

THE EDGE



MAKING IT REAL

NEW PLANNING AND DESIGN GUIDE LEADS SEAMLESSLY FROM YOUR IDEAS TO FINISHED DESIGN SPECIFICATIONS



vikingrange.com

Designers know the many steps it takes to get from a creative idea to the reality of the beautifully finished kitchen. There are a host of details to check, which involve looking at reference materials in scattered locations and files. It seems there's always something that is hard to find, and once found, the information is often times out-of-date. Finding up-to-date and accurate information takes more time and requires follow-up via phone and email.

A better way to bridge the gap between your creative vision and the final design is the new Viking Planning and Design Guide, which will be sent to designers before the end of the year. This easy-to-use reference

tool will organize everything kitchen designers need to specify a Viking kitchen and keep it all in one convenient binder, with sections that can easily be updated online.

"We have a vast amount of information on Viking products online and in print," says Sue Bailey, Viking Range Corporation manager of product development, major appliances. "We wanted to make this information more accessible, easy to use and current. That's why we partnered with InfoGraphics, a leading information design firm, to create this powerful new reference tool. We're confident the new Planning and Design Guide will make their work easier for designers and give them the tools they need."



FEATURED DESIGNER DOUG DELUCA IS EQUALLY AT HOME INDOORS AND OUTDOORS: Page 4

Product of extensive field research

"When we looked at the Viking product documentation, we found there was a tremendous variety of information and formats, distributed in a number of places," says Rob Eddy, InfoGraphics' vice president of sales and marketing. "Our challenge was to organize the available information so that it will be easy to find, use and update."

InfoGraphics and Viking began by studying how kitchen designers actually worked through field research, polling and talking to designers. "We found two main things," says Eddy. "Designers like to keep all their product information for a supplier in a single binder. They also go online to make sure their specs are current. There's a lot of back-and-forth. Our goal was to simplify and

streamline that process."

The research led to the design of a graphically appealing binder with eight tabbed sections, organized visually to make everything easy to find and consistent. Graphic icons for different categories of products organize the material and lead the designer through it effortlessly.

Reflecting the way designers work

Integral to the new Viking Planning and Design Guide is a two-track approach that reflects the way designers work — with both a print and an online component.

The printed documents are identified with category information (cooking, refrigeration, etc.) and product icons — so they're easy to download, print and insert into the

proper section of the binder as it becomes available online. Dates at the bottom of each page make it easy for a designer to see at-a-glance if they're using the most current information available.

It will be easy for designers to keep current, since there will be a binder registration area on the Viking Web site that allows designers to register their copy of the binder and get e-mail updates when new documents are made available online or current documents are updated with new specifications.

Organization

Each Viking Planning and Design Guide will have an introductory section that covers general design information like color finish availability and such style considerations as



the differences between the Professional Series and Designer Series products. The complete set of sections includes:

- General Design
- Cooking
- Ventilation
- Refrigeration
- Kitchen Cleanup
- Outdoor
- Custom Panels
- Warranty & Miscellaneous

Each section consists of five standard formats, each with its own unique, consistent look to aid in navigation. These sections contain a wealth of information.

Introduction — General information on features and functions as well as design considerations that are specific to each product category.

Model Options — A listing of all models offered within each product group.

Product Dimensions and Specifications — The visual organization of the Planning and Design Guide makes it easy to find specs instantly.

Installation Specifications — This includes dimensions, access requirements, utility requirements, etc.

Accessories — A listing of accessories available for that particular group of products.

A designer will never have to worry about keeping track of the latest specs and updates when planning a Viking kitchen.

They will have their own attractive binder with built-in tabs for the product sections. They can download the sections online from the Viking Web site from any computer, and an on-screen Table of Contents will contain the



The Viking Planning and Design Guide, with its eight tabbed sections, is your bridge between the kitchen of your dreams and the product specifications that make a kitchen a reality.

dates of the latest updates for each section. Designers, specifiers, dealers and distributors can compare the dates with their own and download as needed, and be confident that they always have the latest information.

