

NeoCon®

NEOCON 50: THE MART MARKS THE MILESTONE WITH TEN NEW SHOWROOMS, LEGACY SHOWROOM EXPANSIONS & CONTINUED BUILDING ENHANCEMENTS

Wait List for Space Grows as Building Attracts New Brands & Partners

(Chicago, IL - April 2018) NeoCon, June 11-13, The Mart's premier annual exhibition, announces robust growth and activity as it moves into its 50th edition. Held every June since 1969, NeoCon has become part of the heart and soul of the historic Mart building, accounting for nearly 1 million square feet of exhibition space. This spring, ten new permanent showrooms will make their debut at NeoCon 50 including: **David Edward, Innovant, DARRAN, GMI Companies, LINAk, NappaTile, Segis USA, SurfaceWorks, Trinity Furniture, and Scandinavian Spaces** spread across floors 3, 10 and 11. The Mart team worked closely with design professionals to improve traffic flow on the 10th floor and welcome several new brands from their wait list. Legacy showrooms such as **Decca Contract, Steelcase, Groupe Lacasse, Indiana Furniture, Krug, Shaw Contract, Skyline Design, Studio TK, Workrite Ergonomics** and **ESI Ergonomic Solutions** are partnering with some of the industry's leading designers to create completely new and expanded spaces. The new developments continue into the 2018 7th Floor Exhibit Hall, where attendees will discover over 75 new-to-NeoCon brands.

In addition, as the line between residential and commercial blurs, The Mart is placing a renewed focus on the 6th and 14th floors of the building. The Design Center at NeoCon will feature special programming and events. On floor six, visitors will encounter a new permanent conference center and venue for CEUs, as well as other meetings.

Byron Morton, VP Leasing, NeoCon, says, "We are pleased to announce so many new developments in the midst of our NeoCon 50 celebrations. These new additions, expansions and enhancements not only show NeoCon's strength and enduring value, they solidify The Mart's position as one of the country's premier global business locations. Our NeoCon showrooms are 100% occupied and we have a long wait list of companies who would like to establish a permanent presence in The Mart and at NeoCon. We offer attendees the chance to shop hundreds of established and emerging companies—providing unparalleled access to the latest and most innovative solutions in commercial design."

Julie Kohl, Vice President of NeoCon exhibitor sales, adds "It's also an exciting year for the 7th Floor Exhibit Hall with new to NeoCon brands in all product sections. A must-see component of NeoCon, the floor will showcase 300 exhibitors across 100,000 sq ft of space. Brands that are new to the show include **Bretford** (USA), **Narbutas Furniture Company** (Lithuania), **DeVorm** (Netherlands), **Polarmoss USA** (Finland), **Luceplan USA** (Italy), **Silence Business Solutions** (France) and **Mikomax** (Poland). In addition to a permanent space on floor three, **ICF Group** will also have a presence on seven, while **Stance Healthcare** doubled its booth size to a 20x40. Returning exhibitors who have not exhibited in a few years include **AMQ Solutions** (USA), **Arconas** (Canada) and **Rouillard** (Canada)."

New Showrooms at The Mart/NeoCon include:

David Edward (331)

After being on the wait list for several years, David Edward makes its NeoCon debut with its largest collection ever launched at one time. The goal of this collection is to create a wide range of products that can be the solution for various different spaces. Introductions include seating such as Entourage by David Fox Design, the Stratus Lounge by Maxwell Moore, and Otto by Christophe Pillet, as well as a host of dynamic tables and stools. www.davidedward.com

Innovant (391)

First-time tenant Innovant is sure to make a splash. The award-winning design and custom product solutions firm specializes in contract furniture that is designed to meet or exceed the standards and regulations of most major international regions. Its distribution network extends to all of North America, Europe, the Middle East, India, and Asia through regional sales and support partners. At NeoCon 50, Innovant will be launching several new exciting products including REX benching and PLATform. Its FORM_office collection won NeoCon Gold in 2012 and remains a favorite among specifiers. www.innovant.com

DARRAN (10-167)

DARRAN will unveil its new 4,200 sq ft, 10th floor showroom at NeoCon. Attendees can anticipate an inspiring space made up of a design library and innovative products that address the needs of today's commercial environments. "What an exciting time to become a permanent part of our industry's most prominent tradeshow with the celebration of NeoCon 50," says Jennifer Hollingsworth Cashion, President of DARRAN. The showroom is an opportunity to convey the company's brand message 'true to craft,' which embodies DARRAN products, quality and employees. www.darran.com

GMI Companies (1060)

GMI Companies, the parent company of Ghent, Waddell, and VividBoard embarks on a partnership with The Mart by launching a new showroom at NeoCon. In collaboration with IA Interiors of Chicago, the two are developing a space that promotes depth, drama, and creativity to the ancillary segment. www.gmicompanies.com

