

ECO
NOMADIC
FOR GOODNESS

MATSU

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01

Enter the Qinghai-Tibet Plateau





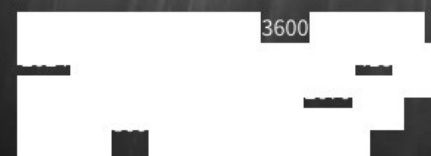
Qinghai-Tibet Plateau and Global Ecology

As the peak of thousands of mountains and the source of tens of thousands of rivers, the Qinghai-Tibet Plateau is the largest plateau in China and the highest plateau in the world, known as the "Roof of the World" and "the Third Pole". It is also the birthplace of eight major rivers such as the Yangtze River and Yellow River, earning it the reputation of "the Water Tower of Asia". In addition to this, it is home to a large number of glaciers and permafrost, as well as rich biodiversity and numerous unique species. Therefore, the Qinghai-Tibet Plateau plays a crucial role in maintaining global climate and ecological stability.

02

Environmental issues





The area of deserted land in the world is about 36 million square kilometers.
In 2024, the global carbon dioxide emissions reached 41.6 billion tons.
The total amount of glacial melting in the world each year is about 267 billion tons.
Each year, about 8 million tons of waste plastic flow into the ocean.



03

The Nomadic Culture





Revere Nature, Equality of all lives

The towering snow-capped peaks, vast alpine pasturelands, thin and cold air, and the challenging natural environment of the plateau all make it so that the nomad who live here have revered nature from generation to generation. They believe that all things come from the same source, and that humans should follow and respect nature, integrating with it rather than "conquering" it.

They believe that nature is the greatest wealth one can possess. Therefore, people begin to protect the gods they worship with great care. Every sacred mountain is the palace of the mountain deity, where no grass, soil, or stone can be destroyed, and no animal can be hunted, as this would be harming the body of the mountain deity or killing his pets. Rivers and lakes also have their owners: the water deity and water spirits. It is not allowed to pollute any source of rivers, as the water deity and water spirits reside at the source of the water.

Nomad advocate the concept of equality of all lives, and one important reason why most Tibetan nomad do not eat fish and small animals is because they believe that fish are too small. Killing a fish can only fill the stomach for one meal, while a cow or sheep can feed a family for the winter. This ancient belief is an advanced ecological philosophy and value.

The air here is sweet, and the scenery is magnificent because of the simplicity of the generations of nomad and their devout faith. They treat mountains as deity and cherish water as the essence. It is the result of their long-term dedication.





NOMAD & YAK

The skin of yak gives us warmth.
The hair of yak gives us home.
The milk of yak gives us health and strength.
The yak dung gives us an endless fire source for generations.
And the body of yak gives us the means of survival.
This is a poem that has been passed down for a long time on the Qinghai-Tibet Plateau.

For nomad, home is where the yaks are!

Yaks lead nomad into the Qinghai-Tibet Plateau. Nomad lives in this vast grassland in a minimalist way that makes full use of everything, without wasting any resources or pursuing any extra material. With a nomadic lifestyle, nomad, together with their yaks, protect the purity and beauty of this land. The grass seeds carried by yak hair are accidentally scattered and trampled into the soil when they are free-range, taking root and sprouting to avoid being blown away by the wind and sunburned by the highland ultraviolet rays. This unique nomadic culture maintains a unique and delicate ecological balance between people and animals on the Qinghai-Tibet Plateau. They and their yaks are loyal guardians of the grassland ecology!



Ecological Breeding

The understanding of yaks: In Tibetan, yak is called "nor". Nomad believes that yaks have the grace of nurturing them.

Nomad need at least 4-5 years for pure ecological breeding of yaks before they are sold or slaughtered during winter. The number of yaks slaughtered by a family in one winter does not exceed 3-4. The number of sales generally does not exceed 10-20% of the total yaks owned by a family. If the yak is old and has given birth to several calves, the nomad will release it, allowing it to die naturally without selling or slaughtering during winter.

