

Robin Amorello



Breaks loose from the traditional with this primary residence in Maine for empty nesters in the 'red Ferrari' stage of life.

This kitchen remodel came about as a happy conjunction between a designer who was looking for an unusual challenge and clients who wanted to break out of a traditional mold and described themselves as being in the "red Ferrari" stage of their lives.

For this project, Robin had a lot of latitude to use her imagination, but there was one thing that was a given at the outset: the appliances.

"It was a Viking kitchen. The clients had already picked out their appliances, and

the choice of Viking was what really drove the remodel," Amorello recalls.

Starting out with an art background

"Like many people, I found my career by accident, picking up what I needed along the way," says Robin Amorello, CKD. "Many interior designers come from a sales background. I consider myself an artist first, a salesperson last.

"I swallowed drafting whole in high school and decided to become an architect — until I found out that there was weighty math involved," she reminisces. "I decided to study art history instead. Loved it!"

Amorello spent 12 years in the world of art gallery management and founded Mad Matter Framing in 1988, specializing in hand-cut and painted matting and custom framing.

Renovating her own home became a life-changing event that led to a career change. "I ripped apart and put back together my first home, a 100-year-old farm house, in the early 90's," she says. "I fell in love with construction, and went back to school to study computer aided design."

In 1995, she was hired by JM Contracting in Parsippany, New Jersey as a draftsman. Her role evolved into designer and project manager positions over the next five years. "This is where I was thrown into the world of kitchen design," says Amorello. "Like most people who land in this profession, I went through a trial by fire."

In 2001, after moving to Tenants Harbor, Maine, for a quieter life with her two children, Robin continued working as a designer while

studying to earn her CKD, which she achieved in 2004. That's when she joined Maine Kitchen Design "to pursue more creative projects" — like the one featured in this issue.

Break from traditional Maine design

"The 'red Ferrari' concept was truly the driving force behind this project," says Amorello. "The clients wanted to bring color into their lives. They wanted to break loose from what was traditional. It was exciting working with a client willing to go beyond the traditional New England look."

Architecturally, the home was what's called a deck house, a kind of kit house popular in New England — tongue-and-groove construction, cathedral ceilings with skylights, exposed rafters. Originally it had a typical 1980s gray Formica kitchen, with Formica counters and cabinets, and all the appliances jumbled together in a clump in the center of the room. The original cabinetry was replaced with the upper red cabinets by Plain and Fancy. The lower cherry cabinets are by Luxor. The Viking appliances were selected in the Stone Gray color finish.

Again, Amorello stressed the importance of Viking appliances to the project. "Thank you, Viking!" she says. "This isn't the first time a project was driven by the choice of Viking appliances. It seems to me that more clients are coming to me pre-sold — and the ones who have already chosen their appliances usually have chosen Viking. It steers my work in a certain direction and makes my work easier."

Amorello lives in Topsham, Maine, and can be reached at RobinAmorello@aol.com.





Refrigerator VCSB423D-SG
Range Hood VCWH4848-SG
Range VDSC487-6G-SG
Compactor VUC181-SG
Dishwasher DFUD042/PTD24-SG