

NeoCon®

New at NeoCon® Over 100 Companies Join 2015 Lineup

[Chicago, IL – May 2015] The 47th edition of NeoCon® (June 15-17, 2015) will once again showcase the very best in commercial interiors. As the biggest tradeshow in the industry, the show continues to attract fresh talent to its international stage. Among the 450 exhibitors on floors 7 and 8, roughly 100 are new to NeoCon. In addition, the permanent showroom floors of the Merchandise Mart will be buzzing as they welcome six new tenants whose thoughtfully designed showrooms will be strong additions to the world's largest commercial building and one of Chicago's premier global business locations. With the addition of brands like Senator and Boss Design, the Mart continues to be the place where international companies establish beachhead in the US market.

Byron Morton, VP of Leasing, Vornado/Merchandise Mart comments, "From new faces to the latest innovations, our 2015 lineup is incredible. Their design-forward offerings and unique perspectives will make for an exciting show." Julie Kohl, Vice President of NeoCon exhibitor sales adds, "Attendees can expect to find new products in all areas including Flooring, Furniture & Fabrics; Technology; Interior Building Products; and Interior Finishes & Materials."

Six Must-See New Showrooms

Watson (suite 10-155):

In time for NeoCon, Watson will open the door to its new Design Studio, which will showcase new collections alongside iconic designs from its portfolio. Designed by Gary Lee Partners, the Design Studio will serve as much more than a showroom. It will provide a space for engagement and learning with the local design community. In terms of products, Watson will be launching Bahn – a furniture system designed for dynamic office environments that promotes heads down focus and team interaction. The simple kit of parts includes electrically adjustable worksurfaces, functional storage and panel-free power delivery for flexible planning. Relaxed and purposeful design brings the comfort of the home to the office with beautiful, sustainable and highly durable materials. The Design Studio will also feature collections including Tonic, Miro and Etch.

Stir (suite 10-67A)

Stir sees its new permanent presence at the Merchandise Mart as an important and strategic investment that reinforces the company's commitment to creating products for the contract furniture industry. Stir's space will feature the company's newest desk, the Stir Kinetic Desk M1. Stir desks are height-adjustable and driven by software that senses user presence, learns user preferences, enables the user to set goals and actively reminds him/her to change positions throughout the day. To help celebrate the showroom, Stir will be giving away a Stir Kinetic Desk M1 each day of NeoCon.

3form (suite 10-142)

3form, a leading manufacturer of award-winning, sustainable building materials that meet architectural challenges, will open its new showroom with a brilliant display of new products including Woods, Metallics, Wall Systems and Full Circle. At NeoCon, 3form will reveal a never-before-seen array of interlayers designed to capture the spirit of metallic looks in Silver, Gold, Rose Gold and Copper.

New finishes Grain, Grid and Velvet will give designers and architects an expanded toolkit to create a design signature in a space.

Senator International (10-146)

Senator, globally renowned for its innovative, ergonomically designed workplace solutions, will introduce an array of exclusive pieces created by world-leading designers in its new permanent showroom. New products from its Settings concept, including: Chemistry, Ad-Lib Work Lounge, Ad-Lib Scholar and Freeflex will be on display. This opportunity will provide many with their first glimpse of Senator's unique fusion of intelligent design and innovative engineering, after its launch in North America last year.

Concertex (10-103)

Concertex's first permanent showroom at the Merchandise Mart will showcase the brand's extensive product line ranging from textiles, wallcoverings, faux leathers and leather tiles. Designed with IA Interior Architects, the showroom highlights its focus on material innovation and design-centric style. Concertex, known for its innovative and nature friendly wallcoverings, textiles, faux leathers and faux leather tiles, will be launching several new collections at NeoCon. The line-up includes: Ziro, a pure silicone fabric with extreme strength and inherent ink + stain resistance as well as EvoFabric Etched & Virtual. Etched seamlessly engraves brilliant metallic colors into the complex embossed contours of a polyurethane faux leather and Virtual is a 4-step digitally created polyurethane that contains a multi-color transfer print, protective film layer, embossing and graffiti-free.

