

THE EDGE



VikingRange.com

TESS GIULIANI HONORED AS THE 2005 VIKING FEATURED DESIGNER

Tess Giuliani of Tess Giuliani Designs Inc., Ridgewood, New Jersey, is the first-ever winner of the annual Viking Featured Designer award.

As the grand prize winner, Giuliani received a trip to the 2005 Luxury Kitchen & Bath Collection in Miami, where she was honored at a Viking reception and awarded a luxury vacation for two to St. Thomas, U.S. Virgin Islands. Giuliani's award-winning entry is pictured above and on the following two pages.

"We are thrilled to see that the first year of our Designers of Distinction contest has been such a success," said Jim Gregory, Manager,

Design Relations, for Viking. "We received hundreds of great entries, and we're excited to recognize Tess Giuliani's design as the grand prize winner."

The award was created by Viking to actively promote and recognize excellence in kitchen design. To be eligible for the award, simply register as a Viking Designer of Distinction at www.VikingFeaturedDesigner.com.

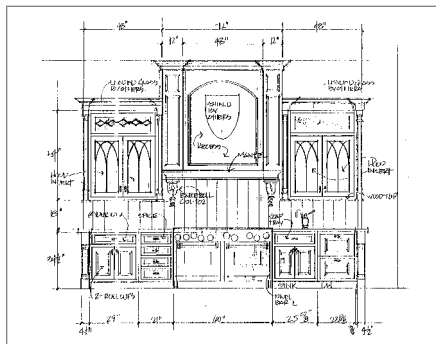
"I am honored to be awarded the first annual Viking Featured Designer award," said Giuliani. "It is gratifying to be recognized by the design world, and it is also wonderful recognition for my clients, who are the foundation of each unique design concept."



PAGE 6: ULTRA-PREMIUM LINE OF VIKING BUILT-IN ELECTRIC OVENS REACHES HIGHER PINNACLE.

Tess Giuliani

Creates residential spaces with an artist's imagination and a passion for design.



VIKING APPLIANCES

- 1 Viking Pro 60" Range 6 Burner, Griddle, Grill - Cobalt Blue w/ Brass VGRC6056QDCBBR
- 2 Viking Refrigerators 36", Pro Handles DFB363
- 1 Viking Pro 30" Double Oven - Cobalt Blue w/ Brass VED0205CBBR

Tess Giuliani, CKD, Ridgewood, New Jersey, has explored many creative areas in her 34 years as a design professional. The common denominator for the 2005 Viking Featured Designer has always been her broad visual interests and experience coupled with an artist's imagination and passion for design that allows her to translate what her clients want but can't always put into words. She has followed a unique path to arrive at her current discipline, residential space planning and design.

Picture this

This award-winning project began with a picture, and the color blue. Her client came to her with a picture of a cobalt blue Viking gas

range and said, "Tess, I want you to design me a kitchen around this range."

The client was a dedicated cook, with a large collection of cookbooks that needed a graceful home in a real working kitchen. There were four children in the family, two away at school, and the family spent a lot of time entertaining and in the kitchen. The home was a large, Gothic-style new construction.

"I feel this is the best kitchen I ever designed — and one of the most unusual," says Tess. "To begin with, I had a client with courage. It takes courage to request a kitchen with a color finish on the appliances."

It was up to Tess to blend the design elements harmoniously, while creating the feeling she sensed her client was looking for. "I planned a space that translated my client's vision into a beautiful design." To complement the cobalt blue ranges, she chose Bahia blue granite from Brazil for the counters. The cabinetry was from Sterling Custom Cabinetry, installed by Ulrich, Inc. Especially critical integrating the space are the dramatic arches that were built to tie together the angled entrances with the kitchen's high ceilings, while complementing the harmonious lines of the home as a whole.

"When my client first walked in, she could only say, 'I love it. I love it. Tess, I love you — it's more than I ever expected.'"

Tess also credits Viking and her Viking distributor, Carl Schaedel & Co., Inc., Fairfield,



New Jersey. "They have a great showroom," says Tess. "And Viking is so dramatic. It fits in well in any kind of room, large or small. Viking really changed the focus of emphasis in kitchen design. I really think nothing is as interesting as Viking."

Meet the designer

"Get your priorities right, and everything falls into place," says Tess, in an observation that has as much bearing on her career as it does on her philosophy of design.

Because her European history degree seemed to lead to nothing but a typewriter, she started a pottery enterprise with a group of friends right out of college. Several years later, she set out to become a jewelry designer and traded her pottery for artist's renderings of her designs for her portfolio. Hearing about a rare job opening for a jeweler at New York's Cartier Inc., which had never hired a woman, she applied and got the job. Later, she leveraged her jewelry design experience to start a theatrical design and interior design career in Japan. When she returned to the U.S. in 1986, she joined Ulrich Inc. in Ridgewood, proving herself first in sales before concentrating on fine cabinetry design and space planning, specializing in kitchens and baths.

