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MATSU 玛祖铭立
GROUP

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你是哪一种办公姿态?

The Different Way of Working @ Copenhagen

In order to be environmentally friendly, we use recyclable paper. 为创造环境友好型社会，我们全部采用环保纸张。



她是一片净土，让我安静思考
ROSSO ACOUSTIC PAD系列
A Pure Land Where I Can Think
Rosso Acoustic PAD

MATSU & 设计上海
2017 再度携手
MATSU partners with
Design Shanghai in 2017 again

Renz、Kusch+Co亮相2016年
Orgatec科隆办公家具展
Renz Et Kusch+Co @ Orgatec 2016

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卷首语

Editor's Voice

另一处家,另一种生活

这期《术》上市的时候,又意味着要过年了。忙碌了一整年,是时候放下自己。可是每当放假放到一定的程度,就会顿时不适应,心中甚是慌,时间哗哗从身边溜走,感觉需要马上回归。做些喜欢又有意义的工作,还真是生命中不可或缺的一部分。尤其是在舒服的办公空间里工作,每天有规律的去上班,好像才是一种更有节奏的生活。

这期《术》我们介绍了强生制药这样的老牌外资企业,也介绍了宝武、格力这样的大型国资、民营企业,玛祖铭立为他们注入了更多的设计养分,让这个“另一处家”成为我们工作中灵感的加油站!

他们的办公室是什么样的?是360度的奢侈景观?还是满满一层的健身会所?亦或是三三两两的椅子、沙发,可以让员工从自己的座位上解放出来……如果身处这样的办公环境里,你能不自以为豪?能不激发出创意的灵感吗?

不知道有多少人找工作时会在意办公环境?我想越来越多讲究品质的人是绝对忍受不了在糟糕的办公空间度过余生的三分之一。有时候真的不是我们不爱工作,也许是没有让自己伏案办公的安静环境,又可能是没有流动而充满灵感激荡的场所。如果说工作是另一种生活,那么舒适空间一定会让你更享受。

无论如何,当你看到每期《术》介绍的这些极致办公空间设计,心里也一定会另起波澜。

— 本刊编辑部

Another Home, Another Life

As the new issue appears on the market, it reminds us that another year has passed – it's time to get relaxed after a whole year's hustle and bustle. However, it's often the case that hardly a holiday has passed half would we feel alarm or uneasy about the clock ticking. We feel like we would rather return to our work immediately. Doing something we love and meaningful at the same time can really be an indispensable relief to our life, especially when we work every day in a comfortable office space. That's a rhythm we are used to.

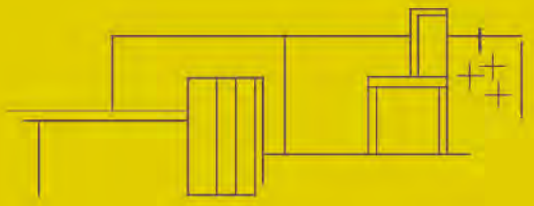
In this issue we introduce established foreign enterprises such as Johnson & Johnson, and also Bao Wu, Gree real estate such a large state-owned, private enterprises, MATSU works on infusing more design ideas to the office - "another home" of these companies so that it will inspire us more in our work.

What's their office like? Does it have a 360-degree luxury landscape, a fitness club occupying an entire floor, or chairs, sofa that liberate employees from their seats? ... Won't you be proud if you worked in such office environment? Won't it inspire you more in work?

I wonder how many people actually care for their work environment when looking for a job. I guess more and more people valuing the quality of life absolutely cannot stand spending one-third of their life in a terrible office space. Sometimes it's not work that we loathe, but the lack of a quiet environment where we can immerse ourselves in, or a flowing, inspiring place where we feel passionate about what we do. If work is another life, then a comfortable space will definitely make everything enjoyable.

Anyway, check out the ultimate office space designs introduced in every issue, you will find what you need.

冬



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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.

CONTENTS

Magazine Section Information:

Consistent with our magazine's title and theme, each section is named using a Chinese character that uses the character "木" (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.

栋

NEWS

设计新闻，灵感动向

04-17

你是哪一种办公姿态
The Different Way of Working @ Copenhagen

MATSU & 设计上海2017再度携手
MATSU partners with Design Shanghai in 2017 again

会跳舞的建筑之首场“财艺”秀
A Dancing Building - First "Finance & Arts" Show

析

ANALYSIS

设计空间，灵感办公

18-35

因爱而生，强生Shanghai Office
For All You Love - Johnson & Johnson Shanghai Office

在“钢铁巨人”的总部感受温暖，宝武钢铁集团
Warmth From the Headquarter of "Steel Giant", BaoWu Steel Group

格力地产，中国制造巨头开战房地产领域
Gree Real Estate, a subsidiary of a Chinese manufacturing giant, competes in the real estate industry

圆之灵动，Medbo医疗机构
Smart application of round elements, Medbo medical institution

来自暖意的信任感，VolksbankRhein-Ruhr eG
Trust from warmth, VolksbankRhein-Ruhr eG

把办公室搬进家
Office building Schulstrasse

本

NEW PRODUCTS

设计新品，灵感家具

36-39

她是一片净土，让我安静思考 | ROSSO ACOUSTIC PAD系列
A Pure Land Where I Can Think- Rosso Acoustic PAD

栖

WESTERN DESIGN

设计东西，灵感碰撞

40-47

Frenz, Kusch+Co 亮相2016年Orgatec科隆办公家具展
Frenz & Kusch+Co @ Orgatec 2016

“光感家具”，一场用光探寻的神秘之旅
Carry a Light to Rediscover Furniture

Wittmann 120周年庆典
Wittmann 120th Jubilee

林

INDUSTRY UPDATES

设计线索，灵感创意

48-51

迪拜设计周
Dubai Design Week 2016

松

LIFESTYLE

设计万象，灵感云集

52-55

德式严谨 VS 设计狂热——汉堡易北爱乐厅
German Rigor VS Design Frenzy - Elbphilharmonie Hamburg

你是哪一种办公姿态？

The Different Way of Working @ Copenhagen

编辑：彭茜 图片：黄亚明 Editor: Qian Peng Photo Provided by: Sum Huang



在这个尊重个体的时代，早已根据不同职位，不同员工的工作习惯，开启个性化的办公。MATSU 通过“哥本哈根 Copenhagen”在 M-Office (MATSU 移动办公体验馆) 1 层的实例运用，分享展示办公空间不同工作模式，与沟通的可能性。在多元化办公时代，以下这些工作模式与沟通方式，你常用哪几种呢？

In an era paying respect to the needs of individuals, offices are being personalized according to different positions and different work habits of staff. By giving a practical example of "Copenhagen" in M-Office (MATSU's mobile office experience hall), MATSU is sharing different ways of working and communication possibilities. So in an era of versatile office, what are your usual means of working and communication among the followings?

不管你做什么类型的工作，不管你是单独工作或是与人合作，在全世界的工作空间中，你都将发现接下来介绍的 3 种工作模式，8 种沟通方式。

No matter what type of work you do, whether you work alone or collaborate with people, you will find the next three ways of working and eight means of communicating in workspaces around the world.



工作模式

Work

一，不同的工作模式

工作模式是指你如何完成工作。哥本哈根工位系统多元化的组合方式可据不同部门的需求，灵活变化成适应于一个企业特定部门独一无二的空间。将空间塑造成品牌，传递着企业文化。

1. Different way of working

Way of working is how you accomplish your work. The Copenhagen diverse workplace systems can be flexibly adapted to the unique needs of a particular department within a company, depending on the needs of the different departments. Spaces can be molded into a brand delivering the corporate culture.



哥本哈根开放式的异形工位，近乎于直线的不规则斜线，兼具空间利用效能与灵动性。从进化的角度来说，不规则的无序才能孕育繁荣的生命。在这样灵动的空间，创造力倍增。

The Copenhagen open alien workstations are arranged in an irregular slash approximating a straight line to ensure space utilization efficiency and agility. From the perspective of evolution, irregular disorder can breed a prosperous life. In such a flexible space, creativity doubles.



01 开放式办公 | Open Workstation

人≠机器，机器可以模仿数列排布，实现比常人更严密的逻辑思维能力，但却难以替代人对事物的热情。这种因情绪，刺激大脑皮层而后调动起来的创造力。空间所营造的氛围可以激发这种难能可贵的创造力。

Human beings are not machines. Machines can mimic the array arrangement and achieve logic thinking more stringent than ordinary people, however, are not likely to replace the enthusiasm of people on things, or the creativity mobilized by mood that stimulates the cerebral cortex. And the atmosphere created by space can stimulate this valuable creativity.





另外, 桌角圆形导角, 以兼具空间利用效能与灵动性。没有尖锐的直角空间, 让人感觉如家般亲切。

蜂巢状冲孔钢制屏风让对座的员工彼此之前有些许的遮挡, 使得各自思考领域分明, 又可掩盖住的电脑后背与电线, 让桌面更显整洁; 而多孔的透视设计, 可让对座员工简单分享、沟通之时, 顺畅进行。

Round corner angle of the tables facilitates space utilization efficiency and agility too. A space without sharp right angles makes people feel at home.

Honeycombed perforated steel screen allows slight obscurity between employees sitting in the opposite, so that they have their own independent space of thinking, while the computer back and wires are covered up to make the desktop clean and tidy; the perspective porous design also allows these employees to share and communicate easily and smoothly.



02

站立 or 坐下 | Height Adjustable Standing Desks

升降桌也是健康办公的不错选择, 除了适应不同身材比例的员工对于台面高度的不同需求, 它还可以实现站立办公与坐姿办公的完美切换。午餐后, 站立办公不仅仅能帮助消化, 还可让腹部更紧实, 告别白领讨厌的小肚腩。

Height adjustable standing desks are also a great choice for healthy office life, which can adapt to different needs of staff of different body proportions for the table height, and also allow a perfect switch between standing and sitting position in the office. After lunch, work in a standing position not only help digestion, but also make the abdomen more compact.



03

集中专注 | Focus area

与沙发的组合方式, 带来了便捷沟通之时, 也让员工伏案工作时受到影响。用落地屏营造的 Focus 吧台区, 则是伏案工作的一片净土。适合个人集中性工作任务的处理, 员工从事与其职责有关的具体工作, 解决问题并形成输出成果 (交付物)。吧台适合短时间的聚焦工作, 而换成普通台面高度则可长时间集中精力处理事务。

A combination of sofas brings the convenience of communication, but actually affects employees in their desk work. However, a Focus area created with landing screen offers a pure land for desk work. It is suitable for the handling of concentrated individual work tasks, so that employees are engaged in a specific work related to their duties, solve the problems and deliver their output (deliverables). The Focus area is perfect for short-time focused work tasks, while ordinary table height keeps one focused for a long time on their work.



沟通方式

Communication

二, 有多少种沟通的可能?

有摩擦才有火花, 而增强员工之间的碰撞率, 才能激发出灵感的火花。“碰撞率”, 它指的是每小时在一定面积的人与人交流次数。那么, 决定碰撞率至关重要的就是协作、休闲空间。

- 无法沟通? 水火不融? 不在同一个频道? 没有感觉?
- 聊得来! 默契! 一见如故! 灵感自来!

- Cannot communicate? Conflict like fire and water? Not on the same channel? No feeling?
- A nice chat! Tacit understanding! Hit it off! Inspired!

这两种完全截然不同的沟通结果, 却发生在同样的团队。区别则在于, 沟通的方式。那么, 在工作中, 我们到底有多少种沟通方式?

2. How many possibilities of communication are there?

Friction leads to sparks. By enhancing the collision rate between the staff we will stimulate the sparks of inspiration. Here "collision rate" refers to the number of exchanges between people per hour in a certain area. Then, to determine the collision rate it is crucial to create collaboration and leisure spaces.

The two totally different communication results actually happen in the same team. The difference is in the way of communication. So, at work, how many kinds of communication on earth we are using?



01

2-4 人讨论 | Discussion

在哥本哈根工作位边的沙发区域, 配上活动柜, 组成一个临近工作位的协作区。用于同一个团队, 或是不同团队 2-4 人因一个项目开展的即兴沟通, 或短周期的小型项目寻求其他部门协助前的项目背景说明、讨论。工作流只作短暂的中断。

Discussion. At the sofa area beside Copenhagen workstation, we add a flexible cabinet to form a collaboration area near the workplace. Here a team, or 2-4 people from different teams can carry out improvised communication for a project, or a background description or discussion for a short-term project before seeking other departments' assistance. Here only brief interruptions occur in the workflow.

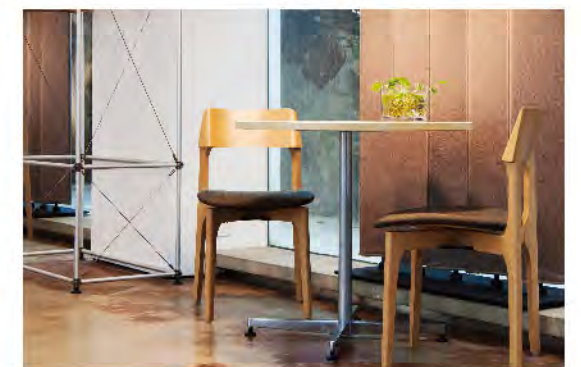


02

2-3 人交流 | Communication

从事某项主题工作的 2-3 名同事之间进行针对性的互动, 比如: 会见供应商, 面试, 上下级之间针对近期工作状态的沟通。Co-System 隔间让靠窗的位置多了些许的私密度。相较于讨论与聊天, 交流更具正式性, 但又不像正式会议那么严肃、局促。

Communication. Targeted interactions happen between 2-3 colleagues working on a topic, such as meeting suppliers, interviewing, or communicating with each other about their recent work status. The Co System compartment gives the window seats some privacy. Compared with discussion or chat, the communication is more formal, but not as serious or cramped as a formal meeting.





