

Making a statement with GE Monogram



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Photo by Kristin Ohnmacht

Kitchen designer Aston Smith shares her vision

"WHEN HELPING MY CLIENTS SELECT APPLIANCES, MY TOP CONSIDERATIONS ARE THE FEATURES, FUNCTIONALITY AND DESIGN."

What do you consider to be the top criteria for an appliance purchase?

When helping my clients select appliances, my top considerations are the features, functionality and design of the appliance. It's important that they match the demands of the household. For instance, a family-size refrigerator should hold a gallon of milk in the door and a full-size dishwasher should offer the flexibility of rinse and hold versus running a complete cycle. Equally important is the design of the appliance; it needs to be striking, easy to clean and uncomplicated. When it comes to choosing appliances, I prefer working with well-established companies with a proven track record. GE Monogram's warranty and service back up the products, which for most people, is a major investment.

How do you stay up-to-date with current appliances in the market?

I stay up-to-date on what is new by attending trade shows and visiting the manufacturers' showrooms to learn about the latest and greatest products "up close." I also speak with other designers, complete research on the internet and follow up with clients to get feedback on their satisfaction after they have had a chance to "live" in their new kitchen.

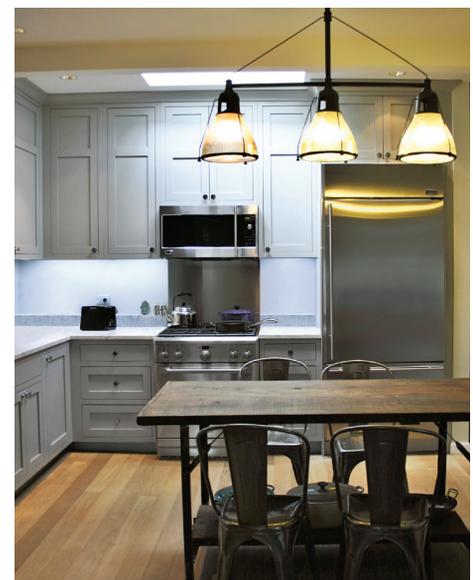
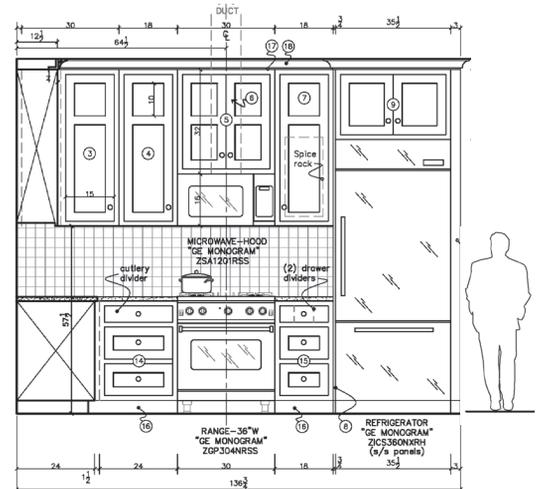
Is there one type of appliance that you prefer to purchase before selecting the rest?

Deciding which appliance to select first depends on the individual client. Refrigerators and ranges vary in size greatly; it's good practice to feel your client out about any preferences before getting too far into the

design process. Good design includes examining the relationship that should exist naturally given the size of the home; for example, understanding how many people will potentially eat in the kitchen and, thus, the required capacity of the appliances. Recently I was in a large two-bedroom apartment where the kitchen had a two-burner cooktop and a 36" refrigerator, but no oven—this didn't make any sense and wouldn't be good for an average family or for resale. If a client asks for something disproportionate because it fits their lifestyle, it's ok as long as we take the time to point it out and, if possible, offer them options.

Why are you particularly drawn to GE Monogram appliances when building a new kitchen?

I like GE Monogram because they offer luxury appliances at a competitive price and have a wide selection of sizes and styles. Additionally, they can provide a complete package; they don't just offer refrigerators or ovens. Monogram has everything from Advantium speedcooking ovens to trash compactors. They are the most complete luxury appliance line. As an early competitor in the residential built-in refrigeration market, they have one of the oldest fleets in use. I regularly see 25-year-old Monogram appliances installed in kitchens for which the cabinets and counters have been nurtured along because "everything still works." When the homeowner is ready to remodel the kitchen, it's Monogram they choose. Monogram gets high marks in my top three considerations: quality, experience and innovation. Their responsiveness to designers, as well as consumers, makes them a company I feel comfortable recommending to my clients.



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