

FOR IMMEDIATE RELEASE
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Zephyr® Announces 2011 “Inspire My Kitchen Design Contest” Winners

*Second Year Contest Winners Prove Again that Inspired Kitchens Come in All
Shapes and Sizes*

SAN FRANCISCO —Zephyr®, the innovators of design-forward kitchen range hoods, today announced the winners of its 2011 “Inspire My Kitchen Design Contest.” The competition brought together culinary aficionados – both homeowners and designers, and awarded prizes for incorporating a Zephyr range hood into their inspired kitchen designs. After an initial open entry period, Zephyr’s world-renowned judging panel announced the winners on March 7, 2012.

The contest was designed to encourage homeowners and designers to tell the compelling stories of their kitchen’s inspired concept. Contestants submitted digital photos and a brief narrative describing their kitchen’s design. The judging was both public and private, with the public encouraged to vote for their favorites. Once the top ten kitchens were chosen, Zephyr’s expert panel of distinguished judges – including artist Fu-Tung Cheng, industrial designer Robert Brunner, and celebrity chef Tom Hurley – evaluated the contestants based on a rigorous criteria. Points were awarded based on a) best use of color, b) best use of materials, c) best overall look, d) best ease of use and e) the kitchen’s X-factor – the kitchen where one would most enjoy entertaining guests.

Kathryn Kranen won the homeowner prize – a highly coveted Dream Dinner for up to 16 guests prepared by Chef Tom Hurley in the winning kitchen. This is what Chef Hurley had to say about this winning kitchen design, “As a professional chef, I am very excited to bring my team to such a well thought out space. I really like that the stove top is directly in front of the small produce sink on the island as the island provides a great work space for events. The design has great access to every appliance and still allows the cooks to move about the kitchen. Having two ovens is a must for the serious cook and generous counter space is very important as well. The refrigerator is located in a perfect spot right between the stove top and the large sink. Add the Zephyr ARC Duo and this kitchen really does have it all.” Zephyr’s ARC Duo hood stands in perfect harmony against cabinets of Sapele wood veneer, high-gloss cream foil veneer and stainless steel with etched glass. The Zephyr hood is further accented and framed by wall-washing down lights and luminous gold/bronze backsplash tiles.

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Additionally, three professional kitchen designers won cash prizes, with Jill Jarrett taking home the grand prize of \$10,000 for excellent kitchen design using a Zephyr range hood with her Quakertown Remodel. This inspired remodel cleverly incorporates the original part of the client's home, a log cabin built in the 1700's. The kitchen is a marvel of mixed materials, all working together to create an updated take on rustic. A restored stone wall serves as a magnificent backdrop for the eye-catching Zephyr Trapeze hood. Judge and renowned kitchen designer Fu-Tung Cheng had this to say about the project, "It was a treat to see such an innovative and respectful mix of old and new. Not only did the style fit the rustic environment, it did so by cleverly using modern proportion and scale with traditional detail—at its heart it was just good design—great proportion, color and scale in a masterful composition." Cheng continued, "I designed the Zephyr Trapeze to have a classic appeal that could harmonize comfortably in both modern and traditional settings—Jill Jarrett made it all come together."

"After the success of the 2010 Inspire My Kitchen Design Contest, I had high hopes for this year's entries and I have to say that they've surpassed my hopes and have impressed all of us to the extent that the judging was quite tough this year," said Arcadio Lainez, director of marketing at Zephyr. "The 'Inspire My Kitchen Design Contest' exemplifies Zephyr's core values of discovery, design, and unforgettable culinary experiences," he continued. "We are receiving such great feedback that we are continuing with the contest and will soon launch the 2012 version. We remain committed to good design, innovative thinking and we love rewarding individuals for both."

For more information on the winning designs or to find out more about the 'Dream Dinner', contact Jocelyn Hutt at jocelyn@drsandassociates.com



Kathryn Kranen won - homeowner prize



Jill Jarrett won - grand prize professional kitchen

About Zephyr®

Since 1997, San Francisco-based Zephyr® has challenged the perception of what ventilation means in kitchen design — cultivating the range hood's symbiotic relationship with the kitchen, home and homeowner. Far more than an appliance company, Zephyr is an innovator — tapping acclaimed talent such as artistic visionary, Fu-Tung Cheng, and industrial designer, Robert Brunner — to create design-centric, residential range hoods. From inspiration to production, Zephyr brings to market the most innovative products, conceptualized by a stable of design talent that no other company can claim. Zephyr not only reinvents, but more importantly re-imagines the range hood's central purpose within the kitchen ecosystem, pushing technological boundaries to create exceptional value for their customers. With the introduction of their Next Generation Europa Collection with DCBL Suppression System™ technology in 2011, Zephyr has again elevated the range hood and their company to new heights. As a direct result, Zephyr is the recipient of several prestigious awards including Consumer Report Buy rating, Consumer Digest Best Buy rating, Chicago Athenaeum's GOOD DESIGN™ 2006 and 2011, This Old House magazine's Top 100 products, and ADEX. To learn more, visit www.zephyronline.com.