



Spread your "Winglet" and fly in the sky !

MATSU 玛祖铭立
GROUP
Inspiring Office Lifestyle

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卷首语

Editor's Voice

秋 · 景

农历 9 月是一年之中最美的时节,也是丰收的月份。金秋送爽,这在视觉和触觉上,给了秋天完美的体验。

看世界亦同看风景,登高望远以求最佳视野。

如今时代飞速发展,我们每天都要面对来自各方面的信息轰炸,一方面意味着我们能看到更多的风景,也意味着让我们看不清更美的风景。

这是个既让人激动又人彷徨不安的年代,我们需要新视野。它既可以是高瞻远瞩的胸怀,也可以是温故知新的反思。新的视野激发新的思维,新的视野也提供新的契机,让我们得以用更积极从容的心态去面对外部世界,去寻找焕然一新的生活态度。你会发现也许目光所及的视野或许有限,心灵的视野却是一股跳动着的正能量,赋予我们依旧对生活抱有美好愿景的信心。

本期讲述了很多国内企业转型、反思、改变的契机之下,以新视野激发新思维,不断优化迭代更新企业建筑空间、员工空间的案例。

邀您共赏这个秋天盛宴。

– 本刊编辑部

Autumn · View

September in Lunar Calendar is the most beautiful season in a year, which also stands for good harvest. Golden autumn brings soothing breeze. What people see and what people feel make autumn the best time of a year.

We see the world in such a way we enjoy views. We climb high so as to get a farther horizon.

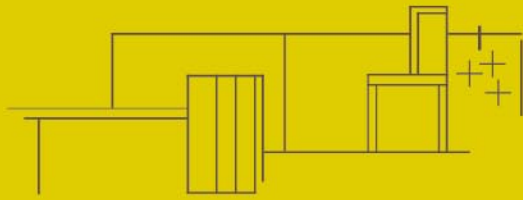
Everything is changing fast nowadays. We are in an era when we have to face information explosion, which means we can see more views while we may miss the most beautiful view.

It's an era that makes people excited but upset, so we truly need a new horizon. It can be a mind looking far ahead and aiming high, and it also can be rethinking that helps us gain new insights through old materials. New horizon stimulates new thinking and new opportunities that enable us to face the outside world more calmly and get on a brand new life journey. During that you will find although what you really see is limited, you mind is preparing for passionate energy, from which we get confidence for our future beautiful visions.

In this edition, we' ve told many stories about many domestic companies catching the opportunities of transformation, rethinking and reforming to boost new thinking with new horizons and further upgrading corporate architectural space and employees space.

We're looking forward to sharing this fantastic autumn moment with you.

秋



www.matsu.cn

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

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

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AIA SHANGHAI'S SUMMER NETWORKING EVENT

编辑: 易宇婷 图片: 张杰 Editor: Helen Yi Photographer: Jack Zhang



7月27日晚上, 美国建筑师协会上海分会夏日派对活动在思南公馆成功举办。玛祖铭立作为年度合作伙伴, 为这场活动打造出最为时尚最为热情的活动氛围。

On the night of July 28, AIA Shanghai office held a summer party in Sinan Mansions. As AIA's annual partner, MATSU built a very fashionable and passionate vibe for the party.

不同组合模式的 BL 模块灯箱点亮现场

BL lamp boxes in different combinations is the highlight of the party



思南公馆是坐拥 51 栋历史悠久的花园洋房。是衡山路 - 复兴路历史文化风貌区的重要组成部分。曾经的马斯南路 (现: 思南路) 得到了多少名流的眷顾, 周恩来, 柳亚子, 梅兰芳, 他们或在那法式梧桐下沉思, 或在一旁的名邸中低唱, 而伴随着法租界那份淡淡的浪漫, 终于造就了思南公馆这聚合了人文风尚的尊贵地标。老上海的优雅与摩登, 聚集在这片流金岁月的梦想之地。

Sinan Mansions is an area owing 51 garden houses that have a long history. It is an important part of Hengshan Road-Fuxing Road cultural zone. The once Masinang Road (now the Sinan Road) has attracted many celebrities like Zhou Enlai, Liu Yazi, Mei Lanfang. They got lost in thought under French Phoenix Tree, or sang in graceful pavilion. Sunk in the romance endowed by French Concession, Sinan Mansions has become an honorable landmark integrating culture and fashion. The special grace and modern vibe of old Shanghai concentrate in this dreamland of golden years.

室内餐厅以及露天酒吧环境提供了激发灵感、畅所欲言的交流氛围, 近百位知名设计师齐聚一堂、把酒言欢。

Indoor dining room and outdoor bar provide us with inspiring and free communication environment. Nearly 100 famous designers gathered here, drank beautiful wine and enjoyed interesting talk.



AIA 上海现任主席陈国荣先生发表精彩讲话。回顾了 AIA Shanghai 上半年的精彩活动, 展示了美国建筑师协会上海分会的最新网站, 并授予合作伙伴 MATSU 玛祖铭立会员纪念T恤。

The present AIA president, Christopher Chan, delivered a wonderful speech. He reviewed interesting events of AIA Shanghai in the 1st half of the year, showed us the latest website of AIA Shanghai office and awarded MATSU membership souvenir T-shirt.



陈国荣
Christopher Chan
AIA, President



Alton Chow
AIA, Vice President



Ronald Vitale
AIA, Event organizer



MATSU 玛祖铭立销售总监 Mia Huang 代表领奖并致感谢词。
MATSU Sales Director, Mia Huang accepted the award and expressed her gratitude.

MATSU玩趣上海时尚家居展

MATSU FANCY LIVING SPACE @ INTERIOR LIFESTYLE CHINA

编辑: 易宇婷 图片: 由壹二提供 Editor: Helen Yi Photos provided by SOMEWHATS

2017 中国 (上海) 国际时尚家居用品展览会于 9 月 14-9 月 16 日在上海展览中心举行。MATSU 玛祖铭立受邀与「壹二」SOMEWHATS 共同打造 FANCY LIVING 的主题空间。

该空间是由曾连续三次荣膺室内设计界的“奥斯卡”——英国 ANDREW MARTIN 国际室内设计大奖的郑仕樑先生 (Mr. Ivan Cheng) 设计。希望突破人们固定思维下对展览空间的定义, 用大胆的撞色, 搭配具有趣味性和设计感的大师级家具作品, 再融入各式创意的互动体验区域, 将逛展览变成一件充满乐趣的事情。

2017 China (Shanghai) International Interior Lifestyle was held during Sep. 14 to Sep. 16 in Shanghai Exhibition Center. MATSU was invited to collaborate with SOMEWHATS to create FANCY LIVING space.

The space was designed by Mr. Ivan Cheng, who has been, for consecutive 3 years, the winner of "Oscar" in design world --- Britain ANDREW MARTIN International Interior Design Award. Designers hope to break people's limited thinking of exhibition space and use contrast colors to make masterpieces that are interesting and have great sense of design. What's more, various creative interaction experience areas are involved, which make it a lot of fun strolling in this event.



郑仕樑, 出生澳门, 后移居香港, 先后就读于香港珠海大学建筑系与香港理工大学室内设计系, 及香港演艺学院舞台布景及服装设计系。曾连续三次荣膺室内设计界的“奥斯卡”——Andrew Martin 国际室内设计大奖, 并入选全球前 50 位顶尖设计师之一。在 20 多年建筑、室内设计、舞台设计生涯中, 不断创作出一系列经典新颖的项目设计作品。

Mr. Ivan Cheng, born in Macau and migrating to Hongkong, ever studied in department of architecture of Hongkong Zuhai University, department of Interior Design of Hong Kong Polytechnic University, and department of Stage Setting and Costume Designing of The Hong Kong Academy for Performing Arts. He has been, for consecutive 3 years, the winner of "Oscar" in design world --- Britain ANDREW MARTIN International Interior Design Award. He was also selected one of Top 50 designers globally. During his career of architect, interior designer and stage designer for over 20 years, he has been delivering many classic and novel projects.

“色彩”、“趣味”、“个性”、“互动”是整个空间最重要的四个关键词。在这个特别的空间中, 设计师将理念化为现实, 通过艺术、时尚、家居生活与 VR 的结合, 将主题区域分割成 LIVING GALLERY、BUBBLE LAB 和 VR TRAVELER 三个功能区域, 展现出一座充满浪漫色彩和科技元素的主题空间。从艺术气息浓郁的 LIVING GALLERY、粉色少女心的 BUBBLE LAB 最后到通过 VR 技术让观众穿梭于全球美铺。致力于打造一个跨界的玩趣空间, 传递一种有趣新潮的生活方式。

在 FANCY LIVING 的中心地带设立一间充满咖啡香气的工作室, 整个空间被刷成亮丽的黄色调, 营造出奇妙梦幻的实验室般的感觉。

"color", "fun", "individuality", "interaction" are four key words in this special space. Here, designers turned concepts into reality. They divided it into four functional areas via the combination of art, fashion, furnishing and VR: COFFEE SPACE, BUBBLE LAB, LIVING GALLERY and VR TRAVELER. We have pink BUBBLE LAB, artistic LIVING GALLERY, coffee-fragrance COFFEE SPACE and VR-led browsing global shops, to create a fun world and carry forward novel lifestyle.

SOMEWHATS collaborates with premium Shanghai coffee brand --- MELLOWER coffee to establish a coffee fragrance blending room in central part of FANCY LIVING. The whole space is in luminous yellow which can deliver a fantastic lab-like vibe.



四大主题空间 Four Major Theme Spaces

LIVING GALLERY / “家”的艺术空间:

艺术是表达, 透过形态、质地、颜色、组合等方式, 传达出不同的理念, 将其与家居生活相结合, 让人们看到有趣的化学反应。在 LIVING GALLERY 区域, 设计师打造了一个“家”的艺术空间。

MATSU 本次展出了最新款休闲座椅 Mini Ginko 的升级版。Mini Ginko, 淡化会议室、商洽空间横平竖直的紧张秩序感, 用一种弧形的生命力, 让过于商务、硬朗的感觉消逝。这就是家具设计灵魂在空间中的魅力呈现。抛光铝合金四星脚更是让 Mini Ginko 在硬朗与活力之间, 在商务休闲中恰到好处把握着分寸。

LIVING GALLERY/ “homey” artistic space:

art is expression. Different concepts are delivered via shape, texture, color and combination. Art combines these concepts with life, and make people see funny chemical reaction. In this LIVING GALLERY area, designers built a "homey" artistic space.

MATSU exhibited the latest upgraded version MINI GINKO. Rising and falling curves are the extension of life. Mini Ginko has almost eliminated the stress of old-fashioned and inflexible conference room and discussion room. Arc-shape is used to depict vitality and soften seriousness and toughness. That's the charm of furnishing design of space. Polished aluminum alloy star-leg makes Mini Ginko the best mediator between toughness and vitality, business and relaxation.



↑ MATSU Mini Ginko Lounge Chair 休闲椅

MATSU 玛祖铭立还展出了 Tulip 升降版。外形优雅而充满活力的 MATSU Tulip 休闲椅, 仿佛一朵郁金香般优美的曲线, 在天地间径自绽放。Tulip 座椅的椅身材质、椅脚造型均可根据客户需求而变化。出色的自适应性, 让 Tulip 系列可完美应用于包括企业员工办公区、公共休闲区、会议区域等多种空间。

这次升级的两款休闲座椅都在曲线造型上做了完善, 更加符合人体腰部以及背部的结构, 同时更为轻盈纤薄。椅身结构适应更多面料包裹, 脚型上选择更多。

MATSU also exhibited its Tulip, lifting version. Graceful and vital MATSU Tulip chair has curve that is as beautiful as tulip that is blooming alone between heaven and earth. Tulip chair's body-material and leg-shape can be adjusted according to different demands. Excellent adaptivity enables Tulip perfectly fit into many spaces like staff area, leisure area and conference area.

