

# THE EDGE



vikingrange.com

## CLASSIC STANDOUT

### FREESTANDING REFRIGERATOR ANCHORS VIKING PRODUCT LINEUP FOR THE REPLACEMENT MARKET

All kitchen designers have encountered this situation: Their clients want a new look for the kitchen, but they do not want to undertake a major remodel with all new cabinetry. Maybe the kitchen is too small. Maybe it's in a vacation home or beachfront condo. Or maybe the clients just like the existing cabinetry. Or perhaps they are simply replacing some older appliances. Whatever the reason, there's no room for an 84" high Viking refrigerator, but they do want the Viking look, and they want a complete line of Viking appliances. Viking options have

always been available for everything but the refrigerator.

Now that's history. There's room in any kitchen for a Viking refrigerator. A total Viking kitchen is a viable option in the important replacement market.

Featuring a "cabinet depth" design with 24" deep side panels, Viking 36"W. freestanding refrigerator/freezers integrate seamlessly with any surrounding cabinetry, whether pre-existing or newly installed. They are available in three door configurations: Bottom-Mount Refrigerator/Freezers, French-Door Bottom-Mount Refrigerator/



**FEATURED DESIGNER  
ROBIN AMORELLO BREAKS  
FREE OF TRADITIONAL  
MAINE DESIGN: Page 4**

continued >

Freezers and Side-by-Side Refrigerator/Freezers. A variety of trim kits are available to give the refrigerators a “built-in” look, including a top grille and side trim, or a stainless “wrapped” look with a top panel and side panels.

“Designers have been asking us to round out our product selection for the replacement market with a freestanding refrigerator,” says Sue Bailey, Viking Range Corporation manager of product development, major appliances. “It’s all about giving designers and their clients more options in those situations when the larger built-ins don’t fit or are inappropriate.”

In addition to the freestanding refrigerators, other products for the replace-

ment market include the Viking 30"W. range, dishwasher, and microwave hood. The 30"W. and 36"W. cooktops also fit most standard cutouts. All are available in the classic Professional Series or the sleek Designer Series.

### Viking Freestanding ‘Cabinet Depth’ Refrigerator/Freezers

No more standing on your tiptoes. Viking freestanding refrigerators offer easy access to two slide-out freezer baskets and a factory installed automatic ice-maker. Other features include temperature adjustable Meat Savor™/Produce Drawer, four adjustable spillproof shelves, two moisture-adjustable see-through



produce drawers, large door bins and a premium water filter on select models.

Integrating easily into any conventional kitchen, the Viking freestanding refrigerator/freezer perfectly complements the entire Viking line.

“Cabinet Depth” design (24" deep side





panels) integrates with surrounding cabinetry.

The Viking freestanding refrigerator/freezer slides into a 24" deep cabinetry space — with sleek, smart grace. In addition to frost-free features, electronic controls stay on the job when you go on vacation, defrosting less frequently and conserving energy. In addition, all models are Energy Star qualified.

### Complete Viking kitchen for smaller kitchens or existing cabinetry

The freestanding refrigerator plays a crucial role in pulling together a complete suite of complementary Viking appliances. Now there's room in any kitchen for the

ambiance of Viking style and elegance, in either the Professional or Designer Series.

- **30" W. Gas Range:** With 15,000-BTU burners, the VariSimmer™ setting for gentle-even simmering, and 1,500° F Gourmet-Glo™ infrared broiling, the Viking gas range provides an infinite range of temperature control. All freestanding ranges, which also include the gas, self-cleaning ranges, dual fuel ranges and electric ranges, fit conventionally-sized 24" deep kitchen cabinets and are available in standard widths, surface configurations, and 14 color finishes.

- **24" W. Premium or Ultra-Premium Dishwasher:** The silent sentinel of the com-

mercial-style kitchen, this dishwasher employs two motor/pump assemblies, a multi-level wash system that scours food away, and ultra-dense asphalt and felt insulation that absorbs nearly every sound. Featuring a triple-filtration cleaning system and Convect-Air™ Drying, it handles cleanup with powerful efficiency — and remarkable style.

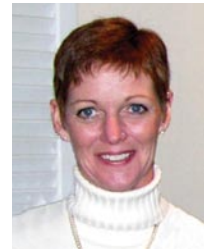
- **Convection Microwave Hood:** Real convection cooking with built-in ventilation. The 300 CFM built-in exhaust system is shipped assembled to recirculate, but it may also be vented out the rear or vertically.

