

## Secto Design makes NeoCon debut in 2026

**Secto Design, the independent, family-run Finnish lighting company known for its architect-designed wooden luminaires, will exhibit at NeoCon for the first time in 2026. The brand will participate in Illuminate, NeoCon's newly launched platform dedicated to lighting design.**

Held annually at The Mart in Chicago, NeoCon is one of North America's leading events for commercial interiors, bringing together architects, interior designers, workplace strategists, specifiers and manufacturers. The launch of Illuminate strengthens the fair's focus on lighting by creating a dedicated destination for lighting brands and innovations.

Founded in 1995 by Tuula Jusélius, Secto Design is internationally recognised for its collection of wooden luminaires made from responsibly sourced, certified Finnish birch. Designed by architect Seppo Koho, the collection combines clean lines, natural materials and atmospheric light, creating a distinctive presence in hospitality, workplace, residential and public interiors around the world.

While rooted in Finnish design and manufacturing, Secto Design has established a strong presence in North America. The company operates a warehouse in the United States, enabling reliable delivery and shorter lead times for customers across the region. All luminaires available in the North American market are ETL and cETL certified, making specification and procurement straightforward for architects, designers and project teams.

“NeoCon and Illuminate offer an exciting opportunity to connect with the North American design community,” says Heidi Leonela, Sales Director Americas. “We are seeing growing interest in natural materials and lighting that brings warmth, character and a human scale to commercial and hospitality environments. NeoCon provides an ideal setting to introduce our collection to new audiences while strengthening relationships with architects, designers and industry partners.”

At NeoCon 2026, Secto Design will present a selection of pendant, floor, table and wall luminaires suited to workplace, hospitality and residential environments.

### **Secto Design at NeoCon – Illuminate**

booth 7-2022, 7th floor

The Mart, Chicago

June 8–10, 2026, preview on June 7

### **Further information**

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