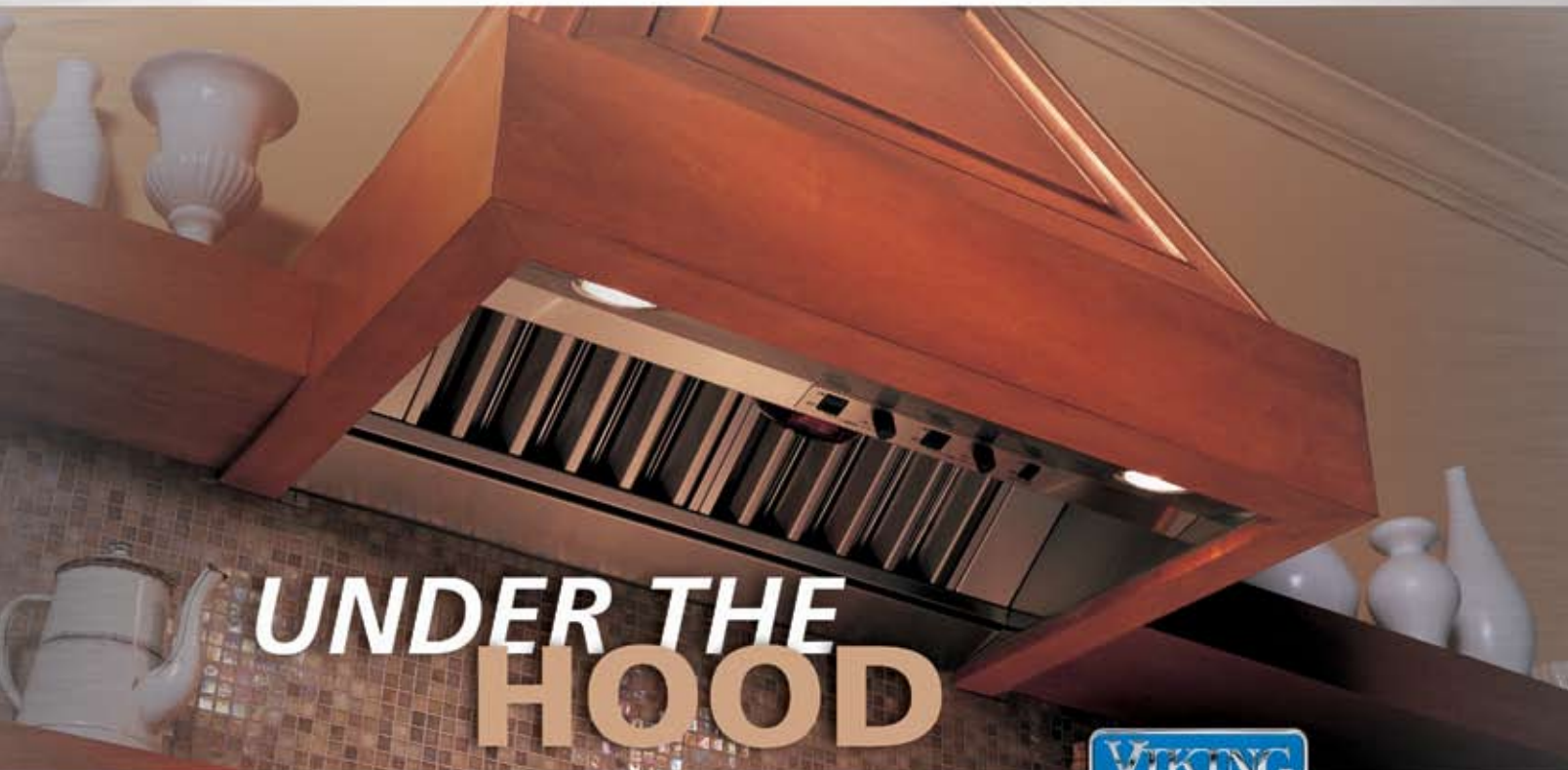


THE EDGE



UNDER THE HOOD



vikingrange.com

LOOKS COUNT. SO DOES ENGINEERING QUALITY.

When buying a luxury car, performance, styling and design are important considerations, but what's under the hood is just as important. A luxury brand is only as good as its performance. It's the same with kitchen ventilation products. Design is important and can help tie together the look of a fantastic kitchen, but performance — literally, what's under the hood — makes all the difference.

