market leader in pet supplies in Europe. Founded by the owner Torsten Toeller in 1990, the company now has more than 1,200 stores in 12 countries and their sales network is still expanding.

↑ Kusch+Co iHOLA! Lounger Chair 会客椅  
Kusch+Co San\_siro Conference Table 洽谈桌  
↓ Kusch+Co Volpino Lounge Chair 休闲椅  
Kusch+Co San\_siro Conference Table 洽谈桌



Fressnapf 总部设在德国克雷费德，约有 1000 名员工。其总部餐厅 Fressnapf 委托玛祖铭立合作伙伴 Kusch+Co，为其营造快乐陪伴的空间，更好的体现 Fressnapf 的企业愿景：致力于成为宠物爱好者与宠物之间的纽带。

Fressnapf 公司不仅是一个专业的宠物用品商店。创始人 Torsten Toeller 一直坚信，“如果我们做的一切可以让宠物和人之间的关系变得更简单、更美好、更幸福，那我们将成为世界所有动物爱好者和宠物之间的纽带。即‘快乐的宠物，更快乐的人！’”而 Kusch+Co 正是通过空间规划，让空间成为一种情感纽带。

Approx. 1,000 people work in the company's headquarters in Krefeld. Fressnapf entrusted Kusch+Co with this project and asked the contract seating specialist to work out a concrete solution based on their conceptual specifications. The entire canteen area has been extended, modernized and completely redecorated to offer the staff members in the Head Office a modern, contemporary, and varied catering in a cozy atmosphere.

Fressnapf does not view itself purely as a specialty store for pet supplies. "If we do everything we can to make the relationship between pets and people simpler, better and happier, we will be the hub of the world for all animal lovers and pets. That means 'Happier pets, happier people!'" Just through spatial planning, Kusch+Co makes space be an emotional bond.

## 轻快的跳跃

餐厅中白色与果绿的间隔与跳跃，让整个空间洋溢着轻快之感。Kusch+Co 也巧用色彩体现了 Fressnapf 公司对生活与生命的诠释。简单的吊灯与轻盈的 iHOLA! 座椅，以及方形的 San\_siro 洽谈桌，让空间更显干净、轻巧、灵透。功能上，便于堆叠的 iHOLA!，可以适应用餐员工人数的变化，灵动应变。

### Buoyant Leap

The interval and leap of white and fruit green enable the whole space brimmed with a sense of briskness. Kusch+Co has also embodied Fressnapf's interpretation to living and life with colors in a smart way. The simple chandeliers, light iHOLA! Chairs and square San\_siro negotiation table have made the space cleaner, lighter and more agile. In terms of function, iHOLA! which is easy for stacking can adapt to the change of dinner number in a flexible way.

## 温暖的包容

舒适的咖啡休息室内，圆柱形的吊灯，圆润的 Volpino 座椅，鹅卵石形台面的 San\_siro 洽谈桌，让整个空间在没有棱角的包裹下，充盈着包容与信任。大地色系的软包墙饰与 Volpino 座垫颜色相互呼应，在暖暖的灯光映射下，更显温暖、安逸。软包墙饰极佳的吸音效果，保持休憩空间的安静。配以座垫的 Volpino 给予使用者更好的舒适体验。

### Warm Inclusion

Inside comfortable coffee lounge, cylindrical chandeliers, round Volpino chairs and San\_siro negotiation tables with pebble desk-top make the whole space brimmed with inclusion and trust under the covering of no edge. The softly-packed wall décor of land color system echoes with the color of Volpino seat cushions give a warmer and cozier feeling under the irradiation of warm light. The softly-packed wall décor has an excellent sound-absorbing effect to keep the resting space quite. Matched with seat cushion, Volpino gives users the best comfortable experience.





# 知识中的“小宇宙”

柏林 Protestant 学院 (Kusch+Co Reference)

## Un\_iverso in University

Protestant University Berlin ( Kusch+Co Reference )

编辑：陶然亭 彭茜 图片：Kusch+Co 提供 Editor: Qian Peng Nicole Tao Photos Provided by Kusch+Co

Protestant 高等专科学校坐落在美丽的柏林西南部，靠近 Teltower Damm 一片绿色的生活区。这是一个新教和社会福利机构，为教育和研究卫生医疗设施提供相关专业学科。2013 年该校用餐空间由玛祖铭立合作伙伴 Kusch+Co 规划设计，运用 Uni\_verso 休闲椅，在这被知识包围的学府中，营造小小“宇宙”，并通过格纹经典将学院派风格绝美呈现。

The Protestant University is beautifully situated in the south-west of Berlin, near the Teltower Damm amidst green living areas. It is an institute of education and research for social and health care facilities as well as for Protestant and social welfare organizations. In 2013, the dining space of the school was planned and designed by Kusch+Co, a partner of MATSU, in which Uni\_verso leisure chairs are utilized to create a "small universe" in such a campus surrounded by knowledge, while their classic checks present the academic style in an amazing way.

### 不变的格纹经典

学校的餐厅建立在图书馆旁。整个空间在蓝绿格纹的点缀下，呈现出源自知识的活力。果绿色点缀的天花，蓝绿相间的墙与家具上跳跃的格纹色彩呼应着，对话着。Kusch+Co 并没有将格纹滥用，而是恰到好处地依托着 Uni\_verso 冰刀脚与 San\_siro 餐台的温暖木质，沉淀着它，让蓝绿格纹不至于太过膨胀。透明的落地窗让阳光如一个朝气蓬勃的莘莘学子，在这里毫无遮掩的舞动。看似斑斓的欧式圆柱与精致的不锈钢封边吧台为空间增添了一份别致的回味。

### Unchangeable classic Check

The dining room of the university is built beside the library. Embellished with blue-green checks, the entire space presents vitality from knowledge. The fruit green ceiling and blue-green wall echoes and dialogizes with vibrant check colors on the furniture. Kusch+Co doesn't abuse checks. The blue-green checks well set off the ice blade shaped legs of Uni\_verso and warm wood of the San\_siro table, so that they won't be too obvious. The transparent French window makes the sunlight dance in an exposed way just like a vigorous student. The gorgeous European style columns and exquisite stainless steel-edged counter have added a unique after-taste for the space.

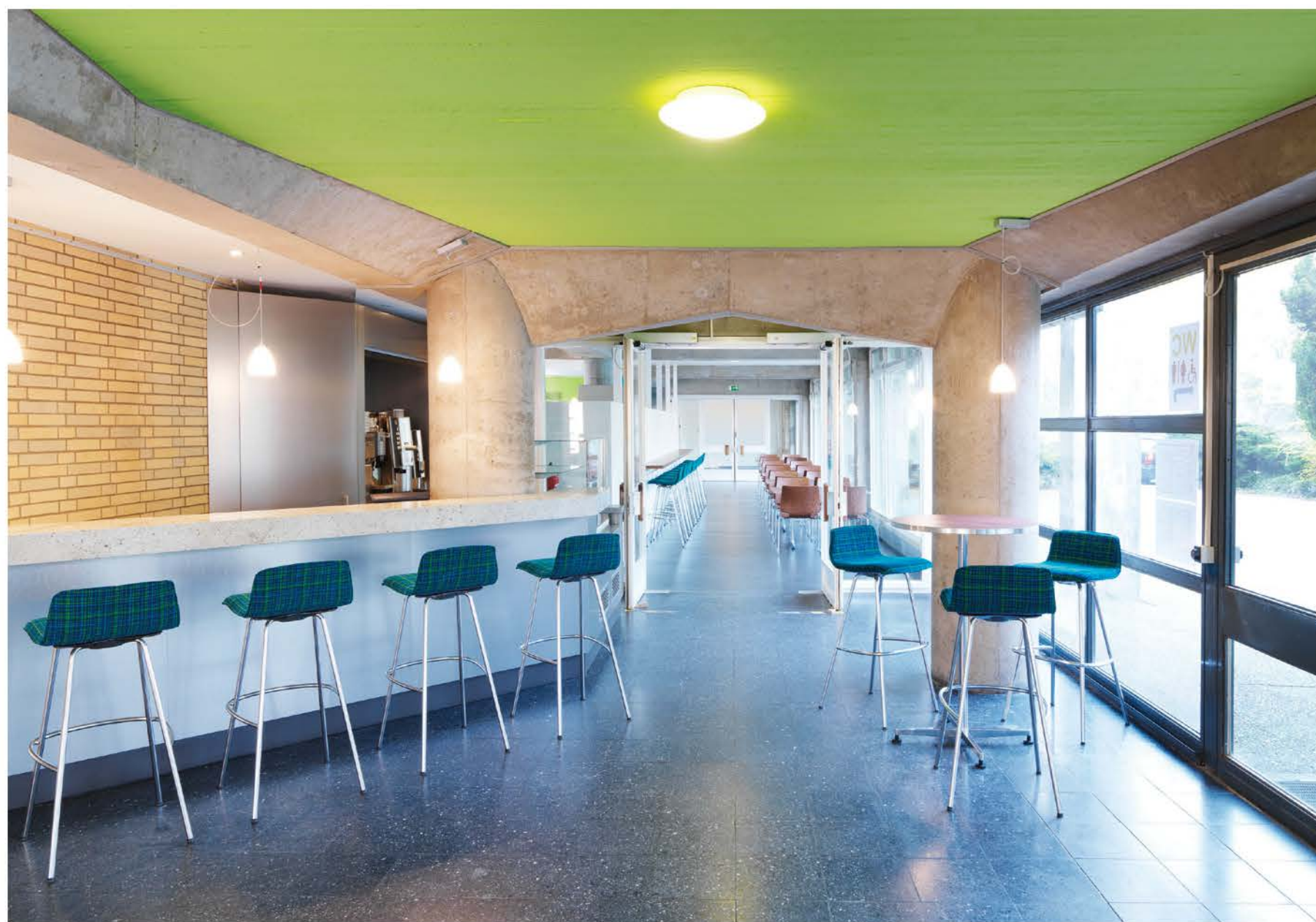


← →

Kusch+Co Uni\_verso Lounge Chair 休闲椅  
Kusch+Co San\_siro Conference Table 洽谈桌



Universe 源自拉丁语，是宇宙的意思。Uni\_verso 座椅正是将其丰富而美丽的宇宙寓意其百变多姿的造型。Universe originates from Latin, meaning universe. Uni\_verso chairs just use the rich and beautiful universe to implicate its variable and colorful shapes.



### 百变的 Uni\_verso

学院派氛围的空间中 Uni\_verso 无疑成为了主角。模块化的它用木材与塑料搭配不同框架，构建出丰富的产品系列。它是一张神奇的洽谈椅，其木质或塑料座壳框架匹配不同的椅脚，就能融合于各种环境。有适用于独立工作区的转椅，有便于堆叠功能的弓字脚，还有搭配于培训空间的冰刀脚……而这一次，Uni\_verso 又裹上了色彩艳丽的软包布艺，再一次成功诠释了 Uni\_verso 多面伊人的特点，吸引着人们的眼球。

### Ever-changing Uni\_verso

In the space of academic atmosphere, Uni\_verso has undoubtedly been a key role. These modularized chairs use wood and plastics with different frames to create variety of products. It is a magical negotiation chair, whose wood or plastic base frames can match with different chair legs to suite various environments. There are swivel chairs applicable for independent working space, bow-shaped legs for easy stacking and ice blade shaped legs matched for training space...This time, Uni\_verso has wrapped colorful soft-packed cloth again. It has successfully interpreted diversified features of Uni\_verso and caught the eyes of the people once more.



