

FOR IMMEDIATE RELEASE – Contract



Coalesse® Launches SW_1™ Large Tables at
NeoCon 2012

New large sized square and round tables by Scott Wilson

San Francisco, CA -- Coalesse, the leader in crossover furnishings, is excited to introduce enhancements to the SW_1 Table collection by Scott Wilson at NeoCon 2012.

The traditional conference room – a rectangle dominated by a long table and high backed chairs – wasn't conceived for the loose, often lengthy, collaborative and informal gatherings that is the modern meeting experience.

The SW_1 conferencing collection, introduced in 2011, addresses this new meeting expectation with a lowered table that fosters collaboration and offers tablets that pull away from the table creating a private space to work, allowing the user to stay engaged without disrupting the flow of the meeting.

Designer Scott Wilson explains the inspiration for SW_1, "The nature of how we work has evolved. Work is more casual and collaboration is inherently social. Inspired by lounge environments, the collection promotes a more relaxed, open and collaborative state of mind."

The success of SW_1 prompted the expansion of the line to offer larger square and round tables new for 2012. The new sizes enhance the collaborative experience by positioning all meeting attendees so they are able to make eye contact with all members at the table. It provides a beautiful and experiential



alternative to the more conventional and less democratic rectangular shaped conference table.

The tables starting list is \$2,529 for the 60" round in laminate and expand in price based on size and material.

SW_1 large tables are available in four sizes: 60", 72", 84" and 96" in corian, glass, veneer, or laminate. Two heights are available, the low collaborative which is about 2.5" lower than standard, and a standard 29" height.

This collection will be offered through Coalesse dealers to the contract market.

The SW_1 2012 collection will be available for order on October 15, 2012.

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

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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 Scott Wilson



In 2007, Scott Wilson founded Chicago-based MINIMAL, a studio whose diverse work spans industries ranging from technology, interaction and consumer products to fashion, furniture and environments. A former Global Creative Director at Nike, Wilson has lead design organizations such as IDEO, Thomson Consumer Electronics, Fortune Brands, and Motorola and create some of the most recognized consumer design icons.

Currently partnering with top Fortune 500 companies such as Google, Dell, Microsoft, Nike and Xbox as well as exciting start-ups, MINIMAL is working on the some of the most anticipated new devices and experiences in the industry. Balancing consulting for design-centric brands with his intense passion for self-manufacturing and entrepreneurial ventures, Wilson is constantly looking for the next consumer connection. In January of 2010 he successfully incubated, developed, raised funding and launched a revolutionary new customization platform brand, Uncommon, which took the existing industry giants by surprise.

One of the most respected hands-on designers in the industry, Wilson has the elusive ability to consistently deliver products to market that speak rationally and emotionally to the consumer, ultimately ensuring a higher probability of market success and endurance.

His work has been exhibited in museums and competitions including the Cooper-Hewitt National Design Triennial, MoMA, MCA and Chicago Athenaeum and has been recognized with over 50 international design awards in the last decade including ID Magazine's Top 40, FastCompany's Master of Design and TIME Magazine's Style+Design 100.

Coalesse is excited to introduce two new product lines designed by Scott Wilson and MINIMAL: SW_1 and Power Pod. SW_1, a low conference setting that represents a live/work alternative to the generic conference room, and Power Pod, a design-conscious, portable power source and accessory tray, Available Fall 2010.

