

No.47
SPRING 2019
春季刊

SHU 术

04 MATSU unit & morse 众放之夜
MATSU unit & morse new product launch

14 "设计上海"上让你眼前一亮的办公设计
MATSU @ Design Shanghai 2019

19 MATSU玛祖铭立天猫旗舰店盛大开业
Tmall Flagship Store Grand Opening

30 保时捷新中国总部之S.P.A.C.E 4.0
Porsche China's New Office



和谐共创 Together We Bloom
unit & morse

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。



总策划 蔡演国	Publisher Yanguo Cai
主编 易宇婷	Editor-in-Chief Helen Yi
执行主编 彭茜	Executive editor-in-chief Qian Peng
编辑 孙琪	Editor Ice Sun
平面设计 王琮跃	Graphic Design Landis Wang
摄影师 由玛祖铭立提供	Photographer Provide by MATSU
主办 玛祖铭立集团	Sponsor MATSU Group
地址 上海市徐汇区肇嘉浜路 686 号 邮编：200030 电话：+86 21 6048 8001 网址： WWW.MATSU.CN 客服热线：400 630 9229	Address No. 686 Zhaojiabang Road, Xuhui District, Shanghai, P. R. China, P.C.: 200030 Tel: +86 21 6048 8001 Web: WWW.MATSU.CN Customer Service Hotline: 400 630 9229
2019 MATSU ©	
版本：20190628 印次：2000 封面纸张：240g 协茂 E 超感 内页纸张：140g 协茂 E 超感 印刷：四色印刷	

卷首语

Editor's Voice

众放时代

春回大地，蛰伏一冬的生命力又探出头来拼命呼吸。

告别冬日的厚重与阴郁，还有什么比较轻盈多姿的新品以及创意无限的活动更有效呢？

我们迫不及待告诉大家2019年的春天是一个众放的春天。3月的设计上海用新品Wings和Unit重新定义了办公空间的效率与幸福，为办公找到了更多温暖与诗意。随后的“梦想生活方式展”带我们走进梦想书房。4月，我们又一次集结了沪上青年建筑设计师齐聚一堂共同探讨设计师的职业之路。5月，更是万众瞩目的时刻，全球首创的跨界手舞解锁了多元化办公空间的无限可能。这既是一个尊重个体情感的时代，也是一个强调团队效率的时代，是时候让不同想法握手言和了。5月，我们再次携手代表着SPACE4.0的保时捷中国区总部开启未来新篇章。

一起来感受MATSU的包容、创新、还有潮流与经典风格的设计狂想。

一本刊编辑部

Together We Bloom

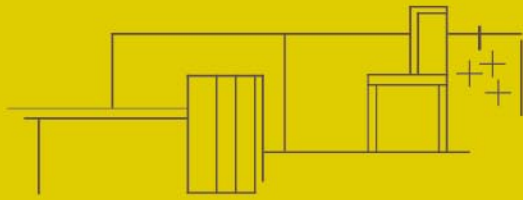
The world revives as Spring comes.

Farewell to the dreariment of Winter and embrace colorful new ideas.

We can't wait to tell the world that in this Spring, Together We Bloom. The Design Shanghai in March re-interpreted efficiency and happiness of office space with Wings and Unit. Following that, the Ideal Home Show led us to dream study. This April, we also concentrated young architects in Shanghai to discuss future career in design world. This May, the even more highly anticipated finger tutting brought about more possibilities of diversified office space. In this era, we welcome individual talents as well as team efficiency. This May, we again work with Porsche China Headquarter that stands for SPACE4.0 to march into a new chapter.

Inclusive, Innovative, Trendy and Classical, MATSU is creating fantasy!

春



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.

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

04-21

MATSU unit & morse 众放之夜
MATSU unit & morse New Product Launch

unit & morse，和谐共创
unit & morse workstation

"设计上海"上让你眼前一亮的办公设计
MATSU @ Design Shanghai 2019

MATSU玛祖铭立天猫旗舰店盛大开业
Tmall Flagship Store Grand Opening

樱花树下的家具店
A Furniture Store Under Sakura Tree

本

NEW PRODUCTS

设计新品，灵感家具

22-25

Daa, 重型机械工业的灵感产物!
(MATSU New Partner)
Daa is Where Heavy-Duty Mechanical Industry Meets Design!

析

ANALYSIS

设计空间，灵感办公

26-35

在泛亚，体验“超感”OFFICE
The "Super Experience" of PATAC Office

保时捷新中国总部之S.P.A.C.E 4.0
Porsche China's New Office

杰

EXCELLENCE

设计人物，灵感生活

36-39

Young Bird Plan专访玛祖铭立，共谈未来办公趋势
Young Bird Plan Interview with the Founder of MATSU: What's the trend of future office furniture market?

栖

WESTERN DESIGN

设计东西，灵感碰撞

40-43

天才聚会 | 玛祖铭立合作伙伴Wittmann@米兰家具展2019
Genius Party | MATSU's Partner Wittmann@ Salone del Mobile.Milano 2019

MATSU unit & morse

众放之夜



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

2019. 5. 17, 玛祖铭立 MATSU unit & morse 于世博创意秀场众放登场, 设计师, 企业家, 艺术舞者, 媒体等, 近 500 位嘉宾齐聚一堂, 众享 MATSU 带来的全新设计。

On May, 17, 2019, MATSU unit & morse was officially brought to the public in Shanghai Expo Creation Hall. 500 guests concentrated including designers, entrepreneurs, art dancers and media friends, to witness the brand new design from MATSU.



1 年前, MATSU 将 KINZO 设计的 unit 引入中国, 并邀请 Joeri 设计工作室, 在剖析了中国企业的发展特性及需求后, 进行本土化再设计: 融入 morse 多功能连接桥, 赋予其更加灵动的组合及新的使命, 并于发布会正式亮相。

One year ago, MATSU introduced KINZO' s unit to China and invited Joeri Studio to localize the design after analyzing the development characteristics and demands of Chinese companies. Morse multi-functional connection bridge is combined to empower this product with more flexibility and new missions. It was officially launched in this press release.



MATSU

UNIT & MORSE

NEW PRODUCT

LAUNCH



跨界几何舞

演绎无限组合

此次活动现场, MATSU 邀请了中法手舞顶级舞者 Sadeck waff (法国达人秀) & 杨卓安 (《这, 就是街舞!》第二季参赛选手) 进行跨界合作。舞者通过手指、手臂、关节移动变化、交融重组, 汇编成不同几何形态, 解密 unit & morse 多元化的无限组合可能与 “和谐共创 Together we bloom” 的设计理念。

This time, MATSU invited the top finger tutting dancers from China, Mr. Yang Zhuo'an (a contestant from Street Dance of China) and from France, Sadeck waff (a contestant from France' s Got Talents). Dancers move their fingers, arms and joints to create different combinations and patterns, which indicates that unit & morse is flexible and diversified and presents the design concept of "Together, We Bloom".



大咖登场, 设计分享

当日, 玛祖铭立总裁蔡演国先生开场致辞提到: 二十多年来, 玛祖铭立致力于结合现代企业的发展来研究办公环境的规划与家具配套。我们为全球众多著名企业, 如 WPP、AECOM、BMW 等, 提供了服务。今年, 也为北京第一高楼——中国尊的中信集团总部及上海保时捷中国总部提供了办公家具整体解决方案。MATSU 今天的众放, 源自客户的青睐及新老朋友的支持。有此动力, 玛祖铭立将不断前行。

Mr. Cai Yanguo, President of MATSU addressed the opening: For more than 20 years, we have been providing service for many global companies such as WPP, AECOM and BMW. These companies have set a good example in improving happiness for employees. MATSU is very honored and proud to be their solution provider. In addition, this year, we provided overall furniture solution for the tallest building in Beijing --- HQ of CITIC Group in CITIC Tower, and Shanghai HQ of Porsche China.



栩栩华生、《卷宗 Wallpaper*》总编辑冯楚轩提到: 很高兴卷宗与 MATSU 成为合作伙伴, 此次的“众放”也是一次对中国设计关注和探索的旅程。这次的发布活动, MATSU 将“几何舞艺术”与办公理念融合, 跨界设计的联动让我们看见设计的多元可能, 一个单调的空间在多元设计的趋势下也能绽放不一样的态度。

Editor-in-Chief of Wallpaper* and Xu Xu Huasheng, Mr. Feng Chuxuan said: It's very nice to work with MATSU. The event of "Together, We Bloom" is a platform and opportunity to appreciate and explore Chinese designs. This time, MATSU introduces "the Art of Geometric Dance" to office concept, which enables more possibilities of design. A single space can also demonstrate its multi dimensions if given diversified elements.



AIA 美国建筑师学会上海分会主席, SOM 中国区总监, 周学望也莅临现场, 表达了与 MATSU 合作的缘分与默契。

Chairman of Shanghai Branch of AIA (American Institute of Architects), Director of SOM China, Mr. Zhou Xuewang was also present. He told stories about his cooperation with MATSU.



台湾设计师 Kate Chung 也分享了与 MATSU 的合作经历与新品 WINGS 艺术互动装置。

Kate Chung, designer from Taiwan, also shared with us her experience working with MATSU on WINGS.



比利时独立家具设计师 Joeri Reynaert 现场分享了 unit & morse 的设计理念。

Joeri Reynaert, an independent designer from Belgium, shared with us his concept when designing unit & morse.



这个时代是尊重个体, 且强调相融协作的人性化、多元办公时代。unit & morse 摒弃千篇一律的“速食模式”, 开启多元融合的办公空间“高定模式”! 以“越小众就越大众”为设计原则, unit 将不同个体, 不同组织的办公需求, 整合设计在一套系统工作位中, 营造开放式办公协作区、会议区、专注伏案区, 以及经理区……

New working models require new office furniture: The transition from a communication workstation to a concentration workstation is taking place flowingly and this trend is accounted for by our new programme. Unit is able to reproduce these different situations in one design signature.

unit & morse
和谐共创



unit 字意单元, 部件, 同时也是 unite (字意: 联合) 的一部分, 即表达由 unit 单一部件组合而成的和谐共创空间; 而 morse 摩斯寓意解开不同空间的密码 (Layout)。

The name is part of the: It contains the term "unite", i.e. join together. And unit as a furniture system always combines several parts into a whole.



DESIGN



外观设计上, unit 摆脱传统冰冷的钢制框架, Y 型脚整体设计圆润且略带趣味性, 让办公空间充盈着人文温度, 使办公与生活更完美地结合; 而 morse 功能桥的桌架造型呼应 unit 的设计语言。

unit has striking Y-shape desk outline, with fixed chamfer of 35-mm rounded corner. This detail also exists in storage space and unit wall suite. It creates visible connection between all elements. morse Bridge leg design follows unit design language.

而 morse 不只是走线连接功能桥, 还拥有更多使用价值, 比如: 构成一定隐私性的桌上屏风、留言板照明、软装等功能。

morse, not only a cable bridge, added value = bridge offers desktop screens, message boards, lighting, and vase and so on.



Daa, 重型机械工业的灵感产物

Daa is where heavy-duty mechanical industry meets design

作为 MATSU 全新合作伙伴 Daa, 以独特之美登场。Daa 是一个利用重型机械工业制造的家具设计品牌: 使用制造挖掘机的铲斗, 手臂和框架的工具和专业知识, 来完成家具制造, 是重型机械工业的灵感产物, 乃“挖掘机”下的家具艺术。

Daa is where heavy-duty mechanical industry meets design. In this alternative to mass production, designers and Italian industrial know-how face a new challenge: making home furnishings using the tools and know-how normally used to make buckets, arms and frames for earthmoving machinery.



Link: P22-P25 Daa, 重型机械工业的灵感产物!

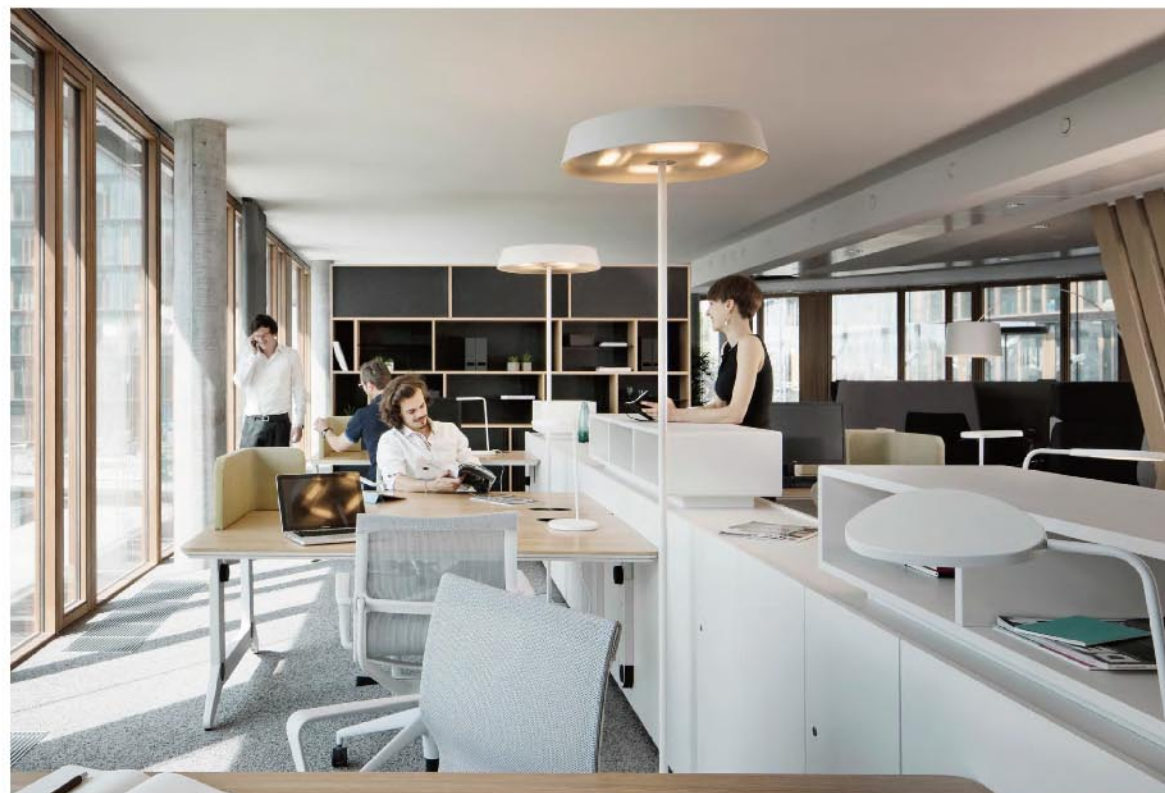
“Daa”意味着从固定状态转变为另一种形态。正如: 水在温度变化时形态所出现的新反应一样 (或流动, 或沸腾, 或凝结成冰, 或变成蒸汽逃离陆地)。

“Da a” means from - to in Italian: a change of status. Just as water takes on ever-new forms in reaction to changes in temperature, a process intended for making monolithic mechanical components generates a new vision of design inspired by dialogue with architects.

