

Contact: Stephanie Parrish, Marketing Manager

Phone: (616) 551 – 4620

Email: sparrish@rtlondon.com

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FOR IMMEDIATE RELEASE

Grand Rapids, MI based RT London creates residence hall furniture to enhance student performance and wellbeing

Grand Rapids, Mich – RT London, in partnership with Gensler will officially launch a defining new bed and casegood solution which was researched, designed and developed for the college and university housing market.

Evolve is an adaptive room solution that answers the needs of today's college and university students — those who are intuitive with technology, focused on academic achievement, and value social networks. Evolve helps students balance their social and academic needs by providing adaptive, modular pieces that can move with the individual student as their priorities shift throughout the semester.

Evolve first debuted at the NeoCon show in June and took home the Silver - Best of NeoCon award for the education category. Evolve has continued to change the conversation within the design community and was also a finalist for Interior Design's Best of the Year competition.

The RT London website will officially kickoff the Evolve launch January 16th where images, specifications and a video will show how Evolve will be a game changer in the college and university housing market. Evolve will also appear at national tradeshow across the country in 2017.

"After several years of research into the current and future landscapes of the Student Living/Learning Experience, it's clear there is great opportunity to provide living spaces that respond to the diverse and shifting needs of today's students," said Nathan Cool, an architect and furniture designer focusing on Gensler's Education Practice Area. "The resulting furniture solution provides students with an incredibly customizable and 'hackable' room environment which they can tailor to their own learning styles and social preferences."

"The Gensler team looks at student environments on campus the same way RT London does," said Steve Eldersveld, RT London's President and Chief Operating Officer. "Students are looking for solutions that support their tasks, with elements that can be easily rearranged by the student to support those tasks. In turn, the school wants to please the students with progressive, attractive, settings that reflect well on their institution. After the initial meetings with Gensler, we understood how well our perspectives matched up. From that point, it's been a rewarding experience to travel down the development path together."

Gensler Principal and leader of Chicago's Product Design Practice Area Steven Meier said the collection "acknowledges the ways students today are learning, working, and living. Having the ability to personalize and adapt the room to individual learning styles, diverse work postures, and varied levels of privacy are the systems most distinctive attributes."

About RT London

Grand Rapids, Mich.-based RT London was established in 1989 to answer the local need for durable and quality student housing furniture. Located in the furniture capital of the world, RT London quickly expanded and now manufactures and provides residence hall furniture including beds and lounges for higher education institutions nationwide. The company offers high quality products to other market sectors beyond student housing, including GSA, hospitality and senior living.

RT London has provided residence hall furniture to more than 400 public and private colleges and universities, as well as numerous independent housing projects. With manufacturing facilities in Grand Rapids, MI and Lacey, WA, RT London proudly manufactures all of its products in the United States. The company offers a 25-year warranty on most products, custom capabilities, in-house interior design services, installation, storage and exceptional customer service. For more information, visit www.rtlondon.com.

About Gensler

Gensler is a global architecture, design, and planning firm with 46 locations and more than 5,000 professionals networked across Asia, Europe, Australia, the Middle East, and the Americas. Founded in 1965, the firm serves more than 3,500 active clients in virtually every industry. Gensler designers strive to make the places people live, work, and play more inspiring, more resilient, and more impactful by focusing on a wide range of practices, including consulting and research, branding, and product design. For more information, visit www.Gensler.com/productdesign.