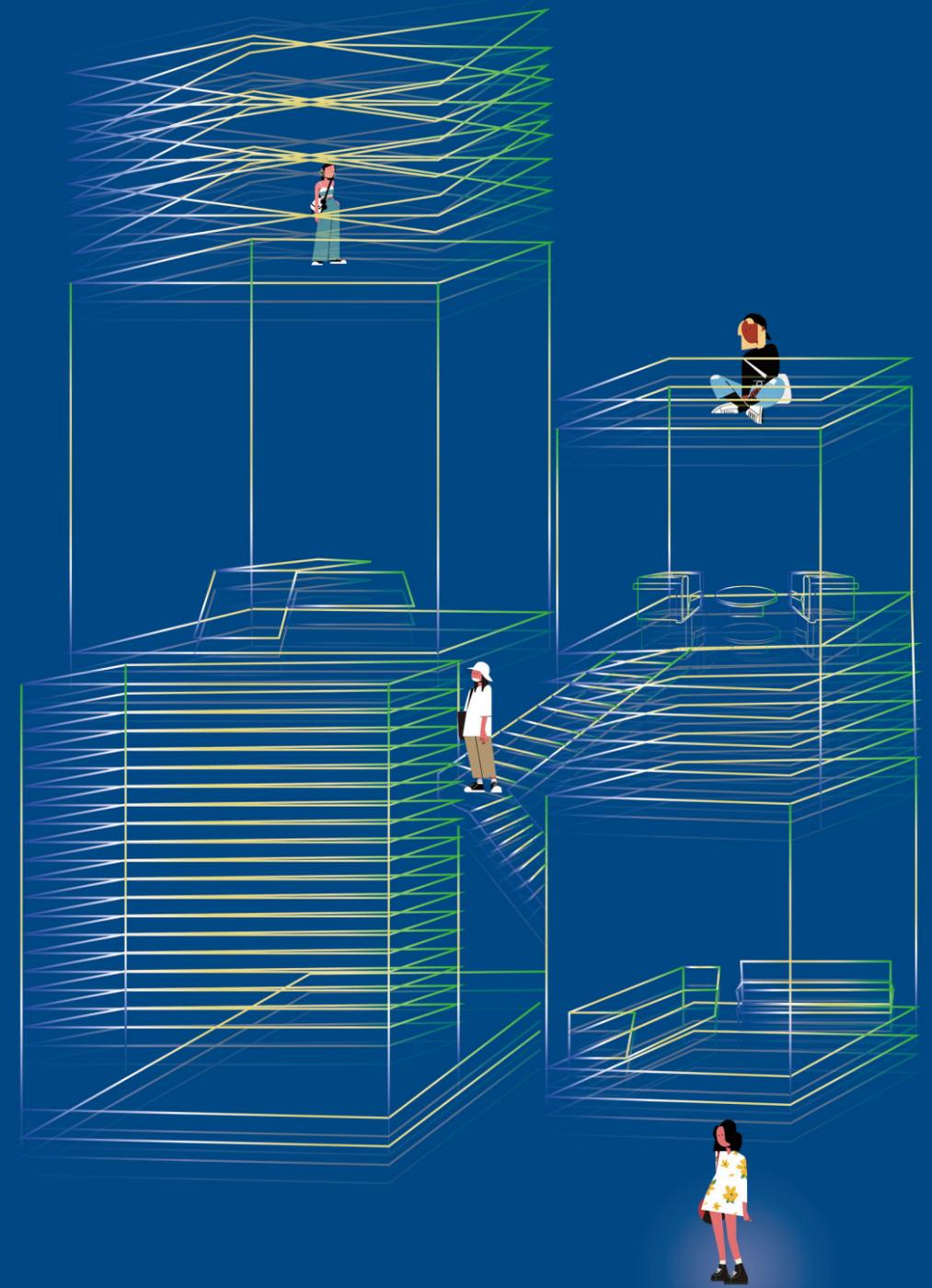


KEEP WALKING AHEAD



KEEP WALKING AHEAD



MAGIC PLACE

**MAGIC中文名美稷，
稷为百谷之长，
因此帝王奉稷为谷神：
故此而有了社稷。**

The Chinese name of MAGIC is Meiji,
and Ji is the head of all grains, therefore,
the emperor worshipped the Ji as the god of grains:
Thus came the country.


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ABOUT MAGIC

ABOUT MAGIC

MAGIC PLACE(hereinafter referred to as MAGIC) is an excellent supplier that is committed to offer comprehensive solutions of luxurious office experience for customers. MAGIC integrates R&D, manufacture, operation, logistics and engineering to provide professional and effective office environment services. The localization advantage of Shanghai provides MAGIC with integrated industry chain resources and information, which provides effective support for brand globalization marketing of MAGIC PLACE.The overall design style of MAGIC is simple and fashionable both in appearance and industrial design. We are creative and adopt state-of-the art design element to fulfill our localization mission, which leads the industry trend in some fields.

美稷是一家致力于为客户创造尊贵体验的综合解决方案提供商。自2001年起致力于现代空间的整体规划及家具配套，依托公司强有力的商品研发及专业的空间规划团队，为顾客提供精致个性化的服务。美稷集研发、制造、运营、物流、工程为一体，提供高效、专业的环境服务。美稷依托上海本土化区域优势，集成区域内强大的产业链资源和信息化优势，为美稷国际化品牌运作提供有效支撑。

MAGIC FACTORY



QUALITY

OUR MODERNIZED
MANUFACTURING
AND DISTRIBUTION
CENTER



MAGIC PLACE

MAGIC SHOWROOM



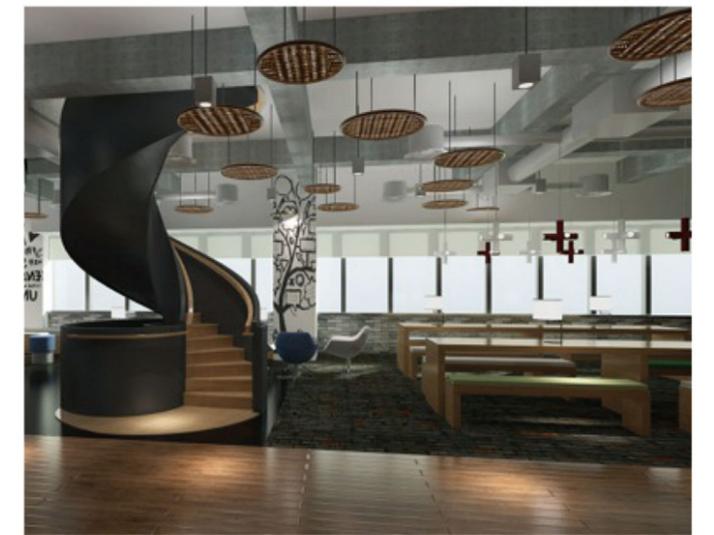
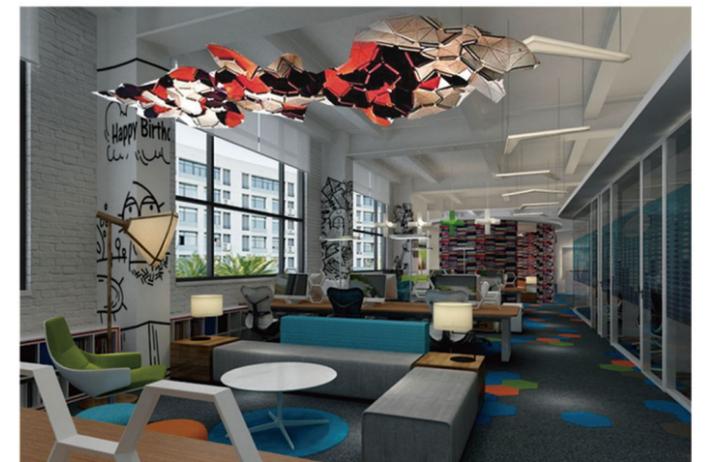
OUR PARTNER

IPC由一只敬业、专业的国际化团队组成，包含建筑师、室内设计师、灯光设计师、软装设计师。在所完成的项目中，珍惜每一次机会，致力于创造出集功能性、美观性、文化内涵于一体的作品。用创造力展示打造创造力及功能性完美平衡的空间为国内外著名的公司提供高端设计服务-东亚银行汇丰银行，海富通基金，国泰基金，中欧基金，诺德基金，龙湖地产，城开集团，东方海外房产集团，绿地集团，瑞安集团，EA中国，blizzard中国等。IPC是MAGIC全球深度合作伙件，MAGIC是IPC控股单位之一MAGIC致力于为客户营造舒适现代的空间环境，MAGIC从环境设计入手，利用IPC优势的环境策划能力，使环境与家具更加搭配，让家具更加灵动。

IPC consists of a dedicated and professional international team, including architects, interior designers, lighting designers, software designers. In the completed project, cherish every opportunity to create a set of functional, aesthetic, cultural connotation in the body of the work. Use creativity to show the charm and the miracle of the design, with a rigorous understanding of the design And implementation And strive to create a perfect balance of creativity and functional space .Provide high-end design services for the company- the Bank of East Asia, the domestic and foreign famous HSBC, Fortis fund, Cathay Pacific Fund, central fund, the Nord foundation, the Longhu real estate, city group, Orient Overseas Real Estate Group, Greenland Group, Ruian group, EA China, China blizzard. IPC MAGIC is the depth of the global partner, MAGIC IPC MAGIC is one of the holding unit is committed to creating a modern comfortable space for customers, from the design of the MAGIC environment, using the advantages of the IPC environment and planning ability, ment more furniture collocation make furniture more agile.



