

FOR IMMEDIATE RELEASE

Red Dot Award: Coalesse Wins International Accolade for LessThanFive

San Francisco, CA (April 2017) – [Coalesse](#), leader in forward-looking, innovative workplace design, received the prestigious Red Dot design award for the LessThanFive Chair in the “Product Design” Category. The “Red Dot” is an internationally recognized benchmark for outstanding design quality.

The [LessThanFive](#) Chair, developed by the Coalesse Design Group and Michael Young, is made entirely of carbon fiber – one of the strongest and lightest materials available today. The chair supports a variety of users while weighing less than 5 pounds. With a keen attention to design and personalizable options, LessThanFive invites a creative freedom that channels the future of modern craft. The chair comes in six standard versions, but can also be ordered in any color and with tailored surface applications using the web-based [customizer tool](#).

“With its clear, structural shape, LessThanFive reflects the art of craftsmanship in the 21st century,” says John Hamilton, Design Director at the Coalesse Design Group. “The chair represents our understanding of modern design at Coalesse and has been quickly established as a cult object. I am proud and pleased that LessThanFive has once again received a highly respected recognition – the Red Dot.”

With an expert team assessing the best designs for over 60 years, the Red Dot award has renowned international significance. Manufacturers and designers worldwide enter their products in the competition headquartered in Essen, Germany, resulting in more than 5,500 entries from 54 countries. The jury of around 40 independent designers, design professors and specialist journalists test and discuss each individual product, bestowing the Honorable Mention for a well-conceived detail solution, the Red Dot for high design quality and the Red Dot: Best of the Best for groundbreaking design.

Having won the iF gold award in this year’s iF DESIGN AWARD and the 2016 GOOD DESIGN Award, as well as the Best of NeoCon Silver Award and the Buildings Innovations Award when launched in 2014, the LessThanFive Chair represents the Coalesse commitment to bringing new life to work through innovative designs. As a leader in the industry, Coalesse will continue to develop artful and cutting-edge modern solutions that enhance today’s workplaces.

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About Michael Young

[Michael Young](#) was born in 1966 in Sunderland, a small industrial city in the North-East of England, and over the last 20 years has established himself as one of the leading international figures in his field. Since forming his studio, revered retailers and institutions such as The Conran Shop and the Pompidou Museum quickly began demanding his work. He became known in the industry as a sophisticated minimalist acclaimed for his elegant, pared-down aesthetic design.

After nearly a decade working across the U.K. and Iceland, Michael was enticed to Asia by his passion for pioneering technology, and in 2006 set up a studio in Hong Kong. Today the Michael Young Studio is considered to be one of the most exciting and formidable design companies operating in Asia, responsible for designing icons for its clients that last a lifetime, have won awards and are presented in museums globally.

Michael Young collaborated with the Coalesse Design Group to create the LessThanFive Chair available through Coalesse.

About Coalesse

Led by intuition, backed by research, and driven by design – Coalesse creates thoughtful furnishings for the modern workplace. We help our customers to make great spaces that inspire great work by empowering social connection, creative collaboration, and focus and rejuvenation. From our San Francisco studio for workplaces around the world, we design products that blend beauty and utility, comfort and vitality, and insights with inspiration to bring new life to work. As part of the Steelcase Inc. family of brands, we are globally accessible through a network of over 800 dealers.

About the Red Dot Design Award

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot award: Design Concept. The Red Dot Award is organized by Design Zentrum Nordrhein Westfalen and is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red DOT CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot award has been the revered international seal of outstanding design quality. More information is available at <http://en.red-dot.org/>.

coalesse®



reddot design award

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