

NeoCon®

**NEOCON WELCOMES IN 51ST EDITION WITH SEVEN NEW SHOWROOMS,
SHOWROOM EXPANSIONS & SEVERAL NEW & NOTABLE 7TH FLOOR
EXHIBITORS
June 10–12, 2019**

(Chicago, IL - May 2019) NeoCon, the leading platform and most important event of the year for the commercial design industry, announces numerous new and expanded showrooms ahead of its 51st edition, running June 10-12 at The Mart in Chicago. As NeoCon continues to grow and expand its reach, demand for space in the building remains high. This June, seven new permanent showrooms will make their debut on the 11th floor, including Hightower, Kwalu, Beaufurn, Montisa, Cumberland Furniture, Emeco, and HAT Contract, with other additions set to be announced closer to the show.

Several brands including Stylex, VS America, Arper, AIS, Okamura, Via Seating and Allermuir/Senator will be expanding and/or relocating in the building, collaborating on their new spaces with top firms. The 7th Floor Exhibit Hall, which continues to be a rich resource for attendees, will also showcase several new to NeoCon brands, as well as returning exhibitors, many of which are taking larger spaces this year.

Byron Morton, VP Leasing, NeoCon, says, “Several leading commercial interiors brands are establishing new outposts in the building just in time for NeoCon this year. In addition to seven new showrooms, a number of current tenants are unveiling expanded, design-forward new spaces. Their strategic investment is a testament to the strength and value of The Mart as a premier business location and NeoCon as an invaluable resource and hub for the commercial interiors industry.”

Julie Kohl, Vice President of NeoCon exhibitor sales, remarks, “This year’s 7th Floor Exhibit Hall will again feature a roster of exciting new to NeoCon exhibitors such as Cascando (Netherlands), Pedrali (Italy), Actiu (Spain), SilentLab (Czech Republic), INTO the Nordic Silence (Finland), Luxxbox (Australia), SF Collection (Italy), Slalom (Italy), and Tis the Italian Space (Italy). In addition, companies with expansions and news include Doug Mockett & Co. with a large 3,100-square-foot space, and Narbutas (Lithuania), which along with DeVorm (Netherlands), are back for the second year running. ROOM and Mikomax (Poland) are also back with doubled booth sizes. CBC Flooring will be celebrating their 100-year anniversary at NeoCon with a presence on seven, while Claridge Products and Framery will both be enjoying expanded spaces and a new location in the 6000 aisle.”

New Showrooms at The Mart/NeoCon Include:

HAT Contract (11-122)

This year at NeoCon, HAT Contract will welcome in their new permanent showroom at the Mart designed by Ted Moudis Associates. With the permanent showroom, Innovative, which purchased West Coast contract furniture company HAT Contract about a year ago, is signaling their readiness to compete on a national level and reposition themselves as the latter. At the show, HAT Contract will be showcasing its new combined lines which includes height adjustable bases in two new finishes and ergonomic designs such as Ella—a new innovative monitor arm that departs from the traditional gas cylinder approach. In addition, the company is introducing Winston Lift, an arm-based sit stand for the retro-fit market. www.innovativeworkspaces.com

EMECO (1111)

Emeco, a company known for creating well-engineered, sustainable, simple, and timeless chairs for interior and exterior architectural projects, is opening their first physical showroom at The Mart in conjunction with its 75th anniversary. The brand is working with David Saik to create a space that reflects Emeco's ethos in regards to sustainability and utility. At NeoCon, the On & On collection by Barber & Osgerby and 1" and 2" by Jasper Morrison will be highlighted in addition to some of Emeco's signature products previously recognized as icons of the American Design Industry. www.emeco.net

BEAUFURN (1159)

Beaufurn, a manufacturer of fashion-forward, functional furnishings for hospitality, contract, and entertainment markets, announced a multi-year agreement for a permanent showroom in the Mart this spring. The 943-square-foot showroom, which is being designed by Michael Duncan and Stephanie Shoffner, will be unveiled at NeoCon 51. The company is working with Thomas Patrick Consulting and Bushman Construction to highlight the growing commercial side of the business. This year's NeoCon event will feature the introduction of the brand's contract styles Ibiza modular seating system, the Solace and Strata chairs, and the Infinity conference table among other recent popular introductions that include the Allure and Perla chairs. www.Beaufurn.com

