



**NELSON**

**BOLDLY  
TRANSFORMING  
THE HUMAN  
EXPERIENCE**

**Neocon and Design Days  
2024 Trends Insights**



## Welcome to the 2024 NeoCon and Design Days Trends Report, brought to you by NELSON Worldwide.

This year, a diverse team of NELSON design leaders attended these industry-defining events, representing practices across our organization, including workplace, civic and justice, education, hospitality, mixed-use, multifamily, and adaptive reuse and repositioning. Each of these leaders was there to be inspired and to continue boldly transforming the human experience through design and architecture.

We are excited to share our findings and insights around key themes that are driving innovation and transformation. Join us as we explore the intersection of creativity, purpose, and innovation in design, discovering how these trends are poised to influence the spaces we inhabit for years to come. In this report, we will cover trends in sustainability, connection, health and wellness, equality and equity, aesthetic influences, and trends that push the boundaries of design.





# 01

## Insights Into SUSTAINABILITY

Manufacturers and designers showcased groundbreaking initiatives aimed at reducing environmental impact throughout the week. The focus was on redefining the industry's approach to materials, carbon emissions, and waste management. From innovative uses of recycled and natural materials to ambitious carbon reduction goals, the events highlighted a commitment to creating a circular economy and promoting no-waste design. Companies also introduced eco-friendly shipping and packaging solutions, demonstrating a holistic approach to sustainability. These trends reflect a significant shift towards responsible design practices that prioritize the planet's health.





KEILHAUER



PATCRAFT



ALLSTEEL

### **Welcoming and Inclusive Environments**

Manufacturers showcased a range of products using innovative materials like recycled food waste foam, seagrass, seaweed, and biomass. For example, Allsteel introduced chairs made from hemp and eelgrass and recycled textile waste, while Keilhauer featured a chair made with bio-based foam.

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### **Commitment to Carbon Reduction and Net Zero Goals**

Many companies are setting ambitious carbon reduction targets. Steelcase committed to achieving net zero emissions by 2050, while Shaw Contract's "Neutral is not enough" campaign aimed to go beyond carbon neutrality. Interface stopped using carbon offsets to focus on direct reductions.

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### **Circular and No-Waste Design Principles**

Circular design was a common theme, with manufacturers emphasizing the reuse of waste materials. Examples include Steelcase's remanufacturing program for task chairs and Patcraft's recycling motto "Remade to Matter," aiming to lower the carbon footprint by reusing products.

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### **Eco-Friendly Shipping and Packaging Innovations**

Sustainability efforts extended to shipping and packaging, with several companies eliminating plastics and using recyclable or biodegradable materials. Herman Miller and Haworth highlighted their lightweight, eco-friendly packaging solutions that reduce carbon footprints during transportation.



INTERFACE



# 02

## Insights Into CONNECTION

The concept of connection was explored in multiple dimensions, from the integration of technology that fosters human interaction to designs that promote community building. Innovations that enhance connectivity in workspaces and public areas were showcased, emphasizing the importance of creating environments that encourage collaboration and social interaction. Smart furniture and IoT-enabled designs highlighted how technology can bridge the gap between physical and digital spaces, enhancing overall user experiences.



## Welcoming and Inclusive Environments

OFS and Darran redefine inclusive design with non-intimidating executive solutions and retro, welcoming aesthetics. Allsteel and Arcadia incorporate residential touches, making corporate and healthcare spaces feel intimate and comfortable. These designs foster ease and inclusivity, crucial in stressful settings.

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## Comfort and Soothing Design

Kettal, Allsteel, and Momentum prioritize comfort with light, soothing colors and soft fabrics. Muuto's focus on neuroaesthetics uses calming palettes to enhance tranquility. These design choices create spaces that not only look good but also feel relaxing and inviting.

