

**FOR IMMEDIATE RELEASE – Contract**



**Coalesse<sup>®</sup> Launches Hosu<sup>™</sup> at NeoCon 2012**  
***A casual lounge collection designed by Patricia Urquiola***

**San Francisco, CA** -- Coalesse, the leader in crossover furnishings, is excited to introduce the Hosu seating collection at NeoCon 2012.

With the increasing demands of the new work day, creative people value places to work in a relaxed mode at home, in the office and on the go. Inspired by our observational research, Hosu addresses the idea of relaxed work.

The Hosu lounge provides a comfortable place to settle back and work. It gracefully adapts to provide users with two postures in one product when working alone. Hosu can convert to a chaise creating an inviting personal space to put your feet up and get things accomplished. “Hosu is a habitat to relax, work, think, and read,” said Urquiola. “It’s a different approach to a work lounge that removes all formality and replaces it with comfort.” Enhancing the collection is the textured Hexa fabric, exclusive to Hosu, also designed by Urquiola and offered in six optimistic colors.

The lounge is available in two sizes, a 36” wide one seater in fixed and convertible versions and a fixed 64” wide two seater. Rear and side storage pockets as well as technology-accessibility for cords for your mobile devices makes it easy to comfortably integrate work and life. For added relaxation, the lumbar pillow is standard and available in complementary colors, COM, COL, and all Coalesse graded in fabrics.



This collection will be offered through Coalesse dealers to the contract market. Hosu will be available for order on October 15, 2012.

The contract list price for the personal lounge starts at \$2,000 (COM) for the fixed version, \$2,400 for the convertible and \$3,200 for the fixed two-seater sofa.

For more information, visit us at booth #1032 or on online at [www.coalesse.com/hosu](http://www.coalesse.com/hosu).

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## About Coalesse



**Coalesse** is an award-winning furnishings manufacturer whose designs cross over flawlessly between offices and homes; meeting rooms and social spaces; private lounges and public places. The company's artfully crafted furnishings reflect the creative, innovative mindset of its San Francisco-based design headquarters. Created with a progressive, design-driven approach, Coalesse's products are consistently recommended by architects and designers for clients desiring stimulating, dynamic spaces, and by creative consumers who want to be inspired about their work day. In the connected world, work and life are merging; Coalesse studies the 'new' work day: how people are collaborating, contemplating and socializing, then commissions some of the world's most talented designers for creative solutions that combine comfort, functionality and emotional impact. *Coalesse – For the new work day.*

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## About Patricia Urquiola



Patricia Urquiola began training as a student in architecture at Facultad de Arquitectura de Madri before graduating in design from Politecnico di Milano in 1989, where she studied under Achille Castiglione.

In 1991, as head of the product development team at De Padova, Urquiola designed her first commercial furniture pieces (in collaboration with Vico Magistretti). They were highly imaginative yet functionally pragmatic, an appealing combination that has defined her work since.

From 1993 to 1996, Urquiola owned a studio with two friends, accepting commissions in architecture, interiors, showrooms, and restaurants. From 1996 to 2000 she managed the design group Lissoni Associati, then opened her own studio in Milan, focusing on product design, displays, and architecture.

Best known for her many designs for Moroso, Urquiola has also worked for De Padova, Agape, B&B, Alessi, Driade, Foscarini, Kartell, Flos, Molteni, and Artelano among other well-known furniture houses. Urquiola is also known for her iconic design for the Emu Re-Trouvé collection with numerical control technology".

She has won numerous design awards and is sought after as a speaker at conferences and universities.

Coalesse is pleased to present Patricia's casual work lounge, Hosu, at NeoCon 2012.