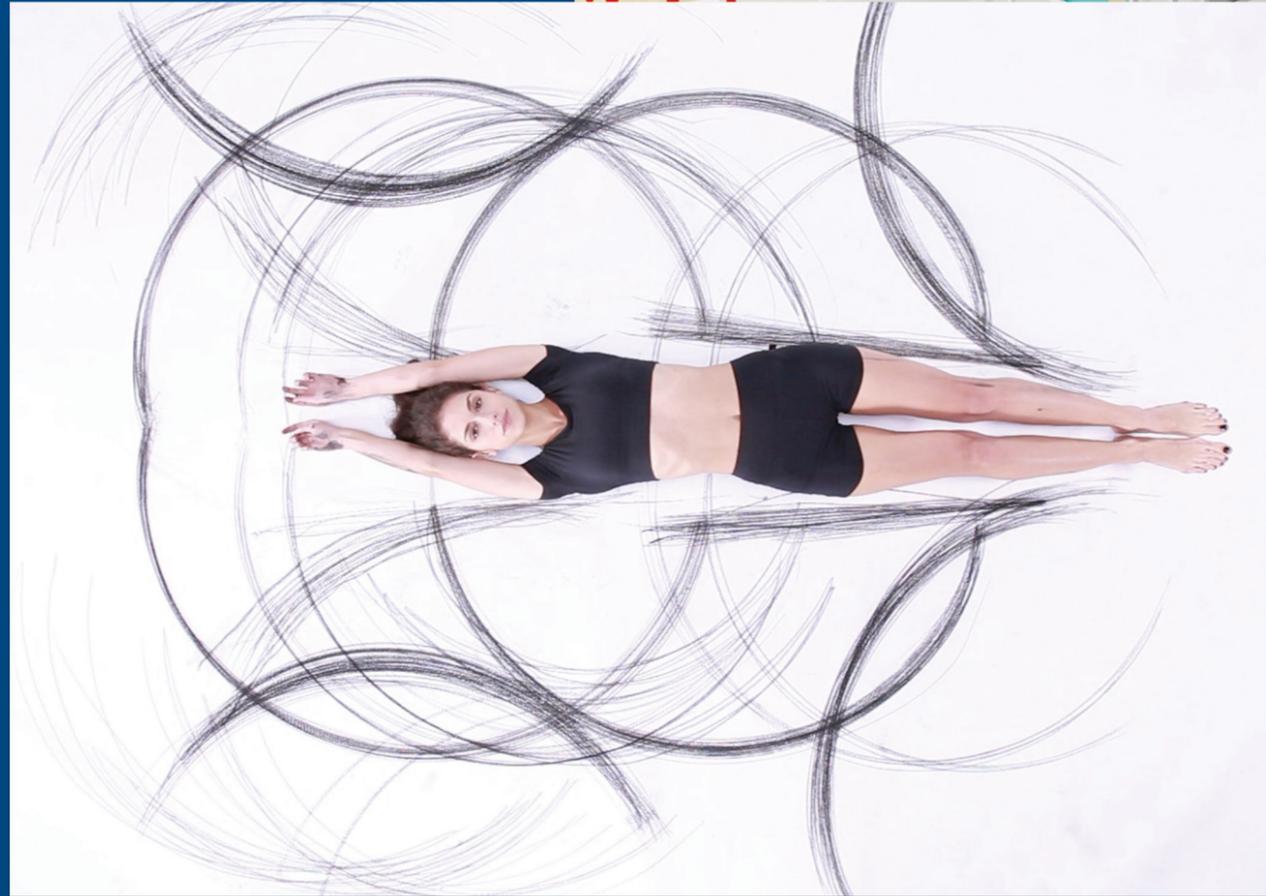
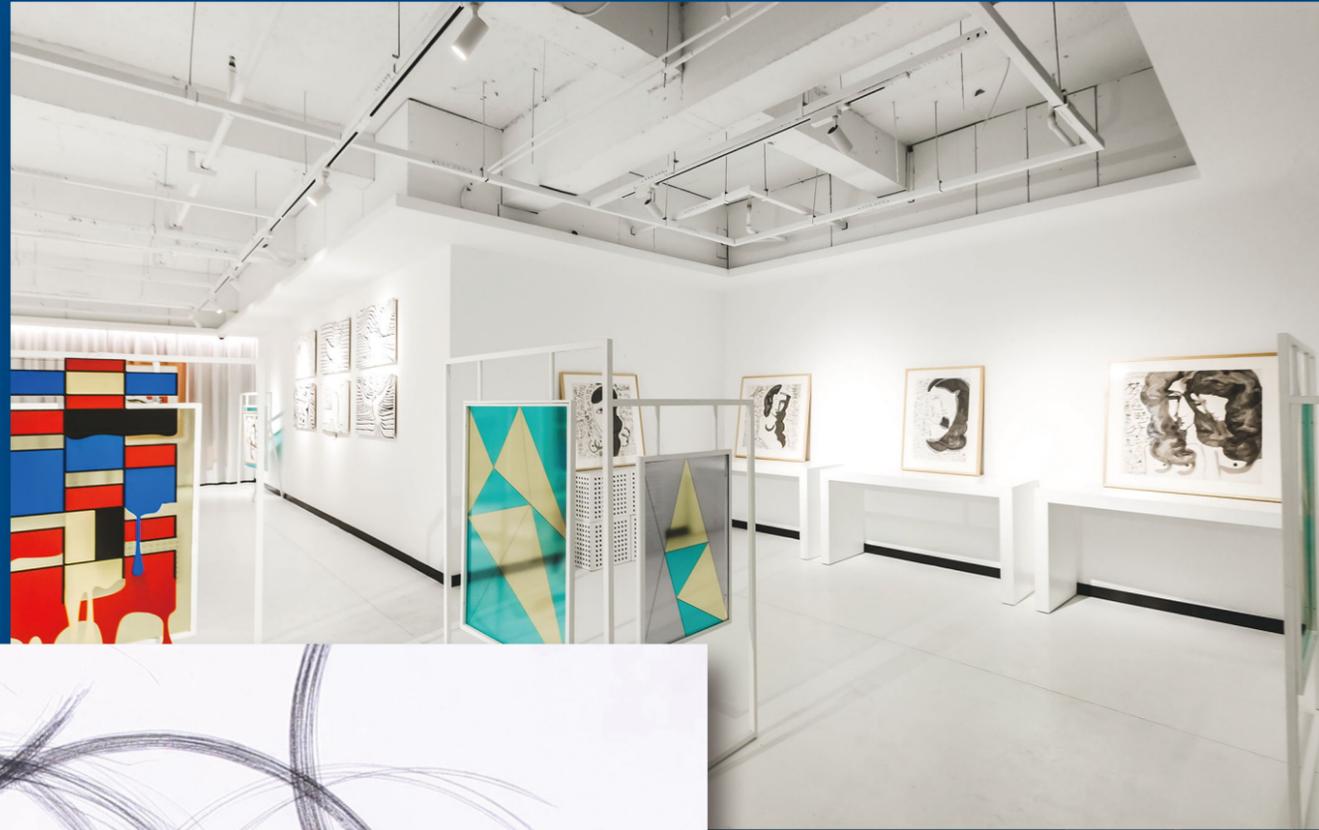
Partner:IPC



MAGIC CONCEPT

FASHION.

The utmost goal of MAGIC is modern office which excels itself and seeks change with nonstop.
MAGIC的终极目标是时尚，不断突破、求变和超越。



DESIGN.

MAGIC is the the inspiration, the enjoyment and the utmost experience of design.
MAGIC是设计的源动力，是设计的享受，是设计的极致体验。

NATURE.

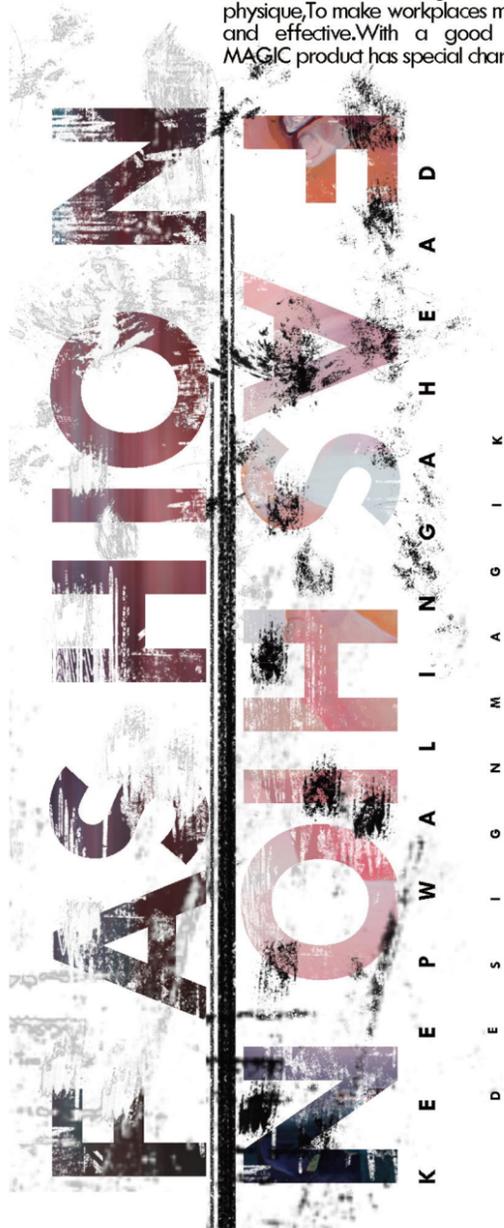
MAGIC is like a millet, born in nature, the riper it is, the lower it's head bows.
MAGIC就像是成熟的稷谷，是属于自然的，谦虚而饱满。



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SPACE SOLUTIONS AND DEVELOPMENT INSIGHT

Building a Transparent Workplace where you can freely communicate with people, The definition of Well-being is far beyond the physique, To make workplaces more enjoyable and effective. With a good design, each MAGIC product has special charm.



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FASHION

FASHIONABLE OFFICE PHILOSOPHY

By integrating seamlessly the furniture manufacturing art and fashion, the art atmosphere of the office is intensified and a modern office form ensues.

MAGIC将家具制作艺术与时尚进行有机的融合，强化办公环境的艺术氛围，营造时尚办公形态。

Fashion does not refer to dresses only, it can also be space aesthetics.

时尚不仅仅是时装的代名词，时尚也可以是空间中的美学。

Fashion is not only a moving trend, but also an eternal icon.

时尚不仅仅是流动的潮流，时尚也可是恒定的ICON。

Fashion is not only a beautiful decoration in reality, but also a reality in virtual world.

时尚不仅仅是现实的美饰，时尚也可以是奇幻的真实。

Fashion is not only a clear expression, but also a changing light and shadow.

时尚不仅仅是清晰的表达时尚也可以是光影的幻变。

Fashion is not only an innovation in material, but also an extension of nature.

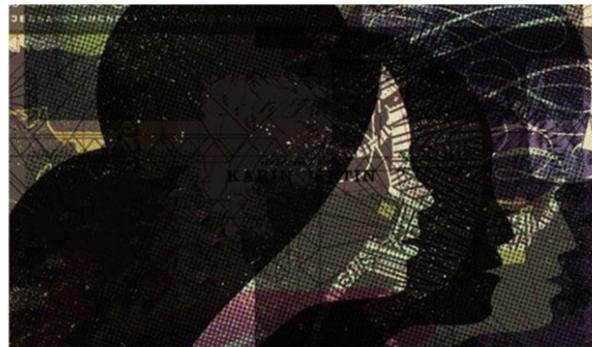
时尚不仅仅是材料的创新时尚也可以是自然的延续。

Fashion is not only a colorless yet powerful design, but also a colorful and bright shade.

