

Steelcase

Places and  
Products  
That Work  
Better

—  
*APAC  
Collection  
Spring 2024*

New



&

Notable



Opening a New & Notable product catalog with thoughts on sustainability seems a bit counterintuitive. Clearly the most sustainable approach must be to not bring even more furniture into this world? The key here is not necessarily more, but better.

We're very engaged across Steelcase and our community of brands in pursuing what better design is. We start by being honest in the way we talk about our portfolio—in the materials we source and develop, the partners we elevate, the supply chain we work with. We acknowledge that even though Steelcase has been leading strategies for sustainable materials, manufacturing and (dis-)assembly for decades, there is always more to do.

We embrace our responsibility as designers to help create places that work better, not only for the planet, but for all people, by making more satisfying and equitable experiences possible. In their own ways, all the products here share that spirit. I invite you to explore what's new and notable as we continue to work toward the full impact of how design can make our future better.

**Michael Held**  
Steelcase Vice President of Global Design

Products for a Better Planet  
We're doing better for the planet by making, sourcing and delivering products to reduce our carbon footprint; designing for circularity; and, choosing and using materials responsibly.



1



2

*New!*  
**1 Café Leather**  
This Steelcase Standard Leather is a by-product of the food industry, diverting hides from entering landfill. It is finished without use of solvents or lead, and is sourced from a top-rated tannery that adheres to high sustainability standards.

*New!*  
**2 SoftNext**  
SoftNext is a versatile, new, high-performing fabric made of 100% post-consumer recycled polyester. With a beautiful heathered texture and matte finish, this textile is suitable for various applications including seating and vertical surfaces.

*New!*  
**3 Beyond Loop and Renewed Loop**  
Designed for circularity, this innovative blend of recycled textile waste and post-consumer recycled polyester yields a fabric that is itself 100% recyclable. Closed-loop manufacturing increases the potential for multi-generational use.



3



Spaces for Collaboration

Collaboration today supports all the ways that people can do their best work together—in and beyond the office.



**Steelcase Roam Collection**  
Microsoft + Steelcase  
Global Offer

The versatile mobile stand, designed for Microsoft Surface Hub solutions, now supports Smart Rotation on the 50" Surface Hub 3—providing an easy transition between landscape and portrait modes.

*“Collaboration is about uniting people. Our job is to design for different forms of collaboration, while always creating desirable spaces that people can be their authentic selves in. This includes the newer lens of hybrid collaboration, where making spaces that foster an equitable experience for both in-person and remote participants is crucial.”*

**Mary Elaine Roush**  
Global Design Principal, Steelcase



**Enabling hybrid work in the open plan.**

In the open plan, teams need the spatial flexibility to work independently or together, with high-performance technology to connect with others.



**New!**  
**Steelcase Flex Active Frames**  
Steelcase  
Global Offer

The new media tower from this space defining storage system facilitates the use of monitors and technology, enabling seamless connections with remote participants and content sharing.

**Connecting from the conference room.**

Critical meetings need seamless connectivity. Our expertise, combined with solutions designed with world-renowned technology leaders, can help you create conference spaces where people can work better together.



**Ocular™**  
Steelcase  
Global Offer

Ocular is a collection of tables designed for hybrid collaboration. Unique shapes improve sightlines, creating a more equitable experience for in-person and remote meeting participants.



## Noha Chair

Viccarbe

*Global Offer*

A new collection  
Designed by Ludovica +  
Roberto Palomba.

Available in multiple  
finishes and bases, with  
the option to combine  
two different materials  
on the interior and  
exterior.

Recommended for  
meeting rooms and  
executive office spaces.



## Giving you a seat at the table.

Conference seating invites you to lean in and engage during meetings around the table—with artful, high-quality chairs that support wellbeing, productivity and comfortable connection.



## Aleta Executive

Viccarbe

*Global Offer*

The comfort of the iconic chair designed by Jaime Hayon has been extended to include the Aleta Executive chair.

Available in multiple  
finishes and bases, with  
the option to combine  
two different materials  
on the interior and  
exterior.

Recommended for  
meeting rooms and  
executive office spaces.

## Finding elegance in the subtle.

With great taste, our Aleta Executive chair has arrived to transform corporate spaces into sophisticated enclaves to feel inspired and comfortable.





## Spaces for Focus

Making comfortable spaces for focus and privacy helps people work with deep, productive concentration.

### Balance fostering focus work.

Give individuals control over how they get work done, the ability to express themselves and a sense of security while prioritizing getting work done.