LINAK (10-100)

After 17 years of showcasing innovation at NeoCon each year, LINAK announces its new, permanent location at the Mart in suite 10-100. As NeoCon reflects on 50 years of tomorrow's design, LINAK continues to feature unique technologies and intelligent solutions that bring electric movement to furniture design. From office desks, benches and conference rooms to technical workstations and media display systems, LINAK will have a wide range of electric lifting columns, controls and digital integrated solutions to inspire wellness-driven design, a more active working style, and will bring ergonomics and comfort into the workplace. www.linak-us.com

NappaTile (1064)

NappaTile, a Concertex company, unveils its new showroom on the 10th floor. Known for its unique and original designs using faux leather wall tiles, the space will feature designs from Elodie Blanchard, including the launch of her new collection within the NappaTile brand. www.nappatile.com

Segis USA (1058)

Segis, a world leader in designing and manufacturing innovative, high-quality furniture for the contract market opens its new showroom just in time for NeoCon 50. Segis is able to respond to individual healthcare, institutional, corporate, mass transit, hotel and hospitality projects. Technologically advanced production facilities occupy over 270,000 square feet in Italy, Vietnam and the United States. The company launches the Billa chair at NeoCon 50. Characterized by its curved beech backrest and padded panels upholstered in fabric or leather, the feeling of comfort that the Billa armchair inspires is immediate. www.segis.it

SurfaceWorks (1056)

SurfaceWorks, a leading innovator in tables, celebrates its 15th anniversary with a brand new showroom. The growing company recently underwent a total brand review including a new logo, tagline and website. The rebrand and addition of the showroom on the 10th floor demonstrates continued growth and an ever expanding network within the design community. SurfaceWorks' new DAX training table and DAX markerboard make their debut at NeoCon 50. With multiple features and options for delivering power and data, it works within many types of learning environments where performance must be attractive. www.surfaceworks.us/

Trinity Furniture (1061)

Trinity Furniture opens a brand new showroom on the 10th floor with a fresh, new look and sophisticated approach to contract furnishings. Premiering at NeoCon, the space encourages the A&D community to take a second look at a company that has a long history in the contract market. Back in 1998, NeoCon marked the international debut of Trinity's furniture collections for distribution to the commercial furniture industry. www.trinityfurniture.com

Scandinavian Spaces (1191)

Premiering at NeoCon 50, Scandinavian Spaces delivers Nordic design to North America, offering cutting-edge furniture and interior solutions for the modern-day work environment. The striking new 11th floor showroom was designed by renowned interior design firm Ghislaine Viñas. The showroom will celebrate the nine progressive brands it represents including Kinnarps, Skandiform, Materia, NC, Nordgröna, Blå Station, Lintex, Minus-tio, and Götessons. Full of color and creativity, the space pushes the boundaries of contemporary design. Carefully curated, it is designed to showcase innovative furniture and current solutions for the modern interior. www.scandinavianspaces.com

Expanded Showrooms:

Decca Contract (333) In celebration of NeoCon 50, Decca Contract incorporates a fresh vision into their new showroom (Space 333). A result of the collaboration between Brian Graham of

Graham Design in San Francisco, CA, and Jeffrey Hoyer of Sparc Architecture + Design of Chicago, IL the space exemplifies the brand's dedication to craft, while maintaining a fresh perspective of how people work today. New introductions, also designed by Graham, will be on display celebrating unique workplace solutions including: *FrameWork* - a series of individual freestanding workspaces, *SuperSpan* - a luxuriously flexible lounge series with wireless charging, *IndexR* - a casegood series with a modern twist on cane, and two Executive Table Desk collections: *Facet* and *Soft Tables* - which provide visual dynamism and showcase Decca's craft in metal and wood-working. deccacontract.com

Steelcase (300)

Steelcase unveils exciting, new renovations and expansions at NeoCon 50. With Shimoda Design Group at the helm of the project, along with the Steelcase design team, the new enhanced spaces meaningfully showcase Steelcase and its umbrella of brands. In the Steelcase area, the designers realized that when good design and ideas still resonate, they do not need to be replaced, so certain features were kept and tweaked to make the viewer wonder whether it was existing or if it was new. Principal Joey Shimoda remarks, "The design goals for NeoCon 50 speak about the quality and value of what we have built in the past while adding the ideas about how hand-made spaces contribute to emotional well being." www.steelcase.com

Groupe Lacasse (1000)

A North American leader in the design, manufacture and service of a broad range of high-quality furniture solutions for all types of business and institutional environments, Groupe Lacasse is making moves at NeoCon 50. The company will relocate from Suites 1042/1056 to Suite 1000, which has over 10,000 sq. ft. of luminous, open space. The showroom will highlight the extensive breadth of Groupe Lacasse furniture solutions for the commercial, healthcare and educational market segments with new and exciting products from Lacasse, United Chair, Arold, Neocase and Nvision brands. www.groupelacasse.com

