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20 Anniversary
kitchen culture 1991-2011

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MESSAGE FROM OUR CHAIRMAN & CEO

We are proud to present our very first edition of the Kitchen Culture Magazine to coincide with and to commemorate our 20th Anniversary milestone.

Kitchen Culture has grown, since its inception 20 years ago, into what we had envisioned it to be – a market leader and trendsetter in consumer lifestyle in Asia. It has been a tremendous journey for us, a great learning experience, and still an ongoing adventure that we hope will see us scale greater heights and success in the years to come. We see our current achievements as motivation to perform better and to continue to excel in whatever we undertake.

As we reflect on the past 2 decades, our valued partners would have witnessed our growth from a small office cum showroom in King George's Avenue, to our current combined space of 32,000 sq ft spanning 3 locations in Singapore and 1 in Kuala Lumpur, Malaysia. They too would have witnessed our transformation from a mono-brand distributor to a multi-brand, multi-product company representing many of the top luxury kitchen and furnishing brands of international renown.

As we celebrate our past we look to the future, it gives me great satisfaction to see that our vision for a future in which true luxury would be passionately embraced has come of age. It is extremely gratifying for me to see our customers enjoy elevated levels of living and entertaining in their homes with our products.

With this magazine, we hope to be able to present a fresh approach to bringing our products and services to a wider audience, and as a complement to our static showrooms where customers can experience our products in person. Between the covers of the Kitchen Culture Magazine, readers will be presented with insights into the high-end lifestyle and kitchen products that are available through our showrooms and dealers. The magazine will also feature updates on luxury projects and properties in Asia and around the world, as well as, the latest trends and developments in lifestyle and entertainment.

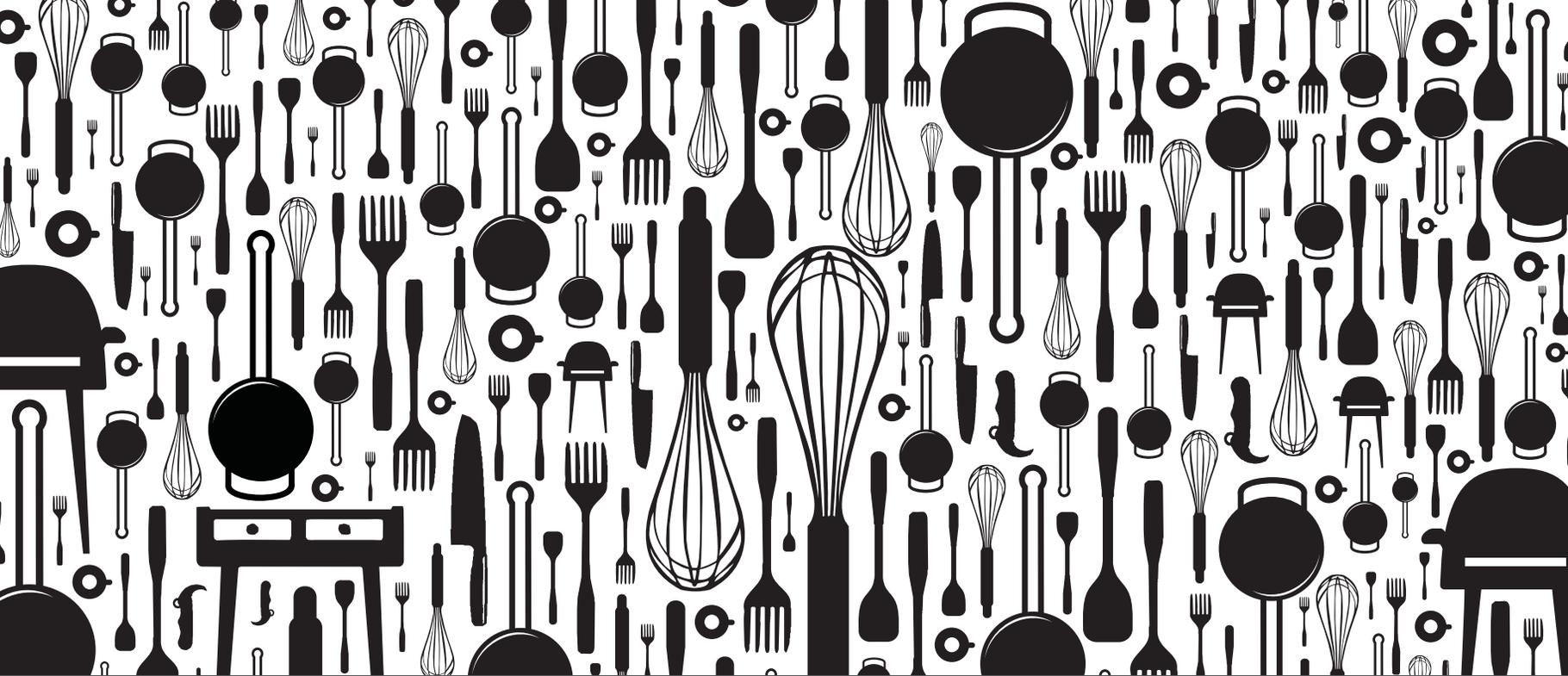
We hope you will enjoy this first edition of the Kitchen Culture Magazine and be inspired by the designs and trends covered herein. **KIII.**



Lim Wee Li

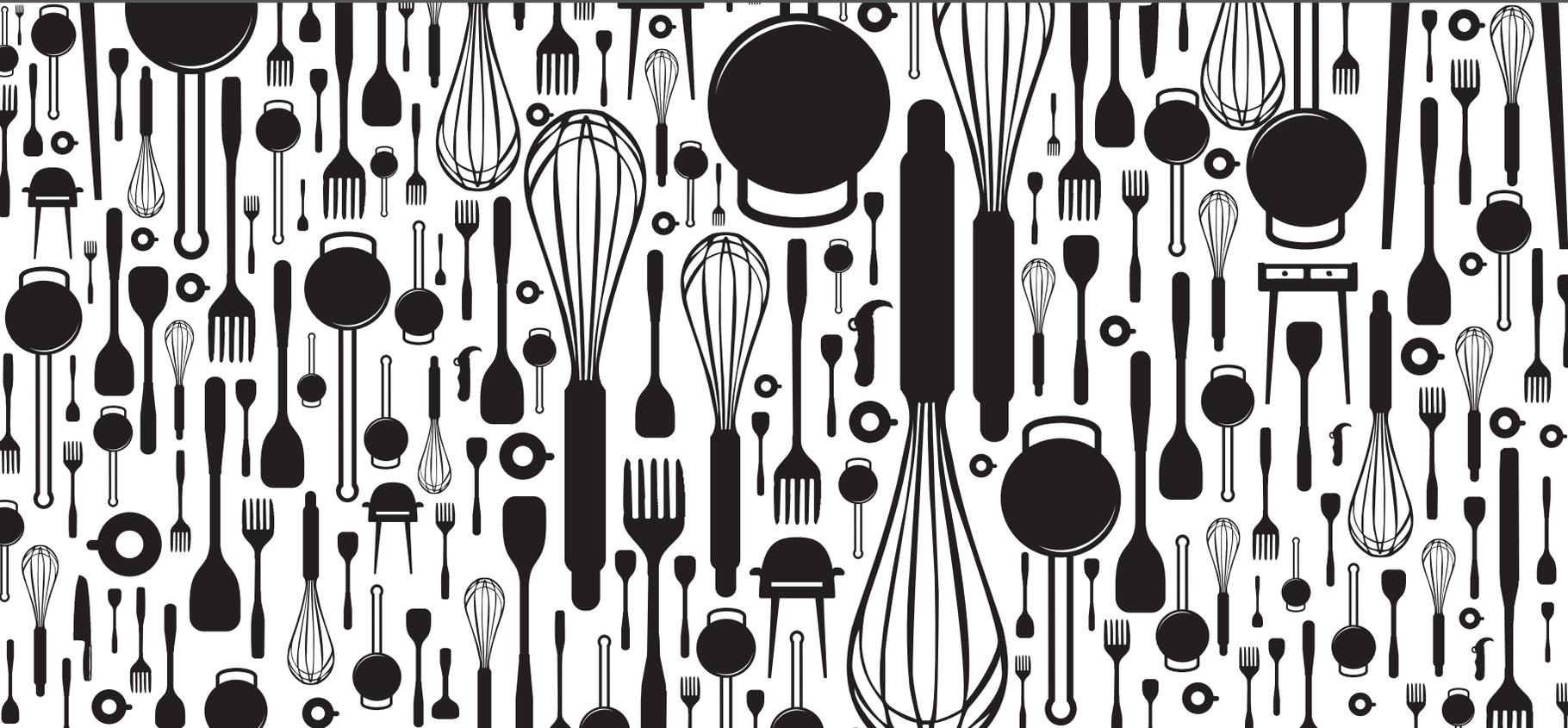
Executive Chairman & CEO
Kitchen Culture Holdings Ltd.





kitchen
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20 Anniversary
kitchen culture 1991 - 2011



CONTENTS



12 KITCHEN MADE WITH LOVE

This household that loves to entertain deserves a custom-built Poggenpohl +INTEGRATION® system and Kitchen Culture's expert advice.

18 THE ULTIMATE ABODE

Simplicity is the biggest luxury in this modern tropical home that has water features and views everywhere.

24 ISLAND LIVING

The Montigo Resort Residence in Nongsa, Batam Island, offers waterfront living and luxury amenities and services.

30 THE SKY'S THE LIMIT

The Ritz-Carlton Residences, Singapore, Cairnhill is the zenith of luxury living, with designer fittings, glamorous entertainment facilities and gorgeous views, all in the heart of the city.

34 KING OF HOT AND COLD

James J. Bakke has taken his family business of Sub-Zero refrigeration to brand new heights with the acquisition of Wolf kitchen appliances.

