**Via Seating – New Product Release– RISE Series**

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RISE to Meet You in Chicago! RISE to meet you in your hometown too :) Via Seating just launched a new task/meeting series at NeoCon and now is hitting the road!

Developed to address the shifting context of workplace and employee experience. “This series is called RISE and embodies appropriate scale, function, support, comfort for the shifting norm of where one works and meets” *Nora Fenlon, CCO Via Seating.*

RISE is designed by Swedish born Daniel Laval along with Via’s design team, Studio V.  The vision for this project was to develop a truly innovative new design that has a unique look that offers critical ergonomic features that keep health and well-being at the fore. “The evolution of workplace and space have unveiled the need for versatility in scale and function along with the need to be readily available and affordable. Work is wherever work takes you; corporate space, home space, hybrid space, this is where RISE meets you”. *Fenlon.*

RISE is contemporary, streamlined, and uncomplicated. It embodies soft curves that flow in any space or place and appeal to a broad range of demographics. With a variety of ergonomic features including the latest technology in body balance synchro movement, 6-way adjustable arms, molded foam seat with seat depth adjustment and 4-way stretch elastomeric mesh with lumbar option; RISE can fit a wide range variety of body types.  RISE can also offer fixed features that provide added value and simplicity. To truly be compatible in any place and space customization is critical to create an emotional connection. RISE offers options of mesh color, limitless textile selections, accent elements that create that opportunity to connect and make one’s own.

As a Via Seating product, RISE offers the strongest warranty in the industry; 12 years on all components including foam and mesh.  There isn’t a chair in the industry that offers so much for so little.

RISE was unveiled in Chicago at NeoCon 2021 and will be hitting the road.

See here for locations where you can meet RISE between now and the end of 2021:

**About via seating:** Founded 34 years ago in Sparks, Nevada, via seating manufactures and distributes contract seating solutions specifically designed for North American customers. Their portfolio of products covers; executive, conference, task, multipurpose, motion, outdoor and lounge/collaborative seating. via seating is a seating specialist and was the first to offer its entire range of seating within a 48-hour manufacturing time.

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