

SNOWSOUND[®]
Acoustic Panels & Fibers

QUIET ZONES

Neocon Floor

NeoCon[®]

NeoCon®

Stairs to
NeoCon
Floors

Exit Only

Next Entrance: FL 16

Use Designated Elevators
on FL 14 to Access
NeoCon Theater

NeoCon[®]

Edward Fields NeoCon Rugs

In the early 70s through the early 90s, NeoCon partnered with legendary rug designer Edward Fields to create area rugs based on that year's NeoCon poster. The rugs were displayed each year in The Mart's South Lobby. Fourteen of these rugs, ranging from 1974 through 1992, are on display along this aisle. Edward Fields famously coined the term "area rug" and considered rugs to be design elements and art objects all on their own, challenging the convention that rugs were merely decorative. He spoke of rugs as "the fifth wall"—art for your floor, similar to what you might place on the wall. Visit the Tai Ping Showroom on the 6th Floor (Space 635) to learn/see more about Edward Fields.

EDWARD FIELDS
CARPET MAKERS