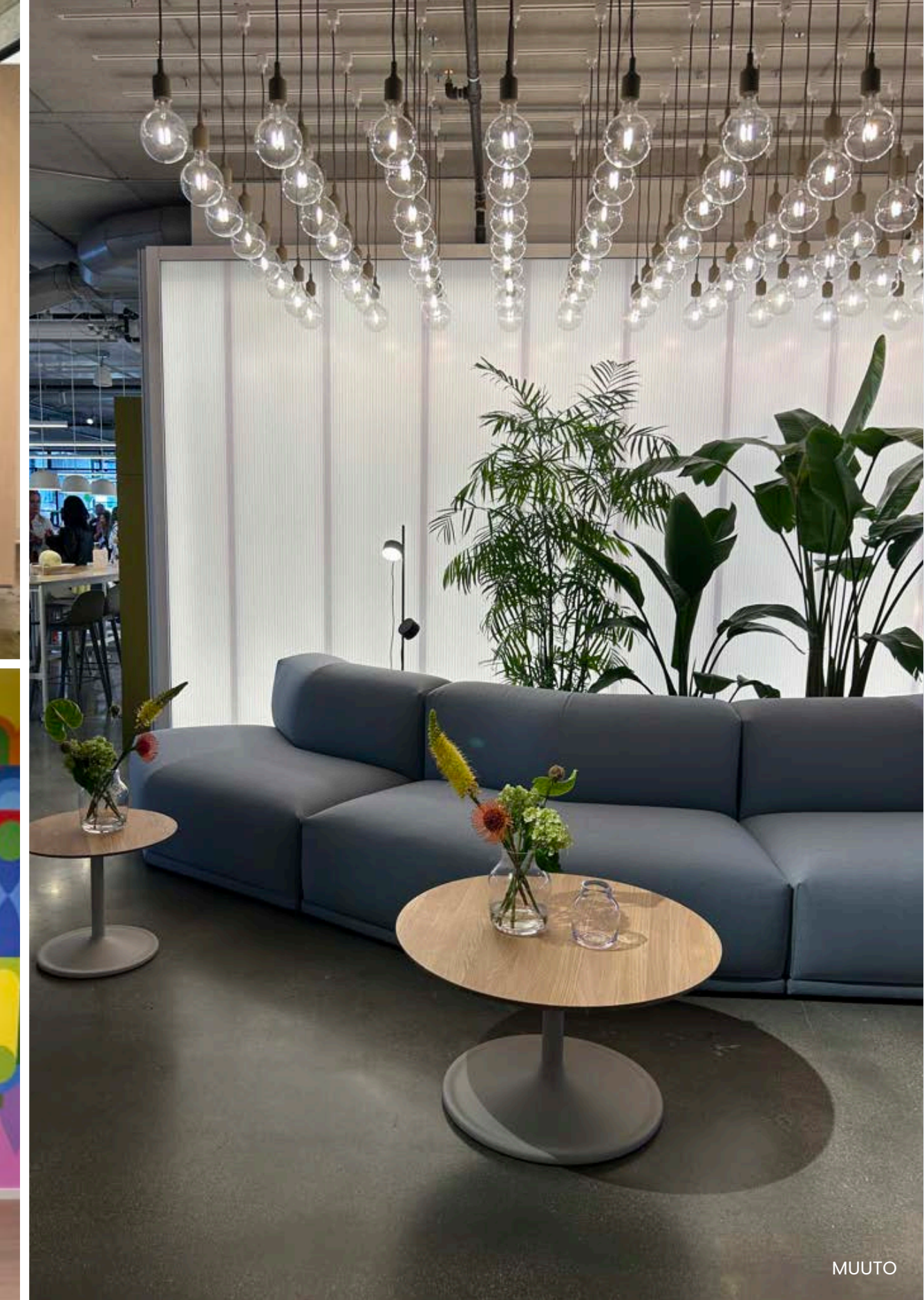
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## Interactive and Engaging Spaces

Steelcase, Knoll, and Herman Miller transform connection with interactive spaces. Steelcase's virtual reality pods and Knoll and Herman Miller's hands-on exhibits foster deeper engagement. JSI's interactive displays and Allsteel's podcast rooms show how interactive elements enhance communication and understanding.

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## Vibrant and Inspiring Designs

Momentum and Muuto infuse energy with bright colors, fun patterns, and illuminated installations. Bernhardt's vibrant tables and the Paltrona Frau Squash chair add bold, statement pieces. These designs create lively, engaging environments that inspire and draw people in.





# 03

## Insights Into WELLNESS

Wellness emerged as a central theme, reflecting the growing importance of creating environments that support physical, mental, and emotional well-being. The event showcased a variety of innovative solutions aimed at enhancing the user experience through technology integration, inclusivity, biophilic design, and versatile furniture. These trends underscore a shift towards more empathetic and holistic design approaches, recognizing the diverse needs of individuals in different environments. By incorporating advanced features, natural elements, and adaptable designs, manufacturers are paving the way for spaces that promote health, comfort, and productivity.





