

# THE EDGE



## & Beauty BRAINS



vikingrange.com

### New Viking Intelli-Wash™ Dishwasher sets new standards for style and performance.

One of the best things about a Viking kitchen is that the products don't simply look great together, they also work great together. The Viking dishwasher your clients use for kitchen cleanup is as professional and stylish as the tools they use to prepare and cook their meals. The new Viking Intelli-Wash™ Dishwasher improves on this impressive track record. "It is the most powerful and intelligent cleaning product Viking has made," says Sue Bailey, Viking Range Corporation Manager, Product Development. "And it looks great — a perfect complement to the other Viking products in the kitchen."

#### A smarter dishwasher

Although it all happens behind the scenes, a dishwasher is a highly complex mechanism with many parts that must interact perfectly to provide a good user experience. Great engineering makes a difference, and Viking engineering is legendary. The new dishwasher's exclusive Central Intelligence™ System measures water temperature and water volume per cycle/option, providing constant communication and optimizing performance.

#### Exclusive Vari-Pressure Intelli-Wash™ System

Several additional systems put the new Viking dishwasher's brain-power to work.

continued >



**FEATURED DESIGNER JANIE K. HIRSCH BLENDS WARM AND COOL TONES WITH VIKING STAINLESS STEEL FINISH:  
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FEATURING **VIKING BLUE** FROM THE VIKING "RANGE" OF COLORS ■



Viking Professional Intelli-Wash™ Dishwasher is available with two different Professional door styles, one with louvers and one without.

The Vari-Pressure Intelli-Wash™ System adjusts water volumes and water pressure. An exclusive variable speed, ½ horsepower, commercial-type motor provides the power to get the job done. Other features include:

- Selective water delivery
- Selective pressure delivery

There is also more power with less energy consumption — the new dishwasher is the Scrubbing Power™ leader in dishwashers. Multi-level washing is achieved with two high quality stainless-steel wash arms that are the largest and most powerful in the industry. The exclusive Flexible-Fluid™ Coupling is blockproof and provides a direct water feed.

To keep everything running smoothly, there's an automatic detergent dispenser and an automatic rinse agent dispenser that has a fill indicator and an adjustable dosage control.

**As elegant as it is powerful**

The Viking Intelli-Wash™ Dishwasher has an understated elegance that complements any kitchen décor, and it is available in a variety of finish options. The Viking Professional dishwasher door panel projects a clean, sleek look that coordinates well with a new Custom Series range in a Viking kitchen. Clients who favor the Classic look in their home will welcome the availability of the matching louver door panel (also available with Designer door panel). A full-overlay door accepts custom panels to harmonize with any look. Doors are available in 24 finishes and a brass trim option.

**Exclusive five-stage filtration and waste removal system**

Innovative and leading-edge engineering means that your clients will never have

to give their dishes and glasses a second thought once they put them in the dishwasher. The Viking dishwasher is more efficient and quieter than its competitors.

The exclusive Viking five-stage filtration and waste removal system prevents redeposit of food particles to deliver spot-free dishes, aided by a removable coarse strainer.

The exclusive Triple-Clean™ filtration employs a fail-safe system to ensure that all food particles and other impurities are removed.

- Horizontal stainless steel fine mesh filter with 18 self-cleaning jets
- Vertical stainless steel ultra-fine mesh filter
- Small sump filter assures 100 percent filtered water to wash arms

Finally, the exclusive ultra-hard food waste disposer/motor/pump has a large stainless steel blade that operates only when draining to minimize redeposition — another example of the dishwasher's intelligence at work.

**Sure-Temp™ water heating**

Your clients will never have to worry about the water temperature in their dishwasher. The new Viking dishwasher automatically heats water to the appropriate/selected temperature, assuring excellent washing results. The 1400-watt HydroFlo™ water heater is operable with "cold" ground water (50°F).

**Powerful but gentle drying**

The same engineering and expertise in heat transfer that went into the legendary Viking ranges created the exclusive AirFlo™ Gentle Drying system. A gentle, effective, and safe heated fan-driven system delivers warm, gentle air over, under and around dishes. The fan, motor, low wattage heater and housing unit are all located outside the

tank. Safety is paramount. The dual ducting in the door safely vents at the bottom of the door.

Many luxury homes these days are also green homes, and for energy-conscious homeowners, there is an Econo Dry option. The new Viking dishwasher is also Energy Star Qualified.

### Quiet Clean™ performance packages

Quiet operation is prized in every luxury kitchen, and the new Viking dishwasher does not disappoint. It is engineered from top to bottom for the quietest operation possible:

- Ultra-quiet three phase motor
- Separate motor/pump assemblies for washing and draining

Multi-stage sound absorbing/heat retaining insulation controls provide powerful noise control, and switch-activated vent door opens only during drying for quieter operation. All key operating components are cushion-mounted for quiet operation. A blue LED power-on light in the kickplate indicates a cycle is operating.

