

FOR IMMEDIATE RELEASE

Coalesse® Debuts Lagunitas in North America at NeoCon 2013

Comprehensive lounge and table offering with multiple applications for a variety of settings



San Francisco, CA – Coalesse, the leader in crossover furnishings, is pleased to introduce Lagunitas, a highly customizable lounge and table collection designed by Milan-based, two-time Red Dot Design Award winner Toan Nguyen.

Born out of the idea that today’s creative class seek non-traditional work spaces where they toggle between work and life activities or between being alone and gathering with others, Lagunitas presents a third place. “Working with Toan Nguyen resulted in great freedom of choice for users. Based on their individual needs, today’s workers can enjoy varying degrees of privacy and postures—all with the goal of providing a space where they can be at their most comfortable and productive,” says Robert Arko, Vice President and Creative Director of Coalesse.

As an alternative to a traditional place to work in a home or office, Lagunitas’ combinations offer varying degrees of privacy and multi-modal support. Working in a relaxed mode on a bed or sofa lacks support and comfort. Lagunitas offers a unique articulating back cushion, allowing for both lean back postures to relax and socialize and lean forward postures for concentrated work. Opaque fabrics or translucent mesh can be used on high and low panels, making aesthetics as variant as uses, from a private space to an open touchdown area.

Additionally, the lounge seating and tables offer power solutions, meeting users’ need to plug in both with people and mobile devices, supporting two of the highest priorities for today’s workers. The intersection of technology and furniture is one of designer Toan Nguyen’s focuses. “Lagunitas is difficult to label in any existing furniture category as it merges many different fields; it can be an operative seating solution, as well as a pure lounge; an architectural space divider; a home sofa; a solution for large configurations or for individual areas. Our goal was to find solutions to the new live/work behaviors with a minimalistic ‘all-in-one’ collection which can be composed very easily with great versatility in a natural way.” says Nguyen.



For more information on Coalesse and its products, visit www.coalesse.com.

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About Coalesse

Coalesse is an award-winning brand of furnishings that expresses the new freedom of work. It is part of the rapidly growing category we call crossover. The crossovers are homes and offices, meeting rooms and social spaces, private retreats and public places — the fluid intersections of work and life where boundaries are collapsing and creativity is roaming.

We study the new work day, how people are collaborating, contemplating, and socializing at work. Then we ask some of the world's most talented designers to create artful solutions that combine comfort, function, and emotional satisfaction. For our end-user customers, Coalesse helps graciously integrate work and the rest of life. Wherever you are inspired to work, however you get things done, Coalesse is designed to improve your day.

Coalesse – For the new work day.

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