UNIT & MORSE



UNIT + MORSE



unit backbone 将储物空间与工位结合在一套家具系统中, 使系统工位组合更加稳定。

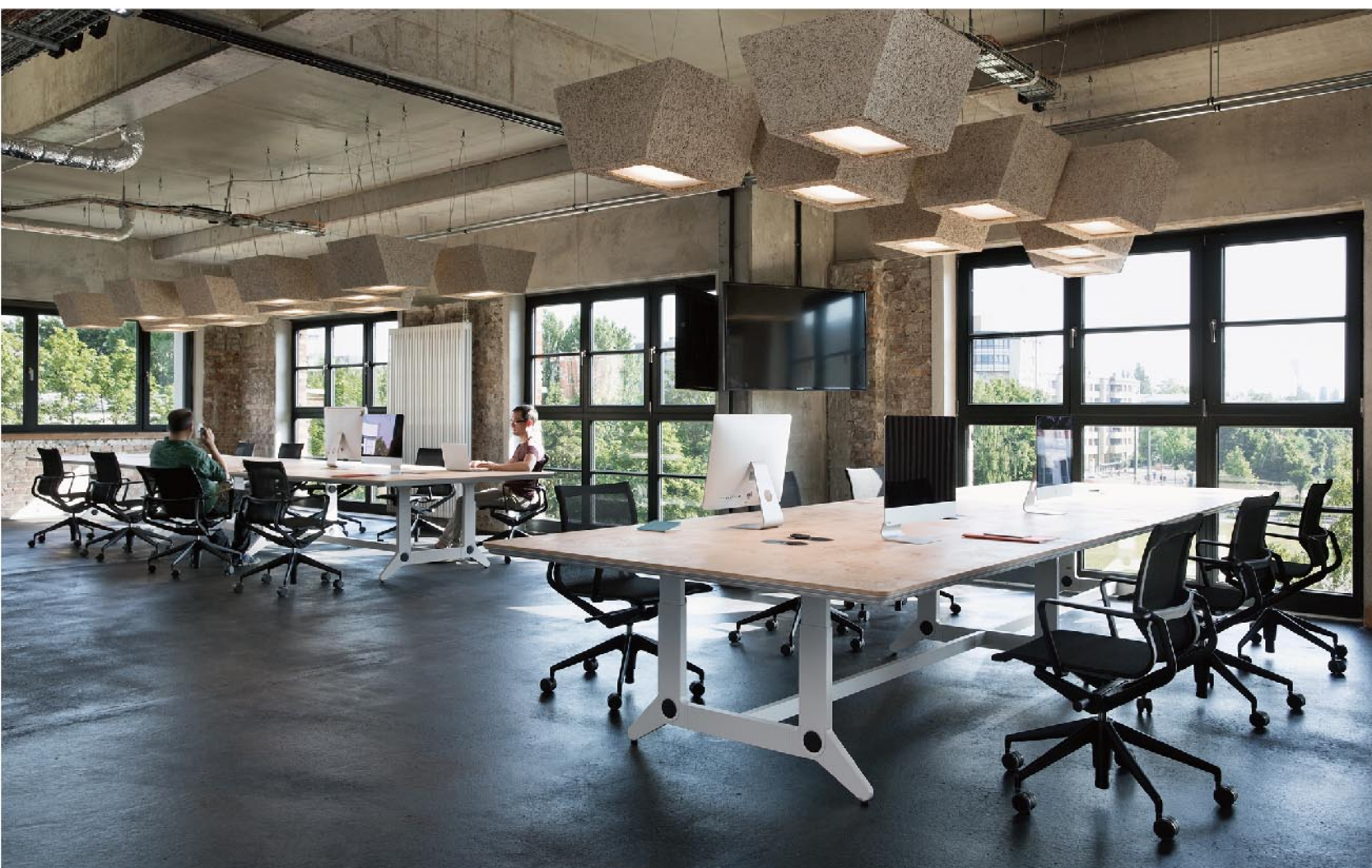
Backbone combines space efficiency and a workstation in one item of furniture, brings stability into the team.



Open-plan Workspace 开放式工作区

模块化的开放式工位
促进沟通和互动, 灵活适应不同需求
可以作为临时工作场所, 会议桌或固定的工作形态。

The modular bench,
promotes communication and interaction. Flexible and tailored to every
situation as a temporary workplace, meeting table or fully-fledged
workplace.



Conference Space 会议区

Unit bench 可以作为临时工作场所,
会议桌或固定的工作形态。内缩脚结
构设计, 使会议桌两端可容纳更多人。

Unit bench is the space for conference
communication as well as temporary working
area. Its indent table leg can enable more
room for more users.



Panel Based Workstation

半封闭 or 封闭工作区



如今, 健康的工作模式变得越来越受重视, 对于办公家具设计, 人体工学首当其要。unit 工位系统将人体工学设计贯穿其中, 具备升降办公桌配置, 其高度可从 600 至 1260 mm 无极调节。操作面板可嵌入安装在桌面中, 并可设置 3 种不同的常用高度。人体工学, 就是一切都刚刚好。

Working ergonomically is becoming more and more important these days. The motorised table from the unit series takes account of this trend. The height of the runner-frame with rectangular lifting column can be continuously adjusted from 600 to 1260 mm. The operation takes place using a flush-mounted control panel installed in the tabletop, which allows up to 3 different heights to be saved. Ergonomics is when everything fits.



unit wall suite, 半封闭式工作区

unit, 升降办公桌。换个高度, 立启翱翔!
unit, ready to soar.

在开放式办公空间, unit 落地屏工位营造半封闭式“头脑充电站”, 既拥有协作交流的可能, 又具有一定私密度。

In an open-style working space, UNIT stand screen helps to build a semi-closed area for independent dedication demands.



unit wall concentrate, 封闭式专注区



在开放式办公空间, unit 落地屏工位营造封闭式专注思考, 独立伏案的工作区, 也可以围合而成私密性的团队管理区 (主管位)。

In an open-style working space, UNIT stand screen helps to build a closed area for independent dedication demands as well as private team working area (manager work station)

Private Workspace

独立工作区



unit 独立工位结合储物侧柜, 会议桌, 营造一个专属管理空间。

unit independent work station combines with side cabinet and conference desk, forming an exclusively dedicated manager space.

KINZO



在 2004 年, 三位设计师 Karim El-Ishmawi, Martin Jacobs 以及 Chris Middleton 于柏林创建了他们的 KINZO 团队, 以室内空间与工业设计项目为主。Adidas 全球总部, 奥地利最大银行 Erste, 德国电信, 欧洲“天猫”Zalando 总部都由他们设计完成。他们的作品获得过红点、German design award 等设计大奖。

The Berlin office of KINZO, founded by the three architects Karim El-Ishmawi, Martin Jacobs and Chris Middleton in 2004, develops customised solutions with an integral design approach. The clients of KINZO include internationally active companies, such as adidas, Ernst & Young, SoundCloud, Tishman Speyer and Deutsche Telekom. Their works have won the Red Dot Design Award and German Design Award and so on.

Joeri Reynaert



作为一名独立设计师, 他在比利时的 Interieur 2012 和意大利的 Salone del Mobile 2012 上展示了他的第一个系列, 该系列已在全球发布。后来他移居中国。现在, Joeri 在上海经营自己的设计工作室, 并在 DeTao Master Academy 任教, 将他在市场上的丰富经验传授于他的学生。2018 年, joeri 开始与 MATSU 合作, 设计 MORSE 功能桥设计。

As an independent designer he presented his first collection at Interieur 2012, Belgium and Salone del Mobile 2012, Italy, which got published worldwide. Later he moved to China and became studio manager for Dirk Wynants design studio in Shanghai, where he established a 4 year undergraduate program. Now Joeri runs his own design studio in Shanghai and teaches at the DeTao Master Academy, transferring his large experience in the market to his students.



"设计上海"上 让你眼前一亮的 办公设计 MATSU @ DESIGN SHANGHAI 2019

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



2019年, 3月6-9日, “设计上海”作为亚洲顶级设计盛宴就吸引了设计界半壁江山, 前来观 Matsu 玛祖铭立也以“Unit”为主力产品预展, EG-66 展台 (5月新品发布会, Unit 将正式全面推出, 敬请期待) 也聚集了众多设计师。

March, 6-9, Design Shanghai. As top-level design fair in Asia, Design Shanghai has drawn almost all the masters in design industry. MATSU exhibited "Unit" as hit product in EG-66 booth (On new product release meeting in May, Unit will be officially launched. Please stay tuned). Many fans of MATSU came to join us.

MATSU 此次设计上海展台再次邀请了奔驰空间御用设计团队 anySCALE 任督设计打造, 以展厅 VIS 相近的酷黑方式展现, 再辅以同样的半透明聚碳酸酯板 (阳光板)。内含发光体的通透阳光板, 与酷黑基调的展台形成视觉的强烈对比感。它就像一条闪烁银光, 营造出空间流动及通透感的同时, 赋予神秘夺目而变幻莫测的视觉冲击。多元化且多彩的家具通过工作位, 洽谈区, 休憩区与展台区, 四大区域既各具生命特色又融合统一基调的精彩呈现。



Black color is also the predominant style of MATSU booth, just like it is in MATSU showroom VIS. So is the polycarbonate hollow sheet. Translucent polycarbonate hollow sheet contains illuminant inside, which creates strong visual contrast with the black booth stand. Like a beam of shining silver, the translucent polycarbonate hollow sheet makes this space fluent and crystal clear, meanwhile mysterious but sparkling. Diversified furniture and furnishing are well demonstrated in an all-round way through the presenting of work station, discussion area, lounge area and booth stand area.



开展第一天, 就吸引了众多设计粉们。

MATSU presenting of work station, discussion area, lounge area and booth stand area.



Design Shanghai Picks 特别大奖

"设计上海"2019六周年之际, 再次推出“Design Shanghai Picks”特别大奖, 以表彰参展品牌、设计师在设计理念、制作工艺、文化艺术等领域的极高水准。玛祖铭立办公家具 Unit 荣获了 2019 Design Shanghai Picks。

今年的强大评委团成员包括“设计上海”创意总监 Darrel Best 和 Ross Urwin, “设计上海”展会总监谭卓, Cibic Workshop 创始人 Aldo Cibic, 创意思想者、跨界设计师 Sebastian Gier, 十上建筑 CEO 陈喆, 独立设计师、数字艺术家张周捷。

As a top design feast in Asia, on the occasion the 6th edition of "Design Shanghai", 2019 "Design Shanghai" officially establishes an award called "Design Shanghai Picks", dedicated to demonstrating top-level capability of design concept, techniques and culture and art of exhibitor brands and designers. MATSU's partner planmöbel unit workstation won Design Shanghai Picks 2019.

This year, jury members include innovation directors of "Design Shanghai", Darrel Best and Ross Urwin, exhibition director of "Design Shanghai", Tan Zhuo, founder of Cibic Workshop, Aldo Cibic, innovator and cross-border designer, Sebastian Gier, CEO of Shishang Architecture, Chen Xuan and individual designer and digit artist, Zhang Zhoujie.



unit

unit & unite
单元坪效, 和而不同
Separate and yet together

品牌 Brand: MATSU 合作伙伴 planmöbel
设计工作室 Designer: KINZO



unit 具有高识别价值的特征是 Y 形醒目桌架。桌面倒角始终呈 35 mm 圆角。这个细节也反映在存储空间和 unit wall suite 元素中,在 unit 系列的所有元素之间创建了可视链接。

unit has striking Y-shape desk outline, with fixed chamfer of 35-mmrounded corner. This detail also exists in storage space and unit wall suite. It creates visible connection between all elements.

尊重个体, 且注重协作的工作时代需要新的办公家具与方式, 从交流性的工作位转变成一个多元化的集中性工作站, 所有工作形态融合在一起, 并可灵活变化。而 MATSU 合作伙伴 planmöbel 的新品系列 unit, 将这些不同的多元化的办公需求整合设计在一套系统工作位中。Unit 字意单元, 部件, 同时也是 unite (字意: 联合) 的一部分, 即表达由 unit 单一部件组合而成的高效工作位系统。

New working models require new office furniture: The transition from a communication workstation to a concentration workstation is taking place flowingly and this trend is accounted for by our new programme. unit is able to reproduce these different situations in one design signature. The name is part of the: It contains the term „unite “, i.e. join together. And unit as a furniture system always combines several parts into a whole.



unit 升降办公桌, 立启翱翔!