Two versions of the upgraded chairs both made improvement in curves to better fit spine curve of human body. At the same time, it is lighter and thinner. Chair body structure can be multiply wrapped and more leg shapes are provided.



← MATSU Tulip+ Lounge Chair 休闲椅



BUBBLE LAB / 海洋球实验室:

在这个人人都爱自拍的时代, 展览空间里绝对不能少了一个适合让你自拍并能在朋友圈收获无数点赞的自拍空间。在艺术气息浓厚的海洋球实验室, 粉色的空间里铺满白色的海洋球, 两侧的墙面上是来自 MONEY SHOPS 的“袜子灯箱”, 展览观众可以徜徉其中, 尽情拍照、玩耍、休憩, 如同置身于梦幻的粉色泡泡浴中, 将身心的疲惫——“洗”而空。

BUBBLE LAB / sea ball lab:

In today's selfie area, we'll never miss a place where you can take a selfie and win many likes. In this sea ball lab full of artistic vibe, pink space is covered with layers of white sea balls. On the wall of the two sides lie the "Sock lightbox" from MONEY SHOPS, where audiences can lie and take a selfie, play and rest. It feels like you are in a fantastic pink bubble bath and wash away all the exhaustion.

VR TRAVELER / VR 旅行胶囊:

VR 体验无疑是整个空间的重头戏。结合『壹二 SOMEWHAT'S』APP 全景逛店的特色, 壹二将其中一个空间打造成为 VR 体验区域。在这个深邃的湖蓝色空间内, 现场观众只需戴上 VR 眼镜, 坐在 MATSU 玛祖铭立 Velax 的休闲沙发上就能够用最舒服的姿势浏览心仪的店铺, 体验和在店铺中完全一致的视觉感受, 用最直接的形式感知这座城市的情趣所在。

VR TRAVELER/VR Travel capsule:

VR experience of course the highlight of the space. SOMEWHAT'S, based on its panorama shopping feature, built one of the spaces into VR experience area. In the deep lake blue space, audiences only need to wear VR glasses and sit on MATSU's VELAX sofa, then they can browse their favorite shops in the way they like. Visual effects are the same as how they are in real shops. That's also how you can feel the city's fun directly.



即使你不在 MATSU 旗舰店, 你也可以通过 VR 来亲身体验新潮又有趣的家具。

You can also use VR to feel and experience novel and funny furniture although you are not in MATSU flagship store.

SPREAD YOUR "WINGLET" AND FLY IN THE SKY! 展开小“小羽翼”, 自由飞翔吧! WINGLET

编辑: 彭茜 图片: 由 Nimbus 提供 Editor: Qian Peng Photos provided by Nimbus



玛祖铭立合作伙伴 Nimbus 最新无线照明, Winglet CL 墙灯, 于 2017 年秋天正式发布。Winglet 荣获了 2018 德国设计大奖提名(正式获奖名单还未公布)。和 Roxxane FIY CL 与 Roxxne Leggera CL 一样, Winglet 希望创造不被电线所束缚的光。无线的解放是自由的释放。用户可在任一地方开启它, 很多曾经不便于照明的地方, 因为 Winglet 的存在, 而有了光。

The Winglet CL wall luminaire, next cableless product of MATSU's partner nimbus, will come onto the market as of autumn 2017. Like the previously developed Roxxane Fly CL and Roxxane Leggera CL, the design of this LED luminaire was inspired by the vision of creating cableless light that does not rely on power outlets. The Winglet CL now opens up further uses in the home: it creates pleasant room and atmospheric lighting while offering the user the freedom to use the luminaire in unusual places.

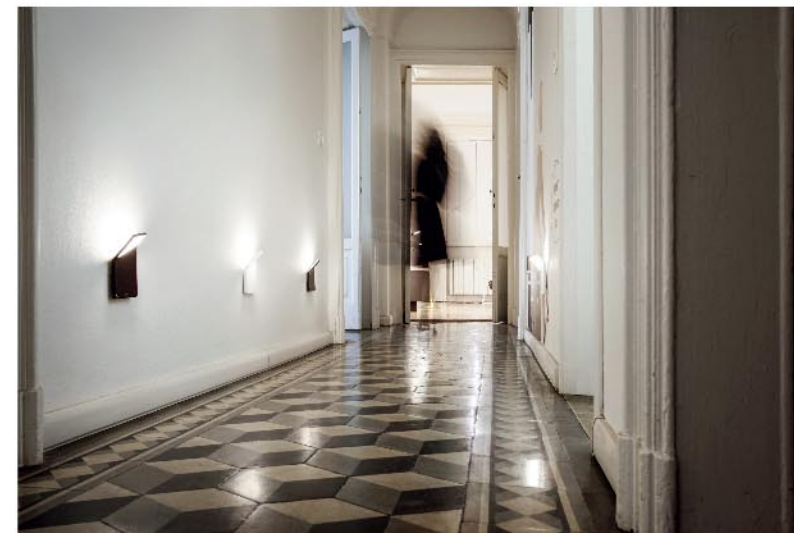


与“光”互动

INTERACTION BETWEEN PEOPLE AND LIGHT

配有环境光和存在动态传感器, 使得 Winglet CL 为用户带来了极大的便捷性。此外, 各种模式都允许个人设置以符合用户需求。比如说, 如需要, 当检测到运动或黑暗时, 灯具将自动开关。甚至还可选择一个时间段, 通过记忆模式使其自动开关。并且, 灯具可以按照群体原则工作。如果一个 Winglet 被激活, 组内的所有灯具与无线通信相互连接, 同时开关或调节至统一的亮度。

Equipped with an ambient light and presence detection sensor, the Winglet CL gives the user maximum ease of control. Furthermore, a variety of modes allow individual setting in line with the user's needs. For example, if required, the luminaire switches itself on when motion or darkness is detected and switches itself off again after a freely selectable period of time. Moreover, the luminaires work according to the swarm principle. If one Winglet is activated, all luminaires within the group communicate wirelessly with one another, switch themselves on simultaneously or dim to an identical level.



Winglet CL 拥有黑、白两色, 可以提供方便的“智能家居”解决方案, 没有任何复杂的楼宇控制系统或密集型布电安装。

Winglet CL will be available in the colours black and white. The Winglet CL enables the convenience of "smart home" solutions without any kind of complex building control system or labour-intensive electrical installation work.

做一盏说走就走的灯, 来一束说亮就亮的光

FREEDOM IN PLANNING

Winglet CL 由 Nimbus 创始人 Dietrich F. Brennenstuhl 与德国设计师 Rupert Kopp 合作设计, Dietrich F. Brennenstuhl 说: “通过它, 可以让照明无处不在, 无需提前规划、或布线执行。当墙灯被放在其他地方时, 墙壁的电源插座上将不再被其所遮挡。无线照明即无限自由。

Dietrich F. Brennenstuhl characterises the major benefits of his cableless luminaires, and above all those of the Winglet CL, which he developed together with the Berlin-based designer Rupert Kopp, thus: "With our mobile luminaires, users can realise high-quality lighting everywhere in the building without having to carry out any electrical work or painting and decorating. Inconveniently positioned cable outlets no longer present an obstacle when you can position your wall luminaire elsewhere. Our cableless lighting gives people total freedom in their planning."



The most noticeable design element is the bend along the lighting surface. This enables light emission on both sides through a soft diffuser made of high-quality acrylic glass. The light emitted is soft and diffuse, and creates a high-quality, atmospheric lighting atmosphere.

The Winglet CL shines reliably for up to 150 hours, which, in practice, means 1-2 months without recharging. The luminaire is removed from the wall for recharging in just one simple manual operation – and then elegantly placed in the device that Nimbus has christened its "Basket Charger". All luminaires are charged together in the "Basket Charger" and effortlessly replaced on the wall at the end of the charging procedure.

Winglet 的折弯造型设计非常夺人眼球。这种独特的造型使得光可以从其折弯正反面, 透过高品质的亚克力柔和的扩散开来。

Winglet CL 照明续航时间长达 150 小时, 也就是说如果平均每天使用 2.5-5 小时的话, 1-2 个月无需充电。如需续电只需将 Winglet CL 放置到配套的“充电篮”中即可轻松便捷的完成充电与收纳。



温柔的“光”怀, Cubic

Soft Light, Cubic

除了 Winglet CL, 近期, 玛祖铭立合作伙伴 Nimbus 还推出了 Cubic, 它是鉴于经典产品 Modul Q36 的 DNA 衍生而来。而相较于 Modul Q36, Cubic 加入了高品质的亚克力盖板, 使其光感更加柔和, 造型更加平整。当灯光关闭时, Cubic 将自身的存在感降到极点, 几乎感觉不到它的存在。这种极简的造型, 将目光焦点还于建筑本身。这也是 Cubic 设计初衷: 照明灯光是营造氛围衬托出建筑的产品, 而非建筑的主角。

Now the new CUBIC is here. The CUBIC reinterprets the Nimbus archetype in a brand new fashion. Two surprisingly new and different features are its entirely closed harmonious surface and the even more strongly accentuated, serene, square form. The CUBIC completely blends in with the surrounding architecture and gives off a 100 percent antiglare, pleasant and soft light.



ARN CHAIR @ 疗养院

ARN CHAIR @ SANATORIUM

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



医疗工程项目对于每位设计师的重大挑战是：必须遵守严格的规范，必须考虑到厚度 & 重量，耐磨性，拉伸强度，光亮度，耐火性等许多要求。

Medical engineering project is a big challenge to all designers: they have to strictly follow norms and take everything into consideration such as thickness & weight, abrasion resistance, tensile strength, luminance, fire resistance and so on.

70 岁的少女心，Woonzorgcentrum-De-Gerda 疗养院

A 70-year-old teenage dream, Woonzorgcentrum-De-Gerd Sanatorium

近期，LLOX 建筑公司与软装设计公司 Art Nivo 为 Woonzorgcentrum-De-Gerda 疗养院设计了全新空间。建筑风格以砖外墙为特色，室内空间打破了以往疗养院以深色调为主的传统，而以清新柔和的浅色调为主，辅以灰粉 & 粉绿点缀调和，营造出宽敞、明亮、轻盈，如家般温馨的氛围，让 70 岁上下的老年人重回粉色的年少时代。

Recently, LLOX construction company and furnishing company Art Nivo have designed brand new space for Woonzorgcentrum-De-Gerda Sanatorium. Its architectural style features brick external wall while the indoor space broke the dull tradition of dark-color decoration. It mainly adopts light tone that is refreshing and soft, complemented by gray pink & pink green as ornament. The whole space is spacious, bright, light and cozy like home, where 70-year-old people can fully enjoy their pink teenage time.



Kusch+Co ARN Lounge Chair 休闲椅 →



一楼是 28 名痴呆症患者的房间。另外两层有 92 间客房：每间面积约 23 平方米，设有步入式淋浴间，并配有冰箱和保险箱。

↑ Kusch+Co ARN Lounge Chair 休闲椅

The ground floor is home to 28 dementia patients. The two other storeys feature 92 rooms: each one measuring about 23 m², featuring a spacious bathroom with a walk-in shower, bed, refrigerator and a safe.

玛祖铭立合作伙伴 Kusch+Co 在医疗家具上的专业，不仅在功能性上满足了硬性指标，在外观设计上也符合设计主调“柔和色彩”所需。

由于建筑师希望家具以桦木色为木材的主要色彩。但因桦木吸湿性大，干燥易开裂翘曲，不耐磨，抗拉力不强，且其木多汁，成材后多变形，故绝少见全部用桦木制成的桌椅。而 Kusch+Co 通过工艺技术将桦木制造成桦木的色泽，同时又具备医疗家具所需的品质要求。

MATSU' s partner Kusch+Co, who is very professional at medical furniture, not only met the functional rigid index but also satisfied flexible demands of "soft and warm color" in terms of designing.

