

MATSU 玛祖铭立
GROUP

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玛祖铭立季刊 - 2016 年夏季刊



Inspiring Office Lifestyle
www.matsu.cn

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二十周年特别纪念刊

1996 - 2016

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蔡演国
玛祖铭立创始人、总裁

Cai Yanguo
Founder of MATSU, President

MATSU二十周年有感而发

经常有人问我：为什么做家具？这个行业这么传统，又是小行业，要想做大太难了！

是的，作为实体经济的办公家具行业，远没有金融行业的亮丽光鲜，也不如房地产行业的炙手可热！但我希望给这个传统行业带来一些变革，我们需要的不仅仅是满足功能需求的家具，它更应兼具设计与品质，带给人愉悦的感受与感动！我希望提供给大家创造激发灵感的办公空间，让人们享受工作，演绎精彩的人生！我想正是这份对家具的热爱和情怀，让我愿意一直耕耘在家具行业！

源于这份情怀，我专注在办公家具行业二十余载。人一生的时间和精力是有限的，能做一件自己喜欢的事，并为之付出你所有的热情和精力，伴随他成长，收获不一样的惊喜，对我而言是一件很幸福的事！

源于这份情怀，自1996年玛祖铭立MATSU成立以来，一直以打造高端办公家具品牌为始终。在设计、品质发展欠成熟的中国市场，我们不为迎合市场而背弃我们的初衷，不为恶性竞争而降低品质的要求，不为短期利益而抄袭原创设计……。正是有所不为，玛祖铭立MATSU的品牌及产品得到了众多知名建筑设计师、客户以及同行的认可与尊重，这足以让我们欣慰与自豪！

在过去的二十年里，玛祖铭立MATSU沉淀下来的不仅仅是各种做人的成绩，更重要的是我们创新与追求卓越的精神，迎接各种挑战的勇气！在未来的征程中，玛祖铭立MATSU将以科技、智能的产品与艺术空间完美融合，带给人们更高层次的体检！我相信会有越来越多的人接受我们的理念，追求有品质的办公生活空间！这条路虽然布满荆棘，坎坷而遥远，我们依然将心注入，不忘初心，始终前行！

玛祖铭立创始人、总裁

2016-06-28

MATSU's 20th birthday, Perseverance

I've been asked frequently: why do you choose furniture designing as your career? It is so traditional and limited, and it's almost impossible to make it a big success!

Indeed, office furniture industry, as a real economy, is far from bright and glamour like finance, and we are not getting as much attention as real estate! However, I hope I'm the one who can somewhat change this traditional industry. What we need is not just function-oriented furniture. We need be pleased and touched by great design and quality! I'd like to lead you to inspiring office environment where you enjoy work and give full play to wonderful life! It is just my passion and love for furniture that keeps me making contribution to furniture designing all the time!

Driven by passion and love, I've been dedicated to furniture designing for more than 20 years. There is a limit to everyone's life and energy, but to me, it's a great pleasure to passionately focus on and carry on what I love with all of my enthusiasm, and grow up with it and make amazing achievements!

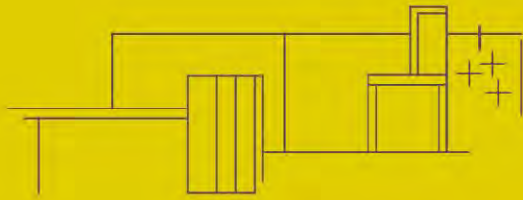
Driven by passion and love, since the day MATSU was set up in 1996, we've always been trying to build this brand a high-end office furniture brand. Chinese market still needs some improvement of designing and quality. Here, we've been persevering with our original goal instead of catering to the market blindly, and we've been focusing on quality instead of joining benign competition, and we've never copied others to gain short-term profit we know what we should not do. Because of that, MATSU and our products have obtained recognition and respect from so many famous architects, clients and co-workers. We are so relieved and proud about our achievements.

During the past 20 years, beside attractive achievements, what has become the most important is the spirit of innovation and excellence, and the courage to face any challenge! In our future battle, MATSU will integrate technology, smart products and art space perfectly to give you better experience! I'm confident that more people will accept our concept and seek quality office life! Maybe we will encounter with obstacles on this long and tough road, we will still get more concentrated, stick to our original goal and move forward aggressively!

Founder of MATSU, President

Cai Yanguo

2016-06-28



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

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

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MATSU 玛祖铭立
GROUP

20周年

20TH
ANNIVERSARY

办公室奇妙夜
MARVELOUS & NIGHT

办公室奇妙夜 Amazing night in the office MATSU 20th anniversary

2016年6月28日，玛祖铭立迎来了她20岁生日。
时至今日，玛祖铭立作为民族高端办公家具品牌，初心未改，将继续从“设计”、“品质”出发，迈入“艺术”这一全新起点。

艺术让MATSU在20周年之际优雅转身，开启了探索艺术办公生活之旅。
而当家具有了设计故事，有了匠人精神，有了艺术气质，自然也有“她”的灵魂！

MATSU will embrace her 20th birthday on 28th, June, 2016. Even to this day, as a national high-end brand of office furniture, MATSU keeps to her original aspiration and will continue, starting from "design" and "quality", to enter the new field of "art".

Art endows MATSU with an elegant turn at the time of her 20th anniversary, and leads MATSU to the world of artistic office life. When furniture carries designing anecdotes, craftsmanship and aura of art, "she" is given soul!

精彩看点
Wonderful aspects

舞之魂，物之灵 The Soul of Dance, the Spirit of Articles

玛祖铭立策划拍摄了《办公室奇妙夜》艺术形象片，
将于6月28日20周年庆现场公映。此次邀请舞剧《夜宴》主演吴焱作为舞蹈指导，原总政歌舞团首席演员周丽君亲自参与舞蹈。

除此之外，活动现场吴焱将指导编舞，携舞者上演“舞之魂，物之灵”。

MATSU planned and made an art film of "Amazing Night in the Office", which will meet the public on June, 28th, the 20th anniversary event. The leading of "The Night Banquet", Wu Yan was invited to be our choreographer, and Chief actor of the Song and Dance Ensemble of the Political Department of the Chinese People's Liberation Army, Zhou Li Jun will take part in the dancing as well.

Furthermore, during the event, Wu Yan will be the choreographer and lead the dancers to play "The Soul of Dance, the Spirit of Articles".

光之“森林” "Forest" of Light

办公室，人类生命中三分之一与之相伴的空间。因为忙碌，我们不曾关注过这个空间中真正的灵魂。
办公室被聚光灯抛弃所暗淡，被人遗忘……

玛祖铭立20周年庆活动现场，携手刘恒志灯光设计师，通过灯光色彩，重新让它苏醒，让它拥有生命力，
让这些有灵魂的家具有在灯光的投射下更显色彩与魅力，让其成为舞台上主角。

Offices are the place where people spend 1/3 of their life in it. Due to busy schedule, we've never paid too much attention to real soul in the space. Offices are abandoned by spotlight, forgotten.

During the event of MATSU 20th anniversary celebration, MATSU will collaborate with lighting designer, Liu Heng Zhi, to awaken the office and endow it with vitality. These furniture with soul will appear more colorful and charming under striking light, becoming leading role on the stage.

旧厂改造，二次曝光 Reconstruction of Old Plant, Re-exposure of a New Building

活动现场选址于上海长阳谷创意园（杨浦区黄兴路166号），其建于1920年10月的日商“东华纱厂”。2014年7月长阳谷都市设计、创意力量引爆创意办公潜能。MATSU此次将艺术与工业风老厂房融合，激发其二次生命力。

Shanghai Changyang Valley Creative Park (No.166, Huangxing Road, Yangpu Dist.) was selected as the event site. In July, 2014, with the concept of "Changyang Valley urban design, using creativeness to ignite creative office potential", designers combined art and old plant of industrial style to inspire its vitality for the second time.

哥本哈根，传递幸福 Copenhagen, Delivering Happiness

2016年，联合国报告显示：丹麦是全球最幸福的国度。
在这里，每日仅需工作6个多小时，而人均年国民生产总值却过6万，全球排名第6名。（同期美国5.44万美元）。

带着营造提升幸福感的办公空间，这一美好憧憬，玛祖铭立携手比利时设计师推出哥本哈根全系列模块化办公系统（包含工作位，协作区，储物区，主管区），开创性将“灵动”贯穿其外观设计DNA中。
可以说，从落地屏卡位，到开放式办公空间，再到哥本哈根。办公空间正在发生第三次革命。

In 2016, according to UN, Denmark is the happiest country in the world. In Denmark, people only need to work for 6 hours every day, while the per capita GNP exceeds USD60,000, ranking 6th in the world. (that of USA is USD54,400).

With the nice aspiration of designing office space that helps to create happiness, MATSU invited Belgian designer to launch Copenhagen full range of modularized office system (including working position, collaboration area, storage area, officer area), which creatively impenetrates "flexibility" all through the DNA of appearance design. So to speak, Copenhagen worked out a solution for the relativity of office privacy and openness. Screen working position was the first reform, and open working position was the second, and Copenhagen will be the third one.

还有很多……等着现场揭晓，
6.28，让我们用艺术一探这无比神秘的办公室奇妙之夜。

There is a lot waiting to be discovered by you on 28th, June. Let's explore the mysterious night in the office, with art!

.....

1996
June 28



- 1996 年 6 月 28 日，玛祖铭立品牌创立于广州。
On 28th, June, 1996, MATSU was established in Guangzhou.



- 1996 年 4 月 26 日，中俄建立战略协作伙伴关系。
On 26th, April, 1996, Sino-Russian strategic partnership of cooperation was established.



- 2003 年 10 月 15 日 9 时，神舟五号发射，首次载人航天飞行。
At 9 o' clock, 15th, Oct., 2003, Shenzhou Five was successfully launched, becoming China's first human spaceflight.



- 2003, MATSU 将欧洲开放式办公理念引入中国，推出 Bench 开放式工位产品（国内此类产品直到 2011 年才开始流行）。
In 2003, MATSU introduced European open office concept to China, launching Bench open working position (in our country, this type of product was not getting popular until 2011).

1997



- 1997 年，MATSU 推出“57 款”屏风工位，堪称业界经典。
In 1997, MATSU launched "57 style" screen working position, becoming a classic in industry.



- 1997 年 7 月 1 日香港回归。
On 1st, July, Hong Kong returned to the motherland.



- 2004 年，8 月 27 日，刘翔于雅典奥运田径男子 110 米栏项目中以十二秒九一的成绩夺得为中国夺得了第一块男子田径奥运会金牌，随后在 2006 年打破世界纪录。
On 27th, Aug, 2004, Liu Xiang won the gold medal in men's 110m hurdles in Athens Olympics with the excellent score of 12.91s. He was the first Chinese to win the game, and broke the world records in 2006.

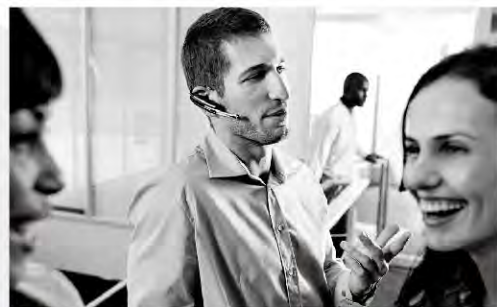


- 2004, MATSU 引进 BL 模块化建筑系统，不管是搭建展台，空间隔断，还是组合柜体，BL 模块化建筑系统仿佛有魔法一般，在空间中实现无限可能。且除了喷涂画面外，BL 可 100% 回收利用。
In 2004, MATSU introduced magic BL modularized architecture system, which could be used in booth building, space partitioning and cabinet combining. Nothing is impossible for it. Apart from spray painting, BL can also be 100% recycled.

1999



- 1999 年，成立上海公司。
In 1999, Shanghai branch was established.
- 1999 年，与诺基亚、可口可乐、大亚湾核电站、约克空调等国际知名企业合作，达成长期框架协议的合作模式。
In 1999, we started long-term framework agreement collaboration with NOKIA, COCA COLA, Daya Bay Nuclear Power Plant, York and other famous international enterprises.



- 1999 年，蓝牙技术问世。
In 1999, Bluetooth appeared on the market.



