

NeoCon®

NEOCON® ANNOUNCES CAPTIVATING & COMPREHENSIVE SEMINAR SERIES JUNE 11-13 at The Mart, Chicago

(Chicago, IL - March 2018) NeoCon will deliver a world-class educational experience for its 50th edition including four marquee presentations and more than 100 CEU programs June 11-13 at The Mart. Show organizers have curated a rich program of thought-provoking seminars that explore a wide range of topics including a roadmap for achieving WELL certification, applying psychology to design, and trends influencing the next decade in healthcare facility design. New this year, NeoCon will explore the industry's next chapters with a series of seminars flagged with the Future of Design designation.

Monica DeBartolo, director of programming at NeoCon shows, comments, “The CEU seminars are always a vital, enriching and enlightening aspect of the NeoCon experience. The 2018 lineup will bring the latest innovations, and societal and cultural trends to light, as we celebrate the past 50 years of commercial design, and look ahead to the next 50.”

Below is a list of stand-out seminars offered at NeoCon 2018 by day, the complete list of seminars is available [here](#). For more information about NeoCon 2018 visit www.neocon.com.

Monday, June 11, 2018

M100: Case Study of The World's First WELL V1 Platinum Project 9:30 – 10:30 AM

Recently, the WELL Building Standard has gained traction, with over 100 million square feet of space registered or certified. In this case-study workshop, the speakers will provide a roadmap for achieving WELL certification. This case study represents the first project in the world to achieve WELL v1 Platinum Certification. Attendees will discover invaluable information for pursuing this rigorous certification, and speakers will offer insightful perspectives on strategies, pitfalls and lessons learned. During the course of the workshop, there will be discussion about how the WELL Building Standard is structured, how the certification process works, as well as insights on how to prepare a successful certification submission. In particular, attendees will be able to describe to their clients the level of commitment they must make during the WELL certification process, the benefits to the health and wellness of their staff, as well as the positive effects on their organization's culture. [Intermediate][OF][GR]

Speakers:

Haley Nelson, ASID, LEED AP, WELL AP, senior designer, Perkins+Will, Washington, DC.

David Cordell, ASID, LEED AP, WELL AP, associate principal, Perkins+Will, Washington, DC.

Ken Wilson, FAIA, FIIDA, ASID, LEED Fellow, design principal, Perkins+Will, Washington, DC.

M130: Five Trends Influencing the Next 10 Years of Healthcare Facility Design 4 – 5 PM

From demographics to technology to politics, healthcare facility design is evolving. While hospitals aren't going away, how they are being used is changing. This seminar will address how retail clinics, mHealth and home healthcare is making society rethink how and where it gets

care. That said, what about the patients themselves? Boomers, Millennials, and Gen-Xers all have different needs and wants. While no one really knows what the future holds, this session will investigate the biggest trends currently making an impact on the design of healthcare facilities in hopes that they may provide some clues. [Intermediate][HC][FD]

Speaker: Sara Marberry, EDAC, writer, blogger, consultant, Sara Marberry LLC, Evanston, IL.

Tuesday, June 12, 2018

T200: Branding: How to Create A Cult-like Following

9:30 – 10:30 AM

Designers today know how crucial a successful brand is to their practice. This session will outline a winning approach to branding, focusing on the particulars by first creating the big-picture architectural concept. From this layered concept, the speaker will illustrate how to design everything from custom furniture, rugs, wall coverings, lighting, accessories, art and even the uniforms and food service style. Creating a complete environment is key to engaging the client and building a brand that other clients and customers will follow. [Advanced][OF][PD][HOSP]

Speaker: Lauren Rottet, FAIA, FIIDA, founding principal, Rottet Studio, Houston, TX.

T201: Moving Beyond Open Plan

9:30 – 10:30 AM

Recently, design articles have called into question the effectiveness of open plan workspaces. This session addresses this question. This seminar will investigate how companies determine the right solutions that match the needs of an increasingly mobile workforce; combat the traditional models of space delivery; and create a great experience for teams while avoiding the homogenization of pre-packaged co-working solutions. In doing so, this session will look at one solution, immersive environments. Such environments pull the best lessons learned from work spaces—including open plan, co-working, ABW, NCE and MEMO—and tailor them to meet the specific needs of tailored spaces.

[Intermediate][OF][PD]

Kay Sargent, ASID, IIDA, CID, LEED® AP, MCR.w, WELL AP, director of workplace, HOK, St Louis, MO.