Designers wanted to use Birch color as main color of furniture. But due to the fact that Birch prefers moist environment and will crack and warp when it is dry, plus its poor abrasion resistance, poor tensile strength and watery nature, Birch will have the problem of deformation after construction. That' s why we seldom see tables and chairs made of Birch. However, Kusch+Co used special technique to give Beech the color same as Birch, while met the requirements of medical furniture.



Kusch+Co Volpino Lounge Chair 休闲椅 →

柔和的黑色，Woonzorgcentrum–Ter–Durme 疗养院

Soft Dark, Woonzorgcentrum–Ter–Durme Sanatorium

与 Woonzorgcentrum–De–Gerda 不同，Woonzorgcentrum–Ter–Durme 最大的特色是简单的黑白灰，辅以暖色木饰面，配合特色墙纸让空间简洁大方，低调又富有特色。

What makes Woonzorgcentrum–Ter–Durme different from Woonzorgcentrum–De–Gerda is the former's simple black, white and gray. When complemented by warm-color wood veneer and special wallpaper, the whole space is simple but elegant, low key but distinctive.

这个疗养院为 65 岁以上的人提供了 186 间房。其中 80 间预留给需要照顾的病人，6 间提供给短期客人。
In total, this health care facilities offers 186 rooms to people from 65 years. 80 units are reserved for patients in need of care, and 6 units for short-term guests.

黑色不只是酷。这次 WZD–Ter–Durme 采用哑光黑的 ARN，让空间尽显雅致之感。而特色几何墙纸让空间更加丰富。
Black is more than cool. Matte black ARN was adopted by WZD–Ter–Durme, which makes the space graceful. Special geometry wallpaper enriches the space with interest.

简约的空间，配上错落排布的吸顶灯，不需要太多装饰、色彩。空间的设计感即刻提升。
Precise space is equipped with ceiling lamps in random layout, no more complicated ornaments and colors, the space is more high-profile in sense of design.



↑ Kusch+co ARN Lounge Chair 休闲椅
Kusch+co San_siro Lounge Table 休闲桌

↓ Kusch+co ARN Lounge Chair 休闲椅
Kusch+co San_siro Lounge Table 休闲桌



大地色的温情，Woonzorgcentrum–Huize–Sin

Earth Tone Bringing Warmth, Woonzorgcentrum–Huize–Sin



大地色是 Woonzorgcentrum–Huize–Sin 疗养院的主色调。白色为基底，提亮整个空间，营造出舒适、温暖的空间。

玛祖铭立合作伙伴 Kusch+co ARN 搭配上软垫支撑，为老年人提供加舒适的座感。

Earth tone is the main tone of Woonzorgcentrum–Huize–Sin Sanatorium. White acts as the basic color that can illuminate the space and build comfort and coziness.

MATSU' s partner Kusch+co ARN works with soft-cushion supporting to provide comfortable seat for these old people.



↑ Kusch+co ARN Lounge Chair 休闲椅

地板、装饰画、ARN 休闲椅，所有一切都围绕着大地色。墙体的肌理成为空间特色，砖块红、灰混杂在一起，调和成具有肌理感的色泽。

Floor, decorative painting, ARN chairs, everything is in earth tone. Wall texture becomes a special part of the space, where brick red and gray mix together to bring harmonious sense.



国企办公环境进化史

EVOLUTIONARY HISTORY OF OFFICE ENVIRONMENT IN STATE-OWNED ENTERPRISES

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

一杯茶，一份报，二郎腿闲适得搭放在深沉而笨重的木桌上，所谓市场经济时代难能可贵的铁饭碗般的国企工作模式。而真如上所述吗？习主席执政后，中国政府廉洁之风畅行。那国企办公的正确打开方式是什么样子？而办公空间背后政府又是怎样的心态？

从手工艺作坊式的技工时代（办公1.0），到流水线作业的机械自动化时代（办公2.0），再到计算机与互联网普及的智能时代（办公3.0），最后到现如今互联网+的共享时代（办公4.0）。办公空间经历了4代的变化。

Drinking tea, reading newspaper, legs crossed on heavy wood desks ... it's so state-owned working style that is rare and stable in market economy era. Is it the reality? Incurruptibility prevails in China after Mr. Xi took office. So, what ever is state-owned enterprise like in reality? What does the government want to tell us when presenting these office spaces?

We've experienced workshop artisan era (Office 1.0), assembly line mechanical automation era (Office 2.0), and intelligence era led by computer and Internet (Office 3.0). Now we're in sharing era where Internet+ predominates (Office 4.0). Office space design has gone through 4 generations of update.



办公 1.0 | 技工时代

工业革命前的作坊时代，还未批量化生产办公家具，桌椅板凳都是木工打磨。

Office 1.0 | Artisan Era

Era before industrial revolution and featured by workshop producing. Furniture mass production hadn't been realized when desks and chairs were polished via woodworking.

1.0

办公 2.0 | 自动化时代

办公自动化始于工业革命后，直到上个世纪 70 年代末。大规模工业生产代替了个体手工，批量化生产的办公桌椅开始出现。没有设计造型，千篇一律都是办公条桌。当时电脑还未普及，每张办公桌的标配是老式有线电话。

批量化生产，流水线作业背后是工业革命，是改革开放初期主要工作方式。

Office 2.0 | Automation Era

Automation era emerged after industrial revolution and ended by 1970s. Large-scale industrial production took the place of individual handwork and mass production of office desks and chairs emerged. No unique designs, all the desks were bar-like. At that time when computer hadn't been popularized, wire telephones were standard practice on each desk.

It's industrial revolution that boosted mass production and assembly line operation. It's the main working style in the beginning of reform and opening up.



2.0



办公 3.0 | 智能化时代

90 年代末计算机和电脑开始普及，国企办公空间在此时发生了翻天覆地的变化，员工从一间间封闭式的办公室走了出来，转而在开放式空间中的屏风工位办公。有品牌，简单造型的功能性办公家具开始替代产家直销的条桌。空间规划多以整齐如一的布局为主。

这种工作模式的巨大变化背后，是国企改革进入初步阶段，是市场经济的成熟，是各行业开始走向稳定的商业经营模式，并拥有品牌的概念。而在这样大环境下，1996 年玛祖铭立成立。

Office 3.0 | Intelligence Era

In 1990s, computers began to prevail, when offices of state-owned enterprises underwent earth-shaking changes. Employees left their closed offices and went for screen working station in open space. Some brand appeared and simple-style functional office furniture began to take the place of bar-like desks via factory direct sale. Space planning was mainly predominated by uniformity.

What boosted this working style was the preliminary stage of reform of state-owned enterprises, increasing maturity of market economy, and all industries growing into stable business mode and developing branding concept. Based on this background, MATSU was established in 1996.

3.0



↑ 1993 年京珠高速管理中心



↑ 90 年代的大亚湾核电站办公室

办公 4.0 | 共享时代

进入 21 世纪有设计感，多样化，人性化，色彩丰富的办公家具便出现在国企办公空间。特别是，非正式休闲区域较于以往越来越多。甚至出现新型的办公模式：团队因应项目组建与结案而成立或解散。联合办公产业也开始被政府所提倡。

而这个时代背后是国企改制的进一步深入阶段，是国家开始大力推动互联网+的新型产业模式。

Office 4.0 | Sharing Era

Here comes the 21st century, when there are more diversified, humanized and colorful office furniture in state-owned enterprises. What's worth mentioning is that informal leisure areas are playing a more and more important role. We can even see a novel working style: teams are collected or dismissed based on project progress. Co-working mode is getting more support from the government.

The background of this era is the deepening of reform of state-owned enterprises. The government strongly promotes Internet+ novel industry mode, which is also a driving force.

4.0

上海又一商业地标 | 创智国际广场

Another landmark in Shanghai | Knowledge Community



坐落于杨浦区五角场的创智国际广场隶属于杨浦科技创新集团，是国有独资公司。该集团主要以科技创新产业投资与服务，杨浦区重点区域载体开发与建设为核心主业，积极参与杨浦区区域主导产业的发展，未来向资产证券化方向推进。

创智国际广场由 SBA International 设计，并获得了 LEED 金奖认证。该办公楼所处区域有复杂的地下管道以及地铁线路，且建筑高度要控制在 100 米以下。设计师通过巧妙设计将这些缺点转换为了亮点：基地面积得到了充分的利用，设计了一座三角形的裙房建筑。项目用地面积为 1 万平方米，总建筑面积为 3.6 万平方米，建筑层数 18 层。

创智国际秉承一贯大胆的创新思维，室内环境品质空间设计以及软装陈设上绝对首屈一指。走进售楼处大堂，工业混搭风让人眼前一亮。

Vta 前台白色烤漆与线条感，与墙面白色色块呼应，形成几何空间感。摒弃了国企前台惯用的大型传统石材台面，简约而富有质感。

Located in Wujiaochang, Yangpu district, Knowledge Community is a wholly state-owned company affiliated to Yangpu Science and Technology Innovation Group. This group centers on business about innovation industry investment and service, and development and construction of key regional carriers in Yangpu district. It's also actively engaged in the development of the district's regional leading industries, with a goal of realizing assets securitization in the future.

SBA International designed KIC and won LEED gold certification. The building is constructed on a location with complex underground pipelines. What's more, the building height needs to be controlled within 100 meters. However, designers transformed these obstacles into highlights via unique ideas: base area is fully used to construct a triangle podium. Total site area is 10000 sq meters, and floor area is 36000 sq meters, 18 floors in all.



KIC consistently adheres to broadmindedness and adopts second-to-none indoor environment quality, space designing and furnishing. When entering sales office, you'll surely be amazed at mix&match style.

White baking varnish and streamlining of Vta reception desk goes with white color block on the wall to present geo metric space. Large piece of stone desktop was abandoned, the reception desk is simple but delivers quality feeling.

家居感的书架与 Uni_verso 吧椅结合，加之有纹理的木质饰面打造出轻松、闲适的空间。

Ginko 系列的黄色休闲椅提亮整个空间的同时，流畅的曲线造型在纯白的空间中，现代且时尚。

Homy bookshelf, Uni_verso bar chair, and texturized wood veneer together build a comfortable and casual space.

Ginko yellow leisure chairs brighten up the whole space while their streamlined figure is very modern and fashionable against white background space.



不同材质地面、墙面饰面无形中区隔出不同的区域。而灰色的 Ginko 沙发搭配橙色、深紫 Mini Ginko 座椅点缀在这片交流区域，或私密或轻松或欢愉。Ginko 和 Mini Ginko 优雅的在同一空间中上演着不一样的故事。



Floors and wall veneer made of different materials divide the space into various functional areas imperceptibly. In this communication area, grey Ginko sofas produce vibes of privacy, relaxation and pleasure together with orange and dark purple Mini Ginko. Ginko and Mini Ginko are telling various stories gracefully.



一改传统大型深色会议桌，创智国际采用浅色木纹 Ona desk，并结合休闲椅 Mapel 作为会议椅，让空间不至于那么拘谨，打破层级束缚，让所有与会人员相对轻松的氛围中，敢于发言，表达观点。另外，金属的桌脚与椅脚让空间更显现代。

Giving up traditional large dark-color conference desk, the Plaza uses light-color wood texturized Ona desk. Mapel leisure chairs working as conference chairs, the whole space is not that restraining, where hierarchy is broken and every participant is free to express himself. In addition, metallic desk legs and chair legs are very modern.



以直线为元素的 X sofa，与墙面线条融合，营造出空间的趣味感。

X sofa featured by straight lines well integrates with lines on the wall. The whole space is filled with more fun while what state-owned enterprises need is fun.

起帆速航 | 中国船东互保协会

Sail On! Speed Up! | China Shipowners Mutual Assurance Association

近期，中国船东互保协会（以下简称协会或中船保）将北京总部新迁入上海外滩绿地中心。在上海“起帆速航”。

MATSU 合作伙伴 Kusch+co Ronda 沙发深咖色与木饰墙面呼应。在中船保休憩等候或是商洽办公都可一览上海外滩美景，让心在此启航。



Volpino 休闲椅和 Vioo 会议桌结合，搭配胡桃木色桌面与椅脚，让空间现代时尚的同时保有行业的沉稳特质。

Volpino leisure chair goes very well with Vioo conference table while walnut-color desktop and legs make the space very fashionable but still steady.



