



NEOCON® EAST ANNOUNCES CAPTIVATING SEMINAR OFFERINGS
Pennsylvania Convention Center
November 9-10, 2016

Philadelphia, PA (September 2016) NeoCon East is bringing a rich and timely educational conference to attendees of the show's next edition in Philadelphia, November 9-10. The premier design expo and conference for commercial interiors on the East Coast is the place to discover and experience the latest innovations and services. Offering over 25 CEU accredited programs across a wide range of topics and vertical markets, the event is also a crucial moment for regional commercial interiors professionals to connect and learn. Presented by thought leaders from a range of disciplines, this year's lineup includes sessions from the teams behind such pivotal projects as the redesign of the Sandy Hook School, and the game-changing online tool for government buyers, Acquisition Gateway, to name a few.

Monica DeBartolo, Director of Programming, says, "The educational offerings are always an exciting, dynamic component of the NeoCon East experience, as it brings important, globally affecting topics to light. This year's programming explores new and regional case studies which are designed to inform, as well as to invite further thought and discourse."

Keynote speakers Marc Kushner and Ayse Birsel will headline and set the tone for NeoCon East's educational programming. Here are some seminar highlights, by day:

WEDNESDAY, NOVEMBER 9

COMMUNITY ENGAGEMENT FOR MEANINGFUL DESIGN: THE NEW SANDY HOOK SCHOOL
9:30 AM - 10:30 AM

As environments for learning and for collective activities of all kinds, schools provide an essential resource for communities. To build a school that emerges from a specific context and spirit, the project team must engage the community directly, tapping into the most vital resource for designing meaningful architecture: the creative potential of the community. The project manager and lead Interior designer of the new Sandy Hook school will share how their community engagement process and collaborative relationship with one another helped to serve the design of the new school. Particular focus will be brought to the incorporated artwork, materials, furnishings and finishes used, and how these strategic connections contributed to re-connecting students to their school.

- ❑ Julia McFadden, AIA, associate principal, Svigals + Partners, New Haven, CT
- ❑ Lynn Brotman, IIDA, NCIDQ, owner, Lynn Brotman Interior Design LLC, New Haven, CT

BEYOND STEREOTYPES: GETTING REAL ABOUT DIFFERENT GENERATIONS IN THE WORKPLACE
1:00 PM - 2:00 PM

There are currently a solid four—and increasingly five—generations in the workplace. Designers, consultants, and media have labeled these groups with characteristics for the sake of discussion and planning. The result is familiar refrains like “Millennials all want open collaborative space” and “Baby Boomers hate technology.” But how far do stereotypes get us? An intergenerational panel will take the discussion beyond the generalizations and explore the reality of designing environments for a wide range of users.

- ❑ Stephanie Douglass, LEED AP, director, workplace strategy, Teknion, Hartford, CT
- ❑ Arnold Levin, principal, workplace strategy, Smith Group JJR, Chicago, IL
- ❑ Lee Quinby, workplace analyst, OPX, Washington, DC

MOVING BEYOND EMPATHY MAPPING

1:00 PM - 2:00 PM

Empathy mapping in healthcare design is becoming commonplace. It is used to help clients stand in their patients’ shoes, encourage them to get “in touch” with the loved ones’ emotions, and set the overall goals for the project design. These ideas can be expanded upon to create even more engaging, thought provoking, and successful projects. The session will cover lean design tools and how to get the most out of them, as well as how to engage clients more thoroughly in the empathy mapping process. Empathy mapping can be taken to the next level with better design, more engaged clients, and better outcomes.

- ❑ Laura Morris, CHID, EDAC, IIDA, principal and senior interior designer, Array Architects, Conshohocken, PA
- ❑ Diana Loudon, LEED AP, interior designer, Array Architects, Conshohocken, PA
- ❑ Patricia Malick, CHID, EDAC, principal and practice leader, interior design, Array Architects, Conshohocken, PA

YOUR GATEWAY TO GOVERNMENT-WIDE FURNITURE SOLUTIONS

1:00 PM - 2:00 PM

Federal government buyers from all agencies will learn about the Acquisition Gateway and how it can be used for smarter furniture acquisition. Attendees will learn how to access the following features: Solutions Finder, a tool for government buyers in evaluating and selecting from the vast range of contracts, products and services available in the furniture market; Prices Paid - access to historical transactional pricing data from buys made by actual COs; Curated Expertise -a database of unbiased expert articles that highlight market trends and provide real-life guidance for furniture procurement collected from across government; and Community - a platform for agency COs to share expertise, ideas, feedback, and support in making smart acquisition decisions.

