



NeoCon  
CHICAGO SHOWROOM

Whole-earth thinking in Milliken's award-winning LEED-CI GOLD certified showroom

MILLIKEN



In addition to low-emitting paint, all the MDF used — from runway sculpture to product waterfalls to media boxes and doors — is low-emitting and non-urea-based. We installed carpet throughout the showroom without sealants or adhesives thanks to Milliken TractionBack®. And IAQ is continuously refreshed through use of MilliCare® Textile and Carpet Care.

*“We didn’t have to compromise or sacrifice any design element to meet LEED.”*

*- Catherine Severson  
Q studio Partner*

Behind the scenes, the showroom kitchen uses Energy Star appliances and a faucet flow restrictor.



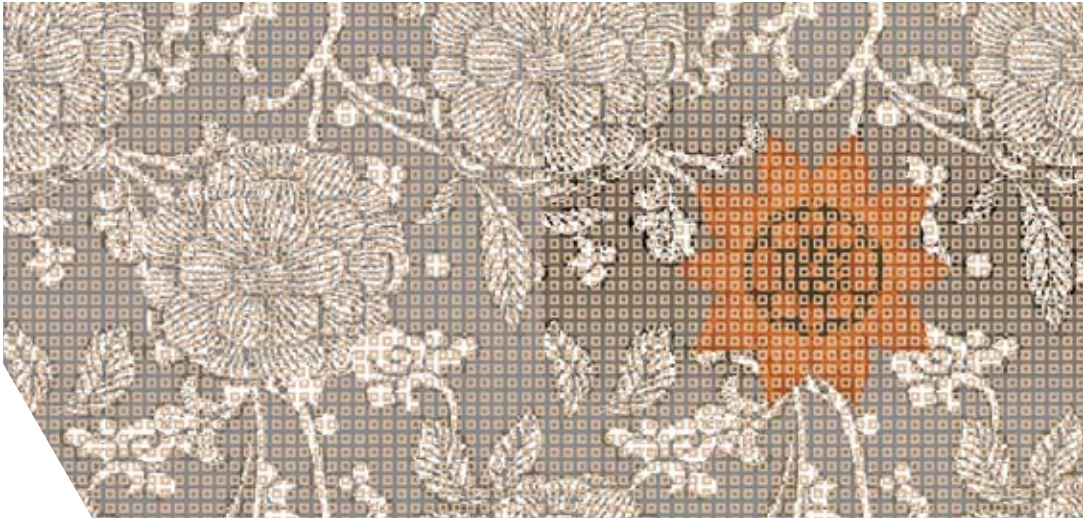
*“We really liked the innovative way the product was displayed. It’s hard to represent carpet in a realistic setting and Milliken did an excellent job.”*

*- Viveca Bissonnette, IIDA  
LEED AP showroom judge and  
Carrier Johnson Associate*

Each seating area has its own lighting controls. The conference area can also be independently temperature-controlled and has a sensor-controlled exhaust fan. We chose to keep most of the space open, with access to daylight.



Power-hungry incandescent lights were long thought to be the most flattering for showcasing product, but with the help of our partners, we found better solutions, including ceramic metal halide lamps which reduce lighting power consumption by 25% — to sparkling effect.



*“Our intention was to make designers feel welcome. There’s something beautiful to look at everywhere — and most of it is carpet.”*

*- Kaye Gosline  
Milliken Contract Creative Director*





We brought in pendant lights from our Dallas showroom for reuse here, replacing the bulbs with metal halide lamps. Access to daylight further reduces the need for lighting. And recyclable materials store neatly out of sight within the bar furniture.

*“We could tell Milliken had a concept for the showroom and followed it through completely. Environmental information was fully integrated, as it should be, not shouting from a platform.”*

*- David Meckley, IIDA  
showroom judge and Huntsman Architectural Group Senior Associate*



Some of the resources behind Milliken's **Best of NeoCon** showroom (booth #1149, Merchandise Mart, Chicago, IL)

Build

**MDF (Medium Density Fiber Board):** 100% recovered & recycled wood fiber, formaldehyde-free manufactured by Sierra Pine  
[www.sierrapine.com](http://www.sierrapine.com)

**Paint:** Eco Spec Interior Latex, Greenguard and Greenseal certified, low VOC paint by Benjamin Moore  
[www.benjaminmoore.com](http://www.benjaminmoore.com)

Lighting

**Lamps:** Philips MasterColor Integrated 25W Par38 Ceramic Metal Halide Lamp  
[www.nam.lighting.philips.com/us/professional/](http://www.nam.lighting.philips.com/us/professional/)

**Daylight Sensor Control System:** Leviton, miniZ Intelligent Daylight Management System  
[www.leviton.com](http://www.leviton.com)

Other

**Appliances:** Energy Star rated refrigerator and dishwasher  
[www.energystar.gov](http://www.energystar.gov)

**Carpet:** Milliken Contract Marco Polo™ Intervals® and Plan A™ collections with bio-based TractionBack® for adhesive-free installation  
[www.millikencarpet.com](http://www.millikencarpet.com)  
800.241.4826

**Carpet Cleaning:** MilliCare® Textile and Carpet Care System  
[www.millicare.com](http://www.millicare.com)

Special thanks

**Q studio:** User-centric, brand-conscious design  
[www.qexperience.com](http://www.qexperience.com)  
312.466.0146

**Bear Construction:** General contractor for construction  
[www.bearcc.com](http://www.bearcc.com)

**McKernin Exhibits:** Runway sculpture and graphics  
[www.mckerninexhibits.com](http://www.mckerninexhibits.com)

**Commerce Color:** Custom wallpaper  
[www.commercecolor.com](http://www.commercecolor.com)

**Harter:** New furniture  
[www.harter.com](http://www.harter.com)

**Catalyst Partners:** LEED consultant  
[www.catalyst-partners.com](http://www.catalyst-partners.com)

**Chicago Cabinet & Fixture Co.:** Custom cabinets and millwork  
[www.chicagocabinet.net](http://www.chicagocabinet.net)

## Milliken Contract



[www.millikencarpet.com](http://www.millikencarpet.com)

1.800.241.4826