*New!*  
**GroundLab**  
Steelcase

With its fluid architecture, completed with integrated power and acoustic furnishings, GroundLab lets organizations create versatile and adaptable microenvironments in the center of their floor plan.



### Making workstations work better.

People are more comfortable and productive when they can tailor their space to their specific needs—with the right tools, technology, storage, ergonomics and privacy.

**Alexis**  
Steelcase

Ease of various work mode transition (from sit to stand), promoting users overall physical well-being and providing an elevated comfort and healthy work environment.



*New!*  
**Migration SE Pro**  
Steelcase

Experience the upgrade, with improved performance, robust stability and a design that is visually lighter and easily customizable.





Bold Designs From Our Community of Brands

We create places that work better through the products we make and the partners we team with. Meet our new and notable favorites in seating, tables, accessories and storage, designed for all the ways you work.



*New!*

**Sling Outdoor Chair**  
m.a.d

The Sling outdoor chair is the latest addition to the popular Sling collection. Made for life outside, it is constructed of weather resistant, recycled aluminum, with a textured powder coat finish.



*New!*

**Piper Forest Sofa**  
m.a.d.

Bold and inviting in design, this generously scaled lounge is an invitation to relax. A semi-circular back and plush seat cushion are upholstered in a textured, recycled fabric, supported by a powder coated, 360° swivel base.



*New!*

**Beos Lounge Chair**  
Grado

*New!*

**Bento Sofa**  
m.a.d

A fully modular system, Bento was conceived of and designed to be sustainable from the ground up. Using just 2 skus (armless chair, set of 2 arms), a range of seating options, from an armchair to 4-seater sofa can be configured.



**Belly Sofa**  
Grado



*New!*

**Capri Chair**  
m.a.d.



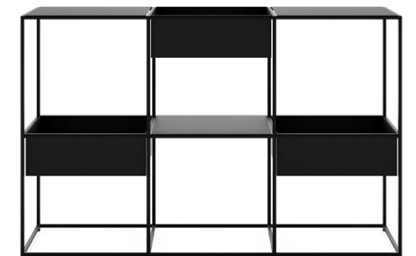
**Lotus Pouf Collection**  
Grado



**Stamp Collection**  
Segis



**Event Chair**  
Wendelbo



**Urban Shelf**  
m.a.d.





*New!*

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**Mono Chair Collection**

Wendelbo



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**Collar Lounge Chair**

Wendelbo



*New!*

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**Grace Collection**

Segis



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**Carell Collection**

Segis



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**Swell Sofa**

Grado

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**Trace Sofa Collection**

Wendelbo

Contributing to an upright and poised seating experience, the modular Trace Sofa bridges sharp exterior lines with the comfortable firmness of the interior. Available in five standard sizes and 11 modules, the sleek legs, expertly crafted from black powder-coated steel, introduce a sophisticated visual contrast.





**New!**  
**On The QT**

Orangebox  
Made in China

Connect in privacy, carry out focused work or simply think for a while, On the QT modular office phone booths strive to strike the balance between efficient space and workable comfort.



**New!**  
**AFTD**

Orangebox  
Made in China/India

Away from the desk is a soft upholstery system catered to the needs of our rapidly changing workplace.



**New!**  
**Steelcut Trio 3**

The three-dimensional surface of Steelcut Trio resembles small pyramids or steel points. Despite the complexity of the textile's innovative weave, it has a simple, precise expression. Steelcut Trio is yarn-dyed and made from 3 differently coloured yarns.

**New!**  
**Remix 3**

Remix 3 is an elegant upholstery textile distinguished by exceptional depth of colour, designed by Giulio Ridolfo. It comes in 23 new hues, adding to an already expansive palette which now offers a total of 72 sophisticated colourways.

*We're excited to announce that Kvadrat fabrics, widely recognized by the design community, are now available for localized Orangebox in APAC. We've curated a selection of colors from the renowned fabric collections of Remix and Steelcut Trio, known for their sophistication and appeal among design professionals.*



**New!**  
**Social Collection**  
m.a.d. x Steelcase

Elegantly simple furniture designed to enrich communal spaces.



