

# NeoCon 2010:

## WHAT TO EXPECT



CITE BY GROUP LACASSE

Once again, the industry's largest conference and exhibition of contract furnishings for the design and management of the built environment, namely the NeoCon® World's Trade Fair, premieres its latest "wares" at the Chicago Merchandise Mart throughout the days of June 14-16. NeoCon is North America's largest conference and exhibition of this type and is one of the longest running trade shows in Chicago.

For most in the trade, NeoCon is where the design world comes together for three days of pure energy, bursting with new thinking, new resources and networking opportunities.

What specifically draws more than 40,000 industry professionals from around the world? The professional opportunity to experience thousands of new products from more than 700 of the world's top manufacturers in commercial, residential, health care, hospitality,

institutional and government design products, all debuting at this year's show. Products span a wide range of categories including: architectural products, artwork and accessories, building products and services, fabric, floor coverings, furnishings, kitchen and bath, lighting, outdoor furniture, stone and tile, sustainable design products, technology, textiles and wall coverings.

Additionally, the quality education seminars at NeoCon are renown, bringing together notable industry experts to share their insights, trends, and actionable strategies, providing interested attendees the latest information to take back home for successful outcomes. More than 150 CEU-accredited seminars, industry association forums and keynote presentations, give architects, designers and facility managers the opportunity to discover the newest trends and techniques from some of the top-names in the industry.

### MOVERS N' SHAKERS KEYNOTES

NeoCon always features top-name keynote speakers each day of the conference, and this year their agenda includes Michael Graves, architect and founder of Michael Graves & Associates and Michael Graves design group; Majora Carter, former executive director and founder of the non-profit Sustainable South Bronx; and Yves Behar, industrial designer and founder of fuseproject. Specifically the breakdown is:

## MAJORA CARTER,

sponsored by Allsteel, presented by IIDA.

Majora Carter was the executive director and founder of Sustainable South Bronx, a non-profit which was one of the nation's first green-collar job training and placement systems housed in one of the most environmentally and economically challenged parts of the country. This pioneer's new way of thinking green will be addressed with "Green the Ghetto and How Much it Won't Cost Us."

## MICHAEL GRAVES,

sponsored by Paoli, presented by ASID.

With his keynote address "A Grand Tour," Michael Graves gives a short biographical history, which will center on key influences in his career. He will also touch on his life as a "figurative" architect and what that means to his buildings and his art.

## MARGARET MCCURRY,

presented by Fine Design®.

Selected by *Architectural Digest Magazine* as an AD100 Top Designer for 2010, Margaret McCurry believes that when it comes to designing homes, big isn't necessarily better. Her keynote presentation "Inside Out," reveals her various award winning residential design projects from coast to coast and around the inland sea.

## YVES BEHAR,

sponsored by Herman Miller.

Many consumers want products to be about personal expression and the leading edge of innovation while reflecting our 21st century values. Yves Behar's addresses "Design in the Age of 360°" to explore how the new role of a designer is to create, and sometimes arbitrate, between the elements of contemporary culture.

## SPECIAL HI-NOTES

### BELIEVE 2010- SEE 2020

The DIFFA/Chicago Gala inspires a "Perfect Vision by 2020" by rallying supporters to BELIEVE and SEE a future without AIDS. More than 500 designers, architects and design industry leaders will join to support and celebrate progress towards finding a cure.

### COOL, IIDA

COOL is the IIDA annual interior design black-tie awards gala, which celebrates the winners of the 37th Annual Interior Design Competition and the 18th Annual Will Ching Design Competition.

A special evening of interior design excellence, with cocktails, awards, dinner and dancing. And this year, a special display showcasing one-of-a kind fashions, created by IIDA Chapters.

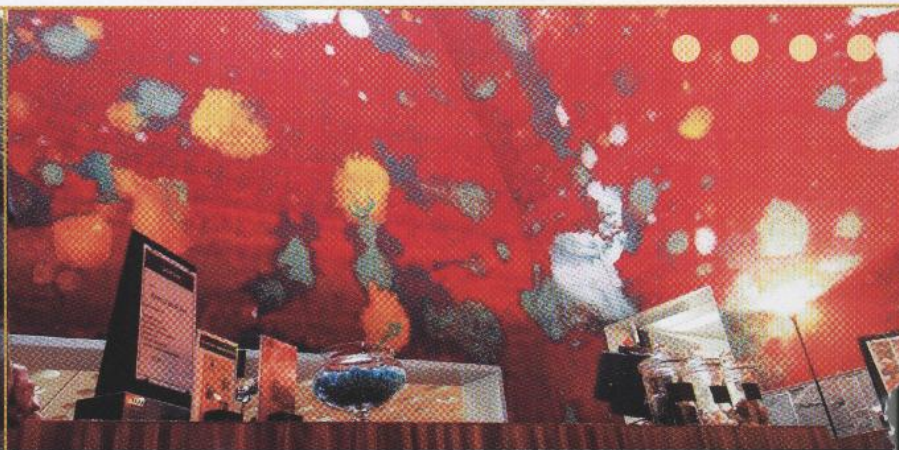
### BIFMA

Members of the Business and Institutional Furniture Manufacturers Association (BIFMA International) and invited guests will attend this year's meeting to hear BIFMA's annual state-of-the-industry and state-of-the-association reports.



### EARTH FRIENDLY

Textural solids, lively circles, modern geometric forms and intertwining lines make the Dynamic Collection one of the most energetic and lively collections from Burch Fabrics Group. Appealing in its performance characteristics, tactile properties and visually, the Dynamic Collection is also a green fabric making it part of the Burch Fabrics Group Earth Friendly Collection.



### CARPET CLIMBER

A bold design in a government office in The Netherlands has seen Axminster carpeting from DESSO, the international carpet manufacturer, climb off the floor and onto the wall. Interior designs by Rob Birza, an important artist in contemporary Dutch fine arts, underlines how carpet is being increasingly used to create imaginative and colourful interior spaces.