



“自由之光”，Roxxane Leggera CL

MATSU
Inspiring Office Lifestyle

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。

SHU木

No.44
SUMMER 2018
夏季刊

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卷首语

Editor's Voice

诗意

前年春天，北京展厅乔迁，赶着最好的时节，“当春乃发生”。

去年春天，上海旗舰店有了新的活力与面貌，
春“趣”春来，“又是一年春好处，绝胜烟柳满魔都”。

今年，我们继续在诗意与美好的路上。
全球设计竞赛，那是天马行空的豪放；
对话王小慧跨界学院，那是艺术与设计的高山流水；
“无手机空间”课题，那是伴随生命成长的新“诗意”；
.....

一步一景，一景一诗，
物物有诗意，事事有诗情。

从物质到精神，美好生活少不了托物言志的诗意流淌。
从空间到宇宙，诗意在这里流转千回。

—本刊编辑部

Poetry

In the spring of 2016, Beijing showroom was relocated. It was the best season in a year and "good things happen in spring".

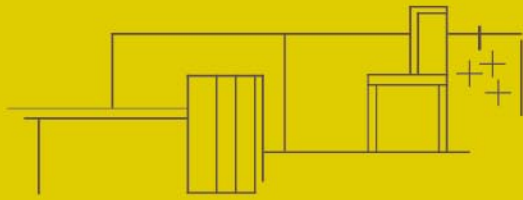
In last spring, Shanghai flagship store was given a new vigorous look.
Spring is fascinating. "Spring is the most beautiful moment in a year, much more charming than any other season and scenery in Shanghai".

This year, we continue our way of being poetic and wonderful.
Global design competition gives you a stage to unleash your free ideas;
Interview with Wang Xiaohui cross-border cooperation is brainstorm of art and design;
"Phone-free space" topic is a new poetry that develops itself with you;
.....

Every step brings about scenery, and every scenery creates a poetry
Poetry is everywhere.

From substance to spirit, beautiful life is full of poetries that use objects to express feelings.
From space to universe, poetry is never getting far from us.

夏



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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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.

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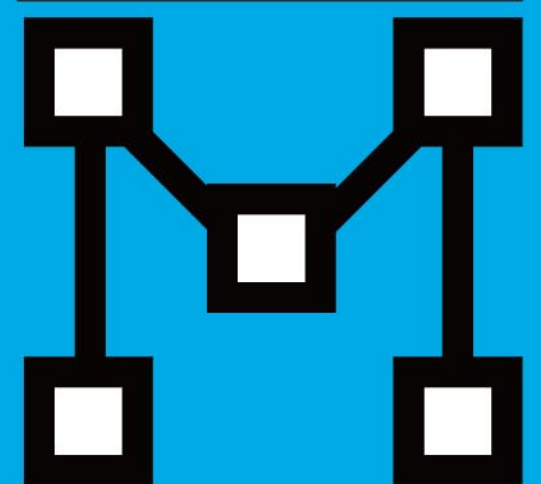
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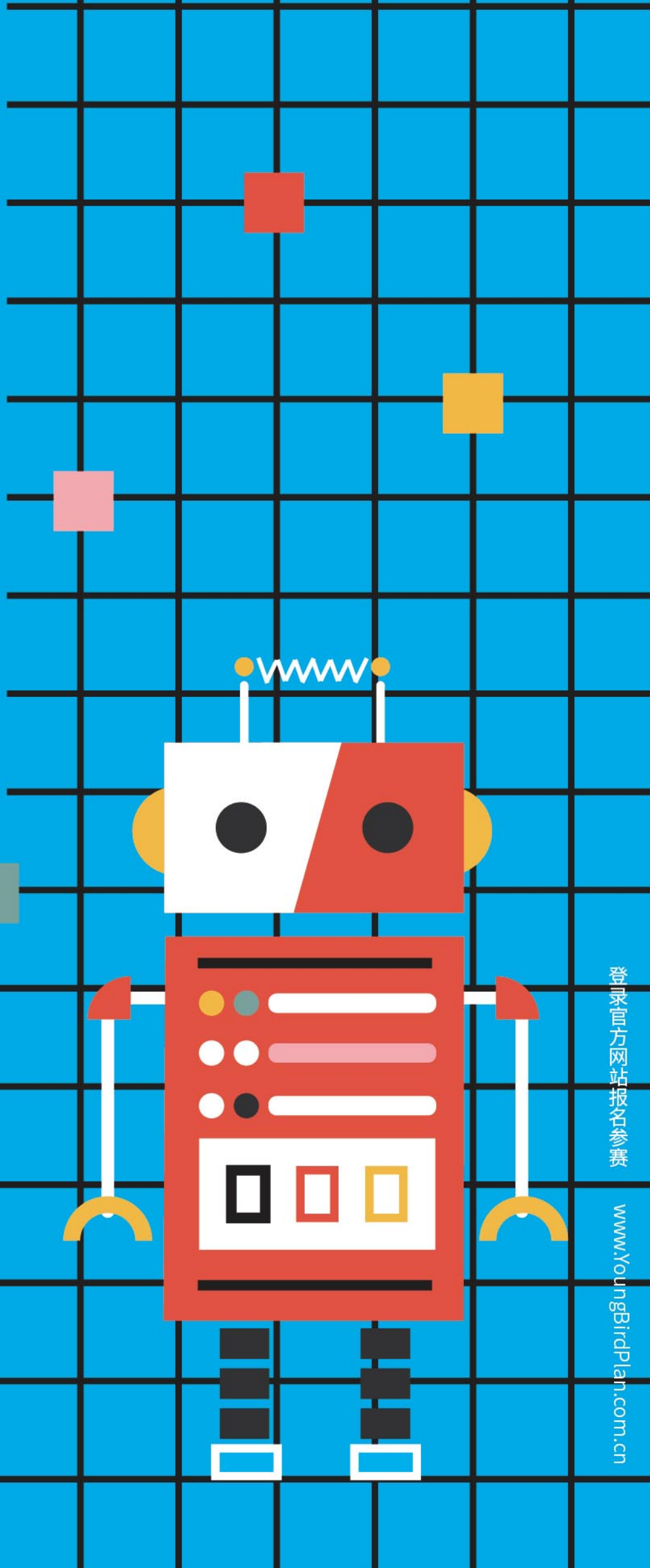
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First Wittmann Ragship Store in Germany Opens at Stilwerk Hamburg



MATRIX

天玛行空 2018
模块化办公家具系统设计竞赛
MATRIX MODULAR OFFICE SYSTEM
DESIGN COMPETITION



登录官方网站报名参赛

www.YoungBirdPlan.com.cn

2018天玛行空模块化办公家具系统设计竞赛全球上线!

2018 MATRIX MODULAR OFFICE FURNITURE SYSTEM DESIGN COMPETITION

编辑: Youngbird 编辑部 图片由 MATSU 提供 Editor: Youngbird Photo provided by MATSU

设计创造文化, 文化造就价值观, 价值观决定了未来。

Design creates culture. Culture shapes values. Values determine the future.

—Robert L. Peters

工作的本质已经从根本上发生转变。如何转化工作空间使用率与提高工作效率成为时下办公焦点。我们理应持续观察影响办公环境的文化动态, 想象那些既能满足现状, 让人产生幸福感, 还能让人对不可避免的改变充满期待的灵活产品。玛祖铭立 MATSU 此次携手 Young Bird Plan 共同发起的模块化办公家具系统设计竞赛, 以“天玛行空”轻松自由的方式, 为移动办公空间设计模块化办公系统家具, 期待着与灵活生动的办公家具不期而遇。

The nature of work has fundamentally shifted. Therefore how to increase office space utilization and users' productivity becomes a hot topic. We shall unceasingly pay attention to new ideas and trends in office culture. And we need to envision flexible products which are able to satisfy current requirements, people's feeling, and future demands of change. This time, MATSU Group, cooperating with Young Bird Plan launches 2018 Matrix Modular Office Furniture System Design Competition. Participants are free to think and we are expected to meet with your flexible office furniture.

评委介绍

此次特邀国际著名跨界艺术家王小慧教授、AECOM 执行总监 Patrick、产品设计师 Joeri、YoungbirdPlan 创始人叶春曦以及玛祖铭立创始人蔡演国共同组成跨学科评委团。

Introduction of judges

Crossover artist Professor Wang Xiaohui, AECOM executive director Patrick, designer Joeri, YoungbirdPlan founder Isa and MATSU's founder Mr. Cai Yanguo were specially invited to form up an interdisciplinary jury.



Joeri Reynaert
Joeri Reynaert 工作室创始人 & 产品设计师 & 创意总监
Founder & Product Designer & Creative Director of Joeri Reynaert Studio



Patrick Olaf de Louwere
AECOM 执行总监
Studio Lawrence 创意总监
Executive Director Architecture AECOM
Creative Director Studio Lawrence



王小慧教授
国际著名跨界艺术家
跨界学院创始人
Prof. Xiao Hui WANG,
Internationally Famous
Multi-disciplinary Artist,
Founder of Interdisciplinary
Institute



蔡演国
玛祖铭立 MATSU 创始人 & 总裁
YANGUO CAI
Founder & CEO of MATSU Group



蔡春曦
YoungBirdPlan 创始人
ISA YE
Founder of Young Bird Plan

Young Bird Plan

Young Bird Plan 成立于 2013 年, 是一家面向全球的高品质设计竞赛平台。以目标建造、名师辅导、跨界评委为三大 DNA, 致力于为青年设计力量的崛起创造一切可能。一方面, 秉持着“用竞赛改变世界”的理念, 矢志为青年设计师提供更多实践机会; 另一方面, 不断对接政界、商界、学界的多角度需求, 积极联合设计师、制造商、开发商、城市运营商、使用者之间的断层, 推动大量关注于城市空间与日常生活的竞赛设计项目与产品的完美实现, 为中国的城市化发展做出贡献, 是全球具有影响力的设计竞赛平台之一。

Young Bird Plan, founded in 2013, is an international platform for high-quality design competitions. We boast three key elements, viz. fabrication, mentor's guidance and interdisciplinary jury, in order to create endless opportunities for young designers. Since establishment, the platform is committed to providing young designers with more practical opportunities with the concept of "Competition makes a different world". On the other hand, we also bridge the gaps between designers and manufacturers, developers, urban operators, users, based on thorough analysis of all players' needs. As one of the most influential design competition platform around the world, we are committed to propelling the implementation of design projects and products focusing on urban spaces and daily life, making contributions to the development of urbanization in China.

报名方式 more details

登录官方网站 www.youngbirdplan.com.cn 报名参赛
Please register by logging into our website: www.youngbirdplan.com.cn

欢迎关注微信公众号: MATSU、youngbirdplan-cn;
官方微博 @MATSU @YoungBirdPlan 获得竞赛最新资讯;

For the latest information about this competition, please follow our official WeChat account MATSU、youngbirdplan-cn or our official Weibo account @YoungBirdPlan;

与Jorge Pensi、Jean Nouvel、Luigi Colani等大师比肩，MATSU期待你的加入！

编辑：Youngbird 编辑部 图片：由 MATSU 提供 Editor: Youngbird Photo provided by MATSU

WORKING WITH JORGE PENSI, JEAN NOUVEL, LUIGI COLANI, MATSU WANTS YOU!

“合作”

COLLABORATION

无经典,不大师!

Classical work, great master!



Jorge Pensi

1946 年,出生于阿根廷首都布宜诺斯艾利斯。大学时就读建筑学,毕业后为了追求更多机遇与梦想,前往西班牙巴塞罗那,并获得西班牙国籍。之后, Pensi 在巴塞罗那建立了自己的设计工作室,并从此致力于家具、灯具及建筑等方面的设计工作。在与 Kusch+Co 的多次合作中,研发了包括 ¡Hola!、Ona 系列等在内的一系列广受好评的经典产品, ¡Hola! 系列座椅曾荣获了工业界奥斯卡红点奖。

In 1946, Jorge Pensi was born in Buenos Aires, capital of Argentina, major in architecture in university. After graduation, he went to Barcelona for more opportunities and to realize his dreams, and hence Spanish citizenship. He then established his own design studio and started his career dedicated to furniture and lamp and architecture design. During his co-work with Kusch+Co, he developed many widely praised classical works including ¡Hola! and Ona. ¡Hola! chairs have been honored with Oscar in industry, Red Dot Award!

¡Hola!,一款名副其实的多功能座椅,兼备优秀的外形与齐全的功能。椅身由重量极轻、但异常坚固、耐磨的塑料材质构成,不仅利于堆叠与搬动,更让清洗和维护变得轻而易举。此外,极佳的人体工学设计,使其拥有了出色的坐感体验。



¡Hola! is worthy of the name of multifunctional chair, born with beautiful appearance and full functions. The chair is lightweighted but very firm and wearproof. It is easy to stack and move, as well as to clear and maintain. In addition, with professional ergonomic designs, this chair provides excellent experience.

2018 年, Kusch+co 与 Anna von Mangoldt Farben 色彩机构合作,赋予了 ¡Hola! 这个经典之作 9 种绵密而柔和的雾面色彩。让其透露着一种静静的美,不张扬,但却可以默默“艳雅全场”!



2018, Kusch+co joined hands with Color Organization, Anna von Mangoldt Farben to endow this collection with 9 dense and soft matt colors. Quiet and low-key, it is the most charming element in a room.

Ona Visit,选用高弹性、高韧度的优质布料扣在依据人体工程学设计的 S 型椅背框架上,为使用者提供完美的形体支撑。同时配以梯形设计的浑厚座垫,流线型的椅架,给人曲线流畅、浑然一体的美感。

Ona Visit applies high elasticity and high tenacity quality cloth to ergonomic S-shape chair back, providing perfect support for users. Trapezoidal cushion and streamlined frame adds more fluent beauty.



Ona Fancy,外形简洁利落,线条流畅,极富个性。向外微微张开的扶手、出色的座椅人体工学,并具备堆叠功能,在会议、培训、公共休闲等空间均可被广泛应用。

Ona Fancy has simple, streamlined outline, outward arms and excellent ergonomic design. It is easy to stack so it is widely used in conference room, training room and other public areas.



迄今为止已拥有 22 年历史的 MATSU,一直致力于提供个性化、高品质和极致设计的办公空间整体解决方案。为了打造品牌的设计 DNA,自创立初期便与德国著名家具企业 Kusch+Co 建立合作开始,之后更将触角延伸至其它领域,积极与诸多享誉全球的建筑设计大师、工业设计大师进行跨界联姻。同时, MATSU 从未停止发掘自主创造和研发新品的能力,一步一步地精耕细作出精良的制造工艺及严谨的作业风格,从而保持产品的先进性及品牌的领先性。

本篇从合作、跨界、原创、研新四个关键词切入,以新颖的视角呈现 MATSU 深化品牌设计力的脉络,带你全面了解品牌背后的设计师故事.....

As a company with 22 years of history, MATSU has always been dedicated to providing customized, high-quality and best-designed overall office space solution. In order to build brand DNA, MATSU has been in collaboration with well-known German furniture company Kusch+Co since its establishment, and later with famous global architects and designers in other fields. Meanwhile, MATSU has been actively and continuously exploring its own innovation and R&D ability to steadily and intensively develop superb process and precise operation mode, thus further consolidating the leadership of products and brand.

This article involves four key words: collaboration, cross-border, original, research and innovation. This article will present to you how MATSU deepens brand design capacity in a novel manner and show you designer stories behind...



匠心独运,化繁为简 Ingenuity and conciseness

1962 年出生于德国 Schleswig, 大学学习工业设计专业。毕业后, Kolberg 先后与多家著名企业合作推出不同的工业产品,才华横溢的设计使他迅速成为德国工业设计界的一颗新星。Kolberg 热衷于将现代建筑学中的理念与思想融入他的设计中,以形成一种独特的简洁自然风格。1999 年起, Kolberg 与 Kusch+Co 展开合作,共同开发了包括 Profession 培训系列、Papilio 座椅系列、Sono 高级行政桌等数款广受欢迎的家具产品。

Kolberg was born in Schleswig, German in 1962, and he was major in industrial design in university. After graduation, Kolberg was engaged in collaboration with many famous companies and worked out various brilliant designs that made him a new star in German industry world. Kolberg is keen on integrating modern architecture philosophy into his designs so his works are usually simple and natural. Kolberg and Kusch+C started their collaboration in 1999 and they've co-created many well-accepted furniture like Profession, Papilio and Sono.



Justus Kolberg

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

Profession, simple and light and ergonomic chair, with practical and humanized functions. Its slightly upward seat enables human body to naturally lean back a bit. A human's main part leaning back reduces pressure to thigh and won't cause uncomfortable feelings if sitting for a long time.



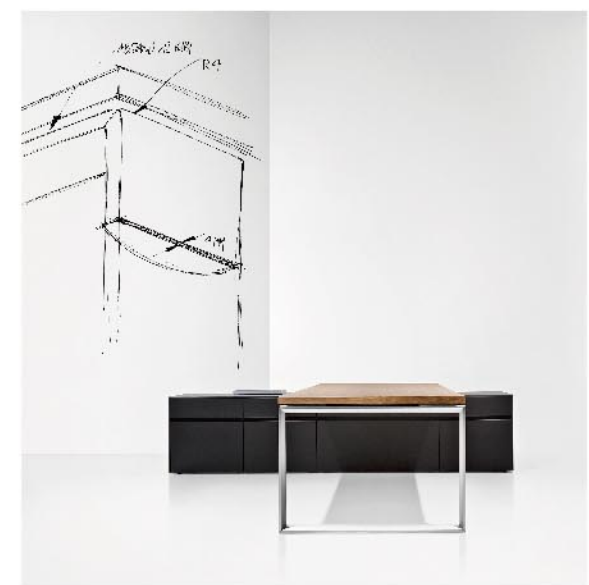
Papilio,拉丁文意为蝴蝶,极致的外观设计、完美的工艺、丰富的配置、强大的功能带给所有使用者不同凡响的舒适与体验。

Papilio means butterfly in Latin. Its excellent appearance design, perfect craftsmanship, strong configuration and full functions bring unique comfort and experience to everyone.



