

# NeoCon<sup>®</sup>

## NEOCON ANNOUNCES KEYNOTES AND REGISTRATION OPENING

*Design Ahead: Visionaries Explore Innovation, Inclusion, and the Power of Design to Shape Our Future*

**(Chicago, IL - January 29, 2025)** Registration for the 2025 edition of NeoCon, the premier event for the commercial interiors industry, opens February 4 on [NeoCon.com](https://NeoCon.com). Taking place June 9-11 at THE MART, the show draws more than 50,000 professionals—from architects, designers, dealers, and facility managers to manufacturers and major enterprise clients—as they discover the latest state-of-the-art design solutions shaping our built environments. This year’s theme, “Design Ahead,” will come to life through an exceptional conference program headlined by three visionary thought leaders: Annie Jean-Baptiste, Author, *Building for Everyone*; Alice Rawsthorn, author of *Design as an Attitude* and cofounder of the *Design Emergency* podcast; and Chris Barton, Founder and Creator of Shazam.

“NeoCon is known for being an incubator and major platform for forward-thinking ideas and conversations. This year’s keynotes will exemplify and explore design’s power to impact lives,” says Nubia Henderson, Director of Programming. “We are thrilled to welcome leaders who will inspire our community to embrace design as a force for meaningful change. Their diverse perspectives and experiences promise to spark dialogue and help drive the design industry forward.”

Trailblazing tech executive Annie Jean-Baptiste will kick off NeoCon on Monday, June 9, with her keynote, “Designing for Global Innovation,” presented by IIDA. Drawing from real-world examples, she will highlight how design shapes our lives and underscore the importance of creating inclusive, human-centered experiences that resonate with diverse audiences. “I’m so excited to be a keynote for NeoCon this year,” shares Jean-Baptiste. “Bringing a global lens to innovation is key to good design, and I’m thrilled to be part of the conversation.”

On Tuesday, June 10, renowned British design critic and author Alice Rawsthorn will take the stage with her keynote, “Design as an Attitude,” presented by ASID. She will explore how design can help us live more safely, fairly, and prosperously, offering insights into its transformative power. “I am so looking forward to giving a keynote at NeoCon, and to sharing my vision of design as a thoughtful, ingenious, constantly evolving agent of change, and a powerful tool that can help us improve and enrich our lives,” says Rawsthorn.

The final keynote on Wednesday, June 11, will feature Chris Barton, the veteran tech entrepreneur behind the pioneering music identification app Shazam. In his talk entitled, “Bring Impossible Ideas To Life,” presented by BIFMA, Barton will share how to overcome obstacles with imagination, persistence, and creative solutions. Reflecting on his journey to develop Shazam—a feat many deemed impossible—he will inspire audiences with actionable insights and disruptive innovation stories. “At NeoCon, I look forward to sharing my thoughts on how to

think outside the box and overcome obstacles in order to bring impossible ideas to life,” says Barton.

Show registration is free for all attendees. To register, head [here](#). Keynotes will be delivered live onsite during the show and will also be available for streaming on [NeoCon.com](#). Programming registration for keynotes, featured presentations, CEU seminars, talks, and workshops will open on April 1, 2025.

For showroom, exhibitor, and general NeoCon news, images, and real-time information, follow NeoCon on: [Instagram \(@NeoCon\\_Shows\)](#), [LinkedIn \(@NeoCon-Shows\)](#), and [Facebook \(@NeoConShows\)](#).

**Media Contacts:** Novità Communications

[Alexandra Zwicky](#) / [Danielle McWilliams](#) / [Emma Reuland](#) / [Katie Fosdick](#) / [Sophia Anastasakis](#)

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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.