In addition, Viking cooktops are designed to fit the majority of similarly sized cooktop cutouts. The 27" W. and 30" W. wall ovens are also in demand as replacement appliances. These models make it simple to replace old products with Viking commercial power.

A Viking kitchen has always been a great way for homeowners to enhance the value of their home. Now designers can provide this option for every type of kitchen.



# 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](mailto:RobinAmorello@aol.com).





PHOTOS BY BRIAN VANDEN BRINK

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

# GETTING CREATIVE WITH COLOR

As homeowners grow more sophisticated about design, they are less intimidated by bright colors. Here are some tips for using color effectively.



Since consumers have become increasingly more educated about design, they now fear color considerably less. The future for kitchens is alive with more daring color choices than ever.

This trend is evidenced by the brighter palettes designers are reporting. The Color Marketing Group (CMG), The Color Association of the U.S. (CAUS), Pantone, Benjamin Moore and DuPont Surfaces all forecasted this trend for 2006-2008, and it was even apparent at this year's K/BIS.

Because the variety of color options available these days is so great, it's important for designers to help homeowners identify a color plan when designing a space. "Color performs a certain role," says Nancy Kebschull, a member of the Color Marketing Group and visuals coordinator for Reico Kitchen & Bath, whose headquarters are located in Annandale, Virginia. "A bonding neutral can pull elements together such as a gray or beige, and a kitchen can appear larger

if bonded appropriately."

"Color should always support the theme for a room," continues Kebschull. A good rule of thumb is to choose three colors in a room, she advises. Use a dominant color for walls, floor covering and fabric background. A secondary color works well throughout the room in fabrics and accessories and an accent color can be used sparingly to give energy and excitement to a room.

The mood or feeling of a room is influenced by the homeowner's choice of colors, style of furnishings, the amount of texture and pattern chosen, as well as the types of accessories that are selected. For example, "warm wood tones and colors used in the kitchen can give energy to the day," notes Kebschull.

Because color can look different at various times of the day, it's important for designers to consider when the room will be used most frequently. Color on the walls can reflect off each other, and may appear too intense on all walls of

a room. It's also important to consider furniture, and other elements such as fixtures, appliances, cabinet tones and countertop materials.

Nature inspires the most creative combination of color, notes Kebschull. She suggests looking in flower gardens or other natural surroundings to choose hues that work the best in the kitchen. Accessories such as pictures or vases also can spark an idea for color combinations.

Kebschull offers some basic guidelines to help designers put colors together effectively for their clients. They include:

- Limit the number of colors from two to four.
- Use colors in distinctly different quantities.
- Repeat colors more than once in a room.
- Balance color in a room by repeating the colors throughout the space itself.

# SOON DESIGNERS WILL BE ABLE TO SHOWCASE VIKING APPLIANCES WITH THE LEADING KITCHEN DESIGN SOFTWARE

Viking Range Corporation, manufacturer of ultra-premium kitchen appliances for the home, has announced an agreement to create a Viking appliance catalog with 20-20 Technologies' industry-leading kitchen and bath design software, 20-20 Design™.

"Pairing our high-quality product line with the 20-20 advanced software technology will be a great resource for designers," said Jim Gregory, manager, design relations for Viking.

20-20 is the world's leading provider of computer-aided design, sales software and manufacturing solutions for the kitchen design industry. The company's software offers state-of-the-art design, specification, photo-realistic rendering and 3-D visualization for configurable products in the residential and commercial interior design markets. The 20-20 software is sold in more than 90 countries and used at over 25,000 points-of-sale worldwide.

The 20-20 Viking catalog, which will feature products from both the Viking Professional and Designer Series, will make it easier for 20-20 Design users to include ultra-premium appliances into their design projects. Users will also have the option to use full overlays to create a more customized look and better address customers' needs and wishes.



"20-20 is thrilled to be able to offer its 20-20 Design users the option to add Viking appliances to their design projects," said George Papaioannou, director of enterprise solutions for 20-20 Technologies. "The catalog fills a void for high-end kitchen appliances that our clients have been eagerly anticipating," he added.

