

# NeoCon®

## NeoCon® 2015 Preview A Round-Up of Special Events, Features and Social Campaigns

**(Chicago, IL – June 2015)** The #CountdownToNeocon is on, with less than two weeks to go until show time. The Merchandise Mart will be buzzing with activity as show organizers, exhibitors, industry partners, and some of Chicago's best get set to make this year's edition extra special. To help navigate NeoCon® and all that it has to offer, attendees can download the 2015 NeoCon App at the App Store and Google Play. It is available on all platforms and usable in airplane mode. The app lets users search & locate exhibitors, utilize interactive floor plans, find best routes, create schedules, upload photos, access social media, search speakers and programming, receive show and schedule updates and more.

"In addition to product launches and educational programming, NeoCon is known for its networking and hospitality. With over 50,000 design professionals expected to attend, we want to make sure visitors are treated to a rich, dynamic, and enjoyable show experience." said Lisa Simonian, Vice President of Marketing, Vornado/Merchandise Mart.

Below is a preview of special events, features and social campaigns:

### Special Events:

From start to finish, attendees will have a number of opportunities to mix and mingle with leading manufacturers, industry professionals, media and association partners and more. Special events begin as early as Saturday, June 13 and run throughout the show. Offsite events include: **DIFFA/Chicago Believe 2015 The Imagine Ball** (6/13 from 6:30-8:00PM); **IIDA Cool Awards Gala** (6/14 from 7-11PM); and the **2015 Best of NeoCon Winner's Breakfast** (6/15 from 7:30-8:30AM). The momentum of NeoCon will be in full swing on Monday night as floors 1, 3, 10 and 11 play host to **showroom parties** from 5:00-7:00PM. Floors 7 and 8 get in on the action on Tuesday from 3:00-5:00PM as the **booth parties** serve up more cocktails, conversations and contacts. The new park on the South Drive of the Merchandise Mart is the place to be Tuesday evening (5:00-7:00PM). Just after the show closes, NeoCon and Interior Design will host the second annual **HiP at NeoCon** to celebrate the 2015 honorees and enjoy some of Chicago's best food and drink. Detailed information for all of these events and more can be found online at <http://www.neocon.com/features/special-events/>

### 1<sup>st</sup> Floor Special Features:

The **Buzzispace Lounge** will transform the East Pass Thru into a well-equipped public space with highlights including the BuzziHub Open, BuzziHub Falls and BuzziPicNic. The South Lobby will be a great touch down/recharge space with 125 pieces of **Herman Miller Chadwick Modular Seating**, translating to over 250 feet of continuous seating. The units were originally designed by Don Chadwick in 1974, and have now been updated with a contemporary seat height and the ability to carry power. The North Lobby will feature **Oblivion** - an internal pod that serves a variety of needs within the modern office - by first time exhibitor **Koleksiyon**. The North Corridor will be a hotspot for manufacturers and

attendees alike as the **2015 Best of NeoCon Winners Presentation** will be displayed on innovative and custom-made Maars Living Walls. The Kinzie Wells Entrance has not one, but two installations: **Moving Floors – designed by Mohawk Group** in collaboration with 13&9 Design of Innocad; and Lounges inside and out by **SIXINCH** that let visitors reconnect, refuel and recharge with its solar powered Lilly shade. Finally, for the fourth year in a row, **Wolf-Gordon** presents a site-specific installation created to animate and illuminate the central core of the Mart and to showcase the company's digital capabilities. Suspended in the space above the escalator, between the first and second floors of the Mart, Wolf-Gordon's interactive installation engages escalator riders by capturing their likenesses, which are then distorted into vivid colors and shapes.

### **7th Floor Special Features:**

Whether it's for a hotel, restaurant, resort, outdoor office, contract or residential space, the Mart is home to the largest collection of outdoor furniture showrooms (Floors 15 & 16) under one roof. The NeoCon crowd can also take advantage of the **Casual for Contract – Outdoor Furnishings**, Suite 7-1011, which will showcase the latest in outdoor design with company representatives on hand to answer any questions.

Metropolis magazine and Interiors from Spain, Booth 7-8130, present a realization of the winning entry to the **LiveWork SpanishStyle** design competition from Jorge Herrera Estudio, featuring products from Spanish manufacturers exhibited in a casual workplace environment embodying the Mediterranean lifestyle and balance. Metropolis editors and guest juror John Capobianco from Interior Architects will host a guided tour through the exhibit on Monday, June 15th from 12:30 to 1:30 PM.

