

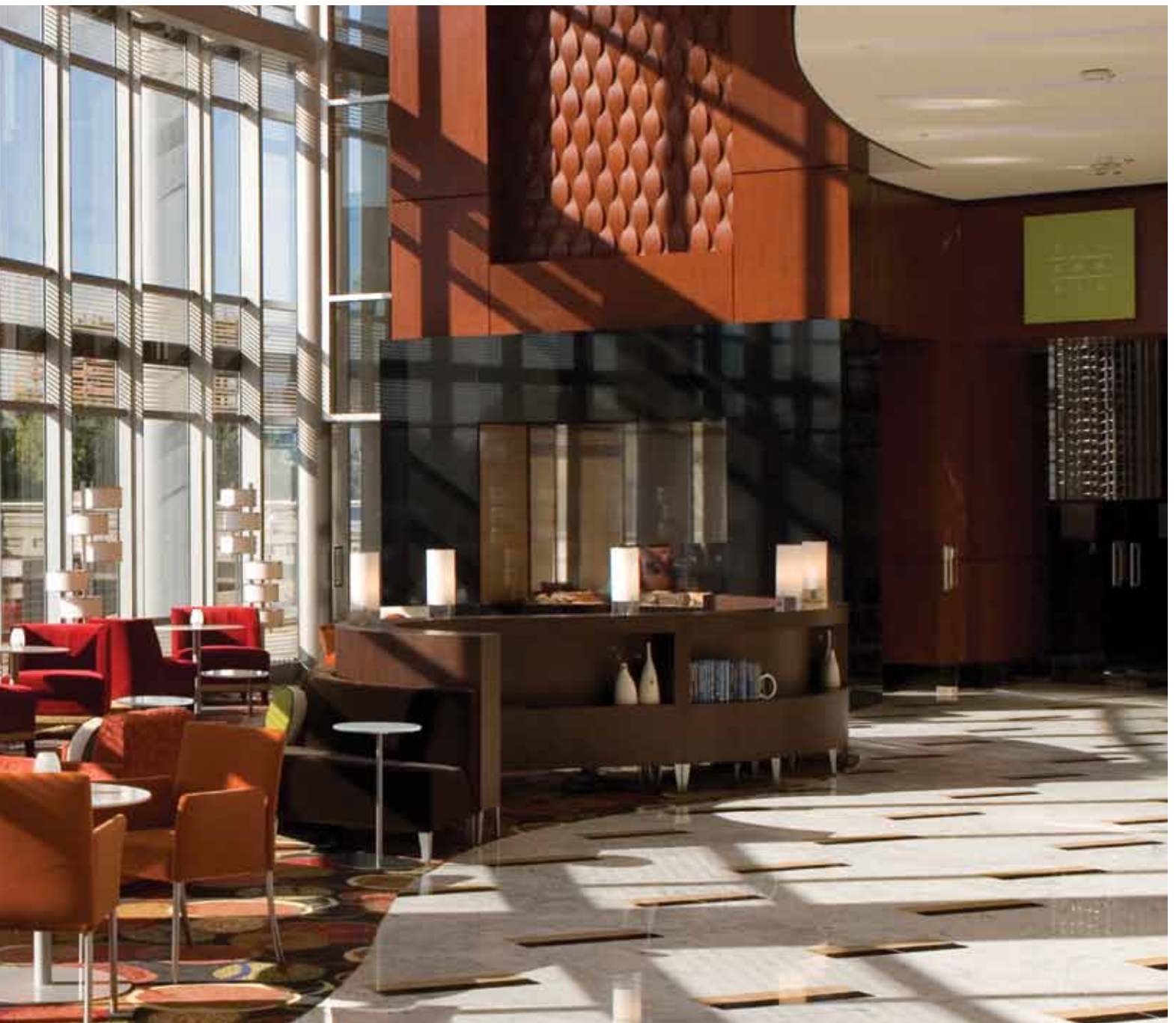
Steelcase
coollesse

HOSPITALITY SEATING
emerging work patterns in hotels





Await bench, Await side tables, Switch guest chairs, Enea tables, Thoughtful lounge chairs, and Circa guest seating.



