

# NeoCon<sup>®</sup>

## **theMART Announces 11 New Permanent Tenants and 19 Lease Renewals or Expansions Ahead of NeoCon 2021 as Brands Continue to Invest in Showrooms**

**(Chicago, IL – March 2021)** theMART is pleased to announce that 11 leading manufacturers have established new showrooms and 19 other existing tenants have renewed or expanded their spaces ahead of NeoCon 2021, the world’s largest platform for the commercial furnishings industry. The news underscores the continued importance of brick-and-mortar showrooms in successful omnichannel business practices.

Byron Morton, VP of Showroom Leasing at theMART, remarks, “Even with the setbacks of COVID-19, a showroom at theMART continues to play a pivotal role in the overall marketing and sales strategies of top brands. It’s clear that their commitment to the building and NeoCon is critical to marketing their solutions, connecting with decision makers, and delivering a dynamic, in-person experience.”

Overall, the new movements in the building represent robust leasing activity in the contract industry. Bernhardt Design has returned to theMART with a new 7,500 SF showroom on the third floor designed by the Chicago design firm Kuchar Studio. Pedrali has leased a suite on the third floor which will serve as the brand’s launchpad for its growing US business. Momentum Textiles & Wallcovering and Watson have both doubled the size of their showrooms and relocated to the third floor for long-term leases.

Additionally, theMART and NeoCon have welcomed several new brands, including Claridge Products, Formaspace, Zgo Technologies, Loftwall, HOWE, OM Seating, Ethnicraft, and KFI Studios.

Recent long-term renewals include Keilhauer, Arcadia, Andreu World, WIELAND, ALUR, Arc-Com Fabrics, and CF Group. The activity extends into the home furnishings sector of theMART, as HOLLY HUNT, A. Rudin, Kravet, and Fabricut, Inc. have recommitted to their leases. The Bright Group and Michael-Cleary have also renewed their leases, while also expanding their spaces—Michael-Cleary has doubled in size. theMART’s ground level LuxeHome Boutiques also remain a vital destination for both trade and the public to source kitchen, bath and building products—Sub-Zero, Wolf and Cove, and Miele have both extended their leases, Gaggenau, Thermador, Bosch has expanded their space, and new showroom, BauTeam German Kitchen Tailors has opened its doors in LuxeHome, the world’s largest collection of premier boutiques for home building and renovation.

“Our leasing activity in 2019, throughout 2020, and in early 2021 reinforces that theMART is the place to be in Chicago, and that NeoCon is the essential product launch platform for the contract industry,” Morton continues. “We can’t wait to see everyone at NeoCon, October 4–6, 2021.”

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Access to showroom and exhibitor press releases, as well as additional NeoCon press releases and images are available in the online press room at [neocon.com](http://neocon.com).

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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 both leading companies and emerging talent—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. As the largest privately held commercial building in the United States, 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.

