



ANNOUNCING THE BEST OF NEOCON 2023 WINNERS

114 Award Recipients Selected by a Jury of Industry Leaders

Best of Competition Awarded to Flote from Hightower Group

(Chicago, IL - June 12, 2023) NeoCon is thrilled to announce the winners of the 33rd annual Best of NeoCon Awards. The highly esteemed program recognizes products from industry-leading companies that demonstrate unparalleled innovation and design-forward thinking. Selected by a distinguished jury of architects, designers, specifiers, enterprise clients, facility managers, and top business media, each of the entries was evaluated on-site in the days leading up to the show. A total of 114 awards were bestowed upon products in more than 50 categories for Gold, Silver, Sustainability, Innovation, Business Impact, and the coveted Best of Competition honors. This year, the Flote Lounge Collection from Hightower (**Showroom 1110**) received the distinction of Best of Competition.

“The solutions unveiled during this year’s Best of NeoCon reflect the expanded and increasingly diverse range of needs of today’s offices, schools, hotels, restaurants, retail, public space, and healthcare facilities,” remarks Eileen McMorrow, Best of NeoCon Competition Director. “From products designed to promote relaxation and well-being, to solo work pods and acoustic solutions well-suited for concentration and focused work, to collaboration collections for intentional team tasks, this year’s winning products enhance the built environment and contribute to a more balanced user experience.”

Taking this year’s Best of Competition, Hightower’s Flote Lounge Collection was inspired by the support, comfort, and ease of relaxing on a pool float. With its inviting, curve-hugging seat and modern-yet-timeless aesthetic, Flote brings a sensation of buoyancy and cloud-like comfort to the user.

“After a few years of tumult and uncertainty, the optimism and comfort of this collection is just what we need to see,” the jury notes. They also praise the collection for “offering a fresh perspective while paying homage to the past and looking toward the future. The inspiring design story and features like a surprising zipper detail, stitching options, and ‘hotdog’ welting exemplify the boldness and creativity behind its design. Situated on this piece, one can’t help but feel a unique and immersive experience that beckons them to

stay. Committed to a better tomorrow, Hightower also recently received its B-Corp certification for social and environmental governance.”

The Best of NeoCon jury also recognized 6 products for its new Business Impact Awards, which honor design excellence through a business-oriented lens. A jury of discerning journalists from media outlets including *Fast Company*, *Forbes*, *Entrepreneur*, *Human Resources Executive*, *Crain’s Chicago Business*, and *99% Invisible* evaluated the curated selection of products based on each solution’s ability to positively impact both the organization and its people. Winners include: OFS’ Tate; Okamura’s Lives Post + Beam; Andreu World’s Bolete Lounge BIO; Schiavello’s Krossi Workstations; Via Seating’s 4-UP; and Makr Furniture’s Moment Collection. From a new workstation system powered by wifi-enabled technology to optimize use and employee wellness to a cushion family designed for meditative spaces, the winning products address the current and emerging trends across verticals.

See the full list of Best of NeoCon winners at neocon.com and the 2023 [Best of NeoCon Gallery of Entrants and Winners](#). A press kit with high-resolution images of the winners is also available to download [here](#).

For showroom, exhibitor, and general NeoCon news, images, and real-time information, follow NeoCon on: [Facebook \(@NeoConShows\)](#), [Twitter \(@NeoCon Shows\)](#), [Instagram \(@NeoCon Shows\)](#), and [LinkedIn \(@NeoCon-Shows\)](#).

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About NeoCon: NeoCon is the world’s leading platform and most important event for the commercial interiors industry, held each year at THE MART in Chicago. Since launching in 1969, NeoCon has served as the annual gathering place for the commercial design world’s manufacturers, dealers, architects, designers, end-users, design organizations and media. The three-day event showcases game-changing products and services from more than 400 leading and emerging companies—providing unparalleled access to the latest and most innovative solutions. A robust educational program of keynote presentations and CEU sessions offers world-class expertise and insight about today’s most relevant topics as well as the future of commercial design. www.neocon.com

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About THE MART: THE MART is the largest privately held commercial building in the United States: It encompasses 4.2 million gross square feet, spans two city blocks, rises 25 stories, and is visited by an average of 30,000 people each business day (or nearly 10 million people annually).

THE MART serves as the home to Chicago's most creative and technologically innovative companies, including Motorola Mobility, 1871, Yelp, PayPal, and MATTER, as well as Fortune 500 companies Conagra Brands, Allstate, Medline Industries, Beam Suntory, Avant and Grainger. It is also the largest and most important center for design in North America with more than 250 premier design showrooms offering the latest resources for both residential and commercial markets.