



NeoCon East Design Exposition, 2010

by Kathleen Vick, ASID

The Baltimore Convention Center plays host to the Eighth Annual **NeoCon East** event Thursday- Friday, October 28 - 29... and officeinsight is going. Sure, there was the flub on the dates, but in the end, tradition was maintained and we love the Baltimore visit.

This Exposition, closely identified with its facilitation of business between interiors and contract furniture and the Federal government, is chock-full of information about how to do business with the GSA, you know, those guys that have spent more than 1.6 billion dollars from October 2009–July 2010 on furniture and furnishings and the stimulus money has already filtered down to government agencies for multi-million dollar furniture/furnishings projects such as BRAC and other shovel ready projects. Has any dropped into your pocket? Well, NeoCon East affords designers and suppliers of FF&E items a golden opportunity to pick up some much-needed business.

Special Exhibits:

GSA-Integrated Workplace Acquisition Center located on the Show Floor in Booth #2403 where staffers from the GSA will be on site to assist exhibitors and attendees to navigate through the government procurement process. From barracks to traditional office space, to patient rooms, the GSA Integrated Workplace Acquisition Center is the one-stop-shop. Exhibitors and attendees interested in selling to the government are encouraged to speak with a GSA representative.

Thursday October 28

8am: "Navigating Through the Complexities of Federal Building Modernizations" presented by GSA

8am: "How to Market to the Federal Government" presented by GSA

8am, "The Color of Light given by Avraham Mendall Mor, Lightswitch Architectural and member US Department of Energy will explain how variables in white light affect finish material colors.

9:30am, "Distinctive Wallcovering Trends", given by Nathan Thomas, winner of BRAVO's Top Design

9:30am, "Knowing Actual vs Planned Space Utilization is Key to Effective Management of Corporate Real Estate" given by Kellie Hunter, director of product marketing, PeopleCube.

9:30am, "Beyond Millennials: The Next 'Next' Generation", given by Jennifer Kirby, IIDA, CID and Andrea Fitch, of SIGAL Construction will identify the traits and characteristics of different generations and discuss the impact they will have on culture, social, business and work environments.

11am, "Bridging the Gap Between Interior Design and Architecture", given by Lee Hyden, Ayers Saint Gross will discuss how firms can increase effectiveness by embracing integrated project delivery methods.

11am, "Lighting solutions for Commercial and Government Buildings", Energy Efficiency and Cost Savings", given by Peter Schwartz, Lunenefgi.

11am, "Evaluating an Office Workstation", given by Dr Anil Kumar, and Dr Jeffrey Fernandez of JFAssociates, Inc

11am: "FAR 51.1 Deviation" presented by GSA

12:15: Keynote - Emile Monette, the Director of the Program Analysis Division in the Federal Acquisition Service at the **General Services Administration (GSA)**. His topic will include the GSA's initiatives to create and promote a more

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sustainable federal supply chain.

1pm: “Sustainable Design Shoots in the Diaspora”, Thursday, October 28 at, presented by the Black Design News Network, showcases what some black designers are working on in the diaspora—Africa, Caribbean and the US from the development of sustainable products, projects and interventions. This is a panel discussion lead by Florine Demonsthere Product Designer from Ghana, Aurora Robinson (Architectural Designer), and Atim Annette Oton Fashion/Graphic designer from Nigeria).

1:30pm: “Expediting Procurements” presented by GSA

1:30pm, “BIFMA Sustainable Standard and Level Certification”, Paul Shadhriari, founder of GreenMind, will discuss how to develop a better, more thorough understanding of the BIFMA sustainability standard including its purpose, its core elements and how it

1:30pm, “Environmental Design for Infection Prevention”, by Dr Debra Harris, RAD Consultants will enumer-

ate how strategies for the design and specification of materials and furniture can mitigate the spread of common pathogens.

1:30pm, “Three Ways to Strategically Market Out a Recession-Back to The Basics”, given by Sarah Barr of Hickok Cole Architects and Marilyn Deane Mendell, of WinSpin CIC, Inc. will discuss how to focus efforts, increase visibility and realize the best results.

1:30pm, “Foundation for Growth: A 4 Year Look-Back at Olympus Americas, Inc 350,000 sf North American Headquarters”, by Howard Skoke, EwingCole Architects Engineers Planners and Priscilla St Jacques-Glusko, Hayworth will focus on how the original planning model is adapting to growth and organizational change.

3 p.m: The State of the Design Professional Panel

Presented by: Design Leadership Forum of DC, this is a discussion among principals of local leading firms who will explore where we are as professionals, what challenges and opportunities we are facing and what lies ahead. Following this panel program, you are invited to join us for the “Dream Team” Excellence Awards Announcement. Moderated by:

Jennifer Busch, Editor, Contract magazine

Panelists: Kay Sargent, Principal, IA Interior Architects

Bob Fox, Principal, Fox Architects
Neal Sumner, Principal, SKB Architects

Ruth Jansson, Associate Principal, Aecom

3pm: “Inclusive Design Projects: Designing for Broader Needs”, presents the work and insights of industrial design students who were challenged to redesign consumer products that address the needs of blind consumers while being universal in function and appeal. Presented by Eric Anderson,

professor at Carnegie Mellon.

3pm, “AAHID: Introduction and Exam Overview”, by Janet Kobyłka of HOK and Barbara Huelat of Huelat Parimucha.

