Stylish, contemporary and highly functional. That’s the common denominator of the latest additions to the renowned Viking Designer Series product line — a continuous grate gas rangetop, an electric rangetop, a heated glass high-shelf, and a 36”W. glass wall hood. These significant additions to the Viking line of cooking products offer the consumer even more choices in the Designer Series.

**Designer rangetops**

The design of the new gas rangetops offers consumers a continuous surface grate which contributes to its elegant, contemporary style and ensures easy movement of pots and pans. Automatic electric spark ignition and re-ignition ensure that burners light at any position on the knob and re-light automatically if extinguished. The sealed burners feature brass flame ports and porcelain/cast iron. Cooking power ranges from a 14,000 BTU high to a 950 BTU low.

The Designer electric rangetops feature a strong, wear-resistant, easy-to-clean glass ceramic surface. The QuickCook™ surface elements utilize ribbon technology and reach full power in about three seconds. Its durable control knobs are made of stainless steel and have a child-proof, push-to-turn safety feature.

“The Viking Designer Series line features products with a sleek, integrated appearance,”

continued >
RANGETOPS:

30”W. Gas Rangetop
Four burners
14,000 BTU high to a 950 BTU low

36”W. Gas Rangetop
Five burners
14,000 BTU high to a 950 BTU low
Gas rangetops available in black, white, stainless steel, biscuit, stone gray, and graphite gray

30”W. Electric Rangetop
Four burners
36”W. Electric Rangetop
Five burners
Electric rangetops can be purchased with either a black or white glass surface

HEATED GLASS HIGH-SHELF:
Dual pane glass shelf
Stainless steel supports

GLASS WALL HOOD:
36”W.
12-hour timer
Halogen lighting with dimmer control
Delay feature
Heat sensor
Dishwasher safe filters

> continued

said Liston Durden, Viking senior vice president, marketing. “The new Designer rangetops offer the premium cooking performance that has long been associated with the Viking brand.”

Styled to complement other Viking Designer Series products, the gas rangetops are available in black, white, stainless steel, biscuit, stone gray, and graphite gray, while the electric rangetops can be purchased with either a black or white glass surface. Optional brass trim is also offered on the knobs.

Heated glass high-shelf
The Viking Designer Series heated glass high-shelf was designed specifically for the Designer gas and electric rangetops. A dual pane glass shelf is encased in stainless steel supports, providing rigidity and strength. The glass shelf is heated by an electric current running through a metallic coating on the underside of the top pane.

Designer glass wall hood
The Designer glass wall hood’s elegant design and sleek styling are perfect for the consumer who wants the performance that only Viking offers in a unique glass design.

The hood’s glass canopy is 1/2” thick, and its design is virtually seamless with no visible screws. In addition to outstanding ventilation performance, this new hood offers other premium features such as a dimmer control for custom halogen lighting and a delay feature which turns the hood off automatically. A heat sensor turns the ventilator on full power when cooking temperatures reach uncomfortable levels. A 12-hour timer is built into the ventilator controls. The hood’s durable mesh filters are dishwasher safe and easy to clean. Consumers may choose from interior or exterior-power ventilator kits which are sold separately.
Color counts, and the Viking selection of finishes is unsurpassed.

The vast majority of Viking appliances are purchased in a stainless steel finish, partly because stainless is an elegant finish that complements virtually any color palette. But that’s far from the only choice. Fourteen Professional Series finishes, six Designer Series finishes, and four Outdoor product finishes round out the Viking selection of finishes.

Color matters. Nothing sets the stage or enhances a mood like the right color. That’s why Viking produces an unsurpassed range of finishes.

**Color trends**

Color trends are notoriously changeable and eclectic. Currently, according to the Color Marketing Group, “The desire to return to our roots, leads us back to traditional materials such as metal, leather, wood and sand. The result is nature-based color being applied to the latest technological products.” Noting the Eastern influence of Japan and Korea, the Color Marketing Group sees a trend toward quieter and softer colors, with earth tones predominating. Some of their examples:

- Technology with a mineral base, “Just Steel” is grounded and masculine, yet versatile.
- Aquatic and atmospheric, “Intrigue Blue” is a luxurious neutral, circling the globe and appealing to all cultures.
- The Yin and Yang of nature and technology converge in “Living Copper,” a complex but subdued green.
- Reminiscent of handcrafted metals, “Fire Copper” exudes a warm glow, touching the soul.
- A safe haven, “Sea Shell” provides simplicity and security.

