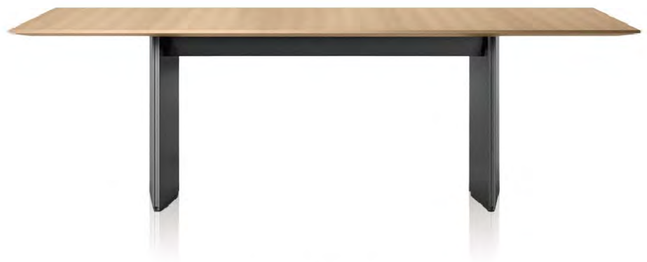

Pace 高级行政升降桌

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Inspiring Office Lifestyle

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MATSU Quarterly Magazine
Spring Issue 2016 NO.35
玛祖铭立季刊 – 2016 年春季刊

将灵感圈养

广告&艺术设计圈的Office

The Captive Bred of Inspiration

Office in Ad and Art Design Field

当春乃发生，
玛祖铭立北京新陈列中心
Enlightening Design,
MATSU New Beijing Showroom

办公桌“进化论”PACE
“The Theory Of Evolution” Of Office
Desk, PACE

于米兰，见设计
–2016米兰设计周
In Milan, To Meet Design
–2016 Milan Design Week

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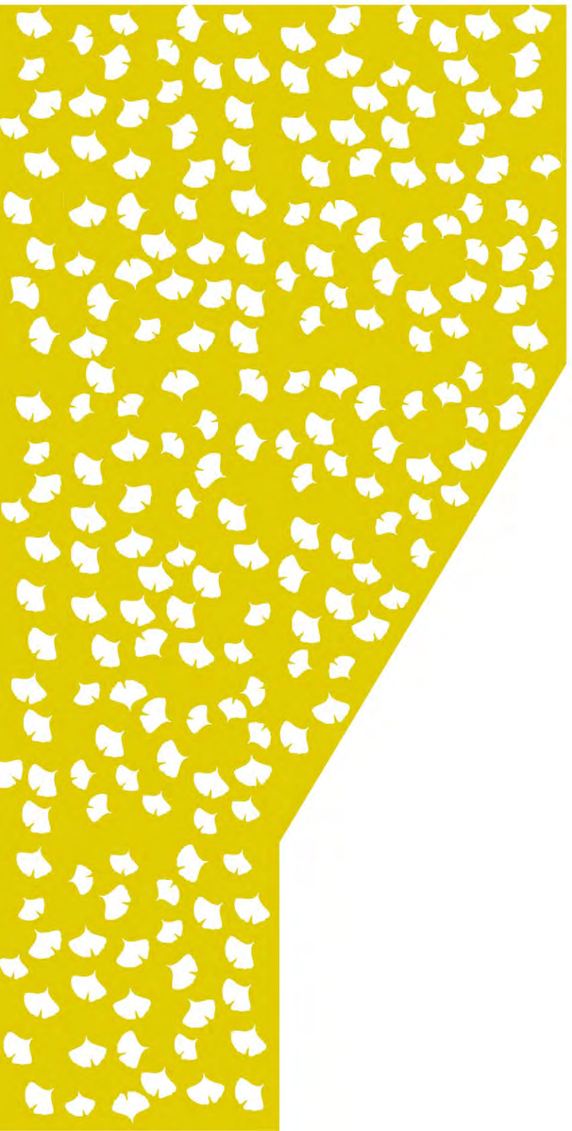


卷首语

Editor's Voice

设计在春天里

好雨知时节，
当春乃发生。

这是一个新生的季节，
于 MATSU，这是 20 年后的第一个春。

在任一关乎设计的地方，
都有新生，都有 MATSU。

・MATSU 北京新陈列中心落成
・MATSU 亮相“设计上海”
・MATSU 参与“建筑纪元”
……

不是要证明什么，
也不能说明什么。
时间会让你看到你曾看不到的……

MATSU 于此，继续在设计之路上，且行且珍惜。

– 本刊编辑部

Design in spring

Good rain knows the season, when spring is here.

It's time for new life,
It's the very new spring for MATSU, since 20 years ago.

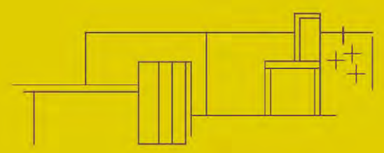
In the world of design, in every corner,
There is new life, there is MATSU.

- MATSU Beijing showroom center was completed
- MATSU appeared in "Design-Shanghai"
- MATSU participated in "Cadex"

……

Nothing to be proved,
Nothing to be indicated.
Time enables you to see what you didn't……

MATSU, starting here, continues on the way of designing.
Cherish what you have at this moment.



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

CONTENTS

Magazine Section Information:
Consistent with our magazine's title and theme, each section is named using a Chinese character that uses the character "木"（pinying: mu, chinese meaning: wood）as a component, or radical, of itself. The following list gives the sound of each character and the content of each section.

栋 NEWS — 设计新闻，灵感动向 *04-13*

当春乃发生 玛祖铭立北京新陈列中心
Enlightening Design，MATSU New Beijing Showroom

设计大咖 & MATSU | 设计上海
Bigshot of Designing & MATSU | Design Shanghai

Elegance@Work，MATSU优雅亮相建筑纪元
Elegance@Work，MATSU's elegant look at Cadex

本 NEW PRODUCTS — 设计新品，灵感家具 *14-17*

奔跑吧，Light–Roxxane Leggera
Run! Light-Roxxane Leggera

办公桌"进化论"，PACE
"the Theory of Evolution" of Office Desk, PACE

析 ANALYSIS — 设计空间，灵感办公 *18-39*

将灵感圈养—广告&艺术设计圈的Office
The Captive Bred of Inspiration - Office in Ad and Art Design Field

01 抱团办公的WPP
WPP, A Group Working En Bloc

02 骑思艺想—河南青铜骑士
Thinking of Art—Henan Knight AD

03 "点子大师"华与华
"Idea Masters" H&H

04 春之交响曲，MTV Networks Germany Headquarters
Symphony of Spring, MTV Networks Germany Headquarters

05 中央电视台总部大楼CCTV Headquarters
CCTV, Headquarters

06 非诚勿扰 | "国民月老"孟非的Office
If You Are the One | Office of National Matchmaker, Meng Fei

07 城间景色，古宅艺术–王小慧携手玛祖铭立呈现其苏州艺术馆
Beauty of City & Art of Mansion
Xiaohui Wang Shows Her Art Museum in Suzhou with MATSU

08 "折"出来的空间，ELLE Office
"Origami" Space, ELLE Office

09 空间的物质享受与精神食粮，首席Office
The Material Comforts and Food for Thought of a Space, ELITE Office

10 为Gen Y搭起通向经典艺术的桥梁—Suedwestfalen音乐教育中心
To Build a Bridge Connecting Gen Y and Classic Art - Suedwestfalen Music Education Center

杰 EXCELLENCE — 设计人物，灵感生活 *40-41*

设计，不是制作"模具饼干"
—对话Simon Park, PDM International上海设计总监，WPP项目负责人
No "Cookie Cutter" in Design
-Dialogue with Simon Park，the Director of PDM International in Shanghai,
Person-in-Charge of WPP project

栖 WESTERN DESIGN — 设计东西，灵感碰撞 *42-43*

Nimbus亮相Light+Building 2016
Nimbus at Light+Building 2016

Wittmann参与米兰家具展
Wittmann at Salone Del Mobile 2016

林 INDUSTRY UPDATES — 设计线索，灵感创意 *44-51*

于米兰，见设计–2016米兰设计周
In Milan, to Meet Design-2016 Milan Design Week

当春乃发生，玛祖铭立北京新陈列中心

Enlightening Design, MATSU New Beijing Showroom

编辑：彭茜　图片：由 MATSU 提供　Editor: Qian Peng　Photo Provided by Matsu

在严谨、专注的办公空间中，在正式、稳重的商务空间中，在酷炫且理性的德式设计中，常常缺少了“春”的活力与源动力。

而近日，带着春的气息，MATSU 在德式设计中融合新时代精神，通过极具启发性的设计，为北京陈列中心带来焕然一新的面貌，也为办公空间添上一抹“春”的新生魅力。

In the serious and dedicated office space, in the formal and steady commercial space, in the cool and rational German design, the energy and source of "Spring" is always neglected.

Recently, MATSU, bring the breath of Spring, integrates German style and the spirit of the time. By designing it in an enlightening way, MATSU creates a brand new look for Beijing display center, and adds the charm of "Spring" to the office.

玛祖铭立北京新陈列中心乔迁派对

2016 年 3 月 30 日晚上，一场名为“Enlightening Design @ Matsu”主题派对在 MATSU 玛祖铭立位于北京朝阳区光华路 SOHO 的陈列中心活力呈现。

玛祖铭立北京陈列中心此次邀请到 anySCALE 工作室合作，其主创设计师 Andreas Thomczyk 担纲此次室内设计。

下面让我们通过与 Andreas Thomczyk 的对话，走近这个充满源动力的空间。

MATSU Beijing display center, house-warming party

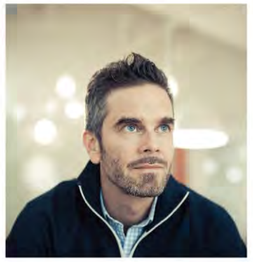
On March, 30, 2016, a party named "Enlightening Design@Matsu" was held heatedly in MATSU' s SOHO display center, located on Guang Hua RD., Chaoyang District, Beijing.

This time, MATSU Beijing display center invited anySCALE as a partner. The chief designer Andreas Thomczyk designed the interior space.

Now, let' s have a talk with Andreas Thomczyk, to share his space full of power source.

专访 anySCALE 主创设计师 Andreas Thomczyk

Exclusive Interview with Andreas Thomczyk, Designer-in-chief of anySCALE



Q: MATSU 玛祖铭立

A: Andreas Thomczyk（anySCALE 主创设计师）

Q: 能否谈一谈此次 MATSU 北京陈列中心的设计概念、特色或空间布局?

Can you please talk about the design concept, feature and spatial planning of the MATSU Beijing showroom?

A: 当我们开始设计 MATSU 北京陈列中心时，我们定位是一个开放式的空间，以一个非常大的办公休闲空间去展示家具，能够满足咖啡和下午茶。而事实上，光华路 SOHO 大楼消防法规非常严格，我们必须保留整个陈列中心的中间走廊。我们的目的是将这个障碍转化为客户的收益点。所以，最终我们将走廊转化成划分区域的方式，将开放式的空间分为两个区域，一个主要是展示区，将 MATSU 主力产品在这个大体量的展示架中陈列；而另一部分是公共休闲区，并配置上高品质的音响和照明设备，以使其可以灵活转变为活动区域。

Q&A

When we started thinking about the concept for the new Matsu showroom we were thinking about an open space, a kind of large scale working lounge to display furniture, to work and to enjoy a coffee or tea. Given the fact the fire regulations are quite restrictive for the Guang Hua Lu SOHO building we had to remain the public corridor situated right in the middle of the Matsu space. My aim was to turn this obstacle into a benefit for the customers. The corridor now separates the open space into a display area where the newest products are presented on a large-scale shelf and into a lounge area where the sound and lighting equipment are of high enough quality to turn the space into a party zone.

Q: 北京陈列中心的空间中你最喜欢的是哪一部分?

Which part of the Beijing showroom do you like most?

A: 我个人是非常喜欢三个独立房间中嘻哈街舞的涂鸦运用。涂鸦墙面让整个陈列中心保持着一种活力，即使空间中无人使用之时。

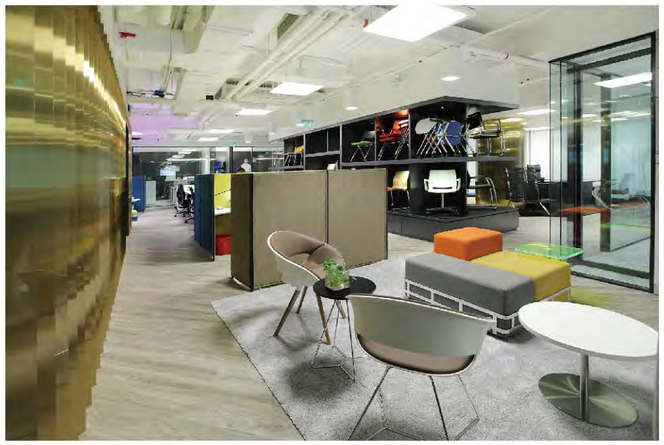
I personally like the idea we implemented using graffiti works of a hip-hop dude dancing along the show room' s back wall. These three cartoon paintings keep the show room vivid even when no one is inside.

Q: 此次 MATSU 北京陈列中心中从家具配色，灯光色彩以及材质应用上（黑色与一些跳跃的颜色结合，入口天花上蓝紫色的氛围光，甚至墙面金色材质运用）都比较活力但又极具品质感，甚至加入了一些桀骜不驯的街舞涂鸦图案。当时为什么会朝着这个方向设计，你的想法是什么？

这种感觉是不是让德式设计更有趣，更有活力？更具有新时代的精神？

The items (the color matching of furniture, the color of the light and the material of the items; like the combination of black and some eye-catching bright colors, the blue-purple atmospheric light and the golden color of the walls) in MATSU Beijing showroom express energy with a sense of quality, and in some instances give us the feeling of wildness with the hip-hop wall graphics. Why did you do the design like this and what was on your mind at the time?

Do you think this style makes the impression of German design more interesting, more dynamic? Embracing the spirit of a new era?



A: 我喜欢对比所产生的趣味与魅力，我喜欢聪明的人虽然他们表面狂妄。我喜欢运用清新的色彩让纯净的空间充满活力，我喜欢完美的设计但必须具备易用性。对于我来说，充满对比的事物与设计可以给人惊喜，可以帮助人们发现问题，从而让人们认识到一些新的事物。要知道，世界上最遗憾的事，莫过于大家对于自身的环境和行为没有更多的认知。

可能吧，但我并不确定是不是特指德式设计。设计更多的是体现我自身的设计特色，毕竟已在全球各地生活工作 25 年之久。

Yes I like the combination of contrasts. I like wise people looking wild, I like pure environments pepped up with fresh colors and I like perfection and ease of use. For me contradictions can be surprising and they can raise questions. And thus make people aware of something special. The most disappointing is when people do not recognize their environment and their own behaviour anymore.

Yes maybe. But again I am not sure if this is particularly German. It might reflect more on my own personality and the fact that I've been living in an international environment for the past 25 years.

Q: 大厅处的地毯很特别，上面有 Design by anySCALE 字样，可否谈谈“地毯上水果刀”的来历吗？或者说你在此区域铺设这个图案地毯的想法。

A: 粉色和水果刀让人联想到不同冲突的成分在美食中的结合，代表着甜蜜的危险与矛盾。当我们设计地毯时，这个概念吸引了我们。

The rug of the lounge area is very special, custom designed by anySCALE. Can we know the story of "the fruit knife of the carpet"? Can you tell us the reason why you used this patterned rug in this area?

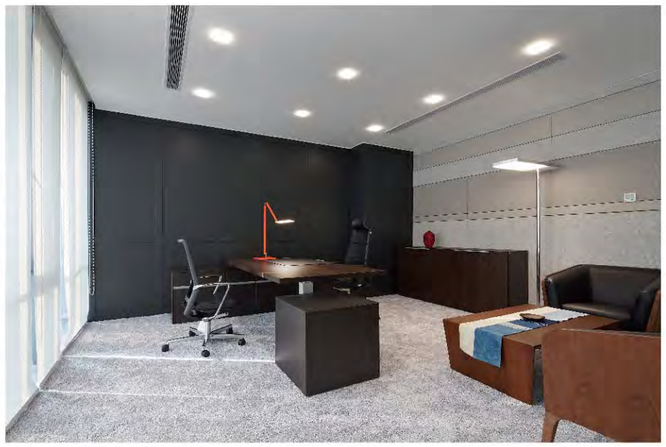
It is the contradiction of sweet and dangerous - pink color and fruit knives - which attracted us when selecting the rug. We were thinking about a dish of opposing ingredients which complement one another.

Q: 可否为我们简单介绍一下你当时是怎么与 MATSU 开始合作的？在这个项目合作的过程中，有没有遇到什么困难？又是如何解决的？

Can you briefly introduce to us the story about how you began your work with MATSU? In the course of this project's cooperation, did you encounter any difficulties? And how did you solve them?

A: 从 2007 年开始，我们就与 MATSU 合作。最初，我并没有意识到 MATSU 产品的高品质性，我也在犹豫选择时，MATSU 北京销售团队强烈建议彼此合作一次。于是，有了第一次合作，这个项目便是挪威保险公司。而在这个项目成功之后，我们彼此相互更加了解，于是又有了很多次愉快的合作，包括这一次的北京新陈列中心。

We have been working with Matsu since 2007. The start of our cooperation was a little redundant because in the beginning I was not aware of Matsu's high quality products. I was also hesitant to use them because at that time their Beijing sales team practically forced me to give working with them a try. We finally tried cooperating using a large scale office project for a Norwegian Insurance company. This was a start of our continuous cooperation on various projects.



Q: 你对 MATSU 以及 MATSU 家具的印象是什么？

How does MATSU and the furniture impress you?

A: **玛祖铭立在我看来，是第一个将具有德国品质的家具产品和设计理念带入中国市场的企业。我对其总裁蔡先生的国际化视野印象非常深刻！**当时的中国市场只有本土化的产品，以及充斥着大量品质不良的产品，或者是美国产品。

I am impressed by the vision Mr. Cai had when he started to focus on German products during a period of time when there were only Chinese, mostly unqualified products, or alternatively American products on the market. He has the vision of a real entrepreneur.

Q: 对于未来办公空间的设计趋势，你有什么预想？

What do you think about the design trend for future office spaces?

A: 越来越远离于一个独立的、专属的空间。也就是说空间越来越多元化，具有多变性。传统的办公环境已弱化，而人们在不同空间中移动，家、办公室、火车、机场、咖啡厅等等。现今，私密专注办公空间与灵动的共享空间需要相互串联，为了更好沟通与信息交流。

Increasingly independent from a single, dedicated space. Moving further away from what is considered as a typical working environment. Increasingly spread over several locations - home, office, train, airplane, coffee shop, etc. An increasing need for private working units in tandem with flexible shared environments for gatherings and informal meetings.

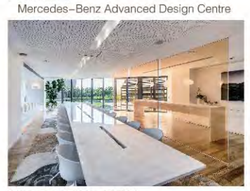
Q&A

About anySCALE

anySCALE 是一家专注室内设计及建筑的独家设计咨询公司，由来自德国的 Andreas Thomczyk，来自奥地利的 Karin Hepp 以及来自中国的 Tom Chan 共同创立。其主要企业客户为戴姆勒，宝马，玛氏中国，北京东方广场，群邑等，与 SOHO 中国的合作历史可以追溯到 10 年前，并一直保持着长期密切的合作。

anySCALE is an exclusive design company that focuses on interior design and architecture consultancy. anySCALE is co-established by Andreas Thomczyk from Germany, Karin Hepp from Austria and Tom Chan from China. Some of anySCALE's corporate clients include Daimler, BMW, MARS China, Beijing Oriental Plaza and GroupM. anySCALE has been working closely with SOHO China for the past 10 years.