Viking ventilation systems not only subdue even the most pungent cooking aromas — silently — but they look fantastic doing it. When you specify Viking for your clients, you're not just specifying a premium, luxury brand. You're specifying legendary performance for clients who appreciate Viking not just as a product, but a way of life.

Design solutions for every kitchen

The Viking Professional Series of ventilation products offers the classic Viking look — commercial and stylish, while the Designer Series complements any Viking kitchen with a sleek, modern design. Both styles are designed to be complementary. They mix and match well. A Designer hood looks great above a Professional range, and vice versa. The combination may be just the subtle detail to put the final touch on a kitchen design.

Between the two styles, you have the largest choice of finishes in the industry. In the Professional Series there are 14 finishes, including stainless, white and black, as well as a full range of vibrant colors. The Designer Series features



FEATURED DESIGNER SHARON SHERMAN STEPS OUT OF THE BOX WITH A CREATIVE DESIGN SOLUTION: Page 4

continued >

Designer Classic Chimney island hood



an elegant palette of six designer tones.

Another option is a built-in custom ventilation system. The Viking Professional custom ventilator systems feature heavy-duty construction, professional-type design and styling in a unit that easily installs into almost any custom hood application.

Functional solutions for every kitchen

Viking offers wall hoods and island hoods, and chimney options for every range, range-top or cooktop. The 18”H. Professional hoods are designed to provide the capacity for larger ranges with interior or exterior ventilators. The 12”H. and 14”H. Designer hoods complement the sleeker lines of the Designer Series. The 10”H. interior-power wall hoods allow replacement of most older, low-performance hoods with minimal cabinet alteration.

In addition, VersaVent™ rear downdrafts are available for rangetops or cooktops in either island or wall applications where an overhead hood is not practical or desired (as long as the rangetop does not have a gas grill or wok).

Sometimes exterior ventilation isn't an option. In that case, a Viking recirculating conversion kit is the best solution. It directs air out of the canopy and away from the cooking area. Kitchens don't smell like kitchens when you remove cooking byproducts and odors with charcoal filters. And no outside ducting means you'll create clean air with easy interior installation.

Hood features for every kitchen

Specifying Viking means that thoughtful design ensures that nothing gets between your clients and the cooking experience.

Professional 60”W. wall hood



Halogen lights provide better lighting efficiency. A dimmer on the lights allows custom settings, while a separate on/off switch allows the homeowner to save the settings. A heat sensor turns the ventilator on full power when cooking temperature reaches uncomfortable levels. On Designer Series models, a delay feature can be set so that the ventilator shuts off on its own 10 to 30 minutes later. Heat lamps are standard on all 18" H. Professional Series wall hoods. All the hood configurations feature easy cleanup.

Power for every kitchen

Ventilators are rated in CFM units, which stands for cubic feet of air moved per minute. In general, the ventilation industry follows the 100 to 1 rule when determining how much CFM is needed — in other words, for every 100 BTU of heat generated by the cooking appliance, the blower should move 1 CFM of air. For instance, a gas range with four 15,000-BTU burners should be equipped with at least

a 600-CFM ventilator.

Ventilators are available with both interior power and exterior power kits, with some models only available with interior power. All Viking ventilators are astonishingly quiet for the power they pack. The interior power units range from 300 to 1,200 CFM. Exterior power units range from 900 CFM to a high of 1,500 CFM.

Ventilation for every kitchen

In order to maintain quality standards, Viking ventilator kits must be used with Viking hoods; use with non-Viking kits voids the product warranty. There is one ventilator and one duct run for any size hood/ventilator combination. It's best to keep the duct run as short as possible. All Viking ventilators, with the exception of the 1,500-CFM units, are designed for 50 feet as the maximum run. The 1,500-CFM units can handle up to 75 feet. Please note, when laying out the duct run, the general thought is that every 90-degree turn is equal to 5-10 feet in a straight run.

An unbeatable combination of style and performance

When you specify a Viking ventilation system, your client won't just have a legendary brand in the kitchen, but also the performance to match. They'll be proud of how the hood looks, and they'll delight in the performance of what's under the hood.



Designer downdraft

PROFESSIONAL SERIES

 stainless steel	 black	 white
 almond	 biscuit	 stone gray
 graphite gray	 lemonade	 mint julep
 forest green	 viking blue	 cobalt blue
 burgundy	 eggplant	

DESIGNER SERIES

 stainless steel	 black	 white
 biscuit	 stone gray	 graphite gray

Sharon L. Sherman

Stepping out of the box with creative design solutions for a client who knew he wanted a Viking kitchen from the beginning.



