

**Media Contact:**

**NeoCon 2016 Press Kit:** <http://bit.ly/1Z2Xq9s>

**NeoCon Showroom at The Merchandise Mart:**

10-148

Molly Klimas

IntentPR

616-443-4647

Klimas@intentpr.com

klimasmolly@gmail.com

[Americanseating.com](http://www.americanseating.com)

**FOR IMMEDIATE RELEASE**

***AMERICAN SEATING LOVES CHICAGO!***

**AMERICAN SEATING HEADS TO NEOCON CELEBRATING 130 YEARS WITH EDUCATION SOLUTIONS FOR THE ENTIRE CAMPUS**

**Grand Rapids, MI** (June 2016) — [American Seating](http://americanseating.com/) heads to the 2016 NeoCon Worlds Trade Fair at The Merchandise Mart in Chicago June 13-15 marking 130 years as a manufacturer of seating and related products for education, auditorium, office and additional architectural environments.

As one of the longest continuous manufacturers of education products – in fact, the company invented and produced the first-ever student desk-chair combination in 1886 – USA-based American Seating will showcase a host of innovations for the learning environment at this year’s NeoCon exhibition.

“We’re celebrating 130 years of education solutions for the entire campus,” said Erica Waayenberg, LEED AP, marketing manager for the company’s Architectural Environments division. “Wherever you go on a K-12 or college campus – whether it’s a classroom, lecture hall, auditorium or stadium – we create the ideal atmosphere for learning or leisure with quality and distinctive style crafted into every seat, chair, table, desk or lectern that we make.”

***American Seating loves Chicago!***

American Seating’s been in Chicago nearly as long as it’s been in business.

In fact, in 1910, Comiskey Park (now U.S. Cellular Field), home of the Chicago White Sox, opened with 32,000 American Seating seats. The ballpark added more seats in 1927. In 2004 when undergoing renovations, U.S. Cellular Field once again chose American Seating seats.

1914 was the year that American Seating manufactured and installed seats for the Chicago Cubs’ Wrigley Field. Many of the original seats lasted into the next millennium, a testament to the durability and quality of the product. When undergoing expansion in 2006, Wrigley Field again chose American Seating seats.

Visitors to American Seating’s permanent showroom at The Merchandise Mart during NeoCon can experience these same seats – the 507 Series – and enter for a chance to win tickets to MLB games at these venues.

***American Seating products on display at NeoCon 2016 in Permanent Showroom 10-148***

***507 Series***

The iconic 507 Series chair by American Seating is in such famed Major League Baseball ballparks as the Chicago Cubs’ Wrigley Field, the Chicago White Sox’s U.S. Cellular Field – and many more. It’s also on college campuses throughout the nation. The traditional design of the 507 slat-back series marries nostalgia with solid, modern construction. The double-walled, high-density contoured polyethylene seat and back offer lasting style and comfort. More at <http://www.americanseating.com/architectural/products/architectural-507-series>.

# *Cadence (special Stellar)*

# The Cadence performing arts chair is inspired by mid-century modern design from top to bottom. With all of the comfort and durability built into the Stellar line of seating, Cadence offers a linear wood reveal at the top of the back, a wood-finished seat and box-tapered end treatments. The clean lines and bold upholstery create a stunning example of contemporary performance design.

# *Custom Performing Arts Chair*

# American Seating is known for innovations that make customers’ visions come to life. This year at NeoCon, a custom-designed performing arts chair will be featured in the showroom. The elegant, modern design combines high-end wood veneer finishes with design-forward upholstery. This special design was installed at Chapman University’s new Musco Center for the Arts in Southern California earlier this year.

# *Focus® Fixed Lecture*

The American Seating Focus Fixed Lecture line is designed to accommodate any classroom environment and layout. Focus fixed surfaces pair with American Seating’s Acton, InTouch, Nima, Us and one-shelled value seating options, as well as with the Cachet chair by Steelcase. Focus can be equipped with power and data solutions. At NeoCon, Focus will be featured with American Seating’s Nima seats. More at <http://www.americanseating.com/architectural/products/fixed-lecture-plus>.

# *Nima® Stools*

Designed by renowned designer Giancarlo Piretti for the higher education market and various contract environments, Nima is an inspiring multipurpose collection of chairs, providing exceptional comfort through a sophisticated minimalist aesthetic. Nima stools will be exhibited at NeoCon. More at <http://www.americanseating.com/architectural/products/nima>.