↑ 奔驰设计中心
Mercedes-Benz Advanced Design Centre



↑ SOHO 中国总部（朝外）

↑ SOHO 3Q Bund

设计大咖 & MATSU | 设计上海

Bigshot of designing & MATSU | design Shanghai

编辑：彭茜 图片：黄亚明 Editor: Qian Peng Photographer: Sam Huang

2016 年 3 月 9 日 –12 日，作为高端办公家具品牌，玛祖铭立 MATSU 与设计上海合作，参与此次设计盛宴，运用红、白相间摆放的座椅 Uni_verso，与舞台上的 Ginko，烘托出论坛区更为热烈的分享气氛。据悉，杨明洁、吕永中、PATRICIA URQUIOLA、THOMAS DARIEL 等设计大师将在 MATSU Ginko 座椅上展开激烈的论坛。

Mar. 9 to Mar. 12, 2016, as a high-end office furniture brand, MATSU joined design Shanghai. The heated sharing atmosphere at the Forum Area was heightened by the Uni_verso chairs set in red and white at interval, and by the Ginko on the stage. It is said that great masters such as Yang Ming Jie, Lv Yong Zhong, PATRICIA URQUIOLA and THOMAS DARIEL will hold a heated forum sitting on MATSU Ginko chairs.

THOMAS DARIEL 为 MATSU Ginko 座椅签名，并绘上了他标志性的礼帽。THOMAS 非常幽默，分享时频繁与台下听众互动，并且谈及了很多中国项目。

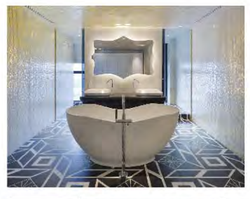
THOMAS DARIEL signed for MATSU Ginko chair and drew his symbolic top hat. THOMAS was very humorous and he had much interaction with the audience when sharing his stories. He also talked about many projects in China.

Thomas 擅长突破设计的界限，他的作品天马行空，不拘一格，就像他本人一样，热情洋溢。他的作品是各大国际奖项的座上常客，其中包括 2012 安德鲁 · 马丁国际室内设计大奖优秀设计师奖、2013 及 2015《安邸 AD》杂志年度百位设计人才奖等。

Thomas was good at making breakthrough when designing. He always thinks wild so his masterpieces are creative. He himself is also full of passion. He is frequently seen on major international award ceremonies and won 2012 Andrew Martin International Interior Design Award and 2013 and 2015《安邸 AD》annual top 100 design talents award.

Thomas Dariel Studio 最新完成的北京私宅项目，可谓是奏响了一部现代感的幻想曲。

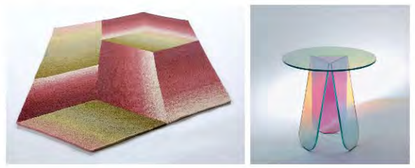
The latest project of Thomas Dariel Studio, Beijing private residence, composed a piece of modern fantasia.



Patricia Urquiola 出生于西班牙奥维耶多，现于米兰生活和工作。她曾与众多知名家具品牌以及设计师合作，并在 2015 年担任 Cassina 创意总监。她的设计是非常规的、有力的，并兼具实验性质，同时带入人文情感及创新技术。

Born in Oviedo, Spain, Patricia Urquiola is now working and living in Milan. She had the experience of working with many famous furniture brands and designers, and began to assume the office of creative director of Cassina. Her designing is famous for being irregular, powerful and some kind of testing. Meanwhile, we can also feel human emotion and creative technology integrated.

↑ Patricia Urquiola 轻松的坐在舞台上，与现场观众互动。



著名音乐艺术家朱哲琴（早期代表作《丹顶鹤的故事》）分享了在音乐、艺术设计两者之间跨界的体验。她说：对美好事物，对设计好物的本心与诚意终将触动受众。就如同喜马拉雅在那里，并不是因为谁需要它，而它的美与神奇足够让无数人为之叹服与倾倒，那么，心无杂念，就请追求设计与艺术的纯粹。

The well-known musical artist, Zhu Zhe Qin (whose early representative work is "the story of red-crowned crane"), shared her experience of the cross-border creation of music and art designing. She said: the original intention of pursuing beautiful things, the sincerity of designing great things will finally touch the audience. The Himalayas is there, not because of man' s demand. On the contrary, its beauty and fantastic charm is powerful enough to overwhelm us mankind. With pure sincerity, go and find the mere design and art.

带着这种纯粹，她创立了“看见造物”，一个传承中国造物智慧的原创设计平台。

With this purity, she created "KANJIAN" , an original designing platform to inherit Chinese creation wisdom.

Kim 的工作室位于东伦敦，提供定制项目服务，创作装置及家具产品。最近他与《Wallpaper》合作在米兰举办展览。他的作品在装置与物件的关系中找到了平衡，在材料和空间里尝试不同的图案和视觉效果混搭。Kim Thom é 为施华洛世奇打造大型动态艺术装置 Zotem，也是首次在亚洲面世。

Kim' s studio is located in east London, providing customized service, device for creation and furniture products. Recently, he cooperated with "Wallpaper" to hold exhibition in Milan. His works find balance between device and objects, trying different patterns and visual effect mixed together when using materials and space. Kim Thome built Zotem, large-scale dynamic art device for SWAROVSKI, and Zotem was first introduced to Asia.

↑ Kim Thome 在论坛区沟通、分享。

2005 年创办 YANG DESIGN，迄今发展成为中国最具前瞻思维的设计顾问公司。2013 年杨明洁投资创办的中国首家私人工业设计博物馆在上海落成。2015 年他创办生活方式品牌“羊舍”。他的设计融合德意志逻辑美学与中国人文思考的设计理念。

YANG DESIGN, established in 2005, has now developed into the most perspective design consultancy in China. In 2003, the first private industrial design museum, invested by Yang Ming Jie, was completed in Shanghai. In 2015, he also created lifestyle brand "YANG HOUSE" . We can see the integration of German logical charm and Chinese humanities thinking in his design.

↑ 杨明洁在设计上海论坛区分享

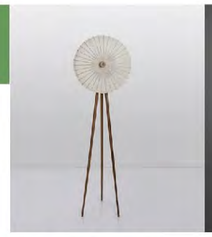
整个展览动线分布将以我们考察、采集并设计完成的六种材料与工艺来进行划分，分别为：纸、竹、木、土、丝、金。

The distribution line of the exhibition will be divided into parts according to six materials and technique through our investigation, collection and completion. They are: paper, bamboo, wood, soil, silk, metal.

DESIGN SHANGHAI

紙

竹

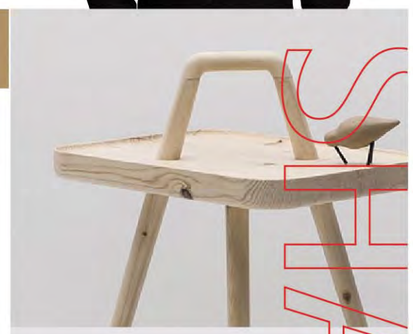


落地灯灵感来源云南腾冲纸伞。

Floorlamp' s inspiration comes from Yunnan oiled paper umbrella.

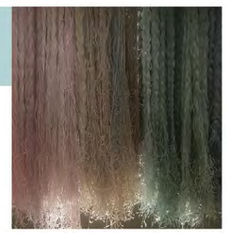
著名设计师
杨明洁

木



土

絲



"中国画的三维解构"屏风系列，灵感来源苏绣。

"three dimensional deconstruction of Chinese Painting" screen, who is inspired by Suzhou embroidery.

"板凳上的风景"系列赤松家具，灵感来源瑞典木工工艺。

"scenery on the bench" Japanese Red Pine furniture, whose inspiration comes from Sweden carpenter technique.

金

潮流街头食饮品牌 Fly Juice 的创始人俞思远（图二），木艺工作室 M.Y Lab 的联合创始人徐广举（图三）在 MATSU Ginko 座椅上畅所欲言谈设计创业。

Yu Si Yuan (the middle one in the pic.), the founder of the fashionable street beverage brand Fly Juice. Xu Guang Ju (the right one in the pic.), the co-founder of M.Y Lab.

安邸AD

Samul 说他不仅仅知道如何设计，还了解每一件有生命的木质家具是怎样制作、打磨的。在创造的过程中，他从不为了制造困难而妥协设计。SAMUEL 自信的说他拥有英国最好的木艺工匠。

Samul said he not only knows how to design, but also understands how to produce and polish wooden furniture that has life. During the creation, he never sacrifices designing in order to escape from the difficulty of producing. Full of confidence, SAMUEL said he owns the best carpenter technique in Britain.

Elegance@Work

MATSU优雅亮相建筑纪元

编辑：王猛　图片：黄亚明　Editor: Meng Wang　Photographer: Sam Huang

建筑纪元于 2016 年 3 月 22–24 日再次登陆上海（上海新国际博览中心）。在这里，一场关于设计与材料的盛会隆重举行。

玛祖铭立以“Elegance@Work”的优雅新主题亮相，携其最新兼具优雅、艺术与设计的产品加入此次盛会。

On 22-24, March, 2016, Cadex again landed in Shanghai (Shanghai New International Expo Center). Here, we see a grand opening of a great event demonstrating designing and material.

MATSU, with a theme of "Elegance@Work", gracefully attended this event, presenting the products full of charm, art and design.

Elegance@Work，MATSU's elegant look at Cadex

在建筑纪元展位上，玛祖铭立带来了自主研发及德国合作伙伴 Kusch+Co 与 Nimbus 的全新公共系列产品，有获得各项国际设计大奖认可的 Njord 休闲椅，有灵动无限的 Roxxane LED 照明灯具，有灵动多变的 Volpino，更有象征轻盈、优雅、成熟与自信的 Ginko ……每一个设计都拥有独特的理念，每一次呈现都如“明星”般耀眼，每一件产品都是艺术的呈现。

At our booth of Cadex, MATSU presented brand new public series on the show, which was developed by MATSU and the German partner, Kusch+Co and Nimbus. Among these, there are Njord lounge chair which won many international designing prizes, the inspiring Roxxane LED, the flexible Volpino, and the Ginko symbolizing lightness, elegance, steadiness and confidence ... each design was endowed with a special concept. Each time, their presence are like the stars, dazzling, demonstrating the art.

混搭之美—Kusch+Co Njord

Scaffidi & Johansen 联手设计的 Njord，设计非常吸引眼球，并荣获了红点、IF、AIT 、Interior Innovation Award 四大国际知名奖项。纤细的木结构与软性的毛毡混搭是其最大特点。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，座垫拥有羊毛毛毡座垫和加配缓冲垫可选。

The beauty of "mixed-up" -Njord

Njord chair is co-designed by a Danish duo, Antonio Scaffidi and Mads K. Johansen. With creative materials, elegant looks and brilliant details, Njord has won four international design awards from 2012 to 2013, including the Red Dot Award and IF Award. The upper part of the body looks like a Holy Grail in western legends, majestic and restraining. The felt solidified backrest is the biggest character of the chair. The weight of the chair is only 4.5 kg.

“光”心自在——Roxxane LED

Roxxane 结合了红外感应，是 MATSU 首款集成了非接触式的手势控制功能来调节开关与亮度的 LED 照明灯具。你可以用独特的语言“手势”和她对话，她仿佛有生命、会呼吸，就像你掌中的光与你共明。Roxxane3D 连杆功能改变了区域照明的局限性，令办公随心所欲，畅享自由。

Bright Everywhere -- Roxxane LED

Roxxane LED-Nimbus is the first office illuminating system that has the gesture control function. The 3D poles break the limitations to regional lighting. Office is thus in the control of your hands.
Whether you're anywhere in the area of reading, Roxxane's 3D link (can be rotated 270 °) can allow the lamp to smartly follow you in all directions and position precisely.

灵动、多变的——“Volpino”

“Volpino”在意大利语中意为“小狐狸”。与中国不同，在欧洲各国的民间印象中，狐狸常被认为是一种聪明、灵活、敏锐、感性的动物。而设计师 Norbert Geelen 也正是将狐狸“灵动、多变”的特质融入而 Volpino 座椅的设计语言中，并创造了一款适用于办公、会议、休闲、接待等多种空间的系列座椅。

Flexible and changeable -- Volpino

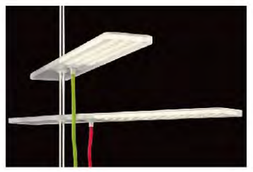
Series Volpino has its good looks from its big brother 8200 Volpe. Volpe is the Italian word for fox, Volpino is the diminutive form and can be translated as "little fox". In many cultures, the fox has a strong symbolic role in folklore, often depicted as a cunning and intelligent animal. The name is Well chosen, as this series is characterized by a "foxy" design language.

平衡的艺术——Lady Jane

Lady Jane 由 Sven von Boetticher 设计，是玛祖铭立合作伙伴 Nimbus 新品系列。Lady Jane LED 灯头神奇的“漂浮”于地面之上，并可实现便捷、舒适的上下调节。她仿佛仅靠电源线的重力将轻盈的灯头牵引着，如同风筝般，使其飞翔于蓝天，而又不至于脱线逃离，正如 MickJagger 系住了 Lady Jane 的心一样。（滚石乐队的主唱 Mick Jagger 曾屈膝于最挚爱的人 Jane 面前示爱，并笑称是她的仆人。）

Balancing act -- Lady Jane

Lady Jane designed by Sven von Boetticher.In 1966, a certain Mr. Jagger went down on his knees to his sweet Lady Jane and proclaimed himself her servant. The luminaire head virtually hovers above the ground and is effortlessly adjustable. It almost seems as if the strong fabric cable is all that prevents the luminaire from floating away.



建筑纪元现场直击　Bright Everywhere -- Roxxane LED

映入眼帘的各式地毯，花样多变，质地柔软。
Various carpets with different patterns, gentle and soft.

它们不仅仅是线条跟地毯，更是艺术品。
They are far more than line and carpets. They are artworks.

无处不在的优雅，同时也体现出中国传统文化与现代文化相结合的优美与高雅。
You can see elegance everywhere. Meanwhile, the gracefulness and nobleness of the integration of Chinese traditional culture and modern culture is vividly displayed.

先进的门禁系统，满足了客户对空间的不同需求与体验。
Advanced door system meets the different demand and experience of different customers.

由这些可以看出此次展会涵盖面还是非常的广泛，除地毯、地板、乳胶漆等墙地面装饰材料之外，还有灯具、窗帘以及各种新型材料及门禁系统的应用。相信可以满足设计师们对空间的多元化追求。

These also indicates that the exhibition covers a wide range of products. Beside the carpets, floors, emulsion paint and other wall and ground decoration materials, we also see lamps and lanterns, curtains and all the new materials and door systems. They can absolutely meet the diversified demands of designers.

奔跑吧，
Light-Roxxane Leggera

编辑：殷学斌 图片：由 Nimbus 提供 Editor: Neil Yin Photo Provided by Nimbus

随着现代科技的飞速发展，办公方式变得越来越多样化，移动办公是必然趋势。玛祖铭立自 2012 年起，随着 M-office 未来办公中心落成，就已经发布了新一代移动办公理念。

Nimbus 作为玛祖铭立长久以来的合作伙伴，于 2016 年 3 月发布了一款全新的可移动灯具 Roxxane Leggera，并获得了“建筑 + 技术创新奖”的“特别奖”。

With the rapid progress of advanced technology, more and more new ways of office occur, among which mobile office is surely the inavoidable trend. Since 2012, with the completion of M-office future office center, MATSU has launched new generation concept of mobile office.

MATSU's partner, Nimbus launched new product of Roxxane Leggera in March 2016, which received a "Special Award" of "Innovation Award for Architecture + Technology".

“随着无线光的发展，我们所创造的自主光源在灯具的使用上代表了一种飞跃。”
这是著名建筑师，Nimbus 集团 CEO Dietrich F. Brennenstuhl 对 Roxxane Leggera 的阐述。

"With our cableless light, we have created autonomous light sources that represent a quantum leap in the way luminaires are used."
Dietrich F. Brennenstuhl, Architect – CEO Nimbus Group

续航 100 小时

Roxxane Leggera 配置了长达 100 小时的可更换锂电池，磁性充电球能够让使用者不用弯腰就能很好地为灯具进行充电。如果磁性充电球不在身边，那么标准 USB-C 端口可以提供充电。

Change your view, change the world

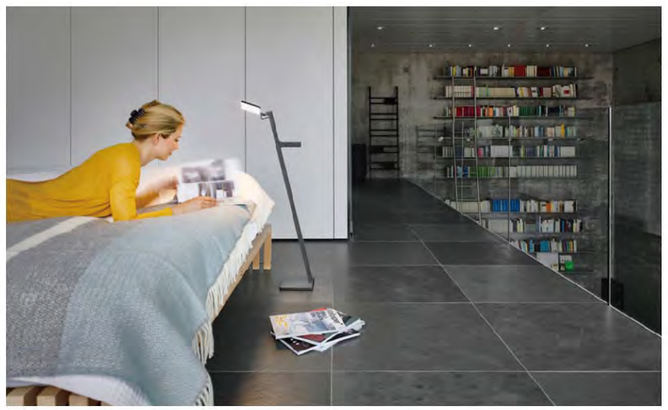
Roxxane Leggera's replaceable lithium-polymer rechargeable battery stores power for up to 100 hours of operation.Thanks to the charging puck, this procedure almost takes care of itself with no need to bend down or search for a socket. If the puck is not at hand, the standardised USB-C charging port can be used.

你在，故光在

Roxxane Leggera 把自己从电线的控制中释放了出来，它会像一个很好的伙伴，可以随时出现在你需要它的地方。从被电线的束缚释放出来之后，昏暗的角落成为了过去式。这意味着更便捷、更自由、更优质的生活。

To choose what you like, to work on your own

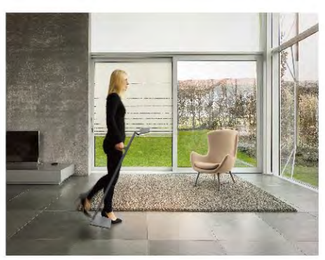
The Roxxane Leggera CL has freed itself of its restricting cable and, like a good companion, is always there where you need it. Released from the restrictions of its cable, dimly lit corners are a thing of the past. That means more convenience, more freedom, more living quality.



另外，背部还配有 USB 接口，可以随时为你的智能手机充电，让灯具成为一个多面手。

What is more, the Roxxane Leggera CL has a powerbank port which can be used to charge smartphones and co., thus making the luminaire a genuine all-rounder.

Run! Light-Roxxane Leggera



轻轻地跟你走

轻盈的设计：重量仅有 1150 或 1500 克，以及它引人注目的把手，都让 Roxxane Leggera 成为了一个真正的“可移动灯具”。

Change your view, change the world

The luminaire's handling reflects the lightness of the design: With a weight of just 1150 or 1500 grams and with its eye-catching handle the Roxxane Leggera turns into a real "luminaire to go".

← 你可以带着它去任何想去的地方

Roxxane Leggera 把无线光理念发挥得淋漓尽致，与 MATSU 的移动办公不谋而合，两者的完美结合让移动办公理念得以极致展现。

Roxxane Leggera gives full play to wireless light, which happened to coincide with MATSU's mobile office. The concept of mobile office was executed perfectly by the match of the two.

Link: 玛祖铭立合作伙伴 Nimbus 携新品 Roxxane Leggra 参与 Lighting and Building 2016 展：P42

办公桌“进化论” PACE

“the Theory of Evolution” of Office Desk, PACE

编辑：张金雷 彭茜　图片：由 RENZ 提供　Editor: Ray Zhang, Qian Peng　Photo Provided by RENZ

进化论说，人类从爬行状态演变而成直立行走；PACE 说，人们应该从坐式办公进化到更健康的方式：在不同工作状态（坐式办公 or 站立办公）中自由选择。

We have evolution to thank for our upright gait. An advantage that we seldom put to use while sitting at a desk. Pace is the solution: A well-designed working surface, adjustable to varying heights.

