

delve

JUNE 2023 V39

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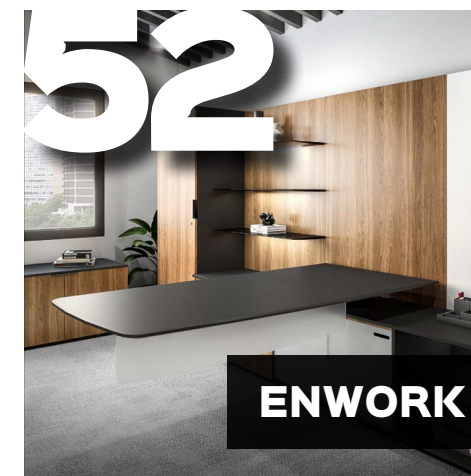
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editor's note



Dear Reader,

It's been quite a journey over the past year, filled with unexpected challenges and transformative changes. As we gather once again for the highly anticipated industry event, NeoCon, we are reminded of the resilience and innovation that define the Contract Design industry.

In this special issue of Delve Magazine, we bring you an array of captivating stories, insights, and new product releases that embody the spirit of adaptability and excellence. From reminiscing about cherished moments of past NeoCons to exploring the cutting-edge trends shaping the future of Contract Design, we've curated a collection that showcases the industry's unwavering commitment to progress.

As we navigate the evolving landscape, we invite you to immerse yourself in the pages of Delve Magazine and discover the latest developments, fresh perspectives, and inspiring narratives that will fuel your passion for design.

Thank you for joining us on this exhilarating journey. Together, let's embrace the opportunities that lie ahead and continue to shape the future of Contract Design.

Enjoy the issue!

The My Resource Library Team

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**Exclusive
stories and
NeoCon recaps
found on page
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MRL State of the Showroom

By Jeff Carlson

My Resource Library works hand in hand with so many amazing manufacturers – over 300 of them actually. We take time to know and vet the manufacturers in the library. Quality, unique thinking and design are important pillars of My Resource Library. When we are traveling the world looking at new manufacturers to bring into the library we have the privilege of discovering new products and meeting great people.

When it comes time to outfit the MRL showroom in theMART, the task of narrowing down the selections is overwhelming, and this year is no different. So who partnered with MRL this year and why?

2/90 Sign Systems: 10 years ago, when My Resource Library was first launched at Neocon 2013, one of my first factory sales calls was made to 2/90 Sign Systems in Grand Rapids, MI and my first introduction to Rebecca Tyke and their products. Rebecca has spent years focusing on “helping people find their way”. I’m excited to have 2/90 Sign Systems in the showroom this year, so that everyone can see their quality and creativeness.

Arcadia Contract: Another first for me, Casey Journigan and Helen Kim with Arcadia Contract agreed to a web meeting with me. The problem was that they selected 8am California time – I know what your thinking — and you’re right – had I been home in Arizona that would have been no problem at all, but I wasn’t. I was on vacation with my family in Maui. So at 5am Hawaii time I started what I still consider my worst presentation EVER, and yet, by the end I found some amazing friends and clients. I probably do not need to discuss their product designs – which are fantastic – but I love that they live up to their core values every day and every trade show and every meeting that I have with them. Enthusiasm/Respect/Creativity/Relationship/Integrity.

Davis Furniture: I still remember Samantha Ayres’ first week working for My Resource Library. MRL was two years old and Samantha was hired to help keep the manufacturers’ binders updated. She and I were walking around Neocon EAST (which is no longer) and went into the Davis space. We had a great conversation with Danny, Jeffrey, and Ashley. As we were leaving the space, Samantha asked me for their last names, and when I said “Davis” for Ashley and Danny, her jaw hit the floor. She said, “You mean we were just talking to the owners of Davis Furniture? When I was with a dealership, I specified their products all the time.” With their designs and quality it did not surprise me that she specified them all the time, but the people at Davis really make the experience that much more enjoyable. It is no wonder that after 75 years, the intimate, close-knit feel of Davis Furniture endures. Everyone is treated like family.

DEKKO: Dekko provides a World of Connection. We met at Neocon 2014, and they were the first Power and Data Solutions company to join MRL. Last year they introduced their new Layer product line of freestanding power source that fits between desks, nesting tables and around lounge seating. The Layer product was so popular with everyone coming into our showroom to charge up their cell phones, that we are bringing them back into the showroom this year. Dekko’s vast product offerings and their core values of Integrity/Accountability/Passion/Unity and Customer Focus make them a joy to work with.

Deskmakers / Scale 1:1: On my most recent trip to Southern California – last summer’s “Where in the World is Jeff” tour – I met with Blanca Saucedo and Phil Polishook. We had a great meeting but I could tell that Phil really wanted to show me something new. Now for those that know me, I photograph and post about every experience that I have within our industry, so there was some concern. After remembering that we have an NDA, he started telling me about his newest product. Sidekick mobile pedestals, designed by David Winston

— a trusted companion of the hybrid office! I got to see the prototype and was really impressed. It was something I had never seen before. I knew then that I wanted them for the showroom. Blanca and Phil have been good friends and their values align with those of MRL – Teamwork/Accountability (Own it)/Innovation/Laughter/Respect/Empathy/Honesty and Fortrightness. Make sure to stop by and see the innovative Sidekick product.

Emblem: The future of workplace environments will rely on custom solutions and that’s one reason I’m so excited about Emblem. Emblem is laser-focused on creating soft-seating that has a residential look but is thoughtfully designed and built for contract environments. Their standard line of elevated seating is only the beginning. Emblem’s founders are a husband-and-wife team that has worked in custom furniture for over 15 years. They provide real support and ideas for custom furniture projects from ideation through installation. Emblem has shown tremendous growth in the past year and just expanded their manufacturing operations in Los Angeles. This spring, they introduced several new designs along with a new textile alliance program.

Enwork: Like My Resource Library, Enwork is “Always Ahead” and was a clear choice when looking for manufacturers for this year’s showroom. I’ve been following Enwork’s transformation since the beginning and like they say “You can tell a lot about a company by the company it keeps” At Enwork, they work with clients that are leaders in productivity, innovation, intuitive design and creative thinking. Whenever I visit West Michigan, I take the time to visit Enwork, as there is always something new and exciting to see.

Heckler Design: A newer manufacturer to My Resource Library. It goes without saying that over the last 3-4 years, our world has undergone some amazing changes, specifically the evolution of how we work. Introducing Heckler Design, a company founded by a team that was tired of uninspiring hardware that didn’t meet their level of enthusiasm for technology – so they did something about it!! When considering the MRL showroom, it was easy to ask Heckler Designs to participate, as the showroom technology needed to match our excitement for the space.

Hightower: I fondly remember my first meeting with Natalie Hartkopf. I was traveling in Seattle and set up some time to meet at the Columbia Tower Club – Amazing views of all of Seattle from the 75th floor. I was nervous, for at that time I really did not meet with CEO’s of the manufacturers. We had an amazing conversation, and with the aide of a chocolate chip cookie, Natalie and I became friends. Shortly after that Hightower’s binder was published on the library. Their show-

room, which is right around the corner from MRL, is always incredibly done – they are constantly looking to improve the status quo and so it was an easy ask to include some of their products within the MRL Showroom. This year, I’ll be bringing a lot of chocolate chip cookies in for my friends at Hightower.

Identity Group: Our newest member of the MRL platform, but not new to perfecting their craft. Identity Group has been branding interiors for over 67 years with experiential graphics and signage. Sam Richardson, Bryan Hara and Julie Dillon thank you for your support; it will be great to be the client for a change – you will make MRL stand out!

Legrand: Chief & Connectrac have been with My Resource Library since our beginning, they have amazing reps across the country and meet several needs of the MRL showroom. The challenge is finding them. See one of their products will be holding a big screen TV as you walk into our space, and the other will be hiding cables and power along the floor so our clients and visitors will not trip. So, the Legrand products will be there, hiding in plain sight and I look forward to you experiencing them. Their solutions are beyond functional and when it came to finding a mount to put up my own personal big screen tv at my house, it was not a question who to go.

MOD powered by National Lighting: Last year visiting MOD during various industry trade shows, I commented that their products were awesome and that we would love to have them in our Neocon showroom. Their charging docks allow you to charge and power all your devices from cell phones, laptops, tables, wireless earbuds and more. This year we will have their stylish Scepter Dock – that includes Qi wireless rapid chargers, AC outlets, USB A, and USB C charging points. The My Resource Library hospitality showroom will give you a place to relax, hydrate and power up.

MPS Acoustics: I have always been intrigued by acoustic products, and the impact that they have on a space – not just visually but functionally as well. I’m planning on doing a recording before their products are installed and then afterwards to illustrate the functionality, the visual will be seen by everyone that comes into the showroom. Several years back, I filmed a video with Andy Vawter, President of MPS, regarding the industry challenges and the way MRL saw and solved those challenges before it’s time. We were “work from anywhere” before that was a thing! Andy is amazing and the team he has with him are all fueled by a passion for design, where every product is thoughtfully crafted to enhance environments.

OFGO Studio: I tour many manufacturers facilities throughout North America. I am what you would call a “furniture

nerd”. I love the entire industry and love to see how the product is built and designed. A few years back OFGO Studio shocked me with some of the coolest machines that I have ever seen. They design their products to be cohesive, to be inclusive, and to promote a sense of community. I visit OFGO Studio every year, and remind Nicole Shamir of our tour and the impression it left. I’m excited to show their product this year at Neocon, so the industry can learn more about them.

OFS: “Imagine a Place” – a phrase with a lot of meaning for the OFS family. It represents the essence of the OFS story and the family that works there. Recently OFS had a sales meeting in Scottsdale AZ, and invited me to participate. I was honored to join my friends Wes Harper, Nick Blessinger, Molly Prior, Ryan Menke, Hank Menke, Doug Shapiro and so many more. Over the years, they have made me feel like part of their family, and I have enjoyed various trips to Cool Springs Campus. Every trip is incredible and if you have been there, you know what I mean. But it wasn’t until I got to their sales meeting that I heard it called the OFS Family Reunion – because to OFS they are a family, and they have accepted me into that family. It was a humbling moment for me and I am grateful for the opportunities that we continue to imagine together. While I wanted the OFS shuffle board, you will see several products within the MRL showroom from this amazing company.

Primeway: For those that are not familiar with my industry heritage, I was an independent representative for my family’s business covering the Michigan and Northern Ohio Territory. During my time there I met Kevin Walby, the owner of Primeway, and have watched his company grow every year from a pure custom resource to a full manufacturer with amazing custom capabilities. Primeway team is focused on designing and manufacturing high-quality furniture to make a work environment function properly. I’m thankful to have Kevin participate in our showroom, it will be fun to spend some time with my friend, and enjoy his incredible furniture.

Simii Design: A few months ago, a friend recommended that I schedule a meeting with Simii Design on a trip I had planned to Zeeland Michigan. I met with Brad DeBruyne and Katie Lane, and they went over the product capabilities but then

they challenged me to do an installation of one of their products. It was at this point that I was both shocked that someone wanted to put me to work and then was shocked at how easy and quickly their revolutionary table assembled, even by me. My head was swimming with opportunities for a product line like Simii Design. Installation costs and time would be significantly less than all other table lines, waste was reduced in their packaging and the quality of product and design was top notch. Simii Design is new to My Resource Library, and they are growing fast as a one stop shop for tables. It’s a pleasure to have them be apart of this year’s showroom. They will have someone in the space to put you to work too. Stop by to experience their story and quality, hands on.

Swiftly: A friend, Mark Warren, saw a LinkedIn post that had me in West Michigan, so he reached out to introduce me to his new company – Swiftly. Mark and Jeff Zita met me at the door, and set the expectation right up front.... “We make the kind of furniture that makes you happy every time you look at it.” They walked me through their working showroom and I knew exactly why they set that expectation. What they can do with wood and steel is incredibly impressive. Make sure to take a look at their products in this year’s showroom – creative, stylish and functional.

Via Seating: Twenty years ago, I worked as an independent rep and represented a new manufacturer called Via Seating. The regional sales manager and I rented a conference room at the Westin in downtown Cleveland to introduce the Via Seating line to dealers and designers. After dinner, we returned to the hotel to find a chaotic scene with hundreds of young women outside the main lobby door. I overheard someone asking for a ride to the “Flats,” an area in Cleveland with bars, and offered to drive them there. Five guys, including a young Justin Timberlake, JC, Lance Bass, Joey Fatone, and Chris Kirkpatrick from Nsync, got into my van, and we drove to the Flats, where I dropped them off at a bar. While there are no more superstars, Via Seating remains special to me. With Chas Helper, Nora Fenlon, Ashley Blevins, Terry McNeal, and Allie Kausar, the stories continue to grow, full of fun and excitement.

My Resource Library is excited to include these manufacturers in our 2023 showroom. As you can see we have a wonderful selection of vetted and respected industry partners. Stop by for a beverage, a charge and to find some inspiration! We look forward to seeing you throughout the show.

Sincerely,

Jeff Carlson



DAVIS design is a choice

Seba Lounge by sebastian herkner
Capas Table by jehs+laub





ELEVATE THE EVERYDAY

HiQ HEIGHT-ADJUSTABLE BENCHING

SitOnIt Seating Raises the Benching Bar with HiQ.™

While the return to work is still ongoing, it's not exactly business as usual. The notions of what a workday or workweek looks like have evolved. Organizations everywhere are rethinking how people collaborate in their shared spaces. After years of social distancing, there's a renewed and increasing focus on bringing teams together again. And a key foundation in this endeavor is open-plan benching and workstations.

