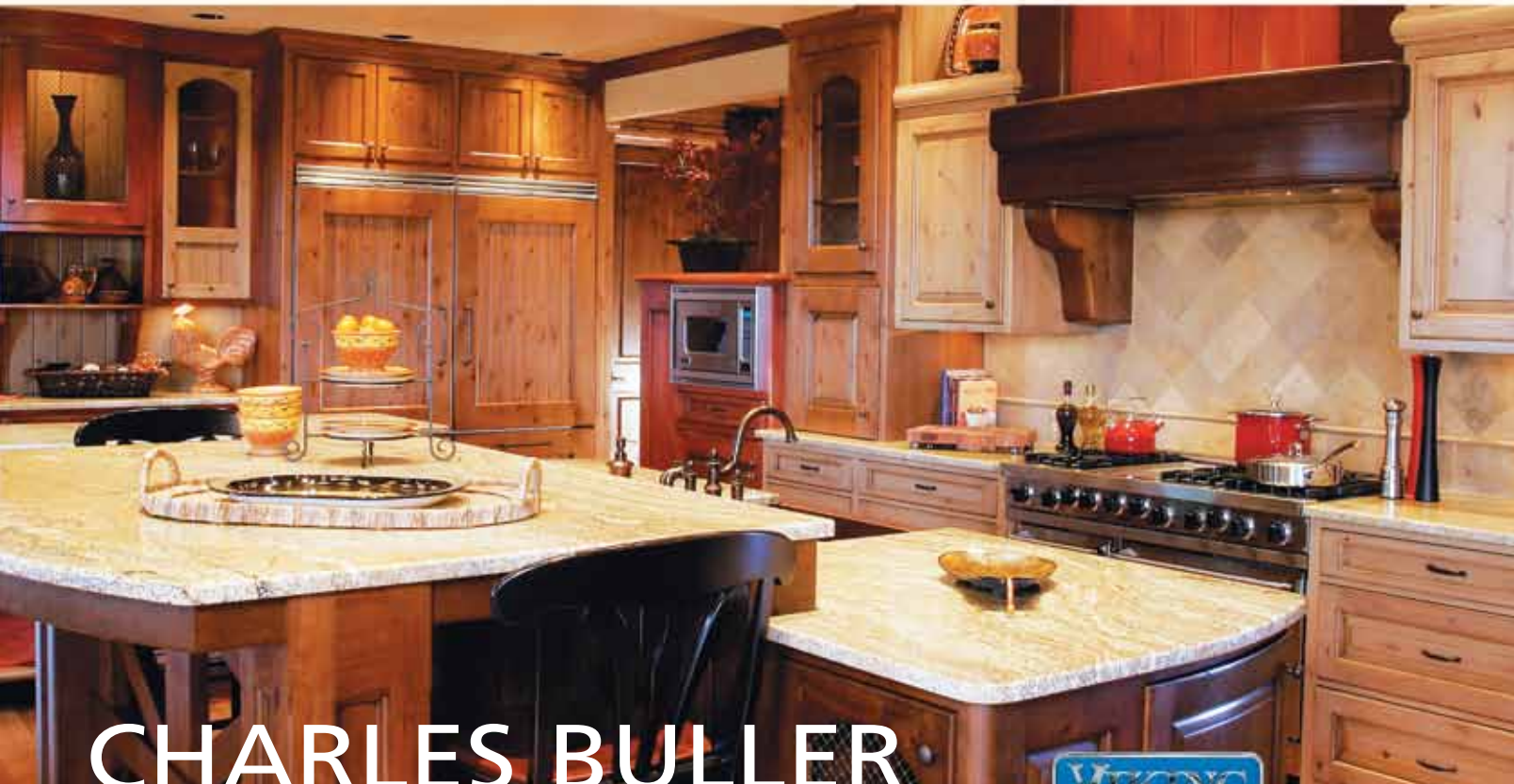


# THE EDGE



## CHARLES BULLER HONORED AS THE 2008 VIKING FEATURED DESIGNER



vikingrange.com

The winner of the annual Viking Featured Designer Award for 2008 is Charles Buller, president of Park Place Wood Products, Inc., Oregon City, Oregon. His award-winning entry (pictured above and on the next two pages) is a chef's dream kitchen for the annual NW Natural Street of Dreams™ luxury-home tour that draws more than 100,000 visitors each year.

"I'm so excited to receive this recognition from Viking. We combined many different custom finishes, door styles, and furniture elements — all integrated into a very specially designed kitchen area," says Buller. "All my visions for a wonderful,

extraordinary, and quality kitchen designed around cooking activity were met by the full line of Viking professional products."