Sono,崇尚“少即是多”的极简主义,又不失沉稳大气的风格。绝妙的设计与流畅的线条浑然天成,强大的功能暗藏桌内,无微不至的细节匠心独具,让烦琐归于简洁,复杂由此简单。

Sono, an advocate of "less is more", is magnificent. Superb design and streamlined outline are like gifts given by nature. This desk is actually of strong functionality and considerate ingenious design. Office furniture is concise and work becomes simple.



不败的创造力游戏赢家 Ever victorious winner in innovation



Norbert Geelen

出生于 1968 年, 一直以“带着创新精神, 从另外一个视角创造独特产品”为设计理念。从 Essen 大学完成深造后, 以自由设计师身份为意大利米兰 MatteoThun 工作室服务。1997 年, 他与 Robert Kilders 创建 bert&bert 设计工作室。2005 年, Norbert Geelen 往返于德国 Straelen 与米兰工作室, 并专注于家具设计, 特别是高品质的座椅系列。2007 年, Norbert Geelen 与 Kusch+ Co 合作。

Norbert Geelen, born in 1968 and born with a personality of "being innovative and unique". After his study in Essen, Norbert Geelen served in Milan MatteoThun as freelancer designer. In 1997, he joined hands with Robert Kilders to establish bert&bert studio. In 2005, he went back to German Straelen and Milan studio and started to focus on furniture design, especially high-end chair design. Norbert Geelen began his co-work with Kusch + Co in 2007.



Uni_verso, 该系列最大的特点便是“如宇宙般包罗万象”, 是设计师对当代办公环境、空间理念, 以及不同员工的工作习惯进行系统研究后, 巧妙完成的是一套系统性的、适应几乎所有空间的模块化系列产品。

Uni_verso, its biggest feature is "being inclusive like Universe". Before giving birth to Uni_verso, a systematic modularized collection that is adapted to any space layout, designers have made comprehensive research in modern office environment, space layout philosophy and various employees' habits.



Volpe, 一体成型的三维椅板, 搭配优质泡棉椅垫, 让坐感更加舒适。与 Volpino 一样, 它同样拥有出众的整体造型、线条流畅的椅身设计、以及近乎完美的工艺和细节处理。

Volpe, one-piece 3D chair back vs quality foam cushion, better using experience thus is created. Like Volpino, Volpe is endowed with beautiful and streamlined appearance. What's more, its production process and details handling can be called "perfect".



Volpino, 在意大利语中意为“小狐狸”, 设计师将狐狸“灵动、多变”的特质融入其设计语言中, 创造了一款适用于办公、会议、休闲、接待等多种空间的系列座椅。

Volpino, "little fox" in Italian words. Designers have added "flexible and changeable" elements, which is the characteristics of fox, to their designs. Thus, a multi-functional chair collection emerged.

好的设计 > 理智 + 情感 Good design > rational + emotional

这是一对来自丹麦的设计师组合, 两人都毕业于丹麦设计学院。Scaffidi 的设计灵感更多来源于自己血液中火热的南欧情怀与理性的北欧智慧之间的融合, 而 Johansen 则更多地依仗自己多年来对家具制造的热情与经验。两位设计师相辅相成, 共同创造了许多款倍受好评的家具产品。在他们看来, 漂亮的设计并不等于出色的产品。真正优秀的设计是别出心裁的创意、精心的策划与选材, 以及丰富的制造经验相互碰撞的结果。



Njord, 凭借极具创意的材质选择、美观大气的外观设计以及出色的工艺细节, Njord 在 2012 至 2013 年间连获包括红点奖、IF 奖等在内的四项国际设计大奖。

Antonio Scaffidi & Mads K. Johansen are a team from Denmark, the both of which graduated from Danish Design School in Copenhagen. Scaffidi finds his ideas in the love for South Europe in his heart as well as his wisdom endowed with by North Europe. Johansen gives full play to his passion and experience in furnituring making industry. They support and complement each other and have brought out many well-accepted furniture works. Instead of merely pretty designs, what they believe is truly excellent designs must integrate unique innovations, considerate planning and materials selection and abundant manufacturing knowledge.



Antonio Scaffidi & Mads K. Johansen

ARN, 源自 100 系列座椅的设计精髓: 简洁的外观与精致巧妙的结构, 并将之运用于构造创作中。设计师旨在设计一张可以代表未来座椅的作品, 这张座椅不仅有利于健康, 还拥有工学的人体工学舒适度, 且在功能性、通用性各方面都具有出色表现, 并且可通过建筑结构材质体现可持续性, 自然而优雅。

ARN, whose essence comes from 100 collection: simple outline and delicate structure. Designers want to express his imagination for future through this chair. This chair is good for health. The use of ergonomic knowledge ensures comfort. What's more, it does good performance in function and adaption. This is a sustainable chair because its structure and material are environment-friendly. Look, how natural and elegant it is.

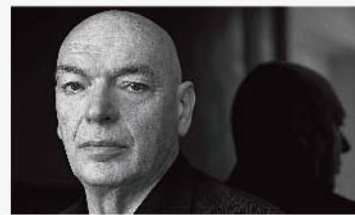


“跨界” “CROSS-BORDER”

“家具的将来不是家具” “Furniture is more than furniture in the future”

当代著名的建筑设计大师。1945 年生于法国, 毕业于法国国立高等美术学院。在他的建筑师生涯中, 获得了一系列权威性的奖赏, 包括 1987 年的阿卡汗奖、2005 年沃尔夫艺术奖和 2008 年普利兹克奖。其代表作遍布世界各地, 包括: 法国里昂歌剧院、法国萨拉克的圣玛丽教堂、西班牙国立索菲娅女王博物馆和艺术中心。他善于运用钢与玻璃, 并巧妙的运用光使建筑充满生命的魅力。

Well-known modern architect. He was born in France in 1945 and graduated from école nationale supérieure des Beaux-arts de Paris. He has obtained numerous authoritative prizes in his career as architect, including Aga Khan Award in 1987, Wolf Prize in Arts in 2005 and Pritzker Architecture Prize in 2008. His famous works can be seen all around the world, such as Opera Lyon, St Mary's Church in Salak, France and Museo Nacional Centro de Arte Reina Sofia, Spain. He is a professional in combining steel and glass to uniquely apply light to fulfill buildings with vigorous charm.



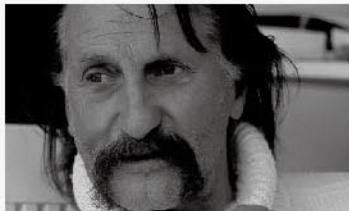
Jean Nouvel x Vienna

Vienna, 运用简约但极具表现力、冷峻又不失个性的线条, 展现其刚毅、俊雅的力量, 并通过 Wittman 的精湛工艺呈现出设计师绝妙的设计艺术。采用模块化设计, 可自由变幻组合, 并且配备宽、窄扶手以及左右扶手可选。

Vienna uses lines that are simple but expressive, stern but unique to show its strength and elegance, which is vividly presented by Wittman's exquisite process. Vienna is modularized collection that enables free combination, including wide and narrow arms and left and right arms.



源自动力世界的弧形畅想 Imagination of dynamic arc



Luigi Colani x Colani

1928 年出生于德国柏林，就读于巴黎索尔邦大学的人体动力学和设计专业。他曾参与过美国航天飞机、宝马、奔驰、法拉利汽车以及上海崇明岛生态科技城等设计工作，是当代最著名的也是最具颠覆性的设计师，被国际设计界公认为“21 世纪的达芬奇”。此外，还设计了大量造型极为夸张的作品，被称为“设计怪杰”。1968 年，与 Kusch+Co 公司合作开发了以设计师名字命名的产品“Colani”。

Luigi Colani was born in Berlin, Germany in 1928. He was major in Human Dynamics and Design in Paris Sorbonne University. Being the most prestigious and subversive designer and recognized as "Da Vinci in 21st Century", he has ever been invited to the design of US space shuttle, BMW, Benz and Ferrari as well as the project of Chongming Island Ecological Science and Technology City. More than that, Luigi Colani has presented many exaggerated works and won the title of "design geek". In 1968, he created "Colani", a product in his name, with Kusch+Co.



Colani, Luigi Colani 曾说：“地球是圆的，所有星球的都是圆弧形的，并在椭圆的轨道上运行，甚至连我们自身也是从那个椭圆形的细胞中繁衍出来的。我将追随伽利略的信仰，我的世界也是圆的。”这款以大师名字命名的沙发折射出其“圆”的设计观，问世至今已半个世纪，一直被认为是时尚、前卫的经典之作。

Colani, Luigi Colani ever said: "our earth round. All planets are round and they are running on round orbit. Our lives come from round cells. I will follow Galileo and my world is round." The sofa in the name of the great master reflects his design philosophy of "being round". It has been deemed as modern and avant-garde for more than 50 years since it was first released.



令人欲罢不能的桃红魔力 Fascinating pink magic



Karim Rashid x Squeeze

Karim Rashid 擅长勾勒未来世界的设计风格及全方位的创作功力，无人能出其右。作为今工业设计界的巨星，为许多国际知名品牌设计出耳目一新的产品，从 Umbra 到 Prada，从 Issey Miyake 到 Method。他喜欢用半透明而色彩丰富的塑胶材料，作品清新、多变、性感，因此得到“塑胶诗人”的雅号。

Karim Rashid is good at future-sense elements design and is endowed with comprehensive creating ability, second to none. As a big star in industry design, he has created many novel products for top international brands such as Umbra, Prada, Issey Miyake and Method. He loves to apply semi-transparent and colorful plastics to create refreshing, changeable and sexy product, thus getting the title of "plastics poet".



Squeeze, “拥挤”的趣味，从柔和扩散的光源到舒缓、流线的灯体，突然又变为平坦的顶部表面，灯具本身的形体被强化，暗示着一种充满了秩序感的张力和戏剧性，凸现出丰富的造型语言与设计趣味。明艳的桃红色是 Karim Rashid 最具代表性的颜色吗，充分发扬设计的正能量，带给空间无限惊喜，此外，还有黑与白以及其它五彩斑斓的颜色可选。

Squeeze is interesting. Soothing light, streamlined lamp, flat top surface ... the shape of lamp becomes intensive, indicating well-arranged tension and dramaticism and presenting pretty much design language and fun. Bright pink is what Karim Rashid likes. Pink is positive and surprising. But designer also provides other colors for you to choose, black and white, and other colors.

“原创”

“ORIGINAL”

来自北欧的幸福加持 Eternal happiness from North Europe



Dirk Wynants

x "哥本哈根COPENHAGEN"

Wynants 出生在比利时北部的一个木匠家庭，曾经在根特圣卢卡斯建筑学院学习室内建筑和家具设计。他拥有自己的个人设计工作室“Dirk Wynants Design Works”，其设计的诸多产品曾荣获红点、IF 等国际大奖。2014 年，其工作室正式与 MATSU 合作，研发设计“哥本哈根 COPENHAGEN”新一代百变工位系统系列。不得不提的是，当时担任工作室经理的设计师 Joeri Reynaert，也参与到该系列产品的设计中去，如今的他在上海也成立了自己的设计工作室，并担任 2018“Matrix 天玛行空”模块化办公家具系统设计竞赛的评委之一。



这一以丹麦首都为名的办公家具系统，将丹麦对自然的热忱，以及信任、平等、自由、价值观等元素融入产品中，以提升办公空间幸福感。作为创新性的系列产品，不仅仅是工位。它可以满足工作空间、讨论空间、协作空间、休憩空间、学习空间、会议空间、培训空间、焦点空间、主管空间等不同功能需求。

This office furniture system has the name of capital of Denmark. Worthy of the name, this work integrates Denmark's passion, trust, equality, freedom and values etc., to raise the level of happiness in office. As an innovative collection, Copenhagen is more than a work station. Instead, it meets all kinds of needs including work space, discussion space, collaboration space, study space, conference room, training room, focusing area and manager space etc.



外观上巧妙运用近乎于直线的不规则斜线，并在直线基础上加入了圆形导角，以兼具空间利用效能与灵动性，让人感觉如家般的亲切；材质的选择主张环保、自然，支撑脚用材采用可再生的竹实木，屏风则选用由环保型 PET 材料 Revive 打造而成的丹麦品牌 Kvadrat。

From appearance, it uses irregular slash and chamfer to enable space utility and flexibility, making people feel at home; for material selection, Copenhagen advocates for things that are environmental-friendly and natural. Legs are made of renewable solid wood and screens are Denmark brand Kvadrat, made from Revive, a kind of EP PET material.



“研新”

RESEARCH AND INNOVATION



Michael Daubner x MOTU

1963 年出生于巴伐利亚, 大学时就读于木刻和木艺专业, 工作后曾在多家公司担任木作工艺师, 专注于家具设计和室内设计。1996 年建立 DNS 设计小组, 2016 年成为 WD3 空间设计公司的合伙人。Daubner 倡导随意、灵活的设计理念, 不拘泥于范式, 并充分地把握当下发生和人们当下的需求融入到设计中。他曾把产品设计比喻成烹饪, 致力于“开发一个用四种配料就可以煮出 20 道不同菜肴的食谱”。构成办公桌升降桌脚的木材和钢, 以及构成工作台面的亚麻油毡和刨花板混合塑料, 这“四种配料”在 Daubner 一系列先锋性的设计探索里, 幻化成了“MOTU”这道风味独特的美食。

Michael Daubner was born in Bavaria in 1963. Major in woodcarving and wood art in university, he has ever worked as wood artist in many companies, during when he focused on furniture design and interior design. He established DNS team in 1996 and became WD3's partner in 2016. Daubner advocates for freestyle and flexible philosophy and fully integrating current stories and demands into designs. He ever made a metaphor that design is like cooking and he's been dedicated to developing "a recipe that uses 4 materials to make 20 different dishes". MOTU, a unique delicacy, is made of four elements including wood and steel that constitute lifting desk and linoleum and particle board mixing plastics that constitute desktop.



MOTU 是这样一款适应于“液态办公”的产品系列, 员工在这样的空间, 自由移动, 或站, 或坐。他们是空间的使用者, 也是空间的主宰者, 主人翁意识在这样自主的“液态空间”中, 自然而然地贯穿其中。

MOTU is suitable for "fluent office", where employees move freely. They are the user and master of the space. "Fluent office" gives full play to ownership.

MOTU 在台面、支撑脚等常规办公家具基础要素上, 用全新的技术和材料重新思考设计而成。它多变而灵动, 可根据空间而自适应, 让员工自由活动, 并促进“液态办公”模式的实现。这款 Meeting table A plus 升降会议桌满足两种会议状况的需求, 员工可坐可站, 也可以为了高效选择在吧台集中讨论。

Based on regular office furniture elements like desktop and legs, MOTU redesigned it with new technologies and materials. It is flexible and is adapted to any type of space. MOTU enables employees to move freely and to realize "fluent office". Meeting table A plus has lifting desktop that meets standing meeting demands and sitting meeting demands. Employees can also use it at bar counter to have a quick talk.



模块化办公新启迪

Modularized office brings new inspiration



KINZO x unit

2004 年, 建筑师 Karim El-Ishmawi、Martin Jacobs 和 Chris Middleton 在柏林创办 KINZO 工作室, 三人分别负责界面设计、室内设计和架构, 以开发模块化的结构单元、合理划分空间为目标, 致力于为客户提供一体化的定制设计解决方案。得力于三人设计小组从项目初步调研、概念呈现、实施规划到落地制成各个阶段完美的整体协作和落实, KINZO 的客户遍布全球, 包括阿迪达斯、安永、SoundCloud、铁狮门、德国电信等等。

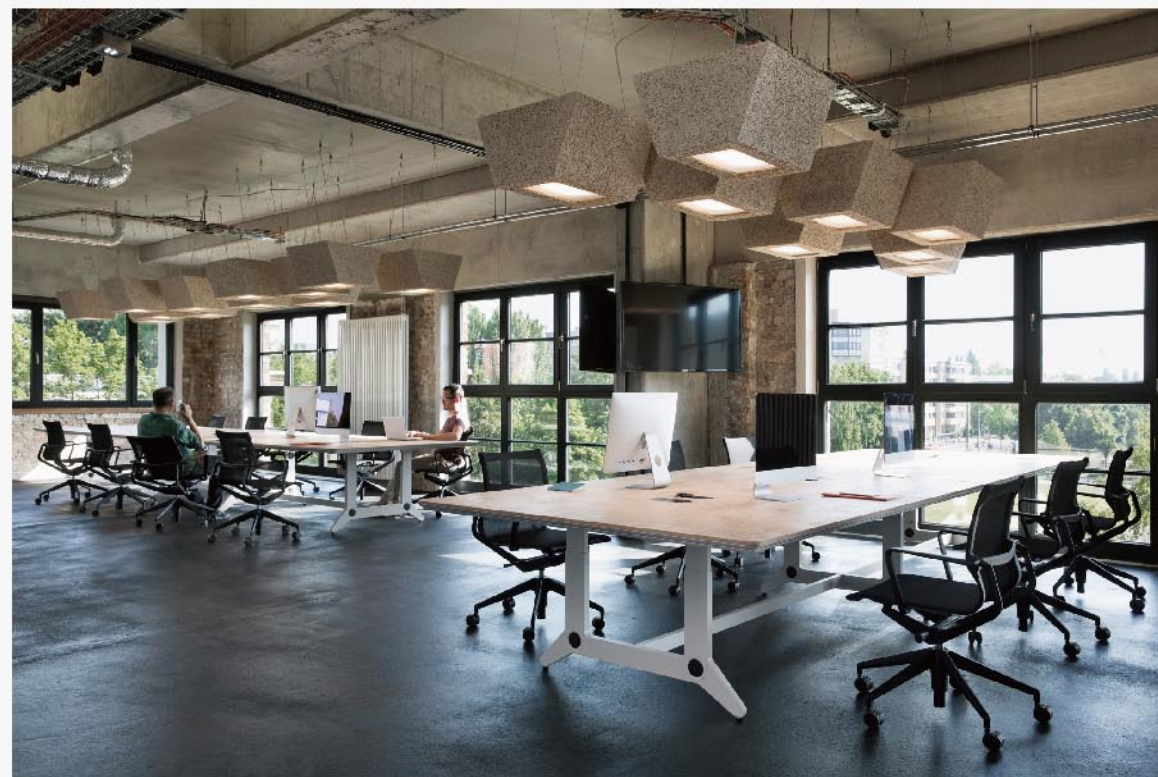
In 2004, architects Karim El-Ishmawi, Martin Jacobs and Chris Middleton established KINZO in Berlin. They are respectively in charge of interface design, interior design and structure. Driven by the goal of developing modularized unit and reasonable space planning, they are dedicated to providing integrated customerized solutions for clients. Relying on the perfect collaboration and implementation in initial research, concept delivery, plan making and product manufacturing, KINZO has made its presence all around the globe for clients such as Adidas, EY, SoundCloud, Tishman Speyer and Deutsche Telekom etc.

unit, 这个全新推出的家具系列正在慢慢推动着交流式工作空间向专注型工作空间的转变。它意味着单元, 可以用一种设计语言组合成无穷的变化方式 同时, 包含了“合作”的意思, 一个个单元结合在一起, 成为了一整套的家具系统。

Unit, a brand new furniture collect is driving the transformation of office from communication-type working space to focusing-type working space. It is unit and unit can create various space through different combination; meanwhile, it means "cooperation" as units combine together to become one system.

