

Steelcase®



# Social Collection

# Reimagining Communal Spaces



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Introducing the Social Collection:  
Honest and approachable café furniture,  
designed to enrich communal spaces,  
fostering collaboration and well-being  
with every piece



*"Social infrastructure is made of physical places within a community where people gather, connect and build trust. Trust are like roads and bridges – which ultimately contributes to creativity and a willingness to take risks."*

**Eric Klinenberg**  
Author and NYU Professor of Social Science

The Social Collection is crafted to foster environments where trust and collaboration thrive. Through design that encourages interaction, it lays the foundation for creative and connected communities. Explore how each piece shapes spaces conducive to sharing, innovation, and collective growth.

Naturally Inviting





**The Warmth of Ash**

Solid Ash wood infuses communal spaces with an inviting warmth, transforming overlooked areas into cherished gathering spots. This natural material promotes interaction and connection, making every space approachable.

**Inspired by Nature**

A palette drawn from the great outdoors brings a comforting effect on emotional and physical well-being. These hues invite the essence of biophilia into interiors, creating spaces that are both comforting and inspiring.

Warm wood tones, moss green, terra cotta red, and neutral white and greys.



**Soft Details**

Soft shapes and organic lines make spaces more inviting, better supporting cognitive, physical, and emotional well-being. This approach to design fosters casual, comfortable interactions, making every moment genuinely connecting.



# Diverse Spaces and Postures





**Flexibility in Layouts**

The design allows for effortless transitions between configurations, facilitating dynamic use of communal spaces. Whether for solitary reflection or collaborative discussion, the furniture supports every posture and interaction.

**Encourage Movement and Interaction**

Lightweight, stackable stools maximize space flexibility and foster spontaneous interactions. Such design choices encourage movement and reconfiguration, supporting vibrant, active communal areas.

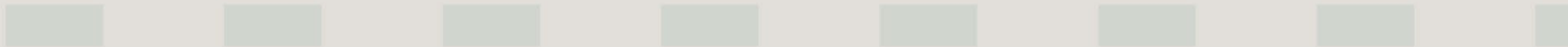


**Cohesion and Inclusive**

Each piece is proportioned to ensure comfort and usability, allowing for a mix-and-match approach without compromising the comfort. This thoughtful consideration enables the creation of diverse and inclusive communal areas.



# Conscious Design

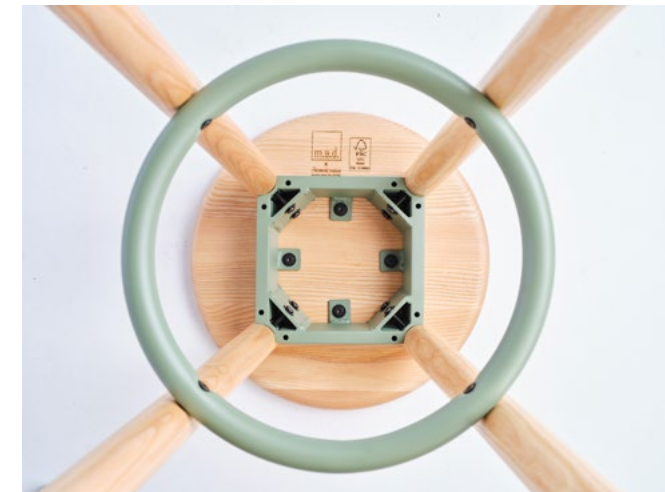




Social Collection

**Commitment to Sustainability and Durability**

Choosing responsibly sourced materials and adhering to industry standards ensures each piece is environmentally friendly and durable. This approach reflects a commitment to sustainability and the longevity of communal spaces.


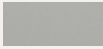




**Simplified Installation and Maintenance**



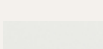
The design minimizes assembly time and installation labour costs, making setup and ongoing maintenance simple and cost-effective, reflecting thoughtful consideration for ease and efficiency.

# Surface Materials

## Stools

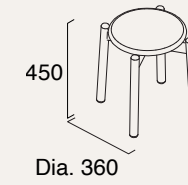
- Ash Wood 
- Grey 
- Moss Green 
- Terra Cotta Red 

