



MEDIA ALERT

Who: Coalesse (www.coalesse.com)

What: 99 % Conference Sponsorship

When: May 5th – May 6th, 2011

Where: The Times Center: 242 W. 41st Street, New York City
(between 7th & 8th Avenue)

99% CONFERENCE: 1% Inspiration 99% Perspiration

For the third consecutive year, Coalesse, a leader in premium live/work furnishings, is a prominent Supporting Sponsor of the 99% Conference. Hosted by Behance and Coolhunting, the conference's purpose is to shift the focus from the idea generation to idea execution. The end result is to make your ideas happen.

This is a particularly important year for Coalesse's sponsorship as Laura Guido-Clark (www.lgcdesign.com), a designer responsible for many of the finishes and fabric selections for Coalesse, is one of the speakers.

"We are so pleased to, once again, be part of the 99% Conference", explains Jason Heredia, V.P. of Marketing for Coalesse, "It allows us face-to-face contact with so many of our core audience – creative professionals. Also, this year, there's the added bonus of supporting one of our team of designers, Laura Guido-Clark".

Along with Coalesse, the 99% Conference is sponsored by Pantone, Ace Hotel and Rickshaw Bagworks. Media partners include The Design Observer Group, SwissMiss, the Atlantic, and GOOD magazine.

Speakers are to include: Yves Behar (Founder & Chief Designer - FuseProject), Jared Cohen (Director - Google Ideas), Beth Comstock (SVP & Chief Marketing Officer - GE), Laura Guido-Clark (Principal - Laura Guido-Clark Design LLC), Chris Guillebean (Author - The Art of Non-Conformity), Dr. Michael B. Johnson (R&D Lead - Pixar Animation Studios), Diego Rodriguez (Partner - IDEO), and Simon Sinek (Leadership Expert & Author - Start with Why).

With host: Josh Rubin, the Founder & CEO of Coolhunting, this year's conference proves to generate many successful ideas for the design world's most creative. For additional information and details, please visit: www.the99percent.com

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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. www.coalesse.com

Bēhance develops products and services that organize the creative professional community. With their Bēhance Network – the leading platform for creative professionals – they can organize the creative world to make ideas happen. www.behance.com

Coolhunting is a daily curated update covering the forefronts of design, culture, and technology. Their award-winning online publication is always looking to feature creative professionals with the newest original content. www.coolhunting.com

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