

Eastside Make the right impression

Love how you work.®

Steelcase

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Product Design Eastside and Fusion: **Steelcase** - Talk Time, H. System, Mobile Elements, FrameOne, TouchDown2, Reply: **Stefan Brodbeck** - www.brodbeckdesign.de

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Observations & Insights

1 / Observation: People are often uncomfortable in chairs beyond short periods of time whether they wait in a welcome area, when they work in small groups, they attend meetings, conferences or taking part in a training session.

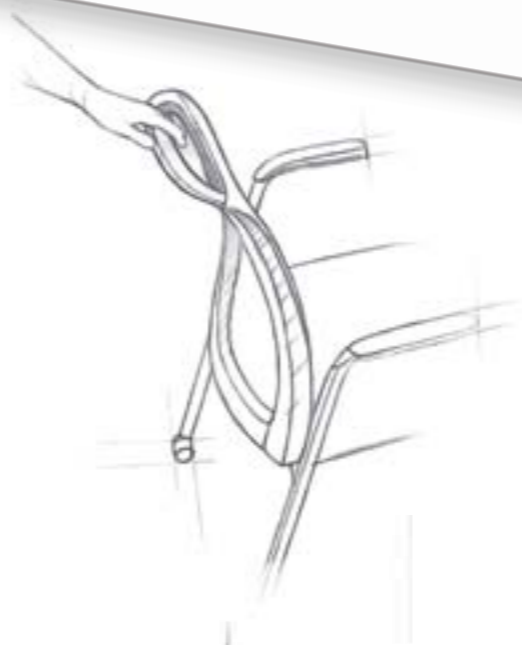
Insight: Those spaces should provide comfortable chairs to keep people focused and engaged.

2 / Observation: Chairs for workspaces aimed to be used for work in pairs, formal meetings, conferences or trainings do often not reflect the design of the rest of the companies workspaces design.

Insight: There is a better visual harmony if the visitor/meeting chairs offer an integrated design that complies with the remaining modern furniture among the entire company.

3 / Observation: Companies need to optimise the use of meeting spaces, but reconfiguring furniture often takes time.

Insight: There is a need for a versatile and flexible seating solution that is easy to install and can be moved around and stacked easily.



Eastside Make the right impression

Workspaces for collaboration require highly flexible seating that is easy to reconfigure and, above all, comfortable.

The Eastside chair was designed to provide comfort in collaborative spaces and welcome areas. It offers high performance versatility with good looks.

Why Eastside?

- 1 – It offers **comfort over varying periods of time** due to its deep seat and high backrest.
- 2 – Eastside is highly flexible solution that feels at home in any space - **conferencing, training, teaming in small groups and welcome areas**. Equally, it also matches to our tasking chair range and can be used as a visitor chair thanks to its elegant and modern design.
- 3 – This chair helps to optimize space due to the ease with which it can be stacked and moved.





The family



Eastside sled base
Mesh backrest
and upholstered seat



Eastside 4-legs base
Upholstered backrest
and seat



Eastside Beam
Upholstered backrest
and seat



Eastside sled base
Techno backrest
and upholstered seat



**Eastside 4-legs
base**
Plain backrest



Eastside sled base
Softex upholstery
Stackable base

Elegance & comfort

Eastside Air creates a sleek and stylish working environment for cutting-edge global businesses. The velvet touch of the fabric offers a nice sensation, keeping individuals relaxed.



Individual space
Eastside Air sled base with FrameOne Loop desk, FlexBox storage units and Reply Air task chair.



Collaborative space
Eastside Air 4-legs with Kalidro Conferencing table.

Alternative innovations in Eastside Air take customised comfort to another level. **It automatically and exactly adjusts to support an individual's spinal print.** The tension of the mesh, and therefore the support it provides, adjusts according to the force placed on the backrest by the user.



Complete with handle for easy movement, Eastside Air is the ultimate seating answer for any meeting room.

Collaboration & space optimisation

Configuring a room for **conferences, training or presentations** needs seating that is **robust, effective – and looks good**. Eastside is that chair.



