

*THE NEW*  
*WORK PLACES*  
**INSPIRE**  
*CULTURE.*





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Coalesse Brand Book  
Culture  
Volume 1  
2017

*THE NEW*  
**WORK PLACES**  
*INSPIRE*  
*CULTURE.*



*There's no place like work.*

It's a livelihood and locale, with the power to bring us together like no place else.

Just as there's no place like work, there's no one way to work either. Today, the best workplaces reflect our personal sensibilities and respond to our common needs. They invite our participation and stir our emotional engagement.

And when these distinct characteristics come together, then we can, too. That's how work becomes the real hub of modern culture.

Coalesse was born from a passionate belief that great spaces inspire great work. We envision workplaces that build better social connections and empower creative collaboration, while caring for your focus and rejuvenation throughout each day. We instill spaces with a natural warmth and soul — destinations, both indoors and out, that enliven your wellbeing and always welcome your return.

That's why, from our San Francisco studio for workplaces around the world, we create furnishings that blend beauty and utility, comfort and vitality, and insights with inspiration. And why we deliver them with an unparalleled responsiveness to help you perfect each project now, while we anticipate what you'll need next.

Led by intuition, backed by research, and driven by design — *we help you make great spaces by bringing new life to work.*



# GREAT PLACES INSPIRE GREAT WORK.

*Culture is the context and catalyst that shapes our point of view. We share this point of view in all of our designs — to inspire spaces that will express your own great work culture.*



A company's culture is a unique mix of who you are, where you come from and what you choose to create together. It's a set of affinities that connects you to the world at large, where more people can resonate with your ideas and designs, and in the power of that engagement, inspire you to create new works. Culture fuels a point of view in what you make — and that point of view is what makes a mark.

At Coalesse, our culture is built into everything that we design and built out of many experiences that influence and inspire us. In our Coalesse Design Group and through our collaborations with renowned global designers, we translate those forces to address one of the most prescient cultural questions — how design can make work better, to make better work and help workers thrive.

From our San Francisco studio, we draw on our own rich surroundings to explore work in a vital environment. We test, respond to and solve for people's everyday needs. We design for the socializing, collaborating, focusing and rejuvenating that coexist in a dynamic balance throughout the modern workplace. We envision how the qualities of a place can propel us to want to come to work every day, and what work looks like when it truly enriches our experience and promotes our wellbeing.

We believe that great places do play a critical role in inspiring great work. Our mission is to instill that point of view in all of our products and applications — to deliver thoughtful, empathetic, enduring solutions that can be used to form your own great places, and in turn, enrich people's central work lives.

“Work is becoming the real hub of modern culture. It's an essential place to bring the outside in, and moments of the inside out, to enliven our experience each day.”

—  
Lew Epstein  
General Manager, Coalesse



top and bottom: The Coalesse Design Group working in the Coalesse Studio



Living roof atop California Academy of Sciences

### Surroundings.

*In the San Francisco Bay Area, we are surrounded and influenced by great art, nature, technology, food and architecture — inspirational roots that inform our ideas and design process.*

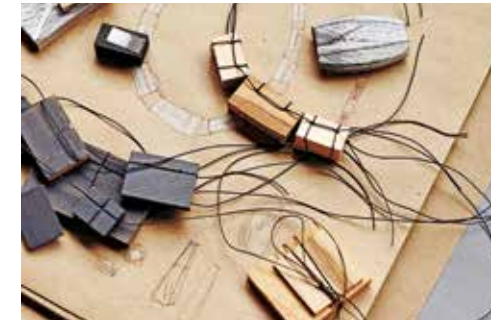
At the Coalesse Design Group in San Francisco, our thinking is shaped by participating in one of the most diverse cultural, natural and technological hubs in the world. It's a destination where history is visionary and the modern is made new every day.

We admire how creative leaders have gravitated here and innovated across many industries to improve a global quality of life. From artist to engineer, baker to jeweler to social entrepreneur, this hub merges the elemental and the crafted with the streamlined, high-speed and high-tech. It holds the principle that what is modern is always made better by empathy for the most essential of connections — between people.

We add our experiences in this great place to the ongoing mix of ideas that inspire our furnishings — a design-driven blend that celebrates the original, local, progressive and beautiful. Working in this environment — indoors and out — we believe that the freshest ideas face forward, innovation can be artful, expression is open to everyone, and great spaces are essential for creating great work.

“San Francisco is more of a mindset than a city. It’s a way of thinking and believing that you can take on the impossible.”

John Hamilton  
Director of Global Design, Coalesse



Handmade jewelry by Julia Turner



Molded bud vase by Heath Ceramics



“This feeling that the city is alive, and that we live alongside nature, is something that we bring into our work.”

George Coffin  
Industrial Designer, Coalesse

Hand-woven textiles by Voices of Industry





Carbon fiber bike frame by Calfee Design

“You really see people breaking work norms and establishing new ones here.”

—  
Baillie Davis  
Industrial Designer, Coalesse



left: *Envelope*, (2015)  
by Brendan Monroe

right: Bread making by Tartine

Photo by Eric Wolfinger

## Mastery.

Great spaces become better with inspired furniture. They're the pieces that respond to how people work today — by combining thoughtful design, refined craft and essential function to make each setting more welcoming and relevant. Our furnishings bring together a mastery of creative, cultural and critical thinking to shape the evolving workplace and help make spaces great.

*We are led by insight, backed by research, and driven by design.*

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# Beauty & Utility.

## *Potrero415 Table*

One table fits all. A classic design unites inviting character with elegant form and functionality to create great work. Coalesse developed this flexible communal table system with an open architecture, permitting choices in scale, shape, materials and color that can be customized to each application. The look and feel lean into the familiar warmth of gathering places; the performance is all work.