“The Planning and Design Guide provides the information designers want and need,” says Eddy. “It’s a powerful tool that is easy to update and which will help them do what they do best. They’ll be able to spend less time looking for information, more time designing.”

Resource for the kitchen design community

Viking distributor representatives who work with designers agree that the Planning and Design Guide is a vital resource for the kitchen design community.

“I was excited when I saw it previewed at K/BIS and more recently when I took a group of my designers to Viking for training,” says

Kristi Ludenia, design representative, sales and marketing, SunWest Appliance Distributing, Tempe, Arizona. She especially likes that the Planning and Design Guide provides so much information in one place, and that designers can easily update it themselves.

“I spend a lot of time emailing updates, sending PDFs out to my designers, and also dropping off the latest updates in person. Now designers can do their own updates, or I can just refer them to the Web site when an update comes out. I think it’s a great idea.”

Her comments are echoed all the way across the country by Lillian O’Bourke, the New York district sales manager for Delia Associates, Wallingford, Connecticut. “I can’t wait!” she says. “It’s a vital, necessary tool for designers and specifiers. It will make their lives easier.”

They don’t have long to wait. The Planning and Design Guide will be distributed by the end of the year.



Doug DeLuca

Uses Viking products throughout his projects, creating signature indoor kitchens while bringing all the amenities outdoors as well

Doug DeLuca enjoys pushing the limits on the indoor and outdoor kitchens he builds. "Anything created for an indoor kitchen can be replicated outside," says DeLuca, founder of Federal Stone and Brick, LLC, an environmental design-build firm based in Falls Church, Virginia.

Viking products play a major role in DeLuca's kitchen designs. "I use Viking in all my projects, whether inside or out," he says. "I don't think twice about using Viking appliances because they're superior products with a wonderful warranty," he explains.

One of DeLuca's impressive recent projects involved the renovation of an entire house in Sleepy Hollow, Virginia. The project converted a 2,600 square foot Ranch style house into a four-story 11,000 square foot New England farmhouse.

The focal point of the indoor kitchen is an antique harvest table that was neglected and dust-covered when DeLuca discovered it in a New England barn. The restored table, combined with a full array of Viking products — including a 48"W. Viking range, wine cellar, dishwasher, 36"W. all refrigerator, 36"W.

all freezer, double ovens, and a microwave oven — creates a kitchen design highlighting a spectacular meeting of old and new.

The outdoor kitchen features a 41"W. Ultra-Premium Grill and C⁴ Cooker (Charcoal Ceramic Cooking Capsule) installed in custom-designed and crafted stone foundations that are both beautiful and functional.

"Vertical stone is the hardest thing in the world for a builder to do well," says DeLuca. The grandson of a stonemason who emigrated to the United States from Italy, as well as a third-generation builder, DeLuca



often designs and builds spectacular stone fireplaces for his clients' outdoor kitchens. "All of Federal Stone and Brick's creations are custom-built in a controlled environment," says DeLuca. "I pride myself on designing and building outdoor kitchens that are built with quality and integrity. That's where the Viking product meets Federal's stone work. The combination is so critical."

DeLuca is currently working on developing a patented technology for portable outdoor stone that will allow pieces to be palletized, put on a truck, and shipped anywhere in the United States. "Basically, we're creating heirloom outdoor kitchens if these pieces can be put on a truck and moved," he says. "Creating the portable stone outdoor kitchen is like creating a piece of art."

From an early age, DeLuca worked on his parents' building projects. However, before he opened his own business, DeLuca spent some time living in New York City and working at The Rhinelander Mansion, designer Ralph Lauren's flagship store on Madison Avenue. "The Ralph Lauren brand is a lifestyle, not just a product," says DeLuca. "The greatest thing that I learned early in design was creating purpose and a lifestyle. I think as designers we must start creating lifestyles and not just single one-time designs."

