

FOR IMMEDIATE RELEASE



Coalesse® Features EMU® Pattern at NeoCon 2011

Emu's new line of indoor/outdoor furniture will be on display

San Francisco, CA -- Coalesse, the leader in live/work furnishings, is pleased to introduce Emu Pattern at NeoCon 2011. Pattern is the newest series of indoor/outdoor furniture from the EMU Advanced Collection.

Created by designer Arik Levy, Emu Pattern consists of a family of stackable armless chairs; 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

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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.

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.

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. 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.

Emu Pattern is available for order through Coalesse dealers; a list of local dealers can be found at www.coalesse.com. Consumers can purchase Emu Pattern online at Coalesse's new online store: <http://store.coalesse.com>. For more information, logon to www.coalesse.com/emupattern.

**About Coalesse**

Our mission at Coalesse is to create inspired live/work solutions that are relevant for the intensive lifestyles of today. We design solutions that enable ideas people to work comfortably in the environment they choose - be it lifestyle or office-oriented settings - as they toggle back and forth between activities to meet the demands of an extended workday.

At NeoCon 2011, we are expanding our portfolio with 6 new collections that express our commitment to this vision and offer our customers more choices to inspire the new ways they work.

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Designer Bio: Arik Levy for Emu Pattern



Designer, technician, artist, photographer, filmmaker - Arik Levy's skills are multi-disciplinary and his work can be seen in prestigious galleries and museums worldwide. Best known for his furniture design for global companies, installations and limited editions, Levy nevertheless feels "the world is about people, not tables and chairs."

Hailing originally from Israel and moving to Europe in 1988, Levy currently works in Paris with his team of 20 designers and graphic artists at L design. Under the vision of Levy and his associate, Pippo Lionni, the firm also produces brand identities, packaging, signage, exhibition and interior design.

Following his studies at the Art Center Europe in Switzerland where he gained a distinction in Industrial Design in 1991, Levy's first international success was winning the Seiko Epson Inc. competition, which jettisoned him into the public consciousness as a "thinking" designer.

After a stint in Japan where he consolidated his ideas producing products and pieces for exhibitions, the designer returned to Europe where he contributed his artistry to another field - contemporary dance and opera by way of set design.

The creation of his firm then meant a foray back to his first love, Art and industrial design, as well as other branches of his talents.

Respected for his furniture and light designs on all continents, Levy also creates hi-tech clothing lines and accessories for firms in the Far East.

Considering himself now more of a "feeling" designer, Arik Levy continues to contribute substantially to our interior and exterior milieu, his work including public sculpture - his signature Rock pieces - as well as complete environments that can be adapted for

multi use. "Life is a system of signs and symbols", he says, "where nothing is quite as it seems."