玛祖铭立及其合作伙伴 RENZ 一直致力于提升人们工作幸福感及健康指数的理论研究与实践，此次便推出了 PACE 可升降高级行政桌，并获得了 ICONIC AWARDS 2016 设计大奖的认可。

MATSU's Partner RENZ offers the solution with Pace: A well-designed working surface, adjustable to varying heights, whose form belies function at first glance. Pace was assigned the prestigious label ICONIC AWARDS 2016: Interior Innovation – Award Selection.

自由选择，自主工作

在人类从爬行状态进化而成直立行走之后，为什么？在办公生活中，我们却放弃了这种得天独厚，区别于万物的优势？PACE 遵循自然、健康的法则，将这种人类优势（站立办公）结合其中，提供绝对稳定以及极具体验感的升降操作。PACE 台面高度 740mm–1140mm 可调，让你成为高度的决定者，给予你坐式办公与站立办公的自由选择。当员工自主选择喜爱的工作状态与办公氛围时，才是主人翁意识建立的开始。

To choose what you like, to work on your own

Human beings evolved from crawling to walking. In our office, why not take advantage of our unique strength which makes us special in nature? PACE follows the laws of nature and regimen. By integrating the strength of human beings (working while standing), PACE provides absolute stability and lifting operation giving impressed experience. PACE is 740mm-1140mm in height. Adjustable, it enables you to decide the height for yourself, so you can choose to stand or sit to work freely. Only when employees can decide their own working status and office atmosphere will they start to cultivate the master consciousness from within.

改变视野，改变世界

早起、赶地铁、埋头工作、下班……一个上班族日常的作息表通常是这样的。而工作由于久坐不起往往会感觉精神乏疲，肌肉酸痛，颈部、背部疼痛，甚至容易导致骨骼疾病。努力工作，可不希望收获这些。而这个时候“站起来办公“听起来会是个不错的主意，但这仅仅只是从人体工程学的角度来考虑么？

事实上，当改变办公姿态的同时，审视事物的视角也会随之而扩展。是坐下，亦或是站立，没有绝对的好坏，只有最适合当下的视野与姿态。那么，站起来办公在提倡健康工作的同时，也为职场带来了不一样的观点可能性。

Change your view, change the world

To get up early, catch the subway, work hard, knock off...it's a regular timetable for a commuter. After sitting for a long time, you will get tired, have muscle aches, neck and back pains, and even some bone disorders. You work hard for anything but these. At that time, "stand to work" may be a good idea. But is it only for ergonomics?

Standing while you work is a good idea, not only from an ergonomic point of view. Standing freely opens up new perspectives.

优雅的外观＋隐藏式功能（升降机构巧妙收纳其中）＋卓越的工艺，给予最大自由度（最宽敞的容膝空间）。

Unobtrusive functional details connect elegant appearance and excellent workmanship with absolute stability and maximum legroom. Cables and drive are hidden behind the elegantly facetted lateral panels.

jehs+laub

马克库斯．杰斯 1965 年出生于斯图加特，于尔根．劳布 1964 年出生于乌尔姆，他们在德国 Schwaebisch Gmuend 艺术学院结识，于 1990 年在纽约见习期间成为好朋友，1994 年两位德国设计师创建了 Jehs+Laub 设计工作室，专注于家具与灯具设计，曾为 Renz, Schnbuch, Thonet 公司设计办公和生活家具，并同时为 Mercedes–Benz 公司设计展厅。

Markus jehs (born in 1965 in stuttgart) and Jürgen laub (born in 1964 in ulm) have met each other during the academic studies of industrial design at the hochschule für gestaltung schwäbisch gmuend ' and became friends after an internship in New York in 1990. After they graduated in 1992 they set up Jehs + Laub in 1994. From that time on they started to design furniture and lamps. Inside Germany, they design office furniture an common furniture for Renz, Schnbuch and Thonet, and design showrooms for Mercedes-Benz.The Lane、Size、Star For Renz are all their masterpieces. Their designed products have won all major prizes, in which Star was awarded German Red Dot design award.

精致的工作桌面（滑动皮垫可收纳文具），完善的产品系列（主管桌＋文件柜）。

Matching containers and sideboards are the perfect complement, adding both functionality and atmosphere.

↑ 木色＋白色烤漆，简洁而优雅
Wood color + white painted color simple but elegant

↑ 木色＋烟灰色烤漆，庄重而现代
Wood color + smoke gray solemn and modern

将灵感圈养—广告 & 艺术设计圈的 Office

The Captive Bred of Inspiration

-Office in Ad and Art Design Field

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对于广告传媒行业，最珍贵的就是灵感来源。灵感，它就像猫，需要你养着它，宠着它，放任其自由，而后成就它，爱上它。空间不舒适，猫是不会来的。而广告圈的办公空间正是“灵感”这只猫最爱的栖息地。

一直以来，玛祖铭立与“猫”为伴，致力于“创造激发灵感办公生活方式”，也因此结识了广告圈、艺术界很多“爱猫人士”。让我们看看，这些把“灵感”圈养者的空间是什么样子的。

In advertising and media industry, inspiration is what people always cherish the most. Inspiration is just like a cat. You need to feed it, pamper it, leave it enough freedom. Then you make it a success, and finally fall in love with it. Uncomfortable space will not attract cats. Office in advertising filed is exactly where the cat called "inspiration"likes to stay.

All of our days, MATSU, partnering with "cat" , has been dedicated to creating "inspiring office style" . In the process, we' ve made acquaintance with lots of "cat lovers" coming from advertising industry and art field. Let us go and have a look at those offices where "inspiration" is bred in captivity.

抱团办公的 WPP 01

WPP

WPP

A Group Working En Bloc

近期，作为创意行业的代表，全球最大的广告传播服务集团 WPP，旗下 26 家公司，共计 3000 多名员工将搬入新址共同办公。此项目由国际知名建筑设计公司 PDM INTERNATIONAL 和 MMOSER ASSOCIATES 担纲室内设计。

Recently, WPP, the world' s largest advertising communication service group, officially announced that its 26 branch offices, totaling over 3000 workers, was going to move to a newly elected building and they would work together. The well-known architectural design companies, PDM INTERNATIONAL and MMOSER ASSOCIATES will be in charge of the interior design.

作为走在时尚前沿的高端办公家具品牌—玛祖铭立，根据 WPP 集团的集群化办公需求，为其规划和设计了符合 WPP 集团长远发展的空间家具配置方案。

MATSU take the responsibility of providing entire office planning solution(office furniture and space layout)

Ogilvy groupm J. WALTER THOMPSON

WPP 上海办公园区共计 20 层楼、4.1 万平方米。入驻 WPP 上海办公园区的公司主要包括奥美 (Ogilvy & Mather) 、群邑 (GroupM)、智威汤逊 (J. Walter Thompson) 等。

WPP Shanghai office park covers an area of 41000 sqr meters including 20 floors. The companies that will enter WPP Shanghai office park mainly include GroupM, J. Walter Thompson and Ogilvy & Mather and so on.

Link: WPP项目室内设计主笔之一，PDM International设计总监Simon Park采访内容：P40-P41

WPP 首席执行官苏铭天表示：“WPP 的主要目标之一是实现水平性整合，即通过增进集团旗下公司的合作来为客户提供更好的服务。将我们在上海的员工全部迁入同一个办公场所是实现这个目标的重要一步。”

Su Ming Tian, CEO of WPP, said, "One of our primary goals is to realize horizontal integration. That is to say, by enhancing intercorporational collaboration of the group, we can provide better service for our clients. It' s a great movement to gather our staff together in one office place, which makes contribution to the realization mentioned above. "

灵感不常产生于格子间中，而频繁来自于沙发间的交流碰撞。因此社交化办公在 WPP 的 Office 中便是无处不在。

It is the exchange of ideas in sofa area that creates inspiration, instead of the cubicle. So in advertising industry, we can see lots of offices featuring socialization.

或蜷缩于高高羽翼的 Wings 沙发中，不被人打扰的休憩冥想、私密沟通；或在 Hot Desk 与 Uni_verso 吧椅组成的吧台区，以或站或坐的姿态与人不期而遇轻松交流，就在这个充满意外之喜的吧台区灵感不经意间产生；又或者在玻璃小房间集中式的头脑风暴，发散思维，分配任务。

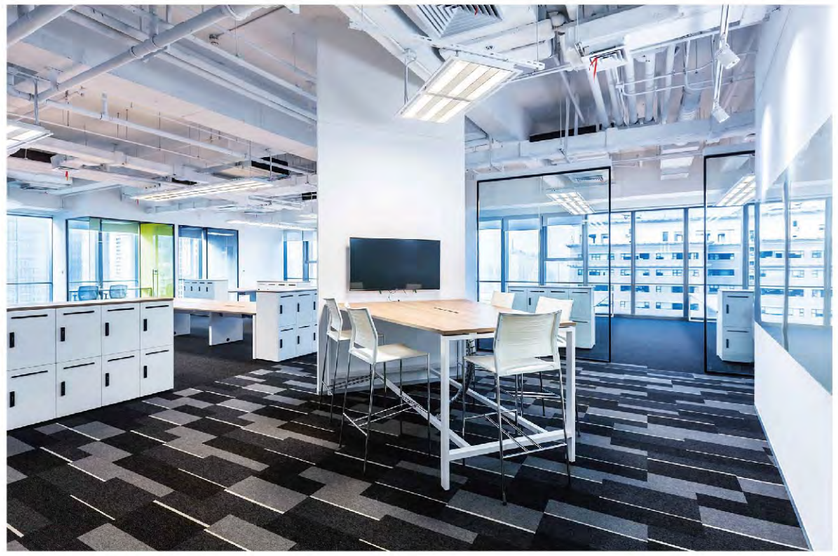
You may sit in the Wings sofa, curling up there in the high wings, which creates a quiet place to rest or to have private conversation; or you may sit or stand in the bar counter area formed by Hot Desk and Uni_verso bar chairs, where maybe you will meet someone and have a chat, and at that time, you will come up with a good idea; the glass room is a great place for a brain storm, to develop divergent thinking and assign tasks.

↑ Matsu Hot Desk 吧台 Matsu Uni_verso Barstool 吧椅 ↑ Matsu Wings Sofa 沙发 Matsu Tulip Lounge Chair 休闲椅 ↑ Matsu Clover Lounge Table 洽谈桌

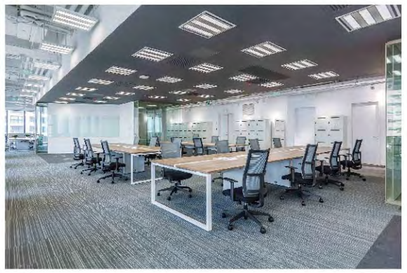
数据是 WPP 旗下特恩斯市场研究公司分析一切的依据。但数字绝不能直接产出结果，除了理性思考的同时，我们也需要灵感发散，从而帮助客户摆脱红海的较量，以开辟蓝海市场。那么，在某个区域加入点装置艺术，让感性与理性并存。

Data is everything for WPP' s TNS to make analysis. However, data itself does not produce result. Apart from rational thinking, we also have to develop our inspiration to help our clients to get rid of Red Sea and explore Blue Sea. Installation art balances sensibility and sence.

↓ Matsu Lenco+ Workstation 工作位 Kusch+Co Papilio Swivel Chair 办公椅



↑ Matsu Hot Desk 吧台
Matsu Joy Barstool 吧椅
Matsu Sysca Password Cabinet 密码柜

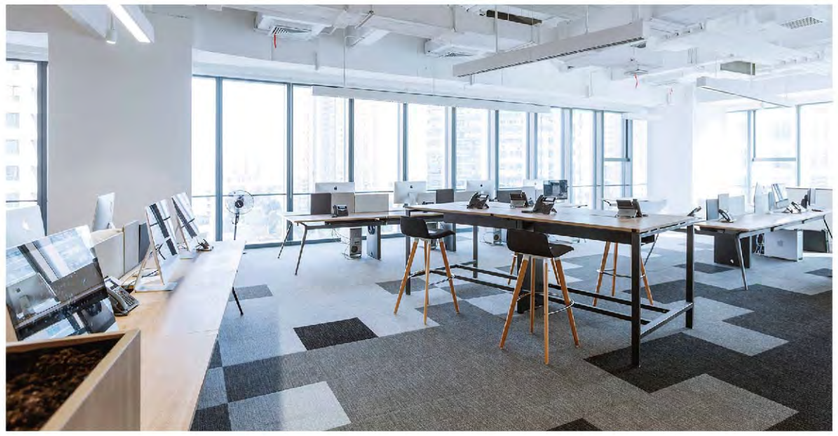


↑ Matsu Lenco+ Workstation 工作位
Kusch+Co Papilio Swivel Chair 办公椅

密码柜是移动办公的员工必备法宝。这里已经告别了一人一位的工作模式。需要时，选择自己钟爱的位置，伏案工作。外出时，将办公设备或物品存放入柜中，以保持桌面整洁，方便他人使用。

Password box is a must for each worker. Here, "one seat for one worker" is gone. Everyone can choose the seat he wants. If going out, he can lock the office supplies inside the box to leave a neat desk for other workers.

↓ Matsu Hot Desk 吧台
Matsu Uni_verso Barstool 吧椅
Matsu Vioo Workstation 工作位



奥美选用的Vioo工作位系统。特色化的桌脚让整个空间更显灵动。高低错落的桌上屏与地毯、吧椅相互映衬。让整个空间在不同程度的灰中跳跃而又统一。而Hot desk吧台区又提供奥美人另一种工作姿态的可能。

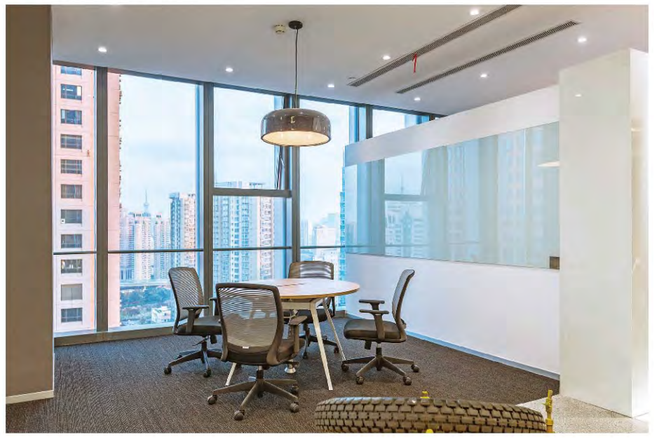
Ogilvy & Mather decided to use Vioo work workstation, of which the special chair legs add more flexibility to the room. the desktop screens, which are higher, match the carpet and bar chairs, which are lower, forming a lively but harmonious room in different grey colors. the Hot desk bar area further provides the workers another work style.

↑ Matsu Vioo Workstation 工作位
Kusch+Co Papilio Swivel Chair 办公椅

Papilio 2D 升降扶手配置是奥美员工椅的选择。它使员工可根据自己所需，调整扶手高度，以完美贴合、支撑手肘，从而设置属于自己的舒适度。另外，Vioo 工作位纤细、特色的椅脚，让空间因而独特。

Ogilvy & Mather fancies Papilio 2D' s lifting arm, which enables the workers to adjust the height of chair arms to perfectly fit and support elbows, thus making themselves most comfortable.

↓ Matsu Vioo Workstation 工作位
Matsu Stone Swivel Chair 办公椅



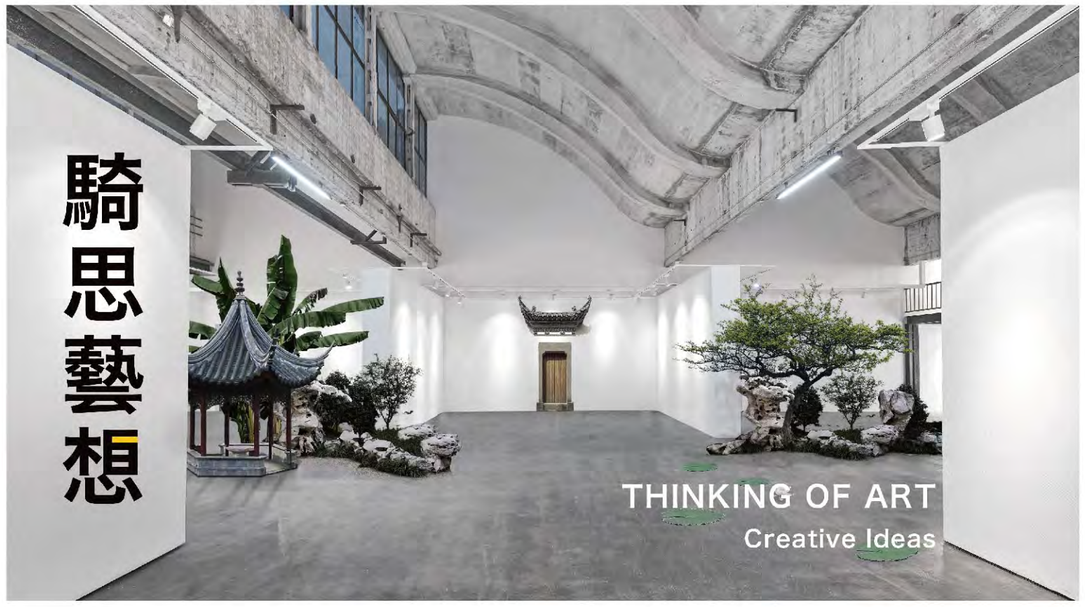
↓ Matsu San_Siro Lounge Table 休闲桌
Kusch+Co Uni_verso Lounge Chair 休闲椅

有时候想不到，只是因为看得不够远。五斗米和群邑将视野最为辽阔，阳光最为充足的房间作为公共洽谈区。空间中结合点装置艺术，办公空间也需要360度无死角的美。被艺术的氛围包围着，好的作品自然会出现。

Sometimes, you just need to see farther to reach more. Rice 5 and GroupM use the room that get the most sunshine and see the farthest as public negotiation room. Installation art becomes part of the space, which from A to Z makes a perfect room. Surrounded by art, inspiration comes!

骑思艺想——河南青铜骑士

02 Henan Knight AD



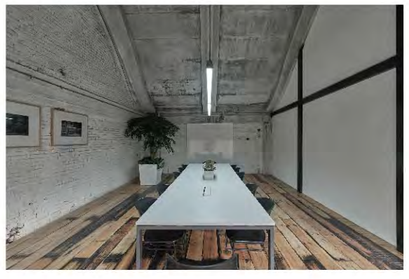
无论是刘小东的油画，还是贾樟柯的电影，都在极力描述一个幻变时代最本真的情怀。
青铜骑士十三年厂库改造情结从深圳华侨城到汉口江滩再到郑州二砂，让旧时器物在转型语境下再次发声。

Liu Xiao Dong' s oil painting and Jia Zhang Ke' s film tell us what the true feeling is, while we are living in the changeable era. Gifted with 13 years of reconstruction in three cities, Huaqiao(Shenzhen), Jiangtan(Hankou) and Ersha(Zhengzhou), Knight AD is trying to tell people stories when put in transition.

自武汉青铜骑士与玛祖铭立合作后，河南青铜骑士再次之合作，将选址于郑州二砂的旧厂房改造，结合现代简约风的玛祖铭立，让过往岁月在当代时空中二次曝光。

After Wuhan Knight AD began to work with MATSU, Henan Knight AD again chose MATSU to be his partner. The old factory in Ersha (Zhengzhou) will be selected as the reconstruction site. MATSU's style of simplicity combined, memories of old days will be exposed once again to the public, in modern era.