人体工学, 就是一切都刚刚好。如今, 健康的工作模式变得越来越受重视, 对于办公家具设计, 人体工学首当其要。unit 工作位系统将人体工学设计贯穿其中, 具备升降办公桌配置, 其高度可从 600 至 1260 mm 无极调节。操作面板可嵌入安装在桌面中, 并可设置 3 种不同的常用高度。

unit, ready to soar.

Ergonomics is when everything fits. Working ergonomically is becoming more and more important these days. The motorised table from the unit series takes account of this trend. The height of the runner-frame with rectangular lifting column can be continuously adjusted from 600 to 1260 mm. The operation takes place using a flush-mounted control panel installed in the tabletop, which allows up to 3 different heights to be saved.



OFFICE DESIGN





OFFICE DESIGN

专注思考的“头脑充电站”

unit wall suite 作为工位屏风, 可打造专注思考的“头脑充电站”。

unit wall concentrate, power island.

unit wall suite performs as work station screen that is responsible for making a "brain charging station" dedicated to focusing.



unit bench, 团队合作变得简单

The modular bench, 促进沟通和互动, 灵活适应各种情况, 可以作为临时工作场所, 会议桌或固定的工作形态。

Teamwork made easy.

promotes communication and interaction. Flexible and tailored to every situation as a temporary workplace, meeting table or fully-fledged workplace.

Unit, 划界空间, 但绝不切断工作流

此次 MATSU 主力新品 Unit, 以预展的方式在“设计上海”部分体现, 在 2019 年 5 月, MATSU 将以“United Wings 众放”为主题正式, 全面亮相 Unit 以及配套系统 Morse

Unit, Divides the space, not the workflow

MATSU promoted its hit product, Unit, in the form of preview in Design Shanghai. In May, 2019, MATSU will officially launch Unit and completed system Morse in the theme of "United Wings"



SEATING LOUNGE SOFA TABLE STORAGE LIGHTING

SEATING LOUNGE SOFA TABLE
STORAGE LIGHTING



OPENING!

MATSU 玛祖铭立 GROUP

天猫旗舰店盛大开业

TMALL FLAGSHIP STORE GRAND OPENING



打开手机天猫、淘宝扫一扫
轻松获得名企同款

INSPIRING OFFICE LIFESTYLE

樱花树下的家具店

A FURNITURE STORE UNDER SAKURA TREE

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

十日樱花作意开, 绕花岂惜日千回?

——《樱花落》苏曼殊

沪上首选赏樱之地

1 年前, 16 棵白樱花树种植于 MATSU 旗舰店门前, 2019 年 4 月的如今开出了轻盈白净的花朵。

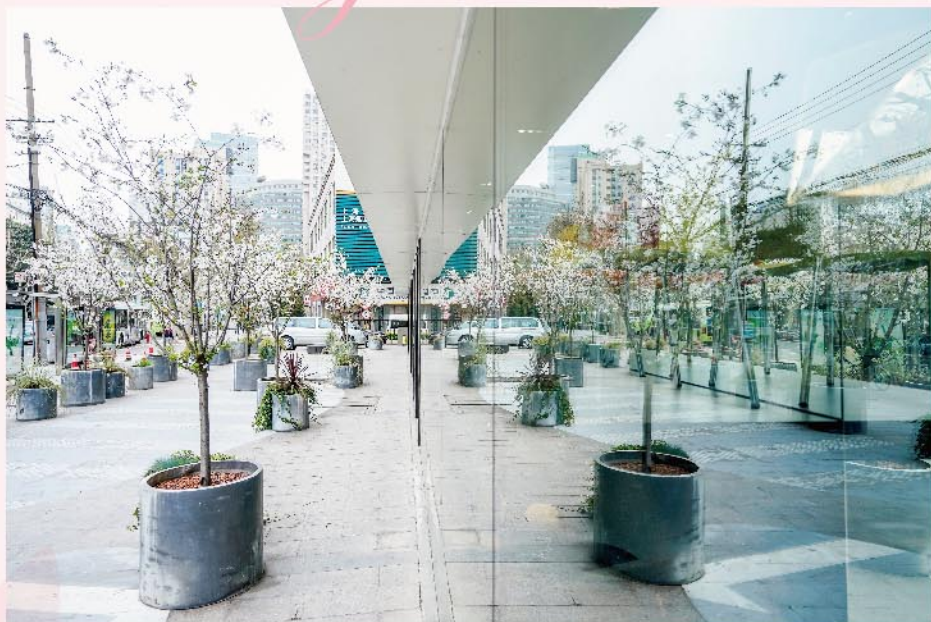
路过徐汇肇嘉浜路的人忍不住探店。这里曾开过摄影艺术展, 也被入境电视剧, 更是设计师 Party 首选之地, 如今, 又多一个标签: 沪上首选赏樱之地。这里是 MATSU 办公生活体验馆 (旗舰店)。

The best place for enjoying Sakura in Shanghai

One year ago, 16 Sakura trees were planted in front of MATSU flagship store. In this April, these trees bloomed.

People walk by Zhaojiabang Road and they can't help stopping by and watching. This place has been chosen for photo exhibition, TV series shooting and Party venue for designers. Now, it has a new tag: the best place for enjoying Sakura in Shanghai. This is where MATSU office life experiencing hall (flagship store) is located.

Cherry Blossom



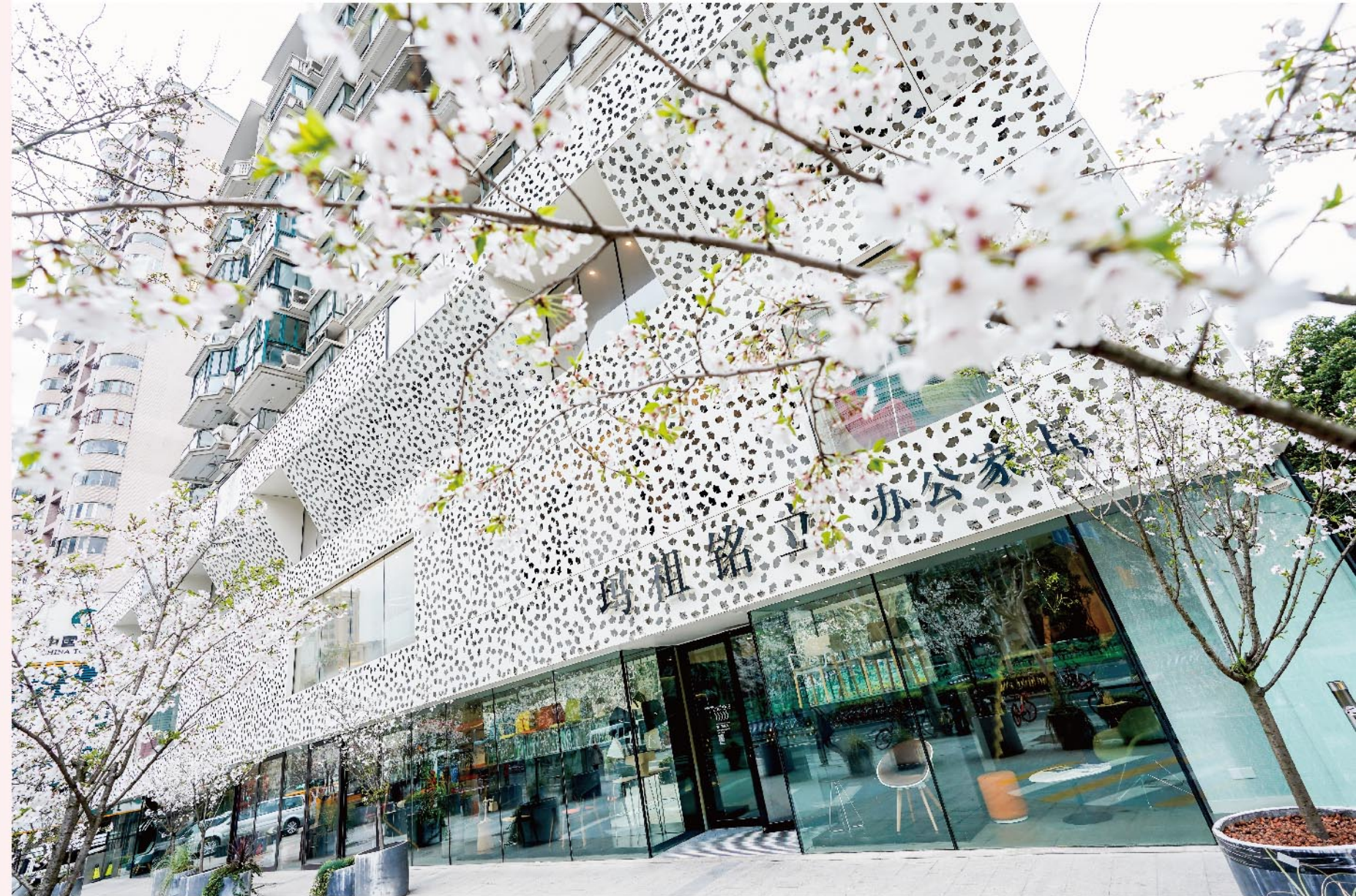
欢迎来 MATSU 邂逅“樱缘”, 感受“十日樱花作意开, 绕花岂惜日千回”不容错过的珍贵。或是欣赏落“樱”缤纷, 或是品谈家具设计, 或是交流对于办公空间的创想, 让灵感如这樱花般灿烂, 轻舞飞扬.....

Welcome to MATSU to enjoy Sakura, and experience the precious moment as described in the poem of "Sakura blossoms are the most beautiful things in the world, Cherish them because they are so easy to fade". We enjoy the beautiful Sakura, or talk about furniture design, or communicate novel ideas of office space. Let inspiration bloom...

那枝头一朵朵的“云”, 就是这世上初生的美好, 轻盈, 没有一丝丝刻意与负担。置于樱花树下, 心情也变得轻盈起来, 脚步轻一点, 再轻一点, 怕惊扰了这世间的纯美。



Sakura blossoms are like clouds falling on trees, beautiful, light, innocent and pure. Walking under these blossoms makes us happy and relaxed. Mind your step, please be gentle, and don't disturb the purity.



MATSU “樱缘”, 众放到 5 月 Together we bloom

1 年的时间, 16 棵樱花绚烂于世;
1 年的时间, Unit+Morse 众放于中国;

1 年前, 16 棵白樱花树种植于 MATSU 旗舰店门前, 2019 年 4 月的如今开出了轻盈白净的花朵。

1 年前, 由德国设计团队 KINZO 打造的 Unit 工位被 MATSU 引入中国, 并结合中国市场, 企业管理模式, 办公环境趋势分析, 优化设计为 Unit+Morse 工位系统, 且将于 2019 年 5 月众放上市。

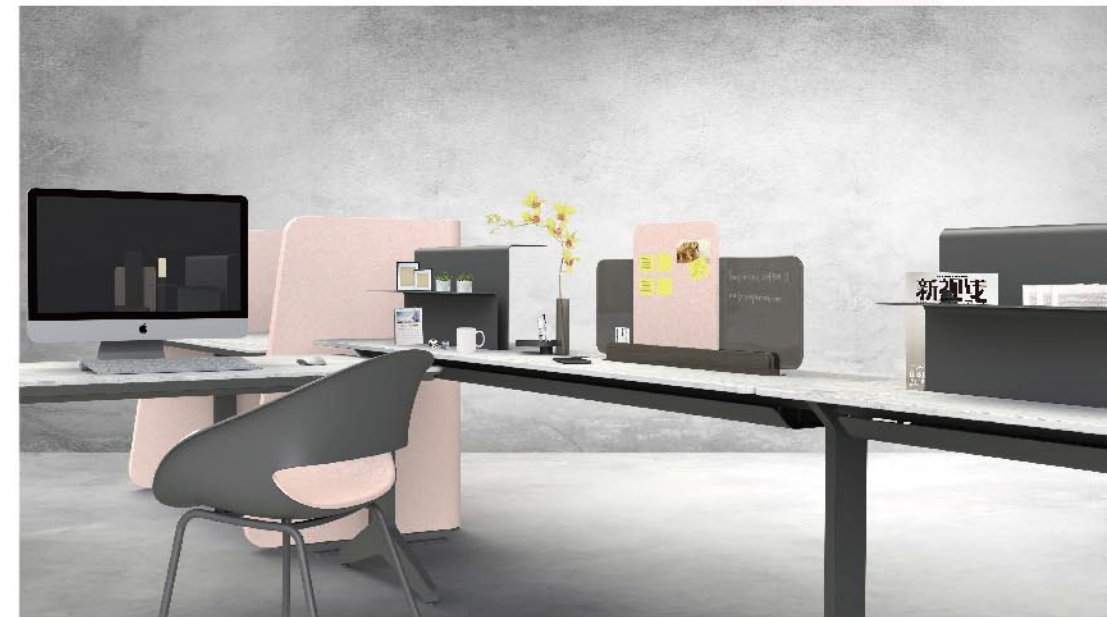
One year ago, Unit workstation that is designed by KINZO was introduced to China by MATSU. MATSU then analyzed management model in Chinese market and office environment trend to improve Unit, thus creating Unit+Morse workstation system. It will be grandly launched in May, 2019.