VIKING PROFESSIONAL INDOOR APPLIANCES
48"W. Range with 6 burners and a Griddle
36"W. All Refrigerator
36"W. All Freezer
Ultra-Premium Premiere Built-In Electric Double Ovens
24"W. Undercounter Wine Cellar
24"W. Undercounter Dishwasher
Heavy Duty Food Waste Disposer
Microwave Oven and Built-In Trim Kit

VIKING OUTDOOR APPLIANCES
18"W. Outdoor Stainless Steel Base Cabinet
41"W. T-Series Ultra-Premium Gas Grill
41"W. Outdoor Stainless Steel Grill Base Cabinet
Charcoal Ceramic Cooking Capsule



"Viking, too, is not just a product," says DeLuca. "It has become synonymous with the epicurean lifestyle."

"Homes have become destinations and people are putting in amenities that make their homes a destination," he explains. "When I design indoor and outdoor kitchens, I'm creating spaces where people can interact and entertain, spaces that make their lives more meaningful."

"Some people try to save on appliances by buying them at big box stores," says DeLuca. So whenever he is working with a client, he invites them into his own home "to see, use and touch" his Viking products, which include a convection oven, dishwasher, wine cellar, microwave oven and refrigerator.

"I think introducing clients to Viking products is an education process," he says. "Once people see how the appliances are built and learn where they're built — right here in the United States — they understand why I use only Viking appliances in the kitchens I design and why I endorse the products to the 'nth' degree."

In his spare time, DeLuca is working on "50 Picnics," a project that is near and dear to his heart. "The project is all about understanding and promoting America in all its glory," he explains. "As a designer, it's easy to become pigeon-holed in our world. This

project, which involves collecting recipes in all 50 states, allows me to get out and see the country, as well as promote America," he adds. "It's a passion of mine that doesn't feel like work."

Ultimately, DeLuca plans to publish a coffee table book full of photographs about his travels in order to share how America enjoys a picnic in the great outdoors. One city DeLuca definitely plans to visit during his journeys is Greenwood, Mississippi, the home of Viking Range Corporation. The growth of Viking has led to the revitalization of the city's downtown, with the Viking offices spread between 12 buildings, all of which are listed on the National Register of Historic Places.



A recent Federal Stone and Brick's advertisement for one of Doug DeLuca's Viking outdoor kitchens featured master sushi chef Koji Terano from Sushi-Ko, a stylish restaurant in Washington, D.C.

ULTRA AFFLUENT KITCHENS: REPLACING THE **WOW** FACTOR WITH THE **ME** FACTOR



PHOTO BY: MARK WILLIAM PHOTOGRAPHY.COM

When it comes to ultra high-end kitchens, it appears that clients do not want to keep up with the Joneses anymore. In fact, perhaps the only reason they would want to know what their neighbors have is simply to avoid creating the same look in their own homes.

“Our clients want custom kitchens. They don’t have the same color and make of car as their neighbor, or the same dress or suit as their friends, so why should their kitchens look alike?” notes a San Diego designer.

Customized style

Regardless of the design element, the key to designing for the ultra affluent is to fully understand the unique characteristics of these clients. It’s all about custom: custom cabinetry, custom decorative accents, custom window treatments and custom lighting plans with adjustable heads and dimmers, counter lights, cabinet interior lights and cove lighting.

“They prefer something aesthetically unique, but function is also important because they entertain,” says the designer.

The ultra affluent seek a really functional space, but they want it to have their own signature style. There’s often a strong interest in eco-friendly and green-based products among the ultra affluent clientele. Anything

green is very much in demand. They want something that looks great but which is also environmentally friendly, such as bamboo.

Exotic materials

One of the key elements of these designs is the use of exotic materials. The designers agree. If their tastes are traditional, they’re likely to seek timeless, classic and luxurious finishes, such as marble. Custom woodwork and ornate moldings are also in demand. With the traditional designs, cherry is the leader.

In contrast, contemporary design themes tend to include cutting-edge materials such as glass, stainless steel and exotic woods. Exotic wood veneers such as Macassar ebony, burls and unusually cut species are often used in high-end contemporary designs.