# 绅士的黑白灰柔情

德国Digel公司 (Renz Reference)

## Gentleman's Black-White-and-Grey

Digel, Germany Company (Renz Reference)

编辑：陶然亭 彭茜 图片：Renz 提供 Editor: Qian Peng Nicole Tao Photos provided by Renz



2013 年，Digel 公司新总部大楼开始正式启用。它紧邻德国沃尔夫斯堡工业园中的物流中心。此次大楼室内设计由 Digel 公司管理层、室内设计师 Jürgen Wittek、玛祖铭立合作伙伴 Renz 密切合作，将行政办公室以及一个会议室进行了重新规划。

就像 Digel 的服装带给你绅士的感觉，其新总部大楼的办公空间也散发着绅士的优雅与贵族气息。整体空间色彩里以看似冷峻的黑白灰为主，但深灰近黑的麻色地毯，微微偏暖的水泥质感墙面与暗纹天花，仿佛让整个空间多了一些“绅士关怀”般的温情；在这充盈着硬朗的男子气概空间中，雕刻出淡淡的柔情一面。

The company's striking new headquarters - right next to the logistics centre in Wolfsburg Industrial Park. In close cooperation with the interior designer Jürgen Wittek, MATSU's partners Renz and the company's management, the executive offices as well as a conference room were planned.

Just like its gentleman-like garments, the offices of Digel's new headquarter show gentleman's elegance and aristocratic atmosphere. The colors of the entire space are dominantly cold black, white and grey. However, the nearly dark carpet, the slightly warmer concrete wall and the shadowwave ceiling have made this space teeming with more "gentleman's care" and exuding a touch of tenderness in this muscular space.



↑ Renz Talk Conference Table 会议桌系统

Digel 公司是时尚概念男装的代名词，成立于 1939 年。在其创始之初，仅有 20 名员工，但凭借着创新的产品、坚持对高品质的追求以及完善的客户服务保障，使 Digel 很快就成为德国市场上的领导者。而今，他已是国际上知名的服装品牌。

Digel 新总部大楼将企业哲学（高品质，实用主义，时尚，现代极简和国际范）绝美展现，多达 120 名员工在此办公生活；而这对于人口基础并不很大的德国，与致力于高端时尚商务男装的企业，其规模绝不渺小。

Digel - the menswear concept is an established name in men's fashion. What started in 1939 with a vision and 20 employees has become an internationally successful apparel manufacturer. Innovative products, consistently high quality and excellent customer service secured Digel's position as an established player on the German market within just a few years.

It reflects the philosophy and the high standards of the family enterprise: Quality, functionality, a sense of style, modernity and internationality. Up to 120 employees will be able to work in the state-of-the-art offices. Considering population-based Germany was not large and Digel was a company of top class fashion business menswear, the size of the headquarter is not small.



↑ Renz Sono Executive Table 行政桌  
Renz Sono Conference Table 洽谈桌  
Renz Inline File Cabinet 文件柜

Digel and interior designer Jürgen Wittek have always been dedicated to furniture products provided by RENZ, Matsu's partner. The combine of elegant and simplistic appearance, distinctive and unique function designs, choice of top quality materials and high-tech products & processes has well lived up to the five concepts of Digel (Quality, functionality, a sense of style, modernity and internationality).

In the executive office, Sono and Size tables are matched with Size conference table, inline file box and sideboard. The simplistic furniture design, deep-colored wooden desktop, slim and fashionable metal chair leg, feather and noble-styled chair have made employees' every gesture, such as passing files, keyboarding, shaking hands and smiling, to match the high level of this space showing continuously seeks improvement and entrepreneurial spirit with gentleman-style approaches.

The French window leads the light and scenery into the conference room. The spacious conference room has used an assembled TALK conference table system to ensure the space layout to adapt to the number of meeting participants. All delicate power cables are concentrated in the leg of the TALK table to create a clean space which can make the speakers express themselves firmly and briefly.

Digel 与室内设计师 Jürgen Wittek 一致倾心于玛祖铭立合作伙伴 RENZ 的家具产品。优雅简约的外形、独具匠心的功能设计、优质材料的选择以及高科技产品与手工艺制作技术的结合，与 Digel 公司的五大理念（高品质，实用主义，时尚，现代极简和国际范）完美契合。

在行政办公室中，将 Sono、Size 的班台和 Size 会议桌组合摆放，搭配 Inline 的文件柜及边柜。极致的家具设计，深色木质桌面、纤细具有时尚感的金属椅脚、皮质尊显绅士贵族气息的座椅，身处其中的员工，举手投足之间，仿佛每个动作：传递文件、敲打键盘、握手微笑，都必须具有绅士的态度才能符合这一份精益求精空间的高度与企业精神。

落地窗的运用，将极好的采光与风景融入会议空间中。宽敞的会议桌采用便于拼接的 TALK 会议桌系统，使其空间布置因应会议参与人员多少而灵活组建。所有繁杂的电源走线收纳于 TALK 桌脚，让空间的留白干净到极致；而会议这一刻的言语表达如同空间般简练而有力。





# 用温暖拥抱你

专访Njord座椅设计师Antonio Scaffidi & Mads K. Johansen

## Njord Chair Gives You a Big Hug

An interview with Desingers of  
Njord Lounge Chair Antonio Scaffidi & Mads K. Johansen

编辑: 张爱瑜 图片: Kusch+Co 提供 Editor: Summer Photos provided by Kusch+Co

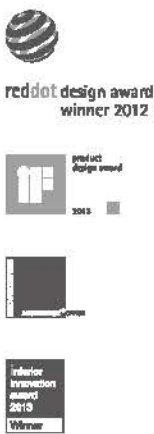
遥远的北欧, 有大片险峻原始的自然风光, 夏日是一片明媚秀美的湖泊山林, 冬天则是一派冰天雪地的清冷俊美, 因其独特的地理和人文环境, 这片土地孕育出来的人们也多是腼腆且谦逊的。斯塔的纳维亚的设计风采, 因其公认的纯粹、简洁和充满智慧, 而风靡全球; 那些印有当地民族特色的图案花纹和色彩, 又每每让我们爱不释手, 这一切都在激发着我们对这片神秘土地的无尽想象。有人说, 北欧的设计总是在试图让人们回归, 回归到最本真, 最自然的那个状态, 因此我们常常听到人们对北欧设计里充满人性化色彩的赞叹。这种潜藏在其后的人性化的回归, 也许就是我们觉得北欧的设计充满温暖的原因吧。

In the distant Northern Europe, there are vast expanses of pristine natural beauty. In the summer, you can see crystal-clear lakes and majestic mountains; while in the winter you can see a cold, icy and breathtaking world. With its unique geological and cultural conditions, this land has cultivated people of inwardness and humility. The Scandinavian style design has won world-wide reputation with its pureness, simplicity and rich thinking. The patterns and streaks with local national characteristics can always win your heart. All this has inspired our infinite imagination about this mysterious land. It was said that Northern European design always persuaded people to go back to the state where you are the truest and natural self. Therefore we often hear about people make good comments about the personified colors in their designs. Perhaps the pursuit of true self is the reasons why we feel warm from these Northern European designs.



今天介绍的两位年轻设计师 Antonio Scaffidi 和 Mads K. Johansen 就来自北欧, 他们在斯塔的纳维亚的设计新秀中脱颖而出。两位设计师互为同学, 都毕业于哥本哈根的丹麦设计学院。在各自跟随、合作于资深的设计师以及制造商多年以后, 因为拥有共同的设计观, 他们很快成立了自己的工作室。Njord 休闲椅就是他们联手打造的一个经典产品。这把椅子已获得了四大奖项认可, 包括红点与 IF 设计大奖, 如今成为了玛祖铭立与其合作伙伴德国品牌 Kusch+co 旗下最受欢迎的产品之一。Antonio Scaffidi 受益于其热情的意大利与北欧文化, 而 Mads K. Johansen 更像一个附有激情的工匠家。他们喜欢绘画和手工, 总是尝试着建造一些有功能的东西出来。他们对自己的评价是“慢慢变得综合起来, 对每件事情都知道个一二”, 他们认为这是好事情。在工作方式上, 他们喜欢挑选自己最感兴趣的方向入手, 因为在他们看来, 这有利于很好地培养自信和独立。

Today we're going to introduce two young designs from Northern Europe to you-Antonio Scaffidi and Mads K. Johansen. They are the ones who are standing out among all young Scandinavian designers. Both of them were graduated from Denmark Design School, Copenhagen. After they worked for senior designers and manufacturers for many years, they created their own studio with common views on designs. Njord chair is their jointly developed product. This chair has won four major awards including Red Point and IF design awards. Now it has become of the most popular products of Matsu and its German partner Kusch+co. Antonio Scaffidi has benefited from passion-inspiring Italian culture and Northern European culture while Mads K. Johansen is more like a passionate craftsman. They both love painting and handcrafting and are always making novel things. They think that "they are becoming more and more versatile because they know something about everything." They think this is a good thing. When it comes to working style, they like to choose their interesting things to get started because they think this can help them build confidence and enable them work on their own.



配合“温暖”的主题, 我们也邀请两位设计师简单谈了谈心目中的温暖设计, 而自己的作品 Njord 则是他们推荐认为的温暖设计。单看 Njord 的外形, 椅背和扶手环绕而成的大大张口, 就如同一个温暖的拥抱, 热烈得欢迎人们入座。选筹采用的毛毡材料和木质材料的搭配, 无论从视觉、触觉或者是心里感觉上, 都极富有意意的传递, 此外这个轻便灵巧的椅子仅重 4.5kg, 坐垫拥有羊毛毡坐垫和加配缓冲垫可选。而如果你对北欧神话还有一点了解的话, 没准你还可以从中找到一些巧合, Njord 是北欧神话里“海神”的名字, 他拥有英俊的外表, 总是穿着如草绿色的衣服, 因为他也掌管近海和风, 因此每到夏日来临, 他总有办法让荒海之神所激起的凶险波涛复归平静, 他被认为是航海人和渔民的保护者。Scaffidi & Johansen 为这把充满暖意的椅子取名 Njord, 也正是取自古老传说里的吉祥之意。

For the "warm topic", we have also invited the two designers to share their thoughts on warm designs. Njord is one of the warm designs recommended by both of them. Looking at the appearance of Njord, the large opening formed by the chair back and armrest is like a warm hug, welcoming you to take a seat. The textile felt and wood chosen also look warm in terms of visual, auditory or emotional effects. This chair is light and only weighs around 4.5kg with wool and buffer cushions to choose from. Njord is the name of God of the Seas in Northern European legends. He has a handsome look and always wears grass-green clothes. He can always calm the rough seas when the summer comes because he controls seas and winds. He is thought to be the guardian of the navigators and fishermen. Scaffidi and Johansen named the chair Njord due to its good meaning in the old legends.

# Q: & A:

Q: MATSU  
A: Antonio Scaffidi & Mads K. Johansen

- Q** 为什么会在 Njord 里选择毛毡材料, 你们怎么看待这种材料?  
Why do you choose the felt materials in Njord? How do you think of this materials?
- A** 我们选择它是因为它具备多种可取的优质属性: 首先它是温暖的、柔韧的, 且触感舒适的; 其次毛毡可以吸声, 因此能够提升室内空间的音效质量。  
We chose felt because of its many qualities; it is warm, flexible and pleasant to touch. Beside, the felt also is sound absorbing and thereby improves the acoustics in a room.
- Q** 你们怎么看待设计中的“暖意”? 能否谈谈你们所理解的温暖的设计?  
What do you think of the "warmness" in design, can you share some your opinions on this theme?
- A** “温暖的”家具总是和软体家具有些许关联。在 Njord 座椅上, 我们尝试用一层不那么厚重的毛毡呈现现代极简设计的同时, 来传达暖意。当然, 这种材质也被广泛的运用在软体家具上。于此同时, Njord 座椅的设计还从另一个层面传递暖意, 它微微外扩的椅座扶手, 仿佛给使用者一个拥抱的姿态。给人一种温暖、安全的包裹感。一体化的椅背与扶手采用毛毡面料, 除了提供具有触感的表层外, 毛毡的摩擦力还可以防滑, 以确保手肘舒适的倚靠在扶手上。  
Normally "warm" furniture would be associated with upholstered furniture. With Njord we have tried to get the same feeling with a thin felt shell, that you normally get with upholstery. But there is also a second parameter in the Njord chair that implies warmth. The seat shell is designed to embrace the user. In that sense the shell provides closure and the tactile surface of the felt provides friction so you do not slide out of this chair.
- Q** 能说说让你们印象深刻, 温暖的设计吗?  
Can you tell what is your most impressive warm design?
- A** 我们想 Njord 座椅绝对是能够入得了榜单 (Scaffidi & Johansen 幽默的说)  
Njord is a chair that definitely fit the bill.





