



## What's Hot in America's Kitchens

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### Design Considerations

#### **Kitchen Central**

- Hub of the home
- Open space with areas designated for specific uses (cooking, dining, conversation, relaxation)
- Adjacencies (garage, pantry, laundry) to the kitchen are important

#### **Islands**

- Single or multiple
- Multi-level
- Multi-purpose

#### **Flexible/Movable Elements**

- Countertops that move up and down
- Appliance garages that rise up in an island
- Counters that swivel or roll out for more table space (Swiss Army island)

#### **Indoor/Outdoor Relationship**

- Easy access to outdoor from kitchen
- Extends homes square footage of living space
- Private outdoor space is preferred
- Larger window area in kitchen/storage must be replaces elsewhere

#### **Reflectivity and Acoustics**

- Matte finishes minimize glare
- Use stainless steel and high polish surfaces selectively
- Understand how hard surfaces increase noise levels
- Materials with texture absorb errant noise

#### **Pantries/Storage**

- Hidden pantries conceal large storage areas
- Consider open shelving to lighten a visually heavy wall
- Touch control uplift doors offer easy convenience
- Interior cabinet organization maximizes storage
- Backsplash area offers opportunity for handy storage

#### **Technology**

- Consider connectivity and charging needs
- Kitchen desk replaced with Dump Zone/Charging Station
- New materials allow for cord free charging

## **Lighting**

- Energy efficient (light bulb finder app)
- 2800-3200 Kelvin is preferred for kitchens
- Layer lighting (ambient, task, accent) on separate controls
- Lighting inside cabinets and other small dark spaces

## **Product Preferences**

### **Cabinets**

- Flat, square details (slab, modified shaker door styles)
- Mixed materials, species or colors
- Horizontal lines (grain and elements)
- Neutrals are beiges/greys with textures
  - White is always in style but changes character
  - Hardware is integrated-mortised or edge pulls
  - Mid-height cabinets offer ergonomic use and balanced scale
  - Drawers are dominant in base cabinets
  - Open shelves have weight and have integral lighting

### **Counters**

- Varied thicknesses
- Waterfall edges
- Thick back beveled edges
- Material combinations add interest and practicality

### **Backsplashes**

- Texture and contrast
- Solid splash and large scale and mosaic of mixed materials
- Texture can be visual only
- Material extends to ceiling

### **Flooring**

- Wood floors still rule
- Porcelain in large scale or planks, imitates wood and stone or graphics
- Luxury vinyl tile offers good imitations with ease of use and maintenance
- Eco friendly cork and linoleum in patterns or solids

### **Appliances**

- Flush built-in units are using in combination with or instead of professional style
- Cabinet panels are used to enhance the design or disguise the appliances
- New colors are being tested in the marketplace (truffle is a glass color, slate in an enamel finish)
- Horizontal positioning allows for multiple users at convenient height
- Drawer units (DW, refrigeration) offer the same ease as base drawer cabinets
- Technology allows for more options, ease of use, energy efficiency, enhanced cooking and efficient servicing

**Bring it HOME!**

- Know your target homeowner
- Understand their lifestyles
- Listen to their needs
- Communicate with them using tools they are comfortable with
- Give them the kitchen that allows them to comfortably live the life they envision

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