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EVENTS

NeoCon 2017 Energizes the Industry



➔ NeoCon has further established itself as commercial design's launch pad for forward-thinking ideas and products and the world's premier platform for commercial design as it took over theMART from June 12-14.

Registered attendance rose seven percent over 2016, as the show hit a new record high for another year. theMART's continued investments into the building did not go unnoticed as new amenities and modernizations helped complement the overall show experience. Upgrades were apparent from the ground up as NeoCon attendees enjoyed theMART's new second floor lounge, Marshall's Landing and a new venue for keynote speakers and seminars on the 19th floor.

NeoCon 2017 welcomed six new permanent showrooms to the building, as well as 75 new companies to the exhibitor roster. "We went into this year strong — showrooms were at capacity and there were 28 percent 'new to NeoCon' brands in our sold-out seventh floor exhibit hall," says Byron Morton, NeoCon Shows vice president of leasing. "The buzz continued to build with three full days of sold-out keynotes, at-capacity CEU sessions, innovative product launches and dynamic networking events."

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mance textiles were among the top trends seen throughout the show. There was a rich diversity to the offerings, enabling specifiers more choice and flexibility. The talks and topics headlined by keynotes Arianna Huffington, Jessica Green and John Ronan and the debut of “Icons @ NeoCon gave further insight into the future of commercial interiors.

Exhibitors and designers shared some of their observations:

- “This has been one for the records with great response from prospective customers and dealers to our constellation of brands and range of workplace products from Rockwell Unscripted to the celebration of the 70th anniversary of KnollTextiles.” — **David E. Bright, vice president communications, Knoll**

- “Our experience at the show this year was different than years’ past. Because of our efforts in 2014-2016, visitors to the seventh floor mentioned that they specifically came down to see Snow-sound. For us that is exciting to hear not being in a permanent showroom. We also ... found many opportunities with larger, longer established companies who now see us as the premier acoustic products brand and are looking to collaborate on new projects. Overall, NeoCon once again gave us the perfect venue to grow our brand, and we’re excited to see what’s in store for us for the remainder of the year, leaving NeoCon having won two Best of NeoCon Silver Awards this show.” — **Michael Dardashti, executive vice president, Snowsound**

- “This year’s NeoCon was full of creative energy. We saw a strong increase in designer attendance and a major focus on ancillary furniture. The ‘thirdspace’ movement in commercial spaces requires a new approach, and NeoCon was the perfect setting for us to showcase what we’ve been

working on.” — Ryan Menke, Sr. vice president of sales and marketing, OFS Brands

• “Where else in North America can you get to see so many designers and clients looking at furniture. What a great place to show our products. Another great NeoCon.” — Dan Tuohy, CEO Tuohy Furniture Corporation

• “It was nice to see that (the) North American design community and office culture is leaning toward modern, activity-based offices. NeoCon was a great success for Framery, and we were busier than ever. We are so excited to be part of NeoCon 2018, and next year we will represent Framery bigger than ever, stay tuned!” — Samu Hallfors, founder, Framery

• “NeoCon was definitely riding the rust, merlot, cinnabar, vermilion, peach and nude color wave. One particularly good moment of this color trend was the ombre merlot-colored wall at HBF and the beautiful multi-level Kanso bench from Nao Tamura, which was upholstered in a dark rich HBF textile. I was also in love with the monochromatic expressions shown in Herman Miller’s display in the lobby of the Merchandise Mart, especially the four dark green Loll outdoor chairs on top of a bright green Danskina rug designed by Cloud 9. Patricia Urquiola can, of course, do no wrong, and Haworth was a design feast that required multiple go-arounds to be able to take it all in. Fascinating colors and materials and just the right combination of clean design with a relaxed look bringing workplace to a new level.” — Ghislaine Viñas, founder, Ghislaine Viñas Interior Design

• “2017 was one of the busiest, most upbeat NeoCons in recent memory. Right from the start the show floors were packed, the energy level palpable.” — Tom Reardon, executive director, BIFMA

ASSOCIATIONS

ASID Announces Premier Partnership with Sherwin-Williams

🔗 The American Society of Interior Designers (ASID) is welcoming Sherwin-Williams back as an ASID Premier Partner.

Sherwin-Williams supports designers by offering classes for ASID chapters on topics such as the latest high-performance coatings, color trends and forecasts, color and culture and much more.

ASID Premier Partner sponsors strive for the highest level of alignment and integration with the ASID design community and have the largest presence across the spectrum of ASID national platforms. ASID Premier Partners pursue goals in thought leadership, education and research and support key ASID strategic initiatives and industry drivers.

“ASID is an organization that thrives through the commitment and generous support of our partners,” said ASID CEO Randy Fiser.

As part of its ASID Premier Partnership, Sherwin-Williams will provide support for several ASID events in 2017, including The Leadership Experience: Presented by ASID, and the annual ASID Presidents Forum. The company hosted an ASID Engagement Advisory Council meeting earlier in the spring.