Designed by  
Coalesse Design Group



“The communal spirit of this table creates a modern hearth for the workplace.”

Coalesse Design Group



# Comfort & Vitality.

## *Massaud Conference Seating*

There's a science to comfort. Soft, smart, sensorial environments are the leading indicator for where people want to work. When they're built on comfortable ergonomics, even a chair can become a destination that fully enlivens your wellbeing. Massaud Conference Seating features precision engineering for lasting support beneath two refined upholstery approaches — one tailored and formal, the other plush and casual.

Designed by  
Coalesse Design Group +  
Jean-Marie Massaud



“It is important that people feel supported in comfort that resonates throughout the workday.”

—  
Jean-Marie Massaud





# Insights & Inspiration.

## *LessThanFive Chair*

Ideas can come from anywhere. And, innovation often brings new perspectives from the wider world to the unique work we do. Our LessThanFive Chair translates the remarkably lightweight properties of carbon fiber to a new furniture context. Modern manufacturing techniques are integrated with ageless handcraft, while added digital tools allow you to easily personalize the frames by applying any color or pattern you can imagine.

Designed by  
Coalesse Design Group +  
Michael Young



## Point of View.

It's the imprint that defines who we are. It's how we see and interpret everyday life that makes our ideas distinct. Our point of view at Coalesse is guided by three foundational themes — *Comfort, Craft and Customization* — that enrich the questions we ask and lead us to unique answers.

*This year we've looked at the theme of Customization in the products we design, the stories we tell and the relationships we build.*

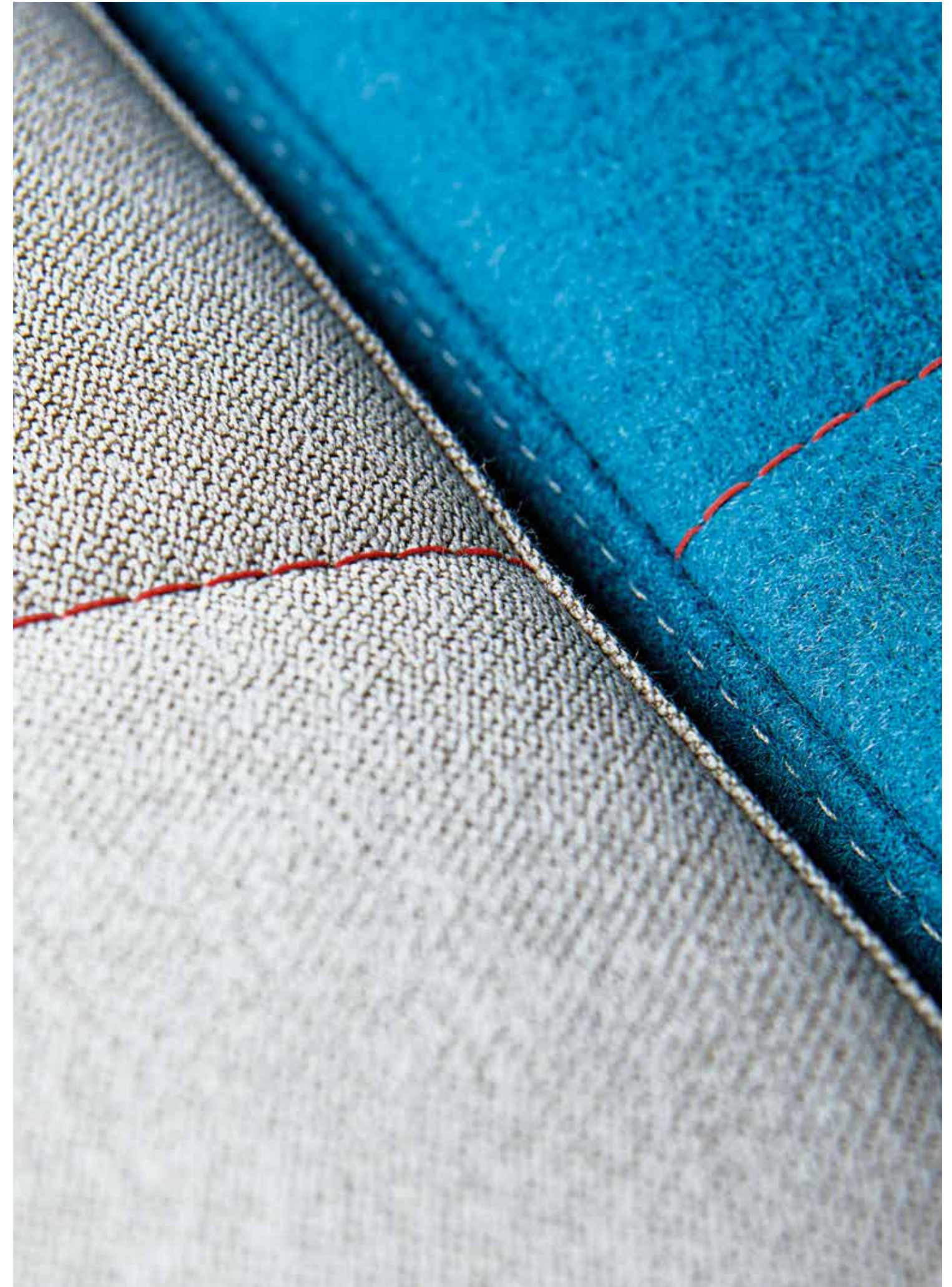
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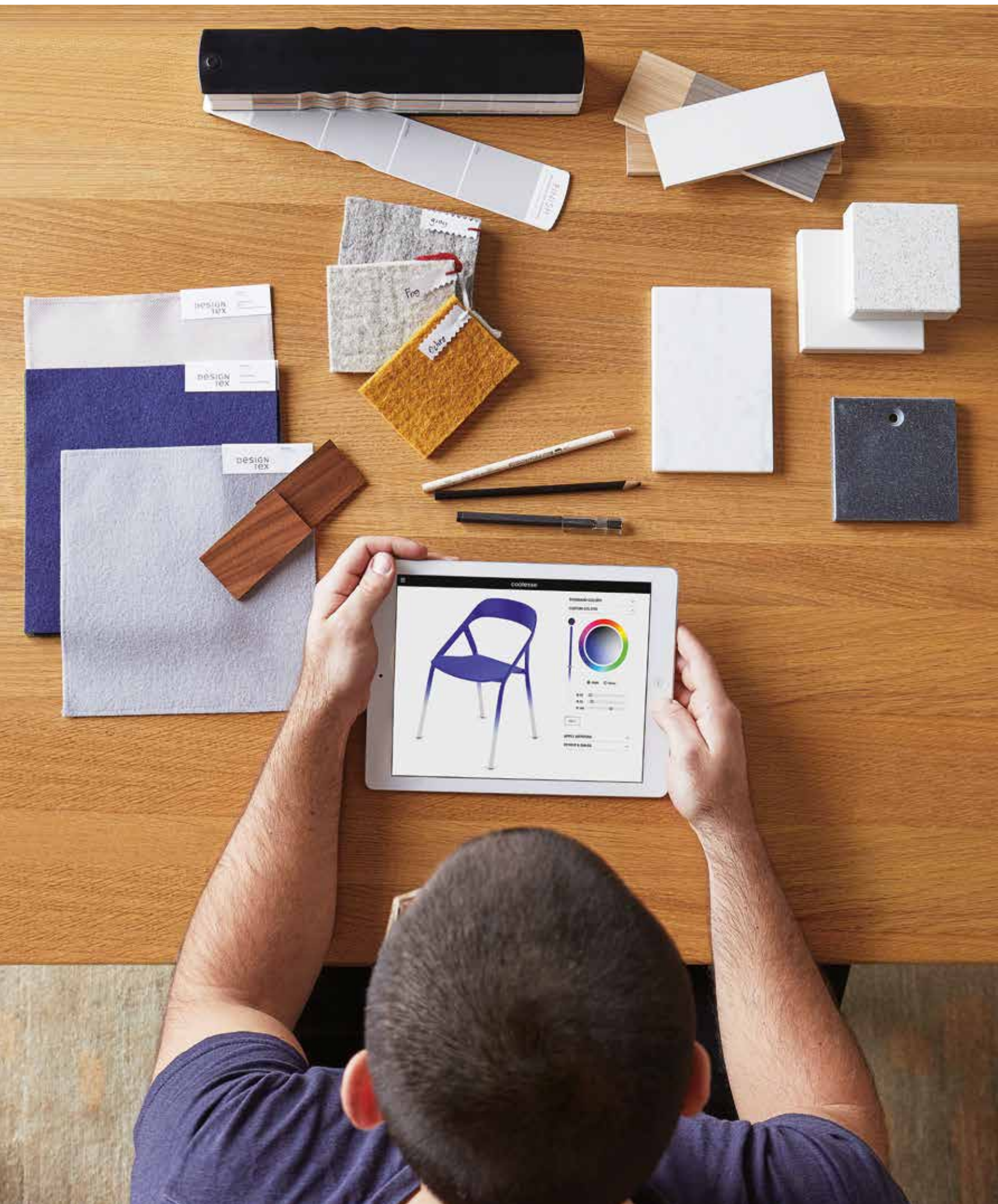