↓ Matsu Lenco+ Conference Table 会议桌

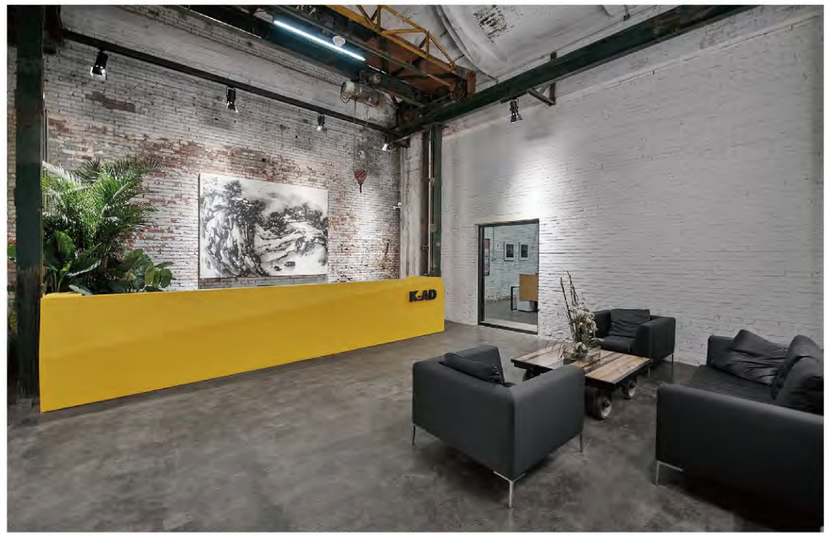


郑州未来的 798 艺术区

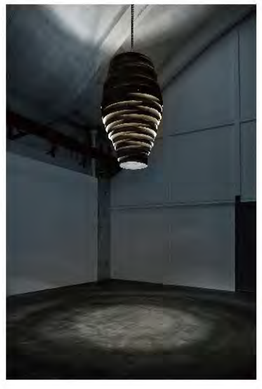
“二砂”于 61 年前诞生，新世纪更名为“白鸽集团”，今天，借助于文化产业大发展的机遇，“二砂”将蜕变为郑州首个大规模文化创意产业园，是郑州未来的 798。

The future look of Zhengzhou 798 art zone

"Ersha" was born 61 years ago. In the new century, he was given the new name "White Pigeon Group" . Now, because of the opportunity brought by the development of cultural industry, "Ersha" is going to transform itself into the first large-scale cultural innovation industrial park, the future 798 in Zhengzhou.



↑ 改造后的德式复古厂房，却意外的与中国山水风结合得恰到好处。墙壁上再次涂刷后精心保留的斑驳印记与国画的深深浅浅的墨迹相互印衬着。



THINKING OF ART

厂区内精心设计的厂房、讲究的立面处理、厂房之间相连的架空廊桥等，处处彰显出上世纪原东德包豪斯建筑的风格；园区内建筑设计精细、保存完好、使用装配式钢筋混凝土结构、单层弧形锯齿式屋顶，建筑风格特色明显，在国内都不多见，已被列入郑州市优秀近现代建筑保护名录。

The factory decorated deliberately, the exquisite elevation, the lounge bridge built on stilts ... all these demonstrate the original east German Bauhaus style in last century. In every corner of the industrial park, we see curved zigzag single-layer roof that embodies fine and well preserved architectural designs and is made up of precast reinforced concrete construction. Its distinctive architectural style is rare in China, so it has been put in the Zhengzhou outstanding modern architecture protection list.

河南首创“复古工业风”

古老当时兴，潮流与复古不断循环。复古工业风源于西欧工业国家，随着互联网的发展，大批老牌工业强国大量厂房遭到废弃，各地艺术家和创意人聚集而来，在旧厂房进行自我审美追求的改造，使装修创意与实用意境形成奇妙结合，并发展为蔚为壮观的复古工业风潮。

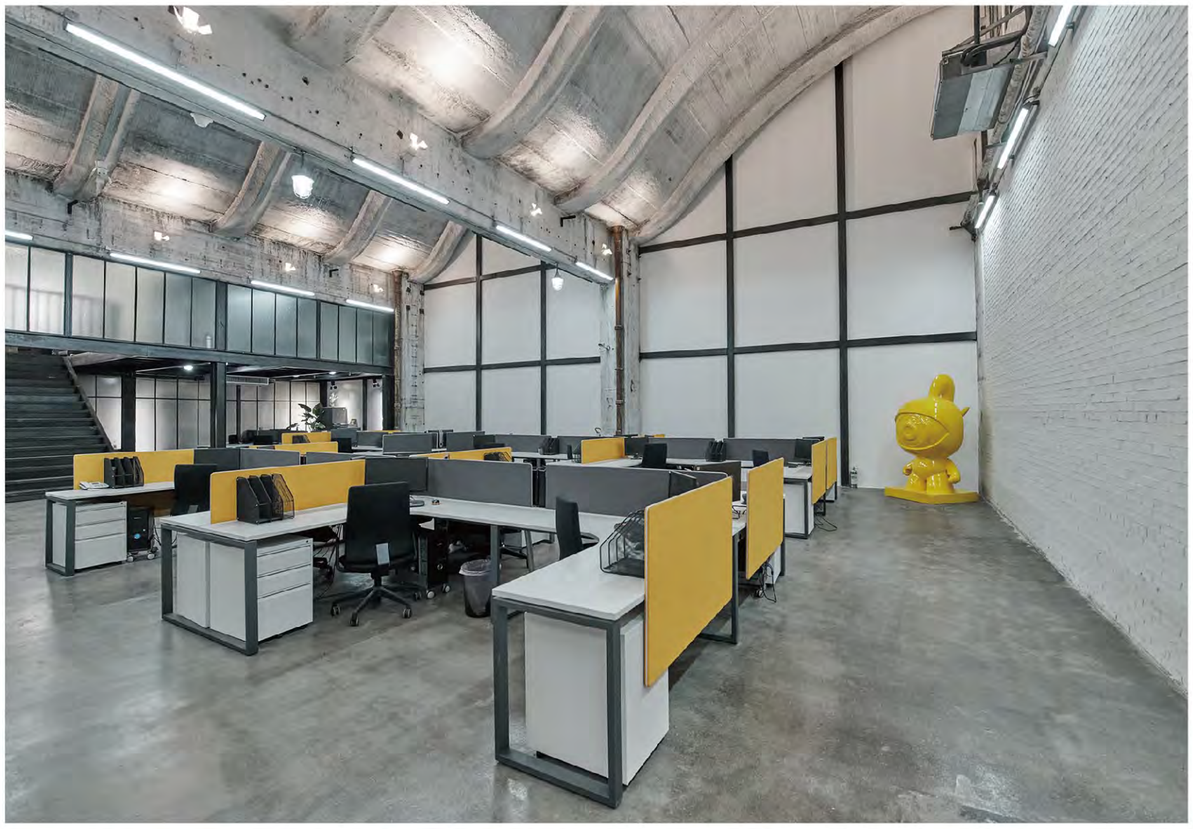
作为郑州工业发展的最后历史遗迹，青铜骑士充分利用旧厂房及仓库改造，体现历史与现代的激情碰撞，建筑价值、历史价值、艺术价值和经济价值的完美融合。经典、时尚、复古、简约形成独特的后现代建筑装饰艺术。不可复制的厂房原型、意外的取材、独特的空间构造，让青铜骑士的二砂艺库成为不可复制的风景。

The beginner of "Retro Industrial style" in Henan

Classics are never out of time. Modern fashion and ancient classics play leading role alternately. Retro industrial style originates from industrial countries in western Europe. As Internet growed quickly, a number of famous industrial powers had to abandon many of the factories. Artists and innovative people started to gather in the old factories to promote and strengthen and pursue their self-aesthetic design, combining decoration idea and practicability in fantastic way, which developed into magnificent retro industrial style.

As the last historic relic of industrial development in Zhengzhou, Knight AD made full use of old factory and warehouse for reconstruction, which forms the passionate collision of history and modern style and promotes the perfect integration of architectural value, historical value, art value and economical value. Classic, fashion, retro charm and simplicity all form the architecture into unique post modern architectural decoration art. Unparalleled factory prototype, unimaginable material, unusual space construction make Ersha art factory of Knight AD a unique scene.

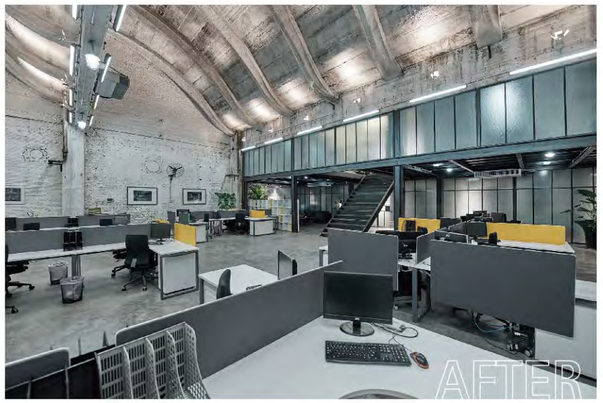
↓ Matsu Lenco+ Workstation 工作位
Matsu Starf Swiviel Chair 办公椅



自 2014 年 10 月河南青铜骑士择址二砂，斥资 500 多万元，对原东德包豪斯厂房进行主体工程改造，至 2015 年 5 月陆续搬迁入驻。青铜骑士将积压多年的创意热情，投入到这片空间，打散、重构、保留、复原，利用光影，再造诗意，修新如旧。

In Oct., 2014, Henan Bronze Knight selected Ersha and invested more than 5 million yuan in the reconstruction of main project of the original east German Bauhaus factory. In May, 2015, after the project was completed, they moved in. Since then, Knight AD has been dedicated, full of the innovation enthusiasm of all the times before, to this special space. Broken apart, reconstructed, reserved, restored, light used, the space was rebuilt into poetic and classic office.

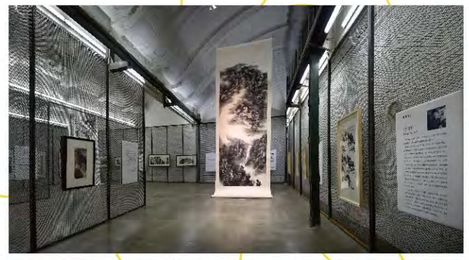
装修前车间旧貌 →



装修后办公区 →

THINKING OF ART

↓ 青铜骑士郑州与首都博物馆画院河南分院合作，在 1700 平米焕然一新的二砂艺库举办了 2015 年金秋首展开幕礼。



华与华，是一对兄弟创立的，创始人华杉非广告名门出身，未受过一堂广告专业的培训，没涉入广告界之前，曾视广告为“一种低档的职业”。但就是这样一位攻读汽车发动机专业的理工科大学生，毕业后在广告业一位朋友的建议下卖起了广告创意，跟弟弟合伙成立了华与华营销咨询有限公司，帮助企业做全案策划。哥哥华杉负责企业和品牌战略，弟弟华楠主管广告创意，弟兄二人各兼其职，优势互补。

这家公司创立十四年的企业，今年，在上海普陀区光复西路创建自己独栋办公楼。华与华选择与高端办公家具品牌玛祖铭立合作，打造一个三层楼高的“创意工厂”。激化灵感的办公环境与华与华追求创意无限的精神高度契合。

H&H was established by two brothers. Hua Shan, one of them, was not from any famous ad major or company, nor has he been trained in any ad industry. Before he was involved in ad industry, he thought this field kind of “low” . It was this guy, who was major in automobile engine in university, who began to sell ad innovation after his graduation, taking his friend' s advice. He and his brother established H&H marketing consulting CO., LTD., providing general planning for enterprises. Hua Shan is mainly in charge of enterprise and brand strategy, while the younger Hua Nan is responsible for ad innovation. They perform their own roles individually, while being complemented by each other.

Been in operation for 14 years and having a company-owned office building on West Guangfu RD., Putuo Distr., Shanghai, this company colloaborated with high-end office furniture brand, MATSU, to create a three-layer high “innovation factory” . The inspiring office environment created by MATSU corresponds highly to infinite innovation that H&H pursues.

“点子大师”华与华

03

H&H "Idea Masters"

空间决定存在方式（办公方式）

时间告诉你要做什么，空间告诉你要以什么姿态存在。在正式西餐厅女生多以小礼服的形式出现在最爱人的面前，在沙滩边人们多以热辣的泳装展现健康身材，在格子间员工则以专注的神态埋头苦干，而在畅通敞开的办公环境，在华与华的创意工厂，“点子大师们“将以共同协作的状态，无缝沟通、快速决策，生产出更多的超级创意、诞生出更多的策略奇迹。

华与华整体空间采用简洁留白设计方案，在最少化的阻隔视线的空间中，用大量的黑白灰减少视线焦点，同时把纯正的红色，暗红色融入到家具中，激发工作的动力与创业的激情。

Space decides style

Time tells you what to do, space tells you how to do it. In a typical western-style restaurant, ladies stay with the lovers, wearing dress; on beach, people wear hot swimsuit to show off the beautiful figure; during cubicles, staff work hard; in the comfortable and open office space, in H&H innovation factory, “idea masters” join together to make immediate communication and swift decisions for more super-innovative ideas and miraculous strategies.

The whole space of H&H mainly adopts simple and blank-leaving designing solution. With minimum sight line blocking in the space, the color of black, white and grey are used as much as they can be to reduce sight line focus. Meanwhile, pure red and dark red are also used when choosing furniture to inspire the motivation and passion.

↑ Kusch+Co Profession Training Desk 培训桌
Kusch+Co Volpino Lounge Chair 休闲椅
Matsu Singlax Sofa 沙发

所有的事都是一件事

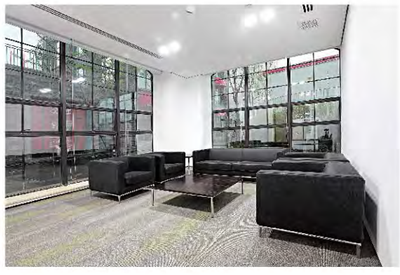
华与华强调所有的事都是一件事，包括营销战略、品牌战略、产品开发、品牌设计、包装设计、广告创意等等。把这些事在一个团队、一个系统里一次成型，就是华与华方法，就是本质。只有这样才能从前端的方向到后端创意与广告执行达成高度统一，发挥最佳状态。

而 MATSU 也正是提供办公空间整体解决方案，从室内设计建议、空间规划，到最后家具配置、制造等。整体空间方案，才能让室内设计与家具完美协调，不仅仅是指外观上，甚至包含功能上的运用。（比如：强弱电，与走线的管理）

Everything belongs to one

H&H' s focus is everything belongs to one, including marketing strategy, brand strategy, production development, brand designing, package designing, ad innovation etc. it' s their essence to cover all these steps in one team and system. Only by this kind of integration will the marketing team and supporting team and ad implementation be highly in line. We can get the best of it.

MATSU provides whole solutions for office space, including interior design, space planning and furniture design and producing etc. A whole solution combines interior design and furniture harmoniously, not only how they look like, but also how they perform functions (such as the management of strong and weak current and routing)



大片的落地窗，没有隔断的空间。明亮而开阔，让工作心情也变得舒畅起来。

黑色真皮钢制脚沙发，斑马木钢制脚茶几，与整体落地窗融为一体，沉稳，大气的格调，彰显出公司的坚持与灵气。

Large pieces of French window are used, without blocking. Bright and open space comfort our mood when working.

Black leather sofa with steeled legs and Zebra wood tea table with steeled legs syncretize with French windows, which creates a stable and elegant atmosphere and demonstrates the company's perseverance and genius.

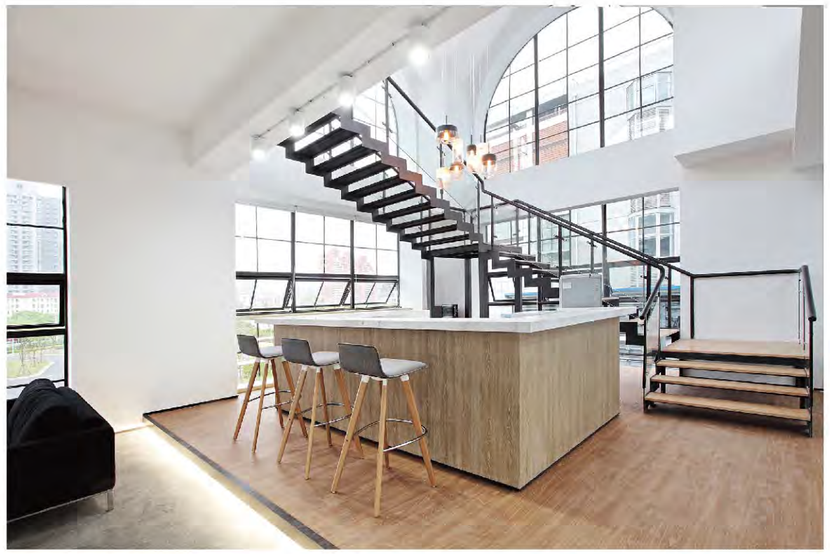
← Matsu Kiosk Sofa 沙发

中心信息台的设置，融合了金属楼梯，艺术吊灯，回字吧台，以及抬高地台加之挑高建筑的层高感，使参观者自然而然的地想置身体验空间艺术。而 MATSU 合作伙伴的 Uni_verso 木质脚椅吧椅，与空间木质地板与吧台相互呼应。

The information table in the center integrates metal stairs, art ceiling lamp, zigzag bar counter. A sense of high storey is delivered by raised platform and high floor, which attracts visitors to be involved in this art space. Uni_verso wooden legged bar chairs from MATSU' s partner strike powerful echoes with wooden floors and bar counter.

大小会议室延续了黑白的风格，白色台面，通透的背景，最大化减少冗余信息的传递，更加有效的表达与沟通是会议室的精神所在。

Conference rooms of all sizes continue to use blank and white style. White table top and transparent background reduce delivery of useless information. It is the effectiveness of communication that the conference rooms' spirit expresses.



Kusch+Co Uni_verso Barstool 吧椅 ↑

↑ Holzmedia C8 Conference Table 会议桌
Kusch+Co Visa Cantilever Chair 会议椅

↑ Matsu Lenco+ Conference Table 会议桌
Matsu Stone Conference Chair 会议椅

开放式的工作位，不仅是加强员工亲密沟通的重要工具，更多的是用最少的功能体现最大化的价值的场所。人体工学的 July 办公椅可调整到使用者专属的舒适度（扶手高度可调，座椅升降等），让员工在消耗智慧的同时更加有效的节约体能。

Open working seats not only strengthen close communication within staff but also use minimum materials to have maximum value. Ergonomic July office chair can be adjusted according to different users (adjustable armchair height and liftable chair height), which helps staff to save energy when giving play to their wisdom.

↑ Matsu Lenco+ Workstation 工作位
Matsu July Swivel Chair 办公椅

↓ Matsu Singlax Sofa 沙发
Kusch+co Profession Training Desk 培训桌

休闲功能与办公空间一体化，工作劳累之余，色彩艳丽的休闲区不仅为员工的避逅区，交流分享，灵感不期而遇，更是工作与分享的加油站。

整个空间中，空间灵活多变，减少多余的空间阻碍，以最简洁的色彩组合，最线条化的功能应用，带来多元化的变化与组合，使空间拥有无限的可能，这正是这些现代办公化的特征。在变与不变之间，用基本的元素传达并激活点子与创意，带来新的灵感与价值。

Leisure and working integrated, the colorful leisure space is for staff, after tired work, to meet with each other, have more talks shared and encounter with inspiration. It' s also the energy station for work and share.

It' s a flexible space without redundant space blocking. Using simplest color combination and streamline function, this space is full of diversified change and integration, giving itself infinite possibility, which is the feature of office modernization. When making some change, they use basic elements to deliver and activate idea and innovation, which creates new inspiration and value.

