

NeoCon®

MEDIA ALERT:

Design Ahead: NeoCon 2025 Showcases What's Next in Commercial Design



WHAT: [NeoCon](#), the premier platform and voice for commercial interior design, returns to THE MART in Chicago for its 56th edition, June 9-11, 2025. This year's theme, "Design Ahead," explores the ideas, innovations, and people transforming the spaces where we work, learn, heal, and come together—from offices and healthcare facilities to hotels and schools. NeoCon plays a pivotal role in an industry with significant economic influence: the global commercial interior design market was valued at approximately \$102 billion in 2024 and is projected to reach \$127.8 billion by 2030 ([Grand View Research](#)). The 2025 show will draw over 50,000 design professionals for three days of immersive experiences, future-forward programming, and the latest in commercial interiors.

WHEN:

- Monday, June 9, 9:00 AM - 5:00 PM
- Tuesday, June 10, 9:00 AM - 5:00 PM
- Wednesday, June 11, 9:00 AM - 3:00 PM

Early access on Sunday, June 8, and during the show days is available for media.

WHERE: THE MART | 222 W Merchandise Mart Plaza, Chicago, IL 60654

Select programming will be available online at [NeoCon.com](https://www.neocon.com)

WHO:

INTERVIEW OPPORTUNITIES:

- NeoCon Leadership:
 - Byron Morton, VP & Co-Head of Leasing
 - Lisa Simonian, Vice President, Head of Trade Shows
- Keynote Speakers + Featured Presenters
- Industry Associations: ASID, IIDA, BIFMA
- Representatives from 450+ exhibiting brands, including Haworth, Turf Design, Andreu World, SitOnIt, Pedrali, Hightower, Schiavello, Okamura, and more

WHY: Across nearly 1 million square feet of exhibition space, NeoCon offers a lens into the trends shaping tomorrow's interiors.

PRODUCT & DESIGN TRENDS TO WATCH:

- **The Sensory Shift** → Emotionally intelligent, neuro-inclusive design that fosters well-being, connection, and cognitive support through multi-sensory, therapeutic environments blending comfort, biophilic elements, and thoughtful accessibility.
- **Design Without Boundaries** → Flexible, modular, and mobile solutions that adapt across sectors, promoting autonomy, wellness, and seamless transitions to meet evolving needs and support multiple modes of engagements.
- **Materials & Technology Revolution** → Circular, high-performance materials and smart, integrated technologies enabling sustainable, regenerative design with measurable ecological and operational impact.
- **Weathering the Future** → Resilient, health-forward innovations built to withstand climate, usage, and public health demands—balancing durability with refined aesthetics.



Central Bark by DARRAN (3-120), Insula by Kettal (377), Fern Office Chair by Haworth (312), Omnio Office by Visplay (7-8078), Hyphyn™ by Mayer Fabrics (1173), Bosselino Uno by Dauphin (393), Wood Textures by Turf (1048), Zenith by Source International (367)

PROGRAMMING HIGHLIGHTS:

A compelling mix of thought leadership and skill-building—from major keynotes by cultural innovators to deep-dive sessions that explore the evolving intersections of design, science, technology, and social impact.

- **3 Keynotes** championing inclusivity and imagination:
 - Monday, June 9 – **Annie Jean-Baptiste**: A pioneering tech executive and thought leader, Annie explores how inclusive, human-centered design drives global innovation in “Designing for Global Innovation.”
 - Tuesday, June 10 – **Alice Rawsthorn**: The acclaimed British design critic, historian, and author examines design as a force for social and cultural transformation in “Design as an Attitude.”
 - Wednesday, June 11 – **Chris Barton**: Founder of Shazam and serial tech entrepreneur, Chris shares his personal story of resilience and creativity in “Bring Impossible Ideas to Life.”
- **7 Featured Presentations** led by experts from HOK, Gensler, CannonDesign, Partners by Design, and others, topics include neuroinclusion, reimagining public space, and integrating fractal-based design for stress reduction.
- **60+ Continuing Education Units** delivering the latest strategies, emerging technologies, sustainable practices, and compelling concepts from leading associations, universities, architecture and design firms, manufacturers, and media outlets. Sessions will explore circularity, AI, Gen Z design, neurodivergence, and more.
- **4 Workshops** cultivated to foster creative thinking and sharpen professional skills—from harnessing the power of color psychology and making informed sustainable material choices to mastering the art of visual storytelling through experience-driven design and sketching techniques.
- **12 NeoCon Talks** uniting influential voices for thought-provoking 20-minute conversations delving into bold perspectives on next-gen creativity, workplace evolution, technology & AI, human-centered design, and branding & storytelling.

