

NeoCon®

THE MART EXPERIENCES IMPRESSIVE GROWTH AHEAD OF NEOCON 2023

New and Expanded Showrooms, Extended Leases, Notable Additions to the 7th Floor, & Enhanced Building Amenities Pave the Way for a Stellar 2023 Edition

(Chicago, IL - March 31, 2023) THE MART is pleased to announce that seven new brands have signed on for permanent showrooms and a number of companies are extending their leases ahead of the 2023 edition of NeoCon, the leading commercial design trade show, June 12-14 at THE MART in Chicago. The brisk leasing activity, alongside a roster of new 7th floor NeoCon exhibitors, and a milestone building renovation project helmed by Gensler Chicago, reinforces THE MART as an important strategic hub for both emerging and established brands based in the US and abroad.

“We’ve seen over 200,000 square feet of showroom leasing within the past 18 months, with the contract industry representing more than half of that. Many of our new permanent tenants started out with temporary spaces on the 7th floor. It’s a great testament to the strength of our building that manufacturers, especially international brands aiming to tap into the US market, have chosen THE MART as their catalyst for growth and expansion,” comments Byron Morton, Vice President and Co-Head of Leasing for THE MART.

British-based Frövi, a previous 7th-floor exhibitor, is among the seven new permanent showrooms at THE MART. Taking the light-filled suite 11-101 on the 11th floor, Frövi’s new home will be divided into nine zones of experiential vignettes featuring Frövi’s distinctive products, from zoning and collaboration solutions to seating and shelving collections utilizing both traditional and innovative production techniques. Frövi Showroom Designer, Matt Coules, carefully considered human-centered design to create real-life scenarios that will help visitors to the space visualize and experience the day-to-day use of their products. “We want the space to be multisensory. The area is not just about looks but about the feel, the fabrics, the textures, the importance of comfort, and the use of greenery. There will be something to cater to all senses,” comments Coules.

Canadian-owned Borgo Contract Seating will move this year from the 7th floor to a permanent showroom on the 11th floor (11-115), which will feature a range of seating solutions designed for a variety of commercial applications, including office, healthcare, education, and hospitality environments. “Our move into a permanent showroom at THE MART is an exciting opportunity for us to showcase our latest designs and products to a wider audience at NeoCon, and to connect with industry professionals from around the

world,” comments Alessandro Spassiani, President of Borgo Contract Seating. “We believe that our innovative seating solutions have the power to transform the way people work and live and are excited to share our vision with the industry at NeoCon 2023 and to inspire new ideas and possibilities for the future.”

FurnitureLab’s first appearance at NeoCon was in 1996, and now they are back to take a permanent space on the 10th floor (1058) to showcase modern and elevated takes on multidisciplinary dining spaces. This year they will launch a new multipurpose community table solution, ideal for dining and collaborative working in commercial settings, along with additional products that serve as both work and hospitality-friendly solutions.

Perfectly timed with their own branding refresh, Venue Industries (10-164) will unveil a 10th floor showroom and launch three new product lines displayed across multiple vignettes within the space—designed to highlight the community and gathering spaces of the hybrid workplace. The brand’s signature commercial soft seating, collaborative lounge seating, booths, banquettes, and more will feature a carefully selected color palette of muted earth tones and thoughtful inserts of vibrant color pops.

Schiavello’s new space on the 10th floor (10-135) is an integral part of the Australian-headquartered company’s growth strategy. “We have the industry experience and design intelligence of America’s biggest commercial furniture players— so when it came to establishing a beachhead in the North American market, THE MART was an ideal venue,” comments Jeff Thompson, Executive Vice President North America at Schiavello. “We have the agility to listen and adapt to clients in ways most companies simply cannot match—our new outpost will support our strengths as we further expand our reach and business. It’s an exciting time for us all.”

Sustainability-minded supplier, Tiger Leather will debut a new showroom on the 10th floor (1040A). The 20-year old North Carolina brand, known for its high-performance, exceptional patent leather, has evolved to bring designers and their clients design-driven leather in every category for a wide range of hospitality, fashion, and contract projects.

Recognized for their comfortable, beautiful, and durable furniture that sets a higher standard for the healthcare experience, Stance will join the 10th floor in suite 10-139. Understanding the important role design plays in emotional and physical wellbeing, Stance is committed to providing innovative furniture solutions that encourage healing and improve the healthcare experience for all.

New and noteworthy 7th floor exhibitors include Anthom Design House, Alvic USA, Arrmet, Cane-line Furniture, Formica Corporation, Nardi S.p.A, Mute Design, Room & Board Business Interiors, and Zintra, all bringing fresh and innovative solutions from the US and around the globe.

Minnesota-based Room & Board Business Interiors will showcase its exceptional indoor and outdoor commercial solutions across two booth spaces. “We’re thrilled to be showing at NeoCon for the first time,” comments Elise Nicpon, Director of Retail Customer Experience for Room & Board Business Interiors. “In addition to our space on the 7th floor, we are joining forces with ASID to create a sustainability lounge in THE MART lobby to further support our shared commitment to eco-conscious design. NeoCon is a place to gather to celebrate the innovations that propel our industry forward, whether the focus is design, sustainable practices, or evolutions in the built environment. We could not be happier to join in that celebration.”

At NeoCon this year, 7th floor exhibitor Formica Corporation will celebrate its 110th year in business and sister brand FENIX will celebrate its 10th anniversary. Anthom Design House, which represents a collection of European products, will join the 7th floor and introduce two new names to their lineup: Blocko.Design and GRID System. Blocko.Design offers modular, sound absorbing booths with UV-C bacteria-killing light, that can be used in a variety of settings, from corporate offices to hospitality, and seat up to six people. GRID System creates adaptable, durable, and elegant architectural interior systems that utilize a modular, LEGO-like approach to customization and versatility for building projects of all types and sizes.

"This year's NeoCon is special to us as it's our first time participating in a trade show in the United States," remarks Szymon Rychlik, Founder & Managing Director at Polish acoustics brand Mute Design. "After establishing our presence in the European market and reshaping more than 3600 offices in 32 countries, we are ready to introduce ourselves to America and counting the days to meet you all at our stand!"

Show registration is free for all attendees. To register, head [here](#). Programming registration for keynotes, featured presentations, CEU sessions and workshops will open on April 3, 2023. Stay tuned for more details on programming, exhibitor updates, product trends, and highlights to come at 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 \(@NeoCon-Shows\)](#). For updates on THE MART, follow on [Instagram \(@THEMARTchicago\)](#) and [Facebook \(@THEMARTchicago\)](#).

Media Contacts: Novità Communications

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

###

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.

www.neocon.com

NeoCon® is a registered trademark of Merchandise Mart Properties Inc, a subsidiary of Vornado Realty Trust.

About THE MART: THE MART (formerly The Merchandise Mart), located in the center of the sought-after River North submarket, is interwoven into the fabric of Chicago as an innovator in business, technology, culture, art, media and more. It is one of the world's leading commercial buildings, wholesale design centers and the preeminent international business location in Chicago. Encompassing 4.2 million gross square feet, THE MART spans two city blocks, rises 25 stories, and is visited by an average of 30,000 people each business day and nearly 10 million people annually. Offering continuous innovation and creativity from leading manufacturers and design forward showrooms, THE MART serves as the home to Chicago's most creative and technologically innovative companies.