时尚不仅仅是无色却有形的设计时尚也可以是缤纷而鲜明的色彩。

Fashion is not only the DNA but also the pursuit of Magic brand ever.

时尚是美稷品牌的烙印，时尚也是美稷品牌一直以来的追求。

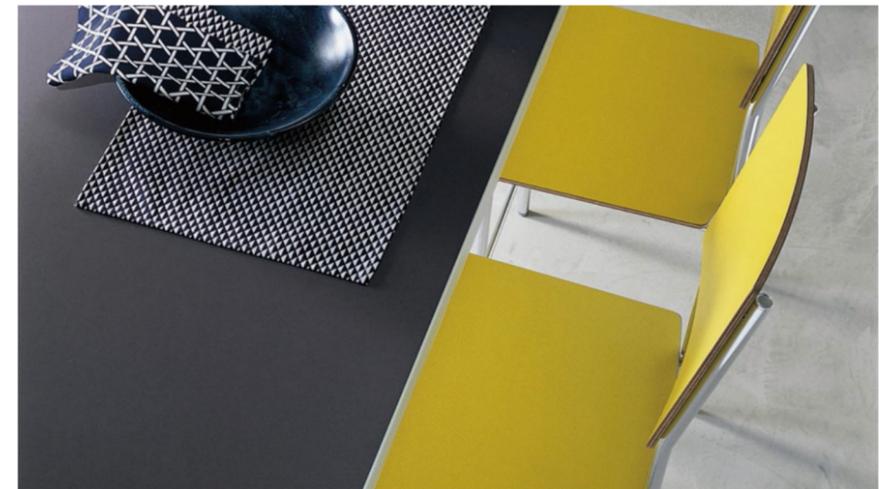


With the development of the information age, office furniture products are no longer purely functional and durable products, it continues to expand into the field of office art, and are becoming the carrier where users express personality and fashion with design, interior decoration and furnishings together.

随着信息时代的发展，办公家具产品已经不再是单纯的功能性和耐用性产品，它不断向办公艺术领域拓展，与设计、室内装饰及陈设一起成为用户张扬个性、表达时尚的载体。

Scrutiny to the product repeatedly, combination and re-creation, MAGIC strives to improve the users office life experience, and applied fashion elements in the product performance, displaying in every detail by clever design techniques. The process of product design is actually the process of artistic creation. It all starts with art and fashion, which is why MAGIC products are constantly innovating.

MAGIC不断通过对产品的反复推敲、组合和再创作，力争提高用户的办公生活体验，并在产品性能及应用中融入时尚元素，通过巧妙的设计手法在每一个细节中展现。产品设计的过程其实就是艺术创作的过程。一切从艺术开始，一切从时尚开始，这就是MAGIC产品能够不断创新的根源。





NATURE

If fashion is the purpose, design is the approach or method, then nature must be the final experience.

如果说时尚是目的，设计是方法或者途径，那么自然一定是最终的体验。

Material is the very start, consideration of environment is not enough, durability is also important. A classical work of design shall use the best material and top-class processing technology to provide the user with natural usage experience.

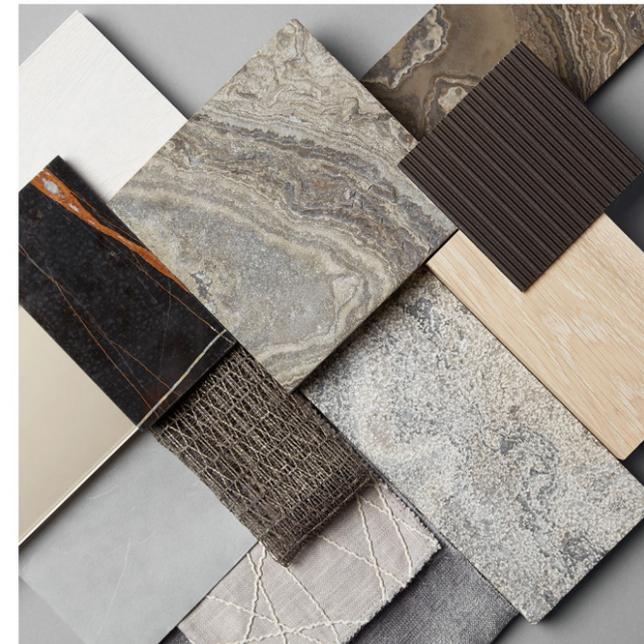
自然从材料开始，不仅仅是环保，这是不够的，选材的时候就要考虑耐久，经典的设计作品，通过选择好的材料，好的生产工艺，最终为客户呈现自然的应用和体验。

Nature varies, so does user's trend. Users are increasing favoring personalized furniture. Consider how monotonous your life would be with all the furniture and space design in the same rut?

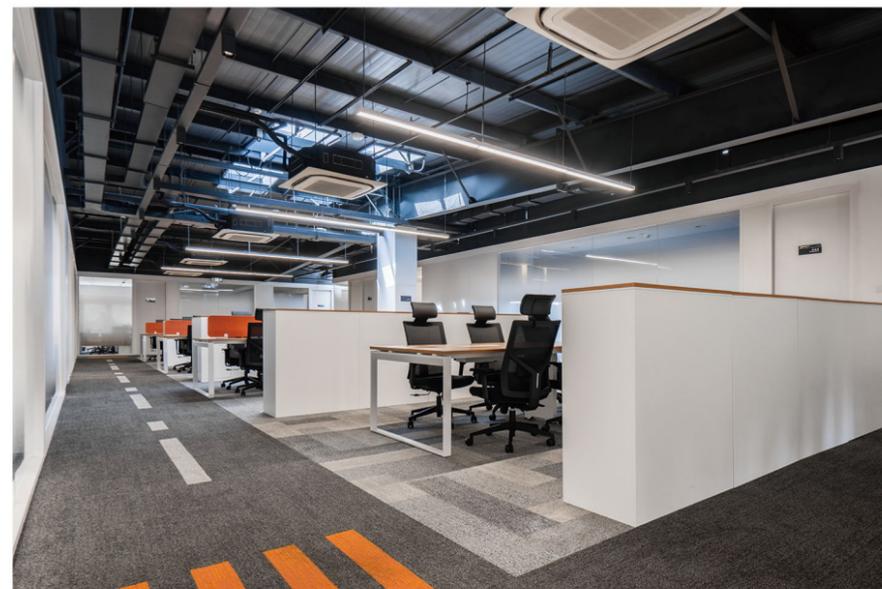
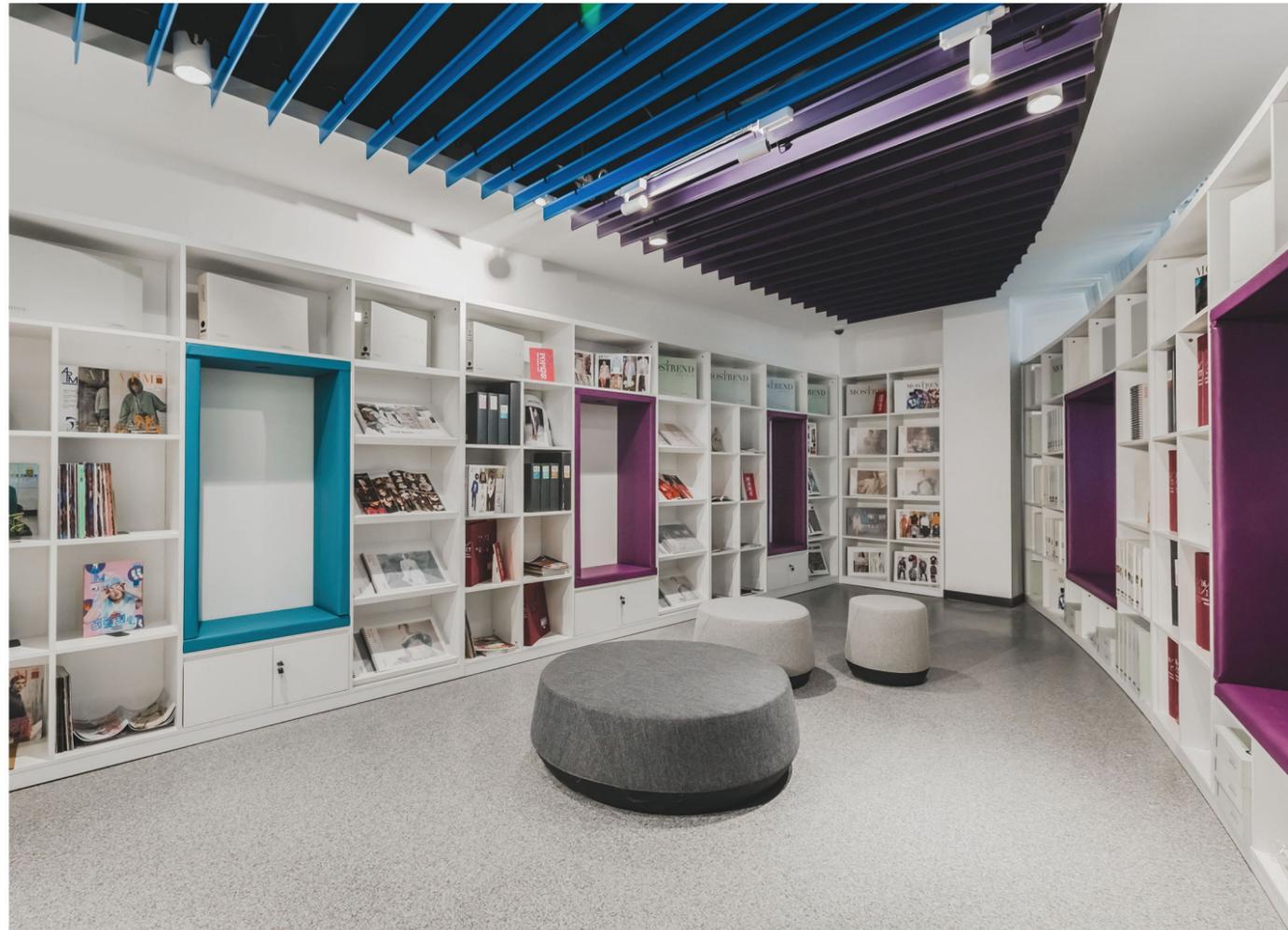
所以，自然是变化的，因为用户的趋向性是个性化，未来家具产品也好，空间设计也罢，如果是千篇一律的，那么生活该是多么的枯燥乏味呢？

MAGIC interprets such a variety in a natural way. From its design elements, conception to the functions offered to the user, all are original and flexible, which is the ecological nature MAGIC is looking for.

