

Press release from business mission to the US 2024

Name of the action: Visit to Design Week San Francisco, NeoCon Chicago fair

Days: June 6, 2024 – June 16, 2024

Participating Members of the FGOI Consortium: Cluster of Czech Furniture Manufacturers

Company (cluster member): Ing. Iva Bastlová, Dis. (<https://ivabastlova.cz/>)

General information about the event - fair – workshop attending by the participants:

The visit to Design Week in San Francisco took place from June 7, 2024 to June 10, 2024. KČN representatives took part in it.

June 8, 2024 - Bay Area Made: Product Design Stories Exhibition - Gantri lighting opened their studio for the exhibition “Bay Area Made: Product Design Stories” featuring products from over 30 of the Bay Area’s finest makers and the stories behind them. Bay Area Made is a community of values-driven makers from around the Bay dedicated to virtues such as craft, quality, good design, innovation, and sustainability. The exhibition were include established and up-and-coming brands spanning home & garden. Products were be displayed along with the story behind them, which will provide a behind the scenes glimpse into how and why they are made.

June 9, 2024 Visiting showrooms involved in Design Week - a tour of furniture design and product design.

June 10, 2024 The Future of Connecting Communities through Creative Technology - On Board Experiential (OBE) is an experience-led creative agency that has crafted meaningful, powerful experiences for brands such as Nike, Salesforce, Meta, J.P.Morgan Chase & Co., and Sephora, for almost 30 years. The most impactful of these experiences focus on audience-centric design and community-building engagement. While these driving forces behind our design practice stay constant, we are continually evolving to meet new audience needs, stay relevant to their communities, and demonstrate the industry-leading mindset of our clients and partners.

For this event, we was discuss how emerging technologies are shaping the future of 360-degree experience design. We was look at how new augmented and mixed reality developments as well as immersive virtual platforms like Roblox and Fortnite are creating fresh ways to connect with, celebrate and engage different communities. And they publicited unpack some of case studies (warts and all) for demonstration on how, when and where to best leverage creative technology for building connection.

Visit to the Neocon trade fair June 11-12, 2024

Cluster member Iva Bastlová joined NeoCon with Cluter of Czech Furniture Manufacturers representatives. NeoCon has served as the world’s leading platform and most important event of the year for the commercial design industry since 1969. A launch pad for innovation—NeoCon offers ideas and introductions that shape the built environment today and into the future.

The industry's major manufacturers as well as the latest emerging companies will showcase thousands of new products and services in categories including Furniture, Fabrics, Flooring, Interior Building Products, Interior Finishes and Technology.

Design professionals representing markets ranging from Workplace, Healthcare, Hospitality, Retail, Education, Public Space and Government, converge each year at NeoCon to connect, learn and do business.

The NeoCon exhibition was complemented by first-class educational and inspirational programming offering expertise and insight into the most relevant topics in the industry today.

An accompanying program also took place during the fair. KČN or its member participated in:

BIFMA + ACT | Fits Like a Glove: The Perfect Pairing of Textiles and Furniture - Join the Business and Institutional Furniture Manufacturers Association (BIFMA) and the Association of Contract Textiles (ACT) as they bring moderated discussion among industry textile and furniture trend-setters focusing on textiles' influential role in furniture product design and performance. Topics included textile design inspiration; innovations in materials, technology, and sustainability; application considerations and challenges; and incorporating client expectations into the development process.

ASID | 2024 Trends Outlook - The American Society of Interior Designers has catalogued the latest ways we live, work, play, learn and heal. Discussed the latest trends impacting interior design. We heard from Khoi Vo, ASID CEO and leading industry designers, as they discuss the impact of these current trends on commercial design – the hybrid workplace and the desire to encourage connection, cross-specialty and the interconnectedness of sustainability and wellness, adaptive re-use and the repositioning of older buildings, and new strategies in digital marketing given AI algorithms.

B2B meetings:

The event agenda included presentations of European furniture, B2B matchmaking sessions and discussion on;

- Opportunities in the US regarding public investments related to Furniture / furnishing
- Trends and features of interiors furnishing in the US
- Conditions governing importation into the US
- Building relationships among European and the US companies

Photo:







