



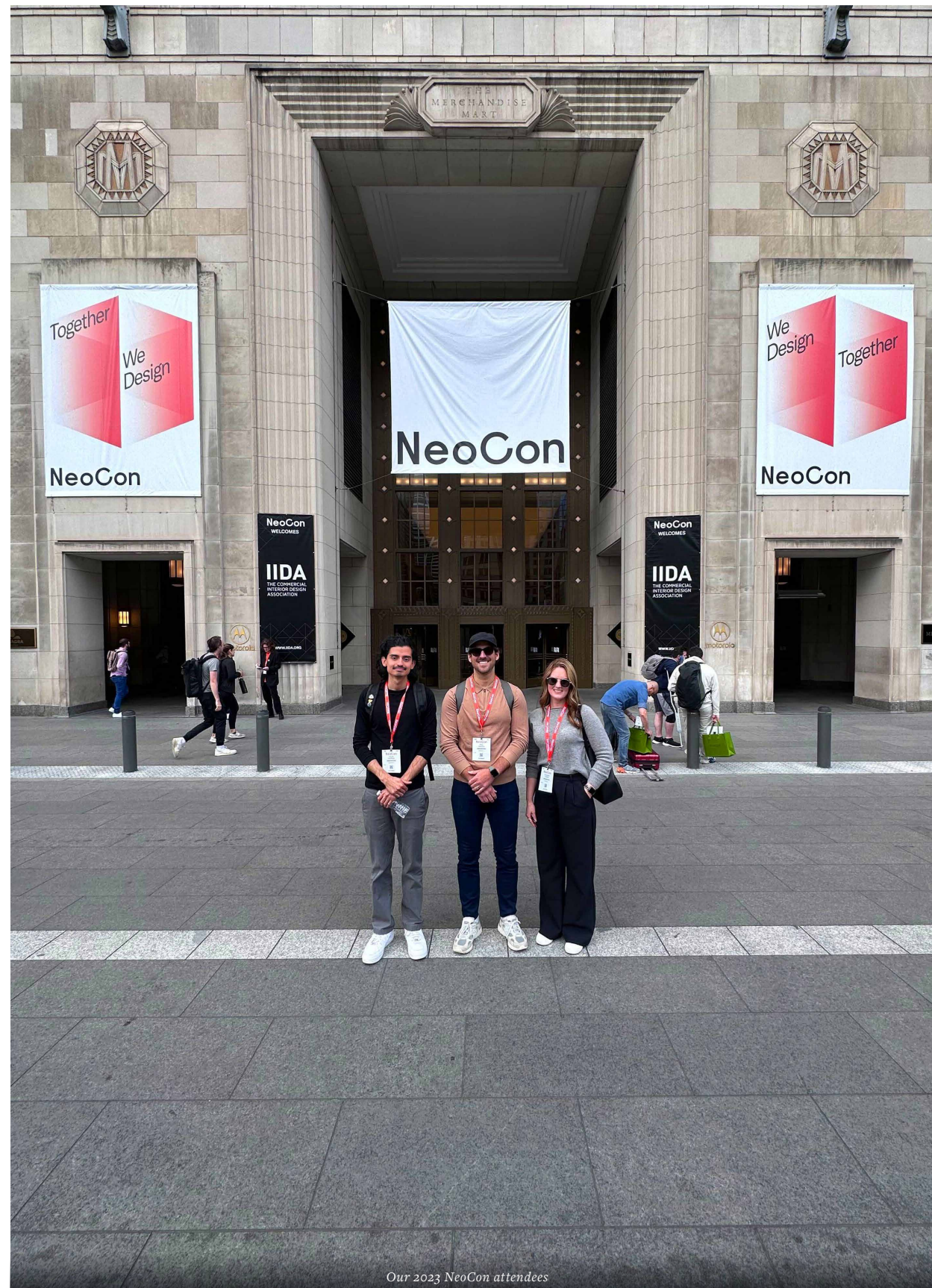
**SIMON  
MYERS**



# **NEOCON 2023 TREND REPORT**

**CHICAGO 2023**





# INTRO

## About NeoCon

Since 1969, NeoCon has proved itself to be the most important event of the year for the commercial design industry. As such, it not only connects and unites the entire design community, but provides unparalleled access to the latest commercial design solutions.

## About Simon/Myers

We are one of the premier marketing agencies in the home improvement industry, working with both established and rising brands. Our process isn't for everyone — we are rigorous in our research, media-agnostic in our creative approach, and relentless in our efforts to make our clients' brands stand out.