Viking and 20-20 Technologies demonstrated a version of the Viking catalog at the Kitchen/Bath Industry Show (K/BIS) in Chicago in April. The Viking catalog will soon be available for restricted download through the 20-20 Technologies update and support Web site, [www.2020.net](http://www.2020.net).



## VIKING MICROWAVES NOW COME IN A RAINBOW OF HUES

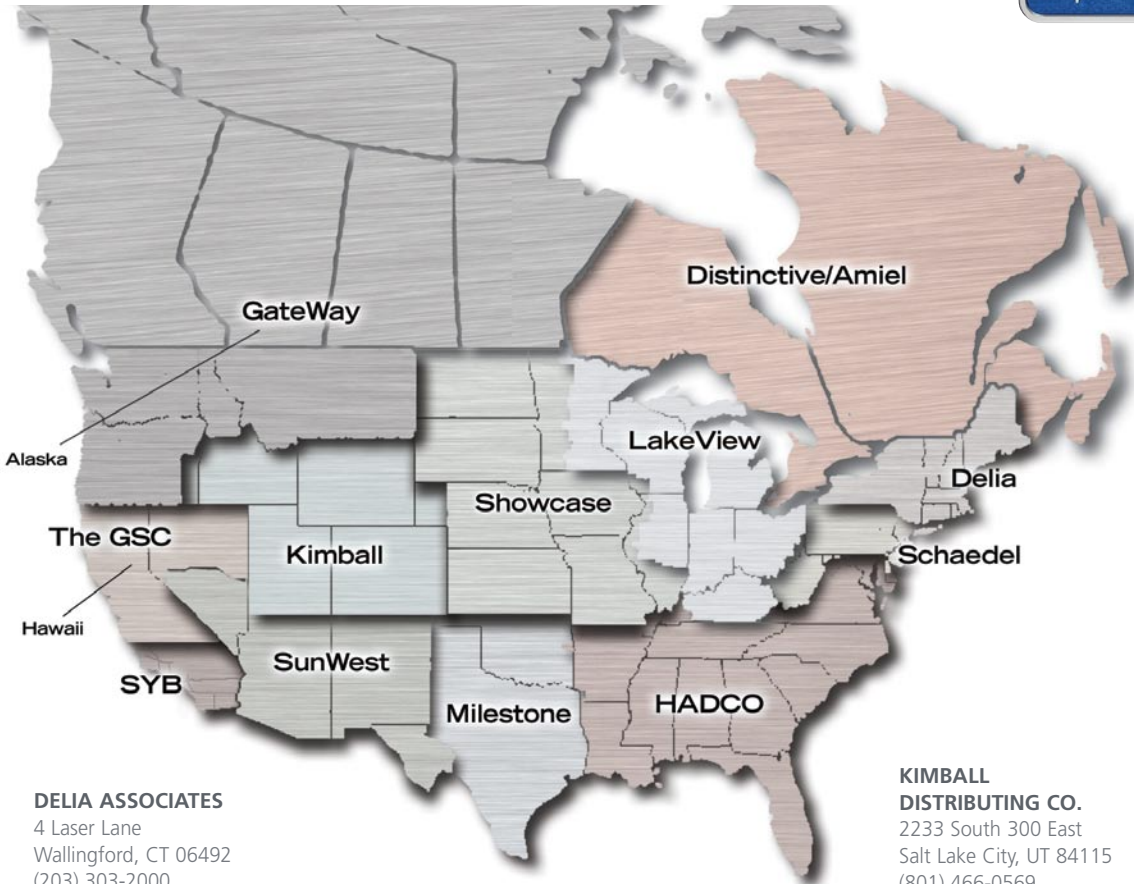
Designers now have a rich diversity of colorful options from which to choose. Viking Range Corporation offers its Professional microwave and convection microwave in the 14 color finishes available in its Professional Series product line. Viking is the only appliance manufacturer to offer such color options for its microwave oven line.

"By adding so many color options to our microwave line, Viking enables homeowners to incorporate a microwave oven into their kitchen seamlessly, regardless of appliance color choice," said Sue Bailey, Viking Range Corporation manager of product development, major appliances.

Viking microwaves, convection microwaves and convection microwave hoods are available in the Professional or Designer Series. Professional Series color choices include stainless steel, black, white, almond, biscuit, stone gray, graphite gray, burgundy, lemonade, mint julep, forest green, Viking blue, cobalt blue and eggplant. The Designer Series color choice is stainless steel.



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