



THE  
MART

A VORNADO PROPERTY

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COMMERCIAL DESIGN SHOWROOMS



# DISCUSSION TOPICS

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INTRODUCTIONS

THE MART: EVOLUTION OF AN ICON

NEOCON 2022 RECAP

YEAR ROUND ACTIVATION

# A STORIED PAST

3.8 million square feet

- 1930** • The Merchandise Mart opens as the central marketplace for wholesalers & retailers
- 1938-45** • U.S. Army uses The Merchandise Mart as the “Midwest Pentagon”
- 1946** • Kennedy family purchases the building and returns it to use as wholesale showroom
- 1998** • Vornado Realty Trust purchases building
- 2012** • Google leases 600K SF office space and building reorganizes showroom stack
- 2017** • Latest renovations, including the Social Stair and Marshall’s Landing, revealed
- 2020** • Opens 13,000 SF River Park
- 2023** • WorkLife Amenities



# VORNADO

REALTY TRUST

Premier office and high street retail assets  
and a focused strategy of growing its  
dominant position in New York City

35 million SF of office assets

Listed on NYSE for over 50 years and  
S&P 500 constituent since 2005

Active owners, managers, and  
developers of real estate





# WELCOME TO THE EVOLUTION OF AN ICON

EVOLUTION

THE MART 2.0

WORKLIFE

LOCATION

NEOCON

THE MART 2023



**RIVER PARK** Eat, meet, and mingle on our stunning riverfront gathering space



**SOCIAL STAIR** A place to ideate, create, celebrate—it's social climbing redefined



# MARSHALL'S LANDING

**MARSHALL'S LANDING** This vibrant café and lounge serves up satisfaction all day long





**MARSHALL'S LANDING** This vibrant café and lounge serves up satisfaction all day long



MARSHALL'S LANDING  
 HOT BREWED COFFEE  
 S 1.75  
 M 2.25  
 L 2.75  
 DARK MATTER  
 & STUMPTOWN  
 ESPRESSO  
 SINGLE 2 DBL 2.75  
 CAPPUCINO 4  
 LATTE 4  
 MACCHIATO 4  
 ALMOND & SOY AVAILABLE  
 ADD  
 CHOCOLATE, CARAMEL, VANILLA .50  
 SINGLE SHOT .50  
 COLD BREW  
 DRAFT CHOCOLATE CITY  
 CAN STUMP NITRO  
 RISHI HOT TEA  
 BAG-2 2 BAGS-3.50  
 RISHI ICED TEA  
 16 OZ 2.00  
 → UNICORN BLOOD \$11  
 → A LOVE SUPREME \$11  
 AT THE MART

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 LAND AT THE MART

**MARSHALL'S LANDING** This vibrant café and lounge serves up satisfaction all day long



# THE MART 2.0

EVOLUTION

THE MART 2.0

WORKLIFE

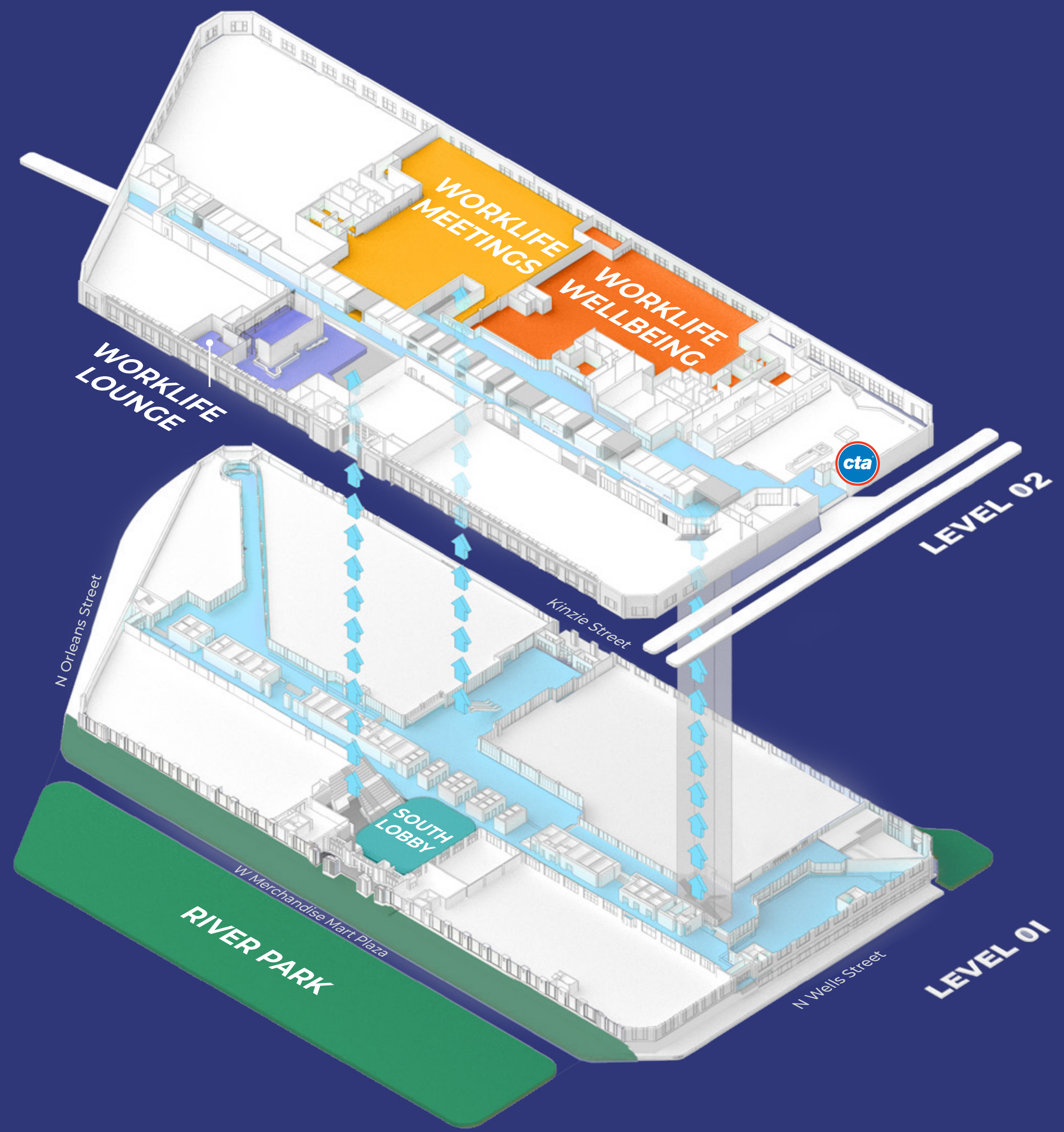
LOCATION

NEOCON

THE MART 2023

# THE MART 2.0

- RIVER PARK
- SOUTH LOBBY
- WORKLIFE MEETINGS
- WORKLIFE LOUNGE
- WORKLIFE WELLBEING



KINZIE STREET



ENTRANCE TO AMENITIES

ENTRANCE TO AMENITIES

N ORLEANS STREET

N WELLS STREET

SOCIAL STAIR

SOUTH LOBBY

RIVER PARK & SOUTH PLAZA

CHICAGO RIVER

# 1ST FLOOR





## SOUTH PLAZA

Chicago's new front yard with pedestrian-centric design and an expanded and enhanced River Park

