

British Design Brand Established & Sons Teams Up with Steelcase

Alliance offers access to the London-based brand's portfolio of contemporary furniture.

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As people return to offices, they have heightened expectations. The isolation they experienced working from home has left them yearning to reconnect with their colleagues in inspiring spaces that create the buzz they have been missing.

To provide organizations with more choices for creating these high energy collaboration and social spaces, Steelcase recently announced a new relationship with British design brand Established & Sons in EMEA. Specializing in crafting innovative contemporary designs, the company is a well-known and respected design brand that champions individual expression.

Established & Sons originally focused solely on residential products but in 2019 it debuted a new collection focused on the workplace. Anchored by products designed by luminaries such as Sebastian Wrong, Ronan and Erwan Bouroullec and Konstantin Grcic, these solutions, including the new Grid Collection, will be distributed by Steelcase in EMEA.

“The evolution of the workplace has been a huge focus for Established & Sons over the last few years, with our latest designs imagined for the crossover between living and working. As the current situation has prompted a rethink of how we use office environments, our collection offers a solution to adapt and respond, providing a foundation for the redesign of any office space,” says Sebastian Wrong, co-founder and creative director of Established & Sons. “We are thrilled to be partnering with Steelcase to bring this collection to EMEA.”

“2021 was a once in a generation opportunity to reshape the workplace,” says French designer Erwan Bouroullec. Bouroullec and his brother Ronan designed Established & Sons’ new Grid collection — a colorful room-within-a-room that builds separation and helps divide and organize space. The raw shell of Grid provides a base for modular seating, shelves, tables and screens, which can be integrated in different ways to create a playful and multifunctional environment for informal meetings, presentations or simply reconnecting with colleagues.

Part sofa, part lounge, part presentation space, the multi-functional Grid product family is a thoughtful response from the Bouroullec brothers to changes in how we live and work. As people seek more places to informally and spontaneously connect or just grab a few moments to get some work done, the Grid collection lives somewhere between furniture and architecture — providing seating as well as serving to divide and organize space. The modular system is based on a powder-coated steel frame and is designed to offer total flexibility of use as the lines between home, leisure and the workplace become increasingly fluid and blurred.

“For every organization, this moment of transition is a rare opportunity for a reset. Returning to the office can mean going back in time to pre-pandemic spaces and culture or leaping ahead to a better workplace experience,” says Allan Smith, Steelcase Senior VP/Chief Revenue Officer. “As workers return to the office now and in the future, a range of informal settings will be even more desirable as people look for comfortable, inspiring spaces that support the new ways they are working.”

“Established & Sons is celebrated world-wide for creating high-performance products with personality. This leading design platform is dedicated to reimagining workspaces of the future, aligning with our mission here at Steelcase. As a new partner in our portfolio in EMEA, Established & Sons brings cutting-edge collections to our customers and designers.” says Alessandro Centrone, Vice President of Marketing EMEA at Steelcase.

Steelcase collaborates with a diverse network of forward-thinking partners around the world. These partners enrich its offering, contribute to continuous learning and promise greater value to Steelcase customers with delivery by one of the largest and most reliable dealer networks in the industry.