Joseph Bucci loves to cook. When he decided to remodel the kitchen in his New Jersey home, there were two things he wanted to make use of in the project: Viking appliances and the services of award-winning designer Sharon L. Sherman, owner of Thyme & Place Design.

"I wanted an all-Viking kitchen because of the quality of the products," says Bucci, the owner of Joseph R. Bucci & Associates, a construction management firm that builds only large, luxury homes.

"Sharon designs all my kitchens," he continues. "I met her right out of college and I've been working with her for 25 years."

A Certified Kitchen Designer (CKD), Sherman began her career working for a high end design firm shortly after earning a degree in interior design from Marymount College (now a part of Fordham University)

in Tarrytown, New York. About seven years ago, she decided to strike out on her own, opening Thyme & Place Design in Wyckoff, New Jersey.

Asked to describe herself, Sherman, who is also a professional member of the American Society of Interior Designers (ASID), says, "I'm the firm owner, a designer and have a family, so I can relate to my clients on both a personal and a professional level."

Like Bucci, Sherman loves to cook. "Thyme is a herb I like to cook with," she says as she explains the origins of her firm's name. "When I decided it was time to open my own design firm, 'thyme and place' went hand in hand."

"Cooking is my hobby," says Bucci. "I'm Italian and like to eat and my wife is Irish and doesn't cook." Nonetheless, selecting features for the new kitchen was a joint effort. Bucci chose the Viking appliances — includ-

ing a 48"W. rangetop, a 30"W. single wall oven, a microwave oven with trim kit, and a 48"W. custom front side-by-side refrigerator/freezer. His wife chose the custom cabinetry.

Bucci has a large, extended family and often cooks for 8-12 people, so the remodeling project included construction of a two-story addition that almost doubled the size of the kitchen. The second floor became the home's master bedroom suite that includes a luxurious bathroom, also designed by Sherman.

"We ripped out and gutted the entire original kitchen, right down to the studs," says Bucci, describing the remodeling process.

Sherman's design for the new kitchen features a large island with beautiful French ovolo corners and generous storage space, 35 lineal feet of Pennville Custom Cabinetry, custom moldings, and a soft monochromatic color scheme offset by dramatic tobacco walls.



Sherman's client likes to cook for large groups, so remodeling included a large addition that nearly doubled the size of the kitchen. The second floor became a master bedroom suite with a luxurious bathroom also designed by Sherman.

Professional Gas Rangetop with Island Trim
VGRT480-6Q-SS/T48TII
Professional Microwave Oven with Trim Kit
VMOS200-SS/VMTK300-SS
Professional Electric Single Oven VESO130-SS
Designer Side-by-Side Refrigerator/Freezer with
Dispenser and Full Overlay DFSB483

"I enjoy stepping out of the box and coming up with creative ideas and innovative design solutions for all my clients and their projects," says Sherman.

Thyme & Place Design projects involve 75 percent remodeling and 25 percent new construction. In both instances, however, Sherman says an increasing number of clients want designer kitchens featuring the kind of versatile, commercial-style products Viking manufactures.

As a kitchen designer, Sherman appreciates not only the versatility and quality of Viking products, but also the level of personal service the company provides.

"Many years ago I had the pleasure of meeting the president of Viking," she says. "I was impressed with the products as well as the company's commitment to quality."

Sherman says Thyme & Place Design believes in providing the highest level of personalized service and appreciates the level of personal service Viking provides. Even though Viking is a large company, she says she feels as if she's receiving the attention and personalized service associated with a small company.

Sherman also likes that the Viking name stands not just for appliances, but for a way of life. Her clients can experience Viking products first-hand by taking hands-on cooking classes at the Viking Culinary Center in nearby Fairfield, New Jersey.

Sponsored by Viking distributor Carl Schaedel and Company, Inc., the Viking Culinary Center



PHOTOS BY PETER RYMWID

offers a wide range of classes for both novices and experienced cooks. In addition, there are special "Dinner with Viking" classes, conducted in the company's live kitchen that features Viking equipment. These classes are free of charge to dealer sponsored consumers.

Sherman has won numerous awards. In 2005, she received the Grand Prize in Carl Schaedel's Viking Contest for an earlier project, a custom

farmhouse kitchen she designed for a Historic Register home in Ridgewood, New Jersey.

Sherman's portfolio, which includes award-winning designs in traditional, country and contemporary styles, is a testament to her ability and versatility — and the Viking products that often play major roles in her kitchen designs. For more information, go to <http://www.thymeandplacedesign.com>.