Together we bloom

The “love story” between MATSU and Sakura in this May
Together we bloom

Just within one year, 16 Sakura trees bloom;
Just within one years, Unit+Morse, together we bloom

One year ago, 16 Sakura trees were planted in front of MATSU flagship store. In this April, these trees bloomed.



虽樱花花期仅短暂珍贵的 10 日, 但这一次“樱缘” MATSU 将通过 Unit+morse 新品众放至 5 月
Together we bloom.

Although the flowering phase of Sakura is just 10 days, With Unit+morse, MATSU will extend the “love story” with Sakura to this May.
Together we bloom.



Daa, 重型机械工业的 (MATSU New Partner) 灵感产物!

编辑: 彭茜 图片由 Daa 提供 Editor: Qian Peng photo provided by Daa



5月17日 MATSU unit+ morse 新品发布会上, MATSU 带来一个全新合作伙伴 Daa 的产品系列。一些光看图片, 就让人印象深刻的家具艺术品, 而在感叹它的独特之美时, 更为之惊讶的是: 这些产品, 竟然是用挖掘机制造工具打造!

Daa 是一个利用重型机械工业进行家具设计的品牌, 是一个重型机械工业的灵感产物。在工业时代的大规模生产方式中, 设计师和 Daa 面临着一个全新挑战: 使用制造挖掘机的铲斗, 手臂和框架的工具和专业知识, 来完成家具制造。

On May, 17, on the product launch of unit+ morse, MATSU released a product collection designed by its new partner Daa. These artworks are unique and impressive. While we are appreciating their beauty, what surprised us is that they are all made by excavator tools!

Daa is where heavy-duty mechanical industry meets design. In this alternative to mass production, designers and Italian industrial know-how face a new challenge: making home furnishings using the tools and know-how normally used to make buckets, arms and frames for earthmoving machinery.



Daa

is where heavy-duty
mechanical industry
meets design



“Daa”意味着从固定状态转变为另一种形态。正如水在温度变化时形态所出现的新反应一样（或流动，或沸腾，或凝结成冰，或变成蒸汽逃离陆地）。

Daa 根据设计师运用金属材质创作的产品设计灵感，以及材料之间的焊接，弯曲和精加工的工艺，创造出独树一帜如艺术般的家具作品。保有对传统做工的回归和尊敬的同时，寻求新的制造技术解决方案，为家具工业开启了全新的视野。

"Da a" means from - to in Italian: a change of status. Just as water takes on ever-new forms in reaction to changes in temperature.

A process intended for making monolithic mechanical components generates a new vision of design inspired by dialogue with architects. The strength and the challenge of this a blank page representing complete creative freedom.

Daa



Daa 的产品能够适用于各种室内室外。在创造艺术性家具设计的同时，保持与用户的距离，绝不忽视产品的功能性，创造出重建无限生活方式的新设计。

There can be no comparison with previous experiences, no references to predefined styles, permitting the perfect balance between individual designers' personality and the idea Daa is intended to express and convey.



在泛亚, 体验“超感”OFFICE “SUPER EXPERIENCE” OFFICE OF PATAC

编辑: 孙琪 图片: 张杰 Editor: Ice Sun Photographer: Jacky Zhang



别克、雪佛兰、凯迪拉克, 这些早就被国人熟知的汽车品牌, 很多大热车型都出自泛亚。作为国内第一家中外合资汽车设计开发中心, 自 1997 年成立以来, 就被冠以“汽车行业中的黄埔军校”之称。

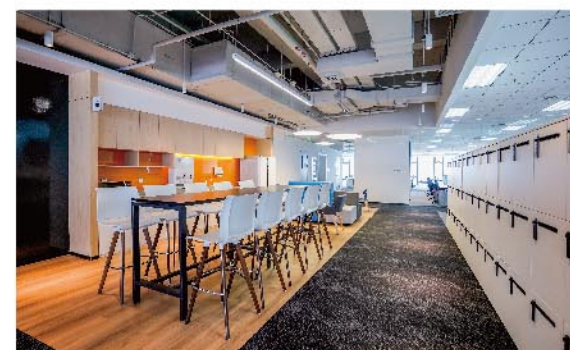
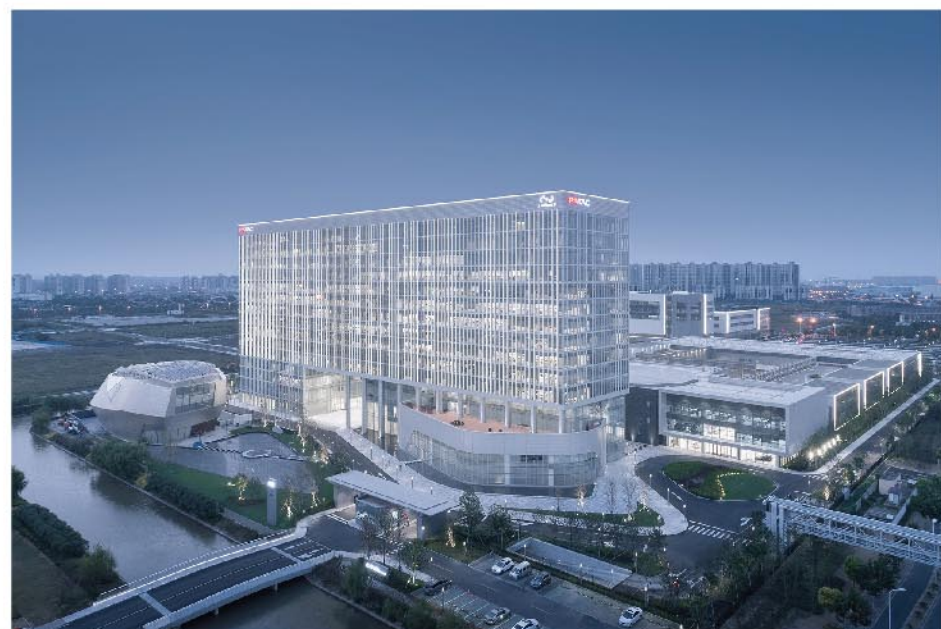
Buick, Chevrolet, Cadillac ... We all know that these renowned brands come from PATAC. As the first auto design and development center that was invested by Chinese and foreign capital, Pan Asia has been enjoying the reputation of "the Huangpu Military Academy in Auto Industry" since its establishment in 1997.

近期, 上汽通用 & 泛亚汽车技术中心金桥园区正式启用, 汇集了三千余人的精英团队于此。

Recently, Jinqiao Park of Shanghai General Motors & Pan Asia Technical Automotive Center was officially put into operation. More than 3000 elites concentrate here.

启动数字化转型后, 泛亚希望通过“超人机工程”打造出“超维空间”, 为用户带来“超感体验”。同样, 在办公空间里, 泛亚也希望为员工带来这种“超感体验”, 而这种体验则是由 MATSU 来完成。

After digital transformation is accomplished, Pan Asia hopes to create a "Super Dimensional Space" by "Super Man-Machine Engineering", which brings "Super Experience" to users. Similarly, Pan Asia hopes to deliver the "Super Experience" to employees through office space planning. This is going to be accomplished by MATSU.



SUPER EXPERIENCE



超感的 **合作** 体验
COOPERATION

空间区域: 工作区 & 会议区

Area: Working area & Conference area

超感产品: Motu 升降桌、Uni_verso 吧椅、Tea 休闲椅、ARN 休闲椅、July 工作椅等

泛亚被定义为具有拥有整车开发能力的技术中心, 技术和人才储备则完全具有向全球服务的能力。这和技术团队的精准合作是分不开的, 而遍布各个楼层的大小会议室则为这种“超感体验”提供了和谐的场所。

Pan-Asia is regarded as a technology center that boasts vehicle department. It is also equipped with the ability to provide service all across the world relying on its technology and talent reserves. The Company's strength is closely related to precise cooperation between technology teams, which is realized by harmonious environment created by "dynamic elements" in conference rooms of the Company.





泛亚为员工提供了多种规格的会议室，根据各个团队和部门的工作特点改变会议室的功能及所需的硬件设施。

Pan-Asia provides conference rooms in various size for employees. Teams and departments can choose the functions and facilities they need.



对空间划分和座椅的选择也不太一样，更适合头脑风暴的高脚吧椅、适宜久坐的人体工学椅和易于舒缓的休闲椅很好的平衡了不同的需求。

There are also various types of space planning solutions and chairs to satisfy different demands, such as bar stool that is for brainstorming, ergonomic chair that is for people who have to sit for long, and lounge chair that is a kind of relaxation.



对空间划分和座椅的选择也不太一样，更适合头脑风暴的高脚吧椅、适宜久坐的人体工学椅和易于舒缓的休闲椅很好的平衡了不同的需求。

There are also various types of space planning solutions and chairs to satisfy different demands, such as bar stool that is for brainstorming, ergonomic chair that is for people who have to sit for long, and lounge chair that is a kind of relaxation.



超感的自由体验

FREESTYLE

空间区域：休闲区

Area: Lounge area

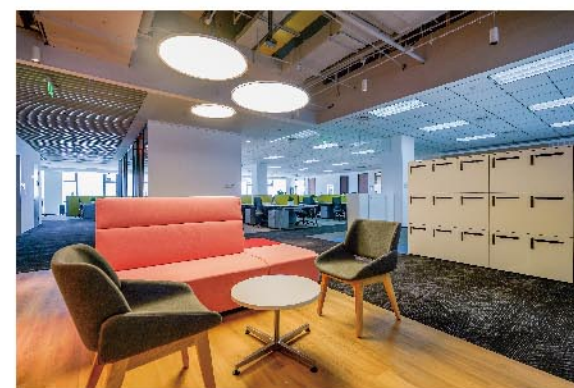
超感产品：ARN 休闲椅、Lax-M 沙发等

驾驶的乐趣在于“掌控”，手握方向盘时，四轮紧紧跟随的不只是自如的双手，还有勇往无前的自由心境。而在办公环境中，泛亚不只是让员工掌握住自己的时间，空间同样也可以灵活掌控。

"Controlling" is the fun of driving. When the hands are holding steering wheel, they are controlling the car. The will of marching forward is controlling the car. In Pan-Asia, what you can control is not only time but also the space.



SUPER EXPERIENCE



休闲区的功能不只是休闲，MATSU 通过模块化家具之间的组合，丰富了休闲区的功能层次，能够满足会议准备、洽谈、休憩等多种功能，同时使用颜色来丰富每一区域的视觉层次，丰富体验感受。

Lounge area is not just for lounge. By using modular combination, MATSU enriched the function layers of lounge area. This place can meets the functions of conference preparation, discussion and recreation and so on. Rich colors are also used to make it more completed.



自 2012 年开始，泛亚就开始实施数字化战略转型，创造力使得其在新能源、材料和车联网等领域取得了长足的突破。数字化带来的改变不仅服务客户，也为泛亚员工带来了更多改变，工作方式也变得更加多元。

汽车按照不同的性能区分，而色彩则给予汽车外身不一样的鲜明特点，以满足人们的审美需求，泛亚也将汽车的这种特质带入到办公空间。以色彩区分出的洽谈室，总是能够带来新鲜感。

Since 2012, Pan-Asia has been making efforts in strategic digital transformation. Innovation is driving it to make steady progress in the fields of new energy, material and Internet of Vehicles. Its transformation not only brings about changes to clients but also to employees. Its working style also becomes diversified.

Cars have different functions while colors stand for characteristics when they also satisfy aesthetic needs. Pan-Asia integrates this concept into office planning. Using colors to define conference rooms is a creative idea that creates freshness to the environment.

