

*Creativity*

# An Inside Look at Creative Spaces

Interior Design highlights the Steelcase showroom at NeoCon. But, the story doesn't end there.



Each year during NeoCon, architects and designers from all over the world converge on the Merchandise Mart in Chicago to see new trends, themes and solutions for commercial interiors. But, what happens when the cameras turn off, the lights dim and everyone goes home?

Creative ideas don't start or stop in a NeoCon showroom. The creative process is far from linear with a clear beginning, middle and end. Instead, it's an iterative process that ebbs and flows as people come together, break apart and come together again.

## PRE-NEOCON

Prior to NeoCon, [Steelcase](#) and [Microsoft](#) unveiled five [Creative Spaces](#) in New York. The interrelated collection of technology-enabled spaces is designed to support idea generation, collaboration, focus, making and respite. As the team began to prepare for a new showcase in Chicago, the spaces were reinterpreted to demonstrate an even broader range of products and features to foster creative work.



## **DURING NEOCON**

At NeoCon 2017, IIDA and Contract Magazine awarded [Steelcase](#) best large showroom. Since then, Steelcase researchers and designers have continued to garner learnings and generate conversation around the theme of creativity. [Interior Design](#) recently released a video in which the magazine interviewed Steelcase CEO Jim Keane and other senior executives to capture the energy and excitement around the award-winning showroom at NeoCon.

## **POST NEOCON**

Following NeoCon, Creative Spaces were once again adapted for the Steelcase showroom in London. Steelcase and Microsoft unveiled its research around creative work at [London Tech Week](#) revealing how the merging of people, place and technology can [enhance creative behaviors](#).



More Creative Spaces are being developed right now around the world. While they will contain similar design principles, each will be unique, reflecting their location and the people who work there. By bringing the digital and physical together, organizations are discovering how they can harness the creativity of their people and their teams. And with each installation, the creative process continues.

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## CREATIVITY IDEABOOK

The Creativity Ideabook provides key insights and information around planning for creativity in the workplace.

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