- 2006 年 5 月 20 日，三峡大坝全线建成。三峡大坝混凝土浇筑总量 1610 万立方米，是世界上规模最大的钢筋混凝土大坝。
On 20th, May, 2006, Three Gorges Dam was fully completed. Total amount of casted concrete was 16.1 million sq meters, making it the largest reinforced concrete dam in the world.



- 2006, MATSU 将多媒体技术与家具相结合，在中国率先提出超现代的智能化办公解决方案，至今，玛祖铭立在国内该领域仍处于最领先的地位。
In 2006, MATSU combined multi-media and furniture, being the first to present the idea of supermodern smart office solution. Till now, MATSU still takes the lead in this field in China.
- 2006, MATSU 集团总部迁至上海。
In 2006, MATSU moved headquarter to Shanghai.

2001



- 2001 年，玛祖铭立创建广州工厂。
In 2001, MATSU set up plant in Suzhou.
- 2001, 与德国 Kusch+Co 结成战略合作伙伴。
In 2001, MATSU started strategic partnership of cooperation with German brand, Kusch+Co.



- 2001 年 12 月 11 日我国正式加入世贸组织，之后 WTO 总部扩建项目由玛祖铭立合作伙伴 Nimbus 提供 LED 照明灯具。
On 11th, Dec., 2001, China officially entered WTO. MATSU's partner, Nimbus provided lighting to support expansion project of WTO headquarter.



- 2007 年 10 月 24 日嫦娥一号探月卫星成功发射。
On 24th, Oct., 2007, Chang'e 1 lunar exploration satellite was successfully launched.



- 2007 年，玛祖铭立北京展厅开幕。
In 2007, MATSU Beijing showroom was opened to the public.

2003

2004

2006

2007

2007



- 2007, 创立《术》, MATSU 以季刊的方式呈现经典产品、工程, 以及行业资讯, 设计生活, 并成为中国市场行业风向标一般的专业类刊物。

In 2007, "Shu" met the public in the form of quarterly publication. "Shu" brings ideas of classic products, engineering, industrial information and lifestyle designing to us, and it has already become the bellwether of professional publications in Chinese market.



- 2007 年, 将公司中文名称“铭立”与英文“MATSU”融合, 将中文从“铭立”改为“玛祖铭立”。

In 2007, Company's Chinese name "铭立 (Mingli)" integrated with English name "MATSU", thus new Chinese name "玛祖铭立" came to the world.



- 2007 年, 中央电视台新总部大楼项目启动, 玛祖铭立为其提供办公空间整体解决方案, 2012 年完工。

In 2007, CCTV new headquarter building project was launched. MATSU was selected to provide overall solution of office space arrangement, and the project would be completed in 2012.



- 2007 年 8 月 1 日, 人民解放军建军八十周年。

On 1st, Aug., 2007, 80th anniversary of the founding of PLA.



- 2012 年王澍荣获建筑界“奥斯卡”的普利兹克奖, 是中国第一人荣获此奖项。

In 2012, Wang Shurong was awarded Pritzker Architecture Prize, the equivalent of "Oscar Prize" in film making. He was the first Chinese award-winner.



- 2014 年 9 月 19 日阿里巴巴在美国上市。

On 19th, Sept., 2014, Alibaba went public in USA.



- 2012 年, M-office 移动化办公体验中心落成。

In 2012, M-office mobile office experience center was completed.



- 2014 年, 与阿里巴巴签订战略合作协议, 与阿里巴巴达成了战略合作, 双方就阿里巴巴的办公家具服务签署了框架协议。

In 2014, MATSU signed strategic cooperation agreement with Alibaba and started strategic cooperation with Alibaba. Both sides signed framework agreement in field of Alibaba's office furniture service.

2012

2014

2015

2016

20 MEMORIES

2010

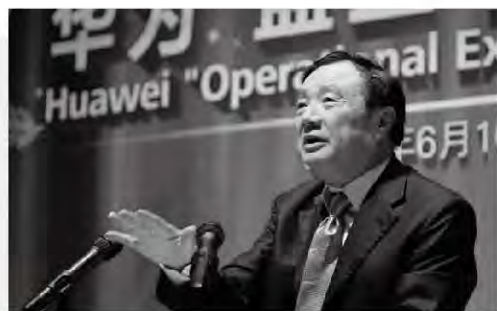


- 2010 年, MATSU 上海旗舰店开幕, 成为业界首家荣获 LEED 金奖认证的展厅。

In 2010, MATSU Shanghai Flagship Store was opened, becoming the first showroom with LEED Gold Award Certification in the industry.

- 2010 年, MATSU 集团进军实验室家具及设备市场。

In 2010, MATSU made inroads in lab furniture and equipment market.



- 2010, 《财富》杂志公布全球 500 强企业, 华为首次上榜, 成为 500 强中唯一一家没有上市的公司。

In 2010, "Fortune" released the world Top 500. Huawei became the one of them and he was the only one who had not gone public.

- 2010 年 5 月 1 日至 10 月 31 日期间, 第 41 届世界博览会上海世界博览会 (EXPO2010) 在中国上海举行。

From 1st, May to 31st, Oct., 2010, 41st EXPO2010 took place in Shanghai.



- 2015 年 5 月, 国务院印发《中国制造 2025》, 并由国务院总理李克强签批, 是中国实施制造强国战略第一个十年的行动纲领。

In May, 2015, the State Council published "Made in China 2025", which was approved by Premier Li Keqiang. It is the Action Programme of the first ten-year implementation of China's manufacturing power strategy.



- 2015 年, 与 WPP 全球最大的媒体公司、全球最大的建筑设计公司 AECOM 合作, 为其营造整体办公空间解决方案。

In 2015, MATSU provided office space solution for AECOM, WPP's largest media company and largest architecture designing company.

2011



- 2011 年, “创造激发灵感的办公生活方式”全新理念发布。

In 2011, concept of "innovative inspiring office lifestyle" was released.



- 2011 年 10 月 5 日史蒂夫·乔布斯去世。

In 2011, concept of "innovative inspiring office lifestyle" was released.



- 2016 年 9 月 4 日至 5 日, G20 第十一次领导人峰会将在杭州举行, 这是首次在中国举办。

On 4th and 5th, Sept., G20 11th Summit of Leaders will be held in Hangzhou, and this is the first time the summit comes to China.



- 2016 年 6 月 28 日, 20 周年庆典, 并与比利时设计团队合作, 创新推出“哥本哈根”新一代百变办公家具系统, 在这个多元时代实现洽谈、专注办公, 开放式办公一体化的概念。

On 28th, June, 2016, on the 20th anniversary, MATSU launched "Copenhagen" brand new variety office furniture system, realizing the integration of discussion, focused working and open working.



总裁办
陈静梓

曾记何时对银杏如此钟情，
每每见到就这样沉浸。
MATSU将我引领到这个国度，
用其二十载的顽强坚韧淬炼我十七年的成长蜕变，
幸甚至哉，致礼感恩！

她对完美的极致追求，
犹如高天北斗沧海明灯，
让我们从来不失方向，
一直攀越前航！

春华秋实，日月经天，
廿年今始，又一轮辉煌，
屹立国际品牌之林，
搏击寰宇市场无疆！



直销管理部
蔡圣娟

银杏树被视为古老文明的代表，
悠悠中华千年的历史，它随之变迁却又永恒不息。
愿作为这棵繁茂大树上的杏树叶，玛祖铭立能在市场
的洪流中携伴初心不断前进。



行政部

行政部愿与公司共成长，并衷心祝愿公司创新不
断、稳健发展、业绩年年长！



运作中心
蒋晓萍

走过来的二十年里MATSU以诚信为左翼以质量
为右翼架起了优质的服务桥，祝愿matsu在未
来的日子里越走越越好！



直销精英
邢颖

忆往昔，玛祖铭立峥嵘岁月二十载，秉持创造
激发灵感的办公生活方式为企业理念，不断创
新与成就。

看明朝，让我们携手共进，立行业之颠。

市场中心

从创立之初，
MATSU坚定打造“高端办公家具民族品牌”，
引领中国行业市场良性发展。

即使，
在行业品牌意识缺乏的中国，
在原设计理念淡薄的市场，
在不大众熟知的办公行业。



二十年来，
市场中心于点滴之间打磨MATSU品牌的光亮，与之共同成长！
此刻，我们站在MATSU巨人的肩膀，与之一起见证行业巅峰时刻。



华北地区销售总监
蔡志雄

玛祖铭立将继续引以潮流，不断创新，
成为民族品牌的骄傲！

从我个人的职业角度来看，玛祖铭立的优势在
于创新与品质！
在此，衷心祝愿玛祖铭立未来持续稳步发展、
创新争先，继续引领办公家具的新潮流！



广州工厂品管部
黄强



人力资源部
楼燕

作为与MATSU共同成长六年的成员之一的我，
感慨万分。

持之以恒的传承和执行公司“骁勇、专业、高
效、担当、共进”的行为准则，是缔造MATSU
成就的基石！衷心祝愿玛祖在经历5个20年的
洗礼后百年长青！



财务部
严冬霞

风华正茂的Matsu、可亲可敬的Matsu，我衷心
地祝愿您越来越美！

我真心地祝福你“玛祖铭立”，
祝你生日快乐！



财务部
张月萍



销售精英
卢卫征

在玛祖铭立，让我从另外的角度去认识了设计，
感受了好的设计对于日常工作与生活的影
响。一张舒适的办公桌，一把好的椅子也许改变不
了世界，但它可以重塑我们办公生活的日常。
为创造更好的办公生活，20年初心不变！



经销部

逢 MATSU 20 周年庆典之际，经销部同仁
给予她最衷心的祝福：“在未来的道路上
经销团队将与各地合作伙伴团结一心，携
手双赢，在全国各地构建MATSU经销市
场美好蓝图。”

合作伙伴，Kusch



CEO Ricarda Kusch



Advisory Board Chairman Dieter Kusch

在MATSU 20 周年前夕，Kusch+Co献上用最诚挚的祝愿。
玛祖铭立是Kusch+Co长久的合作伙伴。我们非常高兴能
与其携手相伴15载。
对于MATSU的企业愿景与专业精神，其领导者的远见与坚
持，Kusch + Co一直很重视并珍惜。
这些年来MATSU极为成功，相信未来将更加美好！
感谢你，与我们并肩成长的MATSU！

We would like to extend our warmest wishes and congratulations to you as
our long lasting partner on the eve of your 20th anniversary.
We are very pleased to have accompanied Matsu through its positive develop-
ment during our successful co-operation of the past 15 years and have
always valued and cherished your vision, commitment and professionalism.
We wish you the utmost success for the years to come and believe that you
have a very prosperous future ahead of you!
Many thanks for our wonderful partnership!



合作伙伴，Holzmedia
President, Manuel Holz

玛祖铭立20周年，
正是玛祖铭立与Holzmedia合作10年之际。
感谢MATSU将Holzmedia产品与理念引入中国，并在此缔结了无数
精彩的，有设计感的项目。
感谢MATSU永远充满着雄心壮志，使Holzmedia与之一起不断成长
进步。
感谢MATSU在产品、市场的创新思维，并将其带给更多客户。
感谢MATSU友好和专业的工作态度与精神。
感谢MATSU对Holzmedia的真诚接待，让我们更了解与热爱中国。
感谢MATSU与我们一起创新研发世界上最美的高级行政桌Atlas D10
这只是开始，我们非常期待玛祖铭立的下一个20周岁，期盼未来
我们更多的合作。

20 years of MATSU.
10 years of Cooperation MATSU-HOLZMEDIA.
Thanks for realizing very designy projects.
Thanks for being always ambitious, bringing us above our borders and setting new limits.
Thanks for creative meetings in products, marketing and ideas to clients.
Thanks for a friendly and professional working atmosphere.
Thanks for nice and delicious evenings in Shanghai and Beijing.
Thanks for developing and selling the most beautiful desk in the world: D10 Atlas.
We are looking forward to the next 20 years of Matsu and our cooperation!!!



M Moser 上海设计总监，Patrick de Louwere
Patrick de Louwere, the Director of M Moser

我来上海才一年多时间，和MATSU相识的时间也不长，但是特
别惊讶于这里的本土设计与制造品质。在WPP项目中我们运
用了很多MATSU的家具产品。这些产品都可谓高品质与好设计
的典范。

玛祖铭立20周年之际，祝其生日快乐！希望未来，能看到玛祖
铭立更多极致简约的家具设计精品。

I have only moved to Shanghai a year ago, and I was pleasantly surprised with
good quality, locally produced design. We have used many of your products in the
WPP Campus, some of them are good classics.