产品外轮廓的设计映衬了整个城市的风貌, 具有一种独特的立体感。设计师将重点放在家具组合的效果上, 单独物体做背景之用。利用 unit 办公家具, 可以巧妙地搭建出一处隔音效果佳、氛围最优化的临时办公空间。模块化的墙面划分出开放式、多功能的空间, 满足新式办公的要求。

The product outline is endowed with 3D appeal, which reflects the charming city. Designers lay much emphasis on furniture combination effect and single item is used as background. Unit office furniture could help to create a soundproof and enjoyable temporary office room. Modularized walls divide whole space into open-style and multi-functional small space, which well meets the requirement of new office.



打造一个兼具品质和生命力的品牌, 产品及产品线的“设计力”至关重要。缺失这一点, 品牌如同空中楼阁, 根本无法与消费者建立价值认同的联系, 何谈走进消费者的内心?毋庸置疑地, MATSU 这一路来的追求和探索, 完美诠释了“创造激发灵感的办公生活方式”之名, 当值无愧“开拓高端办公环境新纪元”的践行者。未来的 MATSU, 值得更多期待!

There is no doubt that what MATSU is pursuing and exploring is the best interpretation for "creating inspiring office style". MATSU lives up to a practitioner of "exploiting new era for high-end office environment". MATSU deserves more expectation in the future. "Design capacity" of product and product line is very essential to build a quality and vigorous brand. We will lose the value connection with our clients if we don't have this capacity, let alone getting to know what clients are deeply thinking about.



同济大学设计创意学院、瑞典林雪平大学与玛祖铭立三方校企合作开展的“PHONE ZONE FREE 无机地带”课题研究，4月启动。

5月18日，7组设计作品的产品小样在玛祖铭立旗舰店现场展示。师生们对最终的产品设计概念，结构分析，材质选择进行交流讨论，试图以7种设计创意的家具，将手机打入冷宫，冻结它对工作带来的副作用。

The research themed with "PHONE ZONE FREE" was launched in April.

On May 18, prototypes of 7 designs were presented in MATSU flagship store, when teachers and students were exchanging their ideas and views about their designs, structure and materials. Those designs are to help people get rid of side effect brought by smartphones.



玛祖铭立与同济大学设计创意学院携手合作，创新7款家具打造办公空间的“无机地带”

编辑：彭茜 图片：由 MATSU& 同济大学设计创意学院提供

Editor: Qian Peng Photo provided by MATSU & Tongji University College of Design and Innovation

PHONE FREE ZONE CONCEPTS



同济大学设计创意学院莫娇老师

Ms Mojiao from Tongji University College of Design and Innovation



01 “输个液”，好更快！ LALA PHONE

人们对手机的关注度比他们自认为的还要高很多。当他们与手机独处时，情不自禁的拿起手机，开启它，使用它，成为了一种人类的第二天性 - “不自觉”的习惯。手机依靠着我们习惯，贪婪的欲望而侵占着我们的生活，干扰着我们的工作，影响着我们的办事效率。

但是，不得不承认，手机使人类生活，工作更便捷。它让我们可以跨越万里对话，让我们可以洞察千里之外，让我们的思想可以面对多元化的碰撞。它仿佛我们的另外一双脚，一双明目，一个大脑。那么，为什么一个正常人要抛弃手机？，这个让自己超越自身的“脚、眼，甚至大脑”呢？

就像是注射的药品，它们通过人工研制，并非天然，它们更不是你身体的一部分，但是它们却让你的抵御疾病，重拾健康！在生病时，你的确需要它，但它也确实有一些副作用。

LALA PHONE 通过“吊瓶”这种形式，将手机打入冰冷的注射袋中，以警示手机对工作带来的副作用，但该用它提高工作效率时，你只需拉拉它，它便还是你的另一个肢体，提升你的工作效率。



People are far more attached to these devices than they realize and it has become second nature to turn to our smartphones when left alone with them. Smartphones actually make them less productive when working at their desks.

It lies in our nature to expand, to improve our capabilities. So why would a rational person cast off his or her own sense-expanding extra limb?

It's like injected medicine, artificial, not natural, not a part of your body. But they help to build your resistance to disease and keep you healthy! When you are sick, you need it but it indeed brings some side effects.

LALA PHONE is like an infusion bottle where smartphones are locked, which indicates that smartphones can bring side effects. But when you need it to improve working efficiency, just a pull can get it back to you to work for you.

LALA PHONE 分组成员

申由甲 YoujiaShen、张毅沁 YiqinZhang、黄亦杨 YiyangHuang、史韵洁 YunjieShi、Sofia Blonde



02 把手机放入“牙齿” YAI



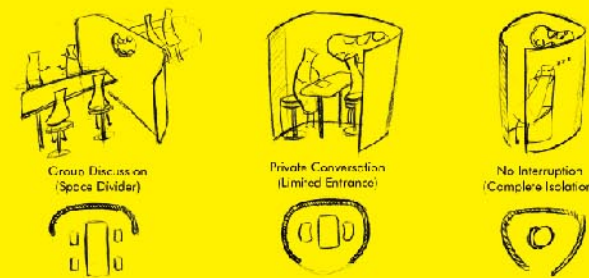
讨论时，你以为在与他对话，而他却在与手机互动（微信？微博？王者荣耀），聚餐时，你在对他微笑话语，而他却对手机微笑沉思时，你在与思绪独处，而手机却第三者插足，强行震动干扰！……渐渐地，对谈之间的微笑开始远离。

如果，能让你全身心投入讨论对谈，能让你找到对话时，时不时挂在嘴边的微笑

YAI~ 重拾微笑，将微笑围合

手机放入“牙齿”。对！笑肌就是这样练成的。将手机打入冷宫，暂且封锁在“大牙”中，让 YAI 屏风守护你对谈时的微笑或独处时的沉思。

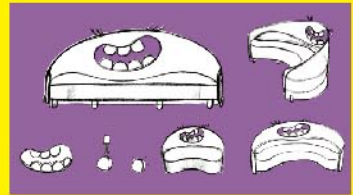
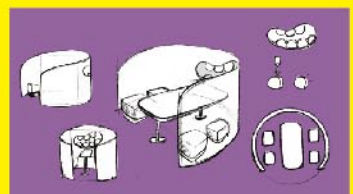
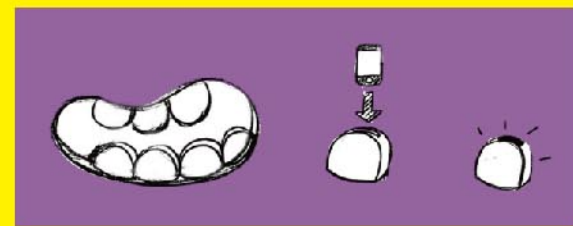
Put smartphones in the "teeth"! Right! Risorius muscle comes from that! Put smartphones there, lock them in molar! Let "YAI" screen protects your smile during discussion and your thoughts when you are alone



When having a discussion, you think he is really listening to you? Do you know he's actually playing his smartphone? (Wechat, Weibo, Glory of The King)
When having dinner, you are talking to him but he is smiling looking at his smartphone?
When thinking about something, you want to be alone but smartphones are disturbing!
Gradually, discussion and smiles are getting meaningless.

WHAT IF WE CAN HELP PEOPLE BE FULLY IMMERSSED IN A CONVERSATION
BRING BACK THE HAPPINESS OF THE CONVERSATION ITSELF?

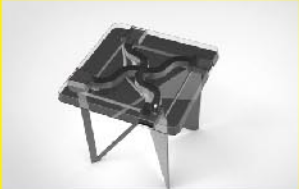
BRING BACK YOUR SMILE, LOCK IN YOUR SMILE



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Feliciaekman STRUCTURE LEAD
戴思源 SiyuanDai MODELLING LEAD
胡凯 KaiHu SKETCH LEAD DOCUMENT LEAD

03 放下手机，敲敲餐桌！ Knocking table



智能手机无疑改变了人们的沟通方式，它不仅让千里之外的亲友犹如近在咫尺，也可以拒近在咫尺的亲友于千里之外。餐桌前一群朋友沉默不语各自玩手机场景已经司空见惯，但不是所有人都能接受这种方式的。

为何不，游戏化交流，将“乐趣”带入聚餐……

Smartphones greatly changing our lives, connect people that are thousands of miles away but work as invisible barriers that isolate close friends. At dinner table, it's commonly seen that people are playing with smartphones silently. Note everyone can accept it.

Why not communicate through games and bring "fun" to gathering...

餐前破冰

C: (哒哒哒...) 怎么我这里一直在响? (顺手将手机塞入桌口里)
D: 噢我这里也在哒哒哒的响了?! (说完也将手机放进了桌口)
B: 嗯? 等等这个声音到我这来了?! 神奇?!
A: emmm, 看来下一个是我。
B/C/D: 哈哈既然你是最后，就你来点菜吧!
A: ???

Ice breaking before dinner

C: (Da Da Da...) why is my phone keeping ringing? (put the phone under the desk)
D: So is mine?! (also put the phone under the desk)
B: It's my turn! So magic?
A: emmm, it seems that I'm the next.
B/C/D: So you should do the ordering!
A: ? ? ?



Knocking table 分组成员

王晶、雷友玲、齐海兵



04 旋转的专注时刻

Flyro



flyro 分组成员

初正岳 ZhengyueChu Sketch , 3D model (computer)
吴凡 FanWu 3D model (computer) , Video
凌希 XLing CMF, Documents, 3D model
吴宁馨 NingxinWu Documents , 3D rendering
Ida Samuelsson Structure

一旦你插上手机, 在 Flyro 充电的同时, 陀螺就开始了它的悬浮旋转, 并通过手机应用记录你的 Spinning time, 分析你最爱的 APP, 使用手机频率……。如果从手机放置槽拔出, 它便会失去电力, 并在 15 分钟后停止。

手机从某种程度上来说, 代表了现代社会快节奏生活的“浮躁”, 人们越来越难沉下心来专注工作、学习, 甚至恋爱、交友; 因此 Flyro 以一种“自省”的感官体验 - 悬浮方式, 来开启内心平静的探索之旅。

It is a floating gyro, which can block and charge your phone. Once you plug in the phone, the gyro can be powered and spin during your working time. If you plug out from the plate, it would lose power and stop after 15 minutes.

This is a sensory experience need from "self-examination". In an impetuous society represented by smartphones, this is a journey of inner-peace exploration.



让悬浮陀螺来创建更有效的工作区

如果...

通过增加人们对时间的敏感度
以交互式的趣味方式让专注办公的时间可视化

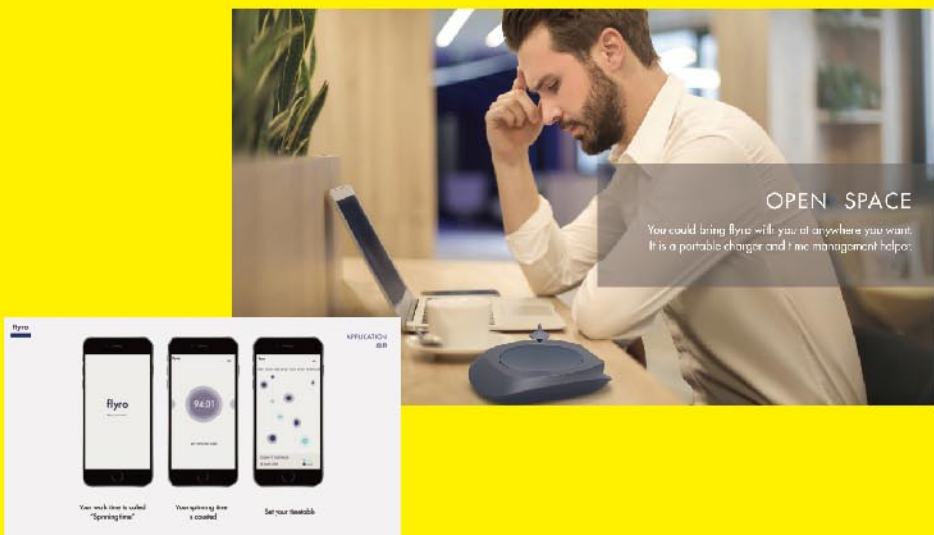
以悬浮的旋转陀螺来描绘时间,
而不仅仅是冰冷的数字。



To create a more effective working zone

What if ...
we increase their sensitivity about time
by visualizing it in an interactive fun way

Instead of COLD NUMBERS
we use a FLOATING GYRO to depict the time.



05 不要手机, 要抱抱

LETO



LETO 分组成员

何毓嘉 YujiaHe Document, Model, Rendering, APP UI
宋伊琳 YilinSong Sketch, Photography, Prototype, Strategy
彭璐嘉 LujiaPeng Structure, Model, Rendering, User Journey
李悦嘉 YuejiaLi Model, Photography, Animation, Prototype
Lina Simme Color, Material, Finishing, Research

LETO, 让初为父母, 面对娇嫩的新生儿, 不知所措的新手爸妈, 不用担心搂抱小孩时, “宝贝从手里掉下来!”, 更不用惧怕 “会不会弄断她的脖子?”。

并且, LETO 通过 APP 数据分析, 将引导你正确搂抱婴儿, 还可分析累计各类陪伴数据。

Holding LETO, new Mums and new Dads don't have to worry or fear that you will drop the baby or break his neck! LETO, with data analysis, guides you to hold your baby in a correct way.

APP can also help to analyze all types of accompanying data.



CALM

HELLO
WORLD

SWADDLE

F2F

FEED



06 用“手机”开启办公生活, 移动屏风

beeye



beeye 分组成员

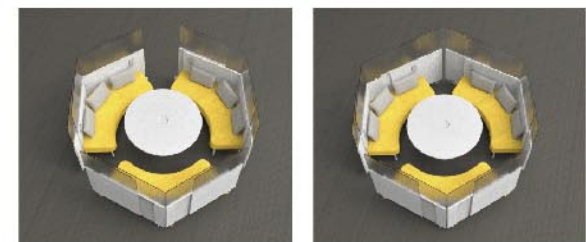
张梦恬 MengtianZhang DOCUMENT
李圆圆 YuanyuanLi Sketch
周琳凌 ChonglinZhou Model
FELIX Nordstrom Structure
张丹怡 Danyizhang CMF

beeye 移动屏风, 营造灵动空间。

把手机放在屏风口袋, 方可开启区域灯光, 调整空间私密度 改变玻璃隔断的可见度, 私密 or 开放, 随时通过手机插入口袋调节, 让手机开启一天的办公生活的同时, 将手机焦虑症也一起进入口袋封存。

beeye mobile screens create flexible space.

Put the smartphone into phone bag on the screen, and its light can adjust intimacy ... glass partition transparency adjusted, the space is private or open via the regulation of phone bag. Smartphone reveals your office life.