In a practical sense, workspace benching solutions can help maximize floor plans. They simply give any office more employees per square foot. But there's also an intangible benefit to be gained — and that's the way in which working more closely together allows for daily on-the-fly exchanges and interactions often missed when exclusively working from home.

When combined with the benefits of posture flexibility, powered connectivity and workplace division, open-plan benching lets you create impactful places of productivity. This new collection from SitOnIt Seating helps you do all that and more.

A Foundation of Functionality

From productivity hubs to collaboration hotspots, HiQ height-adjustable benching creates places for “getting it done.” It’s a total space solution. And with a vast lineup of options and add-ons, there’s no limit to how you can make HiQ fit any space. There are enhancements that clear the clutter by managing cables, accessories that create centers of productivity, and panels that provide essential privacy — all built on rugged steel construction that exceeds BIFMA standards for safety and reliability.

Promote Posture

Achieving the perfect working position helps maximize ergonomics while minimizing fatigue or injury in any space, including corporate, healthcare and education environments. With the press of a button, you can move HiQ from 28 inches to 47 inches high. Standard controls include four programmable positions with an integrated gyroscopic anti-collision sensor, keeping anything that gets in the way unharmed.



HIQ POWER MANAGER

Provide Power

HiQ also features a robust roster of workstation accessories, including those that connect you to data and power. But don't worry about messy cables when you do. Innovative, sleek options help manage cable clutter (beam or trough) with up to six duplexes per workstation and a capacity of up to 48 CAT6 cables. It all makes setup seamless with “above-beam” installation. There are enhancements that clear the clutter by managing cables, accessories that create centers of productivity, and panels that provide essential privacy — all built on rugged steel construction that exceeds BIFMA standards for safety and reliability.

Promise Privacy

Collaboration is key, but some spaces demand a touch of separation. HiQ lets you add any of our Doodle markerboard screens or Motif fabric screens, as well as optional laminate gallery panels, when you want to dial down the open space concept a degree or two. You get all the benefits of working together — just with a little extra workspace division.

To learn (and see) more of this new workspace benching solution from SitOnIt Seating, visit www.sitonit.net/HiQ.

One Place for All Your Spaces

SitOnIt Seating is a leading manufacturer of commercial solutions in the U.S. — and #1 in task. From tables and lounge to screens and more, they've been the go-to destination for comprehensive, build-to-order solutions for almost 25 years. They combine award-winning design with some of the fastest lead times around. Their collections help turn product innovation into your space inspiration. What it all means is they can build almost any specification you want, deliver it when you need it, and offer a level of value no one can match. It's all part of their indie California spirit, and the all-new HiQ collection carries this commitment forward.

FURNITURE, FAITH, & FAMILY



If you are reading this, hopefully you have heard of Special-T. You might know us as the nation’s largest table-only manufacturer, with countless quick-ship options and unmatched customer service. Maybe you’ve also heard that we support our local community by providing jobs for those with barriers to employment. But what makes Special-T truly special is that we don’t just focus on the furniture; we focus on the people.

This year marks our 25th anniversary as a company – a long time for a small, second-generation family business in today’s economy. To celebrate, we feel that it’s more important than ever to share our founding story with the world, or at least, with the Commercial Furniture Industry.

Starting with Service

Special-T was founded in 1998 by Loren Rozeboom, but the story doesn’t start there. He entered the commercial furniture industry in the late 60s after marrying the love of his life, Barbara. Loren spent the next 30 years working in furniture dealerships, holding various positions along the way. He was primarily focused on three things: his furniture, his faith, and supporting his family. After moving to Atlanta, Loren quickly began making a name for himself in the local furniture market. Loren started his own fur-

niture dealership, successfully growing to over 20 million dollars in just a few years. He says “I believe it grew like that because we had a philosophy of being a planning and design firm – rather than just a furniture dealer. We wanted to put the customer’s best interest first in everything that we did. What we offered them and how we approached their problems helped make us the number one dealer in Atlanta. We didn’t worry about our profits. We worried about our customers.”

Our Ukrainian Roots

In 1997, Loren joined other local business owners on a faith-based business trip to Ukraine. One major problem, as he describes, was that Ukraine, Russia, and other Soviet Union countries previously operated on the premise that every business deal has a winner and loser. It was quite different from the American business model, where both parties expected to work together toward commonly beneficial goals. Loren and the other business owners wanted to spread this concept and other best business practices, like accounting for profits and losses, while also implementing ethical values into their business operations.



Loren became increasingly involved in Ukraine by networking with local businesses, churches, and non-profit facilities providing resources to those recovering from drug and alcohol addictions. First, Loren helped put eager local people to work by

25 YEARS OF SPECIAL-T

es produced by the Ukrainian manufacturing plant. The Rozebooms continued to follow their hearts by investing their personal funds and profits from the manufacturing plant to open three more recovery facilities: two for men and one for women.*

*(Sadly, those facilities have all been destroyed as a result of the war, but will hopefully be rebuilt in the future. Our hearts go out to Ukraine.)

Special-T sells high-quality products and strives to help and support more people in our local community with every sale. Because of the fundamentals and practices Loren set forth, we continue to teach new skills and provide a stable working environment to men and women in recovery in the metro-Atlanta area, while they rebuild their lives. From wherever they come and despite what skillset they may have, Special-T continues to serve our community by focusing primarily on the people – one table at a time.



founding a modest manufacturing plant in Ukraine. Then, using the profits from the manufacturing business, Loren, and his wife Barbara, chose to support to the local community in Ukraine by creating a faith-based sober-living facility. They purchased four hectares and started building from the ground up. Loren and Barbara employed a local pastor who counseled and equipped those in recovery, teaching basic skills like construction and gardening to become self-sufficient, productive members of society. Many of the recovery members sought employment at the table base manufacturing plant, which encouraged their recovery while helping supply products to Special-T.

Loren is incredibly proud of the men and women who graduated from the sober-living community and those who have come through the doors of Special-T. The graduates in Ukraine would typically bring members of their families and local communities to improve their lives as a result of Loren’s mission. All the while, Special-T continued to grow rapidly due to high quality table bas-





More than Office Furniture

While Loren’s efforts in Ukraine were being actualized, the message continued to spread, and business continued to grow. The original name of the company was “Global Resource Alliance” to symbolize the union between American and former Soviet Union businesses. “Special-T”, (named after the t-legs being produced) which was then the d.b.a. for the manufacturing business, began to generate more traction in the local contract furniture market. After growing steadily year over year, Loren followed his heart again and extended a job offer to his son, Steve, who at the time was also in recovery from alcoholism. Their partnership was powerful. Loren finally fulfilled his lifelong dream of working alongside his son in the family business. Then in 2016, Steve Rozeboom purchased G.R.A. from Loren and officially changed the company name to Special-T.

“Since that time, he [Steve] has proven himself to be a creative, good manager, with great morals and values. He lives for something bigger than himself and has grown this company five times bigger in the years since he came. I am enormously proud of my son. The way he has understood that he needs to surround himself with the best people possible to support him in every way possible to make the dream happen. Through this process, he realized that there is something greater than profits, something greater than tables, something greater than office furniture. And that’s people – people’s lives and helping them get a new chance at life. This company’s position on rehabilitating addicts and alco-

holics is the most important part of this company and what has helped it to grow” Loren Rozeboom.

25 Years of Special-T

Special-T is not the largest manufacturer in the office furniture; we may not enjoy the same scale of resources and reach as the larger companies in the industry. What we do have, though, are the principles and values set forth by our founder to aid others by leveraging profits and employment opportunities to support our communities. We never set out to be the world’s most prominent and flashiest furniture manufacturer. Our mission has always been to sell high quality products, earn a modest profit, and ultimately, open doors for those who need them most.

Loren passionately exemplifies the belief that even the “lowliest” of people - the addicts, the gypsies, the outcasts – deserve forgiveness and a second chance. Since Loren chose to follow his heart in Ukraine, Bulgaria, and other parts of the world, we have been able to extend his vision and embody his example for over 25 years. We are now sharing our story in hopes that someone, somewhere, will be encouraged to do the same with their business. We simply desire to inspire more companies to focus more on their people, in addition to the furniture.

We considered sharing updates about our products, improvements to our processes, or statistics about our table sales, but

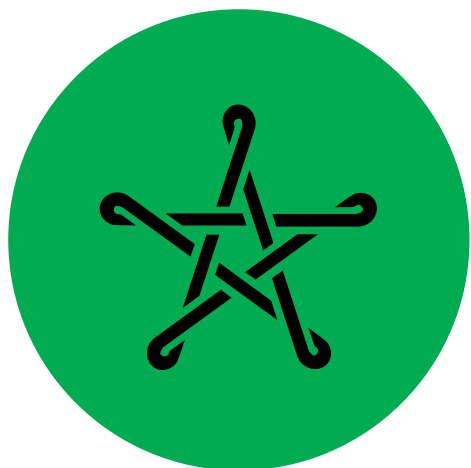
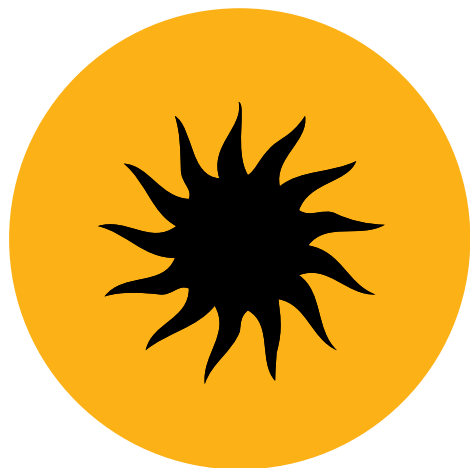
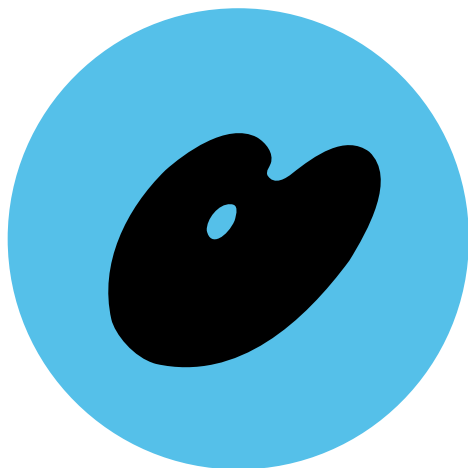
“At Special-T, we measure success not just by how many tables we sell, but by how many lives we change.”
– Steve Rozeboom



instead, we believe that Loren’s lasting legacy is better measured by the growth in our employees’ personal lives. In 25 years, Special-T has provided opportunities for over 300 men and women with barriers to employment to “take their seat at the table” and restore their dignity and productivity. This translates to hundreds of families that have been reconciled, now empowered to contribute to their local communities, while positively impacting the society at large - in Ukraine, Bulgaria, and the United States. This is possible only because of Loren’s vision, and of course, because of your decision to purchase a table or base from Special-T.

From all of us in the Special-T family, we sincerely thank you for your support, and are looking forward to another 25 years and beyond.



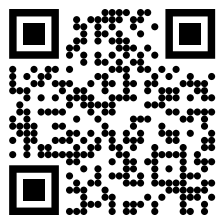


Act Iconic!

Look for these icons to make your specifications easier. Finding them is quick assurance that fabrics have met the rigors of ACT's Voluntary Performance Guidelines.

Since 1985, the Association for Contract Textiles (ACT) has served as the industry's most trusted and reliable resource for textile information.

Learn more at contracttextiles.org, Instagram, and LinkedIn.



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MAYERFABRICS



THE COMPANY YOU MAY HAVE HEARD OF

BUT MAY NOT KNOW: **GHENT**

By: Susan Claus

GEO MOBILE PARTITION

Whiteboards? *Check.*

Glassboards? *Check.*

Bulletin Boards, Enclosed Boards, Mobiles? *We have all of those.*

Chalkboards? *Sorry. We discontinued those several years ago.*

Space division, display cases, partitions? *Yes.*

With over 40,000 standard products in our catalog, if it is for collaboration and communication, we have it (or can make it).

Now that we have “the what” out of the way, let’s talk about the why. That is the most important part, anyway.

Communicate, Collaborate, and Learn

In recent years, there has been a large emphasis on communication and collaboration. We all have had to learn new ways to interact virtually. Communication and collaboration bring employees back into their workplaces and enable more innovative work. While there are many benefits for working remotely, nothing can compare to the face-to-face brainstorming and problem-solving that takes place in a conducive work setting.

Last year, Google’s CEO Sundar Pichai said, “The thing I’m most excited about is I think the future of work will be flexible... A set of our workforce will be fully remote, but most of our workforce will be coming in three days a week. But I think we can be more purposeful about the time they’re in, making sure group meetings or collaboration, creative collaborative brainstorming or community building, happens then.”

Earlier this year, a similar sentiment was mentioned in a letter to all employees from Disney CEO Bob Iger. He said, “I’ve been reminded of the tremendous value in being together with the people you work with...creativity is the heart and soul of who we are and what we do at Disney. And in a creative business like ours, nothing can replace the ability to connect, observe, and create with peers that comes from being physically together, nor the opportunity to grow professionally by learning from leaders and mentors.”