开放式办公空间在增进员工彼此沟通几率与效率的同时，也出现了被同事不经意间电话沟通而打扰的问题。Burkhardtleitner Pila Petite 电话亭的存在避免了这种现象。让空间拥有协作沟通的高效，也可拥有相对安静的专注工作氛围。“电话亭”的这种工作模式是共享办公时代，休闲空间与专注工作空间彼此融合后的衍生。

Open-style office space helps to enhance communication and efficiency among staff but also happens to allow disturbing by colleagues' talking. Burkhardtleitner Pila Petite telephone booth solves this problem. Communication efficiency is ensured while relatively quiet working atmosphere is also kept.



Recently, China Shipowners Mutual Assurance Association (referred to as Association or P&I Club) relocated its Beijing headquarter to Shanghai North Bund Greenland Center. Sail On! Speed Up!

Kusch+co Ronda sofa is in dark brown, perfectly matching wood veneer. In P&I Club, when you're waiting or negotiating or working, you can freely enjoy beautiful sceneries of the Bund, where you heart sails.



大型会议区，Holzmedia 会议桌系统与 Ona executive 高背会议椅，为中船保高效会议保驾护航。

Large conference area, Holzmedia conference desk system and Ona executive high-back chairs promote efficient conferences for P&I Club.

“仁”班台的台面四角翘案，体现刚劲的力量之美；格栅造型，则创造轻盈质感，增添文人清雅。

"Ren", a four-corner-warped desk, reflects a kind of sturdy beauty; grille designing creates a quality of lightness, adding a vibe of scholar elegance.



上海与硅谷齐头并进，硅谷顶级孵化器 | 入驻漕河泾

Shanghai advances side by side with Silicon Valley, Silicon Valley top-level incubator Enters Caohejing

2016 年，7 月全球排名前十的国际孵化中心，Founders Space 在中国设立首个孵化空间漕河泾国际孵化中心正式启动啦！

玛祖铭立为其打造了如春天般生机盎然、活力四射的办公环境，旨在激发创业团队的工作热情与灵感创意，建立极具“信任”感的社交办公氛围。

漕河泾国际孵化中心联合办公。在共享经济时代、工作环境不再局限在固有的工作位，流动办公、共享空间已渐渐成为态，人们越来越关注高效工作的产值和健康办公的本真意义。

In July, 2016, one of the top 10 international incubators, Founders Space activated its first incubation space in China, called Caohejing International incubation center!

MATSU designed an office environment that is brimming over with vigor and vitality for this incubation center. In this kind of environment, entrepreneur teams can be more inspired and passionate while a feeling of "trustworthy" is also formed.

Co-working mode of Caohejing international incubation center. In sharing economy, working environment is no longer limited to fixed working stations. Instead, flexible working mode and sharing space are getting normal. People are paying more attention to the output high-efficient work and true meaning of healthy working.



↑ 漕河泾国际孵化中心茶水间。休闲区被规划在大面积的落地窗，自然光线最好的地方。而非以往高层领导的办公空间。



与六棵树共“生长” | 华鑫中心

Grow with six trees | Huaxin Business Center

华鑫置业的前身是上海仪表电讯工业局，从金星电视机到华鑫慧享城，在变革的浪潮中寻找属于自己的复兴之路。

国企也越来越重视设计，华鑫置业展示中心由山水秀建筑师事务所设计。

上海华鑫中心位于徐汇区桂林路的一块绿地。这块绿地面向城市干道，有六棵大香樟耸立其中。而如何让建筑、自然、周边城市环境这三者融为一体，也就成了设计师们初始创意构思的重点。

Predecessor of Huaxin property was Shanghai Instrument Telecommunication Industry Bureau. From Venus TV to Huaxin Business Center, this place is always advancing on its own rejuvenating road under reform.

State-owned enterprises are laying more emphasis on designing. Huaxin's showcase was designed by Scenic Architecture Company.

Shanghai Huaxin Center is located on a greenland on Guilin Road, Xuhui district. This greenland, where six tall Camphor trees rise straight up, faces arterial roads. How to perfectly integrate architecture, nature and surroundings became key points of designs.

In the end, Huaxin center was "lifted up as a whole", in a way that green belt nearby can be reserved to the most extent. Main part of this architecture was even constructed centering on these three trees.

Huaxin's designs are very refreshing, abandoning boring environment people used to see in state-owned enterprises. Drinking a cup of hot tea, enjoying gleaming beautiful scenes, sitting on MATSU wood chairs, people can chat freely.



最终，华鑫中心被“整体抬高”至二层，这使该建筑周围的绿地得以最大化地保留。而整个建筑主体部分更是围绕着这六棵大树而建。

华鑫中心清新的设计，一改国企传统沉闷色彩。一杯暖茶，一道若隐若现的美景，坐在 MATSU 原木家具上，惬意的商谈。



在一起 | 上汽大众

To be with you | SAIC Volkswagen

上汽大众多元化的休闲办公区，将多种不同的休闲分享模式融合在同一空间，有高高“羽翼”的高背 Wings 进行私密对话，有灵活组合的 Singlax 沙发与 Volpino 休息椅即兴沟通，还有多媒体与 Profession 进行团队分享与培训。

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



↑ 健身器材也出现在上汽大众集团办公空间，这是以往国企不苟言笑的严肃办公氛围中，难以想象的。

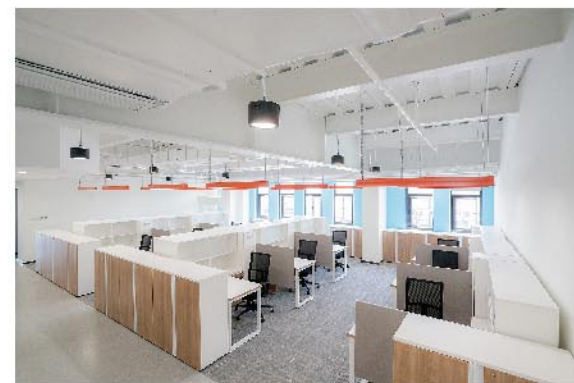


“不一样”的效率 | 上汽安悦

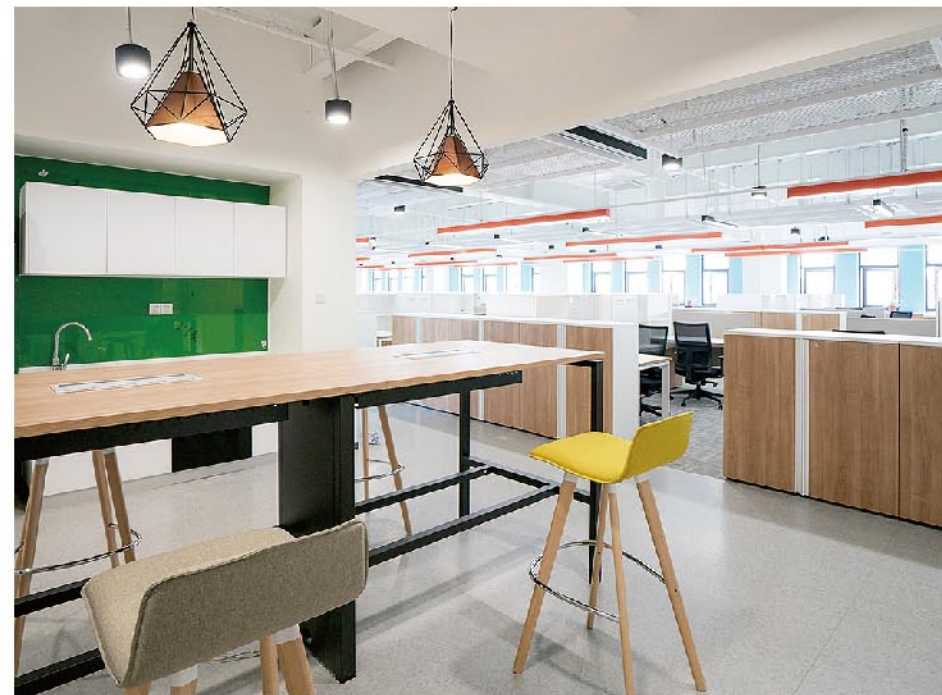
"Differentiated" efficiency | SAIC Anyo

上汽安悦办公区兼顾开放性与私密性，落地屏与组合柜构建的 L 形工作位保证高效与专注，而直条型相邻的座位排布促进员工之间的沟通交流，建立充满默契的信任磁场。不一样的工作方式，以适应不同属性工作，提升彼此效率。

SAIC Anyo office addresses both openness and privacy. Landing screen and combining cabinet form into an L-shape working station that can ensure high efficiency and concentration. The seat arrangement beside it can help to promote communication, thus building a field full of trust. Differentiated working styles can meet different jobs and can improve everyone's efficiency.



↑ 上汽安悦办公区 MATSU L 形工作位



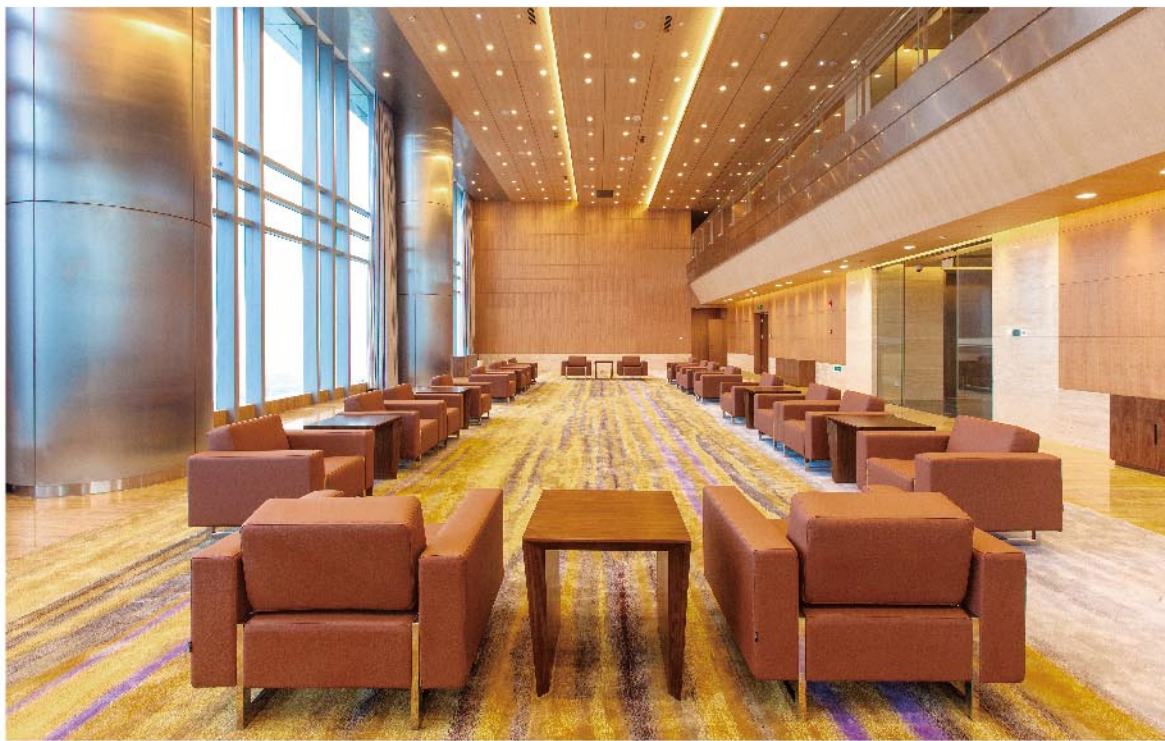
← 上汽安悦吧台，又一办公与休闲结合的案例。吧台这种非正式洽谈区越来越多的出现在国企办公空间中。

在“钢铁巨人”的总部感受温暖 | 宝武钢铁集团

Feeling warm in headquarter of "Steel Giant" | BAOWU Steel Group

2016 年末，宝钢、武钢，两大钢铁行业的龙头集团，正式对外宣布联合重组，为新时期的国企改革探路。这是钢铁去产能背景下的一次重大结构性调整。相比钢铁的“冷”与“酷”，宝武对待办公室的态度却不乏温情，现代简约的风格中透着细腻的人文关怀。

At the end of 2016, Baosteel and Wusteel, two giants in steel industry, officially announced their recombination, as new exploration road for new reform of state-owned enterprises. It is a major structural adjustment against the de-capacity background in steel industry. While steel is "cold" and "cool", BAOWU expresses great warmth in office environment. We can feel exquisite humanistic care in the modern and simple style.