RENDERING BY EVOLUTION VIRTUAL



**SOUTH PLAZA**

Chicago's new front yard with pedestrian-centric design and an expanded and enhanced River Park

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## SOUTH PLAZA

Chicago's new front yard with pedestrian-centric design and an expanded and enhanced River Park

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## SOUTH LOBBY

Take a seat and take in this historic space to socialize and collaborate

RENDERING BY EVOLUTION VIRTUAL



**SOUTH LOBBY**

Take a seat and take in this historic space to socialize and collaborate

RENDERING BY EVOLUTION VIRTUAL

WORKLIFE MEETINGS

WORKLIFE WELLBEING

FOOD HALL

KINZIE STREET

N ORLEANS STREET

N WELLS STREET

ENTRANCE TO AMENITIES

ENTRANCE TO AMENITIES

2<sup>ND</sup>  
FLOOR



FOUNDER'S ROOM

MARSHALL'S LANDING

SOCIAL STAIR

WORKLIFE REJUVENATE

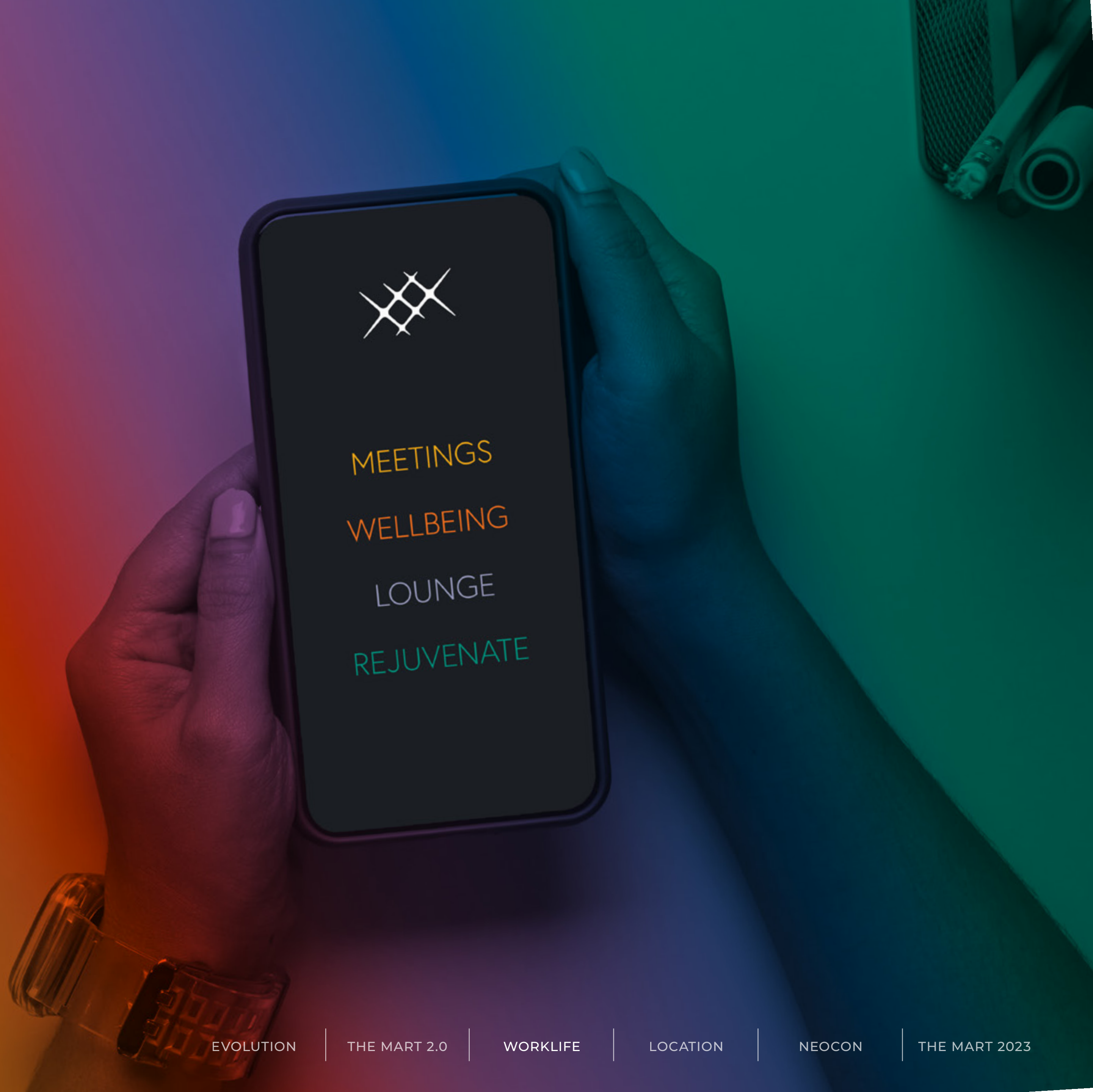


# WorkLife

BY VORNADO

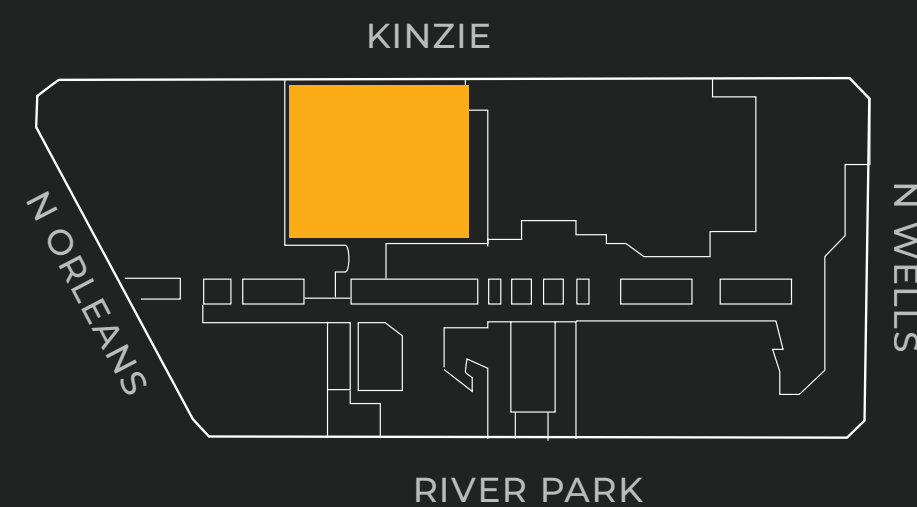
## SOLVING FOR YOUR DAY

WorkLife is Vornado's app-driven amenity ecosystem. The Live.Work.Do. app lets you reserve meeting rooms, schedule services, earn rewards, and more.



# WorkLife MEETINGS

21,000 SF of stunning, tenant-exclusive space for quiet focus or productive collaboration.