Firstly Happy Birthday to You! Please continue making beautiful simple furniture
for many more years to come!



Dirk Wynants 工作室中国区区域主创设计师，Joeri Reynaert
Designer-in-chief of Dirk Wynants studio of china

在中国办公家具行业，MATSU是我所知的第一个想做出不同的
创新企业。当然在其创立之初，MATSU是与合作伙伴携手，以
德国品牌原创设计，结合其制造工艺经验，用高品质产品立足
高端办公家具品牌市场。而现在，他们开始做自己原创设计家
具。在中国没有太多公司真正像MATSU一样在做这样的创新。

I believe MATSU is great company, because this one of fist company that I got to
know in china they really try to make a difference. Of course they start of as a dealer
of quality important products. But they are moving on to establish their own
collection. In china there are not so much examples of companies that they really
make innovative new products.



PDM International 上海设计总监 Simon Park
Simon Park, the Director of PDM International in Shanghai

在WPP这样的大型项目中，玛祖铭立表现非常出色。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；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。

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. Quality
was second to none. 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 anniver-
sary celebratory year!!!



二十年，再出发
二十年，不止所见
MATSU二十载 有你更精彩
用心二十载 北京团队将携手行未来

北京分公司

PAST > NOW > FUTURE

150+ Products

MATSU 与合作伙伴创造超过 150 款家具产品，并多次获得世界设计大奖，IF、红点奖等。
此次 MATSU 精选了 20 款产品，见证 MATSU 20 年对“设计”与“品质”的坚持。

编辑：彭茜 图片：由玛祖铭立提供
Editor: Qian Peng Photo Provided by MATSU

MATSU 20

Products

经典产品

150+

Colani, 跨越半个世纪的经典

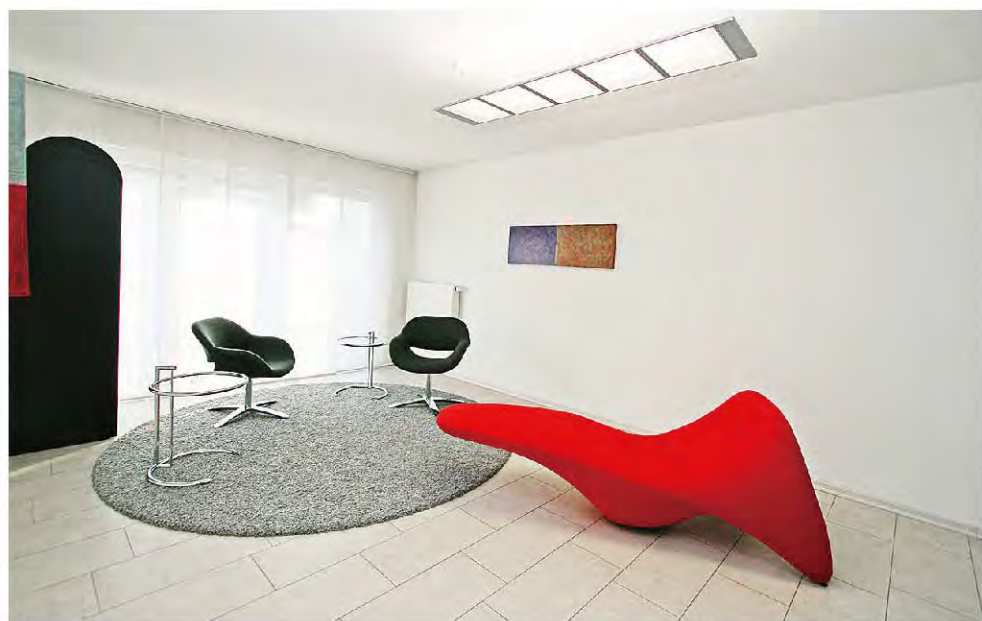
Colani, Classic That Came From Half a Century Ago



Designer
Luigi Colani

设计大师 Luigi Colani 先生曾说：“地球是圆的，所有星球的都是圆弧形，并在椭圆的轨道上运行，甚至连我们自身也是从那个椭圆形的细胞中繁衍出来的。我将追随伽利略的信仰，我的世界也是圆的。”

Luigi Colani said: "The earth is round, all the heavenly bodies are round; they all move on round or elliptical orbits. We are even aroused by round forms in species propagation related eroticism. I am going to pursue Galileo's philosophy: my world is also round."



1968 年，Colani 先生与玛祖铭立德国合作伙伴 Kusch+Co 公司合作，开发了一款以大师名字命名的经典沙发“Colani”。虽从问世至今已跨越半个世纪，但 Colani 沙发在设计上一直被认为是时尚，前卫的经典作品。

Colani 系列，内部材料主要由软泡绵与钢管构架组成。高超的工艺使产品的形状与品质得以确保。

上世纪 60 年代，Kusch+Co 是欧洲率先掌握软泡绵工艺的家具公司，Colani 沙发更是在研发的过程中消耗了近七吨石膏，才最终完成设计。正是这些超越时代的大胆尝试，在造就了 Colani 沙发这一跨越时代的经典。

In 1968, in cooperation with Kusch+Co, Luigi Colani designed 'Colani collection' which was named after him. Luigi Colani is such an extraordinary person that he is always inspired with unique and unconventional ideas. He is a master of freeform shapes and capable of applying his design to shaping modern furniture.

Colani collection was mainly made of soft foam, metal frames and double layer elastic fabric so that the shape can be maintained as expected.

Kusch+Co was then the first company with soft foam technology in this industry. By using soft foam and metal frames, Kusch had succeeded in completing nearly impossible sculptural shapes of Colani collection.

1968
PAST



sóley, 不一样的折叠椅

Sóley, the Unique folding Chair

Sóley是冰岛工业设计大师 Valdimar Harðarson 先生的代表作之一。从初次问世以来，Sóley已历经了30余年的时光。

Sóley is a representative work of Valdimar Harðarson, a well-known designer from Iceland. It has been over 30 years since Sóley was first created.



Designer
Valdimar Harðarson

1983
PAST



单从工业设计角度看，Sóley 并不复杂。整个椅身由圆形的实木椅座部分、弧形的椅背支撑，配合精致而坚固的金属椅脚构成。不过作为一款折叠椅，Harðarson 先生对于 Sóley 折叠功能与机关的巧妙设计则令人赞叹。

Sóley is not too complicated in design. The body is structured with the wooden seat, arch backrest and firmly delicate metal legs. Mr. Harðarson's design in fold-out nature and smart details is impressive.

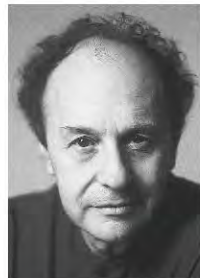
IN
REL
CO
L



¡Hola! 坚固的轻盈之座

¡Hola! Solid But Lightweight Seat

1993
PAST



Designer
Jorge Pensi

¡Hola! 在西班牙语中，是打招呼的开场语。鲜艳的色彩和流畅的线条赋予 ¡Hola! 典雅之座以诱人的吸引力。每个人都会有一种感觉：欢迎入座！

In Spanish, ¡Hola! is the opening language for greetings. Bright colors and flowing lines endow ¡Hola! elegant seat with attractive charm. Everyone will feel that he is invited to have a seat.



巧妙的结构设计不仅铸就了 ¡Hola! 外观和重量的轻盈之感，也使其承重性能极佳！看似纤细的扶手，可承载一个成年人的倒立。

Smart structure design not only makes contribution to the lightness in terms of exterior and weight, but also endows it with perfect load-bearing capacity. The arm of the chair, which appears to be slim and fragile, can support an adult's handstand.

¡Hola! 采用坚固性强的 PA 加玻纤材料，加之，¡Hola! 的全金属框架，使其扶手的坚韧度强于其他普通塑胶座椅。整张座椅由 12 个钢件焊接而成的。钢管从椅脚一直延伸到座椅背部，扶手则用钢制螺丝于椅背固定，且扶手在座位底下用螺丝和椅架连接，确保其绝佳的稳固性。椅脚由钢制圆管直径 22 毫米，壁厚 2 毫米。

¡Hola! adopts solid PA Glass fiber material. What's more, the full metal frame of ¡Hola! enables the arm to be tougher than other ordinary plastic chairs. One chair is made up of steel parts by welding. The chair legs and the back of the chair are connected by steel tubes. The arms of the chair are fixed with steel screws on the back of the chair. Also, in order to maintain perfect stability, the arms are connected with chair frame by screws beneath the chair. The chair legs are made up of steel tubes, with the diameter of 22mm and thickness of 2mm.



Part-3, 主宰空间

Part-3, Dominator of Space

2000
PAST



吸盘式的压铸铝合金桌脚，其强劲的线条感，彰显 Part-3 极简主义的特立独行，让它如同决策者一般，成为空间的主宰。

Desk legs, with suction cup, are made of die-casting aluminum alloy. It's powerful streamline delivers Part-3's uniqueness of minimalism, making it a decision maker and dominator of space.



C-mobile, 移动办公的第一步

C-mobile, the First Thing of Mobile Office

2000
PAST



多功能办公室中 c-mobile 因多样性、灵活性和强大的存储功能凸显其优越性能。装上轮子，配置好拉手，c-mobile 开启移动办公的第一步。

In multifunctional office, c-mobile, equipped with diversification, flexibility and strong storage, demonstrates its excellence. Installed with wheels and holders, c-mobile leads you to the beginning of mobile office.



Profession, 铸就灵动的会议、培训空间

Profession, Creating flexible Conference and Training Space

2002
PAST



Designer
Justus Kolberg



Profession 系列包括座椅、培训桌，以及功能性、灵活性俱佳的讲台、白板、茶几柜等附件。

Profession 系列具有折叠功能，可有效节约空间。而滚轮设计则使桌体和桌椅移动或运输中更为便捷。

Profession 系列培训桌配置丰富，模块化的设计使其可以轻松满足多种不同类型与规模的会议及培训需要。

Profession 多功能椅，外形设计简洁明快，符合人体工学。功能设置实用而人性化。其微微上翘的椅座，使人体自然微微后仰，重心着力于椅座后部及靠背，以减少使用者腿部压力，增加久坐时的舒适感。

Profession collection includes chairs, training tables and accessories, such as practical and flexible platforms, white boards and cabinets.

It can be folded to save spaces. The roller wheels make the moving and relocating more convenient.

Profession table series are varied in specifications, and its module design can easily meet needs of trainings and meetings of different sizes and types.

Profession chair has concise, bright and ergonomic designs as well as practical functions for human needs. The slightly lifted seat makes the human body lean back a little bit more, shifting the center to the back of the seat and the backrest, so that the pressure on legs are reduced. People may feel comfortable even after sitting for a long time.

Ona desk, 无限的可能

Ona desk, Infinity Space

2005
PAST



出自西班牙设计大师 Jorge Pensi 之手的模块化、多功能会议 / 培训桌系统。Ona Desk 以丰富的配置,可满足几乎一切会议、培训、沟通、交流,甚至餐厅与接待空间的不同需求;出色的兼容性与自适应性使 Ona Desk 可根据客户的需要任意排列与组合。

Ona Desk is a module-based multifunctional conference/training table collection created by the master designer of Spain, Jorge Pensi. With all-covered specifications, Ona Desk is capable of fitting into a wide range of spaces, such as meeting rooms, training rooms, dining and reception areas. It is extraordinarily compatible with customers' needs and highly flexible to realize them.



Designer
Jorge Pensi



非凡的 eTea

Excellent eTea

2006
PAST



Designer
Dieter Kusch

eTea 系列座椅配置丰富、工艺精湛,并可广泛应用于多种不同办公空间与环境。其独特的 T 字形椅背设计,不但造型美观,而且兼具人体工程学考量,椅身部分恰到好处地贴合使用者背部,使之得到更好支撑。

eTea series has multiple specifications and exquisite craftsmanship. It is widely used in offices, public areas, meeting rooms, dining halls and reception areas. The unique T-shape backrest is not only beautiful but also ergonomically reasonable. The backrest perfectly matches the curve of human back and supports it fully.



