

THE EDGE



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NICOLE SASSAMAN HONORED AS THE 2007 VIKING FEATURED DESIGNER

The winner of the annual Viking Featured Designer award for 2007 is Nicole Sassaman of Nicole Sassaman Designs, Malibu, California. Sassaman's award-winning entry was designed for the Malibu home she shares with her husband and baby daughter.

"We're pleased that our Designers of Distinction competition is continuing to grow in industry recognition," says Jim Gregory, Viking Range Corporation Director, Design Relations. "We have been receiving outstanding entries, and we are delighted to recognize Nicole Sassaman's design as the grand prize winner this year."

"I am so honored Viking chose me as their designer of the year," says Sassaman. "After

attending the Viking Training Program in Greenwood, Mississippi, seeing the factory and learning how the company is organized and run, I am beyond impressed. Fred and Margaret Carl are amazing people with a fabulous story. They are a constant inspiration to me, and I am blown away that I am being honored with this award. Thank you so much! It really means the world to me."

Viking created the award as part of its commitment to professionalism in the kitchen design industry and in order to provide a national showcase for excellence in kitchen design. To be eligible for the award, simply register as a Viking Designer of Distinction at VikingFeaturedDesigner.com.



1ST QUARTER 2008 FEATURED DESIGNER CREATES A CLEAN CONTEMPORARY LOOK: Page 4



Nicole Sassaman

Sleek, stylish Viking indoor and outdoor kitchens are featured in her Malibu home that blurs the line between interior and exterior.

The 2007 Viking Featured Designer, Nicole Sassaman, was the Third Quarter Viking Featured Designer in 2005. Since that time, she has renovated and sold several residential properties in Los Angeles. She describes the house in Malibu as “a 1980’s wannabe Spanish villa with arches everywhere.” It is a project she holds close to her heart. Rather than resell it, she plans to live in the house with her husband and daughter.

When she began working on the Malibu house, Sassaman knew she wanted a working kitchen where two people could cook at one time, as well as a functional outdoor kitchen

for entertaining. She also knew she needed to eliminate most of the existing arches.

By eliminating nearly every arch in the house and installing a series of NanaWall bifold doors, Sassaman opened up the house, blurring the lines between indoors and out. Now the Malibu house features a stunning series of interconnected spaces for cooking, dining and entertaining.

Both the indoor kitchen and outdoor kitchen feature a wide array of Viking products. “As a developer, I learned that Viking products are fabulous, both in terms of design and function,” says Sassaman. “Viking is the Rolls Royce of appliances and I certainly want the best in my kitchen because I cook every night — especially now that I have a baby. I would rather spend time at home with her

than go out to restaurants.”

The focal point of the indoor kitchen is a giant island. “Everyone congregates around it when I’m cooking — especially when I am making sushi, which I’ve been doing a lot lately,” she says. “I have been cooking a lot of Thai and Italian dishes, too,” she adds.

Sassaman’s 2007 Thanksgiving dinner was very traditional. The kitchen has a 60”W. Viking range with two ovens, a feature that came in very handy as it allowed her to cook both a turkey and a ham for her 16 holiday guests. She also used her Viking warming drawer to warm their plates.

Entertaining a large group of people may result in a lot of dishes, glassware and cutlery that need to be washed, but that’s not a time-consuming challenge for Sassaman. She

VIKING PROFESSIONAL INDOOR APPLIANCES
60”W. Range with 6 Burners, a 24”W. Griddle and High-Shelf
Griddle Covers (2)
60”W. Wall Hood
1200 CFM Exterior Power Ventilator
48”W. Side-by-Side Refrigerator/Freezer
24”W. Undercounter Dishwasher (2)
Microwave Oven and Built-In Trim
30”W. Warming Drawer

VIKING OUTDOOR APPLIANCES
53”W. Ultra-Premium Gas Grill
27”W. Warming Drawer
24”W. Wok/Cooker
24”W. Refrigerated Beverage Center



PHOTOS BY: GREY CRAWFORD

has two Viking dishwashers, one near each of the indoor kitchen's two sinks.