# The New Customization.

*Be a Participant*

The ability to customize a product empowers personal expression. More than ever, people use design to participate — to make their own mark. Coalesse studies how customization is evolving, pushed by a steady appetite for the value of craft-making, and the democracy of new technologies that engage us in creating more personalized — and ultimately more meaningful — products.





# Responsiveness.

## *Digital and Personal Assistance*

It's the era of the co-created artifact. Designers become makers in collaboration with Coalesse. We offer assistance with both digital tools and personal concierge services that allow you to derive your products on the foundation of ours. Our part of participation is to be as responsive as possible — to help you perfect each project now, while we anticipate what you'll need next.

“We aren’t afraid to explore unique solutions for our customers. Personal assistance means partnering with you throughout the entire design process.”

—  
 Lisa Clark  
 VP of Customer Experience, Coalesse



## Products in Applications

“Work is always about context: the activities you’re doing alone or together, the tools you have, the spaces and the postures you’re in. We’ve identified three central Work Modes that help us define and design for all the conditions you work in every day.”

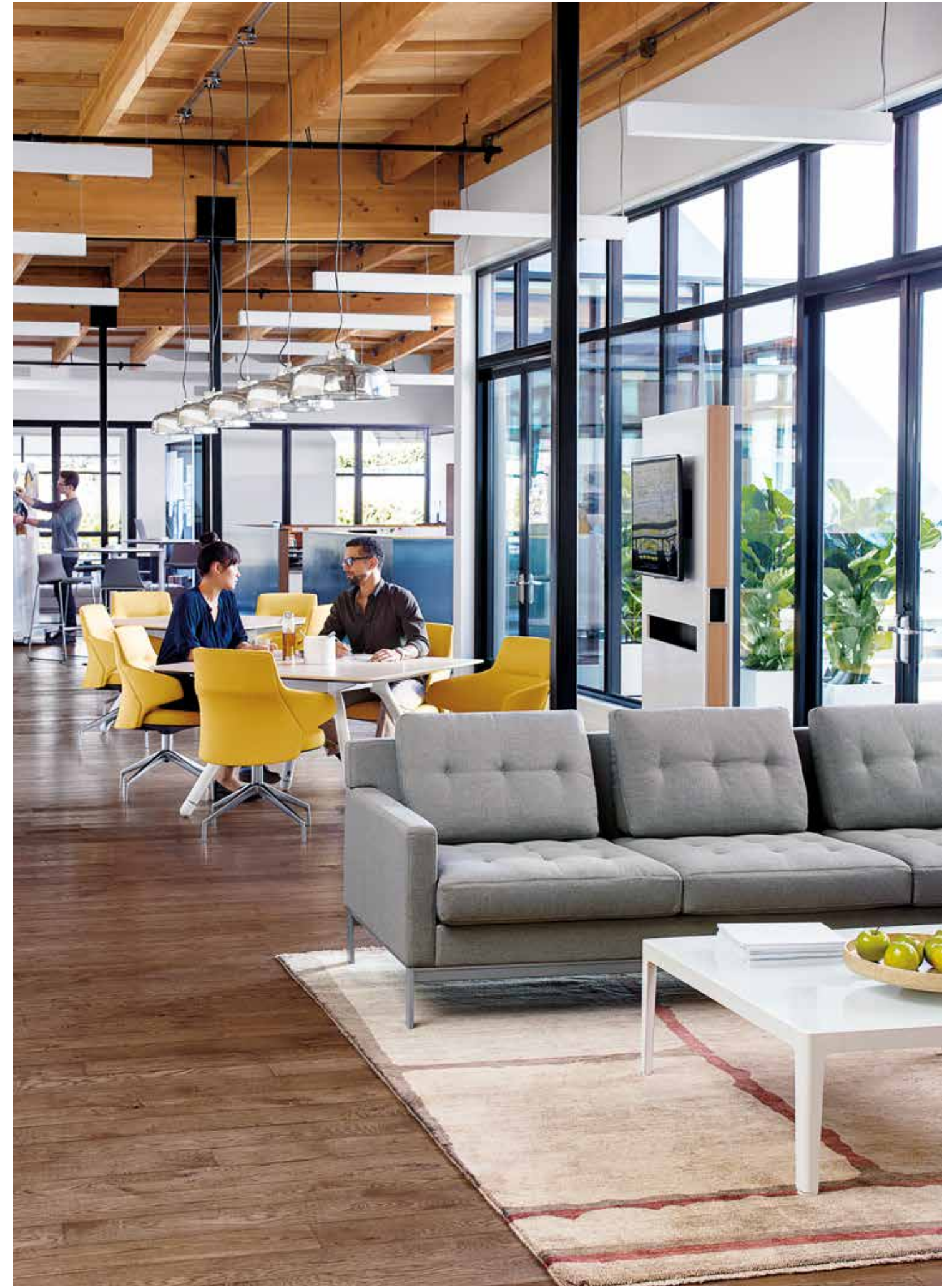
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John Hamilton  
Director of Global Design, Coalesse

## Social Connection.

*It's about building trust.*  
Spaces for social connection encourage us to talk and listen. They're the settings that provide the intervals each day where strong bonds are created — by meeting face to face in relaxed, candid and valued conversations.

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top: Visalia Lounge Seating, Bob Chair, SW\_1 Table  
bottom: Visalia Lounge Seating



Coalesse

Social connection builds  
the soft skills we need in modern  
work, to develop the empathy,  
trust and openness that are  
essential to getting things done.

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Montara650 Lounge Chair, CG\_1 Table, Visalia Sofa