3pm: “Then and Now, Federal Interior Design” presented by GSA

3pm: “Pathways to Success: Prerequisite to Getting on the GSA Schedule” presented by GSA

Friday, October, 29

8am-3pm: Special Student program on Friday. This program is complimentary to students and educators. It includes the “IIDA Career Bootcamp Panel” giving students insider advice on the process of finding a first job. Recent grads who have landed amazing jobs will share their tips and strategies. The “ASID Career Exchange & Portfolio Review” will have representatives on hand to offer information about their companies and answer questions about careers in the industry. Students can also attend any one-hour CEU program on Friday for \$20 each.

8 am, “Raising the Bar: Creating Greater Value for our Clients, Greater Trust in or Design and Greater Respect for our Profession”, by Yolanda Cole, Hickok Cole Architects

8am, “Future Color Trends: Nature Informs and Design Refines”, given by Lee Eiseman, consultant to Pantone will reveal the theme for the color forecast.

8am, “Hallways or Highways: Extreme Makeovers for Senior Living Corridors”, by Carol Reitter Elia, CR Design will discuss ways to make hallways safe, durable and inviting so residents can more easily interact with their community.

9:30am, “Implementing an Energy Program in Your Commercial Facility”, by Ross Forman and Mike Walsh, GSH Group

9:30am, “The Versatile Mirror: Cost Effective Magic”, by Pamela Heyne,



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Architect who will discuss how to amplify space and light, shift views and save energy & money by using mirrors.

9:30am, “Furnishing the Future When the Future is Now”, by Kevin Kelly, GSA who will discuss specific strategies for creating lean and green workplace environments through case studies. “Creating the Sustainable Workplace”, Friday at 1:30pm given by Michael Bloom GSA.

9:30am, “Corporate and Residential Interiors—The Acoustics Concerns are not That Different From Pro Audio Studios”, by John Storyk and Beth Walters-Storyk, Walters-Storyk

10am: “EDAC Study Session: Understanding Evidence-Based Design Accreditation,” presented by the Center for Health Design, will provide an overview and history of the first evidence based design accreditation program. John Horn, Steelcase Nurture will be the speaker.

11 am: “Responding to a Request for Quote”

11am, “Communicating Client Brand Through Research and Design”, by Matthew DeGeeter and Carrie Rich, Perkins + Will discuss how hospital design impacts the ability to perform safe procedures and ensure quality outcomes.

11am, “Office Design for Productivity”, by Abigail Perkins, Anthro Corporation

11am, “Design for Public Health”, by David Loehr and Rachele Schoessler Lynn of Studio 2030 will use examples of project that promote healthy indoor environments.

12:15: Keynote - Clodagh, “The Merging of Commercial and Residential Design”. The ground-breaking inspirational speaker, interior designer, product designer and author from NoHo, will address the forefront of the trend that is blurring the lines between commercial and residential design.

1:30pm: “Blanket Purchase Agreements

1:30pm, “Furniture Planning that Meets Building Codes”, given by Kimberly Marks, Marks Design Group

While the GSA will play a major role in the exposition, there are many other opportunities for continuing education and professional development.

Seminars are each 60 minutes long, are almost all recognized by ASID, IDC, IDEC, and IIDA for 0.1 CEU credit and are rated by 3 skill levels. Additionally, NeoCon East is an “AIA Registered Provider”. The professional Development Department of IFMA is currently reviewing the educational content for pending approval. Seminars are also approved by the GSA for CLPs (continuous learning points) credit.

Award Winning Projects

Located throughout the show will be exhibits of award-winning projects from:

AIA Baltimore Excellence in Design Awards

ASID Maryland Chapter Design Competition Home Magazine.

Best of NeoCon: Commercial interior products that received the renowned Best of NeoCon from the NeoCon World’s Trade Fair 2010 in Chicago

Exhibitor Attractions: Show Floor Booth Parties are on Thursday, from 4-6pm. Exhibitor Attractions include:

- Centiva International Floors of America Booth #1949 (stop by and register to win a 32GB iPod Touch);
- Re-form Booth #2267 (stop by to register to win an Ipod Touch 8GB);
- KI, Booth #1057 (enjoy Starbucks gourmet coffee each morning);
- DIRTT Environmental Solutions Booth #1739, 2171 will offer attendees stainless steel reusable water bottles;
- AIA Baltimore presents “2010 Baltimore Architecture Months” September 9 – October 25. They offer lectures, panel discussions, exhibits, receptions and tours. For more details visit www.aiabalt.com.

Of special interest for those interested in finding a new position, “Meet the Happy Headhunters”

Sponsored by InterfaceFLOR, on the show floor at Booth #1849 will be on-going for the duration of the show. Bestselling author, headhunter and TV personality Stephen Viscusi and headhunter colleague Rod Larsen, President of The Viscusi Group will be in attendance. Celebrating 25 years in business The Viscusi Group has expanded its services, to recruit for interior design firms, architects, and furniture dealers. They have also expanded to recruit independent sales organization for, manufactures. All NeoCon East attendees stopping by the booth get ½ off resume from www.bulletproofyourresume.com. All resumes dropped off during NeoCon get “VIP review” from www.viscusigroup.com recruiters. Follow Viscusi Group on Twitter at “WorkplaceGuru”.

To register or for more information, visit www.neoconeast.com. ■



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