03

2-3 人聊天 | Chat

如不太喜欢较为正式的交谈氛围, 窝坐在沙发里聊天也是不错的选择。聊天是偶然、即兴地与同事之间的互动。它使员工有机会互动了解近况, 提出简单的问题, 或寻求意见。常常从某个社会热点开始, 然后产生创意火花, 或是引出对某个问题的想法、感触。比如: 茶余饭后的闲聊, 偶遇后的问候。不一定与工作直接相关, 但往往悄无声息的灵感就在不经意的聊天内容中随之产生。

Chatting. If you do not fancy the atmosphere of a formal conversation, then chatting on the sofa can be a good choice. Chatting is an occasional, improvisational interaction among colleagues. It is an opportunity for employees to interact, to know each other's current situation, ask simple questions, or seek advice. It often begins with a social hotspot, which might produce creative sparks, or lead to ideas or feelings about an issue. For example: gossip after launch, greetings on encounter. It's not necessarily directly related to work, but quite likely to inspire amid chatting.



06

6-8 人分享展示 | Presentation

6-8 人团队, 提前约定好分享时间, 通过影像或是白板, 有计划的像团队进行产品培训或创意提案等。

Presentation. A team of 6-8 people decides a time in advance and plans a product training or creative proposal through video or whiteboard.



04

3-4 人协商 | Conversation

协商较为正式, 3-4 人因中长期项目, 针对性的沟通协商, 落实相关细节, 针对目标达成共识, 或反馈当下所遇问题, 寻找解决方案。

Conversation. Conversation is more formal. It often happens among 3-4 people on a certain issue. They work on the details, reach a consensus on the target, or feedback problems encountered and find a solution.



07

4-8 人会议 | Meeting

4-8 人, 因大型项目宣讲, 或正式启动, 特别是多部门针对性的进行项目解说, 任务分配。

Meeting joined by 4-8 people for large-scale project introduction or official launch, especially cross-departmental project description, task assignment, etc.



05

3-6 人头脑风暴 | Brainstorming

员工之间因项目启动, 需寻求灵感, 针对性的召集团队, 有目的, 有主题的进行创意发想, 通常需要在白板上记录下 idea。Wings 高背沙发的介入, 让头脑风暴不受外界打扰, 并在开放式办公空间, 起到一定吸音降噪作用, 形成一定隐私性。

Brainstorming. Employees often need to seek inspiration for project launch, etc., so they convene a team on purpose and brainstorm on a topic, and usually need to record their ideas on the whiteboard. The introduction of Wings high-back sofa offers an exclusive space for brainstorming away from disturbance and ensures noise reduction and some privacy in an open office space.



08

1 人深思 | Thinking

个人暂停工作并考虑推进工作的最佳方式, 或是暂时忘记工作, 让自己喘口气。你可以在哥本哈根书架营造的学习天地, 带上笔记本, 坐在吧椅上, 在书籍中寻觅灵感, 独享窗边阳光, 调整工作疲惫的状态, 与窗外经过花丛的小猫互动; 或是欣赏雨滴拍打在玻璃上的珠帘; 或是进入书中世界。这种宁静, 同时也提供了必要的专注度从而消化复杂信息。

Thinking. An opportunity for one to suspend his work and consider the best way to make an advance, or to temporarily get away from work and catch a breath. You can stay around the study area created by Copenhagen bookshelf - bring a notebook and sit on a bar chair, looking for inspiration from a book. You can enjoy the sunlight by the window and adjust yourself out of the fatigue of work. Interact with the kitten outside the window on the grass, or admire the beat of raindrops on the window, or immerse into the world of books. The silence provides necessary degree of concentration that helps you digest complex information from the outside world.



MATSU 玛祖铭立
GROUP

MATSU & 设计上海 2017 再度携手

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一个是以“将艺术设计融入城市文化之中”的, 亚洲顶级国际设计盛典——设计上海; 一个是以“创造激发灵感的办公生活方式”为使命的高端办公家具品牌——玛祖铭立。两者再度携手, 达成战略合作, 会擦出怎样的艺术火花?

Design Shanghai, a leading global design event in Asia with the purpose of incorporating art design into urban culture, and Matsu, a high-end office furniture brand with a mission of creating an inspiring work lifestyle, formed a strategic partnership again to trigger the splendid artistic spark.

MATSU 亮相设计上海 2017

续 2016 年 MATSU 与设计上海合作后, 作为设计上海 2017 战略合作伙伴——玛祖铭立 MATSU 在明年会展上将公开展示新品哥本哈根工位系统, 怀揣提高工作效率, 提升办公空间幸福感的美好愿景, 将幸福办公的概念传达给身边每一个人。



MATSU at Design Shanghai 2017

After the successful partnership with Design Shanghai 2016, Matsu became the strategic partner of Design Shanghai 2017 again. At the event to be held in the next year, Matsu will present its new product Copenhagen workstation system, which carries a great vision of improving the work efficiency and office space happiness, trying to communicate the concept of happy office to the public.



展前发布会

11 月 17 日, 2017 设计上海展前发布会于上海新天地成功举办。活动现场人气爆棚, 媒体友人、建筑大咖、设计名人等齐聚一堂。作为此次展前发布会的战略合作伙伴, 玛祖铭立 MATSU 为此次展前发布会营造极具设计美学、激发创意灵感的高端商务洽空间和现代气息浓郁、激情四射的时尚派对氛围。

Press conference before the event

On November 17, 2016, the press conference before the event, Design Shanghai 2017, was successfully held in Shanghai Xintiandi. At the conference, the media, famous architects and design celebrities gathered to celebrate the event. As the strategic partner of the press conference, Matsu created a high-end inspiring business negotiation space combining design aesthetics and creativity and an amazing fashion party atmosphere full of sense of modernism.



MATSU partners with Design Shanghai
in 2017 again



↑ Matsu Shanshui Sofa 山水沙发

↓ Matsu Winter Chair 座椅



↑ Matsu Velax Sofa 模块沙发

↓ Matsu Wings Sofa 沙发
Matsu Clover Tea Table 茶几



2017 亮点抢先看

2017 年度“设计上海”将在明年 3 月 8 日至 3 月 11 日期间于上海展览中心举行。在米兰家具展之前，尽览设计新风向标。作为设计控必看的盛会，设计上海一直现场人气爆棚，2016 更是排队 4 小时，4 天共计迎来了 5 万多名观众看展，对于明年的展会，势必更加精彩。

Design Shanghai 2017 Highlights Preview

Design Shanghai 2017 is to be held at Shanghai Exhibition Center during March 8-11, 2017, which will reveal the latest design trends before the Salone del Mobile. As a must-see event for the design geeks, Design Shanghai has been always popular since its inception. Particularly in 2016, it attracted a total of over 50,000 visitors during the 4 days, even creating a record of a 4-hour queue. It can be expected that Design Shanghai 2017 will be more successful.

亮点一：新增的厨卫设计馆和办公家具馆

从 2016 年 3 个展馆增加到了 2017 年的 5 个展馆：当代设计馆、经典设计馆、限量设计馆，以及新增的厨卫设计馆和办公家具馆，将云集 350 家海内外展商，来自全球 25 个国家和地区。

Highlight 1: Adding Kitchen & Bath Design Pavilion and Office Furniture Pavilion. Three pavilions were set up in 2016, i.e. Contemporary Design Pavilion, Classic Design Pavilion and Limited Design Pavilion, and Design Shanghai 2017 will add another two pavilions, i.e. Kitchen & Bath Design Pavilion and Office Furniture Pavilion, which will attract 350 exhibitors from 25 countries and regions worldwide.



亮点二：Yang Design 将同期发布《2017 中国设计趋势报告》

Yang Design 创始人杨明洁率先揭晓了 Yang Design 工作室关于明年展会的重举：Yang Design 将同期发布《2017 中国设计趋势报告》；同时，以“用时间造物”为主题的“羊舍造物计划”也将进一步得到延伸。

Highlight 2: Yang Design will release the China Design Trend Report 2017 during the event. Jamy Yang, founder of Yang Design, took the lead to reveal its initiative at Design Shanghai 2017: release of China Design Trend Report 2017. Meanwhile, it will further expand the Yang House Creature Program themed Creature with Time.



亮点三：纪念扎哈·哈迪德

为了追思已故的著名建筑设计师——扎哈·哈迪德，会场每一个展馆都将特别展示一件出自扎哈的经典设计作品。

Highlight 3: Paying tribute to Zaha Hadid. In order to pay tribute to the deceased world-famous architect Zaha Hadid, each pavilion will specially exhibit a classic design piece of Zaha Hadid.



亮点四：将举办“设计上海·新天地设计节”

邀请宋涛、侯正光、杜心月进行策展，由青山周平、黑川雅之、张周捷等国内外设计师在上海新天地各个区域策划互动装置。

Highlight 4: The event will organize the Design Shanghai·Xintiandi Design Festival, which invites Song Tao, Hou Zhengguang and Du Xinyue for the curation and Shuhei Aoyama, Masayuki Kurokawa, Zhang Zhoujie and other designers at home and abroad to make interactive installations at respective areas of Xintiandi.



设计上海与上海新天地达成深度合作。双方将在 3 月 6 日至 3 月 19 日期间举办“设计上海·新天地设计节”。

Design Shanghai and Shanghai Xintiandi, which have reached in-depth cooperation relationship, will co-organize the Design Shanghai · Xintiandi Design Festival during March 6-19, 2017.

2017 设计上海，将用设计串联整个城市。为了让上海展览中心和新天地的活动联动起来，展方与新天地方面还将在 3 月 8 日至 11 日“设计上海”展览期间，设置多辆专属巴士在每天 13:00 至 21:00 的时间段内，往返于“设计上海”主展馆上海展览中心与上海新天地之间，沿途停靠设计品牌展厅、博物馆及地标建筑等，参展公众可在任意站点上下车，其中也包含 MATSU 玛祖铭立上海创意家具旗舰店。

Design Shanghai 2017 will connect the whole Shanghai with design. In order to link the events at Shanghai Exhibition Center and Xintiandi, during the Event, the exhibition organizer and Xintiandi will arrange several exclusive buses to and from the main venue at Shanghai Exhibition Center and Shanghai Xintiandi during 13:00-21:00 each day, which cover multiple stops as design brand showrooms, museums, landmarks and Matsu Shanghai Creative Furniture Flagship Store, and the exhibition visitors can get on or off the buses at any stop.





11月14日于上海复星艺术中心，这座英国种子馆设计师 Thomas 的外滩杰作中，MATSU & 吴兴国 -《青蛇》中“许仙”的扮演者，亦是戏剧艺术家首场“财艺秀”盛大开演。

On November 14th, MATSU & Wu Xingguo - drama artist and actor performing the role of "Xu Xian" in "Green Snake" showed up in the first "Finance & Arts" show unveiled in the Shanghai Fosun Foundation Art Center, a masterpiece by the UK Pavilion designer Thomas Heatherwick.

会跳舞的建筑之首场“财艺”秀

A Dancing Building – First “Finance & Arts” Show

编辑：彭茜 图片：复星艺术中心、黄亚明 Editor: Qian Peng Photo Provided by: Fosun Foundation, Sum Huang



Thomas Heatherwick 英国种子馆设计师，创作的“外滩建筑奇迹”

复星艺术中心建筑面积约为4,000平方米，由英国建筑设计事务所 Foster+Partners 和 Heatherwick Studio 联合设计。设计灵感来源于中国传统戏剧舞台，创新的三层独立且可移动“流苏”帘幕系统，使建筑展现与众不同的动态之美。

A “Miracle of Bund Buildings” by UK Pavilion designer Thomas Heatherwick

With a construction area of 4,000 square meters, Shanghai Fosun Foundation Art Center is co-designed by British architectural design office Foster+Partners and Heatherwick Studio. Inspired by the traditional Chinese drama stage, the innovative three-layered independent and removable “tassel” curtain system endows the building a unique dynamic beauty.

整座建筑的设计灵感受到古典与当代元素的双重影响，整体设计创意可溯源至中国古典戏剧舞台及中国传统新娘嫁衣中的头饰。故此，这也是11月14日，《财艺相对论》选择以戏剧方式开场的缘故之一吧！将建筑实体与内在的活动主题相融合，形成一个内外合一的文化载体。未来艺术中心将呈现各类丰富精彩艺术展览、时尚发布、文化演艺、高峰论坛等活动。

The inspiration of the building comes from both the classical and contemporary elements. The overall design creativity can be traced back to the stage of Chinese classical drama and the headdress of Chinese traditional wedding dress. That's probably one of the reasons why “Finance and Arts Relativity” chose to debut in the form of drama on November 14. By integrating the building with the internal activity theme, a cultural carrier uniting the internal and external comes into being. The Future Arts Center will present a variety of rich and exciting art exhibitions, fashion publishing, cultural performing arts, summit forum and other activities.



最特别的流苏，抵抗强风的“中国竹节”

为了保证这些金属流苏的安全性，能否抵抗强风也是其中一个设计难点。流苏结合了“竹”的元素。如同竹节一般黑色减振环将金色的幕帘，分节整合。而这些黑色缓冲，还能使金属流苏在大风条件下受到的影响大大降低，减少突然摆动的可能性。

Unique tassels vs. popular “Chinese bamboo”

In order to ensure the safety of these metal tassels, whether they can withstand strong winds becomes one of the design difficulties. The tassels are combined with the “bamboo” element. Black damping rings resembling the shape of bamboo combine the golden curtains by segment. These rings can greatly reduce the impact of strong winds and the possibility of sudden swings.



三层幕帘使用三种各不相同的颜色，而底端的纽扣件也会是四种不同的红与其相互呼应，远远望去极富层次感。所有的三层幕帘总共用到675根铝管，铝管的长度不一，最短的为2.1米，最长的则达到16米。由于铝管直径各异，当幕帘转动时，铝管将重叠，而幕帘将呈现出各式各样的视觉效果。

Three different colors are used for the three layers of curtains. Four shades of red are also applied on the bottom button parts to create a layering effect looking from afar. For all three layers of curtains a total of 675 aluminum tubes in different lengths are used, the shortest being 2.1 meters and the longest 16 meters. As the diameter of aluminum tubes vary, the aluminum tubes will overlap when the curtains rotate showing a wide range of visual effects.