36 LADY OF LUXURY

Leny Superman in a woman boldly making waves in a man's world.

38 MULTI-TASKING MARVEL

Ong Chih Ching is a lawyer-delegate-property developer-watch enthusiast who thinks huge.

40 THE ACCIDENTAL CHEF

Chef Mervyn Phan of Cookyn Inc has built a thriving business through his natural talent with food and his love for making cooking fun.

44 RECIPES

Two stylish recipes from Chef Mervyn Phan that will impress all your guests.



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The Swiss Leader

CONTENTS



46 THE SHOWPIECE KITCHEN

Poggenpohl's new +ARTESIO® kitchen design concept breaks tradition with a kitchen fit to live in.

50 A LIVING LEGEND

V-Zug's high-performance innovations offer home chefs professional results with great convenience.

54 A WINNING COMBINATION

Sub-Zero and Wolf are the two brands that give the home chef the professional kitchen they dream of.

58 TOP OF THE TRENDS

Droolworthy designer appliances and fittings that work as beautifully as they look.

62 THE SWISS WONDERS

V-ZUG entered the Singapore market with an enchanting evening of Swiss cuisine and entertaining theatre.

66 A NIGHT TO REMEMBER

The launch of Sub-Zero and Wolf's new showroom delighted guests with entertainment, eats and gorgeous kitchens to behold.

70 MERLION'S RIDE

Exclusive limited edition Lamborghini cars in celebration of the 10th Anniversary of Lamborghini Singapore

72 LIGHTEN UP

HALLEY achieves to create a warm atmosphere on any outdoor space

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Kitchen Culture Holdings Ltd.

25 New Industrial Road #02-01
KHL Building, Singapore 532611
Executive Chairman & CEO: Lim Wee Li
Marketing Manager: Lydia Wong
Marketing Executive: Anais Li

Publishing Agent:

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Editorial Director: Eddy Koh
Assistant VP, Sales & Marketing: Aileen Soh
Executive, Sales & Marketing: Huda Karim
Art Director: Han

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A KITCHEN MADE WITH LOVE

With expert advice, this homeowner created the kitchen of her dreams with Poggenpohl's +INTEGRATION[®] system



When Lidia Lim, an Indonesian homemaker, was thinking about how to do up the dry kitchen in her new home in Sentosa Cove, she instinctively knew she had to go to her kitchen specialist at Kitchen Culture, Mahmud A. Karim, the General Manager of Project & Retail in the Design Development Division.

“My husband and I really enjoyed working with Mahmud for our previous and present kitchens. He is very patient and provides excellent after-sales service. More importantly, he knows what we like and is always approachable,” said Lidia.

For her beautiful new abode, Lidia was looking for a “neat, durable and efficient” kitchen with the Poggenpohl +INTEGRATION® kitchen system. Her husband is a fan of the premium German brand, which Kitchen Culture exclusively distributes in Singapore.

Mahmud, who has over 15 years of experience in kitchen design, came in to help this family put together the kitchen of their dreams. The distinctive seamless feature of the Poggenpohl +INTEGRATION® kitchen system meant that Mahmud had to be involved in the kitchen design right at the beginning stage of renovations to ensure that there was a smooth flow between the kitchen and the rest of the house. As such, the kitchen system’s doors have been crafted out of shiny black Parapan® acrylic to go with the modern theme of the house, while the kitchen island bears a warm satin walnut veneer to complement its scenic natural surroundings.

At the same time, the kitchen’s tall unit has been built to flush against the wall for a seamless appearance. The cabinets are stylishly framed with an aluminium shadow line that matches the stainless steel Sub-Zero refrigerator and Kuppersbusch convection and steam ovens.

“I’ve known this family for years and I had a good idea how they were going to use this space,” said Mahmud. “There would be a lot of baking, eating and entertaining around this area. Thus, the objective was to create a kitchen area that would blend in smoothly with the living and dining areas.” Mahmud also advised Lidia on how to furnish her dining area.



Mahmud employed great attention to detail when designing Lidia's kitchen. "Lidia and her husband are very hands-on home owners so it was important for me to get them involved with every single part of the kitchen," he said, explaining how he went "module by module" with them to decide on how each section of space was going to be used. Lidia recounted how they once spent hours going through slabs and slabs of marble samples for the kitchen counter top. "He was so patient with us," she laughed.

Lidia recounted how they once spent hours going through slabs and slabs of marble samples for the kitchen counter top.

“There were a lot of considerations to be made: What are their cooking habits? The number of people using the kitchen at the same time? Are they left-handed or right-handed? Even the tiny details of having pull-out drawers and the space between the sink and the induction hob matter because they all affect the functionality of the kitchen,” Mahmud explained. In fact, to ensure that Kitchen Culture clients are able to optimally use their kitchens, he and his team of kitchen designers would give user manuals and demonstration sessions to owners and domestic helpers.

The aesthetics of this dry kitchen was as crucial as its functionality. Mahmud pointed out how the marble slabs and satin walnut veneer frames on the kitchen island were book matched to create consistent pattern full of expression. Careful consideration was also made about how this dry kitchen would complement the wet kitchen and Asian kitchen areas.

The marble slabs and satin walnut veneer frames on the kitchen island were book matched to create consistent pattern full of expression.





It is an area where our family bonds. To me, this is what makes a kitchen have a soul.

“Obviously, this dry kitchen stands out aesthetically from the other two kitchens because it is within the main living space. However, rather than tucking the wet kitchen and Asian kitchen far away at the back as what some homes do, I deliberately planned for the other two kitchens to be near enough to this dry kitchen for everyone’s convenience,” Mahmud explained.

It has been a year since this dry kitchen was completed and, to Lidia, it is a very special place in her home. “My two teenage daughters hang around a lot in the kitchen – the elder one loves to bake while the younger one loves to cook. And my husband loves to eat! It is an area where our family bonds. To me, this is what makes a kitchen have a soul – when it is being used regularly by loved ones,” she said happily. **KUJ**





Reef Design: Neuland Industriedesign

Reef is a cabinet system, the like of which has never been seen before.

Not just because it is surprising and useful, practical and unusual at the same time. But also because this big hit is shown off to its best advantage even in small rooms.

Some see in it the skyline of a modern metropolis. Others are reminded of the multifaceted contours of a coral reef. And then there are those who simply regard reef as an artful sculpture which also holds everything easily that normally would find room in a wall unit. So what is reef really? Quite simply: a class in and by itself.

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THE ULTIMATE ABODE

This exquisite, yet stunningly simple house in Sentosa Cove is the result of a perfect collaboration between architect and owner

When the owners of Number Fifty-Eight Sentosa Cove approached Greg Shand of Robert Greg Shand Architects to design their dream home on a corner plot in Sentosa Cove, they had one condition: their ideas had to be incorporated into the design.

“They wanted a home tailored for them. They were looking for an architect who was open to their ideas – but husband and wife had different ideas,” chuckles Greg. “The husband wanted a very traditional tropical home, Balinese style. The wife wanted ‘tropical Hollywood’, something very modern.”

What Greg and his team did was to come up with an initial design for the owners based on their family’s needs, then they worked with the owners to include the various things they wanted. “At the design stage, we did 3D rendering – that was a good tool to let the client watch what was happening.”

The end result pleased both architect and clients. The 14,500 sq ft house, which sits on a 10,629 sq ft plot of land, is a three-storey bungalow with a stone-and-wood exterior, and an interior that is beautiful as it is surprising. Natural materials are a key feature, but employed in a thoroughly modern manner – a happy marriage of tradition and modernity, of both husband and wife’s preferences.

Practicality Meets Perfection

Greg is no stranger to Sentosa Cove. To date, he has been involved in the creation of 21 houses on the island. Each of the houses has been built with consideration to its natural assets and challenges.

“I had done a few houses previous [to this one], so I had an idea what the land shape would fit. Being a corner plot, we had a greenery to look out at to the side and there was an existing slanting coconut tree that looks quite nice in that location,” he notes.

“On three sides of this house, there are views of the waterway and the city,” he says, explaining that the rooms were positioned to maximise the natural





Natural materials are a key feature, but employed in a thoroughly modern manner – a happy marriage of tradition and modernity, of both husband and wife’s preferences.

strengths of the location. “There were good views on the front, the back and one side of the house, and the attic had great city views.”

Partial to a resort-style environment, the owners wanted water everywhere in the house. “There are five ponds in the home,” says Greg. “So from anywhere in the house, you see water.”

The master bedroom looked out to the waterway, while the teenage daughter’s room, which is located in the attic, opens up to a rooftop garden with its own reflecting pond and a meditation platform. Even the media and entertainment room in the basement – the eldest son’s room but he is working overseas – opens up to an airwell with a waterfall and a small garden.

The room Greg is fondest of is the guest room-cum-spa villa on the first floor. The spa villa has a spa area for massages and treatments. “It has a Jacuzzi in the courtyard, a steam room, and you could look down the deck

into the pool,” he explains. From the guest room, one can step right outside into the pool for a swim, or lounge on the day bed with a good book. “The clients wanted that; they were very happy with it.”

Greg had the privilege of staying in the spa villa for a week. “From that room, they could go out for a swim, or even kayak out. It was really good, the whole first floor works very well.”

“Each room is very individual and self-contained”, says Greg, “but it’s very much a family home that operates on different levels.”





The heart of this house is the kitchen. “Like any Singaporean family, food is the centre of the household.”

The heart of this house is the kitchen. “Like any Singaporean family, food is the centre of the household. All the times I’ve been there, everyone congregates round the kitchen, flowing out to the timber deck,” he describes.

The owners and Greg met with Kitchen Culture to look at options for the open concept dry kitchen. “They ended up with the Rational kitchen, which was selected to complement the timber, stainless steel and white elements in the house.

“We had to lay out the kitchen in a way that the appliances could not be seen, so things like the fridge were integrated into the cabinets.”