VIKING HONORS 2006 FEATURED DESIGNER KEVIN FITZSIMONS AT DIFFA'S DINING BY DESIGN

For the first time, Viking participated in the Design Industries Foundation Fighting AIDS' (DIFFA) Dining by Design event. The gala, which raised money to support the fight against AIDS, took place February 26 at the Waterfront in New York City. This marked the 10-year anniversary of Dining by Design, in which companies sponsored professionally designed three-dimensional dining areas that represent the look and feel of their brand. Presented by *Elle Décor*, the New York City Dining by Design event is attended by a Who's Who of designers, architects and fashionistas.

The Viking Range Corporation table was one of 60 table environments featured at the New York event. Participating companies sponsoring tables along with Viking included Lexus, Ralph Lauren Home, Coach, Crate & Barrel, *Elle Décor* and more. The Viking table design featured two square-shaped Brazilian rosewood table bases with stainless-steel tops and recessed herb gardens in the center of each table. Designed by Barry Rice, with the help from his partner Ted Allen of "Queer Eye for the Straight Guy," the table was set against a backdrop of beaded curtains and lit by the soft glow of votive candles in hanging glass orbs.

Guests dining at the Viking table included Jim Gregory, Viking Range Corporation Director, Design Relations, famed jewelry designer Mimi So, fashion designer Marc Ecko, culinary expert Ted Allen and his partner designer Barry Rice. Also dining were editors from *Home* magazine, *Metropolitan Home*, *Metropolis* and *House & Garden*.

The *Elle Décor* Dining by Design event also served as high profile venue for Viking to



culminate their annual Designer of Distinction awards. Viking guests at the Dining by Design table came together to honor the Viking Range Corporation's 2006 Featured Designer Kevin Fitzsimons. Viking continues to strengthen its already strong allegiance to designers, architects and home décor trend experts with the annual Designer of Distinction recognition. Fitzsimons was selected as the 2006 Featured Designer due to his award-winning kitchen design for chef Art Smith, featuring a full line of Viking products. Following the event, Fitzsimons and his companion enjoyed a vacation at the Ritz-Carlton Cancun in recognition of his achievement.



Barry Rice and Ted Allen created the striking Viking table design with its rosewood tables, recessed herb gardens and votive candles in hanging glass orbs. Jim Gregory (left), Viking Range Corporation Director, Design Relations, presented Kevin Fitzsimons with his 2006 Featured Designer award.

PROTECT YOURSELF AND YOUR PLANS

Congress enacted the Architectural Works Copyright Protection Act of 1990 (AWCPA) into law almost 17 years ago. Many kitchen and bath designers have no idea that the act exists or that it offers them protection as well as architects.

Many designers — and clients as well — are under the assumption that once a fee is paid by the client, ownership of the plans is transferred to the client. But this is a false assumption. The fee paid by the client is for use of the plans and design — the client does not own the plans. Client ownership only occurs via written consent from the designer.

Another myth about copyright protection is that it is difficult to obtain a copyright for a design, but the fact remains that as soon as a sketch is made, the copyright is automatically enforceable. Other myths that exist about copyright protection, as cited by Louis Bonham, with Rosenthal and Osha LLP in Houston, Texas, include:

- Plans that don't have a copyright notice are not protected.
- Plans aren't protected unless they're registered with the copyright office.
- Only novel, unique or special designs are protected.
- Copyright only protects the actual plans but doesn't forbid copying the building itself.
- If you take a design and make a change, it becomes yours.
- If you didn't know the design was protected by copyright, you're protected.
- If the works aren't at least 70 percent similar, it's not covered by copyright.
- If you're found guilty of infringement, your liability is limited to the reasonable value of the plans.
- The client owns the architectural copy-

right to the plans if he purchases them.

Of course, your legal rights may prove hard to enforce in a court of law. It's hard to prove that someone stole your design. It's better to take practical steps to keep the situation from arising. Experts recommend:

- **Put it in writing:** Spell out that you own the work product, drawings, design, etc. Though not legally required to protect your rights, including a copyright statement in this form on all documents lets clients know you're serious: "Copyright 2007 John Doe."
- **Limited disclosure:** Clients like to receive drawings, but don't give away the store. It doesn't hurt to share perspective drawings or renderings that are not to scale, but avoid

handing over working drawings without a signed construction agreement.

- **Use AutoCAD or similar software:** Clients enjoy being walked through 3-D modeling, but because you aren't working with paper, there is no temptation to give them paper at the end of a meeting.
- **Paid protection:** The best way to protect yourself against design theft is to only release the plans after payment of a retainer or a significant project development fee.

