

FOR IMMEDIATE RELEASE

Coalesse® Introduces Massaud Conference Seating

Modern conference seating is engineered for comfort from the inside out

San Francisco, CA – Comfort and aesthetics are key to creating work environments that engage, inspire, and encourage productivity and collaboration across a multi-generational workforce with a diversity of work styles. Coalesse is supporting this need by developing insight-led, design-driven products that expertly balance form and function while allowing for customization that is tailored to fit a variety of work styles.

Focused on drawing people into the workplace with environments that foster social connection and creative collaboration, Coalesse has launched Massaud Conference Seating. Following the globally-acclaimed reception to Massaud Lounge Seating, the Coalesse Design Group and Jean-Marie Massaud have expanded the series with the introduction of an array of conference seating that brings forward-thinking design and applied seating science to the diverse places where people meet.

Sculpted in form and crafted with precision, Massaud Conference Seating is a modern classic that assures optimized comfort from the inside out. The slender profile of its upholstered back creates a graceful silhouette, while reinforcing the correct angle for true back support—an unexpected delight for the sitter. No details were overlooked, where even the most minute adjustments in curvature, foam density, and mechanics can prove to make a difference in the way the chair fits the body.

Personal by design, Massaud Conference Seating is available in two upholstery options—one firm and tailored and the other plush and duvet-quilted—that allow for many customized expressions and fill the graceful frame with the character of fine residential and classic office seating. With mid or low backs, up to three fabrics, and a choice of arms and bases, members of the A&D community can mix and remix to customize each chair from a range of standard seating options.

“It is important that people feel supported at work as so much of our lives are spent in the workplace,” explains Jean-Marie Massaud. “The chair’s enveloping shape is inviting to the sitter, providing a comfort that resonates throughout the workday. The design can be expressed in many ways, giving a further degree of personalization and investment into an inspiring environment.”

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Each Massaud Conference chair that is created can be as individualized and artful by its final composition as it is scientific in its comfortable fit. Its engineering shapes a better chair to support productivity and generously fit the body, encouraging people to come for the meeting, and stay for the chairs.

For more information on Coalesse and its products, visit www.coalesse.com.

Bringing New Life to Work™

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About Jean-Marie Massaud

Jean-Marie Massaud is a French designer with an extensive experience in furniture, architecture, transport, and interior design. In Massaud's work, the final drawing is only 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 its 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 an historical furniture company. He has won several design awards, including a 2015 Red Dot Design Award for Product Design for Massaud Lounge Seating.

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, 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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