# Lobby & Reception



top: Visalia Lounge Seating, CG\_1 Table

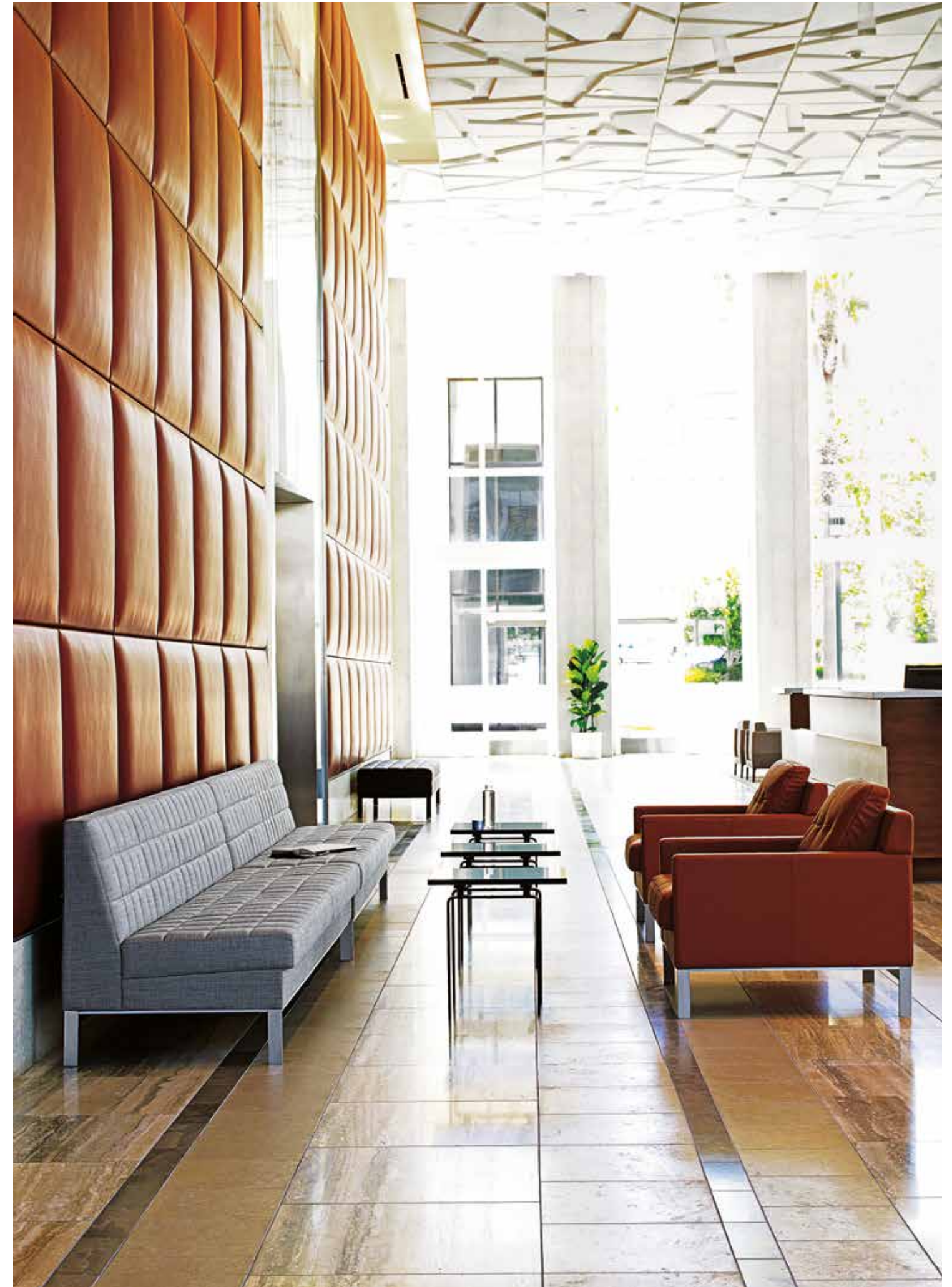
bottom: Davos Lounge Seating

right: Millbrae Seating and Tables



## Brand space.

Lobby and reception areas are now expected to do much more. They're ambassadors for your entire culture while also acting as branded social settings for initial greetings and meetings of minds. Thoughtfully designed seating, with a welcoming soul and many ways to create groupings, makes the difference.





# Lounge

## Natural gathering.

So often, the catalyst for successful work is simply a great conversation. Lounges and living room-style spaces warmly invite people to sit down and talk. Informal gatherings — in an open plan or a dedicated room — invite the spontaneous postures that can foster richer connections.

Visalia Sofa, CG\_1 Table



Visalia Sofa

left: SW\_1 Seating and Tables

page 34/35: Lagunitas Lounge System, CG\_1 Table, SW\_1 Lounge Chair



# Café & Dining



Montara650 Seating and Tables, Lagunitas Lounge System, PowerPod

## Food for thought.

A quick chat over coffee. Lunch for four. A casual meeting place for a larger group. Settings from a break room to an on-site dining space adopt the versatile work and social habits of café culture to create easy, communal oases for engagement.



Lagunitas Lounge System



Lagunitas Lounge System



Montara650 Table, LessThanFive Chair

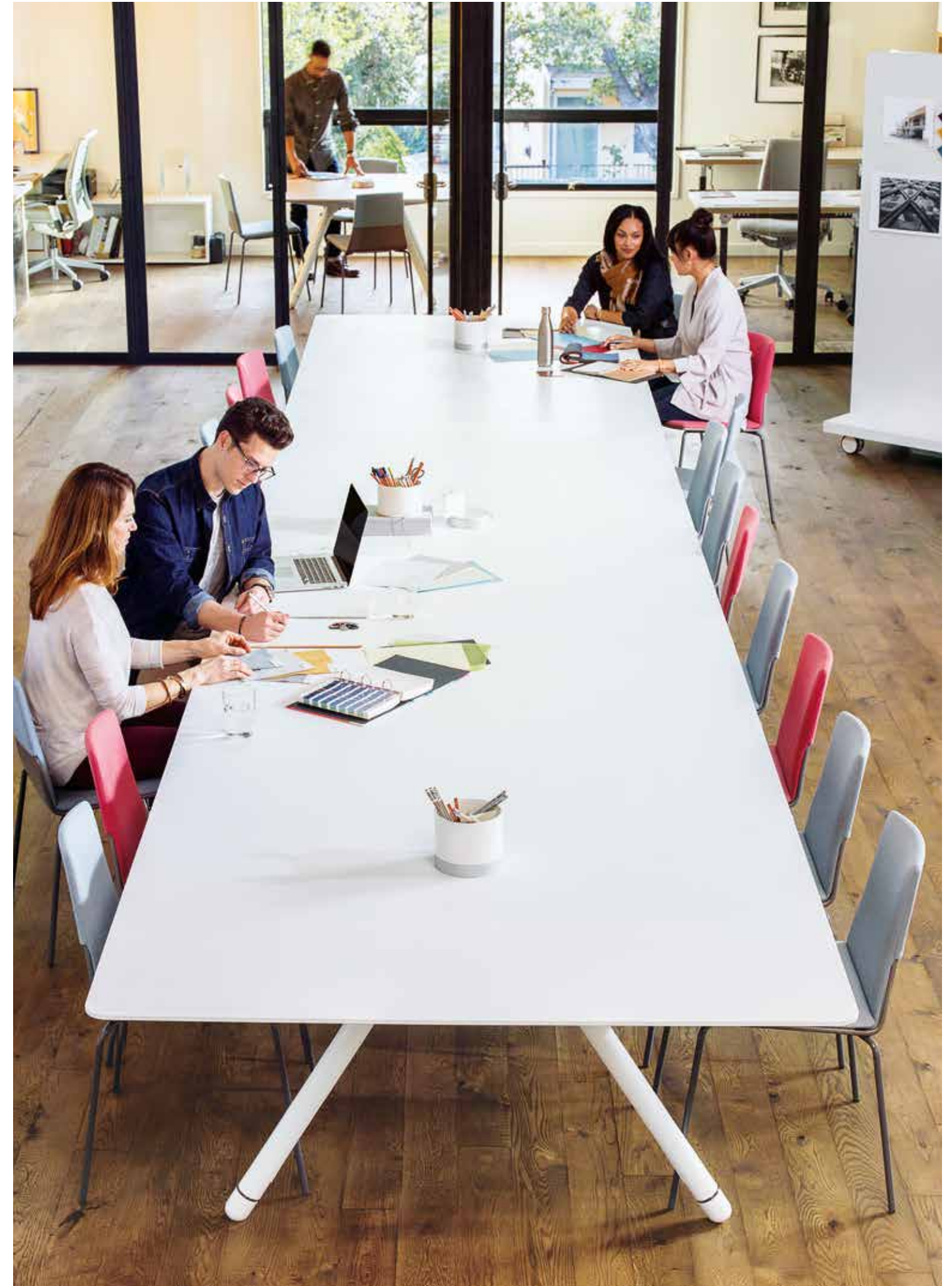
## Creative Collaboration.