The huge 14-seater dining table on the first floor next to the kitchen is the centerpiece, crafted out of a single piece of suar wood. It is where family discussions and meetings are held as much as meals and good company are savoured.

Greg and the interior designer picked a grey granite for the living/dining/kitchen floor, not a typical material for indoor flooring. The gamble paid off richly. “It’s a plain finish, most un-Singaporean,” he says.

“It is a good material as the kids would come out of the pool and run into the kitchen. With marble, that’s dangerous. The granite has a lovely texture when you’re walking on it, and it’s a good contrast to the timber, it makes it look rich. Because it’s so low-key, it makes the dining table and the sofa pop out.

“We didn’t want to draw attention to the floor with so much gloss. It helped cut the glare too. Surprisingly, it’s a very nice feel for the house. It’s one of the things that’s a success.”

Simplicity Is Key

The owners, being Buddhist, place great emphasis on simplicity in their home. “The house is kept very simple, so the focus is on the views,” Greg remarks.

There are no paintings on the walls – the “art” in the house is the house itself and the materials it is made with, and the beauty of the surroundings.

Along with that philosophy comes the use of nature’s resources. “That thinking went into the basic layout and orientation of the house,” he explains. “We put in big overhangs to keep out the sun and rain. We got good cross ventilation in the house, using slide-away doors, though yes, there is air-conditioning provided in the house.”

For the customized furniture and window frames, the owners used recycled teaks which originated from old Thai houses.

The success of this project, which began in 2005 and took three years to complete, probably lies in the like-mindedness between owners and architect.



Greg, a New Zealander who studied Japanese language and architecture in Fukuoka, values simplicity – less is, as attested by this house, more.

“I had a scholarship to work in Japan for one and a half years, and I got to travel around Japan. They gave me the freedom to do the designs, which was a great learning opportunity.”

The experience has left a lasting influence on his work: “The whole concept of space in Japan is different. They conceptualize design from what we see and experience. For example, a centuries-old Japanese teahouse is built in such a way that they restrict your views to just what they want you to see.”

Greg’s application of this concept has served the owners of this house beautifully.

“These owners are my favourite client. We put in so much time and effort into this house. It’s very satisfying for me to have them like the house so much. I’m very happy with it, and they’re very happy with it: that’s the ultimate for us.

“This is my favourite family home.” **KILL**

Greg’s application of this concept has served the owners of this house beautifully.





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While there are many tropical isles to choose from, there is none as close to Singapore as Batam Island.

KOP Properties launched its first five-star luxury property in Nongsa, Batam: Montigo Resorts, houses 133 seafront homes – 88 villas and 45 residences on a sprawling 12-hectare land. Montigo Resorts will be opening in the fourth quarter of 2011.

Montigo Resorts will be the most luxurious on the island, “designed with every modern and luxury amenity,” says Leny Suparman, CEO of KOP Properties. “We want our residents to feel that home is located in a resort environment with spectacular, unsurpassed views.”

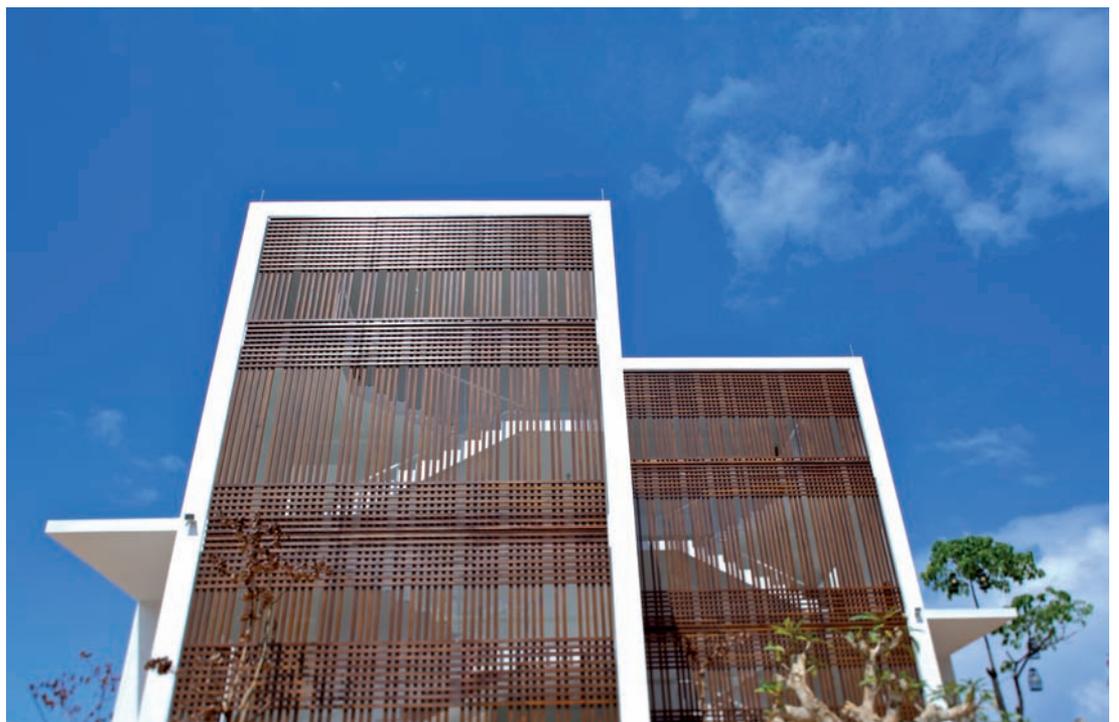




Montigo offers homeowners luxury services that include private yacht transfers, a 24-hour concierge and bellhop services, convenience stores, a business centre, a water sports centre, a kids' club, free-form swimming pools and a spa. It's everything you enjoy at a top resort, with all the comforts of home.

The design of Montigo is in the able hands of lauded architectural firm Eco-ID, and the development is a thoroughly modern take on Asian architecture – don't expect to see the traditional cottage here. The spacious Villas & Residences at Montigo go up to 10,000 sq ft in living space on plots as large as 20,000 sq ft. Each Villa & Residence has spacious bedrooms, an alfresco dining space, and a sky terrace perfect for star-gazing or cocktail gatherings. You can even choose to include your own infinity pool or Jacuzzi.

Located on Batam Island's north-eastern coast, Montigo Resorts, Nongsa boasts a private marina and six golf courses – all the better to meet the demands of the luxury homeowner, and to raise the bar on waterfront living in Southeast Asia. [KIII](#)





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THE SKY'S THE LIMIT

Hayden Properties raises the bar on the concept of luxury living in Singapore with the Ritz-Carlton Residences, Singapore, Cairnhill

The Ritz-Carlton Residences, Singapore, Cairnhill, developed by Hayden Properties, is a coup for Singapore's property scene. Hayden Properties is a subsidiary of KOP Properties. This 56-unit super-luxurious development is the very first freehold Ritz-Carlton Residences in Asia – an opportunity accorded only to developers that meet the most stringent requirements.

And indeed there seems to be no holds barred for this development that redefines luxury living. The 36-storey building sits on nearly 60,000 sq ft of prime land in Singapore. The top of the residence offers spectacular views of the Singapore skyline – a vantage point offered from the three sky terraces housing fitness and entertainment options.

The Ritz-Carlton Residences, Singapore, Cairnhill, are built with just about every facility imaginable: swimming pools, a hydro pool, a lap pool, tennis courts, barbecue areas, a maze garden, a wine cellar, gym, cafe and even an open kitchen and entertainment area managed by The Ritz-Carlton.

The top of the residence offers spectacular views of the Singapore skyline – a vantage point offered from the three sky terraces housing fitness and entertainment options.





The 36-storey building sits on nearly 60,000 sq ft of prime land in Singapore. The top of the residence offers spectacular views of the Singapore skyline – a vantage point offered from the three sky terraces housing fitness and entertainment options.

The facilities are supported with a host of exclusive services, such as 24-hour concierge, sommelier and doorman.





Units at the Ritz-Carlton Residences, Singapore, Cairnhill, has three or four bedrooms, each one with en suite bathroom. Designer fittings and appliances are employed throughout, such as Poggenpohl kitchen systems, Sub-Zero refrigerators and B&B Italia wardrobes.

With its bold vision and imagination, Hayden Properties, the luxury brand of KOP Properties, displays a gift for uncovering rare opportunities for developments such as The Ritz-Carlton Residences, Singapore, Cairnhill, and Hamilton Scotts, the world's tallest car porch residence.

KOP Properties, the real estate investment and management arm of KOP Group has residential and commercial properties in its portfolio, along with hotels and resorts. Among its most lauded projects are Scotts Spazio and luxury resort homes at Montigo Resorts in Nongsa, Indonesia. **KILL**



KING OF HOT AND COLD

James J. Bakke has taken his grandfather's company from strength to strength, by listening to his customers and giving them the best

Mr. James J. Bakke — Jim — is a third-generation Bakke and the president and CEO of the American freezer company Sub-Zero, which his grandfather Westye F. Bakke founded in 1945, and which his father Bud led before him.

Mr. Bakke was not an instant heir to the throne. After attaining his bachelor's degree in marketing from the University of Wisconsin-Madison School of Business, he began his career in 1977 as a sales representative with Oscar Mayer, Inc.

He joined Sub-Zero in 1981 and spent 10 years in the company working in various positions: assembler, customer service representative, regional sales manager, plant manager, national sales manager and executive vice president. He learned the ropes at different levels of the company, a practice that gave him insight into the nuts and bolts of this family business.

Mr. Bakke was named president of Sub-Zero in 1990, and made CEO in 1992. His deep understanding of the company and its customers enabled the company to create innovative product ranges, such as the 400 Series of consumer wine storage equipment, the built-in 600 Series, and the hugely successful integrated refrigeration line, the 700 Series. These new creations helped turned Sub-Zero into a market leader, as they were built in direct response to customers' needs, and met with demands for greater design flexibility and home integration.

"We have existed for more than 65 years because we have kept this consumer in the forefront of our mind in designing new products and building the performance features into the product," explains Mr Bakke.

Another of his accomplishments was the acquisition of the Wolf Gourmet brand in 2000. Wolf Cooking is a leader in luxury kitchen appliances, cooktops and built-in ovens. With Wolf under its belt, the company was now positioned as a formidable force in both "hot and cold" industries.

A Global Quest For Quality

Bakke's strategic marriage of Sub-Zero and Wolf offers customers a wide range of luxury home products that meet the most stringent quality demands.

"Today's customer chooses a Sub-Zero or a Wolf product because they demand perfection," Mr. Bakke declares. "We provide the best in food preservation and food preparation to meet the high expectations of a public that wants the best."

Someone who chooses a Sub-Zero or Wolf product can be assured of a quality item.

The quality, reliability and performance we have built in to our products are second to none



“The quality, reliability and performance we have built in to our products are second to none,” said Mr. Bakke. “We use the best components and test them for a lifetime of hard use to ensure they perform to the expectations of a discerning public that pays the price for a premium product. We are also proud of the diversity and extent of our product offerings... [our customers] find an expansive offering of product to meet their needs and expectation with state of the art design.”

The company has seen significant growth in North America, and Mr. Bakke has plans to continue expanding internationally, by targeting to seed Sub-Zero and Wolf positively with design communities — a strategy he has

employed to great success in the US.

“The discerning consumer will purchase our brands. As we see growth and confidence in the economy in North America and worldwide, this will impact our sales positively.”

When he’s not leading Sub-Zero, Mr. Bakke serves on the board of directors of the Association of Home Appliance Manufacturers (AHAM), PDQ Corporation and the Madison Ronald McDonald House of Charities. In 2009, he was inducted into the Kitchen and Bath Industry Hall of Fame. [KIB](#)



LADY OF LUXURY

Leny Suparman, co-founder of KOP Group and Chief Executive Officer of KOP Properties, is a woman thriving in a world of high-end real estate

It must be said that Leny Suparman is no ordinary lady.

Together with her business partner Ong Chih Ching, she founded KOP Group in 2006 with a vision to be a key player in the luxury lifestyle, real estate and hospitality industries.

In these five short years, KOP Group has chalked up a modest but very impressive track record, with KOP Properties' high-end, iconic projects; KOP Hotels & Resorts, the hospitality arm of KOP Group that has hotels in Europe and Asia; KOP Nautical, the exclusive distributor of Princess Yachts in Singapore and China, which also represents Sealine in Asia, and Lux luxury lifestyles magazine for readers who live an affluent lifestyle.

KOP Properties, which Leny helms, was founded in 2008. It is the real estate investment and management arm of KOP Group and it develops residential and commercial properties alongside hotels and resorts. Under her able leadership, the young company has under its belt iconic projects in Singapore such as The Ritz-Carlton Residences, Singapore, Cairnhill, and Hamilton Scotts, which is the world's tallest en suite car porch residence.

It's not all flash and dash – KOP believes in providing a truly quality lifestyle to all its customers, down to the finer details. “Having developed some of the most beautiful and exquisite properties in the region, such as The Ritz-Carlton Residences, Singapore, Cairnhill, which offers the ultimate in luxury with the legendary amenities and service excellence of The Ritz-Carlton Hotel Company, KOP is well aware of the importance that buyers place on the finishings and fittings,” says Leny. “In fact, The Ritz-Carlton Residences, Singapore, Cairnhill goes beyond delivering designer finishings to offering a wide array of services including a 24-hour dedicated concierge, sommeliers and doormen.

A distinguishing factor of KOP Properties is the boldness it has to conceptualize what others only dare to dream about, and the far-sightedness in selecting locations for development. Leny has also expanded the company's portfolio overseas, where, in a joint venture with Reignwood Group, KOP Properties has acquired the heritage building that is 10 Trinity Square, which served as the headquarters for the Port Authority of London in 1922. The building could not be located in a more premium spot: it stands by the River Thames, across from the Tower of London.

“We worked with the renowned architectural firm, Woods Bagot and famed interior designer, David Collins, to transform the landmark building in the London into a world-class, mixed-use scheme that includes luxury residences, a luxury hotel, a private members' club and restaurants,” says Leny. “The history and grandeur that visitors experience once they set foot in the building bears testament to KOP's visionary, innovative thinking.”

The latest jewel in the KOP crown is Montigo Resorts, the first five-star resort in Batam that offers owners a

powerful perk: the sale and leaseback format is done in a lifestyle way so owners get their choice resort at affordable prices, and at the same time get returns when they're not using it, Leny explains.

With Leny at the helm, KOP Properties has built a reputation for being a highly creative new player in the real estate market, fearlessly pitting itself against established developers that are big conglomerates or family-owned businesses. The company aims to enhance value for its stakeholders, and provide value for buyers. What could be the “secret weapon” of KOP Properties is its focus on building strong personal relationships with partners and customers, resulting in a loyal following for its many projects.

Born in Indonesia and educated in Singapore during her childhood, Leny graduated from Indiana University, Bloomington with a Bachelor of Science degree in Business Studies. Prior to starting up KOP Group, Leny spent nine years with CB Richard Ellis, the leading international real estate consultancy firm. What she brought to her own business was a strong background in reshaping and rejuvenating high-profile projects in Singapore and Shanghai, before becoming a consultant for two years in China. Indeed, KOP Properties, which has offices in Singapore, China, Indonesia and the United Kingdom, has its sights set: to build iconic developments in major cities across the globe.

When asked by *Singapore Tatler* about her remarkable success in a male-dominated market, Leny replied, “It just happened. I take it in my stride and try to look at it with an open mind and give it my best shot.”

What could be the “secret weapon” of KOP Properties is its focus on building strong personal relationships with partners and customers, resulting in a loyal following for its many projects.



“I think the real estate industry finds us intriguing. This is a market dominated by men and we’re both relatively young. We think out of the box because we are out of the box. This is all about ideas.”

– Ong Chih Ching

“It just happened. I take it in my stride and try to look at it with an open mind and give it my best shot.”

– Leny Suparman

MULTI-TASKING MARVEL

A real estate whiz, a savvy dealmaker, a delegate. Ong Chih Ching is all of this and more

Ong Chih Ching would appear to be the modern-day, female equivalent of King Midas – everything she touches turns to gold.

Born in Singapore, she began her career as a lawyer, specializing in corporate and property law. Being involved in extensive range of real estate transactions that included en bloc sales and purchases, commercial buildings and large acquisition transactions, among others, gave her a powerful foundation on which to build KOP Group, which she did with Leny Suparman in 2006.

Chih Ching was involved in the early 2000s as a principal advisor with major development projects around the world, including a mixed use development that comprised an ultra-luxury hotel, retail and residential components.

Apart from her business dealings, she was also the Honorary Consul of the Consulate of the Dominican Republic, Singapore, and Founder and First Honorary Secretary for the Securities Investors Association (Singapore), mediated the 1999 dispute between the Singapore Stock Exchange and the Malaysian government over the CLOB shares.

Chih Ching and her partner's out-of-the-box thinking has scored them a number of firsts, from The Ritz-Carlton Residences' first freehold development in Asia to the 30-storey Hamilton Scotts, which is the world's tallest en suite car porch residence – beating out similar developments in the US and Dubai. Not only that, but they have created a company that has a bold and uncommon vision, that is privy to partnerships with internationally-known brands and that has a knack for recognizing opportunities that lead to gold – each KOP project is a luxury project that generates great value for all stakeholders.

The Group not only has the likes of The Ritz-Carlton Residences in its portfolio, it also owns Franklyn Hotels and Resorts, a leading specialist hotel management company with five luxury lifestyle hotels and resorts across Europe and China.

“KOP is always looking for opportunities both in the region and also around the globe,” says Chih Ching. “KOP dares to go boldly into locations that offer a unique and exclusive lifestyle for buyers. One of the high quality projects currently on the cards is the development of luxury resort homes at Montigo Resorts, Nongsa, Indonesia – KOP Properties' first waterfront property development beyond the shores of Singapore – which provides residents with a five-star beach front resort lifestyle at an attractive price point. The idea for

this development came about due to anticipation of changing lifestyle trends and meeting the demands for luxurious beachfront living in Asia.”

KOP Group is a diversified real estate investment, development and management company with a portfolio of notable residential, commercial, hotels and resort properties in key cities and major tourist destinations. Chih Ching oversees the group's creative professional team with members who have, collectively, a wide range of experience in real estate, investments, sales and marketing, project management, fund management and asset management.

Chih Ching and Leny don't stop at property – they are also the founders and business partners of Bezel, The Watch Collectors' Guild, and KOP Group (with Reignwood Group) has exclusive distribution rights to Princess Yachts in Singapore and China. Leny is a boating enthusiast with her own Sunseeker. To say the least, these two ladies completely bust the stereotype of the Asian tycoon.

As Chih Ching explains in an interview with Reuters, “I think the real estate industry finds us intriguing. This is a market dominated by men and we're both relatively young. We think out of the box because we are out of the box. This is all about ideas.” **KHJ**

They have created a company that has a bold and uncommon vision, that is privy to partnerships with internationally-known brands and that has a knack for recognizing opportunities that lead to gold.

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A company of the HANSA group



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THE ACCIDENTAL CHEF

Mervyn Phan's journey from university to his own cooking school – outfitted with the most luxurious kitchen appliances in the world – was short and oh-so-sweet

Mervyn Phan – Chef Mervyn to his fans who range from young urban professionals to corporate groups – looks more like a fresh-faced undergraduate than the man behind a successful business like Cookyn Inc.

The 32-year-old father of one is living an enviable existence as one who has taken the plunge to pursue his passion at a young age and is thriving. Fresh out of university – he majored in Economics and Sociology at the National University of Singapore's Arts Faculty – Mervyn joined gourmet distributor Indoguna, which distributes fine wines, cheeses and meats. One job perk was having access to the food items.

"I was a very inquisitive staff member, I wanted to bring all kinds of things home to try," Mervyn recalls. "But these were wholesale packs so there were huge. So we needed to invite lots of people over to eat."

Mervyn and his wife Amanda, now 29, began hosting dinner parties for friends in groups of 10.

"Amanda posted our dinners on a blog, and it generated a lot of interest among friends and friends of friends. They all got curious about how to prepare these dishes."

Soon enough, the Phans decided to hold what they called cooking parties for friends in their flat in Bishan.

"It was different from a cooking class. It was a group of food-loving friends coming together, to cook together. There was a lot of time for relaxing, chatting and exchanging of recipes during the cooking parties. We were cooking a wide variety of different cuisines. On some days, it was a Mediterranean theme with mussels in white wine sauce and lamb shanks, and on other days we would focus on Japanese gastronomies, making tuna tataki with blowtorches and tempura."

Needless to say, these parties proved a big hit, leading to a demand for more sessions.

"I really have to thank all those friends who have supported us in those days," Mervyn laughs, thinking

back. "We didn't have air-conditioning in our home, it could get pretty warm especially when there were lots of people are around. During one of those sessions, despite getting additional blowers, you would see all of them standing in front of the blowers every time we took a break. It was terrible!"

As the popularity of their cooking sessions grew, the couple decided to make a business out of their passion. Mervyn was not without trepidation leaving his stable job – he had been with Indoguna for five years. It was a leap of faith for both husband and wife, who are now proud parents of a little boy named Elliot.

In late 2009, Cookyn With Mervyn was established humbly at a location in Novena Gardens, taking in small groups. Mervyn had the opportunity to meet Terrence Liew, the general manager of Kitchen Culture at an event. "They were looking for someone to front their products, to speak about them from a food perspective, and that's how our partnership started, a year and a half ago." Kitchen Culture fitted the premises at Novena Gardens with appliances.

Cookyn With Mervyn had soon gained enough traction to warrant a stand-alone cooking studio called Cookyn Inc at Garden Hub off Margaret Drive this year. The surrounding is lush and scenic, and even includes an enclosed pond framed by willow trees. Cookyn Inc has a unit overlooking the pond, with its own herb garden.

Bigger Space, Bigger Business

This new space affords two different businesses: Cookyn With Mervyn offers public classes for small groups of 12 learning how to master some popular modern cuisine – from seafood linguine to a fresh mozzarella and arugula salad – while Cookyn Inc offers innovative corporate team-building: colleagues learn and practise teamwork through a day in the kitchen together. "So, in a sense, we're not just a

cooking school, we're a cooking events company," he notes. They have expanded into a five-man outfit, with his wife Amanda also coming on board to head the sales team.

"Corporate groups come into our unique environment, and I assign them leadership roles – as much as possible, not to the CEO," Mervyn smiles. "They have to work as a team to come up with different dishes, and they work under time pressure. They interact in a different way, they will get to delegate, and often this boosts their morale. When they look at all the dishes at the end, they will feel accomplished."

Kitchen Culture partnered with Cookyn Inc to create a space that was not only ideal for cooking classes but a perfect spot for entertaining. The three studios are fully fitted with Kitchen Culture's range of kitchen appliances, including Sub-Zero refrigeration units, V-ZUG ovens, Foster hobs and Kuppersbusch coffee machines. In short, Cookyn Inc has three amazing kitchens featuring Kitchen Culture's premium appliances – it's enough to make any chef and even his mom envious.

"We are grateful for the trust that Kitchen Culture has with us," says Mervyn. "Our relationship has become stronger. After using the efficient and functional appliances from Kitchen Culture, nothing else comes close! Kitchen Culture's clients are invited to enjoy a glass of wine while I demonstrate the uniqueness and functionality of the appliances."

Mervyn brings a special edge to Kitchen Culture by virtue of the fact that he is unabashedly an Asian chef. He avails himself for any cooking queries that the Kitchen Culture staff may face from customers.

"Most renowned chefs are from the US or Europe," he points out. "But the customers here are mostly Asians. For example, I have recently received a call enquiring if a particular appliance could be used to make double-boiled soup. I am glad that my Asian heritage can bring a local flavour to the appliances in Kitchen Culture."

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The Best Tools At Hand

Among all the remarkable kitchen appliances at his disposal, Mervyn has two personal favourites: the V-ZUG oven and the Sub-Zero refrigeration units.

"I had the privilege of visiting the V-ZUG factory in Switzerland," he says with no small amount of enthusiasm. "They showed us a few recipes, which I have adapted to suit our local or Southeast Asian tastes buds."

"The V-ZUG is an excellent oven for cooks of any level. For new cooks, the GourmetSteam programme brings the skills of the top chefs into your home. Several dozen gourmet recipes have been programmed into the Combi-Steam SL and the Combi-Steam XSL. You would simply have to select one of them, press

the right button and the appliance does exactly what the top chef does in his own kitchen. You don't have to change the temperature or check at all. Just prep the dish, put it in, and press 'Start'. It's like there is an intelligent chef inside that machine! For more competent cooks, the V-ZUG bakes the best bread – it has an exclusive BakeOmatic function that produces the perfect crust. The heating elements that work in conjuncture with one another to provide the most effective method of maintaining consistent even heating in the oven cavity – it's not like ordinary ovens where there are hot zones resulting in uneven cooking. There are just so many things you can do with this oven!"

The Sub-Zero refrigeration is Mervyn's other champion. "I had once put in a wedge of lemon and a pat of butter, exposed, in the Sub-Zero for three weeks. Both were still perfect – the lemon didn't dry out, the butter didn't change its colour. Ideal humidity is maintained to prevent the foods from drying out. It's amazing! Sub-Zero offers innovative, aesthetically appealing and technologically advanced solutions to meet virtually any home refrigeration need. Through foresight and responsiveness, the company has earned its position as an industry leader and trend setter in food preservation."

Just listening to him explaining zealously on the perks of owning such an oven or refrigeration unit will make anyone seriously begin to consider buying one.

"I recognize what's so special about each product. People appreciate it that I talk about how to use the appliances in a practical way. To me, it's always about the functional ways of using the equipment – I do not hard sell. Basically, I show my guests the multiple possibilities of using the kitchen equipments and if they have intentions to design their kitchens in future, then they will know that these are the best option for them."



He may not have gone to Le Cordon Bleu, but he has an easy charm and confidence of an Asian Jamie Oliver, ready to improvise and add an ingredient that takes a dish from good to great.

A Late-Blooming Natural-Born Chef

Mervyn's natural talent for making complicated dishes easy to accomplish is his key strength. He may not have gone to Le Cordon Bleu, but he has an easy charm and confidence of an Asian Jamie Oliver, ready to improvise and add an ingredient that takes a dish from good to great. "For example, I would infuse teh halia into a crême brulee."

He picked up food knowledge watching his mother and grandmother cook. "My mother cooked Teochew dishes, like steamed fish, that's where I picked up my appreciation for delicate tastes and fresh ingredients. My grandmother is Hainanese and Indonesian, and she makes the best pastries. They have been a great influence in my cooking and to this day, they still impart their years of cooking experience to me, especially for traditional home-cooked dishes.

Though exposed to good food all his life – "I was always in charge of the class barbecue" – it wasn't until he was working at Indoguna that Mervyn cooked his first meal. "It was veal cheeks," he remembers. "I thought, 'Cheeks?! What do you do with cheeks?'" He took an unconventional route and "infused local flavours into the veal – lemongrass and fish sauce." It was a big success and motivated him to experiment more with cooking.

This chef admits that since starting his business, he and his wife no longer dine at mid-priced restaurants – "too many times I eat something and know that I would have cooked it so differently". Instead, they either dine at very high-end restaurants, or eat hawker food. "To me, hawkers are artists. Hawkets waking up at 4, 5am to prepare their dishes is impressive to me. Think about

it: your chai png stall (economical rice stall) offers a choice of 20 dishes. To cook just three dishes would exhaust even the best chef!"

Cookyn Inc's tagline is "Bringing Fun Into Cooking!" and it's a motto Mervyn and Amanda have lived by. "We started this business with that objective: to bring fun into cooking, to inspire people to cook. The dishes must never be too difficult or sophisticated."

Simplicity with style is the appeal of Cookyn Inc, something Mervyn exemplifies. "I like looking at ingredients and coming up with a new dish," he says. "Maybe it is because I come from a background without any formal training in a particular method of cooking, I am not bound by any particular type of cuisine.

"I like to make cooking interesting for myself, and for everyone else around me!" **KCU**

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Silit is well known for its revolutionary Silargan® cookware. This inseparable compound is formed with the fusion of high-tech ceramic and ferromagnetic steel core at 860°C. This makes Silargan® ultra hard, cut-and-scratchproof, non-abrasive and extremely durable. It is also nickel-free and the first anti-bacterial cookware in the world. Now, Silit cookware comes in four colours that will certainly liven up your kitchen - Piano Black, Polar White, Lemon Green and Dark Purple. So who says cooking is usually dull?



Silit Pure cooking enjoyment.

SEAFOOD PARCELS IN TOM YAM BROTH

(Makes 10 portions)

Ingredients:

- 1 litre of water
- A few tablespoons of Thai Tom Yam Paste
- 1 can of straw mushrooms
- 5 tablespoons of fish sauce
- 5 large limes, cut in halves
- 5 large stalks of lemon grass, white part only, sliced thinly
- 50gm of galangal (blue ginger), sliced thinly
- 10 kaffir lime leaves
- 10 chili padi, halved lengthwise (optional)
- 10 pieces of tiger prawns, peeled and de-veined
- 10 pieces of Hokkaido medium sized scallops
- 10 small pieces of Escolar (butterfish), or any white fish
- 10 large squares of parchment paper, with string Coriander leaves, to garnish

Directions for preparation:

- Preheat the Wolf oven to 210 degrees celsius.
- Mix the water and fish sauce with the tom yam paste (how much depends on the type of paste you use e.g how spicy, salty, etc).
- Lay a sheet of parchment paper and add the 1 each of fish, prawn, scallop, chili padi, kaffir lime leave, some lemongrass, straw mushrooms and galangal before wrapping upwards like a parcel.
- Before tying with the string, add a ladle of tom yam stock into the parcel and a squeeze of lime before baking for about 20 minutes.
- Open and serve immediately with some coriander leaves.



ASIAN FLAVOURED BREAD WITH DRIED SHRIMP & CURRY LEAF

(Serves 7-8)



Ingredients:

- 550gm of high protein bread flour
- 10gm packet of dried yeast
- 20gm of sugar
- 275ml of lukewarm water

Ingredients for dried shrimp filling:

- 50gm of dried shrimp
- 1 teaspoon of sea salt
- 4 dried chili, sliced to small pieces
- 1 large red onion, diced
- 5 clove of garlic, minced
- 5 curry leaves, sliced
- ¾ cup of olive oil

Directions for preparation:

- Weigh out 400gm of flour in a mixing bowl before sprinkling the sugar and dried yeast on top.
- Pour the lukewarm water around the top before topping with the remaining flour. Cover with a damp tea towel. Leave in a warm place for about 45 minutes (you should see some bubbles and the flour cracking).
- In the meantime, pound the dried shrimp with the salt and dried chili until well grounded and a loose paste is formed.
- Fry the onions in the olive oil over medium heat for about 1 minute before adding the garlic, curry leave and dried shrimp mixture. Fry for a further 2

minutes until fragrant. Allow to cool.

- Knead the flour with the dried shrimp mixture until the dough is smooth and elastic (you can do this with a bread hook in a kitchen mixer). This should take about 20 minutes to half an hour by hand.
- Fold the dough in the shape of a bread (tucking the edges below to form a smooth top) on a baking tray lined with parchment paper.
- Set the V-Zug Combi-oven to professional baking (200 degrees with initial steam phase) for half an hour.
- Remove from the oven once the bread turns brown. Allow to cool on a rack before slicing with a bread knife and serving with some butter. **KUM**

THE SHOWPIECE KITCHEN

The new +ARTESIO® kitchen design concept by German premium kitchen manufacturer Poggenpohl incorporates the best architectural practices to make the kitchen not just a cooking space, but also a living space

Poggenpohl has always trodden new paths. It established the concept of the open kitchen with the cooking island in 1967, and today, continues to redefine the spatial boundaries of the kitchen as an extension of living space.

For its new +ARTESIO® kitchen concept, Poggenpohl collaborates with renowned German architect Hadi Teherani to create a flexible, space-creating kitchen that considers aspects of building, architecture and home living.

Instead of the usual approach of furnishing a kitchen with furniture and

equipment, the modern, minimalist +ARTESIO® concept is about creating structures to be lived in. It embraces all three dimensions: the floor, the walls and the ceiling. Its ceiling element integrates lighting, ventilation and sound to create a refreshing, inviting space; it converts the kitchen into the centre of living at home.

Its integrated design approach adopts a 130mm design grid as an organisational basis to bring together the louvred wall and base unit in a horizontally linear fashion. There is also a stainless steel band that works its way round the surfaces of the louvred wooden walls to produce an exquisitely polished impression.





“+ARTESIO®’s vision was not only to create a kitchen but an all-embracing spatial concept that no longer draws a line between cooking and living.”

- Elmar Duffner, Managing Director of Poggenpohl



“The space-creating function of +ARTESIO® allows architects to take account of the kitchen’s design as early as the room-planning stage.”

– Elmar Duffner, Managing Director of Poggenpohl

Cooking and eating go hand in hand in the unique +ARTESIO® kitchen. Dining tables with matching chairs and benches in dark pine are available from Poggenpohl to accompany its kitchen units. Even the seating bears horizontally stitched upholstery – mirroring the style of the kitchen structure to present a soothing sense of visual consistency.

Another thing to love about this kitchen concept is its flexibility. “The space-creating function of +ARTESIO® allows architects to take account of the kitchen’s design as early as the room-planning stage. Yet at the same time, it also provides a minor amount of scope for planning kitchens in already existing homes,” says Elmar Duffner, Managing Director of Poggenpohl.





It not only looks good and cooks good, but you could live in this kitchen. "The +ARTESIO® kitchen creates an exciting living space with three-dimensional transitions and boundaries that can be defined by the individual," designer Teherani describes. "You can also read a book or paint a picture there. Right down to table and chair, the entire kitchen, with its innovative style, is so easy to live in that 'kitchen' is almost the wrong word for it." **KIT**



A LIVING LEGEND

The revolutionary, high-performance appliances of leading Swiss brand V-ZUG saves the busy city-dweller much time and labour when it comes to domestic chores

The V-ZUG brand has been setting the highest standards of design and innovation since 1913. Its reputation for premium quality and user-friendliness is so flawless that nearly half of all households in Switzerland use V-ZUG home kitchen and laundry appliances.

Guided by a passion to be ahead of its time, V-ZUG combines aesthetics and state-of-the-art functionality. That means that your home looks good while work gets done. V-ZUG has won several environmental awards for its energy-efficient appliances and is ISO 14001-certified for its efforts to practise and instill environmental sustainability, and for reducing its environmental impact.

Among V-ZUG appliances, you will find many patented innovations that bring a new level of convenience and automation. Here are some examples of the one-of-a-kind technologies it offers:

World's First GourmetSteam: Fine Cuisine at the Touch of a Button

The impressive GourmetSteam function combines the technology of superheated steam and the V-ZUG Climate Control System to give you the confidence of a Michelin-starred chef. Several dozen gourmet recipes from top chefs have been pre-programmed into its remarkable Combi-Steam SL/XSL steam oven, and you can now easily whip up deliciously nutritious meals for your loved ones at home. With pressure-less steam cooking, you can retain 22 per cent more vitamin content and use up to 36 per cent less fat than other cooking methods.



At the press of a button the most demanding master chef delicacies and your individual recipes are fully prepared automatically.



Thanks to modern technology, your oven guarantees you a successful result everytime – safely, quickly and with little effort. This enable even inexperienced cooks to create a gourmet restaurant, a village bakery or a pizzeria within their own four walls.





The fully automatic V-ZUG cooking sensor saves you time and effort when cooking

Intuitive BakeOmatic: Automatic Success for Creative Cooking

Imagine a world of hassle-free baking where you don't have to worry about the time, temperature, operating mode or weight when setting your oven. BakeOmatic does all this for you and more through its Climate Control System: sophisticated sensor technology is combined with active ventilation valves to create the ideal cooking environment. Unleash your culinary imagination and conjure your own spontaneous dishes while BakeOmatic automatically recognizes the size and shape of the food, and cooks it the way it should be. You even have the option of choosing between light, medium and dark browning.

True Automation with Adora SLQ Washing Machine

V-ZUG also offers laundry solutions that will lighten your load of unwashed or unironed laundry. Its Adora SLQ is the world's first truly automatic washing machine that takes care of delicates as nimbly as it treats your laundry with steam to remove and soften creases after the dry spin. This washing machine is even anti-mite — no dust mites or detergent residue remains after its thorough rinsing. With its patented absorbing system, it is the right solution for your home.

Convenience never looked so good. **KIT**



A WINNING COMBINATION

Serious home chefs can get the professional kitchen they've always wanted with a high performance range of kitchen appliances from Sub-Zero and Wolf

As a leading manufacturer of luxury residential refrigeration worldwide since 1945, Sub-Zero has pioneered and perfected the technology of refrigeration. It all began in the days of the Great Depression when founder Westye F. Bakke was working with famous architect Frank Lloyd Wright to develop refrigeration units for the places that Wright designed. Bakke also began creating his own customised refrigeration using scrap metal so he could store the insulin needed to treat his son's diabetes.

Today, Sub-Zero, Inc. is an established family-run business that has gained a reputation of producing kitchen equipment of premium quality and design through its cutting edge refrigerators as well as its acquisition of the highly-regarded Wolf Gourmet brand of cooking appliances in 2000. Given that world-famous chefs such as Nigella Lawson, Jamie Oliver, Heston Blumenthal and Gordon Ramsay all use these brands, they really must be that good.

Keeping Chill with a Sub-Zero Refrigerator

Every passionate chef knows that the first step to creating delicious food is fresh ingredients, and Sub-Zero refrigerators have the following features built in to make sure your ingredients can remain in tip-top condition for a longer time:

Dual compressor system – fridge and freezer operate separately, which means that there's a more consistent temperature, unlike most other

refrigerators which have single compressors and are prone to temperature fluctuations.

Adaptive microprocessor – that adjusts humidity according to the extent of use for both fridge and freezer compartments.

Air purification system – A National Aeronautics Space Technology (NASA)-developed technology that removes mould, odours, bacteria and viruses from the refrigeration unit air every 20 minutes.

With one of these stainless steel 18-gauge Sub-Zero refrigeration units, not only are you able to preserve your food optimally for a much longer time, you can also say goodbye to unpleasant odours and ice cubes that taste like fish or garlic.

A High-Tech Home For Wines

Sub-Zero's wine storage range, made out of cherry wood, offers a little something more than the ordinary with its concept of having two independent zones so that two different temperatures (ranging from 4-18°C) can be set within the system for various types of wines. To further optimize the wine storage, its motor has been housed in an anti-vibration unit, while its bronze-tinted and argon-filled glass door blocks out UV rays.

