



Press Information

## Humanscale Demonstrates Wellness and Sustainability at NeoCon 2017

### **Strategic New Partnerships and NeoCon Programming Affirm Humanscale's Commitment to Healthy People and a Healthy Planet**

(June 12, 2017 – Chicago) The message in Humanscale's NeoCon showroom (#351) is clear: ergonomics and sustainability are at the core of good design. From seating to sit/stand, those coming to the Humanscale showroom in search of new products this year will not be disappointed. But the story is bigger than new products alone. It hinges on the research and development, design and materials, and important collaborations that Humanscale has forged with like-minded partners. Always seeking top talent in its field, Humanscale has aligned itself with five key partners at NeoCon, including [Thrive Global](#), [Bureo](#), [Uhuru](#), [Tome](#) and [MNDFL](#). These partnerships and activations showcase Humanscale's commitment to affect positive change, both to human health and the planet.

#### **Keynote with Arianna Huffington**

*Monday June 12 at 11:30AM — NeoCon Theatre*

Arianna Huffington, founder of The Huffington Post and founder and CEO of Thrive Global, will take the stage on day one of NeoCon to discuss her new and groundbreaking venture, which aims to end the epidemic of stress and burnout by offering companies and individuals sustainable, science-based solutions to enhance both well-being and performance.

Earlier this year, Humanscale announced its new partnership with Thrive Global. With well-being at the core of the company's mission, it recognized a common goal shared between the two brands. The partnership commenced at Thrive Global's New York City pop-up store in January, where Humanscale products were chosen as healthy solutions for the workspace. Since then a selection of Humanscale products have been available on the Thrive Global [online shop](#).

As part of its ongoing relationship with Thrive Global, Humanscale is sponsoring the keynote session at NeoCon and will host a VIP reception with Huffington in its

showroom following her presentation. The keynote will take place in the NeoCon Theatre Monday morning at 11:30am. The invite-only reception will follow at 12:30pm.

### **Morning Meditation with MNDFL**

*Tuesday, June 13 at 8AM – Humanscale Showroom (351)*

Offering an opportunity for relaxation and well-being during an otherwise busy design show, Humanscale will host Meditation in the Morning with Lodro Rinzler, founder of the leading meditation studio MNDFL. The talk and meditation will take place Tuesday at 8am in the Humanscale showroom and will be followed by healthy breakfast treats. Space is limited.

### **From Sea to Chair with Bureo: Achieving Net Positive Impact**

*Tuesday, June 13 at 4pm – Humanscale Showroom (351)*

Bureo and Humanscale were both awarded full certification for the Living Future Institute's Living Product Challenge in 2016. Recognizing that both brands share a commitment to achieving a net-positive impact on the environment through manufacturing, the two companies are proud to announce a new partnership. On Tuesday at 4pm, Bureo's founders will participate in a panel discussion in the Humanscale showroom. They will share how they're supporting wildlife and fishing communities with their recycling program Net Positiva, which provides fishing net collection points off the coast of Chile to keep plastic fishing nets out of our oceans. A prototype demonstrating the new partnership, a Diffrient World Chair made from 13lbs of plastic netting, will be on display in the showroom.

### **Workstations with Uhuru**

Humanscale is also in collaboration with Brooklyn-based design studio Uhuru. Humanscale's QuickStand Under Desk will be displayed on hand-crafted Uhuru desks, blending modern design and natural materials with healthy workspace solutions that encourage movement.

### **From Sit to Stand with Tome**

Humanscale partner Tome will be onsite in the showroom at NeoCon to demonstrate OfficeIQ, a connected software solution designed to transform traditional offices into active, intelligent workspaces. Humanscale's partnership with Tome represents the union of design and technology, blending Tome's focus on the "Internet of Things" with Humanscale's leading role in ergonomic design. Recently named the Health and Wellness Innovation of the Year by the inaugural IoT Breakthrough Awards and Health Finalist for Fast Company's World Changing Ideas Awards, OfficeIQ is compatible with

Humanscale's popular sit/stand desk solutions. Using sensor technology from a lightweight, retrofittable box positioned on or under the work surface, OfficeIQ can calculate incremental caloric expenditure and provides opt-in users with real-time feedback on their activity at workstations. Individuals can receive activity scores and alerts with smart sit/stand reminders, while companies can track occupancy and utilization rates for smarter scheduling and design decisions. The technology operates under the "Don't be Creepy" policy, providing employers with anonymous, aggregated data, while still protecting user privacy.

### **About Humanscale**

Humanscale is the leading designer and manufacturer of high-performance ergonomic products that improve the health and comfort of work life. Through leveraging new technology in functional yet minimal designs, Humanscale transforms traditional offices into active, intelligent workspaces. Committed to making a net positive impact on the earth as well as our customers, Humanscale offers award-winning products designed with a focus on function, simplicity and longevity. For more information, visit [www.humanscale.com](http://www.humanscale.com).

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