## PROGRAM COUNTS

- 12 Phone "Booths"
- 03 1/2-person Room
- 03 3/4-person Room
- 03 6-person Room
- 03 8-person Room
- 03 10-person Room
- 01 20-person Room
- 01 30-person Room (conference and lounge)
- 01 Library
- 01 Designer Lounge
- 01 Large Flex Room

Total meeting rooms: 20

Total seats in Flex room: 272



## WORKLIFE MEETINGS

Come together and get things done in this expansive conference center and lounge

RENDERING BY EVOLUTION VIRTUAL



**WORKLIFE MEETINGS**

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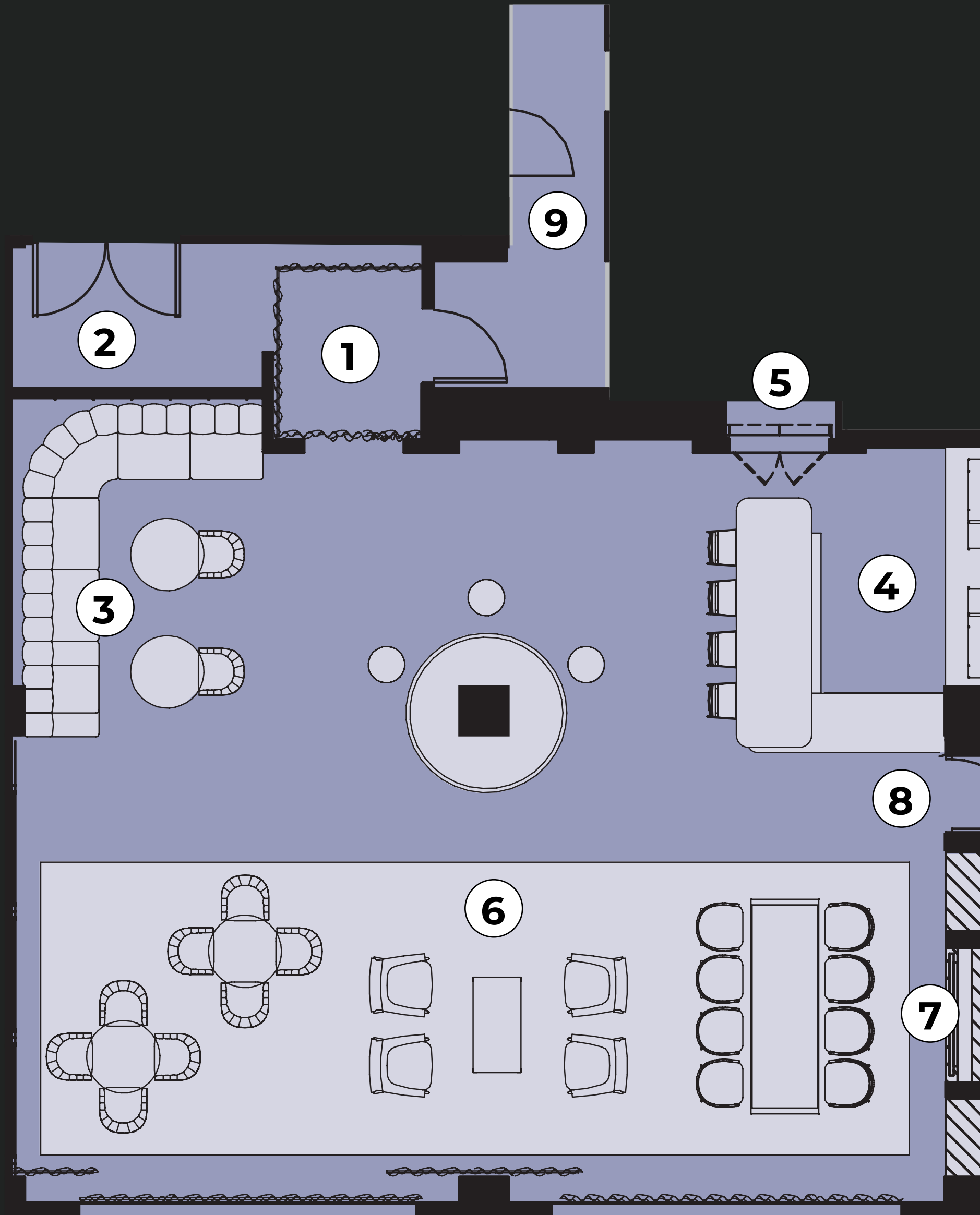
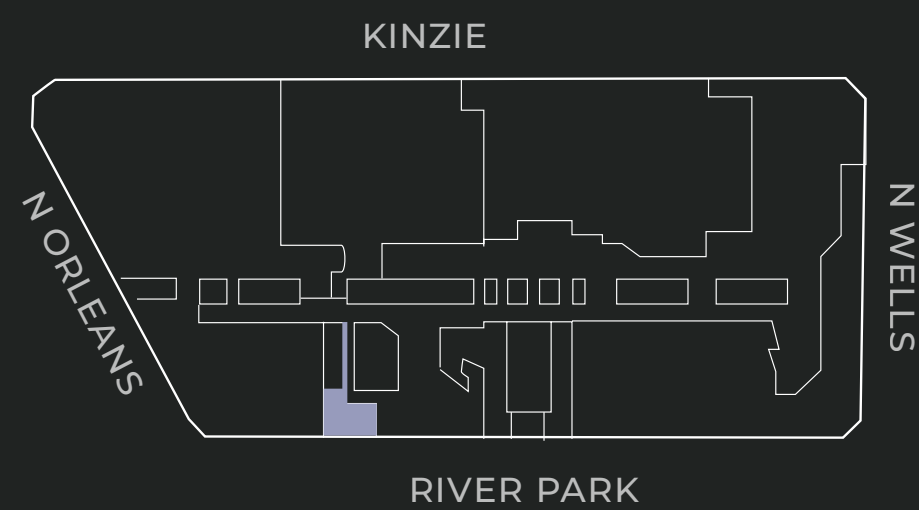
**WORKLIFE MEETINGS**

Come together and get things done in this expansive conference center and lounge

RENDERING BY EVOLUTION VIRTUAL

# FOUNDER'S ROOM

There's no better place to unwind or celebrate than this exclusive lounge.



## PROGRAM

- 1 Entry Vestibule
- 2 Coat Closet
- 3 Banquette Seating
- 4 Bar/Service
- 5 Pass-Through Service
- 6 Lounge
- 7 Built-In Bookshelves
- 8 Built-In Concealed Egress Door
- 9 Connected Corridor