**New!**  
**AllowMe**  
Orangebox  
Global Offer

**Design innovation on every level.**

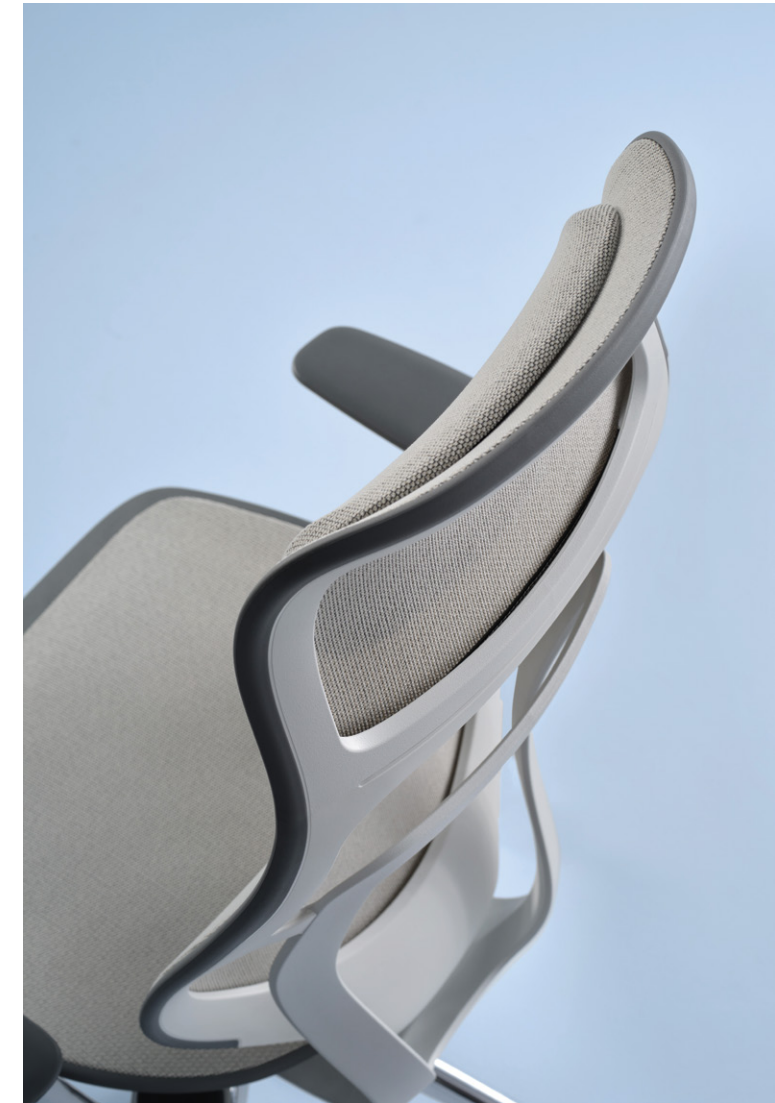
Our newest multi-use chair. AllowMe effortlessly makes light work of the increasing variety of agile working scenarios that improve productivity and wellbeing in the contemporary workplace, delivered with one user control: height adjust.





Global Offer  
Steelcase Karman™  
Designed for the 21<sup>st</sup> century





Introducing the new Steelcase Karman with high back.  
21<sup>st</sup> century comfort for all the ways you sit.



## Better Places for Learning

We're passionate about helping to create the conditions for lifelong learning. Our research-based design solutions span all levels and styles of education, supporting engaged, active learners within and beyond the classroom.

*New!*  
**Agree Seating Collection**  
Steelcase

Engaged and collaborative learning starts here. The Agree Collection of tables and chairs fosters connection in active learning spaces, and is easy to reconfigure for any learning mode.



*New!*

**Tenor Stools**  
Steelcase Learning  
*Global Offer*

Flow. Stow. Stack. New stools from the Tenor chair family provide comfort and versatility in counter and bar heights, and can stack 2 high, making storage and rearranging easy.



*New!*

**Booktruck Cart**  
Smith System



*New!*

**Planner Table**  
Smith System



*New!*

**Maker Table**  
Smith System



*New!*

**Elbrook Table Collection**  
Steelcase Learning

With Elbrook, learning flows naturally. Elbrook tables feature curved edges that welcome students to gather from any direction. Worksurface shapes were designed to accommodate student's belongings, while the inset legs and low-profile bases reduce barriers so students can move around with ease.







Meet the Express Program:  
Steelcase's best-selling task seating, shipped in 5 days.

Dealers and customers benefit from shorter lead times when ordering  
from a curated collection of best-selling finishes.





## Helping the World Work Better

Steelcase is a global design and thought leader in the world of work. Along with our expansive community of brands, we design and manufacture innovative furnishings and solutions to help people do their best work in the many places where work happens.



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