

Lookbook

Think *Seating*

Steelcase

Think's award-winning design re-imagined what an office chair could do, and how sustainable it could be. Designed for hybrid workers and their unique needs, its smart and simple, weight activated controls allow anyone, anywhere to get comfortable and get to work.





Smart Simplicity

Our first office chair designed with a weight-activated mechanism – Think does the thinking for you. Designed to meet the growing trend of mobile workers and their needs, Think allows anyone to get comfortable quickly.

Design Story

Think is the simplest, most streamlined embodiment of our understanding of people who sit — and how they sit throughout the day.

Our learnings are based on research and collaboration with universities, including the Technical University of Denmark, Michigan State University and the University of Vermont Back Research Center. To scientific studies, we add years of observational research in the workplace.



Smart. Simple. Sustainable.

Think challenged what a traditional chair could do and how sustainable it could be. Designed with fewer parts for ease of recycling and even quicker disassembly Think incorporates more recycled content making up to roughly a third of the chair's weight.



Style Forward

With beauty to match brains, Think serves up style that is warm tailored and sophisticated. Now you can choose from a curated collection of monochromatic neutral color schemes and warm toned metallics. With a breadth of materials and options, Think feels at home in any workspace.




Expanding the Business with a Customer
Manage Implementation
Additional Opportunities
Follow-up
Proposal
CLOSE SALE
Form vs. Function
– is ornamentation a crime?









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