



Media Alert

Who:

Coalesse, Architecture for Humanity, and 40 local architects and designers, along with local media

What:

Inspiration event with Cameron Sinclair from Architecture for Humanity and Kevin Owens presenting proceeds from Coalesse's "Sit Down for a Worthy Cause" promotion

When:

May 27, 2010 5:00-8:00 PM

5:00-6:00 PM: light refreshments, wine, and hors de' oeuvres

6:00 PM: opening remarks and promotion wrap-up, then presentation by Cameron Sinclair

Where:

Coalesse San Francisco Design Center

660 3rd St, #10

San Francisco, CA 94107

INSPIRATION EVENT WITH ARCHITECTURE FOR HUMANITY FOUNDER AT THE COALESSE SAN FRANCISCO DESIGN CENTER

On May 27, 2010, Coalesse will host its first "Inspiration" event and will share the evening with the founder of Architecture for Humanity, Cameron Sinclair, a select group of San Francisco-area architects and designers, and local media at its Design Center in San Francisco. Sinclair will speak on Architecture for Humanity's design efforts in Haiti and Kevin Owens, Director of Sustainability and Materials Exploration for Coalesse, will present a check to AFH from Coalesse's "Sit Down for a Worthy Cause" promotion. To date, "Sit Down for a Worthy Cause" has raised \$5900 in funds for AFH.

Architecture for Humanity is a nonprofit design services firm building a more sustainable future through the power of professional design. They are able to tap into a network of more than 40,000 professionals willing to lend time and expertise to help those who would not otherwise be able to afford their services and bring construction and development services where they are most critically needed. Each year, 10,000 people directly benefit from structures designed by Architecture for Humanity. Its advocacy, training, and outreach programs impact an additional 50,000 people annually.

The "Sit Down for a Worthy Cause" promotion invited as many people as possible to experience the surprisingly comfortable and unique design of Coalesse's award-winning X-Stack Chair. For each A&D professional who sat in the chair during the six-week promotion, Coalesse contributed \$1 to Architecture for Humanity.

As part of the "Sit Down for a Worthy Cause" promotion, Coalesse sales representatives brought X-Stack Chairs to Steelcase and Coalesse dealers, as well as architecture and design firms across the United States and Canada. Sitters' names were entered into a drawing to receive two Emu Heaven Lounge Chairs from the EMU Advanced Collection. Four winners will be randomly selected in a drawing to be held on **Monday, May 17, 2010**; the winners will be notified the same day.

The progress of the "Sit Down for a Worthy Cause" promotion can be tracked at www.twitter.com/coalesse. Updates are made every Friday.

For additional information, please visit: www.architectureforhumanity.org or contact Karen Brooking.

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About Coalesse

Coalesse, a leader in sustainable design, offers award-winning furnishings for office, home and other work/life destinations. More than a collection of products, Coalesse is a cause. It's a belief that experiences matter and space should be inspiring.

Unifying the 100+ year heritage of the Metro Furniture, Brayton International, and Vecta brands, along with strategic partnerships with Carl Hansen & Søn (Denmark), EMU (Italy), Walter Knoll AG & Co. (Germany), and Viccarbe (Spain), the company provides premium furnishings suitable for corporate, hospitality, and residential settings.

Coalesse is dedicated to researching and leveraging insights about work and lifestyle needs within the context of technology, business processes, and social patterns. With over 70 industry design awards, including NeoCon® Gold and GOOD DESIGN® awards, Coalesse creates unique furnishings that fit the continually evolving ways in which people live and work.