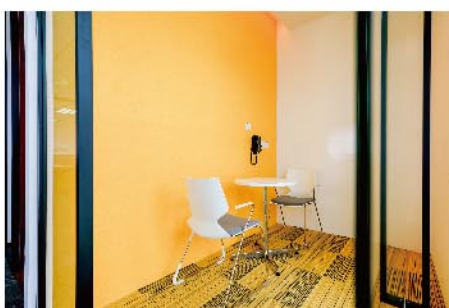
超感的创造体验

CREATIVITY

空间区域：洽谈区

Area: Discussing area

超感产品：San_siro 茶几、Clover 茶几、Tea 休闲椅等

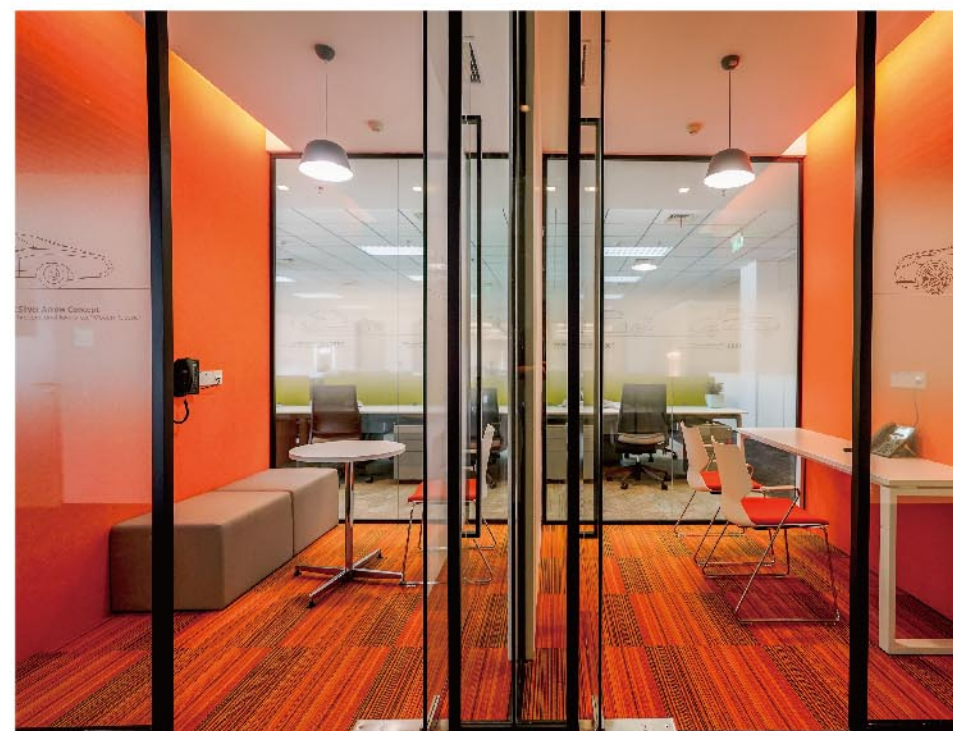


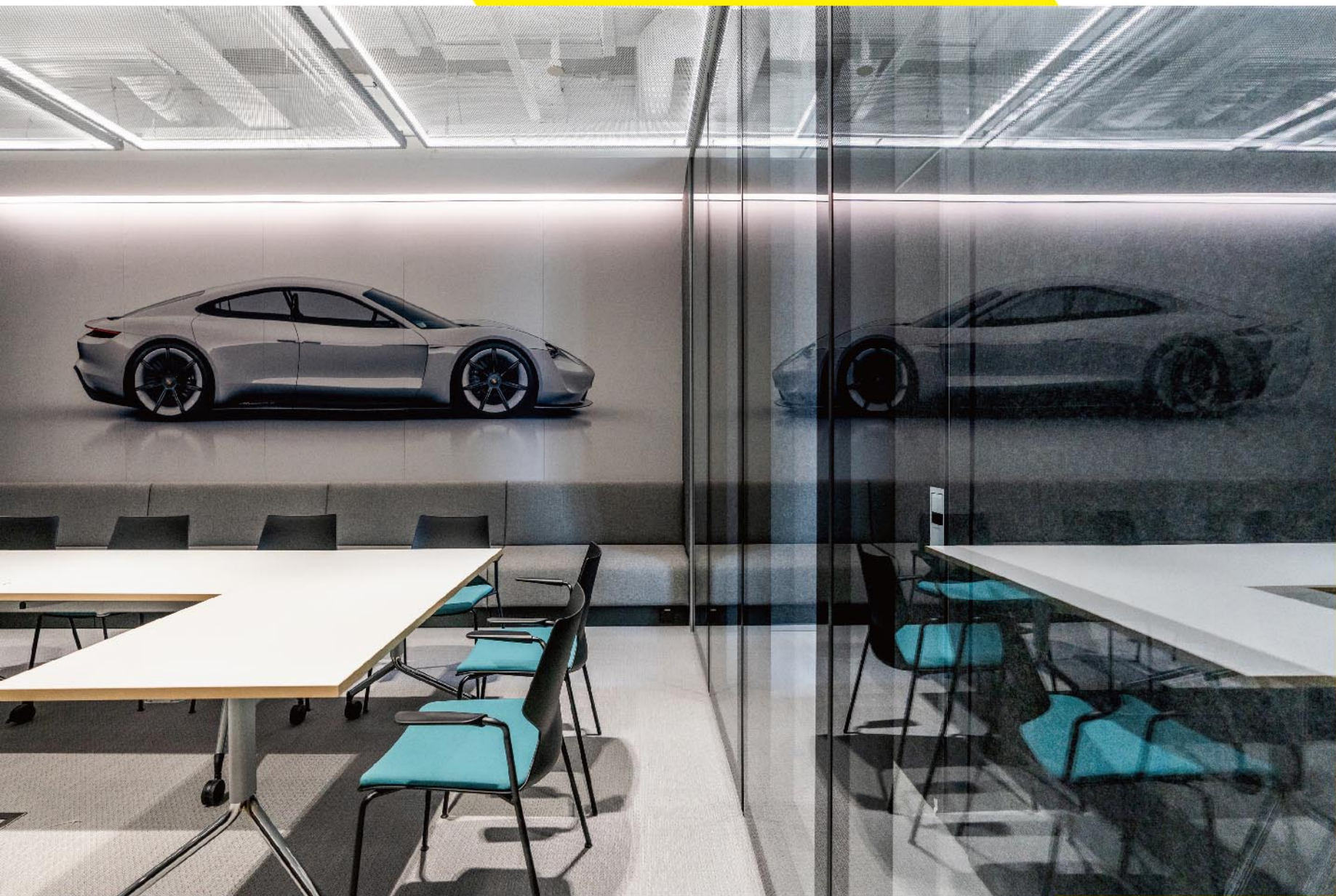
泛亚是通用汽车和上汽集团的全球重要研发中心之一，同样也是其未来的核心，而这里的人才队伍和研发技术将是企业可持续发展的可靠保障。

本土化的改变和创造是泛亚成立以来的使命目标，而 MATSU 也在为中国办公环境的本土化需求进行不断的探索，以差异化的产品凸显办公空间的价值，为员工带来不一样的“超感体验”。

Pan-Asia is an important global R&D center of GM and SAIC Motor. It is also their core division in the future. The talents and development teams here is the unshakable guarantee for sustainable development of the company.

Localized transformation and innovation are the goals of Pan-Asia since its establishment. MATSU is dedicated to making exploration in facilitating localization in Chinese market and presenting the value of office space with differentiated products that can create "dynamic experience" for employees.





保时捷新中国总部之 S.P.A.C.E 4.0 PORSCHE CHINA'S NEW OFFICE

编辑: 彭茜, 孙琪 图片: 张杰 Editor: Qian peng, lce sun Photographer: Jacky Zhang



5 月, 保时捷新中国总部正式启用, 并选用了玛祖铭立办公家具, 营造了一个缔造传奇经典, 又不断突破传奇的未来办公空间。

2019, 在进入中国市场 18 年后, 保时捷中国总部迁往上海陆家嘴金融广场。据悉, 保时捷中国新总部共计投资 9000 万人民币, 总面积约达 12,000 平方米, 共计 400 多员工在此办公, 其设计理念为 S.P.A.C.E 4.0, 即: 智能, 热情, 吸引, 合作和参与, 室内设计由 anySCALE 打造。

This May, these two brands "that ask for the moon" cooperate. New head office of Porsche China was officially put into use. MATSU was selected to be the provider of office furniture solution. MATSU created an office that creates classic legends while continuously making breakthroughs.

Head office of Porsche China relocated its office to Lujiazui Century Financial Plaza in 2019, 18 years after it entered Chinese market. Porsche China invested RMB 90 million in this new office that covers an area of 12000 sqm and accommodates 400 employees. anySCALE designed this space that is featured by the concept of S.P.A.C.E 4.0, i.e. Smart, Passion, Attraction, Cooperating and Engagement.

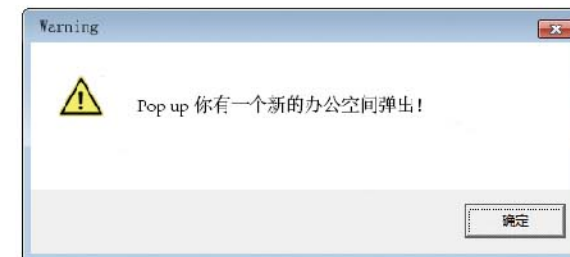


在保时捷进行乔迁之前, MATSU 在其旧址为其营造了一个 "Pop-up" 过渡期新办公空间, 以便于员工更好的适应原有办公空间与未来新办公室形态的转变。Pop up space 以保时捷车型 911、Spyder、Ferry Porsche、Carrera 分为不同风格, 适合不同类型协作的空间, 有适合正式会议, 有适合头脑风暴、午休的灵动休闲空间, 有适合临时办公的空间。

今天, MATSU 邀你一起 "亲临" 保时捷新中国总部 Office。

Before Porsche moved to its new office, MATSU built a Pop-up new office for transitional use, for the purpose of enabling everybody to well adapt to new office. Pop up space is built based on Porsche's four car model, i.e. 911, Spyder, Ferry Porsche and Carrera. It serves different cooperation like formal meeting, brain storm, lunch break and temporary team work.

Come with MATSU to physically experience new Head Office of Porsche China and follow us to think of ideas that are as fantastic as "asking for the moon" !



**Pop-up 对不起,
您有一个新办公空间弹出**

Pop-up, Excuse me!
You have a new office space popped up



"餐" 见天下
Breakfast & Chatting

时间: 8:30 & anytime 早餐 & 畅聊
地点: 休闲茶水区

Time: 8:30 & anytime breakfast & chatting
Locate: pantry area

产品关键字:
uni_verso 吧椅、volpino 休闲椅、wings 沙发、zen 沙发等休闲区域

Key word:
uni_verso bar stool, volpino lounge chair, wings sofa, zen sofa and so on

早上 8:30, 在上海奔波于上班路途的人们, 通常选择在休闲区就餐为新一天的工作注入满满能量与奇闻趣事.....谁要结婚? 公司组织架构变化与发展方向? 什么时候团建? 这里是茶水区, 也是八卦新闻聚集地。

8:30 in the morning, people would like to have relaxation in pantry area. They have breakfast or talk about anecdotes as a fresh start for a long day ... who is going to get married? Is there any change in corporate structure? When is the team building? More than a pantry area, this is source of gossip news.



吧椅、休闲椅、小墩子、休闲沙发、高背沙发... 不同的人喜欢不同的姿态, 不同工作内容适合不同方式的沟通, 就像人们独一无二的性格, 他们和这些椅子一样充满个性, 同时又互相融合。

突破传统, 勇于创新的保时捷对新办公空间期许: 在保有黑、白、灰的经典质感的同时, 融入更多超跑的激情与活力。

Bar stool, lounge chair, small chair, lounge sofa, high-backed sofa ... different people like different status; different work requires different communication methods. Just like people. People are different but people live and work together.

As a pioneering brand, Porsche has its expectations in this new office space: keep black, white and grey as keynote while integrating more passion and vitality.



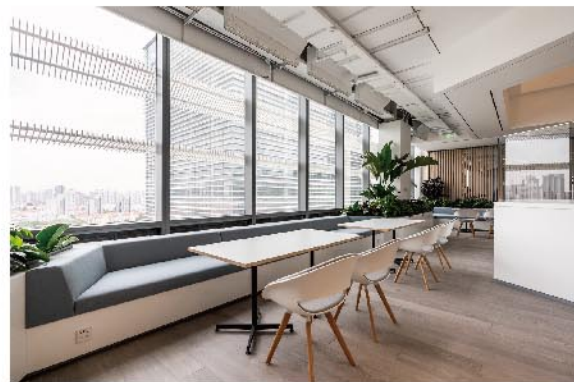


MATSU 合作伙伴 NIMBUS 的 Lighting Pad LED 给休闲茶水区域增添了色彩与趣味性。

Lighting Pad LED from NIMBUS, a partner of MATSU, adds fun to the pantry area.

茶水区雅致的浅灰，加以黄绿点缀，再辅以深灰压场，整个空间个性明快且保有质感。

Light grey and dark grey are the keynote of pantry area and yellow and green are slightly used as embellishment. The whole space is sprightly and high profile.



“会”不同，和天下

Meetings Enable You to Meet the World

时间: 9:00 - 9:30 & 14:00 - 15:00 “会”不同，见天下
地点: 会议、培训空间

Time: 9:00-9:30 & 14:00-15:00, meetings enable you to meet the world
Location: conference and training space

产品关键字:

Njord 休闲椅、unit 会议桌、Ginko 休闲椅、Velax 模块化沙发、Uni_verso

Key word:

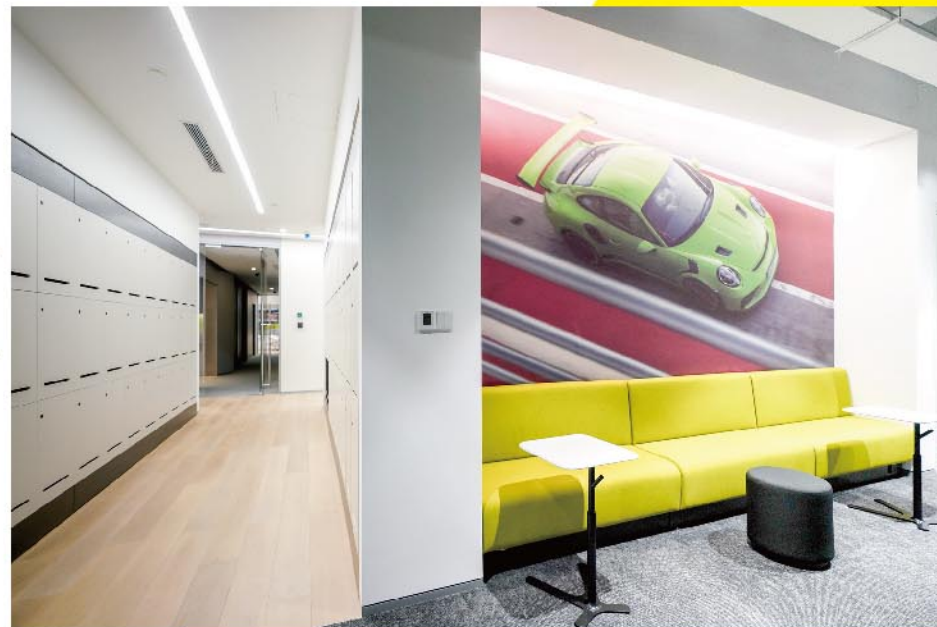
Njord lounge chair, unit meeting table, Ginko lounge chair, Velax modular sofa, Uni_verso

将私人物品、文件袋存放于密码柜，准备今日份工作清单。

半小时晨会是部门高效处理协作与总结团队产出的方式，各自述职，各自提出疑问？

轻松、临时工作协作 uni_verso 吧椅，私密但氛围融洽的双翼 Ginko 高背沙发，非正式洽谈模块化 Velax，开放式长条 unit 协作区与舒适度极佳的毛毡椅 Njord，多元化的与会方式，为不同规模团队和不同类型的会议提供与之相配的与会环境与氛围。

智能化办公的保时捷，会议设备一应俱全：门口的预约系统为整个公司的运行提供了高效保障，以及实现两地连线的视讯设备、随时记录灵感的白板、毛毡面板在不同会议空间选配供应，员工据需择地即可。



Put private belongings and file bags into code case and get ready for today's work.