MAGIC是自然的，也表达了多变。设计元素、构思创意一直到用户提供的应用，都是灵动的，是具有成长性的，这样才是有生态的自然，才是MAGIC的自然。



IN THE INTEREST OF OUR CLIENTS



Individual Customization

个性化定制

User Experience



Design Thought and Approach Centered on "User Experience". We will make the better goods and product the best quantity for all, by the better quality, the higher grade, the more favorable price and the more superior service.

MAGIC以“用户体验”为核心的设计思想和方法，以更好的品质，更高的品位，更优惠的价格，更优质的服务，为客户提供最好的个性化服务。



TREND OF FASHION IN PRODUCT DESIGN



COLOURING MATERIAL STREAK

色彩 | 材质 | 线条

We are inspired by the stable structures of architecture and the dynamics of fashion, which we seek to combine in durable quality products that provide added value for the user.

MAGIC将建筑及室内设计元素与时尚相结合，通过设计将极致应用体现在为客户提供的每一件产品上。

ADVANCE DESIGN & PRODUCTS



In the grand, teleological narrative of design, things are developed to make our lives increasingly better. New forms, materials and technological innovations are introduced, self-justifying, attended by a clarity of function and value.

最新材料的不断被引入，和结合时尚与自然元素的设计理念，通过明确的用户功能和价值需求进行实现，以提升MAGIC的设计发展。

SUSTAINABLE DEVELOPMENT

可持续发展

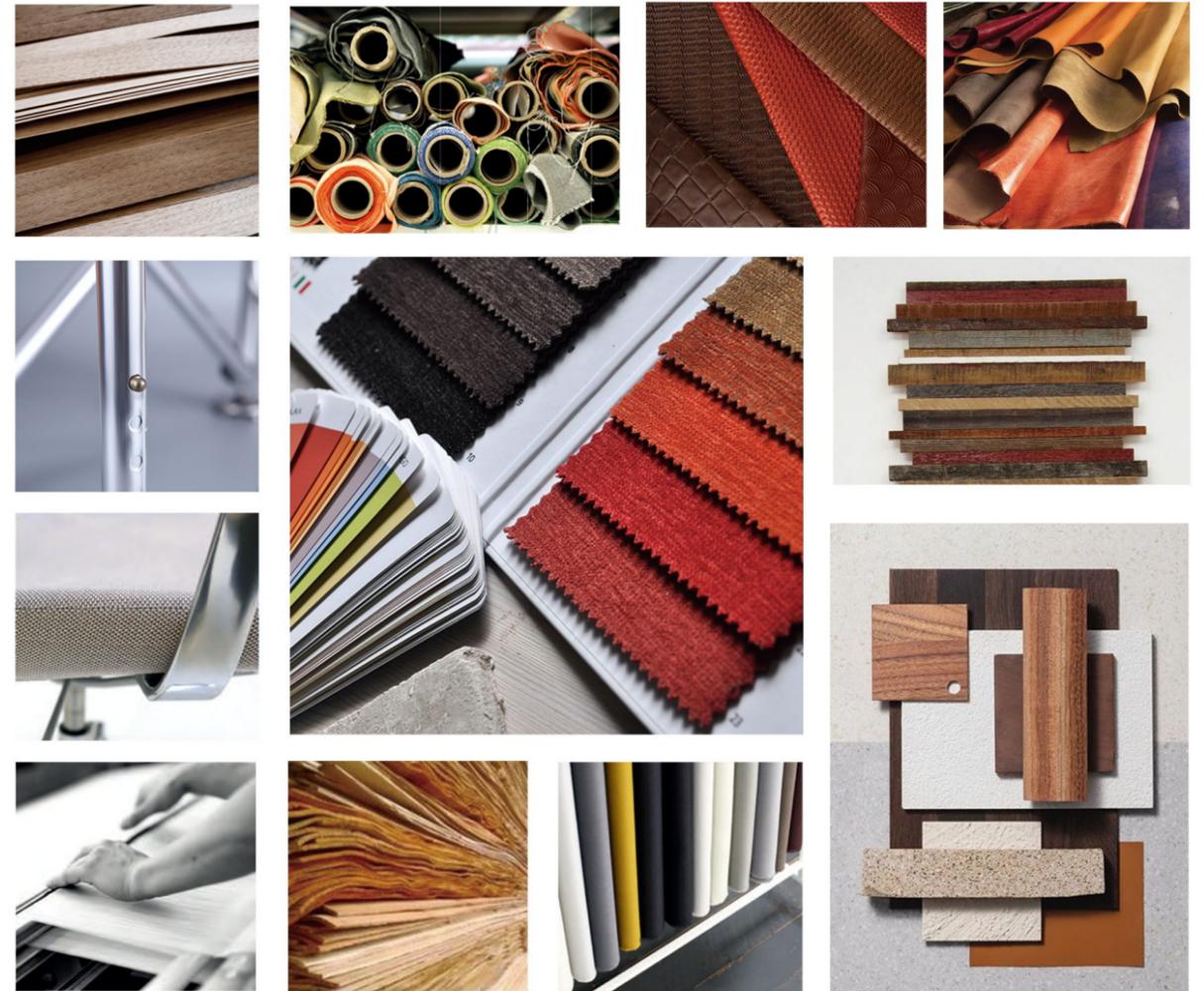


DURABILITY IS GREEN IN REAL SENSE

耐久才是真正的环保

MAGIC adopts environmentally-friendly material strictly, focuses on quality and prevents the secondary pollution during manufacturing process to implement the green philosophy. Meanwhile, MAGIC thinks that a green product in real sense lies in its durability.

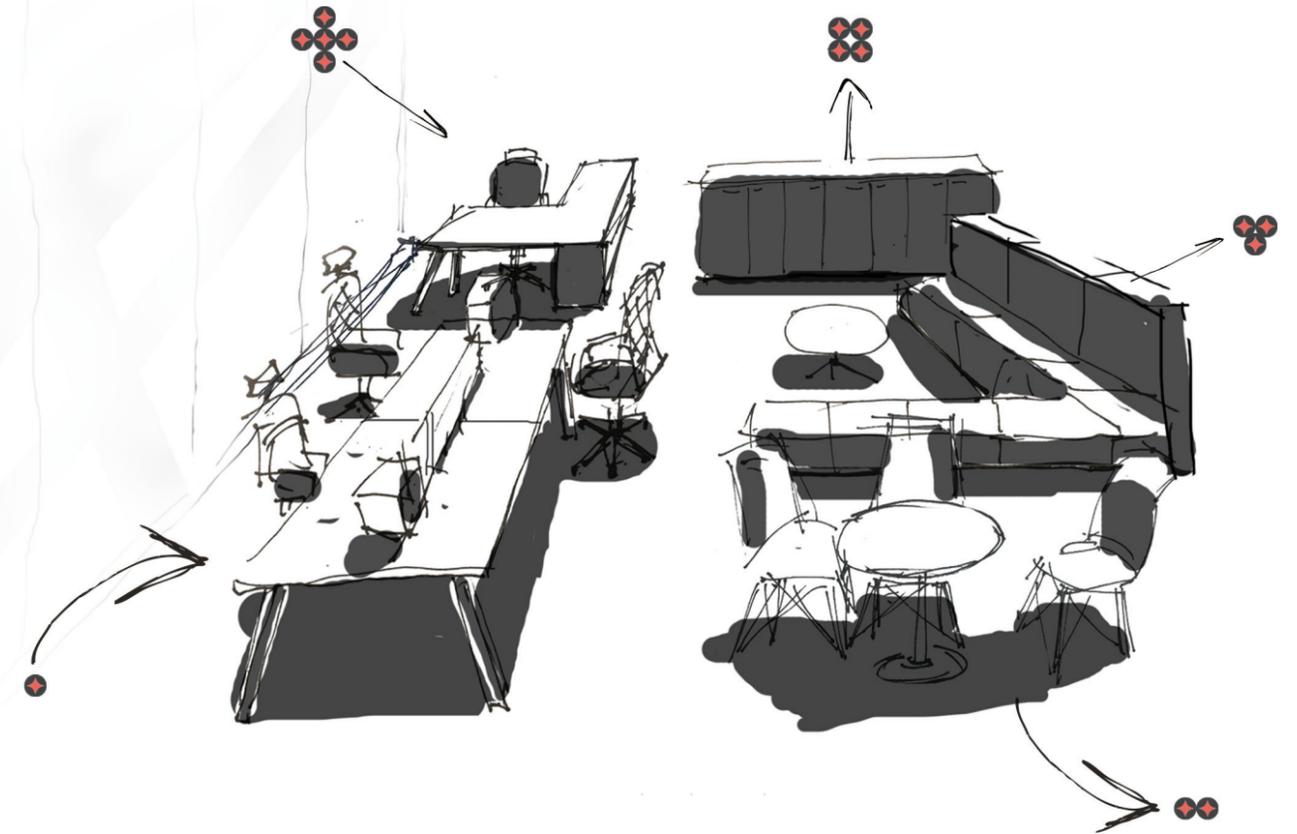
MAGIC严格选用环保材料，注重生产品质，并在制造过程中杜绝二次污染的产生，确保绿色环保理念的执行。同时，MAGIC认为，在这个基础上，真正的环保是产品的耐久。



TOTAL SOLUTION



MAGIC PLACE



STAFF SYSTEM 员工区

Providing to staff with enough configurable and flexible products, resolving the contradiction between private work and open coordination, bringing a mobile office and increases work efficiency.

为员工区提供足够的多变和灵动产品，使得办公协作、开放与私密之间的矛盾解决以及随时随地的移动化办公能够在同一区域实现，提高工作效率。

MEETING & TRAINING AREA 会议&培训区

Discussing, assigning tasks and brainstorming, face-to-face communication with a conclusion, meeting is always the most efficiency tool of work to enable all of these. Asking full use of a flexible and lightweight product adds more possibilities to your training.

讨论，分配任务，并商定过程，让所有人的思想自由碰撞，尽享面对面的交流，以达到一个统一的结论。会议一直是最有效的工作手段之一。充分利用轻巧便捷的产品，可以使培训更加多样化。

LEISURE SPACE 休闲区

MAGIC brings aesthetic concept to the leisure space with an art stroke. Inside the space, communication, meditation, discussion and reading can be realized simultaneously, injecting more fun of life to the work space.

