

NeoCon®

NEOCON EXHIBITORS ARE EXPANDING, GROWING, & INNOVATING

2022 Attendees Can Expect Cutting-Edge Products, Installations, All-Star Designer Collaborations, & More From NeoCon Exhibitors

(Chicago, IL - May, 2022) Now in its 53rd year, NeoCon remains a vital hub for connecting and sharing the latest innovations in commercial design. Encompassing more than 400 leading companies and emerging brands, NeoCon will welcome a number of new and expanded showrooms and notable new exhibitors at this year's show, June 13-15 at theMART in Chicago. Exhibitors are hard at work readying their spaces to best showcase their exciting new launches and services. From designer partnerships to interactive experiences throughout the building, there will be no shortage of innovations for attendees to discover.

“We have a solid runway going into the 2022 NeoCon season as theMART continues to be an integral partner in brands’ business strategies,” notes Byron Morton, VP Leasing for theMART. “For example, the iconic furniture brand Heller (1123-A), adjustable desking systems leader LOGICDATA/JIECANG (1193), and acoustical solutions innovator Turf Design (1042) just established permanent showrooms and will unveil their new spaces at the show. They join recent tenants Clarus Glassboards (10-102), Enwork (11-118), Loftwall (10-142), and ZGO Technologies (1033A) who are enjoying brisk business and have already needed to expand into larger showrooms ahead of the show. Loftwall's space is four times the size of its original footprint, and Clarus Glassboards and Enwork are more than double, illustrating theMART's vital role in providing companies an ideal, full-service location where they can grow and expand as needed.”

Rob Perri, President, Turf Design, remarks, “NeoCon is the nexus for commercial interior design innovation, so it is a natural fit for the Turf brand. We're excited to see our 4,000 sq foot showroom come to life with the help of an extraordinary HDR design team that explored the intersection of color, sound, and materiality in the space. We hope the Turf space gives specifiers an immersive experience that not only educates and inspires them but shows the power of Turf to achieve their design vision on any scale.”

John Edelman, CEO and President of Heller remarks, “I couldn't buy Heller and not take a space – and more – at theMART. Alan Heller's spirit was alive in this city and at this place. I'm excited for us to be here!”

In line with the 2022 theme “Design Makes a Statement,” NeoCon showrooms are planning to do just that, unveiling newly renovated spaces and hosting designers from across the globe. Spanish furniture brand Andreu World (10-132) will be showcasing several new collaborations with iconic designers Alfredo Häberli, Benjamin Hubert, Patricia Urquiola, and Philippe Starck. Alfredo Häberli and Patricia Urquiola will be on-site at NeoCon to share the inspirations and the design

process behind their new collections with the brand. Winner of the 2019 and 2021 Best Showroom Award, Hightower Group (1110) will once again be revealing a new look in their showroom that will focus on reclaiming shared spaces and creating optimistic collaborative environments. They will offer community-focused events and opportunities to connect and hear from Australian designer Ross Gardam, the creative force behind the award-winning Adapt seating collection. The theme of the Momentum Textiles' showroom (323) will center around the launch of Sina Pearson's "At the Museum" textile collection, including a digital wallcovering which will be revealed on-site during the show. The always colorful Scandinavian Spaces (1191) showroom will feature an avant-garde revamp, centered around the *annorlunda* artisan. Inspired by the Swedish word for different, the space will be designed to encourage creatives to think outside the box and the 2022 collection will play with unexpected, daring color combinations.

Many exhibitors are launching products that reflect the growing demands of the changing office environment, Steelcase (300) will be launching several impressive collections with a serious focus on sustainability and providing clever solutions to workers' new needs, including the Flex Perch Stool and Flex Personal Spaces which are both 100% recyclable. Davis Furniture (3-115)'s collaboration with German design duo jehs + laub on the Bonh planter system places an emphasis on the importance of biophilic design elements on mental health and wellness.

"This year at NeoCon, Haworth is re-envisioning the future office," comments Kurt Vander Schuur, Global Brand Director, Haworth. "We are thrilled to be launching 20+ new products at the show that will support the growing 'Work from Anywhere' ecosystem. Attendees will be able to experience the products firsthand at our showroom (312) and at our interactive lobby installation in the main entrance at theMART."

NeoCon's 7th Floor Exhibit Hall will feature nearly 200 leading and emerging companies from around the globe. This year will feature exciting new exhibitors including Calligaris (7-7106), Egoe North America (7-3086) Greenmood (7-3100), Mizetto (7-7094), Polyvision (7-8034) Frovi (7-3062) and James Burleigh (7-4062). Framery (7-7078), Armstrong (7-7062), Mantra (7-7038) will also be returning to the 7th floor, with product launches centered around responding to the ever-changing office environment. Armstrong's HET flooring collection uses biophilic elements to intentionally evoke restorative and meditative emotions in a stressful space while Mantra's Lowe Loop Benching cleverly creates a flexible collaborative into private desking solution.

The NeoCon 2022 list of exhibitors, as well as full show details and access to registration, are available at neocon.com. For showroom, exhibitor, and general NeoCon news, images, and real-time information, follow NeoCon on: [Facebook \(@NeoConShows\)](#), [Twitter \(@NeoCon_Shows\)](#), and [Instagram \(@NeoCon_Shows\)](#).

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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 theMART 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 close to 500 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 theMART: theMART (formerly The Merchandise Mart), located in the center of the sought-after River North submarket, is interwoven into the fabric of Chicago as an innovator in business, technology, culture, art, media and more. It is one of the world's leading commercial buildings, wholesale design centers and the preeminent international business location in Chicago. Encompassing 4.2 million gross square feet, theMART spans two city blocks, rises 25 stories, and is visited by an average of 30,000 people each business day and nearly 10 million people annually. Offering continuous innovation and creativity from leading manufacturers and design forward showrooms, theMART serves as the home to Chicago's most creative and technologically innovative companies.