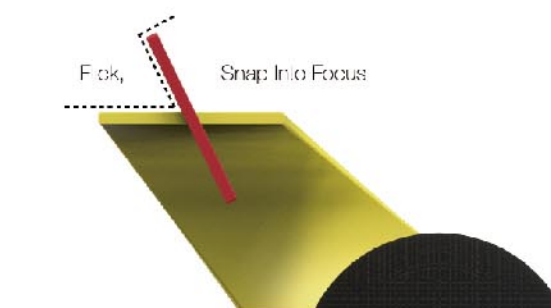


07 不仅仅是健康“球”

U-FLICK

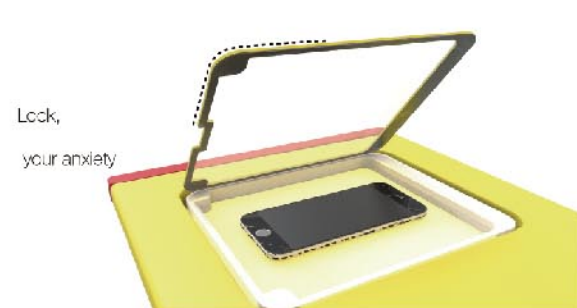
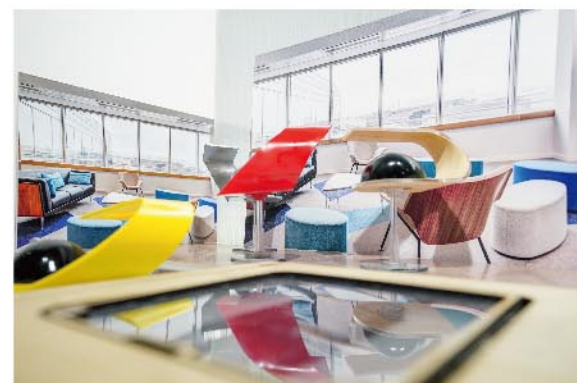
U-FLICK 将健康“球”与独特的流线型的家具融合在一起, 一方面赋予健康“球”更多功能: 与桌面功能融合, 便于放置工作文件, 笔记本, IPAD 等工作设备; 另外, 可以升降, 是吧椅 + 吧桌, 还是普通高度的休闲状态, 便捷切换。

U-FLICK combines fit "ball" and unique streamlined furniture. On one hand, fit "ball" is endowed with more functions: integrated into desk functions; on the other hand, it is lifting, so you can easily make it a bar chair + bar counter, or a normal lounge chair.



当红色警示杆抬起, 专注模式便开启, 一方面警示自己提升专注度, 一方面让同事礼貌保持距离。

When the red bar is up, you are to focus on your work so colleagues will not disturb you when they see this bar.



锁住你的焦虑, 告别手机。

Lock your anxiety.



U-Flck 分组成员

倪索 SuoNi
江西玥 YouyueJiang
蔡雨薇 YuweiCai
Sean Chikomborero Charidza
Axel Skvagerson



戴德梁行 发布联合办公相关报告

CUSHMAN & WAKEFIELD has released report related to co-working space

编辑：彭茜 图片：由戴德梁行提供 Editor: Qian Peng Photo provided by CUSHMANWAKEFIELD



自戴德梁行 Think-in 论坛创建之初，MATSU 玛祖铭立便与戴德梁行合作，为其营造便于思想交流，观点分享的论坛空间。此次，MATSU 携 Mini-Ginko 休闲椅，Volpino 休闲椅、Ginko 茶几以及 BL 模块化建筑系统为其助阵，营造高品质的论坛氛围。

Since the establishment of Cushman & Wakefield Think-in Forum, MATSU has been building and providing a forum environment that facilitates communicating and sharing. This time, MATSU again helped to build quality forum environment with the aid of Mini-Ginko lounge chair, Volpino lounge chair, Ginko tea table and BL modularized building system.

2018.6.27 戴德梁行在 THINK-IN 论坛上发布了《中国“新”经济：智能、共享与绿色》报告，内附联合办公现状与分析。

On June 27, 2018, CUSHMAN & WAKEFIELD released on THINK-IN forum the report "China 'New' Economy: Smart, Sharing and Green", including co-working status and analysis.



戴德梁行 & 玛祖铭立
CUSHMANWAKEFIELD & MATSU

除此之外，不久之前，MATSU 还为戴德梁行上海办公空间提供了整体办公空间解决方案。

Besides, recently, MATSU provided overall space solutions for Cushman & Wakefield Shanghai office.



报告指出，截止 2018 年 Q1 季度末，北上广深，香港，台北这些主要城市已拥有 546 个联合办公空间。从最初的几个据点到现在的规模，联合办公在共享经济时代为何有这多人喜爱，又为何有些人批判？戴德梁行做出了它的专业分析：

According to the report, by the end of 2018 Q1, there have been 546 joint offices in Beijing, Shanghai, Guangzhou, Shenzhen, Hong Kong and Taipei and other prevailing cities. From the very few strong holds at the very beginning to nowadays sharing economy, people have different judgements on joint office, so let's see what professional options Cushman & Wakefield gives to us:

联合办公的优势 The pros of co-working

成本优势 Cost advantage

购买联合办公会员是中国许多企业和个人用户节省成本的有效方法。它避免了传统租赁中产生的费用，如准备费用，软装费用，租金，管理费用，水电费，清洁费用等。与此同时，用户可以享受高质量的工作场所并享受多项服务……

Purchasing co-working membership is an effective solution to cost savings for many businesses and individual users in China. It avoids the expenses incurred by renting, such as fit-out costs, furnishing costs, rental, management fees, utility charges, cleaning, etc. (Figure 36). At the same time, users can occupy quality workplaces and enjoy a number of services, which can help further reduce their overall business operation costs. One point to note, however, is membership cost often is tiered. Moving up a level will mean you will have access to a greater amount of space, amenities and services, but it will cost more.



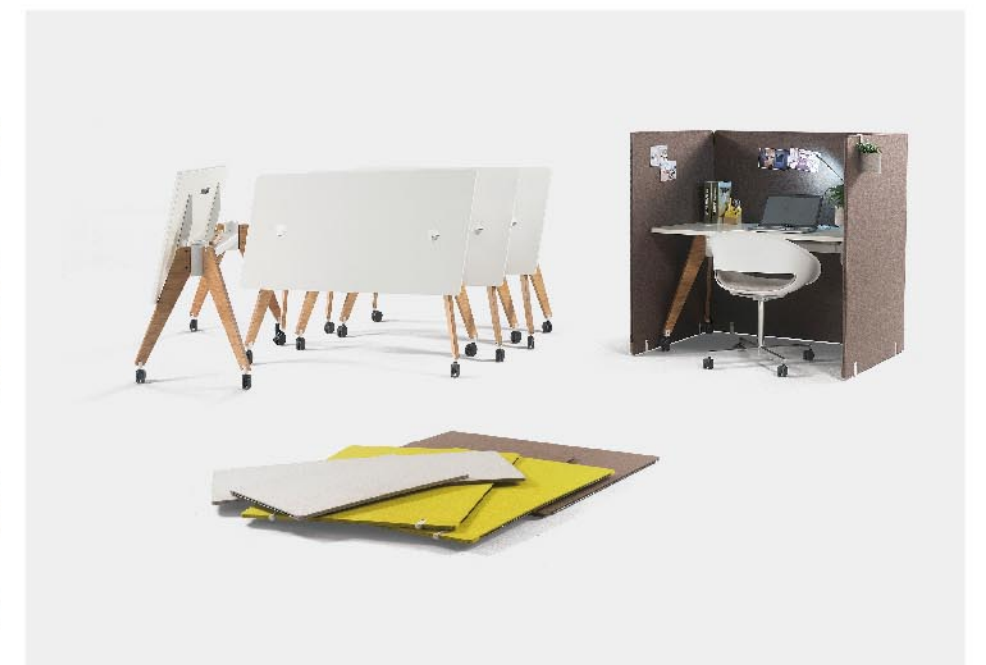
灵活性 Lease and space flexibility

在快速成长的中国，在规矩还没有定性的中国，在无限可能的变性市场，灵活性是顺势而为的基础，是在莫衷一是的小路上，方向掌控力的保障。

与传统办公室相比，联合办公空间通常允许更长的租期和更大的空间灵活性。现在的用户通常都很难预测未来的业务增长，特别是在快速发展的中国，在时刻变化的市场，凭借期限较短的会员合同，以及可迅速调整的工作空间，联合办公空间便可以快速适应用户空间需求的变化，比如公司的业务人数突然增长或减少。

Co-working offices generally allow for greater lease terms and space flexibility when compared to traditional offices. Often it is hard for established users to forecast future business growth, especially in China where growth for many businesses has been phenomenal over the last few years.

With shorter-term membership contracts and workspaces which can be quickly adjusted in size, coworking offices can rapidly adapt to changes in space demand from users as their business headcounts suddenly grow...or contract.





THE MOST INCLUSIVE LIST OF ERGONOMIC OFFICE FURNITURE

史上最全办公家具人体工学产品清单

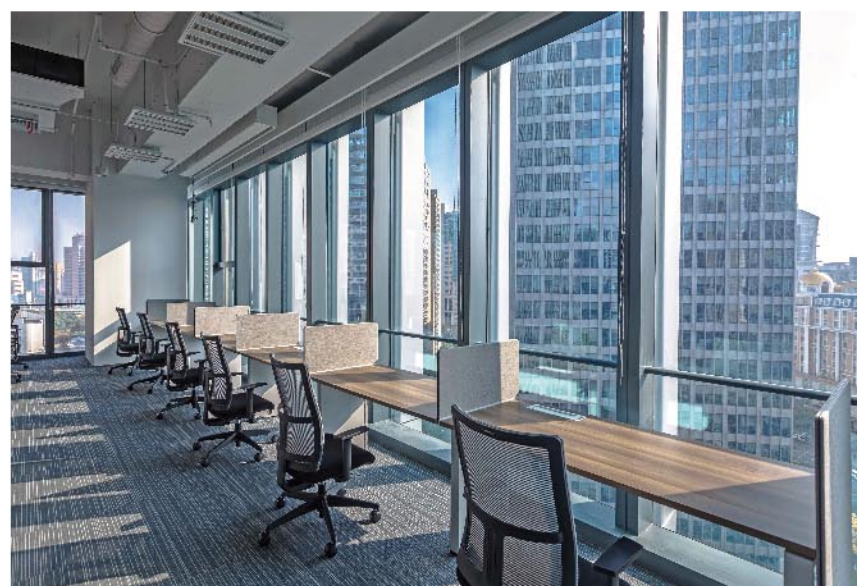
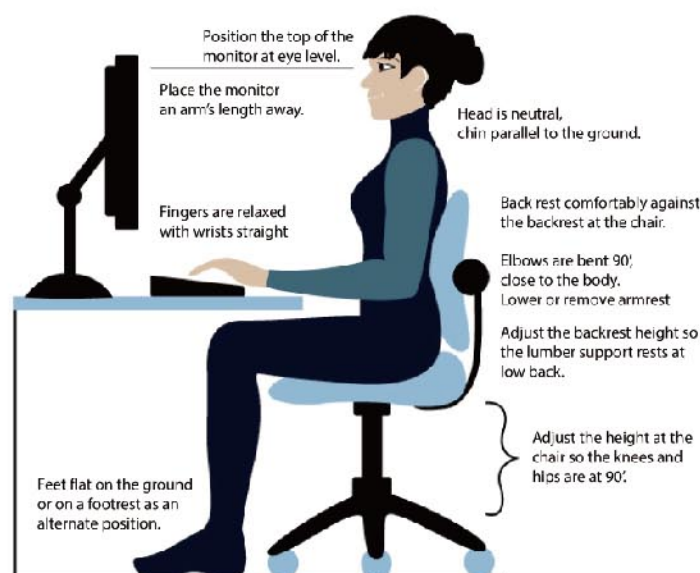
编辑: 彭茜 图片由 MATSU 提供 Editor: Qian Peng Photo provided by MATSU

“久坐成疾”的8小时工作制,让办公椅几乎成为“刑罚”。而唯有工学椅可让健康办公实现!避免疲惫办公,告别鼠标手、肩周炎、颈椎病等白领亚健康状态。

MATSU 从坐、站、游、光、看五大方面整理了产品清单,希望这份清单能让你解开镣铐,告别“奴隶时代”的“体罚”,健康办公。

During 8 hours of working, most of the time we sit there, which will lead to sickness, so office chair is almost a "torture" to us. People start to think how to "sit while keeping healthy". How to relieve fatigue and say goodbye to mouse hand, Scapulohumeral Periarthritis and Cervical Spondylosis and other sub-health problems.

MATSU has worked out a list of ergonomic office furniture in aspects of sitting, standing, flexibility, light and view, for those who are restricted to reinforced concrete and suffer from "torture". We hope this list will unleash you and lead you to the world of healthy working.



Papilio 办公椅必备滚轮。不管是起身离开,还是转身滑到身边同事与之分享,唯有滚轮可让这一切高效实现,让它载着你的思想流动。

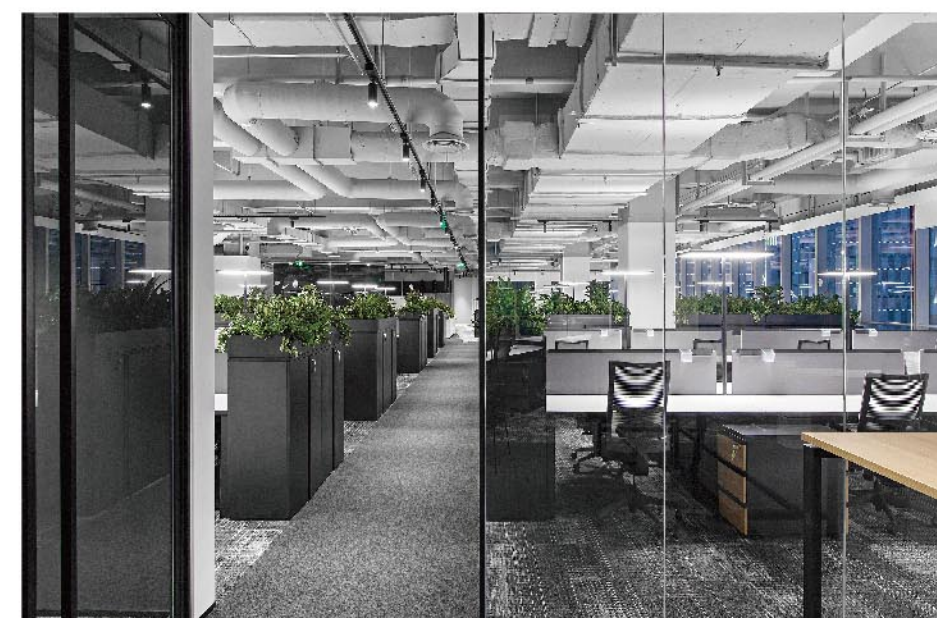
Papilio office chair has wheels that facilitate you every movement in your work. Work is efficient and your ideas are fluent.

← Papilio 座椅应用于 WPP 集团

坐

Papilio Chair, “蝴蝶效应”

Sit | Papilio Chair, Butterfly Effect



Papilio 源自拉丁文,意为蝴蝶,以仿生学原理呈现独特的茧状椅背,犹如翩翩起舞的蝴蝶,实现支撑性与轻盈性的完美“蝴蝶效应”。

Papilio comes from Latin, meaning butterfly. This chair uses bionics to present cocoon chair back. Like dancing butterfly, it perfectly combines the supporting function and lightness.



↑ Papilio 座椅应用于 AECOM



腰托高度调节

使用 TIPS:
让椅背舒适的贴合与支撑背部

Lumbar support height adjustment

Adjust backrest height to comfortably fit the small of your back.



座椅升降与深度调节

使用 TIPS:
根据自己的身材比例调节坐高、坐深, 使大腿与地面保持平行, 双脚平放地面。

Height and depth adjustment

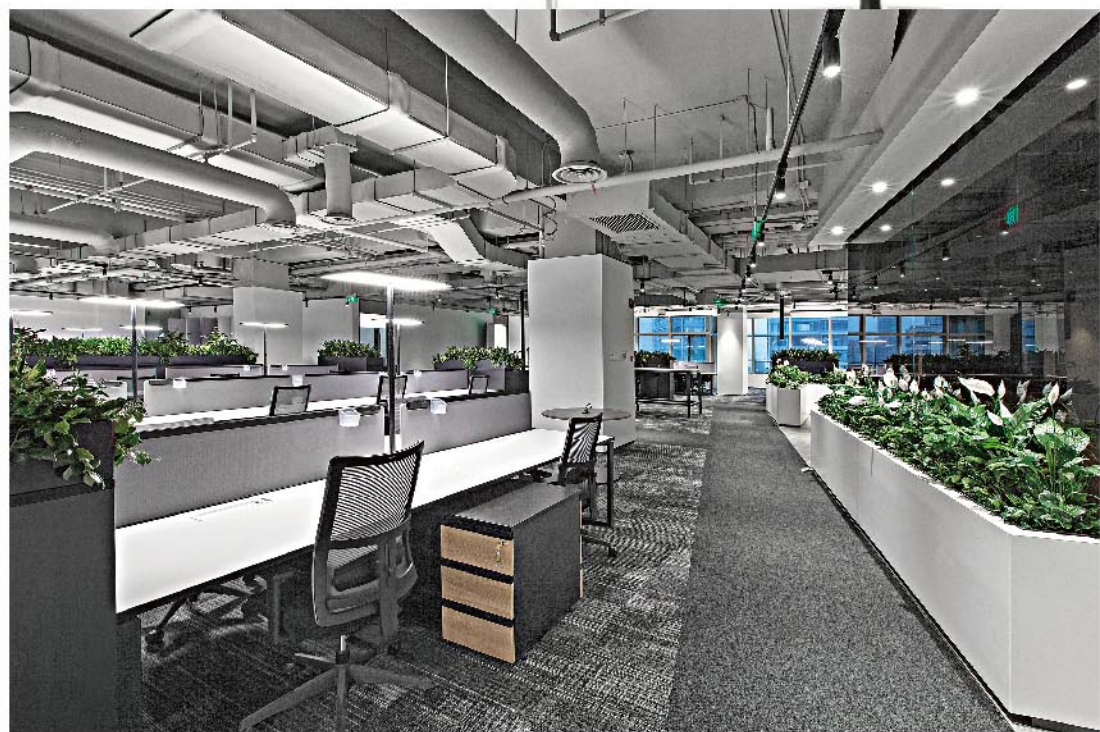
Raise or lower the seat to ensure your thighs are parallel to the floor with your feet flat on the floor or a footrest.