春之交响曲
MTV Networks Germany Headquarters

04

MTV NETWORKS

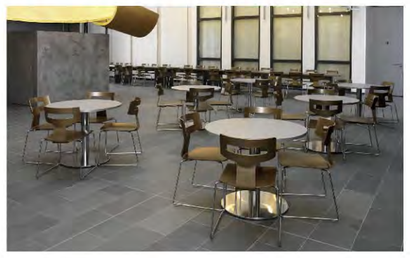
MTV Networks Germany Headquarters

德国创意公司 Dan Pearlman 为美国 MTV Networks 公司重新设计了他们在柏林的总部，包括接待和休息区，用餐区，会议区及休闲区。重新设计过后的办公室让 MTV Networks 一扫原办公室的沉闷气氛，重新创造出令人喜欢的环境，公司的员工对新的设计非常满意。

Dan Pearlman, a Germany-based creative company, redesigned MTV Networks' s headquarters in Berlin which is made up of a reception and rest area, a dining area, a meeting area and a leisure area. The redesigned offices help MTV Networks get free from the previous depressing and tedious atmosphere and recreate an exhilarating environment. All employees are satisfied with the new design.

作为 MTV Networks 一直以来选用的座椅品牌，玛祖铭立的合作伙伴 Kusch+Co 保存了之前大厅的照片，因此我们能够看到办公室是如何获得新生，如何从棕黄的沉闷色彩变身为青翠的白绿色生机勃勃的花园——新的大堂，就好像是从原有的室内破土而出，演奏的一曲春之交响曲。

As a seat brand selected by MTV Networks for a long time, MATSU' s partner Kusch+Co preserves pictures of the previous lobby, so we can see how office was reborn and turned from depressing brownish yellow color into a vibrant garden of white and green colors. The new lobby likes a symphony of spring breaking through the previous indoor soil.



Symphony of Spring

Dan Pearlman 在这次设计中展现了他们的神奇的设计手法，创造了“灵感轴线”，这个轴线位于第一层，横贯建筑的南北立面。宽敞的公共大厅是公司的“品牌花园”，提供休闲椅和扶手椅，人们可以在这里休息，或者随意地小聚，这里最多可容纳 250 名员工，椅子是 Prof. Luigi Colani 在 1986 年为 Kusch+Co 设计。公司的标准化 VI 形象系统，如标志与字体以及深褐色、白色和黄色的企业色，依旧被体现在室内色彩和材料的设计上，Dan Pearlman 创造性地重新诠释了这些元素并运用在接待区、大堂、咖啡区，以及中庭和厨房区的设计上。各种小细节，共同营造中庭“品牌花园”休闲氛围。大厅引入树叶的图案，仿佛是白色伞型抽象树衍生而出的繁茂枝叶，配色大胆而不失稳重，优雅而充满活力，焕发全新的容貌。

Dan Pearlman shows its magic design techniques during the design and creates an "axis of inspiration" which is on the ground floor and traverses the southern and northern façades of the building. As the company' s "brand garden" , the spacious public lobby provides leisure chairs and armchairs where people can have a rest or get together at will. The lobby accommodates up to 250 employees and the chairs were designed by Prof. Luigi Colani for Kusch+Co in 1986. The standard VI image systems, e.g. logo and characters as well as dark brown, white and yellow corporate colors are still embodied in the design of interior colors and materials. Dan Pearlman creatively reinterprets these elements and applies them to the design of the reception area, lobby, café area as well as atrium and kitchen area. Various details jointly foster a leisure atmosphere of the "brand garden" in the atrium. Leaf patterns are introduced in the lobby, which look like luxuriant branches and leaves derived from an umbrella-shaped white abstract tree and are modest, elegant and full of energy, showing a brand new appearance.

更大的活动自由、同样多的独特性和私人休息区，提供了一个更好的工作与生活的平衡。无论是在公司的厨房午餐，或是蓝色的休闲区，还是在中庭品牌花园的树下，你可以自由选择自己喜爱的方式度过每一个工作日。你一定会在体育休息室内发现桌球与桌式足球迷们的身影。伞型抽象树和几组独特的座位组的设计灵感源于自主独立的“企业”设计。

Greater activity freedom, equal uniqueness and private rest area offer a better balance between work and life. Whether you have dinner in the kitchen, in the blue leisure area or under the atrium brand garden, you can freely spend every working day in a way that you like. You will certainly find figures of table tennis and foosball fans in the sports & rest room. The design of umbrella-shaped abstract tree and several unique seat groups is inspired by self-sufficient and independent "corporate" design.

MTV 全球音乐电视台，成立于 1981 年 8 月 1 日，是美国维亚康母集团旗下的一个电视传媒机构。在 MTV 中可以看到最新流行 MV、年轻 VJ、有关音乐的新闻与娱乐节目，这些都让 MTV 受到年轻观众的欢迎，MTV 音乐电视台深入全球 165 个国家和地区的四亿户家庭，是全球范围内深受年轻人欢迎的媒体。

Founded on August 1, 1981, MTV is a TV media organization affiliated to the U.S.-based Viacom Inc. The latest popular MV, yong VJ and news and entertainment programs about music are shown by MTV which enjoys great popularity among young audiences. MTV goes deep into 400 million households in 165 countries and regions in the world and becomes a global media well received by young people.

中央电视台对于中国人来说代表的是一种经典。在其走过的58个春秋，我们从《春节联欢晚会》、《焦点访谈》、《艺术人生》、《新闻联播》等耳熟能详的节目中，认识了很多可爱人。有白岩松的纯爷们，崔永元的调侃幽默，赵忠祥的宏厚底蕴，也有董卿的温婉大方，倪萍的平易近人。这些可爱的电视人在台上的每一分钟都为大家呈现最为美好的一面，但在每个节目正式上演之前和结束之后又有多少的关注的目光投向他们？而在一切追光灯都停止跟随，摄影师停止捕捉画面时，这些可爱的人们希望得到更多的是安静、舒适的休憩之地。而在2012年建成的中央电视台新总部大楼中，玛祖铭立作为高端办公空间方案的解决商，为其营造了一个“虽非休憩地，聊取永日闲。”的摆脱烦恼的片刻安宁之地。

CCTV is an icon in the minds and hearts of the Chinese people. During the 58 years of development of CCTV, We have known many lovely people in popular programs which include Spring Festival Gala, Topics in Focus, Life of Art and News Broadcast. We know pure man Bai Yansong, humorous man Cui Yongyuan, sober man Zhao Zhongxiang, fair lady Dong Qing and approachable lady Ni Ping. These TV people have presented their best during every minute on TV. But what attention might they get before the show or after the show? All spotlights are dimmed and cameras are switched off. All these lovely people want is a quiet and comfortable place to have a rest. For the new CCTV Headquarters which was completed in 2012, Matsu, a high-end office space solution provider, created a space "not intended for living but for refreshing and relaxing yourself" to give them a peace of mind.

↑ Matsu dONE Executive Table 高级行政班台

中央电视台总部大楼 CCTV Headquarters

05

CCTV Headquarters

今天，中央电视台（后续简称：央视）新总部大楼现已成为北京市的代表性建筑，它无意与近些年进项争取的摩天大楼攀比耸立云霄的建筑高度，而是通过空间折转成视觉上具有强烈冲击的三维空间。

中视新总部大楼由 OMA 建筑公司创立人雷姆·库哈斯与其亚太项目负责人奥雷·舍人担纲设计。这个设计方案主要由主楼、电视文化中心及附属配套设施组成。主楼由两个略微倾斜 6 度的高层塔楼，在 161 米高的地方由一段长为 75 米的悬臂相互连接，形成一个在建筑中环形流线连接的系统。这个悬臂的某些部分有整整 11 层楼高，并且前端没有任何支撑。

Today, China Central Television (CCTV) New Headquarters has become a landmark building in Beijing. It does not intend to rival against the newly-built tall skyscrapers with its height. It uses twists and turns of space to create a 3D space which has strong visual effects.

The founder of OMA Rem Koolhaas and its Asia Pacific Projects Manager Ole Scheeren were the designers of the new CCTV Headquarters. In the design plan, the facility consists of main building, TV Cultural Center and supporting structures. The main building is consisted of two high tower buildings which are slightly tilted by 6 degrees and connected with a cantilever at the height of 75m to present a circle-shaped and interconnected structural system. Some parts of the cantilever are about 11 floors high with no support at its front end.

设计公司与设计师介绍（雷姆•库哈斯 & 奥雷•舍人）

雷姆·库哈斯

2000 年荣获第二十二届普利兹克奖。目前，库哈斯是 OMA 的首席设计师，也是哈佛大学设计研究所的建筑与城市规划学教授。

奥雷·舍人

舍人先生曾为雷姆•库哈斯的大都会建筑事务所（OMA）的总监和合伙人，主管 OMA 在亚洲的项目。作为主管合伙人，他主导完成了中央电视台（CCTV）和电视文化中心（TVCC）。

Rem Koolhaas

Koolhaas has won several international awards including the Pritzker Architecture Prize in 2000 Koolhaas is a professor at Harvard University where he conducts the Project on the City.

Ole Scheeren

Scheeren was Director and Partner along with Rem Koolhaas at the Office for Metropolitan Architecture, and responsible for the office's work across Asia.
He was in Charge of the Central Television (CCTV) project and the Television Cultural Center (TVCC) project.

菱形渔网造就空间奇迹

北京建筑行业对建造这个设计方案并无现成的规范可用，于是，北京市政府组织 13 位结构专家成立了一个特别小组。在设计竞赛两年后，央视新总部大楼获准开工建设。接下来，专家组做了一个 3 层楼高的复制品用来研究。它被放在一个能模拟地震的液压平台上，上面安装了数百个传感器，用来监控“塔楼”上 1 万多条钢梁的位移，并测量在不同情况下哪个部位承受的压力最大。

经过精密计算后，央视大楼的结构由许多个不规则的菱形渔网状金属脚手架构成。由于大楼的不规则设计造成楼体各部分的受力有很大差异，这些菱形块就成为了调节受力的工具。受力大的部位，将用较多的网纹构成很多小块菱形以分解受力；受力小的部位就刚好相反，用较少的网纹构成大块的菱形。奥雷·舍人说：这样压力基本都能沿着系统传递下去，并找到导入地面的最佳路径。

The Rhombic Fishing Net Creates Architectural Miracle

There was no reference for this design plan for the entire architectural industry in Beijing. Therefore, Beijing Municipal People' s Government organized 13 structural experts to form a special team. After two years of competition, the construction of the new CCTV Headquarters was commenced. And the experts built a three-story model building for study. It was placed on a hydraulic platform which has an earthquake simulation system and hundreds of sensors to monitor the displacements of more than 10,000 steel girders and identify the locations that withstand the most pressure in different situations.

After meticulous calculation, the CCTV structure was consisted of numerous irregular rhombic fishing-net-like metal scaffolds. Due to the different levels of load caused to different parts of the building by the irregular design, these rhombic blocks became the tools for adjusting the stress. As for locations with high stress, more small rhombic blocks were used to divert the stress; as for the locations with less stress, big rhombic blocks were used. Ole Scheeren said, the stress can be passed down the system and find the best way to the ground.

电视人可贵的片刻休憩地

央视总部主楼地上共有52层，地下共有3层。根据不同职能需求主楼共分成行政管理区、综合业务区、新闻制播区、播送区、节目制作区五个区域，可容纳工作人员1万人。央视选择玛祖铭立为其打造主楼节目制作区，演员休憩空间；并于2012年央视10月开始竞标，11月正式宣布第二阶段行政管理区办公空间规划由玛祖铭立负责，2014年1月底完工。

由于电视演员行业的特殊性，节目制作区的使用时间几乎是全天。节目前后演员们的休憩成为正式彩排与上演前的关键因素。在这里，有台前的片刻思索，有节目后的全身心放松。也只有在这里，演员们才能回归真我，放空；而后像一个空杯般，在下一次登台亮相之前盛满观众期待的“养分”，分享于众。

为保留大楼的通透性，玛祖铭立并没有采用实体隔断甚至是屏风。B1与B2层面通过Velx模块化沙发与长排矮柜作为区隔，从而自然形成一组组空间区域。同时，这些产品本身亦可以作为沙发与柜体使用。

← Matsu Velax Sofa 沙发
Matsu Tulip Lounge Chair 休闲椅
Kusch+Co ¡Hola! Lounge 休闲椅

The Rhombic Fishing Net Creates Architectural Miracle

The new CCTV Headquarters has 52 floors above the ground and 3 floors under the ground. On a function-wise basis, the building is divided into Administrative Area, Comprehensive Business Area, News production and broadcasting area, Broadcasting Area and Program Production Area and can accommodate as many as 10,000 employees. CCTV has chosen Matsu to decorate its Program Production Area and create a place for the actors to take a rest. The bidding started during 2012 and in November CCTV accounted that the office planning job for the Administrative Area during Phase II will be undertaken by Matsu. The project is expected to be completed by the end of January 2014.

Due to the special features of the TV and acting business, the time of use of the Program Production Area is 24/7. How to ensure proper rest for the actors has become the key for the rehearsals and shows. Here, you can think in front of the camera and relax yourself after the show. Only here can the actors empty themselves before they go onto the stage and put on another fascinating performance to the audiences.

To ensure air ventilation and light transmission of the main building, no partition or screen are used by Matsu. B1 and B2 are separated through Velx sofas and a long line of low drawers to shape different spaces. These products can themselves serve as sofas and drawers.

Vlex 由基本的 6 个模块组成，看似简单的线条却可以任意组合。任何 2 个模块都可以有一面相接，在央视的演员休憩区玛祖铭立为其选择了 5 个模块构成了长条沙发。在 Velax 形成的轻松、愉悦氛围中，人与人之间随意交流。谈笑之间，灵感得以碰撞；闲庭信步中，享受着宁静。

Velax is basically consisted of 6 modules. The simplistic lines are randomly combined. Any two of the modules are connected on one side. In the Actors Lounge Area, Matsu has chosen 5 modules to shape a long sofa. In the relaxing and joyful atmosphere created by Velax, people can have free conversations. They can get inspired when talking with each other and enjoy the tranquility when strolling around the area.

F1 与 F2 的休闲家具，在颜色上，使用央视代表色红色，点亮与统一空间色调；并与其室内红色墙体呼应。产品上，两层楼面都采用同一产品 Singlax 模块化沙发。金属框中的立方体可以跟随区域的不同需求灵动组合，呈现完全不同的空间氛围与作用。F1 上 Singlax 将中型模块集中在中央，作为靠背，并通过整齐的排布，营造规整与正式的气场；而 F2 则通过开放与半开放区域形成不同区间。在其中心区域，采用 Singlax 高低模块错落的方式，营造轻松而开放的社交休闲区；而靠近墙体两端则通过书架区隔与高背沙发 Wings 搭配形成相对私密的休憩区间，演员们可在此不被打扰的思考与放松。

As for the furniture on F1 and F2, the hallmark color of CCTV - Red is used to light up and unify the spaces and match the interior red walls. As for product selection, the same products are used on the two floors - Singlax module sofas. The cubes in the metal frame can be assembled according to different needs of the areas to deliver different atmospheres and functions. Singlax is concentrates the medium modules in the center to deliver a straight lineup and create an orderly and official atmosphere on F1. On F2, the space is divided by open and semi-open areas. In the central area, high and low Singlax modules are scattered to create a relaxing and open social area. And near the two ends of the wall, book shelves and high - backed sofa Wings are used to create a private resting area where the actors can think and relax without being bothered.

↓ Matsu Singlax Sofa 沙发

非诚勿扰 | “国民月老”孟非的 Office

If You Are the One | Office of National Matchmaker, Meng Fei

远景影视

06

↑ Matsu 山水礼 Executive Table 高级行政桌

2016年，玛祖铭立为远景影视打造了具有东方文化底蕴的办公空间。大多数人都听过《缘来非诚勿扰》，以及最近几年热播的《最强大脑》，这些都是远景影视的代表类节目，而知名主持人孟非则是其企业董事长。

In 2016, MATSU designed an office for Vision Media, which expresses oriental cultural essence. Most people have heard about "If you Are the One" and the hot "Brain" recently. They are typical programs made by Vision Media, whose chairman of the board is the well-known host, Meng Fei.

远景的办公室，整体采用沉稳的木色与深灰家具搭配，以营造大气、稳重之感。而孟爷办公室，则选配了既现代，又极具中国文化底蕴的山水·礼班台系列。

山水 · 礼 班台采用舍满取半的设计理念，前挡板通透的设计处理方式，不仅从结构上精简，且从外观上也传达了通达透彻之意，“活”字跃然而出，显示了一种依山傍水的闲雅之气，与孟非的儒雅之感相得益彰。

Vision' s office is mainly designed with stable wooden and dark gray furniture, so as to build classic and steady atmosphere. The big boss' s office is decorated with modern furniture, courtesy office desk, which meanwhile demonstrates Chinese culture.

Mountain and stream·Courtesy. The office desk adopts the concept of "spare a room" . The transparent front fender looks concise in structure and means a kind of understanding. "active" is vividly seen, expressing leisure and elegance, just like standing by mountain and stream, which matches Meng Fei's politeness.

← Matsu Lenco+ Workstation 工作位

Beauty of City & Art of Mansion

Xiaohui Wang Shows Her Art Museum in Suzhou with MATSU

旅居德国二十多年的当代艺术家王小慧，其同名艺术馆位于苏州最繁华的老城区平江路上。艺术馆前身丁宅能追溯到清代，最早的主人已经无从考证。民国时期主人叫丁春之，曾任清末山西定襄县知事，回苏州后从事实业。

As a modern artist, Xiaohui Wang has lived in Germany for more than 20 years，and Xiaohui Wang Art Museum. Situated on Suzhou's busiest street-Jiangping Street in the old downtown area. The history of Ding Mansion, as the museum was previously named, dates back to Qing Dynasty. But no record can be found on its original owner. During the era of the Republic of China (R.O.C.), this property was owned by Ding Chunzhi, former Magistrate of Dingxiang County during late Qing Dynasty who later came back to Suzhou as an industrialist.

城间景色，古宅艺术

王小慧携手玛祖铭立呈现其苏州艺术馆

07

王小慧与国际品牌的合作，在中国艺术家中是最早的一位，也是她创作活动的特色。**在王小慧艺术馆中，随处可见国际品牌的痕迹，玛祖铭立作为高端办公家具品牌，以与王小慧战略合作的身份，融入到艺术家的设计之中。并被王小慧艺术馆授予“艺术赞助奖”。**

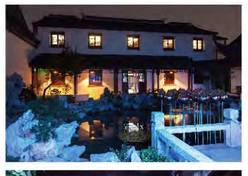
Wang was the first Chinese artist to cooperate with international brands. This is a hallmark of all her creative work. In Xiaohui Wang Art Museum, you can easily find the traces of international brands. As a top class office furniture brand, MATSU serves as a strategic partner of Xiaohui Wang and stays with her art works. MATSU has won Art Sponsor Award from Xiaohui Wang Art Museum for its support and devotion to the culture and art.

丁宅随着主人的“更换”，开始华丽转身。建筑师出身的王小慧亲自主持设计，百年老宅的传统格局与当代艺术馆功能要求相融合。

Ding Mansion is now embracing a new era with a new owner. Xiaohui Wang, once worked as an engineer, directed the design efforts of this project by combing mansion' s traditional layout with the modern functionality of art museum.

