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PLUS: KITCHEN AND BATHROOM TRENDS 2014

KITCHEN CONFIDENTIAL





LUXURY KITCHENS IN 2014 ARE SLEEKER, SEXIER AND MORE EFFICIENT
AND TECH-FORWARD THAN EVER, SAY 10 TOP DESIGN EXPERTS

Words by **Deborah Geiger**



The Heat Is On
This page and top right, Bertazzoni's new kitchen ranges bring Italian style, design and technology to American homes.

Opposite page, middle and bottom, Porcelanosa delivers a cutting edge to modern kitchen design.

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one room in the home is changing more than any other, surely it's the kitchen. Once a place to cook and clean the dishes, the humble kitchen is now the epicenter of modern family life, an ever-expanding and multi-purpose social hub operating day and night.

The global luxury kitchen industry is responding to this dramatic lifestyle change, designing entire new spaces, cabinets, ovens, cooktops, fridges, and an array of innovative and cutting-edge appliances and accessories to meet the burgeoning demand.

"There's a whole new social aspect to kitchens," says Lothar C. Birkenfeld, CEO of ALNO USA, the American arm of ALNO AG, one of the world's largest manufacturers of kitchen furniture. "Cooking, entertaining, interacting with the kids - kitchens are now the center of the home."

So what are the new trends in luxury kitchens for 2014? Ten market leaders dish on their latest offerings and how to design or remodel your perfect kitchen.

Bertazzoni

Italians have always been renowned for racy designs, but Bertazzoni's latest kitchen range takes speed, efficiency, practicality and style to a whole new level.

Meeting the demands of today's busy consumers, the company's innovative Speed Oven can be used as a microwave, convection oven, broiler – or a combination of the three – to achieve oven-quality results up to three times faster than conventional cooking methods.

Founded in 1882, the world's oldest family-owned manufacturer of ovens, ranges, cooktops and ventilation systems produces several other cutting-edge lines – including the Heritage, Master, Professional and Design Series – with styles ranging from classic to traditional and contemporary in a variety of materials and colors.

"The Speed Oven brings a new level of versatility to our existing product line," says Valentina Bertazzoni, brand manager and sixth generation family executive of the company.

"It's one of our most advanced products to date, combining innovative new cooking features with sleek Italian design." us.bertazzoni.com



Porcelanosa USA

When designing or remodeling a new kitchen, the most important aspect may not necessarily be what the cabinets and counters look like, but having what you need accessible with efficient storage and work areas.

Porcelanosa USA's GXXX Collection meets the challenge with highly functional and aesthetically beautiful designs featuring frameless cabinets and full extension drawers in sleek natural woods.

"We're hearing from customers that storage continues to be a critical issue in the kitchen," says Director of Sales and Marketing Santiago Manent, "and we are working on new door openings that maximize the space."

"The preference for islands and peninsulas when space allows continues," he adds, "and we don't foresee that going away. We are also seeing a trend toward more visible and exposed cooking areas."

When it comes to colors and textures, Manent says white continues to be the most popular color but users are also choosing to mix it with lacquers, wood veneers and stainless steel. porcelanosa-usa.com



Gaggenau

"We develop our products with chefs. The quality is not just in the appliance, but also in the results," says Kais Zalane, CEO of Gaggenau North America.

"There is a food revolution," he adds, "and customers want the best. People are more aware today where their

