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**Allsteel teams with BMW Group DesignworksUSA for creation of Clarity Seating Series**

**June 11, 2012, Chicago…** Unimpeded vision yields clarity, and Allsteel Inc., turning 100 this year, repeatedly has proven itself to be a visionary among workplace solutions manufacturers. It’s timely, then, that the company’s latest introduction is Clarity. This series of light task, guest and lounge seating represents a first-time collaboration for Allsteel with BMW Group DesignworksUSA, and the chairs they’ve conceived will be a featured introduction at NeoCon 2012, in Allsteel’s Chicago Mart Showroom, #1120.

Clarity is the distillation of form and function into the simplest, purest possible design. The aesthetic is restrained, allowing the functionality to become the focus, yet it is emphatically, intuitively, and instantly comfortable. Clarity works anywhere it goes—it’s timeless, adaptable and versatile, with a wide range of potential applications, from lobby and lounge to conference room, collaborative space, workstation or private office. It’s a look, as well, that transcends any type of interior space.

“This is Allsteel’s first venture with BMW Group DesignworksUSA,” said Jim Cahill, Allsteel’s vice president product development, “and, we’re off to a strong start together. Clarity promises to be an enduring staple in the Allsteel portfolio.”

**A Design Through Reduction**

The outcome of a strategic “design through reduction” philosophy, Clarity’s visual simplicity belies its hardworking nature. Its weight-activated synchro-tilt mechanism is discreetly integrated into the frame of the chair to deliver comfort without requiring conscious effort. A single lever for adjusting the height on the task chair is the only control to be found. A continuous mesh panel forms both the seat and back in one uninterrupted surface to create a breathable, lightweight design statement that also delivers uncompromising comfort.

 “We recognized the need for seating that balances simplicity and flexibility to support active collaboration in today’s offices,” said Patrick McEneany, Creative Director, BMW Group DesignworksUSA. “Rather than distract the user with unnecessary features and controls, we focused on refining a few essential elements to create a clean, intuitive and timeless solution. That’s what Clarity is.”

In addressing “the way people work today,” the design team incorporated several very purposeful details. Among them, Clarity anticipates multiple postures. Side-sitting for informal collaboration is unaffected by the precise positioning of the arms at a level that doesn’t interfere. The subtle waterfall design at the top edge of the back is a deliberate treatment aiding comfortable over-the-shoulder conversations.

An optional upholstered “jacket” that slip covers both the back and seat is offered, providing distinctive options for the chair to take on a more tailored appearance. Also available is a range of both bold and muted mesh colors, along with a broad palette of finishes.

Designed using Allsteel’s Design for Environment protocol, Clarity is SCS Indoor Advantage Gold certified.

**About BMW Group DesignworksUSA**

BMW Group DesignworksUSA is a creative consultancy that’s been driving innovation for forty years. Acquired by BMW Group in 1995, DesignworksUSA enables its parent company as well as internationally-renowned clients outside the automotive industry to grow their businesses through a portfolio of creative consulting services. With clients including Coca Cola, Dassault Aviation, Embraer, John Deere, HEAD, HP, Microsoft, Siemens, Intermarine, and Varian Medical Systems, DesignworksUSA is deeply immersed in a broad cross-section of industries. Combining cross-fertilized knowledge with strategic long-term perspectives and global context provided by studios in Los Angeles, Munich and Singapore, DesignworksUSA draws upon its unique and vibrant resources to create the future. Earlier in 2012, DesignworksUSA opened its new studio in Shanghai, its first such facility in mainland China.

[www.designworksusa.com](http://www.designworksusa.com)

**About Allsteel Inc.**

Allsteel Inc., headquartered in Muscatine, IA, designs, builds and delivers award-winning workplace furniture solutions. The company, which is marking its 100th anniversary in 2012, was the originator in 1967 of the lateral file. The office landscape has significantly evolved since then, and so has Allsteel’s impressive portfolio of innovative products which includes: seating, office systems, storage, tables, accessories, collaborative workplace furnishings, textiles and finishes, plus, most recently, architectural walls. A dedicated steward of sustainability, Allsteel was the first office contract furniture manufacturer to have all products certified either Indoor Advantage or Indoor Advantage Gold, and the entire line can contribute to LEED-ID+C credits. Additionally, Allsteel strives to attain the highest certification in level™ for all that it manufactures. A rooftop solar array installed at the company’s central manufacturing facility powers production of nearly all products in the line. The company has Resource Centers in Atlanta, Boston, Chicago, Dallas, New York, San Francisco, Santa Monica and Washington, D.C., as well as in Toronto, Canada. For additional information, visit [www.allsteeloffice.com](http://www.allsteeloffice.com).

For more information on Allsteel visit www.allsteeloffice.com. Find us also on Facebook, http://www.facebook.com/pages/Allsteel/249020105156.

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