



What inspires Canadian designers in the kitchen?

A new survey offers insight to the latest design trends

Toronto, ON – According to the Jenn-Air® Kitchen Design Forecast* more than half (56 per cent) of registered interior designers across Canada are looking to new innovations in kitchen appliances for kitchen renovation inspiration.

“Kitchen appliances play a major role in kitchen design,” says William MacDonald, interior designer and member of the Jenn-Air® Kitchen Design Team, “The floating glass kitchen suite from Jenn-Air® Home Appliances is a great example of innovative appliance design as inspiration – its sleek high-gloss surfaces stand out with distinct contrast and a sophisticated look.”

Warm tones like bronze and copper will continue to be a colour trend in the kitchen through 2008, but they're not the only colours being used. Designers identified a wide range of colour inspiration for the kitchen this year including greys, greens, red, blue and white.

With so many design elements for consumers to consider, it may be difficult to know what to invest in first. Forty per cent of registered interior designers* recommend that their clients splurge on appliances rather than other kitchen design elements such as flooring, fixtures and countertops.

“Capturing clients' vision for their dream kitchen is about piecing together several design elements to create a cohesive environment that is both functional and stylish,” says Alexandre Blazy, Montreal-based interior designer and member of the Jenn-Air® Kitchen Design Team. “It's best to invest in quality appliances like Jenn-Air brand suites that allow you to prepare food and entertain in style.”

Other survey highlights indicate:

The kitchen island is the focal point for kitchen design. Forty-two per cent of designers* predict that kitchens will be built around this central workstation.

According to designers, many clients are looking for warm colour and finishes, like the Jenn-Air® Oiled Bronze kitchen suite, but the timeless and flexible look of stainless also remains popular.

When asked to select the word or phrase most commonly used by clients to describe their kitchen, nearly half of designers (48 per cent)* said, “perfect for entertaining.”

Introducing the new Jenn-Air.ca stylesociety™ web site

The new Jenn-Air.ca stylesociety™ web site pages provide consumers with a glimpse inside the design inner-circle. As the headquarters for information relevant to the style-conscious consumers looking for up-to-date design and product information, the exciting new Jenn-Air.ca web site features advice from top Canadian designers, as well as other up-and-coming design professionals across the country. Visit the site for regular updates on design trends, the latest design and technology advancements from Jenn-Air® Home Appliances as well as retailer information to find the premium suite that best suits your style.

*Based on independent survey, 2008.

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