

NeoCon®

NEOCON Guide to Special Events & Features

June 12-14

(Chicago, IL, May 2017) The 49th annual NeoCon®, held from June 12-14 at The Mart in Chicago, is just over four weeks away. The single most important commercial interiors event of the year, NeoCon sets the tone for the industry, and drives it in new and inspiring directions. In addition to a powerful keynote program headlined by Arianna Huffington, founder of the Huffington Post and founder and CEO of Thrive Global; Jessica Green, founding director of the Biology and the Built Environment (BioBE) Center and co-founder and CTO of Phylagen; and John Ronan, founding principal of John Ronan Architects, the show offers over 100+ CEU accredited seminars and four expansive floors of innovative and forward-thinking products.

Just in time for NeoCon, The Mart will unveil Marshall's Landing, a new, unique lounge for tenants and building visitors to work, socialize, meet, eat, drink, nosh, and caffeinate. Operated by DMK Restaurants and designed by architecture firm, A+I Architects, Marshall's Landing will become the center of gravity in The Mart, located atop the Grand Stair on the 2nd floor. Paying homage to iconic Chicago figure and building developer, Marshall Field, the name 'Marshall's Landing' also was inspired as a designated place for tenants and visitors to 'land' and make their home base. This new permanent amenity will be joined by several captivating NeoCon exhibits and displays throughout the building. Galas and gatherings, awards programs and installations by design firms, associations and media partners will round out the extra-curricular offering. Of course, no edition of NeoCon would be complete without the ever-popular showroom parties (Monday, 6/12 from 5 - 7PM), as well as 7th floor exhibit hall festivities (Tuesday, 6/13 from 3 – 5PM.)

In more detail, the NeoCon 2017 events calendar includes:

SPECIAL EXHIBITS

ASID LOUNGE Floor 1, West Pass-Through

Attendees are invited to connect, recharge and explore in the Blueprint Lounge powered by ASID. Designed by the award-winning innovation and design studio, ICRAVE, the lounge will host three full days of activities, discussions, networking and highlights of how design impacts life.

BUZZILOUNGE

Floor 1, East Pass-Through

BuzziSpace showcases its legacy of full-suite acoustic solutions alongside fresh furniture concepts. Stop by BuzziLounge to enjoy a luxe reprieve. Relax into the comfort of BuzziCane, a new retro-inspired lounge seating series. Recharge and catch up on email in this quiet oasis under a sea of BuzziChandelier acoustical pendant lights. Together they create an intimate and comfortable space representative of BuzziSpace's trophy office concept, designed for happy, healthy living at its best.

CONTRACT MAGAZINE – MAKING IT A WINNING NEOCON

Floor 1, North Corridor

The Mart lobby will host Contract Magazine's digital display of the 2017 Best of NeoCon Winners' presentation—featuring the most important and influential new product innovations in more than 47 product categories. Attendees can get in the winning spirit by entering to win Contract's Getaway-Giveaway trip to Bilbao, Spain. The digital display will provide information on how to enter and a full list of participating showrooms.

TERRACE FOR TOGETHERNESS BY EXTREMIS

Floor 1, Kinzie/Wells Entrance

Extremis has a mission that is much more than just a furniture line: it's a lifestyle that brings people together - that lets them enjoy life with each other. Attendees are invited to grab a colleague and a coffee and head to the terrace of togetherness to experience the Flemish way of life. Extremis also has a space on the 7th floor, booth #7-5081.

EXPERIENCE THE ELEMENTS FROM HERMAN MILLER

Floor 1, South Lobby

With a diverse selection of expressive furnishings from Herman Miller's family of premium brands, the Elements portfolio debuts at NeoCon 2017. Featuring ten modern work settings that showcase the breadth and variety of the portfolio, the South Lobby will be a must-see stop in the NeoCon experience. For more from Herman Miller, attendees can visit the company's showroom on the 3rd floor.

IIDA SPACE

Floor 1, Starbucks Escalator

Attendees are invited to experience the IIDA space, designed by Chicago-based creative agency hk+c. As the industry looks to the future of design, IIDA challenges attendees to reflect on the provocative questions of how and why we design, disrupt, shape, and shift our vision for the next re-imagination of design intent.

ASPECTA BY METROFLOR IS SHAKING THINGS UP WITH ISOCORE TECHNOLOGY

Floor 1, North Central Lobby/ Under Escalator

Metroflor is shaking up flooring with ISOCORE Technology, the revolutionary core layer that makes Aspecta Ten strong, rigid, quiet, lightweight, 100% waterproof and inherently safe – all in an LVT product known for its extraordinary beauty. ISOCORE was developed to make life easier, and so is the North Central Lobby space at NeoCon. It offers guests a chance to take a break, rest their feet and learn more about the company's products.