In 1996 she started Tess Giuliani Designs Inc. and focused on her current practice of residential space planning, with an emphasis on maintaining the integrity of the design and its surrounding environment.

In addition to her B. A. degree from Georgian Court College, Tess has studied at American Institute of Foreign Studies summer programs in Europe, New York's Fashion Institute of Technology, New York School of Interior Design (NYSID), Cambridge University,



INTERIOR PHOTOGRAPHY BY PETER RYMWID

Cambridge, England, and The School of Essential Feng Shui, San Diego.

Her home in Ridgewood has received numerous acknowledgements from the Ridgewood Community after its 1993 renovation, including the Ridgewood Pride Award, the Ridgewood Woman's Club House Tour 1995 and 1997, and the Secret

Garden Tour of the Ridgewood Woman's Garden Club 2004.

Tess is the winner of over 50 design awards from the NKBA and other affiliates of the kitchen and bath industry, and her designs have appeared in numerous publications. She is a member of NKBA and has served as a national judge for NKBA.



Linda McLain

Blends the old and the new to create a kitchen of simple, classic elegance in this seaside resort home.

VIKING PROFESSIONAL KITCHEN APPLIANCES

- 48"W. Dual Fuel Sealed Burner Range w/ 6 Burners & Griddle VDSC487-6G-SS
- 48"W. Island Trim B48TI
- 48"W. Custom Ventilator System w/ Interior-Power Ventilator Kit VBCV4838/VIV1200
- 48"W. Built-in Side-by-Side Refrigerator/Freezer w/ Ice Maker VCSB483-SS
- 15"W. Undercounter Ice Machine VUIM150DL-SS
- 24"W. Undercounter Wine Cellar w/ Glass Door VUWC141R-SS
- Hidden Control Dishwasher w/ SS Interior DFUD042P-SS
- 1.5 cu. ft. Convection Microwave Oven and 27"W. Microwave Trim Kit VMOC205-SS/VMTK275-SS

VIKING PROFESSIONAL OUTDOOR KITCHEN APPLIANCES

- 41"W. Ultra-Premium Gas Grill w/ Rotisserie and Infrared Burner VGIQ410-3RT-L-SS
- 36"W. Warming Drawer VEWD162T-SS
- 41"W. SS Cabinet w/ Storage Drawers to house Grill and Warming Drawer VOQW4120-SS
- 18"W. SS Pull Out Trash Cabinet w/ Drawer VOTP1810-SS
- 24"W. Wok/Cooker VGWT241T-L-SS
- 24"W. SS Cabinet to house Wok/Cooker VOKB2601-SS
- 24"W. SS Sink Cabinet VOSB2402-SS

Some 20 miles south of Charleston, South Carolina, is one of the best-kept secrets of a region known for its historic architecture and world-class restaurants. A secluded barrier island called Kiawah, home to a resort community of the same name that is known for its magnificent, unspoiled seaside location, fabulous golf courses and other upscale amenities.

Coastal Living magazine chose Cassique, a Kiawah island Development, as the site of its 2005 Cottage Retreat Idea House, which was described this way by one of the architects, Stan Dixon: "The house is made for casual living. It's not about formalities — it's about the beach. It's about being together." When completed, the development's 39 homes will emulate English country houses.

Viking Featured Designer Linda McLain worked closely with Rick Broome, the Charleston-area sales representative for the Viking distributor,

HADCO, who assisted in specifying and design as it related to the Viking appliances.

She credits the team of architects from McKellar & Associates of Mt. Pleasant, South Carolina, and Interior Designer Jackye P. Lanham of Atlanta, Georgia, for their vision in design and selection of materials. It was very much a team effort that brought about the success of the project.

Linda McLain, CKD, is co-owner with her husband, James McLain, CKD, of Signature Kitchens & Baths of Charleston.

Simple elegance

The exterior architectural style of the house is English Cottage. However, the interior design theme is a blend of the architectural theme and the seaside location. Native marshlands, tidal creeks, and indigenous vegetation provide the setting for use of a color palette of sea glass and natural interior colors. "Old is mated with new to make a





statement of simple elegance," says Linda.

Stainless Viking appliances anchor the design and complement the simple painted custom cabinetry by Wood-Mode. The stucco hood is painted to match the adjacent walls with wood trim painted to match the cabinets. It is a focal point of the range wall but not an overpowering one, as it appears to blend seamlessly with the walls and cabinetry.