# 绝不墨守成规

Nimbus集团25年始终坚守

编辑：张诚顺 彭茜 图片：Nimbus 提供 Editor: Chengying Zhang Qian Peng Photos provided by Nimbus



## THE NON-CONFORMISTS

25 YEARS NIMBUS GROUP - A COMPANY PORTRAIT



与众不同。玛祖铭立合作伙伴德国 Nimbus 集团不同于其他大多数企业，这种不同持续了 25 年多。你可以在很多动人的细节之处发现它。比如说，在一场运动会中，Nimbus 的员工们在比真人还大的广告幕布上，非常自豪地用身体组成了“Original”（原创）的字样，以针对市场上仿冒、抄袭行为，表达原创品牌的立场；再比如说，在学生而设的电子发明家俱乐部中充斥着浓厚兴趣；还有在斯图加特及其周边地区运行的零排放交通工具，其由 Nimbus 公司自有的太阳能发电系统提供电能。

Different. The Nimbus Group is different from most other enterprises – and has been for over 25 years. You can see it in a lot of telling details. For example in the campaign in which Nimbus employees proudly presented themselves as “originals” in larger-than-life portrayals on huge advertising spaces to take a stand on the subject of plagiarism on behalf of their company. Or in the Electronics Inventors Club for school children with a keen interest in technology. Or in the zero-emission delivery vehicles that run in and around Stuttgart on electricity generated by the firm’s own solar power system.

**Nimbus创始人，CEO，Dietrich F. Brennenstuhl 先生，这样描述其独特企业文化：**  
“我们是一个开朗的团队。我们有点狂野，有些缺点，但我们享受着我们的工作。”

The founder, proprietor and CEO of Nimbus, Dietrich F. Brennenstuhl describes the special corporate culture thus: “Basically, we are a cheerful bunch. We are a bit wild and a little rough around edges but we enjoy our work.”

然而，没有比餐厅更能体现公司的与众不同之处：每天早晨 10 点，全体 160 名员工会聚在一起享用早餐。仓库管理员的旁边坐管理调度员。设计师们则紧邻开发工程师们。照明设计师是打包员的邻居。销售人员、实习生、文员、营销专家、建筑师、室内设计、电工、声学专家也在其中。公司的 CEO Dietrich F. Brennenstuhl 先生也会在餐厅中任何一处就座，并贴心的为员工提供咖啡和茶，以及不同种类面包、黄油、巧克力酱、果酱和蜂蜜。餐厅的墙上张贴着企业理念的精髓：“我并不寻觅，可我能找到。寻觅是从旧的东西开始。在新的一次寻觅中发现某个早已熟悉的东西。找到则是从全新的事物开始……”

However, nowhere is the company’s differentness more apparent than in its canteen: every morning at 10 o’clock all 160 employees meet to take breakfast together. The warehouseman next to the controller. Designers next to development engineers. Lighting designers next to packers. Salespeople, interns, clerks, marketing experts, architects, interior designers, electricians, acoustics specialists. Company CEO Dietrich F. Brennenstuhl is among those to take a seat at any one of the tables in the room and he is the one who provides the coffee and tea, different kinds of bread, butter, chocolate spread, jam and honey. The walls of the canteen are adorned with a quote that sums up the company philosophy: “I DO NOT SEEK – I FIND. Seeking is when you start from old things. And in the new find what is already familiar. Finding is something completely new...”

### LED 先锋与创新的驱动力

整齐如一的排布方式，优质可辨的材料。当八十年代中期卤素灯泡从汽车大灯一跃成为起居室的照明光源时，Nimbus 就已明确了自己并非传统光源的追随者，并决心将如矩阵一样整齐的排列方式引用在照明设计中。

传统光源由于散热问题、发光方式等技术原因，迫使灯具外观只能用某种固定的方式呈现，导致其设计差异化太小。这是具有强调设计意识的 Dietrich F. Brennenstuhl 先生所不能接受的，于是 2000 年，他开始专注于 LED 技术的研究。这种体积小，光效高，散热低的东西，具有引发一场灯具生产的范式转变的潜质。

#### Led Pioneer And A Driving Force In Innovation

Right from the very beginning, Nimbus has been defined by the wish for minimalism in design, a clear formal idiom and clearly identifiable materials. When halogen bulbs made the leap from car headlights to light sources for the living room in the middle of the eighties, Nimbus spotted the opportunity for a new formal idiom.

However, technical parameters such as the build up of heat and light emission enforced certain design patterns that tended to make one luminaire much like another. This was a risk that Dietrich F. Brennenstuhl wanted to avoid, and so in the year 2000 he began to focus on LED technology. This very small, very efficient light source, which only produces a minimal amount of heat, had the potential to spark a paradigm shift in luminaire production.

❶ 范式转变 Paradigm Shift, 原意是长期形成的思维习惯、价值观的改变和转移。

如此早地攻关 LED 技术，不仅改变了 Nimbus 在灯具市场的定位，起步得早同样使公司能够无需为技术问题而在设计上妥协，得以享受并歌颂他们纯粹 / 极简的设计——从根本上做到绝不妥协，少即是多。极简即品牌，极简即环保，极简即与众不同。

Starting off so early with LED technology not only changed Nimbus’s position on the luminaire market: the early start also enabled the enterprise to go on celebrating minimalism/purism in its designs – radically and with no compromises: less is more. Less defines brands. Less is ecological. Less is different.





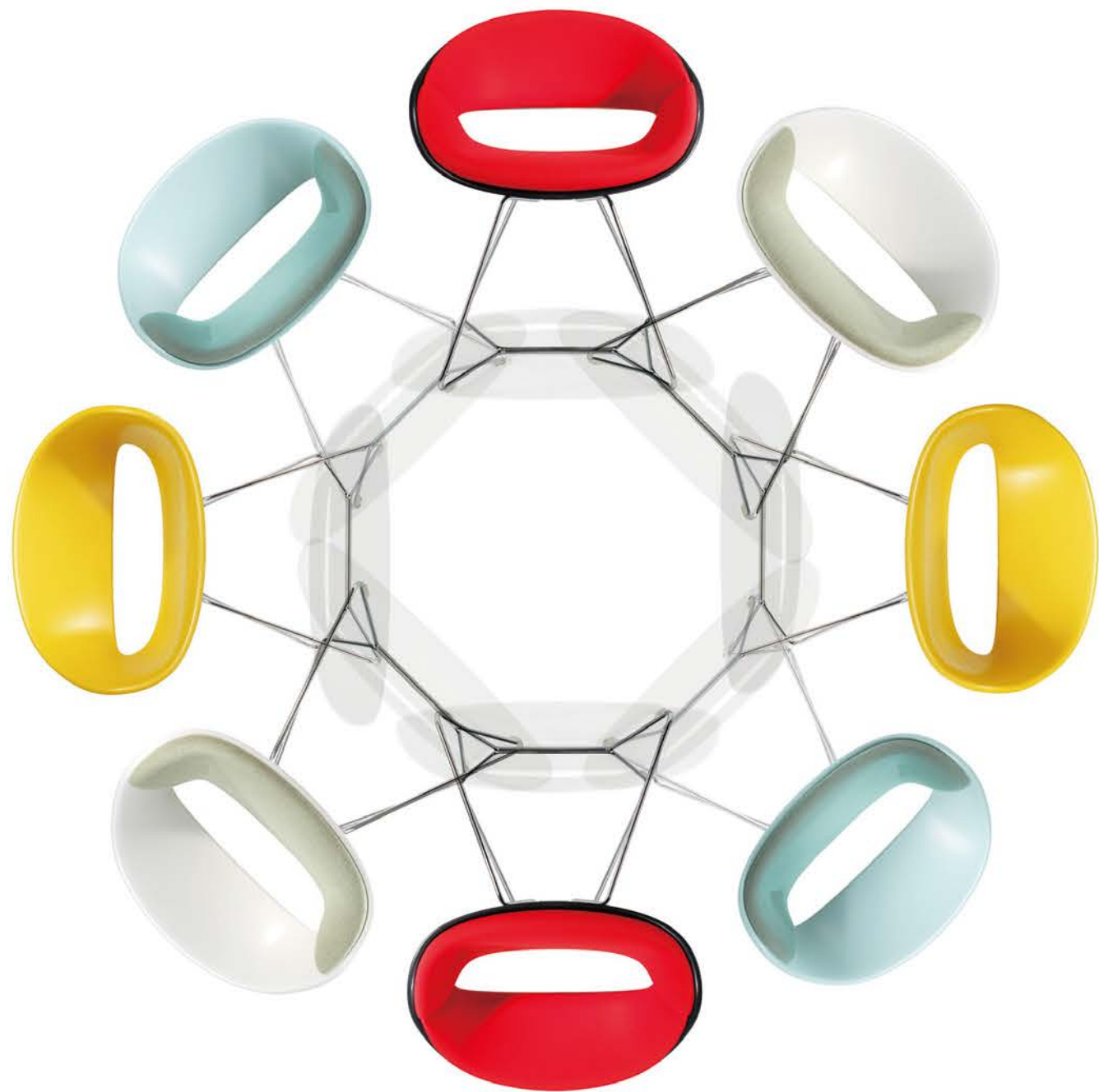
# 如花儿般盛开

Kusch+Co参与Design District展会

## Like the Flowers in Full Of Bloom

Kusch+Co Participate in Design District exhibitions

编辑：彭茜 图片：Kusch+Co 提供 Editor: Qian Peng Photos provided by Kusch+Co



2013年6月6日至8日Design District展会在一个美丽的地方举行，距离阿姆斯特丹仅一箭之遥。它作为年度展会，不仅仅在荷兰已享有盛誉，并成为室内设计首要展会，成为室内设计师最爱去的一个地方。这次，它在一个被改建的军械工厂举办，大约6000平米的展示空间。

This year's edition of Design District took place from 6 until 8 June at a beautiful venue, just a stone's throw from Amsterdam - this yearly event enjoys great popularity well beyond the Dutch borders and has grown into a premier exhibition for interior design. It was hosted in the renovated halls of a former ordnance factory, offering approx. 6,000 m<sup>2</sup> of exhibition space. Design District has become the favourite stamping grounds of interior design professionals.



玛祖铭立合作伙伴，德国 Kusch+Co 以出挑的展示方式参与。由 Kusch+Co 不同座椅拼接的花卉图案在正红的展示台上盛开着……洋溢着企业对设计的热情，为参观者留下了深刻的印象。展位由荷兰 FeranHugo 建筑办公事务与伦敦 Schober 联合设计。2014 年，Kusch+Co 将再次参与 Design District 展会，为参观者带来更多优秀的座椅设计作品。

Kusch+Co travelled to the exhibition with a most spectacular booth, designed by the Dutch architect's office FeranHugo and adorned with graphic panels created by the London-based agency Schober Design. Given the fact that we made a very strong impression on the design-savvy visitors, we have already marked the date of Design District 2014 on our calendar.

**DESIGN DISTRICT**  
HET VERBODEN TOEGANG VOOR INTERIEURDESIGN







# 办公空间的设计平衡 The Balance of Design

编辑: 王文韬 Editor: Wentao Wang

时至今日, 也许无人会怀疑室内空间设计的优劣将会对员工的工作效率、敬业程度、甚至企业的创新能力产生影响。但有多少人了解, 即使是近年来被各大媒体及厂商广泛宣传和推崇, 被认为是引领未来办公空间设计趋势的开放式办公空间设计也并非无懈可击?