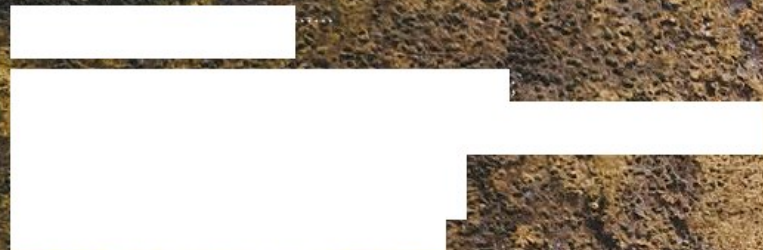
Yaks are raised in a free-range way on the mountains and rivers of the Qinghai-Tibet Plateau. They are only kept in captivity at night to prevent attacks from wild animals and wolf packs. Yaks drink mountain spring water and eat nomads. Which is a free, natural, and humanized way of breeding. When nomads squeeze yak milk, they sing beautiful songs to relax the yaks. After two cows' milk is squeezed out, the remaining milk is left for the calves to eat.



04

Guard the Qinghai-Tibet Plateau





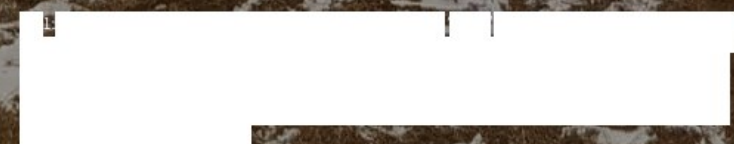
Unfortunately, this culture is disappearing.

The grassland is continuously degrading, and urbanization is rapidly encroaching on this land. Mining, highway construction, and other activities continue to reduce the grassland and destroy the ecological chain and water sources, leading to desertification of the grassland. The value of raising yaks in ecological breeding has not been properly promoted and developed. The promotion and application of artificial breeding techniques are causing the extinction of the nomad culture. Nomads are facing economic difficulties, and more and more second-generation nomads are choosing to leave.





Therefore, MATSU has established a positive cycle of ecological protection by continuously acquiring yak skins at fair trade prices (Note 1) and applying them to furniture products to help nomad generate income, keep them on the grassland, and maintain a nomadic lifestyle, making ecological breeding sustainable. This forms a virtuous cycle of ecological protection: we protect the nomad, the nomad protect nature, and preserve the Qinghai-Tibet Plateau, Asia's water tower.