Connection, collaboration, and communication are the central driving forces bringing people back, but what is going to make employees want to be in the office? Employers are looking for ways to update their spaces to make it a destination people WANT to join, not just have to join. The right tools for the new way of working in the office are critical to performing in-office functions.

Every Ghent product falls under one of the pillars of our tagline: communication, collaboration, and learning. Visual communication products enhance your team’s time in the workplace, schools, and healthcare facilities.

Intentional Design

Chances are you have not given it much thought – after all, it is just a whiteboard.

But have you experienced a whiteboard that does not erase, does not have a marker handy, is a color that makes it hard to read, or absent from a room when you need one?

With many different learning styles in the office, having tools to enhance idea sharing and overall communication is integral to team performance. If the tools to create pop-up brainstorming sessions or detail an idea are unavailable or not useable when needed, you are not responding to the needs of all employees. There is an expectation that a whiteboard, glassboard, or mobile just work. That is where we come in.

Our team does the research so you do not have to. We regularly hold town halls with our team of sales reps, focus groups with dealers and designers (let us know if you want to be included!), and are participants in BIFMA committees for sustainability as well as on standards sub-committees for whiteboards and outdoor furniture. Our learnings get distilled and applied to current trends. This research and industry involvement is what has informed our latest products like Aria Connect our digital solution bringing whiteboard images to people at separate locations in real-time, and outdoor collaboration solution, Preserve. You can expect to see more innovations like this in the future.





Make It Yours

The options are vast when it comes to placing the right communication and collaboration tools in a space.

What is going to look the best?

Will it meet the needs of my employees?

Will it fit in with the overall design aesthetic?

What is easiest to use?

Most engaging?

Prompts Creativity?

Simple solutions like porcelain whiteboards and mobile products are easy to add. Color can be added with glassboards in a variety of shapes that are color matched to the interior aesthetic. Whether you are looking for bold, statement making colors, patterns or shapes, or more neutral, universally appealing options, Ghent allows you to personalize your products to your needs.

Ghent recommends incorporating the following colors:

Yellow:
promotes creative collaboration

Blue:
promotes honesty & creativity

Green:
a universally calming color

Orange:
invoke enthusiasm
& grow productivity



Ghent makes customization easy. Our local to Ohio factory allows us to respond quickly to any of your requests – whether a variation on a size, a specific PMS color match, or using your customer-owned fabric, we can answer almost every request. If just seeing a product and color combination on the screen is not enough, Ghent offers sample color chips of most products to see, touch and feel.

Color is not the only way to incorporate personalization in the workplace. The ability to adjust a work tool quickly and easily to specific needs is also necessary in space planning. Being able to hack a product like our Pallet solutions or even being able to move a product around as needed, like our mobile glassboards and whiteboards, allows employees access to tools when they need them and how they want them. Having these tools readily available also increases the “want” to being in the office.

The way people work has changed. We have taken the guess work out of visual communication tools for communication, collaboration, and learning. Give your clients the best tools to get the work done that needs to be done in an office setting.

Tools For the Way People Work

The solutions requested from us do not always fit into a specific category. We are here for the challenge of bringing the right products for the work that must be done both in and out of the workplace. To accommodate this need while ensuring product quality, Ghent opened an expanded production facility, allowing for the consolidation of all operations to one central, northern Cincinnati location. An additional 36,000 square feet of production space was added to our existing 100,000 square foot facility.

The addition also expanded shipping dock capacity for greater access and on-time delivery service to our customers along with warehousing space for raw materials to enable best-in-class lead times and product availability.

With rapidly evolving workplace dynamics comes changes to how our partners want to interact and work with us. Following the expansion of our corporate facility, it is time for an expansion of our showroom presence. This is our last year in Suite 1060 in theMART for NeoCon. We hope you will visit us for Coffee Monday and Tuesday morning (skip the long lines!) 9am – 11am and a Monday Happy Hour from 2pm – 5pm before we move. Next year you will find us still on the 10th floor, but in a larger space where you will be able to experience more of what makes Ghent more than just a whiteboard.

Meeting You Where You Specify

Ghent products can be found in the following specification tools:

- CET Designer Extension
- Commercial Interiors Library Extension
- 2020 / CAP
- My Resource Library
- Mortarr
- Ecomedes
- Proprietary online Product Builder

PALMIERI

KEEPING UP IN THE INDUSTRY

Innovation and modernization are two key components in the general world of manufacturing. At Palmieri, we strive to fabricate quality library and educational furniture for children and adults of all ages. Businesses all over the world were affected by the negative outcome from the covid 19 outbreak. During that time, we remained strong and consistent in searching for new technologies and ways to enhance our product for all our end users. With the continuous expansion of the furniture industry, it is our goal and responsibility to continue our relationships and communicate with our customers, while always building new ones along the way and in years to come. Being able to market our 100% North American furniture, we always love to see our products elevate your space where individuals can create, communicate, and collaborate!

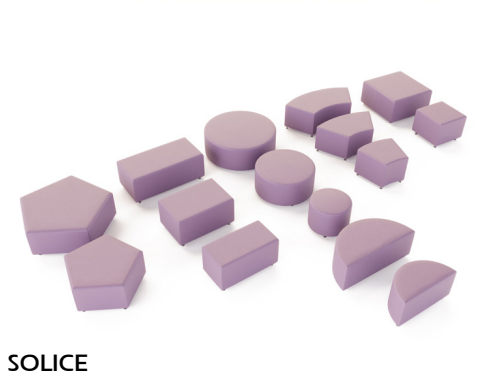


IT'S MORE THAN MARKETING TO US!

"Marketing is so much more than Images and Advertising. Although it is a tool traditionally used to showcase and promote product; at Palmieri, we market all aspects of the business! From endless physical and digital Media (including literature, brochures, colour, and wood samples), to designing digital environments for client inspiration, or simply showcasing the team behind the beauty of it all. With customers across Canada and the United States, we utilize today's technology- specifically social media platforms-to reach every one of our clients, leaving room for many more to come!"

Find us on Instagram, Facebook, Linkedin, Twitter, CET, and MRL @palmierifurniture or simply reach out using info@palmierifurniture.com , we'd love to hear from you!"

-Juliana Gennuso – Marketing & Business Development Lead





SERVICE WITH A SMILE!

"Our goal at Palmieri is to ensure every one of our customers and their orders are well cared for before, during and after the sale is complete.

Great service is essential!

A friendly voice, a helpful email, easy access, and a prompt solution are a very important part of our daily operation.

We want to exceed our customer's expectations every time!"

-Carolyn Goodfield - Customer Care Manager

9to5[®]
seating

cavo

elevated design for high traffic

Cavo takes high design where it's never been before—the multipurpose room. Created by Italian designer and architect Claudio Bellini, Cavo turns mixed-use spaces into aesthetic oases for creative thinking and collaboration. Cavo is built for high-traffic use, with excellent durability, cleanability, and—with a variety of weight ratings—accessibility.

And with models including guest, stool, and bariatric, as well as exceptional customization options, Cavo is an innovative enterprise-wide seating solution for corporate, healthcare or education markets.

Check out Cavo and new products from 9to5 Seating during NeoCon at Suite 1095 or go to 9to5seating.com/neocon.



9to5seating.com |    

Breaking Knú Ground

Few times in the last century have there been periods filled with more uncertainty than the previous three years. In this span of time, many organizations have seen both their greatest triumphs, as well as their most desperate moments—often unexpected and overnight in both cases. Buzzwords such as “supply chain”, WHO, and other assorted acronyms entered the public lexicon. A significant swath of the population reimagined the status quo in their lifestyle, with a notable effect on the employment landscape.

During an era when the words “these uncertain times” have preceded everything from press releases to automobile commercials, a company following common wisdom would tighten its belt and put development resources into benign iterations of its current product line. But a silver lining to the arrival of unforeseen challenges is the opportunity for organizations with a strategic mind, passionate leadership, and unwavering vision to innovate and blaze trails in unexplored territory. Such was the case for the development of the newest release by La-Z-Boy® Healthcare | Knú Comfort®, the Durable® Power Series.



CHECK OUT OUR
MOBILE SHOWROOM!

DURABLE POWER SERIES — ZG RECLINER

Beginning ideation talks took place in early 2019 as company ownership was reviewing the possibility of a three-motor recliner to enhance patient comfort and recovery. They realized the unique capabilities of three synchronized axes of motion and the lack of this level of complexity in the healthcare space, not to mention the demand for fully powered recliners in this setting. The team set to work solving one of their customers' greatest challenges—providing a seating option that allows patients to remain comfortably seated for extended periods while avoiding physical strain on specific regions of the body due to disproportionate weight distribution. After much research and exploration the goal became clear: create the first zero gravity position capable recliner for use in 24/7 healthcare environments, with fully powered, infinite position controls.

While the concept of the “zero gravity position” is relatively unknown, its origin can be traced back to none other than NASA. As astronauts started to occupy its first space station, Skylab, the organization soon began examining the posture the human body naturally assumes in the microgravity conditions of space, what it termed the neutral body posture. They observed that while crew members were in a relaxed state, their joints and limbs naturally positioned themselves to specific angles. This research led to the development of special standards that guide how NASA designs flight systems to support human health and safety.

The same neutral body posture science is the basis for the zero gravity position capability the engineering and design team aimed to in-

corporate into their newest recliner. As three axes of movement gently recline the user back, the position would relieve the strain on muscles and joints caused by gravity through equalizing the distribution of weight across the entire body. When resting in the zero gravity position, users could experience a sense of weightlessness similar to what astronauts feel in the microgravity of space.

The team expected the road bumps inherent to creating a product without a precedent on the market, but none had anticipated the global difficulties looming on the horizon.

“Well, there was COVID. But I won’t talk too much about that.” Payton Jacob, Research and Development Manager at La-Z-Boy Healthcare | Knú Comfort, recalls the challenges that were overcome to create the Durable Power Series. Her team faced supply chain turbulence and sporadic vendor shutdowns that made getting test samples a strenuous process.

The team brainstormed through other obstacles to make sure the zero gravity position, which has its own button preset on the power control wand, would serve users of all body compositions. “The programming in and of itself was challenging because you can have a preset memory position that feels comfortable to one person that could be tall, then you could have someone who is shorter come in and it’s not quite as comfortable,” Jacob noted.

The solution was twofold. First, large sets of individuals of all body types were brought in to adjust the recliner to their perfect level of comfort for each preset position. These angles were then averaged and reprogrammed into the mo-



DURABLE POWER SERIES — ZG RECLINER

tors. This process was repeated multiple times until the team was confident that button preset positions for zero gravity, sleep, and lift would be optimal for the vast majority of the population. The second step was including separate fine tuning adjustment buttons on the control wand so that users can intuitively modify the angles of the leg rest, seat, and back individually beyond the presets to their personal position of comfort.

A massive challenge the team imposed upon itself was engineering a supporting system for the lift assist option that reinforced the security of the user.

“The fact that the chair is equipped with an auto locking caster feature sets it apart in the safety aspect,” continued Jacob. “That was a challenge because of the geometry

needed to make the system work, and because we wanted to keep it all within the footprint of the platform, we were limited on our space.”

The finalized version of the lift assist model (the ZG Lift Assist Recliner) includes a “Lift” button on the control wand that helps users with limited physical abilities exit the recliner safely. The innovative safety system automatically locks all four casters whenever the remote is engaged.

Beyond safety highlights and the ability to take users into the weightless zero gravity position, the team knew that to have this be the new standard for recliners in the healthcare space, all recline functions needed to be fully power operated through the wand. They were also adamant that all of the features of their other Durable series of healthcare recliners be available in the Durable Power Series. All recliners in the series have a quick removable back and lift up seat to allow speedy sanitization on every shift. Transfer arms enable safe movement of a patient directly to a bed or other location, whether from a seated or fully flat position. Numerous options, from heat and massage to adjustable head rests to USB charging ports (and many more), are available to make users feel at home while receiving care.

Though the team could be content to take a breather after the nearly five year development cycle, the excitement of launching a product that offers something completely new to healthcare facilities and patients alike has reinvigorated them to tackle their next challenge. An exam lift treatment recliner that incorporates the Durable Power Series’ technology and functionality is already in development, displaying again the organization’s dedication to their mantra—Comfort Heals.

The Knú Blú, Est. 2020

Along with new products and new ideas, the team at La-Z-Boy Healthcare | Knú Comfort have spent the last few years bringing our offering to customers in fresh ways. In the early days of 2020 that meant product demonstrations via webinars with end users, but by late summer the Knú Comfort Mobile Showroom (aka “The Knú Blú”) was on the road to take a full showroom experience directly to hospitals, dealers, and design firms that had tight restrictions on guests entering their own buildings.

Equipped with a three-door open concept, hand sanitizer stations, and multiple air handlers to provide the safest experience for visiting groups, the mobile showroom has continued to be highly requested years later, even as the initial restrictions have gone away. Aside from consistent personalized stops to meet and demo new releases to local teams, it has traveled to numerous trade shows where it has played host to happy hour and other events.

With demand remaining strong four years in, the La-Z-Boy Healthcare | Knú Comfort team have recently expanded the fleet with a second mobile showroom to tour the nation, while the original transitions to covering the northeast. The new addition scales up the size and usable space, including a full stage area and quick setup features to allow more stops in each region.

The majority of La-Z-Boy Healthcare | Knú Comfort representatives also have their own mobile or brick and mortar showroom available to visit.