近期, 总部位于美国的世界著名建筑设计公司 Gensler 发表了一篇名为《2013 美国办公空间报告》的研究报告。通过对全美来自各行各业 2035 名白领进行调查, 结果显示仅有 1/4 的受访者对自己的工作环境感到满意。

Today, almost everyone knows that design of workspace impacts performance, employee engagement, and innovation. But how many people knows that "the new offices", which mean the collaborative, open-plan offices are also leading to declining performance among workers?

This year, the world famous design company Gensler has published a new Study, namely "The 2013 US Workspace Survey". In the study, Gensler surveyed 2,035 "knowledge workers" in firms across the USA. But only one in four operate in optimal workplace environments.



→ 一人一位的“格子间”式传统办公空间  
← 开放式办公空间

**混合式办公空间, 强调员工根据当下工作状态自主选择办公空间。可以在开放式的办公空间中与同事分享沟通, 也可以在私密的焦点空间专注思考。**



## 开放式办公的发展

据 IFMA (国际设施管理协会) 所提供的信息, 当今在北美有 68% 的白领员工在开放协作式办公空间中工作。而另一家知名咨询公司的分析报告也显示, 这一开放协作式办公浪潮过去 10 年在全球范围内同样得到了长足发展。

对于很多企业来说, 一人一位的“格子间”办公室不但利用率低下, 且大量浪费空间与能源。而通过拆除隔断、分享座位, 建立更多公共空间等做法则可有效控制企业各类成本的支出。事实上, 开放式空间相比传统办公空间而言的确有诸多积极的意义, 如: 强调平等、节约能源、鼓励沟通与创断、活跃办公室气氛等, 但同时, 开放空间也使员工受到各类视觉、听觉干扰的几率大增。毫无疑问, 干扰源越多, 员工的效率也将越低。

### Development of Open-plan Office

According to the International Facility Management Association, 68% of North American employees work in an office with an open floor plan or open seating.

Globally, the move to open, collaborative work stations has been on the rise for the past 10 years, said Kate Lister, president of Global Workplace Analytics, an international telework research and consulting firm. According to Gensler's study, the main reason here is to reduce real-estate costs, so that the employers can fit more people into the same amount of space. But "as you squeeze more people in, the chances of being distracted by noise and visual distractions increases", says the study.

## “平衡”的重要性

现在的问题是, 如何才能有效遏制开放式办公所带来的不利影响? 对于 Gensler 公司联席 CEO Diane Hoskins 女士而言, 解决这一系列问题的关键词是“平衡”二字。她强调: “开放协作式与专注隔离式是两种互为补充的空间设计形式。过度偏向其中任何一方均会对员工的工作效率产生负面影响。唯有在二者间找到合理的平衡方可事半功倍。”

### The Importance of Finding Balance

The question now is, what should we do if we want to stop the drop of work efficiency of employees? For Diane Hoskins, the co-chief executive officer of Gensler, the key point is how to find the balance. She said "Our survey findings demonstrate that focus and collaboration are complementary work modes. One cannot be sacrificed in the workplace without directly impacting the other. We know that both focus and collaboration are crucial to the success of any organization in today's economy."

## 未来属于“混合式”办公空间

这即是说, 室内设计师在办公室规划时应留给人们足够的自主选择空间。使每个员工能根据自己随时变化的工作类型选择最适合的工作环境。在现实中, Gensler 的设计师们与玛祖铭立的空间规划师们也的确是如此做的。他们时常对自己的客户说的一句话便是: “别放弃开放式的整体设计风格, 但不要忘记员工需要的是更好地“平衡”。按德国知名咨询公司 Trendbuero 一篇相关题材分析报告中的观点, “格子间”式的办公空间在未来不会消失, 正如开放办公空间不可能是所有公司的选择一样。最有可能在未来出现的办公空间设计格局必将是一种“混合式”的模式。

### A "Mixed Office" as Solution

It means, workplace designers should provide a variety of "secondary" workspaces, so that employees can have the autonomy to choose their work space based on the task or project at hand. That's why, the designer from Gensler and MATSU often tell their clients, don't give up on open plan but acknowledge that people need balance. According to the conclusion of a study from the German consulting firm "Trendbuero", the cellular offices will and should not disappear, just like the open-plan offices will also not establish itself as the ultimate solution. The more likely office model in the future will be the "mixed office", a unification of different office forms.



# A Warm Winter

## 暖暖寒冬

编辑: 张爱瑜 图片: beforelight, Hanna Emelie Ernsting 工作室, Paul Cockledge 工作室, Marimekko, Kawamura-Ganjavia 工作室.  
Editor: Summer Photographer: beforelight, Hanna Emelie Ernsting Studio, Paul Cockledge Studio, Marimekko, Kawamura-Ganjavia Studio

暖意,不需要去如何描述,事实上,某个微小的细节或许就能渲染你的情感,就如同冬日里,桌上一杯红茶冒出的热气,音箱里传来的一曲乌克兰丽的演奏,或者在雾霭散去的城市里出现的一抹鲜艳衣装,它们没有刻意设计,便刻意在阴寒的冬日里温暖内心。

说起设计,很多设计师和艺术家早就跳出了数据的标准,用他们对生活的观察和理解,巧妙地传达一些温暖的元素。这个冬天,雾霾横行且寒意逼人,暖意在人们心中变得尤为渴望。我们收罗了一些独特的创意,它们别致又充满柔情,暖暖展开,让冬日的城市都变得生动起来。

Warmth doesn't need to describe. In fact, a certain tiny detail may be able to render your emotion just like warm air puffed from a cup of black tea on the table, an ukelele music lingering from loudspeaker or a bright dress appearing from the city after dispersion of haze during winter days. Even without deliberate design, it has brought a warm feeling to your heart in such a frigid winter intentionally.

Speaking of design, quite a few designers and artists have jumped out of data criteria and conveyed some warm elements smartly with their observation and understanding of life. This winter, haze is in rage and cold is pressing. Warmth has especially been longed for by people in their hearts. We have collected some unique creativity, which are both full of novelty and gentleness, unfolded in a warm way, enabling the city in winter to be more vivid.

玛祖独立合作伙伴 Kusch+Co 品牌 Njord 座椅,正是温情家具设计中的代表之一。这款出自北欧设计师之手的座椅,将用怎样的暖意来抵御寒冷? (详情请查看本期季刊杂志 P 28-P 29 对于 Njord 两位设计师的访谈)

Njord chair made by Kusch+Co brand, the partner of MATSU, is one of the representative warm furniture. How can the chair created by Nordic designers resist against the chill?





## Ostrich Pillow, 办公室的微逃离

“在马德里偏僻的街头角落,从做一场梦开始,它开始在全世界传递甜蜜的梦。”它指的是来自西班牙的设计 Ostrich Pillow (鸵鸟枕) & Ostrich Pillow Junior 枕头系列。这个小物件设计方便携带,可爱有趣,又酷劲十足。大西洋维珍航空 (Virgin Atlantic) 在介绍这样一件小物品时,用幽默的口吻说道:“嘘 .... 不要告诉老板 .... 我们正梦着你”。它满足了保暖,舒适,私密性和趣味性兼具的需求,不乏是一个独特的产品设计。设计它的是两个工作室:一个是驻扎在英国、西班牙和瑞士的 Kawamura-Ganjavian 工作室;一个是致力将功能趣味同时注入到日常用品开发中的工作室 Studio Banana Things。在这个点子最早成型的时候,Studio Banana Things 想到的是:“我们都爱酷酷的小物件;我们又都爱睡觉,为何不将这两样结合起来?”枕头方便携带,于家、于公共场所、于路途上都可以使用。这意味着一场办公室的休息体验即将开启。独特的设计为人们提供了一个微环境,在其中暂时脱离了日常的繁忙和喧嚣,同时又不失私密性和舒适性。Ostrich Pillow 内里填充的是一个个小球状体,能够灵活地根据不同人的需求进行调整,达到最舒服的姿势。Ostrich Pillow 共有三个颜色可以选择: Sleepy Blue ( 沉睡蓝)、Sunset Siesta ( 日落午休)、Mellow Yellow ( 柔和黄)。Ostrich Pillow Junior 系列则有两个颜色: Berry Snooze ( 香甜浆果般的小睡)、Dreamy Waves ( 梦的波浪)。这些都是进入梦乡的温暖色调。

### Ostrich Pillow, Micro-escape from Office

"At an outlying street corner of Madrid, starting from a dream, it began to deliver a sweet dream across the world." It refers to Ostrich Pillow & Ostrich Pillow Junior pillow series designed by Spain. This small object has been designed to be convenient for carrying, lovely, funny and cool. Virgin Atlantic introduced such a small object in a humorous way, "shh, don't tell the boss... we are dreaming of you". It has met needs of warmth, comfort, privacy and interest, which shall be a unique product design. It was designed by two studios: one is Kawamura-Ganjavian Studio in UK, Spain and Switzerland; another one is Studio Banana Things committing itself to injecting the functional interest into development of daily supplies. The people of Studio Banana Things said, when the first idea came to their minds, what they thought of was, "we all like cool small objects; we all like sleep. Why do we combine both of them?" The pillow is convenient for carrying and can be used at home, in a public place and on the way. It means that a rest experience in the office is to be launched. The unique design has provided a micro-environment, in which daily busyness and uproar have been temporarily broken away while privacy and comfort would not be lost. A small ball-shaped object is filled into Ostrich Pillow, which can be adjusted according to needs of different people and achieve the most comfortable position. Ostrich Pillow includes three colors for option: Sleepy Blue, Sunset Siesta and Mellow Yellow. Ostrich Pillow Junior series includes two colors: Berry Snooze and Dreamy Waves, which are both warm tones helping you falling asleep.



“只要戴上它,忘记成堆的文件,打个盹去”

—— 商业周刊

"So long as you put on it, put aside stack of documents and take a nap" —Business Weekly

Ostrich Pillow 的设计从 Kickstarter 开始,这意味着它是一个公共募集资金投资的项目,从 2009 年它诞生以后,吸引了大范围的媒体报道后, Ostrich Pillow 项目资金筹集迅速增长到 70,000 美金。可以说 Kickstarter 让 Kawamura-Ganjavian 最初只是生长在头脑中的一个理念美梦成真。后来它又创造了 10 天内迅速筹集资金超过 125,094 美金的记录。这不仅是一个对设计团队来说振奋人心的消息,它也说明了在这个崇尚朴素生活的当下时代,人们对于革新和创意依然需要。除了在 Studio Banana Things 的官方网站可以购买外,2013 年,它在全球范围内开辟了零售渠道,就连淘宝上也有。

Started from Kickstarter (Note 1), the design of Ostrich Pillow meant it was a project invested by public funds. Since it was born in 2009 when it attracted wide media coverage, the raised funds of Ostrich Pillow project grew rapidly to 70,000 US dollars. We can say, Kickstarter succeeded in turning Kawamura-Ganjavian from a dreamy concept in his mind initially into reality. Later, it set a record of more than 125,094 US dollars of raised funds within 10 days. It is not only an exciting news for the design team, but also indicates that people still need innovation and creativity in present age which simple life is advocated. In addition to the official website of Studio Banana Things from which you can buy, it opened retail channels around the world in 2013. It is also available on Taobao.com.