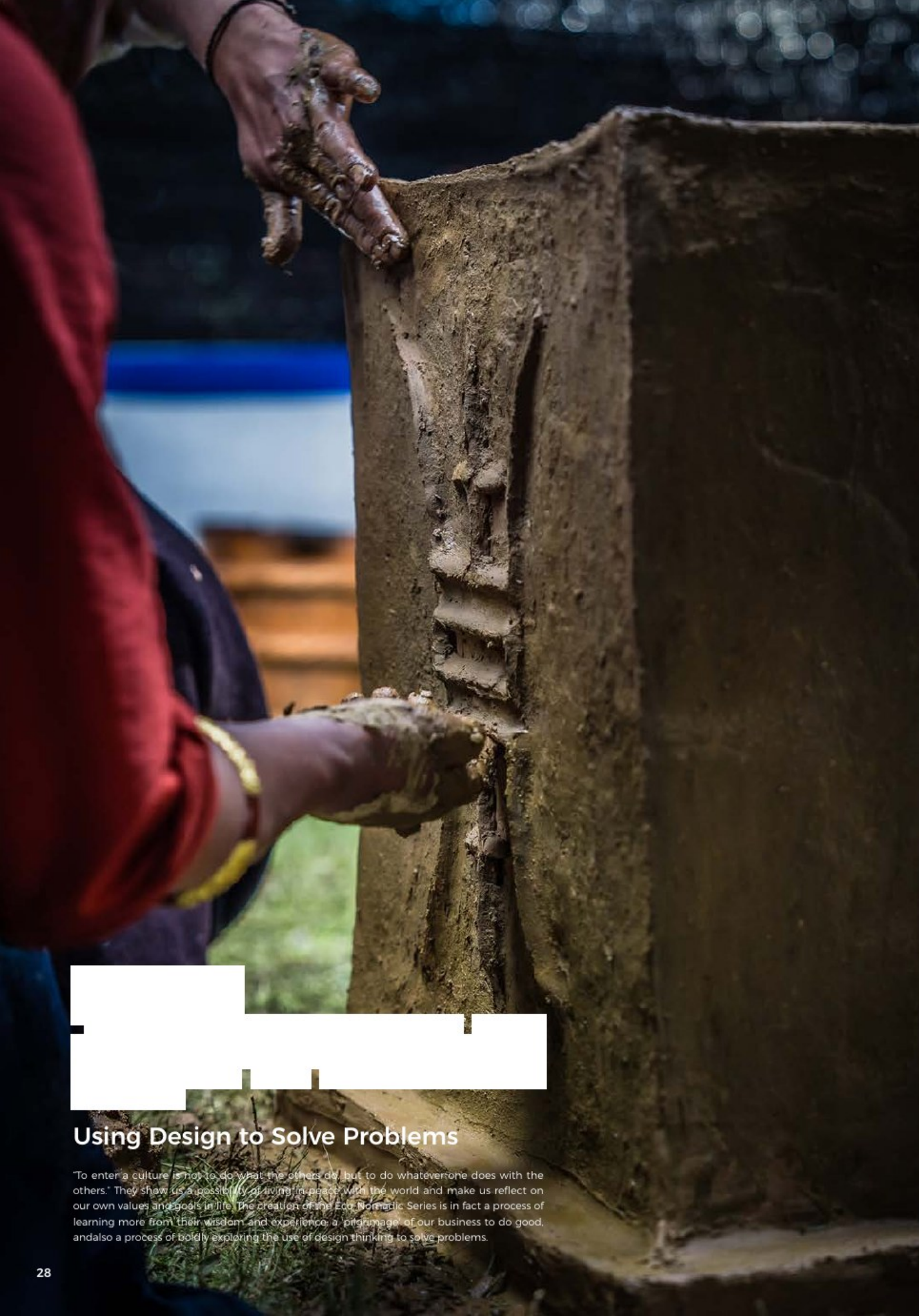


Note 1: The main source of income for nomad is meat and dairy products. Yak skins, however, are considered as 'waste' products. Due to the natural and long growth process, the skins may have scars and holes bitten by parasites, which skin dealers use as an excuse to lower the purchase price. Sometimes, a skin can be sold for only a few yuan. This treatment causes great indignation to the nomads, who are both angry and helpless. They would even destroy the skins and throw them in the garbage rather than sell them at such a low price. After carefully understanding the specific reasons behind this, MATSU acquired them at a relatively fair price to respect the nomad's eco-friendly nomadic way of life.

05

The Eco-Nomadic Series





Using Design to Solve Problems

"To enter a culture is not to do what the others do, but to do whatever one does with the others." They show us a possibility of living in peace with the world and make us reflect on our own values and goals in life. The creation of the Eco-Nomadic Series is in fact a process of learning more from their wisdom and experience: a "pilgrimage" of our business to do good, and also a process of boldly exploring the use of design thinking to solve problems.



DESIGNER



MATSU JRS(Joeri Reynaert studio)

MATSU and JRS (Joeri Reynaert Studio) have collaborated to create the Eco-Nomadic series of furniture, which allows the office space to have a better connection with nature. This has drawn more attention to the ecology of the Qinghai-Tibet Plateau and encouraged people to support local nomads to continue to protect the grassland through "ecological grazing".



Inspiration

Eco-nomadic design draws inspiration from the world's roof - the Qinghai-Tibet Plateau, taking the migratory life of nomads and their resourceful living wisdom as background. Design development is carried out with elements from pastoral areas and yak skin/hair as basic materials, so that the office space can have a better connection with nature.





Make the Most of Things

Nomadism is a typical example of a micro-circular economy, and no part of the yak will be wasted. Its skin can be used for clothing, its hair can be made into a tent, and its meat can be eaten. Even the manure of the yak can be used as building materials, or as fuel for heating and cooking. Elements of the pastoral area and the nomadic nomad's concept of zero waste and sustainable living are reflected in the eco-nomadic furniture products. The eco-nomadic series includes a total of 13 original products, including furniture such as sofas, lounge chairs, coffee tables, lamps, and tapestries, as well as three related accessories, which give new life to the leftover scraps during the production of large furniture products.