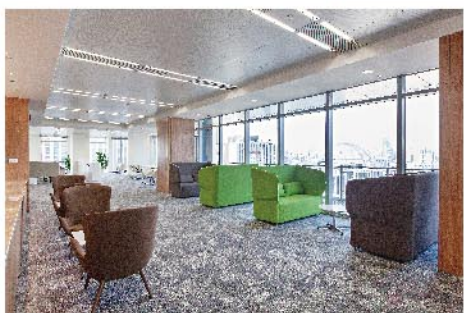
宝钢接待空间，既有国企原有的大气恢弘，亮丽的色彩与层次丰富的灯光又让空间充满活力。

Baosteel reception area: magnificent as it always is, bright colors and multi-layered rich light fill the space with vitality.



宝武集团，办公区域与休闲空间紧密相连，便于随时沟通协作，灵感激荡。这是共享时代办公的特色。而以往各大区域，都是独立相隔。

In BAOWU group, office area connects leisure area for employees to carry out instant collaboration, which is so inspiring. This is the feature of sharing era office. In the old days, major areas were partitioned.



↑ 随处可见沟通协作区的宝武集团

↓ 宝武集团，选用更加开放的办公方式，摒弃以往的落地屏风，采用悬屏。



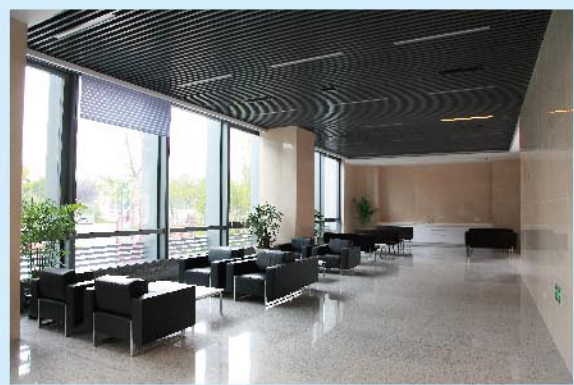
简洁却有力 | 国家核电

Simple but Powerful | State Nuclear Technology Corp.



国核，虽然采用了深色为主调，但家具简约的设计感却使其打破了传统的沉闷，简洁却有力！

SNPTC, although designed in dark tone, its simple-concept furniture breaks traditional boring atmosphere. Simple but Powerful!



黑、红、黄 | 德国领事馆

Black, red, yellow, | German Consulate



玛祖铭立，以彰显德意志文化的色彩元素，为其打造了极具德式设计美学的空间氛围。

MATSU used color elements that manifest Deutsch culture, and created the space filled with vibe of German Design Aesthetics.



乐高办公室的“野孩子”

THE "WILD CHILDREN" OF LEGO OFFICE!

编辑：彭茜 Editor: Qian Peng

仔细想想，

被要求遵守和适应社会规则的大人们，为什么就不能像孩子们选择自己喜欢的玩乐方式一样，选择自己喜欢的工作方式呢？

School begins? But here is still a group of "wild children"! In LEGO office!
Just think about it! We adults are required to obey rules and adapt ourselves well to the society. But why can't we just act like children and have fun as much as we want? Why can't we choose the way we want when we're working?



今年，乐高集团上海总部的 200 名员工，正式告别了拥有专属办公桌的时代。新迁入的环贸广场二期 29、30 和 31 楼共计 7000 ㎡的办公空间。此次，玛祖铭立再度与乐高合作，为其提供整体办公空间规划与家具供应。这是继玛祖铭立与乐高北京，乐高上海以及嘉兴工厂签约后的第三次合作。

This year, 200 workers in LEGO Shanghai headquarter said goodbye to the era when they had their own office desks. Their new venue, 29th, 30th and 31st floor of Shanghai iapm Stage 2 building, covers an area of 7000 sq meters. MATSU once again took the role of overall office space planning designer and furniture supplier. This is the third collaboration between us after the ones with LEGO Beijing, LEGO Shanghai and Jiaxing factory.

从储物室开启工作

在这里，每一位乐高人打开工作的正确方式，是从储物室开启……由于所有的员工，包括公司高层，都不再拥有固定的工位，所以每天在开始工作前，他们需先将个人物品存入储物柜中，之后就进入“放养”模式，为自己挑选一张的办公桌。

Start from Storage Room

Here, everyone gets his/her work started by opening his/her locker cabinet. As all the staff, including corporate senior managers will no longer have their own working station, before they start their work every day, they need to store their belongings in locker cabinet. After that, their "wild life" begins. They need to pick up an office desk.



私密办公

如果需要不被打扰，专注工作，则可选择 Silent Room 和 Phone Booth 的小隔间。除此之外，Phone Booth 也充当着电话亭的作用，当员工需要电话沟通又担心影响其他相邻员工工作，或是需要私密对讲时，它绝对是最好去处。

Silent Room

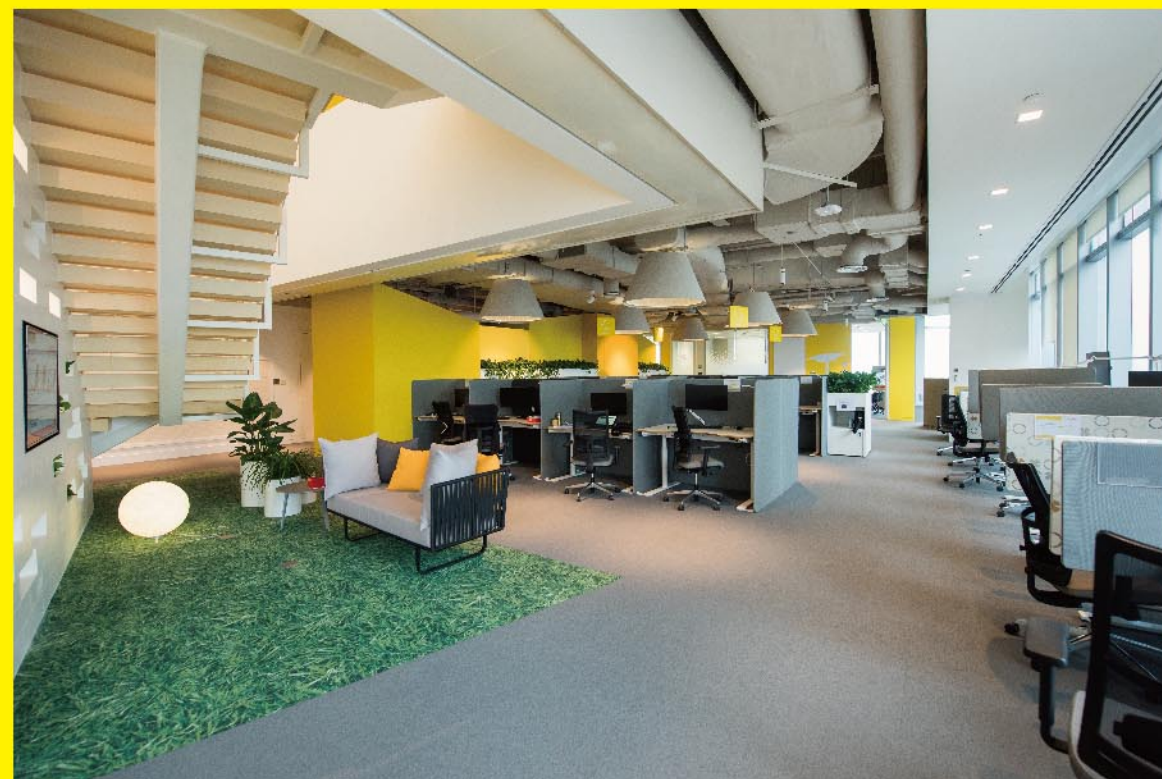
If you need to do some focusing work, you can choose compartment like Silent room and Phone Booth. Besides, Phone Booth can also serve as real phone booth, which is a perfect place, for those who need to make calls or private conversations but don't want to disturb other colleagues.



↑ 乐高上海 Silent Room



↑ 乐高上海 Silent Room



↑ 乐高上海 Quiet Room

半开放空间

如果只需相对安静的环境，可以在容许小声对谈 Quiet Room 及可以打电话的 Phone Call 区工作。这两块区域由三面落地屏围合而成的半封闭工位组成。而针对打电话的 Phone Call 区，办公桌上的电脑上都别了一盏小灯，光变为红色则表示开启了“勿扰”模式，以善意地回绝想要过来搭话的同事。

Quiet Room

If you need a relatively quiet place, you can work in Quiet Room that allows quiet talks and Phone Call that allows call making. These two regions are semi-closed working stations isolated by three ground screens. In Phone Call area, each computer is equipped with a little lamp. When it is turning red and "no disturbing" is on, that helps you to kindly say no to the colleagues who maybe want to talk to you.

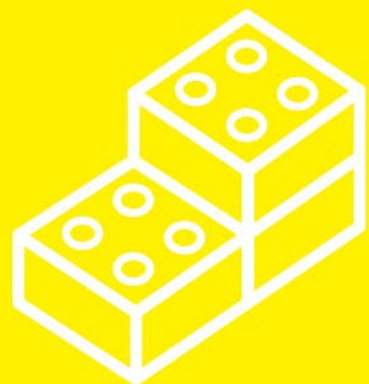
开放式办公区

如需更多的灵感激荡，自由随性，开放式的 Working Area 和不同角落的座位则是更理想的选择。前者相对正式，有专门的办公桌和电脑，座位之间不再隔着高高的桌上屏风，人们也可以自由的交谈。后者则更休闲，人们可以共用一张桌子，面对面工作。

Open-style Working Area

If you need more inspiring and free-style space, open-style Working Area and seats in different corners are very satisfactory places. The former is relatively formal, providing professional desks and computers but not including barrier-like desk screens so that people can communicate freely. The latter is more casual where people can share one desk and carry out face-to-face collaboration.





App 成全“放养”模式

这种被称为“移动办公”的工作方式，作为高端办公家具品牌玛祖铭立早在 2012 年便开始研究实践，而乐高也在 2014 于伦敦总部办公室推出，之后在新加坡总部实施，如今又推广到了上海总部。乐高中国总经理兼高级副总裁 Jacob Kragh 表示：自从搬进这个办公室后，和不同员工之间的沟通明显变多了。

让不同的人打破部门与部门之间的界线有效地沟通，这也是乐高推行这种新型工作方式的重要目的。

传统办公空间的规划企业架构、层级分明，不利于跨部门沟通，尤其是不利于比较年轻的员工发出自己的发声。在企业大行其道谈“主人翁”意识时，应首先给予员工更多自主选择权。显然，这种“放养”的办公模式更能激发员工的自主意识。

取消了固定办公桌后，不同部门的员工有机会坐在一起，这种跨部门的沟通可以实现从产品的创造、到市场营销，再到物流的无缝连接，使不同部门员工理解企业整条价值链。

而为了提升这种“放养”模式的运行效率，乐高还专门开发了一款 App，员工可以通过它预定自己所需的办公区域、会议室。而只要在 App 中点击员工头像，便可知悉他的所在工作区域，便于相互沟通查找。这款 App 在伦敦和新加坡办公室同样适用。

Mobile Office APP

This “mobile office” is a kind of working style that has been studied and implemented by MATSU since 2012. LEGO also brought this idea up in 2014 in its London headquarter and implemented it in Singapore headquarter and now, Shanghai headquarter also adopted it. Jacob Kragh, General Manager and Senior VP of LEGO China said: ever since we moved into this office, communication among staff has been greatly improved.

