

THE EDGE



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KEVIN FITZSIMONS HONORED AS THE 2006 VIKING FEATURED DESIGNER

The winner of the annual Viking Featured Designer award for 2006 is Kevin Fitzsimons of Fitzsimons Design + Build, Toronto, Ontario. Fitzsimons' award-winning entry (pictured above and on the following two pages) was designed for Art Smith, Oprah Winfrey's personal chef.

In February Viking will hold a special event in New York City to honor Kevin as the grand prize winner and present him with his award. The award is a trip to Cancun, Mexico, and includes first class airfare for Kevin and one guest, and a five-night stay at the Ritz-Carlton Cancun in an oceanfront suite.

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tion," said Jim Gregory, Viking Range Corporation Manager, Design Relations. "We continue to receive a number of great entries, and we're excited to recognize Kevin Fitzsimons' 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'm honored Viking has chosen me for this recognition, because of the great respect I have for them as a company and for their design," said Kevin. "I want to spread the word about Viking because I love their flexibility and design."



ULTRA-PREMIUM E-SERIES GAS GRILLS WITH BUILT-IN HALOGEN LIGHTS: Page 6

Kevin Fitzsimons

His working kitchen for Oprah chef Art Smith also functions as a TV studio and combines visual appeal with Viking appliance style and functionality.



VIKING INDOOR APPLIANCES

Professional Electric Double Oven VEDO207C-SS
Professional Full-Height Wine Cellar VCWB300-SS
Designer Side-by-Side Refrigerator/Freezer with Full Overlay and Professional Handle (2) DFSB483
Designer Gas Cooktop DGCUI55-6B-SW
Designer Built-In Versavent Rear Downdraft DIPR150R
Designer Dishwasher with Full Overlay (2) DFUD142
Designer Convection Microwave DMOC205-SS
Heavy-Duty Food Waste Disposer VCFW1000

VIKING OUTDOOR APPLIANCES

T-Series Ultra-Premium Gas Grill VGBQ530-4RTN-SS
Grill Cart with Gas Oven BQCO53T1-L
Built-In Gas Wok/Cooker VGWT24T

OTHER VIKING PRODUCTS

Professional 7-Quart Stand Mixer VSM
Professional Food Processor VFP
Professional 4-Slot Toaster VT
Professional Chef Knives VCSR

For Toronto designer Kevin Fitzsimons, Viking appliances were essential ingredients in his recipe for transforming “America’s ugliest kitchen” into a celebrity chef’s paradise.

The kitchen belongs to Fitzsimons’ friend Art Smith, the Chicago-based chef, cook-book author and television personality who is probably most famous for being Oprah’s personal chef. It came into Smith’s life when he purchased a 4,000-square-foot condominium in Chicago’s Hyde Park-Kenwood neighborhood.

The existing kitchen was 600 square feet and included a red refrigerator that clashed with the garish wallpaper. It needed an extreme makeover, but Smith was planning

to replace it with a kitchen using components from big box stores.

Fitzsimons thought Smith deserved better than that. He knew his friend entertained famous chefs such as “The Naked Chef” Jamie Oliver, Food Network star Nigella Lawson, and Giada De Laurentiis, host of the Food Network’s “Everyday Italian,” in his home.

Fitzsimons firmly believes lifestyle and environment should mesh well. “Let me give you a kitchen designed just for you,” he told Smith. “I’ll design, organize and renovate this ugly kitchen.” And he did.

The entire space was gutted, the floors were ripped out, and a wall between the kitchen and the dining room was demolished in order



A table for 12 sits between the Viking gas cooktop with rear downdraft venting and the huge bookcase holding just a fraction of chef Art Smith’s enormous collection of cookbooks. The 17 mobiles suspended over the table were designed by Canadian artist David Lin to create a single installation that brings down the ceiling, making the space more intimate.

to create a 1,400-square-foot kitchen that includes teak cabinets, marble countertops, and a 45”W. Viking gas cooktop.

Smith and Fitzsimons met several years ago when Hildy Abrams, president of Gourmet Settings, a company specializing in stainless steel flatware, introduced them during a dinner party at her home in Toronto. “We really hit it off and have been friends ever since,” says Fitzsimons, who raves that “Art’s fried chicken is out of this world!”

A graduate of Humber College with a degree in interior design, Fitzsimons owned and operated Fitzsimons Interiors, Inc. for over 20 years. In 2006, he founded Fitzsimons Design + Build to combine his interior design experience with international affiliates in the architectural and design fields. He is also the creator of *yoursource*, a quarterly magazine about lifestyles, design and architecture.

The key to designing Smith’s kitchen, says Fitzsimons, was figuring out how he lived

and cooked. “Viking products are so amazing and flexible I knew I was going to use a lot of them.”