03 Wrangler
游马凳



04 Drumroll
颂今落地灯几



01 Skin
都市牧人沙发



Horns
牛角椅

11



06 Disk
飘萍游盘



02 Langchan
筑屿模块沙发



09 Link
链接椅



Pilota
10



Free Dream
自由梦杯垫 / 吊牌

14



Camp
扎营茶几

12



Mesh
捕影灯

05



15

Nomad Tent
纳仓黑帐篷



Coffee
咖啡豆

08



Shades of yak
山川沧海挂毯

07



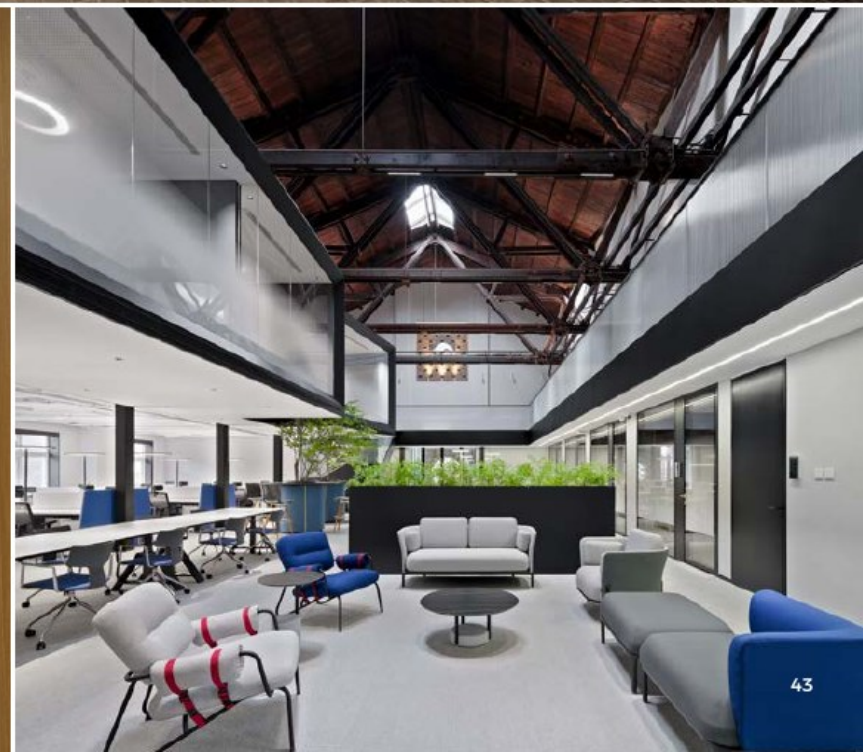
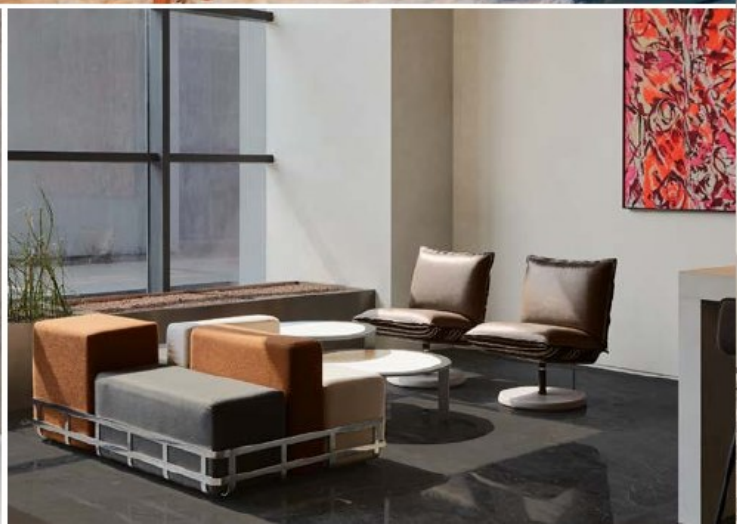
Saken
纳川提肩包