At Steelcase, we study and design for how people work, **wherever work happens**. Our research took us to 22 hotels in 6 cities, and led to some interesting discoveries. Our research insights indicate that seating plays an important part in supporting emerging work patterns in guest rooms, collaborative spaces and public spaces.



25% OF THE
WORK FORCE
IS MADE UP
OF BUSINESS
TRAVELERS

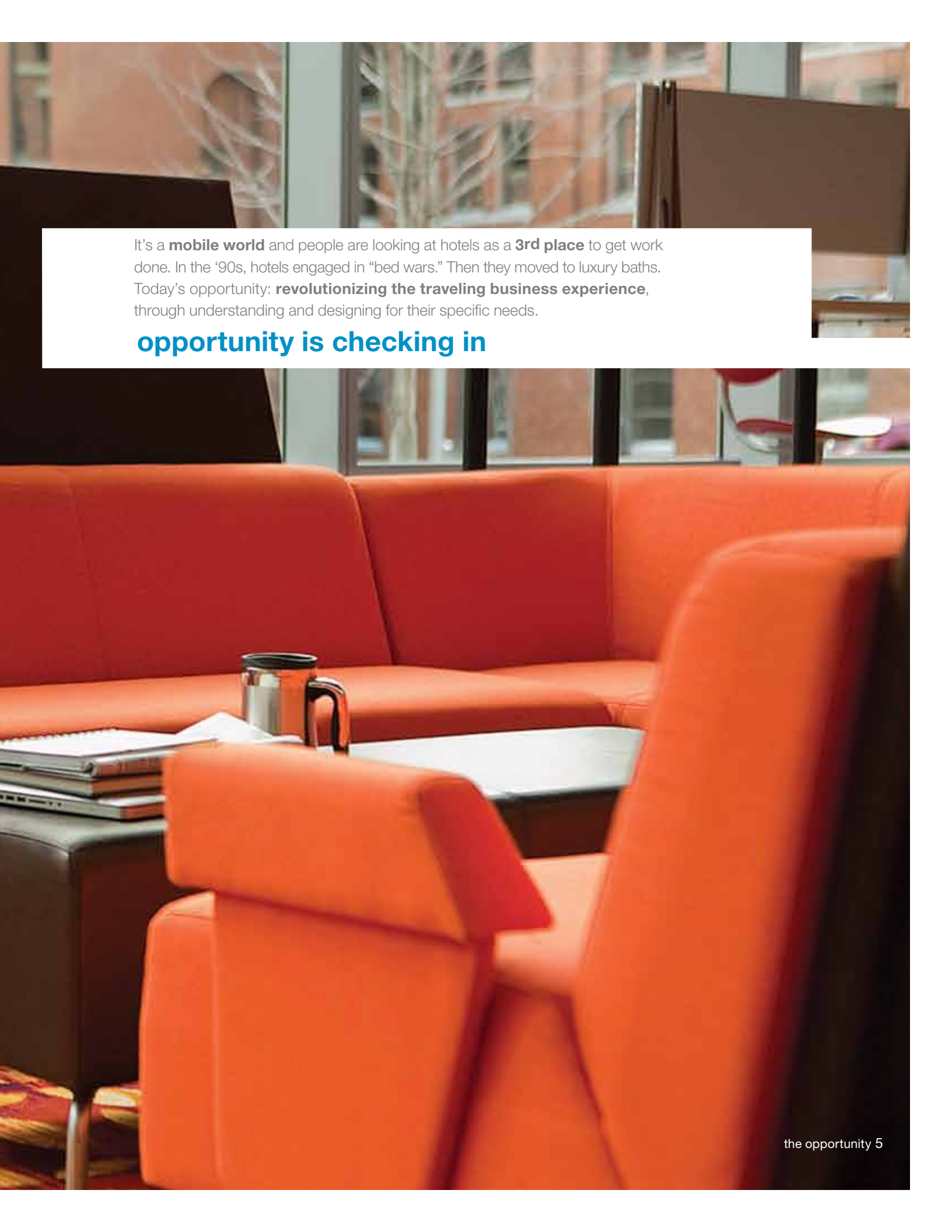


50% OF HOTEL
REVENUE
COMES FROM
BUSINESS
TRAVELERS



44% OF ALL
HOTEL NIGHTS
BOOKED ARE
FOR BUSINESS
TRAVELERS

* Information cited can be found in
the *Supporting New Patterns in
Hotel Workspaces*, White paper.
A *Threesixty* publication.

