

**SPECIAL EDITION**

The Business of Furniture | NeoCon 2018

# BOF



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The Business of Furniture  
NeoCon 2018 Special Edition  
June 9, 2018

## HIGHLIGHTS

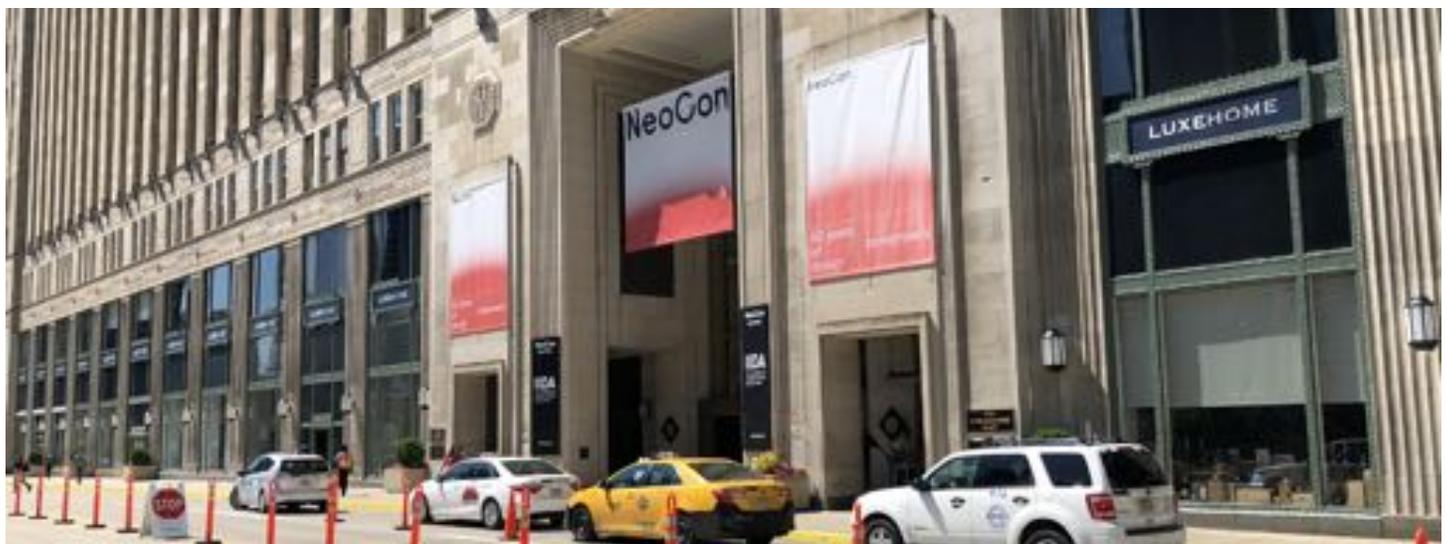
**15 NeoCon is Middle Aged, but Far from Stodgy and Wrinkled**  
With NeoCon turning 50 this year, it would be easy to assume that it would share other middle age traits such as “finding you have no idea what ‘young people’ are talking about,” “falling asleep after one glass of wine” or “taking a keen interest in The Antiques Road Show.” And yet it feels fresh somehow, doesn’t it? NeoCon might make YOU feel a bit haggard and old come Wednesday, but the event itself is anything but stodgy.

**24 Floor Plans**  
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# The Business of Furniture



**Editor-in-Chief, Bellow Press** Rob Kirkbride

**Vice President, Sales & Marketing, Publisher, Bellow Press** Melissa Skolnick

**Vice President, Content Production, Bellow Press** Todd Hardy

**Workplace Guru, BoF** Stephen Viscusi

**Guest Columnist, BoF** Jeremy Erard

**Guest Columnist, BoF** Al Everett

**Contributing Writers, BoF:**

Amanda Schneider, Emily Clingman, Bruce Buursma, John Q. Horn, Jeremy Myerson,  
Stef Schwalb, Gary James, Scott Lesizza, Bryce Stuckenschneider, Michael Dunlap

**Illustrator, BoF** Jamie Cosley

**Copy Editor, BoF** Linda Odette

**Publishing Headquarters**

23403 E Mission Ave, Suite 107  
Liberty Lake, Washington 99019  
877-BELLOW9 (877-235-5699)  
**Email:** info@bellow.press

Include us on your PR distribution list.