设计工作室网站: [www.studio-kg.com](http://www.studio-kg.com);  
[www.studiobananathings.com](http://www.studiobananathings.com)  
Website of the design studio:  
[www.studio-kg.com](http://www.studio-kg.com); [www.studiobananathings.com](http://www.studiobananathings.com)  
淘宝网站: <http://cassi.taobao.com>  
Website on Taobao: <http://cassi.taobao.com>



Kickstarter 网站致力于支持和激励创新性、创造性、创意性的活动。通过网络平台面对公众募集小额资金,让有创造力的人有可能获得他们所需要的资金,以便使他们的梦想实现。



## “BEFORELIGHT” 探索温暖城市的一种可能性

说到温暖, 不免想起散发着微黄暖色调的灯, 无论在漆黑或者冰冷的空间里, 因为它的存在, 就能在精神感受上驱走一丝寒意。灯, 散发着光和热, 被赋予了各种美好和希望的象征, 无论在家庭、室内空间、公共街道等还是室外都需要灯光来塑造, 灯具的设计就如同椅子的设计一样, 存在着无穷数, 有赋予无限造型、个性与其中的可能性。设计师们为品牌设计, 为家设计, 在这里, 艺术家以城市为家, 为城市设计, 也因此, 每一种设计便洋溢着生活中的温暖。

在希腊雅典 Pittaki 街道, 有一个公共艺术项目名为 “light Installation @ Synoikia Pittaki”, 它是一个悬挂在希腊雅典 Pittaki 街道的集合灯体装置。要说设计, 它不是全新前沿的作品, 但说理念, 它背后蕴藏着一个个婉转的故事, 听起来会让人倍感温暖。说起这个项目, 它的发起者是 “Beforelight” 团队, 和 Imagine The City (城市想象) 一起合作完成, 这个项目得到了雅典市政以及可口可乐公司的赞助和支持。它的名字和创作团队的名字一样, “Beforelight”, 取其谐音 before night, 谐音双关, 很容易让人联想到夜幕降临前的一种感觉。这时候你可以自由想象, 在这条街道上, 当夜色来临, 如果拥有百盏明灯在这里点亮, 那夜色也将如家般温暖。选择 Pittaki 街道是艺术家 Giorgos Kez – Cristina Chevis 特别的考虑, 因为 Pittaki 街道是通往雅典最古老中心社区 Psyrri 的入口, 这片社区一直以它繁华的夜生活闻名, 人们对它的看法也是毁誉参半。“Synoikia” 在希腊语中的意思为 “邻居”, 艺术家希望通过这样一个项目将这块处于城市边缘的地带转换成为一个有家一样感觉的熟悉地方。

### “BEFORELIGHT” Exploring a Possibility of a Warm City

Speaking of warmth, you cannot help thinking of a lamp emitting yellowish warm-toned light. In both dark and freezing space, it can drive off the chill in spiritual feeling thanks to its existence. The lamp, emitting light and heat, is endowed with different symbols of beauty and hope. In both household, indoor space, public street and outdoor space, light is required for creating. Design of lamps is just like design of chairs, therefore, there exist infinity, endowed with limited shape, individuality and possibilities therein. Designer design for brand and design for home. Here, artists take city as a home and design for a city, therefore, each design is brimmed with warmth in life.

On Pittaki Street, Athens, Greece, this public art project is named as “light Installation @ Synoikia Pittaki”, which is an integrated lamp installation hanging on Pittaki Street, Athens, Greece. As for the design, it is not a brand new frontier work; to say about concept, it contains a lot of tellable and meaningful stories behind it, which sounds warm. To talk about this project, it is finished by joint efforts of its initiator “Beforelight” team and Imagine The City. This project has been sponsored and supported by Athens Municipality and Coca-Cola. Its name is just like the name of creative team. “Beforelight” takes its homophone as “before night”, homophonic puns, which is easy to make people think of a feeling before night falls. At this time, you can keep on imaging that you can image freely: on this street, when night falls, if you have a hundred of lamps illuminating here, in which the night will also give some home-like warmth. Selecting Pittaki Street is a special consideration of artist Giorgos Kez – Cristina Chevis as Pittaki Street is an inlet connecting to Psyrri, the most ancient central community in Athens. The community is well known for its bustling nightlife and gets mixed comments from the public. “Synoikia” means “neighbor” in Greek. The artist hopes to transform such a zone at urban fringe into a familiar place just like a home through this project.



↓ 有人说, 这张灯阵彩的感觉有点像中国的元宵灯会。  
Someone said, such a scene with array of lanterns was just like the Lantern Festival in China.



How did they do exactly? When the project is kicked off, the creative team invited the local households in Athens to donate their old lamps. After nearly 200 lamps and lampshades were collected, they worked together with the volunteers in repairing and assembling the shabby lamps, which formed a temporary street public art installation. For these lamps, each one contains a tellable story behind. For the second step after completion of the installation, designer Dimitris Kapetanellis designed a positioning sensor, which allowed it to interact with passers-by and adjust its luminance. It was said the installation's debut had attracted a great number of visitors in spite of rain. People held up their umbrellas to appreciate such a warm lighting. Perhaps, they brought their families or friends to look for their old lamps donated, told or were told about the stories behind the lamps. Today, such a project which is not big enough launched on Pittaki Street has ignited the inspiration of a small storekeeper on Sassenstraat Street in Zwolle, Holland. He appealed to people in recreating this installation and conveying its warmth to a new place once again. This installation has referred a project named as “Under a different light” held on Thessaioniki Street previously.

🔗 Hanna Emelie Ernsting 关于 petstool 介绍网址:  
The website for introduction of petstool by Hanna Emelie Ernsting:  
<http://www.hannaernsting.com/petstools.html>

↑ 夜幕下, Pittaki 街道竟驯鹿一般, 点亮了过路人的心。  
Under the mantle of night, Pittaki street has magically lightened up the hearts of passers-by.

究竟怎样做呢? 项目开始的时候, 创作团队邀请雅典的当地居民捐献出家中的旧灯具, 在收集到了将近 200 盏灯和灯罩后, 他们和志愿者们一起, 将破旧的灯具重新修理和组装, 形成了现在这个临时的街头公共艺术装置。对于这些灯来说, 每一盏的背后其实都隐藏着一个故事可以诉说。当装置完成后的第二步, 便是设计师 Dimitris Kapetanellis 为其设计一个定位感应器, 让它能够对路过的人产生互动, 并调节其亮度。据说, 装置首次亮灯仪式的那天虽然下着雨, 但是人们还是欣然前往, 撑着雨伞也要来感受这次温暖的亮灯, 也许他们会带着家人或者朋友来寻找自己捐出的那盏旧灯, 向他们讲述, 或者聆听别人讲述一盏灯的故事。如今这个发生在雅典 Pittaki 街道的不算大的项目却点燃了远在荷兰兹沃勒城 Sassenstraat 街道一家小店主人的灵感, 他号召大家也重新创造了这个装置, 再次将它的温暖传递到了一个新的地方。这个装置参考了 Beforelight 早期在 Thessaloniki 街道举办的名为 “Under a different light” (在不同的灯光下) 项目。



↑ 1970 年代, 品牌又与日本设计师 Fujiwo Ishimoto 开始了合作, 把用色更柔和的日本花艺引入, 为品牌撞击出了新的表达和个性。In the 1970s, the brand has cooperated with Japanese designer Fujiwo Ishimoto again, introducing Japanese pattern with colors in a gentle manner and striking new expression and individuality for the brand.

➤ 如今, 品牌更是代表一种愉悦、积极生活的态度。Today, the brand is representing an attitude of cheerful and positive life.

🔗 MARIMEKKO 官方网址:  
<https://www.marimekko.com>  
Official website of MARIMEKKO:  
<https://www.marimekko.com>

## MARIMEKKO, 开启一场色彩疗愈革命

记得 MARIMEKKO 的负责人曾这样介绍道: 她说在芬兰, 冬天会出现极夜现象, 到了寒冬, 自然气候很严峻, 举目望去都是一片灰暗, 而越是这样, 我们才会越渴望明亮鲜艳的色彩, 以此来抚慰人们的心灵。阴寒的气候反而加深了北国人对灿烂风光的迷恋和向往, MARIMEKKO 阳光般的设计, 恰恰满足了他们。它来自芬兰, 可以算的上是当今国宝级的设计品牌。它善于利用色彩和图形说话, 大胆又不失细腻地传达着独属于斯堪的纳维亚地带人们纯朴自然生活。1951 年, 创始人 Armi Ratia 秉承 “要有梦想, 永远与众不同” 的精神, 在其经营的小印染厂失败后, 转而投入时装领域, 在当时她请来芬兰一批年轻的设计师合作, 同时延续自家的纺织工艺, 诞生了今天的 MARIMEKKO, 它的名字在芬兰语中是 “玛丽的小帽子” 的意思。这是一个关于纺织印刷和色彩的品牌, Armi 怀抱为世人带来最独特、最原创印花的初衷, 在芬兰掀起了一场色彩的革命, 引入了人们对于色彩全新渴求, 以及美好叛逆源源不断的灵感。让这个反对时尚的品牌, 成为了时尚。逐渐地, MARIMEKKO 有了自己独特的印染技术、原创图案和色彩设计, 开始发展了一系列如马克杯, 厨房用具, 家居纺织品以及包包等其他产品线, 成为了有鲜明主张的生活方式品牌。

### MARIMEKKO, Initiating a Revolution of Color Healing

I remember the director of MARIMEKKO once said: In Finland, perpetual night phenomenon will appear in winters. By rigid winter, the natural weather is fairly severe and everything around looks gloomy. In this case, we long for bright colors for soothing people's souls. The chilling climate has deepened the northlanders' favor and years for splendid scenery. The sunlight design of MARIMEKKO has exactly satisfied them. It came from Finland and was honored to be a design brand of national treasure class. It is good at speaking with colors and images and conveying the simple and natural life of the Scandinavians in a bold and delicate manner. In 1951, the founder Armi Ratia upheld the spirit of “be a dreamer and out of common forever”. After the small dyeing mill she ran failed, she plunged herself into fashion field. At that time, she worked together with a group of young designers in Finland and continued her own textile process, which resulted in emergence of MARIMEKKO. The name means “skirt of Mary” in Finnish. It is a brand about textile printing and color. Armi cherishes an intention to bring the most unique and original printing to the people in the world, set off a color revolution in Finland and introduce people to long for color and infinite inspiration for beautiful rebellion and make such a brand against fashion be a fashion. Gradually, MARIMEKKO has possessed its unique dyeing technologies, creative patterns and color design, started its development of a series of products such as mugs, kitchen utensils, home textiles, bags and so on and become a lifestyle brand with distinct proposition.

MARIMEKKO 如今在全世界都开了店, 它会在当地寻找勇敢创新的女性作为代言。世博会期间, 它第一次来到中国, 舞蹈家金星成为了它寻找的对象。金星为其编排了一场简朴又创意的现代舞, 她说道: MARIMEKKO 是非常棒的色彩疗愈家。

Today, MARIMEKKO has opened stores all over the world. It searched for women who are brave in innovation as ambassador. During the World Expo, it came to China for the first time. The dancer Jin Xing has been an object it has searched. Jin Xing has created and arranged a simple and creative modern dance for it. She said MARIMEKKO is a wonderful color healer.

早期品牌从自然中寻找大量鲜花, 作为图案创作的灵感雏形。在品牌鼎盛时期的 1960 年代, Armi 大胆提出不再使用花朵图案, 元老级设计师 Maija 大胆反驳, 就在 1964 年当年创造出了品牌最具代表性的 UNIKKO 罂粟花图案, 如今它成为了 MARIMEKKO 的图腾标志。1970 年代, 品牌又与日本设计师 Fujiwo Ishimoto 开始了合作, 把用色更柔和的日本花艺引入, 为品牌撞击出了新的表达和个性。善于从自然中寻找灵感, 是 MARIMEKKO 创作的精髓, 因为芬兰独有的山林、湖水和田野风光。今天的 Marimekko 在全球已有近 1000 个零售商。它已不再是一条帽子, 或是一个产品, 它是一种愉悦的生活态度, 一种积极的生活方式。它的成功, 源于其多元化的创新设计和高质量的工艺, 更多地也是它强烈的感染力为人类生活带来了愉悦的希冀, 而快乐又恰巧是我们一生都在追寻的奢侈品。

In early times, the brand has been seeking a lot of flowers as embryonic inspiration of pattern creation. In the 1960s, a golden age for the brand, Armi boldly put forward no use of flower pattern any longer. The veteran Maija made his bold rebutting. In 1964, he created the most representative UNIKKO poppy pattern for the brand. Now it has been a totem sign of MARIMEKKO. In the 1970s, the brand started its cooperation with Japanese designer Fujiwo Ishimoto, introducing Japanese pattern with colors in a gentle manner and striking new expression and individuality for the brand. The essence for creation of MARIMEKKO lies in seeking inspiration from nature since there are unique mountains, forests, lake water and field scenery. Today, Marimekko has nearly 10,000 retailers in the world. It is not a skirt or a product any longer but a delightful life attitude and a positive life style. Its success is originated from its diversified innovative design and high quality processes. Its intense appeal has brought a cheerful expectation while happiness has exactly been a luxury we have been pursuing throughout our life.