# SHOW OVERVIEW

The theme of NeoCon 2023, “Together We Design,” captured our industry’s renewed spirit of collective creativity and collaboration coming out of the recent pandemic. The theme highlighted the empowerment that emerges when individuals, brands, and communities come together to effect positive change in our environments, and to improve the way we live and work. We were struck by three higher-level trends.

## 01 A Celebration of Art

The show highlighted the many ways art (in the larger sense) is infusing design solutions, whether through collaborations with artists, designer spotlights, or the transparent presentation of processes and craft.

## 02 The Comforts of Home

The show celebrated the convergence of comfort and functionality, exemplified through the use of flexible furniture, refined color palettes, and inclusive spaces. In our hybrid work era, environments are striking a balance between productivity and well-being, with a clear desire to capture and evolve the comforts of home.

## 03 Earth Mindfulness

From the promotion of sustainable design choices to the use of nature-inspired colors, patterns and design, the concern for a healthier planet is evident, as is the idea that artistry and sustainability can thrive in unison.



**TREND 1**

# THE ARTISTIC TOUCH

NeoCon 2023 demonstrated just how impactful the integration of art into product collections, showroom designs, and even decor details can be. Commissioned artwork and partnerships with independent artists, designers, and makers were showcased throughout the show, from an array of museum-like displays all the way down to decor details.

*“Taking inspiration from specific sculptures and installations, groundbreaking artist Nick Cave layers pattern and multiple craft techniques for a collection of upholstery, wallcovering, and drapery that establishes a new point of view on the textile experience.” - Knoll on Nick Cave*

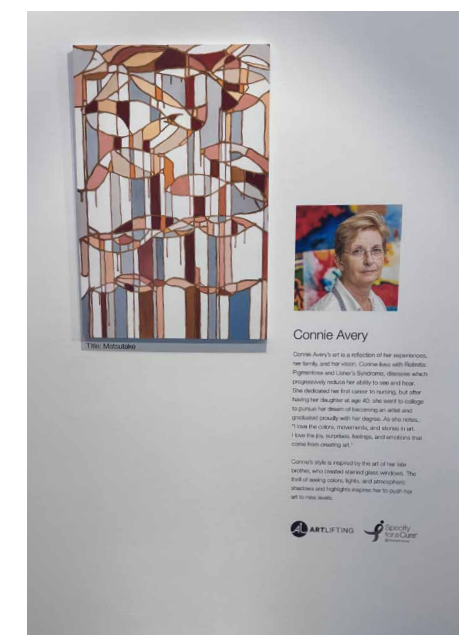
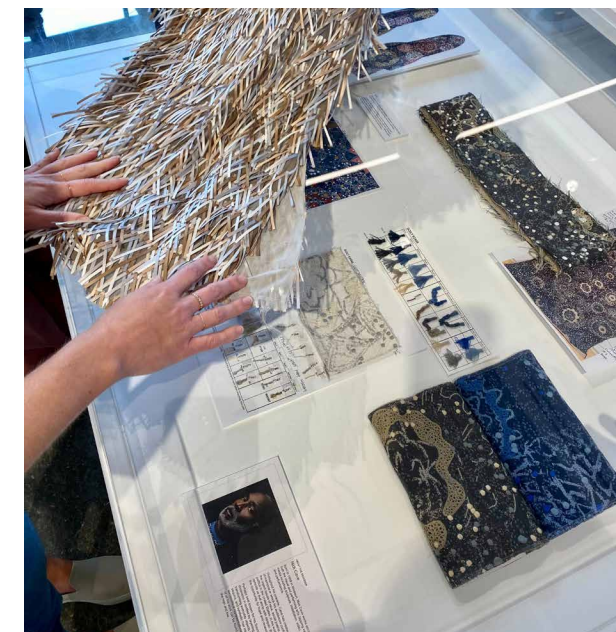
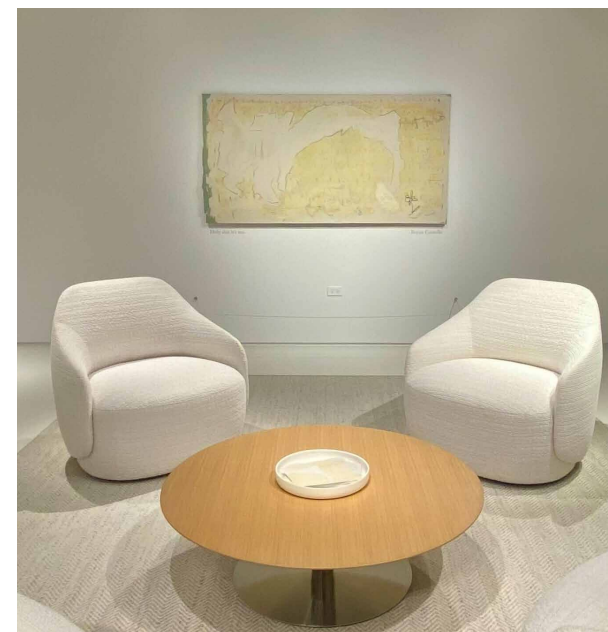