可上下左右调节的扶手

使用 TIPS:
将鼠标放置于键盘附近, 以最大限度地减少操作时手在两者之间移动时的距离。切记不要将手腕固定在桌面上。正确的做法是: 将扶手调节到所需的位置, 使其有力支撑手肘。从而用整个手臂移动鼠标。这样可以避免鼠标手的产生。

Adjustable chair arm

Position your mouse close to the keyboard over the numeric keypad to minimize reaching. Avoid anchoring your wrist on the desk. Instead, glide the heel of your palm over the mousing surface and use your entire arm to mouse.



倾仰张力调节 + 倾仰锁定功能

使用 TIPS:
根据使用者的体重与使用习惯调节, 使其在倾仰时给予用户背部适当的支撑力。当椅背倾仰到所需角度时, 进行锁定, 以固定在此角度, 给予用户稳定而持久的支撑。比如: 午休时。

Tilting tension adjustment + tilting locking

Adjust the recline tension, if necessary, to support varying degrees of recline throughout the day. Position your mouse close to the keyboard over the numeric keypad to minimize reaching. Avoid anchoring your wrist on the desk. Instead, glide the heel of your palm over the mousing surface and use your entire arm to mouse.



坐姿和站立之间的平衡, 可以通过升降桌来协助, 这是对久坐的工作场所行为的有效“站斗”方法。

Lifting desk could help to balance the demand of sitting and standing, which is a good way to tackle with the problem of having to sit long during work.

坐 or 站

Motu Table A Plus 升降桌, “站斗武器”

Sit or Stand | Motu Table A Plus lifting desk



Table A Plus applies ultra-silence electric lifting function and German engine. You may sit or stand or choose your own desk height, very smooth and without any resistance. Especially, when you finish your lunch, it's necessary to stand for a while for digestion. It might also do good to concentration and relieve fatigue.

As for its appearance, motu takes trestle table as prototype and pioneers to take on industrial style, which makes it more attractive and special.

Table A Plus 结合了超静音电动升降功能, 采用德国电机。或坐下, 或站立, 或调节至所需的台面高度, 顺滑而自如的切换工作模式。特别是午餐后, 站立办公更有利于保持紧致腹部与食物消化, 还可以集中注意力, 缓解午后的困乏。

外观设计上, motu 以搁板桌为设计参考原型, 突破性的以工业风为特色为空间颜值加分, 打破办公空间千篇一律的固有模样。



说起站立式办公, 最有名的践行者就是海明威了。他曾经亲手把一个书架改造成了站立式工作台。当然, 历史上也绝不是海明威在一个人“站斗”。同样的美国独立宣言的主要起草人, 美国开国元勋托马斯·杰弗逊也经常站立阅读和绘制建筑图纸。

Speaking of standing working style, Hemingway was a good example for us. He in person ever changed a wooden shelf into a standing work station. Furthermore, Hemingway is definitely not the only one in favor of standing working. Main drafter for The Declaration of Independence, Thomas Jefferson, a founding father of USA also liked standing while reading and making construction drawings.

游

哥本哈根, 保持液态

Flexibility | Copenhagen,
fluent working environment

人体工学不仅仅是促进正确的办公固化姿态(坐姿、站姿等), 还考虑到液态办公的需要。传统办公鼓励员工专注工作, 固定的姿势和少量的动作; 然而, 再正确的姿态维持半小时后也需变换, 以避免肌肉劳损。因此, 液态办公, 鼓励员工像在家一样, 选择自己所需的工作环境 & 状态。是站? 是坐? 是伏案? 还是分享? 员工自由抉择, 灵活变幻。

毕竟, 办公室并不是角斗场, 没有围合的竞技场。所以, 动起来, 让身体与思想一起解放, 保持健康, 保持液态。

那么, 办公家具方面, 能够任一组合的灵动办公家具, 正是促成健康办公, 液态办公的人体工学设计。

Ergonomics not only advocates correct and suitable working gestures (sitting or standing etc.) but also takes fluent working in consideration. Conventional office encouraged staff to concentrate and not to involve too many movements; but we'll need to move around from time to time to avoid body pain. Fluent office encourages people to choose what they want in the office, just like home. Staff can stand, sit or work alone or share opinions with teams, very flexible.

After all, office is not arena. Everybody needs to move to unleash ideas and body! Keep fit, keep fluent!

As for office furniture, the office furniture that can match with each other freely is what we need to keep healthy and what we call fluent ergonomics.

哥本哈根作为创新性的系列产品, 不仅仅是工作位, 它可以满足工作空间、讨论空间、协作空间、休憩空间、学习空间、会议空间、培训空间、焦点空间、主管空间等不同功能需求。不仅如此, 哥本哈根还可以将不同空间属性融合。在协作时代, 跨部门交流与合作让大部分员工需要了解企业整条产业链, 所以, 你无法定义纯粹的单一空间。因为, 它是多元的, 是融合的, 是相互渗透的, 就像思想是流动的。空间与思想一样, 需保持液态。

Copenhagen is a pioneering collection. It is more than a work station. It fully meets diversified functions such as work, discuss, collaboration, taking a rest, learning, conference, training, focusing and managing. In addition, Copenhagen well integrates different spaces. In an era of collaboration, cross-department communications and cooperations make it necessary for most employees to understand the whole industry chain. So we can name a pure single space. It is diversified, integrated, inter-penetrated, like fluent thoughts. Space and thoughts need to be fluent.

分享协作区 + 工作区融合。哥本哈根营造的空间形态, 可使员工在紧邻工作位的沙发片刻抽离, 或休憩, 或分享, 高效管理碎片化时间。

Efficiently handling your fragments of time. The special environment created by Copenhagen enables people to get distracted for a while on the sofa next to the working position.

开放式办公 or 专注办公融合, 是半开放的悬屏 or 全封闭的落地屏, 自由选择。

Open office or focusing office (semi-open hanging screen or focus screen), it's up to you.



活动推柜? 移动接待沙发? 两者皆是。
Mobile wheeled cabinet? Mobile reception sofa? Both!



轻盈的设计: 重量仅有 1150g (台灯款) 或 1650g (落地灯款) 克, 以及它引人注目的把手, 都让 Roxxane Leggera 成为了一盏“长手又长腿”“可移动灯具”! 满足液态办公所需。

Light design: it weighs only 1150g (desk lamp) or 1650g (floor lamp). It has attractive handle. Its each element makes Roxxane Leggera a flexible "long and slim" light, and it is fluent of course.

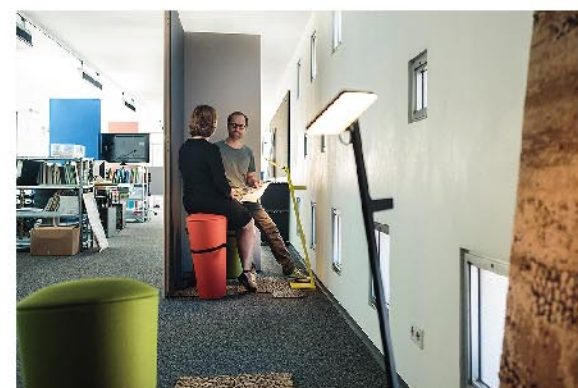
光

“自由之光” Roxxane Leggera CL

Light | Wireless light! Roxxane Leggera CL

公共打印区、走廊、楼梯间、吸烟室等这些空置率极高的中间地带, 甚至对于工作, 看上去无用的空间。带上 Roxxane Leggera CL, 照亮它们, 重新定义它们, 让其成为创意聚集地。

Public printing area, corridor, smoking area and so on, we may deem them as high-vacancy-rate areas or even useless-for-work areas. But with Roxxane Leggera CL, everything is different, anywhere could be a cradle for creation.



配合灵活的不倒翁座椅和隔音布局, Roxxane Leggera 有助于创造激发灵感的工作环境。

With flexible tumbler chair and sound-proof layout, Roxxane Leggera is good for forming up a creative space.

RoxxaneLeggera CL 台式灯, 让员工在走廊边, 对话的过程中寻找灵感。

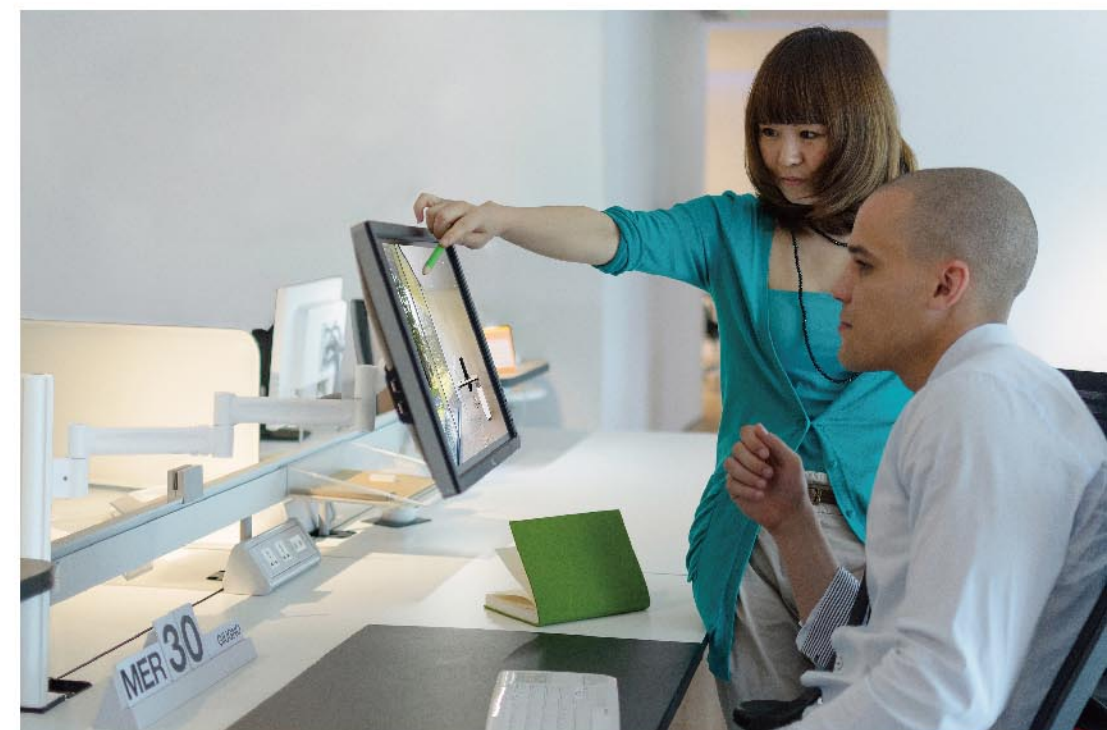
Roxxane LeggeraCL desk lamp facilitates inspiring talks between employees on the corridor.



看

MATSU支撑臂, 开发办公室第三空间

View | MATSU supporting arm, to develop the third office space



长达 100 小时的可充电电池, 让使用更持久。自带 USB 接口甚至可以随时为你的智能手机充电。另外, 自动按需调节光亮的手势控制传感器, 让操作更带感。

100-h rechargeable battery makes it a long-live device. USB interface could even charge your mobile phone. Automatic gesture control sensor makes it a cool device.



显示器支撑臂, 解放桌面有限的面积, 开发立体的第三空间; 同时, 让员工之间的实时交流更加便捷和流畅, 只需轻轻移动, 通过上下、左右和前后的调整, 显示器就可以分享给两人或多人。

To use displaysupporting arm and release limited desk area and develop three-dimensionalthird space; meanwhile it will facilitate efficient and convenient communication among employees. A simple adjustment, you can share your display with yourcolleagues.

光

Co lamp LED, “光护着眼”

Light | Co lamp LED

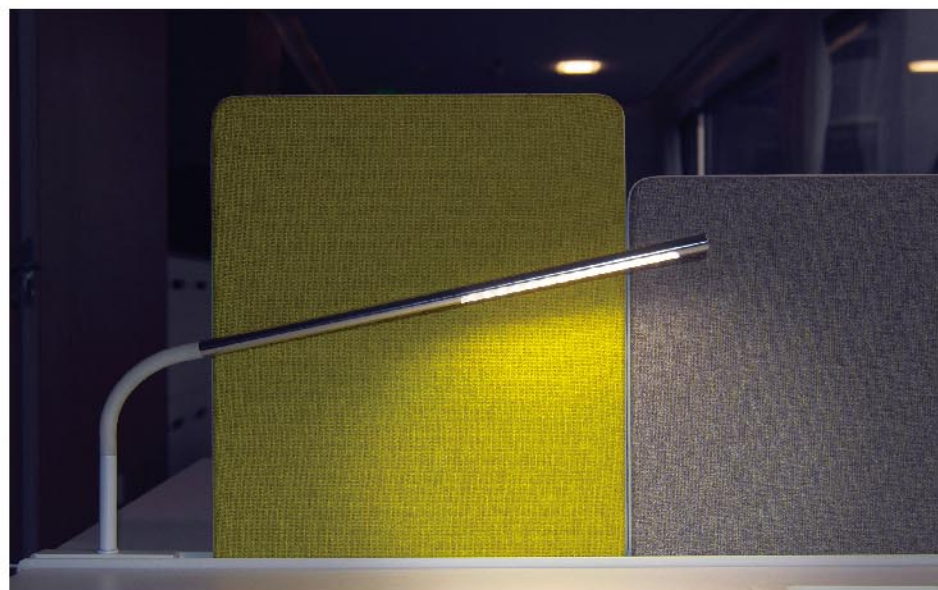
Co lamp 可任意弯曲调节。它充分发挥其小身材的魅力, 可 180°紧密贴合于屏风面板, 仿佛隐形其中。相较于传统的荧光灯、卤素灯, Co lamp LED 照度明显提升, 并且更加均匀, 无暗区和光斑, 无闪烁感, 减少眼睛疲劳感, 保护视力。

Co lamp can bendfreely. Its tininess enables it to 180 ° fit into screen board like it is embedded. Co lamp LED illuminance increases significantly compared to conventional fluo rescent lamp and halogen lamp. It' s more even, without dark field or light spot and helps to protect eyes.

使用 TIPS:

将灯放置于写字手的另外一侧, 并将光源投射在工作区域, 避免投射在显示器上, 以减少眩光。

Position a task light to the side oppositeyour writing hand. Shine it on paper documents but away from computer monitorsto reduce glare.



另外, 据近期纽约时报报道, 若增加第二个显示器或将笔记本电脑用作第二显示器, 可进一步提高生产效率约 44%。

Furthermore,according to a recent New York Times, to add the second display or to uselaptop as the second display, we can raise productivity by 44%.

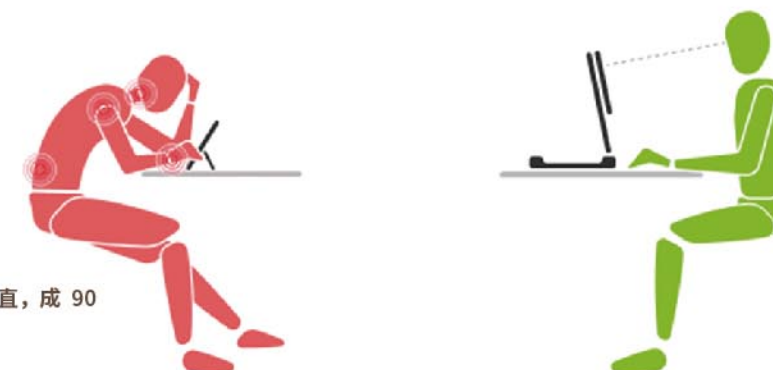
使用 TIPS:

将显示器距离视线至少一条臂的距离, 与视线垂直, 成 90 度。显示器顶部的文字位于或低于视线水平。

Position the monitor at least an arm' length away with the top line of text at or slightly below eye level. Tilt the monitor away from you so your line of sight is perpendicular to the monitor.



SLOUCHED POSTURE X
NECK AND BACK PAIN X
BAD VIEWING X
OPTIMAL VIEWING
HEALTHY POSTURE
RELAXED



MAKERS ARE NOT KNIGHTS, SHANGHAI PENTA INNOVATION & ENTREPRENEURSHIP INSTITUTE



创客绝不做侠客,五角场学院

编辑: 彭茜 图片: 由张杰拍摄, 以及五角场学院提供 Editor: Qian Peng Photographer: Jack Zhang Et Photos provided by SPII



创客 ≠ 侠客

1992 年, 创客马云与二十几个人, 在自家小屋创业虽充满热血与激情, 但也让人深感小企业创立与成长之难。马云在接受媒体采访时曾提及: 曾为公司贷款 5000 美元而奔走各政府 3 个月之久, 却以失败告终的经历。

In 1992, Jack Ma, a maker, was engaged in business startup in his small house. Although he was passionate and hot-blooded, the environment was scrubby. Jack told us during a media interview that he ever ran and applied for a USD5000 loan for three months. In the end he failed, which made him feel it so difficult for small companies to grow.

如果马云在 20 多年的今日创业, 作为创客, 他不用准备办公空间, 不用苦闷与政府各级部门之间的责任划分与奔走, 不用懊恼创业路途中的孤单无人解。

20 years later, today, makers don't have to worry about preparing offices or duty allocation among different government departments. They don't feel lonely on their way to success.

创客绝不做侠客, 在“五角场学院”这些创客们或偶遇巧合, 或结伴同行, 他们在创业路途中, 并不孤单。

Makers are not knights. They meet each other and become friends in SPII. They are not alone.



创: 刀剑切开身体的伤口叫一创, 不破不立!

Creation: in ancient Chinese words, Chuang is the wound by knife and sword. There is no making without breaking.