Half-an-hour morning conference is when team members cooperate efficiently, i.e. they report their work and raise their questions.

Uni_verso bar stool for relaxing and temporary team work

Double-wing Ginko high-backed sofa for private but nice discussion

Velax for informal discussion

Open bench-style unit cooperative area and comfortable felt chair Njord

Diversified conference models provide customized support for teams and conferences in different scales.

Porsche is equipped with comprehensive smart conference facilities: appointment system at the gate ensures efficiency for the operation of the entire company. It also has audio and visual equipment for remote conference, white board and felt board for instant note taking. Employees can choose the suitable ones for themselves.

玛祖铭立将不同“天地”通过色彩区分。明朗清晰，饱和度较高的色彩给人一种如超跑般的速度与激情。

unit 会议桌内缩脚，使会议桌两端可容纳更多与会人员。保时捷是 unit 5 月 17 日在中国上市后的第一个案例。

MATSU divides spaces with different colors. Bright and clear and high-sat colors symbolize speed and passion of supercars.

Unit conference table is an indented table, which means it has more room for more attendees. Porsche is the first user of "unit" since its launching on May, 17 in China.



清理工作单

To Do List

时间: 9:30 - 12:00 & 15:30 - 18:00

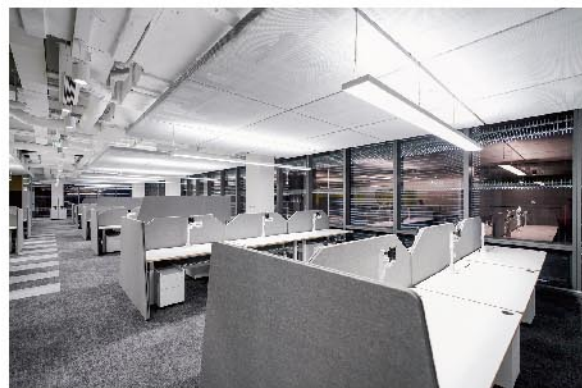
地点: 员工区 & 高管区

图片: MATSU 升降桌, motu 升降桌

Time: 9: 30-12:00 & 15:30-18: 00, to accomplish the work on TO DO LIST
Location: employee area & senior executive area

回到工作位, 开始清空晨会的今日份任务清单。不管是员工区还是高管区, 倡导幸福办公的保时捷都配置了升降办公桌, 用健康关怀为员工注能! 或站, 或坐灵动切换工作模式, 还可以调整到自己专属的舒适高度, 驱走疲惫。

Back to seats, employees start on the TO DO LIST. As a brand that cherishes happiness in work, Porsche adopts lifting desk for both employee area and senior executive area, for the purpose of helping employees to stay healthy! Employees can choose to stand or sit when working. They can also adjust the desk to the height they need, which helps to drive away fatigue.



保时捷新办公空间获得了 WELL 金级认证, WELL 是首个专注于通过建筑空间提升人们健康与福祉的建筑评级系统。而 MATSU 具有人文关怀的升降桌以及拥有 Greenguard 认证的绿色办公家具, 助力其赢得 WELL 的认可。

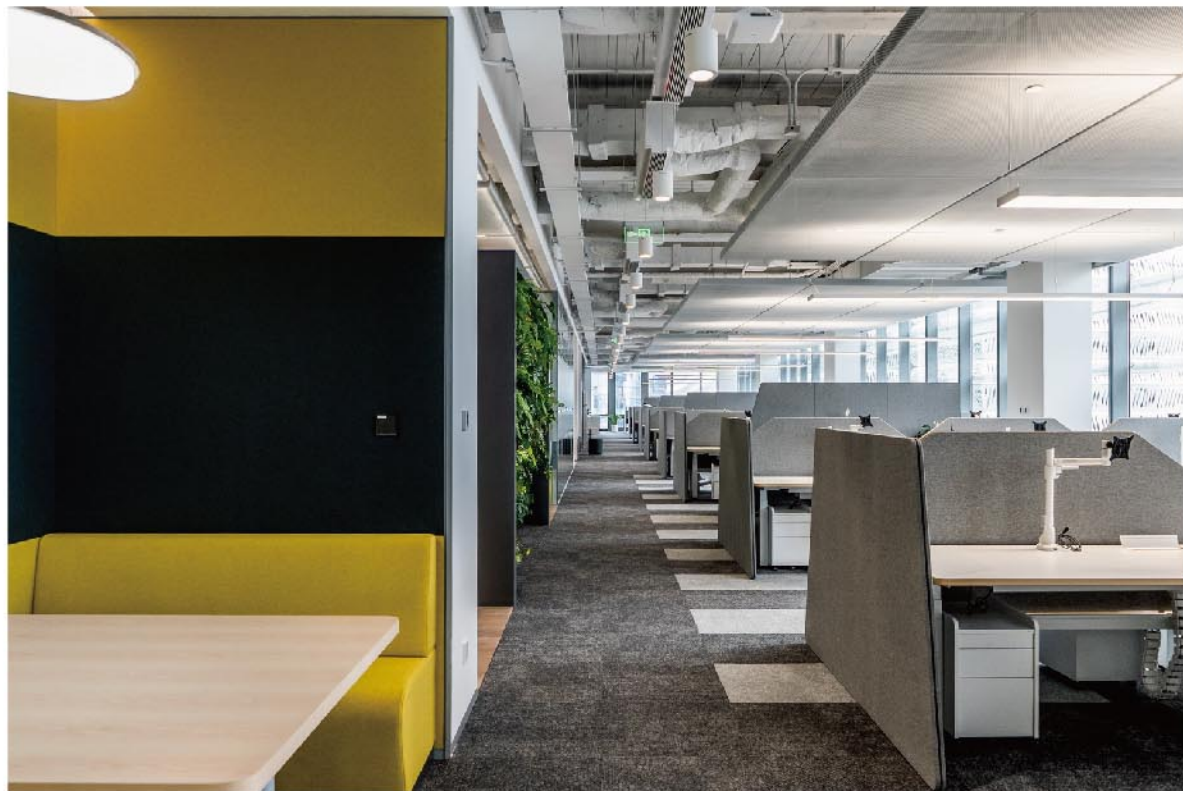


New office of Porsche obtained WELL Gold Certificate. WELL is the first architecture rating system that focuses on improving people's health and well-being through architecture space. MATSU's lifting desk that demonstrates humanistic care and green office furniture that boasts Greenguard Certificate facilitate WELL's recognition to this new office space.



MATSU 起伏高低的工作位桌上屏, 像是一座座保时捷驰过的赛道和山脉。

MATSU's desktop screen, ups and downs, just like racing track and mountains that Porsche conquers.



主管空间, 毛毡面板柜门配合整体墙面, 达到最佳吸引效果的同时, 结合挂墙白板记录与钉挂住工作中的灵感 (小便签) 不让溜走!。私密洽谈是高管不可或缺协作地。

In senior executive area, the door with the surface of felt goes very well with the entire wall, making the space attractive. White board is for instant note taking, so inspirations stay! Private discussion is an indispensable part among senior executives.

员工工作位不远处, 便是各种不同形态的洽谈空间, 满足员工就近选择沟通、分享空间。

Various discussion rooms are near employee area. Employees can choose the one they like for communicating and sharing.



同时在线 新手 妈咪 & 职场 女强人

New Mother & Female Elite

时间: 15: 00-15: 30 新手妈咪 & 职场女强人, 同时在线

地点: 母婴室

Time: 15: 00-15: 30 New mother & Female Elite

Location: Infant room

产品关键字: Ginko lounge chair



1/3-4 hours (温馨提示)。不用于公共空间的尴尬, 不用再去卫生间, 舒适的 Ginko 沙发, 私密的母婴室就这样让新手妈咪同时成为职场女强人。

Once every 3-4 hours. Cozy Ginko sofa, private baby care room helps new mommies become strong women. New mommies don't need to worry about breast pumping in public area. They don't have to do it in toilet.

保时捷 & MATSU

而 MATSU 与保时捷的缘分由来已久, 早在 2017 年, MATSU 就为保时捷浦东东方路办公空间进行改造升级。而 2018 年, 保时捷全球销量再创纪录, 其中中国销量占全球销售份额的 30% 多, 乃保时捷全球最大市场。

所以保时捷全球 CEO 奥博穆说: "此次 2019 年乔迁不仅仅是办公空间的改变, 它还意味着保时捷将在中国开启新的篇章。新的办公室不仅仅是新的办公场所, 更多的是保时捷和客户、和员工之间的交流和互动的一个良好载体。保时捷也致力于为员工赋能, 提供更数字化和智能化的工作环境, 以促进企业文化的发展, 并与我们的员工一同积极迎接新时代的变革。"

Porsche & MATSU

MATSU and Porsche have been in cooperation relationship for long. In 2017, MATSU upgraded Porsche office on Dongfang Rd., Pudong New Area. In 2018, Porsche set a new record globally, where Chinese market accounted for over 30% of its global sales volume, becoming the biggest market in the world.

Oliver Blume, CEO of Porsche Global, said: "This relocation is not only a transformation in office but also a brand new chapter in Chinese market. More than a new place for work, this new office is a perfect carrier for Porsche and customers and employees to communicate and interact. Porsche is dedicated to enabling employees with more digitalized and smarter working environment, so as to promote corporate culture and embrace reform together with our employees."



Young Bird Plan专访玛祖铭立, 共谈未来办公趋势

WHAT'S THE TREND OF FUTURE OFFICE FURNITURE MARKET?

编辑: 孙琪, Young Bird Plan 图片由玛祖铭立提供 Editor: Ice Sun; Young Bird Plan Photo provided by MATSU



2018年, 玛祖铭立携手最热设计平台 Young Bird Plan 举办了“Matrix 天玛行空模块化办公家具系统设计竞赛”。不仅收到了来自世界各地的优秀作品, 还进一步深化了两大品牌之间的合作, 正式签订了战略合作协议。

在玛祖铭立 2019 unit&morse “众放”新品发布会前夕, 嫩鸟品牌管理创始人葉春曦到访 MATSU 旗舰店, 深度对话 MATSU 创始人 & 总裁蔡演国先生。

In 2018, MATSU worked with Young Bird Plan, the popular design platform, to organize "Matrix Contest on Modularized Mobile Office Furniture System". This contest not only incorporates excellent works from all over the world but also helps to deepen the cooperation between the two famous brands, which further facilitates the signing of strategic cooperative agreement.

Recently, Ye Chunxi, the founder of Young Bird Plan, visited MATSU flagship store. She and Mr. Cai Yanguo, the founder and President of MATSU, had an in-depth dialogue.



Q: 嫩鸟品牌管理创始人葉春曦

A: MATSU 创始人 \ 总裁蔡演国

葉春曦: 三强作品发布之后在 YoungBirdPlan (嫩鸟计划) 媒体平台后受到广泛好评, 大家都很关心在竞赛结束后玛祖铭立的对三强的深化的计划, 期待您的分享?

蔡演国: 这次的三强作品确实非常优秀, 既符合我们的命题要求, 同时设计前卫大胆, 在市场上来说是独树一帜的全新产品。拿到设计方案后, 我们那也在思考如何才能更契合中国的市场, 同时如何让全球的客户都能接受。

接下来我们计划与设计师沟通修整, 尽量考虑地更周全, 给用户一个惊喜。

Q: Ye Chunxi, the founder of Young Bird Plan

A: Mr. Cai Yanguo, the founder and President of MATSU

Ye Chunxi: Top Three works are widely praised after they were released on YoungBirdPlan platform. Everyone is curious about MATSU's plan for further cultivating Top Three works. Would you like to share your plan?

Cai Yanguo: Top Three works are really outstanding. They are pertinent to the subject as well as modern and impressive. They are of new ideas, and they are very unique in this market. We have been making adjustment for them when we received them, so as to develop them into products that are suitable to both Chinese market and global clients.

Now, we are going to communicate with designers to be make the works more completed and to give consumers a surprise.



葉春曦: 蔡总是如何看待未来办公家具市场的趋势? 模块化移动家具系统未来的市场前景如何?

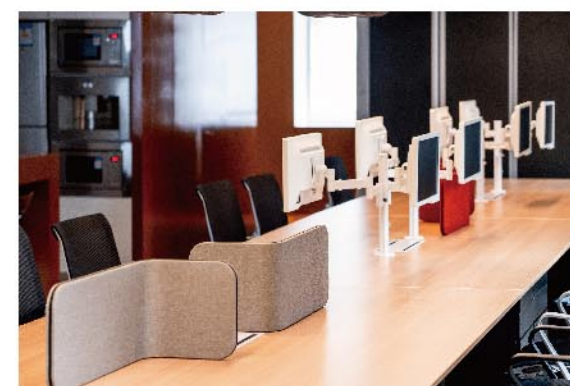
蔡演国: 移动科技的发展, 管理方式的变革, 全球办公方式也随着变化, 让办公室“游牧民族”成为可能, 家居化办公也将得到更多企业的认可。

模块化是适应高速发展市场带来了组织架构灵动变化的需求, 以及多元化时代不同员工不同工作状态的所需。当然模块化是未来办公市场的趋势之一。(unit & morse)

Ye Chunxi: Mr. Cai, what's your opinion on the trend of future office furniture market? How is the future like when we talk about Modularized Mobile Office Furniture System?