吴兴国之“财艺秀”，《青蛇》中的“许仙”扮演者 & 戏剧艺术家

A show by Wu Xingguo, drama artist and actor performing the role of “Xu Xian” in “Green Snake”



台北当代传奇剧场艺术总监吴兴国先生（左），台湾著名艺术评论家李立亨老师（右）在 MATSU Ginko 座椅等家具营造的氛围中展开对话。

11月14日，外滩金融中心精英沙龙《财艺相对论》第一期在复星艺术中心精彩呈现。

适逢今年是汤显祖与莎士比亚逝世四百周年。此次作为主讲嘉宾，吴兴国以《帮莎士比亚与汤显祖算笔帐》为题，谈谈他从西方莎士比亚和东方汤显祖作品创作中得到的养分，并与台湾著名艺术评论家李立亨老师的对话，他们从莎士比亚的理财策略以及汤显祖未完成的保险规划入手，分享古人与今人的理财异同，兼论东西方传统剧场内的理财趣事和保险需求。

On November 14, the first issue of Bund Financial Center Elite Salon “Finance and Arts Relativity” was presented at Fosun Foundation. This year marks the four hundredth anniversary of the death of Tang Xianzu and Shakespeare. As a guest speaker, Wu Xingguo gave a speech titled “Work out Accounts for Shakespeare and Tang Xianzu”, talking about what he was able to absorb from the works of Shakespeare and Tang Xianzu, maestros of art from the west and east. He also talked with Li Liheng, famous Taiwanese art critic. They talked about how to help with Shakespeare's financial strategy and Tang Xianzu's insurance planning. They shared with the audience differences and similarities of the ancients and people today in financial management, as well as financial fun facts and insurance needs within traditional western and eastern theaters.

关于吴兴国：吴兴国，这个曾经在张曼玉版《青蛇》里出演许仙的禁欲系美男，不仅在大家所熟知的电影领域，还在戏曲、舞蹈等方面有着杰出作品，吴兴国曾受邀与世界三大男高音之一的多明戈同台在美国大都会歌剧院演出，同时，他还是法国文化骑士勋章的受赠者。

About Wu Xingguo: Wu Xingguo, the actor who performed the role of “Xu Xian” in film Green Snake (also joined by Maggie Cheung), has brought out outstanding works in not only the well-known film arena, but also in Chinese opera and dance. Wu was once invited to perform in the American Metropolitan Opera together with Domingo, one of the Top Three Tenors of the World. He was also awarded the knighthood of the Order of Arts and Letters.





现代家具 & 传统国粹, MATSU 亮相首场“财艺”秀
Modern Furniture and Traditional Quintessence of China – MATSU Unveils the First “Finance & Arts” Show



玛祖铭立 MATSU 运用黑、白、红戏剧经典三色的 Ginko、Njord、Uni_verso 休闲座椅以及 BL 模块化建筑系统为其营造了充满艺术氛围的交流空间。

MATSU uses Ginko, Njord and Uni_verso seats colored in black, white and red – classical drama colors and BL modular building system to create an artistic atmosphere for communication.



日本艺术家 宫岛达男

Tatsuo Miyajima, Japanese Post Mono-ha artist

Counter Sky Garden 数字空中花园

不仅如此, 复星艺术中心还致力于城市公共文化建设, 规划之初, 便邀请日本后物派代表艺术家宫岛达男, 创作公共艺术装置“Counter Sky Garden 数字空中花园”。装置由 300 盏不停闪烁的 LED 数字灯组成, 数字从 9 到 1 周而复始变化, 并征集参与者设置 LED 灯的闪烁变化速度。征集活动公开发布后, 近万名在上海工作、学习、生活的人们通过各种方式参与, 期待一个在外滩拥有让自己的生命节奏永恒闪烁的机会。宫岛先生根据他一贯独特的艺术创作理念和人群分布最大化的原则, 严格挑选出了 300 位不同背景的参与者。

理发师阿兰是 300 名参与者其中之一, 她在董家渡地区生活了 20 几年, 她格外感慨到: “7.5 是我开第一家理发店的日子, 那是 1999 年 7 月 5 日。从来没有想过能有一盏以自己喜欢的节奏闪耀变换的灯, 真是像做梦一样!”

Fosun Foundation is also dedicated to the construction of urban public culture. At the beginning of the planning, it invited Tatsuo Miyajima, Japanese Post Mono-ha artist to create a public art installation titled “Counter Sky Garden”. The installation consists of 300 non-stop flashing LED digital lights, on which digits from 9 to 1 keep flashing and cycling in a speed determined by public upon solicitation. That attracted the participation of tens of thousands of people who worked, studied or lived in Shanghai through various means, because for them it was a unique opportunity to share their own rhythm of life in the Bund, the well-known public space. Miyajima, according to his unique philosophy of artistic creation and the principle of maximized distribution of population, finally selected 300 participants of different backgrounds.

Barber Alan was one of those chosen. She lived in Dongjiadu for 20 years before that. She said emotionally: “July 5th was the day I opened my first barber shop. It was July 5, 1999. I never thought I would have a light flickering in my own rhythm. It’s like a dream!”



因爱而生，强生Shanghai Office For All You Love

Johnson & Johnson Shanghai Office

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



在任一关乎设计的地方都有新生

因为爱，我们缔造了一个个生命
因为设计，我们创作了无数新生（作品）

有人说爱是幸福，因为它给人以温暖
有人说爱是责任，因为需将能量给予他人

MATSU，选择爱与被爱
强生，选择因爱而生

Newborn is always accompanied by design.

Because of love, we create numerous newborns,
Because of design, we create numerous newborn works.

Some say love is happiness, as it brings people warmth,
Others say love is responsibility, as it needs to bring energy to others.

MATSU chooses to love and being loved,
Johnson & Johnson chooses to be For All You Love.

MATSU & 强生，因爱结缘

强生，这个 130 年的财富 500 强品牌，曾被《财富》杂志评选为中国十大最受赞赏的外资公司。2016 年，强生将上海总部搬迁至徐汇区漕河泾开发区桂菁路，MATSU 为其提供了公共休闲区的整体解决方案，将强生对员工满满的关爱与责任感融入每个区域中。

MATSU & Johnson & Johnson – Partnership for Love

Johnson and Johnson is one of Fortune 500 with a history of 130 years. It ever won the title of "one of the top 10 foreign-funded companies that are most appreciated in China", from "Fortune". In 2016, Johnson and Johnson relocated its headquarter to Guijing Road, Caohejing Development Zone, Xuhui District. MATSU was invited to design its overall solution for public leisure area. We witnessed this company's care and love and sense of responsibility in each and every corner of the office.

先来看看强生这个百年神话如何做到 1 年都不亏损。

First of all, let's explore how Johnson & Johnson, a century-old legendary brand, manages to maintain its sustainable profitability.



三兄弟创建强生公司

十九世纪末美国内战期间，英国医生约瑟夫·李斯特 (Joseph Lister) 发现了手术室内通过空气传播的细菌。当时，担任过战地医疗工作的罗伯特·伍德·强生 (Robert Wood Johnson)，成为最早认同李斯特细菌学说的人。

1886 年，罗伯特·伍德·强生和他的两个兄弟詹姆斯·伍德·强生 (James Wood Johnson) 和爱德华·米德·强生 (Edward Mead Johnson) 在美国新泽西州，共同开创了一个全新的事业——生产无菌外科敷料。1887 年 10 月 28 日，强生公司 (Johnson & Johnson) 正式注册。

1944 年，强生公司于纽约证券交易所挂牌上市。1954 年，强生推出了婴儿洗发水。



因爱而生

Johnson & Johnson
强生

Johnson & Johnson founded by the three Johnson brothers

In the end of the 19th century, during the American Civil War, Joseph Lister, a British surgeon, discovered the bacteria spread via air in the operating room. At that time, Robert Wood Johnson, used to be a medic, became the first person recognizing Lister's bacteria theory.

In 1886, Robert Wood Johnson and his two brothers James Wood Johnson and Edward Mead Johnson co-founded a new business in New Jersey to manufacture sterile surgical dressings. On October 28th, 1887, Johnson & Johnson was officially incorporated.

In 1944, Johnson & Johnson was listed in NYSE. In 1954, it introduced baby shampoo.



强生的百年危机

1982 年 10 月，强生公司迎来了其历史上最严重的一次危机。一位至今仍身份不明的投毒者在强生公司旗下的麦克尼尔消费品公司 (McNeil Consumer Products) 生产的瓶装超强泰诺 (Extra Strength Tylenol) 胶囊里掺入了氰化物，导致 7 人死亡。

整个美国都被泰诺吓坏了，强生公司遭到了沉重打击。泰诺一直是美国最畅销的止痛药，市场占有率达 35%。美国一位广告界权威甚至断言，强生公司将无法再销售另一种以‘泰诺’命名的产品。

当时，为了避免万圣节期间出现恐慌，美国联邦调查局反对召回。尽管如此，强生公司首席执行官詹姆斯·伯克 (James Burke) 仍然让公司的所有泰诺从全美国的商店下架，并设计了防破坏药瓶——这些共花了 1 亿美元。在发生第一例患者死亡事件的六天内，强生公司召回了所有 3100 万瓶泰诺镇痛胶囊，这是零售业历史上最大的召回。

公司举办新闻发布会，开通了两部免费电话热线：一部为消费者服务，另一部向新闻机构播放录制好的每日最新消息。

当年 11 月，强生发起了重振新包装下的泰诺的广告运动。此时，公司的市场占有率已经下跌至大约 7%。公司宣布，免费更换消费者弃用的所有泰诺，还印制了 4,000 万张价值 2.5 美元的优惠券向购买任何泰诺产品的用户发放。强生认为恢复泰诺在市场上的杰出地位既是“道德使命”。强生的行动收到了效果。在投毒案一年后，泰诺的市场占有率回到了 30%。

强生对此事的管理根源源于这个信条是：领导人首先要对使用强生的产品与服务的人关爱与负责。他对这起悲剧的处理方式成为了危机管理的教科书式案例：快速披露你所知道的全部消息，做你所必须要做的一切，为客户服务。简单讲就是“做正确的事情，保持透明”。

是的，感受到爱的人，才会将爱与责任感传递。强生的员工正是在充满着关爱的办公空间中将世界的爱付诸于产品中，对消费者的责任感反馈于市场中。

Crises of the century-old Johnson & Johnson

In October 1982, Johnson & Johnson encountered the most serious crisis in its history. An unidentified poisoner mixed cyanide in the capsule Extra Strength Tylenol manufactured by McNeil Consumer Products affiliated to Johnson & Johnson, which caused 7 deaths.

After the incident, all the Americans were frightened by Extra Strength Tylenol. The incident brought a heavy blow to Johnson & Johnson, as Tylenol had always been a best-selling pain reliever in the U.S. with a market share of up to 35%. An authority in the advertising circle in the U.S. even asserted that Johnson & Johnson was never able to market another product named Tylenol.

At that crucial moment, the FBI objected to the recall of Tylenol for fearing a public panic during the Halloween. However, James Burke, the then CEO of Johnson & Johnson, still decided to remove all the Tylenol from the stores across the U.S. and instructed to design the vandal-proof bottle, which cost Johnson & Johnson USD100 million. With 6 days after the first death case, Johnson & Johnson recalled a total of 31 million bottles of Extra Strength Tylenol capsules, marking the biggest recall in the history of retail industry.

Besides, Johnson & Johnson held a press conference and opened two toll-free hotlines, one for providing consumers service and the other for pushing pre-recorded daily updates to the media.

In November 1982, Johnson & Johnson launched the advertising campaign for Tylenol with new package, when its market share had dropped to about 7%. The company announced to replace the original Tylenol products abandoned by consumers free of charge, and printed 40 million coupons with nominal value of USD2.5 for distribution to consumers purchasing any new Tylenol products. Above all, Johnson & Johnson took it a moral imperative to resume the leading market position of Tylenol. The efforts received effect. After the poisoning incident, the market share of Tylenol rebounded to 30%.

Johnson & Johnson managed this crisis based on the corporate credo, i.e. the leaders must be caring and responsible for the consumers using products and services of Johnson & Johnson. The management of this tragedy became a textbook case for crisis management, i.e. rapidly disclosing all information you know and taking all necessary actions to serve customers. Put it simply, do the right things and be transparent.

Indeed, only those feeling be loved will pass on love and responsibility. In the office space full of care and love, the employees of Johnson & Johnson incorporate their love for the world into the products and services, and feed their responsibility for consumers to the market.





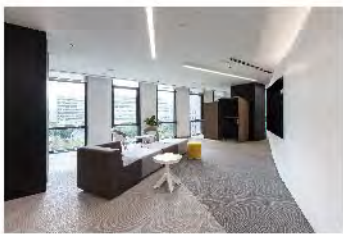


强生 Shanghai Office

强生上海总部共计 22 层的大楼内，每一层都有 MATSU 为其规划的休闲空间。特别是 5F 的公共休闲与接待楼层，整层 3000 平米由 MATSU 为其规划配置的休闲家具。室内设计圆形吊顶与 MATSU 的 Velax 圆形沙发相互呼应。而代表着新生的草绿色在吊顶、地毯、到家具上跳跃着，就连窗边的阳光也照耀在充满生机的“草地”上。

Johnson & Johnson Shanghai Office

In the 22-storey building of Johnson & Johnson Shanghai headquarters, each floor has recreation space designed by MATSU, especially the 3,000-sqm 5F for public recreation and reception. The whole 5F is equipped with various occasional furniture planned and matched by MATSU. The round suspended ceiling echoes with the round Velax sofa from MATSU, and grass green representing vitality is generously applied to ceiling, carpet and furniture, making warm sunshine embrace the vibrant artificial grassland.



↑ Co system 营造的电话亭 or 专注 Box 配上 Ducktable 升降小边桌，让开放式的空间多了一种宁静的选择。

吊顶错落交叉的线性照明与 X 沙发的 X 形椅脚以及折线墙体形成放射性的呼应。红色 X 沙发，金属感的 Volpe 休闲椅，模块化的 Velax 沙发，加之健身球以及白色异形茶几 Clover 的搭配，让这个休闲区域充满着多元化组合的可能性。特别是，Volpe 休闲椅极具金属感的皮料让整个区域更显质感。

The well-arranged linear lighting on the ceiling forms emanative echo with X-shaped legs of armchairs and broken-line walls. The red X-shaped sofa, metallic Volpe armchair, modular Velax sofa matched with fitness ball and white irregular coffee table enable the possibility of diverse combination of the leisure space. Especially, the metallic leather of Volpe armchairs brings additional texture to the whole space.