"The Viking Designers of Distinction competition is one of the leading design showcases in the industry," says Jim Gregory, Viking Range Corporation Director, Design Relations. "The entries we have received are excellent, and we are pleased to recognize Charles Buller's design as the grand prize winner this year."

Viking created the competition to provide a national showcase for design excellence as part of its commitment to foster professionalism in kitchen design. To be eligible, submit your project information to [VikingFeaturedDesigner.com](http://VikingFeaturedDesigner.com).



**INDOORS AND OUTDOORS  
BLEND IN 1<sup>ST</sup> QUARTER 2009  
FEATURED DESIGNER JANNA  
LEVENSTEIN'S KITCHEN: Page 4**



FEATURING **MINT JULEP** FROM THE VIKING "RANGE" OF COLORS ■

# Charles Buller



Magnificent custom cabinetry and a Viking kitchen help achieve a 'high-end European look' for this Oregon dream home.

When Charles Buller designed the chef's dream kitchen for a Northwest lodge-style home with an amazing view, Viking products were among the must-have features. "Viking was my first choice because I wanted to use high-quality appliances for this kitchen that was being created for a culinary enthusiast," says Buller.

#### Inspired by an incredible vista

The Providence House in rural Oregon City, Oregon, has a magnificent view of a private forest and nearby mountains. The design and architecture are inspired by its surroundings and emphasize elements of natural beauty and openness. As a result, the home's 585-square-foot kitchen's features include vaulted ceilings and wooden beams, double islands, and a dazzling array of custom craftsman-built cabinetry from Buller's internationally renowned company, Park Place Wood Products, Inc.

In addition to a 48"W. Viking dual fuel range, the spacious kitchen includes two Viking dishwashers, two 36"W. Viking bottom-mount refrigerator/freezers, as well as a Viking warming drawer and microwave oven. "I love the refrigerator/freezer combination because its wide span allows us to use custom cabinetry to make it look like an armoire," says Buller.

The kitchen's 132 feet of custom wood cabinetry was crafted from No. 2 Alder. Buller



PHOTOS BY FABIENNE PHOTOGRAPHY AND DESIGN



says, "People love the feel of this knotty wood with character." Because of the size of the kitchen, Buller, who likes to design what he calls 'extreme kitchens,' used extraordinary cabinet finishes in four different colors.

### Solving the design puzzle

"Designing a kitchen is a bit like working on a puzzle," says Buller. "You solve the big issues first, then the rest of the pieces fall into place. The kitchen is a very integral part of this house, so we tried to make it special," says Buller. For instance, since he wanted to create a lot of visual interest without having a massive use of cabinetry, some doors feature wire mesh inserts. "We tried not to overdress the kitchen, but to get maximum design results by using symmetries," he explains.

One goal for the kitchen design was to achieve "a high-end European look," where things serve multiple functions. "My claim to fame is making design factors work many ways," says Buller. "The more reasons they work, the better."

In addition to his "intense, extreme wood-work," Buller's design aesthetic draws upon his background raising Angus cattle and Morgan horses. The latter are extremely versatile, he says, "just like my woodwork products." Since he wants his kitchens to be user friendly in a myriad of ways, the use of knotty wood and glazes for the cabinetry makes it

easy to touch them up if necessary. He chose hardwood floors because of their appearance and durability. "The more it's used, the better it looks," he explains. "I want every element to be useful, not just a trophy."

In addition to a separate dining room, The Providence House includes another space for cooking, dining and socializing: an outdoor kitchen with stunning views, outfitted with Viking products that include a grill, beverage center, warming drawer, and outdoor cabinets. The approximately 400-square-foot outdoor kitchen also features a fireplace and sink.

### Commitment to community service

The Providence House in Oregon City is one of several Buller has worked on for the annual NW Natural Street of Dreams luxury-home tour. Founded in 1976, the Street of Dreams® program in Oregon hosts more than 100,000 visitors each year. A significant portion of the net proceeds from The Providence House is used to support families with medically fragile children served through the Providence Center in Portland, Oregon.

