

FRIDAY, JUNE 11, 2010

NeoCon 2010 | Media Rich, Interactive Ideation



NeoCon World's Trade Fair is North America's largest exhibition of contract furnishings for the design and management of the built environment. NeoCon features the latest innovations from over 700 exhibitors.

In 2009, **DesignerPages**, a socially powered search platform for architecture and interior design products, began exploring the potential benefits of merging the physical and digital experience of NeoCon with social media. DesignerPages soon became **NeoCon's** first social media sponsor and has been growing steadily ever since.



According to Jacob Slevin, DesignerPages co-founder, the aim of bring social media is to, "showcase that in an environment like NeoCon all attendees can offer valuable

information to collectively paint a picture of the day's events." Jacob Slevin and Avi Flombaum launched [DesignerPages](#) late 2007 at NeoCon East. NeoCon is a media rich, interactive, digital platform layered over physical product allowing the digital and physical spheres to blend seamlessly. Introducing social media sites like [Twitter](#) to this type of environment illustrates how the web is changing the way we work and generating useful information that can be easily shared to a large audience.

This year I have been invited to join their team of +40 plus citizen bloggers bring the enormous power of social media to the architecture and design community. I am excited to report new trends and capture live events as they unfold by sending tweets and taking photos with my mobile phone. Make sure to catch up with me on Tuesday, June 14 and Wednesday, June 15th!



Read more about NeoCon and the social revolution at:

<http://www.contractdesign.com/contract/Nex-Gen-NeoCon-Des-2133.shtml>