*How to generate great work.*

Work gets better when we have spaces that help us create content together.

Creative collaboration is encouraged in settings where we can use all the tools of modern work — comfortably and intuitively — to help teams excel.

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Richer creative partnerships  
arise when we can engage  
constructively in well-  
provisioned workspaces and  
meeting rooms.

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top: Massaud Conference Chair,  
Potrero415 Table, PowerPod

bottom: SW\_1 Seating and Table



SW\_1 Seating and Tables

# Conference & Meeting



Massaud Conference Chair, SW\_1 Table



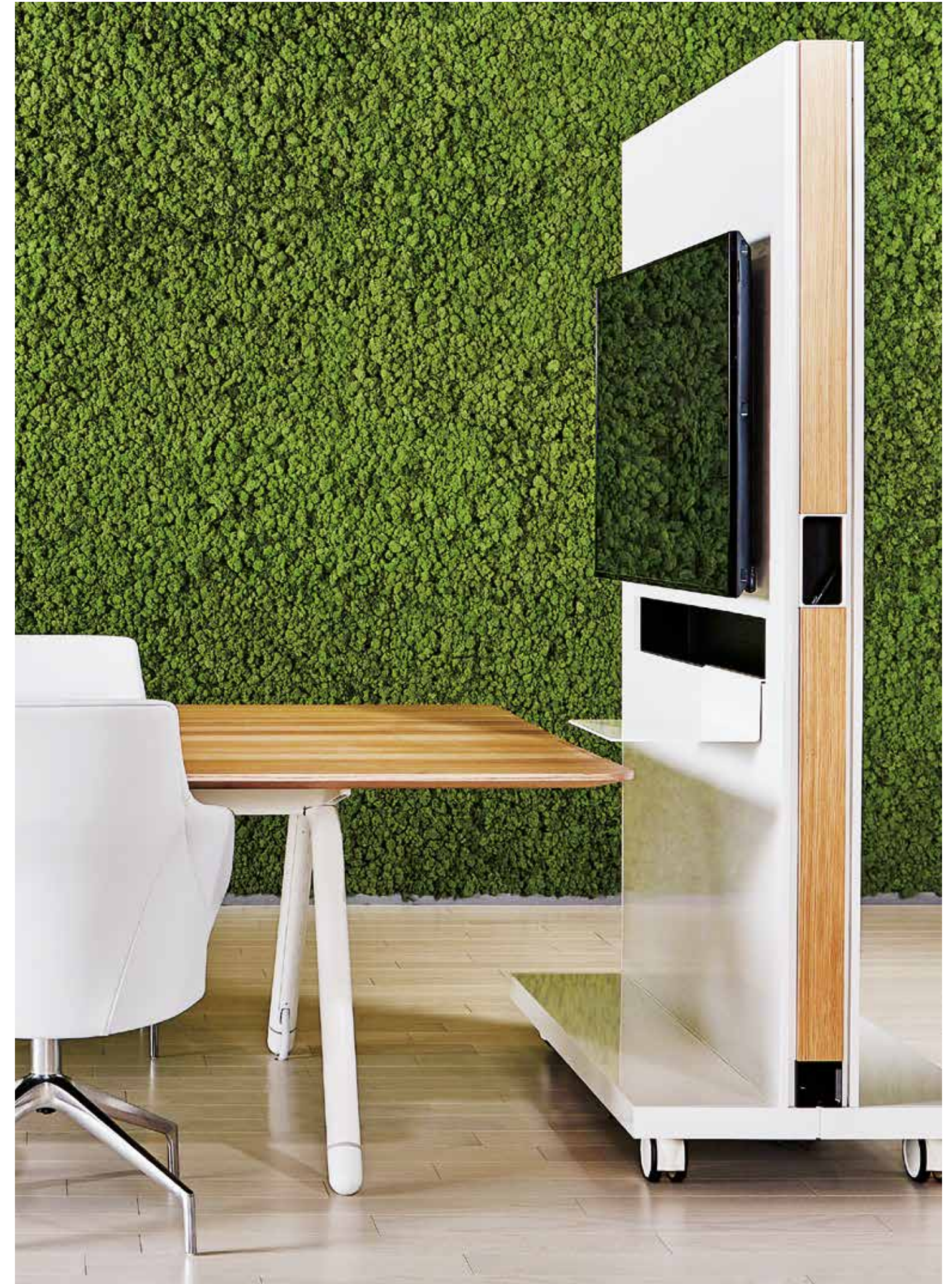
Potrero415 Table, Montara650 Stool

right: Massaud Conference Chair, Potrero415 Table

page 44/45: SW\_1 Collection

## Creative center.

Meetings today are less formal and more dynamic in collaboration than ever before. The conference room is softening to play multiple roles as technology evolves and more tools are incorporated into powerful work sessions. Eloquent design can streamline the gadgets and reflect the real creators: people.