Indiana Furniture (1054A)

Indiana Furniture, which has had a presence at all 50 NeoCon editions, reintroduces the brand with the expansion of its new showroom. Double the size of its original space, it will anchor a hallway corner on the 10th floor. Partnering with internationally recognized design firm IA Interior Architects, the space highlights current solutions for the modern-day work environment and builds upon Indiana Furniture's long-standing reputation of high-quality office furnishings. Carefully curated to establish the brand as progressive and design forward, the space also showcases the flexibility and breadth of the product line. Of their relationship to NeoCon, Mike Blessinger, Vice President, Sales and Marketing remarks, "Each year, the show gives us the opportunity to speak with attendees, face-to-face, inspire them with our research and design stories, and better understand their needs and desires. We participate to inspire and connect." www.indianafurniture.com

Krug (1012)

Krug is excited to show off its new space on the tenth floor (1012) at NeoCon 50. Designed by Lauren Banas, Vice President Sales at Krug with the assistance of Bob Brendle, AIA, the new

showroom features many natural elements which have been beautifully integrated into an understated yet ultra-sophisticated neutral environment. It's an ideal backdrop to showcase the breadth of Krug's expansive, elegantly detailed, and finely crafted commercial and healthcare product offerings. Krug will launch the Faeron Wood collection at the show. With options for guest, patient, and lounge seating as well as a series of stunning occasional tables, Faeron hits all the right notes and is an excellent choice for healthcare, higher education, commercial and hospitality projects. www.krug.ca

Shaw Contract (1029)

Shaw Contract, which has been at the Mart for 26 years, will be relocating to a different space on the 10th floor. At NeoCon 50, the company launches a carpet tile collection called Haven, as well as three additional products at NeoCon including a carpet tile collection called Inside Shapes, a hardwood collection, and a new resilient flooring innovation. John Stephens, VP of Marketing at Shaw Contract, remarks, "As a member of the design community, NeoCon allows us, like our customers, to see where product ingenuity is heading. It's vital that we design and launch innovative materials that respond to the zeitgeist and reflect conversations and dialogues we're able to have directly with our clients at a show like this." www.shawcontract.com

Skyline Architectural Glass (1040)

For over 30 years, Skyline Design has set industry standards by pairing passion and knowledge about fabricating glass with a resolute commitment to design. At NeoCon 50, Skyline Design, which has had a permanent showroom since 2013, moves to a new showroom designed in collaboration with the Chicago firm, Range Design and Architecture. Located across the hall from its existing space, Suite 1040 features the latest product launches and new Exterior capabilities. New technical abilities on display include Digital Ceramic Frit, Laminated Glass. www.skydesign.com

Studio TK(1041)

Studio TK is excited to move into a new space for NeoCon 50. The 2018 theme for the company's new showroom is "It's okay to be human." To be human is to be able to nimbly adapt from moment to moment. It also means that within social spaces it's okay to work on one's own terms. What makes social spaces different is the way they play to human instincts. Companies that provide social spaces have cultures in place that value employees and empower them to have a stake in their own success. At NeoCon 50, Studio TK will launch new product collaborations with Paris-based designer Christophe Pillet and Khodi Feiz from Amsterdam, as well as announce a new product partnership with Artifort. www.studiotk.com/

Workrite Ergonomics (10-152)

Workrite Ergonomics has been an internationally recognized industry leader in the design, manufacture and distribution of height-adjustable workcenters and ergonomic office accessories for more than 27 years. Workrite's newly expanded, 2,700 square foot showroom on the 10th floor (10-152) will not only feature the broadest selection of ergonomic solutions available, the focal point will be an exciting new product that has been more than 2 years in the making and is sure to change the face of ergonomics in the office environment. www.workriteergo.com

ESI Ergonomic Solutions (11-100)

ESI is moving to a new, larger showroom on the 11th floor (#11-100). A leading producer of ergonomic work tools that enhance productivity and wellness, the company has been at The Mart since 2010. It recognizes the critical value of being in the heart of the action, and getting the valuable in-person time with customers that being at The Mart, and part of NeoCon, affords. To celebrate NeoCon 50 and its new space, ESI is launching 10 new products with a focus on the Lotus Sit-Stand Workstation. www.esiergo.com

NeoCon is open to trade, media, C-Suite executives and other industry-related professionals. CEU seminars are \$60 when registered online by June 8; onsite registration is \$70. Marquee/Keynote presentations are free; registration is required. NeoCon press registration for credentialed media is available online at www.neocon.com.

Media can find additional details and images [here](#). For showroom and exhibitor news, images and real-time information, follow NeoCon Shows on [Facebook](#), [Twitter](#), and [Instagram](#), and by using the hashtag #NeoCon50

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