The kitchen's lowered ceiling sets it apart from the rest of the great room, from which it can be closed off by sliding glass on tracks. To give the space a sense of history, an antique dressmaker's table was topped with granite to serve as an island. Details are understated. It's a working space. "This kitchen is about featuring main appliances instead of hiding them," says Broome.

In keeping with the natural setting, the home also features a number of Viking Professional outdoor appliances, including a Ultra-Premium Gas Grill and a Wok/Cooker.

About the designer

Linda has been in the construction field since 1972. She entered the kitchen and bath industry with no specialized training in kitchen and bath design, nor any sales experience. She did, however, have a strong background in cost accounting and estimating. She was comfortable with plans and blueprints. "When I got into the business, it was a lot easier than it is now, and I grew with the business," she recalls.

Linda received her CKD certification in 1993, but credits most of her knowledge of design and her business acumen to 29 years of experience. She thinks her most valuable attribute is her ability to listen well and relate to her clients' individual tastes and preferences.

A history buff, she appreciates Charleston's rich heritage and treasures the opportunity to work in its historic homes. Her award-winning designs are regularly featured in the pages of national, regional and local magazines.



PHOTOGRAPHY BY CHRIS & CAMI PHOTOGRAPHY

Linda and Jim are proud of their new 7,200-square-foot showroom, which occupies the same site as the original showroom of one-third the size. "My husband and I make great partners," she says. "He is a licensed builder and an exceptional designer. He designed and built the new building, making most of the decisions, while I took over most of the responsibilities of keeping our business operational. By siting the new building to the back of our property, he was able to almost complete it before he demolished our former site of 27 years."

Their showroom was designed to create a total environment experience that engages all the senses. The new space has allowed Signature to properly showcase and integrate its appliance offerings.

To find out more about Signature Kitchens and to see a gallery of their work, go to signaturekitchens.net.

"Appliances weren't as important when I started in the business," Linda recalls. "Now I tell my clients to start with the appliance list. Should they be showcased, or integrated? Do they want a professional look, or a designer look? Tell me what you want, and I'll fill in around it."

Linda sees Viking as being responsible for much of the new focus on appliances. "We enjoy Viking," she says. "It has automatic name recognition. When people walk into a new kitchen and see Viking, it's like a guarantee of quality."

Enhancements take culinary performance to a higher pinnacle

FEATURES ON ALL ULTRA-PREMIUM SELECT MODELS:

- Largest oven cavity in the industry – 4.8 cu. ft. overall
- Patent Pending Vari-Speed Dual Flow™
- Concealed 10-pass dual bake element
- Rapid Ready™ Preheat
- Improved halogen lighting and porcelain rack supports
- Improved 10-pass broiler with heat reflector
- High-performance cooking modes including TruConvec™ convection cooking, convection roast, convection bake, convection broil, conventional bake, and three level conventional broil. (Convection features only in top oven of double ovens)
- Timed Bake
- Heavy-duty broiler pan and tray
- Finish options include Stainless Steel, Black and White

ADDITIONAL FEATURES ON ULTRA-PREMIUM PREMIERE MODELS:

- Gourmet-Glo™ glass enclosed infrared broiler
- Meat probe
- TruGlide™ full extension glide racks
- Additional halogen oven lights
- Heavy-duty broiler pan, tray and additional rack
- Designer Premiere Touch Control model offers additional features such as Autoroast, Proof and a Recipes function
- Finish options include Stainless Steel, Black, White plus 11 color finishes for Professional Series and 3 color finishes for Designer Series, all available with a Brass Trim Option

Viking introduced professional performance to the luxury home market nearly twenty years ago. And now the new ultra-premium line of Viking built-in electric ovens takes culinary performance to



a new pinnacle with Viking's design and performance updates to its line of Professional and Designer 27" and 30"W. built-in electric ovens. With the largest oven cavity, the best convection system, and improved performance, these ovens raise the benchmark for ultra-premium kitchens.

Power, style and flexibility

With 24 different models and an array of exclusive finishes, designers have a range of choices to suit every client's unique needs. All models have been redesigned and updated, while still maintaining the timeless Viking Professional and Designer appeal. There is even an ultra-sleek Designer Touch Control model. And a wide variety of step-up features are available on all models, creating Select and Premiere models.





These new lines will incorporate an enlarged oven cavity, a dual concealed bake element and self-cleaning ovens. The Rapid Ready™ preheat system quickly heats the ovens to the desired temperature setting within minutes; and the Vari-Speed Dual Flow™ convection system ensures balanced airflow for even heat distribution. Select models have a ten-pass broiler system with heat reflector, while the Premiere models have an electric Gourmet-Glo™ glass enclosed infrared broiler which provides intense searing heat in a variety of broiling applications.