不破不立

There is no making without breaking

在上海五角场创新创业学院 (后续简称: 五角场), 杨浦区政府已发起建立以联合办公的空间形态, 结合政府各方资源, 与学院师资力量, 打破政府、企业、学院交流壁垒。开创出非传统形态的创新创业大学。

SPII Shanghai Yangpu Government has built coworking space that integrates government resources and teachers to break the barriers of governments, companies and institutes and finally a non-traditional creative entrepreneurship college has been set up.

近期, 上海五角场创新创业学院正式对外开业。玛祖铭立为其提供了一个可容纳 350 人办公及同时举办 2 场 100 人以上活动的, 适用于联合办公的整体空间解决方案。

Recently, Shanghai Penta Innovation & Entrepreneurship Institute (SPII in short) has been officially opened to the public. MATSU was responsible for its overall solution of coworking space that accommodates 350 persons.



“五角场学院”是杨浦区政府联合区域内复旦大学、同济大学、上海财经大学、上海理工大学等著名高校, 共同发起设立。“五角场学院”是一个非盈利性教育及服务组织, 也是一所新时代背景下, 没有围墙、非传统教学的创新创业大学。

"SPII" is located in the joint region of Yangpu government, co-built by Fudan University, Tongji University, Shanghai University of Finance and Economics and University of Shanghai for Science and Technology etc. Penta institute is a non-profit education and service organization as well as a non-traditional educational and entrepreneurship college born in modern era and free of barriers of fence.



“五角场学院”由南北楼连接而成。区域功能上, 北楼以办公区为主, 辅以公共休闲区; 南楼则以路演大厅及会议中心为主。

"SPII" is connected by South building and North building. For functions, the north building is mainly for work and partially takes care of public leisure and conferences; the south building is mainly for conference holding.





灵动组合，分享 & 休闲

- Lam X 十三个不同的模块，加之色彩搭配灵活丰富，可以满足任何区域组合应用需求。
- 可搭配吧台，让非正式休闲区成为移动办公首选；
- 沙发绵为 PU 发泡绵一体成型绵，座面人体工学弧度，使沙发坐感更舒适。

Flexible and inspiring, sharing and casual

- With rich colors and combinations, the thirteen different modules can satisfy all kinds of scenarios.
- They go with bar counter to make an informal area into a mobile working space;
- Sofa applies one-piece PU foam sponge and its ergonomic designs ensure great comfort.

北楼 旧亦可为新

*The north building, old-fashioned
but with great potential*



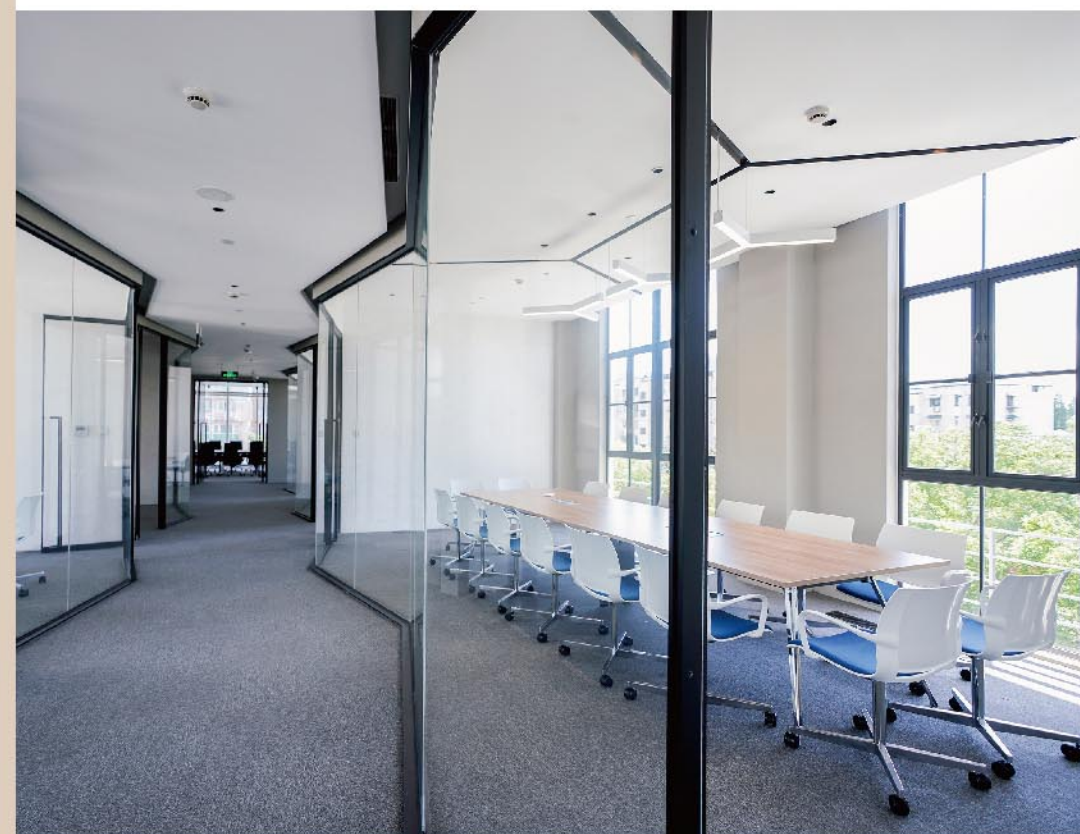
北楼为 60-70 年代的旧楼改造, 为了保留时光带来的沉淀感, 特意保留了原有的水磨石地面。加之 LOFT 式的吊顶, 成就了工业风十足的联合办公创客空间。由于水磨石的特性, 导致强弱电规划无法从地面布局, 而以墙面走线方式替代, 故此, 需强弱电的办公家具与设备在空间规划上多以靠近墙面而设置。

It comes from the reconstruction of buildings of 60-70s. Terrazzo ground is retained so as to reserve historic vibe. LOFT suspended ceiling contributes to this industrial-style coworking maker space. Strong and weak current can't go through the ground due to the utilization of terrazzo so wires can just be arranged via wall. Socurrent-related office furniture and equipment are set up near the walls.



花槽柜在保证储物空间, 并作为空间区隔的同时, 让工业风的“五角场学院”绿意盎然, 健康舒适。

Planter cabinets work as storage room as well as space partitioning. Plants make the industrial-style SPII blossoming, healthy and cozy.



南楼 新但融于旧

*The south building,
new but with classics*

南楼为全新建造空间, 仍然保持了整体的工业风。延用了与水磨石近似的地毯。

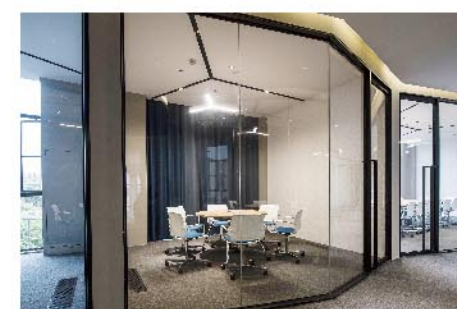
Z 字形的空间隔断与天花、照明的切割线条相呼应, 赋予了空间独特的未来体验感与生命特征。

不管是正式的大型多媒体会议空间, 还是中小型洽谈协作空间, 南楼一应俱全。

The south building is brand new and retains industrial style and terrazzo-like carpets.

Z-shape space partition perfectly matches the streamline of ceiling and lights, endowing the room with an experience of future life.

The south building accommodates everything, from large formal multi-media conference rooms to media-and-small discussion rooms.



“

马云说, 让我们留意那些雇员可能尚不足 30 人的小企业。30 岁的人们、未来 30 年, 他们将会让世界更加美好。

MATSU 说, 让我们专注这些 30 岁左右的创客们, 为他们提供一个尚不足 30 人左右的创客空间, 协助他们创建未来美好的 30 年。

Jack Ma says: mind those companies owning no more than 30 workers. They are in their thirties and they will make the world better in the next 30 years.

MATSU says, let's focus on the designs of 30-people space for those in their thirties. They will create a better world in the next 30 years.

”



五角场学院外立面

金融行业，大额资本运作方式，非实体经济的行业特性，造就其办公空间“空设”的刻板印象，在这样空间，办公家具被要求以厚重体现沉稳，以大尺寸展现气势，以实木彰显分量。

2018 年，玛祖铭立办公家具再一次颠覆了对金融行业办公空间的这一刻板印象，其协助管理规模过百亿的华控基金北京办公空间升级改造，通过职员空间、高管空间，会议空间等整体办公家具解决方案，将华控基金北京办公空间打造成一个沉稳不沉，稳重不重的充盈着品质感的现代办公空间。

Financial industry features big-money operation and non-real economy so most offices infinancial institutions give us a feeling of emptiness and dullness. They want office furniture steady by heaviness, magnificent by big size and solid wood. But can I ask a question, steady people still like iphone because it is slim, don't they?

2018, Matsu assists Tsinghua Holdings Capital, a company managing over-ten-billion assets, in its Beijing office upgrading. Our design turned the notion of empty and dull office. Through overall special designs for staff room, executive room and conference rooms, Matsu has built Tsinghua Holdings Capital Beijing office into a quality and modern office full of steadiness and soberness.



放下对金融行业 OFFICE 的刻板印象

华控基金

FINANCIAL INSTITUTIONS DON'T ALWAYS HAVE RIGID OFFICES

TSINGHUA HOLDINGS CAPITAL

编辑：彭茜 图片：张杰 Editor: Qian Peng Photographer: Jack Zhang

沉稳 ≠ 沉闷

STEADY BUT NOT DULL

黑、白、灰绝对冷峻的色彩，加之胡桃木温情调和，金色点缀提升细节感与精致度.....这是一个深沉而又内涵的绅士空间。理性的色彩诠释这金融行业沉稳的气质主调，但明晰的空间划分，简练的家具线条，质感的饰面，加之金色点饰使得这个沉稳低调的绅士并非沉闷无趣。



Black, white and gray colors used, walnut used as ornament, this is destined to be a deep and meaningful room. Rational colors are interpreting steadiness quality of financial industry, while clear room partition, simple furniture, quality veneer and a few golden elements make it more fun.

设计师耗费苦心将产品结构优化，运用流畅轻盈的设计感线条，不可思议的力学支撑结构，造就冲突或是奇特的视觉错觉美感。比如：华控基金职员桌 M-pur，通过巧妙的结构，让桌面与桌脚看似没有任何连接与支撑，以至于营造一种桌面悬浮于桌脚的轻盈感。

升降桌成了健康办公必备。随时切换工作状态，可站，可坐，高效且健康。

Designers racked their brains for product structures optimization. They created beautiful vision illusion by using fluent streamlines and incredible mechanical support. For example, M-pur desks for staff use special structure to make the connection between desktop and legs "disappear". The whole appearance looks very graceful.

Lifting desk is a must for healthy office. Status can be easily modified. You can stand or sit, efficient and healthy.



TSINGHUA

HOLDINGS CAPITAL

稳重 ≠ 厚重

SOBER BUT NOT HEAVY

皮质的 Ona visit 会议椅提升空间质感，仿佛为绅士穿上了挺立的西服。Leather Ona-Work chair helps to upgrade room quality. It's like gentlemen wearing crisp suit.



大气 ≠ 大尺寸

MAGNIFICENCE BUT NOT BIG SIZE



“News Inspiration Emotion”，刚走进 Ströer 的会议室便能看到这几个醒目的大字。Ströer SE & Co. KGaA 是一家德国多媒体数字公司，今年，他们位于德国柏林办公室进行了彻底的再设计，由德国 Bonn 集团的 designfunktion 建筑公司完成，并运用了玛祖铭立德国合作伙伴 Nimbus 的 LED 灯具和 Rossoacoustic 隔音产品，为员工营造了一个头顶悬浮着“白云”，愉悦、安静而轻盈的工作氛围；同时与 Ströer 公司数字化信息背后的“云理念”产生了一种微妙的联系。在这里，光仿佛透过云朵，穿过雾气温柔且均匀的散射出来。

"News Inspiration Emotion" – these are the words on the wall in the conference area of Ströer's redesigned offices. High-quality Nimbus luminaires and Rossoacoustic acoustic pads were used in the office refurbishment to create an inspiring, quiet and light working atmosphere for the employees.



“云里雾里”工作

德国 STRÖER 多媒体数字公司

WORKING IN THE CLOUD, STRÖER SE & CO. KGAA

编辑：陈胜兰、彭茜 图片：Achim Hehn Editor: Kelvina, Qian Peng Photographer: Achim Hehn

现代工作环境应当多种多样，Ströer 办公室为员工增添了不同形态的休闲区域，Rossoacoustic 隔音屏和配套的 Nimbus 灯具营造出愉悦轻松的氛围。

“充满新鲜感的工作环境”已成为当下的热点话题之一，因为人们已经意识到空间环境对员工的幸福感以及他们的工作效率有着重大影响。像苹果、谷歌等这样的全球性公司在这一方面一直处于领先地位：他们的办公区域设计有趣且开放性，光线充足，让初次来的人几乎很难联想到办公室。此次办公室的再设计，designfunktion 希望为员工营造全新的会议和休闲体验。特别值得一提的是，设计师提出了全新的灯光与声学概念，并选择了 Nimbus 集团的 LED 灯具和隔音产品。

Modern working environments provide variety. The office refurbishment at Ströer has created numerous opportunities for employees to retreat. Sound-absorbing Rossoacoustic PADs and matching Nimbus luminaires create a friendly atmosphere.

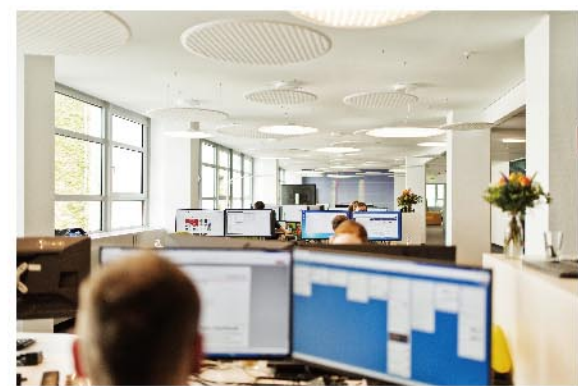
The topic of "new working environments" is currently on everyone's lips as it has been recognised that the spatial environment has a major influence on employees' sense of well-being and consequently on the results of their work. Global corporations such as Apple, Google and Co. have been leading the way: their employees sit in playfully designed, open and light-flooded rooms that hardly make one think of work anymore. Ströer SE & Co. KGaA, a digital multi-channel media company, had its offices refurbished from top to bottom and hired designfunktion, a firm of interior architects from Bonn, to do the job. Ströer News Publishing GmbH wanted the redesign to feature new conference areas and opportunities for their employees to retreat. The interior architects also designed a new light and acoustics concept for the rooms, whereby they opted for luminaires and acoustic pads from the Stuttgart-based Nimbus Group.



“我曾经手过许多项目，其中也大量使用了 Nimbus 的灯具和 Rossoacoustic 隔音产品，能够通过一家公司解决所有照明和声学问题是非常棒的，”作为此次 Ströer 项目总规划设计和负责人 Tobias Pagel 说到。同样，在 Ströer 办公空间，员工的“所见（光学）所闻（声学）”都通过 Nimbus 的灯具和 Rossoacoustic 隔音产品来实现。通过对办公室光线和声学的精心规划，能大大增加用户的幸福感。但事实上，除非出现明显的问题，关于照明和声学在工作环境中所起的关键作用往往得不到重视。设计人员进行了各种声学测量，为 Ströer 办公空间的降噪取得了最佳效果。

比如办公空间的工作人数，空间分区，家具和空间用途等参数决定了后期对于声学的规划设计。“声学规划是办公室设计中非常重要的一点，因为整个办公空间以一个开放性的工作场所呈现，而一个令人满意的声学设计才能解决开放性空间的噪音干扰弊端” Tobias Pagel 解释道。所以，在天花板上设计师悬挂了各种色彩的圆形 Rossoacoustic 隔音，以抑制噪音，同时，造型优雅的 Rossoacoustic 也成了办公室一大美学亮点。

“所见所闻”，全赖她 ACOUSTIC COMFORT



"I had planned a number of projects with Nimbus and Rosso-acoustic in the past and it's great to be able to tackle all of the lighting and acoustic challenges with a single company," explains Tobias Pagel, head of the planning and design department at designfunktion. The key role played by lighting and acoustics in working environments is often not appreciated until something goes wrong. However, careful light and acoustics planning in offices make a major contribution to users' sense of well-being. The planners carried out various acoustic measurements to find out how they could reduce noise and achieve the best possible results for the Ströer office spaces.

Parameters such as the number of people in the room, room partitioning, furniture and usage determined the acoustics concept. "The acoustics planning was a very important point in the design of the office as we had only planned open-space workplaces. These only work as a whole if there is a satisfactory acoustics concept," explains Tobias Pagel. The solution is round Rossoacoustic Pads in various colours suspended from the ceiling. These dampen noise and generate pleasant acoustics. The elegant Pads also provide the office with an aesthetic highlight.

Modul R Project 系列的悬浮式 LED 灯具和具有降噪效果的 Rossoacoustic 隔音产品可为工作区域提供充足的光线和相对安静的氛围。

Suspended LED luminaires from the Modul R Project family plus acoustically effective Rossoacoustic Pads provide working areas with light and a quiet atmosphere.