Photo References: Bernhardt Design/Bryan Costello, Knoll/Nick Cave, Haworth DesignLab, Mohawk/Artlifting, Hightower/Wescover, Knoll/Jonathan Muecke, Kettal



**TREND 2**

# RE-EMERGING CRAFT

Several product collections and showroom displays emphasized craft, especially as it relates to dynamic partnerships between artists, designers, and brands. Transparent storytelling is unveiling the intricate processes behind material creation, allowing for a new appreciation of the craftsmanship and artistry involved.

*“The collection [Material Edit] is inspired by connectivity and shared artistic experience and a rediscovery of lost art. It incorporates methods, techniques, and art forms from the past.” - Patcraft*

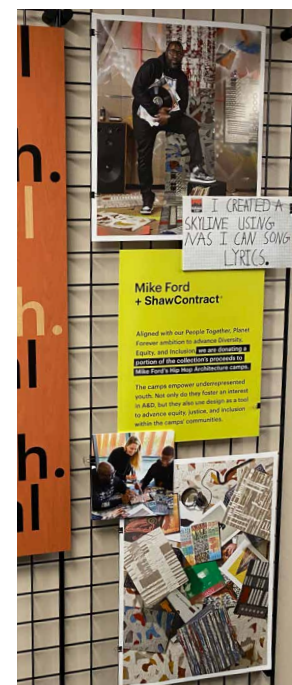
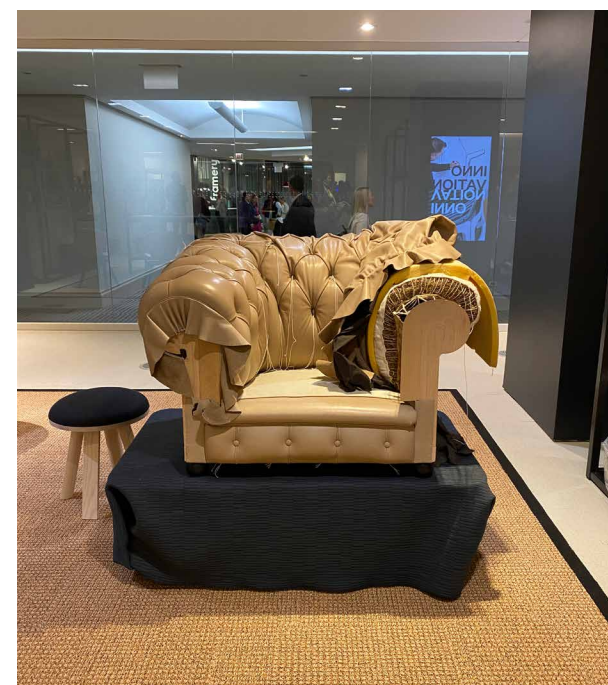


Image courtesy of Patcraft

Photo References: Haworth, ShawContract/Mike Ford, OFS/Two Inches Beyond Black, Patcraft



## TREND 3

OFFICE  
CONNECTION &  
COLLABORATION

Collaboration in the office is reaching new heights, with a focus on optimizing the new hybrid environment. Examples include enhancing Zoom call experiences through innovative seating solutions and, thanks to the continuing mobile furniture trend, agile workspaces that can serve different functions at the drop of a hat.