M-pur, 多元化存在

M-pur, diversity

2006
PAST

德国极简主义的线条感，明快的造型以及完美的工艺让办公空间充满着时尚、简约的气氛。模块化的设计、丰富且人性化的配置，使 M-Pur 系统工位可以完美适应包括员工工位、主管及经理位、会议及培训室等多元化的办公空间需求。

German minimalist lines run fast and clearly with perfect craftsmanship, making the office a chic and simple place. Modules are realized in people-oriented richness, to create workstations for employees, managers, directors, trainings and conferences.



M-Pur 系统工位桌面采用悬浮式设计，台架结构精湛，美观时尚。 M-Pur workstation has floating desktop, fashionable and beautiful.



Impuls, 悬浮的魅力

Impuls, Charming Suspending

2006
PAST



Impuls系列班台高品质的悬浮桌面，如翼状伸展，搭配独特的桥架结构，再加上独特的45°斜接口设计，赋予了Impuls系列独立优雅的特点，令人印象深刻。

The high quality suspension desk-top of the Impuls series extends like a wing, which, together with the unique bridge structure and the 45 degree inclined interface design, gives the Impuls series an impressive independent and elegant look.



Sono, 简而有力

Sono, Powerful yet Invisible



办公环境决定工作思维方式与行为模式，Sono 崇尚“少即是多”的极简主义，又不失沉稳大气的风格，彰显高效、专业而又果敢的领导风范。Sono，是一种“简”而有力的工作态度与精神。

Its flawless curves seem created by nature rather than by man, while its engineering is powerful yet invisible, transforming complexity into simplicity.



绝妙的设计与流畅的线条浑然天成，强大的功能暗藏桌内，无微不至的细节匠心独具，Sono 让烦琐归于简洁，复杂由此简单。

Open exterior and hidden attachments: leadership through simplicity, Sono prevent cluttered environments and make decision making easier.



Sono 将多科技元素完美融合于高级行政班台中。可选配桌面高度随意调节的款式，配合不同工作状态，轻松转换办公模式。

Sono perfectly incorporates technical elements into the premium executive desk. The height of the desk-top is adjustable to easily support different working mode.



2006

PAST



Designer
Justus Kolberg

Uni_verso, 多面伊人

Multifaceted: Uni_verso

“Universo” 在西班牙语中意为宇宙，该系列最大的特点便是“如宇宙般包罗万象”。

Universo is a Spanish word, meaning the Universe.



2010

PAST



Designer
Norbert Geelen

UNIVERSO

Uni_verso 座椅系列“千变万化”，塑料、木质或软包等椅背材质，配合不同的椅脚设计，让 Uni_verso 完美融入各种办公空间。Uni_verso 的“-Ultramid”椅身塑料由世界化工巨头 BASF 巴斯夫以及 Designfabrik 共同研制。

BASF
The Chemical Company

Uni_verso is ever-changing in its looks, highly recognizable by consumers. The fabrics used on the backrest can be plastic, wood or soft packing, to go with different legs models, so that Uni_verso can fit into all office spaces. The plastic used on the body of Uni_verso is called -Ultramid, a special material co-created by BASF and Designfabrik.

Star, 摒弃冗余

KISS The Star
K.I.S.S. = Keep it Simple & Stupid

2010
PAST



Designer
jebs+laub

Star 轻盈、纤薄，但如树般坚实。最自然的往往是最经典的，Star 源于自然界的树状结构，将大树的稳固性巧妙的运用于班台支撑结构中。Star 多种桌面形态，灵感来源于星座。

Star创造科学的收纳管理空间，以满足现代办公文件与设备的存放需求。桌脚走线链可将杂乱电线收纳其中，令整个办公空间整洁、高效。

Star 系列包括会议桌、背柜、侧柜，丰富了整个 Star 系列，提供职业经理人办公空间整体解决方案。

Star is light and slim but as sturdy as a tree. The most natural is often the most classic. Star originates from the tree structure and cleverly applies the stability of big trees in the support structure of the desk. Multiple tabletops are inspired by constellations.

Star creates efficient organizing space to properly store documents and equipment. Wires can be organized and stored by the organizer at the table foot, so that the office looks neat and efficient.

Star collection includes conference tables, back cabinet and side cabinet. The rich production line offers a one-stop solution for professional management workspaces.



2011
PAST

Njord, 混搭之美 Njord, the Beauty of Mixing

毛毡一体固化成型的椅背设计是 Njord 座椅的最大亮点。相比传统的实木座椅，椅背部分采用纯毛毡材质的 Njord 不但韧性极佳，还兼顾了整体稳固性，重量仅有 4.5KG。

The felt solidified backrest is the biggest character of the chair. The felt Njord uses performs great tenacity and stability, better than traditional wooden materials. The weight of the chair is only 4.5 kg.



Designer
Antonio Scaffidi & Mads K. Johansen



Volpino, 灵巧, 多变的小狐狸

Volpino, dexterous and changeable

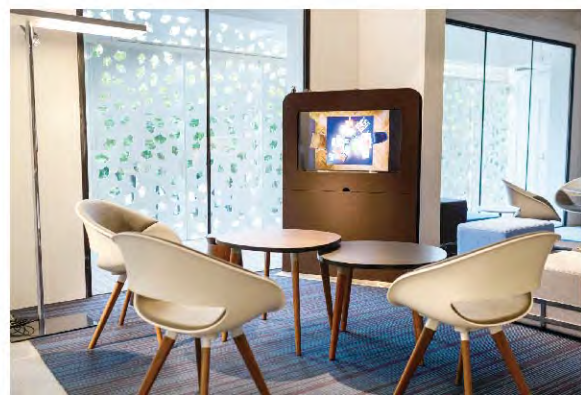
“Volpino”在意大利语中意为“小狐狸”。与中国不同，在欧洲各国的民间印象中，狐狸常被认为是一种聪明、灵活、敏锐、感性的动物。而设计师Norbert Geelen也正是将狐狸“灵动、多变”的特质融入而 Volpino 座椅的设计语言中，并创造了一款适用于办公、会议、休闲、接待等多种空间的系列座椅。

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.

2011
PAST



Designer
Norbert Geelen



多种椅身色彩，及椅脚形态可选，完美适应不同空间需求。

Chair body is available in multiple colors, different legs models, to meet various space needs.



8080, 保时捷设计

Porsche Design Studio

2012
PAST



玛祖铭立德国合作伙伴 Kusch+Co 与 Porsche Design Studio（保时捷设计工作室）合作开发的高端座椅系列 8080，并将保时捷的速度之美融入座椅设计中，以获得每个人的青睐。极致的设计、鲜明的轮廓、精湛的做工与无与伦比的产品细节，这是保时捷设计数十年来不变的追求。

Matsu's partner Kusch+Co and Porsche jointly developed the 8080 high-end reception seat series. The visual strategy of series 8080 completely matches the strong presence of a Porsche sports car. The series boasts a dynamic forceful character, claiming everyone's attention through its almost opulent design.

8080 适用于各类高端会所、博物馆及艺术中心，
亦或高档私人住宅及企业贵宾接待区域。

Series 8080 is designed to furnish exclusive Public Areas,
such as lounges, executive floors, art museums, and
private health care facilities.

Design by
**PORSCHE DESIGN
STUDIO**



8080 系列荣获由
《Muuuz》杂志颁发的
“Architecture and
Design Products
Awards 2013”奖项。

São paulo, 坐拥怀城

Embracing the City in the Chair



Designer
Norbert Geelen

设计师 Norbert Geelen 将该系列座椅以圣保罗城市命名,他希望 São Paulo 座椅能如圣保罗这座城市一样,集经典与时尚于一体,融热情与理性于一身,绽放独特魅力。Geelen 先生视座椅设计为一种“蒸馏”浓缩的过程。他舍弃繁复的操控和冗余的配件, São Paulo 座椅系列自内向外传递出“极简”的力量与干练。

The name "São Paulo" has originated from the name of the capital of São Paulo State, Brazil. Norbert Geelen, added the life elements of the largest metropolis in South America into the design philosophy of São Paulo. That's why these chairs have the charm of exotic Samba and the grandeur of modern urban architectures.



“隐形”整合的技术

São Paulo 办公椅, 所有座椅功能操作机关均隐藏于底盘中, 无任何操作杆或按钮外露, 使整个座椅线条更简洁、造型更美观。

珍贵优雅的 A 级曲面

这些极具美感的自由曲面, 称为 A 级曲面, 在汽车设计中常常用到。São paulo 座椅上, A 级曲面展现在局部抛光的铝合金扶手, 其通过连续性的柔和曲率构成, 而非简单的通过一定半径而筑成的圆形弯管扶手。

Invisibly integrated technology

The space underneath the seat is this series' unique design feature. Neither levers nor buttons adversely affect the overall clear-cut look. Its extraordinary features are all nearly invisibly incorporated into the purpose-built seat base. All the operating elements are fitted flush underneath the seat.

Precious and elegant Class A surface

This principle is used in automotive design to further upgrade the design quality of their high-end cars. These aesthetic freeform surfaces, referred to as Class A surfaces, are characterized by the highest level of attention to detail. The softly moulded, partly polished surfaces coalesce harmoniously into one another through a curvature continuity rather than through a set of defined radii.

2013
PAST



凭借着良好人体工学, São Paulo 座椅取得了欧洲家具工业研究协会 (FIRA) 的认可, 荣获 FIRA 最佳人体工学大奖。

The SÃO PAULO chair series, hold the much-coveted "FIRA Ergonomics Excellence Award".

ATLAS, 企业“巨人”

ATLAS, Enterprise "Giant"

2015
NOW



ATLAS 是希腊神话中巨人族的一员, 传说中他是支撑世界的擎天柱。MATSU 推出的顶级智能化管理家具系统 ATLAS 正是以此为名, 让企业家可以“站在巨人的肩膀上发声”, 用智慧的思想改变整个世界, 影响所有人。

Like the origin of the name, the ATLAS is a member of the giants in Greek mythology, which was an optimus prime to support the earth based on the legend. ATLAS, top intelligent management furniture series, got its name from this giant. With ATLAS furniture, entrepreneurs, standing upon the shoulders of giants, speak out and change the world using their wisdom and influence.



Designer
(瑞士设计师) Marc



此次, MATSU 携手瑞士设计师, 结合德国拥有百年木质家具制造经验 Holzmedia, 提炼东方文化精髓, 将中国市场对于宏伟、稳重感的诉求融入到国际化的现代设计中, 创造了 ATLAS 顶级智能化管理家具系统, 成功将东方美学所追求的“大气恢弘”转变而成了“厚”现代美学。

ATLAS 作为先驱者, 突破了传统的直线或是“L”型外观, 第一次用非对称、未来主义的线条来打造他的“躯体”, 实现了沉稳与灵动之间的平衡与融合, 给管理者的办公空间一个全新“厚”现代美学定义。

This time, MATSU and designer from Switzerland, working together with Holzmedia, a 100-year old German wooden furniture manufacturer, extract essence of oriental culture, combining international modern designing with grandiosity and steadiness that Chinese customers require. They jointly created ATLAS top intelligent management furniture series, and the latter successfully finished its transition from "spacious" pursuit by oriental aesthetics to "thickness" of modern.

Design of ATLAS shape adopts deconstructive architectural language to build its "body" with asymmetric and futuristic lines for the first time, which can provides the managers' offices with a new definition with inspiration.

面对信息“黑洞”。我们需要构建起人与设备之间的交流, 让屏幕主动为我们服务。ATLAS 拥有多台升降显示屏, 让工作不再是被动的点击而是主动的推送。

Design of ATLAS shape adopts deconstructive architectural language to build its "body" with asymmetric and futuristic lines for the first time, which can provides the managers' offices with a new definition with inspiration.

尊贵的黄檀木彰显身份, 亚麻纤维造就了无痕桌面, 感受艺术品般的体验。

Noble Rosewood demonstrates distinguished status, and linen fabric contributes to the traceless desktop. You will feel like surrounded by artworks.



设计一“夏”，Outdoor Furniture

2016 年玛祖铭立正式与比利时工作室 Dirk Wynants 合作，推出了几款户外家具系列。

2016, MATSU cooperate with the Belgian design studio Dirk Wynants, and launch several series of outdoor furniture.

