

MATSU 玛祖铭立
GROUP

Meeting with MATSU

“Good design”

“European and minimalistic design”

“Recycle”

“All range cost - wide range of products”

“The Chinese companies wants to look like western”

“Pay attention to sustainability”

“New inspiration - nordic feel”

“New spaces”

“Companies changes almost every year”

“Open minded to every design solution”

“Longer lifecycle“

“Urban workspaces - work everywhere”

“Looking for new trends”

“Open for B2C”

“Focus in the office area”

“Office furnitures”

Keyfindings

How to become unique and timeless

- Quality & comfort
- Smart design
- Sustainable
- Creative atmosphere = Fun
- Flexible environment

Concept

MATSU

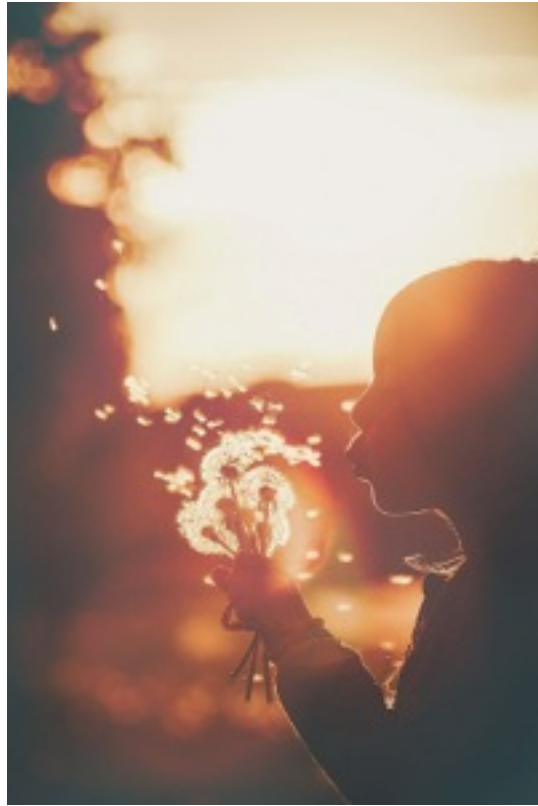
Right for you and nature

Moodboards

The right feeling



Materials



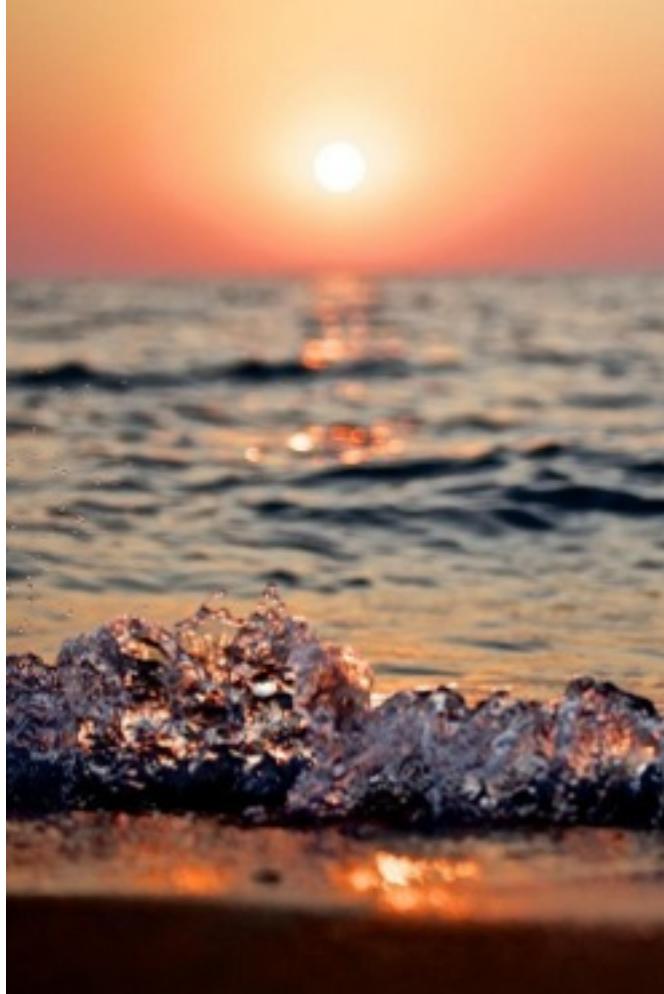
Sustainability



Atmosphere



Natures structure



Who's the end user



HMW....

How might we create innovative
work spaces for MATSU?