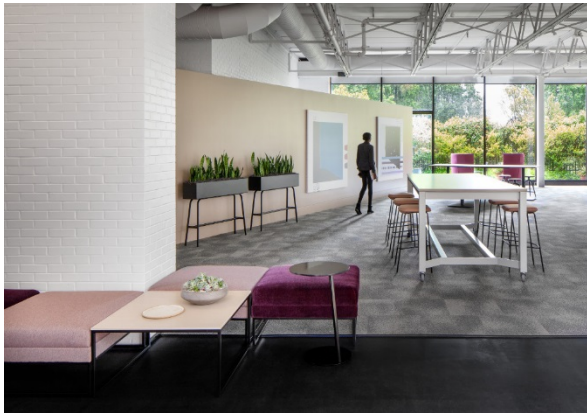


## Media Alert

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### THE ALLSTEEL-GUNLOCKE SAN FRANCISCO SHOWROOM REDESIGN CELEBRATES BLENDED SOLUTIONS WITH HOSPITALITY FOCUS

**San Francisco, CA** -- Allsteel Inc. and The Gunlocke Company LLC, leading office furniture manufacturers and sister brands under HNI Corporation, celebrate a newly renovated showroom in San Francisco that explores blended solutions for a purpose-driven design. Launched in May 2019 and located at Four Maritime Plaza, the refreshed San Francisco space, designed by Charlie Greene Studio, is a hospitality-forward destination. The modernized showroom focuses on inspirational and flexible social spaces that incorporate thoughtful, agile solutions from both brands and encourage larger conversations around the nature of work.



The integrated, multi-brand showroom opens with a gallery-like amenity lounge to provide a warm welcome, and sets the stage with large-scale lighting, plants, and printed canvases visible from the plaza. The space includes technology integration for knowledge sharing, an eclectic color palette, and designated break areas to support well-being and community at work. Featuring three distinct product pavilions, Allsteel and Gunlocke spotlight different modes of organization to support solo, team, and community areas.



“We were very intentional in creating a blended solution,” says Jason Hall, Creative Director at Charlie Greene Studio, about the showroom redesign. “This is truly a co-blended space. Thinking about how the two brands can elevate each other was a big part of the design effort. By mixing Allsteel and Gunlocke together in an initiative way, we have designed a showroom that looks like an actual workspace. It’s truly integrated in a way that we would design a space for a customer.”

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### **About Allsteel**

Since 1912, Allsteel Inc. has offered a world-class, comprehensive range of workplace products and solutions. We simplify the office planning process by helping our customers align their workplace strategy with their business strategy. The result is fit-to-business solutions that deliver meaningful change in a way that works for them today, as well as tomorrow. Headquartered in Muscatine, IA, the company has showrooms in Atlanta, Boston, Chicago, Dallas, Los Angeles, New York, San Francisco and Washington, D.C. For more information, visit [www.allsteeloffice.com](http://www.allsteeloffice.com) or follow Allsteel on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#), [Pinterest](#) and [YouTube](#).