A photograph of a modern hotel lounge. The room features bright orange leather sofas and armchairs arranged around a dark wood coffee table. On the table, there is a silver travel mug, a stack of papers, and a laptop. Large windows in the background offer a view of a city street with brick buildings and bare trees. The lighting is warm and inviting.

It's a **mobile world** and people are looking at hotels as a **3rd place** to get work done. In the '90s, hotels engaged in "bed wars." Then they moved to luxury baths. Today's opportunity: **revolutionizing the traveling business experience**, through understanding and designing for their specific needs.

opportunity is checking in



move seating by Steelcase

PUBLIC SPACES Lobbies and lounges aren't just for waiting anymore. Business travelers are setting up shop in the middle of the action. Guests need seating that supports technology and allows them to conduct private conversations in a public space. They want to blend work and leisure seamlessly in an environment that supports both.

COLLABORATIVE SPACES Where people meet, think and create. Smart seating choices can be the difference between a brain-storm and a brain-drain. Inside or outside of the meeting room, collaborative seating within hospitality spaces should provide the flexibility to quickly re-arrange the setting and the comfort to collaborate with ease.

GUEST SPACES The guest room is a refuge, and increasingly, a place to get work done. Steelcase research revealed that business traveler's want comfort and ergonomic support from more than just the desk chair. Increasingly, guests want function from soft seating. They want a choice in how they work and relax at the end of their day. Guest room seating solutions that satisfy emerging work patterns can be the luxury that business travelers have been waiting for.

re:worked spaces

Our research found work happening in many of the expected places and some surprising ones. Based on the patterns that emerged, seating should optimize the **usability and effectiveness** of three key areas:

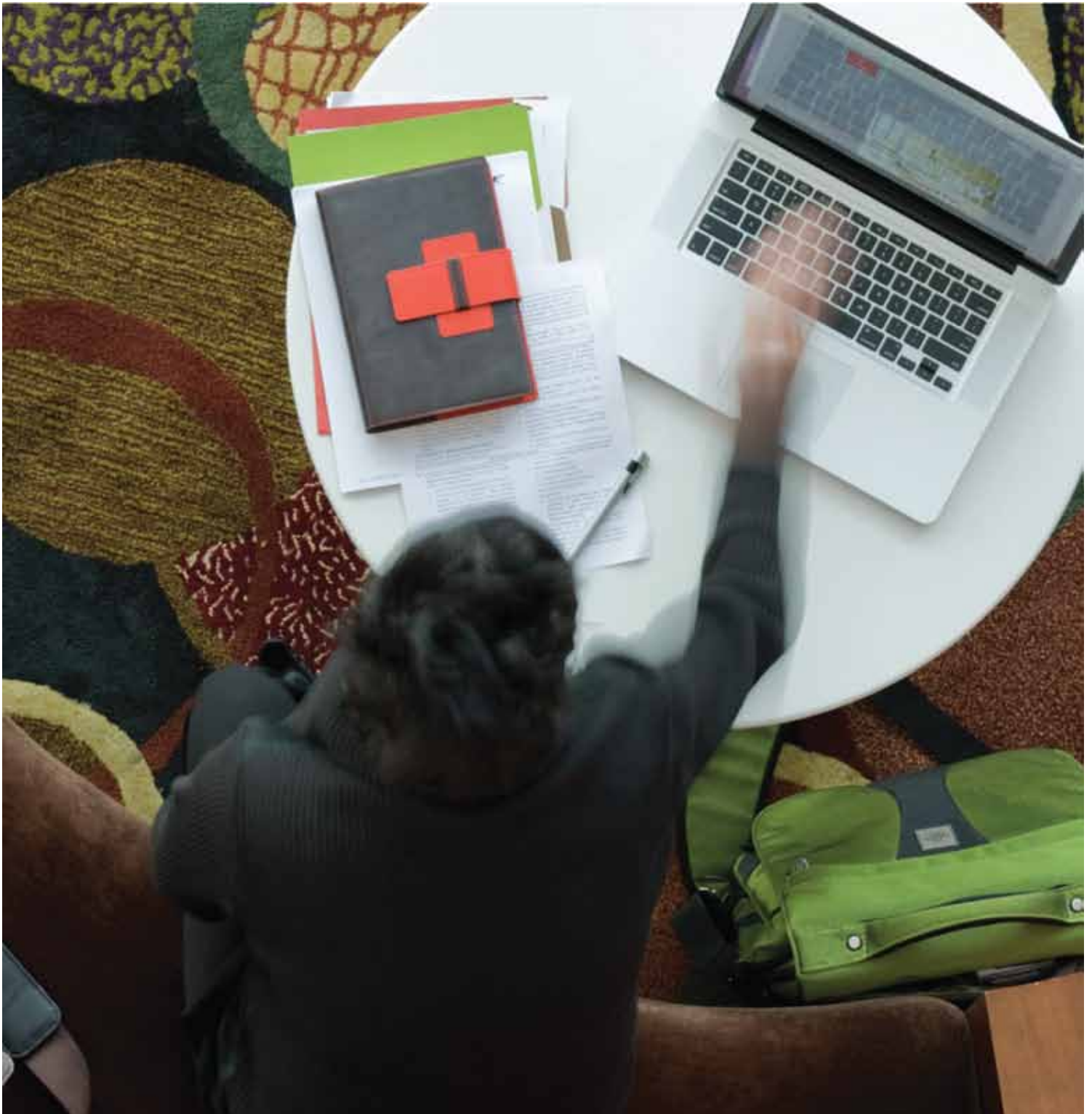


6 the spaces

sidewalk lounge and calm table by Coalesse



Bob lounge, ottoman table, and await table by Coalesse



lobbies come alive

Energize the port of entry by offering small gathering spaces, meeting spaces, and incorporating a guest business center to act as a central hub of connectivity. This offers guests a choice of settings in which to be productive.

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12



1. Circa™ Lounge Seating by Coalesse

A striking array of curvilinear lounge seated with standard wood legs in walnut or maple.

2. Bix® by Coalesse

Bix creates “lounge-based” settings for hotel guests. A refined system of seating and tables that includes all the essential elements to support a social or work conversation.

3. Campfire™ by Turnstone

Campfire makes your guests feel like they are gathering around a bonfire. Guests will linger longer in a perfectly balanced setting that provides comfortable privacy in a public space Campfire includes generous lounge seating, an ottoman, privacy screens, an overhead lamp, and paper tables. It’s everything you need, and more.

4. SW_1 Conference™ by Coalesse

A contemporary high or mid back lounge that lets guests sit comfortably during short meetings or conversations. Tablets support laptops, smartphones, note taking, or a cup of coffee.

5. Joel™ by Coalesse

A new take on the classic club - refined and modern. Design details foster craft and uniqueness in a classic form. Small footprint with large chair comfort. Auto return swivel base that creates a uniform organized setting after users leave.

6. Holy Day™ by Coalesse

Inspired by the architecture of Ludwig Mies van der Rohe, the Holy Day Lounge marries chrome and leather or upholstery in a sleekly linear form. Ideal for highly visible public spaces.

7. Bindu™ by Coalesse

Modern side and guest seating sensibly designed to express a softer, more subtle, residential feeling with contract durability.

8. Capa™ by Coalesse

Guest/side chair in matte or polished trivalent chrome leg finish. Frame design allows back to “Flex” to match occupant’s back shape. Stackable to five high.