METROPOLIS PRESENTS 'T IS FOR TALENT!' IN PARTNERSHIP WITH NEOCON

Floor 1

An ongoing experiment, a playful sophisticate, and a pair of Shaker-admirers—all are among this class of the second annual New Talent exhibition, T is for Talent! Curated by the Metropolis editors in partnership with NeoCon, the installation serves to preview a potential future for furniture design and its application in the workplace, through the work of emerging and innovative designers. The exhibit is made possible by Milliken and Wilsonart, and is itself a product of emerging talent, designed by Design With Company. The Mart's first floor will play host to a selection of work by Norma Studio, Moving Mountains, Studio Gorm, and others.

MOHAWK GROUP – THE LICHEN COLLECTION

Floor 1, Kinzie/Wells Entrance

Inspired by natural assemblages of multi-hued, multi-textured lichens, Mohawk Group introduces the Lichen Collection, the first floorcovering to achieve Living Product status. Lichen is certified by the Living Product Challenge to have a net positive impact on the environment and communities. Just as lichens play a regenerative role in their ecosystem, so the Lichen Collection actually gives more resources back to the environment than it uses during its entire life cycle. The Lichen Collection was designed in collaboration with the founder of the Living Product Challenge, Jason McLennan. Show-goers can learn more about designing for a better world at Mohawk Group, space 377.

ARCO BY MURAFLEX

Floor 1, North Lobby

NeoCon attendees are invited to experience the uniqueness of Arco by Muraflex, Arco's newest freestanding glass wall system curves back onto itself to offer the best sound reverberation attenuation for the utmost level of privacy. Its elegant and singular design boasts many clever features, which enhance the collaboration effort. Additional demountable partition systems by Muraflex will be on view in the brand's showroom 11-130.

FOLIO BY WOLF-GORDON

Floor 1, Center Pass-Thru

Wolf-Gordon's 2017 pop-up installation, "Folio," celebrates the company's 50th Anniversary via a display of its commercial wallcovering and upholstery partnerships with leading international designers and its recently published monograph, Wolf-Gordon: Sample Book. The project presents as a series of three portals, symbolic of the company's past, present and future.

SIXINCH

Floor 7, 6000 Aisle

Known for their unique designs and funky coated furniture, SIXINCH® North America works extensively in upholstery, work surfaces, as well as space definition products. SIXINCH's 2017 theme, Worlds Collide, is a play on coating and upholstery coming together. SIXINCH is located in booth 7-4086.

SNOWSOUND QUIET ZONES

Floor 7, Pass-Throughs

Show-goers are invited to enjoy a moment of peace and quiet on the 7th Floor as they travel between main aisles 6000 and 7000 via the SNOWSOUND 7th Floor Pass-Throughs. These acoustic havens are designed with Snowsound Panels to offer an architecturally inspired acoustic haven. Snowsound's main booth at the show is in booth 7-5022. The brand will offer an introduction to the new Snowsound-Fiber technology and serve Italian Espresso.

Additional resources available during the show include the interiors+sources Materials Pavilion, Design Center Floors 6, 14, 15, 16 and LuxeHome on the First Floor with 30 boutiques in one location.

SPECIAL EVENTS

DIFFA CHICAGO 2017 GALA

DATE: Saturday, June 10

TIME: 6 PM – Cocktail Reception | 8 PM – Dinner, Entertainment, Dancing

LOCATION: Modern Wing of the Art Institute

TICKETS: 312.644.6412 or diffachicago.org

The DIFFA/Chicago 2017 Gala will feature an evening dedicated to the cause of eradicating HIV/AIDS in our lifetime. The VIP Pre-Gala Cocktail Party will be hosted by honorary Co-Chairs Gensler Co-CEO's Andy Cohen and Diane Hoskins from 5:30 - 7:00 PM in Terzo Piano of the Modern Wing of the Art Institute (as an add-on to the Gala Ticket).

IIDA COOL AWARDS GALA

DATE: Sunday, June 11

TIME: 7 - 11 PM

LOCATION: Four Seasons Chicago

TICKETS: starting at \$400

RSVP: Aisha Williams at awilliams@iida.org

The IIDA annual NeoCon black-tie gala celebration is a special evening to honor the winners of two of the most prestigious competitions in the Interior Design profession - the 44th Annual Interior Design Competition and the 25th Annual Will Ching Design Competition.

