

KBB REVIEW INDUSTRY AWARDS 2009



CATEGORY

YOUNG DESIGNER AWARD FOR KITCHENS - AGE 25 AND UNDER

NAME: ERIN SHEVLIN, VIDACO

What was the full brief from the client?

To create an environment that showed cutting edge design that would appeal to a wide spectrum of people looking to purchase homes with high specification materials and products. It was important that the space had a wow factor; was still functional and in addition could be used as a selling tool in a state of the art marketing suite, to be recyclable and easily dismantled to allow it to be moved to other sites of the same ilk. It was required to show the customer what they could achieve with their own home designs and act as an inspirational space for potential buyers.

The client required a fully operational kitchen within small confines that could be expanded into the customer's house if they chose that design. They wished to utilise Miele and Kuppersbusch appliances, the German name tag on the kitchen furniture would result in the products selling themselves. They wanted to showcase ideas that no other house builder had created, something that would encourage customers to buy into the same philosophy.

Key points that were very important to the client were:

- All the space to be used up. (no dust traps)
- Seating for 3 people at an island.
- There had to be free walking space around the kitchen to accommodate large numbers of people viewing the space.
- Design was very important; they wanted something new and exciting that would make the customer feel the need to spend a lot on their purchase.

As this marketing suite would be moveable between sites, the space was very tight, so the kitchen had to fit the space well but also look good in order to encourage selling of other plots.

What was the budget, including installation, how did you manage it?

The budget for each kitchen was to be a retail value of £30,000.00. There was no strict budget to be adhered to for the marketing suite itself. The client was more interested in the

design and the cost would then take care of itself. As the marketing suite is reusable the production costs would be written off over time. The suite not only showed the potential kitchens that could be installed in the houses but also the bathrooms, living room details, study, flooring, light fittings, stair cases etc.

Consequently the kitchen had to make an immediate impact in what would be an overcrowded space but at the same time should not over shadow the other features. The kitchen was to be a flagship to launch increased house sales. As there was no real upper limit to budget and as I had free range on the design I didn't have to compromise on the specification which ended up coming in at £18,696.42.

Describe the final design, in detail, the design process.

My client was eager to have an open plan kitchen flowing into the rest of the marketing suite, so that the whole space merged together, instead of being bitty. Their goal was to have customers enter into a small scale home rather than a portacabin with samples.

The marketing suite was built for the purpose of being located on the site to create a demo home, rather than creating a show home to the client's specification. The point of the site was to allow customers to design their individual home around their personal preferences and needs.

I had no opportunity to advise on the sizes or the space that the kitchen would occupy; I had to work with the dimensions I was given. It became obvious immediately was that the kitchen space was very limited. As a result of all the appliances and gadgets that my client wanted to include I was worried that the result would be a very basic kitchen. I knew that the kitchen had to go around the walls to use as much of the space as I could and to create as much storage as possible. As a result, I was worried that apart from the colours that I was using (olive wood and high gloss champagne) there was going to be nothing wow factor about the kitchen.

Then I decided that the appliances should be made a feature of the space, as there were so many of them and because they were top end products (Miele) I decided that the best way to show them would be to pop them out towards the island so that it became a statement piece and peoples' eyes would be drawn immediately to them. On the island itself I didn't want to create a standard shape - so to mimic the boxed affect created by the tall units I decided to add layering onto the breakfast bar area.

I wanted to contrast the olive breakfast bar and worktops so I went for clay brown zodiac, as the client wished to get away from the fussiness of granite but still have a stone like material as most customers aspire to have granite in their kitchens. The client also wanted to steer clear of the normal cooker hoods that could be found in other show homes so we decided to install two Kuppersbusch cylinder hoods, to again draw the eye onto the products, which the

client felt would sell the houses.

Personally I feel this and use of the very latest range from our kitchen suppliers has resulted in an innovative kitchen which customers will adore. I have created something really different which customers hadn't seen before rather than going with a safe standard option that most house builders would go for. So I advised them to mix the olive wood with the champagne to get a really high class looking kitchen, which optimises sales for their houses as the kitchen becomes a focal point that the customers aspire to and something that no other house builder has.

I feel I have created a very unique and exciting kitchen concept.



Perspective drawing Project number: 28593 Project: RICHMOND HOMES Alternative: updated marketing suite.

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