Cai Yanguo: With the development of mobile technologies and reform of management model, office space concept worldwide is changing too. Nomadic-People-style office is approaching and home-like office style is getting more popular among enterprises.

Modularization design is the solution to the ever-changing market by fulfilling the demands of flexible organizational structure. It also meets the demands of employees in various era. Of course, modularization design is the big trend for future office market. (unit & morse)

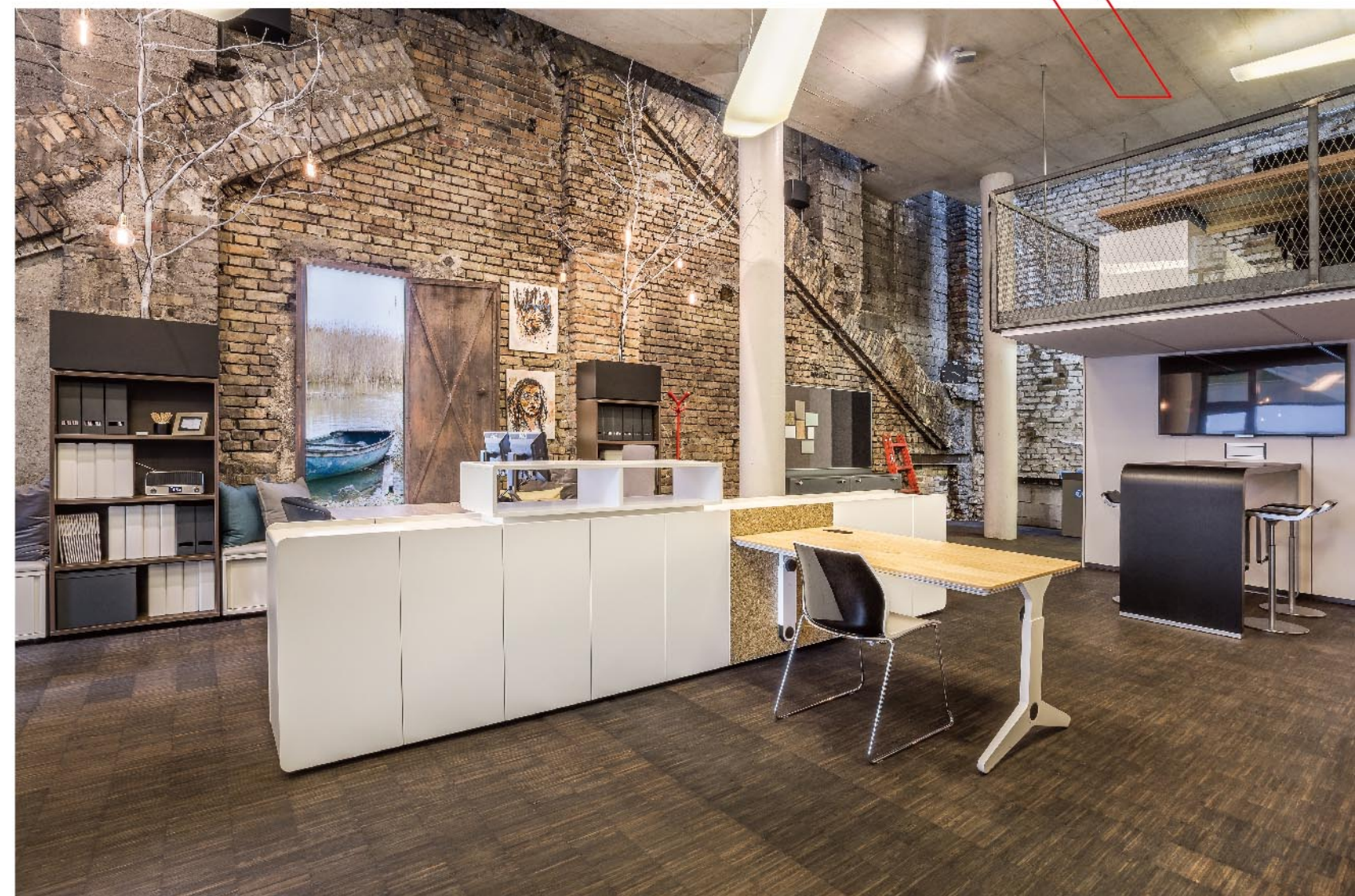


对于未来办公趋势, 首先, 企业与员工之间的雇佣关系不同于以往, 而是赋予了更多的尊重, 以及思想、价值观的趋同与共同成长! 其次, 人们不仅仅是关心直接收入, 同样也关心怎样生活? 怎样工作? 以怎样的办公形态去经营自己三分之一的人生体验。

员工开始思考办公空间是否适用于自己工作状态, 企业开始考虑办公家具产品不管是在氛围营造、空间布局、人体工学, 还是健康环保用材来看, 是否能让员工感知到更多关爱, 是留住人才的一个手段。办公家具远不止办公家具, 它已经成为一种文化。

I believe for future office design trend, firstly, the relationship between enterprises and employees is no more the same as before. We will see more respect, convergence and common development! Secondly, employees not only focus on income but also care about the working environment where they live and work and where they will spend 1/3 of their life.

Employees start to think if the working environment is suitable for themselves. Enterprises start to consider if the working environment is friendly enough to employees in the aspects of atmosphere building, space planning, ergonomics and environmental protection; if the working space can deliver more care to employees is very important to retain talents. Office furniture is more than furniture but becomes a kind of corporate culture.



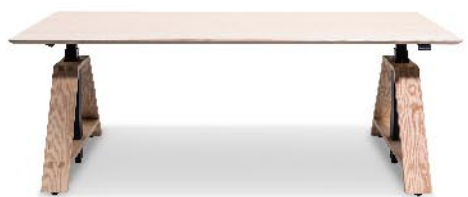
Link: P10-P13 unit @ morse workstation 模块化工位产品介绍



斩获多项德国设计大奖的Motu升降桌 ↑

另外，高科技的置入（感应设置）也是一个趋势。办公家具可以更精准的帮助企业空间效率提升，同样也是了解员工工作形态，提升其工作效率的载体。比如，提醒你久坐时间，并自动升降台面等。

In addition, the adoption of high-tech elements (sensor) is a new trend. Office furniture can more accurately help enterprises to improve working efficiency as well as understand working model of employees. For instance, to remind users of changing work postures and to automatically adjust the height of desktop.



葉春曦：玛祖铭立成立至今 20 多年，品牌从最初做德系产品代理，再到引进技术、如今更增加了自主研发产品，出于什么原因，让您不懈地推动自己和公司在经营之路上发生着不断的“更新”？作为掌门人，请先与我们分享一些有趣或难忘的经历吧？

蔡演国：在 90 年代的中国，制造业水平还比较落后，人们对于办公室还停留在有桌有椅即可的认知阶段。MATSU 玛祖铭立自创立初期通过与多家德国企业的合作，获得了德国品牌授权生产，是首家将德国的设计、技术、品质带到了中国办公家具制造业的企业。不论是 1997 年的“57 款”屏风工作位，还是 2003 年的 Bench 开放式工作位，都是引领市场的产品，当时可以说是掀起了中国办公空间的一场革命。

办公家具这个行业，尤其是高端领域很特殊，以外资企业为大多数的客户群，管理层惯性思维使他们首先想到的就是欧美品牌，而我们是想打破原有格局，做属于中国人的“高端家具民族品牌”，做更适合使用者的产品。

随着设计全球化，中国制造走向中国智造，MATSU 玛祖铭立也对办公方式的变革做了更多变的尝试，unit & morse 多功能系统工作位将会是一个很大的惊喜。

如今，MATSU 玛祖铭立不仅拥有强大德系工业设计的 DNA，同时因从未停止发掘自主创新和研发新品的能力，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，从而保持了产品的先进性与品牌的领先性。

Ye Chunxi: MATSU has been a player in this field for 20 years. At its beginning, MATSU was an agent for German products. Later, it has been dedicated to introducing technologies and independently developing new products. What's the driving force for you to continuously upgrading yourself and the Company? As the Boss, would you please share with us some interesting experience and stories?

Cai Yanguo: In 1990s in China, we were still at a relatively low level of manufacturing. People's knowledge for office was just one desk with four legs. MATSU cooperated with many German enterprises at its beginning and obtained authorized certificate for manufacturing, being the first office furniture manufacturer in China that introduced German design, technology and quality. We launched the "57" screen workstation in 1997 and the Bench open-style workstation in 2003. All the products of MATSU are leading the trend and bring an innovation reform to Chinese market.

Office furniture is a special industry, especially the high-end part. Many foreign enterprises will think of European brands in the first place habitually. What we are going to do is to break the limited structure, to build a "high-end national brand" that belongs to China and to create more adaptable products.

With the deepening of design globalization, Made in China is transforming to Smart Manufacturing in China. In this process, MATSU has also made many transformative attempts in office style. unit&morse multi-functional workstation is going to be a big surprise.

Today, MATSU not only boasts DNA of mighty German-style industrial design but also persists in cultivating its ability in independent innovation and new product R&D. MATSU has been making intensive efforts steadfastly in developing superior manufacturing process and rigorous operation model, so as to maintain advanced performance of products and leading role of the brand.



“57款”屏风工作位 ↑

葉春曦：2019 年玛祖铭立有哪些大动作吗？在未来五年内玛祖铭立的规划策略及发展目标是什么？在电商方面有怎样的布局？

蔡演国：2019 年 MATSU 玛祖铭立参加了“设计上海”并预展了 Unit，受到了各方一致好评，并斩获了“design shanghai picks”大奖。五月，我们将举行规模盛大的新品发布会，正式发布 Unit、Morse 等系列原创设计产品。

同时，我们在布局新零售，整合线上天猫、京东等电商平台以及线下展厅资源，为更多的客户提供办公解决方案，无论你是大型公司还是创业型公司，甚至是个人，都可以很方便的找到 MATSU 玛祖铭立。

Ye Chunxi: Is there any new big moves from MATSU in 2019? What are MATSU's planning strategies and development goals in the next 5 years? Is there any deployment in E-Commerce field?

Cai Yanguo: MATSU participated in "Design Shanghai" in 2019 and pre-exhibited Unit, which received recognition from the entire industry. Unit also obtained the big award of "Design Shanghai Picks". This May, we will organize grand new product launch to officially present original design products including Unit and Morse.

Meanwhile, we are making deployment in new retail. We integrate E-Commerce Platform of Tmall and JD and offline showroom resource to provide office solutions for more clients. MATSU is accessible to anyone including big companies, start-ups and even individual companies.



玛祖铭立“设计上海2019”的展厅 ↑

葉春曦：在竞争激烈的市场中，世界 500 强 AECOM、最大的传播集团 WPP、微软、脸书、宝马、奔驰、保时捷等全球知名品牌都选择与玛祖铭立合作，甚至早在 2014 年玛祖铭立就与阿里巴巴达成了战略合作伙伴，在您看来一致选中玛祖铭立的原由是什么？在过去的一年中有让您特别满意的解决方案吗？

Ye Chunxi: Facing fierce competition, MATSU has been selected by many globally well-known companies including AECOM (a Top 500 company) WPP (the biggest communication company), Microsoft, Facebook, BMW, Mercedes-Benz and Porsche to be the solution provider for them. As early as 2014, MATSU entered into strategic partnership with Alibaba. What do you think is the biggest strengths that attract them to cooperate with you? What solution most satisfied yourself in the past one year?



蔡演国：MATSU 玛祖铭立以其时尚先锋的前瞻性、高品质和极致设计的空间解决方案概念赢得了国内外客户的认可，更加成为了超越一些欧美百年品牌的“Made in China”。从每年统计的数据来看，60%-70% 的项目来源于老客户，优秀的口碑不仅有业绩回报，同时带来了新客户与新契机。

Cai Yanguo: MATSU's space solutions are featured by perspectiveness, high quality and extreme designs. Many domestic and foreign clients fancy our solutions. MATSU, made in China, even outperforms some century-old international brands. Data shows that 60%-70% of projects each year come from regular clients. Excellent reputation brings not only strong performance but also new clients and new cooperation.

2018 年底，我们一举拿下了保时捷中国总部项目。这次的业主、设计、供应商都是拥有德系背景的企业，同样以极致设计与超高品质著称，都在各自领域有着深厚的品牌底蕴与优质口碑，正是这些追求将三家企业联系到了一起。这绝对不是偶然的相似，确切的说相似的企业文化造就了选择与被选择的一致性。

In the end of 2018, we won the bidding for the HQ office project of Porsche China. In this project, the proprietor, designer and provider are all companies with German design spirit. They pursue extreme design and superb quality and boast deeply-cultivated brand spirit and quality reputation. Their cooperation is not random. Their chemistry is generated by similar corporate culture.



天才聚会

玛祖铭立合作伙伴Wittmann@ 米兰家具展2019 MATSU's Partner Wittmann @ Orgatec

编辑: 彭茜 图片由 MATSU 和 wittmann 提供 Editor: Qian peng Photo provided by MATSU & wittmann

genius 天才



500 年前, 达芬奇 Leonardo da Vinci
一个天才逝世,
今年的兰家具展为了纪念这位传世巨匠,
将“天才”纳入主题,以重点突显“创造力和有才干”的设计师;

100 年前, Josef Hoffmann
一个家具巨匠问世;

今天, Jaime Hayon
一个西班牙鬼才
以他的方式携手玛祖铭立合作伙伴 Wittmann 致敬天才。

More than 40 countries
700, exhibitors.
118 countries, 60,000 people, visit
For two consecutive sessions, the number of visitors increased by 10%.