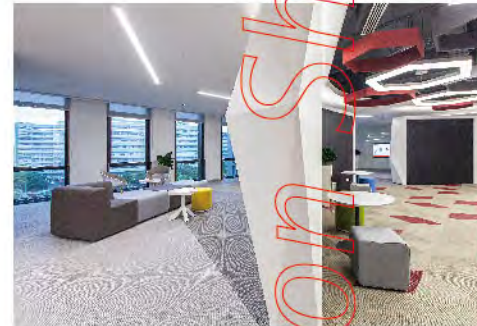


↑ 被抬高的区域，是咖啡吧。木质的氛围让整个空间充盈在咖啡与原木的暖暖香气中。



Volpino 休闲椅与长条形的 MATSU 沙发，以及地毯的深浅不一的灰色色块融合着。加之零星的亮色圆凳。让空间在雅致中又饱含强生整体空间的活力特色。

Volpino leisure chairs and rectangular MATSU sofa are properly integrated with the grey carpet with different shades. The scattered round stools with bright colors make the entire space elegant and vivid.



↑ 靠墙的台阶配上休闲垫，以及玻璃白板，一个开放式的培训区域就这样组成。

除了 5F 专用接待休闲区，其他楼层也都配有洽谈、休闲区域，可让员工便捷享受多元化空间。对于与工作相邻的休闲区，MATSU 为强生选配了 ARN 洽谈椅，座椅挺立的线条感更具正式商谈氛围。

In addition to 5F designed for reception and recreation, other floors are also equipped with areas for negotiation and recreation, creating diverse space for employees. Johnson & Johnson selected ARN chairs for the leisure area near the work area, and the upright lines make the atmosphere more official.



3F 的健身房，为强生员工提供了全面化的健身设备。强生 5F 3000 平米的专用休息接待区，以及 3F 整层的健身房足以体现强生对员工满满的关爱。

3F is a well-equipped fitness center for Johnson & Johnson employees. Together with the recreation and reception area on 5F, they reflect Johnson & Johnson's generous care and love for its employees.



1958 年，新中国成立后兴建的第一个特大型钢铁联合企业“武钢”。
1978 年，改革开放初期建设的中国第一个现代化特大型钢铁企业“宝钢”。
两大钢铁行业的龙头集团，于 2016 年 12 月 1 日，正式对外宣布强强联手，中国宝武集团正式成立，资产总额约为 7300 亿元，营业收入将达 3300 亿元，拥有员工 22.8 万人。集团拥有普碳钢、不锈钢、特钢等三大系列产品，高端产品年产量将达 4000 多万吨，年产粗钢规模将位居中国第一、全球第二，成为中国乃至全球钢铁行业最具影响力的企业之一。

In 1958, "Wu Steel" was established, and it was the first super large steel complex after new China was founded.
In 1978, "Bao Steel" was established, and it was the first super large modernized steel enterprise during the initial stage of reform and opening-up.
Two leading groups in steel industry announced their win-win cooperation on 1st, Dec, 2016: the official establishment of China Baowu Group, with total assets of RMB 730 billion and revenue to be RMB 330 billion and staff of 228000 persons. This group provides three product collections, carbon steel, stainless steel and special steel. Annual output of high-end products will be up to more than 40 million tons. The annual production scale of crude steel will rank the first in China and the second in the world. All these contribute to the fact that BaoWu Group becomes one of the most influential enterprises home and abroad.

这标志着新时代的钢铁巨人将怀揣伟大的“钢铁强国梦”迈出历史性的步伐。

BaoWu's establishment marks China's historic step forward, holding a great dream of "revitalizing the Chinese nation".

在钢铁巨人的总部感受温暖 宝武钢铁集团

WARMTH FROM THE HEADQUARTER OF "STEEL GIANT", BAOWU STEEL GROUP

编辑：易宇婷，彭茜 图片：黄亚明 Editor: Helen Yi, Qian Peng Photographer: Sam Huang

相比企业规模的庞大、产品的“冷”与“酷”，他们对待办公室的态度却不乏温情脉脉，现代简约的风格中透着细腻的人文关怀。从 2011 年开始，Matsu 玛祖铭立正式开启了与宝钢集团的合作之路，而 Matsu 玛祖铭立从最初的空间规划到实地安装、售后服务业，以此赢得了宝钢集团的认可和信赖。

2016 年原宝钢集团从上海市浦电路 370 号宝钢大厦搬迁进入世博园区，Matsu 玛祖铭立再次为这个钢铁巨人营造了世博园区总部。其中，部分采用原有家具，包括 Matsu 山水·礼班台、Papilio、办公椅等等，这也是其节能环保、努力实现资源配置更优的具体表现。

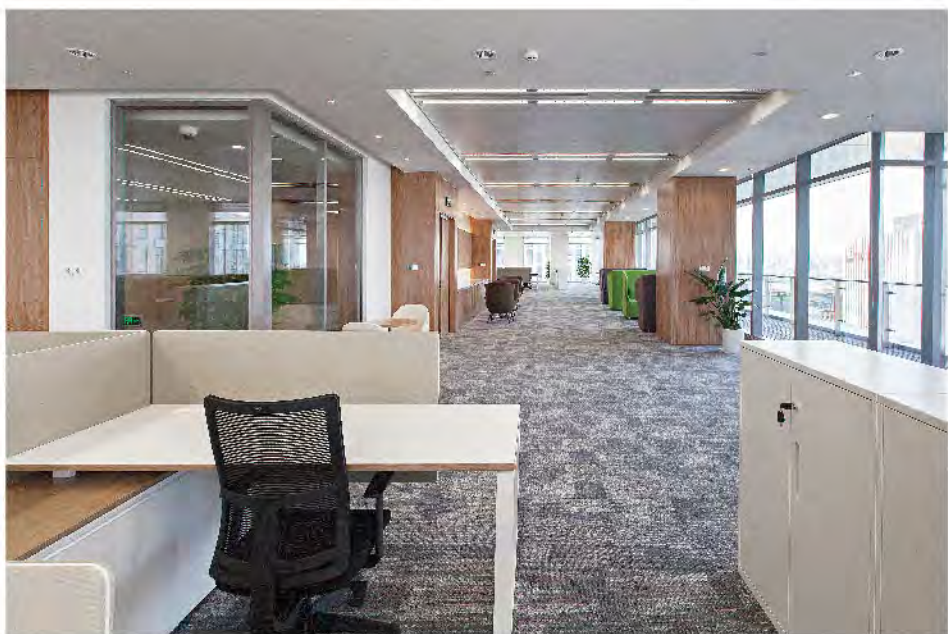
中国宝武集团总部选择了超大型企业密集地上海浦东新区世博园区。这片园区未来地上是低碳绿色的生态公共活动中心，地下是全部贯通的超大型“地下城市”综合体，总体量将超过 100 万平方米。



This big group providing the products that leave an impression of "cold" and "cool" indeed expresses its tenderness when designing offices. The overall decoration is modern and simply, while reflecting exquisite humanistic caring attitude. From the year of 2011, MATSU started the collaboration with Baosteel Group. From then on, MATSU has been striving to obtain the client's recognition and trust through a series of services like space planning, on-site inspection and installation and after-sale service.

In 2016, the former Baosteel Group moved to Expo Park from former location, Baosteel Building on No.370, Pudian Road. MATSU once again undertook the designing task for this steel giant to build its Expo Park headquarter. MATSU kept some of its used furniture, including MATSU Shanshui, Executive table, Papilio, office chairs, which reflects MATSU's efforts in terms of energy saving and environment protecting and is also a kind of optimization of resource allocation.

China Baowu Group selects Shanghai Pudong Expo Park as its headquarter location, which is an enterprise-intensive park. In the future, in this area, low-carbon ecological public activity center will be built on the ground and super large "underground city" that enables comprehensive interconnection will be constructed underground. The two parts will cover an area of 1 million sq meters.

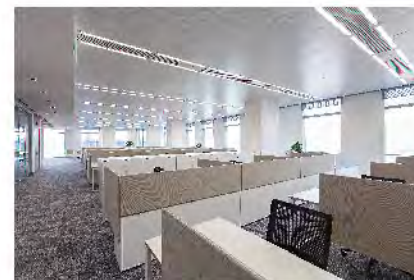


员工区理性色彩中的暖意氛围

走进办公区域，灰色的地毯搭配白色台面的 Lenco+ 的工作位系统，加之浅咖色的悬挂屏风奠定了整个空间的色彩基调，理性的中性色中不乏咖色的暖意。

Warmth among rational colors in staff area

On walking into the office, you'll see grey carpet and Lenco+ workstation with white table. Along with light brown suspended screen, grey and white define the color tone of the office: rational and neutral, but with a little warmth due to the brown color.



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

开放式办公空间中，200 多个 L 形的 Lenco+ 员工位，增加了空间的私密度与储物空间。而 Papilio 中背网布座椅，座椅升降，座深调节，倾仰锁定等符合人体工学可调节设置让人无时无刻感受到企业文化中细腻的关怀。

In open-styled office, more than 200 L-shape Lenco+ workstations contribute to increasing privacy and more storage room. Papilio, featuring net fabric cloth in the back, is equipped with the function of lifting seat, adjustable seat depth and controllable leaning backwards or forwards. The adjustable bio-fit setting, as a part of corporate culture, expresses endless care to employees.



休闲区的沉淀 & 活力

一边是大地色的舒适 Ginko 休闲椅；一边是草绿色、大地色搭配，极富私密度的 Wings 沙发系列，让整个休闲空间既有来自孕育生命的土地之稳重感，以诠释宝武钢铁集团作为重工业行业的特性，又有代表着新生的清新与活力，让人如同置身于大自然的怀抱。在这里放松，而富有亲和力的交流氛围中，信任感倍增。

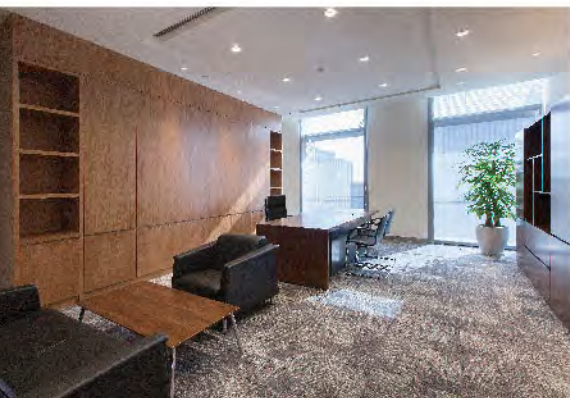
Leisure area for meditation and energy gaining

On one side, we have cozy Ginko lounge chairs in earth tone; on the other side, we have Wings sofas in both green and earth tone. Wings sofa always ensures high degree of privacy. The two sides perfectly match each other, delivering sobriety of earth that supports life. Earth tone interprets sobriety and the property of BaoWu Steel Group, a member of heavy industry. In the meantime, green color stands for brand new life and vigor, making people feel in the hug of great nature. Put in this relaxing and easy-going environment, people tend to further trust each other.



↑ Kusch+co Trio Cantilever Chair 会客椅
Kusch+co Ona desk Conference Table 会议桌
Matsu Mini-Ginko Lounge Chair 会客椅

↓ Matsu Shanshui Executive Table 山水·礼班台
Matsu Bookshelf 定制书柜
Matsu Trio Cantilever Chair 会客椅
Kusch+co Papilio Swivel Chair 办公椅
Matsu Vita Sofa and Teapoy 沙发茶几系列



主管区的木质温暖

胡桃木与黑色真皮打造出来的行政主管区，充盈在木质的温暖中，同时又融入了黑色所蕴含的严谨，阳光与绿植的融入让整个空间增添一份生命力。Matsu 山水·礼班台前挡板通透的设计处理，运用了“舍满取半”的概念，寓意拥有此班台的人对自我及他人的尊重，为人处事谦逊有度，内敛而不张扬。在这礼度空间，职业经理人度量天地、礼遇天下。

Manager area's warmth of wood

Administrator area is built with walnut and black leather. This area, indulged in warmth of wooden color, integrating preciseness of black color, and embellished with vigorous sunshine and green plants, is in perfect balance. MATSU Shanshui Executive table uses transparent front screen, symbolizing the ancient adage of "leaving room for further accomplishment", indicating that the person who works on this table shows great respect to himself and the people he's working with, modest and reserved. In this courteous environment, managers are broad-minded and showing respect to others.



↑ Matsu Timko Sofa 沙发
Matsu Shanshui Teapoy 山水茶几



↑ Matsu Njord Lounge Chair 休闲椅
Matsu Lenco+ Conference Table 会议桌

商务接待区，小细节中显露的大气恢弘

作为重工业行业的大型集团性企业，自然少不了正式的大型商务接待与会务空间。以尊贵、高贵而雅致的黄、与香槟色为基调的商务会客空间，从木质墙面、柱体、地毯，再到灯光的阶梯式运用变幻，以及 Matsu Timko 棕咖色皮质沙发的选用，加之超高层高，整面落地窗的搭配，使得大气磅礴，器宇轩昂的气势从空间中各处设计元素中迸发出来。

Business reception area expressing magnificent attitude through details

As a large group in heavy industry, BaoWu Steel Group definitely needs large-size business reception and conference area. This area mainly adopts the colors of yellow and champagne as its keynote, which stands for noble and elegant. Wall, column, carpet, ladder-like lighting design, MATSU Timko brown leathered sofa, fabulous storey height and a whole wall of French window ... everything and each detail are expressing magnificent attitude of this group.

