



## European launch of premium brand Coalesse®

### *Crossover design furniture from California premieres in Europe*

**San Francisco, CA** -- Coalesse, the leading manufacturer of crossover design furniture, will be exhibiting in Europe for the first time at Steelcase Bavarian Days 2012 in Rosenheim.

### **European premiere of Coalesse in Germany**

Coalesse is a premium brand of Steelcase Inc., the world's leading manufacturer of office furniture. The group will be presenting the brand in Europe for the first time at the in-house Steelcase "Bavarian Days" on 28 June 2012.

In the connected world, work and life are merging. Coalesse products are artfully designed to improve the quality of life at this highly fluid intersection. Our furnishings are comfortable, elegantly purposeful, and beautifully crafted to cross over — between offices and homes, meeting rooms and social spaces, and wherever else people want to feel inspired about their work day.

The U.S. company based in San Francisco, California offers



innovative and practical design furniture that allow the creative class\* to work in an inspiring environment in any location. Coalesse was successfully launched in the USA in 2008. As Frank Merlotti, President of Coalesse, explains: "By launching Coalesse in Europe, we are able to offer our customers a broader range of products for

changing work environments." A selection of Coalesse products will be presented in Germany with subsequent launches scheduled in

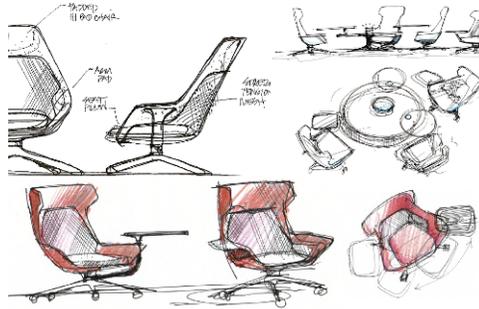
\*Coalesse defines the 'creative class' as mobile and networked knowledge workers who decide for themselves where, when and how they want to work,

France, England, Spain and other European countries. The products are all manufactured in Europe



### The Coalesse design philosophy – Crossover design

"Thanks to new technologies, mobility and globalization, many knowledge workers are increasingly taking their work with them wherever they go.



Subsequently, work and life are fusing together. Coalesse products are developed in response to precisely this new lifestyle and approach to working", explains Merlotti. Crossover design reflects an improvement in quality of life: Coalesse furniture is comfortable and elegantly functional; the workmanship is superb, and the possible applications manifold. The company collaborates with designers who are world renowned – such as Scott Wilson, Patricia Urquiola, Emilia Borgthorsdottir, Stephan Copeland and Cory Grosser – who unite their creativity with the findings from in-depth Coalesse research studies to develop new products. The most recent field study "Live/Work Research – How does the creative class live and work?" was conducted among test subjects in New York, San Francisco, London, Munich and Paris to gain an understanding of the needs of mobile knowledge workers. Merlotti sums up the brand's philosophy, "Our name – Coalesse – means 'coming together'. We create a direct link between the work environment and lifestyle, which is reflected in our products for office and home use, and other work and life situations. Our products are developed to inspire people to work in this new way, wherever they may choose to work."

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**The products presented in Germany at the European premiere:**

**SW\_1:** A comfortable low-seated conference chair that was designed in collaboration with Scott Wilson.

**Hosu:** An adaptable and comfortable armchair in the "lounge chair" category designed by Patricia Urquiola.

**Free Stand:** A portable and collapsible laptop side table by Stephan Copeland.

**PowerPod:** A mobile charge station and pen holder in one. PowerPod was also designed by Scott Wilson.

**Millbrae:** Millbrae is 1950s-style lounge furniture – as is the **Visalia** lounge armchair. Millbrae and Visalia are both products from the Coalesse in-house design studio.

**CG\_1:** The minimalist side table designed by Cory Grosser is suitable for both private rooms or public and business environments.

**Sebastopol™:** The range of Sebastopol™ tables designed by Emilia Borgthorsdottir features a strikingly unusual geometric design and offers flexible options for extension.

**Coalesse – For the new work day.**

Further information can be found at: [www.coalesse.eu](http://www.coalesse.eu)

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## About Coalesse

Coalesse is an award-winning furnishings manufacturer 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 socializing, then commissions some of the world's most talented designers for creative solutions that combine comfort, functionality and emotional impact.

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