

NeoCon[®]

***MEDIA ALERT:
How Will We Design Anew?
The Forefront of Commercial Interior Design is at NeoCon 2021
October 4-6***

WHAT: The future of work, and insight into the public interiors spaces of tomorrow, is at NeoCon, the world's leading platform and most important event for the commercial interiors industry, October 4-6 at theMART in Chicago. With nearly 1 million square feet of exhibition space, NeoCon will feature game-changing products and services from both leading companies and emerging brands, providing unparalleled access to the latest and most innovative solutions, as well as a world-class educational offering and valuable networking opportunities. The complete list of keynotes, special programs, and Virtual CEU sessions is available on the NeoCon website.

Highlights include:

- **New Product Launches & Trends:** NeoCon will showcase solutions that contribute to the inclusive, efficient, and user-focused workplaces critical to the well-being and retention of today's workforce. Solutions across vertical markets including healthcare, hospitality, education, and retail will also be on display. New product introductions will address major trends including:
 - Sustainability
 - Biophilia
 - Neurodiversity
 - Adaptable & flexible solutions
 - Evidence-based design
- **Influential Thought-Leaders and Design Heavyweights:** NeoCon boasts a robust lineup of onsite, as well as virtual, educational presentations that will provoke important discourse and explore timely topics within the ever-evolving sectors of workplace, healthcare, hospitality, education, and more. Luminaries such as Jeanne Gang, founding principal and partner, Studio Gang; Frans Johansson, author and CEO, The Medici Group; and Jackie Koo, founding principal, KOO, will deliver the 2021 in-person keynote addresses. These sessions will be complemented by in-person special programs from Lauren Rottet, founder, Rottet Studio; and Marti Konstant, workplace futurist and best-selling author. There will also be a rich offering of virtual CEU sessions to watch live online or on demand until November 6. They are complimentary to credentialed media. More details and a full listing are available on the website.
- **Experiences & Activations:** NeoCon registrants can access the special installations, activations, and interactive exhibitions throughout theMART and enjoy the autumnal

weather along the Chicago River, connecting with colleagues over lunch or drinks from Marshall's Landing at theMART's new river park, presented by Haworth. A full listing of experiences is available on the website: www.neocon.com/attend/activations

- **Special Events:** Happenings include the Best of NeoCon Award Breakfast on Monday, October 4 at 7:30am. The event will celebrate outstanding products selected by the competition's jury, a group of industry leaders, facility managers, and active specifiers from top firms and companies such as HOK, Amazon, and Perkins & Will. There will also be events by DIFFA Chicago, Interior Design, ASID, IIDA, Design Center @ NeoCon and more. Details and additional events can be found on the website: www.neocon.com/attend/events

WHEN: Monday, October 4 through Wednesday, October 6, 8:00AM-5:00PM. **NOTE:** The PR contacts and show team will be available as early as Friday, for any interviews, appointments, trend-spotting forecasts, or walk-throughs. B-roll is available.

WHERE: theMART, 222 Merchandise Mart Plaza, Chicago, IL 60654; neocon.com.

WHO: NeoCon, the premier event for the commercial interiors industry and a go-to source for the latest in product and design trends for more than 50 years, is produced by theMART. Interviews are available with Byron Morton, VP Leasing, NeoCon, Keynotes and Presenters, as well as NeoCon manufacturers, and Best of NeoCon jurors.

NeoCon is open to trade, C-Suite executives, and other industry-related professionals at www.neocon.com/register. Credentialed members of the media can register for press passes [here](#). Interviews with NeoCon leadership, exhibitors, and speakers are available. To set up an interview, or for more information and images please email alexandra@novitapr.com. Additional details for attending NeoCon can be found at www.neocon.com.

For showroom, exhibitor, and general NeoCon news, images, and real-time information, follow NeoCon Shows on the following: [Facebook \(@NeoConShows\)](#), [Twitter \(@NeoCon_Shows\)](#), and [Instagram \(@NeoCon_Shows\)](#).

Media Contacts: Novità Communications

[Alexandra Zwicky](#) / [Danielle McWilliams](#) / [Nicole Haddad](#) / [Emma Reuland](#)

###

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

NeoCon® is a registered trademark of Merchandise Mart Properties Inc, a subsidiary of Vornado Realty Trust.

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.