Fitzsimons also knew he wanted to use cabinetry made by Varenna, the kitchen furniture manufacturer Poliform, but the company was accustomed to using European appliances to integrate into its spaces because both used the metric system.

“Using Viking was not a problem: It was simply a new challenge for them,” says Fitzsimons. “They’ve wanted to use American appliances, and after working on this project they’re ecstatic because they’ve figured out how to do it and use them in future projects.”

Using Viking appliances also enabled Fitzsimons to solve some other space issues. Traditional side-by-side or bottom-mount refrigerator-freezers just weren’t big enough for someone who may entertain 60 or more people at a party, he says. So Fitzsimons used both a 36” all refrigerator and 36” all freezer in Smith’s kitchen.

An overhead camera mounted in the ceiling over the cooktop can zoom in on Smith when he’s cooking and broadcast what it observes on monitors for guests or students, but its location meant a ventilation hood couldn’t be installed over the stove. “Fortunately, Viking provides a wonderful retractable rear downdraft option,” says Fitzsimons.

Smith also has a “full, outdoor working kitchen” in his backyard. It’s all-weather, but he doesn’t use the sink during Chicago winters, for obvious reasons. Everything is Viking except the pizza oven. “It’s a real kitchen outside!” says Fitzsimons.

Fitzsimons is delighted with the options offered by Viking appliances. He says he’s using lots of them in an ongoing project for fashion designer Marc Ecko, whose 30,000-square-foot estate in New

Jersey includes six cooking areas: “I’ve specified 65 appliances and every one is Viking. That’s how much I believe in the product.” For more information go to www.fitzsimonsdb.com.



Art Smith, Oprah Winfrey’s personal chef



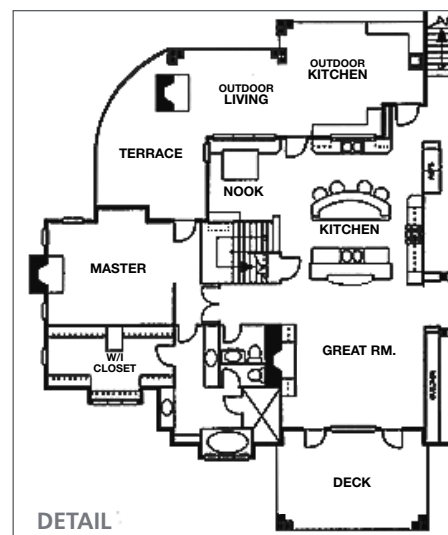


Charles Buller

His expansive gourmet kitchen was a star of the 2006 Natural Street of Dreams luxury home tour in Clackamas County, Oregon.

VIKING INDOOR APPLIANCES

- Professional Gas Range VGIC485-6G-SS
- Professional Built-In Custom Ventilator with Exterior Power Ventilator Kit VBCV5438/VEV1200
- Professional Warming Drawer VEWD173-SS
- Designer Bottom-Mount Refrigerator/Freezer with Full Overlay (2) and Top Grille Kit DFBB363/DBRTGK72-SS
- Designer Microwave Oven (2) with Trim Kit (2) DMOS200-SS/DMTK271-SS
- Designer Dishwasher with Full Overlay (2) DFUD142
- Designer Undercounter Refrigerated Beverage Center/Ice Maker DUR1140D-SS



VIKING OUTDOOR APPLIANCES

- Premium Gas Grill VGBQ0302T-SS
- Infrared Gas Griller VGB151T-SS
- Infrared Gas Griller Cabinet Base VBBO1601-SS
- Stainless Steel Sink Base VSBO2402-SS
- Stainless Steel Base Cabinet VBO1811-SS
- Refrigerated Beverage Center VUAR140T-SS

Designer Charles Buller knows that if you build it and it's high quality, they will come. But his projects involve designing kitchens for luxury homes in Oregon, not baseball diamonds in Iowa corn fields.

One of Buller's recent design projects was the expansive gourmet kitchen in The Providence House, one of six homes featured in the 2006 Natural Street of Dreams luxury home tour in Clackamas County, Oregon, which attracted approximately 90,000 visitors. The 745 square-foot kitchen showcases the custom craftsman-built cabinetry of Buller's internationally renowned company, Park Place Wood Products Inc., and an impressive array of Viking products, including a 48"W. range,

two microwave ovens, two dishwashers, and two built-in refrigerator/freezers.

"Viking appliances are high quality, user-friendly, and integrate beautifully into the kinds of kitchens I design," asserts Buller. "I'm very passionate about what I do and my designs and products are meant to make you feel good," he says. He likes to design what he calls "extreme kitchens."

The Providence House kitchen and adjoining butler's pantry feature 127 lineal feet of Rustic Alder custom cabinetry, including wood fronts for the Viking dishwashers and refrigerators to integrate them into the overall design.