Sassaman says when she designs her kitchens, aesthetics are very important. The countertops in the indoor kitchen are concrete and the custom cabinetry is African mahogany. She also wanted to make certain all of her appliances matched. "I have a thing about matching appliances, especially the handles," she says. "With the Viking line offering so many different kinds of appliances and options, it was perfect for what I wanted to accomplish."

The outdoor kitchen of the Malibu house features a 53" W. Ultra-Premium gas grill, as well as a Viking warming drawer, a Viking outdoor wok/cooker, and a Viking refrigerated beverage center. Although she hasn't used it yet to sauté food, Sassaman says the wok/cooker has come in very handy when boiling fresh corn on the cob and/or lobster, instead of grilling it.

Sassaman is currently working on another Malibu house located on the Pacific Ocean. "It's a second home, and its owners will be using it purely for entertaining," she says. Like her home, the house on the ocean will feature a full Viking indoor kitchen, as well as an outdoor kitchen.

"As a renovator and designer, I am known for a certain style, and I insist on a high level of quality in all of my work. Viking products play an important role in helping me sustain my commitment to both of those things," she explains.

"Your space should be one that reflects who you are, what you want to be, or supports who you already are," says Sassaman. Sassaman recently joined forces with



Shannon Colburn to launch a new home accessories and furniture store in the heart of Los Angeles: Colburn Sassaman, Inc. The store features her new, environmentally conscientious furniture line, which includes dining chairs, accessories and bar stools made from walnut wood from managed forests.

"It's important to be planet-conscientious these days," she insists. "That's another good thing about Viking — they're on top of this. They are already making some eco-friendly products, and I understand there are other green ones in the works." Among the products she cites are the Viking induc-

tion cooktops, which do not waste energy heating up the kitchen; the Energy Star-rated freestanding refrigerators; and the energy-efficient dishwashers.

Another factor was the professionalism and service of the Viking Southern California distributor. "I cannot say enough about the people at Sues, Young & Brown," says Sassaman. "I work closely with Linda and Ron, and they are always very helpful. The service is absolutely top-notch."

To find out more about Sassaman and her work, check out her profile on the Viking Web site, or go to nicolesassaman.com.



Jennifer Ho

Even a showroom fire could not delay the creation of this contemporary, clean-cut and glossy kitchen in San Jose.



PHOTOS BY: DANNY TANG

VIKING INDOOR APPLIANCES

48"W. Designer Side-by-Side Refrigerator/
Freezer with Ice & Water Dispenser
30"W. Designer Ultra-Premium Built-In
Electric Double Oven
48"W. Professional Rangetop with 6 Burners
and a 12"W. Grill
54"W. Professional Wall Hood with Duct Cover
30"W. Designer Warming Drawer
Built-in Designer Microwave Oven
15"W. Designer Undercounter Refrigerated
Beverage Center (2)

The clients of designer Jennifer Ho, CKD, CBD, wanted the kitchen in their new home to look contemporary, clean-cut and glossy — and they knew stainless steel Viking products would play an important role in it.

"When they asked us to design the kitchen, they had already decided they wanted a Viking rangetop," says Ho, a designer with De Anza Interior, a San Jose, California business founded by her mother, Teresa Ho.

Ho specializes in kitchen design and

believes that experience is an important factor in the design process. "I have done most of my learning on the job," says Ho, a National Kitchen & Bath Association Certified Kitchen Designer (CKD).

Ho's clients are empty nesters who were downsizing after their children left for college. They wanted a cozier home with a cook's kitchen for this duo of avid cooks who like to entertain a lot. The couple requested coordinated professional-grade appliances.

"Both husband and wife are very detail oriented and they wanted matching products. Viking was the perfect brand because it offers so many options and everything can be coordinated," says Ho.

De Anza Interior did the interiors for the entire house and Ho, who often works closely with her mother, designed the kitchen. The couple extensively remodeled the floorplan of the home, knocking down existing walls to more than double the size of the kitchen space.

Vibrant Euro-style cabinetry and sleek stainless steel Viking products worked beautifully together to create the look Ho's clients desired. The cabinetry they chose uses highly reflective, state-of-the-art materials to create a deep color and high sheen.