## Focus and Rejuvenation.

*Time to regroup.*

Workspaces only do half the work if they don't provide for vital downtime and mental absorption. Deep thinking comes from states of concentration that are cared for in quiet, personal settings with fewer social interruptions.

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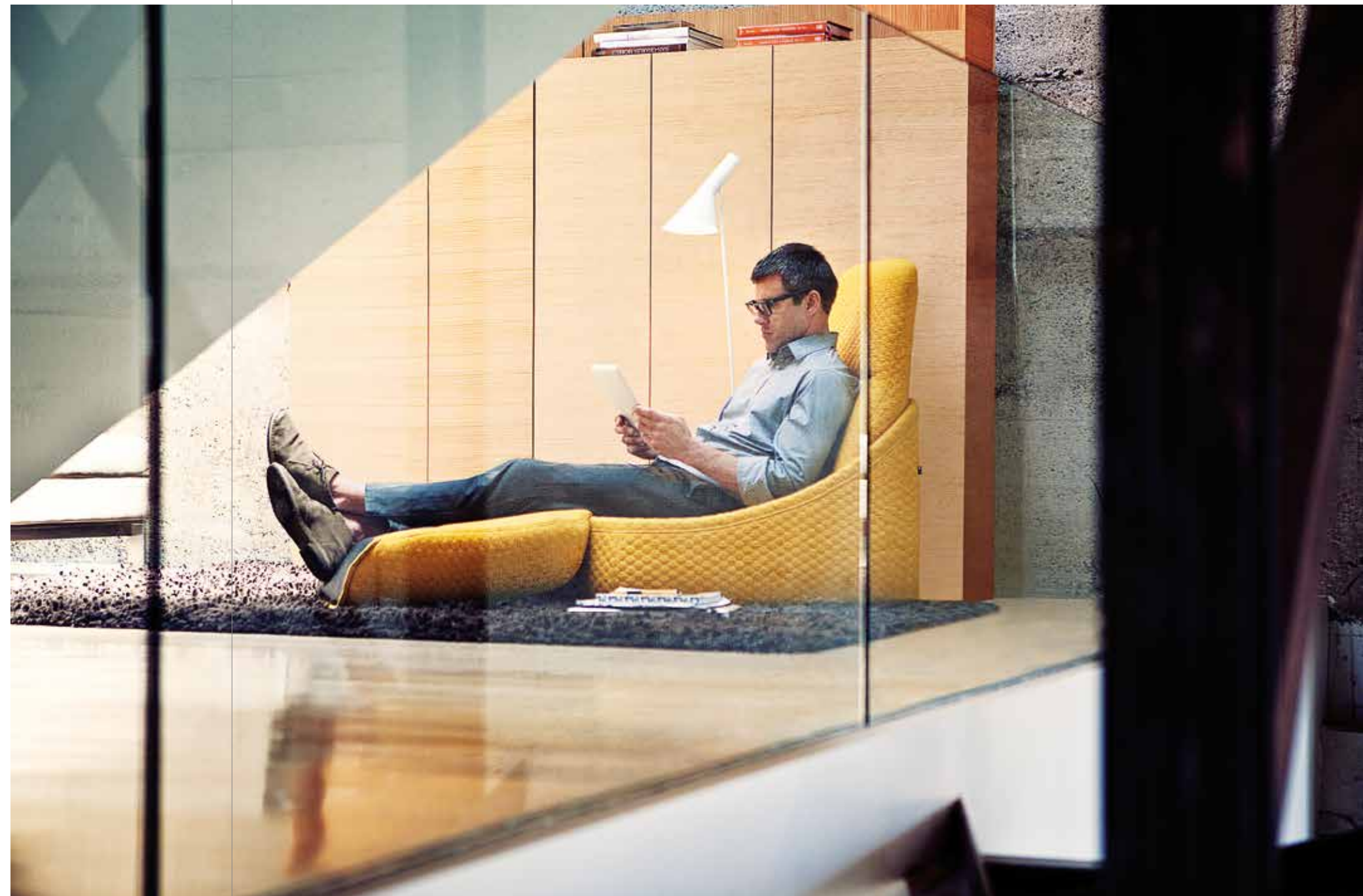
top: Visalia Lounge Chair  
bottom: Hosu Lounge Chair



Coalesse

A quiet spot for reflection  
supports the calm focus  
we need to process  
information and formulate  
details for great work.

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Hosu Lounge Chair

# Enclave



Hosu Lounge Seating



Massaud Work Lounge and Ottoman

right: SW\_1 Lounge Chair and Ottoman, Sebastopol Table

page 52/53: Massaud Work Lounge Chair and Ottoman, Millbrae Lifestyle Sofa, Sebastopol Table

## Sanctuary.

Enclosed personal settings create a sense of purpose and privacy amid open plan spaces. Enclaves bring the virtues of downtime to the forefront of work, for unwinding stress as well as thinking with deep focus. Recharge in these outlets built for comfort and quiet, with a few perfect pieces of furniture.





# In-Between Spaces



Millbrae Contract Bench, Free Stand



Wrapp Chair

right: Montara650 Seating and Tables

## Adaptation.

We know work is fluid. Spaces should be, too. Socializing can quickly turn into creative generation around a new idea; solo time can open to include collaboration. We equip a range of in-between areas that can adapt to all kinds of work, depending on what activity is needed in the moment.

