



NKBA GLOBAL CONNECT
presents the

EUROPEAN
KITCHEN
+ BATH
SHOWCASE

The premier event introducing
EUROPEAN TRENDS AND BRANDS
to leading North American designers & buyers

KBIS 2021
FEBRUARY 9-12,
2021

Supported by



DAY 1

Wednesday, February 10

12 PM-3 PM EASTERN

DAY 2

Thursday, February 11

12 PM-2 PM EASTERN

Bringing European Collections and Trends to North America

The first annual NKBA European K+B Showcase will take place in February 2021, concurrent with **KBIS 2021**.

This virtual event will introduce North American Design and Construction Professionals to the newest, coolest, smartest European products and design trends for the kitchen + bath through a variety of programming.

EUROPEAN K+B SHOWCASE PROGRAMMING

GUDY HERDER KEYNOTE

In the K+B Showcase keynote Gudy Herder will present ***The Invention of Mappiness — Tracking Our Levels of Happiness and How Design Can Help***. Gudy Herder lectures at international trade shows and design events on Interior Design & Lifestyle Trends. Her keynote not only covers color and materials directions with emphasis on socio-cultural references, underlying patterns, and a deep dive into insights on how we want to live.



Keynote presenter **GUDY HERDER**,
German International Trend
Consultant, *Eclectic Trends*

BEHIND THE BRAND: CEO TALKS

NKBA CEO Bill Darcy will lead 10-minute Q&A-style conversations with leading European brand CEOs/CMOs or appropriate brand spokespersons, pre-recorded at their showroom of HQ location, produced via ZOOM. The conversation will focus on the brand vision, company history, points of difference, reason for being — the brand story.



NKBA CEO **BILL DARCY**

EUROPEAN DESIGN TRENDS PANEL

Hosted by Elle Decor and moderated by Style Editor Vanessa Lawrence, this live Zoom panel engages panelists Gudy Herder, Carolina Calzada and Scarlet Opus in a 20-minute conversation about the most exciting European design trends for 2021. Followed by a Q&A.



BEST OF EUROPE: KITCHEN AND BATH EDITION PRESENTATION

Join three leading design influencers and a moderator for a discussion of their "favorite finds" from major European virtual events. Learn about the newest innovative products and fresh design trends.



GLOBAL DESIGN BITES

Global Design Bites gives the stage to brands to share their newest, smartest and most inspired products and concepts in a series of rapid-fire, 5-minute, 5-slide or short video presentations.



Please contact globalconnect@nkba.org to inquire about sponsorship opportunities.