LEGO' s purpose to carry out this new working style is to enable all staff to have the opportunity to make effective cross-functional communication.

In traditional office space, people, especially young workers don' t have much access to free talk due to strict corporate frame and hierarchy. Now the era has come that companies are cherishing “sense of master” and staff should be empowered with more decision-making right. This is so called “wild” office mode that can inspire more staff to create independent consciousness.

Fixed desks are removed and all staff can have the opportunity to sit together and enjoy cross-functional communication, which will make contribution to seamless integration of creativity, marketing and logistics. Staff from all departments can understand the whole corporate value chain.

In order to improve the efficiency of “wild” mode, LEGO has developed an APP for staff to book their ideal working area and conference room. He/she can be identified by clicking APP' s staff headshot so colleagues are able to know where to find him/her. This APP also works in Singapore office.



乐高零食区。由于没有固定工位，为了保证员工自由选择工作区域时都能拥有一个整洁、干净的环境，除了喝水，员工是不允许在工位上吃东西的，而零食区是唯一可以进食的地方。

LEGO snack area. We don' t arrange fixed working stations so in order to guarantee a tidy and clean environment while everyone is choosing working area freely, the company won' t allow staff to eat snacks in their working position except drinking water and snack area is the only place to eat snacks.



会议室门前显示屏可显示各时段的预约状态。

The display at conference room door shows reservation condition of this room.



乐高母婴室。在国内，办公空间中有规划母婴室的甚是少见。

LEGO nursing room, which is seldom seen in domestic office planning.



非正式讨论区，相比传统会议室更开放。吧台的方式让沟通轻松默契，灵感自来。而 MATSU 的 π 墙提供了员工之间交流时投射画面的便捷。

Informal discussion area is more open than traditional conference. Bar counter makes communication more relaxing and inspiring. MATSU' s π wall is very convenient for staff to share a projection when necessary.



析 设计空间，灵感办公 REFERENCE

SHEARMAN & STERLING LLP
美国谢尔曼·思特灵律师事务所

↑ Matsu Shanshui Sofa 沙发
Nimbus Office Air LED 落地灯

从亚洲最大到美国前十， MATSU又一律师事务所工程项目（谢尔曼） FROM TOP 1 IN ASIA TO TOP 10 IN USA, MATSU'S ANOTHER LAW FIRM PROJECT (SHEARMAN)

编辑：彭茜 图片：由 MATSU 提供 Editor: Qian Peng Photos provided by MATSU

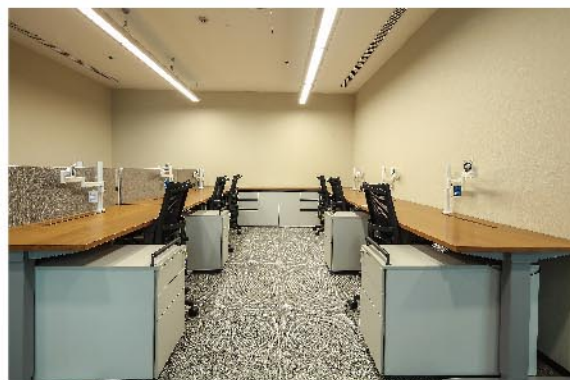
继亚洲最大律师事务所大成与 MATSU 合作后，MATSU 又与美国第 8 大律师事务所谢尔曼签约，在北京东四环华贸中心，为其营造简洁稳重适合理性思考，但又不失温暖的人性化办公空间。

谢尔曼北京办公空间近 1000 平米，约 50 人于此办公。谢尔曼对办公环境有极高的要求，为了体现律师行业的稳重，让客户来访时，对谢尔曼有强烈的信任感。MATSU 为其选择了柚木饰面，辅以黑色皮质家具。

为了满足员工站立与坐姿不同办公模式的便捷切换，并考虑员工不同身材比例对桌高的不同需求。谢尔曼为所有员工配置了升降桌。而悬屏固定于台板的方式，可随台面的升降而上下变化，让悬屏与台面保持相对高度，使其无论何时，都具有该有的隔板隐私作用。

而支撑臂的运用也解放了办公桌面的更多空间。大面积的工作台面无疑是资料繁多的律所所需。不仅如此，针对储物空间提升上。MATSU 也在常规尺寸的活动柜上，为其加长深度。

→ Matsu Adjustable Height Table 升降桌
Matsu Sysca Cabinet 活动柜
Kusch+co Papilio Swivel Chair 办公椅



After MATSU' s collaboration with Asian' s biggest law firm, Dacheng, MATSU has signed service agreement with the 8th law firm in USA, Shearman located at China Central Place on East Fourth Ring. MATSU will provide overall space planning for its office, aiming to create a perceptual and humanized room.

In order to reflect steadiness of lawyers to visitors and Shearman' s trustworthiness, MATSU chose teak veneer and used black leather furniture as ornament.



↑ 较于常规柚木，此次订制的进口柚木木紋肌理感更柔和。

In order to satisfy staff' s different demands of working postures and considering different height and proportion of different people, Shearman provide lift desk for each worker, which is seldom seen in domestic offices. Now, lawyers can stand, not only at a court session but also when working in office! The hanging screen is fixed on deskboard, which enables itself to go up and down with desktop. The screen will have a fixed distance from desktop so anytime, it provides privacy protection.

Furthermore, the application of supporting arm helped to release more desk space. Large-area working desk is exactly what material-indulged lawyers need. Besides, MATSU improved storage space by deepening the length of normal movable cabinets.



↑ Matsu Adjustable Height Table 升降桌
Matsu Copenhagen Cabinet 活动柜
Kusch+co Papilio Swivel Chair 办公椅



↑ Matsu Adjustable Height Table 升降桌
Matsu Copenhagen Cabinet 活动柜
Kusch+co Papilio Swivel Chair 办公椅



↑ Matsu Adjustable Height Table 升降桌
Matsu Copenhagen Cabinet 活动柜
Kusch+co Papilio Swivel Chair 办公椅



↑ Matsu Copenhagen Cabinet 活动柜

当与合伙人商谈的访客前来时，哥本哈根活动柜则变身活动座椅，一物多用！

When hosting visitors, we can use Copenhagen movable cabinet as movable chair, so one for all!

北京的室内外温差较大，因此衣架几乎成了办公空间必备。相较于大部分办公空间的常规换衣间，谢尔曼家居式的木质衣架让空间如家般温暖。不仅如此每张员工座椅都配置了衣架，可供员工放置短款外套。

Coat hanger is a must in office due to huge temperature difference in Beijing. Other than ordinary fitting room, Shearman adopted wooden hangers that will make the space cozy and feel like at home. What' s more, each working chair is equipped with one hanger for you to hang your coat.



↑ Matsu Adjustable Height Table 升降桌
Matsu Tulip Lounge Chair 休闲椅
Kusch+co Papilio Swivel Chair 办公椅

↓ Kusch+co San_siro Conference Table 会议桌
Kusch+co Papilio Swivel Chair 办公椅



会议空间采用可折叠的 San_siro 会议桌，其可灵动变幻，带走线的功能亦可满足会议电源需求的同时，保持桌面整洁。

Foldable San_siro conference table is used in conference room. It is flexible and is with alignment function which can meet conference power demand while keep desk tidy.





VOLPINO & BENZ

编辑：彭茜 图片：由 MATSU 提供 Editor: Qian Peng Photos provided by MATSU

2016 年，奔驰全球最大体验店 Mercedes me 落户北京；今年，奔驰又翻新设计了上海 4S 店 - 东华之星。而这两次，奔驰都选择了 MATSU 玛祖铭立，为其进行空间家具规划与供应，其中最具有代表性的便是这张座椅：Volpino 小狐狸！

In 2016, the largest Benz experience store Mercedes me was completed in Beijing; this year, Donghua star, Shanghai 4S store, has also been refurbished. MATSU was chosen as space planning and furniture supplying for these two major events. What is worth mentioning is the chair: Volpino.

奔驰，东华之星 (Shanghai)

和北京的 Mercedes me 体验店一样，此次东华之星仍然由 anyscale 担纲室内设计。玛祖铭立为其提供整体公共空间家具规划与供应。

1 层空间色彩以高级灰的组合为主，并嵌入枫木地板提升空间的温暖感。地面、墙体，与 Volpino 软包坐垫，异形地毯的色彩形成高级灰组合。

Benz, Donghua Star

Anyscale also undertook the interior design task for Donghua Star. MATSU provided overall space planning and furniture supplying.

The first floor is decorated mainly in senior grey and ornamented with maple floor to increase warmth of the space. The floor and wall are grey. They form a senior grey together with light grey of Volpino's soft cushion and neutral grey of irregular-shape carpet.



2F 橙色的 Volpino 皮质坐垫，奶茶色的异形地毯，香槟色的导轨垂帘在同一色系中既保有明度上的层次感，又和谐呼应。垂帘与地毯在开放式的空间中有效进行区域划分，同时保留一定的通透度。

The second floor is designed with Volpino carrying orange cushion. Their regular-shape carpet is in milk tea color. It creates a sense of layering together with champagne-color rail curtain and they actually match with each other very well. Curtain and carpet are playing the role of space dividing in this open space, and meanwhile, they also maintain the space transparency.





| 析 | 设计空间，灵感办公 REFERENCE |

奔驰全球最大体验店 (Beijing)

和普通的 4S 店不同，Mercedes me 注重打造吃、喝、玩、乐一体的体验模式，换句话说，在这里可以感受到“奔驰牌”生活方式。在这个项目中，anySCALE 扮演了项目整体规划的特殊角色，将来自德国建筑事务所 HG Merz 的概念设计细化执行，并携手 MATSU 玛祖铭立家具为其营造了独一无二的品牌体验盛宴。

Mercedes me

For the project, anySCALE played a special role of an overall planner. It refined and implemented the conceptual design of German architects HG Merz, and worked with Matsu furniture to create an experience center integrating test drive, products exhibition, restaurant & café and fashion shopping, which presents a unique brand experience feast.



↑ 在北京三里屯太古里南区对面的小广场上，一个大大的流线型“Me”吸引着过往人群驻足。



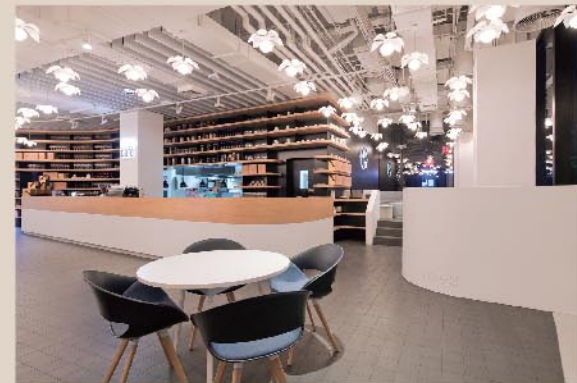
全新 Mercedes me 三里屯体验店分为上、下两层，面积超过 2,400 平方米。其中包括 Me Café、中式正餐厅，酒吧及二层的活动空间等多样功能区。体验店里没有任何销售氛围，而是贴近客户的生活氛围的“新据点”。



The new Mercedes Me experience center in Sanlitun has two floors, with an exhibition area of over 2,400m2. It consists of multiple function areas as Me Café, Chinese restaurant, bar and activity space on F2. Without any sales atmosphere, the center aims to create a new base with customer-friendly living atmosphere.



