

NeoCon[®]

ENGAGING ACTIVATIONS AND EVENTS ENHANCE THE NEOCON 2023 EXPERIENCE

June 12-14 at THE MART in Chicago

(Chicago, IL - May 11, 2023) With NeoCon 2023 just weeks away (June 12-14), the leading commercial design platform is pleased to announce a dynamic lineup of activations, installations, and experiences expertly curated by the NeoCon team, their partners, and participating exhibitors. From highly anticipated annual awards shows and gatherings to interactive and thought-provoking exhibits, this year's event will offer unparalleled opportunities for the design community to connect, share ideas, and celebrate together, while showcasing the latest design trends and what's next for the built environment.

"NeoCon is more than just a trade show; it's a vibrant and influential year-round community. Our goal is to deliver a multifaceted and immersive experience for the tens of thousands of industry professionals from around the world who gather at THE MART each June," comments Lisa Simonian, Vice President of Marketing for NeoCon. "This year's lineup of activations and events aims to inspire and spark important moments of connection and reflection, and complements the innovative products showcased throughout our showrooms and Exhibit Hall."

EVENTS

The buzz starts building in the days before the show officially starts, beginning with the DIFFA Chicago Gala: Caribbean CARNIVAL on Saturday night. On Sunday, *Interior Design's* HiP Awards will celebrate the people and products that define trends and drive design forward, while IIDA will host their 2023 Annual Meeting, which will be followed by their Revel in Design event at the Ritz-Carlton Chicago.

The 33rd annual Best of NeoCon Awards, the renowned program honoring outstanding new products from exhibiting companies, will kick off day one with an awards ceremony hosted by industry leader and founder of *officeinsight*, Bob Beck. New to this year, the ceremony will also announce the winners of the Business Impact Award, which recognizes exceptional solutions through a business-oriented lens. Selected by a jury of discerning business journalists, the winning products are determined based on the degree to which they contribute to a more successful business and built environment across verticals—from workplace to healthcare. Following a jam-packed Monday at the

show, the annual MRL (1191) + NAIRC NeoCon AfterHours party will take place off-site at the Tree House Chicago.

At the close of the second day, attendees are invited to NeoCon's new "Happy Together Hour" on THE MART's River Park for cocktails, networking, and a live musical performance from multi-instrumentalist and vocalist Sam Thousand, a popular fixture on Chicago's music scene. BIFMA's Annual Business Meeting and Breakfast, which will focus on the powerful advantage that a sustainability-centric approach can make in positioning businesses for long-term success, will conclude industry events on Wednesday.

ACTIVATIONS & EXPERIENCES

New this year, NeoCon will host a live studio in partnership with the SURROUND Podcast Network and exhibitor, Snapcab, on the first floor of THE MART. Attendees will have the opportunity to watch "Live from NeoCon" recording sessions throughout the three-days of the show. Following last year's success, DesignScene by SANDOW (1120) will return to the show and host several activations in its space. Next door to DesignScene, the Sustainability Lab by Metropolis will highlight new environmentally-focused innovations and offer free educational programming. In addition to a colorful installation of iconic brands and emerging designers, visitors will also get a sneak peek of *Interior Design's* Show Daily newspaper being produced in real-time. The American Society of Interior Designers (ASID) will present a multi-functional lounge on the first floor. The space will showcase a relaxing live/work vignette furnished by new exhibitor Room & Board for Business (7-8070, 7-8078) and feature pods by NOOK (1062) to offer opportunities for quiet reflection or heads down work. On the 7th floor, attendees can take in "NeoCon Talks," a new series from Work Design Magazine which is sponsored by exhibitor Formica (7-4069) and features rapid-fire, 20-minute overviews from key design thought leaders and influencers around relevant and important industry topics including designing for GenZ, developing empathic design practices, and best-practices for emerging AI tools and technology. The Talks space will be furnished by Flexxform (7-4011) and Dauphin (393).

Offering visitors a dose of inspiration right upon their arrival at the show, the first floor will feature a number of inviting vignettes. These include an impressive installation from long-time exhibitor Haworth (312) that showcases their expansive brand portfolio at the South Lobby Entrance, an immersive Sustainable Seating display in the East Pass-Through designed by Layer Design for KFI Studios (329), Mohawk Group's (377) Experience Denim Culture exhibition and selfie station located at the Kinzie/Wells Entrance, and Snapcab's (7-5038) Workspace featuring their award-winning "Space To

Be You” pods (be sure to attend the winner reveal Sunday before the show!). Material Bank will transform the first floor corner next to the Starbucks Elevator into a wall-to-wall interactive installation fully equipped with custom kiosks for attendees to experiment and discover. Those looking to recharge amongst the latest commercial design innovations can stop at DARRAN Furniture (10-165) and OE Electrics’ Kick-Back & Power-Up Lounge (3-120) or the INDEAL Lounge (11-115). The Network Next Gen Social Club (113) will feature live podcast recordings, a photobooth, and curated panel discussions focused on sustainability, innovation, and career development and will be an ideal place for those new to the industry to build new connections. On the first floor in the Northeast Corridor, attendees can test out Snowsound USA’s (1197) Snowking, the industry’s first acoustically engineered, sound absorbing soft seating collection.

Amidst the hustle and bustle of the Exhibit Hall, exhibitors are providing several oases of calm where attendees can take a moment to themselves or catch up on emails. On the 7th floor, Zenbooth (7-1030) will present its peaceful, nature-themed Connections Cafe in the Northeast Corner, Armstrong Flooring (7-2086) will host an indoor-outdoor-inspired Café Lounge in the Center Pass-Through, and InPro (7-2094) will have a special Selfie Booth (7-5022) near their exhibition space that features vibrant vignettes of the brand’s latest architectural products innovations. The paper lounge by molo (7-9056 and 7-9094) will be another tranquil environment. molo (7-9078) outfitted the space with its Soft Collection, constructing vignettes that draw inspiration from the natural world.

NeoCon and ART on THE MART align this year with a specially commissioned digital installation projected nightly on THE MART’s south façade. *Building Light*, an abstract video piece designed by Gensler’s Chicago brand studio with original soundscape from Gilded Audio and composed by Andy Chugg and Nick Doole, will project nightly from 9-9:30 PM. This installation premieres June 8 in conjunction with the unveiling of Gensler’s redesign of several key spaces at THE MART, including the River Park, which will boast furnishings by Haworth. The community-driven outdoor area will be an ideal place for attendees and exhibitors to enjoy lunch or drinks and soak in the sun while staying close to all the action.

More details on NeoCon events can be found [here](#) and more information regarding on-site experiences and activations can be found [here](#). NeoCon is open to trade, C-Suite executives, and other industry-related professionals and registration is free for all attendees. Register [here](#). Stay tuned for more details to come for NeoCon 2023!

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 \(@NeoCon-Shows\)](#).

Media Contacts: Novità Communications

[Alexandra Zwicky](#) / [Danielle McWilliams](#) / [Emma Reuland](#) / [Katie Fosdick](#)

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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 close to 500 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.

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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.