The **2015 Pressroom** (Suite 7-9126) will once again be designed in collaboration with ARCHEWORKS, a Chicago-based multidisciplinary design school founded in 1994 by architect Stanley Tigerman and designer Eva Maddox. With the help of the Archeworks design team, led by Sharon Aurelio & Lisa Korpan, and the outstanding response from NeoCon exhibitors, the 2015 Pressroom has been elevated to another level. It will feature furnishings, products and services from Arper, Zintra by Baresque, ChargeSpot, Classroom Select, Davis Furniture, Egan Visual Inc, Fire Farm Lighting, Gramovox, Green Furniture Concept, Harden Contract, HBF, ICF Group, Indiana Furniture, INSTALL, LOFTwall, LUX by Mighty Bright, Magnuson Group, Nienkämper, Professional Flooring Installers Association, Roomio, Shaw Contract Group, SnowSound USA, Versteel and Via Seating, as well as artwork from Matthew Hoffman & Sun Kawazoe.

### **8th Floor Special Features:**

Since its inception at NeoCon in 2010, the **Interiors & Sources Materials Pavilion** has grown each year and now covers over 3,100 square feet. Curated by the I&S editorial team, design historian and materials specialist Grace Jeffers, and populated with the help of Material Intelligence, an information resource on surfacing solutions for designers and fabricators, it will serve as a global material experience and educational exhibit. Attendees can discover hundreds of material samples displayed side-by-side, with details on their origin, makeup and recommended applications.

The 8<sup>th</sup> Floor will also offer a taste of Chicago as local favorite Argo Tea serves up just enough caffeine to those in need of a pick-me-up. Craft beer will help to keep spirits high as the local brewery takes over the 8<sup>th</sup> floor café, now called the **Goose Island Beer Garden Café**. The Goose Island spot will feature Chicago style hot dogs and other Chicago culinary classics.

**Social Standouts:**

For news, images and real-time information, follow NeoCon on the following social media channels: Facebook, Twitter, Instagram, LinkedIn, Pinterest and Vine. The official hashtag for the show is #NeoCon15. Exhibitors and industry partners are also taking to the social channels with show-related campaigns that raise awareness for social causes, give-a-ways, awards and more, including:

**Steelcase** invites all NeoCon attendees to help make a DIFFArence and support all those enabled by **DIFFA Chicago** by texting the word DIFFA to 41444. Participants can text a pledge of any amount. The campaign will run for all three days of the show.

**Mohawk** encourages all attendees to snap a “selfie” – a photo of their shoes on a Mohawk floor – and upload to Instagram or Twitter using #MyShoesonMohawk and tag/follow Mohawk Group’s social platforms. NeoCon attendees can take photos inside Mohawk’s 3<sup>rd</sup> Floor showroom or in “selfie” stations location in the Kinzie Street lobby.

**KI #NeoConography** Contest is back. Show-goers are encouraged to shoot a photo, tag it with #NeoConography and share it with KI on Twitter, Facebook or Instagram for a chance to win one of three \$100 VISA gift cards.

**Contract Magazine's #BestofNeoCon** honors new commercial interiors products. Winners will be posted on contractmag.com and shared on social following the winners breakfast on opening day.

**Metropolis Likes** NeoCon. Each year, Metropolis editors seek out the products that they really “like” at show. The editors salute designs that they describe as “unexpected and urgent—ideas that strike us as beautiful, useful and brilliant”. Follow as each selection for Metropolis Likes at NeoCon is announced live via Metropolis's social media channels including: Metropolismag.com, Twitter, and Instagram.

For more show information, media can visit the show’s online Pressroom at [www.neocon.com](http://www.neocon.com) to download press releases and announcements. The site also features an image gallery and fast facts. For news, images and real-time information, follow NeoCon on the following social media channels: [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [Pinterest](#) and [Vine](#). Media can pre-register for the show by June at <https://reg.neocon.com/?press> or onsite in the show’s Pressroom (Suite 7-9126).

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NeoCon is owned and produced by Vornado Realty Trust | Merchandise Mart and open to trade professionals only. It will be held at the Merchandise Mart on Monday, June 15- Tuesday, June 16, 2015 from 9:00AM-5:00PM and Wednesday, June 17, 9:00AM-3:00PM. Registration for NeoCon is required. Online Registration by June 12 is free and On-Site Registration is \$25. Keynote presentations are free to attendees. CEU Seminar Online Registration by June 12 is \$55 each, CEU Seminar On-Site Registration is \$65 each, and fees vary for all Special Events.

Vornado Realty Trust | Merchandise Mart, a division of Vornado Realty Trust, is a leading owner and operator of integrated showroom and office buildings, as well as trade show facilities, bringing buyers and sellers together through market events, trade and consumer shows, and conferences each year. We are committed to creating sustainable environments in the properties we manage and the communities we serve.

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