

Via Seating – On Trend, 100% Recyclable Outdoor Collection

By Whitney Grimes – Director of Marketing
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Sparks, NV – Tahoe

Nestled in the heart of the Sierra Nevada Mountain range lies Lake Tahoe, as beautiful as it is majestic; both fitting traits for [via seating's newest product line Tahoe](#), an outdoor game changer.

When you think “outdoor seating”, you don’t usually associate architecturally pleasing fixtures with an outdoor setting. Your mind is automatically drawn to the old wooden, splinter ridden picnic tables of the early 80’s. Via Seating is here to paint a new picture of what outdoor seating should look like – think sleek, clean lines, a visually organic composed product that matches its surroundings, but is made to last for years – sans the splinters. Imagine a product so beautifully crafted that it harnesses the creativity needed to sit down with laptop in tow to open your mind to a new kind of environment; this product is Tahoe – this product was made for the outdoors.

Tahoe provides opportunity for restful contemplation, social gathering with the simple pleasure of being in an open-air environment – also making it possible for your work setting to be wherever you are.

The full product line offers the bench with or without the backrest, with or without the extended dual seat platform (with the choice of a backrest) – optimizing seating capacity, as well as a picnic table – taking an archaic concept and reimagining it with a new modern design.

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

This line is composed of steel and aluminum planks, reimagining classical wooden and metal benches – completely recyclable and fully maintenance free. Tahoe was created to be utilized in both an outdoor and indoor setting – whether it’s reflecting quietly in a modern museum or harnessing the power of the outdoors, Tahoe 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 Tahoe

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

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