Betsy Nurse, IIDA, ASID, director of interiors, HOK, St. Louis, MO.

T207: The True Measure of a Space is How it Makes Us Feel

11 AM – 12 PM

Historically, there have been various ways to measure how well the design of an interior space works. Now, in this volatile economy, the metric may be the ability to fit as many people and desks into as little real estate as possible, and thus, humanizing or stylish touches may have to go. Such determinants have a rightful place among the tenets of design, but it is certainly possible to reconcile economic necessities with design that's intelligent, interesting and human-centered. This workshop will investigate the various ways that every element of interior design—the shape of the space, the color of walls and the arrangement of furniture—is laden with messages. Each element speaks to certain values, and each one gives cues for behavior. Taken together, they suggest and invite a way of working, learning or socializing. The session will also look to the future, exploring how offices designed over the next 10 years will continue trends toward individual empowerment and add to them the force multiplier of predictive technology. [Intermediate][OF]

Speaker(s)

Dr. Sally Augustin, FAPA, principal, Design With Science, La Grange Park, IL.
Primo Orpilla, FIIDA, principal, Studio O+A, San Francisco, CA.
Collin Burry, FIIDA, LEED AP, principal and design director, Gensler, San Francisco, CA.

T226: Culturally Specific Office Design: Insights From Airbnb

2:30-3:30 PM

Airbnb has more than 25 international offices and a growing global presence, but how can designers create culturally sensitive standards that also adhere to global, corporate functionality standards. The pressing question that will be addressed in this seminar is the following: In an ever-more connected, global culture, how do we preserve and celebrate what makes us unique, but still bring people together and help them bond over common corporate culture? Airbnb office case studies from North America, Europe, and Asia will be reviewed in order to illustrate how some elements of human nature and design psychology are universal and some are more culturally specific. [Basic][OF]

Speaker: Rebecca Ruggles, NCIDQ, lead interior designer, Airbnb, San Francisco, CA.

Wednesday, June 13, 2018

W306: Diggin' The Gig Economy

8 – 9 AM

In this seminar, attendees will discover how the gig economy represents more than a trend that will quickly fade. The speakers will lay out this new economic landscape and discuss how it will influence the use, design and finances of workspace. The pertinent, future-forward questions will be asked, such as the following: will a new workforce be less place based and more dispersed geographically?; does the gig worker have a positive or negative impact on teaming and collaboration? and how will companies accommodate a flexing workforce? We will share research and ideas on how a young generation is bringing new views on work, careers, customized job pursuits and goals. Simultaneously, companies need to hire and retain the best and brightest. It's a challenging future! [Intermediate][OD]

Speaker(s)

Mary Lee Duff, IIDA, LEED AP, principal and director of workplace strategy, IA Interior Architects, San Francisco, CA.

Mary Clare Garrity, IIDA, LEED AP, senior workplace strategist, IA Interior Architects, Los Angeles, CA.

W307: With Creativity in Mind: Applying Design Psychology to Innovation-Driven Environments

11 AM – 12 PM

For those intrigued by design psychology and who would like to incorporate it into their firm's work, this seminar will fit the bill. Environments that foster creativity and innovation are increasingly valued by clients in the office, retail, institutional, educational, hospitality, healthcare and residential markets. Fortunately, there is now a wealth of scientific data on how the physical environment affects creative thinking and problem-solving. Architects, interior designers, manufacturers and contractors who incorporate these findings into their projects and products will gain competitive advantage for both their clients and themselves. This presentation introduces the fundamentals of environmental psychology, as well as how they can be

leveraged to maximize idea generation within interior space. The session will cover a range of topics such as color, lighting, sound, temperature, furniture and fixtures, wall and floor finishes and space planning. [Intermediate][OF][FD]

Speaker: Donald M. Rattner, AIA, architect, Donald M. Rattner, Cos Cob, CT.

NeoCon is open to trade, media, C-Suite executives and other industry-related professionals. CEU seminars are \$60 when registered online by June 8; onsite registration \$70. Marquee/Keynote presentations are free; registration is required. NeoCon press registration for credentialed media is available online at www.neocon.com.

Media can find the accompanying seminars photos [here](#) and the full digital press kit [here](#). For showroom and exhibitor news, images and real-time information, follow NeoCon Shows on [Facebook](#), [Twitter](#), and [Instagram](#), and by using the hashtag #NeoCon50

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