Buller, whose commitment to community service is evident from his active participation in the design of The Providence House, is also pleased that over the years the NW Natural Street of Dreams has bestowed many awards on him for his designs. The Providence House in Oregon City received both the Realtor's and People's Choice

### VIKING INDOOR PRODUCTS

- 48"W. Dual Fuel Range with 6 Burners and 12"W. Griddle
- 48"W. Built-In Custom Ventilator for Wall Hood
- 36"W. Bottom-Mount Refrigerator/Freezer with Full Overlay (2)
- 30"W. Warming Drawer
- 24"W. Undercounter Dishwasher with Full Overlay (2)
- Microwave Oven and Built-In Trim Kit

### VIKING OUTDOOR PRODUCTS

- 41"W. T-Series Ultra-Premium Gas Grill
- 48"W. Outdoor Wall Hood
- 36"W. Electric Warming Drawer
- 15"W. Refrigerated Beverage Center
- 24"W. Stainless Steel Refrigeration Cabinet
- 18"W. Stainless Steel Trash Cabinet
- 41"W. Stainless Steel Grill Base with Warming Drawer Access
- 18"W. Stainless Steel Three-Drawer Cabinet
- 36"W. Stainless Steel Sink Cabinet

awards for Best Kitchen.

"It really confirms my sense of design when it's well-received in terms of function and aesthetics," says Buller. "I've been doing design work for 35 years and winning these awards gives me the energy to keep doing it."

Buller does not work alone, however. He acknowledges the importance of such partners as Basco Builders Supply Company in Portland, his source for the Viking products that are, along with his company's custom cabinetry, important components of his award-winning kitchen designs. For more information, go to [ParkPlaceCabinets.com](http://ParkPlaceCabinets.com).



# Janna Levenstein

Providing an interplay between indoor and outdoor, the subtlety of nature and the bold visual lines of the Viking Designer Series.



In the climate of Los Angeles, indoor and outdoor blend effortlessly, but seldom has their interplay been as beautifully choreographed as in Janna Levenstein's stunning creation, Rising Glen, set on ½-acre above Sunset Plaza. "It's all about circulation," says Levenstein. "The property was designed around the interplay of indoor and outdoor architecture."

A green yard wraps around the entire house as if it's a theater in the round, an open look that is especially dramatic viewed across the pool at night. The kitchen reinforces this concept with a massive, monolithic island that radiates from inside to outside, intensifying the indoor/outdoor circulation. Nearby is a counter that doubles as a workstation. You can plug in your computer and look up recipes or send a quick email while you are waiting for a cake to rise. Out the panoramic kitchen window are Zen stalks of black bamboo, sculptural palms, and the shimmering city beyond.

The stainless steel and glass bi-fold doors were designed by Levenstein because she couldn't find what she had envisioned. The doors fold away and nature rushes in. You can push a floating window back into its hidden place inside the wall if you want to pass things inside while working at the grill.

"Integral to the design of this kitchen and the entire home is a kind of tango between subtle and bold," says Levenstein. "The subtlety comes from gentle colors, greenery and soft feeling woods. This is balanced by strong visual lines and the bold, contemporary structure of the Viking Designer Series."