9. Emu Outdoor collection™ by Coalesse

elegant collection of indoor/outdoor furniture designed by 5 world renowned designers. Elegant yet tough. Metal mesh woven like fabric. Emu product lines include lounges, side chairs, stools, tables, vases, and umbrellas. Versatile for any application to allow your guest to stay in comfort.

10. Enea Lottus™ by Coalesse

Contemporary in style, yet brings a sophisticated yet simple and clean design aesthetic to live/work settings. Versatile, and user-friendly, Enea Lottus offers increased opportunities for the creation of settings that are both casual and collaborative. Available in stacking chairs, sled base and post base stools, and multiple height tables

11. Last Minute Stool™ by Coalesse

Optimal for cafe and dining areas, last minute is an elegant stool available in two heights.

12. Scoop™ by Turnstone

This value-priced stool is perfect for café areas, break rooms, enclaves and gathering spaces. Scoop offers a great design and an exceptional value.

before, during and after meetings

Meeting prep and post-meeting debrief are as important as the meeting itself. Designing spaces that promote the fluid movement from one meeting mode to another is not only beneficial to the guests, but easy to plan and manage.





1. Sidewalk® by Coalesse

Versatile seating with "Go" glide - cast silver powdercoat glide body with non-adjustable polyethylene glide.

2. Joel™ by Coalesse

A new take on the classic club - refined and modern. Design details foster craft and uniqueness in a classic form. Small footprint with large chair comfort. Auto return swivel base that creates a uniform organized setting after users leave.

3. Coupe™ by Coalesse

Mobile lounge chairs in a classic tuxedo style. Plush and comfortable, can be arranged to suit groups needs. Tablets support your technology during impromptu meetings.

4. SW_1 Lounge™ by Coalesse

A contemporary high or mid back lounge that lets guests sit comfortably during short meetings or conversations.

5. Think® by Steelcase

Think is the chair with a brain and a conscience. It's intelligent enough to understand how your guests sit and adjusts itself intuitively. It's thoughtful enough to measure and minimize its lifelong impact on the environment.

6. i2i™ by Steelcase

Part of our new category of collaborative seating, the i2i chair was designed to foster collaboration in a relaxed setting. Independent back and seat swivel action makes i2i a completely new take on lounge seating.

7. cobī™ by Steelcase

cobī is for collaborative spaces. Every part of cobī flexes to adjust to your body movement so you can quickly and easily get comfortable and get focused on something other than how to adjust your chair.

8. Reply™ by Steelcase

There's a Reply chair for everywhere. Reply multi-use seating can combine posted legs with either casters or glides, and the option of a mesh or upholstered backrest. With that kind of flexibility Reply let's you match it's refined looks with any meeting room décor. (Oh, and did we tell you it stacks 6-high?)

9. Xstack™ by Coalesse

Where comfort and durability. It starts with a stacker that provides upholstered comfort without the maintenance of upholstery. Add an optional cup holder for drinks, and you have the ideal seating solution for engaging in meeting and training rooms, and impromptu touchdown areas.

10. Move™ by Steelcase

A wonderfully durable, lightweight, good-looking stacker. Upholster with the fabric, vinyl, or leather you love. Or choose non-upholstered Move chairs and create some eye-candy with 144 possible seat and back color combinations. An easy chair to move around or gang in neat and tidy rows. Stack 5 high on the floor or 10 high on a dolly.

11. Lottus stacker™ by Coalesse

Contemporary in style, yet brings a sophisticated yet simple and clean design aesthetic to live/work settings. Versatile, and user-friendly, Enea Lottus offers increased opportunities for the creation of settings that are both casual and collaborative. Available in stacking chairs, sled base and post base stools, and multiple height tables

12. Alight™ round by Turnstone

As part of Turnstone's Campfire Collection, Alight is a versatile, durable, value priced ottoman.



now entering the comfort zone

Work should never be uncomfortable. In guest rooms, that means continuous seating that supports work at a desk. Even at the end of a hard day.