### Technology-Integrated Wellness Spaces

Advanced technology is enhancing wellness spaces with innovative solutions like the Bubl workpod and immersive phone booths that simulate natural environments such as under the sea or forests. Pods with adjustable lighting, air flow, and acoustics, seen in products from Haworth and Framery, allow users to personalize their environments, boosting comfort and productivity.

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### Inclusive and Accessible Design

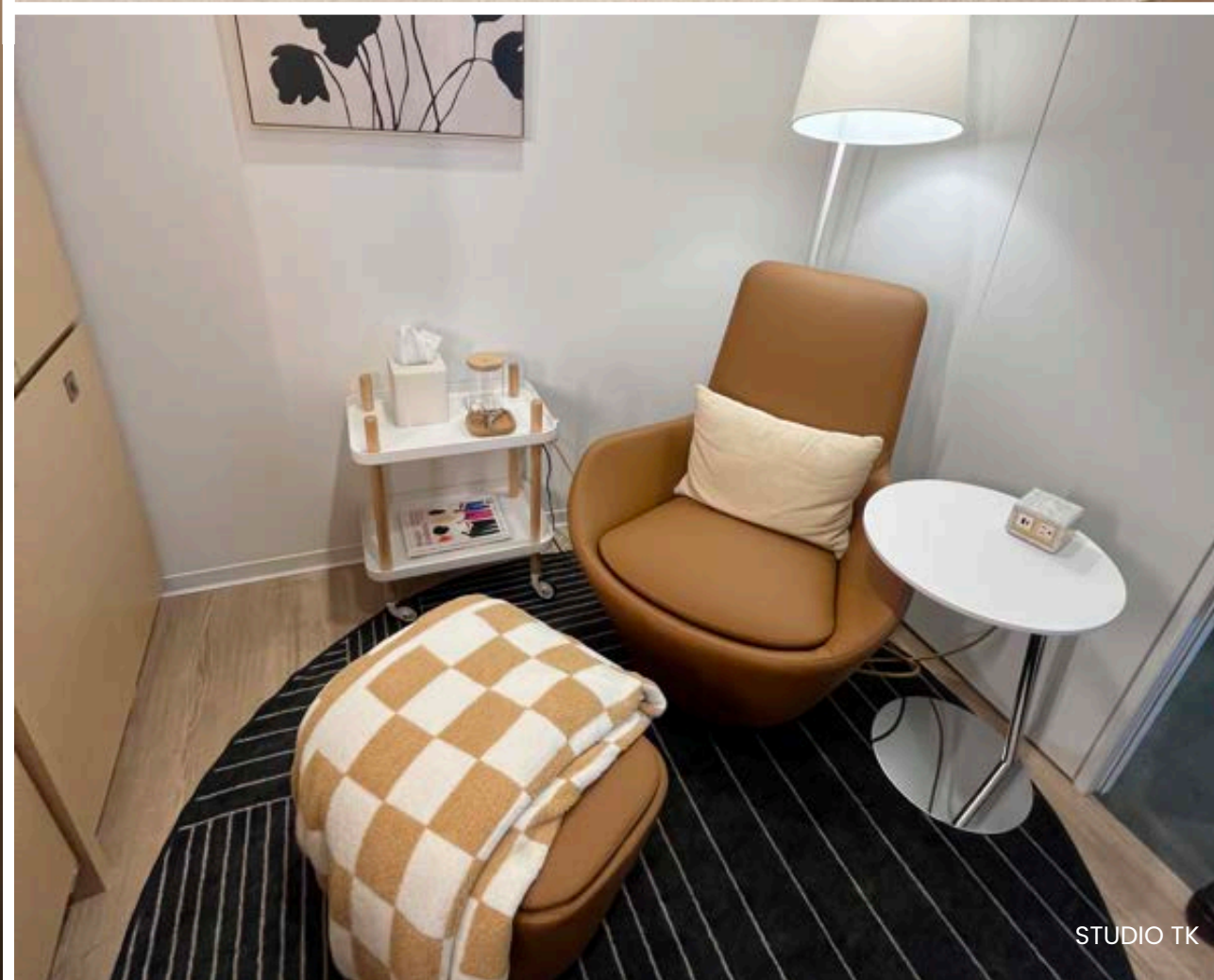
Inclusivity and accessibility are key focuses in design, with companies like Kettal, Framery, and Source offering ADA-compliant phone booths and furniture accommodating various body weights and mobility needs. Allsteel's trauma-informed design principles consider physical, mental, and emotional needs, addressing different trauma responses to ensure supportive and empathetic environments.