↓ Matsu Shanshui Sofa and Teapoy 山水沙发、茶几系列



雄关漫道真如铁，而今迈步从头越。
祝福中国宝武集团新征程上展雄姿！

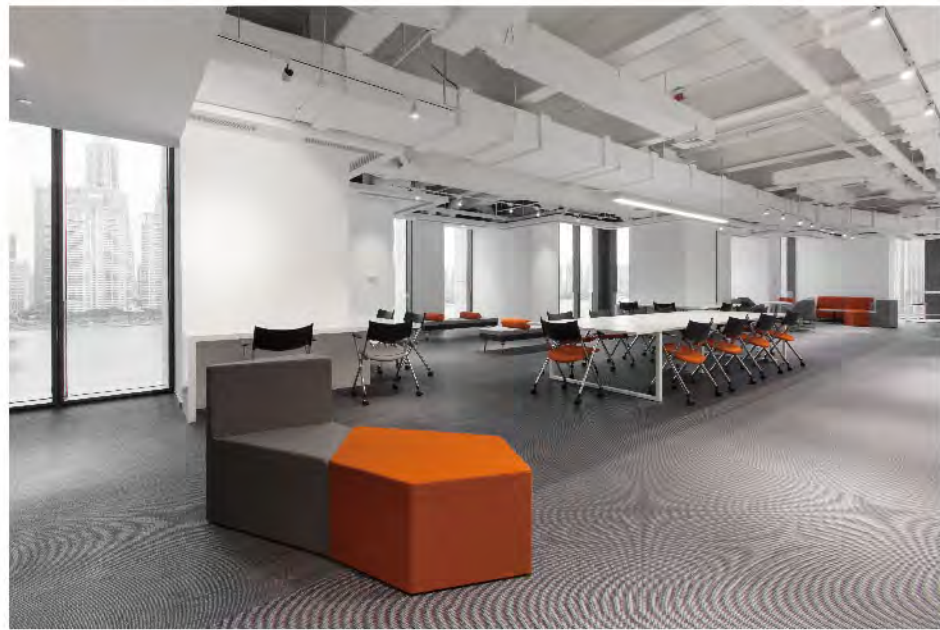
The way before us is much challenged but full of opportunities, we need to once again get well prepared to overcome all the difficulties with faith inside. May the force be with China BaoWu Steel Group on their new journey!

格力地产 中国制造巨头开战房地产领域

GREE REAL ESTATE,
A SUBSIDIARY OF A CHINESE MANUFACTURING GIANT,
COMPETES IN **THE REAL ESTATE INDUSTRY**

编辑：方睿 图片：黄亚明 Editor: Fray Fang Photographer: Sam Huang

↓ Matsu Velax Sofa 沙发



如今的“中国制造”巨头集团早已开始涉足房地产项目，而今年，格力地产正式迎来了上市七周年的辉煌时刻。

位于上海外滩 SOHO 的格力地产上海新办公空间，有着极其优越的地理环境优势——直视黄浦江美景。室内设计由著名设计师赵牧桓亲自担纲，玛祖铭立为其提供了极具现代美学、激发创意灵感的办公环境解决方案。

Gree Group, a Chinese manufacturing giant, has entered the real estate industry for a long time. This year marks the 7th anniversary of the listing of Gree Real Estate, a subsidiary of Gree Group.

The new office space in the Bund SOHO of Gree Real Estate boasts extreme superior geographical conditions – directly facing the fantastic Huangpu River. Famous designer Hank M. Chao took charge of the interior design and Matsu provided the solution of inspiring office environment with high level of modern aesthetics.

↓ Matsu Profession Training Chair 培训椅
Matsu Lenco+ Conference Table 会议桌



↑ Matsu Puzzle Sofa 沙发

休闲区整体设计采用了浓郁工业风的灰白配色风格，并大胆点缀了活泼跳跃的橙色家具，量虽小，却起到了画龙点睛的效果，缓解了过于单调沉闷的气氛，办公空间顿时活力十足。搭配了正式严谨的会议桌、会客讨论于一体的沙发组合、以及少许员工工位，组成了开放式工作与休闲会客两不误的结合型空间。

The leisure area adopted the overall industrial style with matched grey and white shades, with a small quantity of dotted bold orange furniture, make the finishing point, easing the monotonous atmosphere and bringing vitality to the office space. A formal conference table, together with the combined sofa for reception and discussion as well as several employee workstations, forms a combined space for open work and leisure.



↑ Matsu Lenco+ Workstation 工位
Matsu Papilio Swivel Chair 办公椅



↑ Matsu Mini-Ginkgo Lounge Chair 休闲椅
Matsu Zen Sofa 沙发



员工区选配了 Matsu Lenco+ 工作站系列。值得一提的是，玛祖铭立此次没有采用多数项目中配置的共用脚，而选用了 Lenco+ 独立桌，以便于后续格力地产因组织架构变化而灵活调整空间。同样选配了橙色座垫的 Matsu Papilio 座椅，其每个构件都设计为可调节模式，满足使用者设定自己专属的高舒适度。

The employee area adopted the Matsu Lenco+ Workstation series. It is worth mentioning that, for the Gree project, Matsu selected Lenco+ stand-alone table instead of the table with shared legs deployed in most projects, facilitating Gree Real Estate to adjust space flexibly due to possible change of organizational structure in the future. For the Matsu Papilio Swivel Chair with orange cushion, all its components are designed adjustable in order to create exclusive comfort for each user.



Medbo 医疗机构位于德国雷根斯堡。近期，建筑公司 Berit Neumann 与玛祖铭立合作伙伴 Kusch+Co 合作为其营造了一个开放式、灵活性的用餐空间。整个餐厅可容纳近 300 个人同时就餐。

Medbo medical institution, based in Regensburg, Germany, engaged architecture firm Berit Neumann and Kusch+Co to jointly create an open and smart dining space accommodating nearly 300 employees for it recently.



圆之灵动

Medbo医疗机构

SMART APPLICATION OF ROUND ELEMENTS MEDBO MEDICAL INSTITUTION

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

圆，是这个餐厅的基础元素，木质地板与水泥灰地砖的圆形拼接；圆形吊顶装饰加之蓝色灯带，使其造型更为突显。连卡座靠背处也在木饰面上也预留了圆形开孔并内嵌灯珠点缀，仿佛颗颗明珠闪烁于空间中。

The dining space featured extensive application of round elements: round interface between the wooden floor and grey tiles, round suspended ceilings complemented by the blue LEDs, the round holes reserved in the wooden backrest of the booth embedded with beads shining in the space.



没有棱角的圆形，仿佛也诠释着空间“灵动”的理念。家具选择上，运用多彩，易于清洁而又轻巧的 iHolo! 系列。餐厅或者是活动聚集空间？开放式的空间与轻巧，可堆叠的 iHolo! 系列让空间拥有这灵动组合的可能。

Round elements without edges and angles seem to demonstrate the smart space concept. The dining furniture adopted the colorful, easy-to-clean, stackable and lightweight iHolo! Series, which make the whole space flexible and smart, open and light by switching between dining space and gathering space.

来自暖意的信任感， VolksbankRhein-Ruhr eG

编辑：彭茜 图片：由 Kusch+Co、Renz 提供 Editor: Qian Peng Photo provided by Kusch+Co, Renz

VolksbankRhein-Ruhr eG 银行位于 Duisburg 杜伊斯堡（德国西部鲁尔区重要工业城市）的办公空间，由 Raumkonzept 担纲设计。Raumkonzept 运用玛祖铭立合作伙伴 Kusch+Co 与 Renz 的相关家具产品分别为其营造了温暖、充满信任感的用餐、休闲空间与理性的办公、会议空间。

VolksbankRhein-Ruhr eG's office space in Duisburg, a major industrial city in Ruhr Western Germany, was designed by Raumkonzept. Raumkonzept adopted the furniture from Kusch+Co and Renz (partners of Matsu) to create dining and leisure spaces full of warmth and trust, and office and meeting spaces full of rationality.



在正式会议室外的洽谈、休闲区，可以让人们在会议开始前进行预热，明确议程、目标等。Star 会议桌极简的造型与独特的椅脚，让会议精神也随之空间氛围一样，简要、明晰。Volpe 给予入座者全方位的包裹感与完美的支撑力度。

A discussion and leisure area outside the formal meeting room facilitates the warm-up, clarification of agenda and objective prior to the meeting. The minimalist shape and unique legs of Star table conveys the spirit of meeting, i.e. brief and clear. Moreover, Volpe chairs give the seater full wrap and perfect support.



TRUST FROM WARMTH - VolksbankRhein-Ruhr eG

原木色的窗楞、Uni_verso 休闲椅椅脚，以及暖色的地面让就餐氛围时时刻刻沐浴阳光之下。

Burlywood window aris and legs of Uni_verso leisure chairs, as well as warm floor make the diners always bathe in the sunshine.

木质椅脚相较于金属椅脚，更显闲适与恬静。加个脚蹬，身心完全放松，在这样的空间，戒备之心悄然而逝，油然而生的是信任。

Compared with metal legs, the wooden legs bring people more leisure and comfort. Plus the comfortable footstools, the space eliminated vigilance and increased trust.



金属镀铬桌脚，开放式油漆的木纹桌面，钢琴烤漆的柜体，加之桌椅皮质的纹理，不同材质、不同处理方式的对比，使得家具虽简约，但空间却拥有丰富的层次感。Lane 具有功能性的极简风，以及台面与台脚的优雅曲面折弯，让空间在理智与情感中交融。

The chromed legs, open painted tabletop with wooden texture, cabinet in piano finish and chair with leather texture show contrast of different materials and finishes, making the furniture simple and the whole space full of layering. Functional and minimalist Lane, elegant bending of top and legs make the space full of sense and sensibility.



把办公室搬进家

Office building Schulstrasse

编辑：方睿 图片：Nick Frank Editor: Fray Fang Photographer: Nick Frank



这座极致简约的建筑基于生态原则而建，设计的指导准则是小空间里的灵活性，以及室内外的空间联系。位于德国美因兹、威斯巴登和法兰克福间的中央郊区约 12000 平方米的社区（Bischofsheim）。

This office building in the Bischofsheim district of Mainz designed by MIND AC demonstrates was constructed according to ecological principles, The guiding principle for the design was flexibility and spatial relations both inside and out within a small space. Bischofsheim is a community of around 12,000 located in a central suburban area between Mainz, Wiesbaden and Frankfurt.

项目地点 Site: Bischofsheim, 德国
建筑设计 Designer: MIND Architects Collective
建筑面积 Size: 233 平方米



照明设计上，项目选用了玛祖铭立合作伙伴 Nimbus 系列 LED，由于空间上还原了最原始的材质感设计，简约的光照将白色的家具和楼梯完美结合，使得它们看起来有着天然雕刻质感一般。

In terms of lighting design, the project adopted the LED series from Nimbus, a partner of Matsu. Nimbus luminaires form a strong combination with the white staircase and the white furniture, which assumes an almost sculptural quality thanks to the reductive design of the rooms.

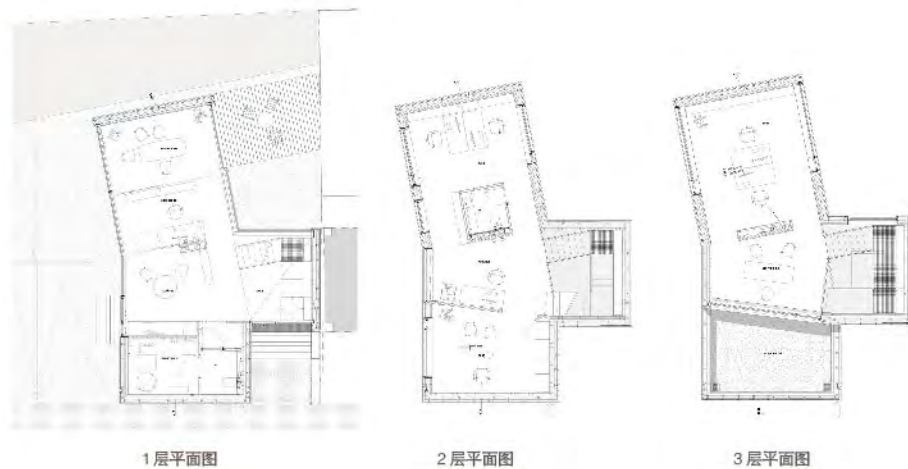


客户的梦想是将办公室移到他住的地方，并利用所有的城市可能性在一个小空间运行当下工作。建筑以创造公共和私密空间的方式设计，建筑创造了一个私密的、保护性的室内庭院，当进入建筑时，一层地面到天花板的窗户可以开拓视野，展示意想不到的光线。

The dream of the client was also to move his office back to where he lived and to nevertheless take advantage of all the urban possibilities of modern, contemporary work (co-working) in a small space and in a small village. The building was designed in such a way that public and private rooms were created. It jumps back and creates a private, protected inner courtyard, which opens up the view when entering the building through the transparency of the floor-to-ceiling windows on the ground floor and offers unexpected sight lines.

可持续性是所有区域考虑的关键因素，一层公共区域可以通过窗帘划分开，作为会议、厨房和工作室的公共区域。二层和三层提供了个人开放式办公的亲密度和专注感。三层都布满书架的中间旋梯区域被用作交流区域，是建筑的核心，其公共储存空间构建出了中心联系地带。

Sustainability was to be a key consideration in all areas. The ground floor with its open areas, which can be divided with curtains, is used as a common area for meetings, a kitchen and workshops. The first and second floors, on the other hand, offer the individual open offices a sense of intimacy and focus. The intermediate areas are used as communication areas, with the heart of the building with its communal storage area forming the central link.