Collaborative work
Eastside 4-legs with writing tablet.



Small group meeting
Eastside 4-legs with TouchDown2 table, Mobile Element flip-chart and pin boards.

As it can be moved easily, it is ideal for supporting collaborative work. **Eastside is excellent for optimising space** use as it can be stacked and stored effortlessly.



Eastside is stackable up to 6 chairs in 4-legs and sled base versions.

Reception and waiting room

Ideal for your reception areas or waiting rooms, Eastside Beam comes in 2 to 4 chairs, with or without armrests, with a tablet as an option. For heavily used areas, the plain back version and Softex upholstery are easy to clean.



Eastside Beam with 2 seaters and tablet.



Eastside Beam.



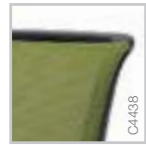
Eastside Beam with Softex upholstery in combination with Fusion reception counter and Reply task chair.

Finishes and options

Backrest surface materials



Plain / PP



Air / Mesh



Standard / Upholstered

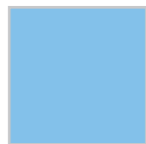


Techno / Mesh

Plainback shell colours



WM Arctic White



B9 Baby Blue



VP Wasabi



O9 Orange



38 Chili



59 Dark grey



36 Navy Blue



05 Black

Seat & backrest colours: Eastside is available in any other Steelcase seating finish. Please refer to the price list.

Structure



Chrome



Silver

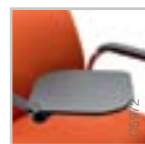


Black

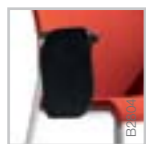


White

Options



Writing tablet



Writing tablet fold away



Row spacer 490mm



Ganging



Hard castors Ø 40mm



Bookrack

Environmental performance

You need clear evidence to support your environmental credentials. We can provide it.

Thanks to the Life Cycle Assessment (LCA) method, Steelcase can quantify the product's environmental impacts to set the stage for further improvements. This method, based on ISO 14040 / 14044, is selected by the European Union for environmental evaluation. It allows us to measure the environmental impact of our products throughout their lifecycle: materials extraction, production, transportation, use and end of life. The results are published in an **Environmental Product Declaration (EPD)**. Ask for Eastside's EPD to find out about its environmental impacts (CO₂ emissions, waste, etc.).

End of Life

Up to **98%** recyclable by weight.
100% recyclable cardboard and film for packaging.
Quick and easy disassembly.
Plastic parts clearly labelled for easy sorting and effective

Use

Designed for a long product life.
To optimise Eastside's product life, some parts are replaceable.
No toxic substances in our eco-labelled textiles.
Maintenance information available at steelcase.com.

Transport

Manufactured close to customers, in Europe.
Light seat, delivered stacked.
Minimised packaging weight and volume.



Material

16% recycled content by weight.
Weight: only 6.3 kg.
No PVC.
100% recycled cardboard and 30% recycled LDPE film (Low Density Polyethane) in packaging.
Water-based inks without solvent on packaging.

Production

Powder coat painting: VOC-free and free of heavy metals.
Unused powder paint is re-injected into the painting process.
Water-based polyurethane foam.

You require official certifications. We can deliver them.



Environmental Product Declaration (EPD). Based on the ISO 14025, its purpose is to communicate clear and precise information about a product's impact on the environment at all stages of its life cycle.



"NF Environment" certification. Based on the ISO 14024, this voluntary certification mark is awarded to products that have a reduced effect on the environment.



Oeko-Tex. A selection of polyester fabric labelled with Oeko-Tex 100 is available. This label only guarantees that the fabric does not contain undesirable substances.



European Flower. A selection of pure wool fabric labelled with the European Flower is available. This label distinguishes products which meet strict criteria of environmental quality.

You care about the end of use of your furniture. We offer solutions – be it refurbishing, take-back, charitable donation or recycling. Visit **Steelcase.com** to discover more about Steelcase's unique ecodesign strategy.