

FOR IMMEDIATE RELEASE



## Coalesse® Introduces a New Approach to Executive Offices with Denizen

*More residential sensibilities and sustainable thinking bring a new twist to the modern office*

San Francisco, CA - Coalesse, a leader in premium live/work furnishings, is pleased to introduce Denizen – a new collection of modern casegoods that fit as easily in the home as in office settings.

Denizen is a new way of thinking how the traditional private office should be. It offers a more socially inviting space that reflects the image of the individual and/or a company's culture. It bridges the gap of work and life by fusing insightful work process solutions with emotional aspects like beauty, comfort and culture. Its embedded smartness allows for the wide, flexible range of live/work settings with a simple, focused product offering.

Expertly designed by American designers Otto Williams and Jess Sorel of WilliamsSorel, the Denizen collection boasts endless adaptability to the way people live and work in today's world. Through the use of slip-fit design, Denizen pieces can be configured to accommodate the needs of modern home and office workspaces; its multi-purpose furnishings provide users with endless possibilities. In the home, users can increase efficiency by utilizing Denizen pieces as multi-tasking tools – for instance, a home office can double as a guest room by using the Secretary as storage for computer equipment and personal belongings at once. In the workplace, Denizen can support highly-concentrative individual work as well as highly-collaborative group tasks. The elements of the multi-modal Denizen collection – storage units, tables and desking – offer unmatched functionality for seamless transitions.

Denizen was designed with embedded “smartness. It offers a variety of skillfully-crafted “touch points” for comfort and practical use. Self-closing doors and drawers; integrated, clutter-free technology access points; and the highest grade materials in their purest form, exuding a richness not seen in other office products. Fitting Coalesse's belief in using natural and sustainable materials, Denizen is offered in oak, teak and ash gray giving these timeless yet contemporary pieces an unaffected charm.

Denizen is unique in high-craft furnishings as it is made with sustainable materials and responsible processes that fulfill Coalesse's commitment to environmental stewardship. Denizen is SCS indoor advantage certified, has low-emitting VOC's, pending C2C certification for June 2009 and can contribute to LEED certification points in the categories of recycled content, regional materials, low emitting materials, pending innovation design credit. Finally, to achieve ultimate sustainability, it was designed to be beautiful icons that can be passed from generation to generation.

The Denizen collection offers a simple, yet full statement of line, including ancillary and work tables, benches, secretaries, credenzas, towers, overhead storage and display components. The entire line is produced domestically by Coalesse and built to order in 6 to 8 weeks.

For further information on Coalesse, please visit [www.coalesse.com](http://www.coalesse.com).

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#### About Coalesse

Coalesse, a division of Steelcase Inc., provides premium furnishings suitable for corporate, hospitality, and residential settings. The brand's top talent joins forces with three renowned companies with rich histories – Brayton International, Metro Furniture and Vecta. Coalesse's design team seeks to create the next generation of furnishings for the contemporary workspace and home through a brand new category of products designed specifically for live/work lifestyles. With design headquarters based in San Francisco, Coalesse is dedicated to creating furnishings that fit the constantly evolving way in which people work and live.

#### About WilliamsSorel

WilliamsSorel was established by Otto Williams and Jess Sorel in 2007. Prior to launching their design studio, Otto and Jess were the creative force behind Steelcase's Metro Furniture, a premium contract furnishings brand specializing in environmentally sustainable furnishings for both private and collaborative workspaces. During their tenure there, Williams and Sorel developed a passion for merging insightful user research into provocative and accessible products to serve a broad range of clients across business sectors.

#### About Steelcase, Inc.

Steelcase, a global leader in the office furniture industry, helps people have a better work experience by providing products, services and insights into the ways people work. The company designs and manufactures architecture, furniture and technology products. Founded in 1912 and headquartered in Grand Rapids, Michigan, Steelcase (NYSE:SCS) serves customers through a network of over 600 independent dealers and approximately 13,500 employees worldwide. Fiscal 2008 revenue was \$3.4 billion. Learn more at [www.steelcase.com](http://www.steelcase.com).

#### Contact:

Elisa Lyew  
BDE  
[elisa@bdeonline.biz](mailto:elisa@bdeonline.biz)  
212-353-1383

Karen Brooking  
BDE  
[karen@bdeonline.biz](mailto:karen@bdeonline.biz)  
212-353-1383

AVAILABLE PHOTOGRAPHY:

