

# F O R M

PIONEERING DESIGN

# (RE)PURPOSE OF DESIGN

U.S. \$6.95 / CANADA \$8.95



# EXPERT'S CORNER



Photo by John Ellis



## Russ Diamond President of Snyder Diamond

"We look at ourselves as problem solvers," says Russ Diamond. "It might be a design quandary or a unique plumbing issue." The family-owned business prides itself on customer service and staying on top of the latest trends. And, in order to do this, Diamond travels the world in search of new products. "I'm looking for a nice design esthetic, clean lines, and technology that has a pragmatic functionality that will make lives better," he says. Here, Diamond shares some of what he's learned on the road.

### Why do you feel it's important to travel?

When I go to places I've never been to, I like to walk the city, look into the local stores, and see how people are merchandising. A lot of time it inspires what I do, it might be fashion or furniture, if I see a good idea I'll write it down.

### What city inspires you most?

Paris. I look at the architecture, at the couture. What is their lighting like? Are there color trends? We might not see some of the trends—colors in faucets, white and black, laminate wood grains—for three to four years in the U.S.

### What are some new trends in kitchen appliances?

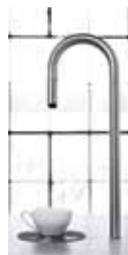
Everybody has been looking for the next big statement outside of stainless steel. White and black have always been prevalent but not necessarily in high design. Miele



just introduced white. Viking was one of the first to customize ranges with color. But there are other companies now like BlueStar that will match colors. It makes a fashion statement. Sometimes you don't see these trends taking off for a year or two, if ever. The jury is still out.

### Tell me more about the Top Brewer.

When I was in Europe in April, we took a side trip to Scandinavia to visit Scanomat. About two to three years ago they developed this coffee maker for commercial [use] but they then manufactured it [for residential]. It's a minimalist design where you only see a looping spout coming out of the countertop. You control everything right off your smart phone or tablet [with] an app called Top Brewer.



### What else can we expect to see more of?

On surface cooking, we have induction. It's not new but it's evolving. Thermador and Gaggenau have developed a top where you are not limited by the area. The whole top is a cooking surface. You can have up to four

vessels but they can be of any size. That's the latest to hit the market and it's been extremely popular. It's also very energy efficient.

### Is energy efficiency driving the market?

Energy is driving a lot of things in the kitchen and bath industry. Everybody's paying attention, not just on the manufacturing process but the end of life process. Products can be biodegradable. In showers, it's water consumption. Sometimes that's the politics of things; sometimes these things are adopted all over the U.S. and the world.

### Tell me more about speed cooking.

Speed cooking usually gets developed for commercial use, like Turbochef. But it will come to the forefront. You can take a 17lb turkey and cook it in an hour. You can program a recipe so the consistency is mindboggling. We wrapped sea bass in a banana leaf and cooked it for a few minutes; everyone was impressed with how good it was.

### Are you a good cook?

I wish I was. At some point I want to learn five languages and I want to be able to cook, but I'm never at home.