



A successful Coalesse premiere in Milan

Jean-Marie Massaud and Toan Nguyen exclusively present their new collections for Coalesse at the Salone del Mobile 2013

San Francisco, CA – Coalesse, the leader in crossover furnishings, announces the resounding success of its debut at Salone Internazionale del Mobile in Milan. “This first appearance at the Salone del Mobile was a great success for Coalesse”, states Frank Merlotti, President of Coalesse. “Mobile workers are intrigued by Coalesse. These knowledge workers often work on the go, using the newest technical devices. Coalesse develops smart solutions for comfortable work in any location, facilitating the interaction of work and private life. We are delighted that our “crossover” concept was so popular with the trade visitors in Milan.”

This year, the fair reported record figures, with the organizers counting more than 324,000 visitors, an increase of around 32,000 from the previous year. Sixty-eight percent of visitors came from abroad – 3.5 percent more than in 2012.

Coalesse also celebrated the world premieres of its two new collections, one by Jean-Marie Massaud and the other by Toan Nguyen.



Coalesse Highlights

The stars of the show at the Coalesse stand were the new Massaud Lounge Collection by Jean-Marie Massaud and the Lagunitas



collection by Toan Nguyen. The Massaud Collection is a seating series defined by elegant curves and lines with an executive feel inspired by first-class flight seating. It consists of a Lounge, Work Lounge, and Ottoman that respond to the desire for alternatives to traditional desk-centric work postures. The swivel Lounge features an adjustable headrest for long-term relaxed postures; the Work Lounge includes an integrated height-adjustable and pivoting tablet that provides a work surface for writing or mobile devices. The Ottoman offers comfort for reclining as well as concealed storage and side pockets for more frequently used items.

The Lagunitas collection by Toan Nguyen combines various seating elements, tables and panels, with more than 50 possible lounge combinations. It creates privacy and enables a comfortable sitting posture, which simultaneously encourages well-being and productivity with the integration of simple and elegant articulating back cushions can support both lean back and lean forward postures. “Lagunitas does not fit into any one product category”, explains Toan Nguyen. “The collection serves as a workstation in the office, as a room divider, or as a sofa lounge for the home. Its adaptability makes it just as ideal for teamwork as for individual, private work. Our aim was to create an all-in-one solution which could adapt to a wide variety of situations.”

The designers of both collections were in attendance at Salone, in addition to Patricia Urquiola, Scott Wilson, Emilia Borgthorsdottir and Stephan Copeland.

Response from press from all over the world was extremely positive to Coalesse’s response to the trend of work and life integration.

More pictures and a video showing Coalesse's appearance at the Salone del Mobile 2013 can be found at: www.coalesse.com

Coalesse – For the new work day.



Captions:



Frank Merlotti, President of
Coalesse, and Toan Nguyen, designer
of the Lagunitas collection



About Coalesse

Coalesse is an award-winning furnishings brand of Steelcase Inc. whose designs cross over flawlessly between offices and homes; meeting rooms and social spaces; private lounges and public places. The company's artfully crafted furnishings reflect the creative, innovative mindset of its San Francisco-based design headquarters. Created with a progressive, design-driven approach, Coalesse's products are consistently recommended by architects and designers for clients desiring stimulating, dynamic spaces, and by creative consumers who want to be inspired about their work day. In the connected world, work and life are merging; Coalesse studies the 'new' work day: how people are collaborating, contemplating and socialising, then commissions some of the world's most talented designers for creative solutions that combine comfort, functionality and emotional impact.