

SPECIAL EDITION

The Business of Furniture | NeoCon 2018

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## NeoCon: The Product Issue

HUNDREDS OF MANUFACTURERS AND TENS OF THOUSANDS OF VISITORS WILL BE JOINING UP IN CHICAGO TO GAIN INSIGHT INTO THE MARKET FOR FURNITURE. WE HIGHLIGHT MANY OF THE MUST-SEE, NEW PRODUCTS THAT WILL BE ONDISPLAY.

TS. OUR PURPOSE

2014

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## NeoCon is Middle Aged, but Far from Stodgy and Wrinkled

According to a survey of 2,000 adults commissioned by health-care provider Bristol-Myers Squibb, one in eight engaged in fewer afternoon naps, noon when they "feel over it" after a long day of work. The preference for a night in rather than a nap is not new. In 2010, a study by researchers at the University of California, San Diego, found that 70 percent of adults aged 18 to 29 "fall asleep after more than a few hours of work" compared to 40 percent of those aged 30 to 49. "It feels like I'm somehow 'stagnant' or 'taking a term break' in the 30s or 40s," says a 30-year-old woman in the study. "I feel like I'm somehow 'stagnant' or 'taking a term break' in the 30s or 40s."

NeoCon might make you feel like you're stuck in the doldrums, but the event itself is anything but staid. In fact, it might be as hot as it has ever been. So far this NeoCon (and it hasn't even officially started), we've been treated to some seriously important ones (West Elm went with Steelcase, HAY and Moers went with Herman Miller and Knoll, well, they are going to go it alone next year in Palm Springs).

Plus, talk about how work is changing. It really is. So is real estate and technology, two things that are bound to have a profound effect on the industry. That's precisely why NeoCon is so important — now as it was 50 years ago when it started. It is the barometer for the industry, our "True North," the one essential guidepost that helps us navigate our way through these monumental changes.

The changes in the way we work can be seen in the following pages, our product guide for the show. Products range from the pedestrian, but necessary, to those that push the envelope of the office to the extreme. And if there is anyone who questions the creativity, innovation and manufacturing expertise, point them to this publication. We cringe at the best industry trade show week, but no more so than in this special issue of *Business of Furniture*.

This listing of new products is probably not complete. We may have missed a few new products. For that, we apologize in advance. But please know that it isn't from a lack of effort. My colleagues Todd Hardy and Melissa Strubick briefed their teams trying to include as many of your products as humanly possible. It is fantastic undertaking, one that takes hundreds of hours and a lot of hours to compile and organize. When you see them in the halls of the Mart, make sure to stop and chat with them for the body of work.

Still, they would be best to tell you that they are simply compiling the industry's backbone and reflecting back to you. In this issue, you are the stars. We just brought the spotlight to gether so it shines as brightly as it can.

So do come on out to see and feel the night life and your industry has accomplished. Make sure to check out the exhibits you work in. Don't miss a moment to see NeoCon and all it offers. And be grateful that you work in such a wonderful industry. NeoCon is truly a wonderful, care-free event.

Of course, the products would be nothing without the people behind them. Thousands and thousands of work items have been going on to show products to people who really care. I can't wait to see all of you and share your hard work. We're excited to see NeoCon in real life, especially — friends who are old and new that can be rekindled.

While NeoCon might be 50 this year, it is far from old and wrinkled. In fact, it is looking better than ever. Here a wonderful show and thank you for your continued support of *Business of Furniture* and our pull-out issue, *Business of Furniture and Workplace*. We could not do it without you.

Rob Kichirke