*“Co-developed by Steelcase (300 and 301) and Microsoft, the Ocular Table is designed specifically for a globally-oriented workplace with its curved shape, which encourages inclusivity and collaboration with more natural eye-to-eye contact between everyone at the table as well as colleagues calling in remotely.” - NeoCon Press Release*

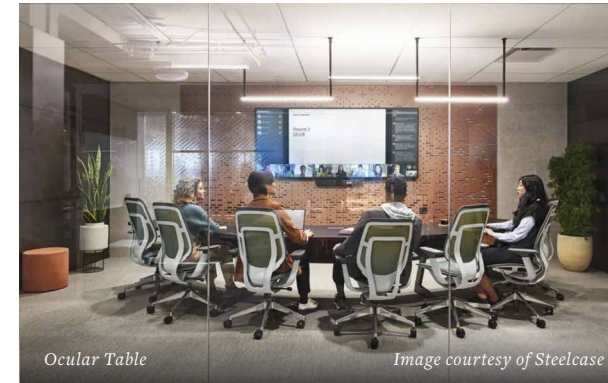
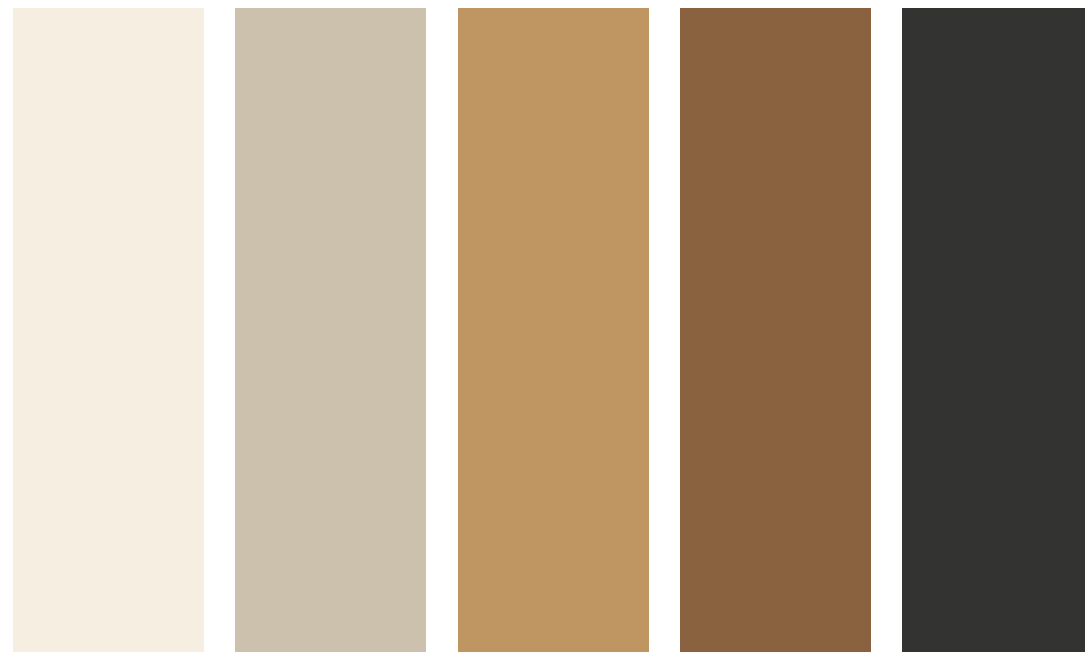


Photo References: Steelcase, Hightower, Haworth, NaughtOne



## TREND 4

## REFINED PALETTES



We saw refined and simplified color palettes filling spaces with light and airy creams, warm and comforting tans, and grounding charcoals. These simplified palettes add a classic sophistication that is easy on the eyes, while ensuring visual harmony and helping to keep the focus on the product, people, and design in the space.