赋予美学概念以及艺术创作表达的休闲解决，在休闲区域中可以满足洽谈、冥想、交流以及阅读等多种功能，并为办公空间带来更有趣的生活元素。

STORAGE AND OTHER AREAS 储物&其他区域

A proper design and configuration of storage space enables you to make full use of work space. Not only does it meet the storage demand, but its multi-layer decoration and desk display is eye-catching as well as functional.

通过合理的储物设计与配置，可以最大限度利用办公空间，并满足办公人员的储物需求；而注重更多层面的装饰以及桌面陈设，不仅美化空间，更完善了办公性能的使用。

EXECUTIVE SYSTEM 行政管理区

As the office space for administrative management, it brings efficient management and decision making. Varied combinations makes both private meditation and on time communication so easy.

作为行政管理者的工作区域，高效管理以及决策；沉着思考以及及时沟通，通过行政产品的搭配和组合可以完美达成。

ADMINISTRATIVE SPACE @DECISION-MAKING

In a specific administrative space, a demure desk is more suitable for making development-oriented decisions. Selecting materials and colors that match the space makes the office behavior more rational.

在特定的行政空间，稳健的办公桌更适合做出符合发展的决策，选择与空间匹配的材质与颜色，让办公行为变得更加理性。



ADMINISTRATIVE SPACE

@HEALTH

In the office space, the office status can be changed by lifting the desktop. Standing at any time and working in this way, you are able to communicate with employees at convenience and advocate a healthy way of administrative management.

在行政办公的空间中，通过桌面的升降改变办公状态，随时站立并通过这样的方式进行工作，也可以和员工进行随时的交流和沟通，倡导行政管理健康方式。



ADMINISTRATIVE SPACE @FOCUS

The minimalist design of administrative office products can emphasize the lines in the administrative space and achieve uniformity with the materials and decorative styles, thereby making the administrative office more efficient.

极简的行政办公产品设计，可以强调行政空间中的线条设计，并与空间材质和装饰风格达到统一，从而让行政办公变得更有效率。

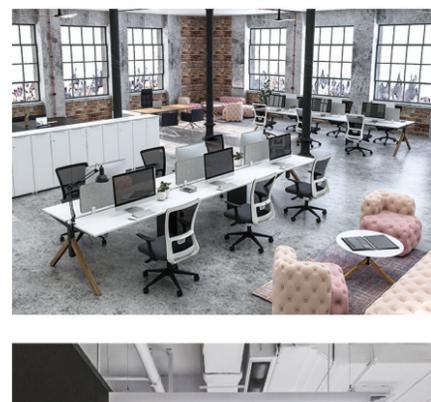
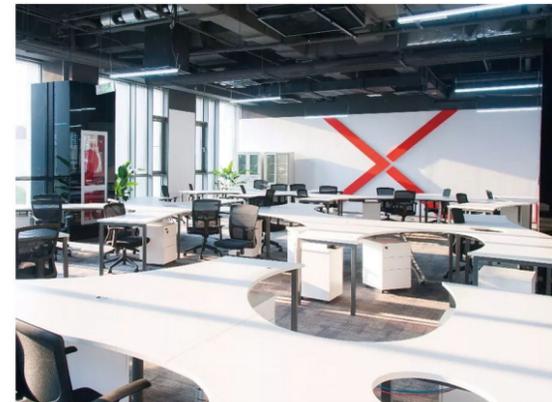
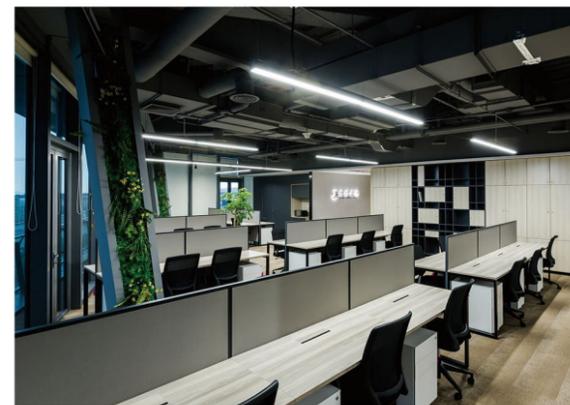


ADMINISTRATIVE SPACE @EFFICIENCY

In the administrative manager's work space, product rendering and decoration is abandoned. Through simple lines and appearance design, users are reminded to focus more on their work, thereby improving work efficiency.

在行政管理者的工作空间，可以去更多的产品渲染和装饰，通过简单的线条及外形设计，提醒使用者更专注的工作，从而使办公效率得到提升。

STAFF SPACE @SHARING & COORDINATION



Leisure and work functions are integrated in Staff Area to motivate initiative and innovation, promoting efficient collaboration and enabling easy switch between independent work and collaboration. The mobile office mode makes work more flexible. Besides, multi-type storage, design and application of lighting and materials makes office more fashionable.

在员工区通过休闲与工作的融合布局，可以激发主动性和创造力，促进高效的协作，并灵活分配和应用专注与协作的工作形态；采用可移动办公的方式让工作变得更加灵动。还可以采用多样化储物、灯光与材料设计和应用，让办公变得更加时尚。



STAFF SPACE @FOCUS

The design of the screen workstation can ensure that every worker can be more concentrated. Various elements of the screen selections can effectively reduce space noise and enclose an independent working space, allowing maximum innovation and efficiency to be achieved in a limited space. Storage space and more choices of accessories can meet the needs of different forms of office.

使用屏风工作站的设计，可以确保每一个工作者在使用办公产品的时候提升专注力，多样化屏风选择的元素可有效降低空间噪音，并围合一个独立的工作空间，让工作在限定空间里达到最大限度的创新和效率提升。储物以及更多配件选择可以满足不同形态的办公需求。



STAFF SPACE @PRIVACY

Define and plan spaces in an inspirational way, creating visual and physical privacy. Employees can choose different ways of working depending on the needs, whether it is personal focus needs, answering calls, or private high-intensity work, or enjoying a person's leisure time after busy work, you have a variety of screen workstation to cope with.

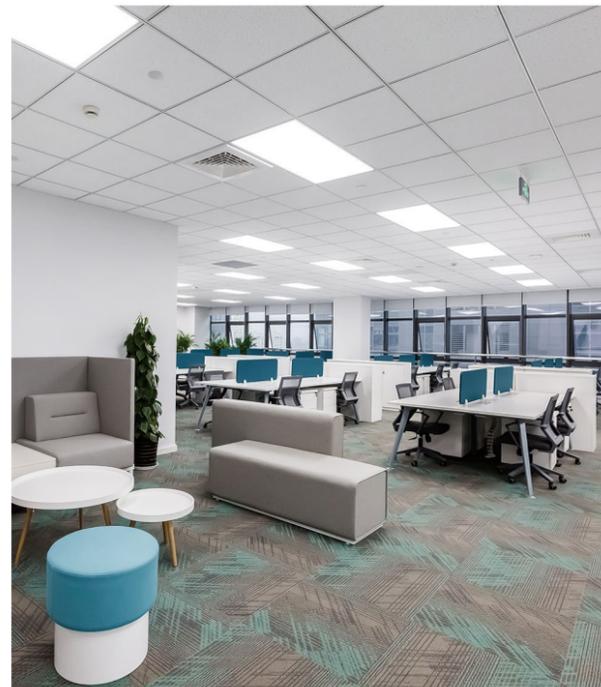
采用一种富于灵感的方式来定义和规划空间，创造视觉和物理上的私密区域。员工可以根据自己的需求选择不同的工作方式，无论是个人的专注需求、接听电话、或私密性的高强度工作、还是在繁忙的工作后享受一个人的休闲时光，都可以通过多样化的屏风工作站进行解决。



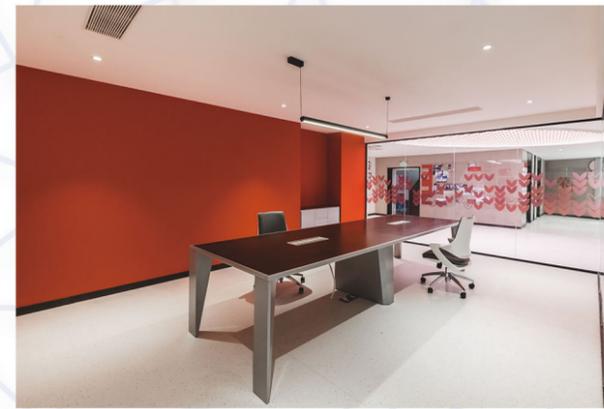
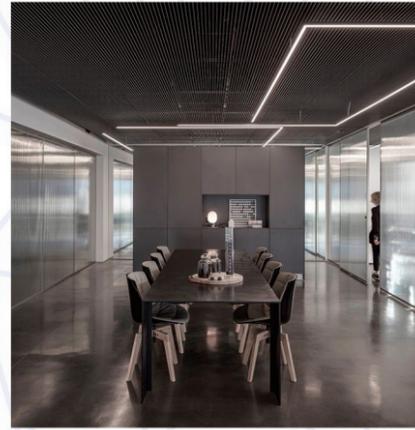
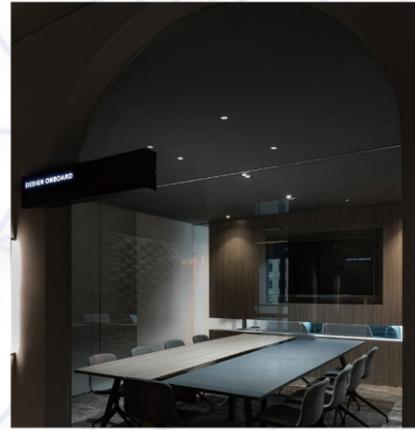
STAFF SPACE @HUB

Give employees more choices of office scenarios and create more opportunities for interaction among colleagues, which is a spatial trend to be created in each hub space. The hub area is a space that integrates meetings, hospitality, collaboration, communication and office. People can gather together, work together, and communicate ideas and work insights to create a more attractive working space.