Alea

大花盆虽然好看,但往往不便于移动,而 Alea 解决了这个问题。



As everyone knows, large flowerpots often look great, but they are almost impossible to move. Putting them on a rolling plant caddy might be a practical solution, but is not really an aesthetic one. The obvious solution: Alea.

Romeo Et Juliet

Romeo & Juliet 罗密欧与朱丽叶不仅提供一个舒适的地方坐下来休息，也增添了一抹绿色。

另外细节设计之处是，花盆底端处有 10 厘米的空间，它可作为水库，也可让树根有足够的呼吸空间，以防止腐烂。



It does not only offer passers-by a comfortable place to sit and relax, it also adds a touch of green to an often colourless urban or industrial setting.

An added bonus is the 10 cm space between the inner flowerpot and the outer flowerpot to which the bench is attached. It serves as a water reservoir, but also offers the tree roots plenty of 'breathing space' to prevent them from rotting.



Pantagruel

Pantagruel 系列 16 世界的小说，描述了两个巨人的生活，Gargantua 和他的儿子食欲非同常人的大，所以 Pantagruel 拥有大的桌面，甚至从外观结构上想将其坐凳提升扩展为台面。



遮阳伞的打开方式也极其便捷，且遮阳面积较大。

Hopper Shade

Hopper 系列相较于传统的野餐桌，两端的桌脚结构，使得使用者入席更便捷，无需抬腿入座。要知道，在公共空间，优雅是必不可少的。当你回头侧身沟通交流时，Hopper 桌面可作为舒适的背靠支撑。



Marina-Combi

超强玻璃钢型材，让 Marina 具有稳固的材料特性，且对于户外环境中温度与湿度的变化，这种材料适应性极强，除此之外，值得一提的是：此材料较于常规户外材料更轻，便于运输与空间重新规划时挪动位置。

人多时可紧凑的坐在长凳上，人少时可配合其他休闲椅搭配。不一样座椅方式让户外空间不管从功能上还是空间层次上都有丰富的变化。



2016
FUTURE



It was based on a famous 16th century series of novels by a French monk, Rabelais, describing the life of two giants: Gargantua - whose appetite was unstoppable - and his son Pantagruel. The Gargantua table has a huge tabletop and is even extendable by putting the benches at table top height.

Opening a parasol was never that easy, and more shade because the surface is larger yet closer to the table.

Hopper clearly bears resemblance to the traditional picnic tables everybody knows, but as is typical of Extremis it offers extra comfort. The four pass through zones make it easy to get in and out of Hopper without having to lift your leg over the bench or disturbing your table-companions. Its slanted legs and tabletop edges are a clear reference to the hop poles that are so characteristic of the Westhoek region. If you turn around, you can use the tabletop as a comfortable backrest.



Material that feels just like wood. However, it is considerably less sensitive to temperature changes and humidity. The good quality of the material means that the design is relatively lightweight.

A combination of chairs and benches is what makes this range really unique. It enables you to create a different picnic setting on every patio. You can have a frequent use zone with lounge chairs that offer high comfort, while you can still have plenty of visitors over, offering seats on the benches.



你和幸福之间， 只差了一个“哥本哈根” “Copenhagen” Leads You to Happiness

联合国 2016 年《世界幸福指数报告》显示在 157 个国家及地区中，丹麦名列首位。丹麦，成为全球最幸福的国度。

According to "World Happiness Report 2016" released by UN, Denmark ranks the first among 157 countries and regions, being the happiest country in the world.

工作 6 小时的秘密 | Efficient

据 IMF 世界经济展望 2015 年 10 月发布数据。仅工作 6-7 小时，丹麦人均年国民生产总值却过 6 万美元，全球排名第 6 名（同期人均收入美国 5.44 万美元，中国仅 7572 美元）。

而这一定与“高效”工作相关。工作时长 6-7 小时让人羡慕，在于人们能够有更多生活休闲时间，而工作 6-7 个小时同样也表示，在有限的时间里人们需要更加高效的工作。

The Secret of Working for 6 Hours | Efficient

Data released by IMF "World Economic Outlook" in Oct., 2015 showed that in spite of working only for 6-7 hours per day, Per Capita GNP in Denmark exceeded USD60,000, ranking the sixth worldwide (while during the same period, that of USA is USD54400 and that of China is only USD7572).

"Efficient" must be one of the reasons. It's adorable to work for only 6-7 hours a day, which means people will have much more time to have fun. But working for only 6-7 hour a day also means people need to be more efficient when engaged in job.



于此，怀揣着提高工作效率，提升办公空间幸福感的愿景，玛祖铭立与比利时设计团队 Dirk Wynants 合作研发设计“哥本哈根”，以丹麦首都为名的办公家具系统。

哥本哈根绝对不仅仅是工作位，他可以满足开放式工作，聚焦伏案，协作休闲，会议培训，以及主管空间等不同功能需求。

Driven by the dream of improving efficiency, MATSU collaborated with Belgian designing team, Dirk Wynants, to develop the office furniture system called "Copenhagen", the name of capital city of Denmark.

Copenhagen is far more than a working position. He meets all kinds of demands such as open working style, focusing on desk work, collaboration and leisure, conference training and manager space etc.



办公生活的第三次变革

近 15 年中，我们用开放式工作位强调平等、节约能源、鼓励沟通与创新、活跃办公室气氛等，然而，开放空间也使员工受到各类视觉、听觉干扰的几率大增，特别是在大量沟通协作的社交时代。

哥本哈根是解决办公空间私密度和开放度矛盾相对论的答案。如果说屏风工作位是第一次变革，开放式工作是第二次变革，那么哥本哈根将是第三次变革。

The Third Reform of Office Life

During the past 15 years, open working position has been helping us to advocate equality, energy-saving, encouraging communication and innovation and breaking the ice in office. Meanwhile, open space also brings some troubles such as visual and aural disturbance, especially in the era full of communication and collaboration.

Copenhagen emerged as required. He worked out a solution for the relativity of office privacy and openness. Screen working position was the first reform, and open working position was the second, and Copenhagen will be the third one.



Copenhagen

20000+ References

2 万多个精彩空间见证，
如：阿里巴巴、华为、宝马、中欧学院、罗氏制药、大成律师事务所、WPP、AECOM 建筑事务所等。
此次 MATSU 精选了 20 个精彩案例。

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Editor: Qian Peng Yuting Yi Photo Provided by MATSU

MATSU 20

References

经典案例

20000+

AECOM | 全球最大的建筑设计公司的 Office

AECOM

Office of the Biggest Architecture Design Company Worldwide

AECOM

01

作为《财富》500 强公司之一 AECOM，截至 2015 年 9 月 30 日年营业额约 180 亿美元。在多项权威建筑工程类媒体【英国“建筑设计网”(BD)与美国《工程新闻记录》(ENR)】上，AECOM 已然成为全球最大的建筑设计公司。

2016 年，AECOM 上海新办公空间搬迁至杨浦区政立路 500 号创智天地企业中心。室内设计由 PDM International 担纲，玛祖铭立为其提供办公家具与家具空间配置方案，营造出一个极酷的、硬朗的，浓郁的工业风办公空间。



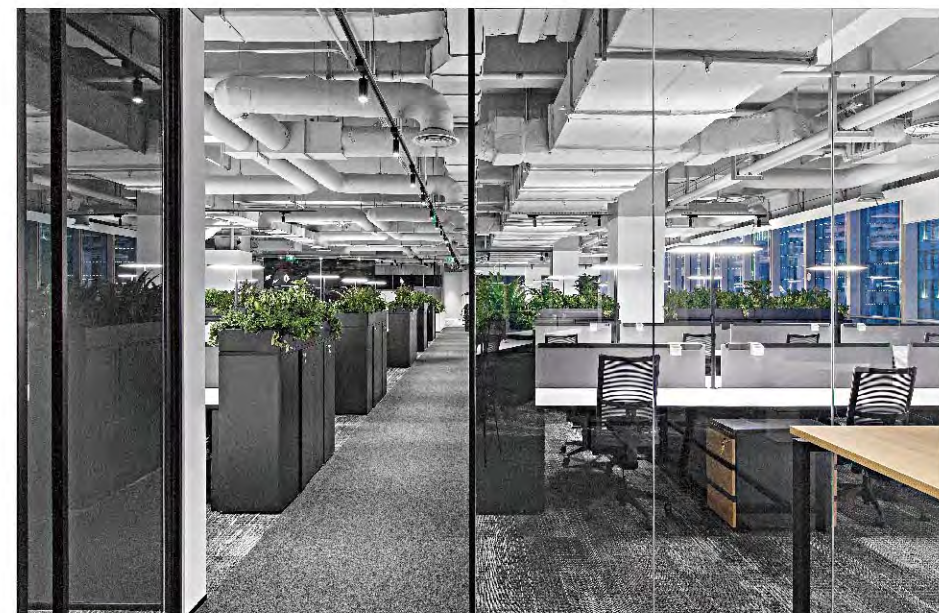
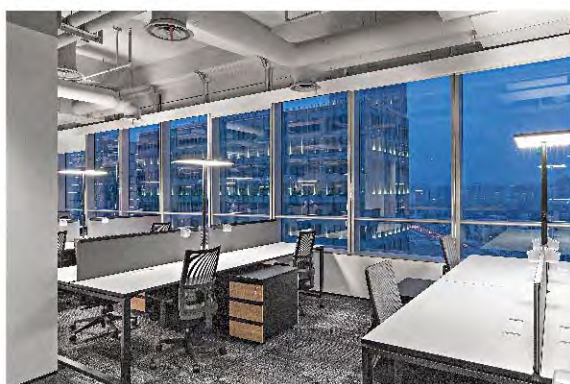
As one of the top 500 on "Fortune", Shanghai AECOM reached an annual turnover of almost USD18000 million by Sep.30, 2015. A number of authoritative construction engineering media (such as "BD" and "ENR") recognize AECOM as the biggest architecture design company worldwide.

In 2016, AECOM Shanghai new office was moved to "创智天地企业中心", located at No. 500, Zhengli Road, Yangpu District. PDM International was in charge of the interior design and MATSU worked out the solution of the office furniture and space disposition. Through joint effort, an office full of cool and stiff atmosphere with some industrial style was born.

Loft ceiling decorated with exposed vent, which is a necessary element when building industrial style, not only helps to save the cost of hard decoration, but also enhances the industrial style in Shanghai office.

In the space using grey as the dominant color, the color of wooden cabinet and the green plants on side cabinet deliver a kind of color gradation and vitality against the cool atmosphere and the grey reinforced concrete.

MATSU integrated the lamp into working position, thus making the open office space much tidier. What's more, each employee is equipped with supporting stationery storage pendant, which makes it convenient for employees to keep the desktop tidy with reasonable storage management.



裸露通风管道 Loft 式天花板已成为工业风必备，不仅可节省硬装成本，也让 AECOM 上海办公室的工业风更加浓郁。

以灰色为主调的空间中，木质推柜的色彩，与侧柜上绿色植物让整个空间从酷炫的氛围中，从钢筋水泥的灰色中多了一些色彩层次与生命力。

Matsu 将灯具与员工位整合，让开放式办公空间更显整洁。加之，每个员工位都配有文具收纳挂件。让员工管理好桌面的最好方式，提供科学的收纳空间。

茶色的玻璃，在灰色的空间中更显质感，不仅隔离空间区域的同时，也丰富了空间的层次感。

员工工作区域地毯，与公共走廊采用不同花色的，同一色系地毯，并且与工作位的桌上屏风保持一致。因此整体空间统一感极强。



Dark brown glass improves the sense of quality in the grey space. When working as partition, color of dark brown enriches layer effects.

Carpet in the working area, though bearing different patterns, was made with the color belonging to the same scheme as that of carpet in public walkway. It is also in line with the color of desktop screen, forming strong sense of integration.



硬朗的员工区，又多了一些绅士柔情。还是黑、白、灰为主调，但公共区域大面积的木制地板，配以 Volpino、Uni_verso 木质椅脚，加之 Zen 沙发的软包让整个空间洋溢着温暖。

As one of the top 500 on "Fortune" , Shanghai AECOM reached an annual turnover of almost USD18000 million by Sep.30, 2015. As the biggest architecture design company worldwide.



