

NeoCon®

NEOCON UNVEILS 2025 SCHEDULE OF EXPERIENCES & ACTIVATIONS

*Immersive Installations, Inspiring Showcases, Signature Events,
and More to Enrich the 56th Edition of the Show*

(Chicago, IL - May 7, 2025) [NeoCon](#), the premier exhibition dedicated to commercial design, is pleased to unveil a bold lineup of experiences for the 50,000-plus attendees convening at [THE MART](#) in Chicago this June. Research shows that industry professionals are increasingly seeking programming that builds relationships and deeper connections—something the show has championed since 1969. From the cinematic projection of [ART on THE MART](#)—a striking tribute to Chicago’s creative spirit—to a new gallery-meets-retail experience spotlighting emerging artists and designers, the 56th edition will present a dynamic range of meaningful in-person moments throughout the building and beyond. Additional highlights include lively networking happy hours, black-tie galas, hands-on experiences, and much-anticipated awards moments like the [Best of NeoCon](#) ceremony. Together, these events and activations create a rich backdrop for NeoCon’s exhibition floors and educational programming, inviting attendees to engage with the show and each other.

“NeoCon continues to be a powerful forum for design discovery and professional connection,” says Lisa Simonian, Vice President of Marketing for NeoCon. “Each year, we create opportunities for the industry to interact with design in new and unexpected ways, and 2025 will be no exception. We are committed to fostering lasting relationships and challenging attendees to rethink and reimagine what’s next—highlighting design’s vital role in shaping culture and the built environment.”

Experiences & Activations

Encouraging creative exploration through sight, sound, and touch, this year’s experiences and activations span large-scale installations, pop-up galleries, and unexpected moments of engagement throughout THE MART and beyond—outlined below. The full list is available at neocon.com/features/activations.

Outside, the **South Facade** will light up nightly starting June 5 with *Currents of Chicago*, a special **ART on THE MART** projection created by **Perkins&Will**. A spectacular display of vibrant colors and patterns, *Currents* pays tribute to the visible and invisible forces shaping the city—from water and wind to data, infrastructure, and design. For those looking to unwind, the **River Park**, presented by **Haworth**, offers a scenic and social retreat along the Chicago Riverwalk, one of many ways to rest and connect during the show.

A dynamic intersection of global talent, culture, and commerce awaits on the **first floor** of THE MART. Attendees can experience a cheerful array of hues with the Gensler-designed pop-up by **Project Color Corps, Design Creates Joy** (Suite 101), which highlights the organization’s mission to foster equity and belonging through color-driven design. Just steps away, *Sixtysix Magazine*’s inaugural **Paved States** (Suite 121) curated gallery-meets-retail experience pays

homage to Chicago's brutalist architectural heritage. With remarkable works from rising talents la Kutateladze, Hanneke Lorens, Noam Atelier, Anna Stechschulte, Ian Cochran, Cody Norman, Dolly Fox, Lourenz Krassai, and more—the new space invites showgoers to meet the makers and shop artisanal and industrial pieces, from home goods and accessories, to fragrances, and more.

On the **third floor**, **Haworth's Design Lab** (Suite 399) spotlights sustainability, product innovation, and forward-thinking design, featuring work from designers pushing boundaries in materiality and form. Down the hall, the **NeoCon Podcast Lounge powered by SURROUND** (Suite 397) offers a front-row seat to live podcast recordings, exciting giveaways, and an opportunity to meet the hosts behind the industry's most talked-about shows—sponsored by Material Bank, in partnership with HÅG, KI, Stylex, and Turf.

Located on the **seventh floor**, **Material Intelligence: Destination NeoCon** (Booth 7-5067), takes attendees on a tactile journey into the latest cutting-edge materials, finishes, and components driving today's top commercial projects—complete with expert insights on durability, sustainability, and creative potential. Across the floor, the **BIFMA Lounge** (Booth 7-10030) invites visitors to meet the team behind the industry's trusted standards and programs—from LEVEL® certification and the BIFMA Compliant registry to the newly revised ANSI/BIFMA testing standards and the new Source by BIFMA material database. Nearby, the **Bright Day Café** (Aisle 10000), sponsored by Spoonflower, presents a colorful, surrealist escape to refuel in a joyful setting with bold patterns and daylight-inspired design. The **Café Lounge by Armstrong Flooring™** (Center Pass-Through) blends rustic charm with thoughtful design, offering a relaxed setting for a coffee break and conversation.

Floor 10 provides a space to recharge and refocus during the show with **the INDEAL Connection Hub** (Suite 1086), featuring complimentary coffee, a daily happy hour, massage chairs, and touchdown workspaces available to all visitors. INDEAL members and partners enjoy added benefits, including access to bag check, personal lockers, and private meeting areas.