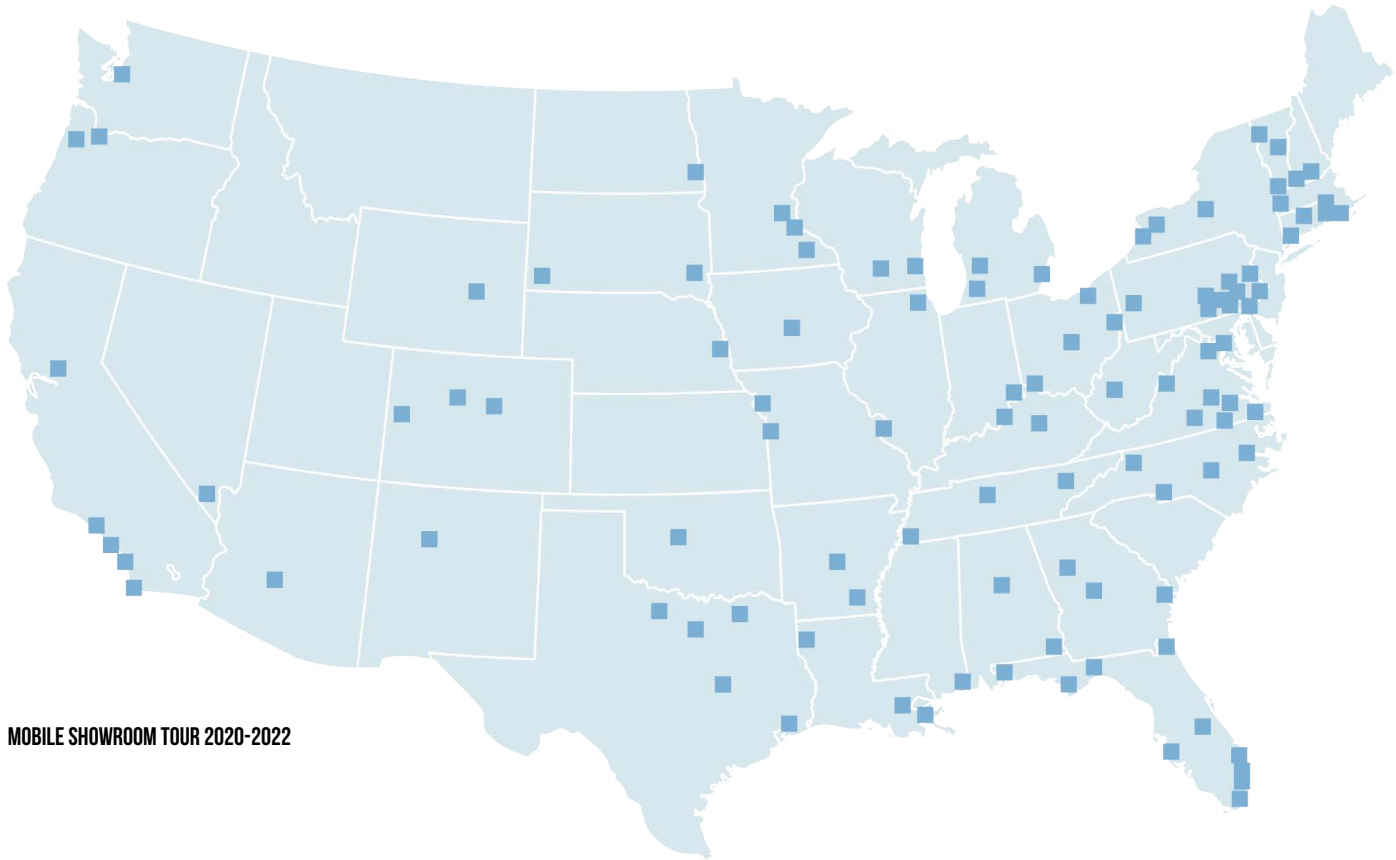
DURABLE POWER SERIES - ZG RECLINER-ZERO GRAVITY POSITION



MOBILE SHOWROOM



For more information
or to set up a visit,
reach out at
getknu.com/contact-us.



MOBILE SHOWROOM TOUR 2020-2022



MOBILE SHOWROOM HAPPY HOUR EVENT



Upgrade your lounging experience with the newly expanded Tailor collection. The latest features support even more ways we work, play and learn — or break away from it all.

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specfurniture.com | NeoCon Showroom 11-112

thinkspace

BRINGING

focus

BACK TO THE WORKSPACE

Our mission is to provide spaces to breathe, create, meet and inspire each other once again. And we've got some fun and techy stuff mixed in.

Come and see us at NeoCon, Suite 1099! We are Thinkspace.

thinkspaceoffice.com



NeoCon

June 12–14, 2023
THE MART, Chicago
#NeoCon2023

Visit our Thinkspace showroom: 10th Floor, Suite 99

Featuring Partner Brands: Hushoffice, Glimakra of Sweden, LoOok Industries

NeoCon 2023

2023 June Neocon New Ways to Think About Interior Design Project Management

By Susan Mulholland, IIDA, NCIDQ, WELL AP and Nicole Farragher. Susan’s website is www.madciaz.com

Everyone who works no matter what profession or industry you are in we all use some sort of app, software, or other technology to do our job. The interior design industry is no exception- here is the problem; there are way too many software programs, apps and other technology driven tools out there that claim to be the answer to everyone’s prayers.....So how do you decide what programs work for you and your team and what ones don’t?

For our industry of interior design regardless if you work in commercial or residential, it requires specific tools to be able to do our jobs efficiently. In the past articles we touched on the value of being able to use these tools in order to keep the lines of communication open with clients, sales reps, and manufacturers. We talked about the way technology has changed the way interior designers look for and source materials including furniture for their projects. If you haven’t yet gone to MRL’S website, now might be a good time to do! **MyResourceLibrary.com**

I know that I am not alone when I say this because I have heard other colleagues talk about it too- That for all of the ways we as designers work, none of us do it exactly the

same. We work differently which is why finding the perfect software or web application is so hard.

No one has ever been able to design anything perfectly to work for everybody- it’s impossible. That’s because as humans, we are each uniquely designed to be individuals. Our thinking, working and even our ability to create is all slightly different. It doesn’t matter if you are just starting out in your career or have been doing it for several decades, everyone’s approach is different.

The design “process” is structured. It has to be or else it would be too difficult to move it from an idea to reality. That process that is taught in school is the same for both residential design and commercial design- even architecture has the same type of process that it requires to go from a sketch on a napkin to a physical structure.

Lots of designers start their design process with a simple mood board. There are tons of apps out there that allow you capture everything and anything that strikes you as inspiration for a project. All of us regardless of age or profession, take a million pictures of everything we see! It is because you never know when the it will be just the spark

needed to generate an idea or solve a design problem. Our phones have become the most important tool we have as designers to capture our ideas and inspiration.

As you enter the mart this year for NeoCon I am sure you will be taking pictures of all types of finishes and furniture including showroom exhibits and lots of selfies with friends you haven’t seen in a long time. Now what? You are back at your computer; you know that you are about to start a project or the project you are currently working on needs to move to the next step- Well maybe it starts with looking at all those pictures you took while you were here at NeoCon or walking on the city streets of Chicago. Maybe one of those pictures gives you an idea for a project or maybe it reminds you of that chair or desk you saw at a new showroom you visited on the 10th floor of the mart. What do you do with it, how do you get the information you need or present it to your client or other members of your design team?

I can tell you what I would do- If I am working from my computer I would go to the MRL pro site and start a project binder. I would upload all of the pictures and even business cards or contact information I collected when I was at NeoCon. I would then start a product search to find the manufacturers in the library who have binders and get the information including any inspirational photographs of installations provided by that manufacturer and put it in my binder. I would then start ‘building my project’. I would share this with my team members and my sales rep to see if they have any other critical information that might be helpful- like lead times or product availability. If I have plans or other drawings from other design programs I would get them into a format that I can then put into my binder.

But even with a great website application like MRL Pro there is still a big problem- that is not always talked about or even mentioned that stands in the way of getting all that “inspiration” in the right place.

The issue isn’t just a lack of organization- it’s a question of what type of user interface or software operating system you work with. It doesn’t take a computer wizard to know that if you are like me, you might work on two different computer platforms- for example I use a PC at my desk in my studio and when I am traveling or working on project remotely, I work on my iPad or iPhone. Not every design program out there works seamlessly on both. So, the trick I found is to start with a program that does. For me it’s always been Dropbox. For others it might be Google Drive. If your firm has a Microsoft Exchange or 365 account maybe its OneDrive or SharePoint. Why does this matter? Because we all have had computer issues when we least expected it. We lose our phones, or the internet goes down or we are not able to access what we need at the right moment. Having a document file system that allows you to capture everything and then “download” it to your device while keeping it in the cloud can be a life saver!



Susan Mulholland
Susan Mulholland studied interior design at Northern Arizona University and is an NCIDQ certificate holder. She has 30 years of interior design experience in commercial design. Her experience in the industry covers a large variety of projects that focus on workplace, healthcare, and hospitality. Her design studio Mulholland Art & Design Commercial Interiors is in Tucson, Arizona, where she has been helping clients for the past 20 years. Connect with Susan Mulholland on her website. www.madciaz.com



Nicole Farragher
Nicole is the Dealer Accounts Manager at My Resource Library, and can be reached via the email or phone contacts below. 480-608-1952 nicole@myresourcelibrary.com

Why is this an important step when using MRL Pro? The answer is simply one of convenience and organization. Because we all work a little bit differently and because some of us are organizationally challenged, it helps to put EVERYTHING where everyone can find it. This methodology for workflows isn't new- every design studio has a system. Which is why MRL Pro is such a great asset to add to your existing workflow and project management system.

By using a Project Binder system in MRL Pro you can create multiple types of projects. They don't need to be for a client project specifically because there are no limits to how many binders you can create.

The process for creating a binder, adding information, and ultimately sharing information is simple. MRL's own Pro experts, Nicole Farragher and her team have some great

tips and tricks to help you get the most out of using all of the features that MRL Pro has to offer. They will be available in the MRL showroom for one-on-one tutorial training sessions to help you get started. I promise a 15-minute session is all you need to understand how Pro works and why it will be your best kept secret when it comes to doing your next design project!

So, take some time out of your NeoCon schedule and visit the MRL showroom. Take a break from the chaos and enjoy some refreshments. Schedule a mini-training MRL Pro session with Nicole and come away feeling refreshed and confident that you can now tackle the next floor or showroom- knowing that when you get back to your office, you will have more than just great pictures to share, you will have the expertise to train your team on the best kept secret on the web for contract designers!



DECCA | CONTRACT

SKYWARD VISTA TABLE COLLECTION



An intersection of ascending lines, sweeping surfaces, and negative space.

VISIT US AT NEOCON, SPACE 333

INDIANA FURNITURE

IS A CATALYST FOR TODAY'S EVOLVING SPACES.

If you were to look up the definition of catalyst you would find that Merriam-Webster defines it as: a substance that enables a reaction to proceed at a usually faster rate or under different conditions than otherwise possible; an agent that provokes or speeds significant change or action.

Indiana Furniture is just that. A catalyst. A change agent to make it easier to bring spaces—that meet your needs, that flex with your workers, that encompass your vision—to life. And at this year's NeoCon they will be showcasing not only their latest additions, but also how a smart integration of products can lead to functional design for today's spaces.



KICKSTART WITH ICONIC, JOT, AND CUSH

A CATALYST FOR FLEXIBILITY

The old formula of the cubicle-laden office has been replaced by unique spaces that accommodate different types of working. The office has become an extension of how we live and there is no longer a one-size-fits-all approach.

Moving forward, hybrid working will become a mainstream practice, giving employees more choice in when and where to work. It will be key for companies to balance individual and organizational needs, enticing workers to engage at the office and feel productive within the available spaces. These types of spaces need to evolve to accommodate the new styles of working and this can be done through supportive furniture, accessories, and readily available technology.

Now more than ever spaces need to flex between collaborative or group work and focused or individual work. And these areas have become more relaxed—inspired by home settings—to give employees comfort while collaborating, touching down, or simply working on their own. They allow users to work how they want all in the same space.

The key is to select products that easily integrate together to form the productive space you need, and also provide you with the flexibility to transform as needs change. From Canvas to Plush, KickStart to One10, and Square One to Jot, Indiana Furniture develops each series to not only work alone, but to effectively complement others for a complete solution to the ever-changing needs of the workplace.

A CATALYST FOR BUSINESS

Today's spaces have the need for tables that allow for people to collaborate, brainstorm, discuss, share, present, and, ultimately, continue driving business.

Indiana Furniture's new Catalyst Tables blend desired aesthetics, functionality, and technology to deliver a comprehensive solution for all types of meeting needs and spaces. The line boasts a broad selection of veneers, laminates, and glass, a variety of top shapes, a vast range of sizes spanning from 36"D to 60"D and 36"W to 240"W, integrated power/data, and a variety of heights, including work, counter, and bar. However, the real beauty is in the mix of veneer, laminate, and metal base options. The veneer and laminate bases feature a built-in trough, smart wire management, and accent elements to enhance the overall style. The design versatility feels nearly endless.

But it doesn't stop there. An assortment of storage and accessory units, like buffets, integrated waste bins, lecterns, and more, provide the ability to complete an entire space.

Whether you're outfitting a breakroom, shared office, large board room, or executive office, Catalyst has the table solution for your space and style. This line will change how you think about incorporating tables in working environments.

