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**FOR IMMEDIATE RELEASE**

### **Grand Rapids, MI based RT London to debut a new room solution, Evolve**

Grand Rapids, Mich. & Chicago, IL – RT London, in partnership with Gensler will debut a defining new room solution which is researched, designed and developed for the Higher Education housing market.

Evolve is an adaptive room solution for today's university student – one who is tech savvy, focused on academic rigor, and values social networks. Building on a multi-year Gensler research study, Evolve helps students balance their social and academic needs by providing adaptive, modular pieces that move with the individual student as their priorities shift throughout the semester.

“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.”

Expect to see Evolve at the RT London NeoCon booth #7030 in Chicago, June 2016.

## **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 manufacturers and provides student furniture 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 furniture to more than 400 public and private colleges and universities, as well as numerous independent housing projects. With manufacturing facilities in Grand Rapids and Lacey, Wash., 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](http://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](http://www.Gensler.com/productdesign).