给予员工更多办公场景的选择，创造同事之间更多互动机会，这是每一个焦点空间所要打造的空间趋势。焦点区域是一个集会议、待客、协作、交流和办公于一体的空间，人们可以聚在一起，协作共事，也可以沟通相互的思想和工作见解，从而打造更具吸引力的工作空间。



HUB OFFICE



CONFERENCE SPACE BUSINESS CONFERENCE

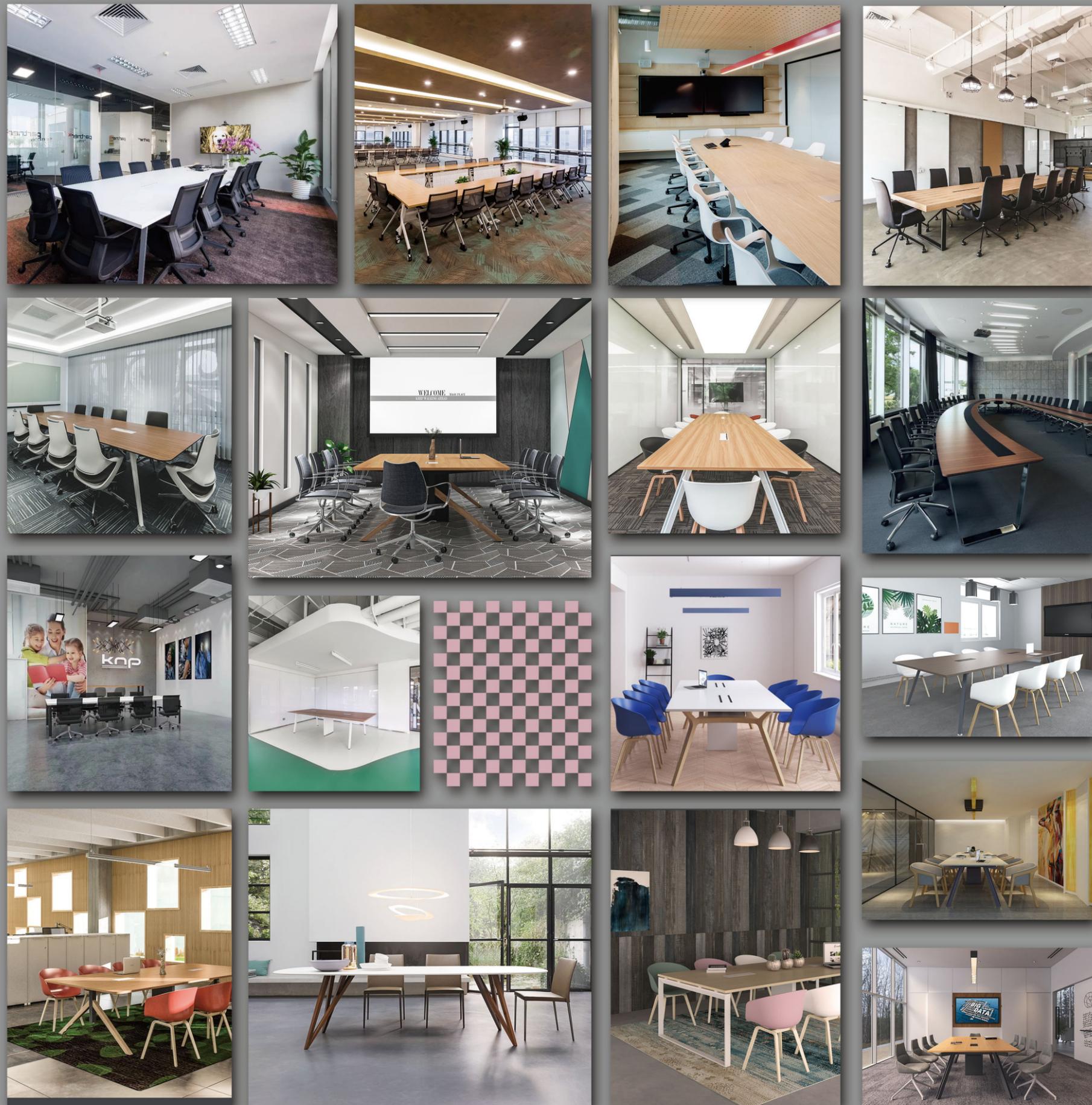
Meeting space is redefined in information age. Combining multimedia with furniture to meet varied business demands and mixing solid wood, wooden panel and metal to go with the modern office trend.

信息时代对于会议空间将重新定义，多媒体与家具产品的结合连接多样的商务需求，实木与简洁木板以及金属的组合和便利使用更契合现代办公趋势。信息时代对于会议空间将重新定义，多媒体与家具产品的结合连接多样的商务需求，实木与简洁木板以及金属的组合和便利使用更契合现代办公趋势。

CONFERENCE SPACE INTELLIGENT CONFERENCE

Scientific and technological means can help us better manage office space, especially conference space. Proper use of intelligent equipment can allow conferences to break space restrictions and access multi-party information. At the same time, the management of conference rooms has been transformed from fragmentation to information systemization. The comprehensive use of sound insulation panels, dimming glass and conference management systems will greatly enhance the intelligence level of the conference.

科技手段可以帮助我们更好地管理办公空间，尤其是会议空间，恰当的智能设备使用，可以让会议打破空间限制，接入多方信息，同时让会议室的管理从碎片化转为信息化，隔音板、调光玻璃以及会议管理系统的综合使用，会极大提高会议的智能程度。



CONFERENCE SPACE SHARED CONFERENCE

The purpose of planning a shared meeting is to allow employees to share better ideas or work ideas with each other to promote meeting efficiency. Simpler product design of conference chairs and conference tables will meet the sharing needs in the work space as well as creating more interaction and collaboration between employees.

共享会议的规划目的是为了let员工彼此分享更好的创意或工作观点，以促进会议高效。更简约的会议椅以及会议桌的产品设计，将会满足在工作空间的分享需求，以及员工之间更多的互动和会议协作。

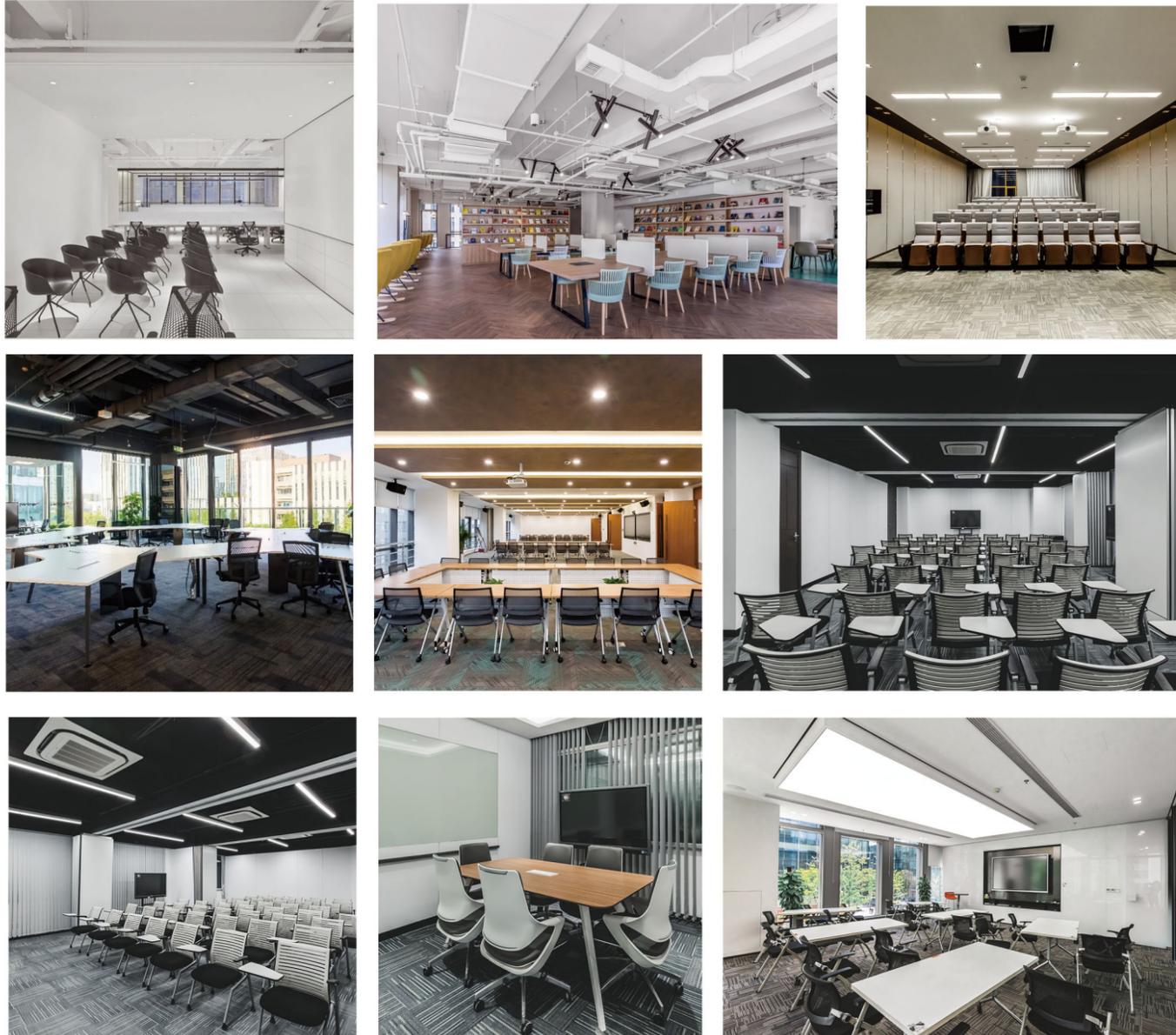


CONFERENCE SPACE CREATIVE CONFERENCE

The motivation for innovative work comes from the self-breaking and constantly habits changing of employees. Therefore, the planning purpose of the creative conference room is to provide a space that is enough to trigger employee innovation, thereby generating more work driving forces.

