



**Announcing Best of NeoCon 2021 Winners**  
**A Prestigious Jury Recognizes Excellence with 97 Awards**  
*DARRAN Furniture Clinches Best of Competition for*  
*Honey in Furniture Systems & Enhancements Category*

**(Chicago, IL - October 4, 2021)** NeoCon is thrilled to unveil the winners of the 30th edition of the highly coveted Best of NeoCon Awards. Each year, top manufacturers across the commercial design industry compete for recognition for their latest product introductions. This year, the highest award of Best in Competition went to DARRAN Furniture, for Honey, a ground-breaking furniture system. Unlike any program in the industry, Best of NeoCon Awards are judged by a highly qualified jury of leading architects, designers, specifiers, enterprise clients, and facility managers. After several days of in-person judging and on-site deliberation, a group of 50 Best of NeoCon jurors selected the products for their overall excellence and positive contribution to the built environment. The 97 awards, in 52 categories that ranged from acoustics to lighting, upholstery, flooring and furniture, were officially announced this morning, Monday, October 4, at a celebratory breakfast at theMART. The event was presided over by industry veteran and Publisher/Editor-in-Chief, *officeinsight*, Bob Beck.

The Best of NeoCon Awards have been an institution at NeoCon since 1990. Awards Competition Director Eileen McMorrow of The McMorrow Reports led this year's jury through an extensive two-day in-person judging process. "We tip our hat to all of the Best of NeoCon entrants and extend our congratulations to the winners, said Lisa Simonian, VP of Marketing for NeoCon. "It is no small feat to garner this level of recognition and accolades from such a discerning group of industry professionals."

The Best of Competition 2021 award winner, Honey by DARRAN Furniture, is a stylish, highly adaptable workplace system. Designed by Mark Müller and Christopher Wright, the innovative solution addresses individual users' needs, their varied work styles, privacy, and well-being. The jury noted, "What a beautiful, well-considered workstation!"

Suitable for both fixed and mobile (untethered) applications, Honey's hexagonal shape is not only eye-catching, it contributes to space efficiency. Its 120° planning grid creates a flowing geometry that meanders through a room and offers numerous configuration possibilities. Even the smallest details were considered and well-executed."

This year's Best of NeoCon winners received a striking sculptural object designed by award-winning graphic design firm Maiarelli Studio and manufactured by 3form using its Chroma material. The commemorative object is composed of translucent resin in Best of NeoCon's signature blue hue."

A gallery and the full list of Best of NeoCon 2021 Winners is available [here](#) on neocon.com and to download in the press kit [here](#). There is also a [Gallery of all the Entrants & Winners](#).

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**About NeoCon:** NeoCon is the world's leading platform and most important event for the commercial interiors industry, held each year at theMART in Chicago. Since launching in 1969, NeoCon has served as the annual gathering place for the commercial design world's manufacturers, dealers, architects, designers, end-users, design organizations and media. The three-day event showcases game-changing products and services from close to 500 leading and emerging companies—providing unparalleled access to the latest and most innovative solutions. A robust educational program of keynote presentations and CEU sessions offers world-class expertise and insight about today's most relevant topics as well as the future of commercial design. [www.neocon.com](http://www.neocon.com)

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**About theMART:** theMART (formerly The Merchandise Mart), located in the center of the sought-after River North submarket, is interwoven into the fabric of Chicago as an innovator in business, technology, culture, art, media and more. It is one of the world's leading commercial buildings, wholesale design centers and the preeminent international business location in Chicago. Encompassing 4.2 million gross square feet, theMART spans two city blocks, rises 25 stories, and is visited by an average of 30,000 people each business day and nearly 10 million people annually. Offering continuous innovation and creativity from leading manufacturers and design forward showrooms, theMART serves as the home to Chicago's most creative and technologically innovative companies.