在苏州丁宅王小慧艺术馆中，玛祖铭立 ¡HOLA! 系列休闲座椅优雅呈现。虽是来自欧洲的现代设计，但她“中国红”的民族色彩使其与古色古香的建筑完美融合，而她轻盈的造型又能灵动满足王小慧艺术馆各类型活动所需的不同布局，将其应用在休息、接待等不同区域。她由西班牙首席设计师之一 Jorge Pensi 创作，1996 年荣获红点奖的它并不是一把简单的塑料椅，全钢制的隐藏框架结构赋予 ¡HOLA! 轻盈的外观。

In Suzhou Xiaohui Wang Art Museum (Ding Mansion), MATSU ¡HOLA! Lounge Chairs are elegantly presented in front of your eyes. Although the Chair has modern European design, its Chinese red fits perfectly with her ancient-style decoration. With its lightness and flexibility, different layout needs are met for different activities that take place here, which means you can use the chair at the reception or in the lounge. The chair is the masterpiece of one of the chief Spanish designers-Jorge Pensi and won the Red Point Award in 1996. It is more than a simplistic plastic chair. The hidden steel frame structure gives ¡HOLA! light appearance



Kusch+Co ¡HOLA! Lounge Chair 休闲椅 ↑

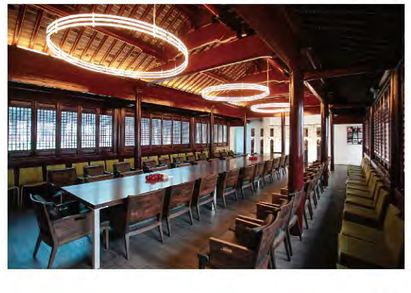
艺术馆二进上层的会议活动区，玛祖铭立皮质与木质结合的 VIP 休闲椅、胡桃木色的会议桌与古宅朱红色的漆柱、门窗相互呼应。会议桌金属制的桌脚、仿佛天使光环般的圆形灯管使整个空间在文化沉淀中又透露着时尚现代的气息。

The upper-floor conference room of the second-door building, the feather-and-wood-made VIP lounge chairs and walnut meeting table match with the vivid red-painted columns, windows and doors. And the metal conference table legs and the circled-up fluorescent tubes, show you the cultural, fashionable and modern aspects of the museum.

VIP 接待空间 + 王小慧书房，位于丁宅第四进。王小慧上海花园摄影作品系列中两个女子透过朦胧的格栅从画中到宅内眺望着，仿佛通过古宅窗楞窥看着庭院内发生的一切。玛祖铭立白色 Elin 班台在这个空间肃静的毅立着，阳光映照时，让人感觉特别圣洁。而红色的 Trio 休闲椅让白色与古宅的朱红有了自然过度。

The VIP Reception Room and the Study of Xiaohui Wang are located in the fourth-door building of this mansion. The two girls in the photograph series "Shanghai Garden of Xiaohui Wang" are looking out to the courtyard through the frame and the window. The white Matsu Elin Executive Table stands solemnly here. When the sunlight sheds in, it gives you a sense of sacredness. And the red Trio Chair neutralizes the white color of the chair and the deep red color of the house.

Matsu VIP Loung Chair 皮质休闲椅 ↓

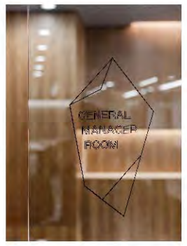


“折”出来的空间，**ELLE Office**

08 “Origami” space ELLE Office

ELLE

标识设计也融入了折纸元素加强与空间的互动。



ELLE，著名时尚杂志，国际版本达 70 份的惊人扩充能力，代表着法国桦榭集团的最强实力。其广州办公空间的整体设计项目中，玛祖铭立全情投入，与菲灵工作室共同缔造出了一个多样性的折纸空间。

考虑到项目体量小的现状和客户的大容量需求，菲灵突发奇想地采用折纸的方式对该项目进行平面划分。

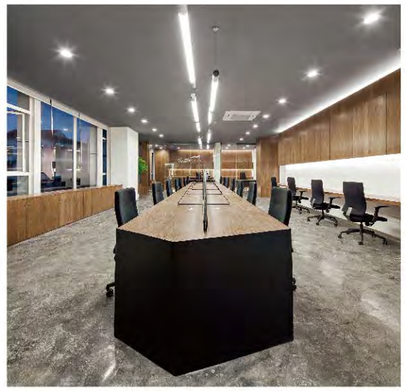
在紧凑的空间中，每条折线不能流于表面，须具备多重功能。如会议室的组合长台，其主要功能为坐席，但是同时还集合了双面陈列功能及储物功能。墙边的吊柜，除了储物功能，同时承担照明功能；甚至玻璃门的标识设计也融入了折纸元素加强与空间的互动。正因为处处蕴含这些多样性功能的空间，一个“折”出来的空间应运而生，完美地解决了客户需求和现实之间的矛盾。

ELLE, famous fashion magazine, 70 editions of International version demonstrates its amazing expansion capacity, which represents the strongest strengths of HACHETTE FILIPACCHI MEDIAS. Together with Feeling Studio, MATSU was fully dedicated to the job of ELLE' s Guangzhou office space, and built a diversified “origami”space.

Considering limited space of project site and client' s large capacity requirement, feeling Design proposed a special design for plan layout with inspiration of Paper Folding.

In this tight space, Beauty is not the only effect we consider. Likewise, we also consider multi-functions. For example, the compound long desk in the meeting room, its main function is seating, but it also has functions of double-side displaying and storage. The hanging cabinet against the wall, it is not just a storage space but also offers lighting; even the sign design on the glass door, it also integrates with paper folding element as to interact with the space better. With so many multi-function spaces, a folding space came out and perfectly solved the contradiction between the reality and the client's need.

↑ 会议室的组合长台，其主要功能为坐席，但是同时还集合了双面陈列功能及储物功能。



↑ 温厚踏实的 MATSU Starf 工作椅将入座者稳稳容纳，符合人体工学的背部设计，减轻了脊柱压力，令使用者可全身心地投入张弛有度的工作中，减除后背之忧。

← Matsu Lenco+ Workstation 工作位
Kusch+Co Ona Work Swivel Chair 办公椅

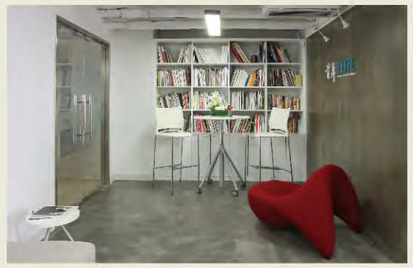
↓ 该项目的主要材料为木饰面板、混凝土及定制金属构件。

这个折纸的创意简单又有效，通过采用生活中触手可及的材料，有效的控制了成本。该项目的主要材料为木饰面板、混凝土及定制金属构件。经过对材料形状和使用比例的微调，增强参与者与空间的联系，提升使用者与空间之间的亲和感。

This paper folding creativity is simple but effective. It controlled the budget through using easy accessible materials. The main materials of this space are wood veneer, concrete and custom-made metal components. We strengthen the connection and intimacy between people and space through small adjustments to the shape and proportion of the materials.

《首席 ELITE》，是聚焦各个领域先锋思维的精英杂志。作为高端办公家具的玛祖铭立此次与之合作，为其营造了一个精英空间。

“首席 ELITE” is a top magazine focusing on pioneering thoughts from all fields. As a high-end furniture designer, MATSU creates for it a top space of Elites.



↗ Matsu Joy Barstool 吧椅
Planmöbel M-pur Height Adjustable Table 圆形升降台
Kusch+Co Colani Sofa 沙发

整个空间理性的工业氛围感，主要以清水混凝土地面，裸露的 Loft 式吊顶，加上玛祖铭立 Lenco+ 工作位深灰色钢制金属脚构成。而入口处的内嵌式书架，流线型的深红 Cloani 沙发，以及 Lenco+ 工作位上跳耀的红色屏风又让整个空间在冷静的钢筋水泥工业风中添了些许的艺术情怀。这就像《首席》一样，既传达作为精神食粮的艺术熏陶，也展现作为物质社会的财经事实。

The space is filled with rational industrial atmosphere. It is mainly composed of fair-faced concrete floor, uncovered Loft ceiling and Lenco+ working seat with dark grey steeled metal legs. The embedded bookshelf in the gateway, streamline dark red Cloani sofa and Lenco+ working seat with sparkling red screen introduce some kind of artistic feeling to the calm and cool concrete industrial style. Just like “首席 ELITE” , it delivers artistic influence as food for thought, and it reports finance status as a matter of fact.

09 空间的物质享受与精神食粮，首席 Office

ELITE
PALACE OF GREAT MINDS
首席

The material comforts
and food for thought of a space

ELITE Office

↓ Matsu Lenco+ Workstation 工作位
Kusch+Co Papilio Swivel Chair 办公椅

10 为Gen Y搭起通向经典艺术的桥梁－Suedwestfalen 音乐教育中心

To Build a Bridge Connecting Gen Y and Classic Art -Suedwestfalen Music Education Center

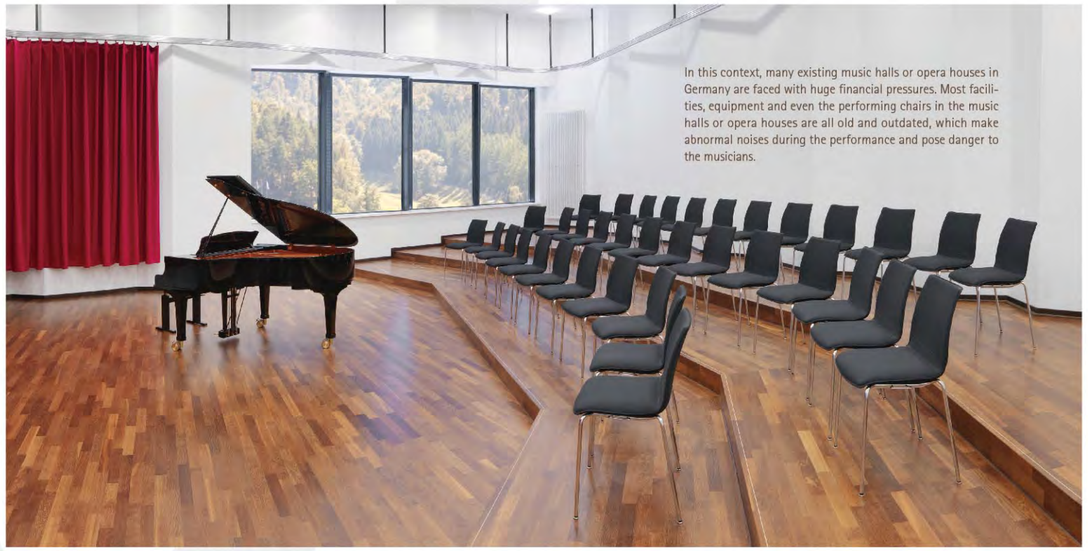
古典音乐的今昔

德国，西方古典音乐昔日的摇篮，一个曾诞生过巴赫、贝多芬等多位人类历史中最伟大音乐家的国度，在 21 世纪的今天，也同样面临着传统文化与经典艺术日渐衰落的窘境。今天的德国 Gen Y 一代和国内的 80–90 后一样，听得是美国流行音乐，看得是好莱坞大片。而真正会去音乐厅、歌剧院的多半是须发半白的中老年一代。

The present and the past of classical music

Germany, the cradle of western classical music and home to several historic musicians worldwide including Bach and Beethoven, is also faced with the dilemma of declining traditional culture and classic art today. Nowadays, Gen Y in Germany, like the 80s & 90s in China, are crazy about American pop music and Hollywood blockbusters. No one shows any interest in the music halls or opera houses except the middle-aged and old people.

在这样的大背景下，德国今天现存的不少音乐厅、歌剧院同样面临不小的财政压力。音乐厅内的不少设施设备陈旧，包括演奏座椅也都是“高龄”出席，这些座椅不仅经常在演奏过程中发生异响，而且为音乐家们的安全留下了隐患。



In this context, many existing music halls or opera houses in Germany are faced with huge financial pressures. Most facilities, equipment and even the performing chairs in the music halls or opera houses are all old and outdated, which make abnormal noises during the performance and pose danger to the musicians.

相较而言，**位于德国西部经济重镇，北莱茵•威斯特法伦州 Schmallenberg 市的 Suedwestfalen 音乐教育中心则无疑是幸运的。其中的演奏大厅与练习大厅都采用 MATSU 德国合作伙伴 Kusch+Co 为其特别定制的 Uni_verso 系列座椅。**

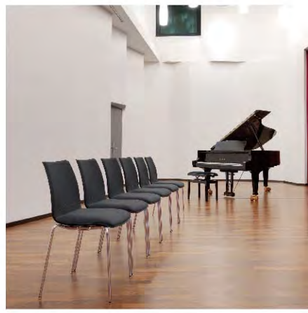
By contrast, the Suedwestfalen Music Education Center based in Schmallenberg in North Rhine-Westphalia, an important economic city in western Germany, is undoubtedly fortunate. Both its performance hall and practice hall are equipped with tailor-made Uni_verso chairs provided by MATSU's German partner Kusch+Co..

异响抑制的 Uni_verso

由著名设计师 Norbert Geelen 创造的 Uni_verso 座椅作为一个成熟的产品系列，一直以其经典的造型、百变的身姿、及极强的空间适应能力在亚欧各大主要市场备受推崇与好评。**此次，更是邀请教育中心音乐领域的负责人 Schauermann 先生，深度参与为此项目特别定制的 Uni_verso 座椅，它的调校与细节完善的全过程。Schauermann 先生不仅以专业音乐人与演奏家的身份提出了各项建议，还与 Kusch+Co 一同，特别邀请了专业工程咨询公司 Peutz，对这批 Uni_verso 座椅进行了异响抑制等声学领域的专业测试，确保每个细节均达到完美。**

Noise-preventing Uni_verso

As a mature product line created by famous designer Norbert Geelen, Uni_verso chairs have been well received and recognized in major markets in Asia and Europe with their classic style, versatile shapes and strong space adaptability. This time, Mr. Schauermann, the music head of Suedwestfalen Music Education Center, was invited to deeply engage in the whole process of adjustment and detail improvement of the tailor-made Uni_verso chairs for the project. Mr. Schauermann not only proposed some useful advices as a professional musician & instrumentalist, but also joined hands with Kusch+Co to specially invite the professional engineering consulting company Peutz to conduct professional tests on the Uni_verso chairs in terms of acoustics including noise prevention, with the purpose of ensuring perfection in each detail.



Suedwestfalen

在一系列精密的微调过后，Suedwestfalen 音乐教育中心专属的 Uni_verso 座椅诞生了。它相较普通版本要略高少许，调整后的 Uni_verso 椅背与坐垫间的角度有了微妙的变化。实木椅背可以在演奏过程中对人们的腰背进行更好的承托。坐姿的改变也会令演奏者们的呼吸更加顺畅，从而使其对乐器的操作更为自如。软硬适中的坐垫不仅舒适，亦可使音乐家们的坐姿更加挺拔，显得神采奕奕、气场十足。

After a series of precise fine adjustment, the tailor-made Uni_verso chairs for Suedwestfalen Music Education Center were born. There is subtle change in the angle between the back and cushion of the adjusted chair, which is slightly higher than the ordinary version. The wooden backs can provide good support for the back of the instrumentalists, who can have smoother breathing and thus play the instrument more smoothly. Besides, the cushions with moderate hardness are not only comfortable but also make the musicians sit more straightly to show the audience a perfect performance.

赞叹后的增订

这批 Uni_verso 一经交付，便广获赞扬之声。音乐教育中心总负责人 Hoffmann 先生更是立即决定，再增订 300 把同款的 Uni_verso，将整个音乐厅内的观众席、中心内办公区域中的访客座椅全部更换一新。**此外，Hoffmann 先生还特别采购了 30 张 Kusch+Co Trio 系列座椅，并调整到更矮的高度，让更多的儿童和青少年也能在音乐厅内找到自己的舒适坐姿。**

Additional order brought by high recognition

The batch of Uni_verso chairs received high praise and recognition upon the delivery. Mr. Hoffmann, head of the Center, immediately decided to place an additional order for another 300 Uni_verso chairs of the same version to replace all the visitor chairs in the auditorium and office space of the Center. Moreover, Mr. Hoffmann specially purchased 30 Kusch+Co Trio chairs and have them adjusted to lower heights in order to provide comfort to more children and youth visitors.

这是一家普通的音乐教育中心为吸引本国年轻一代作出的切实努力。它传达出一种声音：要为更多的孩子们创造条件与机会，接触经典，并让他们能感受到古典音乐与传统文化之美。MATSU 合作伙伴 Kusch+Co 作为一家传承 75 年的家具厂商也非常高兴，能成为这一过程的支持者、见证者与实践者。

This is the practical efforts made by an ordinary music education center to attract the young generation in Germany. It conveys a voice to create conditions and opportunities for more children to touch classic art and feel the beauty of classical music and traditional culture. As a 75-year-old furniture manufacturer, MATSU' s partner Kusch+Co is very pleased to be the supporter, witness and practitioner of the process.

Suedwestfalen

设计，不是制作“模具饼干”

对话 Simon Park, PDM International 上海设计总监，WPP 项目负责人

Dialogue with Simon Park, the Director of PDM International in Shanghai, Person-in-Charge of WPP project

编辑：彭茜 图片：由 Simon Park 提供 Editor: Qian Peng Photo Provided by Simon Park

在为阿迪达斯上海办公室设计后，Simon Park, PDM International 上海设计总监参与全球最大的广告集团 WPP 项目中国总部（上海办公室）的设计中，此次他与高端办公家具品牌玛祖铭立 MATSU 合作。

After working for Adidas Shanghai office, Shanghai Designing Director, Simon Park, PDM International, participated in the designing task for WPP (Shanghai) project, the biggest advertising group globally. This time, its partner is the high-end office furniture brand, MATSU.

Simon Park 说：设计，不是制作模具饼干。每一个空间都应有自己的生命。生命的精彩与奇妙在于每个个体之间的独特性。

Simon Park said: designing is nothing about making cookies in mould. Each space has its life. The uniqueness of each individual helps to create the wonderfulness in the fantastic world.

那么，在 WPP 集团中国总部，其 26 家子公司聚集于上海达邦协作广场，如何保有每一家广告公司的个体魅力，又让 26 家子公司不突兀，不冲突的抱团在一起？让我们一起对话 Simon Park。

So, in China headquarter of WPP GROUP, where there are 26 subsidiary corporations located in Shanghai WPP campus, how to preserve individual charm for each and every advertising company without making them incompatible with each other so they can huddle together for collaboration? Let' s meet Simon Park.

Q: MATSU 玛祖铭立

A: Simon Park

Q: 2007 年您来到上海生活，你对这个城市的感觉怎样？为什么会选择来此？

You came to Shanghai in 2007, so how do you like this city? What made you choose this place?

A: 上海非常吸引人，因为这里充满挑战。对于我来说，这并不算一件很难抉择的事情。特别是，这里拥有大体量，高效率运作的，令人惊叹的项目与市场机会。

Shanghai is as charming as it is challenging and it wasn' t a hard decision to make, especially with the volume and velocity of spectacular projects on offer. It' s a great opportunity to perform and deliver on an international stage with the best in the business delivering results for both local and global companies.

Q: 您是新西兰人，而现在来上海也已有 8 年之久。可否从你的认识上，谈谈中国建筑、空间设计相较于新西兰，有什么同异？而对中国建筑、空间设计行业，你有什么建议以使其扬长避短吗？

You are from New Zealand and have been here for as long as 8 years. Can you tell us something about the difference between the Chinese architecture and space design and that in your country, from your professional perspective? For Chinese architecture and space design, what' s your advice to make better progress and make up for the weakness?

A: 我并不认为中国建筑或者室内设计有任何短板，但在中国市场，我们确实也有很多妥协。全世界都要求对项目时间进行严苛管控，以及达到甚至超越客户期许值，只是在中国，放大了这种现象，并且要求更低的预算。我们是在指导客户经历一个独一无二的奇妙旅程，以使其需求明晰，甚至拥有一个伟大抱负的目标。当客户的需求越来越具体，办公空间设计知识越来越丰富之时，这是让人欣慰，且极具成就感的。

I don' t believe there is a weakness with the Chinese system however there are many compromises that are unique to the market we work in. Time and managing clients' expectations are the same anywhere in the world it is just magnified in a market and industry that expects stunning results with compressed schedules and sometimes challenging budgets. The clients are becoming more sophisticated in their requirements and knowledge of workplace design which is exciting and we are here to guide them through a journey that is unique and particular to their requirements and aspirational objectives.