AECOM



会议桌光面石材的黑白灰流线型纹理，地毯的不规则水墨痕迹，再配合咖灰色真皮 Ona executive 的抛光金属五星脚。VIP 会议区通过不同材料、纹理、色彩的运用使会议区增添了空间层次感与高贵气质。

As one of the top 500 on "Fortune" , Shanghai AECOM reached an annual turnover of almost USD18000 million by Sep.30, 2015. A number of authoritative construction engineerinnize AECOM as the biggest architecture design company worldwide.



玛祖铭立项目工程组组装家具过程
Matsu of dark brown enriches layer effects.



穆氏上海办公空间



M Moser Shanghai Office 02



穆氏是一家跨国建筑设计公司，专注于办公空间的规划与设计。在美国《室内设计》杂志发布的2012年最新全球排名中，穆氏在“办公空间”类别名列第7位，并且在全球最具规模和影响力的设计公司排名中，位列第24。

穆氏在上海办公空间位于长宁区遵义路100号，虹桥南丰城。此次穆氏选用玛祖铭立家具为其营造全新办公氛围，包含员工区、会议区以及公共休闲区。

M Moser specialises in creating effective workplace environments; designing and delivering office interiors, architecture, corporate campuses, and R&D facilities. According to latest global ranking in 2012, released by US "Interior Design", M Moser ranked 7th in the field of "office space" and ranked 24th when talking about global most influential designing companies with the largest scale.

M Moser Shanghai office is located at Hongqiao Nanfeng City, No.100, Zunyi Road, Changning District. This time, M Moser invited MATSU to build entirely new office including employee area, conference area and public leisure area.



黑色皮垫与黑色塑胶全包椅背让 Volpino 与黑色背景墙相互呼应，且兼具舒适性。

Black leathered cushion and black chair back fully wrapped with plastic make Volpino a perfect match with black background, also ensuring comfort.



有灵感的办公空间永远少不了色彩的点缀，而深色地面，黑色家具配件让跳跃的颜色更显质感。穆氏公共空间对色彩的巧妙运用，让艳丽的色彩不仅在空间中表现跃动的一面，又突显其设计的层次感。

Inspiring office is always in need of color decoration. Dark floors and black furniture deliver sense of quality among bouncing colors. M Moser's unique application of colors in public space not only enables gorgeous colors to show the nature of liveliness but presents rich layer effect as well.



Marina 户外桌采用白色超强玻璃钢型材，具有超强稳固性。除此之外，胡桃木椅脚、深咖色皮质座垫，再加之深色毛毡的 Njord 让白色 Marina 桌在空间中“和谐”化。

Marina outdoor desks are made of white super fiberglass reinforced plastics, ensuring super stability. Additionally, walnut chair legs, chocolate leathered cushion and dark felt Njord integrate white Marina smoothly.



WPP 集团 | 广告霸主的 Office

WPP

03

WPP Group

Huddling Working Environment



2016 年, 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。

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。



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

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.



↑ 完美融入接待区的玛祖铭立 Velax 休闲沙发, 紧扣快乐工作的主题

赋予办公空间各种状态, 营造自适应、灵动的办公氛围。犹如他们的态度主张“拥抱变化, 积极适应”。这里是为全球服务, 更是在助力中国智造, 这里每天都有创意在迸发, 这里构筑着中国梦的每一个细节。阿里巴巴在成长为互联网巨人时, 一直是在帮助别人获得成功, 正如玛祖铭立始终如一的坚持做“激发灵感”的办公空间。

我给你灵感, 你给人梦想。

The office space is endowed with different status, full of atmosphere of self-adapting and flexibility, which demonstrates their attitude and philosophy of "embrace the changes, make active adaption" We not only provide service for global society, but also assist Chinese intelligence brands in self-developing. This room is filled with creativeness and Chinese dreams are weaved, with each detail getting progress. On the road of Alibaba's progress to Internet giant, it's been always helping people to reach goals. MATSU grows up in the same way, consistently making contribution to designing "INSPIRING" office space.

04

阿里巴巴 | 中国梦的筑梦人

Alibaba



the Weaver of Chinese Dream

在媒体问及阿里巴巴的一位投资人: 是什么东西吸引你, 给马云持续的投资? 他说: 阿里最初创业的 18 人团队, 至今无一人离席, 这在任何一家创业型的企业, 几乎是不可能出现的现象。对于今天的成功, 马云不仅有对人才的珍视和对管理人才的用心, 更注重为阿里人提供与之相契合的高品质办公空间。

When one of Alibaba's investors got the question: What attracted you to provide constantly investment for Jack Ma, he answered: Even now, none of the 18 persons of the original team has left this team. This seems to be impossible for any startup enterprise. To achieve today's success, Jack Ma not only values the talents and cares for the management, but also values high-quality office space which fits the Ali fellows.

2009 年, 在阿里巴巴成立的第十个年头, 阿里巴巴 6000 多名员工“乾坤大挪移”搬至公司位于滨江的新总部大楼。该大楼由 Hassell 建筑事务所担纲设计, 并选择了高端办公家具品牌玛祖铭立, 为其营造激发灵感的功能区域, 玛祖铭立将先进的办公理念与生活哲学相融合, 打破了单调的办公职能, 重新定义了办公空间的多重功能。

In 2009, the 10-year-old Alibaba and all the 6000 Alibaba personnel moved into the new headquarter mansion situated in Binjiang District. This building was designed by Hassell Studio and the high-end office furniture brand MATSU was invited to create an inspiring functional area for it. MATSU, by absorbing both advanced office concepts and life philosophy, created a re-defined multi-functional and joyful office space for Alibaba.

最近几年, 随着阿里影业、蚂蚁金服、菜鸟网络等多家核心业务公司的组建, 阿里巴巴再次选择玛祖铭立作为其办公解决方案提供商。

In recent years, with the establishment of Ali Pictures, Ant Financial, Rookie Network and other core business corporations, Alibaba again invited MATSU for solutions of office space.

↓ 阿里巴巴马云选用 MATSU 玛祖铭立合作伙伴 Holzmedia 系列 D8 高级行政桌。



↑ 近 6000 个玛祖铭立 Lenco+Workstation 工位, 让办公空间不改轻松愉悦本色。

↓ Kusho+Co iHolo! Lounge Chair 洽谈区的休闲椅



↓ 曾风靡柏林大学的 Kusho+Co Piazza 休闲椅 大量运用在餐厅区域



华为 | 因创新而链接世界



HUAWEI

connecting the world with innovation

05

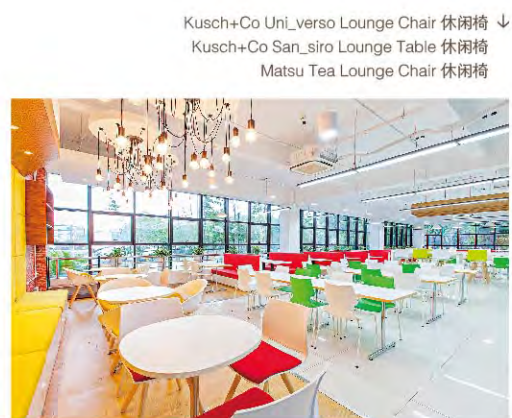
越来越多的品牌在经济逐渐迈向全球的背景下，对于成为全球品牌有着浓厚的兴趣，可见漂洋过海来打拼是如何不易。早在 2008 年，华为就被商业周刊评为全球十大最有影响力的公司。

华为用创新与艰辛将世界各地无数系统、企业、城市、人群紧密联接，以不断提升工作效率、帮助行业转型，为每位用户带来更好的体验一样。玛祖铭立协助华为打造一个令人期待的办公空间——能将不同职位、不同部门的员工串联在一起，并能传达出开放、自由、互通的办公特性。



Due to the globalized economy, more and more brands are interested in going global. Travelling far way across the sea, it is no easy job to strive in different countries. Early in 2008, HUAWEI was given the reputation as "one of the top ten influential companies in the world", by Business Week.

The same as Huawei connects innumerable systems, enterprises, cities and people around the world by innovation and hardship, contributing to improve work efficiency, assisting industry transformation and creating better experience for every user. MATSU assisted HUAWEI to build an office worth anticipation——connect employees from different positions and departments. It's an environment delivering openness, freedom and communication.



Kusch+Co Uni_verso Lounge Chair 休闲椅 ↓
Kusch+Co San_siro Lounge Table 休闲椅
Matsu Tea Lounge Chair 休闲椅

宝马 | 百年驾悦 初心未变



BMW

Joy is BMW, Keep to the Original Aspiration
Set a Century ago

06

宝马，这个老牌的德国汽车王国在百年诞辰之年以“创新重启未来驾驶初心”来展现他们未来的概念。就是这样——一个严谨又不失创意的公司，一步一步驶出我们的想象空间。2003 年玛祖铭立与 BMW 第一次合作，至今已合作了 12 年之久。从沈阳、上海到深圳，玛祖铭立为他们量身定做了一个又一个既富有体验又不失创意的空间。



It has been 12 years since the first cooperation between MATSU and BMW in 2003. Our cooperation has found its footprint in Shenyang, Shanghai and Shenzhen. Recently, MATSU once again gained the opportunity to create a total solution for the office space of BMW in Jinhongqiao International Center in Changning District, Shanghai.



ADAC 成立于 1903，拥有 6531 万会员，是欧洲第一，世界第二大的汽车协会。

Established in 1903, ADAC owns 65.31 million club members, ranking the first automobile club in Europe and the second in the world.

ADAC

The Second
Largest Automobile
Club Worldwide

07

ADAC | 世界第二大的汽车协会



ADAC 总部位于德国慕尼黑，其总部大楼由 Sauerbruch Hutton 建筑设计公司，玛祖铭立合作伙伴 Nimbus 为其提供了 3700 余盏 LED 照明灯具。ADAC 总部大楼拥有 13 万平方米的空间，容纳 2500 员工在此办公。

ADAC 工作位区域采用超过 2700 盏 Office Air LED，室内普通照明则采用 230 盏 Modul L 120 LED 系列，另外，卫生间选用 770 盏 Modul Q 49 LED 系列。ADAC 对于 Nimbus 提出的可减少 60% 耗电量的照明方案非常认可。

ADAC set his headquarter in Munich, Germany. The headquarter was designed by Sauerbruch Hutton architecture designing company and was provided with more than 3700 LED lamps by MATSU's partner, Nimbus. ADAC headquarter covers an area of 130 thousand sq meters and is able to accommodate 2500 people.

ADAC working position area is equipped with more than 2700 Office Air LED. For interior general lighting, 230 Modul L 120 LED lamps were installed. Besides, 770 Modul Q 49 LED lamps were used for bathroom lighting. Nimbus was highly recognized by ADAC for the solution of reducing 60% of power consumption.



SOHO 中国 | 专注地标性的商楼



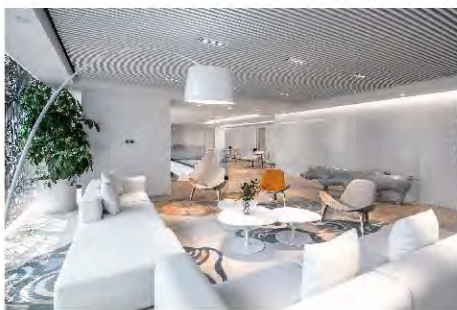
SOHO China

Focus on Landmark

08

SOHO 中国成立于 1995 年, 现为中国最大的办公房地产开发商, 也是唯一专注于写字楼开发经营的开发商。因其地标性的建筑设计享誉海内外。其总部位于北京朝阳区朝外 SOHO。朝外 SOHO 是由韩国大师承孝相设计, 大楼外型是不规则的曲面, 设计理念来自闽西客家环形土楼。

2014 年 4 月, anySCALE 任督(北京)工程设计咨询有限公司收到张欣女士对 SOHO 中国北京总部的设计任务, 需要在整个公共区域空间中呈现 SOHO 中国公司的成长发展历史。在此次项目中, anySCALE 采用玛祖铭立办公家具为其营造独具 SOHO 特色的空间。



SOHO China, established in 1995, is now the biggest office real estate developer in China, whose headquarter is located in CHAOWAI SOHO, Chaoyang Dist., Beijing. SOHO is also the only developer focusing on office building developing. It has been renowned at home and abroad on the strength of landmark buildings. CHAOWAI SOHO was designed by Korean master, Seung,H-ang. The pattern of the building is irregular curved surface, of which the design concept came from Hakka Earth Building.