造型轻盈，悬挂式的 Rossoacoustic 隔音产品让人仿佛置身云中。合理的照明和声学概念在这样的开放式工作场所得充分利用。

Working in the Cloud. Open-space workplaces can only work with a well-thought-out lighting and acoustics concept. Photo: AKIM photography, Achim Hehn



Ströer 总部坐落于德国柏林，新闻编辑室是他们的核心业务场所。由此，来自 designfunktion 建筑事务所的设计师使用了 Rossoacoustic 隔音系统和 Nimbus 的 Modul R 系列灯具。徘徊在员工头顶上方 Rossoacoustic 隔音产品，唤起了人们对夏日白云的美好记忆，同时与数字化信息背后的“云理念”产生了一种微妙的联系。

将具有类似形状的隔音屏和灯具相结合使用，可以使办公室的整体形象更为和谐统一。Tobias Pagel 又说到：“巧妙使用多样化的 Nimbus LED 灯具，可以让办公空间各个区域产生细小差异而又不失整体设计理念。”未来营造敏锐洞察的氛围，设计师针对每个区域设定了不同的主题，除了传统工作位，还会有会议室，电话区和休闲区等。

在主题方面，设计师大开脑洞。例如，除了休息舱，健身房和树屋之外，还包括电影院和乒乓球室。换句话说，通过完美的环境设计点燃员工的创造力。Tobias Pagel 对项目结果非常满意：“采用 Nimbus 新品灯具极大地提高了空间质量。事实上，除了声学，照明是整体概念中非常重要的一点。”Ströer 获得了一个现代化和功能兼具的工作环境，人们可以集中精力区思考，进行富有创造性的工作。



透过浮云的光

DELICATE CLOUDS OF LIGHT

The Ströer location in Berlin delivers editorial content to Ströer media, desktops and mobiles throughout the whole of Germany. The newsroom is the centrepiece of the premises. Picking up on this idea, the architects and interior architects from designfunktion used products from the Rossoacoustic Pad system and Nimbus Modul R Project luminaires. They evoke associations with delicate summer clouds hovering high above the heads of the employees and give a tangible quality to the Cloud philosophy behind the digitally produced information.

Pads and luminaires with a similar form combine to create a harmonious overall impression in the office: Tobias Pagel reports: "Using the broad spectrum of Nimbus luminaires, we were able to pick up on the major difference in the various zones and areas in the office space without losing an overall design concept." Besides the conventional desktop workplaces, there are also conference rooms, communication zones and areas where employees can retreat and be on their own. With a keen eye for detail, the interior architects designed each of these different areas with a particular theme.

For example a cinema and a table tennis room were included in the spatial concept in addition to a ski cabin, a gym and a tree house. In other words, surroundings that stimulate creativity and are perfectly illuminated. Tobias Pagel, too, is very satisfied with the result: "The new design with Nimbus luminaires has enhanced the spatial quality enormously. In fact, along with acoustics, lighting was a very important point in the overall concept. The result is a modern, up-to-date and functional new working environment in which people can concentrate on thinking and working creatively without disturbance.



在色彩方面，Rossoacoustic 隔音产品有多种颜色，可以完美契合各个区域的主题。

像这样悠静的休息舱采用了 Nimbus Modul R Project LED 灯具。

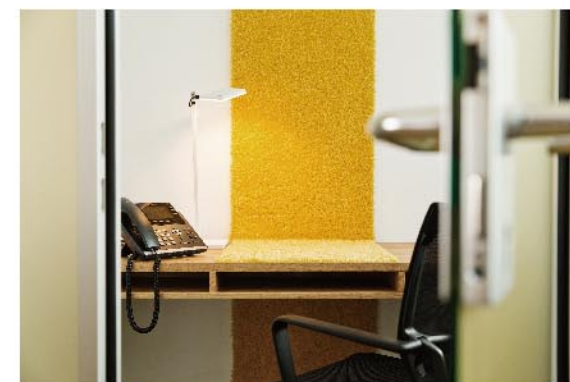
In terms of colour, the acoustically effective Rosso-acoustic Pads fit in magnificently with the concepts of the various rooms.

Such retreat cabins are also pleasantly lit by Modul R Project LED luminaires.



Nimbus Leggera CL 灯具采用了便携式电池供电，可以根据空间照明需求灵活使用。

Portable battery-powered Nimbus Leggera CL luminaires support temporary working in various rooms.



在公司的餐厅，Rossoacoustic Pads 大胆的配色和悬浮的 Nimbus 灯具也充分激发着员工工作的激情与灵感。

In the canteen too inspiration and emotion are encouraged by colour-coordinated Rossoacoustic Pads and the suspended Nimbus luminaires.



About Nimbus

Nimbus 集团乃 MATSU 玛祖铭立德国合作伙伴，其于 1988 年由建筑师 Dietrich F. Brennenstuhl 在斯图加特创立，专注于 LED 照明。自 2006 年以来，Nimbus 集团已成功完成了约 15,000 个 LED 项目，从家装、医疗、展览馆、学校，市政厅大堂，以及办公领域，如联合利华总部和汉堡商会，ADAC 慕尼黑总部和 WTO（世界贸易组织）日内瓦总部。

Originally founded as Nimbus Design GmbH in Stuttgart in 1988. The enterprise was the first to place its faith in LED technology for innovative lighting solutions, giving itself a global lead even ahead of the large corporations. Since 2006 Nimbus has realised around 15,000 LED projects and can now call upon a wealth of experience unique among its competitors: the spectrum ranges from fitting out houses, doctors' practices, galleries, schools, town hall foyers, boardrooms and lounges through to complete office buildings and large company headquarters like the Unilever head quarter and the Chamber of Commerce in Hamburg, the ADAC headquarters in Munich and the recently completed head office of the World Trade Organization (WTO) in Geneva.



欧洲最大的医疗机构, 夏里特医学院

CHARITÉ – BERLIN UNIVERSITY OF MEDICINE

THE BIGGEST MEDICAL ORGANIZATION IN EUROPE

编辑: 陈胜兰 图片由 Kusch+co 提供 Editor: Kelvina.Chen Photo provided by Kusch+co



今年五月, 柏林大学附属 Charité (夏里特) 医学院 (以下简称夏里特医学院) 进行内部重新设计装修, 配备了 MATSU 玛祖铭立德国合作伙伴 Kusch+Co 的系列产品。

夏里特医学院是欧洲最大的医疗机构, 拥有 300 余年的悠久历史, 在 19 世纪就已经是非常著名的医院, 具有世界公认的高水平的医学教学和医学科研, 连续多年被德国最权威的排名杂志《Focus》(焦点) 评委德国排名第一的医院。

In this May, Berlin University of Medicine, Charité Medical School (Charité in short) was given an internal re-decoration, and products of Kusch+Co were used, who is MATSU's German partner.

Over 300-year-old Charité is the biggest medical institute in Europe, which has been very famous since 19th century. It is deemed as an institute equipped with the most advanced medical education and medical scientific research and it has been selected as top 1 hospital in Germany by "Focus", the most authoritative German magazine.

上帝之鞭——黑死病阴霾

1710 年, 为了预防可怕的瘟疫, 腓特烈一世 (普鲁士) 缔造了夏里特医学院 (Charité – Universitätsmedizin Berlin), 该医院在柏林北方城墙外被建立, 用以检疫当时受腺鼠疫 (黑死病) 的民众, 以保护当时柏林城墙内的居民; 在此瘟疫过后, 医院被用来培养战地医生与照顾平民。1726 年, “士兵国王” 腓特烈威廉一世为它赋予了 Charité (慈善) 一字, 名字由此而来。

夏里特医学院外部充满了欧洲古典建筑的风情, 正门有一个巨大的广场, 栽满了绿植, 便于病人的锻炼康复。

God's punishment --- haunting memory of Black death

In 1710, Friedrich I (Prussia) established Charité – Universitätsmedizin Berlin to prevent horrible plague outside the north city wall of Berlin. It was for the inspection of people infected by Black death disease to protect those within Berlin wall from getting affected; after this plague, the hospital was then applied to training war doctors and taking care of people. In 1726, Friedrich Wilhelm I, the "Soldier King" called it "Charité" and that's how the hospital got its name.

Charité has classical European-style architectures outside it. There is a huge square at its front door, where luxuriant green plants are very good for people to get recovered.



走进医院, 装饰与家庭的布局接近。让病人在医院不会有特别的陌生感, 设施方便齐全。

医院餐厅使用的 Universo 休闲椅, 椅身塑料 “-Ultramid” 由世界化工巨头 BASF 巴斯夫以及 Designfabrik 共同研制, 耐最高, 抗腐蚀性强, 可采用清洁剂和消毒剂, 完全符合医院卫生及感染预防的要求。

每年, 全世界有不少患者特地来到夏里特医院接受诊疗。在医院的指示牌上, 写满了世界各地的欢迎语。



Inside the hospital, we see decorations and layout that have the same cozy styles as our homes so patients can feel very safe here. Furthermore, it is equipped with comprehensive facilities.

In the canteen, Universo chairs are applied whose main body “-Ultramid” was co-developed by chemical giant BASF and Designfabrik. With strong corrosion resistance, the chair can be cleaned with detergent and sanitizer, which makes it totally meet the requirement of hospital hygiene and infection prevention.

Each year, many patients specially come to this hospital for better treatment. A sign in the hospital reads greeting words in all languages.



医院随处可见 ARN 休闲椅, 可被使用在医疗护理环境 (具有优异的保洁性, 易于护理, 且具有抗菌表层), 以及户外。

ARN is widely used in this hospital in medical care environment (good performance in cleaning and antibiosis) and outdoor places.

诊疗室外放置的 Volpino 小狐狸座椅, 为医院增添了一丝俏皮意味。

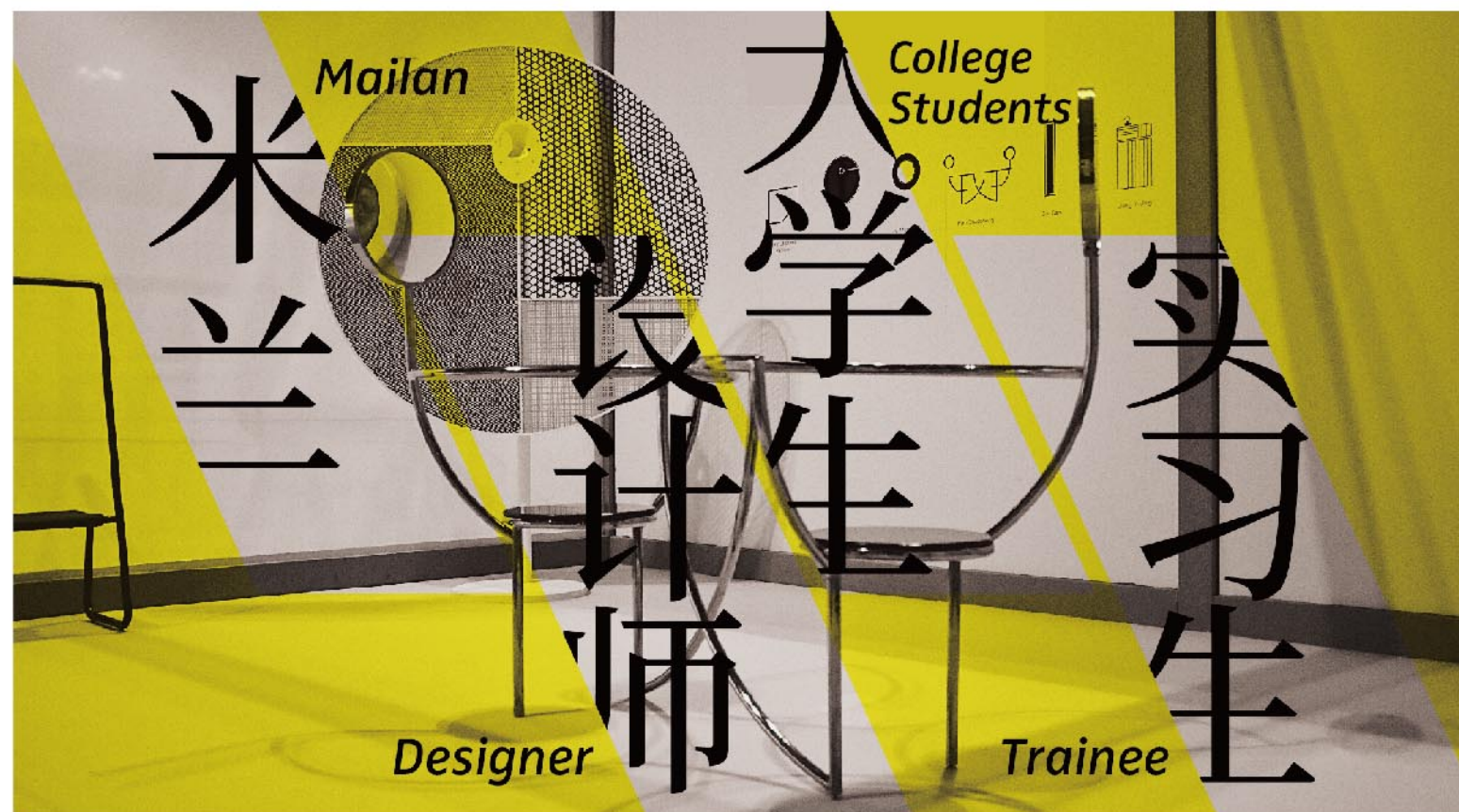
Volpino chairs are used outside clinics, making the space a bit interesting.



Volpe 可连接成排椅 (最多四张组合), 成为接待、等候等区域的绝佳选择。

Volpe can be arranged as row chairs (4 chairs maximumly) to form a good reception and waiting area.





没毕业, 作品已亮相米兰家具展

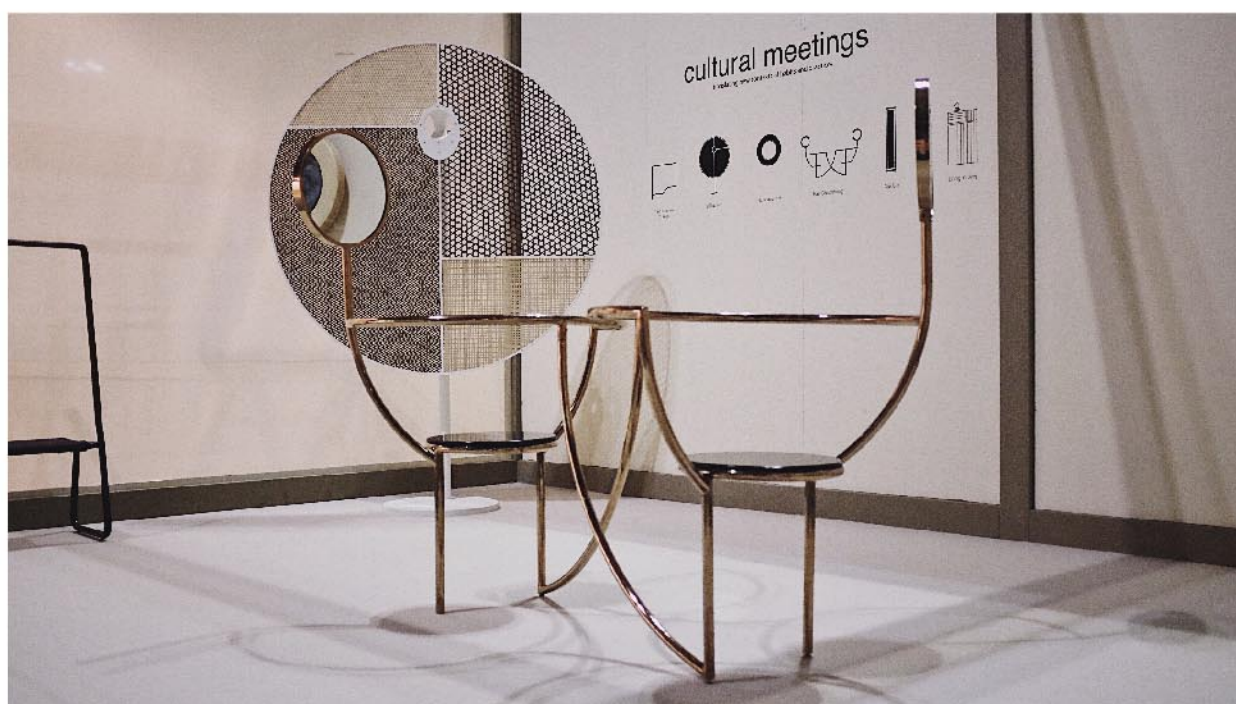
——对话中国新锐设计师

NOT YET GRADUATED, THE WORK HAS BEEN UNVEILED AT THE SALONE INTERNAZIONALE DEL MOBILE MILANO
An interview with Chinese new designers

编辑: 黄伊汶 图片由季多闻与王建楠提供 Editor: Evo Huang Photo provided by Ji Duowen and Wang Jiannan

今年4月, 米兰国际家具展上, 一组传统中国元素与现代元素结合风格的作品引人注目, 其中之一, 便出自一位曾在MATSU实习, 还没毕业的中国设计师, 季多闻。

This April, in SALONE INTERNAZIONALE DEL MOBILE MILANO, the work presenting both traditional Chinese elements and modern elements drew people's attention. Among them was the creative work coming from Ji Duowen, a college student who ever was the trainee in MATSU.

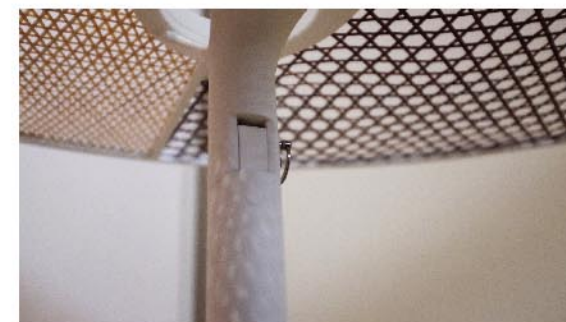


《Shadow 影》, 户外家具伞

遮阳伞在户外来说是个必不可少的存在, 但是目前市面上的遮阳伞外表单一、结构笨重、体积太大, 非常占位置。太阳下山的时候, 遮阳伞通常不能灵活的收起来, 并且在晚上毫无作用, 于是设计师发挥想象, 给予遮阳伞第二个功能使得遮阳伞随时都变得很有意义。

"Shadow", outdoor furniture umbrella

Umbrella is very necessary for us when we go out. Most of umbrellas nowadays are not easy to take and they all look same. When it's getting dark, umbrellas are becoming useless. Designers give full play to their imagination and endow them with more functions. Umbrellas become interesting.