MONTISA (1198)

Montisa is a 113 year-old-company that is enjoying a resurgence and parlaying it with their first-ever showroom at the Mart. While they have been in the contract office space for the last 30 years, Montisa has recently relaunched and reinvented the brand, classifying it as "industrial artisan chic" with a focus on helping organizations find their individuality. This entails providing furniture for reclaimed spaces, warehouses, and factories being transformed into office spaces and more. The new space, designed by

Mark Warren and Larry Leete of Montisa with the help of Lin Ver Meulen and Brent Casanova of Square One, is set to unveil the newly revamped company, its 12 new product introductions, and preview their fall launch which takes B.Y.O.E (Build Your Own Environment) to new heights. Designed in conjunction with Chicago-based Q Design, Clive (the name of the new system which will be previewed), will feature the Montisa industrial enhancement on the expected panel system of today. www.hellomontisa.com

CUMBERLAND FURNITURE (1171)

Cumberland, a 60-plus-year-old, family-owned company, is ready to familiarize the design community with its products and ability to apply materials across their entire portfolio of timeless designs. The showroom, which will be co-designed by Concept A. Creative Studio and Cumberland longtime creative partner, Travis Clifton of T. Clifton Design, Ltd., will showcase the brand's classic designs as well as some new additions. This includes new additions to the Revo Collection by David MocarSKI and the recently expanded Clover offering designed by 5D studio. www.cumberlandfurniture.com

HIGHTOWER (1110)

Hightower will be opening a new 3,500-square-foot showroom with the vision to showcase the scale and vast nature of its collection—which includes product families from the company's international partners. The showroom, created in partnership with designer Case Keasler of Casework, will showcase the limitless possibilities Hightower offers for modern office interiors. The family-founded and operated 15-year-old company will also be designed with a fresh, playful aesthetic inspired by its young co-founders, sisters Natalie Hartkopf (CEO) and Rachel Hartkopf (Board Chair). www.hightoweraccess.com

KWALU (1199)

Kwalu, recognized for impressive surfaces for healthcare design, will present its durable, sustainably-minded furniture in its new 3,000-square-foot, 11th floor showroom debuting during the 51st edition's opening day. The new introductions will include Kwalu's expansion into educational furniture—flexible designs that include a wide variety of lounge options that easily adapt into college and university settings. The new showroom, designed by Tara Rae Hill of LittleFISH Think Tank, will serve as a collaborative space for designers and architects to conceive of and create environments for their healthcare and education projects.

www.kwalu.com

EXPANDED/ RELOCATED SHOWROOMS INCLUDE:

STYLEX (337)

Stylex is moving into a 70% larger showroom to properly showcase their new introductions. Designed by Gensler, the new space will allow the brand to represent bigger ideas with greater functionality—this includes their modular work-lounge products. Stylex will also be taking advantage of the increased square footage to introduce and focus on Free Address, a broad family of desking solutions, light storage, and seating that will support various work activities in a beautiful, contemporary manner.

www.stylexseating.com

VS AMERICA (1167)

VS America, known for their ergonomic and agile furniture solutions for educational and corporate spaces, has relocated to an expanded space. The new showroom, designed by Jean Nouvel as an experience, will reflect VS America's products from every point of view through the use of both furniture and mirrors. The company will emphasize its new JUMPER chair family at NeoCon 51—a new durable, flexible, and versatile chair family with the aim for it to become the next evolution of agile furniture for schools, workplaces, and more. www.vsamerica.com

ARPER (349)