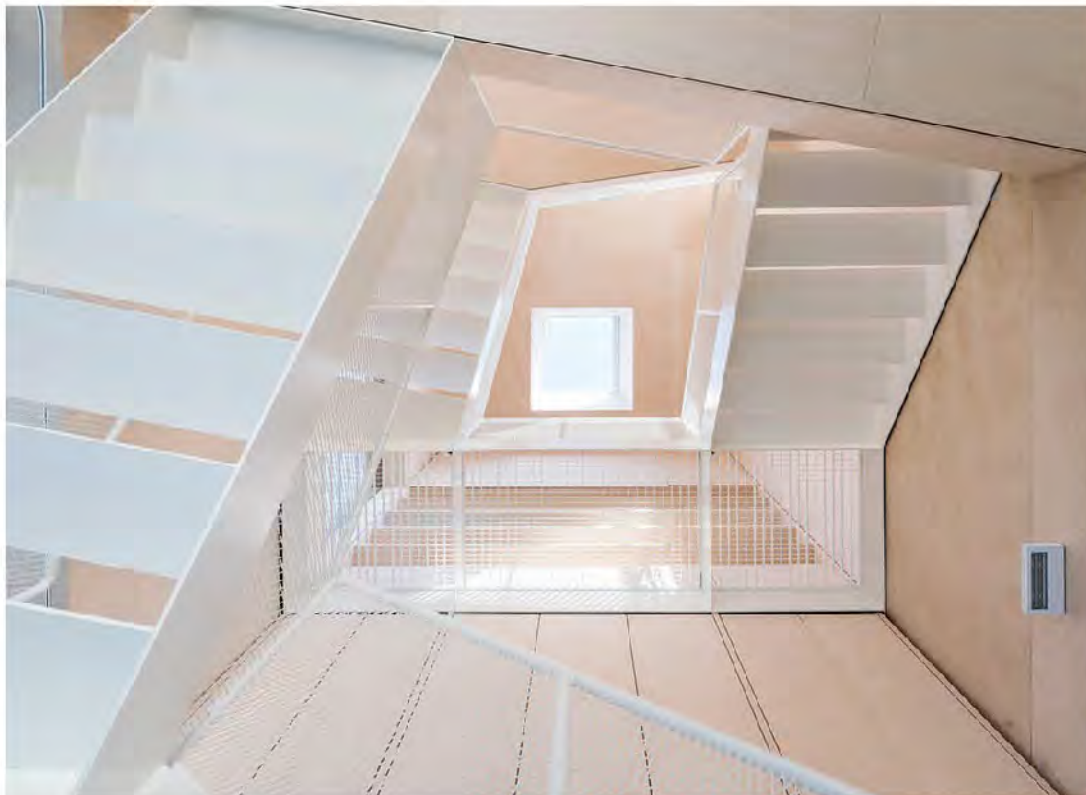
1 层平面图

2 层平面图

3 层平面图

从长远的角度而言，以这样的方式设计，房子在任何时候都可以轻易改造成居住性建筑。此外，该建筑赢得了“2017 最佳建筑师奖”、以及德国建筑师协会“2016 四十大年轻建筑师奖”。

From a long-term perspective, the interior with its separate cores is designed in such a way that the house could be easily transformed into a residential building at any time. In addition, The building received the "best architects 17 award" as well as the Association of German Architects' max40 – Young Architects 2016" prize.



无论是内嵌式或是悬挂式，Nimbus 系列 LED 突破了空间边界的造型设计，营造出愉悦审美的空间感受。当然了，不仅是从大量使用原木材料这一点上，选用独具节能效益的 Nimbus 系列 LED，也充分反映了设计师可持续发展的深远考虑。

Incidentally, it is not only the generous use of wood that reflects the guiding principles of sustainability and simplicity – the energy-efficient Nimbus LED luminaires also boast these attributes. Above all, the selection of a large amount of log materials and energy-efficient Nimbus series LEDs fully demonstrated the designer's concept of sustainability.



↑ Nimbus Modul L 系列 LED (左)，Nimbus Modul Q 系列 LED (右)



Force One 是 Nimbus 第一盏“打破光源与变压器皆安置于灯头”这一设计规律的办公照明产品。灯头仅厚 20mm，并与灯柱完美融合，并将整个灯的控制系统设置于基座，这样便成就了 Force One 独一无二，简练、纤细的轮廓线条。

Force One is the first workplace luminaire to break with the principle according to which the light source and converter are to be installed in the head of the luminaire. The entire control equipment has been installed in the base of the luminaire, with a height of just 20 mm, the head of the Force One fuses with the support profile, giving Force One a uniquely clear and slim silhouette.

← Nimbus Force One LED

她是一片净土，让我安静思考

ROSSO ACOUSTIC PAD系列

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



社交化时代，办公空间越来越开放。碎片化时间，迫使多元化、多功能区域越来越多。办公与休闲、讨论空间的各种融合，区域定义的概念越来越模糊，不仅仅没有一墙之隔，甚至没有间隔系统！在开放式办公空间，伏案工作的人开始内心呐喊：还我一片净土让我安静思考。

Office space is becoming more and more open in the social age. Fragmented time leads to higher demand for diversified, multi-functional spaces. Due to fusion of office, leisure and discussion spaces, the definition of area has become further blurred to deny the possibility of a wall, or even a spacing system! So we hear the inner cry of those working in open office spaces: "Give me back a pure land where I can actually think."

玛祖铭立合作伙伴 Nimbus 近期推出的一款轻便美观的吸音降噪产品：Rossoacoustic Pad 系列。她是一片净土，可以让人专注思考。

MATSU' s partner Nimbus recently launched an aesthetic lightweight sound-absorbing product - Rossoacoustic Pad, a pure land that allows people to think.



Focus Open 2016
Silver

Rossoacoustic Pad 系列上市不久，并荣获了 Focus Open '2016 银奖，所有获奖产品于今年 11 月展示于德国路德维希堡的 MIK 博物馆。Focus Open 是由德国巴登 - 符腾堡州组织的非商业设计奖项。它已经运行了 25 年，在企业 and 设计机构中享有相当的美誉。

Rossoacoustic PADs room acoustics system was awarded the "Focus Silver" prize at the beginning of October! The award-winning products will be featured in an exhibition at the MIK Museum in Ludwigsburg until 20 November 2016. The Focus Open is a non-commercial competition organized by the state of Baden-Württemberg. It has been running for 25 years and enjoys a considerable reputation among enterprises and design agencies.

保持安静的秘诀

由于 Rossoacoustic Pad 特殊的织物表面：一种特殊的声学羊毛与酒窝式纹理，让其具有柔和的外表以及极强的吸音效果。

The Secret to Peace

Thanks to their fabric surface - a special acoustic fleece with an embossed texture - Rossoacoustic PADs make a soft impression; an intended contrast to the surfaces in modern architecture, which are usually acoustically hard. At the same time, the eye is surprised by the air of precision exuded by the individual acoustic elements, which are available in circular or rectangular versions of varying dimensions.



A PURE LAND WHERE I CAN THINK

ROSSO ACOUSTIC PAD

吸音材料吸声原理：声音源于物体的振动，它引起邻近空气的振动而形成声波，并在空气介质中向四周传播。当声音传入源于构件材料表面时，声能一部分被反射，一部分穿透材料，还有一部由于构件材料的振动或声音在其中传播时与周围介质摩擦，由声能转化成热能，声能被损耗，即通常所说声音被材料吸收。

吸音材料最重要的一个参数：吸音系数：材料吸收的声能与入射到材料上的总声能之比，叫吸声系数 (α)。当入射声能被完全反射时， $\alpha=0$ ，表示无吸声作用；当入射声波完全没有被反射时， $\alpha=1$ ，表示完全被吸收。一般材料或结构的吸声系数 $\alpha=0\sim 1$ ， α 值越大，表示吸声能越好，它是目前表征吸声性能最常用的参数。

Sound absorption principle: sound comes from the vibration of objects. It causes the vibration of adjacent air, forms sound waves, and spreads them around in the air medium. When sound is sourced from the surface of a component material, sound energy is partially reflected, partly penetrating the material, and partly converted to thermal energy due to the vibration of the material or friction of sound with surrounding medium in the process of sound transmission, where sound energy is lost, or as commonly referred to as sound absorbed by the material.

The most important parameter of sound absorption material: sound absorption coefficient: the ratio of sound energy absorbed by the material and the total incoming acoustic energy on the material is called the sound absorption coefficient (α). When the incoming sound is completely reflected, $\alpha=0$, indicating no sound absorption; when the incoming sound waves are not reflected at all, $\alpha=1$, indicating complete absorption. For general material or structure, the sound absorption coefficient $\alpha=0\sim 1$ and the greater the value of α , the better sound absorption it has. It is currently the most commonly used parameter for sound absorption performance.

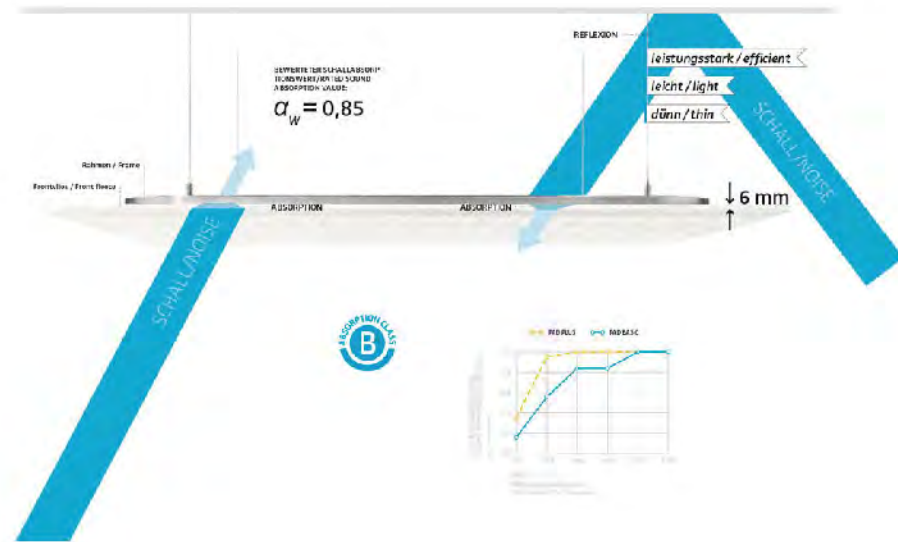
没有完全一样的办公空间。有的需求是私密会议，有的是开放讨论，有的则是专注思考，有的可能是多元化空间融合。Rossoacoustic Pad 针对不同空间对吸音效果不同程度的需求，提出了两个层级可选：Rossoacoustic Pad 基础版和 Rossoacoustic Pad 升级版。设计师可根据吸音程度需求不同，选择 Rossoacoustic Pad 的层级、大小和数量。

No two offices are alike. The cubic content, the materials and the furnishings are only some of the parameters that affect the spatial acoustics. The number of employees present and the nature of their work are also factors that determine what acoustic measures are needed. In order to be able to react appropriately to individual acoustic requirements, two versions of the Rossoacoustic PAD are available – the PLUS and the BASIC, each of which has different acoustic qualities.



Rossoacoustic Pad Basic
满足吸音降噪的基础需求, $\alpha_w=0.85$ 。

The new Rossoacoustic PAD Basic is an excellent B-class sound absorber.



Rossoacoustic Pad Plus
吸音效果极佳, $\alpha_w=1.00$ 。

The new Rossoacoustic PAD Plus is a real problem solver. As a sound absorber of the highest class (A).

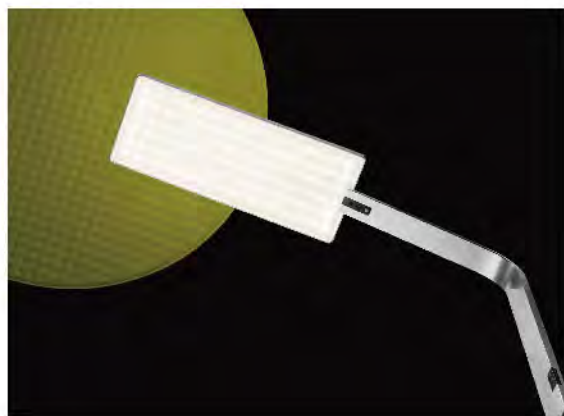


飞檐走壁时的巧遇

作为建筑师出身的 Nimbus 集团创始人 Dietrich F. Brennenstuhl 非常清晰的了解：如何配合空间设计。因此，Rossoacoustic Pad，延续了 Nimbus 照明的造型设计 DNA：圆形、方形的基础外观下，辅以内凹式的酒窝设计纹理，加之几毫米的纤薄厚度，让 Rossoacoustic Pad 极致简约。

Encounter at the ceiling/wall

Dietrich F. Brennenstuhl, founder of the Nimbus Group, is very clear about how space is designed as an architect. Rossoacoustic Pad continues the DNA of Nimbus lighting design – basic round, square shapes are complemented by an embossed texture and a thickness of a few millimeters to give Rossoacoustic Pad extreme simplicity.



Nimbus 照明与 Rosso 吸音产品的缘分源自于天花板或是墙面的巧遇与融合。“正因为它们同样的 DNA，它们的统一性，这使得 Rossoacoustic Pad 与 Nimbus LED 可以默契、灵动的组合。可以错落搭配，或是有序排列，以让建筑空间呈现极富美学特色的视觉效果。” Nimbus 集团创始人 Dietrich F. Brennenstuhl 这样说。

Nimbus lighting and Rosso sound-absorbing products are destined to meet and integrate at the ceiling or the wall. Dietrich F. Brennenstuhl, architect, founder and CEO of the Nimbus Group, knows what is important to planners: "Due to the similarity in their appearance, Rossoacoustic PADs open up a great many design options that always create a homogenous look on any ceiling – whether freely arranged or positioned in a strict pattern," he explains.



除此之外，这些元素可用于突出房间中的特定区域，比如运用 Rossoacoustic Pad 的七种色彩来区隔空间。让色彩来定义区域。

七种色彩可供选择: 暖白, 浅灰, 悠远蓝, 夜幕蓝, 山谷绿, 嫩绿, 明黄。

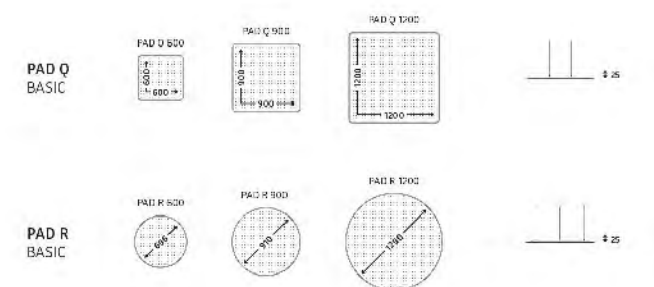
Moreover, the elements can be used to accentuate specific zones in a room as well as to create individual rooms with the seven available natural colours.

The Rossoacoustic PADs come in a variety of different colours. In addition to a warm white, there is a selection of 6 harmonious natural colours that enable a variety of coherent colour combinations.



两种不同形态 (方 or 圆), 三种不同大小。

The elements of the Rossoacoustic PAD family of products consist of two basic shapes, each of which comes in three different sizes.