In April, 2014, MissZhangxin from anySCALE accepted the task to design the Beijing headquarter of SOHO China, during which the history of SOHO China needs to be presented in public area. In that project, anySCALE used MATSU office furniture to build the very room of SOHO taste.

中欧国际工商学院 | 始于一份远见



CEIBS

Starting With Vision

09

中欧国际工商学院创立于 1994 年, 是中国工商管理教育的先驱。上海主校区于 1999 年由著名设计大师贝聿铭参与创办的 PCF 设计事务所设计。继 2004 年与玛祖铭立合作十年后, 再次携手合作 20 周年校庆。

China Europe International Business School (CEIBS) was established in 1994, and was the pioneer of Chinese business management education. In 1999, Pei Cobb Freed & Partners (see Note 1) which was originally founded by the world famous architect Leoh Ming Pei designed the Shanghai campus of CEIBS. Today, after the first collaboration 10 years ago, CEIBS again chose MATSU as its partner for the 20th school anniversary.



↑ 采用 Burkhardt Leitner (后称简称: BL 注 1) 模块化建筑系统为其营造一个中国古典和欧洲现代融合的、欢庆的校园氛围, 让中欧成为东西建筑、思想、文化融汇碰撞的集大成者。

The Office of the Largest Law Firm in the World

大成律师事务所 | 全球最大的律师事务所之Office



10

2015 年中国规模最大的综合性律师事务所大成与 Dentons 律师事务所合并, 成为了目前全球最大的律师事务所。2013 年大成将总部选址于北京大型多元化的商业、文化、休闲综合体 - 侨福芳草地。

Founded in 1992, Dacheng is the largest integrated law firm in China. In 2013 Dacheng chose to relocate its headquarters to Parkview Green, a large diversified complex for retail, culture, and leisure in Beijing.

在艺术的氛围里, 大成的办公空间必当更具艺术化。重视人才储备的大成选取高端办公家具品牌玛祖铭立为其打造体贴化的艺术办公空间。在这里, 是办公体现, 也是生活享受, 更是艺术的熏陶, 是创意灵感的源泉。

In the artistic atmosphere, Dacheng's office space must be more art oriented. As a company valuing talent reserve, Dacheng selected high-end office furniture brand MATSU to create customized artistic office space. Here, one can find office space, life enjoyment, artistic cultivation, and sources of creative inspirations.



↑ Matsu Tulip Lounge Chair 休闲椅
Matsu Croce Table 洽谈桌
Matsu Puzzle Sofa 沙发
Kusch+Co Ronda Sofa 沙发

THE ART THAT HEART PURSUES



↑ Kusch+Co Profession Training System 培训桌与培训椅



↑ Kusch+Co iHolla! Lounge Chair 休闲椅
Planmöbel Conference Table 会议桌

大成在芳草地 A、B、C、D 四栋, 总计面积达 13000 平方米, 有 700 多名员工在此办公。其中四栋建筑内均由员工办公空间、主管区域、会议区等构成。

Dacheng office is distributed in Building A, B, C, and D of Parkview Green, with a total area of up to 13,000 sqm, where over 700 employees work there. Wherein, though each building consists of employee office space, supervisor zone and meeting zone, only the public leisure space, for instance formal front desk reception zone and informal consultation zone, is mostly in Building D.

↓ Matsu Lenco+ Workstation 工位
Kusch+Co Papilio Swivel Chair 员工椅



Egon Zehnder 亿康先达 | 国际前十强猎头企业

11



EgonZehnder

Egon Zehnder

One of Top Ten Head Hunting Enterprises Worldwide



2014 年，国际前十强之一的猎头企业和战略领导力发展顾问机构，Egon Zehnder 搬迁至位于杜塞尔多夫的 Kö-Bogen 大楼。玛祖铭立合作伙伴 renz 为其 1600 平米的办公空间营造极具现代感的办公环境。

Kö-Bogen 可谓是德国杜塞尔多夫市新城市中心。Kö-Bogen 由参与过世贸中心重建规划的美国建筑师丹尼尔·里伯斯金 (Daniel Libeskind) 担纲设计。

In 2014, as a reliable headhunter and strategic leadership development consulting service provider, Egon Zehnder moved to the Kö-Bogen building in Düsseldorf. Renz, one of Matsu's partners, created a 1600-square-meter modern office space for it.

Kö-Bogen, which marked a new city center of Düsseldorf in Germany. Kö-Bogen was designed by the American architect Daniel Libeskind who participated in the rebuilding planning of the World Trade Center.

Egon Zehnder 位于 Kö-Bogen 大楼 5 层，并选择了玛祖铭立合作伙伴 renz 极具现代感的家具，为其打造优越的办公环境。每一个顾问的办公空间都配备了 star 高级行政班台，会议空间则根据不同空间需求而灵活变化选用 star 或是 talk 会议系列。

Egon Zehnder Occupies 1,600 Sqm On The Fifth Floor Of The Kö-Bogen. The Interior Designers Selected Premium Modern Furnishings To Provide A Superior Ambience. Consultants' Offices Are Equipped With Tables From The Renz Star Programme, While The Flexible Talk Table System Of Renz Changes Along With The Adaptable Space In The Conference Centre.



12

德国工商会



IHK

斯图加特全新中心大楼

德国工商总会 (简称 DIHK) 是 80 个独立的德国工商会的行政联合机构。该会在德国有着极大的影响力与社会责任，同时也是三百万德国工商企业的最高代言人。

IHK 位于德国第一大工业城市斯图加特的区域中心大楼占地面积 7800 平米，坐落于“山城”斯图加特市中心附近的一座小型葡萄园旁，是闹中取静的所在。Wulf 建筑设计事务所在方案上巧用 U 型结构打造，有利于在建筑的任一角度观赏优美风景。

玛祖铭立德国战略合作伙伴 Nimbus 参与该项目，并为大楼提供超过 800 盏智能 LED 灯具。无论是广泛用于员工办公区内，创意排布的 Modul L 吊灯系列；还是用于走廊及公共区域，整齐如一的 Modul Q 吸顶灯系列；又或茶水间、休息区里，完美点缀的 Module R 圆盘吊灯系列，它们最大的共同特征除了 Nimbus 在所有产品中一脉相承的设计 DNA 外，便是隐藏于每一盏 LED 之内的智能控制系统。

IHK Region Stuttgart

The Association of German Chambers of Commerce and Industry (Deutscher Industrie- und Handelskammertag, DIHK) is the central organisation for 80 Chambers of Commerce and Industry, CCI (Industrie- und Handelskammern, IHKs) in Germany. Thus, the DIHK speaks for more than three million entrepreneurs.

IHK building is 7800-square-metre. It could only happen in Stuttgart: The new IHK headquarters is situated in the middle of the city – just a stone's throw from the railway station – but nevertheless out in the green. The U-shaped new building opens up onto a neighbouring vineyard, which thus becomes a constantly present part of the building. The street side offers a view of the entire Stuttgart basin.

Over 800 Nimbus (Matsu is Nimbus partner in China) LED luminaires and more than 100 Rossoacoustic panels from the Nimbus Group have been deployed in the 7800-square-metre new building. The open-plan offices, for example, have been fitted with L 196 and L 112 linear luminaires, the public areas with square Modul Q luminaires and the "Wolke Blau" cafeteria with Modul R luminaires in varying sizes. The office workplaces are arranged in rows. The over 600 Modul L 196 linear luminaires installed in the building pick up on this principle, having been linked via a module connector to form long light strips. Modul L 112 and L 196 have been fitted either as suspended or ceiling-mounted luminaires depending on the type of ceiling structure.

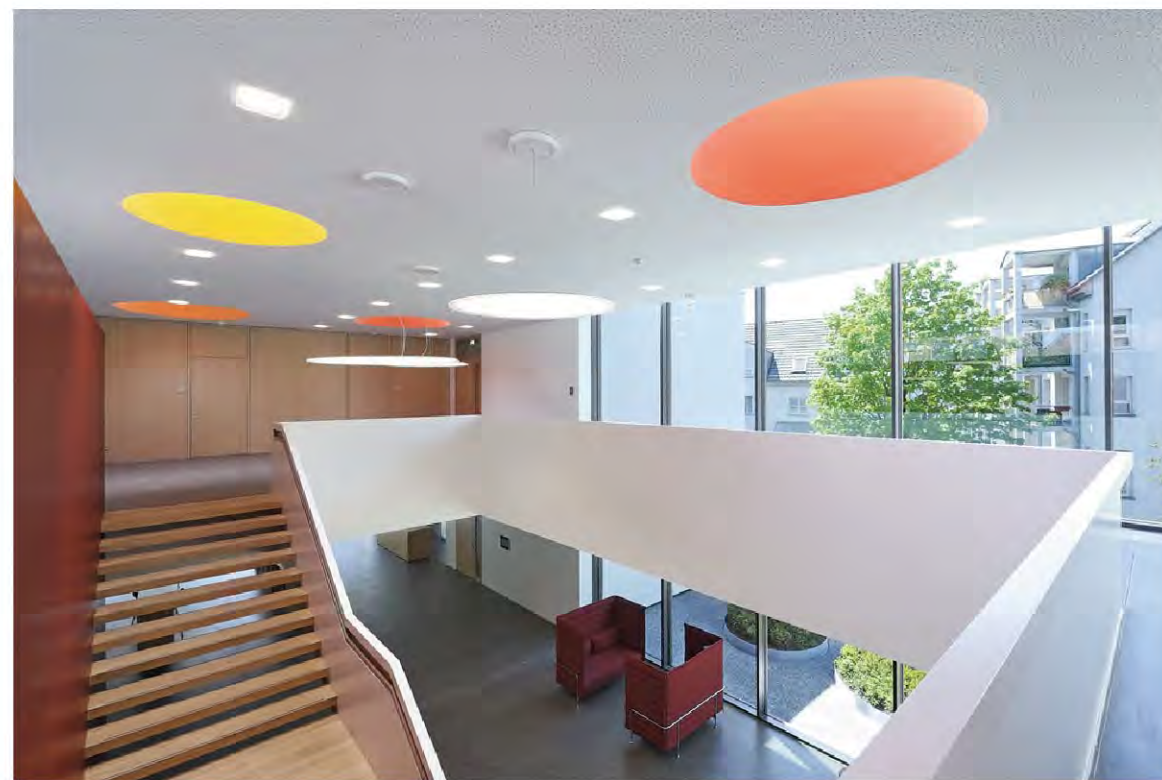


绍普夫海姆培训中心

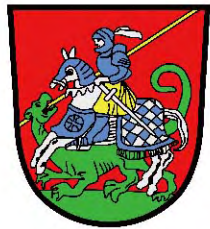
绍普夫海姆是德国巴登 - 符腾堡州的一个市镇。德国工商会在此的培训中心再次采用玛祖铭立合作伙伴 Nimbus LED 照明灯具。中庭圆形几何与 Modul R LED 圆盘吊灯结合，辅以 Modul Q LED 小方形吸顶灯。

New training centre for Chamber of Commerce and Industry, Schopfheim

Schopfheim is a town in the district of Lörrach in Baden-Württemberg, Germany. Here the architect's playful use of circular geometries in the atrium catches the eye; round skylights engage in dialogue with the round suspended Modul R luminaires.



德国巴德艾布林格市政厅



Bad Aibling City Hall, German

13



巴德艾布林格是德国巴伐利亚州的一个市镇。巴德艾布林格新市政厅由 Behnisch 建筑事务所担纲设计, 建筑面积 4300 平方米。巴德艾布林格新市政厅采用玛祖铭立合作伙伴 Nimbus LED 照明灯具, 营造现代化的市政中心。

巴德艾布林市中心位于历史悠久的玛利亚广场。正是在这里, 巴德艾布林市政厅自 1970 年代建立至今改造翻新。

Bad Aibling is a town in Bavaria, Germany. Bad Aibling new city hall is designed by the Behnisch architekten. The construction area of 4,300 square meters. The architects endowed the building with aesthetic and efficient Nimbus LED lights.

In the center of Bad Aibling is Marienplatz, a historic square flanked by public buildings, retail and a hotel. It is here that the town's two main streets intersect and where the existing 1970s Town Hall stands.