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### Biophilic and Neuroaesthetic Environments

Incorporating natural elements into workplaces enhances focus, productivity, and wellness. Companies like Teknion and Nevins bring greenery indoors, while Muuto's neuroaesthetic approach uses sensory experiences such as light, color, and texture to create calming and stimulating spaces.

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### Versatile and Comfortable Furniture

Versatility and comfort in furniture are crucial for functional and inclusive workspaces. Arcadia's adjustable tables and Studio TK's slim lounge chairs provide flexibility for individual preferences. Intensa's designs for senior living and healthcare, like their wood grain bedroom set, ensure spaces are accessible, comfortable, and visually appealing, balancing function and aesthetics.



# 04

## Insights Into

# AESTHETIC INFLUENCES

Bold palettes and innovative color use dominated, with showrooms featuring joyful, vibrant hues to create lively atmospheres. Earthy and biophilic inspirations promoted a connection to nature and calm environments. Color trends for 2024 demonstrated how hues influence mood, productivity, and aesthetics, with softer jewel tones adding retro sophistication. Sustainable design initiatives showcased eco-friendly practices. Designers focused on the psychological and cultural impacts of color, creating dynamic spaces. These trends illustrated a forward-thinking approach, blending beauty, comfort, and sustainability.



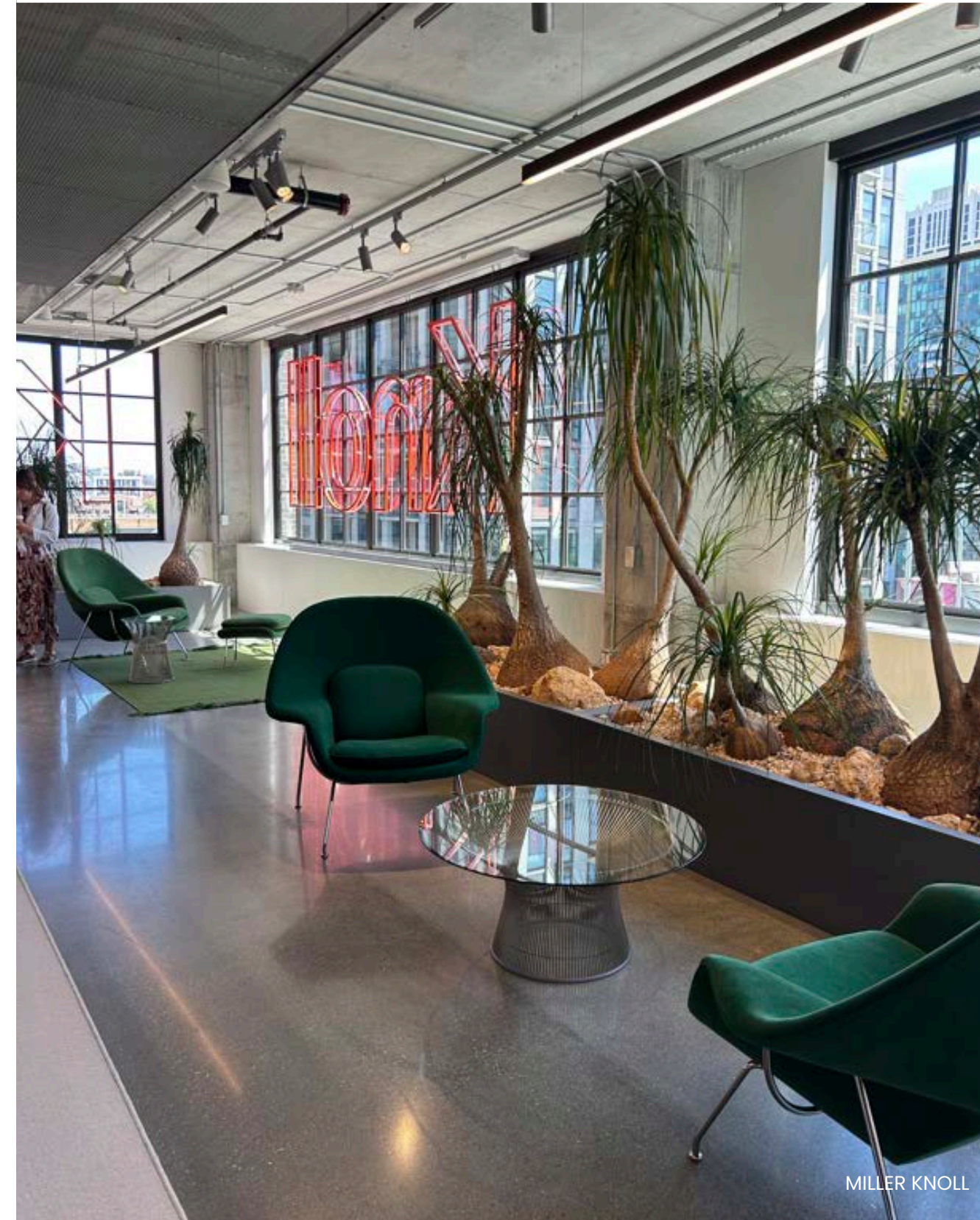
### Color Revival and Joyful Expression

The Momentum - Yanka Ilori collection emphasized bringing joy through color, captivating judges with its story and experience. This year's showrooms displayed an array of bright and joyful colors, moving away from the muted tones of previous years. Neon and saturated hues like lime green, sunny yellow, and tangerine were prominent, creating vibrant and celebratory atmospheres.



### Earthy and Biophilic Inspirations

Green emerged as a dominant color trend, with shades like hunter and teal green paired with earthy tones such as burgundy and terra cotta. This earthy palette was prevalent across showrooms, fostering a connection to nature and biophilic design. The emphasis on muted, pastel colors also catered to creating calming and comforting environments, particularly in healthcare and office spaces.



### Evolving Jewel Tones

Jewel tones took on a lighter, brighter form, reminiscent of a retro "Palm Springs" theme with softer colors and patterns. These tones added a splash of color without overwhelming spaces, maintaining a balance between vibrancy and comfort. The transformation of jewel tones into softer, more inviting hues highlighted a trend towards warmth and coziness in interior design.









# 05

Insights Into