**FOUNDER'S ROOM**

Intimate lounge for quiet focus



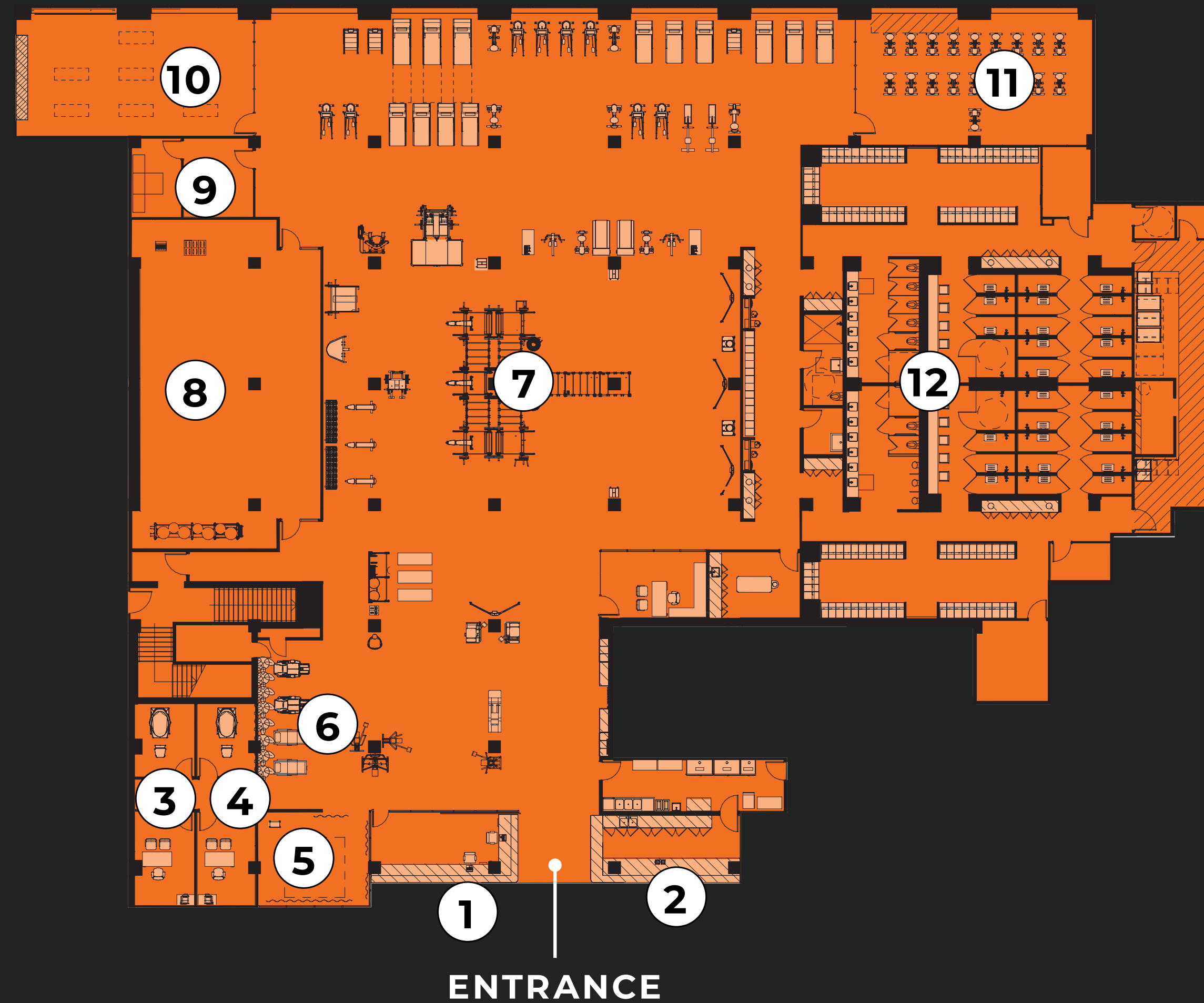
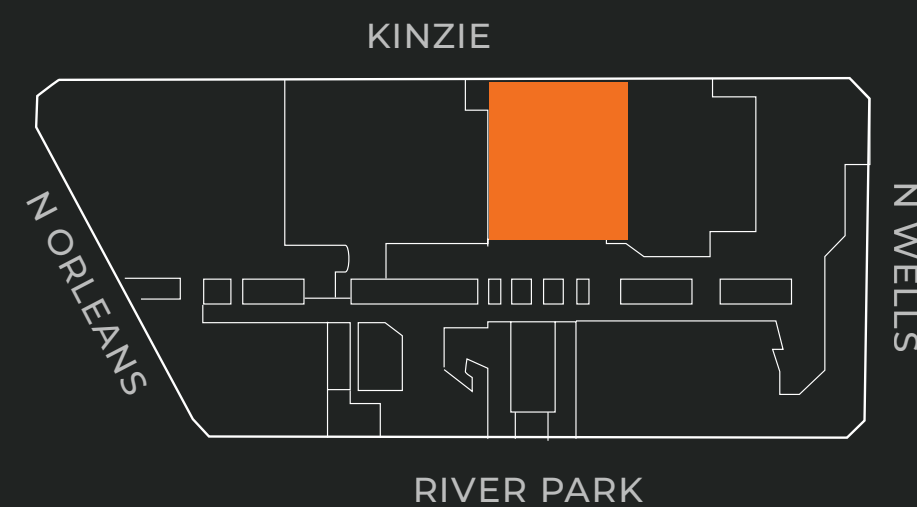
**FOUNDER'S ROOM**

Intimate lounge for quiet focus

# WorkLife WELLBEING

by exos

A 23,000 SF full-service health club with state-of-the-art equipment and a full range of classes and services.



## PROGRAM

- 1 Reception Desk
- 2 Fueling Station
- 3 Office
- 4 Soma Dome
- 5 3D Movement
- 6 Recovery
- 7 Open Exercise
- 8 Group Exercise
- 9 Storage
- 10 Mind Body Room
- 11 Spinning Room
- 12 Locker Room



**WORKLIFE WELLBEING** This 23,000 SF health club and juice bar makes wellness effortless

RENDERING BY EVOLUTION VIRTUAL



**WORKLIFE WELLBEING**

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RENDERING BY EVOLUTION VIRTUAL