A CATALYST FOR VERSATILITY

Designed with minimalist lines and angles, the Strut Leg establishes modern versatility for any work environment. Originally launched into their portfolio as an option across casegoods and tables series, the popularity of the leg design has compelled Indiana Furniture to make Strut its own line.

Introducing Strut Tables. Whether you're looking to outfit a small meeting space, café, board room, huddle spot, or private office, Strut accommodates all types of meeting and gathering spaces. And the stylish simplicity allows it to fluidly complement other furniture to create a seamless integration across environments.

Strut offers worksurface height tables in a variety of top shapes, including circular, square, rectangle, modern rectangle, and boat, across a broad range of sizes from 42"x42" to 60"x240", and everything in between. Select from a vast range of veneer finishes and laminate options, then add functionality through power/data ports and storage pieces. The legs, available in aluminum or black, feature integrated wire management to easily route power and data cables to the floor.

A CATALYST FOR HARMONY

Indiana Furniture says "the right task chair can make your day sing." That's where Rockstar comes in. Generous, contoured proportions and ergonomic adjustments harmonize with a diverse range of users to provide all-day comfort, and energizing support, to get the job done.

Rockstar was added to Indiana Furniture's portfolio several years back and features a sleek, yet shapely profile, a broad range of back, arm, base, and caster options, as well as weight-activated controls. But Indiana Furniture wanted to take it a step further. The chair not only has been fine tuned to heighten the overall comfort, another back style has been added to further expand upon usage and applications.

Welcome to the stage the new Rockstar Roadie and Rockstar Headliner task chairs. Rockstar Roadie brings you a slim design with big comfort, while Rockstar Headliner steals the show with an ultra-thick, sink-into-it design perfect for individual workspaces, meeting rooms, and more. Launching in June, the one-of-a-kind comfort of Rockstar is sure to debut at the top of the charts.





GLEEM + PATIENT CHAIR



GLEEM + BARIATRIC SEATING

A CATALYST FOR COMFORT

When it comes to healthcare spaces, it's about more than providing a patient room, waiting area, or workstation, it's about creating a place where patients, families, and caregivers feel supported, at ease, so they can focus on overall health and well-being. It's about creating comfort.

Gleem+ does just that. This recently introduced wood seating line ensures comfort, durability, and ease of cleaning to meet the demands of healthcare facilities. Designed for high traffic and multi-use areas, like patient rooms, caregiver spaces, community spaces, and administrative support areas, Gleem+ provides an array of high capacity and bariatric models to offer solutions for a diverse range of users up to 400 and 600lbs.

Choose from a variety of single seat, two- and three-seat tandem, bariatric, patient, and easy access models to configure the perfect space. Pair with ganging and freestanding tables in your choice of veneer, HPL, or TFL tops to complete your look. Add optional arm caps to protect the finish and extend the look and function. And with a broad spectrum of graded-in and contract fabrics, vinyls, and leathers, it's effortless to create a seamless look without sacrificing function or comfort, providing a thoughtful and inviting experience across entire floors, wings, and facilities.

A CATALYST FOR DESIGN

What makes one interior distinct from another is the clever curating of colors, textures, and styles to create something that expresses unique design and, in turn, a unique space. New additions to Indiana Furniture's surface materials offer on-trend options for these evolving, design-driven spaces.

Available in early June, eight new laminates and four new veneer finishes, along with coordinating seating finishes, will join the already vast program. The result is a holistic palette, inspired by nature. A relevant light-to-dark spectrum that adds to the beauty of any environment and features low-emitting finish systems to meet indoor air quality standards which support sustainable initiatives in the workplace.

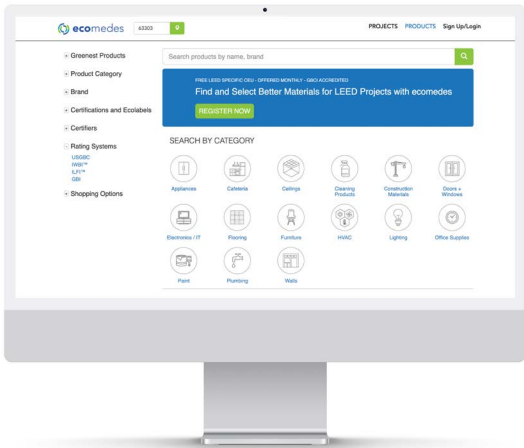
From the depth of the veneers and laminates to the enduring metal, stone, and patterned acrylics, their comprehensive program was thoughtfully selected to complement Indiana Furniture's entire portfolio of products, giving complete freedom to create a desired space.

A CATALYST FOR SENSIBILITY

Since 1905, Indiana Furniture has proven its commitment to a sustainable future by supporting the standards and programs

that protect the natural world and human health. Whether it's local sourcing, domestic manufacturing, reducing contaminants, diverting waste, implementing wellness programs, or supporting community endeavors, social responsibility is a part of every decision at Indiana Furniture.

And now they've partnered with ecomedes + Mortarr to streamline the selection of sustainable products for tens of thousands of A+D professionals, building owners, developers, CREs, specifiers, procurement teams, and others.



ecomedes provides a solution to save time and money while catapulting environmental, social, and governance compliance. Mortarr is a search and discovery engine custom-built for commercial construction and design professionals. Together the platforms digitally connect professionals with products and services, like Indiana Furniture, across all industry sectors and verticals to drive sustainable practices.

This new partnership aligns seamlessly with Indiana Furniture's strong sustainability story, which includes 100% of their products being BIFMA level® certified, BIFMA Compliant® certified, TSCA Title VI/Carb Compliant, Intertek Indoor Air Environmental certified, and contribute points to the LEED® program. In addition, 100% of their caseworks and tables lines have Indiana Furniture's UV topcoat finish, UVAdvantage Plus, which scored a perfect 5 out of 5 in independent testing for durability and employs a sustainable process with reduced pollutants and a system to recapture then reuse excess finish.

Need a catalyst for your design?
Stop by space #1054A at The Mart during NeoCon,
check out indianafurniture.com, or give them a call
at 800.422.5727 today.

Allsteel®

Daybook™

Stylish Division



HiQ® Height-Adjustable Benching

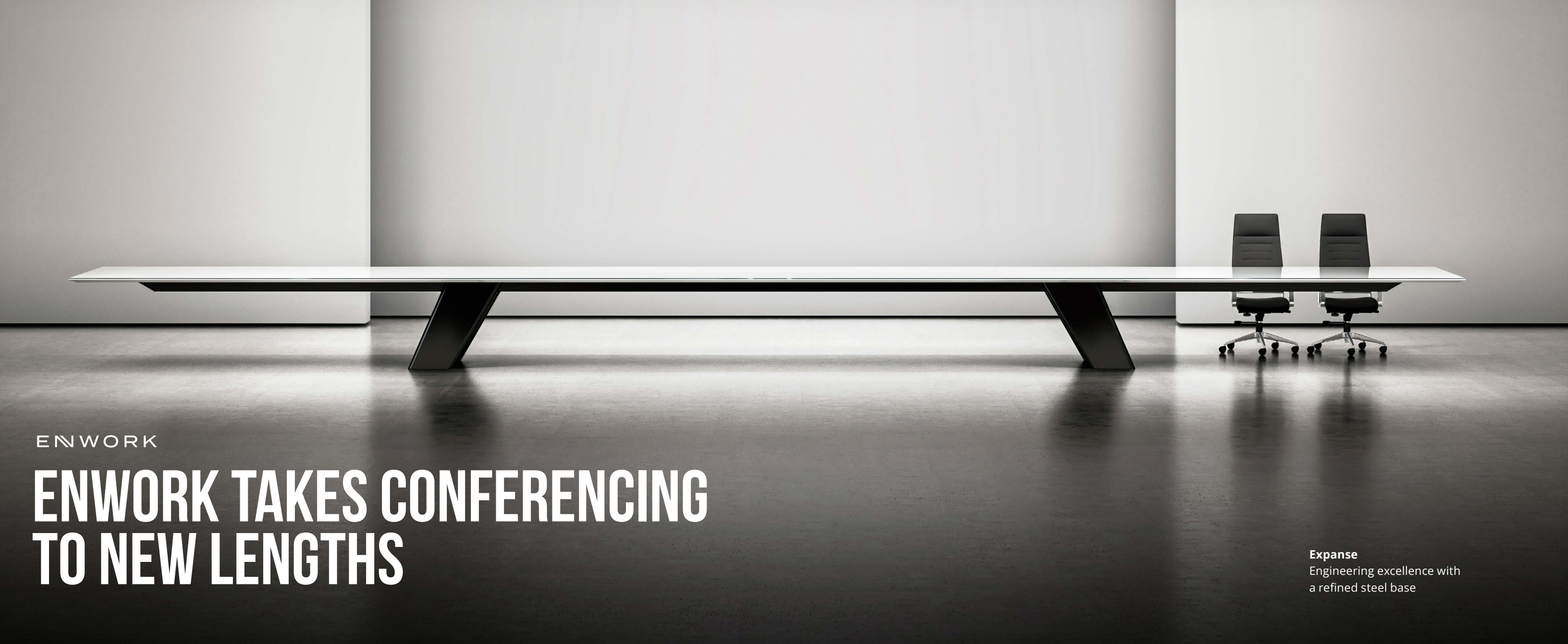
A new way to elevate your workspace — literally

From productivity hubs to collaboration hotspots, create places for “getting it done” with HiQ height-adjustable benching. It’s a total space solution that promotes posture flexibility, powered connectivity, and privacy with workspace division.

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Visit us in **Showroom 1150**



ENWORK

ENWORK TAKES CONFERENCING TO NEW LENGTHS

Expanse
Engineering excellence with a refined steel base

Enwork is known for providing remarkable design, service, and value for all things conferencing, open plan, private office, ancillary, and training. Continuing the drive for innovation, Enwork is all in on providing executive conference tables with recent award-winning introductions: Expanse, Odyssey, and Foundation EX. Each product offers a unique design story, expressive elements, and a span of up to 36 feet on two bases alone.

With top materials ranging from glass, quartz, veneer, or laminate, plus robust modern power/data integration, Enwork provides clients with opportunities to evolve and personalize their spaces with forward-thinking solutions—resulting in high-performing environments that complement their values, culture, and interior aesthetic.

Foundation EX
Timeless aesthetic with post-formed construction



Odyssey
Fiberglass construction with sculptural form



Best of NeoCon
2022

Category Innovation
Enwork's Big Tables Platform



See more award-winning Enwork office solutions

ENWORK

INTRODUCING CAYMAN BY ENWORK

Enwork's highly-anticipated entry into the private office segment is being met with resounding admiration. In pursuit of elevating workplace efficiency and amenity, Cayman's cutting-edge aesthetics and dedicated creature comforts redefine user experience in modern office and conferencing environments. "As we evolved out of the pandemic, our goal was to create spaces that mimic the comfort of home while supporting the advantage of onsite collaboration," stated David Powell, Owner & CEO of Enwork furniture. "Making these spaces inviting and aesthetically beautiful is the icing on the cake," he added.

Uncompromising details, exceptional craftsmanship, and purposeful design position the Cayman Collection as an industry-leading private office solution. Orderable by the inch, with fast installation and modern conveniences, Cayman delivers best-in-class innovation.

Now available with a 6-7 week lead time.

See Enwork's newest products at NeoCon,
11th floor Merchandise Mart, 11-118



Learn more about
Cayman Private Office



Dedicated space for a coffee maker, personal refrigerator, and printer



Solid aluminum shelving with integrated LED lighting



Cayman conferencing applications create high-performing meeting spaces



Cayman's cantilevered worksurface is available in fixed or height-adjustable configurations (34" x 72")



By Michelle Warren

Michelle Warren is President of Catalyst Consulting Group, a firm specializing in providing strategic solutions to the commercial furniture industry to enhance their sales, positioning, and distribution.

With 25 years of industry experience on the dealer and manufacturer side of the industry, Michelle has been recognized as an innovator in selling to the Federal Government, State/ Local Government, Higher Education and Cooperative Purchasing. Her expertise includes: sales strategies, strategic planning, 3-5 year road mapping, targeted marketing plans, distribution development, hiring reps, and training for reps and/or dealers.

Michelle is known as a “serial networker” in the furniture industry and enjoys meeting people and making connections happen. If you’re interested in connecting - reach out at: Michelle@strategic-catalyst.com, connect on LinkedIn or visit www.strategic-catalyst.com to learn more about her work.

[Connect with Michelle Warren](#)



CHARLES “CHUCK” HARDY,
CHIEF ARCHITECT AT GSA

What’s it all about? How can you get involved?

Nearly a month ago, I saw a post on LinkedIn that totally caught me off guard. GSA announced the ribbon cutting for an Innovation Lab in DC involving furniture and I hadn’t even heard of it!! I reached out and had a wonderful conversation with the man behind the lab, Charles “Chuck” Hardy, Chief Architect at GSA. Chuck has been with GSA for over 30 years and is responsible for overseeing the development of this new project.

Although COVID accelerated the project, the Innovation Lab was in development prior to the pandemic. The purpose is to serve as a location where GSA can work with furniture in a real environment, conduct product research, analyze trends and inform where partner agencies and GSA needs to focus.

“We have been pleasantly surprised by the reaction to what we’ve done, but it also speaks to where we are at,” Chuck said. “In the return to office, even if your office was functioning in the past, there is an inclination that ‘I do not want to come back to the way I left it.’ That means that something has to change, but then what does that change look like?”