这款新型遮阳伞《影》(sun shadow), 通过角度调节, 灵活折叠, 使其一物两用, 既可为遮阳伞由可变身为屏风以用于空间区隔。

Newly-invented beach umbrella---sun shadow is endowed with double functions. After angle adjustment and being folded, it works as beach umbrella as well as space-dividing screen.



运用中国传统手工艺竹编给人们带来光影交错的直接效果, 温暖的色调让人们更能享受自然清新的户外时光。

Sun shadow applies Chinese traditional bamboo weaving process to createtrick of light and shadow. Warm colors delivers natural and freshatmosphere for people.



Shadow



而这个作品, 出自我们的新锐设计师季多闻之手。

季多闻毕业于和央美、清华齐名的上海视觉艺术学院(原名复旦大学上海视觉艺术学院)。本科在校期间, 于MATSU完成了实习工作, 而与之同行的还有同校的王建楠。

This masterpiece, its birth was given by new designer, Ji Duowen.

Ji Duowen graduated from Shanghai Institute of Visual Art (former Fudan University Shanghai Institute of Visual Art), and this college enjoys the same high reputation as CAFA (Central Academy of Fine Arts) and Academy of Arts and Design, Tsinghua University. During her study in college, she finished her internship in MATSU, together with schoolmate, Wang Jiannan.





季多闻, 23
Ji Duowen, 23

“德语不难啊, 我觉得还是可以的啊, 可能是因为有兴趣嘛!”

季多闻今年7月就本科毕业了, 即将要前往德国继续读研, 留学深造。她对自己的设计很有信心, 当我问到她, 对于自己在米兰参展的作品和毕设作品比较, 哪个更满意呢? 她笑笑“都满意。”对每个作品都尽力的人才可以说出这样的话吧。

"I don't think German is difficult. Maybe because of interests!"

Ji Duowen finished her Bachelor Degree this July. She is going to Germany for further study. She's quite confident in her designs because when I asked her which work she prefers in person between SALONE INTERNAZIONALE DEL MOBILE MILANO work and her graduation design, her answer was "both". On hearing this, I believe that she must have exerted herself in each piece of work.

为什么选择 MATSU 呢?

优秀的季多闻准备实习时, 接收到很多企业伸出的橄榄枝, 但她“任性”拒绝了那些风格单一的企业, 爱上了多元的 MATSU: “第一次进 MATSU 展厅的时候, 丰富的色彩产生强烈的冲击感, 让我印象深刻, 我觉得这就是我要的公司, 有趣、有灵性!”

在 MATSU 实习期间, 季多闻负责对新上市产品的周边产品研发。除了研发新产品, 还负责现有产品的效果图制作及场景制作。在 MATSU, 季多闻可以放心专注于自己的设计, 不仅可以将自己脑子里的天马行空大胆表达出来, 还有设计师前辈“带着飞”, 将自己图纸上的创想与现实市场更好的结合。

Why MATSU?

People who work as designers are "self-willed" more or less. Before Ji made her decision, she talked to her teachers and did much research. Finally, she chose MATSU instead of those single-style furniture companies. "When I visited MATSU for the first time, I was so impressed by its rich colors. That's what I want, interesting company!"

During the internship in MATSU, Ji Duowen was responsible for R&D of peripherals of new launching products. Besides, she also took care of design sketch and scenario making of existing products. Ji Duowen likes to design new things, by which she can make exploration. When she meets with practical problems, she will discuss with senior designers in the company.



季多闻于 MATSU 实习期间的设计手稿
Sketches from Ji Duowen in MATSU

在 MATSU 实习有什么收获吗?

优秀的设计师刚踏上实际的设计项目, 也有自己的烦恼, 因为缺少实际设计的经验, 对加工工艺比较生疏, 经常遇到设计的东​​西做不出来或者价格太高的问题。

以前在学校遇到这些实际性的问题的时候, 季多闻都没有很大的关注, 学校的老师也不会将这些问题一一指出, 担心会影响学生的思维扩张, 可是当这些产品实际要生产的时候, 这些问题是必须要解决的。在 MATSU 实习期间, 季多闻针对这些实际问题, 面对面向公司的设计师前辈讨教讨论, 一起参与设计项目, “身临其境”目睹一个想法变成可上市的商品。

“收获嘛, 我觉得以后设计产品的时候会边设计边去思考, 定位、制作、加工工艺与结构承重, 更多一点考虑, 作为商品, 其市场上成功的可能性, 而不仅仅是产品。当然设计并不是一味的循规蹈矩也需要突破和创新, 把自己的创造力和现阶段积累的小经验结合也很重要。”

What have you learned from internship in MATSU?

Good designers have many troubles when they first get down to practical projects. They lack practical experience and they are not familiar with processing technologies, so their ideas are not feasible or in need of too much cost sometimes.

When they faced practical problems in school, Ji Duowen didn't pay much attention to it and their teachers also didn't quite care about them because what teachers care is to help students broaden their minds. But when it comes to production, a lot of troubles need to be solved. In MATSU, Ji Duowen had to face to face discuss with senior designers about some practical problems and had to actively get involved in design, to be a part of team that facilitates the marketing of a product that once was just an idea.

"I think for me the greatest things I got here is I came to realize that I have to, when designing, think the feasibility of my designs. Is it going to be very difficult to carry out, and structure bearing problems. I need to think it in an overall way. Of course, designs need to make innovations and breakthroughs and I need to combine my strong points with current experiences."

介绍一下你的毕业设计吧?

让“巧克力”融化冷漠。“Chocolate”为办公室员工创造了一个温暖互动的空间, 淡化商业协作中的冷漠, 让他们可以在工作期间小憩, 或做一些工作, 或与同事进行短暂的商谈。只需几秒钟的时间, 就可以通过调整可双向调节的靠背来创建私人空间和同事间工作互动空间。模块化系统使其可以适应任何公司的规模或空间。

只需几秒钟的时间, 就可以通过调整可双向调节的靠背来创建私人空间和同事间工作互动空间。模块化系统使其可以适应任何公司的规模或空间。

Would you please let us know more about your graduation work?

"Chocolate" creates a warm and interactive space for office members. They can have rest, work and chat with colleagues. Just a few seconds, they can adjust dual-directional chairback to facilitate a private room forming or communication with colleagues. Modularized system makes it suitable for companies of any size and space.

Just a few seconds, they can adjust dual-directional chairback to facilitate a private room forming or communication with colleagues. Modularized system makes it suitable for companies of any size and space.



季多闻的毕设作品《Chocolate》→
Ji Duowen's Graduation work "Chocolate"

FOR adjustable

The backrest can stay at any time within 0-90 degrees, in order to accommodate everyone's sitting habits.



FOR height

the normal chair height is about 45cm, and this sofa has a height of 30cm, in order to make people feel more relaxed.



FOR screen

The screen that is about 90cm away from the ground can make people have their own private space and feel the outside world at the same time.



MATSU帮助季多闻完成此次毕业设计作品。灵感挣脱图纸的枷锁, 将IDEA变成实物呈现。

MATSU helped Ji Duowen make her graduation work come true. We together shake off the shackles and bring about real products from an IDEA.

Chocolate



王建楠是个很可爱的自由自在的女孩, 她爱玩、爱吃、爱生活。问起在MATSU实习期间最难忘的事, 她觉得是“每天早起上班觉得快治好了自己的懒癌, 每天早上和晚上9号线的上班高峰期很难忘。”。

王建楠的毕设获得成功之后, 并没有急着找工作, 而是开启了“游山玩水”的模式。“只有见识够多, 才明白自己到底想要的是什么。”沙漠、青山、绿水, 一圈游玩之后, 王建楠决定回家乡山西太原继续考取研究生。爱玩, 不代表不上进, 从心, 但不能“怂”!

从心, 但不“怂” Be brave and follow your heart



王建楠, 23
Wang Jiannan, 23

Wang Jiannan is a lovely and unrestrained girl. She loves eating delicious food and enjoying beautiful life. When asked about the most impressive in MATSU, she said: "I've conquered my laziness and I can get up early, hahal Line 9 is very impressive during morning and afternoon peak."

Wang Jiannan didn't hurry to get a job after she got successful through her graduation work. Instead, she went to travel. "Only after I've seen so much can I get to figure out what I want." She has seen desert, mountains and rivers ... eventually she decided to go back to her hometown for further study. Loving to play doesn't mean no progress and one has to follow his heart!



之所以叫50%, 从功能方面来说, 柜身的一半是固定的、一半是可移动的。整个大的框架是相对固定的, 中间的小方块可以根据用户的需求改变。从视觉元素来说, 小方块的门是利用磁铁的吸力变成可折叠的门, 可营造出完全通透或者半透明的感觉。

50%的灵感来源于酒吧的高桌。酒吧里站在一起聊天的感觉很好, 自然而随性。所以, 50%以站着使用的高柜为形态。偶尔站起来办公, 让工作人员切换下办公状态, 不仅有利于身体健康, 更有助于灵感激荡。

We call it 50% because from the aspect of function, half of it is fixed and half of it is flexible. The whole big frame is fixed while small central part can move according to different demands. Visually interesting, the central part can be folded and works as magnetic doors. You can look past through the cabinet or it is semi-transparent to you.

The idea of 50% comes from bar stool in pub. Standing and talking in pub make us feel so good and natural. 50% is a tall cabinet for people to stand to work, which not only does good to our health but also enables us to get inspired through the change of position.

50%



50%

Be brave and follow your heart

介绍一下你的毕设作品?

如今提倡团队协作, 一个小团体经常突然要讨论方案或是临时有了灵感, 如果去会议室还要预约, 而且会议室通常离办公桌有段距离, 好多灵感、问题都是及时性的需要当下、立即得到解决。50%可以当作一个团队及时的小型会议桌, 开一个短暂快捷的会议。也可以当作办公室的隔断用来区分不用的部门。

Would you please let us know more about your graduation work?

Today, we all advocate for team working. Even if a small team will be in urgent demand of conference room for discussion about ideas. However, conference rooms need to be booked first and sometimes conference rooms are a bit far away and they can't satisfy demands of timely talking. 50% can work as small conference table for small-range quick discussion. It can also work as office partitioning.



↑ 王建楠毕设作品《50%》
Wang Jiannan's graduation work "50%"

在 MATSU 实习有什么收获吗?

王建楠的工作内容, 主要是为现有产品做一些配套设施的设计, 同时也为现有产品设计一些使用场景。虽然学的是产品设计, 但是这些工作内容对王建楠来说都是新鲜的。她最喜欢设计这部分, 因为“能把自己的想法付诸行动是很有成就感的!”

社会实践与学校的理论差别最大的地方, 就是在实习过程中, 有机会去到实际生产的工厂中去学习参观。以前在学校学习的时候, 王建楠比较注重产品的造型。在去工厂实际参观之后了解到, 材料和细节对产品最后的呈现有着非常大的影响。不同材料的运用和一些细小的细节都会影响到产品的质量, 同时也影响着设计理念的展现。

“这些问题都是非常具有实际代表意义的, 以前在学校时会比较关注创新性, 几乎不会遇到实际生产方面的问题, 在遇到这些问题时我会及时和前辈交流, 他们有非常丰富解决问题的经验。

在以后的设计中我会更注重一个产品的细节, 把细节做到完美产品才能更好的制作, 呈现。也会多多考虑不同的材料运用, 不同材质的运用会赋予产品新的生命。”

世有伯乐, 然后有千里马。MATSU化身伯乐, 帮助王建楠这匹自由的设计黑马梦想成真, 带来优秀的毕业设计作品。

What have you learned from MATSU internship?

Wang Jiannan was mainly for designs of supporting facilities as well as some scenarios for existing product design. Wang Jiannan was major in product design but these jobs are new to her. She likes doing designs better because "it is a great achievement to bring ideas into reality!"

The biggest difference between social practice and school knowledge is during real-world practice we have opportunities to visit factories. We usually paid more attention to shape of products when we were in school. When visiting factories, we got to know that material and details greatly affect products and different materials and details also affect product quality, as well as the delivery of ideas.

These are very practical. When I was in school, I paid a lot of attention to innovation but seldom thought about production. So when I met with these problems, I would consult my teachers. They are very experienced.

I would pay more attention to each detail in my future designs. Perfect details create perfect works. Also I will think more about using different materials because they can bring about new life and new feelings to our products.

Bole always comes before the splendid steed. MATSU is the Bole and Wang Jiannan is the free dark horse. We helped her to realize her excellent graduation work.



奥地利国宝级家具品牌WITTMANN德国首店开业 FIRST WITTMANN FLAGSHIP STORE IN GERMANY OPENS AT STILWERK HAMBURG

编辑: 陈胜兰 图片由 Wittmann 提供 Editor: Kelvina Photo provided by Wittmann

2018.5.2, 作为影响力极深的欧洲纯手工家具品牌, 玛祖铭立合作伙伴奥地利家具品牌 WITTMANN, 在汉堡 stilwerk 购物中心开设了其在德国的第一家旗舰店。当天的开幕晚会上, 出席了近 150 位嘉宾。

WITTMANN 由 Franz Wittmann 家族创立于 1896 年, 以鞍具制造起家, 二战后开始了高品质纯手工家具制造, 并以“当工艺成为艺术 (When craft becomes art)”为经营哲学, 凭借不亚于精密机械的出色手工和对经久耐用品质的不懈追求, 如今, WITTMANN 已成为了欧洲赫赫有名的纯手工家具品牌, 其百年作品在 Vienna 的博物馆中收藏陈列, 以悠久的历史内蕴和人文气息为艺术之都更添风韵。百年来, WITTMANN 不断与世界顶级家具设计大师合作, 创造出一系列如艺术品般精致无暇的传世家具精品。

明星设计师 Sebastian Herkner 在开幕式上展示了最新版的 MERWYN 系列。

The first Wittmann flagship store in Germany opened its doors on May 2 at an exclusive evening event at stilwerk Hamburg which was attended by around 150 guests.



Wittmann (a partner of MATSU), an Austrian furniture brand have both of these two properties. Since its foundation as a saddlery manufacturer in 1896, Wittmann began high-quality handmade furniture manufacturing after World War II honoring "When craft becomes art" as its philosophy. Up until now it has undergone four generations of development in its history of 118 years, during which it has been recognized around the world for its quality and timelessness, attracting MATSU to develop a partnership. Its century-old works are now collected by a museum in Vienna.

Star designer Sebastian Herkner got the event under way with a presentation of the latest edition of the MERWYN collection at stilwerk.



在这家新开的德国旗舰店里, 有近 150 平的底层区域用来展示全球各顶级设计师如 Sebastian Herkner, Jaime Hayon 和 Monica Förster 的最新作品。

Customers will find all of the latest Wittmann collections by leading designers – such as Sebastian Herkner, Jaime Hayon and Monica Förster – prominently displayed on a 150 square metre ground floor section of the stilwerk showroom.



WITTMANN 在现场将 VUELTA 贵妃椅剖开, 集中展示其内部结构, 经得起推敲的设计才会更传世经典。

WITTMANN slit Luxury chair VUELTA on site to present its internal structure. Those designs that stand up to repeated tests could be classical for centuries.



VUELTA 贵妃椅圆润又恰到好处的围边、粉嫩的配色, 点燃少女心。

VUELTA luxury chair has mellow and pink side around it, making it seem so girly.



MERWY 系列椅子采用了充满工业风的黄铜喷粉椅脚, 质感十足的皮革配以丝绒面料, 柔情与粗犷并存, 使其成为开幕当天的全场焦点。

Highlights include new pieces such as the classic stand-alone VUELTA chaise longue and the latest edition to the MERWYN chair range with striking piping and powder coated frame available either in brass or black-grey.



与 WITTMANN 来一次“亲密对话”! 在店内一角, WITTMANN 手工匠人正在展示家具制造过程。

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WITTMANN CEO Hartmut Roehrig 在开幕式上表示: “我们在传统 (手工) 与现代 (设计) 之间架起了一座桥梁, 守护着传统经典的同时也致力寻求合作创新, 这与 stilwerk 的理念不谋而合。这就是为什么我们选择 stilwerk 汉堡购物中心作为德国第一家 Wittmann 旗舰店的所在地。”

"Our design builds a bridge between traditional and modernity," explains Wittmann CEO Hartmut Roehrig. "And that should be reflected in the store concept. Which is why we are so pleased to have secured stilwerk Hamburg – with its exclusive design palette and special historic architecture – as the location for the first Wittmann flagship store in Germany."

stilwerk 位于汉堡的购物中心设在一个充满豪华气息的古典建筑内, 其建筑原址是一个麦芽制造厂, 整体设计古典大气, 展现出传统元素和现代时尚相结合的魅力。

stilwerk 老板 Alexander Garbe 认为 stilwerk 与 WITTMANN 非常契合: “WITTMANN 作为 stilwerk 的新入驻品牌, 受到许多消费者的欢迎。WITTMANN 一直在成功地不断重塑品牌, 同时保持本源、不变初心。”

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stilwerk owner Alexander Garbe also sees the partnership with Wittmann as a perfect fit. "The arrival of Wittmann adds a sought after established brand to the stilwerk portfolio, one that has managed to constantly reinvent itself while remaining true to its roots. A philosophy that we share at stilwerk," Garbe explained.





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