

Winning Showrooms and Booth Designs at NeoCon®

Herman Miller, Bentley, Universal Fibers, and 3M Architectural Markets win the annual IIDA/Contract competition

Designed by Herman Miller Brand Design, the Herman Miller showroom won in the Showrooms Greater Than or Equal to 4,000 Square Feet category. The showroom design showcases the company's concept for the Living Office, a holistic approach to creating more desirable workspaces.



The NeoCon® booth by Bentley (left) received the Best of Competition honor. 3M Architectural Markets (top left) was honored in the Booths Less Than 400 Square Feet category. Designed by Sarah McKeen and Kate Longenecker of Gensler Chicago, the Universal Fibers booth (top right) won in the Booths Greater Than or Equal to 400 Square Feet category.

The International Interior Design Association (IIDA) and *Contract* have announced the winners of the 2014 IIDA/Contract Magazine Showroom and Booth Design Competition, which honors originality of design, visual impact, effective use of materials, and the outstanding use of space, color, texture, lighting, and graphics in showrooms and booths at NeoCon® in Chicago. Winners are selected in four categories, including large and small showrooms and large and small booths, as well as a Best of Competition recognition.

Bentley won Best of Competition and the Showrooms Less Than 4,000 Square Feet category. The showroom, designed by the Bentley Design Studio and fabricated by Paradigm Shift, introduces the New Bohemian Collection with a full-size replica of the back of a horse-drawn caravan.

For the second year in a row, the Herman Miller showroom won in the Showrooms Greater Than or Equal to 4,000 Square Feet category. Designed by Herman Miller Brand Design, the showroom features a sculpted ceiling plane and illustrates the company's vision for a living office—a workplace that fosters connection, creativity, and productivity.

In the Booths Greater Than or Equal to 400 Square Feet category, Universal Fibers won for its booth designed by Sarah McKeen and Kate Longenecker of Gensler Chicago. It incorporated colorful panels hanging from the ceiling that echo a grid comprised of carpet fibers

made by the company. Freestanding screens served as a backdrop for designers who visited the booth to create their own inspiration palettes using the fibers.

3M Architectural Markets won the Booths Less Than 400 Square Feet category for its booth designed in-house.

Judging for all showrooms and booths took place Sunday, June 8. The judging panel included Anne-Marie Gianoudis, IIDA, Gresham, Smith and Partners; Rob Moylan, IIDA, SmithGroupJJR; Abby Scott, IIDA, Spaces, Inc.; Allison Kennedy, IIDA, Booz Allen Hamilton; Stacey Reed, IIDA, Gensler; and Kara Schmidt, IIDA, Callison.

"NeoCon® offers the ultimate opportunity for manufacturers and other industry representatives to showcase their best, most innovative work in a brilliantly designed showroom or booth that makes a complete visual statement," IIDA Executive Vice President and CEO Cheryl S. Durst said. "This year's Showroom and Booth Competition entries articulate a consistent vitality and dynamism across a broad spectrum of products and brands. The work on display in this year's winning entrants represents an incredible celebration of design, and we're proud to recognize them as an integral part of our 20th anniversary celebration of IIDA." —MURRYE BERNARD