新的市政厅将主要为市民服务, 包含行政办公、公共图书馆, 以及一个特殊的房间为婚礼举办而准备, 并且也可用于其他活动, 如会议等。地下一层容纳了几家商店和一间咖啡厅, 下班后巴德艾布林市中心的激情与活力在此被点燃。

The new Town Hall will primarily accommodate functions highly frequented by the public. It is designed to provide a multitude of programs – including civic services, administrative offices, a public library, a special room for weddings, and the city council chamber which can also be used for a variety of other events – all under one roof. The ground floor level will be also house several shops and a café invigorating the center of Bad Aibling even after business hours.



WTO Headquarters

One of the Largest LED-lit Buildings in Switzerland

世界贸易组织 WTO 总部 | 瑞士最大的 LED 照明建筑

WORLD TRADE
ORGANIZATION



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WTO 总部位于瑞士第二大城市日内瓦, 莱蒙湖畔。WTO 总部扩建项目由 Wittfoht 建筑与事务所设计, 此次, 玛祖铭立合作伙伴 Nimbus 为其 300 间办公室提供了 447 盏吸顶式 LED 照明, 较于常规照明, 为其节省了 80% 能耗资源。WTO 总部也成为了瑞士最大的 LED 照明建筑, 这也使得 WTO 总部成为了世界第一个符合瑞士 Minergie-P 可持续建筑标准的玻璃幕墙建筑。整个建筑幕墙采用镜面玻璃, 开放、透明、公开, 给人以明亮, 友好, 永恒, 时尚的印象。

新建筑身处城市中湖滨公园, 建筑可以看成两个部分, 地面层以及地面层以上被支撑起的悬挑建筑。地面层有大厅, 接待区, 餐厅, 展览区。技术用房和停车场在地下。办公区位于上面悬挑的部分。

One of the largest LED-lit buildings in Switzerland is situated on the shores of Lac Léman in Geneva. The light for its 300 office workplaces is provided exclusively by LED luminaires: the Wittfoht firm of architects from Stuttgart installed 447 ceiling, wall, suspended and floor-standing luminaires from Nimbus in the extension to the World Trade Organisation's (WTO) headquarters. As they consume up to 80 percent less energy than conventional luminaires, they have helped the new office block become the first building with a mirrored glass facade to comply with the applicable "Minergie-P" energy standard.

The crystalline structure suspended above houses the administration department and all office areas. The goal is to generate the highest levels of transparency and openness through the clear and flexible building design. The building has a bright, friendly and timeless modern look. It follows the existing building lines and opens out towards both the park and main entrance.

英国葛兰素史克公司 (GlaxoSmithKline), 简称 GSK, 全球首屈一指的药剂集团。玛祖铭立为其中国办公空间提供了整体办公空间解决方案。

GlaxoSmithKline plc, or GSK for short, is the world's most famous pharmaceutical company, Matsui provided office total solution for GSK China.

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



葛兰素史克 | 为更多的幸福



GlaxoSmithKline

To build more well-being

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葛兰素史克公司, 由葛兰素威康 (Glaxo Wellcome) 和史克必成 (SmithKline) 强强联合而成。公司在全球 115 个国家拥有 10 万名既掌握专业技能又有奉献精神出色员工, 年产药品和消费保健品 40 亿盒, 产品遍及全球市场。

GSK is merged by Glaxo Wellcome and SmitKline. It is headquartered in England and it has 100 thousand professional and committed employees in over 100 countries in the world. With an annual production of 4 billion boxes of medicines and healthcare products, GSK serves customers in very corner of the world.

葛兰素史克上海办公空间采用开放式的办公环境, 没有任何屏风隔断, 甚至工位桌上屏也全都剔除, 成功将“高效协作, 透明公开”的概念沁透到整个空间氛围中。

GSK Shanghai office adopts an open environment, without any partition or screen, or even desktop screen, successfully integrating the concept of "efficient collaboration and open transparency" into the atmosphere.

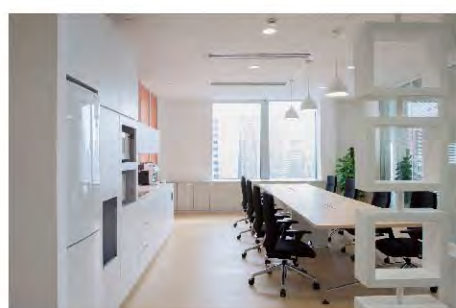


现在来自不同地域, 甚至不同国家的员工聚集在一起工作, 他们身材比例有着较大差距, Papilio 人体工学椅的可调节设置 (腰托深度、高度调节, 升降调节, 倾仰重力调节等) 让每一位使用者找到自己专属舒适度。

而升降桌的使用, 再次印证了多元化办公姿态对员工健康的重要作用。

People from all over the country and all over the world gather together here to work with each other. Catering to their different body proportion, Papilio ergonomic chair's adjustable setting (lumbar support depth, height adjustment, lifting adjustment, tilting gravity adjustment and so on) enables everyone to find his own comfort.

Lifting desks are telling us again how greatly diversified working posture influences people's physical condition.



Roche Pharmaceuticals

Meet our Commitments

罗氏制药 | 责任始于己



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↓ Planmobel M-pur Workstation 工位



在这里你看到是秩序井然, 健康事业不仅承载的是对患者生命保护的责任, 还有对员工以及员工家庭的承诺。玛祖铭立为罗氏制药打造的办公空间确保每一个工作环节安全、健康、环保。

作为办公空间主体的员工区域与会议区域, 设计师强调引入大量自然光线, 即使身处工作间也能看到室外的大片绿化, 营造出亲近自然的工作氛围。室内空间以大量的玻璃隔断带来良好的视野, 开放式的工作位组合则是确保通透视觉效果的最佳选择。同时, 这种组合式系统工作位可以根据人员流动的变化及时调整、增加工作位, 降低企业成本。

Everything is in perfect order here. The cause of health carries not only the commitments of saving patients' lives but also the promise of cherishing employees and their families. MATSU's design for Roche ensures the safety, healthiness and environment-friendliness to the every detail.

For the workstations and conference rooms that are essential for office space, the designers introduced natural light, creating a work environment that connects with the building's natural surroundings. Interior glass partitions and open workstations help to create open views within the workspace. Also, the modular workstations can easily be adjusted to meet the needs of staff mobility, minimizing operational costs.

↓ Renz Lane executive Table 高级行政桌



Miele

World of Warmth

Miele | 温暖的世界



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

Miele House 是一个诠释生活艺术的地方; 玛祖铭立, 一直在探索未来办公与生活的融合, 并坚持高品质和极致设计的方向, 这是 M&M 第一次邂逅。



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

Miele House interprets the art of living, MATSU has been exploring the integration of future work and life while adhering to the direction of high quality and ultimate design. The M&M encounter is merely the first.

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



米其林 | 活力空间



↓ Kusch + Co Uni_Verso Lounge Chair 休闲椅
Matsu Singlax Sofa 沙发



玛祖铭立与普乐斯 + 空间软装设计合作，为米其林上海办公室营造了一个私密办公与交流分享空间默契融合的 Office。

米其林的上海办公空间，近 13500 平方米，以白色为主色调，辅以浅枫木色、蓝色与绿色，空间简洁亮丽；企业形象色 - 蓝色在空间里做了很好的诠释和表现。



Michelin Space of Energy

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米其林餐厅每个人都知道，可人们不一定了解米其林餐厅星级评定正是米其林轮胎创办人建立。作为全球车辆轮胎科技的领导品牌，米其林办公空间与氛围也如同星级餐厅般让人向往。

As a global leading brand of vehicle tire technology, Michelin requires not only visual aesthetics but functional combination as well.

广州珠江城大厦 (Pearl River Tower) 位于广州珠江新城 CBD 的核心区域，珠江城大厦建筑面积达 21 万多平米的楼高 309 米，共计 71 层；由中国烟草总公司广东省公司开发，广州珠江城置业有限公司为出资，美国 SOM 公司设计。

Located in the heart of Guangzhou Zhujiang New Town CBD, the Pearl River Tower boasts a floor area of over 210,000 sqm, building height of 309m and 71 floors. It is developed by China Tobacco Corporation Guangdong Branch, invested by Guangzhou Pearl River Tower Real Estate Co., Ltd. and designed by US Skidmore, Owings & Merrill LLP (SOM).

SOM 设计公司通过最新的绿色技术与能源的精进与运用，创造了可持续设计理念建筑的巅峰。设计师将风能引流至大楼的两个设备层，建筑独特的曲线外形可以增加风速，透过风力涡轮机进行风力发电。

↓ Kusch + Co Trio Lounge Chair 休闲椅



SOM creates the peak of sustainable design concept by incorporating the latest green technology and energy technology advancements into the Pearl River Tower. The designer directs the traveling wind into the two mechanical floors of the Tower, whose unique architectural curve can help increase wind speed to drive the turbines that generate energy for the building.

Pearl River Tower The Valley of Wind

珠江城 | 风之谷

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注重环保的珠江城自然选择了与之有着共同理念的合作伙伴——玛祖铭立。玛祖铭立是亚太区第一批荣获国际最高标准的 Greenguard 室内空气质量管理认证的品牌的中国办公家具品牌，也是中国本土办公家具品牌中第一家行业展厅荣获美国绿色建筑委员会 (USGBC) 颁布的 LEED 金级认证。

As a building focusing on environmental protection, the Pearl River Tower chose Matsu, a partner sharing the same concept. As a Chinese office furniture brand, Matsu is among the first batch of brands winning the world-class Greenguard IAQ certification; one of its exhibition halls is also the first to win the USGBC LEED Gold Certification among the local brands in China.



Unilever 2016 China's Top Employer

联合利华 | 2016 中国杰出雇主

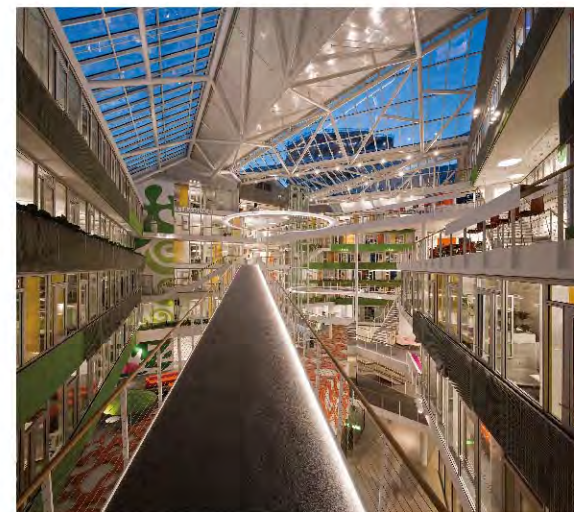


Unilever



联合利华集团是全球第二大消费品制造商，年于 2010 年全球营业额 553.52 亿美元，是全世界获利最佳的公司之一，并荣登由国际权威的杰出雇主调研机构揭晓的“2016 中国杰出雇主”榜首。

Unilever is an Anglo-Dutch multinational corporation that owns many of the world's consumer product brands in foods, beverages, cleaning agents and personal care products.



联合利华德国总部位于与汉堡港隔岸相望，具有时代意义的哈芬城中心，由斯图加特设计师 Behnisch Architekten 打造。六层建筑环绕建筑的核心——宽敞的，光线充足的中庭，过路者漫步在底楼商店、餐厅、咖啡馆消磨时光。同时，联合利华 1200 位员工服务也将此作为交流中心。明亮的，开放的，并且是通透的工作环境同时与基础设施如楼梯、天桥与斜道相连通以促进员工们自发的、鼓舞人心的沟通。建筑整体的灯光全部来自于玛祖铭立合作伙伴 Nimbus 公司并且全部采用 LED.next 科技。

Unilever Germany headquarters designed by Behnisch Architekten, Stuttgart, sets new standards in every respect. The six levels surround the heart of the building: the spacious, daylight-filled atrium, which invites passers-by to stroll around the ground floor level and pass the time away in shops, a cafe and a restaurant. At the same time it also serves as a central communication space for Unilever's 1,200 or so employees: light, openness and transparency characterise the working areas while connecting elements such as stairs, bridges and ramps facilitate spontaneous and inspiring communication.



联合利华德国 Heilbronn 办公空间同样选择了玛祖铭立合作伙伴 Nimbus LED 照明产品。

Unilever is an Anglo-Dutch multinational corporation that owns many of the world's consumer product brands in foods,



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