

NeoCon®

NEOCON® 2016 OFFERS COMPELLING EDUCATIONAL PROGRAM Varied Interdisciplinary Lineup Presented by Industry Leaders JUNE 13-15, 2016

(Chicago, IL - March 2016) NeoCon, June 13-15 at The Mart, Chicago, is the ultimate platform for connecting, learning and conducting business in the ever-evolving commercial interiors sector. In addition to major product/concept launches and networking opportunities, the show is the go-to destination for industry education, delivering a rich, multidisciplinary offering. The 2016 program includes over 100 CEU-accredited sessions that hit on the pulse of the market and offer insight into what's next in workplace, healthcare, hospitality, government, education, retail, and beyond--from top thought-leaders.

Monica DeBartolo, Director of Programming, remarks, "Our educational lineup is designed to impart knowledge, stimulate conversation around timely topics, and provide professionals with the ability to fulfill all their needed CEU credits in just three days. This year's seminars range from unveiling how neuroscience can be leveraged for maximum creativity, to adapting the military drone for use in architecting new built environments, and everything in between. NeoCon not only provides the stage for exploration of these important subjects, our diverse and multidisciplinary mix of educational sessions is a catalyst for exciting new conversations in commercial interiors."

These powerful programs are anchored by three outstanding keynotes led by Paul Scialla, Founder/CEO of Delos, and Founder of the International WELL Building Institute® (IWBI) (Sponsored By Groupe Lacasse and ASID), David Rockwell, Founder and President of award-winning architecture and design firm Rockwell Group (Sponsored By Knoll and IIDA), and Oana Stanescu, Partner of Family, the visionary architecture studio behind buzzed-about projects including + POOL (Sponsored By OFS Brands and AIA Chicago).

Attendees can register for the sessions online at NeoCon.com. Seminar highlights by day include:

Monday, June 13

M121 - Leveraging Neuroscience for Focus, Creativity and Learning

2:30 PM - 3:30 PM

- **Neil Schneider, senior associate, Interior Architects, Chicago, IL**
- **Patrick McCarthy, architect, SmithGroup, JJR, Washington, DC**
- **Nadia Markovic, interior design director, Sordo Madaleno, Col. Lomas De Chapultepec, Mexico**

As the industry is plagued with threats of commoditization, we need to rethink the future and prepare ourselves to better serve clients. Is there a way to prime the brain for the specific areas of focus, creativity, and learning within the built environment? Attendees will learn about the results of a fascinating study that shows us what amazing things we can do, using design thinking methods and our understanding of neuroscience principals. Attendees will learn how to support focus through enabling better change management; how to facilitate creativity through

an evolution of the existing corporate culture; and how to allow greater learning through a shift in organizational culture. When you challenge yourself to think differently about space, leveraging what research has taught us, you can make big shifts in organizational culture, and ultimately, outcomes. Those who take the course will be able to boost employee engagement, support organization-wide wellbeing, and increase productivity. [ADVANCED][OF][PD]

M123 – Unmanned Aerial Vehicles (Drones) in Professional Design Practice

2:30 PM - 3:30 PM

- **Nathan Bicak, assistant professor of design, Radford University, Radford, VA**
- **Holly Cline, professor and department of design chair, Radford University, Radford, VA**

Unmanned aerial vehicles (UAVs) have recently become part of public discourse. They are indispensable for military applications, and agriculture and infrastructure monitoring. This course considers the idea that they also have a place in design professions as a means of investigating interior and exterior spaces from outside the occupied zone. Attendees will see how piloting a UAV outside or inside a building allows designers to analyze a project from otherwise impossible angles and vantages. This is a means to better understand construction and building systems—not to mention potentially developing unique marketing materials! The discussion will include the technical instructions for operation of a UAV, and an overview of federal regulations regarding piloting one. Class goers will learn how to integrate UAV footage with CAD and 3-D renderings. This course will provide invaluable insight into this fascinating tool that will become more and more commonplace in the design world. [BASIC][PD]

Tuesday, June 14

T200 – Insight Rooms: Bold New Executive Spaces for Visualization, Insight and Faster Decisions 9:30 AM - 10:30 AM

- **Xavier Barrera, vice president, professional and technology services, Prysm, San Jose, CA**

From small team huddle rooms to the executive boardroom, critical business decisions are improved and even accelerated by an innovative type of space. This course will present what a handful of leading companies are doing to facilitate visualization and insight. Class goers can see how this approach has resulted in faster decisions, leading to a substantial business advantage. Much of today's thinking about in-room and virtual meeting collaboration will be challenged and attendees will discover how everyday business workflows are being transformed and enhanced by these new corporate spaces known as Insight Rooms. The constituent elements will be provided so that students can create their own Insight Rooms within their own organizations. There will be an explanation of a phased approach to deploy it. The discussion will include budget considerations and establishing measures for a return on the investment. [INTERMEDIATE][FT][INST][OF]

