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The Business of Furniture

June 11, 2016

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The Business of Furniture
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The Business of Furniture



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

ROB KIRKBRIDE, EDITOR-IN-CHIEF

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THE WEEK IN CONTRACT FURNISHINGS

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NeoCon Ahead

NeoCon: The Product Issue

HUNDREDS OF MANUFACTURERS AND TENS OF THOUSANDS OF VISITORS WILL DESCEND UPON CHICAGO'S GIANT MERCHANDISE MART FOR NEOCON 2016. IN THIS SPECIAL NEOCON ISSUE OF *THE BUSINESS OF FURNITURE*, WE HIGHLIGHT MANY OF THE MUST SEE NEW PRODUCTS THAT WILL BE ON DISPLAY.

Welcome to Your 'Brain Book'



In a technical sense, what you are reading is a product guide. It is an expansive (though not entirely complete) listing of all the things you can see when NeoCon opens in a few days. But when you take a peek inside this issue of Business of Furniture, I ask that you look beyond the pictures of pretty products. Instead of thinking of this as a product guide, I ask that you consider what went into the products that grace these pages.

Each photo, each description represents literally thousands of hours of design, engineering and marketing work, not to mention the work done by factory workers, support staff, accountants, lawyers and everyone who has a hand in making every single product that is shown at NeoCon. It also represents the beginning of the work for the sales staff, dealers and reps whose critical job is to sell what the industry has created to the world.

I've lost track of how many NeoCon's I've attended. It's somewhere between 18 and 20. And it is easy to get jaded by the sheer volume of what I've seen over the course of those years. I often catch myself saying something like, "Yeah, I've seen a bench in every showroom this year" or asking "Why do we need another task chair?" I dismissively pass some showrooms by and hold other manufacturers to unobtainable standards; a disease caused by years of covering the event. It is easy to pass judgement on new products at NeoCon — until you realize how much effort went into them.

This year, I'm going to try to look at NeoCon through fresh eyes, which makes sense, I suppose, since this is my first NeoCon as editor of Bellow Press and our publications, Business of Furniture and Workplaces magazine. Of course, that doesn't mean every new product has value. Some will be duds, to be sure. My colleagues and I are going to call them out. It would be unfair to those who really did innovate if we didn't. Still, I am going to respect and celebrate the work that went into every single new product introduced.

The people behind these products want you to see them. That's the point of NeoCon after all (and getting a few world-class steaks over the course of the week). So get out there and take a look. If you like something in a showroom you pass, let the folks manning it know. They will appreciate the well-deserved kudos. Of course, there is no way you can see everything. NeoCon is too big for that. So use this guide throughout the year. Circle items that you want to come back to later in the year that you weren't able to see in person.

So instead of thinking of this as a product guide, consider it your brain book — a collection of what makes our industry so special. From the good to the bad to the ugly, what is found in this guide is what defines us as an industry.

From everyone at Bellow Press, welcome to NeoCon. We look forward to meeting with old friends and new and celebrating the work that goes into this remarkable event.

- Rob Kirkbride

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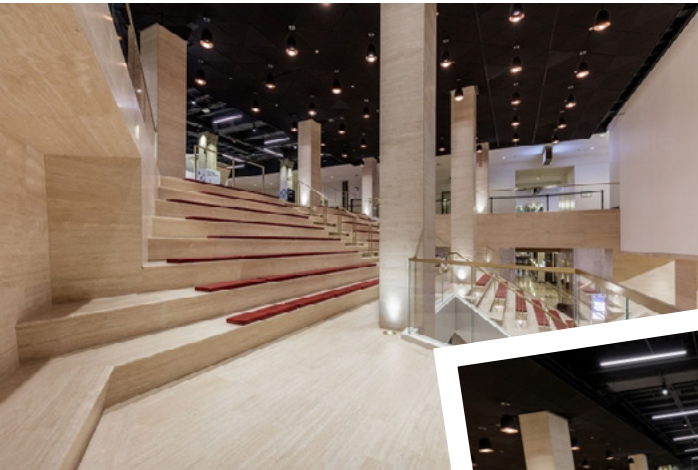
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The Business of Furniture & Workplaces Magazine

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

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The Mart

The owner of the Merchandise Mart took the wraps off a \$40 million renovation in time for NeoCon, including new features, such as a 50-foot-wide marble staircase, to tenants this Thursday afternoon. Vornado has signed 1.2 million square feet of new office leases since 2012, and the building is about 98 percent leased, said David Greenbaum, president of Vornado's office division.

"This is a building that decade after decade has reinvented itself," Greenbaum said. "Today it's extraordinarily attractive to office tenants, even though it's 85 years old."

Vornado is exploring additional upgrades, including plans to add a second-floor food market selling items such as wines, meats, cheeses, bread, fish and produce, Greenbaum said. Vornado is also in talks to add local coffee and food purveyors to the renovated food hall, he said.



NeoCon 2016 Product Edition

The editors of *The Business of Furniture* have looked high and low to bring you what we believe are the biggest introductions being presented this year at NeoCon.