Appliances as art

The selection and application of appliances for ultra high-end kitchen designs arises from clients seeing what is possible. Functional elements frequently requested are high-performance appliances and labor-saving and practical gadgets.

Often, the integrated refrigerators are used to disguise the appliance behind a creatively styled armoire. In contemporary

This spectacular open kitchen in Albuquerque, New Mexico was designed with unobstructed sight lines by Third Quarter 2007 Viking Featured Designer, Katherine Lynn. It typifies the kind of unique, individual style desired by today’s ultra affluent clients.

designs, stainless steel finishes on appliances work perfectly. Effective ventilation and good lighting are also in high demand.

A hood is an important design element that is often customized to create a focal point in the kitchen. Hand carvings are also an artistic element, along with furniture and moldings, that can make a hood stand out.

“They’ll also often put in induction cook-tops – those are really ahead of the fashion curve,” says one designer. “Whatever is top of the heap right now is what they want, but it changes constantly. It is very much a fashion thing.”

Often, trends that begin in the narrower, high-end market eventually flow down into the mass market as they become more popular and affordable. In the meantime, ultra high-end kitchen projects often involve very discerning clients who are accustomed to a high level of service — and a level of design to match.

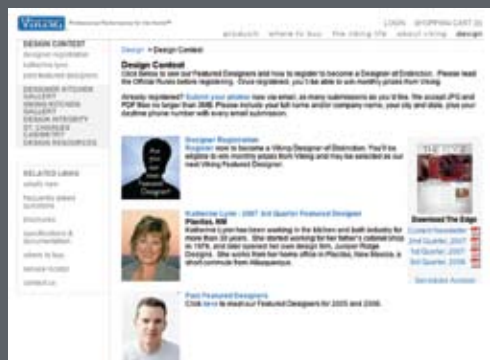
WILL YOU BE THE NEXT VIKING FEATURED DESIGNER?

The Viking Web site is your one-stop resource on the Internet. It's where you will go to update the easy-to-use Viking Planning and Design Guide, but it's also the place to go to become the next Viking Featured Designer.

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. Wouldn't you like to be one of them?

You can put yourself in the running to join these outstanding designers by registering as a Viking Designer of Distinction and submitting samples of your best work. You'll gain valuable exposure by having your work featured in the Designer Gallery (and be able to refer your clients to this showcase featuring your work). And who knows? Maybe you'll be the designer winning a great vacation package as the Viking Featured Designer of the year.

Make VikingFeaturedDesigner.com your design home on the Web. 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 the Web site is also your gateway to design inspiration and Viking product ideas and specifications.



GREENING OF THE AMERICAN KITCHEN

While everyone talks about "green design," far less attention has been paid to its lesser-known version, "Biophilic" design. Coined by a professor at Harvard University in the mid 1980s, the term Biophilia — promoting health by bringing the outdoors in — is one that many kitchen and bath designers have never even heard of. Yet a majority of these designers have long understood the idea behind it on an intuitive level.

After all, the idea of bringing the outside in has been increasingly evident, both in the growth of the outdoor kitchen trend and in the plethora of nature-inspired products, colors and materials available in the kitchen market today. Kitchen professionals have increasingly embraced the idea of incorporating nature into their designs.

However, up until recently, the concept was most often addressed primarily as an aesthetic one. For instance, earth tones and soft neutrals appeal to consumers on a sensory level, but the effect has generally been confined to its visual impact. Now, good health is becoming an important factor. Water and air purification systems, once luxury add-ons, have become increasingly standard in today's homes. Other aspects of the greening of the American kitchen include:

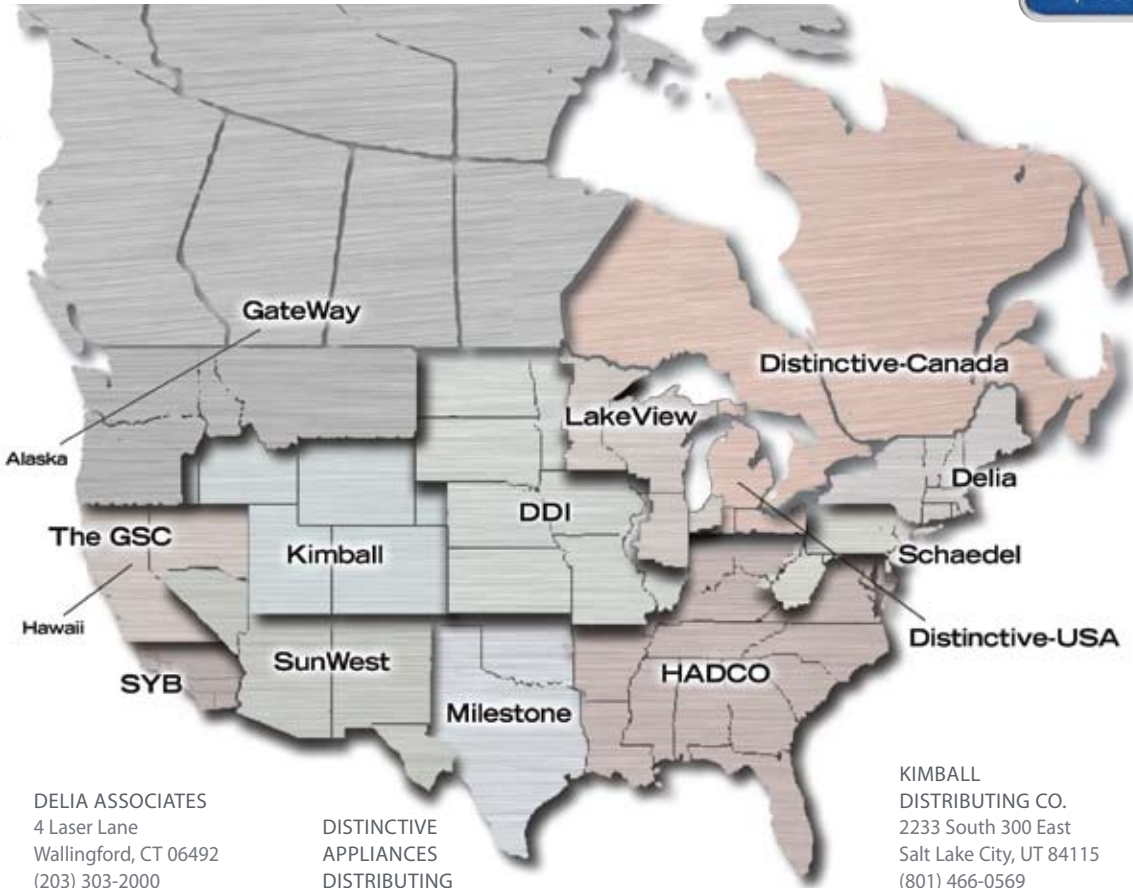
Natural Materials: Many designers believe that a key to bringing the outdoors in is through the use of natural materials. Countertops of granite, soapstone, cement or wood are all popular — as are stone or wood floors, with cork or bamboo flooring coming on strong as a way to bring plant materials into the kitchen. Live plants in the kitchen are another way to tie together indoor and outdoor environments.

Visual Access: Just seeing a beautiful landscape can relax clients, and great views from the kitchen are an increasingly sought amenity. As one designer put it, "we want the view out the window from our kitchen sinks to be the best view in the house." The benefits of good visual access also extend to the health benefits of natural lighting. Glass blocks in interior walls can help bring in natural light from other rooms in the home as well.

Organic Contemporary: This is a term for a new kind of design treatment that — unlike the cold, high-gloss looks that people associated with modern design in years past — is softer, more natural, and easier on the eye and spirit. "Organic Contemporary" is also gaining momentum in the consumer press, as designers and consumers embrace the idea of a space that is healthy to live in and beautiful to view.

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