



## **Armstrong World Industries Brand Experience Premieres at NeoCon and AIA 2026; Empowers Architects and Designers to “Make the Bold Buildable”**

*For the first time, the company unites a portfolio of design-forward brands under one showroom, including Turf<sup>®</sup>, 3form<sup>®</sup>, Zahner<sup>®</sup>, Arktura<sup>®</sup>, BÖK Modern<sup>®</sup>, Eventscape, Geometrik, Móz™, and Parallel Architectural Products.*

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LANCASTER, Pa. (May 5, 2026) -- Armstrong World Industries, an Americas leader in the design and manufacture of innovative interior and exterior architectural applications, invites architects and designers to experience a bold and integrated portfolio during NeoCon 2026 in Chicago, Illinois and at AIA26 in San Diego, California.

Visitors to the Armstrong showroom in The Mart at NeoCon (First floor, 145) and AIA (Booth 1943) will discover how the Armstrong portfolio – Turf<sup>®</sup>, 3form<sup>®</sup>, Zahner<sup>®</sup>, Arktura<sup>®</sup>, BÖK Modern<sup>®</sup>, Eventscape, Geometrik, Móz™, and Parallel Architectural Products – empowers ambitious architectural ideas. The brand experience enables creativity to come alive with integrity to **Make the Bold Buildable**.

### **Where Expression Meets Engineering**

The Armstrong presence is built around a singular conviction that *bold ideas don't stand alone*. **Make the Bold Buildable** brings to life the idea that design freedom and technical certainty are inseparable.

Armstrong empowers ambitious ideas by reinforcing creativity with certainty. Bold design thrives when new ideas find support with systems, scale, and integrity. By connecting design, materials, systems, and expertise, Armstrong ensures that whatever architects and designers imagine can become a buildable reality. From the first sketch to the final installation, Armstrong aligns its resources, so systems work together seamlessly, and spaces come alive.

"Designers deserve a partner who can match their ambition," said Alex Kreitman, Senior Director of Marketing at Armstrong World Industries. "We're showing what it looks like when innovative materials, integrated systems, and deep engineering expertise all work together — so the experience imagined is the experience delivered."

### **An Integrated Brand Showcase**

The Armstrong showroom at NeoCon brings this year's concept of "Where Design Connects" to life through an immersive journey from light to dark featuring a Day & Night exploration. Each zone immerses attendees in the evolving narrative of workspace design, materiality, and occupant experience, demonstrating that Armstrong serves as the strategic backbone enabling affiliated brands to innovate.

#### Attendees can expect:

- **Integrated wall and ceiling systems** engineered to work together from the outset, preserving design intent across every phase of a project
- **Wall, ceiling, and lighting designs** that integrate from the start, preserving creative intent through every project phase
- **Spotlight on brands** that demonstrates how each brand contributes a distinct form of expression, backed by 165 years of scale and integrity at Armstrong
- **Material innovation** across acoustical ceilings, wood, metal panels, felt baffles, architectural lighting, and more
- **Expert conversations** with Armstrong specialists on specification, integration, and project feasibility

Beyond the first-floor showroom at NeoCon, Armstrong will also direct attendees to the Turf, Arktura, and 3form/LightArt activations taking place throughout the show. Each location is positioned as an extension of the Armstrong design portfolio and an opportunity to explore individual brand collections in depth.


#### The Strategic Foundation Behind Bold Design

Throughout the showroom, each of the Armstrong brands delivers signature moments of form, materiality, and craft. Armstrong provides the platform, systems, scale, integration, and trusted execution that enables those expressions to succeed.

From a hotel lobby to an office building, a museum to an airport, Armstrong aligns engineering excellence with creative goals, so interior and exterior ceilings, walls, and architectural systems come alive exactly as designed.

#### Visit Armstrong World Industries at NeoCon 2026


 1st Floor – Showroom 145 | The Merchandise Mart, Chicago, IL

 June 8 – 10, 2026

 <https://www.armstrong.com/neocon>

#### Visit Armstrong World Industries at AIA26

 Booth 1943 | San Diego Convention Center, San Diego, CA

 June 10 – 13, 2026

 <https://www.armstrong.com/aia>

**About Armstrong World Industries**

Armstrong World Industries, Inc. (AWI) is an Americas leader in the design and manufacture of innovative interior and exterior architectural applications including ceilings, specialty walls, and exterior metal solutions. For more than 165 years, Armstrong has delivered products and capabilities that enable architects, designers, and contractors to transform building design and construction with elevated aesthetics, acoustics, and sustainable attributes. With \$1.6 billion in revenue in 2025, AWI has approximately 4,000 employees and a manufacturing network of 24 facilities, plus seven facilities dedicated to its WAVE joint venture. In 2025 and 2026, the extensive of environmental efforts of Armstrong earned it the designation as one of America's Greenest Companies by *Newsweek*.

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