

# NeoCon<sup>®</sup>

## **MEDIA ALERT: TOGETHER WE DESIGN AT NEOCON 2023**

*June 12-14*

**WHAT:** The leading platform and international gathering place for the commercial design industry since 1969, NeoCon offers the ideas and introductions that shape the built environment today and into the future. Spanning one million square feet of exhibition space at the iconic THE MART building, NeoCon will showcase thousands of innovations from established and emerging brands. Boasting captivating on-site keynotes and presentations, workshops, tours, and virtual CEUs, NeoCon is also a vibrant hub for professional development and networking and will feature a number of activations, award programs, exciting events, immersive experiences, and more.

**WHEN:** Monday, June 12, 9:00 AM - 5:00 PM; Tuesday, June 13, 9:00 AM - 5:00 PM; Wednesday, June 14, 9:00 AM - 3:00 PM

**WHERE:** THE MART, 222 W Merchandise Mart Plaza, Chicago, IL, 60654 and digitally available on the [NeoCon Programming Hub](#).

**WHO:** Interviews are available with Byron Morton, VP of Leasing, NeoCon, Lisa Simonian, VP of Marketing, NeoCon, Speakers and Presenters, NeoCon manufacturers and designers, and the Best of NeoCon jury, which includes professionals from renowned design firms and major corporations. *Please note: the PR contacts and show team will be available as early as Friday, for interviews, appointments, trend-spotting forecasts, and walk-throughs. B-roll is available.*

### **Highlights include:**

- **New Product Launches & Trends**

NeoCon will feature game-changing product launches from hundreds of exhibitors, whose ahead-of-the-curve research and commitment to understanding the needs and demands of an ever-evolving world allow for an impressive showcase of the [trending themes](#) shaping today's offices, school, hotels, restaurants, retail, public space, and healthcare facilities. These include:

- Designing Across Generations
- Creating with a Conscience: Prioritizing ESG
- Technology to Provide Solutions
- Globalization Brings Us Closer

- **Programming & Thought Leadership**

NeoCon will offer a broad range of on-site and virtual programming sessions, all expertly curated to address the most pressing and timely topics affecting the industry:

- **Powerful Keynote Speakers** will present each day of the show:
    - Amy Webb, World-Renowned Futurist, Founder & CEO of the Future Today Institute (June 12, 10 AM CDT)
    - Michael Murphy, Co-Founder of MASS Design Group (June 13, 10 AM CDT)
    - Michael Ford, The Hip Hop Architect; Lupe Fiasco, Chicago Hip Hop Legend & MIT Professor (June 14, 10 AM CDT).
  - **Featured Presentations** daily from global thought leaders on timely topics include:
    - Exposing Diverse Youth to Design (Design Your World with IIDA - June 12, 3 PM CDT)
    - The Return to Workplace/Occupancy in an Evolved Landscape (BIFMA + IFI: ID2 - The Return to Occupancy: New Paradigms (June 12, 1:30 PM CDT)
    - Focusing on a Equitable Path (Diversity in Design: The Time for Change is Now - June 13, 11:30 AM CDT)
    - How Sustainable Design Advances Social Equity (ASID Panel: Inspiration for Impact - June 13, 3 PM CDT)
  - Additional programming includes interactive **Workshops & Design Tours**, 45 virtual, accredited **CEU sessions** from an impressive list of leading industry experts, and 20-minute **NeoCon Talks** exploring trending topics that challenge conventional thinking and spark innovation.
  - *Please note, media have complimentary access to all programming, please contact [emma@novitapr.com](mailto:emma@novitapr.com) for more information.*
- **Inspiring Experiences & Activations**

A full list of on-site experiences and activations can be found [here](#). Highlights include:

    - **ART on THE MART:** Displayed across 2.5 acres of THE MART's façade, the world's largest digital art projection will launch its summer 2023 program in time for NeoCon. Designed by Gensler, *Building Light* explores themes of discovery, urbanism, and change through four abstracted and time-lapsed vignettes. The projection runs at 9 PM and 9:30 PM CDT nightly, starting June 8. *Media Contact: Ron Hall, Carol Fox & Associates, [ronh@carolfoxassociates.com](mailto:ronh@carolfoxassociates.com).*
    - **River Park:** The River Park presented by Haworth will offer attendees a great place to gather and enjoy food or beverages from Marshall's Landing during the show. The al fresco green space features brand new enhancements by Gensler.

- **NeoCon Podcast Studio:** New this year, NeoCon will host a live podcast studio, in partnership with SURROUND, a podcast network from SANDOW Design Group and sponsored by SnapCab, featuring the best architecture and design-driven shows.
- **Special Events**

A full list of NeoCon-affiliated events from June 10-14 can be found [here](#). Highlights include:

  - **Best of NeoCon Awards (June 12, 7:30 AM CDT):** Now in its 33rd year, the Best of NeoCon Awards honor the most groundbreaking product submissions from leading manufacturers at NeoCon. After an intensive in-person evaluation by an esteemed jury of influential architects, designers, specifiers, enterprise clients, facility managers, and business media, the winners are announced at this exclusive breakfast ceremony that kicks off the show.
  - **NeoCon's Happy Together Happy Hour (June 13, 5 - 6 PM CDT):** All NeoCon attendees are invited to celebrate NeoCon, on the newly updated River Park.
  - Other awards include the IIDA Showroom and Booth Design Competition, Interior Design's HiP at NeoCon Awards, and MetropolisLikes at NeoCon.
- **THE MART's transformation by Gensler:** Through Gensler Chicago's vision, the landmark building and largest privately held commercial building in the US ushers in a new look that promotes an integrated approach to work, life, and wellness. Recent developments include a world-class tenant amenity experience featuring a 23,000 SF health club; a tenant-exclusive speakeasy lounge overlooking the river; a 21,000 SF tenant-exclusive conference center and workplace; and a reimagination of THE MART's River Park plaza, one of the few green spaces available to the public along the riverwalk – “Chicago's new front yard.”
  - *Please note: Media tours will be available (June 11, 2:30 PM CDT and June 13, 11 AM CDT). Please email [themart@suttoncomms.com](mailto:themart@suttoncomms.com) to RSVP.*

**REGISTRATION:** NeoCon is open to trade, C-Suite executives, and other industry-related professionals and registration is free for all attendees. Register [here](#). Show details, including a full list of exhibitors and the lineup for programming and events are available [here](#).

**PRESS INFORMATION:** Media can access the official [NeoCon 2023 Press Kit](#) for new product images, press releases, and more. Press can register [here](#).

#### **MEDIA CONTACTS: NOVITÀ COMMUNICATIONS**

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

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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 more than 400 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](http://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, 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.