

LOFTwall®

July 20, 2013
Contact: Amy King
Cell Phone: 202.288.8335
Email: amy@LOFTwall.com

FOR IMMEDIATE RELEASE

Design Entrepreneur Steve Kinder of LOFTwall Shares His NeoCon 2013 Experience: Emerging Ideas & Workspace Concepts Revealed

LOFTwall Founder and Design Leader, Steve Kinder returned from NeoCon, the world's largest commercial office furniture design tradeshow, where he catalyzed a dynamic conversation about the future of workspace design.

The LOFTwall exhibit space was transformed into a living idea wall, where visitors contributed their point of view via Post-It Notes™ as to where and how they work best and how their space needs change over time.

“Work is no longer confined to one space, as technology has brought mobility and dared us to work different. Some say it’s the death of the cubicle. LOFTwall sees it as the evolution of the office space, with opportunities for design innovations that offer both privacy and connectivity, along with flexibility.” said Steve Kinder, LOFTwall Designer & Founder

Observing that flexibility, privacy and movement were key NeoCon buzzwords – that no matter where or how people work, they want to be in control of their environment and they require their workspace to evolve with their needs over time. Leading a more entrepreneurial, nimble company, Kinder is poised to move forward with new design innovations that address a quickly changing need that larger manufacturers are challenged to meet.

The iconic LOFTwall WAVE wall image was the backdrop for NeoCon’s 2013 marketing campaign and theme, “Ideas Revealed”, which provided LOFTwall and Kinder an opportunity to spark a discussion about the changing workscape. Lindsey Martin, Director of Marketing for NeoCon shared that the idea behind this theme “was to show that NeoCon not only debuts the newest and most innovative products on the market each year, but sparks ideas for future products as well. The LOFTwall image helped us convey this concept because it really made you think.”

LOFTwall greeted hundreds of guests at their booth space, who shared their #workdifferent perspectives on the idea wall. When asked how they work best, notable responses included “Anywhere! Creativity has no walls,” “I work best when I’m not assigned to one space”, “In a LEED building with lots of daylight and non-toxic building materials.” and “Immersed with my team.”

Through blogging, social media and other media opportunities, Kinder and LOFTwall will continue the conversation about the changing workscape, using the #workdifferent hash tag.

Also, check out the full LOFTwall NeoCon photo album of #workdifferent ideas on [Facebook](#) and watch their [latest video](#).

About LOFTwall & Design Entrepreneur Steve Kinder

LOFTwall's mission is to change the world one space at a time, creating innovative and straightforward solutions for environments where you work, live and play. LOFTwall manufacturer's divider screen systems for various environments including commercial, office, higher education, healthcare, residential and retail. LOFTwall's products are made in the U.S.A. LOFTwall was founded in 2008 by Steve Kinder, a design entrepreneur & industrial designer. A Rhode Island School of Design graduate, Kinder has designed consumer products, furniture, event environments and branding systems. For more information, please visit www.LOFTwall.com.

For more information, or to schedule an interview or other media opportunity with Steve Kinder, please call Amy King at 202.288.8335 or email amy@LOFTwall.com.

###