

The Best Green Designs from the NeoCon World's Trade Fair

by [Lea Bogdan](#), 06/15/10

The [NeoCon World's Trade Fair](#) began yesterday, drawing over 40,000 visitors to fill the eighteen floors of the [Merchandise Mart](#) in Chicago. Attendees in search of the latest trends in carpet, tiles, furniture, and lighting were swarming the pristine showrooms of some of the biggest names in the architectural product industry. We were delighted to see that there were strong sustainability stories surrounding many of the products, starting right at the front door with a huge elephant made from recycled tires installed by [InterfaceFLOR](#) as a testament to their vow to not use any petroleum-based products by the end of 2010. Read on for more great green finds from this year's show!





[InterfaceFLOR](#)'s giant recycled elephant was created in partnership with the [Human Elephant Foundation](#) and [Chicago's Field Museum](#). The elephant was crafted entirely from tires by South African artist [Andres Botha](#). Because the elephant has a lifespan similar to humans, and have family units and relationship similar to our own, it has been chosen as the symbol to represent the company's "Off Oil by 2020" mission.



The [InterfaceFLOR](#) showroom unveiled a collection that is throwback to 1980's [Memphis](#) styling. Not Memphis, Tennessee — but rather the geometric, bold-colored design period that grew out of Italy three decades ago. [InterfaceFLOR](#) proves that eco can also be wild with this collection made from a minimum 31% post-consumer recycled content (64% total).



The [Crinoline line](#) of outdoor furniture from [B&B Italia](#) is constructed of natural fibers hand-woven into soft, flowing forms. Known for her excellent use of textures and sophisticated ornamentation, designer [Patricia Urquiola](#) plays with the stiff, structural weave of the furniture by adorning the chairs with natural fiber ponchos.



[Crossville Tile](#) is dedicated to sustainability and touts that they were the first porcelain tile company to use recycled content in a product called EcoCycle. Today they offer a great variety of tiles with recycled content, accounting for over 6 million pounds of waste diverted from landfills. A standout from their 2010 offering is the [Urban Renewal](#) line of metallic tiles, which is [SCS certified](#) to have 50% post-consumer recycled content.

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