

NeoCon[®]

Illuminate at NeoCon Debuts with More Than 60 Lighting Brands

From Experiential Vignettes to Spotlight Sessions, the New Show-Within-A-Show Celebrates Lighting's Essential Role in Shaping Commercial Interiors

(CHICAGO, IL – May 7, 2026) The 57th edition of [NeoCon](#) (June 8-10, with a Preview Day on June 7) marks a major milestone with the debut of [Illuminate at NeoCon](#), a show-within-a-show dedicated to lighting innovation. The vibrant hub of discovery and specification launches with more than 60 global and emerging lighting brands. From experiential vignettes and expert-led programming to immersive activations, *Illuminate* explores how light influences materiality, performance, and well-being. Reflecting the 2026 theme, “**Where Design Connects**,” this 7th-floor addition offers a first look at what’s next in the lighting industry—bringing together ideas, technologies, and lighting professionals with the architecture and design community.

Leading Exhibitors

The special showcase features a powerhouse lineup of companies spanning architectural and functional systems, linear and downlighting solutions, hospitality applications, acoustic integration, sustainable technologies, and independent studios. Participating brands include [Axis Lighting](#), [Axolight](#), [CYM x Fixt](#), [Estiluz](#), [Eureka Lighting](#), [Fluxwerx Illumination](#), [Hudson Valley Lighting Group](#), [Marset](#), [RBW](#), [Secto Design](#), [Stackabl](#), [TLS Architectural Lighting](#), and [USAI](#). The full list of exhibiting brands is available [here](#).

“The introduction of *Illuminate* is a momentous event,” comments Avraham Mor, CEO at Morlights and an *Illuminate* advisor. “We’re excited to be a part of this special opportunity to elevate lighting design at NeoCon and showcase its often underappreciated impact.”

Experiential Vignettes

Developed by line + form + light, this five-vignette series examines lighting as a material force within interior environments. Each installation highlights real-world applications of effective and ineffective lighting design—revealing how light shapes interior spaces through its impact on color, texture, finish, technique, and human health.

“These vignettes are designed to deepen the A+D community’s understanding of lighting, revealing challenges, conversations, and decision points that shape project outcomes,” says Sohana Arni, Founder and Creative Director of line + form + light, and an *Illuminate* advisor. “By translating nuanced lighting concepts into immersive, hands-on experiences, we’re offering attendees new perspectives and practical insights that they can apply directly to their own projects.”

- **Wall Wash vs. Wall Graze: These Outputs Are Not the Same:** Presented by Inter-lux Lighting in partnership with HLB Lighting Design, this installation compares distribution and placement strategies to reveal how texture, depth, and surface articulation shift even when fixture types appear similar.

- **Light Finishes vs. Dark Finishes: Why Does It Matter?:** Presented by Axis Lighting in partnership with AKLD, this vignette explores how material reflectance affects perceived brightness, contrast, and spatial balance under consistent lighting conditions.
- **Good Light. Bad Light. What Is True Circadian Lighting?:** Presented by BIOS Lighting in partnership with GGLD Lighting Design, this installation examines circadian-aligned lighting and its physiological effects, grounded in research originally developed for space-based environments.
- **Lights on You: Strike a Pose:** Presented by ETC Inc. in partnership with Dark Light Design, this experience explores how lighting direction influences facial perception, emotional tone, and visual interpretation.
- **Color vs. Material: Why Does This Finish Look Different Than the Sample You Approved?:** Presented by Lighting Services Inc. in partnership with Morlights, this installation demonstrates how spectrum, intensity, and source characteristics alter the perception of color and finish in real-world conditions.

Featured Panel Presentation

Leading designers and industry experts from Morlights, SCI Lighting Solutions, West Consulting | Design, Art, Strategy, Reed Burkett Lighting Design, and Stantec will come together on Monday, June 8, in the NeoCon Presentation Studio for ***The Lighting that Shapes Design***, a focused discussion on lighting's role in revealing materiality, defining architectural intent, and shaping spatial experience. Al Uszynski, Publisher of *Inside Lighting*, will moderate.

Spotlight Sessions

Presented in partnership with Lytei, these fourteen dynamic 20- to 40-minute conversations are centered on one core idea: great design starts with great lighting. Located on the Spotlight Stage sponsored by TLS Architectural Lighting, and featuring leading voices from top industry firms and brands, the sessions explore how lighting influences perception, performance, and atmosphere across the built environment. Topics span circadian health and human performance, adaptive digital environments, and the evolving role of lighting in project delivery.

CEUs

Lighting-focused on-site and virtual CEUs offer additional opportunities for applied learning in specification, design strategy, and project execution.

Live Podcast Recordings

Attendees can listen in on live recordings of leading lighting industry podcasts at the Spotlight Stage each morning:

- **Monday at 9:30 a.m.:** *LytePOD* by Lytei, hosted by Sam Koerbel and featuring HDR, Inc.'s Brooke Horan, exploring how lighting design supports critical environments from hospitals and recovery rooms to airport terminals.
- **Tuesday at 9:30 a.m.:** *LytePOD* by Lytei, hosted by Sam Koerbel and featuring Sarah Kuchar-Parkinson of Kuchar Studio, discussing cross-disciplinary design approaches and the role of lighting in shaping spatial decisions.

- **Wednesday at 9:30 a.m.:** *Lighting Matters*, hosted by Avi Mor and Lisa Reed, recapping highlights from the show in a lively debate format.

Events and Activations

- **The Luminary Bar:** On Monday, June 8, at 3 p.m., Lightology hosts The Luminary Bar, an opportunity to recharge with light, conversation, and good company.
- **Neuroaesthetic Art: A Healing Journey to Self-Reflection (7-2002):** Developed by ArtLifting and artist Eliza Redmann in collaboration with Morlights and Lighting Services Inc., this interactive art experience blends lighting and neuroaesthetic design.

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

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Frequently Asked Questions (FAQs)

A: What is *Illuminate at NeoCon*?

Q: *Illuminate at NeoCon* is a new show-within-a-show debuting at NeoCon 2026, dedicated entirely to lighting innovation. Located on the 7th floor of The Mart, it brings together more than 60 global and emerging lighting brands alongside immersive installations, expert-led programming, and interactive experiences that highlight lighting's role in shaping the built environment.

Q: What can attendees expect to experience within *Illuminate*?

A: Attendees can explore a range of experiences including experiential vignettes, Spotlight Sessions, CEU-accredited programming, and live podcast recordings. The curated vignette installations demonstrate real-world lighting applications, while programming and activations create opportunities for both learning and connection.

Q: Who should attend *Illuminate at NeoCon*?

A: *Illuminate* is designed for architects, interior designers, lighting designers, specifiers, and industry professionals interested in lighting's impact on materiality, performance, and well-being. It offers valuable insights for anyone involved in shaping commercial interiors, from concept through execution.

Q: Where is *Illuminate at NeoCon* located and when can it be visited?

A: *Illuminate at NeoCon* is located on the 7th floor of The Mart in Chicago and will be open during NeoCon 2026, taking place June 8-10, with a Preview Day on June 7 from 12:00–4:00 PM. Attendees can explore the exhibition, attend programming, and experience activations throughout the duration of the show.

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, CEU sessions, workshops, and tours 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 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 official show press kit [here](#).

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