

FOR IMMEDIATE RELEASE

Coalesse Marks 10th Anniversary with Reflection and Vision

Global workplace design then, now and the future

Grand Rapids, MI – From the start, Coalesse had a vision of merging design in a way that hadn't been done before – blurring the lines between commercial and residential spaces by “coalescing” three established brands and combining a curated portfolio with furniture from designers from around the world – all while discovering new talents that would propel them into the future. Always ahead of the curve, Coalesse was a leader in “resimercial” design and “ancillary” spaces before either now-ubiquitous term was coined. When Coalesse launched, it was called a “crossover brand,” a novel business model for the time, in which residential sensibility was thought to be relevant in contract furniture. Its range of designs suited the intersection of work styles and life styles by supporting mobile workers both in and out of the workplace with an eye on improving well-being and enhancing productivity. Today, Coalesse remains an industry favorite for inspiration, innovation and a vision into the future of workplace needs.

Influenced by the necessity for social connection and collaboration in all aspects of life, Coalesse built upon an initial portfolio of existing products from the three brands and new partners with breakthrough collections including Denizen, SW_1 and Lagunitas – all of which created new product categories for the A&D community. Through observational research prior to the launch of the brand, Coalesse realized that there was an opportunity to create a niche solution by combining a portfolio of established designs with those from up and coming designers with vision and a fresh outlook on commercial design.

From “The New Work Day” to “Bringing New Life to Work,” Coalesse has had a clear goal from the start – predicting and addressing the needs of the workplace based on history, experience and observation.

“Each time we explore a new method or imagine a new product category and its applications, we're ignited to bring new life to work with warmth, vitality and soul,” says Lew Epstein, Coalesse General Manager. “These are the three attributes we strive to instill in everything we design, to create a more purposeful, enjoyable and beautiful workplace.”

Warmth

From the beginnings of the Coalesse brand – in the crossover where work styles and life styles connect – it held a viewpoint that workspaces should embody this connection by feeling more welcoming and comfortable in all dimensions: physical, social, emotional, and cognitive, too. This is the character of warmth, not a look or a style but an invaluable feeling and expression of wellbeing. Coalesse shares its warmth through the language of design, the experiences it delivers, and in the way it relates to people.

“We can use technology to create more sustainable and economical manufacturing. We can bring warmer natural materials into the palette of high functioning office furniture without diminishing performance,” says John Hamilton, Coalesse Director of Global Design. “At Coalesse, we try to do all these things in ways that connect to our values and let us be part of the world we want to help shape.”

Vitality

Work is hard and the growing demand to solve more complex problems makes work all the harder. The Coalesse approach toward design is to help create settings that enliven people at work—spaces they are drawn to, that give energy to fulfill the long, hard days at work. Vitality is the engine activated by applying a rich, thoughtful combination of color, pattern, and materials to create indoor and outdoor furnishings, drawn from the restorative and productive, living qualities of nature and biophilic design principles.

“Social connection and trust are subtle elements to design for, but they are the future of how we can think about improving the experience of being at work,” continues Hamilton. “Because the complex problems of so much knowledge work today are solved best when working with others. And we know people tackle bigger, harder problems better and faster when they are in a space, together.”

Soul

Iconic products have a timeless quality, an unseen element that animates them. That’s the soul of the design and designer, shining through with imagination to distinguish one version of a basic form from another. Soul is what innately sees and interprets the world into design, that links a progressive vision for solutions now, to traditions that are enduring, tried and true. Soul builds depth into a product that’s classic, so that it will hold its meaning well into the future—and remain a pleasure to use.

“In the next ten years, as we continue bringing new life to work, we look forward to anticipating and delivering what that new life can fulfill. This is the something different; the aim for greater meaning that responds to the emergent demands of work,” adds Epstein. “As a progressive brand, we strive to see the future and shoot for it in ways that are unexpected, yet which feel delightfully familiar. As in our first 10 years, we’ll continue to bring these attributes forward when solving complex problems in new ways, from our greater global presence in Munich to our highly responsive Concierge services; our partnerships with talented designers and companies, down to the details of modern craft and the utilization of new technologies in our design and manufacturing processes.”

For more information on Coalesse and its products, visit www.coalesse.com

Bringing New Life to Work™

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About Coalesse

Led by intuition, backed by research, and driven by design – Coalesse creates thoughtful furnishings for the modern workplace. We help our customers to make great spaces that inspire great work by empowering social connection, creative collaboration, and focus and rejuvenation. For workplaces around the world, we design products that blend beauty and utility, comfort and vitality, and insights with inspiration to bring new life to work. As part of the Steelcase Inc. family of brands, we are globally accessible through a network of over 800 dealers.

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