All of Sub-Zero products are handmade and 100% quality-tested in its manufacturing plants in the United States to ensure the highest levels of performance, reliability and design.

Beneath a refined exterior advanced technologies work together to create something more than just a refrigerator.





Sub-Zero
equipment meets
high energy
efficiency tests,
and even its largest
refrigerators
consume less
power over a year
than a 100-watt
light bulb.



The Wolf Dual Convection electric oven is a marvel of culinary technology. Its two fans and four heating elements let you select from 10 cooking modes.



Whipping Up a Feast with Wolf Gourmet Cooking Equipment

Acquired by Sub-Zero, Inc in 2000, Wolf was established by brothers Al and Hyman Wolf in 1934 and has over 70 years of experience in developing equipment for kitchens in restaurants and hotels. As such, its residential range of built-in ovens, warming drawers, dual fuel ranges and cooktops all feature advanced yet easy-to-use technology that has evolved from their professional heritage. With such exceptional craftsmanship and sleek designs, it's no wonder that the Wolf range does not just beautify kitchens; it also instills confidence and passion in the cooking craft. Here is a tempting preview:



Multi-function Cooktop: This patented design of a dual valve is unique to Wolf and gives the home chef ultimate cooking control. The upper and lower burners operate independently via two different gas feeds, thus allowing one to adjust temperature with sharp precision whether you're looking at simmering or boiling. In fact, its "true simmer" feature means you no longer need to melt chocolate over hot water.

Dual Convection Oven: With the dual convection elements and fans being flexible enough to either operate independently of one another or operate in tandem, the home chef can come even closer to cooking perfection. For one, it is now much easier to get an even browning of food as opposed to dishes getting dried out or being overcooked. You can also reduce your cooking time now with the option of doubling your power with the dual convection function.



A Wide Range of Cooking Modes: Expand your repertoire of dishes with 10 different cooking modes from four different heat sources to choose from. Just some of the many things you can play around with a Wolf gourmet oven: proofing, baking, roasting, broiling – the list goes on! There is even a self-clean option where the oven reaches a temperature of 480°C to clean out food that has been stuck to the oven during cooking.

Many kitchen design insiders regard the combination of Sub-Zero refrigerators and Wolf Gourmet cooking equipment a match made in heaven for home chefs; an uncompromised kitchen. Such a level of superior quality from both brands will undoubtedly bring one's cooking in the home kitchen to a whole new level. [KTL](#)



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LIKE A DIAMOND IS JUST A STONE

Iconic design. Enduring quality. Superior performance



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TOP OF THE TRENDS

These technologically wonderful and design-conscious new products offer kitchen lovers fresh reasons to get excited



ALWAYS NEW

Rational, the German kitchen design company, is a trendsetter when it comes to new materials. It was the first to introduce glass as a material for kitchen fronts. Now, there's another first for Rational: its use of a new ceramic that looks set to start another trend. Ceramics are lighter than aluminium and harder than granite, and they are impervious to heat. This new ceramic material provides the ease that glass does, and can be used for worktops, cooker hoods, tabletops, midway panelling, sliding doors and other kitchen surfaces. The ceramic's durability helps save resources as well as satisfy demands for sustainability, making this an environmentally-friendly choice. Rational's **Cult** kitchen boasts this new ceramic, alongside its new TopTec protection, a virtually indestructible surface that is apparently complete scratch- and stainproof.



ARTISANAL FURNITURE

The human touch is what sets **Draenert** apart. The German brand creates its first-class designer furniture at its manufactory – a tradition since 1968. It is the people at Draenert that make sure every chair, every table is a piece of art: a work of classic modernism that the true aesthete cannot resist. The brand is most widely recognized for its patented extension-mechanism, used on its dining and coffee tables. Just as beloved are their chairs which match in form and style.



EMOTION MEETS INNOVATION

Hacker's emotionNOVA range is a totally different kind of kitchen: it breaks all conventions of kitchen planning. Every unit is modular and every piece joins up in perfect symmetry. Space is redefined by the corresponding units for organizing, storing, cooking, washing up and chilling. Showing off gently rounded curves and strict geometry, emotionNOVA's high tech items are available in high-gloss lacquer, matt lacquer or genuine wood, which interplay with carefully selected materials through quality workmanship that guarantees a long service life.



FAIRER FAUCET

The award-winning faucets from **KWC** offer top-notch functionality with designs that satisfy a wide range of customer preferences. The **EVE** kitchen faucet is in a class of its own. Winner of several international design awards, this faucet captures the symbiosis of water and light in a wondrous waterplay. The integrated pull-out aerator is equipped with KWC Luminaqua LED technology – pull out the aerator to activate the light, a powerful, long-lasting light source that is low-energy and automatically switches off after 45 minutes. Now also available in pure white and stylish black, or in classic chrome and stainless steel.

COOKING ON CLOUD NINE

Elica's Cloud Nine offers high performance levels that are perfect for large kitchens or kitchens that undergo intensive boiling, frying and grilling. Its **perimeter extraction system** makes it possible to increase the speed of capturing cooking fumes, making this a truly effective hood. Made of stainless steel and white glass, Cloud Nine is linear in design and also easy to clean and maintain. It shows off what looks good, and hides what needs to be hidden: now, that's living on Cloud Nine.



THE PERFECT CABINET

Lovers of fine wine know that wines can only develop into a great vintage under perfect conditions. Temperature and humidity are crucial in making or breaking a fine wine.

Liebherr's Vinidor WTes 4677 multi-temperature wine cabinets offer three temperature zones which can each be set at a different temperature between +5°C and +20°C, for perfect storage of your red, white and sparkling wines. These cabinets are ideal for long-term storage of large numbers of bottles – up to 143 bottles. The Vinidor range comes with its signature LED lighting, stable handmade pullout shelves, activated charcoal filters that purify incoming air to maintain optimum air quality, and guaranteed UV protection against damaging light.



FREEZE!

Put your boiling-hot casserole inside the **Freddy** blast chiller by **Iriinox**, and it freezes quickly – keeping your fresh-made dish in its original freshness and quality. Feel like a pro with this blast chiller made available for home use: it uses exceptionally high technology that has been tested by Iriinox in professional kitchens. Freddy makes it possible to preserve your food perfectly by swiftly lowering the temperature – up to 20 times faster than a fridge, up to a point where the food stays intact without its molecular structure collapsing. You don't ever have to cool your food down before storing it in the fridge again: this preservation system hinders the proliferation of bacteria and moulds that may alter the safety of foods. Available in built-in or freestanding models.



WHITE IS RIGHT

Kuppersbusch's Platinum White edition marries quality materials with the purity and perfection of white – and brings kitchen chic to a brand new level. White reflects light that falls on it, giving kitchens visual breath and length, and lifting up the atmosphere of the room. White also creates a timeless and elegant effect. Several Platinum White products have been presented with the red dot award for high design quality, attesting to the strength of the white trend.

THINK: SINK

Foster's Quadra washing solutions are the perfect marriage of looks and functionality. In-trend with the minimalist looks that are the style de rigueur in interior design, Quadra boasts sleek angular lines and the stylish finishes of steel that Foster is so well-known for. This range of sinks and bowls can be fitted overmount, flush-mount and undermount.



SCULPTURE SURPRISE

Interlubke's iconic Reef cabinet has all the qualities of a piece of modern art. Some see the skyline of a city, others spy the contours of a coral reef. This wardrobe functions like the most useful of receptacles, storing your personal fashions and accessories in practical spaces, yet it bears the most artful of facades that would turn any room into a talking point.

LEAN BACK & RELAX

At first glance, you notice the inspiration behind this chair called **Shrimp**: the sleek outline – created with flat cushions and a bentwood shell – reflects the abdominal segments of a shrimp, and works just as powerfully. As you recline, the Shrimp, created by **COR**, provides firm support and a sense of security. A choice of wood, leather or fabric lets you create a luxury cocktail chair that is anything from fun to futuristic. Lean back, put your feet up on the matching stool, and the Shrimp becomes the perfect place to relax. **NIL**



ENTER SWISS CHIC

Swiss luxury appliance brand V-ZUG was unveiled at a charming themed evening at Kitchen Culture



(L-R) Lim Wee Li, Ashvin Kumar and Dr Jürg Werner



Clement Woon and Lim Wee Li



AKDA Architects



Kenneth Goh and Terrence Liew



(L-R) Thomas Gay, Lim Wee Li and Ye Xiao Yan

V-ZUG, creator of high-tech, high-aesthetic Swiss home appliances, made its debut into Singapore at a grand reception at Kitchen Culture's award-winning showroom. Kitchen Culture represents exclusively world-class design-centric and technically proven brands. V-ZUG is the latest addition to its prestigious stable.

"Kitchen Culture has always scouted for only the best in the world's selection of home appliances and kitchen systems. With V-ZUG, the brand has long stood for high-end quality appliances: its amazingly high-technology features fit right in with the cosmopolitan lifestyle of Singaporeans today. V-ZUG's dedication to making sure that both aesthetic and functional features satisfy the intrinsic needs of modern dwellers is something that Kitchen Culture takes pride in, too," said Mr Lim Wee Li, Executive Chairman & CEO of Kitchen Culture Holdings Ltd.

In celebration of V-ZUG's lineage, the soiree was aptly themed "Swiss Elegance and Luxury". The event drew a well-heeled crowd, many of whom had been waiting in anticipation for the arrival of V-ZUG home appliances into Singapore. The ambience was at once chic and energetic.

The event was graced by the Ambassador of Switzerland, His Excellency Mr Jörg Reding, who participated in the ribbon-cutting ceremony Dr Jürg Werner, CEO of V-ZUG AG and Mr Lim.

The luminous Nadya Hutagalung – former model and MTV VJ, now ecological activist and owner of Green Kampong – played host this evening. She constantly shared her appreciation for V-ZUG's environmental credentials and asserting her tremendous confidence in V-ZUG's endeavours to leave behind a sound environment for future generations.



