

# Steelcase Receives Top Honors at NeoCon 2017

**Judges honored Steelcase and its family of brands for new solutions that support people in the places where they work, learn and heal.**

The Steelcase showroom featuring Creative Spaces, a range of technology-enabled workspaces designed to foster creative thinking at work, has been awarded best large showroom at NeoCon 2017 by the [International Interior Design Association \(IIDA\)](#) and [Contract Magazine](#). NeoCon is North America's largest design exhibition and conference for commercial interiors. Winners were selected based on the originality of design, effective use of materials and the ability to make a lasting impression with attendees.

## **CREATIVE SPACES**

The Focus Studio, part of Creative Spaces, is designed to support alone time to focus while also allowing quick shifts to two-person collaboration.

Introduced earlier this year in New York, [Creative Spaces](#) are reinterpreted in the Chicago showroom to demonstrate an even broader range of products and features to foster creative work. Steelcase also released new research that uncovers the drivers behind the shift toward creative work and the struggles many organizations face as they work to build a creative culture in its [360 Focus: Creativity, Work and the Physical Environment](#).

Steelcase and its family of brands were honored to receive additional top honors at NeoCon 2017 including five Best of NeoCon Awards, as well as an Interior Design HiP and #MetropolisLikes Award.

The 28th annual [Best of NeoCon](#) is presented by Contract Magazine to honor the top new commercial interiors products introduced at NeoCon. Judges awarded designs created for the workplace, healthcare and education.

## **SURROUND**

Surround includes the flexibility to serve as a sleep surface or sofa, and supports eating, working and socialization.

This year, Steelcase Health introduced [Surround](#) — a collection of healthcare furnishings designed to support family members in healthcare environments. Surround won Best of NeoCon Gold in Healthcare Guest/Lounge Seating category and was a finalist for the overall Best of NeoCon award. Surround offers family members a place thoughtfully-designed for their needs to support the care of their loved one, relax comfortably and communicate effectively with clinicians.

## **BIOPHILIA COLLECTION**

You don't always have to go outdoors to experience nature's benefits. The Biophilia Collection by Designtex helps bring nature in.

In the Best of NeoCon Healthcare, Fabrics & Textiles category, the Biophilia Collection by Designtex won Gold. Biophilic design is increasingly being integrated into furnishings as well as architecture. Steelcase brands Coalesse and Designtex co-created a series of patterns, color palettes, textiles and print capabilities in North America that bring the principles of biophilia to core product applications for the design community.

## **CASPER CLOAKING TECHNOLOGY**

Casper Cloaking Technology by Designtex ensures data privacy and provides people with the peace of mind to collaborate freely in any working environment.

Casper Cloaking Technology by Designtex won Best of NeoCon Silver as well as the Innovation Award for Technology-Integrated Solutions. Casper Cloaking Technology uses architectural film for glass walls that blocks people's ability to see what's on a digital screen inside the room. People walking by can see faces and gestures, but can't see content displayed on any LED or LCD screen inside.

## **VERB ACTIVE MEDIA TABLE**

With media support integrated into its structure, the Verb Active Media Table encourages collaboration and facilitates class activities in Large Active Classrooms.

Verb Active Media Table by Steelcase Education was awarded Best of NeoCon Silver in the Education Solutions category. The Verb Active Media Table was designed to allow for unobstructed technology support for the classroom. With a built-in monitor lift that raises and lowers as needed, Verb Active Media Table minimizes sightline obstructions and provides quick transitions between learning modes.

## **UMAMI**

Umami's flexible, modular design can craft settings unique to organizations and the people who work there.

Metropolis presented Umami with its #MetropolisLikes Award at NeoCon 2017. Umami, a versatile lounge furniture system, was one of only 35 winners identified by Metropolis editors. Umami is designed to create spaces where people feel an emotional connection. Informal spaces promote social interactions, stimulate the brain and enhance creativity.

The 4th annual Interior Design Honoring Industry People (HIP) awards named Umami and Creative Spaces as finalists. In addition, the program which allows industry leaders to celebrate commercial industry pioneers and their achievements awarded, [Allan W. Smith Jr.](#), vice president of global marketing for Steelcase, the HiP Marketer award.

For information about the new solutions from Steelcase and it's family of brands presented at NeoCon, visit [Steelcase at NeoCon 2017](#).

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