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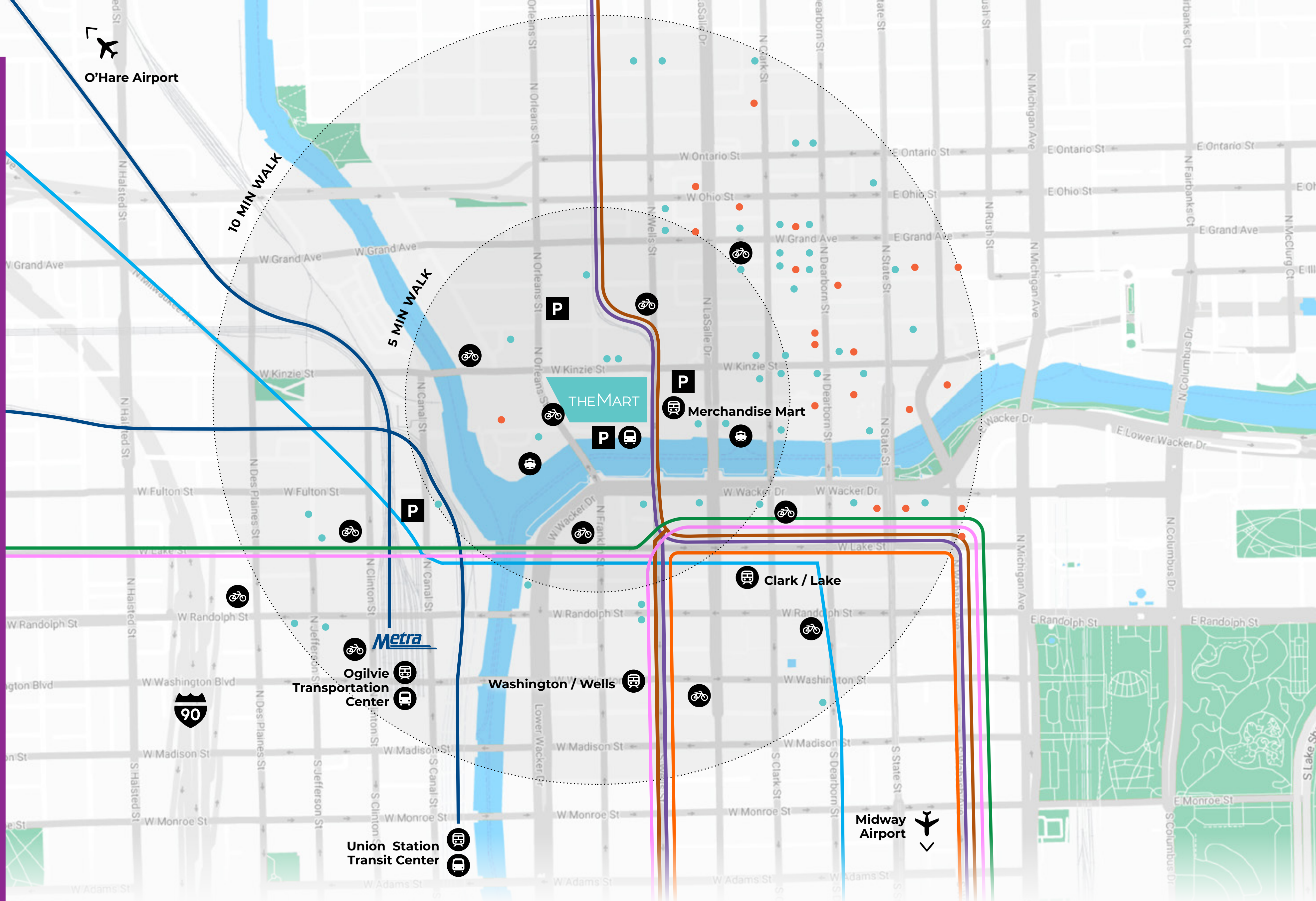
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PRIME LOCATION

TRANSIT SCORE  
**100**

WALK SCORE  
**95**

-  Private Shuttle
-  Divy Bike Station
-  Parking
-  Water Taxi Station
-  Train Station
-  Destination Dining
-  Hotels







