

NeoCon®

NEOCON 2023 CELEBRATES SUCCESS WITH ROBUST ATTENDANCE AND ENGAGEMENT

Across Verticals and Show Floors, NeoCon Products and Programming Showcased Boundless Innovation and Prioritized Togetherness

(Chicago, IL - June 22, 2023) More than 50,000 design industry professionals gathered at THE MART in Chicago last week for the 54th edition of NeoCon, the largest and most important platform for commercial interior design. The show was buzzing with an impressive roster of manufacturers, dealers, architects, designers, end-users, design organizations, and media, all eager to discover the most innovative products and learn about the trends shaping the future of design. The 2023 edition coincided with the unveiling of THE MART's latest building renovations designed by Gensler Chicago. NeoCon attendees were the first to experience the amenity-rich enhancements including state-of-the-art programming studios and community rooms in the second-floor WorkLife Meetings space and a lush redesigned River Park along the South Drive.

Across the three days, it was standing room only in the NeoCon presentation studio where show-goers enjoyed captivating keynote presentations by world-renowned futurist and Founder & CEO of the Future Today Institute, Amy Webb; Co-Founder of MASS Design Group, Michael Murphy; and The Hip Hop Architect, Michael Ford, alongside Chicago Hip Hop Legend & MIT Professor, Lupe Fiasco.

"From the groundbreaking, future-forward product solutions to the most influential voices in architecture, design and culture, NeoCon knocked it out of the park this year. Our community is what makes us who we are, and this year was a true testament to the power of collaboration and the importance of bringing our industry together," comments Byron Morton, VP of Leasing, NeoCon. "You could just feel the positive energy and the collective excitement up and down the bustling show floors and throughout the building."

"NeoCon 2023 featured some of the most innovative products and brightest minds in our industry," notes Lily Diego, Design Director at Gensler. "The vibrancy, engagement, and sense of camaraderie were palpable, and I'm already looking forward to next year."

"NeoCon 2023 was an immersive journey into the future of design, where innovation met inspiration," comments Thomas Jönsson, Co-Founder of Scandinavian Spaces (366). "Being at THE MART wasn't just about attending an event; it was a transformative experience that ignited creativity, fostered connections, and redefined the

boundaries of what's possible in the world of design. It was the epicenter of design excellence, where visionaries came together to shape the world we live in—a testament to the importance of being present, engaged, and ready to embrace the limitless potential of design.”

Across show floors, exhibitors showcased innovations in line with important trends shaping today's built environment—from incorporating wellness and balance in the workplace to leveraging solution-driven technology and prioritizing design by manufacturers with socially and environmentally responsible core values and practices. Australian brand Schiavello opened its new showroom at THE MART with several new workplace collections that prioritize ESG and the environment including the Climate Workstation System, which uses natural, low-waste, and easily-recyclable materials to produce and was designed to support complete workspace flexibility thanks to an easily reconfigurable layout. Shaw Contract (1014) launched an inspiring collaboration with Mike Ford—a portion of its proceeds support Hip Hop Architecture Camp in its mission to advance equity in the profession and empower underrepresented youth, and HMTX Industries (1169) unveiled Mycelium Collection, the market's first introduction to an entirely new, non-vinyl, circular multilayer flooring system bred from innovations in sustainability, the circular economy, and biophilic design. The 7th floor exhibit hall featured a number of outstanding innovations including LifeSpan Fitness' (7-4012) LifeSpan Ampera Office Bike which allows users to continuously move and remain energized at work while simultaneously using the power generated from the movement to sustainably power their electronic devices. New 7th floor exhibitor Mute (7-9070) launched OmniRoom, a modular system that allows users to create easily modified, tailor-made rooms that are designed to feel comforting and unrestrictive, ideal for a balance-driven workspace. Inspired by the Fibonacci sequence, the BlockO Four and Six from BlockO.Design (7-7078) offers an ergonomic and acoustical solution that promotes conversation and community, all while planting a tree for every BlockO made.

Anjul Chandi, Principal & CEO of Thinkspace (1099), a UK-based woman-owned company new to THE MART, remarked, “I am honored by the overwhelming response we received to our exciting new space and our unique, acoustic and wellness product launches. Winning the HiP awards for the Huddle Build-Up Collection and JungleWall, and a Best of NeoCon award for the Neuron Activation Pod was the icing on the cake! As THE MART is the center of the office furniture industry in North America, it's the ideal place to re-introduce our brand and showcase our new products and partnerships.”

“It was great to see the crowds of people at THE MART and be a part of the energy at NeoCon 2023,” says Paul Nemschoff, Vice President of Global Strategy and Marketing for Haworth (312). “As always, it's an amazing event for Haworth and our partners to

connect with clients, designers, dealers, and influencers and share opportunities, products, and knowledge.”

“For those eager to see the newest trends in office design, NeoCon is definitely the place to visit. Making our entrance into the American market, we couldn't pass up the chance to unveil our groundbreaking products at this time and place,” adds Szymon Rychlik, Founder and Managing Director of Mute (7-9070). “We're especially thrilled that OmniRoom, our brand new flexible office system, received such enthusiastic feedback and recognition both from the visitors and the awards jury members.”