"I try to design kitchens that are intimate, cozy, and warm, even if they inhabit a large



amount of space," says Buller. "My kitchen designs also have to have great traffic flow," he continues. "I think of the kitchen as the centerpiece of the home for both dining and entertaining."

Buller originally set out to be an architect, but dropped out of college and began working for a construction company. After establishing himself as a builder, Buller bought Park Place Wood Products Inc., a company originally formed to manufacture unfinished furniture. He transformed it into a highly successful custom cabinetry business staffed with dedicated craftsmen and artisans, "people who have a passion for what we do."

Although he's convinced that "the harder you work, the more success you have," Buller does more than design kitchens. He also owns a ranch where he raises Angus cattle and Morgan horses.

And he cooks. "I'm from a large family and I've cooked all my life," says Buller. "I cook outside four or five days a week all year-round and every day in the summer."

The new owners of The Providence House



PHOTOS BY FABRIENNE PHOTOGRAPHY AND DESIGN



will be able to emulate Buller, if they wish, because flowing from the lavish indoor kitchen are more than 1,000 square feet of covered outdoor living space. The space includes an outdoor kitchen with cooking, dining, and living areas for seamless entertaining. A 30"W. Viking grill and Viking stainless steel cabinetry are featured in the outdoor kitchen.

When it comes to sourcing Viking prod-

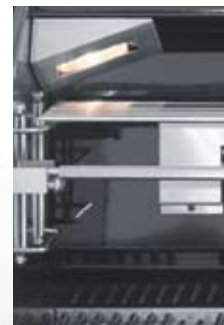
ucts, Buller says he works with BASCO, Builder's Appliance Supply Company in Portland. "They have a great showroom and intelligent people who really know their products," says Buller, who knows from experience that people who want extreme kitchens want them filled with luxury products from Viking. For more information contact www.parkplacecabinets.com.

LIGHT UP THE OUTDOOR KITCHEN WITH A VIKING ULTRA-PREMIUM E-SERIES GAS GRILL

Some of the most beautiful times for outdoor dining are those twilight hours after the sun has set and the lengthening shadows of the night whisper their promise. That's when an outdoor kitchen can really come into its own. Good company, the outdoor flavors, the experience of enjoying food hot off the grill, the fresh air environment, the stars coming out — these all contribute to an experience consumers covet and are willing to invest in.

Let there be light

The new Viking Ultra-Premium E-Series gas grill is exactly the sort of investment to serve as the centerpiece of an outdoor kitchen. Homeowners might as well be cooking indoors with the new E-Series



gas grill. It's the first Viking grill with integral halogen lighting. Two halogen lights mounted on the inside of the grill canopy provide ample lighting for nighttime

Easy 120V electric ignition

Lighting the burners of an outdoor grill should be as easy as turning on the Viking



range in the kitchen, and with the Ultra-Premium E-Series gas grill, it is. Full, 120V push and turn, automatic electric spark ignition and re-ignition are built in.

Additional features

The E-Series shares other Ultra-Premium grill features that are making Viking the industry standard outside the kitchen as well as inside. The E-Series grill may be built into a custom enclosure (no insulated jacket required), built-in with Viking stainless steel cabinetry, or used with a designated grill cart. Other features include flavor generator plates, porcelain coated grill grates, Gourmet-Glow™ infrared rotisserie burner, removable smoker box, canopy thermometer, and easy cleanup.

Complete Viking outdoor kitchen

Viking offers the most complete product line in the industry, from stainless steel outdoor cabinets to outdoor ovens, side burners, grills, and the new outdoor range-top, shown below. They are on the same professional quality level as the Viking ultra-premium indoor products. Tying the entire outdoor kitchen together is easy with Viking outdoor stainless steel cabinetry. Viking continues to expand its lineup of premium outdoor cooking products, giving consumers every advantage of an indoor kitchen in an outdoor setting.



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VIKING NAMED ONE OF 10 'BREAKAWAY' BRANDS SECOND ONLY TO THE IPOD AS A CONSUMER ICON

There's good news for you as a design professional in the news that *Fortune* magazine published a study by Landor Associates, which named Viking as one of its top ten "Breakaway Brands."

Landor and BrandEconomics studied more than 2,500 brands in the U.S. BrandAsset® Valuator database to identify those brands that exhibited the greatest increases in brand strength over a three-year period from 2002 to 2005. The study evaluated differentiation (what makes a brand stand out), relevance (how the consumer feels it meets his/her needs), esteem (how well regarded it is), and knowledge (how much the consumer knows about the brand).

Viking Range Corporation, ranked #2 of the top brands, was noted for its focus on lifestyle with cooking schools and travel components as its way of connecting with its customers and "breaking away" from its competition. The creation of www.thevikinglife.com and the "Worlds of Flavor" travel program have played integral roles as Viking has begun offering consumers an alternative path to its customer experience. In short, Viking is perceived not only as an appliance brand, but also as a lifestyle.



