



**NEOCON® EAST
OFFERING PRIME PROGRAMMING LINE-UP**

**OCTOBER 28-29, 2015
Pennsylvania Convention Center**

Philadelphia, PA (September 2015) NeoCon East 2015, October 28-29 at the Pennsylvania Convention Center, will be the go-to destination for the commercial interiors industry this fall. In addition to offering ready-to-spec products across the vertical sectors, as well as networking opportunities and events, the show will be a vibrant hub for industry education. A&D professionals, including interior designers, architects, lighting and healthcare designers, can select from over 25 CEU accredited programs across a wide range of topics and 12 educational tracks including a specifically designed GSA seminar series free to all attendees.

Monica DeBartolo, Director of Programming, remarks, “Our goal is to provide an exciting, well-rounded experience for NeoCon East attendees. This year’s diversified educational offering delivers on that objective, addressing everything from materials and methods to sustainable design practices. Headlined by top industry influencers, the 2015 edition features east coast regional authorities and brings the best of NeoCon programming to Philadelphia.”

Highlights include:

DESIGNING INTERIORS FOR RESILIENCY [W01]

10/28/2015

9:30 AM—10:30 AM

Global climate change and severe weather events challenge our facilities! Learn what to do as a designer and how to prepare for flooding, storms, and other potential damages. We’ll review the guiding principles of building resiliency, focusing on interior design techniques that address these weather-related challenging issues. Discover the best ways to increase a facility’s resiliency—including proper materials selection, backup systems, and the latest safety technologies. Specify the different methods of applying the basic principles of resiliency to both interior design and facilities management. See case studies illustrating how resiliency works and how flexible we can be in our design approaches. Learn how to evaluate an existing facility’s readiness in the case of a severe challenge. Equip yourself with knowledge of material selection, backup systems, manual overrides, areas of refuge, and more. Learn the best techniques and technologies for supporting and creating safer, more damage-resistant spaces.[Intermediate] [FC/R] [FM] [HSW]

Speaker: Gita Nandan, AIA, LEED AP, principal, thread collective, LLC., New York, New York.

SETTING FREE THE BUMP FACTOR: COWORKING BEYOND THE OFFICE [W04]

10/28/2015

9:30 AM—10:30 AM

The future of co-working is here. Discover how design encourages chance meetings beyond co-working facilities in healthcare, education hospitality and office buildings. This multidiscipline team of designers, engineers, and suppliers will make a presentation on the process, inspiration, and multiple uses of a unique co-working installation. [Basic][OF][INST]

Speakers: Gary Miciunas, principal, advisory services, NELSON, Chicago, Illinois
• Bob Bangham, creative director, RibBang Studios, Los Angeles, CA

REDEFINING ACOUSTICAL PRIVACY: A GAME OF JENGA [W08]

10/28/2015

1 PM—2 PM

According to Gensler's 2013 U.S. Workplace Survey, workers are struggling to work effectively - the ability to focus at work has been compromised in pursuit of collaboration. In many open offices, one of the issues that workers face when trying to focus is a lack of acoustical/sound privacy. This session will discuss how, in today's world, do we develop practical design solutions that address a subjective concern like sound privacy? Attendees of this session will identify the four different modes of work: focus, learning, collaboration, and socialization, as well as worker expectations around privacy. Speakers will discuss the available solutions that address different levels of privacy and how designers are now addressing these concerns. [INTERMEDIATE] [OF] [HSW]

Speakers: Victoria Cerami, CEO, Cerami & Associates, Inc., New York, New York
• Jennifer Nye, IIDA, LEED AP, senior interior designer, Gensler, Philadelphia, Pennsylvania.

HOW A MAJOR REBRANDING EFFORT DROVE A PARADIGM SHIFT IN LAW FIRM DESIGN: THE NIXON PEABODY LLP OFFICES IN WASHINGTON, D.C. [W14]

10/28/2015

2:30 PM—3:30 PM

Although corporate workspace design has been evolving for years, the basic principles of law firm design that have existed for many decades have only recently been challenged. Examine a real-life rebranding effort that drove a significant paradigm shift for Nixon Peabody's Washington, D.C. office. See how they achieved successful downsizing, transparency, and collaboration. Get the details about their approach to and use of alternative work environments, active design, material health, social equity, and sustainability. Discuss how brand can be deeply imbedded in the design of interior workspace and what that means. You'll learn to draw out the client's visionary perspective on collaboration, inclusion, and the value of design. Use this example to understand where law firm design is headed, including cutting edge sustainable strategies that go beyond LEED-CI platinum. [Intermediate][ENV][OF][HSW]

Speakers: Ken Wison, FAIA, FIIDA, ASID, LEED Fellow, principal, Perkins+Will, Washington, D.C. • Haley Nelson, ASID, LEED AP ID+C, interior designer, associate, Perkins+Will, Washington, D.C. • Jeffrey Lesk, LEED AP, managing partner, Perkins+Will, Washington, D.C.

