

KITCHEN | VIEWS |

MAGAZINE Fall 2008

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from the area's
TOP
Kitchen
Designers

Principles of a
**Green
Kitchen**

Details **Make** a
Difference

**Cool Cabinet
Options**



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Locations

Kitchen Views serves discerning homeowners and seasoned building professionals, with six showrooms in Massachusetts and one in New Hampshire.

The Kitchen Views design team consists of 33 professionals, with over 450 collective years of experience in the building industry and 269 years experience in kitchen design.

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Suzi Kaitz
Vice President and
General Manager
Kitchen Views
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Welcome to the premiere issue of our new idea magazine, *Kitchen Views*. I'm so excited to share our expertise and creativity with you in this quarterly publication.

In this issue we'll be focusing on a variety of topics, including eco-friendly design. From reducing energy use to sourcing products that are manufactured in an earth-friendly way, you'll see many shades of green. We'll show you how hard we are working to include new green products in our showrooms, like countertops made of recycled glass and cabinets made with low volatile organic compounds (VOCs) for a healthier indoor air environment. You'll have a chance to check out the display in our new Kitchen Views Custom showroom that is not only metro-hip but completely green inside and out, with doors made from bamboo and reconstituted wood veneers.

In our next issue, we'll address "aging in place." For empty nesters choosing to renovate rather than relocate, our designers focus on creating better flow and design in crucial areas, while incorporating products that can make the daily rituals of life a bit easier and more luxurious at the same time.

Being part of a third-generation family business, I've learned home design is really all about people – how you live, work and play – and how we can enhance the experience. Here at Kitchen Views, our design team includes some of the most talented, extraordinary professionals in the industry. In each *Kitchen Views* issue, you'll have an opportunity to meet members of our team and learn what makes them tick. You'll see they have an immeasurable amount of experience and talent, and come from a variety of expert backgrounds: kitchen designer, interior designer, architect, engineer, artist, and contractor. In fact, one of my proudest accomplishments is building this team with a unique sense of camaraderie. They share their insight and point of view with our customers and with each other, confronting challenges and designing unique solutions together in a warm, personal approach.

So please, settle in with a cup of coffee, flip the pages of our new idea magazine and start dreaming. If you're thinking of remodeling or building new, I'm sure you've been told to collect photos of spaces you like to get a sense of your style. Our magazine is the perfect place to start. And remember, we're right here when you're ready.





3 Principles of a green kitchen

for a healthier home and healthier planet

When you're thinking about natural resources in the kitchen, chances are you're thinking about organic produce and whole grains. But these days kitchen resources have become much greener as both homeowners and manufacturers alike work to reduce their carbon footprint.

"Going green means more than choosing bamboo flooring," explains designer and green guru Rasesh Patel. "There are three principles to designing green: First, use products from manufacturers who use eco-friendly manufacturing processes. Second, use recycled materials and sustainable resources when possible. And third, buy local when possible to save energy," he says with confidence.

With all the renewed interest in being eco-friendly, Rasesh has run across a couple of customer misperceptions he'd like to correct: that green is expensive and utilitarian-looking.

"Some people may think going green is more expensive but there are a variety of ways to approach it, which means a variety of prices. My advice is to do as much as you can afford. For example, using environmentally-responsible manufacturers doesn't cost anything extra. You can also contribute to the environment by using engineered woods or use energy efficient lighting and appliances wherever possible. Every small action helps."

The eco-friendly look has also come a long way since the seventies. With consumer interest fast-growing, manufacturers have stepped up to the plate with many beautiful materials such as recycled glass tile and