**“Hanna Emelie Ernsting”设计的坐式家具，满足了对亲密性和轻松感在居家生活里不断增长的需求。”**

**——Das Kunstmagazin 艺术杂志**

Sitting furniture designed by “Hanna Emelie Ernsting” has met our increasingly growing demand for intimacy and sense of relief in household life—an art magazine Das Kunstmagazin

Hanna Emelie Ernsting 关于 petstool 介绍网址:  
The website for introduction of petstool by Hanna Emelie Ernsting:<http://www.hannaernsting.com/petstools.html>



## PETSTOOLS, 居家中的一点温暖巧思

Hanna Emelie Ernsting, 是一名美国籍的德国女性设计师, 从自己擅长的女性视角出发, 设计了一个系列的脚凳作品。这系列包含了四个脚凳, Hanna 为其各自取了一个名字: FIN, ELLA, DAISY, ERNI。因为它们各自都有一个逼真又卡通的动物造型, Hanna 称它们为一个家庭。这个家庭系列的脚凳从 2013 年诞生以来, 就被众多室内、家居媒体所青睐, 尤其是今年夏天它在柏林 DYM 展览盛会上亮相, 这个名为 “PETSTOOLS”(宠物坐凳)就一发不可收拾地博得了大家的喜爱, 这其中当然不止媒体, 还有一些独特的设计酒店, 以及那些家庭主妇们, 他们都在试图打造全新的居家体验, 这种体验带着一丝慵懒, 一丝幽默亲切。宠物坐凳刚好就满足了这些要求。将其置于家中, 它可以为孩子充当一个临时的 “动物园”, 不乏童真的设计趣味里, 将坐凳的功能延展出清新的居家装饰上来。四种温馨的布料颜色和材质选择, 加上并不复杂又充满可塑性的造型。当你疲劳的时候, 将脚搁在其上, 或者卷进柔软的其中取暖, 都不失为一个充满 “暖” 意的设计。

### PETSTOOLS, a little warm conceit for home

Hanna Emelie Ernsting is a German female designer with American citizenship, who has designed a series of footstools from a female perspective in a skilled and unique way. This series includes four footstools, which have been named by Hanna respectively as: FIN, ELLA, DAISY and ERNI. Since each one has a lively and cartoon animal shape, Hanna called them a family. Since their launch in 2013, the family series footstools have won the favor of numerous indoor/home media, especially its debut in Berlin DYM exhibition, the so-called “PETSTOOLS” have been overwhelmingly favored by media, unique design hotels and housewives. They are attempting to create a new home experience, which contains a little bit of indolence, humor and kindness. PETSTOOLS can meet their requirements exactly. To place them at home, they can serve as a temporary “zoo” for kids. The childish design has extended the function of footstools to refreshing home decoration. Four warm cloth colors and material selection have added with uncomplicated and flexible shapes. While you are fatigued, placing your feet on it or leaning on it for warming, proving it to be a design full of warmth.

有趣的是, 因为柔软的布料具有可塑性, 所以它们可以被塑造成不同的造型, Hanna 根据自己的想象力, 形象地赋予各种造型以一个情绪, 令其成为一个个富有生命感的居家伴侣, 好似一直陪伴着你, 与你互动着, 让蜷缩在沙发中的你更加放松。在设计上是金属脚搭配简洁的动物造型, 宠物的样子还能激发你对小动物的热情, 让你情不自禁地对它们心生怜爱。这个系列布料采用柔软、厚实、让人想要触摸拥抱的织物编织, 其中主要的材料为羊绒, 由荷兰传统的羊绒编织工厂生产。

What is interesting is, due to flexibility, the soft cloth can be made into different shapes. Hanna has vividly endowed each shape with a mood by her own imagination and enabled them to be home partner with sense of life as if they have been accompanying and interacting with you, making you more relaxed while crouching in sofa. In design, metal feet are matched with concise animal shapes. The pets' shape can also arouse your enthusiasm to puppies and have a love tendency to them. For this series, the cloth is woven with gentle and thick fabric which you want to touch and hug. Among others, the key material is cashmere, which is produced by traditional cashmere knitting works in the Netherlands.

## 一棵树, 用科技将人们拉回温情的现实

我们现在常常埋怨高科技让人变得冷漠。餐厅里, 地铁里, 等待室里, 人们都忙不迭地刷新着手中的荧屏, 面对面的交谈, 甚至一个微笑都变成了一种奢侈。那些号召放下手机电脑、回归真实交流的爱心公益广告也见了不少, 可是社会好似还是避免不了科技发展越快, 人们距离就越远的一种趋势。曾经, 一个主张不提供 WIFI 的咖啡馆因为其主打情感牌的噱头, 被众多媒体称捧, 又为众人感叹, 可见那份最原始和简单的情感需求, 还是被人们渴望着。而在倡导消费再消费的主流商业社会里, 多媒体的设计倒是应运而生, 且因这样的商业需求, 被不断催生出各种不乏创意的新鲜设计, 多媒体的技术手段也不可避免地会为争取谁最炫目, 谁最夺人眼球而膨胀着。这对提升品牌竞争力, 满足打造城市事件性的企图心来说, 不乏是好的方向, 但多媒体的设计除此外, 是否还可以有更多层面的表达? 是否在为商业服务之外, 能走向另外一条纯朴的情感之路?

### PETSTOOLS, A Little Warm Conceit for Home

Nowadays, we often complain that high technology makes people indifferent. In canteens, subway and waiting rooms, people are always refreshing the screens in their hands. Face-to-face conversation and even a smile have become a luxury. The public service advertisements calling on setting aside smartphones and computers and returning real world exchange have been found frequently, but it seems that there exists an inevitable trend that the faster science and technology develop, the longer distance among people. Once, a cafe has been commended by numerous media and exclaimed by lots of people for its advocating not to offer WIFI, indicating the most primitive and simple emotional needs are still being longed for by people. However, in such a mainstream business community with focus on consumption, multimedia design has emerged accordingly. Moreover, such a business demand has spurred a great variety of novel and fresh design. The multimedia technical approaches are widely applied to strive for which one is most amazing and which one is most eye-catching. This is a good direction for improving the brand's competitive edge and satisfying the attempt to create urban events. However, besides this, can multimedia design have more levels for expression and take another simple way of emotion in addition to service for business?

**Paul 在这个作品中说道: “高科技装置设计有可能让人们难以亲近, 但它却藉由人们之间的触碰, 把科技带入温情的现实生活”。**

**For this works, Paul said, “design of hi-tech installation may make it difficult for people to get close, but it can bring the science and technology into warm real life by virtue of touch among people.”**



↑ 上海新天地的“吻之树”

我们在这里介绍的这棵树, 便是这样一个尝试, 它被取名为 “吻之树”, 最早的灵感来源于伦敦设计师 PAUL COCKSEEDGE 在意大利米兰, 为米兰市政厅做的 “KISS” 装置。PAUL COCKSEEDGE 擅长多领域的设计, 常以出其不意的细腻洞见, 以幽默又不失惊喜的方式表达着他对社会、对人性的观察。最早的 “KISS” 被安置在米兰市中心最繁华的商场内, 这个商场有一个特别巨大高深的穹顶, 而只要当购物的人们愿意站在穹顶下的一个搭建起来的舞台上, 对对方深情一吻的话, 整个商场的穹顶就会依次被点亮, 延伸至整个商场天顶。这是一个多么浪漫的设计啊!

What is interesting is, due to flexibility, the soft cloth can be made into different shapes. Hanna has vividly endowed each shape with a mood by her own imagination and enabled them to be home partner with sense of life as if they have been accompanying and interacting with you, making you more relaxed while crouching in sofa. In design, metal feet are matched with concise animal shapes. The pets' shape can also arouse your enthusiasm to puppies and have a love tendency to them. For this series, the cloth is woven with gentle and thick fabric which you want to touch and hug. Among others, the key material is cashmere, which is produced by traditional cashmere knitting works in the Netherlands.

于是在 2013 年圣诞节来临之际, 上海新天地也邀请了 PAUL COCKSEEDGE 来到上海, 将 KISS 的设计理念植入这座繁华现代都市中最繁华的商业社区。PAUL COCKSEEDGE 在这里搭建了一个高 18 米的圣诞树, 用将近 200 个 LED 灯装饰, 整个工程耗费 8 周才得以完成, 它庞大的体积和高度无疑快速成为了这里的临时新地标, 吸引了广场驻足。PAUL 用这棵树不仅是应时的设计这么简单, 它更想要探讨和表达当下最为流行的话题: 科技与情感的关系。这棵树结合了高科技感应技术的树, 好似瞬间变成了魔法之树。只要两个人, 无论亲人、友人还是爱人, 走向树下, 亲吻对方, 亲吻的动作就会触动顶棚的灯组, 神奇之树就会感应到这个温暖的吻, 瞬间整棵树就被点亮。Paul 在这个作品中说道: “高科技装置设计有可能让人们难以亲近, 但它却藉由人们之间的触碰, 把科技带入温情的现实生活”。

On the occasion of the coming 2013 Christmas season, Shanghai Xintiandi also invited PAUL COCKSEEDGE to come to Shanghai and implant KISS design concept into the most bustling commercial community in this flourishing modern metropolis. PAUL COCKSEEDGE put up an 18m-high Christmas tree in Shanghai Xintiandi, which was decorated with nearly 200 LED lamps. The project took 8 weeks before completion. Its huge volume and height have become a new temporary landmark undoubtedly and attracted people to stop for appreciation. PAUL used this tree not only for seasonable design but also for exploring and expressing the most popular topic at present: the tie between technology and affection. This tree, combined with cutting-edge sensing technology, seems to be a magic in a flash. So long as two persons, regardless of relatives, friends or spouses, walk to the tree and kiss to each other, the kiss action will trigger the lamps on the ceiling and the magical tree would sense the warm kiss and lighten up the entire tree in the twinkling of an eye. For this works, Paul said, “design of hi-tech installation may make it difficult for people to get close, but it can bring the science and technology into warm real life by virtue of touch among people.”

PAUL COCKSEEDGE 设计工作室官方网址:  
Official website of PAUL COCKSEEDGE's design studio:  
<http://www.paulcocksedgestudio.com/zh/>

← 种植在上海新天地的 “吻之树” 还邀请来了当红的《爸爸去哪儿》中的郭涛父子用吻来表达亲情。  
The “Kissing Tree” planted at Shanghai Xintiandi has also invited Guo Tao and his son who are popular in the TV program “Where are we going, Dad?” to express their affection by kiss.