In a three-month timespan, GSA organized over 100 tours of the new facility. In addition to its main functions, the space is also utilized for team meetings, individual workspaces, ad hoc meetings, change management preparation and feedback. Customers have the ability to reconfigure the space to meet their needs.

This project started as an independent venture, but GSA engaged in outreach with industry and customer agencies to aid in developing the lab concept. Through these collaborations, GSA eventually completed the project. Furthermore, I did confirm that the Innovation Lab was put out as a Request for Information (RFI) on SAM.gov as a bailment agreement. This means the furniture was provided free of charge for a set period of time in exchange for feedback and research. Chuck told me that the current plan is to issue an RFI every year to refresh the lab annually with new partners and products. Keep an eye out for the next RFI this fall.

Additionally, GSA is exploring the possibility of offering the Innovation Lab concept in other GSA locations across the nation.

“One thing is for certain, it is the agility and flexibility of space that is going to be something that’s just on a continuous basis,” said Chuck. “It’s going to be a change, which means our workspace and our furniture design are going to have to enter into something much more of an ecosystem and not something you just set and leave and come back in 10 years and say, ‘what do you need now?’”

It is going to be something that needs to be managed and curated to a certain extent. Even facilities management will start to morph much more into a hospitality management mindset: ‘How do I curate the experience that I am coming to and reconfiguring a space set aside for seven different meetings into one big meeting?’ It’s a very exciting time to be in the business both on the design side and the product line side.”

I am sure you want to know what products are in the Innovation Lab at this time. Per Chuck, they had room to accommodate anyone who was interested in providing furniture. Five furniture manufacturers responded, and they divided the space available between the respondents with a sixth space for GSA where they re-used existing product. MillerKnoll, Haworth, Allsteel, Kimball and Swiftspace are currently in the lab. There are not many rules to use the lab other than you must respond to the RFI. The products did not have to be on GSA, but they did want it to be within a government budget. Each manufacturer was assigned a space by lottery and they were given their area to do what they wanted. The only criteria set was a fixed number of seats and the

understanding that whatever they did had to be undone within one year. The goal was to have multiple different answers to the same question. I did notice that small business representation in our industry was missing from this project. In the future I would love to see this corrected, even if it means creating a partnership to develop the space. Chuck affirmed the importance of small businesses in projects such as this.

“Small businesses are where innovation happens. They have the nimbleness and quickness to react and think through things. They do come from the mindset of strong partnerships with others that are doing things that are in tandem or parallel to them. The challenge is integrating these businesses into a solution that everybody needs while being able to change on a dime as necessary. These are fun, but turbulent times,” said Chuck.

What feedback and research is being captured? The feedback received so far has been less about the manufacturers and more about the product (i.e. “I like this in this location”, “I didn’t like it over here”). The responses have been quite granular -- down to the pieces -- so GSA can focus on what problems they are trying to solve. This research will be shared publicly, so we will keep an eye out for the data when it is available.

To close, I believe, as an industry this is a very exciting time. The office landscape will never be the same. Together, we are all trying new things to figure it out. GSA having a lab shows their dedication to the American people and their willingness and urgency to implement smarter strategies. This is a time for innovation, a time for small and nimble business to rise up. It’s a great time to be in furniture and serving the public sector.

For more information on the Innovation Lab:
workplace.gsa.gov/offerings/innovation-lab

About Chuck Hardy

Chuck Hardy is the Chief Architect of the U.S. General Services Administration (GSA), effective August 14, 2022. He has over 31 years of experience with GSA, starting as an architect and project manager in the Great Lakes Region. He has held various leadership positions in the Great Lakes Region and GSA’s Central Office in Washington, DC, including Director of Design and Construction and Acting Chief Architect. As Chief Architect, Hardy is responsible for advising the GSA Administrator and PBS Commissioner on federal architecture and design matters, administering GSA’s Design Excellence, historic preservation, and art-in-architecture programs. Hardy is a licensed architect, workplace strategist, certified construction manager, and a retired U.S. Air Force intelligence officer. He earned his professional degrees in architecture and environmental design from the University of Minnesota and holds certificates from the Harvard Graduate School of Design and The University of Texas McCombs School of Business.



TURF PLAID GRASSHOPPER GRID

Tomorrow's Workplace Will Put People First

Design has always been an essential component of the workplace, but it has become a pivotal factor in the return to work era. As the workforce becomes increasingly mobile, it is crucial to create an amenity-rich office environment that supports and reinforces well-being, creativity and a sense of connection. Thoughtful, user-focused design has the power to not only bring people back, but to bring them back better. As the world's leading show for commercial interiors, NeoCon and its more than 400 best-in-class manufacturers have been on the cutting-edge of this paradigm shift. The 2023 edition of the show, held from June 12-14 at THE MART in Chicago, will showcase product launches and design innovations that prioritize the human experience and elevate our environments, promoting a more balanced, productive, and collaborative workplace as a result.

"We're seeing an accelerated shift towards more comfortable, collaborative workspaces that prioritize the needs of employees," comments Byron Morton, Vice President & Co-Head of Leasing at THE MART. "The products and people leading the charge are all here at NeoCon—addressing this need head on with a myriad of solutions, including ergonomic and tech-integrated modular and adaptable furniture, enhanced collaborative tools, and solutions that support neurodiversity, biophilia, and well-being.

"Haworth, a longstanding exhibitor at NeoCon, has conducted numerous studies into understanding how humans, facilities, and organizations work effectively. "There are big changes happening in the office landscape," adds Marta Wassenaar, Head of Haworth's Workplace and Research Insights team. "We're seeing more collaboration being addressed and also a shift into more hospitality, features that help to soften the office and welcome individuals back."

As the premier platform for commercial interiors, NeoCon exhibitors are on track to showcase the latest and greatest human-centric products that will make their way into workplaces across the globe. An ideal solution that meets flexible needs and trends, Mute's OmniRoom is a multifunctional workspace solution that expands the functionality of the future office space. The system offers over 100 ready-to-use room layouts to cover a multitude of functions and spaces. Steelcase's Ocular table, co-designed and developed by Steelcase and Microsoft, is designed specifically for hybrid collaboration. Its unique curved shape creates a more inclusive and collaborative experience, allowing everyone in the room to see one another and encouraging eye-to-eye contact between in-person and remote colleagues. This June, Stylex will unveil their new high-density stacking chair, Ease Up, which allows employees the ability and flexibility to quickly create impromptu meeting spaces or recon-

figure the layout of the room without the need for heavy lifting. For improved well-being in the workplace, a highly ergonomic, electronic, and height-adjustable workstation such as Schiavello's Krossi empowers natural movement.

For acoustic solutions, Plaid, by Chicago-based company Turf, is an aptly named, flexible criss-cross structure offered in varying layouts, connections, and colors, making it a solution that helps designers and architects turn their visions into reality. To stimulate the senses and bring the outside in, Momentum's new textile collection Paradiso features three lively patterns that distill natural forms, like cacti and birds of paradise, down to their essential elements. With its modern and bold interpretation of botanical motifs, the collection energizes a room and brings a playful, yet practical, sensibility to commercial settings of all sectors. As office design expands to the outdoors, Room & Board Business Interiors recently launched the modern Drift Outdoor Sectional with commercial grade quick drying outdoor foam and marine-grade frame. Hightower Studio's new Flote Lounge Collection was inspired by the support, comfort, and ease of relaxing in a simple pool float. With an embracing seat, a contemporary-yet-timeless aesthetic, and inspiring details, Flote brings a sense of relief and lightness to the user.

NeoCon is open to trade, media, C-Suite executives, and other industry-related professionals. The NeoCon Programming Hub, the show's digital portal, will return this year, and will host virtual streaming of keynote and featured presentations as well as a full roster of CEU-Accredited programs covering a range of timely industry topics.

For showroom, exhibitor, and general NeoCon news, images, and real-time information, follow NeoCon on:

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HIGHTOWER FLOTE LOUNGE

About THE MART:

THE MART (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, THE MART 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, THE MART serves as the home to Chicago's most creative and technologically innovative companies.

About NeoCon:

NeoCon is the world's leading platform and most important event for the commercial interiors industry, held each year at THE MART 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

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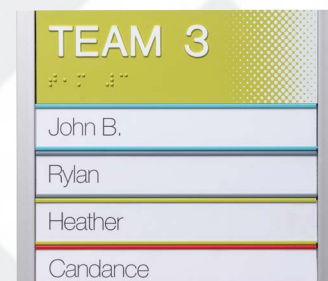
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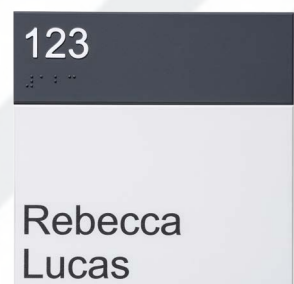
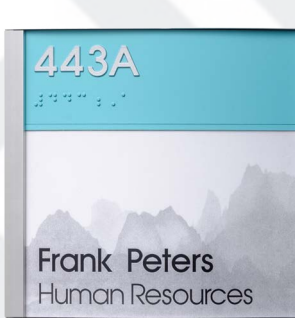
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ALLSEATING

OBSESSED WITH ONWARD

At Allseating, we're always proud of what we've accomplished, but we're driven most by what is yet to come. That's why our 2023 Chicago showroom theme is "Obsessed with Onward." Last year we celebrated our 40th anniversary, and this year we're excited to look forward to the next 40 years and beyond. Our upcoming products for 2023 showcase the best of Allseating, and we're eager to unveil them this summer in our Chicago showroom (across from the Mart; 325 N Wells, Suite 210, 2nd floor).

In today's world, there is a demand for well-priced, fully integrated chairs that can be adjusted quickly and seamlessly to the user's preference and can fit aesthetically in any space. The first of our three products to be featured this year is Equation, a modern, fully integrated task chair that fits effortlessly into any workspace, from home offices to corporate environments.

Equation™ integrates Allseating's patented back adjustment technology to provide maximum support with minimal adjustments. The chair can adjust to any user with intuitive controls and is highly customizable, fitting into a variety of spaces such as open or private offices, home offices, or touchdown spaces. Users can adjust the back of the chair with three settings: neutral at 0°, mid at 2°, and fully engaged at 4°. The weight-activated mechanism adjusts the chair to respond to a wide range of users without manual tension adjustment. With an integrated seat slider, the Equation™ chair has a clean aesthetic and is available armless, with height-adjustable arms, or with height-adjustable pivoting arms. Optional 2" adjustable lumbar and fully adjustable headrest are available to meet a wide range of ergonomic needs. Equation™ is available in two frame finish colors, Black and Allseating's light grey finish, Birch, and offers two mesh patterns in a variety of colors.

The way people work has changed due to hybrid models. Time spent in the office is focused less on routine tasks and individual work and more on inspired collaboration and socializing with coworkers, leading many companies to prioritize meeting spaces that fit their team's specific collaboration needs. In response to this demand, Allseating is introducing Dart™, a new conference chair that was designed for meeting spaces, large or small. Dart's timeless style, comfort, and durability make it the perfect conference chair for any space and any occasion, from new clients to old friends, interviews to weekly touch-base



meetings. Dart™ encourages users to think beyond traditional seating solutions and embrace new innovations in their workspaces. Its classic, contemporary design, with clean lines and classic stitching details along the back, adds a flourish of sophistication.

Boardrooms continue to be the space that make a first and lasting impression, and Dart™ is the perfect chair for the job. It is available in both mid-back and high-back options, making it suitable for both meeting spaces and executive offices. The chair comes with four arm options and features a waterfall edge on the seat that relieves stress on the hamstrings while sitting.