材质与厚度决定了 Rossoacoustic Pad 轻便的特色，这让它可以飞檐走壁，通过极细的钢丝悬吊于天花板，或是轻便的固定于垂直墙面形成一幅抽象画。

The extremely dense front fleece of the Rossoacoustic Pads is a mere 10 mm thick. Due to their low weight, they can easily be fastened in the thin ceiling covering of complex concrete ceilings, or on a vertical wall like an abstract painting.



Renz、Kusch+Co 亮相2016年Orgatec科隆办公家具展 Renz & Kusch+Co @ Orgatec 2016

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



2016年10月25日-29日，两年一次的Orgatec科隆国际办公家具及管理设施展（后续简称：科隆办公家具展）盛大开展。它也是全球最大、最权威的专注于办公家具与设施的展览。

From 25 to 29 October, the ORGATEC, the world's leading biennial trade fair for Office and Facility, was held in Cologne. It is the world's largest and most reputable fair specializing in office facilities and furniture.

来自118个国家的55,000多名参观者亲临展会，来自40个不同国家的671家公司在约13万平方米的展区提出了他们关于“创意工作-新工作概念”。其中，27%是德国公司，另外73%的参展商是国际公司。

ORGATEC 2016 attracted around 55,000 trade visitors from 118 countries. ORGATEC 2016 hosted 671 companies from 40 countries across approximately 130,000 m² of gross exhibition space. Of 27% of the exhibitors were German and 73% of the exhibitors were international companies. The trade fair's theme, "creativity works - new visions of work", ran through the presentations by the exhibitors and attracted praise from architects and designers in particular.



Paper

玛祖铭立合作伙伴 Renz 也亮相于2016年 Orgatec 现场，此次 Renz 展览焦点是由 Jehs + Laub 设计的新品：Paper 高级行政桌。展会现场还有灵活组合的 Talk 会议桌系列，以及桌面高度可调节的 Pace 升降桌。Star 最新版本极简外观下特立独行的气质，让其再次惊艳科隆展。

Renz's stand at this year's Orgatec kept some for you: The focus of our exhibit was on the new versatile table program PAPER, penned by designers Jehs + Laub. We also presented the flexible conference table system TALK, the height-adjustable desk program PACE and the meeting table STAR in a current version.



在科隆展期间，玛祖铭立的另一合作伙伴 Kusch+Co，也在科隆的 Rotonda 商业俱乐部展示了自己的主力产品，并举办了一场设计沙龙。

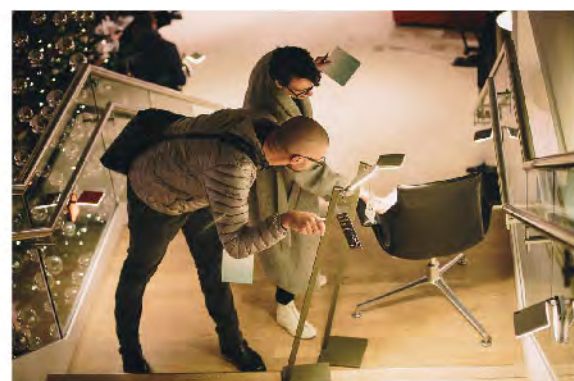
During the Orgatec 2016, Kusch+Co had presented our products and our brand in the Rotonda Business-Club in Cologne.

“光感家具”，一场用光探寻的神秘之旅

编辑：彭茜 图片：Oliver Lichtblau Editor: Qian Peng Photographer: Oliver Lichtblau

近期，玛祖铭立合作伙伴 Nimbus 和国际著名设计网站 Stylepark 携手在德国 Fleiner Möbel by architare 举办了一场“光感家具”的活动。

Recently, Matsu's partner Nimbus and Stylepark together hosted a leisurely get-together at Fleiner Möbel by architare.



活动现场，Nimbus Roxxane Leggera 101 CL 落地灯出现在任一地方。它们摆脱传统灯具所需的电缆与电源插座的束缚，所以，带上一盏 Roxxane Leggera，开启光感家具的神秘之旅。

The new, battery-powered Roxxane Leggera 101 CL luminaires by Nimbus can stand anywhere as they don't use cables and power sockets, and are as practical as they are functional. So you simply grab a luminaire from the small host of them and head off. Because on the first three floors of Fleiner Möbel by architare someone had turned the main lights off.



而当你体验过探寻之趣味后，在 4 楼，Nimbus 为其准备了美食，还可以在露台感受壁炉在寒冷气候中给人带来的温暖，配上葡萄酒，提前感受圣诞氛围。

If you have managed after all the fun of discovery things managed to reach the very top, namely the fourth floor, then it is to find a drink and delicacies awaiting you. And anyone wanting a breath of fresh wintery air – outside on the roof terrace there's a fireplace, mold wine, and Christmassy lights all round.

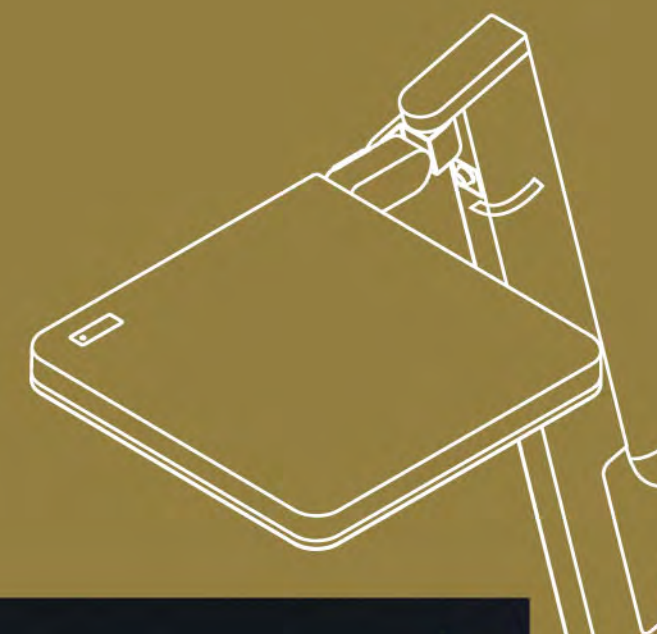


活动开始后，1-3 楼的所有主灯都将关闭。而为了确保参与活动的建筑师，室内设计师不至于迷失方向，并确保现场安全。Nimbus 在楼梯处特贴心布局了 Roxxane fly 依附于楼梯两侧扶手处以辅助照明。而在宽敞的空间，同样没有电缆的 Roxxane Leggera 52 CL 桌面灯则为活动现场提供便于愉快交流的股份氛围。在这里，就仿佛来到了一个神秘森林，你需要用光探寻这里的每一处生命（家具）。无时无刻不充盈在发现神秘的兴奋感与好奇当中。

To make certain the countless visitors, and there are many architects and interior designers among them, don't get lost, the stairwells are illuminated by the compact and colorful Roxxane Fly, which glue to the glass fillings in the stairs as if they had always been part of things. And in the expansive rooms, specimens of the equally cordless Roxxane Leggera 52 CL table-top luminaire complement the joyous lighting spectacle. It's a bit as if you were moving through a dark forest in which there are any number of secrets to be discovered.



CARRY A LIGHT TO REDISCOVER FURNITURE



Stylepark 的创始人兼董事总经理 Robert Volhard 在活动现场这样说道：当带着光，漫步其中，我们就像仙境中的孩子在探寻着散布在黑暗中的神奇。

Robert Volhard, founder and Managing Director of Stylepark, commented on this in his short address, saying that when he wandered around the rooms cloaked in mysterious darkness and filled with luxurious things he felt a bit like a child in wonderland.



| 栖 | 设计东西，灵感碰撞 WESTERN DESIGN |

WITTMANN 120周年庆典

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



个 打造此款产品的主力工匠师（须拥有十年以上Wittmann手工经验）将自己的亲笔签名铭刻在他的“孩子”上。

Wittmann 始于 1896 年，在奥地利以鞍具制造起家，直至二战后开始了纯手工高品质的家具制造，至今依旧保持着每一件产品都坚持手工的传统。经历了四代传承，120 年的积累，成就了 Wittmann 远扬全世界的品质与经典，成为了今日家居界的奢侈品牌。

Wittmann started in 1896 by making saddler in Austria and after World War II switched to hand-made high-quality furniture manufacturing. Up until now it still maintains a hand-work tradition for each product. After a heritage of four generations, or 120 years, Wittmann has become a classical luxury home brand renowned for its quality.



2016年，玛祖铭立合作伙伴Wittmann迎来了120周年的生日。近期Wittmann在维也纳SemperDepot举办了周年庆典活动，与其合作的西班牙设计师Jaime Hayon亲自出席。

Wittmann is celebrating its 120th jubilee this year – the perfect opportunity for a major celebration. To mark this milestone a special jubilee event played out on 22 and 23 September in the fantastic setting of Vienna's Semper Depot, with an impressive presentation by designer Jaime Hayon's work taking centre stage.



WITTMANN 120th Jubilee



Jaime Hayon 鬼才设计师 & Wittmann

Jaime Hayon 在活动现场运用新设计作品的 Wittmann Hayon Workshop 布置了中心舞台，并将此系列赠予 300 位活动来访的贵宾。

Jaime Hayon Et Wittmann

The Spanish artist and designer, Jaime Hayon presented the new Wittmann Hayon Workshop collection to around 300 guests at the invitation-only event.





在设计语言上，Wittmann 追求超越时光与界域的经典，二战后即开始与设计师合作，如：荣获普利兹克建筑大奖的 Jean Nouvel，以及 Friedrich Kiesler、Toshiyuki Kita、Paolo Piva 等。

In terms of design language, Wittmann pursues classics beyond time and boundaries. After World War II it started partnership with designers such as Pritzker Architecture Award winner Jean Nouvel, as well as Friedrich Kiesler, Toshiyuki Kita, Paolo Piva, etc.



↓ 左 2 西班牙设计师 Jaime Hayon, 右 1 Heinz Hofer-Wittmann, 右 2 Ulrike Wittmann



近期，更是与西班牙设计师 Jaime Hayon 合作，推出 Wittmann Hayon Workshop 系列，包含：Vuelta Sofa、Vuelta 72、Vuelta 80、VueltaHighback Chair、Leather Side Table, DD Table, Grai Cut Table。

Recently, it worked with Spanish designer Jaime Hayon to present the Wittmann Hayon Workshop collection that includes Vuelta Sofa, Vuelta 72, Vuelta 80, VueltaHighback Chair, Leather Side Table, DD Table and Grai Cut Table.



关于 Jaime Hayon

西班牙设计师 Jaime Hayón 被设计界誉为“PhilippeStarck 接班人”，是近年来闪耀的一颗星。他的作风活泼、趣味、怪诞，甚至有点难以预测且超脱现实，就像融合了 Philippe Starck 与达利那般。

About Jaime Hayon

Spanish designer Jaime Hayon, a rising star in recent years, is famed as the "successor of PhilippeStarck" in the design world. His style is lively, funny, bizarre, or even unpredictable and surreal, as if a perfect combination of Philippe Starck and Salvador Dalí.





世界上第一家七星级酒店, 世界最高的摩天大楼, 全球最大的购物中心, 都在这座城 - 迪拜。

而在这个象征的品质的奢华之城, 这个代表着时尚的国际都市, 如今多了一个称号 “设计之都”。所以今日, 我们不聊北欧设计, 来看看中東的。

2016 迪拜设计周 (dxbdw2016) 第二届已于 10 月 24 - 29 日举办, 吸引了超过 4 万名来自全球各地的观者前来参加, 并安排了 150 多个遍布城市各场地的活动。这些数字再次印证了: 迪拜是一个充满活力的全球设计中心, 是中東地区的 “设计之都”。

Dubai is home to the first seven-star hotel in the world, the tallest skyscraper in the world and the biggest shopping center in the world.

Dubai, a cosmopolis synonym for luxury, quality and fashion, wins another reputation of "City of Design". Today, we will talk about the Middle East design instead of the Nordic design.

The experience of Dubai Design Week 2016 (DXBDW2016) was more than enough to inspire even the most jaded due to the sheer energy and enthusiasm that overtook this hot destination during October 25 - 28, 2016. For the second year running, it drew in a record breaking 40,000 international visitors who made their way to the desert capital to take in the more than 150 events spread throughout the city's venues, solidifying the fact that Dubai is truly a commanding design centre.

迪拜设计周 DUBAI DESIGN WEEK 2016

编辑: 彭茜 Editor: Qian Peng

"金" 致风潮 Golden style



EVERLASTINGGREEN 咖啡桌
EVERLASTINGGREEN coffee table



Plugged Carafes by 黎巴嫩室内建筑师和产品设计师 Richard Yasmine, 采用固体拉丝黄铜和人工吹制的玻璃制成。

Plugged Carafes by Richard Yasmine, an interior architect and product designer in Lebanon, are made of solid brushed bronze and hand-blown glass.



多维视觉形式的珠宝设计, 通过它讲述阿联酋发展的故事。

The jewelry design in multi-dimensional visual form is telling about a story of UAE development.

异星球 Alien planet



铠甲般的边几 by 爱丽丝·马斯特佐
YOROI console by Alessandro Masturzo for De Castelli



八爪椅 by 西班牙艺术家和设计师 Maximo Riera
Chaise longue by Spanish artist & designer Maximo Riera



新德里 based Klove 工作室设计的雄鹿吊灯, 受北欧羚羊的启发, 由手工玻璃制作而成。

Stag-shaped pendant lamp by New Delhi-based Klove studio, inspired by Nordic antelope and made of hand-blown glass.



芝麻开门, 聚焦南亚设计

Open Sesame, focus on South Asian design

通常设计周都聚焦于本土市场。此次展览利用迪拜强大的吸引力来歌颂南亚地区, 那些常常不被国际媒体和游客熟悉的国家。通过 Abwab(阿拉伯语中的“大门”), 建立了一个系列, 将来自 6 个不同的南亚国家聚集在此。

巴林和伊拉克主题展关注考古文化, 阿尔及利亚展馆带来了他们传统的打击乐器阿拉伯鼓, 他们带来的现场音乐互动, 激发每位观众即兴拍鼓, 融入到音乐氛围中。



Generally, a design week focuses on the local market. However, Dubai Design Week 2016 took its great attractiveness to pay tribute to South Asia, which is unfamiliar to the international media and tourists. With Abwab ("Door" in Arabic), it set up a design collection gathering the design works of 6 South Asian countries.

