

FOR IMMEDIATE RELEASE

Coalesse® Embraces Creativity and Expression at NeoCon 2017

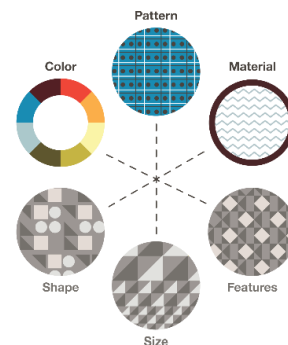
A&D Community Invited to Personalize the Design Process

San Francisco, CA – Coalesse, recognized for their forward-looking, design-driven products, is celebrating creative work and expression with a range of offerings at NeoCon 2017.

The showcase will feature newly launched products from brand collaborators including EMU, Enea and Viccarbe, additions and updates to Potrero415, Montara650 and SW_1 and broadened color, pattern and material capabilities. With these enrichments, Coalesse invites architects and designers to develop more unique spaces, from richer selections to bespoke products.

Modern work is about uniting to solve problems and generate new ideas, and creativity lives at the heart of these vital engagements. In the Coalesse showroom, located on the 10th floor of the Merchandise Mart (Suite 1032), the A&D community will discover ways to boost the creative process, whether working together or alone. The space will emphasize essential settings for social connection that build the trust needed for rich creative collaboration. The showroom will also include areas for focus and rejuvenation that support calm reflection and deep thinking, and applied research on wellbeing and the restorative power of nature will be present throughout.

The Coalesse custom capabilities include six primary facets of design – color, pattern, and material, and features, size and shape. With additional capabilities in the categories of color, pattern and materials, Coalesse is providing more freedom to personalize furnishings in highly visible and expressive ways. These exciting new opportunities enable customers to unleash their creativity and participate in the design process by making their own mark.



Coalesse Pattern

Coalesse looked to nature and to the principle of biophilia as the starting point for developing patterns that would convey a sense of the natural world and respond to a more human-centered workplace experience. The resulting explorations are abstractions created through a meticulous process of iteration and reduction. The program, previewing this year at NeoCon and launching in fall 2017, will include Coalesse patterns applied to the following: the LessThanFive Chair, textiles and glass tops through DesignTex, and felt rugs in collaboration with Peace Industry.

Coalesse Color

Coalesse empowers designers to express their point of view through the Coalesse Color program with infinite color options in matte or gloss finishes on select products. With this resource, architects and designers can choose any standard paint color or any color to match on select Coalesse product lines – through a new Specials process that makes customization easy. This capability is a tool for ultimate freedom of expression.

Coalesse Material Capabilities

With the Coalesse Material Capabilities program, Coalesse further expands its custom capabilities toolbox and engages customers as participants in the final outcome. The new Coalesse material selections focus on providing subtle solutions that favor light and dark neutrals, which allows the furniture to fulfill its essential role. New solid surface materials, including hardwoods, stone and composites, will be previewed at NeoCon and offered as Specials on select products. The select hardwoods and stone create enduring surfaces that can last and improve with age, while solid, composite materials possess unique qualities that deliver a consistent appearance and high performance.

New Product Introductions

EMU Terramare

Simple cane-and-canvas furniture is reinvented in die-cast aluminum in the EMU Terramare Series by Studio Chiaramonte/Marin. Tables and arm chairs for dining and gathering share elegant, light frames, mixed with innovative eco-leather chair backs that add a sculptural, vintage element. These artful settings offer a unique outdoor experience through expertly crafted style and design.

EMU Lyze

Technical and timeless, the EMU Lyze Series by Florent Coirier revisits an iconic wire construction. Unusual stainless steel backrests are attached to aluminum seats and come in sophisticated color combinations, and small fiber cement top tables add stylish function anywhere. Customers can create signature outdoor spaces with the versatile Lyze range of modern mesh design possibilities.

EMU Kira

Simple yet sophisticated, the EMU Kira tables by Christophe Pillet will inspire gatherings of all kinds. Fixed and extending table styles combine durable aluminum frames and porcelain stoneware tops in clean-cut, delicate lines.

Viccarbe Imports Collection

Based in Valencia, Spain, Viccarbe is a key contributor to Coalesse. Beginning in June 2017, Coalesse will offer the entire Viccarbe portfolio to the contract market throughout the Americas (United States, Canada, Mexico, and the countries of Latin America) – as the Viccarbe Imports Collection. This strategic alliance creates a unique opportunity for architects and designers in the corporate, higher-education and healthcare sectors to develop progressive commercial environments with a comprehensive product range.

Montara650 Lounge

Adding to the Montara650 Collection designed by the Coalesse Design Group and Lievore Altherr Molina, Coalesse launches a simple lounge chair ideal for in-between spaces. The sculpted, light-scaled Montara650 Lounge is classically casual, infused with comfort and craft. Designed to customize, Montara650 will fit with existing assets or fill the vital social spaces of a new project. The new Montara650 seating also has extended palette options as part of the Coalesse Color program.

SW_1

The best-selling SW_1 Collection by Scott Wilson and MINIMAL is enhanced with a new knit. The refined design creates a seamless aesthetic on the back of the chair and eliminates the original knit transition lines, honoring the chair's unique form while providing breathable back performance that made it a global success. SW_1 seating also has expanded color choices as part of the Coalesse Color program.

Product Previews

Designtex + Coalesse Collection

Coalesse is collaborating with Designtex, another division of Steelcase, for the first time ever to merge the two design studios' skills, knowledge and complementary capabilities. The endeavor spanned across the country, blending both analog and digital methods to design cutting-edge contemporary textiles. While the collection is still in development, select textiles will be on display throughout the showroom during NeoCon and will feature an exploration of materials, innovative techniques and new technologies.

Enea Wood Café Stool

The Enea Wood Café Stool is an expansion of the Enea Café Stool series and a response to the rising demand for more residential-inspired settings. The café stool with a unique four-leg wood base softens its Nordic style and accommodates differing seating material choices including wood veneer, upholstery and polypropylene. The wood legs are offered in a natural solid oak, while the seat is offered in a rift cut, natural oak veneer, a polypropylene seat in 5 colors or an array of upholstered fabrics and leathers. The stool will be available in two standing heights, bar and counter, for a total of six new styles.

Potrero415 Table – Release 4

Coalesse updates the Potrero415 series with new, slimmer form factors and sizes designed for social connection and creative collaboration, coupled with optional USB power for recharging small mobile devices. The new lighter scaled tables will be available in seated and standing height to support a new range of applications for in-between and smaller meeting spaces.

Concepts

Peace Industry

Coalesse is collaborating with Peace Industry, based in San Francisco, to explore and co-design felt area rugs and complementary custom covers for the Turnstone Buoy – inspired by the Coalesse Pattern program. The rugs featured in the Coalesse showroom are prototypes and part of a broader exploration that interprets and applies Coalesse Pattern to Peace Industry rugs in a distinct way. The Turnstone Buoy felt covers featured throughout the Coalesse add soft, durable materiality, expertly combining a handcrafted aesthetic with its built-in performance. The felt covers express the Coalesse Pattern color palette and thoughtfully complement the brand portfolio.

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

Bringing New Life to Work™

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About Coalesse

Led by intuition, backed by research, and driven by design – Coalesse creates thoughtful furnishings for the modern workplace. We help our customers to make great spaces that inspire great work by empowering social connection, creative collaboration, and focus and rejuvenation. For workplaces around the world, we design products that blend beauty and utility, comfort and vitality, and insights with inspiration to bring new life to work. As part of the Steelcase Inc. family of brands, we are globally accessible through a network of over 800 dealers.

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