Color is a highly personal matter, and clients will have their own individual preferences. Your clients deserve the best, and Viking is ready to provide them with the color of their dreams.

On the individual products pages at VikingRange.com, you can click on the Exclusive Finishes link to view swatches of the available finishes.

Take a tour of the Professional Series and the Designer Series. From the Product link, you can take a virtual tour of two complete product lines. Viking, the pioneer of commercial-type appliances for the home, is the only manufacturer to offer two distinctive, complete lines of ultra-premium appliances designed for those who enjoy the finer things in life.
When selecting appliances, Viking Featured Designer Ariane Delafosse, CKD, often takes her clients to the showroom of Carl Schaedel & Co., Inc. in Fairfield, New Jersey. This Viking distributor was the sponsor of the 2003/2004 New Jersey Viking Design Competition, in which this project was a finalist.

But this time there was no need for a showroom visit — Rhonda and Marvin Wyche knew what they wanted and had already selected Viking as their appliance brand. Marvin had been in the restaurant business and was already leaning that way. But what really sealed the decision for Rhonda, whose profession is medicine (OB/GYN) but whose passion is cooking, was her son, a firefighter in Montclair, New Jersey.

When her son’s firehouse was up for renovation, Rhonda explains, his colleagues insisted on Viking. In exchange, they donated their labor for the remodeling. The firefighters did the work, the project came in under budget, and they’ve never enjoyed cooking more. “I fell in love with Viking when my son gave me a tour,” says Rhonda.

Meet the designer

Ariane Delafosse, CKD, is a designer whose European footings give her an appreciation for functional design and innovative solutions. A lifelong love of art and appreciation for nature started Ariane on a path leading to a degree in Landscape Architecture at Rutgers University, Cook College. After graduation, Ariane quickly made a name for herself at the prestigious Zion & Breen landscape architectural firm.
In the mid-90s, Ariane decided to make a career change and seized an opportunity to learn the profession of cabinet/kitchen design under the supervision of a skilled cabinet craftsman. Ariane’s background in Landscape Architecture has contributed to her ability to create a relaxed atmosphere where ideas are freely exchanged and logic helps expedite decisions. She easily adapts to change, but, at the same time, carefully and persistently manages the design process, always being upfront about practical matters such as timing and cost, and providing the follow-through that ensures results exceeding expectations. As part of the Canterbury Design team in Morristown, New Jersey, and active member of her local NKBA for the past seven years, Ariane has been making a significant mark in her profession and looks forward to continuing along this path for years to come.

Project details
Their kids were growing up and the Wyches could have built a new home with all the amenities, but they had raised their four boys in the 102-year-old stucco house on 1-1/2 acres in South Orange, New Jersey. They loved the home and the family memories it held. They decided to renovate and selected Ariane as their kitchen designer.

The house was a charming, eclectic blend of period amenities — high ceilings, stained glass and leaded windows — “Nouveau Victorian,” says Rhonda with a smile. The kitchen was something else — dark, crowded and unworkable, typical of the kitchens of its era.

Ariane’s concept was to transform this existing space into a classic cooking environment befitting a majestic home and a client with a passion for cooking. “One of the challenges,” she recalls, “was that the available space was taken by a huge professional-style range in the center of the room. It left no space for several participants in the cooking process at the same time. “The space was gutted and opened up, with all the appliances along the wall and the floor space open and inviting — “a true working kitchen,” in Rhonda’s words.

The Viking range & hood are positioned in a corner of the room providing the best ventilation access to the exterior of the house. This also created a dramatic focal point as family and guests enter the room.

The Viking refrigerator is full overlay with panels and specialty hardware designed to blend into the space, not dominate it. On the wall to the right, the Viking oven, microwave and warming drawer offer great cooking flexibility within easy reach.

Cabinets are light colored, elevated in appearance to maximize storage, and resemble the old style kitchens/pantries of the past. The cabinet details are simple and clean to maximize efficiency and ease of maintenance. Soft green mosaic backsplash tile, walls and granite counters add a serene feel to the space and complement the new wood floors.

