

# Better Homes and Gardens & Traditional Home Among Five Leading Magazines to Showcase Trends at K/BIS

**- National Kitchen and Bath Association and Meredith Corporation present the “Design Idea Center 2007” at the Kitchen and Bath Industry Show in Las Vegas -**

**LAS VEGAS (March 28, 2007)** – The National Kitchen and Bath Association has teamed with Meredith Corporation (NYSE:MDP), one of the nation’s largest media and marketing companies, to create the Design Idea Center 2007 at the Kitchen/Bath Industry Show & Conference, May 7–10, 2007, at the Las Vegas Convention Center.

The 10,000-square-foot Design Idea Center (Booth #1237) will feature five innovative kitchen and bath design concepts that capture the theme of ‘getting away’ without leaving home.

In “Everyday Getaways,” five of Meredith’s most popular consumer publications –*Kitchen and Bath Ideas*®, *Better Homes and Gardens*®, *Country Home*®, *Traditional Home*®, and *Midwest Living*® – have each created a unique kitchen and bath vignette reflecting the theme based on the individual magazine’s core readership. *Kitchen and Bath Ideas*® is the official publication of the NKBA.

“After the success of the K/BIS 2006 Design Idea Center, the NKBA is excited to once again partner with the Meredith Corporation for the 2007 Design Idea Center,” said Mike Kelly, Chief Executive Officer of the NKBA. “The 2007 DIC will highlight creative new ideas and trends that will allow home-enthusiasts to escape their hectic, stressful lives while building the kitchens and baths of their dreams.”

“K/BIS, which boasts more than 900 exhibitors and 40,000 attendees every year, is the world’s largest annual international event focused exclusively on the kitchen and bath industry and consistently debuts the latest and products and trends in the kitchen and bath industries,” said Cory Smith, VP of the Building/Design Group, The Nielsen Company, the producer of K/BIS.

As one of the main attractions at K/BIS 2007, the Design Idea Center will be open to all attendees during show hours, with a VIP press preview on Tuesday, May 8, at 4:30 p.m., followed by a cocktail reception.

Upon entering “Everyday Getaways,” visitors will be transported to serene, relaxing atmospheres:

## ***Kitchen and Bath Ideas: Gourmet Traveler At Home***

*Kitchen and Bath Ideas*’ space is designed for the adventurous couple that loves to discover food and wine while they travel across the globe. Inspired by the trend of combining passions for cooking and traveling, this gourmet kitchen is ideal for recreating the feeling of travel in the comfort of home.

Everything in the kitchen is positioned for the ease and enjoyment of cooking, such as countertop cutouts in the prep island and next to the range that are designed to hold a series of metal bins filled with everything from spoons and spatulas to seasonings. A wine room, which serves as an extension of the kitchen, is ideal for those that wish to participate in the burgeoning trend of at-home wine-tasting parties.

## ***Better Homes and Gardens: A Gardener’s Kitchen***

*Better Homes and Gardens* brings the outdoors indoors in a wonderfully creative kitchen designed to act as an oasis in the midst of one’s hectic life. Designed for those who think of their garden as the ultimate getaway, this kitchen opens onto a back deck with a container garden and potting table nook.

Playing on the trend of multifunctional living, this kitchen's spaces are designed to be used for cooking, dining, gathering, or just unwinding. For example, opposite the range is a dual-function laundry center whose long counter is perfect for setting up a buffet for relaxing get-togethers.

### **Country Home: Big Little House in the Woods**

*Country Home* has designed a 525-square-foot two-room cottage that offers a low-key alternative to the massive spaces that have come to dominate home building today. Perfect for empty nesters or the newly single, this tranquil getaway incorporates big design ideas and inventive space solutions in an intimate setting. The cottage, inspired by Minnesota's wooded cabins, is a cozy getaway that lives large with big design ideas and creative space solutions. Innovations, including a combination dishwasher/sink, a cozy built-in bed alcove, and a soaking tub allow for a relaxing, yet rewarding space.