Boss Design (310A)

Boss Design, the UK's market leading manufacturer of high quality office seating, upholstery and tables, will be bringing its latest offerings to the third floor of the Merchandise Mart. After moving production to a newly acquired factory in High Point, NC, the brand is continuing to demonstrate its commitment to the North American market with its new Chicago showroom. In addition, NeoCon will mark the stateside launch of Coza – a new and innovative task chair. Created in collaboration with renowned German furniture designer Martin Ballendat, Coza boasts extraordinary comfort and dynamic support by using the natural flexibility of a single ribbon of material.

New on Floors 7 & 8

A host of new and notable temporary exhibitors will call floors seven and eight home. Floor seven, which will cover Flooring, Furniture & Fabrics will feature new exhibitors including such brands as: **BDI (7-7070)**, **Green Furniture Concept (7-4038)**, **GOLLY/REXSITT (7-1045)**, **Framery (7-5060/7-5080)**, **ONGO Active Sitting (7-1041)** and **Koleksiyon (7-1130)**, to name a few. **Uruhu Design (7-1029)**, a luxury furniture and design build firm based in Brooklyn, is debuting its first contract collection at Neocon. The Maderas chair, a standout piece from the line is influenced by mid-century Brazilian design in the tropics. The chair is made from Nanciton, which is a sustainable alternative to walnut and features black leather webbing. **Idesk/Cherryman (7-2130)** will introduce a comprehensive line of contemporary products designed by Claudio Bellini, Bartoli Design, HanYi Huang, Carl Gustav Magnusson, and Alexandros Stasinopoulos. This expansive product scope includes benching, tabling, deskling, conference, height adjustable tables, media center, storage, seating for all areas, lounge system and LED lighting. **RT London (7-7030)** will introduce Doozie, a modular, flexible and modern lounge offering perfect for any environment. It can be configured to work in a group setting in corporate offices, lounge areas in Healthcare and Hospitality as well as collaborative spaces in Higher Education facilities. **Goebel (7-4105)** will be launching outdoor benches for institutional, corporate and public settings. The 5-year old American design firm harvests 95% of its timber for its production

furniture from urban sources within a 100-mile radius of Saint Louis, MO. Each timber is sourced from zero-deforestation sources.

The eighth floor, with its newly organized product categories has become the destination for Technology, Interior Building Products, and Interior Finishes & Materials. It will feature a myriad of new exhibitors including: **E Ink (8-2101)**, **Collector's Specialty Woods (8-3139)**, **Engrain (8-2075)**, **Gramovox (8-5062)**, **Panasphere Premium Surfaces (8-2105)**, **Sensitile Systems (8-2082)**, **VARIDESK.com (8-1054)**, **Wilsonart (8-1122)** and more. Among the many exciting product launches, **Lovair (8-3077)** is collaborating with Sebastian Conran, a stalwart of British design, for its brand new Ribbon system. The trio of products, which includes a deck mounted dryer, was developed to address the need for change in how washrooms are designed. Faster and more efficient, the dryer operates 10 decibels lower than the average. In addition, hundreds of new finishes and materials will be on display in the Materials Pavilion curated by Interiors & Sources.

Whether it's a new exhibitor or a new product, the 2015 edition will be a showcase of innovation and inspiration on every level.

For more exhibitor information, media can visit the show's online pressroom at www.neocon.com to download press releases and announcements. The site also features an image gallery and fast facts. For 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.

Vornado Realty Trust | Merchandise Mart, a division of Vornado Realty Trust, is a leading owner and operator of integrated showroom and office buildings, as well as trade show facilities, bringing buyers and sellers together through market events, trade and consumer shows, and conferences each year. We are committed to creating sustainable environments in the properties we manage and the communities we serve.

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