

FOR IMMEDIATE RELEASE

Contact: Kelly Winkler
White Good
717-690-9768
kwinkler@whitegood.com

Jocelyn Hutt
White Good
717-725-0291
jhutt@whitegood.com

NKBA Insider Elle H-Millard Brings Stone to Life at Kitchen & Bath Industry Show (KBIS)

Millard designs an experiential booth for Natural Stone Institute

HACKETTSTOWN, NJ – (April 2, 2019) – National Kitchen and Bath designer, Insider and Editor at Large, Elle H- Millard was tapped by the Natural Stone Institute (Use Natural Stone) to design the Use Natural Stone Kitchen and Bath Industry Show booth. Greek mythology, Medusa, and living statues, were just some of the engaging design elements H-Millard incorporated into the space. The Institute, whose mission is to encourage designers to use natural stone whenever possible in their projects, asked H-Millard, a 2018 and 2019 NKBA Insider, to help them design a booth that would “make people stop in their tracks.”

“I was researching the history of various stones, and came across the story of Medusa,” explained H-Millard. “According to Greek mythology, Medusa had snakes for hair and if you looked at her face, you would turn into stone. Right away I knew this was a concept I wanted to incorporate into my design.”



-more-

Using Dalmata white marble, a unique Italian marble with a crisp white background, richly contrasting black stripes and soft grey veining, H-Millard designed the booth to have a striking counter that starts at the floor and rides up to the wall. Panda marble blended with the Natural Stone logo aligned the floor.

“The true highlight of our space at KBIS was to watch design professionals abruptly stop in the aisle and pull out their cell phone to take a picture of our booth,” said Jim Heib, CEO, Natural Stone Institute. “We were so pleased, as an NKBA member that we could collaborate with the Association and Elle to create a compelling and memorable space.”

The photo ops continued during the NKBA Opening Night Party where, as a sponsor of the event, the Institute provided two “living stone” models encouraging guests to pose and interact.



About the National Kitchen & Bath Association and the Kitchen & Bath Industry Show

The National Kitchen & Bath Association (NKBA) is the not-for-profit trade association that owns the Kitchen & Bath Industry Show® (KBIS), as part of Design & Construction Week® (DCW). With nearly 14,000 member companies representing tens of thousands of members in all segments of the kitchen and bath industry, the NKBA has educated and led the industry since the association’s founding in 1963. The NKBA envisions a world where everyone enjoys safe, beautiful and functional kitchen and bath spaces. The mission of the NKBA is to inspire, lead and empower the kitchen and bath industry through the creations of certifications, marketplaces and networks. For more information, visit NKBA.org or call 1-800-THE-NKBA (843-6522).

KBIS® and NKBA® are registered trademarks of the National Kitchen & Bath Association.

###