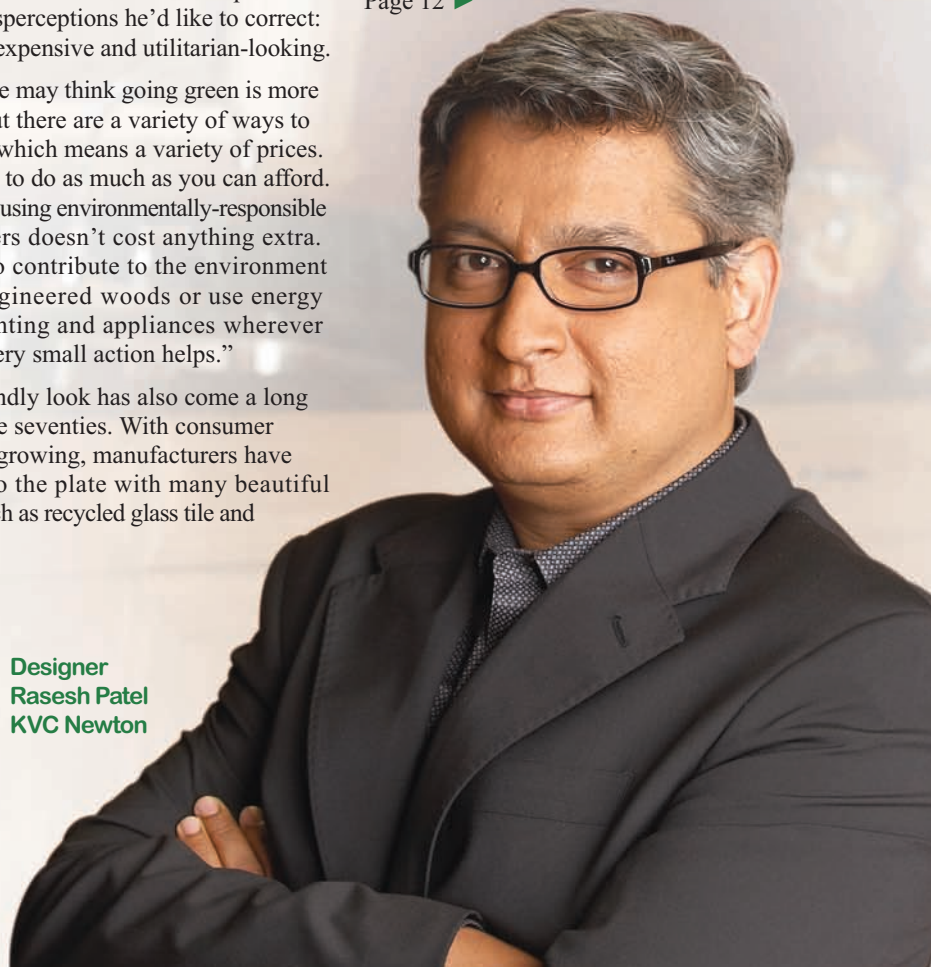
countertops of recycled compressed paper that look like slate. One very popular, and beautiful, countertop choice is IceStone, made from 75% recycled glass and 25% high performance cement, which is VOC-free.

"That means Volatile Organic Compounds, and they're responsible for toxic off-gassing, which the EPA says can affect air quality," Rasesh explains, with near-encyclopedic knowledge of everything green.