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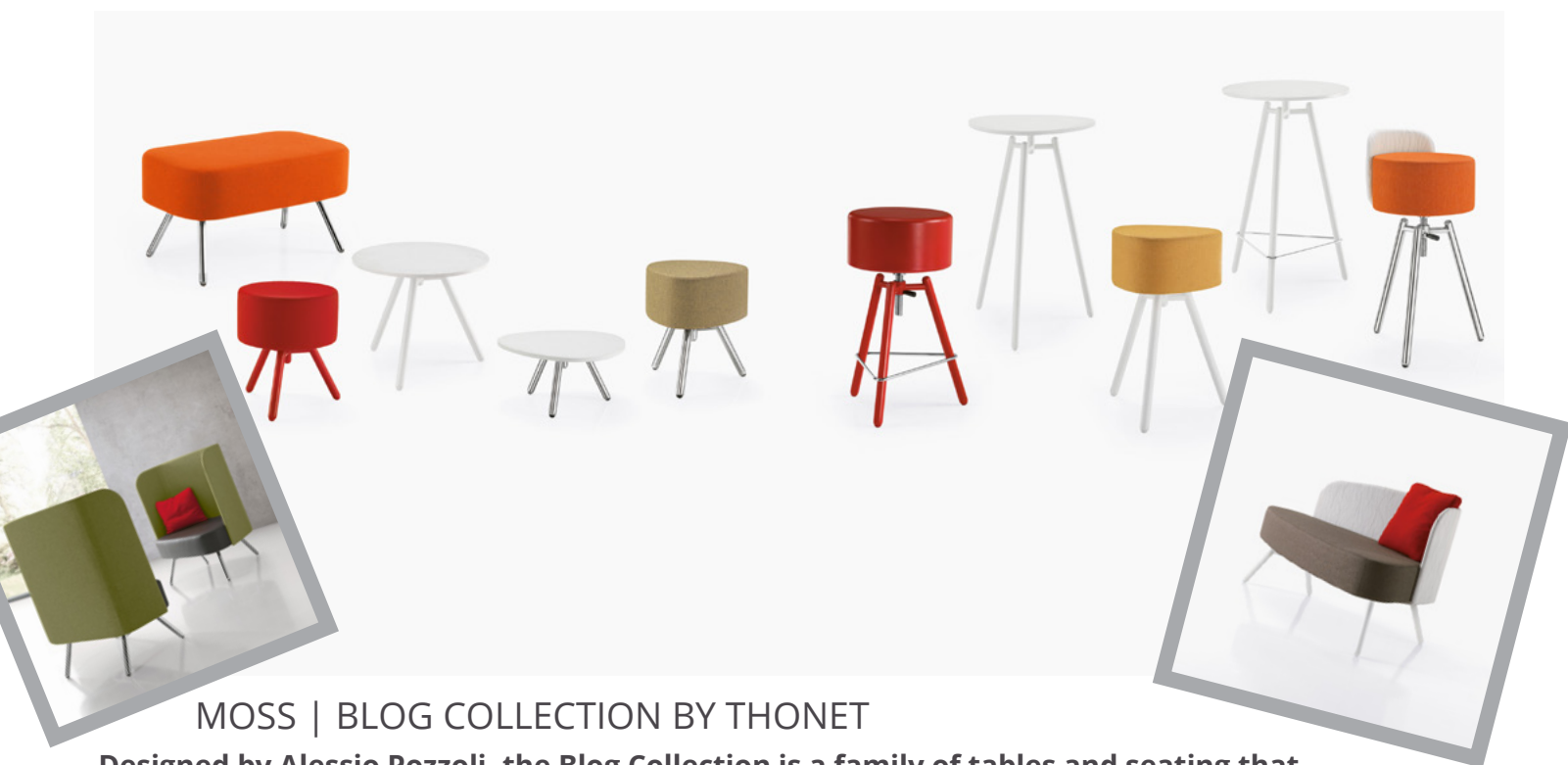
CARUSO

Caruso by Falcon is a collection of innovative sound absorbing panels. These ceiling hung, wall mounted and free standing solutions feature a unique foam material that delivers outstanding sound absorption. Caruso by Falcon panels are minimalist products that blend in well with a space's architecture. With the custom print solution, any high resolution image can be converted into an acoustic panel that becomes beautiful artwork and integrates seamlessly into the design of a space. To create strong visual interest, panels can be customized with the artistic use of sizes, colors, and messages. Caruso by Falcon panels are available in 22 colors, a range of fabrics, and variety of patterns. By including sound absorbing panels, Falcon's booths and modular seating provide a total solution that delivers visual appeal, disruptive noise reduction, and sight obstruction for multi-purpose, collaborative spaces.



Q-44 CHAIRS

Designed by Giovanni Baccolini, Q-44 is a multifunctional stack chair appropriate for meeting or learning environments. Features include a 4-leg base, an upholstered seat with mesh backrest, glides or castors. Frames are available with either a black or chrome finish.



MOSS | BLOG COLLECTION BY THONET

Designed by Alessio Pozzoli, the Blog Collection is a family of tables and seating that boasts angled legs and organic shaped seats and backs, paying homage to the mid-century movement without compromising a clean, contemporary design. The product lends itself to layering colors and textures as the seat, pillow and back can be designed in different materials. The Blog Collection is ideal for community and collaborative spaces where people can meet or work as a group. The tall back version allows for effective sight line obstruction, creating a private enclave to sit and think or work with a peer. Seating includes metal frame stools as well as tables with a range of finishes. Metal frame chairs, benches and sofas come with a range of fabrics or COM.



5TH AVENUE MODULAR BOOTHS LINE EXTENSION

The strong popularity of the 5th Avenue series of modular booths has spawned two new innovations. The counter height model, a 24 inch seat with foot rail, is perfect for creating meeting, dining or community space where a perching posture is desired. This style is ideal for counter height seating and makes getting in and out easy. The wall-bench configuration is perfect for large groups to pull together or smaller groups to separate. 5th Avenue is now available as a tall back solution that provides sight line obstruction and a fantastic palette for designer inspiration as the large back will accept any fabric selection. Both options can be powered with simplex or USB options. Legs are available in chrome or powder coat.