

## A Natural Fit: BOLIA and Steelcase

**This dynamic partnership is evolving to accommodate changing needs and continue bringing inspirational Scandinavian designs to spaces**

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BOLIA and Steelcase have cultivated a strong partnership for over 7 years, bringing world-class Scandinavian designs to a variety of spaces. BOLIA's rich design history rooted in Nordic values complements Steelcase's mission to help the world work better. And both share a deep passion for the power of space to shape how we connect and how we feel.

Sparked by a consolidation of strengths and a focus on meeting customers' future needs, the two companies are evolving their partnership. This next step creates room for new opportunities to most effectively deliver exquisite Scandinavian designs to workplaces. It's now easier than ever to elevate every space with BOLIA solutions by selecting the desired products from two key collections: the Exclusive Collection and Standard Collection.

### **The Essence of BOLIA's Design**

Both collections promise beautiful pieces that are built to last, sustainably sourced, and designed and hand-crafted by BOLIA's diverse pool of talents. Kristina Øhlenschläger Larsen, BOLIA Design Director, and Camilla Kallehauge Møller, BOLIA Brand Communications Manager, shed light on the design direction and inspiration for BOLIA's creations.

**“Our style is becoming more organic, inviting, and soft - to create that welcoming feeling that's so important for people-centric spaces.”**

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**KRISTINA ØHLENSCHLÄGER LARSEN** | BOLIA Design Director

“We are constantly aligning all factors – from our brand philosophy to the colors and shapes we use – to ensure that our designs and the spaces they occupy have a soothing and restorative effect on people.”

Nature is the brand's design muse. Scandinavian landscapes are vast, varied, and magical – placid arctic waters; green forests enveloped in mist; soft clouds gathering around the rugged coastline. BOLIA translates these natural elements into textures, colors, shapes and function. The muted tones, organic shapes, and minimalism are quietly powerful, adding tranquility and coziness to any space. “People often seek out nature to find peace and clear their mind”, says Kristina. “We aim to recreate that atmosphere through our designs.”

Camilla shared that within the theme of nature-inspired design, there is nuance and variety stemming from BOLIA designers' unique perspectives. “Our global designers from 19 countries create pieces that reflect what Scandinavian design means to them,” she says.

## **BOLIA and Steelcase Deliver What People Need at Work**

Spaces for rejuvenation are more relevant than ever, as companies are trying to figure out how to draw people into the office and facilitate engagement. A nature-inspired environment supports connection, a sense of belonging, and relaxation. The result is a warm, community feel that leads to happier and more productive people.

This evolved partnership addresses the need for soothing spaces in the office by strategically combining Steelcase's reach and work expertise with BOLIA's Scandinavian design mastery. Together, the two brands are perfectly positioned to help organizations bring their vision of cozy and inspiring workspaces to life.

### **The Collections**

Born through this partnership evolution, the [new Exclusive Collection](#) and the refreshed Standard Collection product portfolios have been carefully curated to help create relaxing retreats in the office.

#### *The Exclusive Collection*

The Exclusive Collection is available only through Steelcase and showcases high-quality designs characterized by the simple, beautiful Scandinavian aesthetic. The product lines in the Exclusive Collection – Paste, Cloud, C3, Philippa, New Mood, and Forest – feature timeless designs that enhance any environment with warmth and elegance.

#### *The Standard Collection*

The refreshed Standard Collection features the most in-demand designs while also introducing new products. This collection has been streamlined to include staple pieces that have proven successful in the contract market and offer what clients are looking for today to enhance their spaces. New solutions – like the latest BOLIA Mielo by designer Charlotte Høncke – pique clients' interest with innovative, fresh designs.

### **A Look Towards the Future**

As work evolves, people are expecting more from the office. There is a need for more soothing, nature-inspired spaces that offer opportunities to relax, rejuvenate, and socialize. The future of the BOLIA and Steelcase partnership is bright, as we leverage our strengths and streamline our approach to fit what people need at work now and in the future. Together, we are committed to continuing to deliver innovative and stunning Scandinavian designs to customers' spaces.