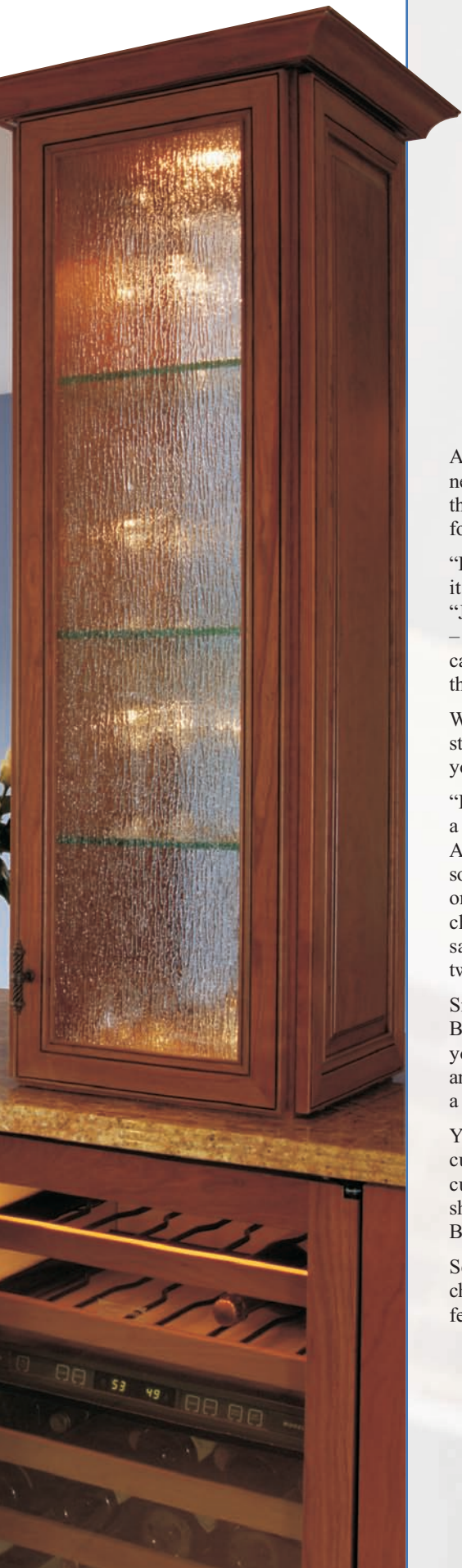
Rasesh brings another talent, that of a skilled negotiator, which helps families agree on design and material choices. One client went so far as to call him "Dr. Phil" saying, "you saved my marriage."

When making these choices, the key is to make sure materials are truly green and not just hype. Page 12 ▶

Designer
Rasesh Patel
KVC Newton







COOL CABINET OPTIONS

lead to happy meals

A kitchen that works around your family's needs can make mealtime easier, which means the chicken won't burn while you're looking for the pot holders.

"Having an organized kitchen isn't as hard as it may seem," says designer Brandy Souza. "Just think of your cabinets as the foundation – everything builds on them. With the right cabinet in the right place, you move around the kitchen effortlessly."

With today's choices in sizes, configurations, storage solutions, materials and price points, you can make your kitchen work for you.

"Do you need a snack cabinet for the kids, or a pet cabinet to keep the kibble out of sight? A 5'2" cook might prefer a lower island, while someone taller might want dishwasher drawers on either side of the sink. Now is the time to choose options that will make life easier," says this family-savvy planner and mom of two toddlers.

Since budget is part of any cabinet discussion, Brandy recommends asking yourself how often you plan to make over your kitchen. If your answer to that question is 'never again,' choose a timeless design that won't soon look outdated.

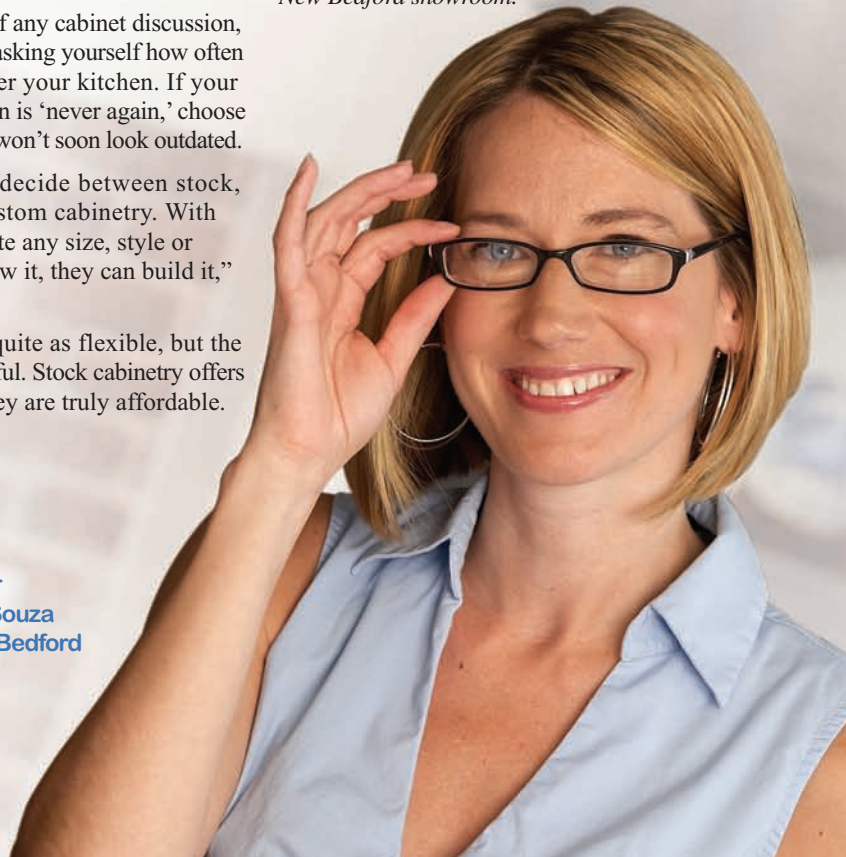
You'll also need to decide between stock, custom and semi-custom cabinetry. With custom you can create any size, style or shape. "If we can draw it, they can build it," Brandy says.