Q: 很多人说未来办公空间将是一个商业社交中心。越来越多的共享办公案例出现，比如：WeWork、SOHO 3Q。那么，你认为办公空间发展趋势是什么？

Many senior colleagues believe the upcoming office space will certainly be a commercial and social hub. We can see more and more shared offices such as WeWork and SOHO 3Q. so, what do you think is the trend of future office space?

A: 所有办公理念以及办公方式必须，也应该适应当地人群。**单一的方式绝不可能适合所有人（共享办公也只是现在或未来盛行的办公方式的其中之一），我从来没有用一成不变的方式去应对任何客户**。如果你提炼创造与人产生共鸣的办公空间之过程时，那么可以很清晰的看见，我们创造的产品需要满足一个人的基本要素，必须是舒适的、滋养的、有生机的、极具启发性的、便捷的、快乐的、高效的。**所有我们在设计个人生活空间中所需的基本元素，也必须带入到办公空间设计理念当中。因为如果你的同行业竞争对手这样做了，提供了更好的企业环境，那么你有可能会失去一个有用的商业人才**。

Any office concept and way of working must of course be localized to suit the demographic of the occupants, one size most certainly does not fit all and I have never had a 'cookie cutter' approach with any client. Once you distill the process of creating a workplace that resonates with people it' s pretty simple, the product we create needs to cater for the basic elements of a human being. Needing to be comfortable, nourished, active, inspired, convenient, happy and efficient. All of the elements we strive for in our personal lives must also be captured in a workplace because if your competitor has a better offering you may lose the talent you need in a business to be effective and better than the next company.

← DENTSU 电通广告

Q: 作为设计师，灵感是最重要的资源之一，那么，您认为什么样的办公空间更适合激发灵感？
通常，您设计的灵感来源何处？

As a designer, aspiration is one of the most important elements. What kind of office space do you think can prompt more aspiration? Usually, what prompts you most?

A: 灵感来自于很多形式，我常常无意识的，自发的，整理，收集一些适合特定客户与环境的真实想法。**上海这座充满机遇与活力的城市，不断刺激我，并给予了很多创想。另外，旅途以及体验不同的文化也是很好的灵感获取方式，不仅仅让人变得包容、谦逊，还让你更容易运用换位思考的方式，拥有从不同角度去面对困难的能力**。

Inspiration comes in many forms and often unprompted, collating and collecting ideas should be subliminal when offering real and honest ideas that suit a particular client or environment. Constant stimulation and idea generation is not uncommon in such a vibrant environment such as Shanghai. Travelling and experiencing different cultures can not only offer a more humble and compassionate approach but also the ability to look at challenges through a different lens.

Q: 现今，很多设计师开始跨界创作，您对跨界设计有什么看法？如果有机会，你是否也会跨越建筑、空间设计，而涉及产品设计或其他行业？

Now, many designers prefer cross-boundary collaboration. What do you think of it? If there is appropriate opportunity, would you try some ross-boundary architecture, space design, further the product design or other industry?

A: 当然，当我们与建筑设计师以及家具设计师合作时，我们常常想创造一些创新的，并且和客户息息相关的产品，我非常喜欢与建筑设计师与工程师合作去打破设计的便捷，去畅想界线之外的世界。没有任何界线的设计才是让设计师最为兴奋的。

Of course, when we work with architects and furniture designers we always look to create something that is new and relevant for a client. I enjoy working with architects and engineers to push the boundaries and think outside of the box, it really is what keeps you stimulated in a world of design that has no boundaries.

Q: 可否谈一谈为 WPP 集团这次做的方案。WPP 项目中客户的需求是什么？M Moser 的预期又是怎样？遇到什么困难？怎样解决？可否举列？

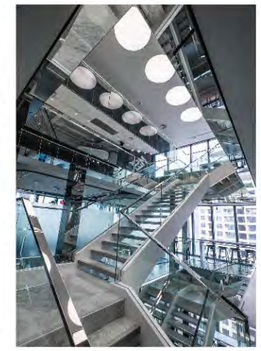
Can you give us some example? Let' s talk about the project for WPP. What were the client' s needs? What were M Moser' s expectations? Did you encounter any difficulties? How did you solve the problems?

A: 我们与 WPP 12 个广告公司合作，为每一个广告公司营造独特而纯粹的设计理念，这绝对是个挑战，更何况还有不同利益方的运营需求与创想都要结合进来。但我们的工作，就是孜孜不倦的让每一个广告公司都拥有独特的风格与惊艳的效果。**人们可以无缝的，流畅的在不同楼层与广告公司中体验游览，感受楼层之间不同公司的空间变化与独特性，但又并不感觉突兀，这也是我们设计最初想做到的**。

Working with twelve agencies across the WPP family presented challenges purely form design concept aspect let alone having many stakeholders with operational and creative input. We worked tiressly to ensure every agency had a unique flavor and 'wow' factor. The end result is a variety of floors with a transitional sequence that is not too abrupt and anyone can tour the office seamlessly and with the impact we set out to create.

在设计方案中设置活动空间是我们的首要任务，而氛围感，应用性都需要体验后才能真正感受、理解（从而更好的结合到设计之中）。

Setting the stage for the activities required to occur within the spaces was our priority and the narrative and content application around them needs to be experienced to understand.



NO 'COOKIE CUTTER' IN DESIGN

Q: 可否谈一谈MATSU办公家具在此次空间中的运用，以及您对MATSU品牌的看法与建议？

A: 玛祖铭立在WPP项目中的表现非常出色。**在这样的大型项目中，MATSU在不同广告公司，不同楼层空间中都展现了非凡的实力：不仅产品能够满足各种应用需求；并且，在项目时间紧张的前提下，产品的质量呈现仍是首屈一指的；更甚者很多广告公司在最后一刻还在进行方案调整，而MATSU仍可灵活应对**。我很开心能与这样的MATSU团队一起全心投入在设计项目中。我们期待在2016年，MATSU 20周年之际有更多的合作。

Q: What are your views on MATSU, including its products in spaces and the brand itself?

A: Matsu really did a splendid job regarding WPP and showed us their true capability to deliver a large scale project across many floors with many stakeholders. The products were well suited to the application and quality was second to none given the tight schedule and last minute changes form many agencies. It was a pleasure to experience the Matsu team in full swing and we look forward to partnering with them further in their twenty year anniversary celebratory year!

Q&A

↑ Matsu Lenco+ Workstation 工作位
Matsu Vioo Workstation 工作位
Kusch+Co Papilio Swivel Chair 办公椅

↑ Matsu Lenco+ Workstation 工作位
Matsu Stone Swviel Chair 办公椅

NIMBUS亮相LIGHT+BUILDING 2016
Nimbus at Light+Building 2016

编辑：彭茜 图片：由 Nimbus 提供 Editor: Qian Peng Photo Provided by Nimbus

2016 年3月 18 日，全球最大的照明展 Light+Building 在德国法兰克福举办。玛祖铭立合作伙伴 Nimbus 现场以两个展位呈现 1.2 号馆 G10 展现“移动照明”的魅力，而 3.1 号馆 C95 则展现 Nimbus 智能化控制系统。

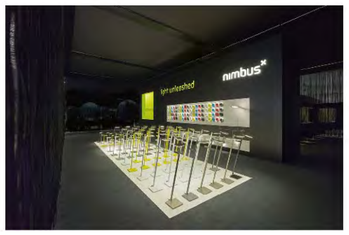
It was that time of year again. The world's largest fair in the field of lighting and building technology took place until 18.03.2016 in Frankfurt am Main. And once again, this year MATSU' s partner Nimbus was represented by two stands that await you with exciting presentations. In Hall 1.2 / Stand G10 you were able to experience the fascinating vision of – light unleashed. And in Hall 3.1 / Stand C95 we have been presenting all you need to know about NIMBUS.CONNECT – the smart link-up of a building's luminaires.

“可移动灯具”—Roxxane Leggera

Roxxane Leggera把自己从电线的控制中释放了出来，在此之后，昏暗的角落成为了过去式。这意味着更便捷、更自由、更优质的生活。仅 1150 或 1500 克的轻盈的身材，加之配有长达 100 小时的可更换锂电池，让 Roxxane Leggera 成为了一个真正的“可移动灯具”。它会像一个好伙伴，可以随时出现在你需要它的地方。

“LUMINAIRE TO GO” ––ROXXANE LEGGERA

The Roxxane Leggera CL has freed itself of its restricting cable, so dimly lit corners are a thing of the past. That means more convenience, more freedom, more living quality. The luminaire' s handling reflects the lightness of the design: With a weight of just 1150 or 1500 grams and Roxxane Leggera' s replaceable lithium-polymer rechargeable battery stores power for up to 100 hours of operation. Then the Roxxane Leggera turns into a real "luminaire to go" . It likes a good companion, is always there where you need it. Released from the restrictions of its cable..



智能化自联系统

Nimbus LED 照明灯具不仅仅拥有简约美观的外形，同时也具有先进的 Nimbus 智能化、自动化互联控制技术（智能化自联系统）。**每个 Nimbus 灯具集合其自身的无线技术与感应功能都可自联成一个照明体系，就仿佛邻里之间，顺畅融洽的沟通，自然而然的结合在了一起，而并不需要通过安装智能化建筑管理系统来实现**。Nimbus 智能化自联系统让科技贴近生活，便捷服务于使用者。

NIMBUS.CONNECT

Nimbus LED luminaires don't only cut a good figure as individualists but, using Nimbus.Connect, they can also be upgraded to team players by means of WIQ (wireless iq) – without having to go to the effort of installing a building management system. Thanks to built-in wireless technology and sensors, our luminaires communicate with their neighbours and other luminaires in the system without the need for cords (swarm technology).

Link: Roxxane Leggera LED产品介绍：P14-P15

WITTMANN参与米兰家具展
Wittmann at Salone Del mobile 2016

编辑：彭茜 图片：由 Wittmann 提供 Editor: Qian Peng Photo Provided by Wittmann

4 月 12–17 日，玛祖铭立合作伙伴 Wittmann 作为高端会所家具品牌，参与了全球设计盛典 – 米兰家具展。此次，Wittmann 展现了其最新产品系列，并将一些经典产品通过调整，赋予了新生命：有 Marco Dessi 设计的 Mono 高背沙发，以及 Josef Hoffmann 于 1905–1911 年间设计的 PALAIS 沙发系列等。

From April 12 to 17, MATSU' s partner, high-end club furniture brand, Wittmann joined global designing grand ceremony–Milan furniture fair. During the event, Wittmann presented to the clients its latest product series. Meanwhile, by modifying some of the classic products, Wittmann gives new life to them. They have Mono high back sofa designed by Marco Dessi and PALAIS sofa series designed by Josef Hoffmann during the year of 1905-1911.

GERMAN DESIGN AWARD 2016

Mono 荣获了 German Design Award 2016 年奖项。
MONO von Marco Dessi is the winner in the category.

Link: 米兰设计周更多报道：P44-P51

于米兰，见设计–2016米兰设计周

In Milan, to Meet Design–2016 Milan Design Week

编辑：彭茜 图片：由 Salone del Mobile 提供 Editor: Qian Peng Photo Provided by Salone del Mobile

米兰家具展，这个设计界殿堂级展会，2016 年已迈入第 55 个年头。因其展期为期一周，故此也被称之“米兰设计周”，而米兰家具展也早已从家具作品的范畴扩展到整个设计界。

Milan Furniture Fair is regarded as a prominent event in the world of design. 2016, it's been 55 years since its birth.

尤其今年的米兰家具展，除了一如既往的聚焦于各大家具品牌的设计佳作上，如：玛祖铭立合作伙伴 Wittmann，以及 Knoll、Vitra、Moooi 等都参与其中，很多大众品牌，如：NIKE、百事、Citizen 等也加入了这场设计秀，通过装置艺术表达企业个性与传达精神。

As usual, on the fair of this year, we had designing masterpieces from famous furniture brands that caught much attention, such as MATSU's partner Wittmann, Knoll, Vitra, Moooi and so on.
What's more, mass brands like NIKE, Pepsi, Citizen also shared their design in this fantastic show, with the wish to present corporate personality and convey their spirit by installation art.

第 55 届米兰设计周邀请意大利设计师 Lorenzo Marini，以“眼睛”和“55”等设计特征凸显视觉焦点，除了向米兰家具展创办初始的 60 年代文化与艺术致敬，也强调此展的必看性。

The 55th Milan design week invited Italian master Lorenzo Marini. By using the design characteristics of "eyes" and "55" and so on, Lorenzo Marini strengthened visual focus to make this show a tribute to the culture and art in 1960s, when the show came to this world. It's also telling people the show was worth watching.

那么，一起关注下展会的必看性：
So, why can't we miss the fair?

看点 1：最美设计单品

Highlight1: the prettiest designing item

Patricia Urquiola 与平面设计师 Federico Pepe 合作，为 Spazio Pontaccio 品牌创作了 CREDENZA 书柜系列。（意大利语中 CREDENZ 有柜子和一个人的信念的意思。）CREDENZA 运用彩色玻璃，其灵感来源 Gerhard Richter 创造的科隆大教堂之神圣彩窗。

CREDENZA (in Italian means both a cupboard and one's belief) is a collection of furniture in stained glass inspired by the windows of holy sites as the ones created by Gerhard Richter for Cologne's Cathedral. Designed by Patricia Urquiola and Federico Pepe for Spazio Pontaccio.

GamFratesi 为 Gebrüder Thonet Vienna 品牌设计的 TARGA 沙发系列，由曲木框架结合软垫，沙发上部采用维也纳甘蔗的藤条编织而成，几种材料的巧妙融合，使 TARGA 系列格外优雅。

TARGA furniture collection by GamFratesi for Gebrüder Thonet Vienna.A project that combines the comfort of a full-upholstered furniture with a sophisticate bend wood structure. The upholstered part is simply supported by the wooden frame, while the Vienna woven cane is fixed to the structure in the upper part, creating a small screen. This combination creates an elegant effect where textile and cane meet.

Daniele Ragazzo 设计的 Concreto console。牢固沉重粗燥的纤维混凝土与脆弱轻透光滑的玻璃本就是对比强烈的两种材质。而设计师 Daniele Ragazzo 偏偏把两种材料以相反的角色模式组合在一起，彩色玻璃作为家具的基础而承受着混凝土的重量，形成让人觉得不安的对比。这个颠覆性概念也赋予这款产品独一无二的个性。

Concreto console designed by Daniele Ragazzo uses two materials giving strong contrast: Fiber Reinforced Concrete that is firm, heavy and coarse and glass that is fragile, light and smooth. Daniele Ragazzo combined these two opposite materials. Colorful glass, working as the base of the furniture, supports the concrete, forming the contrast that worries us. The subversive concept makes this item unique.

Patricia Urquiola 为 Glas Italia 品牌设计的 Shimmer 系列。虽然 2015 年米兰家具展时我们就已领略到 Shimmer 系列的美，在这届展会上，Urquiola 为 Shimmer 系列新添置了雾面磨砂版本。

Console from the SHIMMER series by Patricia Urquiola for Glas Italia. Urquiola has contributed new pieces to her Shimmer collection with frosted versions of the previous tables and mirrors.

Ferruccio Laviani 将 Foscarini 灯具放大版融入到缤纷色彩的几何图案场景中，让观者宛如置身爱丽丝梦游仙境般，非常奇妙！

Ferruccio Laviani played with scale in an Alice in Wonderland-like installation of Foscarini lamps and their giant versions.

Link: Matsu合作伙伴Wittmann参与米兰设计周：P43

Barber & Osgerby 工作室为 Mutina 设计的 Puzzle 瓷砖系列，让充满几何图案的瓷砖任一拼凑组合，如潮水般延展或隐退，而它也仿佛像生命般，拥有无限可能性。

Barber & Osgerby 's Puzzle tiles for Mutina. "The Puzzle collection is a game with infinite outcomes," said studio founders Edward Barber and Jay Osgerby.

CTRLZAK 艺术工作室为 JCP 创作的 LIGOMANCER。生来就不平凡，JCP 从来都是创造个性分明，与众不同的作品。这次也是一样，JCP 试图创作的不是一个个有着普通故事情节的产品，而是一个拥有戏剧精神魅力的代表作。

LIGOMANCER by CTRLZAK for JCP (a new eclectic furniture brand owned by architect Livio Ballabio and orchestrated by CTRLZAK studio).

Vincent van Duysen 为 When Objects Work 设计的 Pottery 系列。

Pottery by Vincent van Duysen for When Objects Work.

作品给人宁静和禅意之感。Pottery 陶本是一个抽象物体，当你从拉胚创作赋予它生命后。这些材质所特有的质感，木头的纹理，黏土的表面触感、软硬度都是作品本身最独具特色的个体魅力。

Serene and sober, the "pottery" has an abstract quality of the archetypal, but has been pulled from abstraction into the world of physical forms, into things you want to touch and to hold. A certain material roughness is critical to the surface of the clay and the soft, weathered grain of the wood.

Secondome 的 Una 和 Awaiting 系列是意大利纯手工打造的收藏级家具作品。

Secondome presented two original new collections entirely handmade in Italy.

↓ Una 桌灵感来源于古希腊 Bernini 的雕塑作品。

Una 由 Stefano Marolla 设计并打造。强烈的视觉冲突与错觉是这件作品带来的设计乐趣。木头的坚硬感，Una 通过手工雕琢，曲面的打造，使其如光滑的挂毯般轻盈地包裹着柜体。而这一设计灵感来源于古希腊 Bernini 的雕塑作品。

The collections are: 'Una' (Articolo Indeterminativo) designed and crafted by the artisan Stefano Marolla. The objects play on the ambiguity of the matter than can deceive the eye: a sturdy element like wood, hand-curved and levigated, looks like a light tapestry. The curves and the soft drapery of the wood are inspired by a long and attentive study on the usage of drapery in art's history, going back from the ancient Greece to Bernini's sculptures.

Awaiting 由年轻的设计师 Giorgia Zanellato 与艺术家 Coralla Maiuri 共同合作完成。

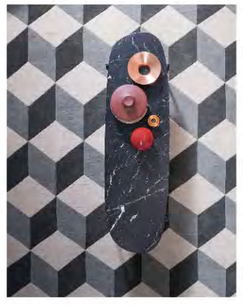
“Awaiting”是一套充满女性与感觉色彩的家具作品，由金色的黄铜与天鹅绒制作而成，将经典与当代元素完美结合在一起。受到她陶瓷作品图片的激发设计了一套色彩大胆的天鹅绒布料。她希望能够将这些织布设计变为同样大胆同时又非常精致的作品，因此她找到了设计师 giorgia zanellato。

"Awaiting" uses colors that are full of sense of femininity. Made by golden brass and velvet, " Awaiting" combines classical and modern elements perfectly. The artist, coralla maiuri, inspired by her picture of ceramic work, designed velvet fabric that uses bold colors. She desires to turn the fabric into bold and delicate works, and that's why she went for designer, giorgia zanellato.

'Awaiting', born from the cooperation between the young designer Giorgia Zanellato and the artist Coralla Maiuri.

Niobe 小桌由 Federica Capitani 为 Zanotta 品牌设计。

Niobe small tables with black Marquinia Carrara or Emperador marble tops designed by Federica Capitani for Zanotta. Set Design, styling: Studio Salaris.