The couple grills a lot, and it was very important to them to be able to grill indoors, says Ho. The kitchen includes a 48"W. Viking rangetop with a grill. "The husband is Japanese, so he likes to grill fish," she explains. Eventually, she adds, the couple plans to add an outdoor kitchen with a grill.

The rangetop was set 6" lower than usual in order to make the cooking experience — which might include the use of heavy pots and big woks — easier on the couple's backs. The countertops surrounding it feature Juprana Iris granite. The countertop on the island, which is one of the kitchen's stunning focal points, is Blue Luise granite, a material Ho says the couple fell in love with at the beginning of the design process.

The couple also bakes a lot, so the kitchen includes a 30"W. Viking electric double oven, which offers the largest oven cavity in the industry. Ultra-premium features that would delight any home chef include

the renowned Viking Vari-Speed Dual Flow™ convection system and TruConvec™ cooking with fan-forced air.

The availability of a Viking microwave that matched the rest of the appliances was another reason Viking was a perfect choice for this kitchen, says Ho. "Some brands don't offer a microwave, but Viking had a wide variety of products and all the sizes we needed."

Although the kitchen uses a lot of glossy finishes and stainless steel, it also

has a natural feel to make it warmer, says Ho. "The danger of a contemporary design is that it can look sterile," she cautions.

In order to add warmth to the area, Ho used hand scraped rustic hickory for the floors. The freeform backsplash is crafted with EcoResin by 3form. The resin material with birch branches embedded in it adds to the natural feeling of the space. It also incorporates an Asian flare, she explains.

One of the most striking features of this kitchen resides in its history. While Ho was working on the installation of the kitchen, the De Anza Interior showroom burned down as the result of a fire that started in an adjacent restaurant. "We went from 3,000



square feet to nothing," says Ho. The plans for the kitchen were lost in the fire.

"The first thing we did after the fire was contact our clients and let them know we were still here," says Ho. Operating from a makeshift office at home, she and her family did whatever needed to be done to complete the projects they had been working on before the fire.

"I stood there on the site of this kitchen and backtracked the design details," says Ho. "This was not as easy as other projects, but the results were spectacular!"

For additional information about De Anza Interior, go to deanzainterior.com.

Viking to introduce 24 colors at the INTERNATIONAL BUILDERS' SHOW

If you're part of the building industry, you've probably already marked your calendar for February 13-16 in Orlando, Florida. The International Builders' Show (IBS) is the industry's largest annual light construction trade show and exhibition. More than 1,800 exhibitors will showcase their latest products and services at IBS. The show will also feature almost 300 educational sessions designed to help you stay current on industry trends and issues.

Hosted by the National Association of Home Builders (NAHB), the show will begin with Grand Opening Ceremonies headlined by renowned husband and wife political analysts James Carville and Mary Matalin. The primary elections will be in full swing, and you'll want to be on hand to hear their insightful and entertaining analysis.

Last year, nearly 104,000 housing professionals gathered in Orlando for IBS. The exposition was the largest in IBS history with a record one million square feet of exhibits showcasing the most innovative products and services aimed specifically at the residential and light commercial construction industries.

This year's show promises to be even more exciting. With so much to see and do, it's easy to get bogged down. Make sure you leave plenty of time to visit the Viking booth.

Viking originated ultra-premium commercial-type appliances for the indoor and outdoor kitchen. This is a great opportunity to see the new palette of color finishes, such as Pumpkin, Cotton White, Sea Glass and Racing Red.



Your chance to see the latest Viking products

"Be sure to stop by and see our new redesigned 30"W. dual fuel ranges," says Sue Bailey, Viking Range Corporation Manager, Product Development. "These ranges take culinary performance to new heights."

The Viking dual fuel ranges combine high-performance gas surface burners with a convenient, self-cleaning electric oven. The gas burners provide the power and finesse required of any recipe you might tackle. The industry's largest electric oven offers high performance cooking modes including TruConvec™ convection cooking, convection bake, convection roast, conventional bake and both conventional and convection broiling.

