

FOR IMMEDIATE RELEASE



Coalesse[®] Launches FreeStand[™] at NeoCon 2012
A portable tablet for the mobile worker designed by Stephan Copeland

San Francisco, CA -- Coalesse, the leader in crossover furnishings, is excited to introduce Free Stand at NeoCon 2012.

As people are more mobile, they often choose to work in non-traditional settings while searching for an inspirational environment. These settings like a coffee shop, corporate café or living room are becoming popular because they offer casual freedom and a comfortable alternative to the formality of the office. Many of these casual places lack functional support for connecting into the world of work.

Free Stand, a foldable and portable table offers a simple yet elegant solution to work comfortably anywhere. It provides the right space and appropriate ergonomic support for your mobile device to use wherever you want, turning social spaces into work spaces.

Available in black or white, Free Stand is lightweight so that you can take it on the go and folds down to quickly slip underneath a lounge or into a closet for storage. The sturdy table swivels 360 degrees and is height adjustable from 20"-27".

This collection will be offered through Coalesse dealers to the contract market. Free Stand will be available for order early 2013. The contract list price for Free Stand is \$600.00



For more information, visit us at booth #1032 or on online at www.coalesse.com/freestand.

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 **Stephan Copeland**



Stephan Copeland is an industrial designer known for crafting mobility. “I’m looking for new products that free up people’s physical aspirations and enable intuitive expression...constructions that gel with the amazing human body and celebrate agility.”

Born in 1960 in Montreal, Copeland’s kinetic approach to design began as a child making toys and bicycles. Today his professional work is defined by an interactive quality, the way toys are defined by the play they inspire.

With a client list of elite manufacturers in the U.S. and Europe, Copeland has won several of the industry’s top awards and has been widely published and exhibited for design innovation. Best known for a groundbreaking collection of lighting with Flos, Steelcase, Knoll, and Luxo, Copeland has built a reputation for creative problem-solving that led to collaborations with NASA and M.I.T, and to work with the Rhode Island School of Design and the University of the Arts in Philadelphia, PA. He has also pioneered new levels of performance in computer ergonomics and disabled cycling.

Inspired by exploration and adventure, he has travelled extensively in an international career that has included studios in Montreal, Los Angeles, Milan, New York, and a six-year tour as a professional seaman.

An avid motorcyclist and athlete, Copeland cites open water swimming to represent his personal mobility and design vision. “I do believe people aspire to move fluidly through their physical landscape, and when a product flows with its organic forces, interface fades and aspiration takes flight.”

Coalesse is happy to introduce Free Stand by Stephan Copeland, a lightweight, foldable, and height-adjustable table for working anywhere.