创新的工作动力来源于员工自我的打破和不断求变的习惯，因此创意会议室的规划目的是提供一个足够引发员工创新的空间，从而产生更多的工作驱动力。

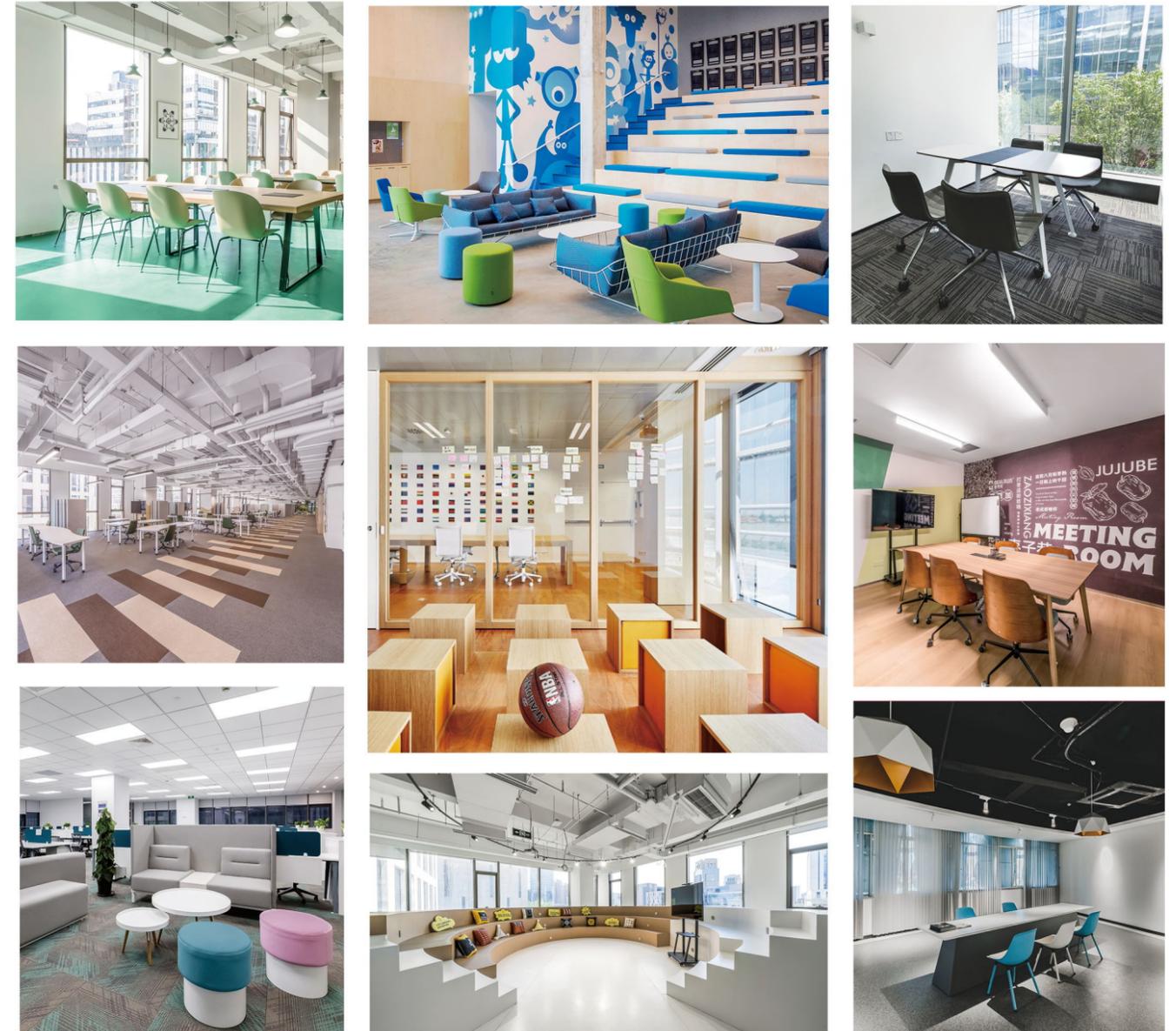
TRAINING SPACE SYSTEMIC TRAINING



MAGIC provides more functional training products to adapt to the constantly developing and diverse corporate training and learning. Training tables and chairs that can be stacked or folded can also be reassembled through the fittings beneath the table to quickly change the space purpose from training to learning or discussion. Such a training system provides maximum utilization value for the space of the customer.

MAGIC提供更多功能的培训产品，以适应不断发展的多样化企业培训及学习，可以堆叠或折叠的培训桌及培训椅，通过桌下固定配件进行重新组合，以快速达到空间内从培训到学习和讨论形式的演变，这种培训系统为客户空间提供了最大限度的利用价值。

TRAINING SPACE INTERACTIVE TRAINING



With the development of light office lifestyles, MAGIC launched a combination of leisure products and training tables and chairs, focusing on creating a light training mode. Featuring a more flexible configuration and an interaction-oriented performance, the training space can be applied to abundant purposes.

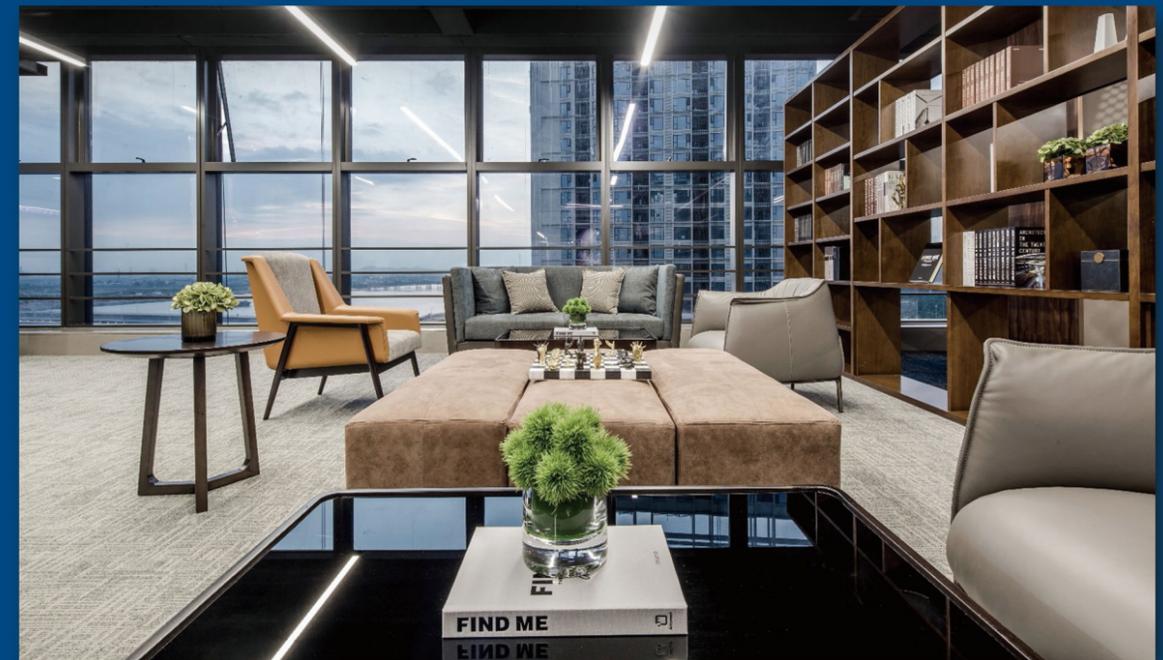
随着更多轻办公生活形态的发展，MAGIC推出休闲产品与培训桌椅进行组合的形式，着力打造轻培训模式，更灵动的配置方式及趋向于互动的表现，使得培训空间增加了更丰富的使用方法。



LEISURE SPACE INSPIRATION MOTIVATION

Creating in-time information exchange and more efficient team sharing and learning is the priority function of the leisure space. Moreover, the leisure space is to meet the demand of innovative thinking, driving inspiration, demonstrating modern office and flexibly configurable with multimedia equipment.

让信息交流和互动更加及时，让团队分享和学习更加有效，这是休闲区最主要的办公性能；但更多的休闲区体现在活跃思维、激发灵感和适应于办公时尚发展的趋势，并可结合多媒体灵活使用。



LEISURE SPACE EFFICIENT NEGOTIATION

MAGIC uses administrative-oriented products to create an efficient negotiation area. Through more high-quality leather materials and high-end fabrics, it enhances the elegant atmosphere of the negotiation. Combining stone and metal, it adds a touch of rationality as well as improving efficiency.

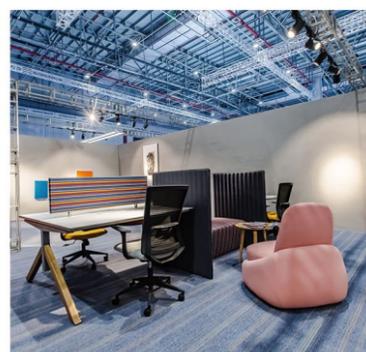
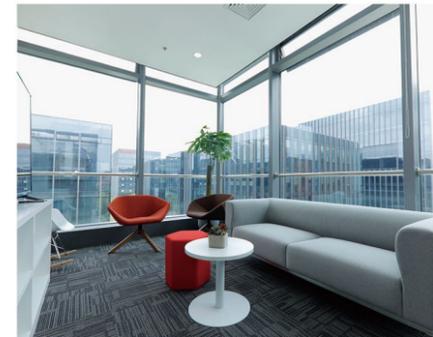
MAGIC采用偏向行政风格的产品打造高效洽谈区，通过更有品质的皮革材质及高端面料，烘托洽谈的高雅氛围，结合石材与金属，为提高效率增添一丝理性。

LEISURE SPACE

TIMELY COMMUNICATION

Creating a casual mode of negotiation and communication in the work space, so that collaboration and communication are always present and ubiquitous; whether it is the reception area or the waiting area, you can build and combine different styles of products to provide more convenient communication spaces .

在工作空间营造休闲洽谈与沟通的模式，让协作与沟通无时不在，无处不在；无论是接待区还是等候区，都可以通过不同样式的产品进行搭建组合，为人们提供更便利的沟通空间。



LEISURE SPACE

CREATIVE DISCUSSION

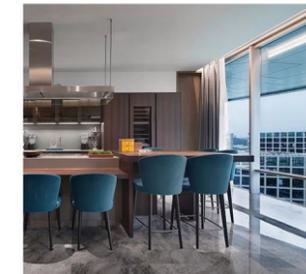
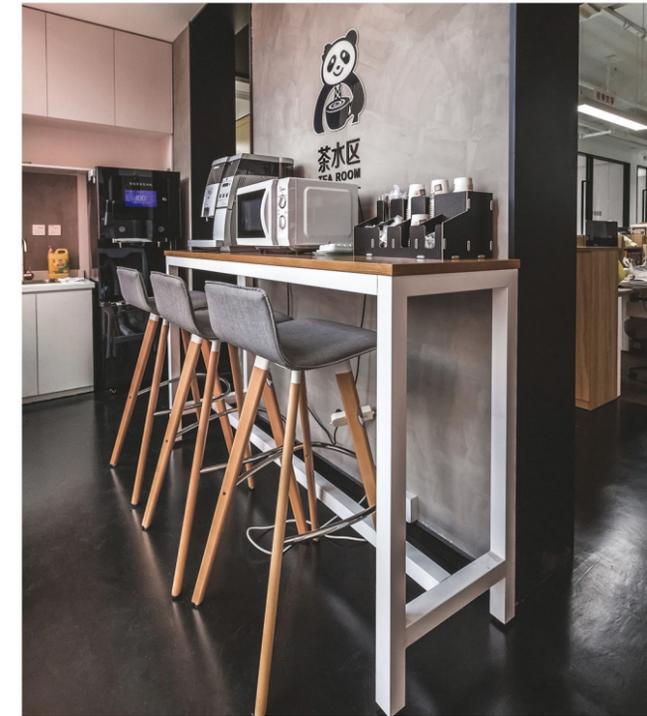
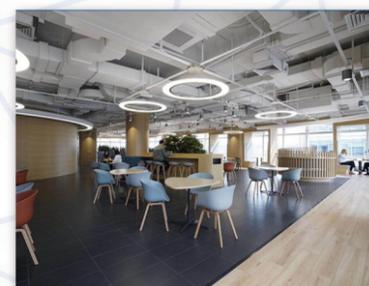
MAGIC provides users with more space for innovation by expressing the diversity of products through richer materials and textures. The design itself reflects the true meaning of creative discussion in the details, which is not being restricted to the space and the user's intention, so that more innovative ideas and results can be generated .