# PUSHING BOUNDARIES

Pushing the boundaries of design was a theme that resonated throughout NeoCon and Design Days 2024, with experimental and avant-garde designs challenging traditional notions of form and function. The event highlighted a significant shift towards adaptable, tech-integrated environments, sustainable design solutions, and emotional, human-centric spaces. Cutting-edge technologies like 3D printing and virtual reality were used to create innovative and futuristic spaces. Designers showcased their willingness to explore new materials, unconventional shapes, and interactive elements. These trends exemplify a transformative approach to workplace design, pushing the limits of what is possible and fostering well-being and inclusivity in dynamic work environments.





KETTAL



BUZZISPACE



B+N



THINK POD

### Innovative Workspaces and Furniture Adaptations

The Mute Work Pod offers customizable, reconfigurable pods for organizations with evolving needs. Teknion introduced mobile slats and a stacking glass door system, enhancing privacy and customization for standalone pods. Kettal and Teknion’s modular setups and integrated task lighting provide diverse working environments within a single product, reflecting the demand for multifunctional workspaces.

### Tech-Integrated Furniture

Integrating technology into furniture was a key trend. AIS’s movable digital board supports small and large meetings, catering to remote work. Allsteel’s innovations, like speaker-highlight cameras, enhance remote meetings by making them more inclusive. Halcon’s Freya power trough integrates power solutions into furniture, offering a sophisticated and practical approach to modern workspaces.

### Sustainable and Flexible Design Solutions

Garden on the Wall’s living walls are user-friendly and sustainable, leading the moss wall market. Haworth showcased pieces made from reclaimed materials, emphasizing sustainability. B+N introduced battery-powered furniture with rechargeable power solutions, maximizing flexibility and avoiding floor cores, showing a forward-thinking approach to workspace design.

### Emotional and Human-Centric Design

Emotional and human-centric design was emphasized. Allsteel’s trauma-based design offers spaces that respond to emotional needs, promoting recalibration. BuzzSpace’s BuzzRing provides acoustically private meeting spaces for quick conversations. Momentum’s showroom featured bold designs creating a sense of community and evoking joy, optimism, and belonging, pushing traditional workspace aesthetics.





NeoCon and Design Days 2024 successfully addressed critical contemporary themes, setting the stage for the future of design.

Through a combination of sustainability, connectivity, wellness, inclusivity, color innovation, and boundary-pushing creativity, the events highlighted the evolving landscape of the design industry. The showcased solutions and discussions not only reflected current trends but also provided a vision for a more sustainable, connected, healthy, equitable, and innovative future in design.



# NELSON

We look forward to transforming all dimensions of the human experience, together!

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