# *Rely® High Tops*

Rely by American Seating is a coordinating system of highly mobile, durable and easily configurable tables, white boards and lecterns. Rely High Tops will be on display at NeoCon. More at <http://www.americanseating.com/architectural/products/rely>.

# *Sovereign®*

American Seating exhibits its Sovereign and Sovereign Rocker chairs at NeoCon 2016. Designed for indoor arena and stadium seating needs, Sovereign combines supreme ergonomics with exceptional support and comfort. The seats include a variety of finishes and upholstery options. More at <http://www.americanseating.com/architectural/products/sovereign>.

# *Spirit® Outdoor*

Spirit’s contour-molded foam seats with back cushions put fans at ease without sacrificing style. Spirit is available in a variety of finishes and with two sizes of tablet arms. Minimal parts enable easy maintenance, provide long-lasting durability and make Spirit an affordable indoor or outdoor sports-seating solution. Spirit Outdoor will be on display at NeoCon. More at <http://www.americanseating.com/architectural/products/spirit-outdoor>.

# *Stellar® 216 Wood Back*

The Stellar 216 with a wood back creates a welcoming environment. This indoor seating solution is for auditoriums, arenas and suites in education, sports and performing arts spaces, as well as for places of worship. More at <http://www.americanseating.com/architectural/products/stellar-216-wood-back-squared-back>.

# *Stellar® 220 Polypropylene Back*

Stellar 220 offers a plastic outer-back panel with a slim profile and crisp, contemporary lines, as well as long-term durability and strength. The 220 is ideal for a variety of indoor or outdoor auditorium, arena or suite applications. More at <http://www.americanseating.com/architectural/products/stellar-220-polypropylene-back>.

***A storied history of innovation for a growing nation and beyond***

Founded in 1886 and celebrating its 130-year anniversary in 2016, American Seating has a long and notable history of innovation. The company was founded by a group of Grand Rapids businessmen and local school board members who set out to create a more comfortable way for students to learn instead of sitting on rough plank benches at wooden slat tables. Their invention was the world’s first student desk-chair combination.

“The classic desk-chair became an icon in American education – the foundation for a reputation built on more than a century of engineering firsts and innovative product designs,” American Seating President Tom Bush said. “As education needs evolved through the years, American Seating has responded with comprehensive solutions for everywhere on the contemporary campus.”

American Seating makes products for classrooms, auditoriums, lecture halls, cafeterias, libraries, break rooms, conference rooms and administration offices in the K-12 and college/university markets.

Sourcing and manufacturing products almost entirely in the USA – in fact, all products are made and assembled in modern and historic facilities on the original American Seating campus located in northwest Grand Rapids – the company today serves the United States, Canada and a growing international market.

American Seating – also the nation’s leading manufacturer of transportation seating – is proud to also have its seats on Chicago Transit Authority (CTA) buses, and on buses and commuter trains throughout North America.

For more information on American Seating’s history, see <http://www.americanseating.com/architectural/about/history> and <http://www.americanseating.com/images/homepage/Seating_Americawv.pdf>.

Visit American Seating in permanent showroom 10-148 (10th floor) at The Merchandise Mart.

###

**About American Seating**

Since 1886, American Seating has set the benchmark for product design, durability and comfort. American Seating is committed to being an innovator of world-class seating solutions for architectural environments, including the Education, Entertainment, Office, Contract and Government Contract markets. American Seating also serves as a leader in transportation seating, including City Service, Rail, Motorcoach and Demand-Response markets. American Seating is committed to environmental stewardship and sustainability. The company achieved Forest Stewardship Council™ (FSC) Chain of Custody certification in 2012. American Seating’s FSC trademark license code is FSC-C110979. Headquartered in Grand Rapids, Mich., U.S.A., American Seating employs a U.S.-based workforce. For more information, please visit [www.americanseating.com](http://www.americanseating.com).

**Media Contact:**

Molly Klimas

IntentPR

616-443-4647

Klimas@intentpr.com

[Americanseating.com](http://www.americanseating.com)

**NeoCon 2016 Press Kit:** <http://bit.ly/1Z2Xq9s>