

Press Information
April 3, 2014

BMW Group DesignworksUSA in collaboration with Allsteel designs Architizer 2014 Award Winner Clarity receives Architizer A+ Popular Choice Award

Los Angeles/ Munich/ Shanghai. BMW Group DesignworksUSA, a subsidiary of BMW Group and creative consultancy, in collaboration with Allsteel Inc., a leading office furniture manufacturer, designs the winner of the Architizer A+ Popular Choice Award in the Products +Partnerships category for the Clarity chair. In total there are more than 60 categories among the Architizer A+ Awards for architecture and products, decided on by a jury of more than 200 architects, thought leaders and developers.

“It is very rewarding to see the Allsteel Clarity design program honored by fellow designers and architects,” said Laurenz Schaffer, President, BMW Group DesignworksUSA. “The DesignworksUSA team in collaboration with Allsteel was very diligent about creating a chair that spoke to the collaborative workspace while focusing on a concept of reduction and purity in design.”

Clarity is a family of light task, guest, and lounge seating, and a result of Allsteel's first collaboration with BMW Group DesignworksUSA. The design team actively pursued a final product that is as lean as possible, following a “design of reduction” philosophy that preserves only the essential elements of function and form. Clarity puts into focus everything that's required in today's modern offices. It is a clean, timeless design that is able to adapt to any space and work environment.

“Being recognized is a huge accomplishment for the entire Allsteel team,” said Lynda Whittle, vice president of marketing at Allsteel. “Clarity is a result of a great design partnership, and to be honored among top manufacturers and industry offerings by Architizer is a tremendous win for our brand.”

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Allsteel was nominated as a finalist, for both its Clarity chair and Beyond wall offerings, at the beginning of March by Architizer's panel of more than 200 judges. All finalists were voted on by the general public, including members of the Architizer online community, from March 4-21.

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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 design and a portfolio of creative consulting services. With clients including Coca Cola, Dassault Aviation, Embraer, HEAD, HP, Intermarine, John Deere, Microsoft, Bay Area Rapid Transit (BART), Siemens 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 Shanghai, DesignworksUSA draws upon its unique and vibrant resources to create the future.

Website: www.designworksusa.com

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About Allsteel

Allsteel Inc., headquartered in Muscatine, IA, has been designing, building and delivering award-winning workplace furniture solutions since 1912. Allsteel continues its commitment to innovation with its extensive product portfolio, which includes movable glass wall offerings. Allsteel offers solutions designed to improve efficiency, foster teamwork, and deliver long-term value to increase the effectiveness of businesses. 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 or follow Allsteel on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#), or [YouTube](#).

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