

FOR IMMEDIATE RELEASE

Coalesse® Introduces the Massaud Conference Seating Collection

Formal and informal expressions tailored for corporate settings designed by Jean-Marie Massaud and the Coalesse Design Studio



Chicago, IL – Coalesse, the leader in bringing new life to work, is proud to introduce Massaud Conference, the newest extension of the Massaud Collection which currently features a lounge, work lounge and storage ottoman. In today’s work environments, businesses must provide inspiring seating solutions for conferencing, collaborating, and personal work to express a company’s culture throughout a range of settings. The Massaud Conference Seating Collection balances luxury and utility with a residential sensibility and is beautifully crafted for comfort in the workplace.

Upholstery is a centuries old craft that is brought to the workplace by Massaud Conference and is elegantly expressed through the unique geometry on the back of the chair. Both upholstery techniques (standard and duvet) are a vehicle for physical comfort and emotional connection. The duvet upholstery option is a clear example of residential influence while the tailored appearance of the standard upholstery options delivers uniformity and endless choice.

The ergonomic adjustment of Massaud Conference is ideal for today’s workplace as the duration of meetings and team interactions are often unpredictable. Back tension, seat height, and back stops all work to deliver personal comfort to a broad range of individuals. This makes Massaud Conference a fitting solution in areas that support creative collaboration like conference rooms, enclaves, and team spaces.

“In a world in which work and life are merging, it is important for everyone to be able to express their individual identities in the workplace,” explains Jean-Marie Massaud, designer of the Massaud Conference Collection. “There are countless ways that the chair’s enveloping shape and upholstery may be specified giving architects and designers freedom to choose a style that works best for any space, from the most radical to the most refined, high-tech or hip.”

In addition to the expansive portfolio of upholstery selections, Massaud Conference features two arm options, integrated or polished aluminum, two back heights, and two bases: a four or five-star base enabling designers to create a multitude of aesthetics all from one standard product line.

For more information on Coalesse and its products, visit 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 collaborates with design professionals around the world, to help leading organizations create great workplaces that inspire great work. Led by insight and driven by design, Coalesse furnishings create welcoming destinations to improve social connection, creative collaboration, personal focus and rejuvenation. As part of the Steelcase Inc. family of brands, our solutions are globally accessible through architects and designers and over 800 dealers. Learn more at www.coalesse.com.

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