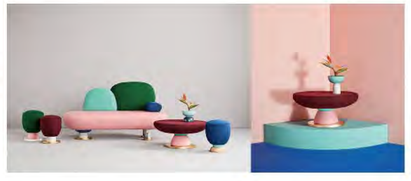


BD Barcelona Design 的 COUTURE 座椅由年轻的夫妻 Fredrik Färg & Emma Marga Blanche 设计。他们开创性的使用了木头裁剪技术，使 COUTURE 获得了惊艳的外观效果。而同时，COUTURE 兼具舒适性，并拥有旋转功能。

The COUTURE armchair by Fredrik Färg & Emma Marga Blanche for BD Barcelona Design. Made with Wood Tailoring™ technique.

由 Masquespacio 工作室为 Missana 设计的 Toadstool 家具系列。灵感来自于 80 年代 Memphis 产品。

Toadstool furniture collection, Masquespacio studio. Inspired by the Memphis movement of the 1980s (and more specifically Michael Graves' graphic architecture,)



“FEEL IT”展在米兰设计周期间，呈现了 Via 设计学院学生们第 6 学期家具设计作品。 FEEL IT exhibition by VIA Designs' 6th semester Furniture students.

看点 2：新材料，新设计（卫星展）

Hightlight 2: new materials, new design (satellite show)

今年，第 19 届米兰卫星沙龙展以“新材质，新设计”（New Materials、New Design）为主题，鼓励设计师从材料特性着眼创造作品。

This year, the theme of the 19th Milan satellite salon is New Materials, New Design, aiming that those designers need to take more material characteristics into consideration when making creation.

首奖，充气边桌

The first prize went to "Inflatable side table"

此次新锐设计奖冠军由德国成立工作室的 Philipp Beisheim 获得。其得奖作品 Inflatable 边桌跳脱常规思考框架，将原本应用于玩具或工具的“充气”概念，延伸至家具领域，成为 Inflatable 边桌的主要支撑柱。

生于南非，在德、英求学，也曾于世界各地工作过的 Philipp Beisheim，经过四年的沉潜，今年首度参展即勇夺冠军。

这张桌子经多次改良，使用特殊的聚酯纤维布料（Hypalon）为材，再雷射切割，胶合后不但外型美观，容易收纳，更可承受强大的压力，并形成坚固有利的中央支架。

The prize for the aggressive went to Philipp Beisheim, who set up his studio in Germany. The prize-winning work, inflatable side table, escapes from old-fashioned model. "being inflatable" is always for toys or tools, but the concept was extended to furniture by him and became the main support of Inflatable side table.

Born in South Africa, studying in German and Britain, having the experience of working in many places, Philipp Beisheim, after four years' of energy concentration, won the first prize for the first time in this show. It's also his first time to come to the show.

This table has been modified for several times. Using special Hypalon, through laser cutting, after cemented, the table looks beautiful and with easy storage. Furthermore, it can bear more pressure and have solid and powerful central support.

亚军，“暖男”的家具设计

The second prize went to the design by "sweet guys"

能让人感到温暖的 Warm Stool 是此次新锐设计奖亚军！日本设计团队 Bouillon 除了以日本重要的茶文化为概念，还套用人们在冬天喝茶将手围绕在壶边取暖的意向，打造了不论身心，都让人备感温暖的单椅 Warm Stool。

除了椅凳，Bouillon 还以粗陶设计柜子、灯具，甚至是墨水笔。

Second Prize to Bouillon (Japan) with "Warm Stool"; third Prize to Studio Nito (Germany) with "Bobina Chair". Special Mentions to Frank Chou Design Studio (P.R. China), Imagine (Japan), Klaas Kuiken (The Netherlands).

Beside the stools, Bouillon also makes rough pottery into cabinet, lamps and even fountain pen.

季军，交织的色彩

The third prize went to interwoven colors

勇夺第三名的 Studio Nito，以独特的材质惊艳评审。其得奖作品 Bobina chair，主要以树脂与细棉绳编织而成，棉线提供丰富的色调，而树脂更兼具固定和增强结构的功能。

Studio Nito 由设计师 Nil Atalay 与 TobioJuretzek 组成，以新组合的名称初试啼声，就获得评审的青睐。

这些互相交织的棉线一层层绕在中心的固定支点，也因为特别的缠绕方式，使得设计师能分别在不同的位置上不同色彩，创造出一系列多彩家具。

The 2016 winner of the First Prize is Studio Philipp Beisheim (Germany) with "Inflatable Sidetable", an inflatable table developed as a response to the consumer society, and made of Hypalon, a highly durable silicon-based material used in the industrial field.

Studio Nito is made up of designer Nil Atalay and TobioJuretzek. As a new team, they promoted their first work and won the flavor of judges.

The cotton, interconnected with each other, surrounds the stationary pivot layer by layer. Because of the unique way of winding, designers applied different colors to different positions, creating series of colorful furniture.

特别奖，中国于世界的舞台

The Special Award belonged to China

2016 米兰家具展卫星展新锐设计师特别奖由中国设计师周宸宸，以及日本 Imagine 的 Kibits 作品与荷兰 Klaas Kuiken 的 The Eps Collection 系列获得。

中国设计师周宸宸以 Oriental 系列 Ping Screen 产品，在这个设计的世界级舞台上，代表中国发声。意大利总理伦齐为其亲自颁奖。

带有东方艺术感的 Oriental 系列与新品 Suit 系列所营造的优雅时空，通过线条的提炼、色彩的重组，创造出一套世界通用语言之下的东方设计作品。

为 HC28 品牌打造的全新 Bold 系列，这套作品圆润、诙谐、略带“玩世不恭”的氛围格调，“粗线条”的设计形态表达出幽默诙谐的生活精神。

Designer Zhou Chen Chen from China, Kibits from Imagine, Japan and The Eps Collection from Klaas Kuiken, Netherlands won 2016 Milan Furniture Fair Satellite Show Special Award for aggressive designers.

Chinese designer, Zhou Chen Chen. His Ping Screen of Oriental helped him make his debut on behalf of China on the International stage. Italian Premier Renzi awarded him the prize in person.

Oriental series and new Suit series, bearing oriental artistic sense, build graceful space. Through refined lines, reorganization of colors, he creates oriental artworks that bridge the world.

The brand new Bold designed for HC28, which is mellow, harmonious and bears the style of "cynicism". "Broad brush" design expresses the harmonious lifestyle.

看点 3：装置艺术，大设计

Highlight 3: installation art, big design

“光”之森林

Forest of Light

在与 Nendo 与 Snarkitecture 合作后，时装品牌 COS 与 Sou Fujimoto 藤本壮介建筑事务所携手，于米兰设计周“光之森林”的装置艺术。

东京是一个极其有趣的城市，它就像是一件人工制品。但对于设计师而言，它仍然像一座森林。所以他的灵感——森林的概念，不仅仅是来源于自然森林，更多来源于东京这座人造森林。这个概念就像标题所说——光之森林。

“COS 馆是纯粹概念的森林，但绝不仅仅是静态的实现。光和游客彼此交互，这种协同作用作为一种建立在时尚、空间和森林之间的联系。”——苏藤本隆宏

Following collaborations with Nendo and Snarkitecture, fashion brand COS has teamed up with Sou Fujimoto to create its installation in Milan this year.

Tokyo is a city with a lot of fun, just like an artifact. In the eyes of designers, it is more like a forest. So his source of design–forest, means not only the forest in nature, but also man-made forest, Tokyo. It is in line with the theme–forest of light.

"Cos pavilion is a pure concept of forest. It's absolutely not just the static realization. Light and visitors, interconnected with each other, establish a fashionable relation with space and forest" --- Soto Mototakahiro

万枚机芯缔造光芒闪耀 Time is TIME

←
西铁城再度携手 DGT 建筑事务所的田根刚共同打造出“time is TIME”主题艺术装置参加展出。

设计的传承：经典

before design: classic

米兰展邀约电影制作人 Matteo Garrone，以微电影的方式将传承经典的设计概念记录，展现，并传播。

Matteo Garrone 说，“我十分喜欢这种基础理念：经典，广义上被视为美好的特质，贯穿于不同时期，保持自己的真实性和当代特征，搭起一座连接未来的桥梁。**这让我联想到原子能被发现之后的破碎世界：目光纯粹，拥有感知美的能力的孩子们藏起从碎石堆捡来的石块，并将之视为真正的‘宝石’**。行走在梦幻般迷人的地方，感受强烈的历史碰撞，这些小小的‘艺术守护者’为未来整理、清洁并保留这些石块，通过这样的行为使美得以延续。现实中，家具成为绝对主角，历经年代的洗礼，拥有无可变更的当代艺术特征。”

Film maker, Matteo Garrone was invited by Milan Fair. In the form of micro film, he records, presents and spreads the classical design concepts.

Matteo Garrone said, "I'm very much fond of the basic idea: classical, generally regarded as beautiful characteristics, runs through many periods, keep inside the authenticity and modern features and bridge us with the future. I'm reminded of the broken world many years after the appearance of nuclear energy: kids with pure eyesight and ability of feeling wonderfulness picked up and hide the stones from rubble, treasuring it as 'jewelry'. Positioned in fantastic and charming world, feeling strong historical conflicts, these little 'art guardian' cleared and preserve these stones for the future, in order to enable beauty to get continued. In reality, furniture plays the leading role. Through the baptism of years, it is branded with modern art characteristics."

NIKE，“自然的律动”

NIKE, The Nature Of Motion

“2016 米兰设计周”期间，10 位前卫的当代设计师携手耐克，借助各种媒介探索“自然律动”的奥秘。其中部分作品概念性十足，是未来科技的预言者；另一些作品则立足实用性。大量耐克独有的材料技术得到广泛采用。其中就包括 Flyknit 技术。

英国设计师 Sebastian Wrong 设计的人类工程学公共座椅，将错综复杂的织物包裹在中空的铁架子上。该座椅采用 Nike Flyknit 技术，表面细致地刻画着 Umberto Boccioni1913 年创作的绘画“足球运动员的活力”(Dynamism of a Soccer Player)，体现了朗自身对意大利未来主义及该运动对现代性、速度和活力的反思所进行的思考。

During "2016 Milan design week", fashion forward modern designers collaborated with NIKE, relying on all media, to explore the secrets of "natural motion". Some of the artworks were extremely conceptual, foretelling future technology; others are much more getting real. Great amount of materials exclusively owned by NIKE were widely used, including Flyknit.

Human engineering public seat designed by British designer Sebastian Wrong hollow iron shelf wrapped up by complex textile. The seat applies Nike Flyknit. With the Dynamism of a Soccer Player, made by Umberto Boccioni in 1913 on its surface, the whole product presents profound consideration of futurism and corresponding thought of modernity, velocity and vitality.

意大利人 Martino Gamper 的鼓系列作品在 ↓ 层压胶合板框架上覆盖 Nike Flyknit 科技织物，并用耐克鞋带固定，置于特别设计过的家居环境中，极好地诠释了自然律动的韵律。

3M“都市树”下的有机休憩区

Urban tree lounge

3M 与擅长设计绿色建筑的建筑师 stefano boeri 合作，在米兰设计周种下了“都市树”，营造了不一样的公共休憩区。

这颗概念性的“都市树”运用 3M 分色膜，透光性、色彩度效果极佳，且可有效减少炫光。

“都市树”玻璃材料拥有太阳能涂层，可高效反射太阳光线以获取能效；并且运用了纳米光感控制膜，具有高透光性的同时，减少热量的吸，。让体验者在夏季，同样可感受如临树荫下般的凉爽感。

3M design collaborates with stefano boeri on urban tree lounge for milan design week.

one highlight would be our 3M dichroic film, which combines beauty, light, and color as a unique solution to interior glass surfaces that assists with glare reduction.

Several 3M materials were used: 3M glass bubbles are used in solar paint, which can reflect solar rays for greater energy efficiency. we also applied our 3M sun control film, a multi-layer film based on nanotechnology that can enable uniquely high light transmission while reducing heat gain, keeping you cooler in the summer months. our high reflective film materials are used for light management to bring natural light into artificial environments.

看点 4：全城设计总动员（展外展）

Highlight 4: general mobilization of designing (beyond the show)

不随波逐流，寻找真正的自由

诞生于 1966 年的意大利品牌 GUFRAM 是当今意大利设计的先锋品牌。出自于 GUFRAM 的嘴唇沙发，罗马柱家具，仙人掌家具等都是当代大众熟知的著名家具。

在这个展览中，观众走在白色的 t 台上，t 台下是由建筑专业切割模型所用的蓝色模型材料打造出的蓝色海洋。展览的家具和工业产品就被放置在蓝色的海洋上，工业产品也被放大到大型家具的尺度，非常有趣。GUFRAM 在蓝色的海洋中，一路前进，从不随波逐流，永远追寻真正的自由，正如他的产品一样，具有开拓性和先锋精神。

Not getting adrift, longing for real freedom

Born in 1966, Italian brand, GUFRAM leads the trends of Italian designing. The lip sofa, Rome pillar and cactus from this brand are well known to the public.

In this show, visitors walked on the white runway, under which the blue sea lies, made up of blue models always used in professional architecture industry. The exhibited furniture and industrial products lay on the blue sea. The industrial products' size was enlarge to that of large-scale furniture, which gave us a lot of fun. GUFRAM kept moving in blue sea, not getting adrift, longing for real freedom. Just like the products, it' s featured with spirit of pioneering.

打开边界的“无际”

受意大利媒体 Interni 邀请，MAD 创作的公共空间装置作品“无际”在 2016 米兰设计周中展出。作品位于米兰大学 Cortile d' Onore 的中央庭院。

MAD 建筑事务所由中国建筑师马岩松于 2004 年建立。2014 年，通过竞赛赢得卢卡斯叙事艺术博物馆设计权，MAD 成为第一个取得海外文化建筑设计权的中国建筑事务所。

马岩松称：“建筑师一直热衷于讨论和定义“边界”，让建筑划分空间和功能，区分自然和人工；而社会上也存在着各种有形无形的“边界”。“边界”区分并保护了差异性，但同时却可能阻挡了开放与交流。相对于打破这些边界，我想让边界变得更有活力、更有意思。**所以我们决定在传统建筑严格定义的庭院空间和室内空间的边界做这样的尝试，创造一个模糊传统和当代、内和外的新型公共空间**。边界可以不是一条线，区分内外。”

由 ETFE 材料制作而成的幕障从传统建筑拱券向庭院地面延展，形成一个新的三角形空间。空间随着阳光的透射和风的流动不断变化，成为人们日常休憩交流的公共场所。

To the limit

MAD Architects creates a translucent installation for the 2016 Milan Design Week in the traditional Cortile d' Onore courtyard of Università degli Studi di Milano.

Founded by Chinese architect Ma Yansong in 2004, MAD Architects is a global architecture firm. In 2014, MAD was selected as principal designer for the Lucas Museum of Narrative Art in Chicago, USA, becoming the first China-based architecture firm to design an overseas cultural landmark..

"Borders are usually seen as something closed and unapproachable but I think it' s interesting to make borders attractive, dynamic and engaging. So we decided to play with the border between the historical loggias and the garden in front of it, and design a transition in-between them." Says Ma Yansong founder and principal architect of MAD Architect.

The installation represents a sculptural gesture that is inserted to break the balance of the Cortile d' Onore and at the same time establish a new shelter, between the façade and the courtyard, for people to engage in discussions or just contemplate the sky through the canopy. The result is an installation, inspired by natural flow of wind and water, which extends the physical and conceptual threshold of a boarder.

无形的幸福商店

设计师 Sebastian Cox 与雕塑家 Laura Ellen Bacon 携手，通过折弯、编织创造了“沿幸福线”这一装置艺术，并在米兰大学展示。沿幸福线高 3 米，长 9 米，富有表现力的将无形的幸福商店，从环境保护、木材价值平衡等角度出发，挑选运用了美国软枫木，美国樱桃木，以及美国红橡木组成呈现。此项目联合美国阔叶木委员会共同发起。

Along The Lines of Happiness

Designer Sebastian Cox and sculptor Laura Ellen Bacon bended, folded and intertwined thin strips of wood to create the "Along The Lines of Happiness" at Porticato Largo Richini at University Estatale of Milan / 3 metres high and 9 metres long / American soft maple, American cherry and American red oak. A project initiated by the American Hardwood Export Council.

看点 5：房间，新生活概念

Highlight 5: ROOMS. Novel living concepts

人们花了大半生在房子里，而在“数字革命”的当下，让我们通过 11 个设计师在米兰设计周营造的概念房间，重拾室内与建筑的重要性。

此次米兰设计周邀请十一位意大利设计师，根据近 30 年内一本或几本有影响力的书创作新概念生活空间。哲学家 Francesco M Cataluccio 也参与了此次展览，以让建筑师与伟大思想家对话。

Working on the premise that people spend most of their lives inside houses, and therefore exist in designed spaces, curator Beppe Finessi set out to reassess the importance of interior architecture in the midst of the "digital revolution".

Eleven Italy-based designers and studios were invited to create an interior living space "for today and tomorrow" in response.Each of the 11 rooms relates to an influential book – or several books – written in the last 30 years by critics, while 11 essays by philosopher Francesco M Cataluccio also accompany the show to "enable the architects involved to dialogue with the great thinkers of our time".

建筑师 Alessandro Mendini 运用几何装饰的手法营造了“我的监狱”，镜面与灯光让人产生了视觉迷幻的效果。

Fabio Novembre 设计的球形空间类似人头形态。在宛如嘴巴的门口两侧，有两个一样的金色的圣女看守。当参与者身处其中，用眼睛观察时，整个人头也就有了洞察的眼睛。

Architect and designer Alessandro Mendini created a geometrically decorated cell-like room for his installation.Described as a "sort-of prison", mirrors and lights produce a disorientating effect for visitors.

Fabio Novembre's spherical installation was designed to resemble a human head – a common theme in his furniture and interiors projects. The mirrored exterior features a single entrance and two "golden vestal virgins" positioned either side of the doorway.The door appears takes on the form of a mouth when visitors sit down inside, while eye-like features are included above.

Manolo De Giorgi 设计的“越过空间”，展现人们在生活空间中，不停息的反复穿梭这一概念。

Manolo De Giorgi's Round and Round room explored the way people move through the spaces they live in.

Umberto Riva 的“生存小屋”。

Umberto Riva's installation explores "discretion as a survival strategy".

Francesco Librizzi 设计的“空心空间”，类似地中海建筑，以柱体为主，外部景观和室内空间越过柱体通透的融合在一起。

D1 by Francesco Librizzi features an empty central space, similar to many traditional Mediterranean buildings, that is outlined by concentric rows of coloured metal columns.

"The viewer gradually sees the threshold between interior and exterior become defined and include the role of architecture in the mediation between landscape, domestic space and objects," said Librizzi.

Elisabetta Terragni 的设计，让参观者通过不规则的窗口体验不同视野下的空间变化。

Putting things into perspective by Elisabetta Terragni's used irregular windows to play with the visitor's perception of space.

Claudio Lazzarini 的设计，是在探索新太阳能技术在室内空间中运用的合理性。

Claudio Lazzarini's installation investigates the ethical possibilities thrown up by new solar technologies.

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Wilhelm Renz GmbH +Co. KG
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Hohenloher Spezialmöbelwerk
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Toucan-T Carpet Manufacture GmbH
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纠错声明：

《术》杂志在2015冬季刊P37中，关于赞成中心建筑外立面图片刊登有误，特此表示致歉，并更正，正确图片见2015年秋季刊P14。

Error Correction Statement:

In page 37 of the winter edition of "SHU" 2015, with regard to the facade of Zan Cheng Center, the wrong picture was published. We hereby make an official apology and correction. Please refer to page 14 of fall edition of "SHU" for the right picture.

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