



NeoCon East 2010

by Brad Powell

If NeoCon WTF is a carnival, a cornucopia of new products and people, **NeoCon East** is a refined and focused boutique aimed directly at the heart of world's largest landlord, the Federal **Government Services Administration**. considerable success, certainly far exceeding our expectations. With the current recession, uncertain economic times, and the scurry to get the favored October show date, many vendors were less than fervent in committing to the event. This did not prove to be perceptive because the audience was more than gratifying in its apparent numbers and enthusiasm.



DIRTT MAIN



HERMAN MILLER BOOTH: SAYLE CHAIRS DIRTT BOOTH: WALL





DIRTT: WALLS FOR HEALTHCARE



TEKNION: DISTRICT



TEKNION: DNA

The best booth award from officeinsight goes to **Herman Miller**, whose extra effort was apparently spurred by the introduction of **SAYL**, its new small-scale task chair. To highlight the introduction, the launch in the u.s., Miller's booth suggested a ship's sails, billowing over the display of colorful says.

some people never let you down at show time:

>**Mogens Smed** was there with full troops and not one but two booths, the main installation for **DIRTT walls**, **ICE**, **Spider Agile Technology** and **Axios Networks**, the second to display its very flexible and capable **healthcare**. If ever there was

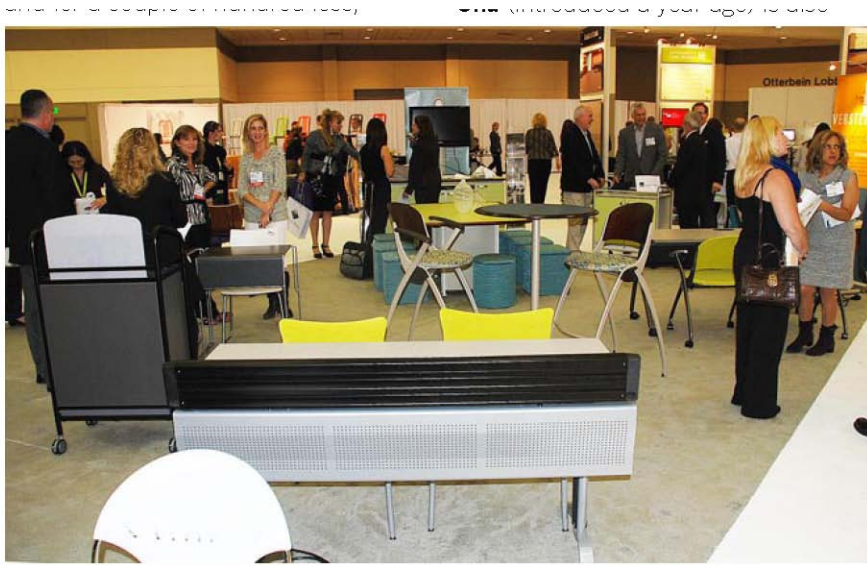
something made for healthcare – as exemplified by the NeoCon WTF displays of **Steelcase** and Herman Miller's new Compass – it is the moveable walls such as DirTT's that can support almost anything, from anyone's furniture to the multitude of ever-changing

>**Teknion**, always an imposing presence, was upfront and striking, showing its dna in bright orange with contrasting white cushions. (oh, if only it had been passing out crème sicles!) last week we erroneously spell scott Deugo's name in the announcement that he will head Teknion's North american sales.

sorry Mr. Deugo; we hope it's the congratulations and best wishes that **Alan Breslow** and **Global** are always upfront with one of the largest, if not the largest, booth at the regional fairs. That was the case

with **Scott Schwinghammer**, as always busy presenting **Versteel's** ever more cleverly designed and utilitarian products

>**Don Mead** of **Gunlocke**, **Mary Palmer** of **Allsteel**, and **Betsy Hoyer** of **HON**, all of who have, among other things, chairs that need not bow low to anyone else (well, maybe some of the



VERSTEEL BOOTH

extremely comfortable, and versatile for a conference/executive meeting. **Alsteel** had **Acuity**, not in the deconstructed form, but fully assembled and a first class ride

>**Inscape**, a dogged marketer, does not hesitate to celebrate the exhibition circuit. Here it has a generous display of its new scala, plana and its storage and walls

>**Bill Rubino** and ray **Steventon**, **Jofo**, were there with this year's hit introduction, **Frezza DR**, but this time all in **wood**

>**Casey Journigan** leading **Arcadia** with several of its lounge pieces clad in racy fabrics

>**Humanscale** had its award-winning **Element** lamp. (last week we erroneously pictured "element Vision" rather than element in the silver highDEX Innovation Awards.) There

priced Kim...
that white l...
nice. The g...



GLOBAL BOOTH

officeinsight

several **Liberty** chairs that were being enjoyed by young designers. (No Diffrient World chairs yet.)

We missed **Peter Greene**'s smiling face and enthusiasm; he never missed a show when he was with Dauphin, then izzy+, but now in his lofty new position with **Interface**, we suppose he is with **Danny Davis** and many of the other big boys at Orgatec, scheduled during the same week.

The highlights of my show? Well, there were many good moments, but the one worth it all was a private one: my interview with **Geoff Gosling**, the sculptor and industrial designer for DIRT who's interview will be published in a couple of weeks. Interestingly, I have found that industrial designers who have worked in special-



CASEY JOURNIGAN, ARCADIA



HON: CERES

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HUMANSCALE: ELEMENT

ized areas have many, many important lessons for interior designers. Mr. Gosling, who designed control rooms is one; **Dave Gardner** of HNI and HoN, who designed factories, is another; I'll see if I can get ~~did not achieve with me~~ very edifying seminars, taking away this memorable quote from **Kevin Kelly**, ala, sr. architect and director of workplace for the GSA Public Buildings Service, Washington, D.C.: ~~about people is not~~ "about people is not about anything." of course that's true, and architecture schools should drum this into their students, if not tattoo it on their foreheads. I've previously said that architecture should be guided by interior design and urban design, rather than these two primary fields being constrained by what architects ~~and~~ developers come up with. I'll go even further: The measure of ~~architects~~ ~~is~~ ~~concrete~~ is accurate with its contribution to interior design and the design of its setting, including urban and campus design. This, of course, includes architecture that is, in effect, sculpture in space, such as **Frank Gehry's Bilbao**.



KEVIN KELLY INTERFACE





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