“Our space at THE MART was well-received, and we got great feedback on our Neutral is Not Enough messaging which highlights our efforts to reduce the carbon impact of our products,” comments Reesie Duncan, Vice President, Global Design, Shaw Contract (1014). “Additionally, our award-winning Cultura and Mike Ford + Shaw Contract collections inspired attendees with unique stories of inspiration, inclusion, and the representation of various cultures. Overall, we observed traffic and buzz returning to pre-2020 levels.”

The Best of NeoCon Awards, which honor products from industry-leading companies that demonstrate unparalleled innovation and design-forward thinking, returned to the show for its 33rd year. The 114 awards—which recognized NeoCon exhibitor products in more than 50 categories for Gold, Silver, Sustainability, Innovation, Business Impact, and Best of Competition—were selected on-site by a distinguished jury of architects, designers, specifiers, enterprise clients, facility managers, and top business media. The Flote Lounge Collection from Hightower took home the Best of Competition honor and six products received Business Impact Awards, which were selected by a jury of discerning journalists from media outlets including Fast Company, Forbes, Entrepreneur, Human Resources Executive, Crain's Chicago Business, and 99% Invisible. Recognized for their ability to positively impact both the enterprise client and its people, the 2023 winners were OFS' Tate; Okamura's Lives Post + Beam; Andreu World's Bolete Lounge BIO; Schiavello's Krossi Workstations; Via Seating's 4-UP; and Makr Furniture's Moment Collection.

“During NeoCon, THE MART has an energy that is unparalleled,” said Natalie Hartkopf, CEO of Hightower (1110). “Our showroom traffic was steady throughout the event—we were consistently busy—which, along with solid attendance, is thanks to our Best of Competition win for Flote and Best Small Showroom title in the IIDA Showroom and Booth Design Competition for the third time. Having so many attendees in our redesigned space allowed us to tell the story of not only our award-winning products but also our overall brand ethos of inclusion and diversity, and our new certification as a B

Corp, which was very exciting news to share at the show. We look forward to additional developments in 2024.”

NeoCon 2023 partners also helped ensure that standout products, people, and showrooms received their proper recognition. Additional awards programs included Interior Design’s HiP Awards, Metropolis Likes, and IIDA’s annual IIDA Showroom & Booth Design Competition. This year’s Best Showroom Design overall was awarded to the acoustical company, Turf, whose colorful space was flooded with thousands of visitors over the three days eager to experience the striking installation.

“Exhibiting at THE MART during NeoCon is always such a rewarding experience. Not only is it an opportunity for us to showcase our new products and applications for specifiers, but it enables us to connect with our community. We get to hear from designers, architects, and installers who provide honest feedback about what they’re looking for and how we can help,” states Turf Design (1042) President Rob Perri. “After opening our showroom last year and this year’s exceptional turnout, we’re excited to continue to expand within and plan for future NeoCons.”

“NeoCon 2023 felt like both old and new times—a resurgence of energy around this key inflection point for the industry, but also a clarified vision of our shared future. IIDA was thrilled to contribute to the conversation around futurism and how its practices can enhance and inform the practice of design—which, of course, impacts the way we work, live, and engage,” remarks IIDA Executive Vice President and CEO, Cheryl S. Durst, Hon. FIIDA. “Conversations, as usual, were a standout aspect of this year’s NeoCon—whether via programs or in the hallways, showrooms, booths, and even Restrooms!”

Khoi Vo, Chief Executive Officer, ASID, adds, “As an association that serves all aspects of the interior design community, ASID cherished the opportunity to connect with and support the commercial side of interior design at NeoCon 2023. The impressive attendance and energy was a testament to the shared resiliency in the design community, and a powerful reminder of the important role design plays in our world. I was particularly energized by the vital conversations taking place around equity and sustainability.”

This year’s diverse on-site and virtual educational offerings, lively events, and activations cultivated an inspiring atmosphere that encouraged knowledge sharing and working together—a fusion of innovation, design, and community that ensured an unforgettable NeoCon. As part of the Featured Presentations, thought leaders from the industry’s leading associations including IIDA, ASID, BIFMA and IFMA addressed

critical topics including equity, empathy, social justice, sustainability, and workplace occupancy in an ever-evolving landscape. New this year, NeoCon and Work Design Magazine's NeoCon Talks brought together thought-leaders for short but stimulating, 20-minute conversations that challenged conventional thinking and sparked innovation. An important source for education, NeoCon's 45 expert-led CEU-accredited seminars offered unparalleled programming across a wide range of topics and verticals.

More testimonials from exhibitors and attendees can be found [here](#).

All on-site and virtual programming will be available to stream via the [NeoCon Programming Hub](#) through August 15.

NeoCon will return on June 10-12, 2024 for a special milestone—the 55th edition.

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

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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.