1. Bob™ Lounge by Coalesse

Everyone loves Bob. A well-built swiveller with flared arms and a four-star matte-polished aluminum base, Bob Lounge works at home or in the office. A crafted beauty with a businesslike attitude yet a warm embrace.

2. Leap® Lounge by Steelcase

Combines the exceptional ergonomic support of Leap's Liveback seating technology with the relaxed posture and rich materials of a lounge chair. The Leap ottoman can be instantly changed from a foot rest to a table top that's ideal for lap-top use or relaxed in-room dining.

3. SW_1 Lounge™ by Coalesse

A contemporary high or mid back lounge that lets guests sit comfortably during short meetings or conversations.

4. Think® by Steelcase

Think is the chair with a brain and a conscience. It's intelligent enough to understand how your guests sits and adjust itself intuitively. It's thoughtful enough to measure and minimize its lifelong impact on the environment.

5. Amia® by Steelcase

Is a hardworking chair design to support the business traveler who works day AND night. Tucked away inside its backrest is Amia's little secret: a system of flexors that contour to fit the spine for continuous lower back support. Its gentle curves and soft materials make Amia a fine compliment to any guest room furniture.

6. Reply® by Steelcase

There's a Reply chair for everywhere. With its approachable European design, Reply task seating offers business travelers smart comfort in mesh or upholstered backrests. With that kind of flexibility Reply let's you match it's refined looks with any rooms décor

People. Planet. Profit.

Steelcase aspires to create enduring value for people, planet and global economies by fully leveraging all our assets, relationships and resources.

People

We think about the communities where we work, live and do business - which is nearly everywhere in the world. By aligning our goals for people with our planet and profit aspirations, we're building the foundation for gains that we hope will be far-reaching and enduring.

Planet

By rethinking our business systems and designing our products to avoid negative impacts on humans and the environment, we contribute to a sustainable future for the planet and its people. We commit to advance our practices through continuous learning and building partnerships with our customers, business partners and environmental thought leaders to optimize our performance and contribute to the science and practice of sustainability.

Profit

First and foremost, we aim to bring value by working together with our customers to create workplaces where their people love to work. It is also our responsibility to provide value to our shareholders so we can continue to reinvest in the business and generate new solutions to address customer business challenges.



As part of our commitment to sustainability, this brochure was created using an on-demand printing process, enabling us to digitally print materials only when necessary.

For high resolution images of these products and more, contact our local workplace consultant or dealer representative.

Trends360 The explosion of mobile technologies from texting to video conferencing lets work take place anywhere, anytime. This has led to a “no down time” approach to business. Hotels have the potential to take “down time” and make it “up time” for business travelers.

Trends360 Hotels are a critical third place for business travelers. And the business traveler is a very important guest. As a frequent customer, they make up only 10% of guests, but they can account for 40% of hotel nights. One global consulting firm estimates that it has more people working in hotel rooms than in their corporate offices.

Trends360 The term “third place” appeared in 1989 when author Ray Oldenburg noted that, after home and the workplace, there was a rising culture of shared community experiences. Third places are not new — clubs, pubs and cafés have served as third places for centuries. Fast forward a couple of centuries and their role is changing. Third places traditionally intended for leisure and social activities are evolving into work spaces. And this includes hotel spaces.

THEFACTS

Trends360 The number of virtual workers has increased 800% in the last five years. Today, 1 out of every 5 workers is getting their work done at a 3rd place. And the trend is worldwide. In North America alone, there are over 4.9 million hotel rooms in over 50,000 hotels. On any given night, up to 40% of the guests in these rooms are business travelers on a journey to get important work done; and they look to hotels to help them do it.

Trends360 Business travelers are expecting even more from their hotel experience. The most common frustrations: poor lighting for reading, writing and keyboarding, power outlets that are too few or hard to find, uncomfortable desk seating and a lack of horizontal spaces for stacking papers, books or laptops.

Love how you work.®

Steelcase®

Call 800.333.9939 or visit steelcase.com/hospitality.

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