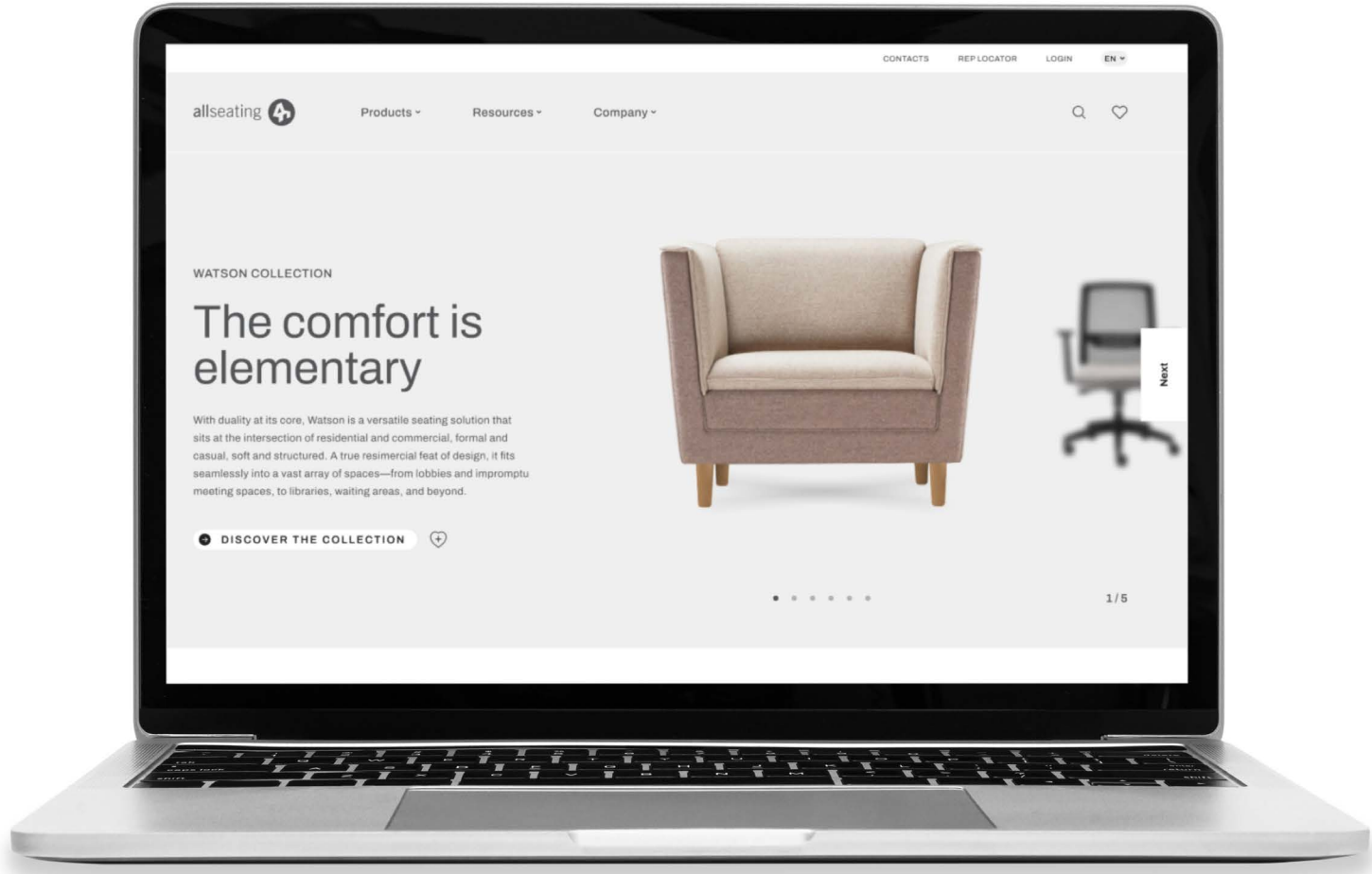
Lastly, rounding out our three products being featured is Allora™, a simple, single-shell seating collection that is customizable and versatile, making it suitable for virtually any space. Inspired by the Italian "filler word" used when thinking of what to say, designers ScagnellatoFerrarese+Masiero imagined this side chair to accommodate the time spent in-between: waiting, meeting, and learning in places from lobbies and train stations to cafeterias and training rooms. Allora™ represents Allseating's unwavering commitment to improving the user experience and pushing

the boundaries of what's possible in seating design.

Allora™ is available in a range of variations to suit different needs, including with armrests, armless, or with a tablet arm. The armrest can be flipped inward and outward for customizable comfort, the 4-leg chairs can be linked and the legs feature an exceptional glide that protects the frames from touching while stacked. The chair is stackable 20 high or 15 high with arms or tablet. Allora offers an optional basket under the seat, which is perfect for education, training room, and any collaborative settings. Allora comes in five finishes: Blanco, Nero, Grigio, Rosso, and Blu, and with a 4-leg or collaborative base. An optional upholstered seat pad is also available for even further versatility and comfort.

These three new products will be featured in our Chicago showroom during Neocon alongside our classic best-sellers and latest and upcoming releases, Res™, Ruhe®, Innate™, and Attune™, as well as product enhancements to Tuck®, Exchange®, Mantra®, and Ayles™.

In addition to new products and enhancements, Allseating is featuring a fully redesigned website with an enhanced



user experience, an intuitive navigation system, and an upgrade to their innovative online SpecAll chair builder to help you select the perfect product. The website will include a resource center that provides inspiration for projects and allows users to save their own project boards. Product installations, idea starters, and all the necessary resources, such as fabrics and finishes, will be featured in an inspirational gallery layout. In addition to collection and product pages, the website also will include a new layout for news, case studies, lookbooks, and more.

The new SpecAll tool has been completely redesigned, providing impressive detail and clarity, a new 360 degree view and the ability to easily change options, fabrics and finishes in real time! The new SpecAll allows users to download their spec in various file types for planning purposes and introduces a new “view in your room” feature that allows users to visualize the chair in their own space. Overall, the Allseating website and the SpecAll tool have

been designed to provide an enhanced user experience to assist users in selecting the right product for their needs.

As we head into the next 40 years, we are excited to continue pushing the boundaries of what’s possible in the seating industry. Our newest products, Equation, Dart, and Allora, embody our commitment to innovation and sustainability, each offering unique features to meet our client’s needs. And our new website and SpecAll upgrades make the process of finding the perfect seating solution more effortless than ever.

Our doors are always open at Allseating, where we can’t wait to show you where our horizon view of “onward” has led us. **Immerse yourself in everything Allseating has to offer in our Chicago showroom across from the Mart at 325 N Wells, Suite 210 (2nd floor).**

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Introducing: InterActive Spaces

Keeping pace with the world of work is no small task.

Keeping in touch with emerging AV technologies shaping how work is done is no small feat. InterActive Spaces (IAS) is a new business designed to help organizations and contract interior dealers who support them to keep pace with the current AV and space management technology landscape and are positioned for whatever comes next.

InterActive Spaces (www.IASpaces.com) is a dealer service business ecosystem connecting work process, space, AV, and space management technology and furnishings through a digital service model for a distributed work world.

When it became clear to me two years ago the world of work had moved on from 2019, it was time to revise what was needed to support what workers were missing. Zoom's one-way nature became tiresome after a couple of months into the pandemic. People missed conversations, they missed true collaboration, and they wanted true meeting equity for all participants.

After analyzing the dynamics between AV integrators, end customers, and office furniture dealers, multiple disconnects appeared:

- Distributed work is the new normal. The AV tech stack needed to address the work process wherever people work.
- Interactive touchscreen displays bridge the disconnect in supporting the new normal.
- AV integrators don't understand the work process, limiting their ability to introduce customers to essential applications of interactive touchscreen displays.
- Most dealers are not comfortable discussing AV technology.
- Most dealers with AV teams need help to integrate their furniture and AV teams.
- Our collective customers are left to figure this out on their own.

- Finally, no one is leading the space-furniture-technology story.

For contract interior dealers, another reality is this:

- Office furniture and architectural products are replaced every 10-12 years
- Technology products are replaced every 3-4 years
- Structured correctly, AV technology creates a more consistent sales cycle
- Designed as a service, AV technology makes more consistent customer contact

Designing a solution to all these disconnects meant starting from scratch. Existing models or business structures would lead to compromise, so InterActive Spaces incorporates a lean approach. Each party does what they do well; nothing is forced. The design is organic, creating exceptional value for all involved. The business is designed to create integrated results with leading-edge solutions to space and work.

Omnipresent shared interactive AV technology is ideal for enhanced communication. For over 20 years, a driving concept behind understanding work is that the work process should be identical for knowledge workers wherever they are working. Knowledge workers need their spaces, furnishings, and technology to support the 20+-year-old concept of integrating architecture, furniture, and technology.

This principle should be foundational for all space design – design around the work being done and the technology used to perform the job. In 2023, the focus of that technology (beyond laptops, tablets, and cell phones) should be shared interactive touchscreen displays.

Work process design dictates AV technology no longer be confined to meeting rooms and huddle spaces. If the ideal is for natural – even organic – communication, then the technology should be available wherever two or three people might gather. This means in private offices, in casual seating areas, and, yes – in many home offices.

A year ago, I was shown the concepts being developed to support new work styles during a visit to one of the major

office furniture manufacturer's HQ. Every single concept supported casual conversations and collaboration. No walls. No defined spaces. Suggested spaces, but not limited. These spaces cry out for interactive AV technology as the critical tool helping workers be more productive.

And then we go one step further. Managing spaces through room management, hot desking, visitor management, and AV experience is critical to the overall user experience. At the same time, IAS is addressing how people work; we are also addressing managing the spaces where they work.

Soon, we will offer a unique user experience integrating space management and AV. All in an as-a-service package.

InterActive Spaces brings the vision, tools, business model, and relationships to successfully meet the communication and collaboration needs to be driven by contemporary distributed work models. It is a stepping stone to more productive and supportive settings for workers in 2023 and beyond.

InterActive Spaces is founded on four key relationships:

1. i3-Technologies is a world leader in shared interactive touchscreen displays, a key emerging technology supporting distributed work in 2023.
2. Heckler applies great design to engineering equipment to mount AV displays, house AV technology, or express itself in an innovative AV Lectern.
3. PowerBx is a software integrator managing rooms, visitors, and hot desks through app-based systems to simplify space management.
4. The final relationship is a tech service business with national reach supporting the design and management of our installations and service relationships.

Additional product solution sources will be included to meet client requirements, but these key relationships form the core of the InterActive Spaces story and support system.

The fifth key relationship is selected manufacturer reps nationwide who are heavily invested in end customer relationships, the A&D community, CRE leaders, and sup-



porting forward-thinking contract interior dealers. Our reps take responsibility for creating dealer networks and balancing market coverage with dealer needs for limited distribution. As with every other part of the IAS business model, lean design makes healthy and mutually beneficial relationships.

Here is how the InterActive Spaces business model works:

1. Dealer integrates i3-Technologies interactive display(s), Heckler mount(s), and PowerBx room management display(s) into the showroom(s) and/or working spaces.
2. IAS trains sales and design teams on AV tech-driven work processes and space design integration.
3. Dealer forwards client AV technology requirements to the IAS team.
4. IAS performs work process-based needs analysis, specifies client solutions, and prepares a client quote for

products, installation, training, and service contracts.

5. IAS proposals are designed as AV-as-a-digital-service.
6. The product is installed, and client teams are trained.
7. Dealer receives a commission check from IAS (similar to GSA projects).

Some dealers working with IAS already have AV integrators either within their business model or aligned as project partners. They purchase the key AV products IAS uses directly through Syntigration for their complex projects and use IAS for 80% of applications when AV integrator skills aren't required. The key is to let the application drive the business model instead of the other way around.

InterActive Spaces will support the market verticals of commercial interiors (distributed work sub-markets including corporate facilities, coworking spaces, and home offices), higher education, K-12, government, and healthcare. Vertical market programs will be rolled out in that order.

InterActive Spaces is designed as a dealer service business ecosystem. We support contract interior dealers as they adjust to how their clients' teams work in the varied and distributed places they work.

2023 is dramatically different from 2019. Updates in colors, textures, and furniture design must address our mutual clients' challenges in an upside-down world. Contract interior dealers who truly integrate space – AV technology – furniture solutions set themselves up for sustained success. Solving their work process-driven issues moves beyond caring for the space and furnishings.

InterActive Spaces is primed to support that success.

We're excited to support your team and your clients.



About Doug Gregory

Doug Gregory, Syntigration's principal, is focused on creating integrated InterActive Spaces. A consultant and entrepreneur in the office furniture industry for over 20 years after stints at both HON and Steelcase, the novelty of learning how best to meet customer needs never gets old. The journey of these articles is to help identify how interactive technology supports contract dealer growth through meeting the complex needs of our mutual clients.

Doug can be reached at dggregory@syntigrations.com.



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Reimagining the Next Chapter of Your Dealer Showroom. By Janeen Waddell, CLFP

If it's June, as a manufacturer, you've refreshed your Chicago-based showrooms to highlight your brand, communicate your current future-of-work point-of-view, and promote new product introductions. As a **Dealer or Sales Rep Group**, you're visiting your manufacturer showrooms and starting to think through how to incorporate new products, programs, and ideas into the next iteration of your showroom. As your financing partner, I'm here to help you find ways to bring your creative ideas to life with creative financing solutions, and **I can't wait to make it easy for you, just like I do for your clients!**

Give Them Inspiration, and an Experience!
Where and how we work changes constantly. Having a state-of-the art showroom that inspires clients with physical and virtual idea starters and gives them the opportunity to experience products first-hand is essential in helping them crystallize their vision. Showroom design

and maintenance is an investment, one that has the potential to pay for itself in a short period of time with smart financing options that take advantage of fixed term rates, offer affordable monthly payments, conserve working capital and take advantage of potential tax benefits. **I can help bring your Showroom ideas to life, affordably!**

Simple Steps for Bringing Your Showroom to Life!

1. Design Your Space
You know your clients better than anyone. Your understanding of the types of spaces that work for the industries in your respective regions is a great starting point for planning space needs. Think of the overall space and plan in any architectural and infrastructure needs in addition to integrated technology and furniture. A "showroom" can be physical and digital. If enabling clients to explore virtual showrooms is part of your overall show-

room strategy, include that as part of your overall plan.

2. Review Your Financing Options
I offer flexible financing options that allow you to conserve your capital and bundle your financing needs into a single, affordable payment with fixed term rates and no large cash outlays. When looking at your overall costs and financing needs, don't forget to check with manufacturers who may offer special Dealer Showroom Display offers promotional discounting to make their latest and greatest products more affordable!

- 3. Request Financing**
This is where I make it easy for you, with a few simple steps – the same I use when working with your clients!
- 1) Request a Quote – All I need is the budgetary amount. You can email me at jwaddell@navitascredit.com or call me at (609) 206-4513.
 - 2) Apply Now – Via a simple online application.
 - 3) Finalize your furniture and equipment quotes.
 - 4) Sign the electronic documents.
 - 5) Place your order.
 - 6) Take delivery, and then....