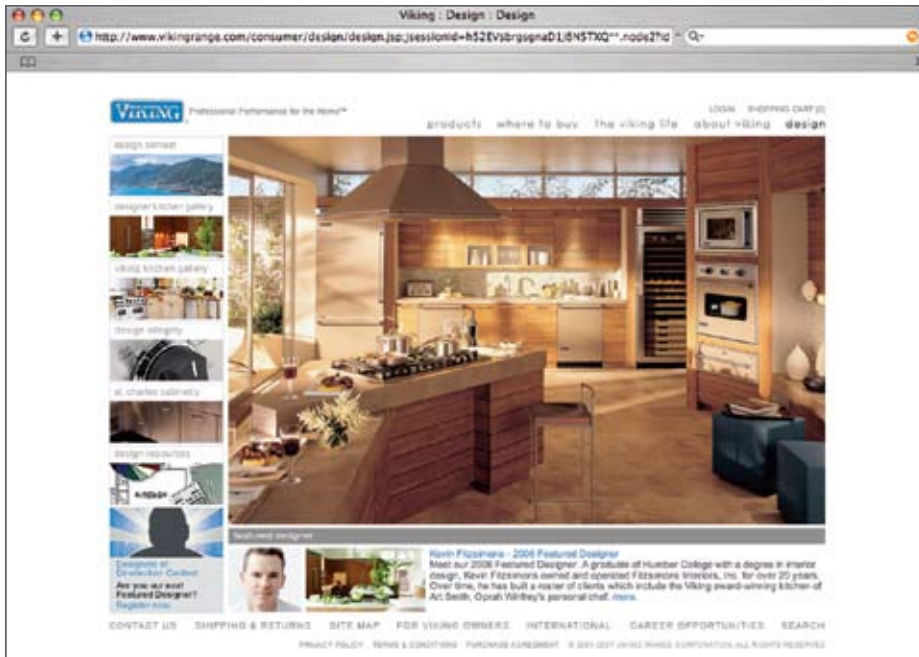
Bailey also says there will be a Professional touch control oven that will be of interest. There will also be new outdoor refrigerated drawers that will soon be in production to help complete the Viking outdoor kitchen. "And don't miss the replacement kitchen Viking offers," she adds. "It includes a

30"W. range, convection microwave hood, dishwasher and the French door bottom-mount freestanding refrigerator/freezer." The replacement kitchen package is perfect for those consumers who are wanting to upgrade their existing kitchen appliances.

If you're interested in state-of-the-art, luxury indoor and outdoor kitchens, you're talking our language. Stop by to visit, renew old friendships, see what's new and have your questions answered. The Viking booth number is W1221.



TO PUT YOUR BEST FOOT FORWARD THIS YEAR, MAKE SURE YOUR FIRST STEP TAKES YOU TO YOUR DESIGN HOME ON THE INTERNET



You know you do good work. Make this the year you spread the word. You can put your best foot forward by having one of your projects featured in the Designer Kitchen Gallery at VikingFeaturedDesigner.com. You owe it to yourself to make the most of this opportunity for exposure provided by Viking Range Corporation.

Your first step is to go to your design home on the Internet, VikingFeaturedDesigner.com, your newly re-designed one-stop resource for your design needs. Go there to print or update your easy-to-use Viking Planning and Design Guide. It's also the place to go to

enter your work for consideration to become the next Viking Featured Designer.

Registering as a Viking Designer of Distinction makes you eligible to join such winners and notable designers as Tess Giuliani, 2005 Viking Featured Designer; Kevin Fitzsimons, 2006 Viking Featured Designer; and Nicole Sassaman, 2007 Viking Featured Designer, not to mention a full range of quarterly featured designers. They have all gained valuable national and regional exposure, and you can as well. Who knows — maybe you'll be the designer winning a great vacation pack-

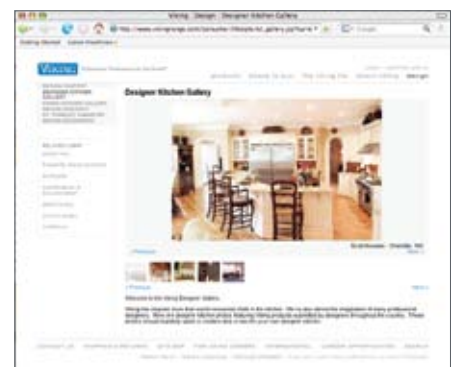
age and recognition as the 2008 Viking Featured Designer.