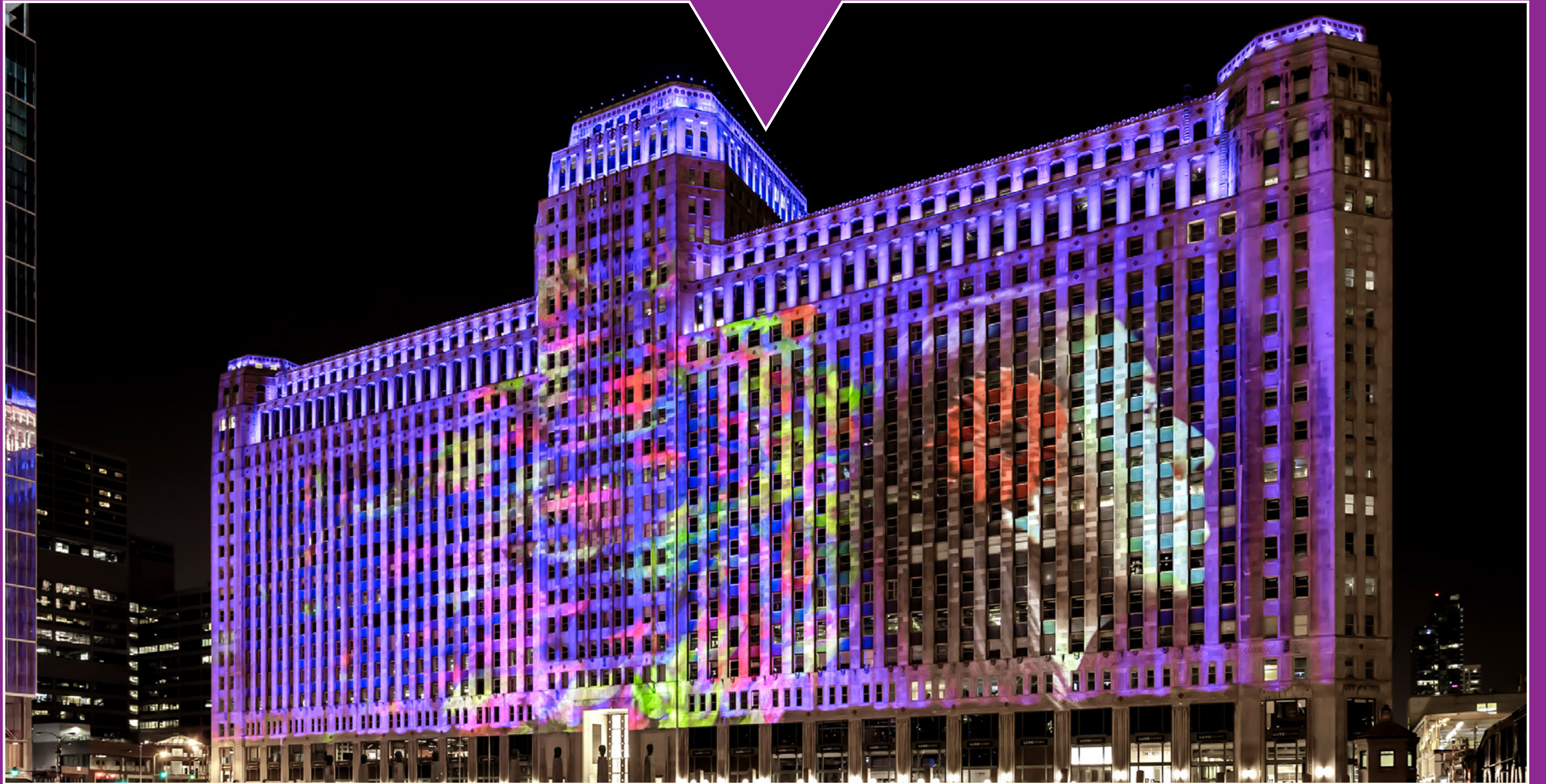
## RIVER NORTH

Home to Chicago's best restaurants and culture



## RIVER NORTH

Home to Chicago's best restaurants and culture



**ART ON THE MART**

The world's largest art projection canvas



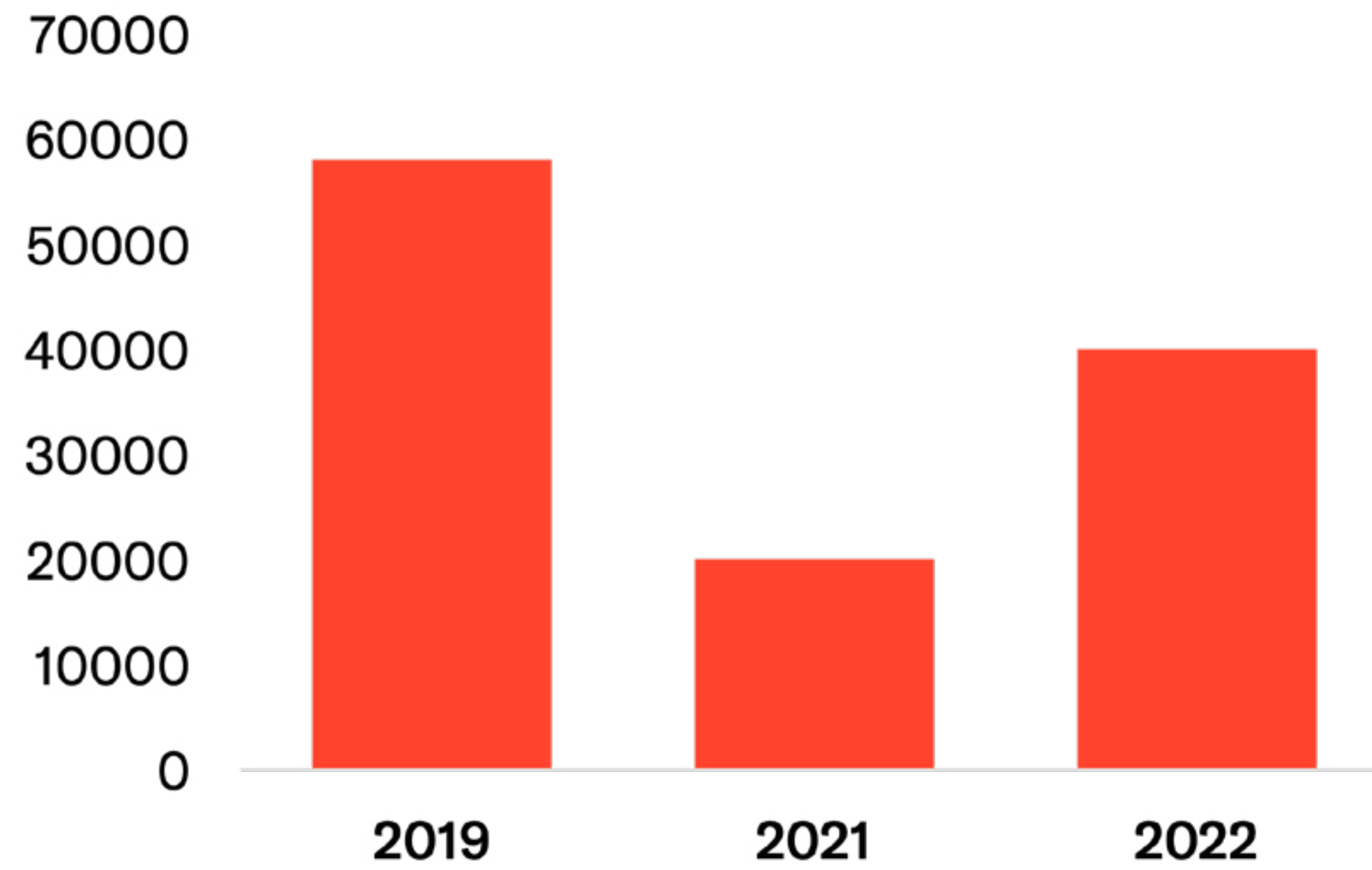
# NEOCON RECAP 2022



# NeoCon

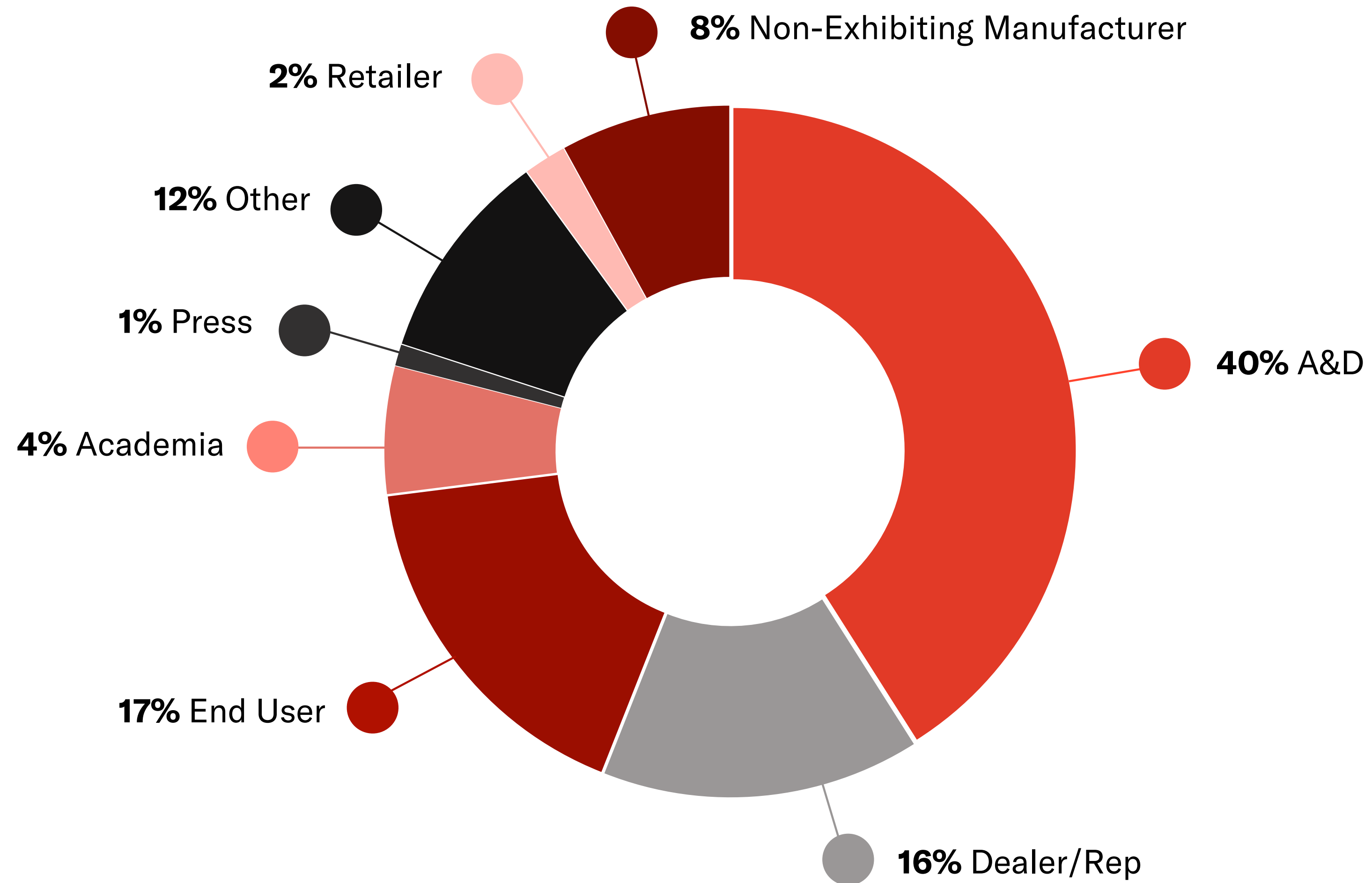
NeoCon has served as the world's leading platform and most important event of the year for the commercial interior design industry since 1969.