## Tabling

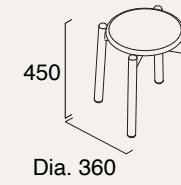
- Ash Wood 
- Grey 
- White 

# Statement of Line

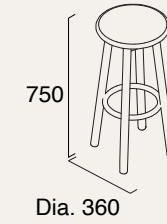
## SEATING



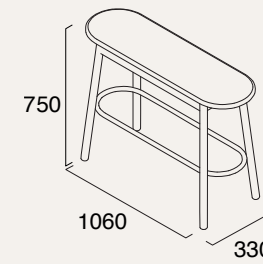
**LOW METAL STOOL**



**LOW WOOD STOOL**

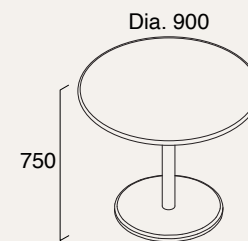


**BAR STOOL**

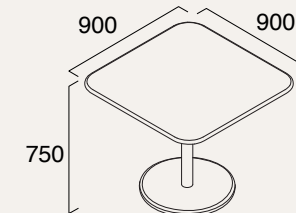


**DOUBLE BAR BENCH**

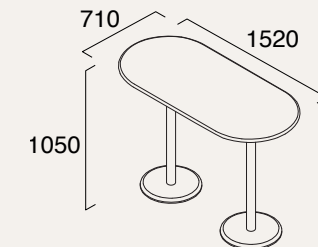
## TABLE



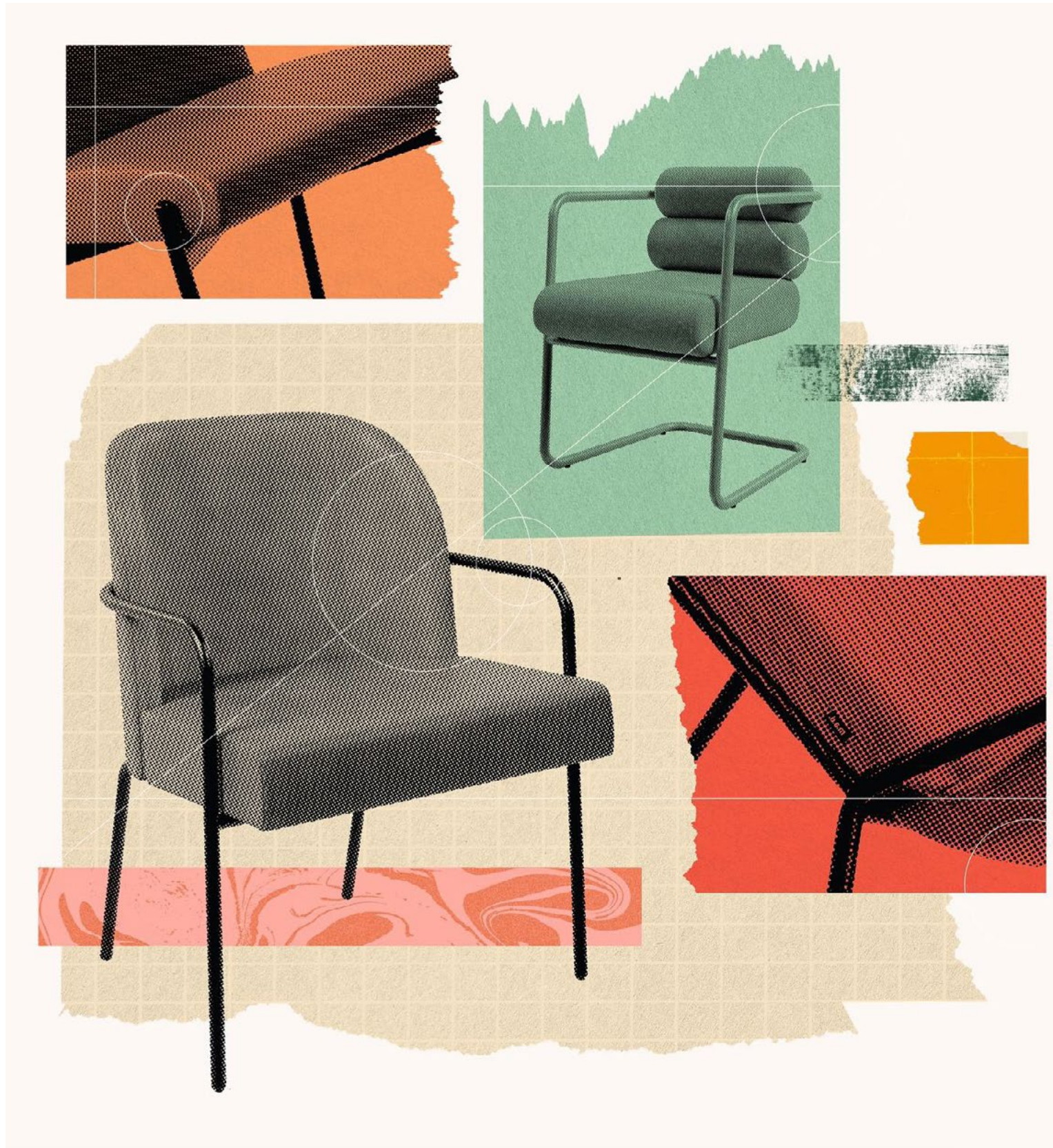
**ROUND CAFE TABLE**



**SQUARE CAFE TABLE**



**DOUBLE BAR TABLE**



## m.a.d. furniture and Steelcase

Headquartered in Chicago, m.a.d. has a strong presence in North America and the Asia Pacific. You can find their pieces in hospitality spaces, fintech hubs to university campuses. Founded on a deep friendship between Matt Cole, Dan Given, and Mark Daniel, and for over a decade in crafting furniture that seamlessly blends environments from professional to home. Their specialization in materials like solid wood and metal processes ensures a timeless and authentic craft.

Steelcase has an exclusive partnership with m.a.d. since 2018. The m.a.d. collection is sold exclusively through Steelcase direct and dealers in Asia Pacific as well as North America.

**Steelcase**<sup>®</sup>

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