Additional new features to the Premiere ovens enhance the ovens' performance and increase their value for consumers. These features include convection



settings in all ovens, three oven racks, a TruGlide™ oven rack, a meat probe and a baking stone.

Put yourself in the picture in 2006

Now that Tess Giuliani has been honored as the first-ever winner of the annual Viking Featured Designer award, the question is, who will be the next winner? It could be you.

The great designers of the future are the students of today. Viking is committed to their success. That's why Viking partnered with the Miami International University of Art & Design to create the new Viking Dream Kitchen student design contest. (See photo.)

Whether you're just getting started as a kitchen designer or at the top of your game, we'd like to see your work, so don't wait — just go to www.VikingFeaturedDesigner.com.



A. GORT PRODUCTIONS

Recognizing excellence in kitchen design at all levels, from left: Jim Gregory, Manager, Design Relations, Viking; Ana Maria Freitas, student winner; Tess Giuliani, 2005 Viking Featured Designer; Liz Borecky, student winner; and Bill Andrews, Director, Marketing Communications, Viking.



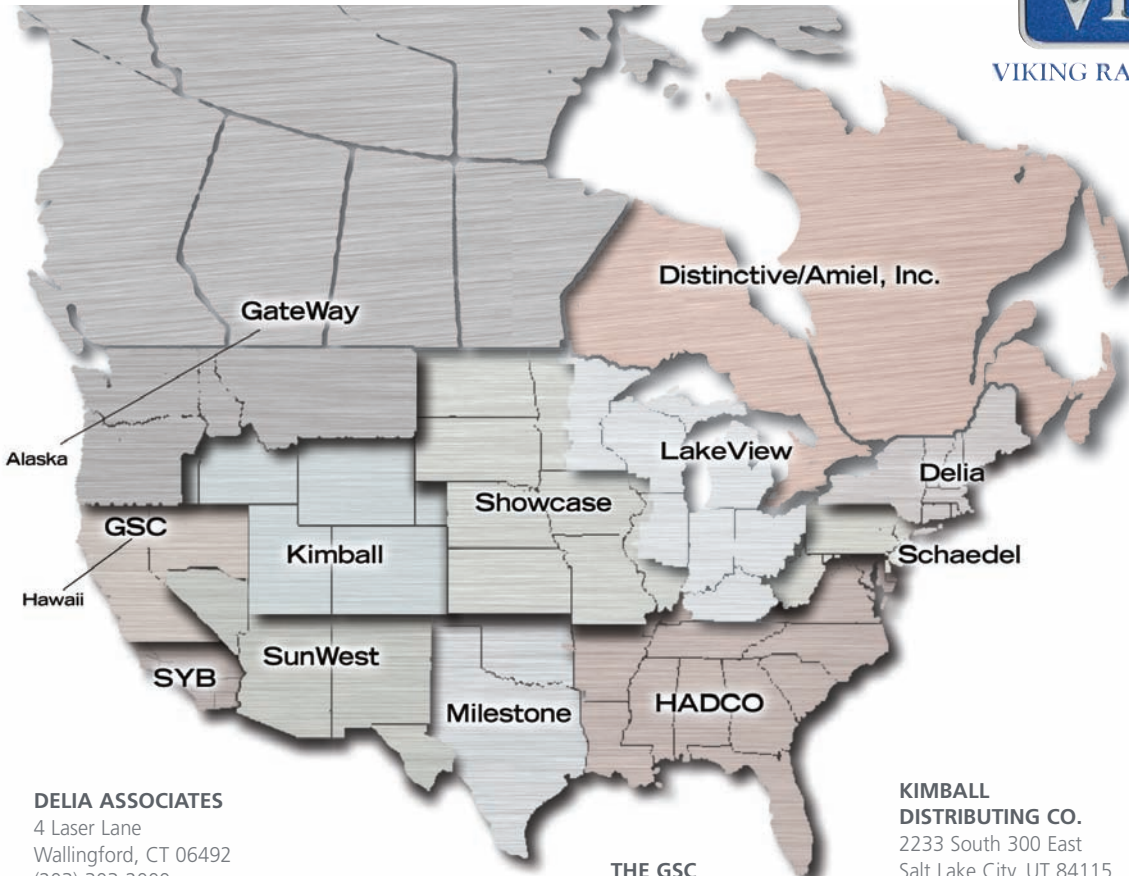
Picture your Viking kitchen design in the 2006 Designer Gallery. Just register as a Viking Designer of Distinction at our Web site: VikingFeaturedDesigner.com.

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