Semi-custom is not quite as flexible, but the choices are still plentiful. Stock cabinetry offers fewer options, but they are truly affordable.

"Don't forget to think about visibility. If you have a deep cabinet you'll want to be able to see what's in the back to avoid turning groceries into science experiments," Brandy warns. "Rollout trays are a great way to accomplish that, or check out the many pantry accessories that are now standard in most cabinet lines."

For her own kitchen, Brandy has her dream cabinetry but compromised with Formica countertops while her children are small. "That way I don't have to worry about Play-Doh and Kool-Aid. As soon as they're older, I get my granite," she says with a wink.

Brandy Souza has 12 years of design experience and a degree in architecture and design. She has been Showroom Manager of the New Bedford location since its inception, designing kitchens for builders and homeowners in Southeastern Massachusetts and on the Cape and Islands. To learn more, arrange an appointment with her in Kitchen Views' New Bedford showroom.



Designer
Brandy Souza
KV New Bedford





FINDING Mr. or Ms. RIGHT

The relationship between kitchen designer and homeowner is like a marriage. You'll spend a lot of time together, revealing intimate details of your home life and sharing your most hopeful kitchen dreams. If the chemistry works, the result can be a creative, beautiful experience. If not... a possible disaster.

So how do you find an expert kitchen designer who knows his or her way around the project and can help guide you through the entire process, from choosing cabinets to finding a builder? Take some advice from designer Jamie Thibeault, who knows his way around construction sites.

"Ask friends and family who they used for kitchen design and if they would use him or her again. Then ask those designers for other references you can speak with. If they can't give you any, that's a red flag. Ask to see other projects, one in progress, which will show you how things are going at a job site, and one from five years ago so you can see how it's holding up," says this straight-talking designer.

The next step is to do a gut check for chemistry.

