

# CHICAGOLAND REAL ESTATE FORUM

June 11, 2012 | [Eric Kaplan](#) | [Comments 0](#)

## [GE Monogram to Open Design Center in Merchandise Mart](#)



[NeoCon 2012](#) is officially here. North America's largest exposition and conference takes place at the Merchandise Mart today thru Wednesday and promises to be a fantastic opportunity for exhibitors to show off their latest designs. Featuring over 700 showrooms of the most innovative products and designs for corporate hospitality, [healthcare](#), retail, government, institutional and residential interiors, this year's NeoCon is a can't miss event.

Chicagoland Real Estate Forum will be at NeoCon to report on the best new products for your [Chicago real estate](#). Stay tuned for a recap on this huge event later this week.

In other Merchandise Mart related news, [GE Monogram](#) will open its first Midwest design center location in Chicago at [LuxeHome](#) in the Merchandise Mart in March 2013.

“We wanted to build on the [success](#) of our first design center by opening another location that would complement the Monogram brand and would be a great strategic move to grow our business,” said Paula Cecere, manager, [Monogram Design Center](#). “We could not be more thrilled with The Merchandise Mart for our second location. The property, management staff, location and outstanding reputation with consumers and professionals made it the overwhelming choice.”

The GE Monogram Design Center will feature:

- Working kitchens for cooking demonstrations by a professional chef.

- Showroom equipped with more than 50 GE Monogram appliances that will be outfitted with high-quality, fashionable cabinetry, millwork and finishes that complement the GE Monogram line of appliances.

Construction for the 3,500 square foot showroom will begin in January of 2013. The design center will be staffed by three product specialists and a professional chef.

“As one of the top premier brands in the industry, GE Monogram appliances feature award-winning technology coupled with quality and timeless elegance- qualities that place them at the forefront of building innovative, energy-efficient appliances that improve people’s lives,” said Katherine Flaherty, MMPI’s vice president of building products and special projects. “We are ecstatic that GE Monogram chose LuxeHome for their newest location.”