(企業理念)

What if we could create a better everyday life for the many people?

如果我們能夠大庇天下寒士俱歡顏，

For the couples that turn into families.

給那些從情侶到家庭的人們

The children.

給小孩們

The lovers.

給戀人們

For the old ladies,

給老太太們

The single ladies,

給單身者們

The single mothers

給單親家庭們.

And for those who need to start all over.

以及給那些迫切需要從頭開始努力的人們更好的生活?

What if we always side with the many by designing the price tag before anything else?

如果我們總是為了價格標籤，卻忽略少數人的需求呢?

(環保層次)

What if furniture could be better for nature, better for people?

如果家具能夠更環境友善、更使用者友善呢?

What if we could make furniture out of waste?

如果廢棄物也能化身為家具?

What if all glass could get new life?

如果玻璃能夠重獲新生?

What if we could collect all these bottles and turn them into something else?

如果我們將寶特瓶變成其他東西，

Like this chair.

比如，一張椅子?

What if we could plant more trees than we use?

如果我們種的樹比用的還多?

And what if we could use wood in new ways?

如果樹木不一定要變成木材?

So that this tree and this tree and all of these trees could grow to be just trees.

而樹就能長成一棵樹該有的模樣。

What if we turn the tables on food and make meatballs without meat?

如果桌上的肉丸裡不一定要有肉(turn the tables有不能翻譯的雙關)

What if we turn the tables on tables and make screws that aren't screws?

如果桌上的零件不用螺絲也能鎖在一起? (turn the tables有不能翻譯的雙關)

In fact, what if we lose the screws completely so we can put things up, take them down, and put them up again?

事實上，乾脆如果我們完全忘記螺絲，讓東西想拆就拆、想裝就裝呢?

What if we try to design new behaviors instead of new products?

如果我們要開發的不是家具而是新習慣?

Better play instead of toys?

誰說有玩具才能玩?

And better sleep instead of beds?

誰說要床才能徹夜好眠?

(能源層次)

What if water taps could save water and light bulbs could save light?

如果水龍頭能夠省水、電燈泡能夠省電呢?

What if all our stores could power themselves?

如果所有需要電的店都能自己發電?

And what if the best packaging is no packaging?

如果最好的包裝就是不包裝?

What if we could make furniture out of air?

如果生產家具完全不用物資原料?

(信念層次)

What if we tried, twice, and failed, twice

如果我們一次次的嘗試卻又一次次的跌倒，

And what if we try again?

如果我們在試一次看看呢?

What if we celebrate our differences?

如果我們能為我們彼此的差異而驕傲歡呼?

Because without each and every person we wouldn't be complete.

因為，生命中少了你永遠不會完整。

What if we never settle for an answer?

如果我們不是為追尋答案而出發?

What if we always ask ourselves "what if"

如果，我們總是自問「如果」?

Most thing remains to be done.

還有數不清的事情正等待我們完成。