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**Kalco Lighting Announces Sketch to Showroom**

**Panel Event at High Point Market**

*Interior designers Vanessa DeLeon, John McClain, Erinn Valencich will discuss how they take designs from concept to finished collection*

**HIGH POINT, North Carolina (Tuesday, March 21, 2023)** – [Kalco Lighting](http://kalco.com/), a leading manufacturer of casual luxury lighting and furniture designs, is excited to host [Sketch to Showroom](https://www.eventbrite.com/e/sketch-to-showroom-brought-to-you-by-kalco-tickets-575952368037), a designer panel event from 3 to 5 p.m. on Sunday, April 23 at Spring High Point Market. Moderated by *Furniture Lighting & Décor* Editor-in-Chief Diane Falvey, the panel event will take place in Kalco Lighting’s showroom at IHFC Design Center in Space H232 and will feature all-star interior designers Vanessa DeLeon, John McClain and Erinn Valencich.

“Kalco Lighting is thrilled to bring this event to High Point Market this spring,” said Snehal Shah, President of Kalco Lighting. “Collaborating with designers and bringing design-forward collections to market each season has always been a focus at Kalco, but continuing those relationships and exploring new partnerships within the design community is part of our vision for the future. While the event is through the lens of what it takes to create beautiful and innovative designs, it also will give an inside look at what it is like to develop a product with Kalco and could lead to new conversations.”

As designer names grace any number of home furnishings collections, Sketch to Showroom will take a deep dive into how the designers turn product ideas into polished collections that wow brands and customers. Attendees will hear about the full cycle of the creative design process and gain exclusive insights on how to differentiate themselves and their product in the competitive marketplace.

“Having worked with Kalco Lighting to bring my Ilumine Collection to life in the showroom, I want to bring that perspective of what happens behind the scenes between a brand and designer,” said DeLeon, who will debut a new piece from Ilumine at Market. “Often times, people see the finished product, but there’s so much art and creative prowess that happens before going to market.”

The panel will take place from 3 to 4 p.m., followed by cocktails and networking in the showroom. Additionally, John McClain will host a book signing for his new book, *The Designer Within*, which teaches readers how to design homes to be alluring, functional, and happy—and explains how to do this with fixtures from Kalco Lighting’s luxury crystal lighting line, [Allegri Crystal](https://www.allegricrystal.com/).

**Learn more about the panelists:**

* Vanessa DeLeon is the founder of Vanessa DeLeon Associates, an award-winning interior design firm. Vanessa is known for her signature design style, GLAMILISTIC, which combines streamlined minimalism with glamorous details. She is the designer behind Kalco’s Ilumine, a collection of surrealist-inspired pendants, sconces and chandeliers.
* John McClain is the CEO and Creative Director of John McClain Design, an award-winning interior design firm. John is the author of a new coffee table book, *The Designer Within*, and two online design courses: The Designer Within (Business) and The Designer Withing (Homeowner).
* Erinn Valencich is an entrepreneur and founder of ERINN V. Design Group and furniture brand, ERINN V. She is also the founder of StyleRow, a software platform helping designers communicate, present, and design, as well as discover the best of the luxury design world.

For more information, visit Kalco.com or register for the event [here](https://www.eventbrite.com/e/sketch-to-showroom-brought-to-you-by-kalco-tickets-575952368037).

For media inquiries or interview requests with the panelists, contact kmaughan@fallsandco.com



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**About Kalco Lighting**

With its passion and commitment to design, service and quality, Kalco Lighting offers an array of casual luxury designs. Its collection of Allegri Crystal luxury chandeliers, pendants, sconces and flush mounts feature quality handcrafted materials.  Allegri’s exacting standards for precision cut, machine polished jewels create unparalleled shine and refraction. Kalco’s designs are inspired by timeless trends, new innovations, and advancements in technology. From their state-of-the-art manufacturing facilities, their designers and engineers take great pride to seamlessly integrate the latest in energy efficient technology into their lighting designs and manipulate the industry’s most advanced LED lamping to fit their fixtures’ unique aesthetic.