2017 BEST OF NEOCON AWARD WINNERS' BREAKFAST

DATE: Monday, June 12

TIME: 7:30 AM

LOCATION: The Renaissance Hotel Ballroom, One West Wacker Drive

TICKETS: \$95, available online [here](#).

The Best of NeoCon 2017 winners will be announced among industry peers on the opening morning of NeoCon at Contract magazine's annual Best of NeoCon Breakfast. The competition honors the best new commercial interiors products in the industry, which are exhibited in The Mart during the NeoCon show. Honors include Gold and Silver Awards, as well as Innovation Awards, Editor's' Choice Awards, and one Best of Competition Award.

SHOWROOM PARTIES

DATE: Monday, June 12

TIME: 5 – 7 PM

LOCATION: Floors 3, 10 and 11

Festivities will be in full swing on Monday night. Attendees can showroom-hop on floors 3, 10 and 11 and network, experience new products, and enjoy food & cocktails.

BOOTH PARTIES

DATE: Tuesday, June 13

TIME: 3 - 5 PM

LOCATION: Floor 7

Attendees should not miss the cocktails, conversations and contacts that will be offered in the 7th floor exhibit hall.

BLOCK PARTY @ NEOCON

DATE: Tuesday, June 13

TIME: 5 – 7 PM

LOCATION: River Drive, The Mart

TICKETS: \$35 online [here](#) or \$40 at the door

New this year, Interior Design and The Mart host the Block Party @NeoCon -- the official party of NeoCon 2017. The celebration, held outside The Mart on River Drive, is a stylish toast to NeoCon, bringing the

design industry together to revel in another successful year.

Experience LuxeHome During NeoCon

DATE: Monday, June 12-Wednesday, 14

LOCATION: LuxeHome

Many of the boutiques at LuxeHome, the world's largest collection of premier boutiques for home building and renovation located on the first floor of The Mart, will host special events during NeoCon. These include cocktail receptions, book signings, chef tastings, product introductions, open houses and much more. For more information on all the events happening at LuxeHome during NeoCon visit luxehome.com.

AWARDS

CONTRACT MAGAZINE'S BEST OF NEOCON® AWARDS

Now in its 28th year, the iconic Best of NeoCon Awards continue to honor the best new commercial interiors products in the industry. These products are introduced to the market in 42 categories ranging from Architectural Products to Workplace Technologies. Over 40 jurors comprised of interior designers, architects, and facilities management professionals, review over 370 products in 22 hours over three days before NeoCon begins. Award recipients' booths and showrooms will be flagged with Best of NeoCon Award signs during the Show.

IIDA/CONTRACT MAGAZINE SHOWROOM & BOOTH DESIGN COMPETITION

The IIDA/Contract Magazine Showroom and Booth Design Competition seeks to honor originality of design, visual impact, effective use of materials and the outstanding use of space, color, texture, lighting, and graphics in showrooms and booths at NeoCon 2017.

INTERIOR DESIGN HIP AT NEOCON AWARDS

The fourth annual Interior Design HiP at NeoCon Awards honors exceptional people and innovative products. This initiative, unique within the design world, honors commercial industry pioneers and achievement in design solutions and product applications. Winners are announced at an exclusive event on Sunday, June 11.

#METROPOLISLIKES

The popular awards program #MetropolisLikes returns in 2017. Metropolis editors will select the top designs of NeoCon 2017. Winners will be announced live on Metropolismag.com, Twitter, and Instagram to over 200,000 Metropolis followers, and receive a custom award delivered in person at NeoCon. Showgoers can follow #MetropolisLikes for the list of 2017 winners.

PRODUCT INNOVATIONS AWARDS – BUILDINGS MAGAZINE

Celebrating introductions that maximize productivity and sustainability, this awards program covers flooring, seating, lighting, walls and partitions, acoustics, furniture, and restrooms.

For more special features, showroom and exhibitor news, images and real-time information, follow NeoCon Shows on the following social media channels: [Facebook](https://www.facebook.com/NeoConShows) (@NeoConShows), [Twitter](https://twitter.com/NeoCon_Shows) (@NeoCon_Shows), [Instagram](https://www.instagram.com/NeoCon_Shows) (@NeoCon_Shows) and Snapchat (@NeoConShows).

NeoCon press registration is complimentary to credentialed media and also available online at www.neocon.com until June 9, after which press should register onsite.

Media Contacts:

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