

NeoCon®

NEOCON® TAPS INTO ARCHEWORKS' TALENT FOR 2015 PRESSROOM

Featuring a Showcase of Exhibitor Products

[Chicago, IL – June 2015] NeoCon® once again enlisted Chicago-based ARCHEWORKS, a multidisciplinary school with a social agenda, to design the show's Pressroom this year, which will be in suite 7-9126. For the 2015 edition, NeoCon held an open call for exhibitor products to help the designers create a curated space for journalists to call home base during their time at the show. It will feature furnishings, products and services from **Arper, ChargeSpot, Classroom Select, Davis Furniture, Egan Visual Inc., Fire Farm Lighting, Gramovox, Green Furniture Concept, Harden Contract, HBF, ICF Group, Indiana Furniture, INSTALL, LOFTwall, LUX by Mighty Bright, Magnuson Group, Nienkämper, Professional Flooring Installers Association, Roomio, Shaw Contract Group, SnowSound USA, Versteel, Via Seating, Zintra by Baresque**, as well as artwork from Matthew Hoffman & Sun Kawazoe.

ARCHEWORKS was founded in 1994 by architect Stanley Tigerman and designer Eva Maddox. When conceiving the space, the design team, led by Sharon Aurelio and Lisa Korpan, drew inspiration from NeoCon 2015's evocative marketing visuals, as well as iconic Chicago cityscapes. Korpan comments, "The design concept for the Pressroom emerged from one of the illustrations in NeoCon 2015's graphic series. The visual, which states "NeoConvergence" and boasts an illustration of bold lines and curves that flow and converge harmoniously, embodies the event's potential energy. We integrated this graphic into the flooring design, aiming to activate the space from within, while mapping its unique urban context."

Aurelio adds, "For the first time, NeoCon's Pressroom is located on the southeast corner of the Merchandise Mart facing the Chicago River and elevated train tracks. These city views-to use the word again-*converge* and surround you. It is a moment in time when, while you're admiring the scenes outside the window, you look down and realize where you're standing. This is the place and the time where this is all happening, and you are part of it. There is no other space in Chicago that can mimic this experience."

The room will be a hub of activity throughout the show. An invaluable resource to the media, it is stocked with catalogued exhibitor PR materials and provides a space for journalists to work and recharge between appointments and tours of the floors.

In addition to the physical Pressroom, the show hosts a convenient digital Pressroom on its site. Official NeoCon press releases, as well as exhibitor press releases and product images can be found at <http://neocon.com/press-room>. Media can also register for the show online at <https://reg.neocon.com/?press>.

To help navigate NeoCon® and all that it has to offer, attendees can download the 2015 NeoCon App at the App Store and Google Play. It is available on all platforms and usable in airplane mode. The app lets users search & locate exhibitors, utilize interactive floor plans, find best routes, create schedules, upload photos, access social media, search speakers and programming, receive show and schedule updates and more.

For exhibitor news, images and real-time information, follow NeoCon on the following social media channels: [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [Pinterest](#) and [Vine](#).

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NeoCon is owned and produced by Vornado Realty Trust | Merchandise Mart and open to trade professionals only. It will be held at the Merchandise Mart on Monday, June 15- Tuesday, June 16, 2015 from 9:00AM-5:00PM and Wednesday, June 17, 9:00AM-3:00PM. Registration for NeoCon is required. Online Registration by June 12 is free and On-Site Registration is \$25. Keynote presentations are free to attendees. CEU Seminar Online Registration by June 12 is \$55 each, CEU Seminar On-Site Registration is \$65 each, and fees vary for all Special Events.

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