NEOCON ATTENDEES  
**ATTENDANCE**



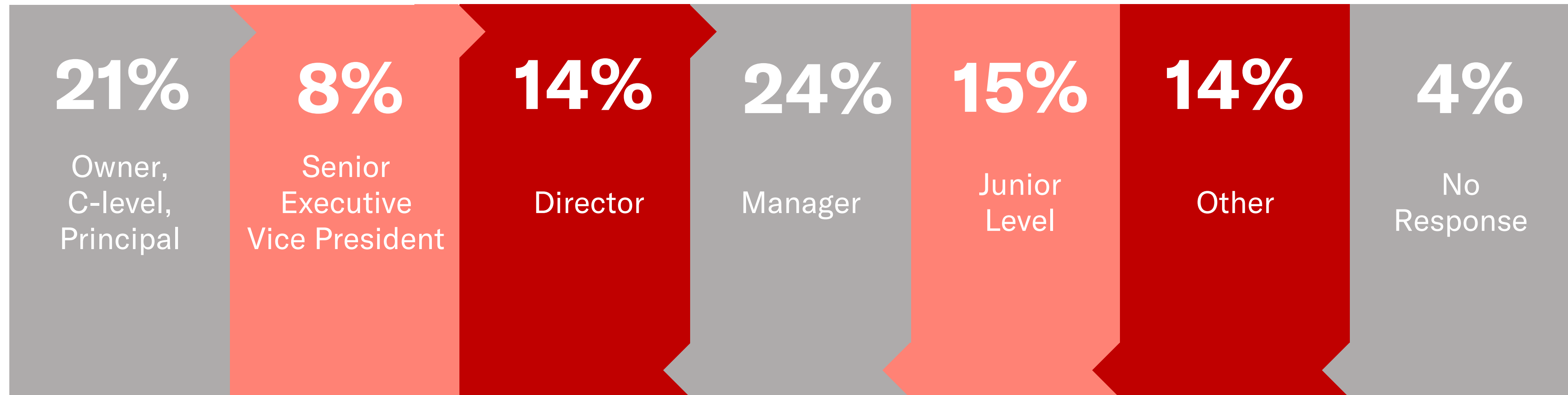
## NEOCON ATTENDEES

# PROFESSIONAL TYPE



NEOCON ATTENDEES

PROFESSIONAL TITLE



NEOCON ATTENDEES  
AGE RANGE



Under 25  
Years



25-34  
Years



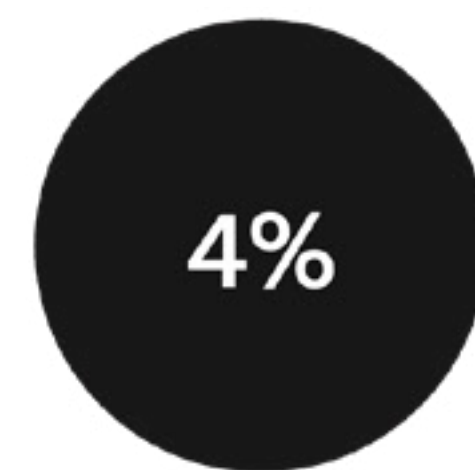
35-44  
Years



45-54  
Years



55-64  
Years



65-74  
Years



No  
Answer

# NEOCON ATTENDEES INDUSTRY



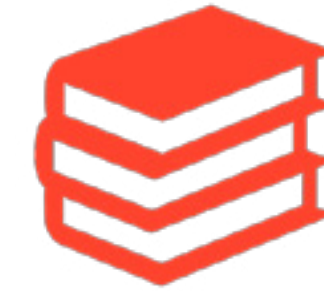
Corporate  
65%



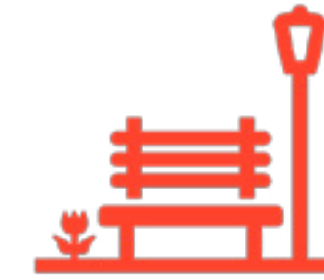
Hospitality  
40%



Healthcare  
33%



Education  
K-12: 24%  
Higher Ed: 30%



Public Space  
29%



Government  
26%



Residential  
23%



Retail  
20%



Lighting  
7%



Other  
10%

\*Attendees can select more than one industry.

## NEOCON ATTENDEES

# KEY DESIGN FIRMS & END USERS

A+I	LS3P	Los Alamos National Laboratories	SmithGroup
Accenture	Duke Health	M Moser Associates	Sony Pictures Entertainment
Adrian Smith + Gordon Gill Architecture	E&J Gallo Winery	Manulife/John Hancock	Southwest Airlines
AECOM	EMBLM	Marc-Michaels Interior Design	St. Luke's Hospital
Allstate	Ernst & Young	McDonald's HQ	Stanford University School of Medicine
Amazon	Ewing Cole	McKinsey	Stantec
American Family Insurance	ExxonMobil	NBBJ	State Farm
Aon	Administration	Nelson	Studios Architecture
Apple	Fidelity	Norththorp Grumman	Sysco Corporation
ASD/SKY	Flad Architects	Northwestern Medicine	T. Rowe Price
B+H Architects	General Services Administration	Northwestern Mutual	Ted Moudis Associates
Baxter	Gensler	OTJ Architects	The Boeing Company
Blue Cross/Blue Shield	Goldman Sachs	Page	The Gettys Group
Boston Consulting Group	Google	Pepsico	The Hershey Company
Callison RTKL	HDR	Perkins Eastman	The Northern Trust Company
Cannon Design	HGA	Perkins&Will	The Obama Foundation
CDC	Hilton	Pfizer	The Walt Disney Company
Charles Schwab	HKS	Pierre-Yves Rochon	Toyota
Chicago Department of Aviation	HLW	PNC Bank	TPG Architecture
Chicago Public Schools	HOK	Populous	Trek Bikes
Chubb	Honda	Progressive Insurance	US Cellular
Cigna	Honeywell	Prudential	United Airlines
Cisco	Hyundai	PwC	Viacom
Citi	IA	RSP Architects	Vocon
Clark Nexsen	Jacobs Engineering	Salesforce	Walgreens
Comcast	Johnson & Johnson	SGA	Ware Malcomb
Corgan	JP Morgan Chase	Shepley Bulfinch	Yabu Pushelberg
Department of Justice	Kaiser Permanente	Shure Incorporated	ZGF
Department of State	Leo A Daly	Sidley Austin LLP	Zoom
Department of Veteran Affairs	Linkedin	Siemens	
DLR	Little Diversified Architectural Consultants	Skidmore, Owings & Merrill	





# NEOCON

2023



Together

We  
Design

June, 12–14  
2023

NeoCon

June 12-14, 2023

[About](#) / [Attend](#) / [Exhibitors](#) / [Programming](#) / [Press](#) / **[Register](#)**

Together

We Design

NeoCon has served as the world's leading platform and most important event of the year for the commercial design industry since 1969.

JUNE 12-14, 2023  
THE MART  
CHICAGO

[Show info →](#)  
[Register →](#)  
[Plan your trip →](#)

Together  
We Design

June 12–14  
2023

The world's leading platform  
for commercial design

THE MART, Chicago  
[neocon.com](http://neocon.com)

NeoCon

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**NeoCon**

June 12–14, 2023

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# Together We Design

# June 12–14 2023

NeoCon has served as the world's leading platform and most important event of the year for the commercial design industry since 1969.

