

NeoCon[®]

A VIBRANT NEOCON 2024 TAKES SHAPE

Immersive New and Expanded Showrooms, Exciting 7th Floor Additions, and More

(Chicago, IL - March 19, 2024) The 55th edition of NeoCon, June 10-12, at THE MART in Chicago, is shaping up to be a rich experience with over 400 leading and emergent brands. This year, eighteen companies are set to unveil new permanent spaces, from establishing inaugural new showrooms, to reimagining, renovating, and expanding existing footprints. Exhibitors are pulling out all the stops with groundbreaking product launches and immersive displays, leveraging their presence at THE MART and NeoCon to capitalize on the event's capacity to drive growth and foster quality business opportunities.

“Our recent leasing transactions, renewals, and expansions alone speak volumes about THE MART’s enduring value as a hub for the North American design community,” says Byron Morton, Vice President & Co-Head of Leasing, THE MART. “More than just a building, THE MART is its own user-centric ecosystem; a centrally located destination and an amenity-rich year-round resource. The most important event for the contract furnishing market, NeoCon is core to THE MART’s DNA. We continue to be an essential platform where brands can grow and thrive and where the industry can come together to network, collaborate, and do business.”

Since 2023, THE MART has completed nearly 200,000 square feet of leasing transactions, promising attendees an exciting array of captivating new brands and innovations to explore at NeoCon. Among the highlights are seven new showrooms making their debut during the event. Esteemed companies such as Estonian manufacturer **Silen**, Belgian brand **Bulo**, and Sweden-based **Mizetto** have all selected THE MART as the home for their flagship showrooms and operational bases in the U.S., strategically positioning themselves for expansion within the North American market.

“We are thrilled to announce the grand opening of the Silen showroom in Chicago at THE MART during NeoCon 2024,” remarks Endrus Arge, CEO & Co-Founder of Silen. “With the significant increase in demand for Silen’s market-leading office pods and privacy solutions among American companies, the opening of a dedicated showroom in the U.S. design capital sets us up for continued growth.”

“The establishment of our first and only U.S. showroom in THE MART has been a personal passion project for me,” says Carlo Busschop, CEO, Bulo. “We worked with Gary Lee Partners to design a space which supports our savvy independent reps and clients and will best showcase our latest designer collaborations. I look forward to NeoCon and forging new relationships within this dynamic and innovative business community.”

After two years of exhibiting on the 7th floor, Mizetto is excited to mark a company milestone with the inauguration of a permanent showroom on the 3rd floor of THE MART. “We are thrilled to have a foothold in the North America market, spotlighting Swedish craftsmanship and

embodying the essence of Sweden's modern culture and design—a true honor for Mizetto,” says Malin Muskala, one of Mizetto’s founders.

U.S.-based soft seating specialist **Fōmcore** will also make its NeoCon debut by opening its first dedicated showroom. “NeoCon offers us an exciting launch moment and allows us to reach a critical mass of qualified specifiers,” notes Misty Diller, Chief Creative Officer, Fōmcore. “We’ve built a reputation for crafting spaces that ignite collaboration and spark creativity in K-12 educational environments. We’re thrilled to be able to demonstrate our expertise in our first ever showroom at THE MART.”

On the 10th floor, Ontario-based **ergoCentric** will highlight its wide assortment of ergonomic office seating, desks, and accessories in a new 3,000-square-foot space, while family-owned **Nevins** will incorporate lush flowers and natural elements into the furniture displays in their new, nearly 2,000-square-foot space. In their new 11th floor showroom, **Akouo Acoustics** will offer attendees the opportunity to speak to their knowledgeable consultants about state-of-the-art solutions for auditoriums, lecture halls, performing arts venues, and workplaces.

Several established brands will reveal expanded and renovated showrooms, as they continue to invest in their real estate in THE MART. Leading acoustics manufacturer **Turf** is transitioning from a 4,000-square-foot showroom to a sprawling 20,000-square-foot Innovation Center, which will become its hub for research and operations, and host dozens of year-round employees. The development underscores a growing trend of brands redefining and enhancing their MART spaces.

Doubling their footprint on the 10th floor of THE MART, **Ghent, a GMi Company**’s expanded space will allow visitors to interact with the company’s full offering of premium visual communication tools and space division furniture. **Kettal, Arcadia | Encore**, and **Innovant** will also unveil expansions. Once again, many exhibitors—the likes of which include **Stylex, Momentum**, and **Bernhardt Design**—will use the show in June as a moment to reimagine their showrooms and reconfigure their spaces.

“NeoCon is truly the premier event to engage with industry professionals, share our passion for innovative design, and find new inspiration across all aspects of our business,” remarks Helen Kim, VP of Marketing, Arcadia | Encore. “And we’re looking forward to it even more this year as we’ve nearly doubled our showroom footprint. Not only does this represent our commitment to growth, but also serves as a vibrant platform for both new introductions and currently released products.”

The 7th floor, organized by product category, serves as a premier venue for discovering pioneering brands that are at the forefront of innovation. “In addition to dedicated areas for Technology and Furniture + Fabrics, visitors can explore over 15,000 square feet of companies in the growing Building Products | Interior Finishes + Materials | Flooring section,” notes VP of Exhibitor Sales Julie Kohl. “This will include the new Climate Positive Solutions Gallery, offering

a curated selection of environmentally responsible materials and innovations that meet the demands of commercial specification without sacrificing design, durability, or budgets.”

Curated by journalist and CEU content creator Kenn Busch, founder of [Material Intelligence](#) and [Climate Positive NOW](#), the Climate Solutions Gallery will feature low-carbon and carbon-negative materials and related technologies. Elsewhere on the 7th floor, attendees will discover cutting edge, new to NeoCon brands, such as **CECOCECO** which provides state-of-the-art illuminated digital screen solutions for commercial spaces; **Focal Point**, a vertically integrated, lighting and acoustical systems manufacturer; design-forward, nature-inspired flooring specialist **Karndean Designflooring**; **Lamitech**, a leading manufacturer of decorative High Pressure Laminates; and **MJR Walls, Futrus and Privacy Plus**, renowned for high-performance, versatile, and attractive surfaces for a range of applications. Notable returning companies including **AHF Products, Behr Paint Company, Benjamin Moore, Configura Inc., emuamericas, llc, Formica Corporation, FreeAxez, LLC, FUNC, Hollman, MOCKETT, Mute, NARDI S.P.A., OFFICES TO GO, Room & Board for Business, SnapCab, Ultrafabrics, Zintra, Artizin LLC**, and **Fi Interiors** will be on view, joining over 200 exhibitors on the 7th floor.

World-class programming including keynote presentations by three provocateurs: Gensler’s Global Entertainment Leader Bob Weis, multi-disciplinary artist and designer Yinka Ilori, and Academy Award-winning costume designer Ruth E. Carter, as well as special events, experiences and workshops with key design partners will round out the 2024 edition.

Show registration is complimentary for all attendees. To register, head [here](#). Programming registration for keynotes, featured presentations, CEU seminars, and workshops will open on April 3, 2024. 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, PayPal, Avant and MATTER, as well as Fortune 500 companies Conagra Brands, Allstate, Medline Industries, Beam Suntory, IPG, 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.