

NeoCon®

MEDIA ALERT:

Where Design Connects: NeoCon 2026 Unites 50,000 Global Design Professionals to Define the Future of Commercial Interiors



WHAT: The commercial design industry’s premier event, [NeoCon](#), arrives at a pivotal moment for the global contract interiors market, projected to reach \$127.8 billion by 2030 according to [Grand View Research](#). Taking place June 7-10 at The Mart, centered on the theme “Where Design Connects,” the four-day event explores the ideas and leaders transforming the spaces where we work, learn, heal, and gather—from corporate offices and healthcare facilities to hotels, retail environments, schools, and public spaces. Drawing 50,000 design and corporate professionals, the 57th edition highlights the critical importance of adaptive resilience, well-being, and community, introducing major programming evolutions and a new dedicated lighting exhibition designed to maximize attendee ROI and showcase technical advancements.

MAJOR SHOW ADDITIONS:

- **Preview Day** (Sunday, June 7 | 12:00 p.m. - 4:00 p.m.): Designed to optimize product discovery and foster connection, this newly introduced window provides registered attendees a first look at exhibitions and showrooms before the show officially opens.
- **Illuminate at NeoCon** (7th Floor): Spotlighting the essential relationship between architectural lighting, human biology, and environmental design, this show-within-a-show is dedicated entirely to lighting innovation. Featuring 60+ global and emerging lighting brands, immersive vignettes, and Spotlight Sessions exploring the future of light in the built environment.
- **NeoCon Collab: Half Light** (7th Floor): A 2,800-square-foot hospitality-driven immersive installation designed by Charlie Greene Studio and inspired by “Chicagohenge” — the rare seasonal moment when the sunset aligns with the city’s architectural grid. The collective space integrates products, color, and materiality from leading brands into a unified, contextual, multisensory narrative.

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

PRODUCT & DESIGN TRENDS TO WATCH:

- AI-enabled workplace design and smart environments
- Lighting innovation and circadian wellness
- Neuroinclusive and human-centered interiors
- Circularity, material reuse, and sustainable manufacturing
- Biophilic and restorative design strategies
- Hospitality-inspired workplaces and amenity spaces
- Adaptive, multigenerational, and hybrid work environments
- Immersive technologies and data-driven spatial experiences

WHEN:

- Sunday, June 7, 12 p.m. - 4 p.m. (Preview Day)
- Sunday, June 7, 12 p.m. – *Illuminate at NeoCon Ribbon-Cutting*
- Monday, June 8, 9 a.m.- 5 p.m.
- Tuesday, June 9, 9 a.m.- 5 p.m.
- Wednesday, June 10, 9 a.m.- 3 p.m.

Early access 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, Vice President & Co-Head of Leasing
 - Lisa Simonian, Vice President, Head of Trade Shows
 - Nubia Henderson, Director of Programming
- Keynote Speakers & Featured Presenters
 - Jessica O. Matthews, **Founder and CEO of Lived Labs**
 - Nick Foster RDI, **Former Head of Design at Google X**
 - David “Shingy” Shing, **Former Digital Prophet at AOL**
- Leading Design Industry Associations: ASID, IIDA, BIFMA
- Top Industry Representatives from 450+ exhibiting brands, including Andreu World, Haworth, Okamura, Pedrali, Schiavello, Shaw Contract, SitOnIt, Turf Design, and Wolf-Gordon, and more.

NOTABLE EXPERIENCES, ACTIVATIONS, & INITIATIVES:

NeoCon 2026 captures the intersection of design, culture, and community through curated installations and events.

- **INSIDE DESIGN:** Four curated off-site experiences developed in partnership with the Design Museum of Chicago, offering behind-the-scenes access to civic, cultural, artistic,

and material-focused spaces throughout the city, including a special behind-the-scenes visit to the Obama Presidential Center.

- **Art on The Mart:** Starting June 4, the South Facade of The Mart's 2.5-acre facade, home to the world's largest digital art platform, will feature *Love Language*, a curated projection by HDR celebrating the spirit of human connection and our shared capacity to create with intention.
- **Paved States x DesignLab:** A hybrid gallery and living environment presented by *Sixtysix Magazine* and Haworth. Jointly curated by Patricia Urquiola and Chris Force, the installation brings together emerging designers in a setting that blends retail, exhibition, and residential typologies.
- **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.



PROGRAMMING HIGHLIGHTS:

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

- **3 Keynotes** championing innovation, technology, and future-focused thinking:
 - Monday, June 8 – **Jessica O. Matthews**, Founder and CEO of Lived Labs
 - Tuesday, June 9 – **Nick Foster**, RDI, Former Head of Design at Google X
 - Wednesday, June 10 – **David “Shingy” Shing**, Creative Advisor and Cultural Strategist, Former Digital Prophet at AOL
- **7 Featured Presentations** led by an elite group of cross-disciplinary experts, including tech giants Cisco, Microsoft, and NVIDIA, alongside civic and design powerhouses like The Barack Obama Foundation, Mattel's Future Lab, HOK, and HKS. Topics include

neuroinclusion, reimagining public space, and integrating fractal-based design for stress reduction.

- **7 Workshops** fostering creativity and expanding technical skill sets. These sessions cover a diverse range of approaches—from game-based frameworks that examine the relationship between organizational culture and workplace design, to hands-on explorations of emerging technologies, storytelling, and material experimentation.
- **7 On-Site and 60+ Virtual Continuing Education Units** delivering insights on sustainable lighting, material innovation, neurodiversity, multigenerational workplaces, AI integration, and human-centered environments.
- **12 NeoCon Talks** uniting influential voices for 20-minute thought-provoking conversations delving into frameworks for circular design, the restorative science of biophilic fractals, and the personal journey of invisible disability. Presented in partnership with *Design Milk*.
- **14 Spotlight Sessions** centered on one core idea: great design starts with great lighting. These dynamic 20- to 40-minute conversations featuring leading voices from top industry firms and brands, to explore how lighting influences perception, performance, and atmosphere across the built environment. Topics span circadian health and human performance, adaptive digital environments, and the evolving role of lighting in project delivery.
- **1 Student Studio Day** connects students directly with practitioners and showrooms while guiding them through exercises that translate inspiration into career pathways. Additional sessions, including portfolio reviews led by industry professionals, provide practical feedback and insight—equipping students with the tools and confidence to enter the field. Presented in collaboration with Gensler and TOKONEXT.



Keynotes: Jessica O. Matthews, Nick Foster, David “Shingy” Shing

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).

Media may apply for press credentials and access to CEU sessions.



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 four-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, CEU sessions, workshops, and tours 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 official show press kit [here](#).

Media Contacts: Novità Communications

[Sarah Claypool](#) / [Danielle McWilliams](#) / [Katie Fosdick](#)