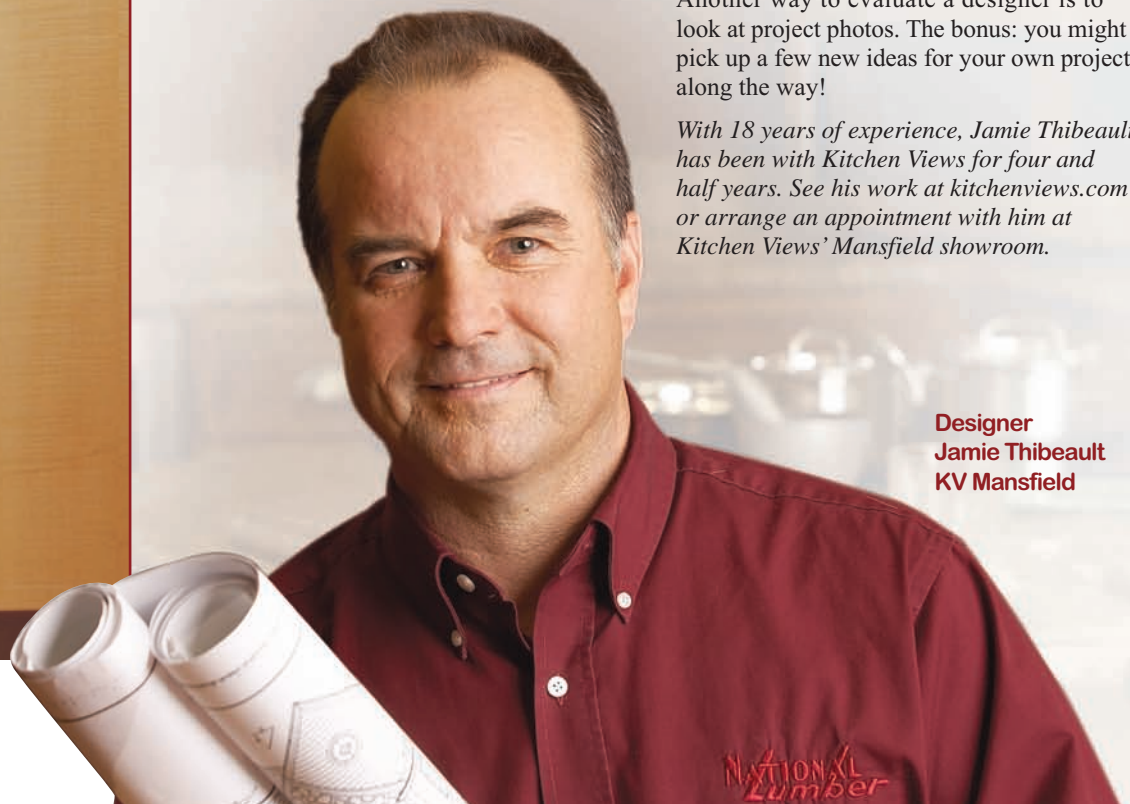
"See if there's a connection when you speak with them, and make sure they're really listening to what you're asking. Ask yourself if you feel they'll be there for you every step of the way. Anyone can sell you a cabinet. You want more than that, you want a designer who understands your point of view."

Ask about their background too – many of the best designers have an abundance of experience in the construction trades, architectural or engineering firms. For example, Jamie is a Master electrician who filled in designing kitchens when his wife went on maternity leave 18 years ago. He fell in love with the job and today he works closely with builders and contractors on all kinds of kitchens, from custom homes to multiple-lot subdivisions.

"Knowing my way around construction projects and timeframes definitely gives me insider knowledge that is helpful when planning kitchens," he says.

Another way to evaluate a designer is to look at project photos. The bonus: you might pick up a few new ideas for your own project along the way!

With 18 years of experience, Jamie Thibeault has been with Kitchen Views for four and half years. See his work at kitchenviews.com or arrange an appointment with him at Kitchen Views' Mansfield showroom.



Designer
Jamie Thibeault
KV Mansfield

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Details

make the difference for oceanfront style

Everyone wants a kitchen that will have their friends repeating “wow,” or better yet, leave them speechless. The key to achieving that is in the details, according to designer Brian Derrivan.

“From the moulding to the choice of cabinet hardware to how much accent tile to use, every little detail makes a big difference,” says Brian.

For example, consider the many details in a cabinet. That one item involves choosing the wood species (from alder to white oak to hundreds of exotic veneers), a finish (stains, paints, glazes, sheens), mouldings (dentil, light rail, cove, etc.), not to mention the various heights, depths and storage options.

Trained kitchen designers know all the possibilities that are available, which choices are meaningful and how to put them all together to achieve a unique style.

“Many times blueprints have only a footprint for the kitchen with no detail because the architect or builder doesn’t know the options available or desired. Since kitchen designers have all those tools right at hand, they can best flesh out the details,” he explains.

Attention to detail is exemplified in a kitchen Brian designed for an oceanfront condo in Swampscott. The challenge was to design a space that played off the view but didn’t interfere, making an impression that would do justice to the home’s location.

