

FOR IMMEDIATE RELEASE

Coalesse® Debuts Massaud Collection in North America at NeoCon 2013

New collection by Jean-Marie Massaud features elegantly designed furniture that reimagines the way we work.

San Francisco, CA – Coalesse, the leader in crossover furnishings, introduces the Massaud Collection by internationally renowned French architect, inventor and designer Jean-Marie Massaud. Making its North American debut at NeoCon in Chicago on June 10-12, 2013, the collection features a lounge chair, work lounge, ottoman, canopy and family of executive chairs.

With this project, Jean-Marie Massaud has incorporated his vision for simple, comfortable and functional design to create a complete collection of products that reimagines the way we could work and live. With special attention to craft and upholstery, Massaud has achieved a collection that brings a residential sensibility to the corporate world. “Coalesse believes that in our connected world, work and life are merging,” says Frank Merlotti, President of Coalesse. “The Massaud Collection beautifully embodies our message and provides mobile workers with casual comfort and digital postures they need without sacrificing style.”

Defined by elegant contours and inspired by first class flight, the Massaud Work Lounge challenges the desk as the dominant symbol for productive work. It features an integrated height adjustable, swivel tablet and an adjustable headrest that accommodates long-term relaxed postures. Cord pass through at the base to the seat cushion allows for charging mobile devices. The Ottoman opens for storage and also features outside pockets.



Debuting as a concept at NeoCon 2013, the Massaud Lounge with Canopy enables users to be in control of their work environment and their level of privacy. The Canopy features adjustable LED lighting, video conferencing and hands-free device support.

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The collection is completed by a beautiful family of Executive chairs available in three back heights and offering two upholstery options including a duvet version. A common design thread links the entire collection and offers a remedy to the corporate office. The Executive collection supports luxury, high design, attention to detail and excellent craft, in addition to lasting comfort and several adjustment features, complimenting home and office environments.



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

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About Jean-Marie Massaud

Jean-Marie Massaud is a French designer with extensive experience in furniture, architecture, transport and interior design. In his work, the final drawing is the visible part of a deeper thought towards reduction and synthesis. Functionality, economy of means and adaptation to the context are hidden behind the lines of light and essential designs, embedded in a familiar although always singular answer. Regardless of scale and industry, he is equally comfortable when he imagines a flying hotel or challenges a historical furniture company.

Through his different collaborations, Jean-Marie Massaud is paving a way where each project is a further step towards the reunion of pleasure and responsibility.

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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