‘I love my kitchen’
Rhonda couldn’t be more pleased. “Everyone congregates in our kitchen, and it’s absolutely amazing to me how inviting the design is,” says Rhonda. “It’s utterly, utterly wonderful. I love it.” She also loves her Viking appliances, not just for their appearance, but also for the control the gas range and ovens give her as a cook. “All you have to do is cook with Viking and you get spoiled,” she says. “You ask yourself how you ever worked without it.”

To find out more about Ariane, click on the “Designers” link at the top of the page at canterburydesign.com.
Coming soon to a computer near you —
virtual tours of Viking kitchens

Seeing is believing. That’s why computer
aided design (CAD) software is rapidly chang-
ing the way kitchen designers practice their
craft. Clients expect more today, and CAD
software provides it — from photo-realistic
virtual tours to “what ifs.” For designers, CAD
renders professional plans, elevations and
perspectives, providing additional benefits in
ease of specifying, estimating and pricing,
using manufacturers’ electronic catalogs.

Available soon for your favorite
kitchen design software

Now, Viking is working with leading
design software companies to develop elec-
tronic catalogs that will enable designers to
see a wide range of installed Viking products
on their computer screens.

Viking is one of the first ultra-premium
appliance manufacturers to make its catalog
available to CAD software. The version for
20/20 Design will be available during the first
quarter of 2006. Also in the pipeline are
versions for Autokitchen and Planit. Eventually
the catalog will also be available for AutoCAD
and other software. The firms are enthusiastic
about the partnership.

“Given its role in the high-end market, the
Viking electronic catalog fills a real need for
our users. We’re proud to be working with a
progressive, ultra-premium brand like
Viking,” says George Papaioannou, director,
Enterprise Solutions, 20-20 Technologies Inc.

“We are very excited about having a
Viking partnership, as it allows designers to
create plans and virtual environments with a
high premium brand of appliances,” says
Miguel Merida of Autokitchen. “Over 150
Viking appliances will be included in
Autokitchen 7 PRO.”

“At Planit we have thousands of customers
that depend on us to provide them with cata-
logs from the leading suppliers of cabinets,
appliances, countertops, and kitchen and bath
accessories,” says Lee Neyland, vice president
of operations, Planit Solutions. “As a premium
appliance manufacturer with innovative and
contemporary designs, we see Viking as a per-
fect partner and an integral part of this service.”

The electronic catalog will be available to
taxid designers professionals on CD or over
the Internet. Watch VikingRange.com for
announcements on when and how you may
obtain the catalog for your software.
Great work is being done in American kitchen design (as Adriane Delafosse’s work on pages 4 and 5 demonstrates). We’re proud of the role that Viking has played in this design explosion, and in order to recognize great kitchen design and the imaginative use of Viking appliances, we are selecting a new designer each quarter, beginning this month, to be featured in the Designer Showcase section of our Web site.

We’d like to see your work, and we want to make it as easy as possible for you to show us. No forms, no complicated questionnaires or entry forms to fill out — this is not a formal competition.

Instead, just send us an email with a few words about your project. Attach one or two digital photos as JPEG files. (Go to VikingFeaturedDesigner.com for more information.) We’re not looking for great photos, and this is not a photo contest. Instead, we’re looking for digital snapshots that will give us an idea of the scope and appearance of your project.

There are three separate ways to win:

1. **Send us your digital photos.** Again, we’re not looking for professional photos. Just send us your digital snapshots. We’ll salute one designer each quarter.

2. **Register at VikingFeaturedDesigner.com and qualify for monthly drawings of Viking products.** Registration will give you access to the trade section of our redesigned Web site and qualify you for a monthly drawing.

3. **Your Viking photo submission also qualifies you to be selected for a dream vacation to the Caribbean.** One lucky winner will receive first class airfare and accommodations for two in lovely South Beach Miami, Florida, and St. Thomas, Virgin Islands.

**Share your work and see what your peers are doing**

VikingFeaturedDesigner.com is all about creating a sense of community for the professionals who specify Viking products. Visit often — not just to post your own photos, but to see what your peers are doing.

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<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Contact</th>
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</thead>
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<td>Orlando, FL</td>
<td>buildersshow.com</td>
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<td>McCormick Place, Chicago, IL</td>
<td>kbis.com</td>
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Find out more at VikingHomeChef.com. Browse our links to see the array of classes and culinary products we present; then register or purchase online. And don’t forget — gift certificates for cooking classes make a great and convenient gift for a special client or the chef on your list.