

NKBA Announces New, Dedicated Presence at High Point Market – Will Debut This Fall

The NKBA's new design hub—adjacent to Cosentino's newly established space, both in Broad Hall—features brand partners Kichler Lighting, James Martin Vanities, Ferguson Home, Sherwin-Williams, Fabuwood, BlueStar, Signature Hardware, Miele, Urban Bonfire, FreePower, and more.

BETHLEHEM, Pa., August 18, 2025 –The [National Kitchen & Bath Association \(NKBA | KBIS\)](#), the world's leading trade association for the kitchen and bath industry representing nearly 55,000 kitchen and bath industry professionals, will debut a new, dedicated presence at High Point Market. Located on the first floor of historic Broad Hall—and extending to a connected outdoor space—NKBA's new design hub brings together prominent bath, appliance, lighting, and indoor/outdoor kitchen brands in full-scale vignettes. On the heels of announcing a [strategic alliance](#) partnership with High Point Market Authority, a physical presence at the show cements the partnership and NKBA's role as an advocate and liaison for the kitchen and bath industry.

“The new NKBA space at High Point Market embodies the evolution of kitchen and bath into whole-home design,” said Bill Darcy, global president & CEO of NKBA | KBIS. “It's a dynamic destination for discovering the latest trends—across furnishings, surfaces, appliances, and more—and understanding how the convergence of these elements is shaping a more connected and powerful design industry. As part of our strategic partnership with the High Point Market Authority, we're proud to bring this broader story to life in a space as fittingly named as Broad Hall.”



Left and Middle: Provisional renderings illustrate the design concept of the forthcoming NKBA space, designed by Kerrie Kelly of Kerrie Kelly Studio; Right: Credit Cosentino

The opportunity for a long-term presence at High Point Market was first presented to NKBA by Cosentino, which secured a multi-year investment in Broad Hall. In tandem with the launch of NKBA's space, Cosentino will debut its own dedicated showroom experience in Broad Hall, with the goal to expand its reach to the design community at High Point and showcase the diversity of its products beyond countertops.

As Market attendees explore the space, participating brand partners including Kichler Lighting, James Martin Vanities, Ferguson Home, Sherwin-Williams, Fabuwood, BlueStar, Signature Hardware, Miele, FreePower, and more, will showcase their best-in-class products to inspire designs for the whole home. The NKBA footprint also expands outdoors, where a Dekton floor is adorned with Feeney railings, an Azenco pergola, and an Urban Bonfire outdoor kitchen, which will be used to host panels and programming throughout Market.

All brand spaces were designed by Kerrie Kelly, NKBA board member and CEO & creative director of Kerrie Kelly Studio, who created an immersive experience that celebrates the intersection of luxury kitchen and



bath design with craftsmanship and innovation. “Designing Broad Hall was an opportunity to honor High Point’s rich history while reflecting NKBA’s forward-looking commitment to whole-home innovation,” said Kelly. “Through layered materials, curated brand collaborations and immersive storytelling, the space invites designers to explore what’s next in luxury design — beyond the kitchen and bath.”

NKBA also worked in partnership with Broad Hall owner Codarus, which provided additional inspiration and guidance in the development of this collaborative space.

From October 25 - 28, between 8 a.m. and 7 p.m. daily, and October 29, between 8 a.m. and 5 p.m., NKBA and the brand partners will present a variety of curated programming and events, including a ribbon-cutting celebration, designer panels, and other exciting activations.

For more details, visit [NKBA.org/hpmkt-fall-2025](https://www.nkba.org/hpmkt-fall-2025).

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About NKBA | KBIS

NKBA | KBIS is the not-for-profit trade association that owns the Kitchen & Bath Industry Show® (KBIS). With 55,000 members in all segments of the kitchen and bath industry, the NKBA has informed, educated and supported the industry since the association was founded in 1963. The mission of the NKBA is to inspire, lead and empower the kitchen and bath industry through community, professional certification and learning, and events. For more information, go to [NKBA.org](https://www.nkba.org) or call 1-800-THE-NKBA (843-6522). KBIS® and NKBA® are registered trademarks of the National Kitchen & Bath Association.