

# show daily

merchandise mart - tuesday, june 15, 2010

## the a-list

**when:** 8:00-9:00AM

**who:** Michael Graves and Paoli

**what:** "A Grand Tour" keynote address

**where:** Holiday Inn Chicago Mart Plaza, Sauganash Ballroom

**when:** 9:00AM-4:00PM

**who:** Abet

**what:** Enter to win two

Cubs baseball tickets

**where:** space 8-4129

**when:** 9:00AM-5:00PM

**who:** Crossville

**what:** Drawing to win 200 square feet of

Recycled Porcelain Stone Tile

**where:** space 8-9090A

**when:** 9:00AM-5:00PM

**who:** Stephen Viscusi and Halcon

**what:** Come Meet Stephen Viscusi:

"The Jobs Whisperer"

**where:** space 1044

**when:** 10:00AM

**who:** Luxo

**what:** The Great Task Light

Giveaway drawing every hour

**where:** space 8-3086C

**when:** 10:00AM-3:00PM

**who:** JANUS et Cie

**what:** JANUS et Cie

Experience and lunch

**where:** space 10-109;

RSVP required, 877-601-2996

**when:** 1:00-2:00PM

**who:** Margaret McCurry

**what:** "Inside Out"

keynote address

**where:** space 1520

**when:** 2:00-4:00PM

**who:** The Black Design

News Network and IIDA

**what:** Disaster SOS: Haiti

**where:** IIDA Learning Center,

space 567; registration required

**when:** 2:30PM

**who:** Ecobrite—LED by Lotstar

**what:** Drawing for free LED light bulbs

**where:** space 7-2099

**when:** 3:00PM

**who:** Patcraft

**what:** Cocktails

**where:** space 11-113

**when:** 5:00-8:00PM

**who:** Bentley Prince Street

and Crossville

**what:** House of Blues party

**where:** 329 North Dearborn Street;

invitation required

**when:** 5:30-8:00PM

**who:** Mannington Commercial

**what:** Pops for Champagne party

**where:** 601 North State Street;

RSVP required, faye\_smith@mannington.com



## break dancing

**Furniture company** Vanerum Stelter tapped Belgian designer Bram Boo to offer the seating-and-desk hybrid Salsa, a multi-functional cluster perfect for office lounges and classrooms alike. Designed to accommodate laptops, and mobile devices, Salsa adapts itself for socializing, resting, or working. Offered in red, black, white, or stainless steel, it sports inputs for USB cables and audio jacks to keep you boogieing all through your break time. **space 7-6068**

## high flying fabric

**The Elevations collection** by Kristie Strasen for CF Stinson transfers the compelling patterns of contemporary architecture into the crisp colors and lines of seven patterns and 63 colorways. Nearly all patterns contain recycled content: Spandrel, Align, and Flight are polyester, Skyline is polyester-nylon, Fenestra is a polyester-rayon blend, Geodesic is a nylon-cotton blend, and Parapet is polyester-rayon. All combine woven structure, texture, and color for adaptable, dimensional designs that coordinate with a variety of surface materials. **space 8-4067**



## just hit print

**TMC Furniture's innovative** new digital printing process,

ImPrinted, allows the maple veneer on any chair from the manufacturer's Flick, Kestral, Plover, or Lorca/Wyoming series to be embellished with photography, text, and graphics from the manufacturer's portfolio, or COM. That means any digital graphic can be applied to the curved wood veneer on chairs and to the paneled surfaces on lounge seating, tables, and case goods. For bases, choose any TMC adult or child design. **space 8-6102**



## Life is a...

**highway, and so is** Segis's new modular system of upholstered seating that undulates, swirls, and arcs to form a varying landscape of seats and armrests. Alternating curves with horizontal planes, the Highway Q/R module offers two benches that can be combined as a trio or placed at the end of one of the sinuous narrow or wide ribbon-like benches that comprise units A through O, for a total of 14 elements. Frames are wood and plywood wrapped in polyester foam and covered in fabric or faux leather. **space 345**

trunk show  
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sparks fly

**There's a new sheriff** in Holland, Michigan and its name is Sparkeology. The manufacturer is debuting a hip line for college lounges and community spaces by Via Design principal Valerie Schneider. An offshoot of library furnishing experts the Worden Company, Sparkeology is staking its own claim with Schneider's reconfigurable pieces. "Via Design hit the nail right on the head as far as what the market is looking for," says vice president of marketing and sales Robin Hendrick Lane. "Our new pieces can not only be reconfigured, they help define space in open areas." Watch out, partner. **space 8-8111**



new logo a go-go

dubbed Home-O-Nize, was founded in 1944. Though launched in January, the rebranding is just getting off the ground, exposure-wise, at NeoCon, according to Hon's director of brand, Tim Smith. "We've changed how we bring ourselves to market and present ourselves," says Smith. "We're refreshing ourselves but our core values and culture haven't changed." **space 1130**

**After more than 40 years**, Muscatine, Iowa-based furniture manufacturer Hon Company has rebranded, rolling out a stunning new logo in the process. It's only the third time the logo has been updated since the company, originally



and the trip goes to...

**Shawn O'Donahue** of Co/Hesion Design; Jan Peterson, interiors specialist for the University of Vermont, won the runner-up prize of a swank Public bicycle. *Interior Design's* Mark Strauss drew winners of the NeoCon Select Contest with the help of Stylex's John Golden and Bruce Golden at the company's showroom yesterday. There's still time to enter today's drawing for Sierra Club eco-travel certificates and a Public bicycle. Simply drop your business card off at any of the participating NeoCon Select booths or showrooms.



trunk show

**InterfaceFLOR is giving NeoCon attendees** the memory of an elephant—made of recycled rubber tires. The flooring manufacturer is sponsoring the elephantine cutie's trip to NeoCon, part of a North American tour to spread awareness for the Human Elephant Foundation, an eco charity founded by South African artist Andries Botha. Named Nomkhubulwane, the Zulu word for *mother earth*, the sculpture is located right outside the Mart's south entrance, so stop by and take a picture—for every shot shared on Twitter using #InterfaceFLOR, the company will donate \$1 to the charity.