MAGIC为用户提供了更多的创新空间，通过更丰富材质和肌理表现产品的多样化，而设计正是在细节中体现着创意讨论的真谛，那就是不拘泥于空间及使用者的意图，从而产生更多的创新思想与结果。

LEISURE SPACE READING AND LEARNING

Each MAGIC product planned in the reading space reflects comfort and humanity between lightness, fully considering the needs of privacy, the need for dedicated reading in personal space, or a learning-oriented layout in open spaces where discussion can be achieved to create a richer and more organic learning and reading space for users.

在阅读空间规划的每一件源于MAGIC的产品，都在轻盈之间体现着舒适与人性化，充分思考了私密的需求，以及个人空间的专注阅读需求，或在开放空间展开可以讨论的学习布局，为使用者打造更丰富有机的学习及阅读空间。

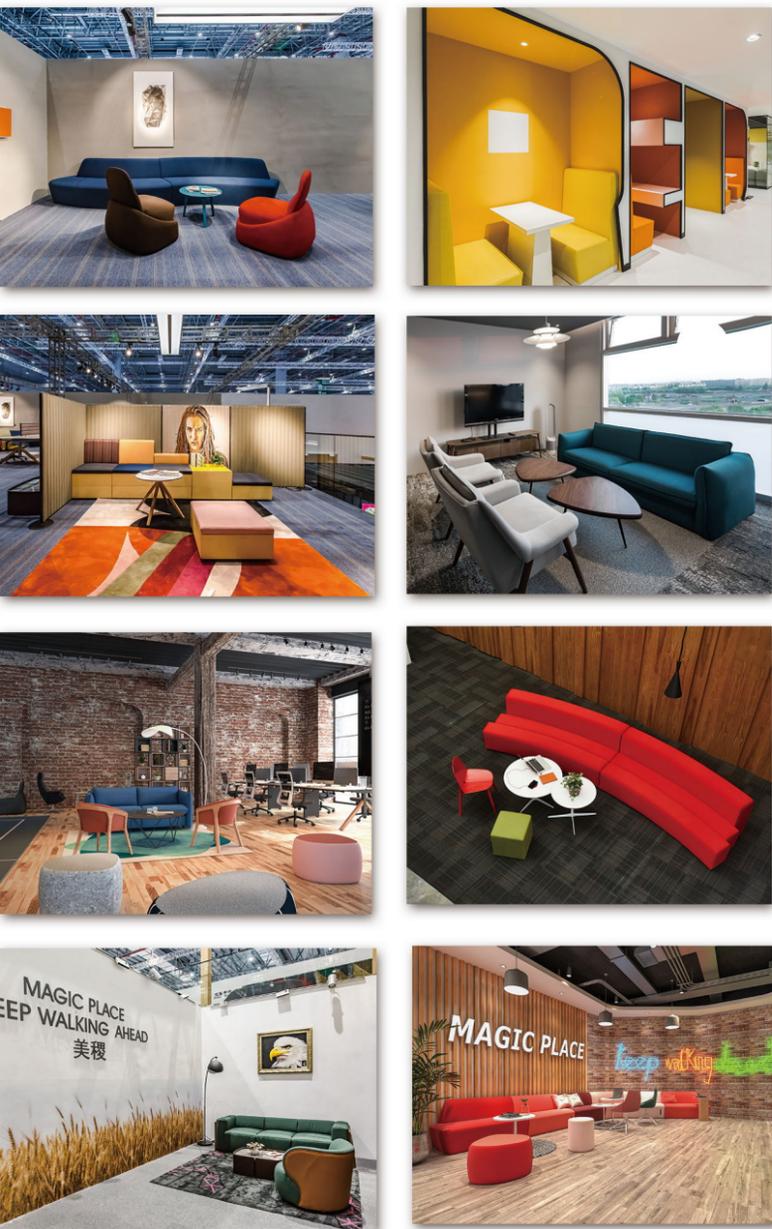


LEISURE SPACE TEA & BREAK SPACE

MAGIC uses richer colors and materials to create a bright and refreshing tea and break space for customers, which makes it easier for customers to get inspired and relax.

MAGIC采用更丰富的色彩和材质，为客户打造轻松明快或更高质感的茶水及休息空间，让客户更容易得到灵感激发，身心放松。





LEISURE SPACE RECEPTION & WAITING

Through special and diversified leisure products, catering to the development trend of mobile work culture and top-level service facilities, MAGIC presents customers with more styles and richer application forms of reception and waiting spaces.

通过异型的多样化休闲产品，迎合移动工作文化和顶级服务设施的发展趋势，MAGIC为客户呈现了更多样式、更丰富应用形式的接待与等候空间。

LEISURE SPACE RECEPTION & WAITING



Combined with the exclusive noise reduction screen of, a relatively private reception area can be built to meet the quietness of conversation; and the additional waiting area in the office space can also allow employees to have more ways of work to choose from during collaboration.

结合MAGIC专属的降噪屏风，可以建造相对私密的接待区域，满足交谈的静谧性，让空间更加安静；而在办公空间中增加的等候区域也可以让员工在彼此工作协作中，有着更多办公方式的选择。

服务体系 SERVICE SYSTEM

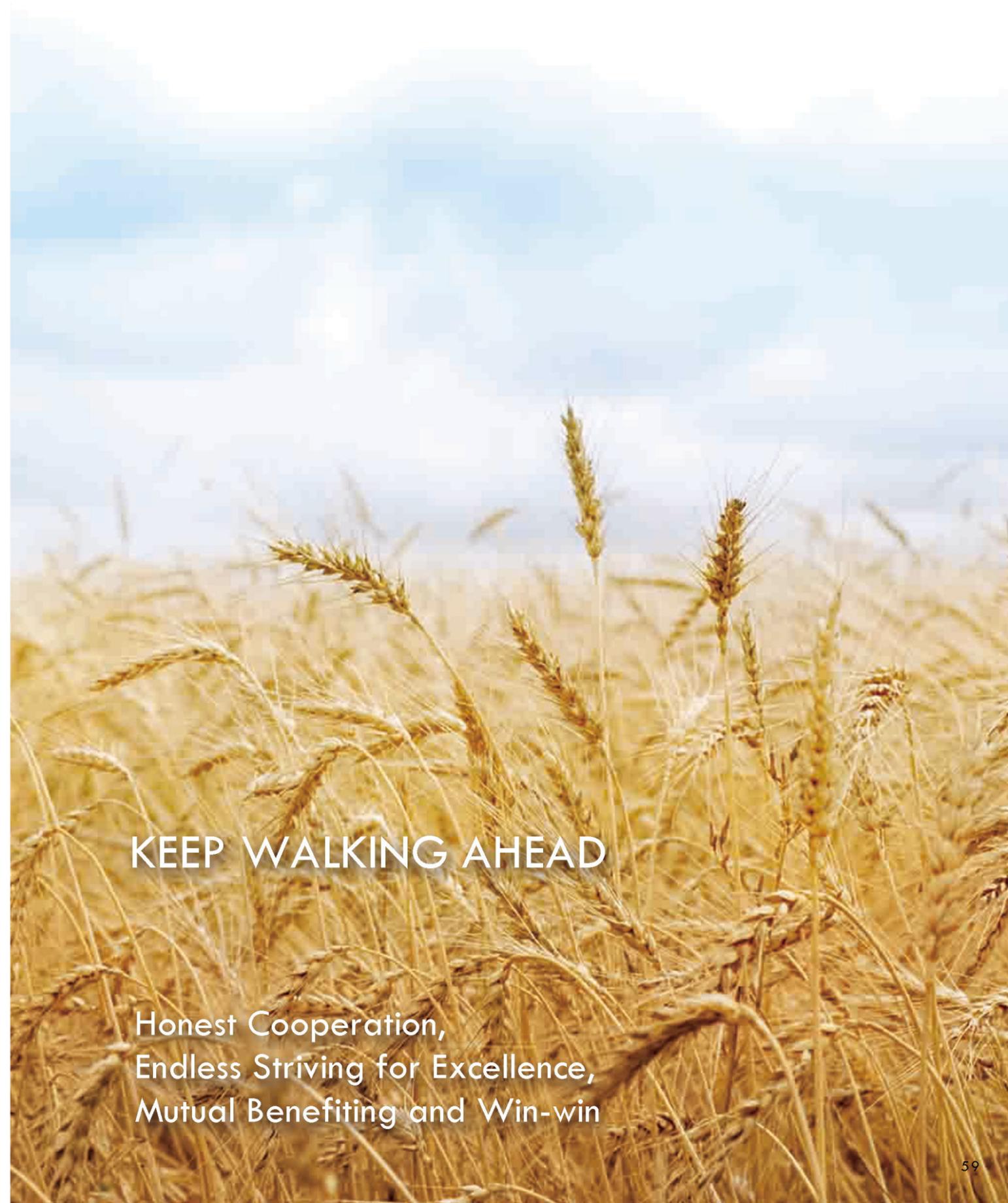


完善的供应链体系

MAGIC currently is setting up flagship and standard experience stores around China. From the initial supply chain to the service chain after sales, MAGIC focuses on customer experience. Sticking to corporate mission of providing high quality product and services, MAGIC is always on the road to excel itself.

MAGIC目前已经在中国地区布局旗舰及标准体验馆，从生产的供应链开始，一直到售后的服务链，MAGIC极其注重客户体验，始终坚持产品质量和服务质量至上的企业宗旨，为客户提供更高标准的服务。

OUR CUSTOMERS



KEEP WALKING AHEAD

Honest Cooperation,
 Endless Striving for Excellence,
 Mutual Benefiting and Win-win