[Show info](#) →

[Register](#) →

[Plan your trip](#) →

NEOCON 2023

## EXHIBIT HALL-FL7

Anticipate over 200 exhibitors in  
63,000 SF of exhibit space in 2023

Programming initiatives as a  
destination on Exhibit Hall

Refining the floor layout to bring focus  
with dedicated product category section

Engaged with a designer to create more  
thoughtful moments throughout the  
7th floor, amenity spaces, wayfinding  
and branding

Elevated food vendors



PROGRAMMING

## KEYNOTES

MONDAY

**Amy Webb:** Designing a Way Forward

*Hosted by IIDA*

TUESDAY

**Michael Murphy:** Empowering our  
Communities

*Hosted by ASID*

WEDNESDAY

**Michael Ford & Lupe Fiasco:**  
Exploring the Rhythm of Design

*Hosted by AIA*





**PROGRAMMING**

**SPECIAL FEATURES**

**TALKS ON 7**

Throughout NeoCon Week

**CEU PROGRAMMING**

Online & Onsite

**PODCAST STUDIO**

North Central Lobby

**MRL**

11th Floor

**SANDOW DESIGN SCENE**

11th Floor

**I+S DESIGN SCENE**

10th floor

**METROPOLIS SUSTAINABILITY LAB**

11th floor

**HAPPY HOUR**

River Drive Park, Tuesday, June 13





NEOCON 2023

## SPECIAL EVENTS

**DIFFA CHICAGO GALA –  
CARIBBEAN CARNIVALE**

The Geraghty

**IIDA ANNUAL MEETING**

Venue SIX10

**HIP AWARDS**

Marshall's Landing

**IIDA REVEL IN DESIGN**

Ritz Carlton Watertower Place

**BEST OF NEOCON AWARDS BREAKFAST**

THE MART

**MRL**

The Treehouse



NEOCON 2023

# LAUNCH OF NEW RIVER PARK & CONFERENCE CENTER

Debuting at NeoCon 2023





# THE MART 2023

EVOLUTION

THE MART 2.0

WORKLIFE

LOCATION

NEOCON

THE MART 2023



# THE MART

THE MART serves as the largest and most important design center in North America with more than 250 premier design showrooms offering the latest resources for both commercial and residential markets.



# COMMERCIAL SHOWROOM GOALS

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Attract and engage the commercial design community throughout the year.

Provide meaningful opportunities for showroom activations throughout the year.

Maximize THE MART design center marketing efforts and dollars, as well as the trend toward cross-sector design, by telling a cohesive story about the range of design offerings at THE MART.

THE MART 2023

# MART 2.0 LAUNCHING SPRING 2023

State-of-the-Art Conference Center

Expanded River Park

Private Tenant Lounge

Fitness/Wellness Center



THE MART 2023

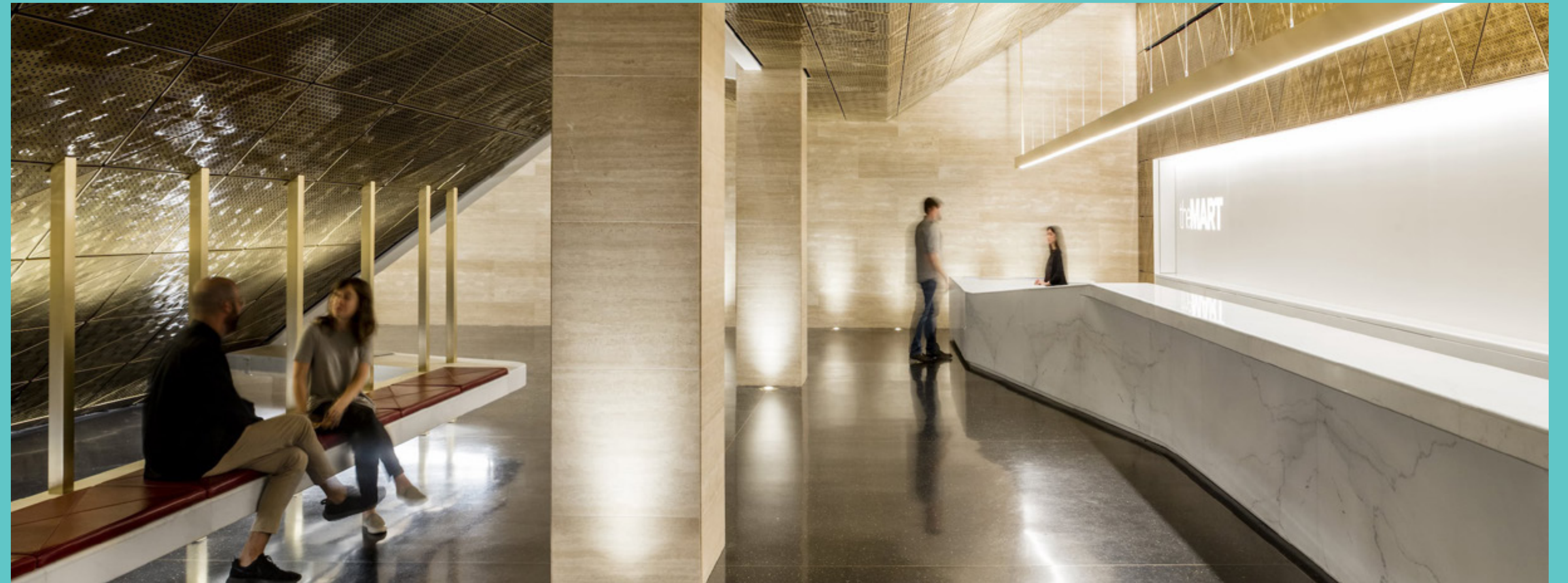
# EXPANDING AMENITIES FOR COMMERCIAL DESIGN COMMUNITY

Access to DesignHQ on 14

Complimentary VIP parking

Private tenant lounge

Designer Lounge in the new  
conference center



2022 RECAP

# AREAS OF FOCUS

Support Showrooms in producing single floor events.

- Work with local rep community to produce compelling evening events
- THE MART operational and promotional support

Leverage Media Partners to produce events in THE MART.

Partner with Industry Associations to host events/meetings at THE MART.





LOOKING FORWARD

# 2023 PROPOSED EVENTS



## JANUARY

- NeoConnect
- Design Delegation

## FEBRUARY

- Valentines Day Mixer — 10th Floor
- Imprint Student Day with ASID IL
- NeoConnect Film Screening with ADFF

## APRIL

- NeoConnect's NeoCon Preview

## MAY

- IIDA Illinois
- Stitch Runway Event

## JUNE

- NeoCon 2023
- LUXE Red Awards
- Summer Solstice

## AUGUST

- Backlot BBQ with Designs 4 Dignity

## SEPTEMBER

- Chicago Textile Week 2023
- Design Chicago
- NeoConnect @ Design Chicago

## OCTOBER

- MRL at THE MART
- DIFFA Art for Life

## NOVEMBER

- NeoConnect

*And more to come!*



**SHOWROOM LEASING ACTIVITY:**

**350,000 SF 2020-2022**

**165,000 SF 2022**

**80,000 SF Q1 2023**



# THE MART

A VORNADO PROPERTY

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**VORNADO**  
REALTY TRUST