ENHANCING THE PATIENT EXPERIENCE THROUGH REGIONAL DESIGN SOLUTIONS [W18]

10/28/2015

4 PM—5 PM

As the healthcare industry shifts toward outpatient services, community clinics are gaining importance being the center of healthcare delivery. Many healthcare providers are taking fresh approaches to community clinic design, shedding the antiseptic white aesthetic of the past. Experience the fresh, design-forward approach to healthcare design that reflects regional characteristics. Discover what designers are doing to create patient comfort. Explore the auditory and visual elements that reinforce patient privacy. Learn the best way to integrate regional products and materials into an interior. Identify the ways to enhance wayfinding with accessible graphics that are aesthetically pleasing. You'll leave with a handle on how to integrate interior planning, products, and materials into clinic design while creating an environment that enhances the overall patient experience. [Intermediate][HC][HSW]

Speaker: Christine Guzzo Vickery, CID, EDAC, vice president and senior interior designer, HGA Architects and Engineers, Minneapolis, Minnesota.

THE SCIENCE OF HIGH PERFORMING ENVIRONMENTS [T24]

10/29/2015

9:30 AM- 10:30 AM

High performing environments aren't designed by chance. Designers know that their design decisions can have major impact on the performance of spaces. It just requires grasping a few key concepts and using the right technology. Get up to speed on all the steps and processes that will shape your energy efficient, high performing space. We'll cover energy budgets and first costs vs. energy costs. Discover how to quantify the "unquantifiable." Learn the best way to incorporate the concrete analysis of energy consumption into your process. Find the approach that will help you establish your energy budget in the first place. See how to accurately measure the results of your designs in place. Once you get the right tools and techniques, you can truly deliver energy efficient environments that perform as you intended. [BASIC][GR][HSW]

Speakers: George Athens, managing principal, NELSON, Philadelphia, Pennsylvania • Paul Shapiro, LEED AP, director of mechanical engineering, Brinjac, a NELSON Company, Philadelphia, Pennsylvania

GSA IS HELPING THE GOVERNMENT GET FIT [T30]

10/29/2015

1 PM-2 PM

If you work for a federal agency as an employee or full-time contractor and would like to learn about a new national funding initiative to help other federal agencies use their workspace more efficiently and effectively, then this workshop is for you. The new program called FIT (Furniture & Information Technology) integrates GSA resources from PBS & FAS into a new service offering to assist federal agencies who occupy GSA-managed space. [Intermediate] [GSA]

Speaker: Dianne Juba, workplace strategist, Total Workplace PMO, General Services Administration, Washington, D.C.

CREATING A SUPER-NUCLEUS: IT'S ALL ABOUT ROI (RETURN ON INNOVATION) [T28]

10/29/2015

1:00 PM – 2:00 PM

In every industry, new, disruptive technologies are emerging that are changing the way we do business at every level. With this evolution, corporate real estate is also at an enormous precipice of change. Tomorrow's leaders will be seeking the best ideas and the biggest innovators, and creating a super-nucleus of resources. When you are armed with a core of great resources including collaborators, services, amenities, technologies, and design elements, you will be better positioned and prepared to weather the rapid industry changes. Use case studies to illustrate the disruptive technology trends that are changing the marketplace and explore the impact on corporate real estate. Speculate on how the industry must respond to stay alive. Examine both developed and developing areas of the world. Expose the variety of changes we face, and develop the skills and build the super-nucleus you must have to survive and thrive! [Intermediate][OF] [FM] [FT]

Speakers: Jim Thompson, AIA BD+C, director of design, Little, Charlotte, North Carolina • Tomas Jiminez-Eliaeson, AIA, NCARB, LEED AP BD+C, director of design, Little, Charlotte, North Carolina.

PHILANTHROPY, FARMING, HEALTH, AND EDUCATION [T34]

10/29/2015

2:30 PM– 3:30 PM

As the farm-to-table movement has gained momentum in recent years, there is now a great opportunity to participate and put to use sustainable design practices, and demonstrate a unique twist on the concept and delivery of good nutrition. In this program, you will learn about sustainable farming, healthy eating, and the specific ways to design facilities that properly support the function and ethic of this movement. We'll discuss a variety of spaces, including lab, classroom, and healthcare facilities. Specify the best materials for this kind of project, keeping in mind the desire for sustainability. Get up to speed on this growing concern and walk away with a few tips that will help you fully understand the best practices and put you in a position to provide great design in any built environment.[Intermediate][HC][GR] [INST] [HSW]

Speakers: Paul Lewandowski, AIA, IIDA, LEED AP, Lavallee Brensinger Architects, Portland, Maine • Nicole Rogers, architect, AIA, LEED AP, SMRT Architects and Engineers, Portland, Maine.

SHOW AND SEMINAR REGISTRATION

Registration for admission to NeoCon East is free and available online until October 23rd. Keynote presentations are free. Online registration for CEU seminars is available until October 23 at \$35 each; prices increase to \$45 each onsite. Fees vary for Association Forums and Special Events. A GSA Educational Track is free to all attendees.

This year, NeoCon East's co-location with AIA Philadelphia's Design on the Delaware Conference further expands the diversity of programs available. Attendees can take advantage of reciprocal registration and sign up for individual programs offered at Design on the Delaware.

More details can be found online at www.neoconeast.com.

SHOW LOCATION

Pennsylvania Convention Center
Halls D and E
Broad Street Entrance

SHOW HOURS

Wednesday, October 28 | 10:00AM -7:00PM
Thursday, October 29 | 9:00AM – 4:00PM

CONFERENCE HOURS

Wednesday, October 28 | 9:30AM – 5:00PM
Thursday, October 29 | 9:30AM – 3:30PM

For more information and updates, visit www.neoconeast.com. For exhibitor news, images and real-time information, follow NeoCon East on the following social media channels: [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [Pinterest](#) and [Vine](#).

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