## Designer of contemporary homes

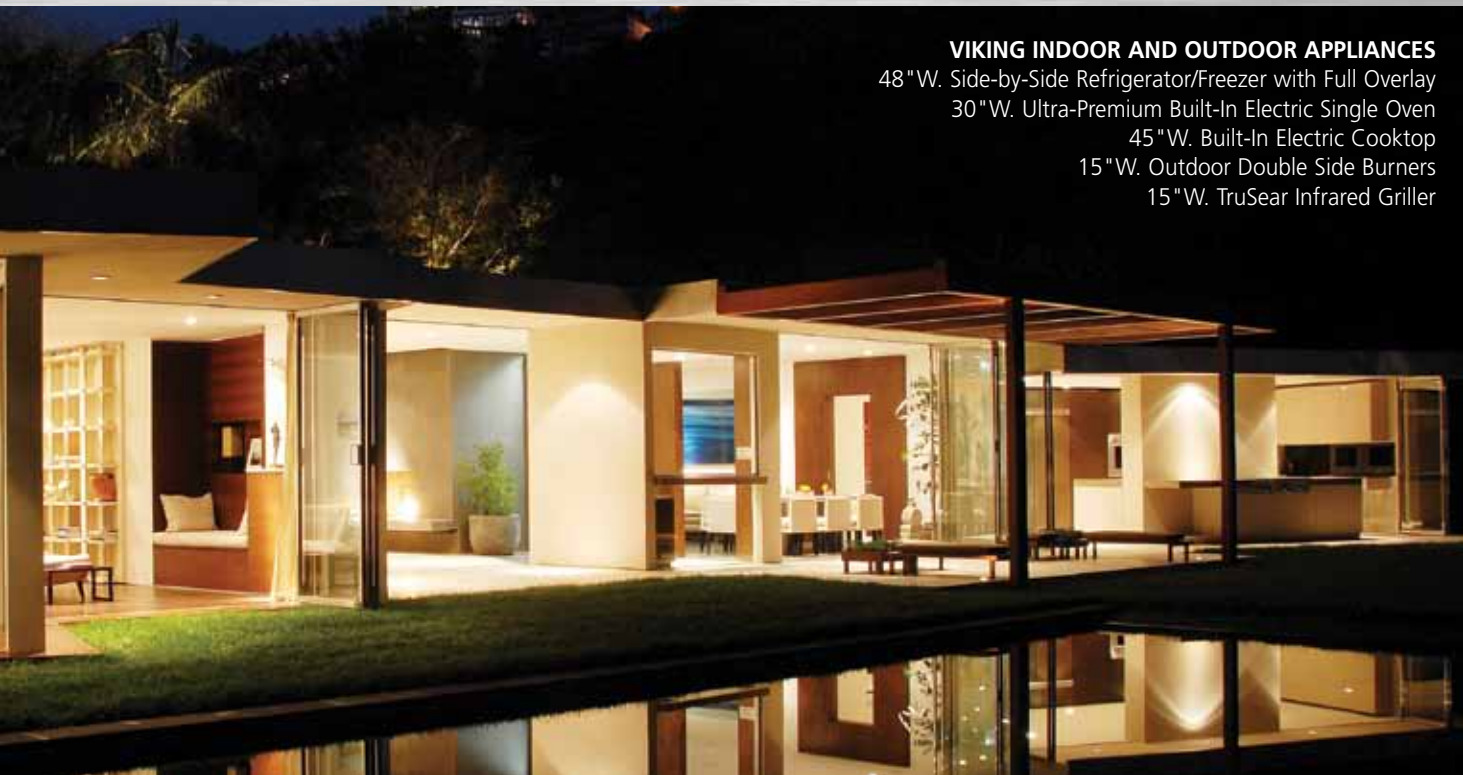
A Chicago native, and a graduate from Bennington College in Vermont with a concentration in 20th century art, Levenstein first worked in Los Angeles as a professional voice-over actress. With her background in art, after she bought her first home in Los Angeles, she designed and remodeled it room by room.

Realizing she had a new passion for construction and remodeling, Levenstein continued to work independently, complet-

ing multiple housing remodels in Southern California, Chicago and Hawaii. She eventually opened her own firm, Tocha Project.

For each project she undertakes, she enlivens her clients' homes with new and innovative architectural elements that are unique to each client — a signature staple that has inspired many top designers and builders to seek out her design advice. Her projects have been seen in numerous national magazines, TV shows, commercials and print ads. Janet Jackson, David Beckham and other celebrities have used her designs





**VIKING INDOOR AND OUTDOOR APPLIANCES**

- 48" W. Side-by-Side Refrigerator/Freezer with Full Overlay
- 30" W. Ultra-Premium Built-In Electric Single Oven
- 45" W. Built-In Electric Cooktop
- 15" W. Outdoor Double Side Burners
- 15" W. TruSear Infrared Griller

PHOTOS BY MICHAEL MCCREARY

as sets for photo shoots. Janna also has been recognized by the American Institute of Architecture (AIA) and *Architectural Digest*.

"I do not like to work from the ground up," says Levenstein. "I get excited by the challenge of having to work around a structural beam that is too pricey to move, or a roofline that has to stay. I get inspired by the existing walls that shape the original house."

**A palette to create in**

The concept of the kitchen is what Levenstein calls "an easily approachable,

clean palette to create in." The cabinetry has pull-out stainless steel shelves with outlets to use your mixers and food processors. Everything you need is here, but it's all disguised in an ergonomic, user-friendly and organized fashion. A flat screen TV in front of the island lets you watch a cooking show or movie while you are working. A door pops open on the island and a smaller island on rollers comes out when you need it.

"I used the Viking Designer Series because my aesthetic is contemporary," says Levenstein. "It was an easy call. The sleek looking black, glass electric cooktop has elegant lines. The ovens flush in beautifully. The Designer Series is gorgeous, right down to the handles and knobs. I care greatly about all these details. I had the luxury of ample space so I went for the 45" W. cooktop and downdraft. The downdraft for the electric cooktop is very cool, and people are

always impressed with how 'James Bond' it feels when it's in operation."