Digital proof, Orgatec 2018
Charm of International Office Furniture and Management Facilities Exhibition

MATSU's partners also gathered in Orgatec
Even the 80-year-old furniture brand has replaced LOGO, making a brand-new
appearance here.

玛祖铭立合作伙伴 Wittmann 也携西班牙鬼才设计师
Jaime Hayon 设计作品亮相米兰国际家具展 2019,
Hall5, D14 展台。Jaime Hayon 通过色彩、弧形线条与
造型,巧妙的赋予经典复古之风以流行时髦之感,致敬天
才 Josef Hoffmann。

Wittmann 米兰展台凭借精彩的展出,获得了 Architonic
的表彰。

Full of colour and deftly balanced by Jaime Hayon to include resurrected
classics in colourful finishes alongside pieces from the Wittmann Hayon
Workshop collection.

The stand earned Architonic's seal of approval as its highlight of the fair.



Josef Hoffmann



Jaime Hayon



我承认我们需要考虑实用性和必需性,但我认为快乐是人无
时无刻不在追求的。这种快乐是人们幸福生活的本能。

The stand earned Architonic's seal of approval as its highlight of the fair.

—Josef Hoffmann



Josef Hoffmann, 1910 年, Kubus chair 沙发



在“设计”这个词还未出现之前,设计师约瑟夫·霍夫曼
曾经是这样描述室内设计的精神和目的。传播快乐,正是
Wittmann 此次参展米兰展的初衷。很多参观者说:他们在
Wittmann 充满亲和力的且多彩的展台与产品中体验到了愉
悦生活的方式。

These are the words once used by Josef Hoffmann to describe the spirit and
purpose of interior design – before the word design had even entered the
language. Spreading joy was our main objective in Milan, and we are very
pleased with the positive responses: lots of visitors told us of the delight they
took in the upbeat and confident stage setting.



WITTMANN



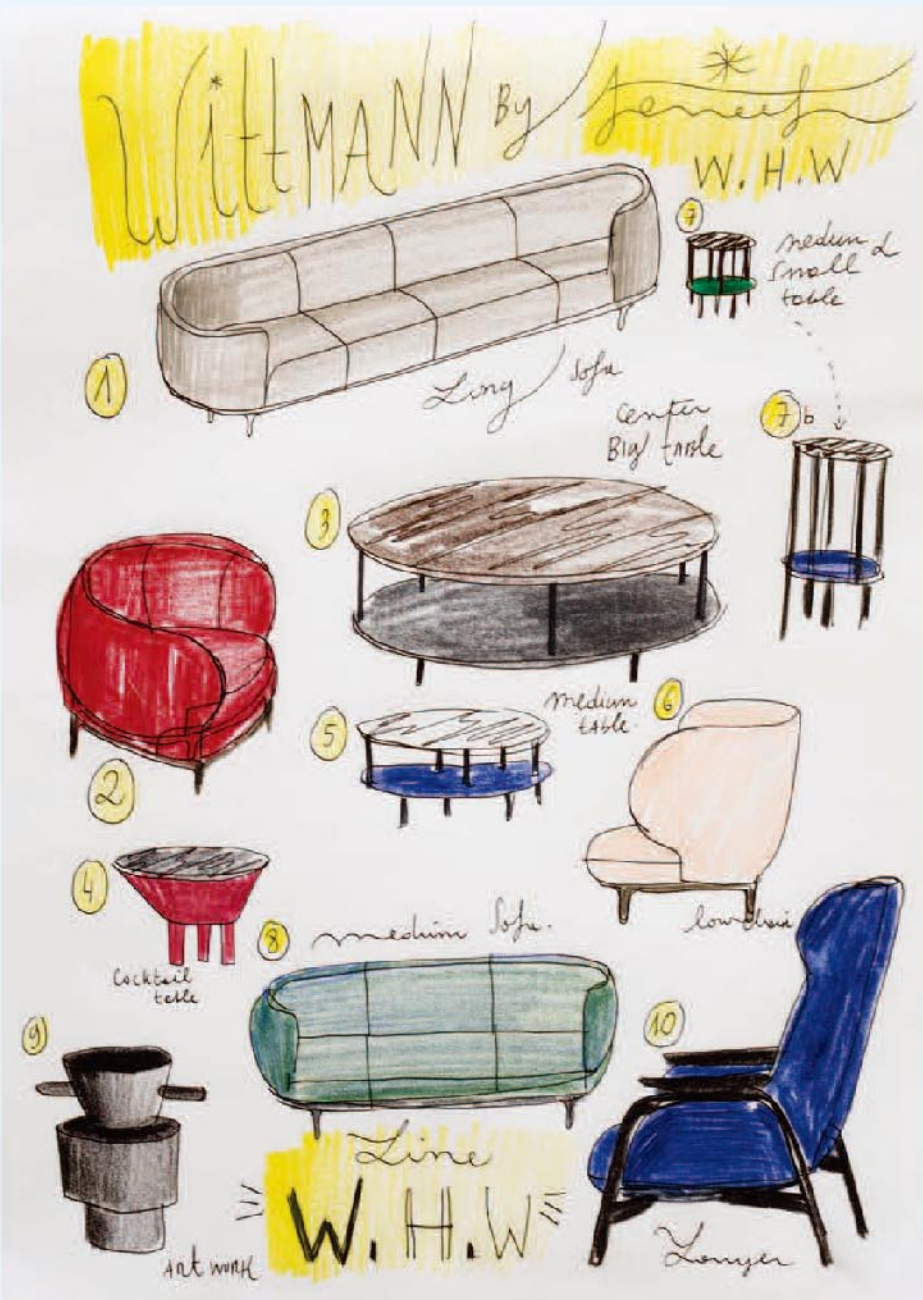
整个展台以“家”为布局,Wittmann 产品被贯穿在客厅、餐厅、卧室等空间中,特别是 WINGS 床与 VUELTA 餐桌。Wittmann 将 Josef Hoffmann 的经典设计与愉悦理念与 Jaime Hayon 的作品融入在整个展台,向经典致敬的同时为卧室与餐厅带来了全新设计之感。不同色彩、造型、材质相互融合,设计就是一只无形的手将它们调和平衡。

What started as a work in progress with an open outcome presented itself in Milan as a fully developed, complete collection for the whole house: the WINGS BED and the VUELTA dining table are taking bedrooms and dining rooms by storm, with playful nods to century-old design icons from the hand of Josef Hoffmann continuing to shine through. The eclectic mix of colours, shapes and materials still somehow complement each other as if brought into balance by an invisible hand. We look forward to our next trick!



与 Wittmann 合作的这个系列纯粹源于的对于这个奥地利品牌的热爱。几年前我在米兰的家具展上看到了 Wittmann 展台,对其产品的精湛工艺与品牌坚持非常赞叹。于是我 Wittmann 的管理层约见,并参访了他们工厂。在家具设计界,我了解与 Wittmann 合作过的 Hoffmann,他的 Kubus chair 以及其他经典作品。我曾与像 Fritz Hansen 和 Cassina 这样为 Le Corbusier 设计制造过令人惊叹的作品的公司合作过,但即使这样,Wittmann 全手工制作,以及对工艺细节处理和独特方式也让我印象深刻!

This collection was born from pure passion. I always wanted to find out who had made these masterpieces of Austrian design. It so happened a couple of years ago I was at the furniture fair in Milan when I saw the Wittmann stand, so I decided to find out more about their manufacturing. I knew their Kubus chair and other classical Hoffmann chairs and was fascinated by what methods were used to create them. So from a simple conversation with them, I went to meet one of the owners and then to see their factory. That was the moment when my fascination developed into a full-blown love of what they were doing. I have worked with the most amazing companies like Fritz Hansen and Cassina who have made designs for people like Le Corbusier, so I have seen some incredible manufacturing close up, but I was still amazed by what I saw. They were using techniques that had been in place since the very beginning, skeletons made of wood, everything hand-crafted, I was really impressed by all of the details and the unique methods.



让 Jaime Hayon 感叹的家具工艺!

Handcrafted by WITTMANN

“于是,我立马找到了一个契合点。我运用他们的工艺与传统,以反思设计历史的形式,或者说,可以说:用现代旁观设计师的身份,运用我所擅长的风格、材质去理解,去重新解读 Hoffmann 的经典设计,融合 Wittmann 的传统且令人惊叹的手工艺,将其带入未来。”

“I immediately saw an opportunity for me to work with their skills and traditions and for reflection on that particular part of design history, but in my own way. To put, you could say, a third eye on what had gone before and bring it completely into the future using all of my own obsessions with style, balance, comfort, materials and form, but knowing they could be put together with these incredible, details unique to Wittmann's processes.”



书架见过,皮革书架是第一次!

MD Shelf

Jaime Hayon 说:只有 Wittman 的精湛工艺可以让 MD shelf 在皮革上取得这样的成果!当你放置物品时,不会产生物体与书架表面接触而产生的陶瓷或者玻璃等声响,这是皮革赋予 MD Shelf 置物架的极致体验。

I think only with the kind of craftsmanship that Wittman offers could I have achieved this result in leather, it's amazing to place an object on these shelves, not a sound as you place glass or ceramic, the leather absorbs it all.



Jaime Hayon设计的第一张床,一张有耳朵的床

It's a bed with ears!, Wings Bed



人们喜欢睡觉时像在蚕茧中一般安全、舒适。Wings bed 正是舒适与私密融合,它两个“耳朵”营造私密之感。小桌板推开,或者收合,就像一扇门。另外,还有便捷的床头照明,可以说,它不仅仅是一张床,而是一套卧室系统。这张长着耳朵的趣味之床为人们带来愉悦的睡眠体验。

One of the things that people love about being in bed is that feeling of being cocooned, it's a mix of comfort and privacy. The table right next to you or pushed aside, enclosed or open, like a doorway to the bed that can be reversed, an entirely new system in the world of beds. And then of course it's a bed with ears!



Contact Us
www.matsu.cn

400 630 9229 Customer Service Hotline

MATSU GROUP Head Office
T +86 21 5456 0662
E info@matsu.cn

上海市徐汇区肇嘉浜路 686 号
No. 686 Zhaojiabang Road, Xuhui District,
Shanghai, P. R. China, P.C.: 200030

**MATSU OFFICE FURNITURE
BRANCH OFFICES**

MATSU SHANGHAI FLAGSHIP SHOWROOM
T +86 21 5456 0662
E info@matsu.cn

上海市徐汇区肇嘉浜路 686 号
No. 686 Zhaojiabang Road, Xuhui District,
Shanghai, P. R. China, P.C.: 200030

MATSU SHANGHAI SHOWROOM
E info@matsu.cn

上海市闵行经济技术开发区南沙路 8 号
No.8 Nansha Road, Minhang Economic &
Technological Development Zone,
Shanghai P.R. China P.C.: 200245

MATSU BEIJING SHOWROOM
T +86 10 5900 7210
F +86 10 5900 7201
E beijing@matsu.cn

北京市朝阳区光华路9号SOHO二期B12-2 B12-3
B12-2 B12-3, SOHO2, No.9
Guanghua Road, Chaoyang District, Beijing,
P.R. China

MATSU LABORATORY

**SHANGHAI MATSU LABORATORY EQUIPMENTS
CO., LTD.**
T +86 21 5456 0662
E lab@matsu.cn

上海市徐汇区肇嘉浜路 686 号
No. 686 Zhaojiabang Road, Xuhui District,
Shanghai, P. R. China, P.C.: 200030

MATSU GUANGZHOU FACTORY
T +86 760 8550 8180
E info@matsu.cn

广东省中山市南朗镇第一工业区工业大道龙基路1号
No. 1 Longji Road, Industrial Avenue, No.1
Industrial District, Nanlang Town, Zhongshan,
Guangdong, P.R.China, P.C.: 528451

Our Partners

Burkhardt Leitner constructiv
GmbH & Co. KG
Breitwiesenstrasse 17
70565 Stuttgart
Germany
www.burkhardtleitner.de

Holzmedia Germany GmbH
Head Office and Showroom
Rathausstraße 61
71576 Burgstetten
www.holzmedia.de

Nimbus Group
Sieglesstraße 41
70469 Stuttgart
Deutschland
www.nimbus-group.com

Planmöbel Eggersmann
Vertriebs GmbH + Co. KG
Königsberger Straße 3-5
32339 Espelkamp, Germany
Postfach 1413, D-32328 Espelkamp
www.planmoebel.de

Kusch+Co Sitzmöbelwerke GmbH & Co. KG
P.O. Box 1151
Gundringhausen 5
59969 Hallenberg
www.kusch.de

Wilhelm Renz GmbH +Co. KG
Hanns-Klemm-Straße 35
71034 Böblingen
www.renz.de

Toucan-T Carpet Manufacture GmbH
St.Töniser Str.84
47803 Krefeld
www.toucan-t.de

Wittmann Franz Möbelwerkstätten GmbH
Obere Marktstraße 5
A-3492 Etsdorf, Austria
www.wittmann.at

Karl Westermann GmbH + Co. KG
Albstraße 1
73770 Denkendorf
www.westermann.com



Matsu's WeChat
玛祖铭立集团官方微信



Sina Weibo
玛祖铭立集团官方新浪微博



MATSU 线上小程序



MATSU 天猫旗舰店