



**FOR IMMEDIATE RELEASE**

## A Living Room for What Comes Next

**Haworth DesignLab, with Patricia Urquiola, and Paved States take over THE MART for NeoCon 2026 with a curated immersive vision of the future from a roster of emerging designers**

**CHICAGO, May 15, 2026** — Haworth and Sixtysix today announced the 2026 Haworth DesignLab x Paved States installation, an immersive lobby and showroom takeover at THE MART during NeoCon, June 7-10. This installation will transform THE MART's South Lobby and Suite 121 into a hybrid environment that is part gallery, part exhibition, and part concept store, anchored by a central listening room. Visitors are invited to browse, touch, and move through a series of settings populated entirely by emerging North and South American designers.

Conceived as an exploration of “what living looks like next,” the project marks the second edition of Paved States from Chris Force at NeoCon, following its inaugural 2025 outing with THE MART, and the first joint activation with Haworth's DesignLab program led by Patricia Urquiola.

“After Paved States inaugural exhibition with THE MART last year, where the emphasis was on advocating for emerging designers inside a concept store experience, the response told us we had something real,” said Chris Force, founder of Sixtysix and Paved States. “Bringing in Haworth and the DesignLab program led by Patricia Urquiola elevates everything. We’re moving beyond the Paved States footprint to take over THE MART’s South Lobby with a fully realized vision of what living looks like next, told through the lens of emerging designers. Haworth and Studio Urquiola have helped us push Paved States and the 4-year momentum behind Haworth DesignLab into something neither of us could have built alone.”

### **Programming**

Throughout the week, the exhibition will host design-forward programming including panel discussions and hands-on workshops in jewelry making, scent design, and floral design.

Opening Night Cocktail Reception Monday, June 8, 5-8 PM Hosted by Sixtysix and Haworth, with live music, drinks, and special activations. Guests can mingle with the designers and shop curated objects available for purchase on site.

## **Featured Designers**

The exhibition presents work by a roster of emerging designers from across North and South America:

Zac Benloulou, Pavilion Audio Systems (Canada)  
Stefano Giacomello, Studio Rotolo (Canada)  
Jean-Michel Gadoua, Galerie Mold (Canada)  
Ceren Arslan, Bureau Betak & EXIT (USA)  
Hank Beyer and Alex Sizemore, HBAS Co. (USA)  
Hannah Bigeleisen, H.Bigeleisen Studio (USA)  
Kiki Goti (USA)  
Lauren Goodman, Studio Lauren Goodman (USA)  
Madeline Isakson (USA)  
Malcolm Majer (USA)  
marmar studio (USA)  
The CULT, Guillermo and Alaide Alejandre (Mexico)  
Homan Rajai & Elena Dendiberia, Studio AHEAD (USA)

## **Event Details**

What: Paved States x Haworth DesignLab at NeoCon 2026

Where: THE MART, Chicago. Suite 121 and South Lobby

When: June 7-10, 2026

Opening Reception: Monday, June 8, 5-8 PM

## **About Paved States**

Curated by Chris Force, Paved States is Sixtysix magazine's curatorial and retail platform dedicated to championing emerging designers through immersive, retail-forward exhibition experiences. Founded as an extension of the magazine's editorial mission, Paved States operates at the intersection of editorial, curation, and commerce. For more information visit [pavedstates.com](https://pavedstates.com).

## **About Sixtysix**

Sixtysix is an independent design and culture magazine and studio based in Chicago, covering the people and ideas shaping contemporary design.

## **About Haworth DesignLab**

Curated by Patricia Urquiola, the 2026 installation transforms the lobby of THE MART into an immersive landscape for dialogue and discovery. Featuring 13 North American designers, the exhibition explores new ways of living through a sequence of spatial settings dedicated to working, meeting, reading, and unwinding. The journey culminates in an atmospheric listening space – an intimate environment shaped by sculptural lighting, acoustic surfaces, and deep tonal contrasts, where installation, interior, and performance converge.

Haworth DesignLab is an initiative established to celebrate new perspectives and artistic visions in the world of design. This collective of designers is exploring and experimenting with different approaches – looking beyond the office furniture industry to create unexpected, emotive and immersive experiences. Launched in 2023, Haworth DesignLab provides a platform to recognize, support and engage with emerging designers whose work demonstrates exceptional experimentation in form and materials.

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High-resolution imagery, designer headshots, and interview availability with Chris Force, Patricia Urquiola, and exhibiting designers available upon request.

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