Viking was the second-ranked brand, with the iconic iPod being the only one to place higher in the study. Viking bested such well-known and established brands as Converse, Dove and eBay.

PROMOTE YOUR BEST WORK IN 2007



You owe it to yourself to put your best foot forward and promote your work in the new year. One way is to have one of your projects featured in the Designer Galleries at www.vikingrange.com, which has a new look and lots of information for you, the design professional.

Registering as a Viking Designer of Distinction is your chance to become a Viking Featured Designer and join such notable designers as Tess Giuliani, 2005

Viking Featured Designer, and Kevin Fitzsimons, 2006 Viking Featured Designer, as well as our full range of quarterly featured designers. Who knows? Maybe you'll be the designer winning a marvelous vacation package and recognition as the 2007 Featured Designer.

But even if you're not one of the finalists, you still win by registering as a Viking Designer of Distinction, for your work can receive valuable recognition in the design community by being showcased on the Web site.

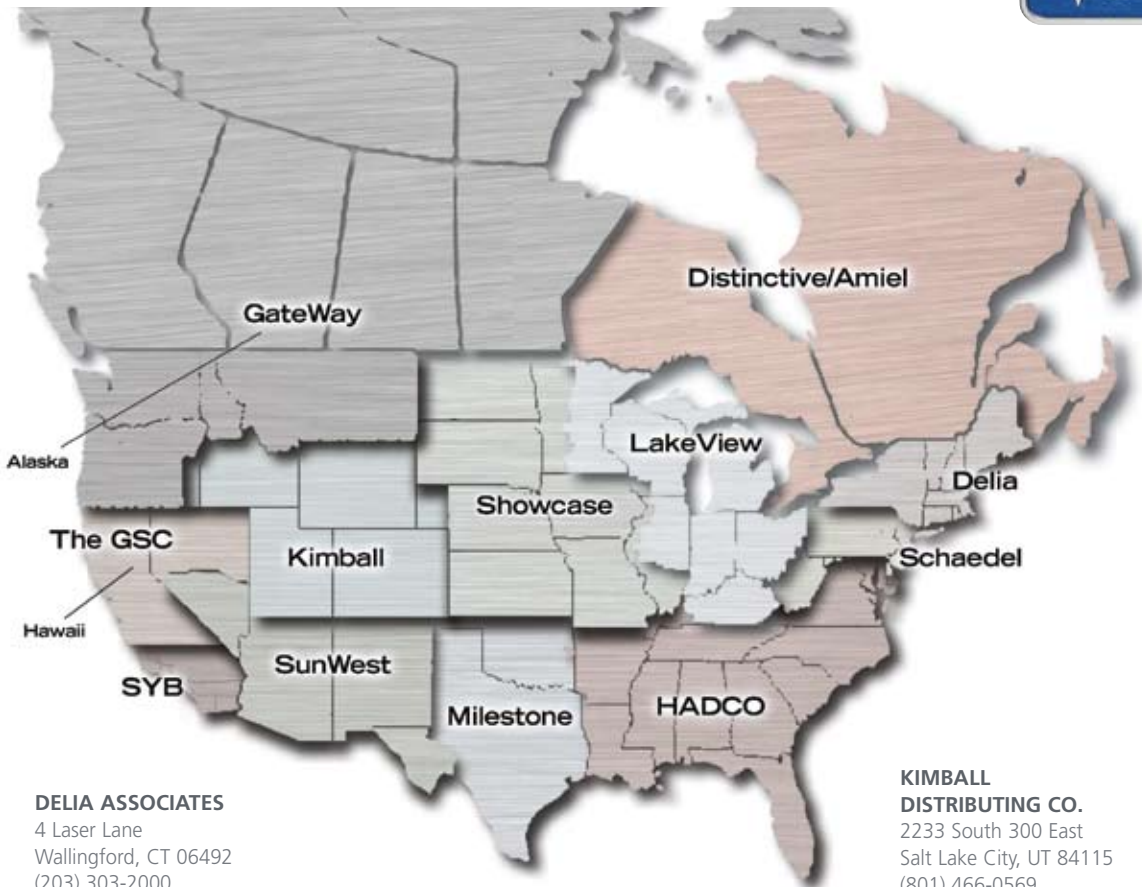
Did you misplace your last issue of *THE EDGE* newsletter? You'll find PDFs available for easy downloading. Other links connect you to product specs and other valuable information. Bookmark www.VikingFeaturedDesigner.com and make it your kitchen design portal.

20-20 DESIGN: VIKING ONLINE CATALOG



20-20 Design users can easily include ultra-premium Viking products in their kitchen projects, with the new electronic Viking catalog. 20-20 is the world's leading software provider for the kitchen design industry.

Registered 20-20 users may go to www.2020.net in order to register for the new Viking product catalog and to download it.



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