位于一楼的 Me café 咖啡厅，以现代方式诠释出东南亚咖啡的经典味道，而玛祖铭立德国合作伙伴 Kusch+Co 的 Volpino、Uni_verso 休闲椅的木制椅脚与收纳展示墙的木制层板、餐桌相呼应。



me café on F1 interpreted the classic flavor of Southeast Asian coffee in a modern way, and Matsu Volpino and Uni_verso leisure chairs' wood legs echo with the layers of wood boards of the storage& display wall and the tables.



奔驰是汽车的发明者，MATSU 很荣幸能与这样品牌合作，并驾齐驱的不断成长。

Benz is the innovator of cars, and MATSU feels very privileged to work and grow with it!





今年秋季 Maison & Objet 于 9 月 8 日至 12 日在北维勒班展览中心举办。全球最顶尖的设计品牌——亮相。“巴黎是一席流动的盛宴，无论你去哪里，它都与你同在。”海明威的这段话道出了巴黎作为世界潮流中心，影响着整个世界。无疑，M&O 巴黎时尚家居设计展正是一个决定家未来的样子的视觉盛宴。

In this autumn, Maison & Objet was held in Nord Villepinte from Sep. 8 to Sep. 12. Top brands from all over the world were present at this fair. "Paris is an itinerant feast. Wherever you go, it is with you," as Hemingway said, Paris is the center of global trends and it affects the whole world. Undoubtedly, M&O Paris is a visual feast that will decide the image of your future home.

巴黎时尚家居展 2017

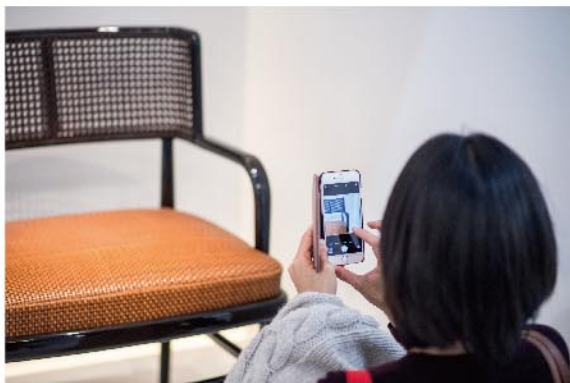
你不必走出舒适圈！ COMFORT ZONE MAISON & OBJET PARIS 2017

编辑：彭茜 图片：由 M&O 提供 Editor: Qian Peng Photos provided by M&O



“舒服”是一种惬意的感受，而在当今快节奏的疯狂生活中，成功学却鼓励大家走出舒适圈。人们逐渐习惯所谓的高效率，追求着充满物欲的高贵生活；人们奔忙于未来，却忘却了当下；人们沉醉于都市的纷繁多姿，却害怕感受简单的舒适。而唯有家，也许还能暂停那些不断竞速的步伐，寻索片刻静谧。是时候重新定义“美好生活”。

因此，今年秋季 Maison & Objet Paris (简称 M&O) 设计主题是：“舒适范儿，COMFORT ZONE”。M&O 居家潮流观察室经理 MARIE-JOMALAIT 说：“逃离缺乏稳定与安全感，又不舒服的世界，寻找居家幸福。”所以今年的家居设计，为了满足放松休息与安宁平静的渴望，设计师运用圆弧曲线取代的直线的锐利线条，设计形体越来越圆润包覆，就好像穿上一件温暖柔软的大衣，或是抱着孩童时代最喜欢的安心绒毛玩偶。为了制造生活的幸福感，柔软材质被大量运用，透过泡泡、气球、鸟巢、云朵，将创新的想象力注入到那些常寓在家中的蜃居生活模式中。柔和的淡淡粉红色舒缓了生活中的紧张，成为新的居家趋势色彩，谱出精致的室内装饰。



"Comfort" is a feeling that makes you pleased. However, in today's fast-paced life, the ambition to be successful pushed us out of their comfort zone. People are gradually getting used to so-called "high-efficiency" and pursuing high-end material life. People are striving for the future but forgetting that this moment matters; people are keen on urban prosperity and colorfulness but reject simple and cozy home. Only home can stop you from endless pursuit and make you think quietly. It's time to redefine "beautiful life".

So, this year's Maison & Objet Paris used the theme of "COMFORT ZONE". M&O furnishing trend observation manager MARIE-JOMALAIT said: "to escape from a world that is instable, unsafe and uncomfortable, and enter into a world of warm home." This year's furnishing designs fully met the demands of relaxing and peace by using mellow curves and wrap-up instead of sharp lines. It's like you're wearing a soft and warm coat or hugging a puppet doll in childhood. In order to create happiness in life, soft materials were largely used and reflected in Cocooning life via imaginations of bubbles, balloons, bird net and clouds. Soft light pink relieves tension in life and becomes a color trend in furnishing. It helps to build exquisite interior decoration.



↑ Cristina Celestino
"Visiera" sofa 设计师

Product: Folding screen "The Happy Room"
Brand: FENDI
Designer: Cristina Celestino



↑ Product: Calatea
Brand: Planca
Designer: Cristina Celestino

华贵的拉丝感天鹅绒与哑光质感的黄铜。这是设计师 Cristina Celestino 最为擅长的，圆润的线条，和谐、清新且略带暖意的色彩，一点点的轻奢感。

Velvet with gracious wiredrawing pattern and brass with matte quality are Cristina Celestino's greatest strengths. Mellow lines, harmonious and refreshing warm colors are reflecting a little entry lux vibe.



← Product: "Visiera" sofa
Brand: Nilufar
Designer: Cristina Celestino



↑ Paola Navone
Nuvola 09 sofa 设计师

Nuvola 09 has mellow shape and large area of geometric texture that is very impressive. With each detail telling a story, Nuvola 09 makes you addicted. It's like tree's growth rings are telling wisdom of ages.

The Nuvola sofa that Paola Navone designed for Gervasoni is like a big soft cushion with four legs, or a pillow with legs, which is a dreamy chair in François Bernard's mind.



↓ Product: Nuvola 09 sofa
Brand: Gervasoni
Designer: Paola Navone



可爱的趣味造型，温暖的毛绒触感，让人回到孩提时代无忧无虑。每个孩子都是艺术家，关键在于如何保持这种艺术天分。正如 M&O “灵感空间”的空间设计师 François Bernard 对沙发的评价，“沙发不仅能缓解身体上的紧张，同时还能消除心里的烦恼。这也可以是一个逗乐孩子的方式，拿 AP Collection 的椅子来说，它的椅子上面覆盖了满满的动物玩偶，这显然已经跟我们追求休息放松的需求无关了。”

AP 品牌成立于 2015 年比利时布鲁塞尔，源自于 A (lexis) 和 P (auline) 之间的爱情故事。由于相隔两地，他们彼此便互赠各种泰迪熊，以弥补缺乏的拥抱感与感情。而当他们相聚时，他们开始了 AP 的第一个创作。

Interesting shape and warm plush touch remind us of those old care-free days. Every kid is an artist. What matters is how this gift is developed. Just like what "Inspirational space" designer François Bernard said about sofa, "Sofa not only relieves physical tension, but eliminates mental trouble as well. It can also be a toy to tickle kids. Let's take AP Collection chair as an example. It's covered with puppet dolls so it totally has nothing to do with our demand for relief."



AP was established in 2015 in Brussels, originating from love story between A (lexis) and P (auline). They were living in different cities so they gave each other teddy bears as their hugs and love. When they met, they began AP's first creation.



“Villa P. F” 是法国家具品牌 Petite friture 的精心之作。Villa P. F 灵感来自于墨西哥插画师 Ana Montiel 的作品，运用点、线、面以及几何色块、将粉、橙、奶黄等不同色彩，以及不同大小的家具、灯具、以及镜子融合在一起。在“Villa P. F”空间，有设计师 Constance Guisset, Morten & Jonas, 以及 vit and Poo 工作室的作品，甚至平面设计师 Tiphaine de Bodman 和 Shelley Steer 也根据此空间特色，运用自己的作品装点空间。

平坦的表面，有趣的深度。如此精心的布置，让你融入其中，依循着空间的线条直至其消失点。如天鹅绒般柔软的色彩，引人注目，让你如同置身于家中全身心放松。

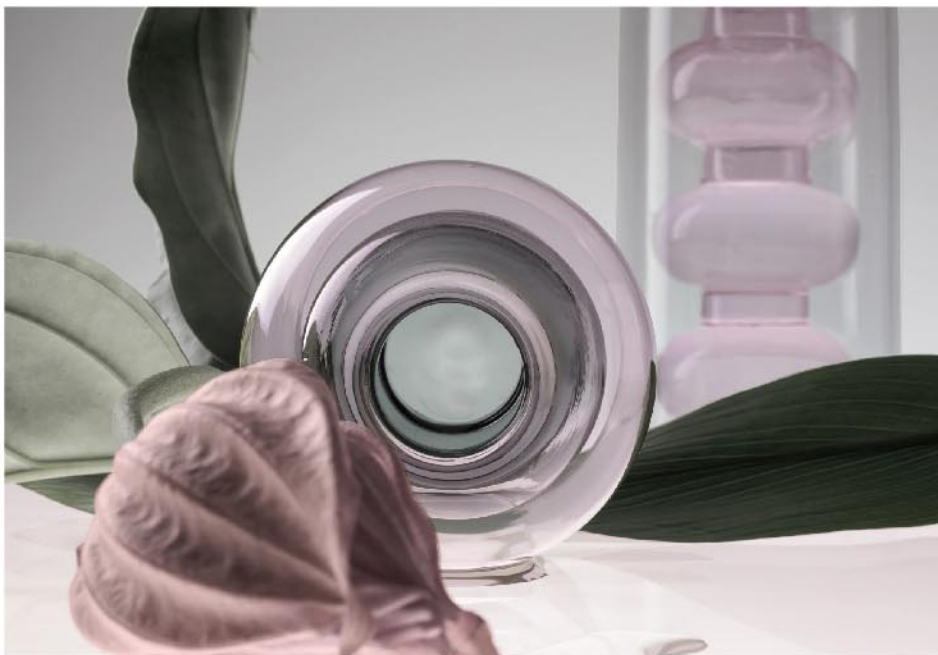


This house is imaginary, in its way. Moulded from a magical alchemy of inspiration and creation. That of modernist architecture, so lavish in its precision. That of designers – Constance Guisset, Morten & Jonas, studio vit and Pool – guest artists in residence to adorn it with their mirrors, lamps and furniture. That of graphic designers – Tiphaine de Bodman and Shelley Steer – who have decorated it with patterns that redesign the perspectives. That of an amazing artist, Ana Montiel, who depicted this villa in exclamations and colours.

The result: Lines you want to follow to their vanishing point. Flat surface with intriguing depth. Nature so velvety it will make your eyes sting. And a unique space time that gives free rein to the most intimate of emotions. You are at home here.



COMFORT ZONE



英国设计师汤姆·迪克森 (Tom Dixon) 在 Maison & Objet 秋季展上推出了新作：一系列实验室样式的玻璃器皿 Bump，旨在让热饮制备过程清晰可见，享受沸腾、蒸汽和倾倒液体的过程，感受咖啡颗粒或是茶叶被沸水包裹，慢慢化开的乐趣；就如同“化学反应”，让人好奇、并充满期待。而 THE BUMP FAMILY 的系列感更是让这套器皿充满“仪式感”。

这些容器由硼硅酸盐制成，这是一种通常用于实验室的玻璃，因为它具有低热膨胀和抗碎裂性。



British designer Tom Dixon has created a range of laboratory-style glassware, designed to make the process of preparing hot drinks look like alchemy. Dixon unveiled the Bump collection at the Masion&Objet furniture fair in Paris. Designed to showcase the process of boiling, steaming and pouring liquid, the collection is based on the types of glassware used in laboratories.

The pieces are made from borosilicate, a type of glass often used in laboratories as it has a low thermal expansion and is shatter-resistant. They include a jug, tall and short glasses, a tea pot and tea cups, intended to bring a sense of "ritualism" to drinking and hosting.



