NeoCon® Showroom and Booth Design Winners Announced

Bentley, Herman Miller, Universal Fibers, and DuPont Surfaces win the 20th Annual IIDA/Contract Competition

The International Interior Design Association (IIDA) and Contract announced the winners of the 20th annual IIDA/Contract magazine Showroom & Booth Design Competition in June. With winners chosen in four categories, as well as one for Best of Competition, the awards celebrate originality of design, visual impact, effective use of materials, and the use of space, color, texture, lighting, and graphics in showrooms and booths in The Merchandise Mart for NeoCon® in Chicago.

Bentley won Best of Competition, as well as the Showrooms Less Than or Equal to 4,000 Square Feet category. Designed by an in-house team, Bentley's showroom was inspired by the aesthetic of punk rock and the former New York rock club CBGB.

In the Showrooms Greater Than or Equal to 4,000 Square Feet category, Herman Miller won for its showroom designed by Herman Miller Brand Design. Here, elevated platforms display new products and 10 Living Office settings.

Designed by Julie Hecht, Kate Micheels, and Christina Visscher of Gensler's Chicago office, the Universal Fibers booth won the Booths Greater Than or Equal to 400 Square Feet category. Its design allowed users to learn about Universal Fibers on three discovery islands, which focused on multiple chemistries, sustainability, and universal color.

DuPont Surfaces won the Booths Less Than or Equal to 400 Square Feet category. Designed by Tom Marquardt, the booth included charging stations, as well as a colorful and illuminated display of both Corian and Zodiac products.

The 2015 competition jurors were Natalie Engels, IIDA, of Gensler; Christina Gonano, IIDA, of Savannah College of Art and Design; Susanne Molina, FIIDA, of Klawiter and Associates; Erika Moody, IIDA, of Blackbird Design Studio; Emily Richards, IIDA, of RNL; and Abby Scott, IIDA, of Spaces, Inc.

"The winning showrooms and booths were not only visually stunning but they created a lasting and indelible imprint," says IIDA Executive Vice President and CEO Cheryl Durst, Hon. FIIDA. "They were a true celebration of design. We are proud to recognize them as the very best showrooms and booth designs." —MALLORY SZCZEPANSKI
Inspired by a punk rock aesthetic and channeling CBGB, Bentley (top two) won Best of Competition, as well as the award for Showrooms Less Than or Equal to 4,000 Square Feet. The winning booths were those for Universal Fibers (middle two) and DuPont Surfaces (bottom two).