**The value of Viking from a broker's perspective**

"I am a designer, but I also am a real estate broker and property developer. I have my own brokerage firm, Tocha Realty. From the moment I started searching for properties, I saw brokers' ads that read 'all Viking kitchen,'" says Levenstein. "It's a real draw to get people in the door. It helps to brand the home as quality. Buyers and sellers know how important it is to have Viking products for resale. It's simply a name people trust and want to see.

"That's why I wanted Viking, but I needed something that could follow the spirit of my contemporary designs," says Levenstein. "I was thrilled to find the Viking Designer Series. Problem solved!" For more information, go to [TochaProject.com](http://TochaProject.com).



■ FEATURING MINT JULEP FROM THE VIKING "RANGE" OF COLORS



# RESALE VALUE: A MAJOR REASON WHY SMART DESIGNERS AND THEIR CLIENTS SPECIFY VIKING

Ever notice how many home listings say “all Viking kitchen”? Homeowners use the phrase because it sells.

When consumers look at a home, they are often confronted by things they do not feel qualified to judge — things like shingles, roofing, paint, and carpeting. They're on more solid ground when it comes to the kitchen, where they feel they know their way around. They feel comfortable making judgments about things they understand, like the quality of the appliances — and it is here that the Viking name makes such a difference.

Brand power like this is one reason Viking was named second only to the iPod as a consumer icon in a story published by *Fortune* magazine several years ago. Landor Associates named Viking as one of its top ten “Breakaway Brands,” where Viking brand power exceeded well-known names such as Converse, Dove and eBay.

## Boosting resale value

This kind of brand recognition is a powerful sales tool, and its impact is reflected in the high-end real estate market. Buyers recognize the Viking name, have come to associate it with quality, and like to see it. A national study showed that, on average, Viking kitchen products added more than 4 percent to a home's resale value, compared to lesser brands.

The study sampled 4,000 realtors across five major markets in the United States for Viking Range Corporation during 2007. The results consistently supported the value of the Viking brand in enhancing home sale and resale values. Several key points emerged, including:

- Viking kitchen products have been consistently shown to enhance **home resale values**.



**A Viking kitchen is a sign of quality and value, which result in a higher home resale value according to a national study. This Viking kitchen was designed by Cindy Collins, San Luis Obispo, California, the 4th Quarter 2006 Viking Featured Designer.**

- **Leading real estate professionals** recommended Viking kitchen appliances by a 4-to-1 margin over the next leading brand in order to maximize home resale value.
- Viking kitchen products consistently **enhanced home sale and resale values**.
- Viking kitchen products have been shown to add a **resale premium** to a home that far exceeds the cost of the products themselves.
- Especially important in today's real estate market, the study showed that Viking kitchen products not only help a home sell for more money, but actually help it sell **more quickly**.

## Helping your clients gain an edge in a difficult real estate market

In today's tight real estate market, your clients are looking for every advantage they can get, and the Viking brand in their kitchen is one way to achieve that. Buyers know the Viking name and trust it.

“Buyer perceptions are an important part of any real estate transaction,” says Basil Larkin, Viking Range Corporation Vice President, Sales. “When a consumer sees Viking in the kitchen, it raises the value of the kitchen and the entire home.”

# FINDING A STAINLESS LINING IN NEW PROFIT CENTERS



Janice Costa, the editor of *Kitchen & Bath Design News*, recently wrote about finding a silver lining in a tough year. She looked at the positives for designers during a tumultuous couple of years.

In her article, Costa quoted a designer who said, "I've always viewed myself as a designer, not a salesperson, but this year I've really had to learn to sell myself and my work. I used to think that creative people weren't supposed to be focused on sales, but I feel better prepared now meeting clients, and I think my 2009 will be better because of it."

## Finding new profit centers

One way to make this a better year is to find new profit centers focusing on projects that have a better chance to get off the ground in times like this. The Viking brand is a powerful tool for designers looking to sell during a time when people are scaling back on new construction and major remodels.

**Viking outdoor kitchens such as this by 4th Quarter 2007 Viking Featured Designer Doug DeLuca are a great new profit center for designers trying to market to their existing clients during these difficult times.**

**Replacement Market:** The freestanding refrigerator anchors a complete Viking product lineup for the replacement market, and now a Viking kitchen is more affordable.

**Outdoor Kitchens:** Installing a Viking outdoor kitchen is an attractive option for clients who have postponed a new home purchase or major remodel. It allows them to improve their existing home at a fraction of the expense. For some it may be their first Viking purchase, for others, it's a chance to extend their Viking kitchen outdoors. You have the draw of the Viking brand boosting your sales effort.