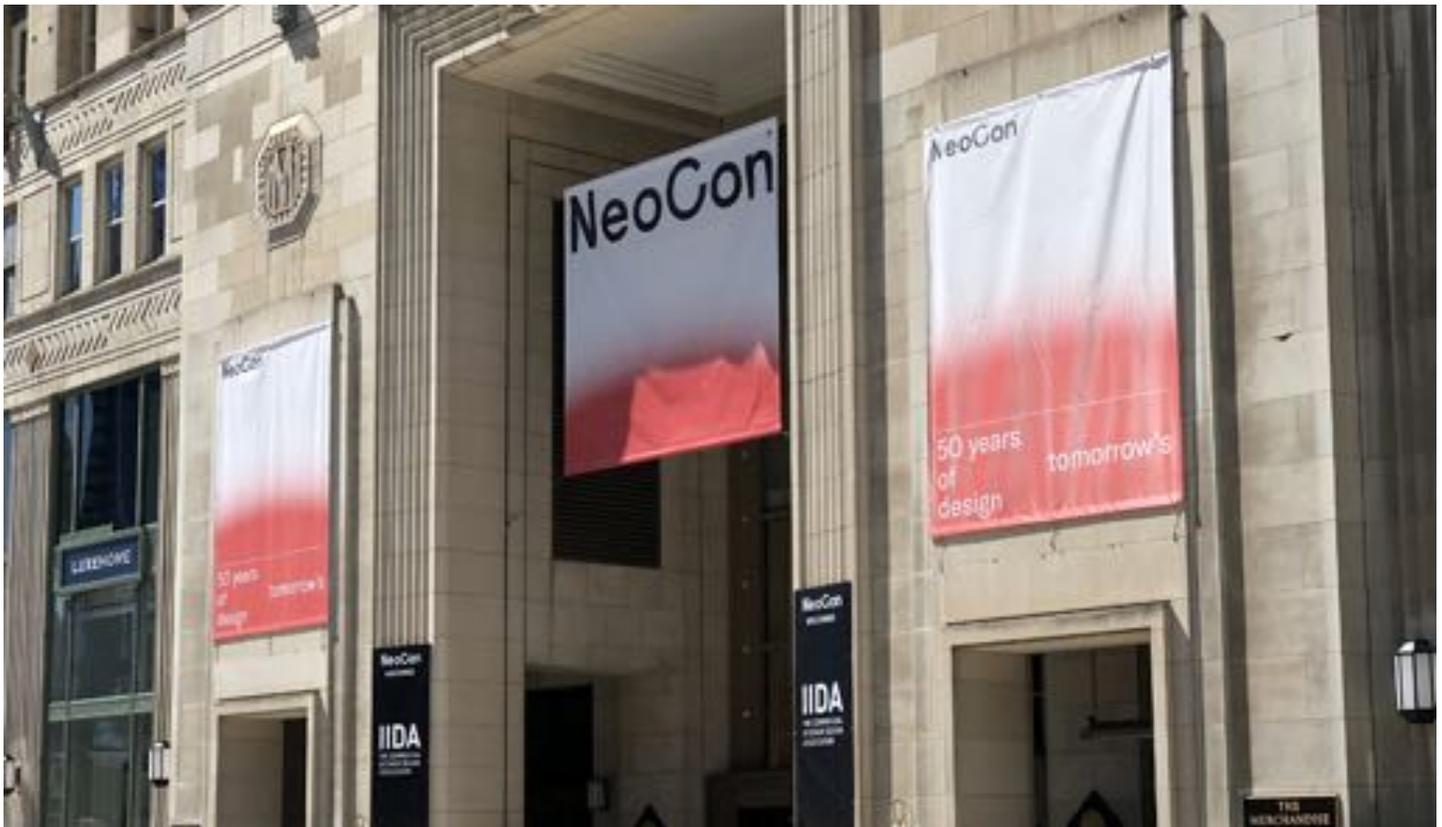
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*Business of Furniture* and *Workplaces* magazine are the go-to sources for keeping you informed about everything that is happening in the industry. From trends that affect your bottom line, to new products that will help your customers work better, to stories that will help you run a better, more informed company.

**ROB KIRKBRIDE, EDITOR-IN-CHIEF**



# BOF **Upfront**

THE WEEK IN CONTRACT FURNISHINGS

NeoCon®

The platform for design

THE MART

NeoCon Ahead

## NeoCon: The Product Issue

HUNDREDS OF MANUFACTURERS AND TENS OF THOUSANDS OF VISITORS WILL DESCEND UPON CHICAGO'S GIANT MERCHANDISE MART FOR NEOCON 2018. IN THIS SPECIAL NEOCON ISSUE OF *THE BUSINESS OF FURNITURE*, WE HIGHLIGHT MANY OF THE MUST SEE NEW PRODUCTS THAT WILL BE ON DISPLAY.

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## NeoCon is Middle Aged, but Far from Stodgy and Wrinkled

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According to a survey of 2,000 adults commissioned by healthcare provider Benenden Health, one is middle aged if they enjoy afternoon naps, moan when they bend over, are frustrated by modern technology and choose comfort over style when it comes to clothing. Another sign of middle age? The preference of a night in rather than a night out.

