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FOCUS ON UPHOLSTERY, TEXTILES AND EYE-CATCHING COLOURS AT NEOCON

NeoCon this year was as busy as most regulars could remember and there was steady traffic right the way through until the official close on Wednesday afternoon. As you would expect, with the massive crowds came a real buzz of excitement; something only Neocon can create.

REFRESHING CHANGES

One new feature this year was



The Urban Boardwalk at Neocon

TRENDS

For an industry that supports some of the world's largest and fastest moving businesses, there was little to be seen in the way of technology-related advances. It was as if last year's effort to introduce the sitstand tables presented by almost every manufacturer was enough, and much of the focus this year was on upholstery, textiles and eye-catching colours.



Nienkämper Heartbeat seating benches won a Neocon Editors' Award

the Gensler-designed NeoCon Plaza created on South Drive along the river frontage of the Mart. Providing a variety of outdoor spaces to work, meet and be refreshed, it worked well and was well used.

The Japanese company Okamura have taken over the very large area on floor 11 vacated by Knoll after last year's show. Knoll have set up shop in the Fulton Market area of town and the talk at this year's show was that Herman Miller have given notice that they will be following suit, freeing up the area they have occupied on the 3rd floor for 51 years. These refreshing changes give other companies the rare opportunity of taking some of the prime space in the mart and breaking long-held monopolies.



Soft Work by Edward Barber and Jay Osgerby for Vitra



Staks benching for OFS

Top designers' talents have been employed to do little more than to create yet more stylish seating styles for breakout, reception and collaborative areas.

Scandinavian rather than Italian influence has been the most important driving force for the past two or three years, as evidenced by displays from companies from that region, for example in the frantically crowded Scandinavian Spaces shared showroom, and in new products from exhibitors such as AllSteel, Vitra and even Okamura.

The open shelving systems seen at recent European shows have arrived at Neocon with many variations on the theme seen at Davis, Herman Miller, Steelcase and others.

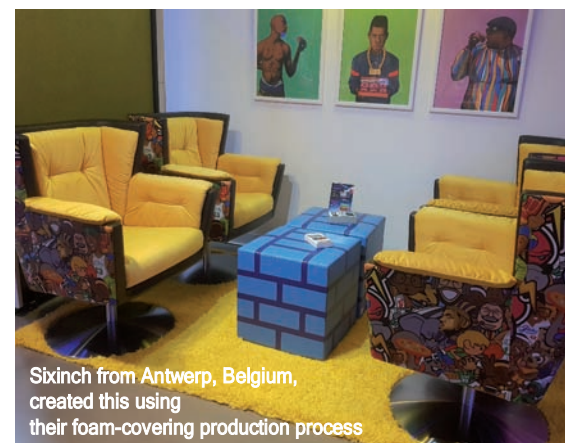
There was plenty of emphasis on enclosures for single and shared use, with most claiming acoustic properties. That was taken to the ultimate by companies such as Framery, Sound of Silence and Mikomax with soundproofed boxes of different shapes and sizes.



Reefs Face to Face by Jessica Engelhart for Dauphin



Davis showed how to pick upon a European trend - open shelving storage - and execute it beautifully



Sixinch from Antwerp, Belgium, created this using their foam-covering production process