

FOR IMMEDIATE RELEASE

Coalesse® Engages A&D as Participants at NeoCon 2016

A&D Community Invited to Take Part in the Design Process

San Francisco, CA – Coalesse, recognized for forward-looking, design-driven products that foster social connection, creative collaboration, and focus and rejuvenation, is inviting the A&D community to participate in the design process through a range of new products and custom capabilities at NeoCon 2016.

Its showroom, located on the 10th floor of the Merchandise Mart (Suite 1032), will feature expressions of custom capabilities that can be applied through the newly launched Potrero415™ tables, Massaud Conference Seating, and the Montara650™ Collection, among other products, giving A&D professionals the opportunity to discover new ways of personalizing through color and pattern, materials and features, and shape and size to make it their own and enhance emotional engagement at the workplace. Showroom visitors are also invited to participate in the design process through Coalesse's new Customizer web app, which demonstrates ways of applying custom color and pattern to the groundbreaking LessThanFive™ chair. The web app and degree of product offerings make customization highly-attainable, empowering clients to be curators of a more meaningful design experience.

“As both a design studio and a global furniture manufacturer, we have always put a premium on the unique aesthetic dimensions of a product, where design and craft make all the difference to the quality of the outcome,” says John Hamilton, Director of Design at Coalesse. “In keeping with that philosophy, we are innately wired to extend a sensibility for fine-tuning to the design community.”

Potrero415

The versatile table series by the Coalesse Design Group merges a California Modern design aesthetic with innovative engineering to create a clean, minimalist collection that encourages social connection and provides discreet technology support. The tables provide an extensive selection of table shapes, sizes, heights and finish options for customization. The portfolio of round, square, rectangular, and boat-shaped tabletops adapts to a variety of environments including open spaces, private workrooms, and meeting rooms of any size. The tops can be fabricated in a broad range of materials with different levels of technology integration to accommodate the intended use of the space. The frames are fully paintable in standard or custom colors to personalize any project.

Massaud Conference Seating

Coalesse Design Group and Jean-Marie Massaud have expanded the Massaud Lounge Seating collection with the introduction of an array of conference seating that brings elegant design and applied seating science to the diverse places where people meet. Personal by design, Massaud Conference Seating is available in two upholstery options—one firm and tailored and the other plush and duvet-quilted. Each invites a customizable expression that fills 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.

Montara650

Created by the Coalesse Design Group and Lievore Altherr Molina, the comprehensive collection is attuned to the needs of meeting spaces throughout today's workplace. Classically designed, the collection's sculpted chairs, stools, and lounge chairs are paired with simple pedestal tables in multiple shapes and heights that are uniquely power-ready. The collection is available with a highly-customizable set of design options. The durable, oak-veneered plywood shell of the collection's stackable chairs is available in five subtle stains, and can be upholstered fully or in a unique, three-quarter style that enhances comfort while maintaining the warmth of the wood. It is available with four legs or a sled base, with arms or armless, in trivalent chrome or painted to match the office palette. The sturdy, elegant Montara650 table is available in multiple heights and shapes, and can be finished in any laminate or veneer.

LessThanFive

An object of extraordinary craftsmanship, the lightweight stacking chair designed by the Coalesse Design Group and Hong Kong-based designer Michael Young is fabricated entirely from carbon fiber – a new medium in the furniture industry and one of the strongest and lightest materials available. Weighing less than five pounds as the name suggests, the mono-material design supports a variety of users and makes reconfiguring social and collaborative spaces effortless. Its specially designed, intuitive Customizer app invites members of the A&D community to participate in the design process by applying custom colors and patterns to personalize each chair.

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

Bringing New Life to Work™

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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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