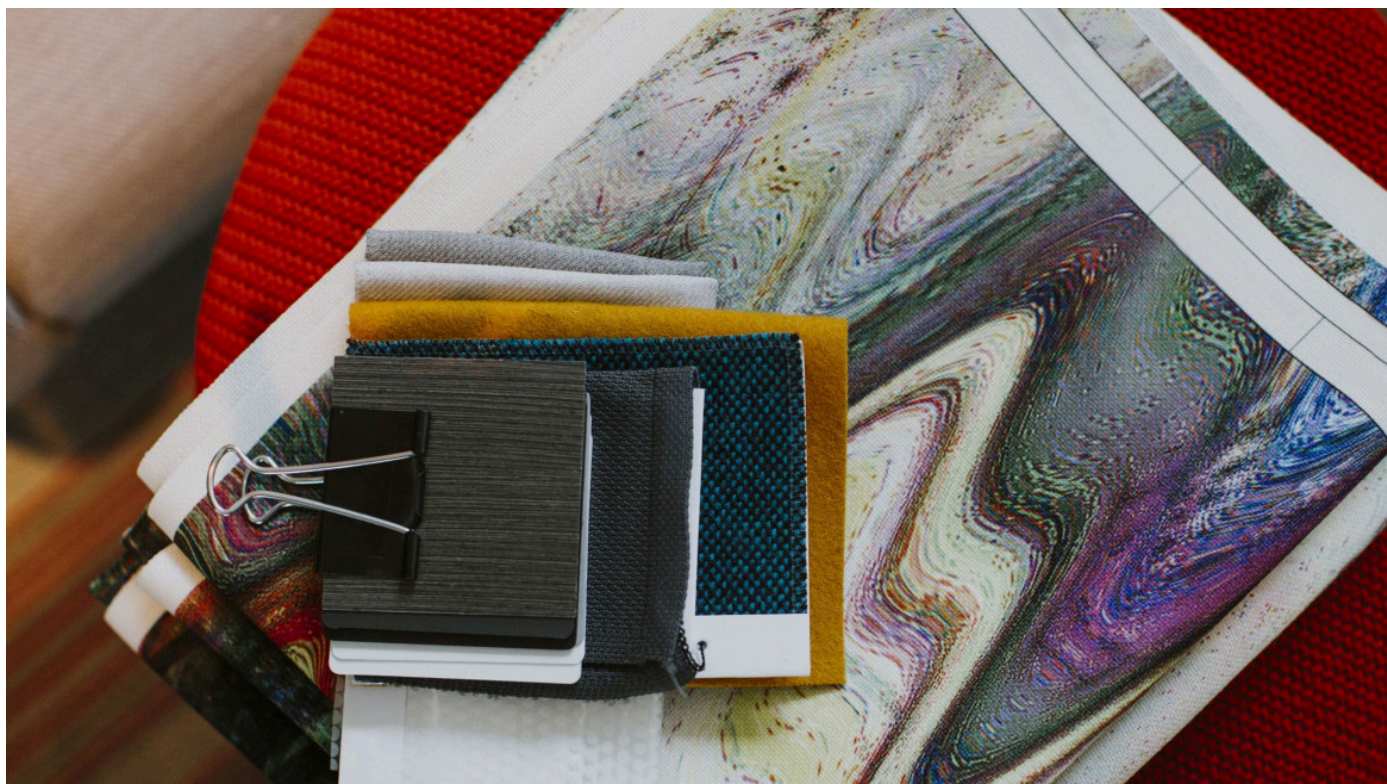


## **Making of NeoCon: Fueling Creativity**

**The creative process is on display as people converge and diverge to generate, share and refine ideas that will end up at NeoCon.**



Organizations seeking growth and innovation need creative thinking to generate ideas and solve increasingly complex challenges. A joint survey conducted this year by Steelcase and Microsoft reveals a shift to creative work. Seventy-two percent of people believe their future success depends on their ability to be creative. Recently, Steelcase and Microsoft unveiled five Creative Spaces in New York — an immersive ecosystem designed to help people generate new ideas and move them forward.

### **A LOOK AHEAD**

Since the launch of [Creative Spaces](#), work behind-the-scenes has continued. This year, at NeoCon, the collaboration between [Steelcase](#) and [Microsoft](#) continues as new iterations of Creative Spaces are revealed. These spaces bring together people, place and technology to enhance and encourage the creative process at work. The range of inspiring spaces celebrate design and materiality without sacrificing performance, creating places in which people want to work.



While news is made and awards are handed out at NeoCon, preparation for the show begins long before the unveilings in Chicago. Behind the headlines is a team of researchers, designers, engineers and many more dedicated to helping showcase how people can unlock their potential at work.

The ebb and flow of the creative process is actively on display as people converge and diverge to generate, share and refine ideas that will end up being presented at NeoCon. People work across teams connecting with colleagues in finance, operations, marketing, design and more. It's these diverse, rich collaborations that can help produce the best ideas — just the kind of behaviors more organizations are hoping to harness.

The excitement is building around NeoCon 2017. If you can't make it to Chicago, follow along with Steelcase for live interviews, photos from the show floor and daily updates.

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