

Coalesse® fosters interaction and dialogue at ArtPrize

Steelcase's premium brand fosters interaction with artists and community at international ArtPrize event Sept. 23 – Oct.10, 2009.

In support of the ArtPrize event in Grand Rapids, Michigan on September 23-October 10, 2009, Coalesse, the new brand of premium furnishings from Steelcase, is connecting their home city with iconic furniture settings located at seven of the art exhibit locations. Coalesse is also hosting an interactive evening event for the visiting artists, that is intended to provide an informal environment for fun, relaxation and a little bit of competition.

“Our brand is about bringing inspiration to work, wherever work happens,” says Frank Merlotti, President of Coalesse. “Participating in an event that celebrates artistic inspiration was an immediate interest to Steelcase and Coalesse. We are very proud of the ArtPrize team and our local community for realizing such a wonderful event.”

During the weeks of ArtPrize, Coalesse will display seven furniture settings imported from Italy, one of their newest iconic designs – the Emu Ivy collection. Ivy was designed by the renowned Italian designer, Paola Navone, a pioneer in the 1980's Memphis design movement. Her collection challenges the convention of what outdoor furniture should look like, by sculpting metal mesh into familiar shapes, like the sofa and chair.

ArtPrize visitors can experience these iconic settings at any of the COALESSE VIEWPOINTS locations throughout the city: Madcap Coffee, ACTIVESITE, UICA, DeVos Place, JW Marriott, Custer Workplace Interiors, and Brassworks. These settings are designed to not only visually connect the city, but also offer a place for people to pause, talk and reflect on the art they are experiencing.

The MadCap Coffee setting will also feature an interactive exhibit designed by the award-winning Tolleson Design in San Francisco, known as the “digital quilt”. Artprize visitors will be able to capture their image and combine with others visiting Artprize to create a live quilt of images, all addressing the question, “How do you feel?”

“Coalesse believes that the lines between work and life have blurred and that work can now happen anywhere. The settings on display at ArtPrize illustrate our vision of bridging the gap between indoor/outdoor and work/life,” said Merlotti.

ArtPrize brings together over 700 artists from around the world for a two week event that culminates with the awarding of nearly one-half million dollars of prize money by popular vote, including \$250,000 to the artist who receives the most public votes. ArtPrize is unique in its democratic approach to voting and will have no formal jury, curator or judge. The public will decide who wins the prizes by voting, using mobile devices and the web.