Brian’s solution was to use water and sand colors as his palette to bring the outdoors in while creating a visual flow that fit into the architect’s building design. Seagreen granite

countertops and Omega white painted custom cabinetry combined to bring the ocean waves indoors. Hardwood floors added warmth. And to ensure the kitchen didn’t entirely disappear and blend, stainless steel appliances provided a little bit of contrast.

Talking with Brian about cabinet or countertop options inspires confidence, like a visit with an old friend, and that’s part of his success. “When I get to know people, I can do a better job.”

Brian Derrivan has 15 years of design experience, helping customers choose millwork and cabinetry for any room in the house: kitchens, baths, libraries, entertainment centers, etc. He is also very involved in his community and was recently elected to the City Council in Newburyport. To meet with Brian, arrange an appointment with him at the Kitchen Views showroom in Salem.

**Designer
Brian Derrivan
KV Salem**







Don't Let Your Budget Limit Your Kitchen Design

“Look outside the box – literally! No one says you have to use a wall cabinet on the wall,” says designer Bob Russo. He knows that innovative ideas can make any budget go further, whether you’re spending \$3,000 or \$30,000.

“If you know the ins and outs of cabinetry construction, you can use them in different ways,” he says, excitedly drawing an example. “Say you need a 12” base cabinet for a narrow passageway. Don’t pay extra to modify a base cabinet, which is 24” deep, use a wall cabinet, which is already 12” deep and therefore costs less.”

With 33 years in the business, Bob has a long history of helping homeowners create their dream not only on paper, but within their budget.

“One customer came to me frustrated because she wanted an island in her new kitchen. Her architect, contractor and designer told her it would be too costly – her kitchen was too small and they’d have to knock out a wall or add on. By moving things around, I found a way to make it work without changing the project scope,” he says modestly.

One of Bob’s favorite budget exercises is to split your wish list into two columns: “must have” and “nice to have.” By helping people prioritize, he can figure out how to help them save money and still have an amazing-looking kitchen.

“For example, you can use detailed cabinets with a rich finish for an island with a complementary but simpler look on the periphery. Or, use the new Formica

that looks like granite instead of paying for stone. We have a full palette of options and even a few tricks,” he reveals.

Another way Bob helps homeowners is by showing them the pros and cons of different options so they can make informed decisions.

“When you’ve crossed as many bumps in the road as I have, you know how to find a way around them,” says this veteran designer and Air Force Vet. “I like to do everything I can to exceed my customer’s expectations.”

Bob Russo has been meeting customers’ budgets and exceeding their expectations at Kitchen Views for 15 years. When not designing, he’s enjoying the view from the water on his power boat in Maine. To learn more, arrange an appointment with Bob at the Kitchen Views at National Lumber showroom in Newton.

Designer
Bob Russo
KV Newton



Just like in a relationship you need to know the truth.

“Look for the Environmental Stewardship Program certification from the KCMA (Kitchen Cabinet Manufacturer's Association) to ensure you're using manufacturers who adhere to green principles. Popular lines like Dynasty, Omega, Schrock and HomeCrest have earned it. You can also look for the low-VOC designation on finishes,” Rasesh advises.

Another important resource: look for wood with the Forestry Stewardship Council stamp. It means wood has been harvested in a sustainable manner and the forest has been replanted.

Rasesh likes to research all the new materials as they come out. “You’ll hear a lot about lyptus, a fast-growing hardwood. Be aware of the tremendous variations in the color and grain of lyptus. Be sure to see a sample of it in the stain of your choice. Like hickory, it isn’t for everyone,” he advises. And he is one who knows the many shades of green.

Having owned an architectural business before joining Kitchen Views, Rasesh Patel offers more than 12 years experience in all aspects of design, not just green. Rasesh recently designed a completely green kitchen display in the new Kitchen Views Custom showroom, using bamboo, reconstituted wood veneers, stainless steel and glass. To learn more, schedule an appointment with him at Kitchen Views Custom in Newton or see his work at kitchenviews.com.

“We focus on saving many precious resources, including your time.”

-Rasesh Patel

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