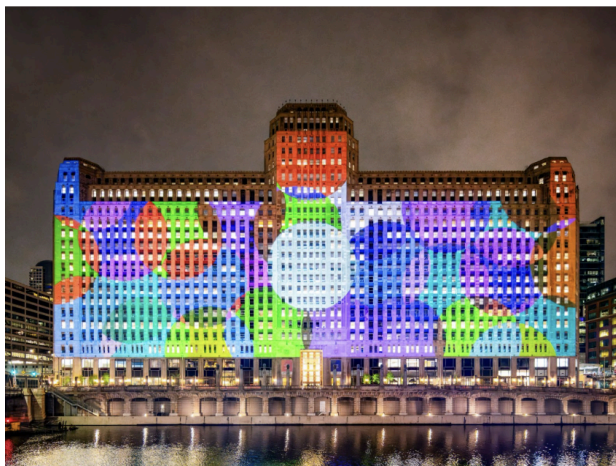


Annie Jean-Baptiste, Alice Rawsthorn, Chris Barton

NOTABLE EXPERIENCES, ACTIVATIONS, & INITIATIVES:

NeoCon 2025 captures the intersection of design, culture, and community through curated installations and events:

- **INSIDE DESIGN:** In collaboration with the Design Museum of Chicago, NeoCon introduces curated behind-the-scenes tours of some of the city's most creative spaces—from the Griffin Museum of Science and Industry and the restored Ramova Theatre, to a street art and food fusion experience with Chef Won Kim at Kimski, and a hands-on workshop at Matthew Hoffman's You Are Beautiful studio.
- **ART on THE MART:** Starting June 5, the South Facade of THE MART lights up nightly with *Currents of Chicago*, a custom projection by Perkins&Will that pays tribute to the visible and invisible forces shaping the city—from water and wind to data, infrastructure, and design.
- **PAVED STATES:** A curated gallery-meets-retail space celebrating Chicago's brutalist architectural heritage in Suite 121 on THE MART's first floor, featuring la Kutateladze, Ian Cochran, Lourenz Krassai, Monica Castiglioni, and others.
- **Designing a Better Chicago:** Celebrating the city's enduring design legacy, this initiative honors the local talent, public art, and programs that advance civic good through design. Launched in 2020 with the NeoCon Design Impact Grant and expanded in 2024 through the Richard H. Driehaus Foundation Built Environment Grant, the program continues in 2025 by recognizing new award recipients: Global Garden Refugee Training Farm's Native Pollinator and Prairie Plant Project; Eric Hotchkiss' Provisions; and the Floating Museum's Floating Monuments series.
- Additional experiences include the **Haworth Design Lab** in Suite 399 (3rd Floor), showcasing innovative work exploring sustainability, materiality, and future design possibilities; **Design Creates Joy** by Project Color Corps and Gensler in Suite 101 (1st Floor), spotlighting color as a powerful tool for equity, joy, and belonging in the built environment; and **ReWritten** in Suite 1130 (11th Floor), a circularity-focused pop-up featuring repurposed, refinished, and reused furnishings and materials.





REGISTER: NeoCon is open to trade, C-suite executives, and design industry professionals. Register for complimentary show access at [NeoCon.com](https://www.neocon.com), and use promo code **NC25PressAccess** for media access to CEU sessions.



For showroom, exhibitor, and general NeoCon news, images, and real-time information, follow NeoCon on: [@NeoCon_Shows](https://www.instagram.com/NeoCon_Shows), [LinkedIn](https://www.linkedin.com/company/NeoCon-Shows) ([@NeoCon-Shows](https://www.linkedin.com/company/NeoCon-Shows)), and [Facebook](https://www.facebook.com/NeoConShows) ([@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.

Press Information:

Media can access the official [NeoCon 2025 Press Kit](#) for new product images, press releases, and more. High-res show images and b-roll are available. Credentialed media can register [here](#).

Media Contact:

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