T214 - Redefining Acoustical Privacy: A Game of Jenga

1:00 PM - 2:00 PM

- **Jennifer Nye, IIDA, LEED AP, senior interior designer, Gensler, Philadelphia, PA**
- **Victoria Cerami, chief executive officer, Cerami & Associates, Inc., New York, NY**

According to Gensler's 2013 U.S. Workplace Survey, workers are struggling to work effectively - the ability to focus at work has been compromised in pursuit of collaboration. In many open offices, one of the issues that workers face when trying to focus is a lack of acoustical/sound

privacy. This session will discuss how, in today's world, do we develop practical design solutions that address a subjective concern like sound privacy? Attendees of this session will identify the four different modes of work- focus, learning, collaboration, and socialization - as well as worker expectations around privacy. Speakers will discuss the available solutions that address different levels of privacy and how designers are now addressing these concerns. [INTERMEDIATE][HSW][OF]

T222 – Blending Design Across Markets

2:30 PM - 3:30 PM

- **Erin Anderson, NCIDQ, IIDA, LEED AP ID+C, EDAC, principal, director of interior design, SMRT Architects and Engineers, Portland, ME**
- **Jeana Stewart, NCIDQ, LEED AP ID+C, interior designer, SMRT Architects and Engineers, Portland, ME**

Today's workspaces must increasingly accommodate fused functionality, offering opportunity and challenges to owners and designers alike. Some design principles seem universal—natural lighting, evidence-based design, for example. But if you are knowledgeable in multiple market sectors, you are at a distinct advantage. When you can draw from experience in education, healthcare, corporate, or other markets, you understand commonalities across sectors. And, you can identify areas where a practice or trend in one market can be leveraged to great effect in another. Attendees of this session will hear about opportunities for design efficiencies across markets and learn about when universal designs don't work. [INTERMEDIATE][HC][INST][OF]

Wednesday, June 15

W312 – Identity and Kinetic Lighting in Urban Revitalization

11:00 AM - 12:00 PM

- **Rada Doytcheva, AIA, LEED AP, principal, head of design, RADA Architects, Ltd., Chicago, IL**
- **Shannon Olson, LC, MILES, Affiliate IIDA, senior lighting designer, KJWW Engineering Consultants, Chicago, IL**
- **Aram Garbooshian, AIA, principal, RADA Architects Ltd., Chicago, IL**

This course will take a good look at the role of kinetic lighting and identity/rebranding for existing buildings in an urban environment. Attendees of this session will learn how to integrate architectural features and various materials with enhanced lighting technologies to create memorable spaces and urban markers. The multiple award-winning example of 400 East Randolph, a high rise residential building in the Lakeshore East area of Chicago will be examined, including the several renovations that occurred across many years, with a particular focus on lighting. The course will demonstrate how lighting strategies and implementations directly contribute to the success of the projects. The collaboration among architect, lighting designer, and electrical engineer will be considered, wherein each took a clear, defined role and set of responsibilities. This course will offer information on the latest energy code requirements and consider the best strategies for meeting them. [INTERMEDIATE][FT][LT][RES]

W315 – Resimercial: The Multi-Market Appeal of Amenity Spaces

1:00 PM - 2:00 PM

- **H. Istvan Walker, AIA, LEED AP BD+C, associate principal, FitzGerald Associates Architects, Chicago, IL**

In a competitive leasing market, building owners and developers are tasked with creating unique properties to attract and retain tenants. Amenities are not just for the hospitality market. This session will explore how both commercial and multi-family properties are incorporating amenity spaces with a customized solution as part of a larger repositioning strategy. This course will teach how to support this effective approach for clients faced with challenging market conditions. Case studies that demonstrate various tactics for addressing marketability, tenant attraction and retention, investor attraction, technology, demographics, lifestyle, and wellness trends will be discussed, as well as how to refine program elements for well-planned amenity spaces. Course attendees will identify the right types of amenities and programs for their specific client space. And, finally, they will learn how to measure the resulting economic impact of incorporating amenity spaces into commercial and residential properties.

Registration for NeoCon is required. Online Registration by June 10 is free and On-Site Registration is \$25. Keynote presentations are free to attendees thanks to these sponsors: Groupe Lacasse, Knoll, and OFS Brands. CEU Seminar Online Registration by June 10 is \$55 each, CEU Seminar On-Site Registration is \$65 each, and fees vary for all Special Events.

Media can access the show's online pressroom at www.neocon.com to download press releases and announcements. The site also features an image gallery and fast facts. For exhibitor news, images and real-time information, follow NeoCon on the following social media channels: [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [Pinterest](#) and [Vine](#).

As hotels tend to book up fast, trade professionals are encouraged to make their reservations early. For hotel and travel discounts, visit <http://neocon.com/attend/hotels-travel>

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