4. Wow Your Clients!
Showrooms enable customers to experience spaces, engage with products, and enable them to imagine their future workspace. Digital tools like product configurators, Augmented Reality applications, and Colors / Materials / Finishes (CMF) stations bring out the designer in customer decision makers, sparking creativity, and inviting them into the process. As humans, we remember things through engagement and experience – and I want to ensure YOUR Showrooms are engaging, memorable, and help you seal the deal.

To wrap things up, **I wish everyone an exciting and successful NeoCon and Fulton Market Design Days!** Being back together in person is priceless, and hopefully leads to increasing demand from customers looking to bring employees back to the office, refresh their space, and update their furnishings. And, when your sales and design teams are ready to show initial space concepts, **I hope that you'll include myself, and Navitas Credit, as a part of the total solution you are offering!** Let them see what they can have AND how they can afford it!

P.S. - Manufacturers, take note! I'm equally excited to partner in bringing your 2024 Chicago Showroom Experience to life! Celebrate the energy surrounding this year's ideas and new product introductions, take a breath, and then contact me when you're ready to start planning for next year.



jwaddell@navitascredit.com
(609) 206-4513

Janeen Waddell is Vice President of Commercial Interiors with Navitas Credit Corporation, specializing in helping businesses acquire "anything commercial interior."

With 25+ years of industry experience, Janeen's number one priority is offering a Total Project Financing Solution and options that are quick, easy, and align best with Dealer and Dealer client business needs.

What To Expect When Working with Janeen.

Janeen's mission is to ensure clients have the best experience possible and view her as a trusted partner for commercial interior financing solutions. Adding Janeen to your trusted team of resources simplifies leasing and financing options, making it easier for everyone to move forward.

Janeen's passion and personalized approach to financing, and the commercial interiors industry, is why clients come back time and time again. If you are interested in connecting, or looking to understand and learn more, contact her!

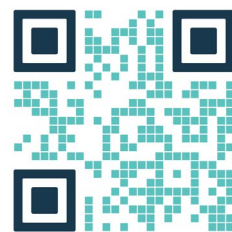
DIGITAL MARKETING FOR FURNITURE NERDS (BY FURNITURE NERDS)

From manufacturers and rep groups to dealers and tech providers, B Digital is helping our industry level up its digital marketing game.



- WEBSITE CREATION
- SOCIAL MEDIA
- EMAIL MARKETING
- SEARCH OPTIMIZATION (SEO)
- PAID SEARCH (PPC)
- ANIMATED VIDEOS

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Getting to Know Wallin Marketing Services

Wallin Marketing Services is an Independent Manufacturers Group who works with authorized dealers located in Southern Texas. We work with the Architectural and Design Firms to supply commercial furniture products to the ultimate End-User.

www.wallinmarketing.com

Q: Tell us a little bit about how your rep group got started.

A: My Rep group started in Sept of 1996. I was a Dealer Rep for a Steelcase dealership that turned into a Herman Miller Dealership. The Chromcraft Contract Furniture Mfg. Rep was retiring and the opportunity came about. I had a one year old son with our second child on the way. Probably not the best time to make a career change but I took a chance. I interviewed on a Wednesday afternoon, was offered the position and was back that evening for training. All of that was done in the lobby of a Fairfield Inn !

Q: How has the company changed over the years?

A: Lot's of changes. Started out with no showroom and have had one in Houston for over 17 years and a small one in San Antonio. Technology has changed everything, from catalogs, pricers to presentations. Customers still like to touch and feel and I believe we are still in a relationship driven business.

Q: What do you think is the secret to your rep groups longevity and success?

A: Personal service, always' being there for your Customer and the End User. My Rep's are People's People! They are all genuine, looking out for what is best for the Client and not just trying to make a sell.

Q: What makes you most excited about working in the contract and hospitality industry?

A: I love my Customer's and love my Manufacturer Partnerships. There are so many good people in our industry and it seems that once you are in it, you never leave!

Q: How do you think your group will evolve over the next 5-10 years?

A: Tough question! We have to grow to make our Manufacturer's happy. There are a lot of questions in our business ? #1 being what is going to happen in the Corp. Real Estate Market? So many people working from home and so many companies are going to down size their office spaces because they do not have to accommodate everyone in their workforce. All of that is out of my control, we have to continue calling on Dealers, A & D and End User's. We must fight for our share of the business that is available.

Q: If you could use one word to describe your rep group, what would it be?

A: I can think of many two word answers, but the one word would be "POSITIVE". We all have to have a positive attitude, approach and outlook! And thank God my group has it!





Abby Troutman was recognized by Ragan Communications and PR Daily as one of the Top Women in Communications for 2023.

Shaping the Future Of Communications

Abby Troutman, of Kimball International Honored



Abby Troutman, Communications Manager for Kimball International, was recognized by Ragan Communications and PR Daily as one of the Top Women in Communications for 2023. This incredibly meaningful award is given to women that are communications leaders who are mentoring future generations, who hold truth to power when necessary, and are newcomers making their mark in the industry.

Abby was recognized at the Ragan Communications and PR Daily awards luncheon in New York City specifically as a Dynamic Do-er for the many hats she wears at Kimball International and all that she does to advance their purpose and guiding principles through communications.

As their Communications Manager and an integral member of the Brand Marketing team, Abby embraces the organization's purpose and models its guiding principles with ease and confidence.

Abby is responsible for content creation and distribution, advertising strategy and implementation, project management, brand marketing projects, and strategic communications initiatives. She's also the sole media contact and liaison for industry publications and news organizations. Creative and independent, she possesses the vision and drive needed to see an innovative project through from conception to execution, encompassing all aspects of Kimball International's communications goals.

She consistently reviews and suggests design ideas to improve Kimball International's marketing materials, messaging, and brand identities, maintaining the company's outward facing identity and the integrity of its brands by providing consistent communication messages.

Whether communicating the company's history and roots, its innovative products or its future, Abby considers herself the voice of Kimball International, accepting all challenges with an open mind and an eagerness to achieve Kimball International's vision. A dedicated team player, she has spent more than 20 years in the commercial furnishings industry and continues to grow personally to benefit both her career and her employers' mission.

To learn more about the prestigious Ragan Communications award, [click here](#).

ABBY TROUTMAN
Communications
Manager at
Kimball International

[Connect with Abby](#)



OFS received the MRL Award for "Best Binder Experience"

My Resource Library Manufacturer Awards

Awarded at NeoCon 2023

My Resource Library recognized our top partner manufacturers at NeoCon 2023. As an integral platform connecting manufacturers, designers, and industry professionals, MRL understands the critical role that partner manufacturers play in shaping the contract design landscape. This article celebrates the achievements of the award winners and highlights their contributions to the industry's success.

My Resource Library stands as a leading platform in the contract design industry, revolutionizing the way professionals access and utilize product information. With a dedication to facilitating seamless connections, MRL serves as

the essential link between manufacturers, designers, and industry experts.

Partner manufacturers are the backbone of MRL and the industry as a whole. Their commitment to excellence, innovation, and collaboration greatly influences the success of MRL and shapes the future of contract design.

These manufacturers play a pivotal role in ensuring that our active group of over 97,000 specification users have up-to-date data at all times. We couldn't do what we do without them!



Special-T received the MRL Award for "Top Manufacturer"



9to5 Seating received the MRL Award for "Top Manufacturer"

The Manufacturer Awards at NeoCon 2023 recognized outstanding achievements in various categories. MRL evaluated partner manufacturers based on their overall performance, commitment to quality, innovation, and exemplary collaboration within the MRL platform.

Among the deserving winners, several partner manufacturers stood out for their exceptional contributions:

OFS received the Best Binder Experience award, showcasing their dedication to delivering an exceptional user experience and comprehensive product information through MRL.

Calyx by Claridge, 9to5 Seating, Indiana Furniture, and Special-T were all honored as the *Top Manufacturers*, acknowledging their outstanding commitment to excellence, innovation, and customer satisfaction.

These manufacturers have demonstrated unwavering dedication to quality, innovation, and collaboration. As the industry continues to evolve, the contributions of these award winners will shape the future of contract design, inspiring new possibilities and pushing boundaries.

My Resource Library extends its heartfelt congratulations to all the deserving award winners and looks forward to continued collaboration and success in the vibrant world of contract design.



Calyx by Claridge received the MRL Award for "Top Manufacturer"



Indiana Furniture received the MRL Award for "Top Manufacturer"



NeoCon AfterHours

With MRL and The NAIRC



[My Resource Library](#) and the [NAIRC](#) hosted one of the most-attended parties at NeoCon 2023! “NeoCon AfterHours” was held at the Tunnel Night Club in Chicago, and was attended by members of the Contract Design Industry. This invite-only soiree provided an opportunity to mix, mingle and let loose!

My Resource Library and the NAIRC would like to thank all that attended, and we look forward to future events! *Did you attend NeoCon AfterHours?* Send us your pics at marketing@myresourcelibrary.com !





KEEPING CONNECTED

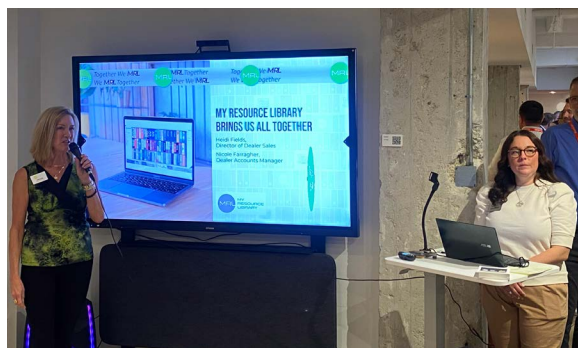
NeoCon 2023 Edition



The MRL Showroom

This year at NeoCon 2023, the team at My Resource Library welcomed a multitude of guests into our hospitality suite throughout the show. We offered interactive installations as well as several dynamic areas perfect for networking and relaxing. We'd like to thank THE MART, as well as all of our partners for helping to make this year's NeoCon truly one for the books!

In this special Keeping Connected section, we highlight the MRL Showroom as well as several of our partners at NeoCon 2023.





Fellowes Showroom



The Fellowes Team



Fellowes Showroom



2/90 Sign Systems



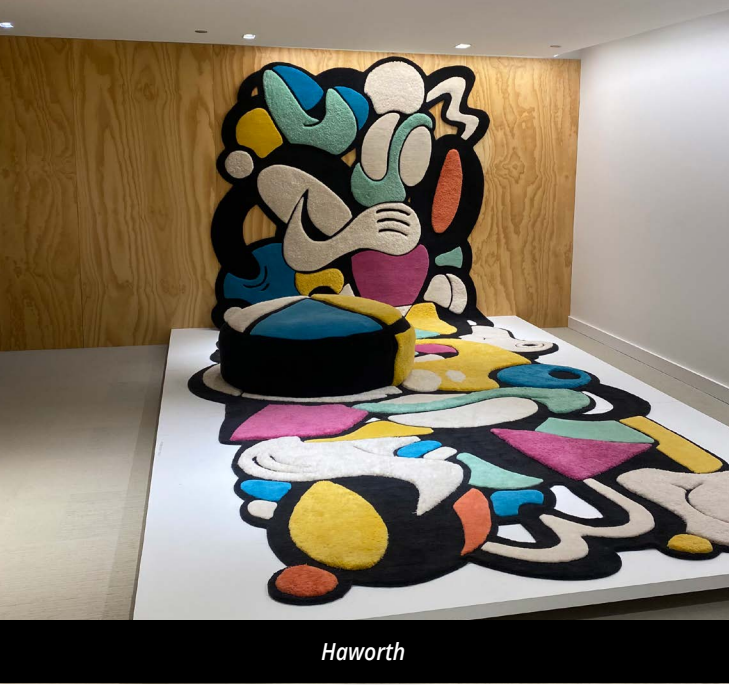
emu



AIS



Schiavello



Haworth



Blu Dot



Indiana Furniture Love



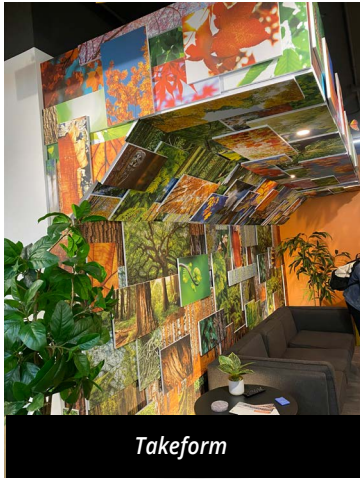
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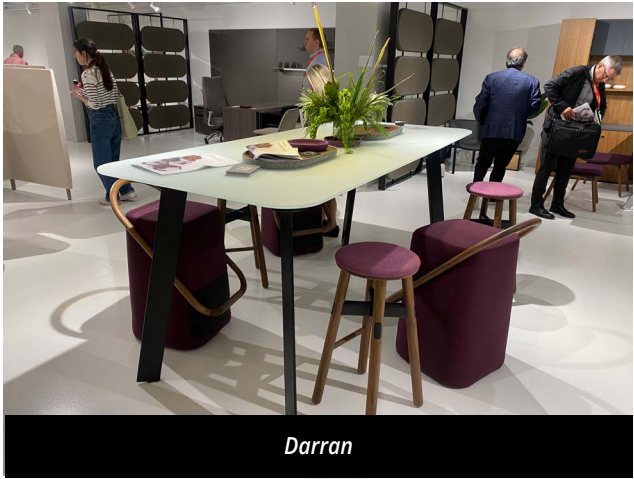
Arcadia Showroom



The func. Team



Takeform



Darran



HAT Collective



Troupe



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