- ❑ Kristine Stein, content manager for the Acquisition Gateway, GSA, Philadelphia, PA

THURSDAY, NOVEMBER 10

PROMOTING HEALTH THROUGH WORKPLACE DESIGN: RESULTS FROM THE “STAND UP TO WORK” STUDY

8:00 AM - 9:00 AM

It is known that sedentary behavior among office workers is associated with negative health outcomes. This seminar will explore the benefits of adjustable workstations (AWs) that allow workers to sit or stand as they perform deskwork. The results of a recent study will be examined, and there will be an in depth comparison between AWs and traditional desks. Along with increasing workers' daily movement, AWs diminish physical discomfort and improve worker productivity. Attendees will leave the session with an excellent knowledge base to share with clients about office communication, productivity, physical well-being, and worker satisfaction.

- ❑ Abigail Clafin, senior researcher, Center for Active Design, New York, NY
- ❑ Rachel Casanova, LEED AP ID+C, director of workplace, principal, Perkins + Will, New York, NY

BEYOND BALANCE: ADDITIONAL ELEMENTS FOR WHOLE DESIGN

9:30 AM - 10:30 AM

Once an open workplace environment for collaborative and focused work is designed, there is still more work to do! This presentation will discuss security elements, sound absorption, and change management strategies. Attendees will learn to assess the safety of design, given modern dangers and possibilities. Current trends like office furniture that is designed for personnel safety will be addressed, as well as how to best build a case for a balanced work environment—and then identify best practices to achieve that balance, and build on it. The CEU will present how best to execute projects which support collaboration, safety, ergonomic considerations, productivity, culture and more. The session will also cover guidelines for improving existing spaces that account for all of these elements.

- ❑ Thurmond Alford, Jr., senior program manager and designer, Department of Justice, Washington, DC

THE RISE OF GREAT EXPECTATIONS: TECHNOLOGY'S CONTINUAL IMPACT ON THE WORKPLACE

1:00 PM - 2:00 PM

Technological evolution is constantly reshaping the future of work. Technology—both visible and invisible—transforms the workplace as it transforms the inhabitants. This learning module will study the effects of technology on the workplace, and provide insight into the workplace of the future. Major drivers of change—including globalization, technology, and demographics—raise the question of how to ensure optimal worker engagement and productivity. These ideas will be explored and the real effects of technology on people and places will be identified. The future workplace will be addressed, including how the very concept of work is evolving. Key tensions that are present in today's workplace will be revealed, along with a look at the influence

of technology across all business sectors. Attendees will gain a new perspective on technology, its impact on today's workforce, and why organizations must take notice.

- ❑ Rachel Starobinsky, LEED AP, director, strategy and innovation, TPG Architecture, New York, NY

FLORENCE KNOLL – DEFINING MODERN

1:00 PM - 2:00 PM

This program is an illustrative discussion of Florence Knoll's contribution to interior design in the context of her landmark 2005 exhibition for the Philadelphia Museum of Art. This exhibition has been travelling to college art galleries throughout 2007, 2008 and 2009.

- ❑ Kimberly Bombery Smith, architecture & design manager, Knoll, Inc., Philadelphia, PA

All seminars are \$35 each if you register online by November 4. After November 4, you must register for all seminars on-site, subject to availability, at a fee of \$45 each. Partner programming and workshops vary in fees.

Media can visit the show's online pressroom at www.neoconeast.com to download press releases and announcements. The site also features an image gallery and fast facts. For exhibitor news, images and real-time information, follow NeoCon Shows on the following social media channels: [Facebook](#) (@NeoCon Shows), [Twitter](#) (@NeoCon_Shows), [Instagram](#) (@NeoCon_Shows), [LinkedIn](#) (NeoCon Shows), [Pinterest](#) (@NeoCon Shows), and [Snapchat](#) (@NeoConShows).

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