Even if you're not one of the Featured Designers, you can still become eligible to win a valuable Viking culinary product in each monthly drawing. By registering as a Viking Designer of Distinction, you can have your work showcased online in the Viking Designer Kitchen Gallery.

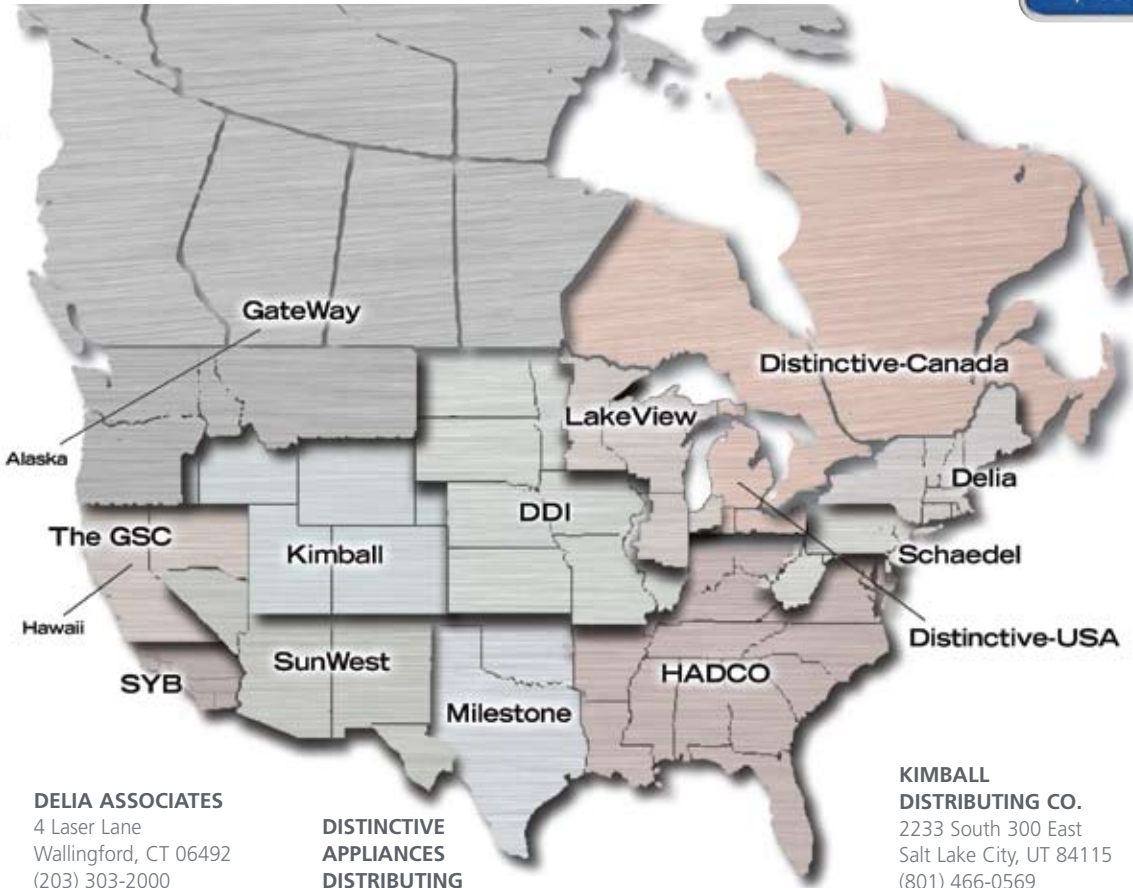
Can't find your last issue of *The EDGE* newsletter? You'll find PDFs available for easy downloading at VikingFeaturedDesigner.com. Other links connect you to product specs and other valuable information.

Make VikingFeaturedDesigner.com your design home on the Web. It's easy to bookmark it and make it your design portal for design inspiration and a wide range of Viking product ideas and specifications.

It's the first step in putting your best foot forward in 2008.



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