



NeoCon 2025 Showroom Lookbook

watson

We believe in the office.

There's something powerful about the relationships formed in the office. Together, we ignite ideas, collaboration, and progress in this shared space. The office is where we do our best work.



Seeing is believing

Our NeoCon showroom was designed to make you think, “Wow. I’d love to work here.” It’s open, welcoming, and full of ideas—built to inspire exploration, connection, and creativity. Because some things just don’t come through a screen, we created an experience where seeing (and touching) is believing. Enjoy this preview, but know we look forward to seeing you face-to-face soon.

Note: All render environments shown throughout this lookbook are example spaces only, not exact configurations to be seen in the Neocon 2025 showroom





Color Palette

Inviting hues, soft transitions, and rich textures create a space that feels as good as it looks. A curated range of new laminates, fabrics, and powdercoats add depth and inspiration—offering finish options to suit every mood and aesthetic.

Discover our newest ideas

Throughout the showroom, you'll find new prototypes and modified products—real examples of our collaborative design service, Watson Specials, in action. With over 35% of projects involving tailored adaptations, these solutions show how we flex existing products to meet each client's unique needs.





Tia Office

Tia Office strikes the perfect balance between form and function. With its stunning, pillar-like lifting column Tia transitions from sitting to standing with the simple touch of a button and allows you to switch from solo-focused work to a collaborative meeting throughout your day.

[Learn more ►](#)



Configuration to be seen at NeoCon



Haven Recharge Bench

The **Haven Recharge Bench** creates an inviting setting in a compact footprint. The rounded, upholstered cushions are islands that draw people in from both sides. Often missing in bench seating, the subtle separation between the two seats provides a feeling of personal space.

[Learn more ►](#)



Configuration to be seen at NeoCon



Haven Social Tables

Haven Social Tables create a natural spot for connection—whether it's a quick meeting, a casual break, or a place to pause between tasks. With soft curves and inviting touchpoints like lighting and bag hooks, they bring comfort and versatility to any shared space.

[Learn more ►](#)



Configuration to be seen at NeoCon



Allé Sofa, C9 Meeting Table, and Haven Laptop Table

Allé Sofas are designed for active conversations. With a lightweight, easy-to-grab frame and oversized casters, moving them around is irresistible. An occasional-height C9 Meeting Table and a Haven Laptop Table help ground the setting for quick connects or solo moments.

[Learn more ►](#)



Configuration to be seen at NeoCon



Zo Office and Zo Storage

Zo Office helps create inviting settings that feel great to work in across open-plan and private office environments. [Learn more ►](#)



Configuration to be seen at NeoCon



C9 Desk, C9 Cart & Garage, and Edison Rail

A clean, modular setup built for focus and flexibility. **C9 Desks** pair with **Cart & Garage** storage to keep essentials close, while the **Edison Rail** adds power and greenery to the setting. [Learn more ►](#)



Configuration to be seen at NeoCon



Miro Flip Tables

From training spaces to classrooms, **Miro Flip Tables** easily transition from lecture style discussions to breakout team sessions. [Learn more ►](#)



Configuration to be seen at NeoCon



Allé Worktools

Allé Worktools are designed to move with you—flexible, intuitive pieces that support focus, collaboration, and everything in between. From mobile walls to worksurfaces to active seating, each product adds utility and invites interaction, making it easy to shape your space as needs shift throughout the day. [Learn more ►](#)



Configuration to be seen at NeoCon



Zone Lockers

Perfect for high-traffic or space-conscious environments, these lockers offer smart storage for both personal and shared items—available in a variety of styles, door profiles, and configurations, many of which are featured in our showroom.

[Learn more ►](#)



Configuration to be seen at NeoCon



Allé Meet-Up Table and Edison Workbench

The **Edison Workbench** maximizes space with single or dual-sided setups that adapt as staffing needs shift. With height adjustability, power access, and accessory options, it's a flexible choice for evolving teams—especially when paired with the height-adjustable **Allé Meet Up Table** at the end of a run.

[Learn more ►](#)



Configuration to be seen at NeoCon



Miro Desk and Miro Storage

Miro is for those who value quality and seek inspiration from their surroundings. Combining premium materials, expert skill, and timeless industrial charm, **Miro's** lineup of desks, tables, and storage are truly works of art. [Learn more ►](#)



Configuration to be seen at NeoCon



Mobile Personal Storage

Our mobile storage brings flexibility and function to every workstation. Designed to move with you, these pieces keep essentials close at hand—no matter where the work takes you.

[Learn more ►](#)



Configuration to be seen at NeoCon



Tia Team Table

The go-to place for getting things done, **Tia Team Tables** are the media-ready table where concepts - and collaboration - thrive.

[Learn more ►](#)



Configuration to be seen at NeoCon



Mastermind Tables

Mastermind Tables bring an inviting energy to cafés, creative labs, and anywhere you want to spark connection. With playful shapes and soft edges, they encourage casual conversation, collaboration, and creative flow. [Learn more ►](#)



Configuration to be seen at NeoCon

