

design  
**edge**  
Phoenix/Scottsdale

[www.designedgeco.com](http://www.designedgeco.com)

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**edge**

# DESIGNED TO ENGAGE

Meet top industry executives at our invite-only event, and create meaningful connections



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## what?

Design Edge is a highly curated, trade-only event featuring the best Home furnishings and Kitchen/Bath brands in North America. The first event of its kind, Design Edge brings leading designer-centric manufacturers to premium markets throughout the country to connect with the region's designers and tastemakers.

## why?

Design Edge closes the gap between manufacturer capability and designer awareness. Through executive level access, the best brands in the industry share their product collections, designer programs and versatility in meeting the scale and scope of project demands.

## who?



## when?

DAY 1: **March 27, 2025** 9:00 am - 5:00 pm

DAY 2: **March 28, 2025** 9:00 am - 4:00 pm

## where?

**PHOENIX CONVENTION CENTER**

100 North Third Street, Phoenix, AZ 85004

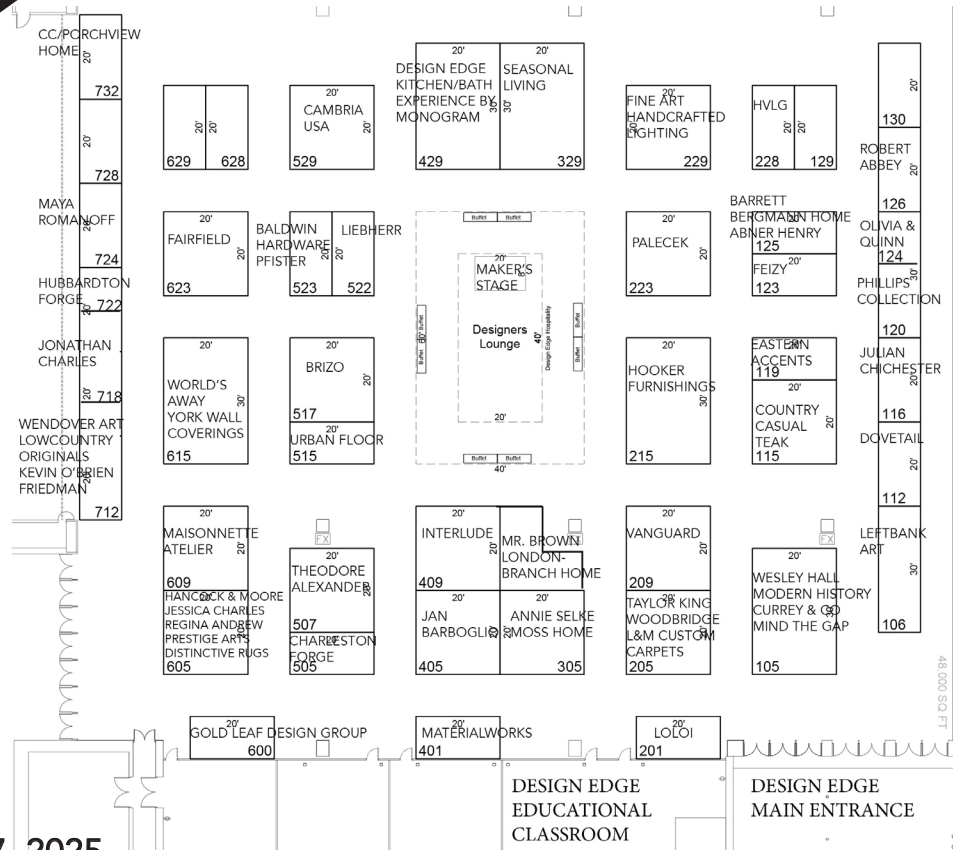
Design Edge

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# The Event

## Design Edge Phoenix/Scottsdale Floor Plan & Schedule of Events



### Thursday, March 27, 2025

- 9:00 am - 5:00 pm Design Edge Phoenix/Scottsdale Show Floor Open
- 9:00 am - 10:00 am ASID/NKBA Early Access
- 10:00 am - 10:45 am Design Edge Keynote, Barclay Butera
- 12:00 pm - 1:00 pm Maker's Stage Presentations
- 1:00 pm - 2:00 pm The Meaningful, Mindful, and Motivated Global Trends that will influence our US Home Decor Markets for 2025 and beyond, with Patti Carpenter, Global Trends Ambassador
- 3:00 pm - 4:00 pm Design Without Limits, The Pot of Gold Beyond the Kitchen & Bath, with Alena Capra, Principal and Founder of Alena Capra Designs, and Paula Kennedy, Principal and Founder of Timeless Kitchens
- 4:00 pm - 5:00 pm Design Edge Reception sponsored by the High Point Market Authority in partnership with Luxe Interiors + Design

### Friday, March 28, 2025

- 9:00 am - 4:00 pm Design Edge Phoenix/Scottsdale Show Floor Open
- 10:00 am - 11:00 am Double Your Revenues in Half the Time, with Melissa Galt, Business Coach to the Trade
- 12:00 pm - 1:00 pm Maker's Stage Presentations
- 1:00 pm - 2:00 pm The Election, the Economy and what it means for design in 2025, with Chris Beard, VP Building Products Research from the John Burns Research Firm
- 3:00 pm - 4:00 pm Business of Southwest Design Panel moderated by Dwayne Bergmann, Principal Dwayne Bergmann Interiors