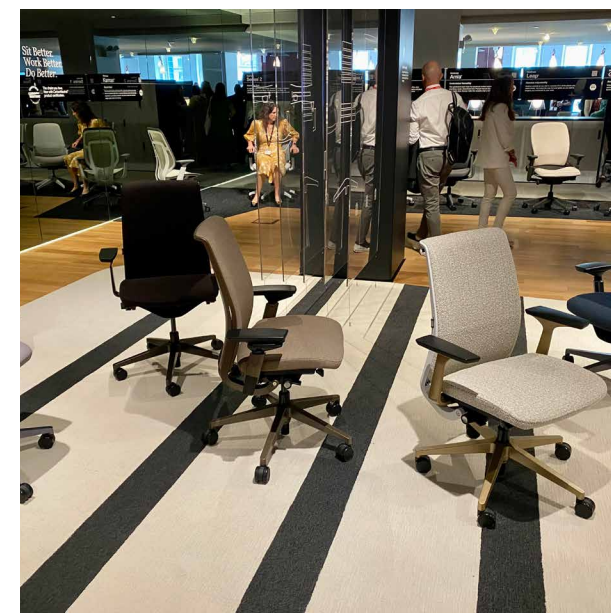
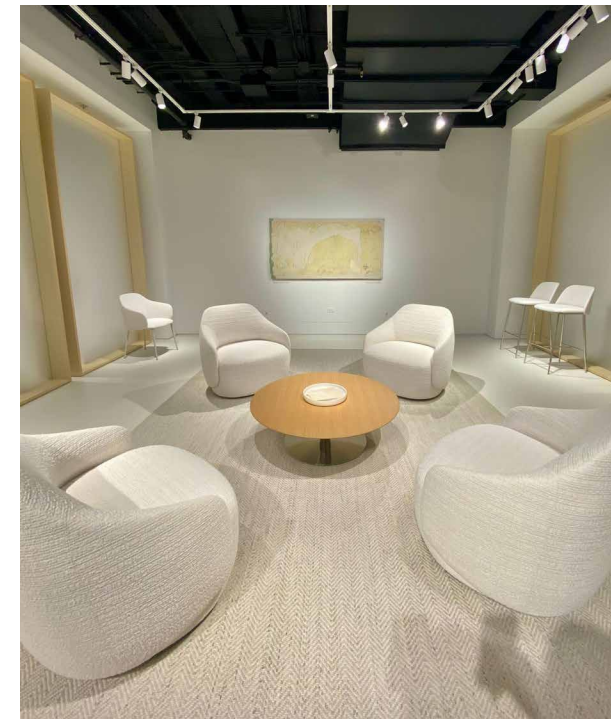
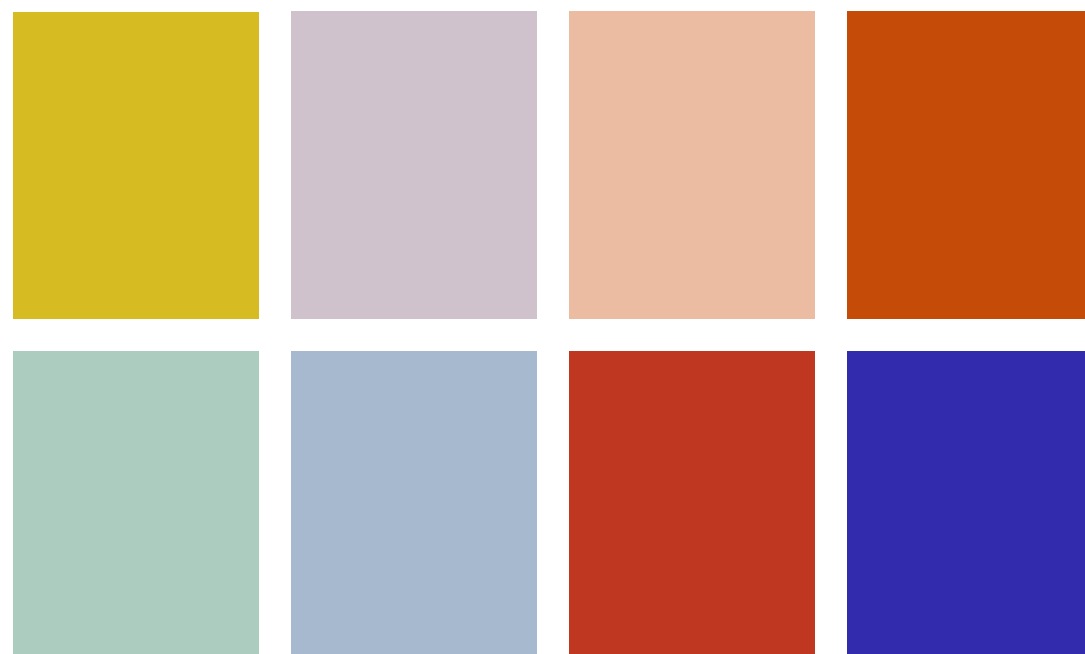


Photo References: Bernhardt Design, Kettal, Patcraft, NaughtOne, Davis, Knoll, Steelcase, DesignTex



## TREND 5

ENERGETIC COLORS  
& PLAYFUL SHAPES

On the other end of the spectrum, we observed energetic color palettes featuring lively blues, bold reds, and playful twists on softer color saturations. Whimsical shapes are also catching on. The result is a playful ambiance that is bringing touches of fun, joy, and lightheartedness into our workspaces.