(L-R) Roman Grädel, Dr Jürg Werner and René Fankhauser



(L-R) Andy Lim, Ken Khoo and Lim Wee Li



(L-R) Zena Chng, Martha Lim, Kenny Tan and Mahmud Karim



(L-R) Angela Jio, Joseph Lim and Lydia Wong



(L-R) René Fankhauser, Dr Jürg Werner, Lim Wee Li, His Excellency, Jörg Reding and Roman Gräde



Nadya Hutagalung

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Ribbon Cutting Ceremony



Dr Robert Lim and George Lim

Naturally, dining and entertainment this evening were spectacularly Swiss-themed. Le Lifestyle presented an impressive buffet of delectable Swiss classics: many guests tucked in with approving nods and returned for second helpings.

Fine dining for the eyes came next, with Swiss fashion designer Marianne Alvoni presenting her haute couture line of evening wear and wedding dresses.

For many guests, heaven was sipping fine Swiss wines while viewing the stylish appliances from V-ZUG, which fitted beautifully in with Kitchen Culture's wide range of luxury kitchen systems.



Artists from Fly Entertainment

"In a marriage between East and West, a traditional lion dance was followed by a live demonstration by the chefs from Switzerland's V-ZUG Gourmet Academy, who whipped up recipe's from V-ZUG's very own cookbook." Given the easy use of its state-of-the-art functionalities, V-ZUG truly sets you up to be your very own Michelin-star chef, right at home.

A clever and thoroughly entertaining interactive skit by artists from Fly Entertainment brought on laughter throughout the evening, even as guests drew lasting impressions of V-ZUG's Swiss innovations and Kitchen Culture's one-stop kitchen solutions.



Mr and Mrs Von Lee

Mr Roman Grädel, Export Manager of V-ZUG Ltd said, "As everyone knows, the Swiss are known for our passion for efficiency in technology and for aesthetic functions, which are clearly reflected in V-ZUG's products. The city lifestyle in Switzerland is very much similar to Singapore, and with Kitchen Culture, we certainly have great confidence in our first foray into meeting the discerning taste of Singaporeans." **KIII**



Baldev Singh and Thomas Klee



Dato Poh Po Lian and Lim Wee Li



(L-R) Hedy Keiser, Mervyn Phan and Catherine Stoll



(L-R) Andy Lim, Lim Wee Li and Mr & Mrs Lim Geok Khoon



(L-R) Dr Jürg Werner, Magdalene Tan, Annabelle Khan, Mink Tan and Lim Wee Li

Küppersbusch



platinum white edition

White - The allegory of airness, purity and perfection. Küppersbusch has created a new and trend-setting edition, which, with its novel and unique design, opens up new realms of planning possibilities for modern and stylish kitchens.

www.kueppersbusch.de

A NIGHT TO REMEMBER

Sub-Zero and Wolf's launch of its first showroom in Singapore is a tasteful affair



(L-R) George Lim, Edmund Schorr and Lim Wee Li

The brand new showroom for Sub-Zero and Wolf has the bearing of a modern art gallery. Enter and you're greeted by a unique, if eclectic, design concept that perfectly complements the "hand-made, hand-finished" craftsmanship of Sub-Zero refrigerators, and the striking forms of Wolf kitchen appliances.

This night, guests were captivated by the clean lines of Sub-Zero and Wolf's stainless steel kitchen furnishings, offset against textured walls of varied materials and colours.

The launch ceremony was graced by Mr Edmund Schorr, Sub-Zero and Wolf's Asia Pacific Sales Director and Mr Lim Wee Li, Executive Chairman & CEO of Kitchen Culture Holdings Ltd.

Host for the evening, actress Pamelyn Chee, led the guests through a delightful host of activities, starting with a food demonstration by Chef Mervyn Phan, who whipped up a meal as he imparted helpful tips on preparing tasty dishes in a fun and surprisingly easy manner.



Primus Cheng and Lim Wee Li



Lim Wee Li and Pamelyn Chee



Chef Mervyn Phan



The launch ceremony was graced by Edmund Schorr and Lim Wee Li



Baldev Singh and Mahmud Karim

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reddot design award
winner 2011

Mini Skin, design Fabrizio Crisà

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Mr and Mrs Jeff Tan



Mr and Mrs Lim Wee Li



(L-R) Zen Seah, Wendy Chan and Karmen Lee



Young Lim Jamyang Tashi and Anais Li

Jazz and bossa nova singer Dawn Ho added a touch of sophistication to the atmosphere as she serenaded the crowd with soulful numbers that had many swaying to the irresistible beat.

Guests toured the gallery admiring the Sub-Zero's legacy of high-performance refrigeration and wine storage systems, as kitchen specialists shared finer points about the state-of-the art features. Wolf kitchen appliances, with their sleek lines, spectacular functions and easy-to-use technology.

The highlight of the evening was a flairing performance by award-winning bartender Ogy. M. Fauzy, who has accumulated accolades from prestigious bartending competitions across the globe. The perfect cocktail for the evening was the specially-concocted "Kitchen Perfection", which sweetly captured the style and sophistication of the collections of Sub-Zero and Wolf. **KHL**



Philip Hong and Lydia Wong



Mr and Mrs Johan Tan



Flairing performance by award-winning bartender Ogy. M. Fauzy



Chef Mervyn Phan and Lim Wee Li



(L-R) Linus Loo, Kim HT, Lydia Wong, Zena Chng and Noel A Labarcon



Lim Wee Li and Kesavan Nair



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MERLION'S RIDE

In celebration of their 10th Anniversary, Lamborghini Singapore commissioned their 10 limited edition rides with a touch of locality



Lamborghini Singapore turns 10 this year! To celebrate this milestone, Lamborghini Singapore commissioned 10 Limited Edition Lamborghini cars exclusively for Singapore. These special cars will be recognised thanks to a specially designed "Merlion" logo tagged on the exterior of each car.

Making the celebrations even more memorable, a Charity Fund Programme was set up to raise money for the less fortunate. In its first charitable outreach under the programme, Lamborghini raised \$200,000 from the Singapore Limited Edition through its pledge of \$20,000 from the sale of each car, donated to The Straits Times School Pocket Money Fund.

Lamborghini Singapore will continue with its corporate social responsibility activities in 2011 to share and care for the underprivileged. [N111](#)



DISPLACEMENT	5.2 liter
MAXIMUM TORQUE	540Nm (398 lb-ft) at 6,500 rpm
ACCELERATION	3.9 sec
TOP SPEED	320km/h



Where
exceptional taste begins

La Cornue, renowned for over a century as experts in range cooker design and manufacturing, unveils Domaine Culinaire, a new global architecture concept. Combining hobs, roasting ovens, refrigeration units and exclusive kitchen cabinets, Domaine Culinaire uses craftsman techniques to create an exceptional, made to measure kitchen.



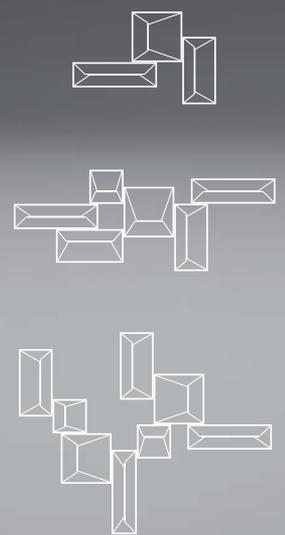
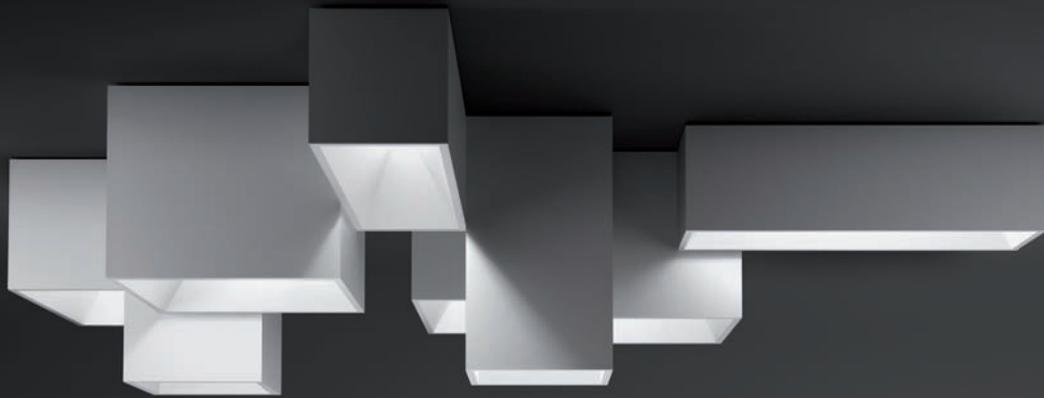
lacornue.com

LIGHTEN UP

An excellent combination of sensitivity, technology and functionality, HALLEY is designed to create warm atmosphere on any outdoor space

Joining the ranks of exquisite and innovative light fixtures from Italian lighting company Vibia is HALLEY; the brain child of designers Jordi Vilardell and Mertixell Vidal. The Halley boasts a revolutionary design with cutting edge technology that combines modern sophistication with functionality. Perfect for illuminating a romantic dinner or an outdoor party under the night sky, the sleek minimalist feature of the LED light strip makes it almost unnoticeable. Ensuring high quality standards and employing only the use of the finest materials, Vibia never compromises style with practicality. **KIII**





Link...

Architecture on the ceiling.

Design by Ramón Esteve

Just like the skyline of a big city, the four modules of Link can be combined to create silhouettes and volumes on the ceiling, fitting every space and situation. It only requires a single power connection point and use dimmable, efficient light sources.

Visit www.vibia.es, all information and 3D files are already available.

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