

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.

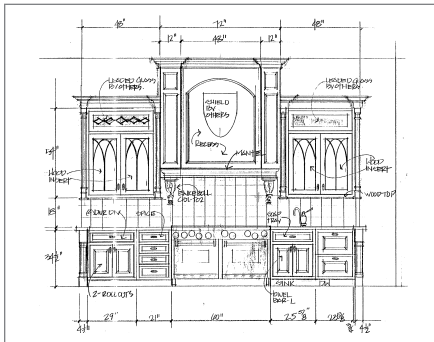
"I am honored to be awarded the first annual Viking Featured Designer award," said Giuliani. "It is gratifying to be recognized by the design world, and it is also wonderful recognition for my clients, who are the foundation of each unique design concept."



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 DFBB363
- 1 Viking Pro 30" Double Oven - Cobalt Blue w/ Brass VED0205CBRR

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.