Sklo 为 M&O 带来了捷克玻璃艺术品新作。

SkLO brings new Czech Glass lighting and accessories designs to M&O.



其中，SkLO Bloom 系列是多个较小的 pod 形状有机融合的雕塑作品，其底部被切割和抛光。而手吹玻璃没有两个完全一样的独特性，更是让人为之钟情。

SkLO Pool 系列手吹玻璃盘，在中心处有开口。手艺人通过吹玻璃的管子将其开孔，并用火焰为之抛光，造就了每一个独特的细节。最后再搭配上手工制作的黄铜置物架。

SkLO bloom objects are organic sculptural compositions of multiple smaller pod-shapes fused together while hot to form large pieces. Bottoms are cut and polished. No two exactly alike.

SkLO pool objects are discs of hand blown glass with open mouths at the center where the pieces are broken from the glassmaster's pipe and flame polished, giving each a unique detail. With hand made solid brass table stands.



Sklo pivot 系列是由安装在几何钢骨架上的手吹球体捷克玻璃组成。

SkLO pivot objects are floor or tabletop sculptures composed of spheres and ellipsoids of hand blown Czech glass mounted on geometric steel armatures.



DAM, 葡萄牙家居品牌, 在巴黎的 Maison & Objet 首次展出。

Portuguese brand DAM was present at M&O Paris for the first time.

COMFORT ZONE



DAM 的 DUO 系列具有强烈的几何特征, 由两种不同类型的天然材料 (浅色和深色软木) 构成, 以给人温暖的视觉与触觉感受。DUO 的软木材质具有吸声性能, 可以减少环境噪音, 是休息室, 酒吧或餐厅的完美选择。

With a strong geometric character, DUO is a fantastic dialogue between two different types of a natural material - light and dark cork. Its main characteristics are the visual and tactile qualities of the surfaces which makes the seat warm and pleasant. It also helps reduce environmental noise, given the material's sound absorbing properties, making it perfect for lounges, bars or restaurants.



祖母绿之 华丽复古 VS 现代时髦 Make nostalgia modern

编辑：彭茜 Editor: Qian Peng

KEYWORD

祖母绿 · 复古 · 现代 · 时髦
Emerald, nostalgia, modern, concise



祖母绿，复古的代表色之一。深邃且贵气！但如肆无忌惮的滥用，则难免给人以媚俗之感。今，小编教你几大招让其既保留几分古典美，又现代时髦。

Emerald is a symbol of nostalgia and elegance. Too much emerald will leave people an impression of kitsch. Now, I will show you some tips that can help to create vibe combining classic beauty and modern fashion.



宫廷善用曲线，无论是拱形门，亦或是卷草纹。那么，将曲线元素简化成弧形与祖母绿结合。现代中又有古典美感。

虽然还是天鹅绒与祖母绿的搭配，但坐凳简约的弧形恰到好处的把握住华丽的分寸。

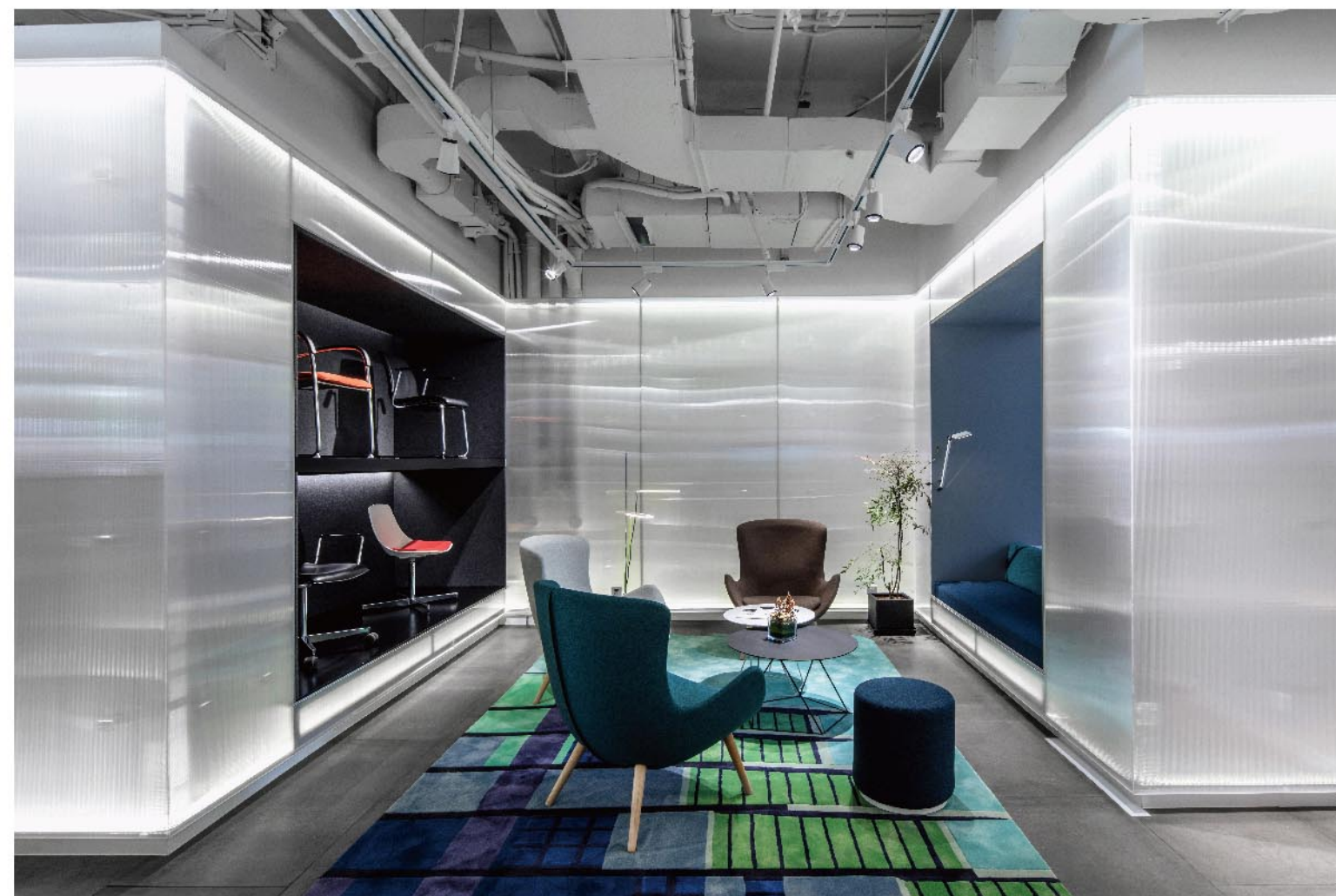
We can see many curves in palace, both on arches and roll grass patterns. If we simplify curve into arc and make it work with emerald, the vibe is modern and classical.

It's another match of velvet and emerald. Simple arc of chairs is magnificent but not too much.



Matsu 的 Ginko 休闲椅取自银杏叶的简洁曲线，其与祖母绿搭配，现代时尚且沉淀着祖母绿独有的深邃质感，在半透明的聚碳酸酯（阳光板）与灯光营造的未来感氛围中格外醒目。

Matsu's Ginko chair draws its inspiration from Ginkgo. When working with emerald, it is not only modern, but is reflecting unique profound quality carried by emerald.

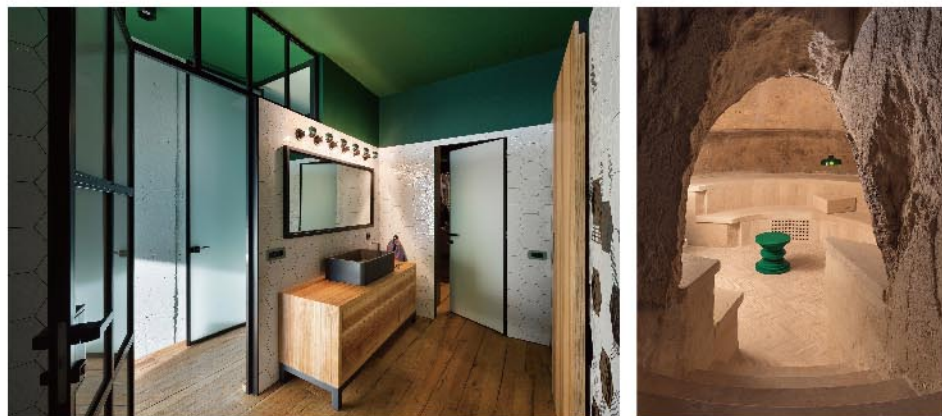


Tip 1 祖母绿 + 极简造型
Emerald + Simple style

Tip 2 祖母绿 + 粗肌理
Emerald + Coarse texture

不管是哑光质朴的墙，还是透露着木纹肌理的家具，亦或是粗肌理的石材，以及工业感极强的金属。当祖母绿与它们相遇，华丽的绚烂之色即刻转变为具有工业风的现代美。

Plain matte wall, furniture with wood grain, stones with coarse texture and industrial-feel metals ... when they happen to meet emerald, magnificent brilliance grows into modern beauty embodying industrial vibe.



工业风代表性的 Lofts 式吊顶与祖母绿结合。

Industrial-vibeLofts ceiling going with emerald.



Matsu 合作伙伴 Kusch+co 的 Uni_verso 座椅，喷涂上祖母绿后，结合金属椅脚，木质椅板的纹理质朴感让人联想到学生时代的课桌椅。

Matsu' s partner, Kusch+co has painted its Uni_verso chair in emerald; plus metal chair leg and wood texture of chair board, now Uni_verso chair reminds people of old days and desks and chairs in school.



Matsu 合作伙伴 Motu Table-a-plus 升降桌，欧松板的粗肌理质感与祖母绿（墨绿）结合，加之分量感十足金属桌脚，使其散发着浓厚的现代工业气息！

Matsu' s partner, Motu Table-a-plus, a lift table. It combines coarse texture of Oriented Strand Board(OSB) and emerald. Furthermore, its another feature is weight-like metal chair legs. All these elements are reflecting dense modern industrial vibe!



Tip 3

祖母绿 + 粉色系
Emerald + Pink

祖母绿 + 粉橙，摆脱了华丽风，全新定义了森系，其略带丛林蜜意之感。

Emerald + pink orange drive luxury vibeway and re-define forest style with sweetness.



祖母绿不一定是贵妇的选择，结合粉色，也可以是少女所爱。

Emerald is not just for rich lady. When combined with pink, it also fits young girl vey well.



Tip 4

祖母绿 + 金色
Emerald + Gold



贵族气息已 out，轻奢风却是当下潮流。金色的运用重点在于仅为点缀，拒绝大面积铺设，且切记线条要简约。

It's no longer popular to be aristocratic. Instead, affordable luxury is leading the trend. One important thing for gold use is not too much, merely for ornament. Don't use gold too much and remember to use simple lines.



印度绿已经成为祖母绿大理石专有名词。所以祖母绿与大理石它俩是绝配。各大家具品牌与设计师已运用这两种元素创作出无数佳作。如：ChairYUAN 创作的 Satie 小茶几，大理石挂钟等。

Indian Green has become a term for emerald marble, so we may see emerald and marble are perfect match. Many top brands designers have used these two elements to create many masterpieces, such as ChairYUAN' s Satie tea table and marble wall clock.

Tip 5

祖母绿 + 大理石
Emerald + Marble



以往我们常把祖母绿与繁复、层次多变的图案结合，加之细腻、华贵的天鹅绒等材质，造就了装饰过度的宫廷贵族风。现在将它与明快的线条、简洁的几何图形，或是粗肌理的原始材质搭配，而拥有细腻，华丽质感的金则作为点缀，以打造轻奢主义。

People used to adopt emerald for many complex and multi-layered patterns, plus the refined and luxury textures like velvet, we always got over-decorated products embodying aristocratic palace vibe. Now we combine it with vibrant lines, simple geometrics and raw materials with coarse texture, while refined and luxury gold is seen as ornament, and this is called affordable luxury.



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