### 'Load-As-You-Like' Versa-Load™ racks

Attention to ergonomics is evident throughout the new dishwasher. The "Load-As-You-Like" Versa-Load™ racks make loading dishware into the washer a pleasant activity rather than a chore. The new Viking dishwasher accommodates 15 international place settings of china in a single load. The nylon coated racks are fully useable and extendable. In addition, a two-piece silverware/cutlery basket allows separate placement in a variety of lower and upper rack locations. Rack features include:

#### Lower Rack

- Extra wide rollers



The "Load-As-You-Like" Versa-Load™ racks are highly functional and a pleasure to operate.

- 4 rows of one-piece 3-position fold-down tines

#### Roller Bearing™ Upper Rack

- 3 rows of multi-position Hold-Tight™ dividers
- 1 one-piece stemware cradle/cup shelf
- 1 one-piece cup shelf

### Cycles and options

Controls are provided for every conceivable need.

- **Cycles** — Pots/Pans, Normal Wash, Econo Wash, Light/China, Rinse/Hold
- **Options** — Econo Dry, 155°F Final Rinse, Top Wash Only, Delay Start — up to 10 hours

### That's not all

The exclusive Diamond-Brite™ stainless steel tank and inner door are brightly polished to protect the long-term appearance. The new dishwasher has the largest dishwasher tank and door, rigid steel braces and a completely enclosed rustproof steel base/pan with a removable front. The exclusive

fill and drain system combines a Central Intelligence™ overflow sensor with a backflow prevention valve and an overflow protector in the base pan. The door's triple safety system combines a mechanical latch, an electrical safety switch, and a start button for extra safety.

### Stylish design combined with superb performance

This stylish and elegant dishwasher easily makes itself at home in the Viking kitchen, but its performance is what really shines. The dishwasher may be the most unobtrusive member of the appliance family in a luxury kitchen, but it is also one of the most frequently used, and performance counts. Viking engineers know that everything must function smoothly, quietly, ergonomically and efficiently, and they did everything possible to create a pleasing and luxurious user experience. When you help guide your clients to the new Viking Professional Intelli-Wash™ Dishwasher, they will be glad that you did.





# Janie K. Hirsch

The Viking stainless steel finish complements natural textures, and a mixture of warm and cool tones to create a look of timeless sophistication.



PHOTOS BY CHRIS LITTLE, ATLANTA, GEORGIA

Using color as a neutral, in conjunction with texture and pattern, Janie K. Hirsch, ASID, designs interiors that feature an eclectic combination of classic furnishings and antiques with a strong connection to architectural elements. When it comes to kitchens, she says she always wants to use the best products — and that means Viking.

“Viking products offer great function and versatility — you can always find what you need,” says Hirsch, owner of J. Hirsch Interior Design in Johns Creek, Georgia. “My clients value function as well as beautiful design.” In addition, an increasing number are eager to live in environmentally friendly houses, and Hirsch knows Viking is commit-

ted to creating high-performance, durable and resource-efficient products.

Natural textures and a mixture of warm gold and cool gray tones set the mood in the kitchen Hirsch designed for a 4,300-square-foot Italian farmhouse style home in the Westbrook neighborhood near Cumming, Georgia. The custom cabinetry by Keystone Millworks

is maple with a slightly distressed texture. Combined with the sleek, clean lines of the Viking stainless steel finish, the overall look is one of tailored and timeless sophistication.

In addition to selecting materials, cabinetry and appliances, Hirsch designed the layout for the 300-square-foot kitchen, which opens into a sunny, 150-square-foot breakfast room and a 300-square-foot multi-function room. As a result, the combined spaces feel as if they are one large, 795-square-foot room.

### Everyone wants to be in the kitchen

The kitchen features a beamed ceiling and two islands. "When you're entertaining, everyone usually wants to be in the kitchen," explains Hirsch.

She designed one island to allow people to sit and talk while food is being prepared. The other island, which is closer to the kitchen's 48"W. Viking dual fuel range with chimney wall hood, is more intimately involved in preparation since it includes a sink, as well as a 24"W. Viking dishwasher and 24"W. Viking wine cellar with a clear glass door. The refrigerator is a 42"W. side-by-side Viking refrigerator/freezer.

### Interior design was a natural choice for architect's daughter

Hirsch's father was an architect and watercolor artist, "So it was natural for me to go into interior design," she says. After earning a bachelor's degree in Interior Design from Louisiana State University's School of Architecture, Hirsch moved to New York City to work at a lighting design firm. This was followed by a brief stint working in Hilton Head, South Carolina. Then Hirsch "landed on her feet" in Atlanta, where she began working as a designer for Hedgewood Properties, a building company

### VIKING INDOOR APPLIANCES

- 48"W. Range with 6 Burners and 12"W. Griddle
- 48"W. Chimney Wall Hood with Ventilator Kit
- 30"W. Warming Drawer
- 24"W. Undercounter Dishwasher
- Microwave Oven and Built-In Trim Kit
- 42"W. Side-by-Side Refrigerator/Freezer



that has received many honors, including being named as one of "Atlanta's Top 20 Women Owned Businesses."

About five years ago, Hirsch was introduced to Viking products when she attended a demonstration at HADCO, the Viking distributor in Atlanta. "I could see the difference," she says. "Viking always outshined other products in everything, including style and ease of use."

Whether she's designing the interior of a new home, or working on a remodeling project, Hirsch says Viking products are among the first things she shows her clients. "A lot of people are already familiar with Viking because it's a top brand," she notes.

In addition to the large variety of products and styles, Hirsch says she and her clients love the great function and versatility Viking offers, including options such as griddles for rangetops.



### Helping her clients with VikingFeaturedDesigner.com

This year, Hirsch, who has received numerous local, regional and national design awards for personal homes, show houses and model homes, decided to form her own company ([www.jhirschinteriors.com](http://www.jhirschinteriors.com)). Her office is in her home, but she says she's able to introduce her clients to the entire spectrum of Viking products thanks to VikingFeaturedDesigner.com. "It's great!" she says. "It's very helpful because it offers a combination of photographs and technical information. I can print spec sheets off the Web site."

When she's not working on interior design projects, Hirsch and her husband, a wine distributor, do a lot of traveling. "We love to see historic homes and look at architecture, as well as enjoy lots of different styles and cultures," she says. "This fall, we'll be traveling to Italy, where we'll have opportunities to visit lots of great wineries."



# A VIKING BUILT-IN OVEN FOR EVERY NEED

The spectrum of Viking built-in ovens available today provides a solution for every luxury kitchen — and the range of solutions is even wider now, with the introduction of the new Professional Touch Control Ovens and the Professional TimePiece Ovens.

Among the host of exclusive features are the largest oven cavity in the industry, the largest convection fan in the industry, and a 2-speed reversing fan.

The new Professional Series Select and Premiere Touch Control ovens take culinary performance to a new pinnacle. The user-friendly touch control interface puts all the features and performance of the Professional Series ovens at your fingertips. You can program the oven to begin cooking 24 hours in advance. And when you're done pushing buttons, the LED control display disappears completely.

The features that first became popular in the Designer Series are now available for those who prefer their kitchen reflect the Professional look, with a sleek, contemporary control panel. The new Premier oven features include:

- Touch control panel disappears completely when the unit is off
- Largest oven cavity in the industry
- Vari-Speed Dual Flow™ convection system
- TruConvec™ cooking with fan-forced air
- Concealed 10-pass dual bake element



**30"W. Professional Ultra-Premier Premier Electric Single Oven (shown with built-in microwave/trim kit and 30"W. warming drawer)**

- Rapid Ready™ Preheat
- GourmetGlo™ glass enclosed infrared broiler
- Twenty-four exclusive color finishes

This is just one of many examples of how an artful, stylish selection of Viking oven products can help transform every kitchen to a design gallery of oven options with ultra-premium features, cooking power and control that would be the envy of any chef. Whatever your client's needs, there is a Viking oven solution that is perfect for you.

**30"W. Professional Ultra-Premier Select Touch Control Electric Double Oven**



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You can share your work with your peers, register for valuable prizes and enter the Designers of Distinction design contest and compete for the Annual Featured Designer award. You also can download valuable resources for your design software and update your Viking Planning and Design Guide.



### Download CAD symbols and the 20-20 Viking Product Catalog

Individual CAD symbols in 2D and 3D formats are available for designers and architects using AutoCAD and other software applications. In addition, users of 20-20 Design software can provide clients with compelling, realistic 3D renderings of their planned Viking kitchen layouts using the 20-20 Viking Product Catalog. To download and view the 20-20 Viking Product Catalog, a designer or architect must be a registered user of 20-20 Design and utilize Version 6.4 or higher.

To download CAD symbols or the 20-20 Viking Product Catalog, go to [VikingFeaturedDesigner.com](http://VikingFeaturedDesigner.com) and click on Design Resources on the left, and then click through to Design Software Symbols.

# ADD VALUE FOR CLIENTS WITH COLOR

## THE VIKING RANGE OF COLOR IS A GREAT PLACE TO START.

Color is more important than ever in kitchen design, and it may be the single most cost-effective way to add value for your clients. Why is color so important? Color offers your clients the opportunity to express their individuality in every room of their home. Style preferences are far more personal than ever, and your clients' idea of what is beautiful is more individual than ever, which is why knowing the latest color trends and the newest products in color on the market is essential to your design business.