It's also important to keep a sense of proportion. The best way to make sure your clients stick with you and your design is to build a good relationship and do great work that meets their needs.

YOUR CHANCE TO JOIN THE 'BEST OF THE BEST'

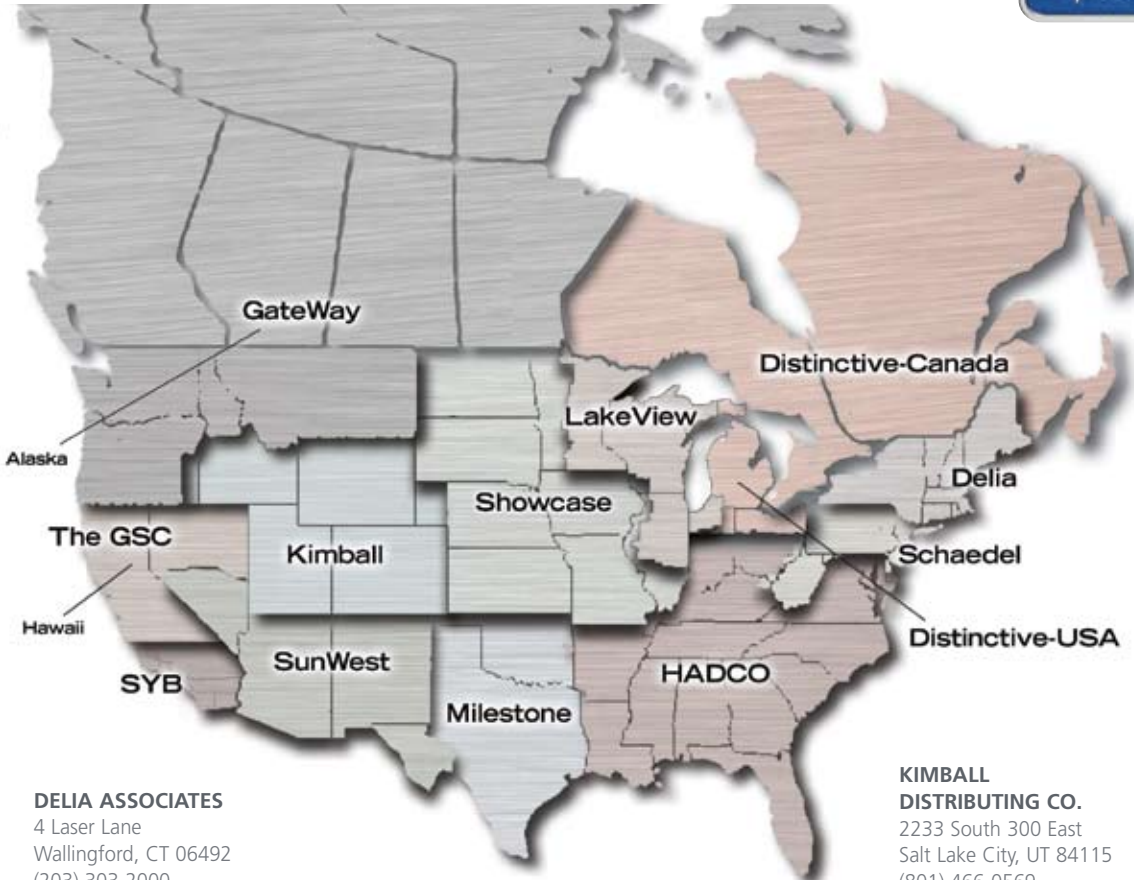
The Viking Featured Designers represent the "best of the best" in kitchen design. The quarterly and annual Featured Designers are fast becoming known as a roll call of today's outstanding designers, including such luminaries as the 2006 Viking Featured Designer Kevin Fitzsimons of Toronto, Ontario.

You can put yourself in the running to join these stars of the profession by registering as a Viking Designer of Distinction and submitting samples of your best work. At the very least, you gain valuable exposure by having your work featured in the Designer Galleries — and who knows, maybe you'll be the designer winning a great vacation package and recognition as the 2007 Viking Featured Designer.

VikingFeaturedDesigner.com is a valuable resource. Be sure to bookmark it and make it your kitchen design portal. Not only will you find back issues of *THE EDGE* newsletter and profiles of previous Featured Designers, but also it's your gateway to design inspiration and Viking product ideas.



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