

NeoCon[®]

NEOCON 2025 PROGRAMMING REGISTRATION OPENS APRIL 1

Expert-led educational lineup celebrates collaboration, neurodiversity, and the transformative power of design

(Chicago, IL - March 26, 2025) [NeoCon](#), the premier event for commercial design, is pleased to announce that registration for its expansive on-site and virtual conference program opens April 1. Embracing this year's theme, "Design Ahead," the NeoCon team has created an exceptional slate of thought leadership and professional training, offering attendees access to global powerhouses that address the entire contract design ecosystem. The robust lineup of keynotes, featured presentations, CEU sessions, short-form conversations, workshops, and insider tours promises a rich educational experience—spanning topics that include AI, circularity, decarbonization, design poetics, color therapy, and neuroscience. The 56th edition of the show is poised to inspire a more sustainable, innovative, and inclusive future.

"This year's program is deeply rooted in cross-industry exchange," notes Nubia Henderson, Director of Programming. "Collaboration is a central touchpoint, not only reflected in the heart of our content but in the diverse and emerging voices we've brought together. Partnering with our valued industry associations, media partners, and thought leaders, we've curated a comprehensive platform of meaningful dialogue and actionable insights for the NeoCon community."

Purpose-Led Keynote Speakers Champion Inclusivity and Imagination

Three visionary keynote speakers will headline the 2025 conference, each demonstrating design and technology's profound ability to drive powerful change—drawing on proven techniques, timely expertise, and hard-won, personal narratives. On **Monday, June 9**, trailblazing tech executive **Annie Jean-Baptiste** will kick off the series with "Designing for Global Innovation," presented by IIDA, navigating the impact of inclusive, human-centered design across cultures and how lived experiences spark game-changing ideas. On **Tuesday, June 10**, acclaimed British design critic and author **Alice Rawsthorn** will present "Design as an Attitude," hosted by ASID, offering a thought-provoking look into design as an eclectic, open-ended catalyst of positive progress. The program will conclude on **Wednesday, June 11**, with **Chris Barton**, founder of Shazam. His keynote "Bring Impossible Ideas to Life," presented by BIFMA, will share lessons on persistence, possibility, creativity, and innovation. neocon.com/programming/keynotes-and-special-programming

Featured Presentations Unite Design Pioneers with Esteemed Experts

Building on the show's dynamic keynote series, this year's seven featured presentations bring together an elite roster of industry leaders, designers, and innovators. Experts from top firms like HOK, Gensler, Partners by Design, and CannonDesign will join renowned specialists on workplace strategy, neuroscience, diversity, equity, and inclusion for lively panels and discussions. Topics spotlight neuroinclusion, the evolution of public space, and the intersection of science and design, including insights on fractal-based stress reduction and neurodivergent

workforce support. Attendees can expect research-driven solutions and practical takeaways to address today's complex design challenges and opportunities. neocon.com/programming/keynotes-and-special-programming

CEUs Delve Into Circularity, Gen Z, Neuroscience, and Fresh Perspectives

With over 60 CEU sessions, NeoCon's educational program delivers 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 neurodivergence, designing for and by Gen Z, AI-driven materials, decarbonization, and circularity in the built environment. Created for today's design professionals, the CEUs highlight real-world applications and tangible future-forward solutions. All courses will be available on demand virtually through October 1. neocon.com/programming/ceu-seminars | neoconhub.com/virtual-ceus

Hands-On Workshops Push the Limits of Design Thinking

This year's workshops offer in-depth, hands-on learning 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—the four interactive workshops invite attendees to step away from the conference room and into the creative process. neocon.com/programming/tours-workshops

NeoCon Talks Spark High-Impact Ideas from Industry Disrupters

Returning for its third year, NeoCon Talks unites influential voices for twelve thought-provoking 20-minute conversations on the 7th floor. Presented in partnership with *Work Design Magazine* and sponsored by Formica, 9to5Seating, and Garden on the Wall, the talks delve into bold perspectives on next-gen creativity, workplace evolution, technology & AI, human-centered design, and branding & storytelling. neocon.com/programming/neocon-talks

Inside Design Unlocks Exclusive Access to Chicago's Vibrant Design Scene

New for 2025, NeoCon attendees can immerse themselves in Chicago's creative scene with Inside Design, a collaboration with the Design Museum of Chicago, sponsored by KI. Aimed to inspire connection and creativity, these behind-the-scene tours grant special access to some of the city's most inspiring spaces and voices, from an insider's peak at the Griffin Museum of Science and Industry, to a street art and culinary fusion event with Chef Won Kim at Kimski, a deep dive into historic preservation at the restored Ramova Theatre, and a hands-on workshop at Matthew Hoffman's iconic You Are Beautiful studio. Each adventure examines design through the lenses of culture, architecture, food, and public art—unveiling a rare opportunity to engage with the city's makers, thinkers, and storytellers beyond THE MART. neocon.com/programming/inside-design

To see the full programming lineup and register, visit NeoCon.com. Keynotes and featured presentations will be delivered live on-site during the show and available for streaming on NeoCon.com. For showroom, exhibitor, and general NeoCon news, images, and real-time

information, follow NeoCon on: [Instagram \(@NeoCon_Shows\)](#), [LinkedIn \(@NeoCon-Shows\)](#), and [Facebook \(@NeoConShows\)](#).

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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.