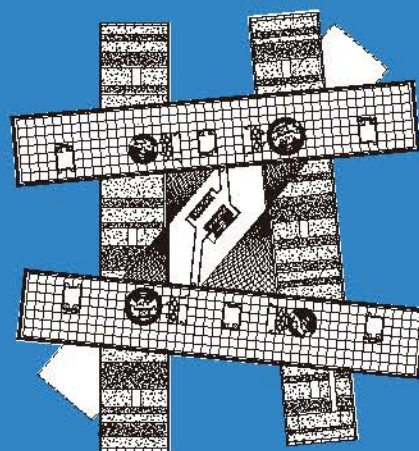
# White Gazebo along the Coastline

## 海岸线上白色的“远眺台”

挪威国家石油公司地区和国际办公大楼

Statoil Regional and International Offices

编辑: 洛洛意 图片: Ivan Brodey, Luis Fonseca, a-lab Project  
Editor: Luoluo Photographer: Ivan Brodey, Luis Fonseca, a-lab



项目名称 Project:  
挪威国家石油公司地区和国际办公大楼  
Statoil Regional And International Offices  
项目地址 Project Address: 挪威 福尼布  
Førdebu, Norway  
项目面积 Project Area: 117000 m<sup>2</sup> 平方米  
设计时间 Competition: 2009 年  
建成时间 Completion: 2012 年  
a-lab 建筑事务所官网: <http://a-lab.no/>  
The web site of a-lab architecture office:  
<http://a-lab.no/>

2009 年 2 月, 挪威建筑事务所 a-lab 在新的挪威国家石油公司地区和国际办公大楼项目的公开竞赛中获胜, 并于 2012 年秋天完成建造。

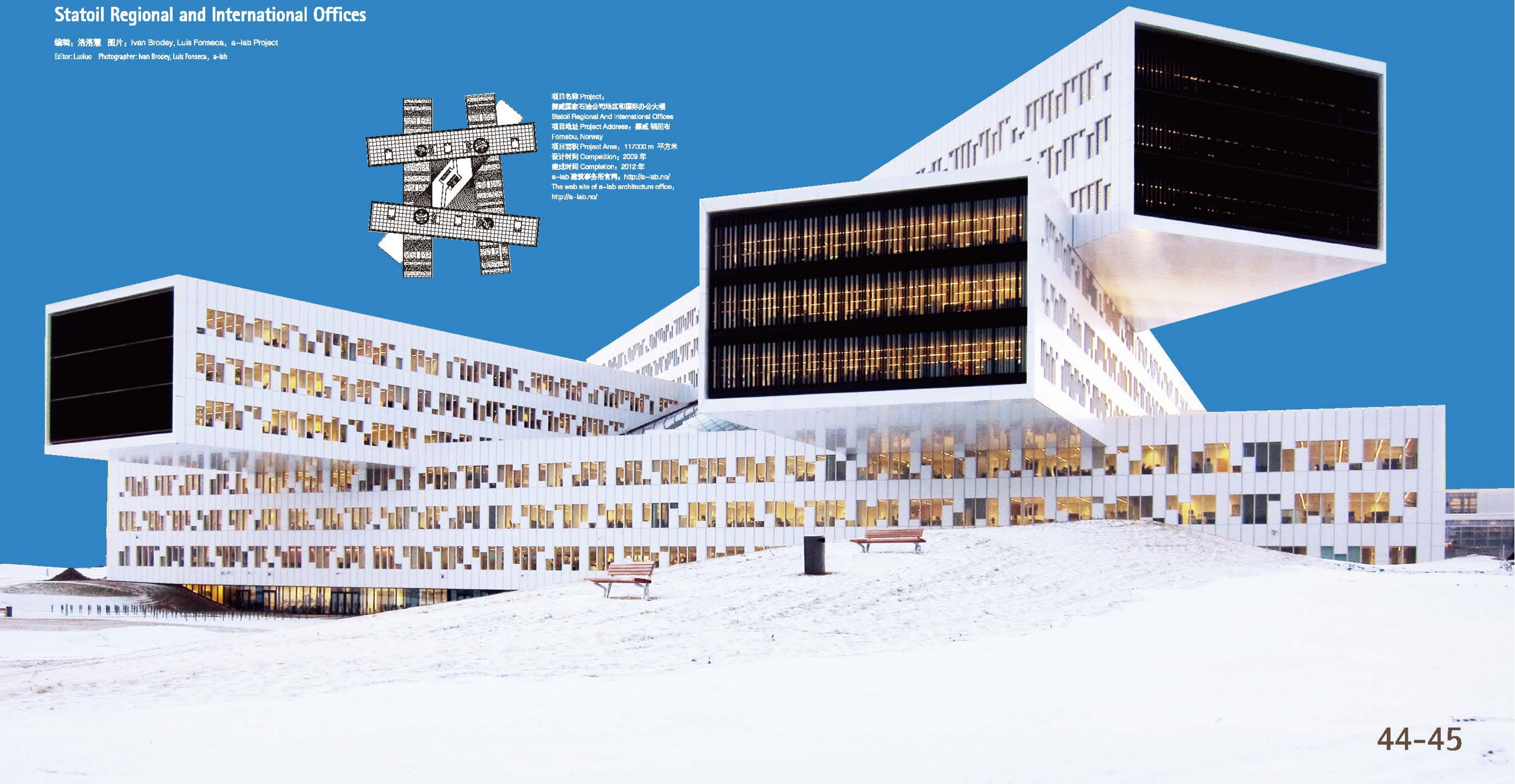
新的挪威国家石油公司地区和国际办公大楼由 5 个类似的办公模块组成, 这些模块每个高三层, 长 140 米, 宽 23 米, 他们彼此交错堆叠。模块的方位不一, 以获得最佳的室内光线状况和观赏奥斯陆湾景观的最佳视野, 仿佛海岸线上的远眺台, 将美景尽收眼底。

The new Statoil regional and international offices at Førdebu is result of an open competition won by Norwegian architects a-lab in February 2009, with completion of the building the autumn of 2012.

The new Statoil's Regional & International Office Building is consisted of five similar modules. Each three-story module is 140m in length and 23m in width and overlaps with another. The modules are facing different directions to ensure best indoor lighting to get a look view of Oslo Fjord. It is like a gazebo on the coastline with a commanding view of all the sceneries.

优雅白色的预置外表皮是铝涂层。长模块的端面为黑色, 是由黑色和灰色的夹片玻璃组成的遮阳格栅造型。从不同的方向看, 通透感也完全不一样。

The elegant white preset outer skin has aluminum coating. The two ends of the long modules are painted in black with the appearance of a sunshade grille made by black and gray glass. You might get different levels of transparency on it from different angles.







## 极美自然风光中的商业综合体

挪威国际石油公司是挪威的能源生产商，就收益而言，是全球第 57 大公司，在世界 37 个国家拥有 30,000 名员工。其中，2,500 名员工在这栋独一无二的办公大楼内工作；同时可以欣赏邻近公园和奥斯陆湾的壮美奇景。挪威国家石油公司是一家具备独创和开拓精神的国际石油公司，建筑标志性的结构正是对公司特殊意义的反映，并赋予了当地环境以新的风格特色和生命力。

### Commercial Complex with Breathtaking Natural Beauty

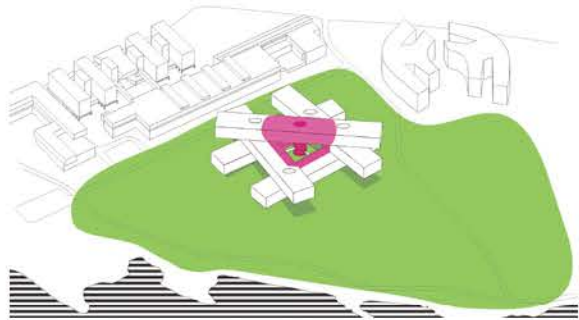
Statoil is a Norwegian energy producer, the 57th largest company in the world by revenue, with about 30 000 employees in 37 countries. 2500 of these now work in this unique office building, with a spectacular view over adjacent park areas and the fjord of Oslo. The iconic structure seeks to reflect Statoil role as an innovative and internationally pioneering petroleum company as well as giving a new identity and pulse to the local environment.

福尼布地区曾经是奥斯陆（挪威首都）主要的机场所在地，现在正在经历向城市地区的彻底转变，兴建商业、住宅大楼和公共娱乐设施。设计所面临的主要挑战是实现建筑尺度与周围文脉的平衡 同时引入新鲜血液，激活公园和商业区。具体来说，就是要思考如何设计一个 65,000 / 117,000m<sup>2</sup> 的商业综合体，并使其融入福尼布地区田园牧歌般的海岸线。

The Fornebu area, a previous site for Oslo main airport, is undergoing a radical transformation into an urban area, with commercial and residential buildings and public recreation areas. A key challenge of the design was to balance size and architectural expression with its surroundings, whilst at the same time introducing new impulses that enliven the park and commercial area. More specifically: how does one design a 65,000 / 117,000m<sup>2</sup> commercial building complex to make it blend with the idyllic shoreline of Fornebu?

原福尼布地区机场大部分已经被改造成为向公众开放的公园和沿奥斯陆湾设置的散步广场。新办公大楼屹立在先前机场的多层停车场所在地。结构由五个大小一致的办公薄板相互堆叠而成。设计概念实现了建筑环境足迹的最小化，为公园提供了宽敞的空间。

A large part of the site has been transformed into a publicly accessible park and promenade along the fjord. The new office building stands on the site of the old airport multi-storey car park. The structure consists of five office lamellas of identical size, stacked on top of each other. The concept minimizes the environmental footprint of the building and gives a generous amount of space to the park.



### 模块结构

大楼由 5 个类似的办公模块组成，每个模块有 3 层楼高，长 140m，宽 23m。模块的方位不一，以获得最佳的室内光线状况和观赏奥斯陆湾景观的最佳视野。

在内部，公共中庭与“城市广场”连接了首层的多个社会功能单元。设计植根于民主原则，公共中庭的大面积玻璃窗向所有用户呈现美轮美奂的风景和良好的光照条件。

### Modular Construction

Each lamella is 3 stories high, 140 meters long and 23 meters wide. The modules are oriented differently to optimize internal daylight conditions and views towards the fjord landscape.

Inside, the modules create a communal atrium, with an urban plaza connecting many of the social functions on the ground floor. The design is rooted in the democratic principle of bestowing all users of the building with excellent working conditions that include stunning views and good light conditions.

### 无缝上层结构

大楼设计采用了石油工业特有的结构形态和技术。钢制上层结构使不同的体块可以悬挑多达 30m。安全楼梯和服务设施集中在四个巨大的混凝土核心内，保证了上层结构的稳定性。立面包含大约 1,600 个预制元素，并设置一体化窗户、隔热层和遮阳板，高效节能的解决方案，但是在整个立面上都没有明显的安装痕迹。

### Seamless Superstructure

The building design draws on the oil industry own construction forms and techniques. The steel superstructure enables the different modules to cantilever up to 30 meters. Escape stairs and services are concentrated in four giant concrete cores, which also stabilize the superstructure. The facade consists of about 1,600 prefabricated elements with integrated windows, insulation and solar-shading, a highly energy efficient solution with no visible fixings in the entire facade.





## 螺旋桨状的玻璃屋顶

中庭被高科技制作的螺旋桨状玻璃屋顶覆盖, 是该种类型结构在斯堪的纳维亚地区的首次使用。几何设计就像一个“肥皂泡”, 找到最小的表面区域以靠近模块之间的体量。考虑到积雪带来的附加重量, 该构造是项目所面临的最复杂的挑战之一。

### Propeller-shaped Glass Roof

The central atrium is covered by a high-tech, propeller-shaped glass roof, the first of its kind in Scandinavia. The geometry can be described as a soap-bubble? Finding the smallest surface area to close the volume between the modules. Considering the extra weight from snow, this construction was one of the most complex challenges of the project.

## 不期而遇的灵感碰撞

建筑社会生活的核心是位于公共中庭内的一个交流塔; 每个人都需要在上下班时穿过中庭。如此一来, 就为不期而遇和交流沟通创造了机会, 这对于像挪威石油公司这样的以知识为基础的国际公司而言是十分必要和受欢迎的。

### Friction for Innovation

A communication tower in the communal atrium is the centre of the building social life; everyone passes through the atrium to and from work. In this way, spontaneous encounters and exchanges are fostered, which are very desirable for an international knowledge-based company such as Statoil.