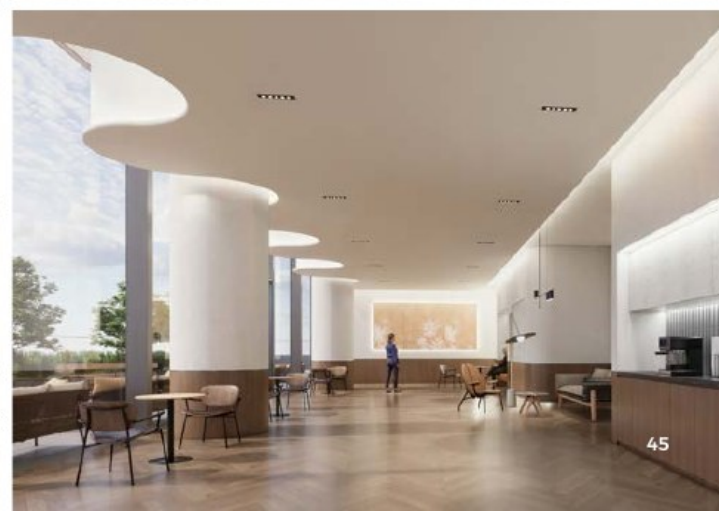
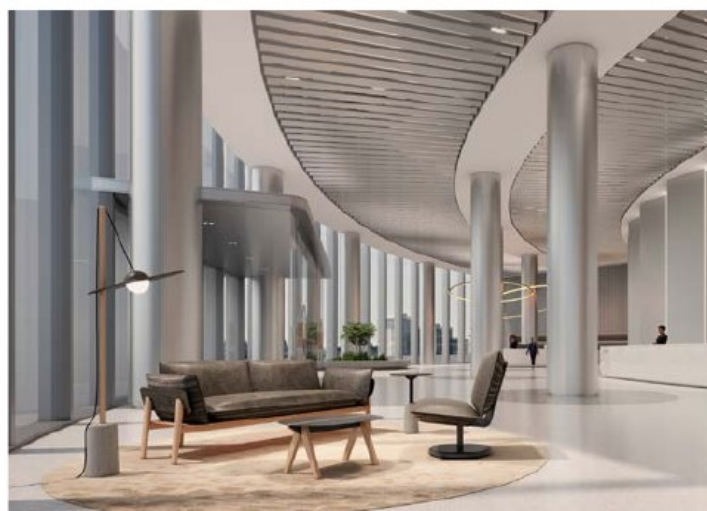
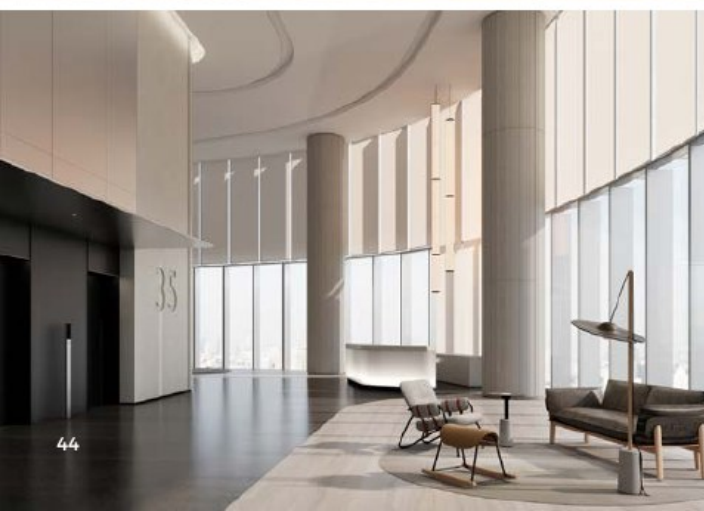
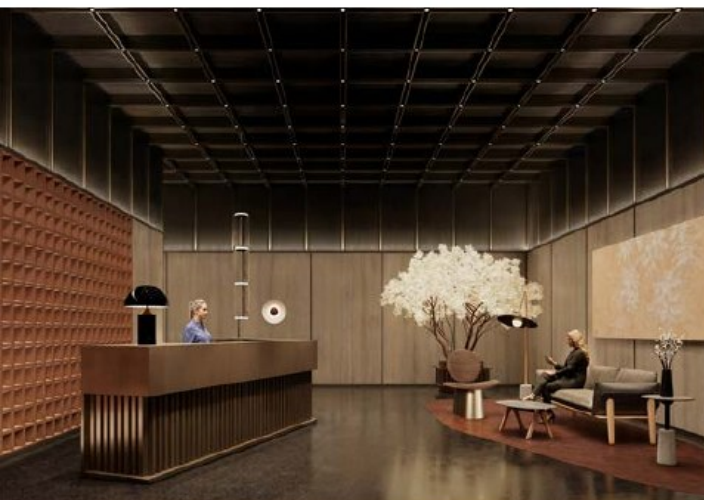
13













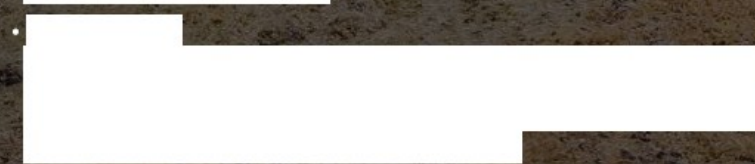
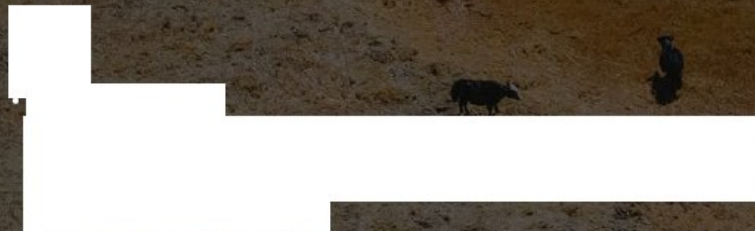
06

ESG





The series of eco-nomadic shows our determination to make real and comprehensive changes in accordance with the concept of ESG through this project.



