

**FOR IMMEDIATE RELEASE**



Coalesse® Introduces Arik Levy' Pattern to the EMU®  
Advanced Collection

*Coalesse expands its indoor/outdoor furniture portfolio*

**San Francisco, CA** -- Coalesse, the leader in premium live/work furnishings, is pleased to launch Pattern: the newest series of indoor/outdoor furniture in the EMU Advanced Collection.

Created by designer Arik Levy, Emu Pattern consists of a family of stackable chairs (in arm and armless versions); bench seating; and round and square tables, all featuring a distinctive cut-out hexagonal pattern that creates a unique and airy feel.

Levy describes Pattern as “a structural idea of transparency and lightness, immersed in the landscape that offers subtle motifs and a visual play of technological beauty.”



Shown: armless chairs in blue, red and green and the 31” Round table in red

The collection is constructed through an innovative, highly-technological production process that gives rise to a one-piece outdoor steel chair. It is press-molded and 100% recyclable, which marks an important new development in Emu’s approach to metal and furthers Coalesse’s commitment to sustainability.

The steel used to create Pattern boasts mechanical properties specially designed to withstand the deep drawing process that gives it its pliability.

-more-



The legs are also made by the deep drawing of a metal sheet, which is then joined to the structures with an advanced welding process, called TIG. The final effect is a monolithic form that is indestructible in almost any weather conditions. While lightweight, it enjoys industrial durability and is approved for all contract environments.

Pattern is available for order from Coalesse on March 21, 2011 and has a lead time of 10 weeks.

**Dimensions:**

**Chair:** L 24" x W 54" x H 86"

**Bench:** L 57" & 46" x H 18"

**Square Table:** L 34" x H 30"

**Round Tables:** C 31" x H 30"



Priced competitively in its product category, the armless chair is listed at \$465 and the chair with arms is listed at \$506. The list price for the round table is \$751 for the 31" version and \$1163 for the 46" version. The bench lists at \$931. The square table lists at \$1061.

Pattern will be available for order on March 21, 2011 through Coalesse dealers and can be purchased online at Coalesse's new online store: <http://store.coalesse.com>. A list of local dealers can be found at [www.coalesse.com](http://www.coalesse.com).

For more information, logon to [www.coalesse.com/emupattern](http://www.coalesse.com/emupattern).

###

**About Coalesse**

Coalesse, a brand of Steelcase Inc., provides premium live/work furnishings for corporate, hospitality and residential applications. With its design headquarters in San Francisco, Coalesse is dedicated to creating next generation, contemporary workspaces designed specifically for ideas people.

Press Contacts:

Karen Brooking, BDE  
karen@bdeonline.biz  
212-353-1383

Emily Levin, BDE  
emily@bdeonline.biz  
212-353-1383