**Join Mizetto in Exploring Tomorrow's Office at NeoCon**

**This summer, Mizetto debuts its first North American showroom at NeoCon in Chicago, unveiling a range of new products once more pushing the boundaries between work and play, home and office, and outdoors and indoors.**

Mizetto extends a warm welcome to international press, customers, collaborators, and design enthusiasts alike at their brand-new NeoCon showroom. In addition to their dynamic furniture challenging traditional workspace norms and blurring the lines between home and office, Mizetto puts spotlight on the importance of recycling.

**New products blurring the boundaries**

Mizetto continues to push boundaries and explore new frontiers with the Summer Collection. Introducing *Parker*—a vibrant bench with a bold persona and lots of riz. With Parker, Mizetto ventures into uncharted territory, experimenting with new materials and space to blur the lines between indoor and outdoor environments.

Also on display are past showstoppers and design award-winning products, including the acclaimed leaning beam *Lumber*.

**Redefining the office experience**

Isn’t it time to bid farewell to the conventional office? In a post-pandemic era, this notion carries some profound implications. "Our primary focus is on crafting products and environments that draw people back to the office, embracing the evolving workspace dynamics where creativity and flexibility thrive," explains Richard Muskala. "From our perspective, the office should serve as a functional and social pitstop—a brief respite amidst the hustle and bustle of the workday," adds Malin Muskala.

With products like *Enfold*, *Cottage*, *Frame*, and *Beside*, Mizetto is transforming office landscapes with innovative solutions tailored to evolving market needs and behaviors. The desk Enfold work, stands as the prime example of their philosophy and innovative view on the concept of work. Many offices today rely on flexible spaces where employees have their personal hub in a cupboard and hop from one hot desk to another. Enfold is designed with this in mind, being a highly flexible and modular work desk; one day a dinner table and the next a workstation with dividers and drawers for gadgets.

**A Space for Waste – Explore Recycling the Stylish Way**

**In a collaborative effort to address the often-overlooked topic of waste management in offices and public spaces, Mizetto, Addi, and Greenmood have partnered to unveil a concept space dedicated to rubbish in Mizetto's showroom during NeoCon in Chicago.**

"There's not enough talk about trash within the design industry, particularly concerning production and waste management," notes Malin Muskala of the Swedish furniture brand Mizetto. "That's why we're thrilled to showcase the practical, ergonomic, and aesthetically pleasing aspects of waste management that are crucial for its effectiveness."

As a freestanding part of Mizetto’s new showroom experience, Addi Design Studio and Mizetto, in partnership with Greenmood, invite you to the Green Room—a space within the space, where open dialogue about rubbish is not just encouraged but celebrated. Through this focused exhibition, the trio seeks to captivate global audiences with their Scandinavian-inspired, stylish approach to waste management.

Created with Mizetto’s motto in mind: "Recycling needs to be treated as the star of the show to truly work", the Green Room challenges preconceptions about waste. Karl-Magnus Lillqvist Sjöberg, designer at Addi, elaborates, "We aimed to infuse the exhibition space with a piece of Småland's forest, bringing a warm, embracing Scandinavian ambiance to Chicago."

Thus, the space is covered in green wall panels from Greenmood, renowned for their expertise in biophilic design. The integration of plants and nature in the workspace offers numerous benefits, including improved productivity, creativity and enhanced well-being among employees.

"As a brand deeply committed to sustainability, we saw the Green Room project as the perfect opportunity to integrate two vital concepts: reconnecting people with nature through the incorporation of biophilic design principles into our spaces, and emphasizing that a greener future is within our grasp, starting with small yet significant steps such as recycling," notes Anna Nina, brand and marketing manager at Greenmood.

Join Mizetto, Addi, and Greenmood as they inspire with their forward-thinking approach to recycling and waste management, where showcased products serve as part of the solution. Explore a vibrant environment featuring bins and containers tailored for every conceivable space and occasion.

You're cordially invited to a safe space for trash talk at NeoCon.

**Location**

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