

## **FOR IMMEDIATE RELEASE**

### **Coalesse® Presents the Massaud Lounge with Canopy-the “Concept Car” of the Office**

*Massaud Work Lounge with Canopy transforms the work and life experience*



**San Francisco, CA** – Through his work with Coalesse, the leader in crossover furnishings, Jean-Marie Massaud, internationally renowned French architect, inventor and designer, has sought to create a revolutionary lounge chair with canopy that challenges the traditional work experience in the office, at home or any public space.

The Work Lounge with Canopy is a self-contained sanctuary. It creates a quiet space within a public area and allows users to be in control of their work environment. It provides privacy and eliminates visual distraction by signaling to others if the users want to focus and not be disturbed or if they can be approached by the positioning of the Canopy (closed, semi-closed or open).

In addition, the Canopy is a step forward in communication and space utilization. As business and life become more global, teams and families are often distributed; increasing the need for a tool that can help them stay linked and achieve privacy simultaneously.

The Work Lounge with Canopy can host personal mobile devices – allowing users to conduct live videos or conference calls in a public space. Hands-free device support is mounted in the hood and provides the ability to attach a smart phone or small tablet.

Proprietary LED lighting is integrated into the hood for illumination when reading and providing an optimized condition for video.

A Bluetooth appliance is hosted behind the headrest to provide enhanced audio for conference calls, music and media.

Companies can optimize their spaces with the canopy and save on the cost of high-end technology (telepresence or teleconference rooms) and/or additional enclaves.





“Working on concepts that reflect not how we live today, but how we will live in the future excites and intrigues me. The Canopy evolved from observing the mobile world around me, and making people more comfortable and easily connected”, says Jean-Marie Massaud.

Frank Merlotti, President of Coalesse adds, “Globalization, distributed teams and technology are impacting the way we live and work. With the Massaud Lounge with Canopy we wanted to create a simple and innovative solution that could provide more freedom for the user to work anywhere by augmenting the use of their personal devices”.

Made from recycled bottles (PET), the Canopy will be available in light gray and graphite with a light color polyester interior. The Work Lounge with Canopy is scheduled to be available to order early 2014 with a starting list price of \$4,900.

For more information on Coalesse and its products, visit [www.coalesse.com](http://www.coalesse.com).

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#### **About Jean-Marie Massaud**

Jean-Marie Massaud is a French designer with extensive experience in furniture, architecture, transport and interior design. In his work, the final drawing is the visible part of a deeper thought towards reduction and synthesis. Functionality, economy of means and adaptation to the context are hidden behind the lines of light and essential designs, embedded in a familiar although always singular answer. Regardless of scale and industry, he is equally comfortable when he imagines a flying hotel or challenges a historical furniture company.

Through his different collaborations, Jean-Marie Massaud is paving a way where each project is a further step towards the reunion of pleasure and responsibility.

#### **About Coalesse**

Coalesse is an award-winning brand of furnishings that expresses the new freedom of work. It is part of the rapidly growing category we call Crossover. The crossovers are homes and offices, meeting rooms and social spaces, private retreats and public places — the fluid intersections of work and life where boundaries are collapsing and creativity is roaming.

We study the new work day, how people are collaborating, contemplating, and socializing at work. Then we ask some of the world’s most talented designers to create artful solutions that combine comfort, function, and emotional satisfaction. For our end-user customers, Coalesse helps graciously integrate work and the rest of life. Wherever you are inspired to work, however you get things done, Coalesse is designed to improve your day.

*Coalesse – For the new work day.*

#### **Press Contact:**

Karen Brooking, BDE

[Karen@bdeonline.biz](mailto:Karen@bdeonline.biz)

212-353-1383