



FOR IMMEDIATE RELEASE

Coalesse® Launches the CG_1 Collection at NeoCon 2011
A unique occasional table series designed by Cory Grosser

San Francisco, CA -- Coalesse, the leader in live/work furnishings, is excited to introduce the CG_1 Occasional Table collection at NeoCon 2011. Designed by American designer Cory Grosser, CG_1 offers designers a minimalist iconic form and a platform for comprehensive material choice.

Grosser describes his style as pure and refined with lines and details that are fresh and cool. Available in a wide range of sizes and heights, CG_1 will integrate in lounges, lobbies, informal meeting rooms, and enclaves. With an archetypal shape that seems effortless, unprecedented materiality options and a unique leg detail, CG_1 can be specified to harmonize with the surroundings or get noticed.



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“The CG_1 collection can be dressed up to show or dressed down to blend in any environment,” Grosser said. “Designers can choose a finely crafted wood or painted aluminum frame, an extensive range of surface materials and a signature leg detail.”



A wood and/or Corian inner leg and foot detail provides a subtle stylistic expression in an unexpected place. This detail can be specified to create a quiet, monolithic aesthetic or a statement through contrasting colors.

List price for the 18” x 36” occasional table starts at \$1,280 in the aluminum frame. CG_1 has Level 1 and SCS Indoor Air Quality certifications.

For more information, visit www.coalesse.com/CG_1.

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About Coalesse

Our mission at Coalesse is to create inspired live/work solutions that are relevant for the intensive lifestyles of today. We design solutions that enable ideas people to work comfortably in the environment they choose - be it lifestyle or office-oriented settings - as they toggle back and forth between activities to meet the demands of an extended workday.

At NeoCon 2011, we are expanding our portfolio with 6 new collections that express our commitment to this vision and offer our customers more choices to inspire the new ways they work.

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Designer Bio: Cory Grosser for CG_1



Cory Grosser is an American product designer, brand strategist and educator. In 2002 he founded his studio in Los Angeles. The same year, he had his first international exhibition in Milan and secured his first consulting project from a Fortune 500 company. Since then, he has gone on to become one of America's top independent product designers. His career balances design work for high level European design brands, strategic consulting engagements for large corporations and teaching the next generation of designers.

Cory has won several awards, including an ID Magazine Design Review Award, Best of Neocon Award, a Gold Award at IIDEX, and an I.Dot selection representing the best of Italian Design. His work has shown in exhibitions and museums worldwide.

Cory is a faculty member of Art Center College of Design in Pasadena, CA. He's taught advanced studios sponsored by Chrysler, Roxy, Honda, Ford, Indy Racing League and Bernhardt Design. He's also served as a judge in several design competitions including the 2007 Bombay Sapphire Designer Glass competition, the selection



committee for the Salone Satellite in Milan and the Spark awards. He has given talks and lectures internationally in cities as diverse as Milan, Toronto and San Salvador.

Born in Rochester, NY, Cory holds an Architecture degree from the State University of New York at Buffalo and an Industrial Design degree from Art Center College of Design.

<http://www.corygrosser.com/>