

# Steelcase Expands Relationship with Bolia

The Bolia collection, now coming to North America and Asia Pacific, will offer easy access to more unique, modern choices from the Danish design company.



Workers today are under tremendous stress ([Rand Corp.](#)) and the most engaged employees are seeking places to work outside the traditional office ([Gallup](#)). Yet, we also know employers are pulling people back to the workplace ([NPR](#), [Wall Street Journal](#)) to collaborate and accelerate development. The drive for innovation and creativity has organizations seeking to create environments that inspire and support creative work. Today Steelcase and Bolia, a contemporary Danish furniture designer and maker, announce plans to expand their relationship to the Americas and Asia Pacific.

Building on its successful collaboration in Europe, Middle East and Africa, Steelcase will offer an exclusive curated collection of Bolia designs, including sofas, armchairs and tables, to customers throughout North America and Asia Pacific. The collection will be available in the fall of 2018 in North America and in the months to follow in Asia Pacific. This Bolia collection complements an extensive, growing Steelcase portfolio that gives customers easy access to more choices with delivery by the largest and most reliable dealer network in the industry.

## EXPLORE BOLIA

Bolia is an award-winning Danish design company with a passion for Nordic design traditions, sustainable materials and top notch craftsmanship.

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“Since we launched our relationship with Bolia in Europe last year, we’ve heard from architects, designers and clients that are eager to have access to their furnishings in North America and Asia Pacific. We’re thrilled to expand the superior craftsmanship, creative excellence, sophistication and beauty of Bolia products to more workplaces around the world,” said Allan Smith, vice president of global marketing for Steelcase. “This expanded relationship provides our customers with convenient access to a breadth of design choices, supported by reliable, commercial distribution.”

Inspired by its Nordic heritage, Bolia brings the Danish concept of “hygge” to the office — creating atmospheres built on warmth and bold, luxurious materials. The Bolia design team presents its collection in its design stores in Denmark, France, Germany, Norway, Sweden, Holland, Belgium, Austria and Switzerland with online sales to all EU countries.

“We’re incredibly excited about this extended relationship with Steelcase that brings the best of our new Scandinavian designs to more offices around the world,” said Lars Lyse Hansen, CEO, Bolia. “Creativity is at the heart of our unique collections. Together with Steelcase, we’re creating inspiring places to work around the globe.”

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.

Learn more about Steelcase and [Bolia](#) in [Our Partners](#).