Environmental

• Using natural and environmentally friendly materials:

The series of products of Eco-nomadic use natural and biodegradable materials such as the skin and hair of yaks that are naturally grazed in the Qinghai-Tibet Plateau. Yaks that are raised through natural grazing do not cause any environmental damage during their lifetime, for example, they do not produce large amounts of methane that contaminate water and soil like industrially-raised cows.

• Resource recycling:

Nomadism is a typical example of a micro-circular economy, where the skin, hair, meat, and manure of yaks all have their own uses. The series of products uphold the principle of making the most of every resource without any chemical additives. Besides furniture such as sofas and armchairs, several small accessories have been designed to give new life to leftover materials.

• Maintaining traditional nomadic ways of nomads to help ecological balance of grassland:

Traditional nomadic ways help to maintain the diversity and stability of grassland ecosystems. Nomads lead their livestock to migrate between different pastures based on seasonal changes and water and grass conditions, allowing the grassland to be reasonably rested and recovered. This avoids overgrazing and excessive trampling in a fixed area, ensuring the sustainable use of grassland resources and reducing the risk of land desertification.

Through the activities such as eating and defecating by livestock, it affects the growth of grassland vegetation and nutrient cycling in the soil, maintaining a relatively balanced relationship between various organisms.



Social

• Assisting Nomads in Increasing Income:

Mazumini helps nomads broaden their economic income channels by purchasing materials such as yak hair and leather and traditional handicrafts, transforming local resources into marketable products. This provides diversified income sources beyond traditional animal husbandry, thereby increasing economic income and improving family economic conditions.

• Cultural Inheritance and Development Equity:

Mazumini's nomadic office concept emphasizes the combination of traditional crafts and modern design. As traditional cultural inheritors, nomads are recognized and inherit the traditional skills such as yak hair weaving, allowing them to stay on the grassland, maintain their original nomadic life, and promote the sustainable development of Qinghai-Tibet plateau civilization. This attracts more attention to the connection between nomadic culture and ecology.

Especially, the application of yak hair products hand-woven by herdswomen through traditional handicrafts in various product elements enables them to transform these skills into economic value, greatly enhancing the social participation and income-generating ability of herdswomen. At the same time, it ensures the fairness of cultural inheritance and recognition of women's contributions in the cultural field.

• Improving User Office Experience and Environmental Awareness:

The nomadic series of products adopt lightweight and flexible designs, facilitating users to seamlessly switch between different office scenarios. Integrating natural and cultural elements into the indoor space creates a more free, comfortable, and creative office experience for customers. This helps users feel the natural atmosphere during use and enhances their awareness of ecological protection.





Governance

• Innovative Design and Brand Development:

Mazumini has always been committed to creating an inspirational office lifestyle for customers, continuously exploring new boundaries. The development of the Eco-Nomad series reflects the brand's acute insight into market trends and user needs, as well as its innovative spirit in product design and brand building. This helps enterprises enhance their brand image and market competitiveness, and establish a benchmark position in the industry.

• Sustainable Development Strategies and Cooperation:

Mazumini organizes internal employees to conduct purchasing missions in Tibetan areas, deeply integrating ESG principles into the company's daily operations and team building, with the initial intention of craftsmanship to shoulder the responsibility and mission of revitalizing the nation.

At the same time, it actively engages in industry exchanges and cross-border cooperation with various parties, organizes related theme forums and art exhibitions, and works with partners to explore new concepts for future office lifestyles. This practice of brand leadership promotes the overall sustainable development of the industry.



When our urban civilization is nourished by the Yangtze River and Yellow River,
when we learn that the source of our mother rivers is in the Qinghai-Tibet Plateau,
when we understand the cycle of ecology,
perhaps even if the nomad and yaks are far away in the world's roof,
we can protect together like neighbors, guard the same grassland, safeguard the same planet!



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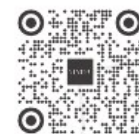
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