Experts counsel that the best sales prospects are your existing clients. Exploring new profit centers is a great way to get new business without having to broaden your client base in a difficult market. Now is the best possible time to serve your existing clients in new ways.

## MARKET BY PUTTING YOUR BEST FOOT FORWARD

### — WHERE IT CAN BE SEEN

During a challenging time in the market, it's all the more important to get exposure for your best work. In a wired world, there's no better way to get exposure than on a nationally well-known Web site like VikingFeaturedDesigner.com.

Besides direct exposure to visitors of the site, being on it gives designers valuable search engine visibility. Marketers know that showing up in the first page of Google search results is sheer marketing magic. For many designers, being chosen as a Viking



Featured Designer accomplishes just that. (To see just one example, type the name of 3rd Quarter 2006 Viking Featured Designer Robin Amorello into Google.)

Make VikingFeaturedDesigner.com your design resource on the Internet. You can download information and browse Viking product descriptions and design specs. The site can also be the key to greater recognition and exposure of your work — in both the Designer Kitchen Gallery and the Designer of Distinction competition. Go now to VikingFeaturedDesigner.com to get started, register if you haven't already, and submit your work.

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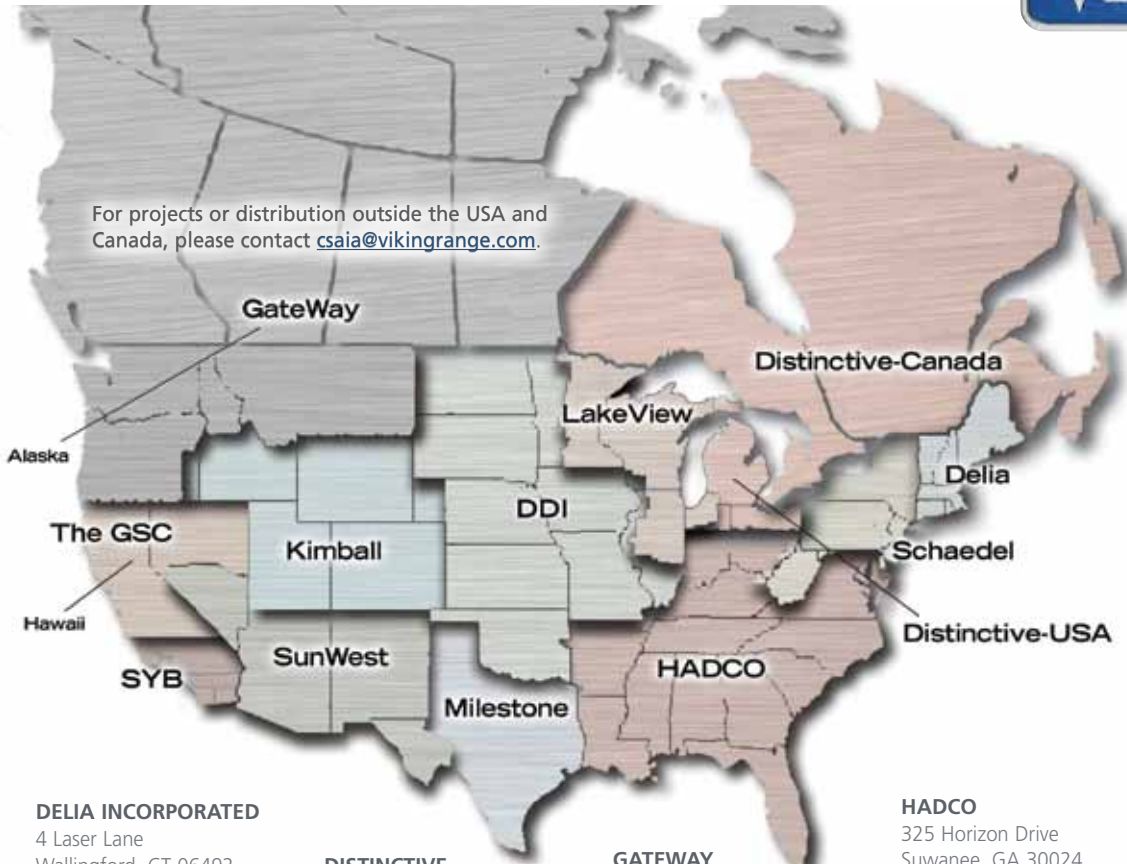
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