*“While striking and dynamic visually, this new design also seeks to capture a lightness and a certain carefree feeling that sparks joy while functioning in numerous practical ways. Like the ease and comfort of our Flote collection, we hope this space inspires you to float through your day with a sense of delight” - Hightower*

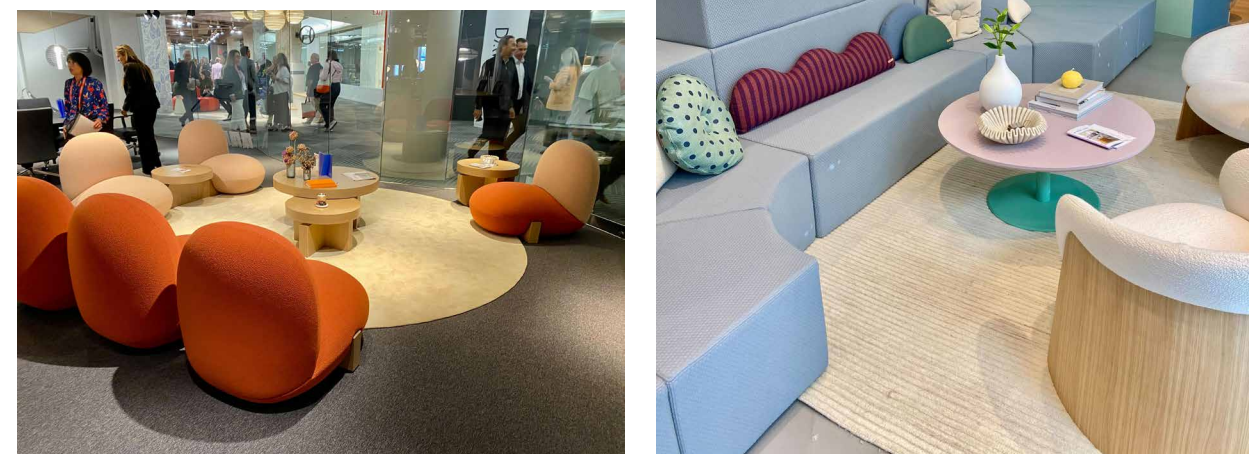
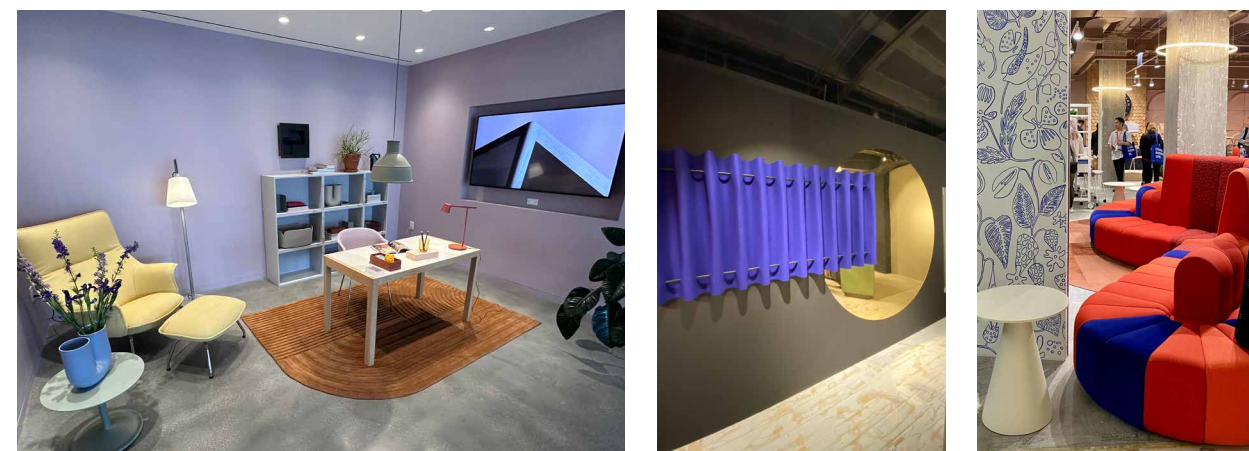


Photo References: Buzzispace, Scandinavian Spaces, Knoll, Muuto, Haworth, Nienkämper, Hightower



## TREND 6

SOFT & ROUNDED  
CURVES

The “rounded-forms” design trend is expanding further into curves and wavy shapes, bringing even more casualness and levity into today’s workspaces. These inviting curves evoke a cozy, cocoon-like feeling, reminiscent of the 1970s and its signature overstuffed comfort.