### **Traditional Home: Natural Inspirations**

*Traditional Home* has created a kitchen inspired by the sea that serves as a comfortable entertainment space as well as a high-tech cooking space. Evocative of the casual lifestyle of coastal living, the beautifully –and efficiently– designed kitchen uses soft, earthy finishes and glass mosaic tile to bring the Pacific Northwest environment home.

Bringing the party into the kitchen, this space encourages guests to participate in preparing meals. A large island and four distinct cooking stations make the kitchen incredibly functional, whether one person is cooking or an entire crowd.

### **Midwest Living: Back to Basics**

*Midwest Living* has created a relaxing weekend retreat, with its 'back-to-nature' kitchen and bath space. Pairing the Heartland's agricultural heritage with contemporary cabinetry and appliances, the converted barn is designed to relax and enhance the weekend getaway experience. The space plays on the growing trend towards more outdoor living, as the entire structure opens to nature with an 8' entrance flanked by barn doors, an outdoor shower, and a screened porch with daybed.

For more information and/or to register for K/BIS, please visit [www.kbis.com](http://www.kbis.com).

### **ABOUT THE NATIONAL KITCHEN & BATH ASSOCIATION**

Celebrating more than 40 years service, the National Kitchen & Bath Association (NKBA) is an international not-for-profit organization that has educated and led the kitchen and bath industry since 1963. As the only trade association dedicated exclusively to the kitchen and bath industry, the NKBA is the leading source of information and education for consumers and professionals alike. With more than 40,000 members and growing, the NKBA owns the Kitchen & Bath Industry Show & Conference®, the world's largest trade show and industry event. The mission of the NKBA is to enhance member success and excellence by promoting professionalism and ethical business practices and providing leadership and direction for the kitchen and bathroom industry. For more information, please visit [www.nkba.org](http://www.nkba.org) or Sean Ruck ([sruck@nkba.org](mailto:sruck@nkba.org), 908-813-3792).

### **ABOUT MEREDITH CORPORATION**

Meredith ([www.meredith.com](http://www.meredith.com)) is one of the nation's leading media and marketing companies with businesses centering on magazine and book publishing, television broadcasting, integrated marketing and interactive media. The Meredith Publishing Group features 25 subscription magazines - including *Better Homes and Gardens*, *Family Circle*, *Ladies' Home Journal*, *Parents*, *Fitness*, *American Baby*, and *ReadyMade* - and approximately 200 special interest publications. Meredith owns 14 television stations, including properties in top-25 markets such as Atlanta, Phoenix and Portland.

Meredith has approximately 350 books in print and has established marketing relationships with some of America's leading companies including The Home Depot, DIRECTV, DaimlerChrysler, Wal-Mart and Carnival Cruise Lines. Meredith's consumer database, which contains more than 85 million names, is one of the largest domestic databases among media companies and enables magazine and television advertisers to target marketing campaigns precisely. Additionally, Meredith has an extensive Internet presence that includes 32 Web sites and strategic alliances with leading Internet destinations. Meredith Hispanic Ventures publishes five Spanish-language titles, making Meredith the largest Hispanic publisher in the United States reaching women at every life stage. The *Family Circle* Cup, America's premier women's professional tennis tournament – owned and operated by Meredith, is held every April in Charleston, South Carolina and has for over three decades continued to showcase the best in women's tennis. For more information, please visit [www.meredith.com](http://www.meredith.com).

### **ABOUT THE NIELSEN COMPANY**

The Nielsen Company, formerly known as VNU Group B.V., is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media information (Nielsen Media Research), business publications (Billboard, The Hollywood Reporter, Adweek) and trade shows. The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit [www.nielsen.com](http://www.nielsen.com).

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**EDITOR'S NOTE:** For story development, industry interviews, or for more information about K/BIS 2007, please contact Pamela Wadler or Walter Sperr at (212) 966-0024 or email [kbis@trentandcompany.com](mailto:kbis@trentandcompany.com).

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