

Via Seating – Modern Twist, 100% Recyclable Outdoor Collection

By Whitney Grimes – Director of Marketing

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Sparks, NV – Sierra

Urban spaces, large public areas and shopping centers have become integral parts of our lives. Why not turn them into a domestic environment where social observation and quiet reflection of life can develop in full comfort?

This idea has prompted award winning designers, [Alberto Basaglia and Natalia Rota Nodari](#), to reimagine indoor and outdoor functionality with a modern twist.

[Sierra Furniture Collection](#) is composed of metal and characterized by a simple round pipe which has been engineered in such a way to evoke comfort while giving off its modern flare. Due to its unique piping design, Sierra can be bent and coupled in several ways, taking on different shapes and allowing countless classical and unconventional compositions.

Outside of the exceptionally modern vibe, Sierra provides opportunity for restful contemplation and social gatherings with the simple pleasure of being adaptable to any environment – indoor or outdoor year-round.

The full product line offers the bench with or without the backrest, curved benches with and without the backrest, post mounted trash receptacles, uniquely curved and utterly comfortable chaise lounges, post mounted barbeque stations, multi-person couches and single seats, as well as a picnic table – taking an archaic concept and reimagining it with a new modern design.

Artfully and technically engineered to both be aesthetically pleasing and comfortable – Sierra is intended to self-regulate temperatures, remaining cool in hot conditions and warmer in cooler conditions.

During its conception, Sierra was imagined to be utilized in both an outdoor and indoor space – whether it's reflecting quietly in a modern museum or harnessing the power of the outdoors, Sierra is multi-functional – encouraging use at all times of the year regardless the weather. A welcoming addition to a new trend in furniture and design.

About Via Seating

Founded 30 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 lounge/collaborative and modular seating. Via Seating is a seating specialist and was the first to offer its entire range of seating within a [48 hour manufacturing time](#).

Via Seating makes working anywhere possible with [comfortable, flexible, contemporary](#) seating solutions.

Alberto Basaglia & Natalia Rota Nodari – the Creators of Sierra

Since 1997 Alberto Basaglia and Natalia Rota Nodari have created projects for interior design and construction, as well as the furniture and food fields. Their designers stem from clean lines and strong character.

In 1999 Basaglia and Rota won the Young & Design prize, materializing their strong ability to understand the potential of the company with which they work, interpreting its traits in the product. In 2007 they won the Good Design Award for the system of modular bookcases – a power couple in the design world.

Contact

To learn more about Sierra, please contact

Customer Service

205 Vista Blvd., Sparks, Nevada 89434

Office: 775-331-6001 | fax:

info@viaseating.com | www.viaseating.com

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