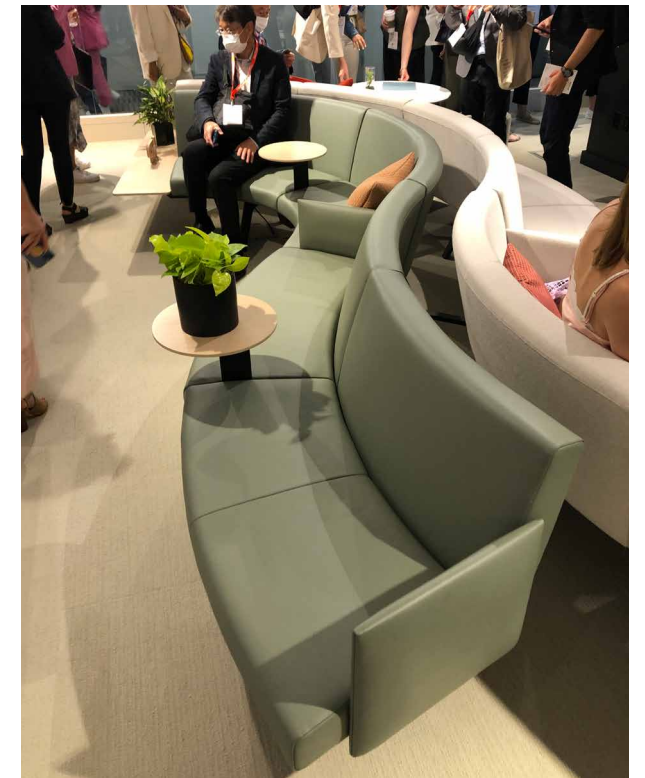
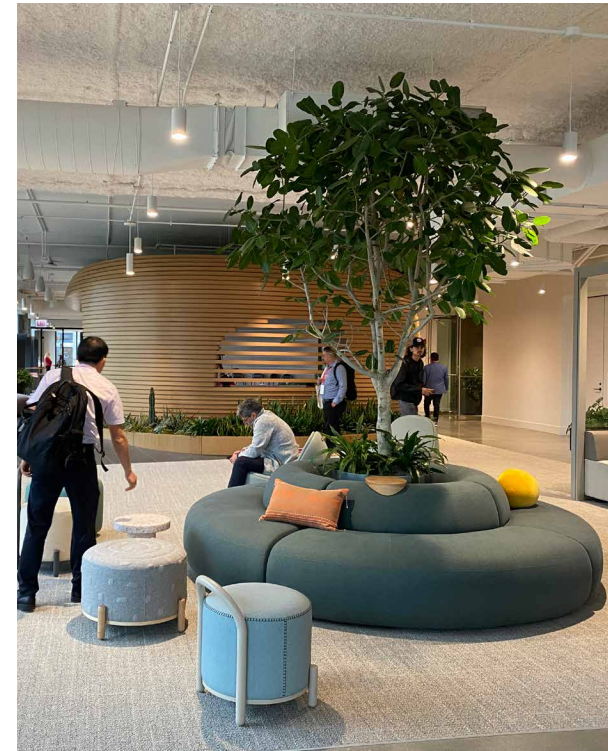


Photo References: Allsteel, Buzzispace, Stylex, Davis, Haworth, Hightower, Steelcase/West Elm



## TREND 7

## HUES FROM NATURE

Earth's natural hues are increasingly being employed to evoke a sense of calm. By bringing the outdoors inside, designers are creating atmospheres that reflect a harmonious connection with nature. The use of sustainable dyes made from natural organisms like mushrooms is also trending, building the connection between sustainability and artistry.

*“The unassuming mushroom can create a range of colorful dyes, forming palettes inspired by the beauty hidden deep within the natural world. The inner workings of nature have always shown us new ways to approach design and new strategies to create symbiotic environments. As we dive below surfaces and begin to follow the true paths of nature, we can emerge toward a more regenerative world.” - Mohawk Group*