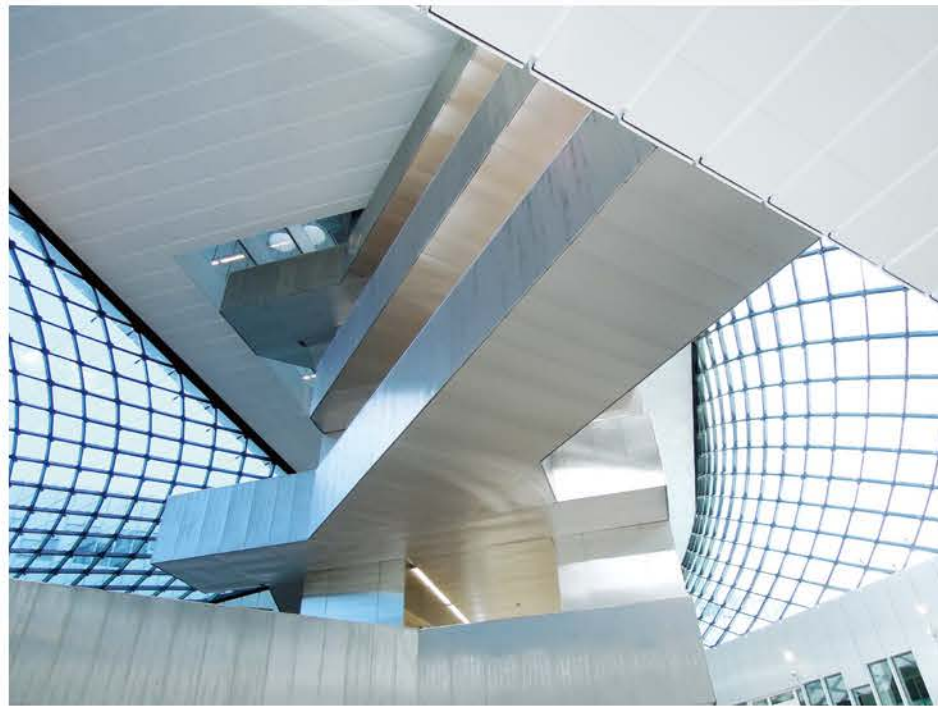


## 灵动的建筑

办公大楼的灵活调节与适应性非常强大, 这意味着人们可以依据将来需求的变化, 轻松调整建筑。一个特别设计的天花板保证了独立空间的工作单元可以小到 3m x 3m, 每个空间都可以获得能量、加湿、通风和照明等。项目需求和租户的需求时常变化, 但几乎无柱的室内空间可以轻松适应工作站和会议室的数量和大小。

### Flexible Solutions

The office building has a high degree of flexibility to ensure that it can easily be adapted to changing future needs. A specially developed ceiling allows workspaces with separate units as small as 3x3 meters, each with access to power, sprinklers, ventilation and lighting. An interior almost free of columns makes it possible to easily adjust the number and size of workstations and meeting rooms according to a project or the tenant shifting needs.



## 成本效益

这一特色鲜明的大楼有极高的成本效益。据统计, 能源使用量仅为 103 kWh/m<sup>2</sup>·yr, 这一成果是通过若干手段实现的, 包括利用远程集中热源采暖, 85% 的能源回收利用率和高度绝缘密封的皮肤: 三面玻璃的立面面板 u 值 (传热系数) 达 0.6, 而构造的气密性有助于降低建筑能耗。

### Cost Effective

The characteristic building is highly cost effective and has a calculated energy use of just 103 kWh/m<sup>2</sup>·yr. This is achieved through several methods, including using heat from the remote centralised heat source, 85% energy recycling and of course a well insulated and airtight skin: The triple-glazed facade panels have an u-value of 0.6 and the air tightness of the construction aids reaching the very low energy consumption figures for the building.

## 富有成效的对话

细致的规划、先进的 BIM 模型和高效的以解决问题为导向的对话, 使建筑师、业主和用户、施工公司和所有的承包商团队都能够按期完成复杂的设计。大楼地上部分的建造在不到 20 个月的时间里就已完成, 来自 30 个国家的 2,500 名员工在现场工作。由于施工时间较短, 大部分的建筑结构, 包括钢和混凝土上层结构、立面和玻璃结构, 都是在场地外预制的, 并使用北欧最大的移动吊车来装配钢桁架。

### Fruitful Dialogue

Thanks to thorough planning, advanced BIM modeling and a fruitful solution-oriented dialogue, the team of the architects, client and owner, construction companies and all subcontractors were able to complete the complex design on schedule. The construction of the building above ground was completed in less than 20 months, with a total of 2500 people from 30 countries having worked on site. Due to the very short construction period, most of the building, including steel and concrete superstructure, facades and glazed structures, was prefabricated off-site. Northern Europe biggest mobile crane was used for the assembly of the steel trusses. The result is a building where the owner, contractor, architects, construction companies and user of the building have all expressed great satisfaction with the project.

## 现代化的斯堪的纳维亚

尽管新挪威国家石油公司办公楼是非传统式的建筑, 但其强调的民主价值和社会公平性是典型斯堪的纳维亚价值观的代表。建筑位置和朝向都反映了优化设计, 与周边环境相协调。在内部, 温暖的橡木室内装潢和铝合金以不同的方式反射了柔和的北部光线, 创造了可明显感知的对比。

### A Modern Scandinavian

Although an untraditional office building, the new Statoil offices represent typical Scandinavian values by emphasizing democratic values and social equality. Both placement and orientation reflects optimized adaptation to its surroundings. Inside, the warm oak interior and cool aluminum reflects the soft northern daylight in different ways, and create a much appreciated contrast in the aspect of accessibility and universal design.

## 是荣誉, 更是信任与认可

施工前, 2009 世界建筑节奖项 (WAF) (商业领域的奖项)

竣工后, 2012 世界建筑新闻奖 (WAN) (商业领域的奖项)

近期, 挪威城市建筑奖项目提名

近期, 2013 国际房地产交易会奖最佳办公与商业开发类项目提名。

### AWARD WINNING

Before construction, 2009 World Architecture Festival (WAF) Award, in the Commercial category.

After completion, 2012 World Architecture News (WAN) Awards, in the Commercial category. Recently the project was nominated to the Norwegian CITY Award.

Recently the project was nominated to the International 2013 MIPIM Award, in the category of Best Office & Business Development.





# 硝烟散去后的美丽

## 塞班岛

### The beautiful paradise reborn from the war

编辑: 王文韬 图片: 任鸿飞

Editor: Wentao Wang Photographer: Charles

塞班岛, 一座位于西太平洋, 全长约 19 公里, 常住人口不超过六万的热带岛屿。这座南北细长的珊瑚礁岛从大航海时代以来可谓命运多舛, 500 余年间历西、德、日统治, 最终在上世纪 80 年代经全民公投, 正式成为美国领土。

相信不少人对此岛有所印象是由于二次世界大战美日太平洋战争中那号称“最惨烈一战”的塞班岛战役。

Saipan, a tropical island, is located in the western Pacific Ocean, covering around 19km in total length and has less than 60,000 permanent residents. Since the Big Maritime Navigation Era, this coral island with a slim and long shape in north-south direction has suffered many mishaps. Over the past 500 years, it has been dominated by Spain, Germany and Japan respectively. Finally, in the 1980s, it became a territory of USA through a referendum.

It is believed that quite a few people have an impression on Saipan Campaign, the so-called “most raging battle” in the US-Japan Pacific War during the World War II.

# SAIPAN



不同于其他岛屿, 在塞班岛看到的不仅仅是来在自然的恩惠之美, 还有昔日的故事。太平洋战争后遗留下的痕迹已成为塞班美的另外一面。而 69 年过去, 在硝烟早已散去的塞班岛上虽仍不难发现当年那场战争所留下的痕迹, 但更多的人来到这里, 目的却并非追忆过往, 而是休闲度假, 让自己和家人能暂离都市生活, 静静去享受那清风斜阳的温暖、海天一色的湛蓝、漫步白沙的惬意, 以及潜水珊瑚的悠然。在这里, 感受它的美, 仿佛世间的一切可以原谅。

Saipan is different from other islands. It not only shows you beautiful nature scene but also narrates the stories over the past years. The traces left by the Pacific War has become Saipan's another kind of beauty. Though 69 years have passed since the end of the war, people can easily find the war remnants. However, more and more people come here not for recalling the past but for taking a vacation tour and making themselves and their family members temporarily go away from the urban life and enjoy the warm sunshine, refreshing breeze, azure sky and sea. They can comfortably walk in silvery sand and dive among the coral reefs leisurely. Here, you can feel its beauty as if everything under the heaven is pardonable.



#### 万岁崖

紧邻二战时期的日军驻塞班岛基地。1944 年, 为避免美军俘虏, 数千日本军民携妻抱子, 在声声“天皇陛下万岁”的高呼声中从这里跳崖身亡。这座悬崖也从此得名“万岁”。

为吊念在这里自杀的日本军民, 也为了提醒人们战争的残酷, 日本在万岁崖旁竖立慰灵塔及和平纪念碑。此外, 每年都会以有数以万计的日本人来到塞班岛吊念、祭拜、安慰往生亲友之灵魂。

#### Banzai Cliff

It is a base of Japanese troops in Saipan. In 1944, for the purpose to protect them from capturing by American troops, thousands of Japanese soldiers and civilians, together with their wives and children, jumped off the cliff to their death while chanting “Tenno heika, banzai” (Long live the emperor), hence, the cliff is named as “Banzai Cliff” herefrom.

For mourning the Japanese soldiers and civilians who committed suicide here and also reminding people on cruelty of war, Japan mounted a memorial pagoda and peace monument beside the cliff. In addition, thousands of Japanese people come to Saipan for mourning, worshiping and comforting the soul of the deceased every year.

#### 蓝洞

位于塞班岛的东北部, 是一座与太平洋相连的天然洞穴, 被著名的《潜水人》杂志评为世界第二的洞穴潜水点。蓝洞之所以形成是由于洞身周围石灰岩长年被海水侵蚀后坍塌。蓝洞水深数十米, 由 3 条水道连接外海, 当阳光透过洞穴的海水直射深处, 海水闪烁着猫眼般的蓝色, 宁静、神秘、美轮美奂。

#### The Grotto

Located on the northeast of Saipan, the Grotto is a natural cave connected with the Pacific Ocean, which is honored as the world's No. 2 cave diving points by Skin Diver Magazine. The formation of the Grotto is due to sea water which erodes deeply the limestones around the cave for years. The grotto is tens of meters in depth and connected with open sea through 3 waterways. When the sunlight shines down the depth directly through seawater of cave, the seawater flashes with opal blue and presents a tranquil, mystical and sumptuous attraction.



#### 军舰岛

被誉为“塞班的明珠”, 军舰岛位于塞班岛西侧外海, 当地语言中, “Mana-Gaha” 即为珍珠。这座周长仅 1.5 公里的小岛之所以得名军舰, 也是由于太平洋战争。据说当年美军轰炸塞班岛时将这座小岛误认为军舰, 于是猛烈轰炸, 但此“舰”却展炸不沉。后来才发现这根本就是一座岛, 因此便被称为军舰岛。

#### Managaha Island

Reputed as “a pearl of Saipan”, Managaha Island is located in open sea on the west of Saipan. In local language, “Mana-Gaha” means pearl. The isle with only 1.5km perimeter is titled as Managaha Island due to the Pacific War. It was said that this isle was mistaken as a warship by U.S. military troops when they bombed the Saipan, but the “warship” did not sink even by repeated bombardment. Later, it was found to be an isle, hence named as Managaha Island.





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