The industry's top design voices will host spaces on **floor 11** where visitors can connect, collaborate, and explore ideas together. Returning for another NeoCon, **SANDOW's DesignScene** (Suite 1120) presents a lively mix of thought-provoking roundtables and curated activations spotlighting standout brands and emerging designers. Within the space, the **Metropolis Sustainability Lab** showcases the latest sustainable products and materials driving positive change for people and the planet. Down the hall, the **ReWritten** pop-up (Suite 1130) embraces circularity and re-tells stories of all that has been re-saved, re-used, re-crafted, re-finished, re-upholstered, and re-furbished with a collection of repurposed furnishings and materials. **My Resource Library's (MRL) Showroom** (Suite 1191) allows guests to relax and browse innovative designs from MRL's expansive network of students and manufacturers. Nearby, students from across the country will convene at the annual **IIDA Student Design Charette** (Suite 1147) to take on a surprise design challenge and pitch their solutions to an esteemed panel of judges in a high-energy, real-time design competition. Also on the 11th floor,

the **Ed Pavilion by INDEAL** (Suite 1144) demonstrates how thoughtful design can support learning at every level with a mix of innovative solutions from leading educational manufacturers.

Throughout the building, this year's sponsor spaces invite a sense of discovery. From Tucci's enchanted Shade in Bloom installation at the Kinzie/Wells interior entrance, Haworth's blue-lit fashion runway-inspired vignette in the South Lobby, to Calma's special acoustic performances in the North Central Corridor and Turf's DJ-led takeover of the frequented Freight 22 elevator in partnership with Elevator Music, each imaginative brand expression is designed to pique curiosity and energize the atmosphere inside THE MART. Visitors will also encounter KFI Studios' pod-filled pop-up in the East Pass-Through, featuring clever concepts inspired by unique personas such as Flowmaster, Catalyst, Visionary, Botanist, and more.

Events

The energy at NeoCon 2025 extends well beyond the showroom floors, with a full slate of events and honored industry traditions that celebrate community and culture, outlined below and in the complete schedule available at neocon.com/features/events.

The pre-show festivities begin on **Sunday, June 8**, with **INTERIOR DESIGN's annual HiP Awards** on The Grand Stair, setting the tone by recognizing some of the year's most innovative people and products shaping the future of commercial interiors. The evening continues with **IIDA's Revel in Design** at the Four Seasons Hotel, a black-tie affair uniting global design leaders for delectable dining, powerhouse networking, and the announcement of the 51st Annual Interior Design Competition and 32nd Annual Will Ching Design Competition winners.

The first day of the show, **Monday, June 9**, kicks off with the **Best of NeoCon Awards**, honoring excellence in commercial design across categories from seating and surfaces to emerging technologies. This prestigious competition, now in its 35th year, is judged on-site by a panel of top design professionals, facilities managers, and business media, and announced over breakfast. Hosted by Michelle Kool, Facility Planning Senior Specialist at Northwestern Mutual, and Mark Wilson, Global Design Editor at *Fast Company*, the ceremony also recognizes **Business Impact Award** recipients spotlighting smart solutions that drive organizational performance through smarter workflows, cost savings, space optimization, and other strategic outcomes. Capping off a day of hospitality across all of the show floors, *Sixtysix Magazine* will host a cocktail reception for **Paved States**, inviting visitors to experience the intersection of brutalist inspiration and contemporary design over drinks. Later in the evening, the buzz continues at **Tree House** (149 W. Kinzie St) for **My Resource Library's** annual **NeoCon AfterHours Party**.

Amidst a jam-packed second day on **Tuesday, June 10**, attendees can enjoy a moment of zen on floors 6 and 14 during **AFTERNOON OASIS**—an immersive exploration of luxury showrooms paired with sound bath meditations and rejuvenating refreshments. That afternoon, the **IIDA Student Design Charette Awards Ceremony** (Suite 1147) offers an opportunity to celebrate the next generation of talent with a showcase of student work and a celebratory toast.

The **Happy Together Hour**, the show's annual open-air social, blends scenic views from River Park with complimentary cocktails and live music, providing a moment to connect with peers under the Chicago skyline. Closing out the night, the **Designing a Better Chicago After Party** at Secrist Beach, hosted by the Design Museum of Chicago, honors recipients of the Designing a Better Chicago Award—an impactful program presented by NeoCon and the Driehaus Foundation dedicated to improving lives through design and recognizing projects that uplift communities.

NeoCon's final day, **Wednesday, June 11**, starts with the annual **BIFMA Breakfast** in the NeoCon Presentation Studio, a longstanding industry tradition where design leaders gather for networking and forward-thinking presentations. This year's theme, "Bring Impossible Ideas to Life," marries fresh perspectives with meaningful conversations. In the afternoon, the inaugural **Best of NeoCon People's Choice Awards**—voted by NeoCon attendees throughout the week—will be revealed online, spotlighting the fan favorites that captured attention across the show.

For the full schedule of events and experiences, visit NeoCon.com. For showroom, exhibitor, and general NeoCon news, images, and real-time information, follow NeoCon on: [Instagram \(@NeoConShows\)](https://www.instagram.com/NeoConShows), [LinkedIn \(@NeoConShows\)](https://www.linkedin.com/company/NeoConShows), and [Facebook \(@NeoConShows\)](https://www.facebook.com/NeoConShows).

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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 into 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, 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.

Media Kit:

Access the full press kit [here](#).

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