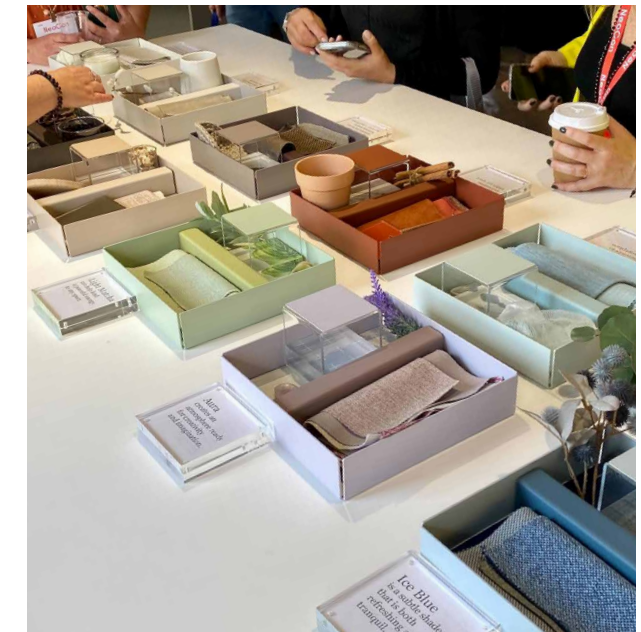
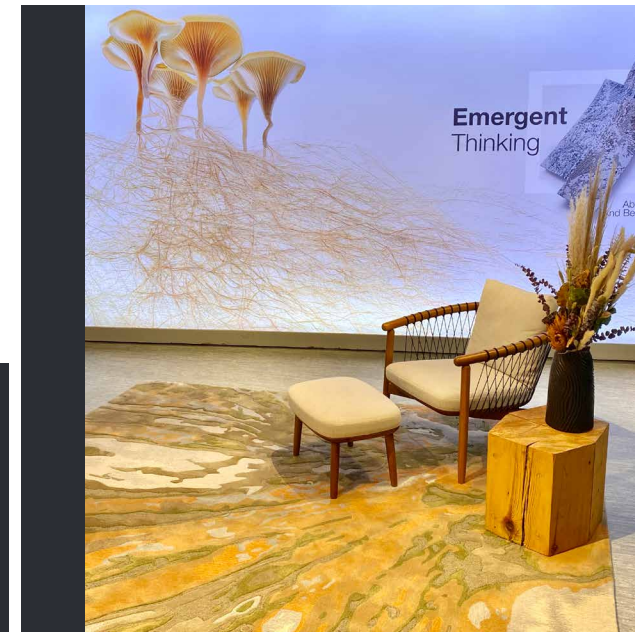


Photo References: Mowhawk Group, Steelcase, Behr, Martin Bratrud



**TREND 8**

# SUSTAINABLE DESIGN

While sustainability is not a new trend, brands at the show highlighted their efforts with bold messaging. These efforts included the use of recycled plastics and other materials, simplified transport of products and materials, and the quest for carbon neutrality.

*“Steelcase is committed to reducing our carbon footprint, designing for a circular economy and choosing and using materials responsibly. These goals translated for seating will guide designers toward: Lighter weight designs that use less material overall; Intelligent recycled and recyclable material use; Designing for disassembly” - Steelcase*

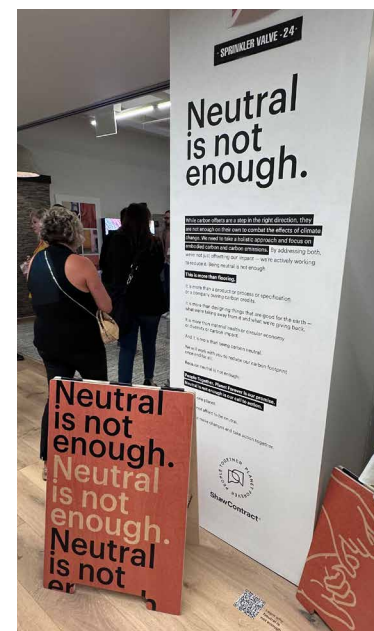


Photo References: ShawContract, Muuto, Steelcase, Mohawk Group





## YOUR LEFT BRAIN IS SMILING.

Thank you for spending your valuable time with our NeoCon 2023 Trend Report. We hope we've given you something to think about.

And while you're thinking, we hope you'll think of Simon/Myers when you are considering an agency partner. Be it market or shopper research, or the branding, digital, and experiential creative that results from it, we exist to take brands to the next level.

You can reach us at [hello@simon-myers.com](mailto:hello@simon-myers.com)

Once again, thanks.

### CHICAGO

444 N. Wells St.,  
Suite 204  
Chicago, IL 60654

### WHEATON

107 N. Hale St., Suite 200  
Wheaton, IL 60187  
630-545-0355