



For Immediate Release

The Business of Better Design: How Neurodesign Transforms Client and Team Relationships as Well as Spaces

HIGH POINT, N.C., March 31, 2026 — EDGE34, the architectural furniture brand recognized for its sculptural concrete furnishings and commitment to sustainable, enduring design, will host a special presentation by international neuroaesthetics expert and faculty member of the [NeuroDesign Academy](#), Nicole Baxter, during the April High Point Market.

Titled *Design That Changes How People Feel*, the presentation will take place Saturday, April 25 at 4:30 p.m. in the [EDGE34](#) showroom's Design Lounge, located at 1700 W. Green Drive.



Baxter, an interior designer with more than three decades of experience, will introduce interior designers and market attendees to the research-proven science of neuroaesthetics—how environments influence human emotion, behavior and well-being. Drawing from both scientific research and real-world design practice, she will translate complex concepts into practical strategies designers can immediately apply.

“At a fundamental level, our environments are experienced by the body before they are understood by the brain,” said Baxter. “When designers understand how spaces influence the nervous system, they can create environments that not only look beautiful, but actively support calm, clarity and resilience for their clients and even for their design team.”

At its core, the presentation explores how the brain processes beauty through the same systems that evaluate safety and threat, revealing why thoughtfully designed spaces can reduce stress, improve resilience and foster a sense of calm. Baxter will also connect these insights to biophilic design principles and material selection, demonstrating how natural elements and sensory-rich materials serve as grounding forces within built environments.

For working designers, the program extends beyond aesthetics to address one of the industry's most pressing challenges: managing client relationships and project stress. Baxter will outline how fluctuations in budgets, timelines and decision-making can trigger nervous system dysregulation for both clients and designers and offer practical tools for maintaining clarity, communication and leadership throughout the design process.

The presentation aligns closely with EDGE34's design philosophy, which centers on creating environments and objects that support human well-being through material authenticity, permanence and sensory experience. The brand's concrete furnishings, crafted with advanced techniques that reduce material waste while enhancing durability, embody a sustainable approach to design that prioritizes longevity over disposability.

"Great design is not only seen, it is felt," said Kim Spencer, co-founder and creative director of EDGE34. "Hosting this conversation at Market reflects our commitment to creating products and spaces that support how people live, gather and restore."

Within the presentation, EDGE34's materials will be explored as biophilic anchors, elements that communicate stability, weight and connection to the natural world. Through form, texture and massing, these pieces contribute to environments that feel grounded and safe, reinforcing the brand's belief that design plays a critical role in emotional and physiological well-being.

As part of the restorative nature of the presentation, attendees can enjoy refreshments and light bites in its showroom's relaxing Design Lounge. Following the talk, guests can meet and connect with their peers and Nicole to continue the conversation.

The program is open to all High Point Market buyers. Guests may take advantage of complimentary on-site parking at EDGE34 or utilize the Market's Go-Anywhere shuttle service for convenient door-to-door access.

The EDGE34 showroom is open daily during Market from 8 a.m. to 5 p.m. and year-round by appointment.

[Press image](#)

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About EDGE34

EDGE34 is an architectural furniture brand specializing in sculptural concrete furnishings and planters for hospitality, commercial and residential environments. Founded by interior designer Kim Spencer and creative partner Philip De Rycke, the company combines artisan manufacturing with modern engineering to create durable, design-forward pieces produced at its studio in Panama and distributed through its High Point, N.C. showroom. Guided by a commitment to sustainability, longevity and material integrity, EDGE34 designs pieces that enhance how people experience space—physically, emotionally and socially.

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