Arper, a company whose design ethos is based on the versatility of essential forms, is relocating to a 2,145-square-foot new space on the third floor. The architectural aspects of the showroom were designed by Solveig Fernlund while Barcelona-based Lievore Altherr took charge of the creative direction and styling. The new space allows Arper to showcase a complete representation of its designs geared towards everyday life and workspaces—all featuring a fluid, human-centric, soft environment appeal. At NeoCon 51, attendees can expect to experience Arper's Planesit task chair, designed for both comfort and ergonomic support, the Paravan partition systems, and the Cila Go seating collection among other new novelties. The space will also feature various settings and functions including areas that will serve as a lounge, work station, meeting and learning spots, and more. www.arper.com

VIA SEATING (10-148)

VIA Seating is unveiling their new, double-in-size showroom. The design of the space, set to flow visitors cohesively through the company's broad range of products, is a collaboration between Reno Business Interiors and Whitney Architects. The showroom will offer an array of options for corporate offices, hospitals, education, government, and more. In addition, Chicago-buffs will enjoy many of the city's attributes—including a black-and-white mural of Chicago's skyline—purposely integrated into the space. Attendees to this year's event will also be able to enjoy two new series, the Yunique and Genie Flex introductions, both said to strike the perfect balance between great design and ergonomic excellence. www.viaseating.com

AIS (1086)

AIS unveils an expanded showroom at this year's NeoCon. The company is increasing its footprint at TheMart by 40 percent, an additional 4,000 square feet. With a total of 10,400 square feet, it's the largest showroom in the company's history. The space occupies the northwest corner of TheMart's 10th floor (Suite 1086), and has expansive views of Chicago looking west. AIS will exhibit an array of products, including tables and desks, workstations, conferencing solutions, seating, storage options and private-office products in colorful and inspiring vignettes. A Colors/Materials/Finishes (CMF) Center will display a plethora of the choices available on AIS products. Designers and customers can experience the diversity of design-specification options at their fingertips in person. At NeoCon 2019, AIS will be unveiling two new products—Calibrate® Community and Day-to-Day™ PowerBeam—and will be celebrating its 30th anniversary as a company.

ALLERMUIR | SENATOR (1112)

Allermuir, a company established in the 1970s that conceives, designs, and produces sustainably-made furniture, is relocating their creative laboratory to the 11th floor. Part of The Senator Group since 2005, Allermuir will be sharing their showroom with its sister brand, Senator, while its diverse offerings remain independent. At NeoCon 51, attendees will be able to view new product launches such as the Axyl bench by Benjamin Hubert and new collaborations with designers including Pearson Lloyd and Jonas Wagell. The new space will contain a focus on hospitality and products that reflect that field. In addition, show attendees will be treated to a lounge-like atmosphere replete with relaxing music and a curated drinks menu. www.allermuir.com; thesenatorgroup.com

OKAMURA (1100)

Okamura, a Japanese office furniture manufacturing company, will unveil a new expanded 11,421-square-foot-showroom on day one of NeoCon 2019. The company is taking their corporate mission to “Set the stage for people” literally and commissioned Perkins + Will to create a “Work Your Way” concept that will present a number of different work settings within the showroom. Each setting will cater to the varying needs and requirements of the contemporary workforce and will reflect Okamura's term for both physical and mental wellbeing—a strong sense of ‘natural-being.’ In addition, the company will also be launching new products and a new collection of sofas that focuses on the ancillary environment—an area of the office that is becoming increasingly important.

NeoCon is open to trade, media, C-Suite executives and other industry-related professionals. Registration is available online at www.neocon.com. Expo: online

registration by June 7th - free; On-site registration - \$65. Keynote Presentations: free. CEU Seminars: online registration by June 7th - \$65 each; onsite registration - \$75 each.

Media can access images to accompany the release [here](#). A dropbox of exhibitor materials is available [here](#). Finally, general [show images](#), [show releases and exhibitor press releases](#) can also be found on the NeoCon website.

NeoCon press registration is complimentary to credentialed media and also available online at www.neocon.com.

For showroom, exhibitor and general NeoCon news, images and real-time information, follow NeoCon Shows on the following: [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 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 both leading companies and emerging talent—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. NeoCon is open to trade, media, C-Suite executives and other industry-related professionals. 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. As the largest privately held commercial building in the United States, 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.