

PRESS RELEASE

COALESSE OFFERS THE UK FURNITURE SOLUTIONS FOR ‘THE NEW WORK DAY’

LONDON, November 8: – Coalesse, a premium brand of furniture manufacturer Steelcase Inc., today celebrates its UK launch.

Founded in the US in 2008, the company offers innovative and practical furniture that allow the creative class to work in an inspiring environment in any location.

In today’s connected world, work and life are merging. Coalesse products are artfully designed to improve the quality of life at this highly fluid intersection. They 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.

As Frank Merlotti, President of Coalesse, explains: “Thanks to new technologies, mobility and globalization, many 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

“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.”

Bob Arko, Creative Director of Coalesse and Scott Wilson, designer of the SW_1 collection, were on hand to mark the occasion. Wilson, founder of MINIMAL, recently won the prestigious Smithsonian Cooper-Hewitt National Design Award for industrial design.

The company collaborates with world-renowned designers such as Scott Wilson, Patricia Urquiola, Arik Levy and Jean-Marie Massaud, who unite their creativity with the findings from in-depth Coalesse research studies to develop new products.

Coalesse – For the new work day.

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Details of the products can be found at: www.coalesse.eu

About Coalesse

Coalesse is an award-winning furnishings manufacturer whose designs cross over flawlessly between offices and homes; meeting spaces 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.