

NeoCon® KEILHAUER

KEILHAUER EXPANDS THIRD FLOOR PRESENCE AT THE MART WITH NEW SHOWROOM

Tripling its current footprint, the move reflects Keilhauer's continued growth and reinforces THE MART's position as North America's premier destination for commercial design

(Chicago, IL - June 3, 2025) [THE MART](#) in Chicago is proud to announce the upcoming expansion of the [Keilhauer](#) showroom. The internationally recognized commercial furniture manufacturer, celebrated for its elegantly crafted, sustainable seating and tables, will more than triple its current footprint ahead of NeoCon 2026. A long-time tenant and NeoCon exhibitor, the North American-based company has maintained a presence at THE MART since 1998, and will soon relocate to an expansive 12,928 square foot new space on the third floor (Suite 399).

Marking a pivotal moment for the brand, this move will bring together Keilhauer's two existing showrooms, Keilhauer and [Division Twelve](#), into distinct yet adjoining spaces, elevating the brand's profile at THE MART. The enhanced layout will allow for a comprehensive brand experience, showcasing Keilhauer's full portfolio alongside Division Twelve's signature, bent-metal collections for both indoor and outdoor use and highlighting the complementary nature of the two brands. The larger space will provide the opportunity to explore Keilhauer's breadth of seating and table solutions, and as well as their new finishes offering. With Chicago's central location, the showroom will also serve as its premier hub for North American customers during NeoCon and throughout the year.

"Keilhauer is excited to take this next step with THE MART, expanding our footprint and bringing our two brands together for a more impactful and cohesive experience," says Mike Keilhauer, CEO of Keilhauer. "As our business and product offering have grown, this new space will provide the opportunity to tell a fuller story that highlights our innovative design, showcases our new finishes palette, and reinforces our commitment to sustainability."

Byron Morton, Vice President & Co-Head of Leasing at THE MART, adds, "Keilhauer's significant new showroom is a powerful reflection of the brand's design leadership and long-standing influence in the industry. We're honored to continue supporting their evolving needs and look forward to seeing this new vision come to life at NeoCon 2026."

At NeoCon 2025, Keilhauer will mark its final year in its current showroom space (Suite #373) with a dynamic presentation tailored to today's evolving workplace. As offices adapt to support a wider range of work styles and spatial needs, Keilhauer is debuting a collection of innovative, mobile, and flexible products designed to make every space multipurpose—whether for solo focus, team collaboration, or larger group meetings.

This year's showroom experience, titled *State of Flow*, explores how office furniture must work harder and do more. Among the highlights is Unifi, a versatile lounge seating system that transitions effortlessly from individual chair to bench, with an optional tablet for added functionality. Also launching is Weve, a sleek nesting conference chair that provides extra seating when needed and tucks away neatly when not.

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About Keilhauer: Founded in 1981, Keilhauer is a design-forward contract furniture manufacturer with a mission to craft quality products that serve people and the planet. We believe good design does more

than just look great, it has the power to change our daily lives for the better. Every piece we produce is crafted to the highest environmental standards and intended to transform workplaces into environments where individuals can connect, engage, and thrive.

About Division Twelve: At Division Twelve, we make things that make people happy. Our bent metal furniture is crafted to stand the test of time—and look good doing it. Bent with care right here in North America, every piece is a blend of durable materials, minimalist design, and meticulous craftsmanship, all while being completely carbon neutral. And with endless colors and styles, our furniture is designed to fit in anywhere, from museum cafés to corporate offices. Because there's nothing we love more than creating pieces that reflect your vision. It's furniture that creates a moment of joy.

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.

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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