



ANNOUNCING THE 2025 BEST OF NEOCON WINNERS

*Standout Solutions Honored for Design Excellence
& New People's Choice Awards Give Attendees a Voice*

(Chicago, IL - June 9, 2025) The 35th annual [Best of NeoCon Awards](#) kicked off NeoCon 2025 this morning with a high-energy ceremony at THE MART, spotlighting the most forward-thinking products transforming the future of commercial interiors. A cornerstone of NeoCon since 1990, the iconic program celebrates exceptional solutions spanning workplace, healthcare, education, retail, and hospitality. This year, 96 awards were given to exhibitors for products across more than 40 categories, with honors awarded for Gold, Silver, Innovation, Sustainability, and Business Impact. The program's top distinction, Best of Competition, was awarded to **HALCON** for its **ASTORIA** collection of conference and mobile communal tables.

A multidisciplinary jury of 42 architects, designers, specifiers, enterprise clients, and facility managers—including leaders from Gensler, Corgan, CannonDesign, Marmon Mok, Shepley Bulfinch, Aflac, and Walgreens—convened on-site at THE MART to evaluate submissions throughout the NeoCon show floors. An additional panel of eight business media professionals and two facility managers determined the Business Impact Awards. See the full jury list [here](#).

"The jurors were incredibly thoughtful and rigorous in their evaluations this year," says Eileen McMorrow, Director of Best of NeoCon. "The winning products aren't just keeping pace with industry trends—they're actively driving critical design movements, from circularity and neuro-inclusive thinking to the integration of AI and advanced material innovation. We saw manufacturers embrace empathy, rethink flexibility, and experiment with form and function, addressing the evolving ways people live, work, heal, learn, and connect now."

The Best of Competition-winning ASTORIA collection by HALCON is tailored for the modern workplace and crafted to create elevated spaces for connection, conversation, and community. Jurors praised the well-appointed assortment for its exceptional design and everyday usability, highlighting its sculptural bases, refined materials, and thoughtfully concealed rolling casters. With flexible configurations, integrated technology options, and meticulous attention to detail, ASTORIA offers a compelling solution for today's dynamic environments.

"Elegance is the key word when it comes to ASTORIA. It makes the capabilities seem too good to be true. Here, you will not be sacrificing design for functionality," notes the jury. The line was also recognized for Gold Awards in the Collections for Collaboration, Tables: Café, and Tables: Conference categories. **Best of Competition finalists** included **Davis Furniture's JeLa Guest**, **Extremis's Panigiri**, **Isomi's Knit One**, and **Keilhauer's Unifi**.

Other manufacturers, such as Arktura, DARRAN, Extremis, Formica Corporation, Keilhauer, Mizetto, Momentum Textiles & Wallcovering, Safco, and Shaw Contract earned **Innovation Awards** for products bringing bold new ideas to market through breakthrough technologies, novel features, or reimaged approaches to familiar challenges.

Products from Andreu World, HÅG, Haworth, Isomi, KFI Studios, Momentum Textiles & Wallcovering, Nienkämper, Patcraft, and The Good Plastic Company were recognized with **Sustainability Awards**, reflecting a strong commitment to environmental responsibility through the use of recyclable or biodegradable components, eco-conscious manufacturing practices, and alignment with industry certifications and standards.

Returning for the fourth year, the **Business Impact Awards** recognized design solutions driving organizational performance through smarter workflows, cost savings, space optimization, and other strategic outcomes. Judged by a panel of business journalists from *Bloomberg*, *Newsweek*, *Vogue Business*, *Forbes* and *Morning Brew*, among other notable publications—alongside seasoned facility managers from Northwestern Mutual and Aflac—the awards were based on first-hand product evaluations conducted on-site at THE MART. Each product was thoroughly vetted on criteria including adaptability, sustainability alignment, technology integration, productivity, wellness and user experience, and contribution to the bottom line.

This year, 26 Business Impact Award finalists were selected, with 10 award recipients ultimately honored across categories ranging from furnishings and materials to architectural systems and integrated technologies. The Business Impact Winners for 2025 were Clarus' Lynk, CMS Electracom's Freedom FR210 Series, Framery's One Lounge, Haworth's Closed-Loop Manufactured Fern, Keilhauer's Unifi, Kwalu's Ellie Recliner + Sleeper Sofa Collection, Momentum Textiles & Wallcovering's Renaturation, Safco/Onsemble's Modix System, Schiavello's Focus Quiet Room Plus, and Visplay's Omnio Office.

Competition-wide, the most awarded companies were Andreu World (9), Keilhauer (6), Davis Furniture (4), Patcraft (4), and Schiavello (5)—each earning accolades across multiple product categories.

New for the 35th edition, Best of NeoCon has introduced the **People's Choice Awards**, allowing the design community at large to weigh in on its favorite Best of NeoCon-winning products on-site and online. People's Choice voting is open now through Tuesday, June 10, at 5:00 p.m. CDT, with the top five winners to be announced on Wednesday, June 11. Show attendees can vote by scanning QR codes on award-winning products throughout the building; others can vote online via the [Winners Gallery](#).

The Best of NeoCon Awards remain a powerful snapshot of an industry in motion—where materials, systems, and furnishings are recognized in service of both people and the planet. View the full list of 2025 winners [here](#).

Show [registration](#) remains open and is complimentary. For showroom, exhibitor, and general NeoCon news, images, and real-time information, follow NeoCon on: [Instagram](#) (@NeoCon_Shows), [LinkedIn](#) (@NeoCon-Shows), and [Facebook](#) (@NeoConShows).

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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 into today's most relevant topics as well as the future of commercial design. www.neocon.com

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About Best of NeoCon: Best of NeoCon is the official awards program honoring outstanding new products from exhibiting companies across a wide range of verticals. Best of NeoCon features entrants in 40-plus product categories evaluated on-site by a diverse jury of leading architects, designers, specifiers, and facility managers with expertise spanning the commercial, healthcare, education, and hospitality sectors. Entries are considered for Gold, Silver, Innovation, and Sustainability awards, plus the singular honor of Best of Competition. Entrants may also opt in to be considered for the Business Impact Award, which recognizes exceptional solutions through a business-oriented lens. Finalists are reviewed on-site by a dedicated jury of business media professionals.

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, PayPal, Avant, and MATTER, as well as Fortune 500 companies Conagra Brands, Allstate, Medline Industries, Beam Suntory, IPG, 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.

Media Kit:

Access the full press kit [here](#).

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