With NeoCon turning 50 this year, it would be easy to assume that it would share other middle age traits such as “finding you have no idea what ‘young people’ are talking about,” “falling asleep after one glass of wine” or “taking a keen interest in *The Antiques Road Show*.” And yet it feels fresh somehow, doesn’t it?

NeoCon might make YOU feel a bit haggard and old come Wednesday, but the event itself is anything but stodgy. In fact, it might be as robust as it has ever been. So far this NeoCon (and it hasn’t even officially started), we’ve been treated to some seriously important news (West Elm went with Steelcase, HAY and Maars went with Herman Miller and Knoll, well, they are going to go it alone next year in Fulton Market).

Pundits talk about how work is changing. It really is. So is real estate and technology, two things that are bound to have a profound effect on the industry. That is precisely why NeoCon is so important — now as it was 50 years ago when it started. It is the barometer for the industry, our True North, the our celestial guidepost that helps us navigate our way through these monumental changes.

The changes in the way we work can be seen in the following pages, our product guide for the show. Products range from the pedestrian, but necessary, to those that push the envelope of the office to the extreme. And if there is anyone who questions the creativity, innovation and manufacturing expertise, point them to this publication. We catalog the best industry traits every week, but no more so than in this special issue of *Business of Furniture*.

This listing of new products is probably not complete. We may have missed a few new products. For that, we apologize in advance. But please know that it isn’t from a lack of effort. My colleagues Todd Hardy and Melissa Skolnick busted their buns trying to include as many of your products as humanly possible. It is a fantastic undertaking; one that takes hundreds and hundreds of hours to compile and organize. When you see them in the halls of the Mart, make sure to congratulate them for this body of work.

Still, they would be first to tell you that they are simply compiling the industry’s brilliance and reflecting it back to you. In this issue, you are the stars. We just bring the constellation together so it shines as brightly as it can.

So take a moment now to read through all you and your industry has accomplished. Make note of products you want to see in person. Use this as your guide to NeoCon and all it offers. And be grateful that you work in such a wonderful industry. NeoCon is truly a wonderful, rare event.

Of course, the products would be nothing without the people behind them. Thousands and thousands of work hours have been logged on these products by people who really care. I can’t wait to see all of you and shake your hands in person. That’s what makes NeoCon really special — friendships old and new that can be celebrated.

While NeoCon might be 50 this year, it is far from old and wrinkled. In fact, it is looking better than ever. Have a wonderful show and thank you for your continued support of Bellow Press and our publications, *Business of Furniture* and *Workplaces*. We could not do it without you.

Rob Kirkbride

*Nook [7-5078]*

## Hyper-flexible Work Solution

➤ Today's workspaces have become so open that disruption is a natural by-product. Modern organisations' drive for efficiency, collaboration and the holy-grail of innovation have removed the walls and dividers which used to create a sense of privacy and isolation. While the end is valuable and worthwhile, the means has had a negative side-effect.



Separation factors are critical to the personal focus required for deep work and to hold meaningful conversation. Their removal, while positive in many ways, has also resulted in difficulties for workspace occupants.

Nook was created to redress this imbalance; to deploy effortlessly in to any space, with no infrastructure required, and to offer an oasis of calm.

Nook is a mobile quiet-space for people to meet & work, away from the noise of offices, events and public spaces - for phone calls, dedicated tasks, intimate conversations and spontaneous or planned meetings.

Nook pods are designed to create semi-privacy and intimacy without claustrophobia or isolation. The carefully dimensioned form and attention to acoustic materials make Nook feel cozy and calm, while the openness of Nook keep it welcoming. Occupying a Nook brings a sense of peace and communicates to others 'I am here to get things done' such that an unspoken soft barrier is created, without having to close one-self off from the world.

The structure is a sit-in booth, shaped like a classic 'home' icon. It includes spacious bench seats with storage space underneath and a generous table area, mains power for international plugs and USB Sockets, color controllable lighting above and a task lamp at table level, with a convenient shelf for devices and arms, and robust wheels for high mobility & flexibility.

Nook helps to make an environment agile, to cater for a variety of activities in one area. It makes a space more efficient and flexible while helping people to focus or collaborate, to isolate or gather spontaneously. Nook pods are positioned between open office desks and dedicated meeting spaces, offering an ad-hoc space in which to focus on a task or to quickly meet and connect.

A single Nook is ideal for 1-2 people to work, meet, relax or eat in. It can accommodate 3-4 people for shorter periods. Bench seats can be removed or added and placed alongside, to create additional seating around the Nook. Multiple Nooks can be placed together to build larger temporary meeting spaces. Using nooks together offers real opportunities to maximize space efficiency and to cause innovation to occur. Collaboration becomes inevitable while people are connected in an inviting, exciting way.

At Neocon50 we will demonstrate how the Nook's modularity allows it to be deployed for a number of applications with only small changes to the make-up of the product.