The Bahrain and Iraq theme exhibition focused on archaeological culture. Algeria Pavilion exhibited its traditional percussion instrument Arab Drum, and the on-site music interaction inspired the visitors to play the drums impromptu and immersed in the music atmosphere.

SYNCHRONY 由新加坡设计师 Kenneth Tay 设计。它是一个有助于家长和自闭症儿童的治疗性音乐平台, 通过即兴发挥的音乐来培养亲近的关系和理解能力。

SYNCHRONY, designed by Singapore-based designer Kenneth Tay, is a therapeutic music platform for the interaction between autistic children and their parents, the intimacy and mutual understanding can be established through impromptu music.



Palestine Pavilion focused on the olive carving, which was introduced early in the 4th century and became the mainstream material for artistic carving. However, due to the impact of the global industrialization, the olive wood has been replaced by cheaper wood. With the exhibited olive carving works, the designers aimed to promote research and innovation and arouse the rejuvenation of the olive carving industry.

Mass Imperfections by French-Palestinian architect Elias and Yousef Anastas is a structure assembly of hand-made olive wood modules.

巴勒斯坦的主题展则聚焦在橄榄木雕刻。橄榄木雕刻技术在 4 世纪时被引进, 在 16-17 世纪时成为雕刻工艺的主流原材。但目前橄榄木雕刻受全球工业化的影响, 被更便宜的木材所取代。设计师们通过橄榄木雕刻作品, 促进研究创新, 意图唤醒橄榄木雕刻行业的复兴。

法国巴勒斯坦建筑师 Elias 和 YousefAnastas 设计的 Mass Imperfections, 它是由手工制作的橄榄木模块组装成的一个结构。



再看看这款设计可生物降解的容器, 你绝想不到它是由咖啡渣和旧报纸制成的。《早晨的仪式》由黎巴嫩设计师和摄影师 Paola Sakr 设计。

Unexpectedly, the biodegradable containers are made of coffee grounds and old newspaper. Morning Ritual is designed by Lebanon-based designer & photographer Paola Sakr.

此外, 迪拜还决心开始培养下一代本土设计人才, 并成立 DIDI - 迪拜设计与创新研究所, 一个基于 d3 的教育机构, 其与麻省理工学院, 纽约大学合作, 并获得了帕森斯设计学院的认可。

Dubai is furthermore determined to nurture the next generation of its home-grown design talents from step one, as the establishment of DIDI - Dubai Institute of Design and Innovation - a d3-based educational institution which was formed in collaboration with Massachusetts-based, M.I.T., and N.Y.C.-based, Parsons School of Design, proves.

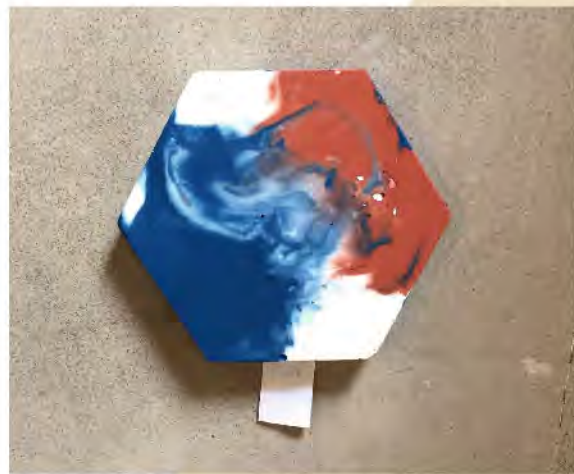


全球设计

Global Design

不仅仅关注本土设计, 在这座城市里有 200 个国籍的人一同居住, 迪拜自然会欢迎全世界的设计和设计师。全球建筑巨头: 圣地亚哥·卡拉特拉瓦 (Santiago Calatrava), 扎哈·哈迪德建筑事务所 (ZahaHadid Architects), 福斯特建筑事务所 (Foster + Partners) 和贝诺 (Benoy) 的工作室在 2016 年在迪拜设计区 d3 开设办公室, 以响应当地业务的扩张, 预计到 2017 年建筑行业市场容量将达到 2217 亿美元的峰值。

This is underlined by the fact that the studios of five architecture giants - Santiago Calatrava, ZahaHadid Architects, Foster + Partners and Benoy - are opening offices in Dubai Design District d3 in 2016 in response to the expansion of the local architecture industry which is forecasted to peak at \$221.7 Billion in 2017.



体验设计过程

Design Process Experience

设计周的展示中心是迪拜设计区 d3 工业展示区。在这里, 设计师们展示了他们的工作室, 游客可以欣赏工作中的工匠以及其他许多活动。

Memoir Bar by Thukral&Tagra 设计, 游客们将回忆写在纸上, 并将它粉碎, 再看着它被制成瓷砖。

The central heart of DXBDW16 was once again the Dubai Design District d3 industrial complex. Here, designers opened their studios and visitors could admire artisans at work as well as a multitude of other activities.

Memoir Bar by Thukral &Tagra: the tourists wrote their memories on paper, smashed them into materials for tiles.



全球设计界新星之“毕业展”

Global Grad Show

“全球毕业生展” (Global Grad Show) 绝对是大家都期待的世界性展览。来自 30 个国家、50 所一流大学的毕业生将他们的设计作品一并展示给观众, 作品数量达到 145 个。

这些作品有的关注可持续性发展, 有的关注电子通讯领域, 有的关注特殊人群, 也许, 你的生活就和这些设计息息相关。

Global Grad Show is absolutely a highly-anticipated global show, where up to 145 design works of graduates from 50 first-class universities in 30 countries were exhibited.

Some works focus on sustainability, some focus on electronic communications and others focus on special populations, and all of them are closely related to our daily life.



蜘蛛丝的小提琴, 它是 Luca Alessandrini 的毕业设计。Spider silk used as violin string, graduation design works of Luca Alessandrini.



浪漫的艳遇野餐包 (Alexis Tourron 的毕业设计), 由皮革、藤条和铁件制成, 这包含有多种配件, 允许用户在外即兴制作一顿浪漫的晚餐。

Romantic picnic bag, graduation design works of Alexis Tourron, is made of leather, rattan and hardware. It contains various accessories to allow users to prepare a impromptu romantic dinner outdoors.



Music geniuses or graffiti geeks

Here musical geniuses and graffiti geeks share one city. In the spring of 2017, Elbphilharmonie Hamburg will present a one-week long "New York Story" feature to New York City, the giant "music melting pot". In the districts of Hamburg, street artists use paintings to introduce the seven highlights of the concert.

Christopher Lieben-Seutter, general manager and artistic director of the concert hall said: "Elbphilharmonie Hamburg is not a high art hall. Our goal is to reshape the spirit of music and make it to the general public."

音乐天才 or 涂鸦怪杰

一边是音乐天才，一边是涂鸦怪杰。2017年春季，汉堡易北爱乐厅将以历时整整一周的《纽约故事》专题演出献给有着“音乐大熔炉”之称的纽约市。在汉堡各区，街头艺术家们用画作一一诠释了音乐会的七大精彩看点。

音乐厅总经理兼艺术总监Christoph Lieben-Seutter表示：“汉堡易北爱乐厅绝不是高高在上的艺术殿堂。我们的目标是重塑音乐精神，让它走向普罗大众。”



德式严谨 VS 设计狂热

—汉堡易北爱乐厅

German Rigor VS Design Frenzy

— Elbphilharmonie Hamburg

编辑：彭茜、方睿 Editor: Qian Peng, Fray Fang



项目名称：易北爱乐音乐厅
项目地点：德国汉堡
设计方：herzog & de meuron

Project Name: ELBPILHARMONIE
Project Location: Hamburg, Germany
Design by herzog & de meuron

理性”？“严谨”？这些标签，让我们认识了德国但绝不够认知这个国度。在多元化文化时代，撕掉标签，看看，德国汉堡易北爱乐厅，这一为艺术而狂热之作。

"Rational" ? "Rigorous" ? ... These labels introduce us to the country of Germany, but barely enough to know about it. In the era of cultural pluralism, let's tear up the label to unveil Elbphilharmonie Hamburg, Germany, a fanatical work of art.



耗时 10 年建造,为艺术而痴狂之作

可以说，易北爱乐厅执着于艺术几近痴狂，该建筑用：

- 1.8万吨钢材构建 ≈ 一条汉堡到汉诺威的新铁路；
- 20万吨重钢筋混凝土 ≈ 722架巨型A380飞机；
- 1架飞机的造价 ≈ 易北爱乐厅造价；
- 10年的建造时间。

A fanatical work of art that took 10 years to build

Elbphilharmonie Hamburg is almost frantically dedicated to art, as shown in the following figures:

- 18,000 tons of steel ≈ a new railway from Hamburg to Hanover;
- 200 thousand tons of reinforced concrete ≈ 722 giant A380 aircrafts;
- Elbphilharmonie is almost the cost of an aircraft;
- 10 years of construction time.

↓ 该项目始建于 2007 年,历经了几乎十年的时间实现,并将于 2017 年 1 月 11 日和 12 日正式开幕。



令人安心的是：在水下用于加固易北爱乐厅的的1761根钢筋混凝土立柱的每一根，都能承载200吨的重量。

It is reassuring to note that each of the 1761 reinforced concrete columns used to reinforce the Elbphilharmonie underwater is capable of carrying 200 tons of weight.

↓ 引人注目的玻璃幕墙，拥有 1100 个独立窗格，仿佛一只只穿透艺术的“眼镜”。



艺术之“眼”

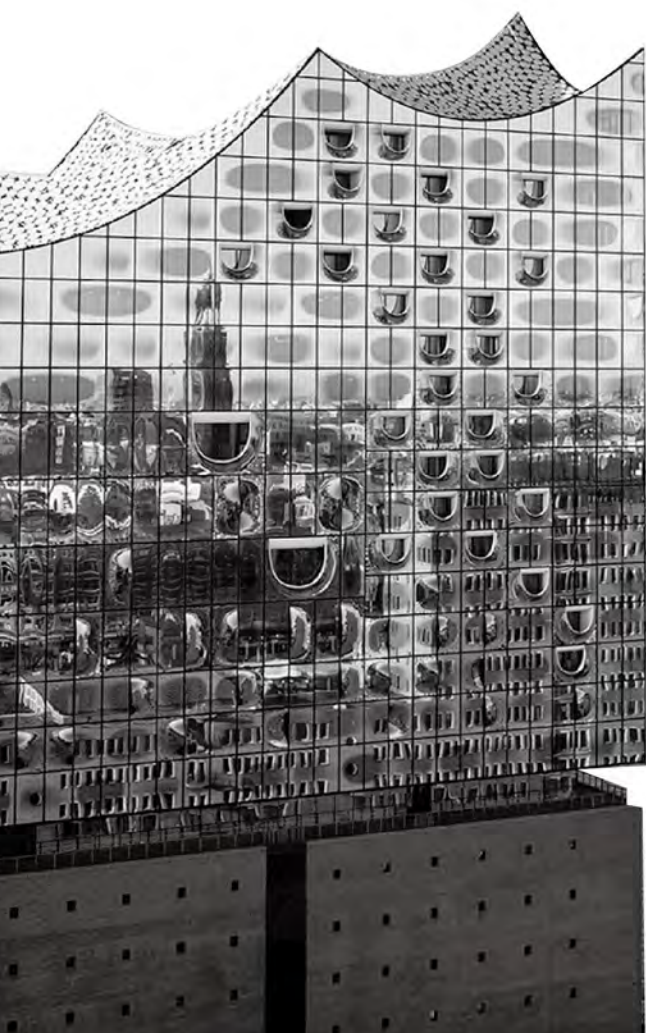
引人注目的玻璃幕墙，拥有1100个独立窗格，仿佛一只只穿透艺术的“眼镜”。这座壮丽的音乐厅伫立于汉堡易北河畔。建筑风格大胆而创新，由1963年的旧仓库与新建音乐厅组合而成，底层旧仓库用作停车空间和商业空间。独特的设计与汉堡具有历史沉淀感的建筑产生对比与融合，让它成为整个海港城的焦点。

易北爱乐厅不仅是一个音乐厅。该项目包括3个音乐厅，一个酒店，45个私人公寓。易北爱乐厅总计37米高。其中面积达4000平米的广场在2016年11月早一步向公众开放，可俯瞰整个海港城和汉堡城。整个音乐厅将于2017年1月正式对外开放。这个多功能混合的建筑将成为未来海港城的地标和市民中心。

The “eye” of art

The eye-catching glass façade features 1,100 individual panes, as if they were “eyes” seeing through art. This magnificent concert hall stands on the banks of the Elbphilharmonie Hamburg. The design is bold and innovative by integrating an old warehouse built in 1963 with newly built concert halls. The old warehouse at the basement is used as parking and commercial space. This unique design offers a contrast as well as fusion with the historical buildings in Hamburg, while stands out as the focus of the harbor city.

Elbphilharmonie is obviously not just a concert hall. The project consists of 3 concert halls, a hotel and 45 private apartments. The total height of Elbphilharmonie is 37 meters. A 4000 square meters square was already opened to the public early in November 2016, where one can overlook the view of the entire harbor city and Hamburg. The concert halls will be officially opened in January 2017. This versatile building will become the landmark and civic center of the future harbor city.



↓ 新音乐厅以其独特的建筑风格体现了汉堡具有强烈新旧对比的航海之都魅力。



特殊结构与材质

设计师经过广泛的材料研究，开发出了特殊的墙体和天花板表面结构。高密度的超重工程型石膏纤维板可产生回声，数不清的铁削贝壳状凹槽在继续将回声传播和发散出去，以此达到最佳试听效果。

Special structure and material

After extensive material research, designers developed special wall and ceiling surface structures. High-density overweight engineering gypsum fibreboard can produce echo, while countless iron shell-shaped grooves continue to dissipate the echo, in order to achieve optimal audition results.



ELBPHILHARMONIE

HAMBURG



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