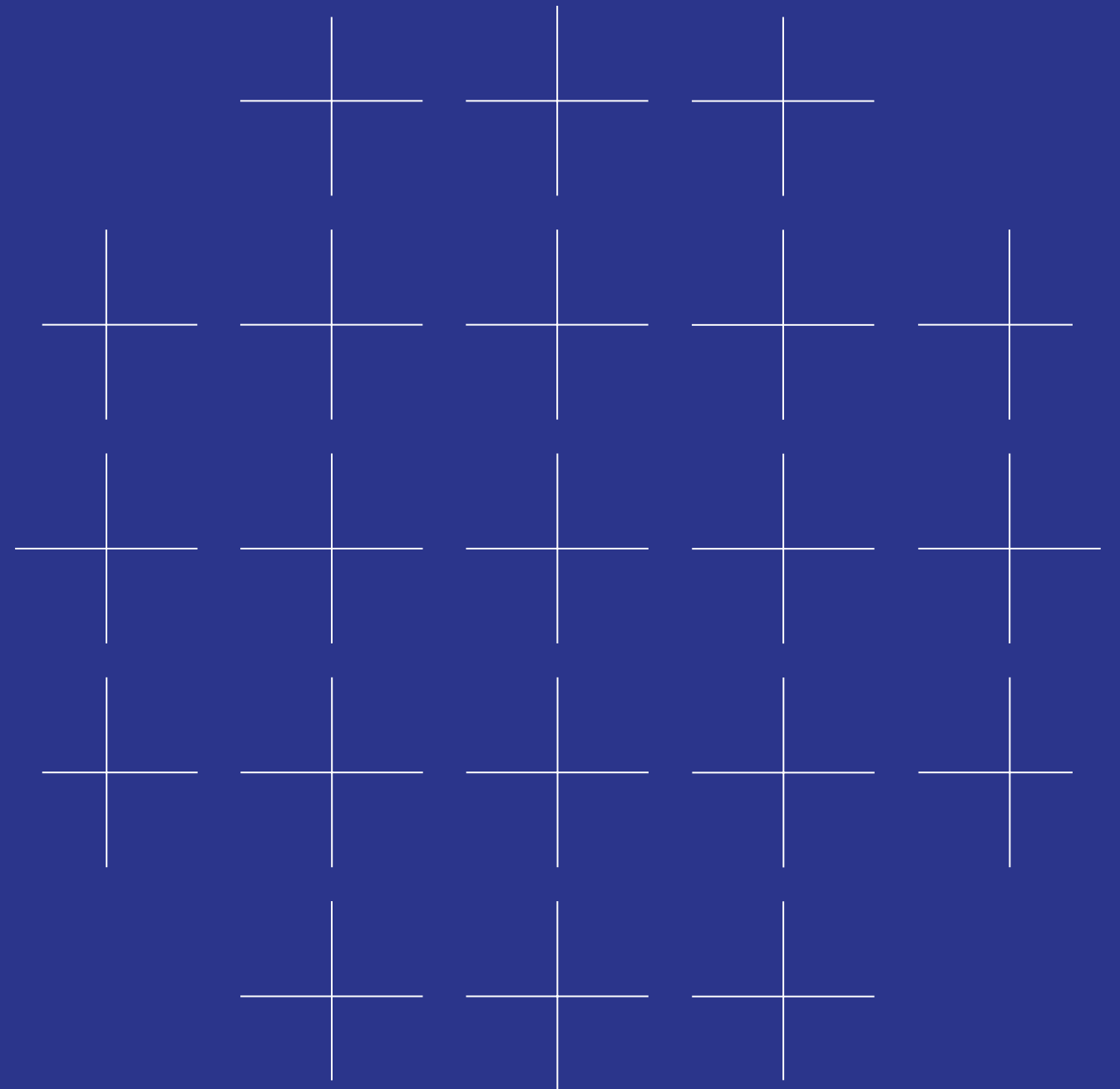


## Products by Category

“Furniture is our tool to create spaces that help you accomplish different things. You get better results from sharper and more engaged people, when they occupy happy, healthy and productive environments with furnishings that respond to their needs.”

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John Hamilton  
Director of Global Design, Coalesse



# Collections.

Coalesse and our partnering designers create unique collections of thoughtfully crafted furnishings for the workplace. Our collections span every product category to provide complete applications for your project.

58

- 01 Montara650 Collection
- 02 Millbrae Collection
- 03 Massaud Collection
- 04 SW\_1 Collection

Coalesse



01

02



59

03



04



## Seating

### Lounge Seating



Davos™ Bench\*



Davos Lounge Chair\*



Hosu® Lounge Seating



Lagunitas®  
Lounge System



Massaud Lounge  
Seating



Millbrae™ Contract  
Lounge Seating



Millbrae Lifestyle  
Lounge Seating



Montara650™  
Lounge Chair



SW\_1®  
Lounge Seating



Visalia™  
Lounge Seating

### Conference Chairs



Massaud Conference  
Seating



SW\_1 Conference  
Seating



LessThanFive™ Chair



Montara650 Chair



Wrapp™ Chair\*

### Stools



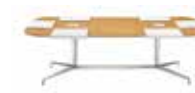
Montara650 Stool

## Tables

### Collaboration & Conference Tables



Lagunitas Table



SW\_1 Conference Table

### Café Tables



Montara650 Table

### Occasional Tables



CG\_1® Table



Free Stand



Lagunitas Table



Montara650 Table



Sebastopol™ Table



SW\_1 Occasional Table

## Accessories

### Utilities



PowerPod

## Get In Touch

*We help you make great spaces that bring new life to work.*

Coalesse products are available globally through our Steelcase dealer network. Our sales consultants and expert customer service team are dedicated to partnering with you through the entire design and delivery process — from initial planning, pricing, ordering and logistics to detailed specifications and unique customization solutions.

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### Visit us:

**Steelcase**  
Briener Street 42  
80333 Munich

*Make an appointment:*  
[customerservice@coalesse.com](mailto:customerservice@coalesse.com)

**Coalesse Studio**  
111 Rhode Island Street  
Suite C  
San Francisco, CA 94103

*Make an appointment:*  
[studio@coalesse.com](mailto:studio@coalesse.com)

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