In working with clients, it is critical for you to understand the power of color. One way to open your eyes to the potential is to visit retail stores with demographics similar to those of your clients. Check out how the stores present fashion, home furnishings and décor, which influence your clients' tastes.

While visiting the stores, observe how color and texture are used to create a warm and welcoming environment, as well as highlighting various merchandising displays or room settings. Similar techniques can be used to create the sort of ambience your clients would like to see in their homes.

You also need to familiarize yourself with the work of major color companies that have introduced new color palettes recently, and have done your work for you. They have also created new color palettes that are fresh and appealing, helping to encourage luxury



homeowners to move beyond safe colors from the past and consider other options. Some of the most modern and trend-forward colors of today can be seen in the new Viking 24-finish palette.

Viking Range Corporation meets the color needs of designers and their clients by offering the widest range of color finishes in the industry. Experts suggest four ways to introduce color into the kitchen:

1. **In cabinetry finishes.** Powdercoat paint finishes broaden the design spectrum beyond that offered by wood finishes.
2. In paint colors used to cover major walls, trim and ceiling surfaces.
3. In surface materials specified for floors, countertops and backsplashes.
4. **In appliance finishes.** Stainless steel will always be a classic look, but there's a world of other choices to express client individuality.

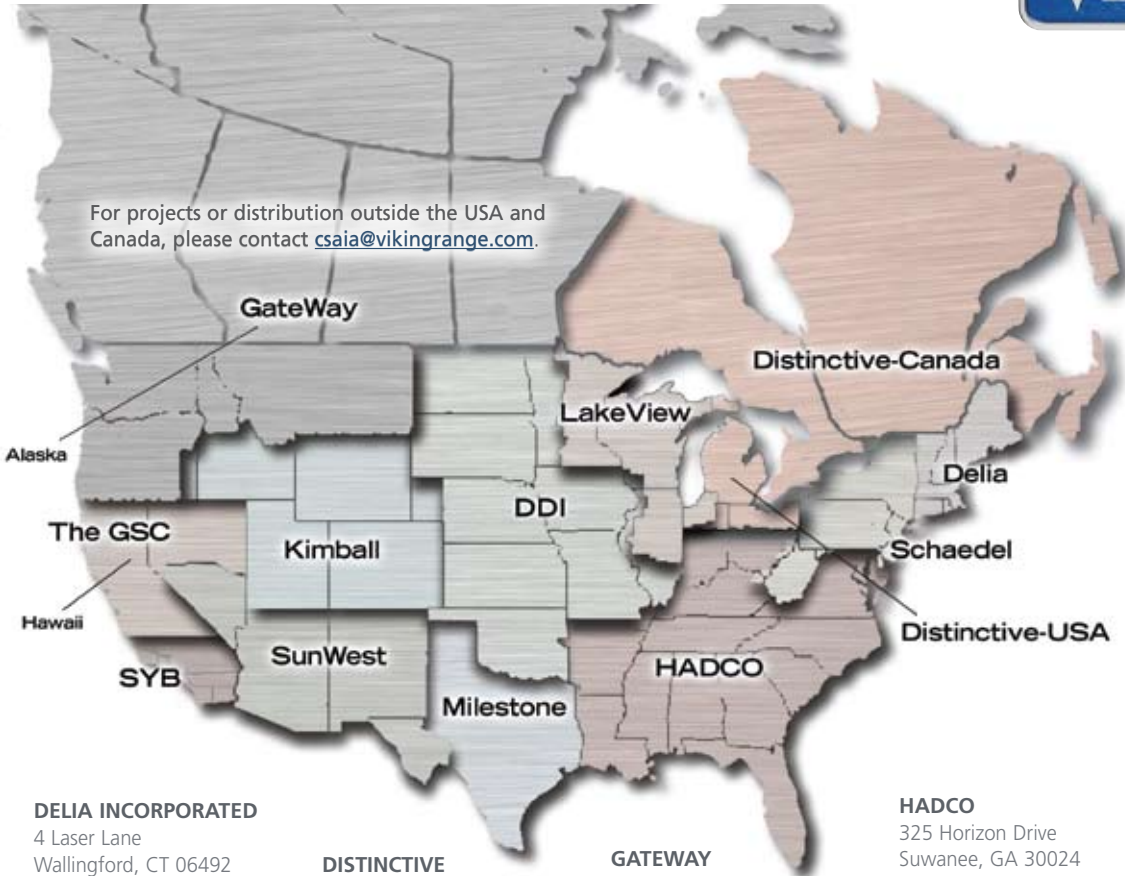
Appliances and cabinets anchor the look of a kitchen, and the more options you can give your clients, the better. That's why this year the palette of colors available on Viking kitchen products nearly doubled to 24 finishes — the Viking Range of Colors.

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