

# KITCHEN | VIEWS |

MAGAZINE Fall 2009

A KID-FRIENDLY KITCHEN  
ECO-CHOICES IN CHATHAM  
RELAXING IN A TREEHOUSE FOR GROWN-UPS

## *Personalized Design*

ALSO INSIDE  
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**A word from Suzi Kaitz**

**General Manager of Kitchen Views on the family's 75 year old business.**

A photograph of my grandfather in a grey double-breasted suit sits on the corner of my dad's desk in his office at our headquarters in Mansfield, Mass. He appears so earnest in this image it's as though he is still calling the shots and keeping a watchful eye on the company he founded in 1934, a company he could never imagine existing as it does today. Though I never had a chance to know him, stories suggest that Morris Kaitz was a determined and serious man dedicated to raising his four sons with an impassioned work ethic, the kind that keeps family businesses strong through the wars and the recessions, the loss of loved ones who were trusted

partners in every facet of life.

For countless years my dad and his brothers worked to build this company, and did so through innovation and dedication. Now with my cousins Margie and Steven Kaitz at the helm, National Lumber has become the largest independent supplier of building materials in the New England area.

While I realize that Kitchen Views is one integral part of this well-oiled machine, I believe that in its own way it is the heart of the company, just as a kitchen is so often the heart of the home.

In this issue you will meet some of the families, architects, and designers with whom we have worked during the past six months. You'll get a sense of selections we offer, and more importantly, how we help clients to create something that is exclusively their own.

My cousin Steven, who gives his heart and soul and most of his waking hours to National Lumber, believes that every client wants their new kitchen to be truly unique, a space designed to accommodate their very own particular needs, and those of friends and families who will gather there.

Marking the passage of time with good friends and fine food is an important ritual we hope every new kitchen we supply will invite.

This was an important year of celebration for National Lumber: 75 years in business. We will mark *this* moment knowing it's an inspiring accomplishment for a family business in 2009. Morris would have been so proud.

*Suzi Kaitz,*  
*General Manager*

## ABOUT KITCHEN VIEWS & STORE LOCATIONS

Kitchen Views serves discerning homeowners and seasoned building professionals with six showrooms in Massachusetts and one in New Hampshire. The Kitchen Views design team consists of 29 professionals with over 450 collective years of experience in the building industry and 239 years in kitchen design.

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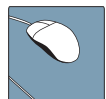
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# contents

## FEATURES

**04 ROOM TO GROW** A Sharon family's new kitchen was designed with *everybody* in mind.

**06 COLLABORATIVE CREATIONS** Kyra Lawton and husband Mark are a formidable creative team with their Kitchen Views Designer, Brandy Souza.

**10 GENTLE BREEZES** KV Custom designer Jessica Williamson takes us inside one of her favorite recent green projects.

**13 VIRTUALLY GREEN** A green home-building blogger uses his platform to help others with their own eco-friendly living spaces.

**16 WHY NOW** Fixing up a kitchen in a shaky economy might be one of the smartest life-moves you can make.

**18 A GATHERING PLACE** A Newton couple celebrates the completion of their dream kitchen.

**22 A 75-YEAR LEGACY** National Lumber's owners reflect on their three-quarter century run.

### ON THE COVER

In an effort to utilize green construction materials, Crystal Greencore cabinetry was selected for this new vacation home, designed to look like it's been there for centuries.



personalized  
design issue

## DEPARTMENTS

### 5 DESIGN TIPS **Kid-friendly Kitchen**

Keeping little explorers happy *and* safe in the kitchen.

### 14 BIG IDEAS **On the Surface**

Serious selection in the way of wood and other cabinetry materials.

### 20 PROFILE **Design Wise**

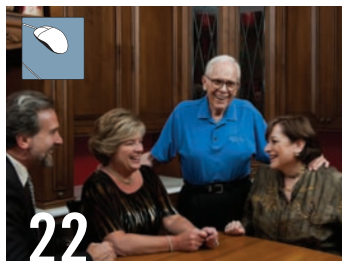
Designer Deb Bishop talks about her 20 years in the business and a recent project in Newton.

### 26 PRODUCT WATCH **Single Challenge, Four Solutions**

Don't get left stranded without a map. This installment of Product Watch takes on the challenge of kitchen islands so you can find your way to the island of your dreams.

### 28 AT A GLANCE **Kitchen Views**

Get to know our seven Kitchen Views locations.



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# ROOM TO GROW



Lori O'Driscoll and her husband have big families and big plans for gathering dozens of relatives many times throughout the year. The only thing they needed was a very big place to do it.

So the saws came out, some walls came down, and two smaller rooms in their Sharon, Mass., home became the kitchen of Lori's dreams. Fortunately they had help from Kitchen Views designer Amy Mood.

"I'm one of seven. My husband's one of four. We have big parties," Lori said recently, exuding a mix of deep satisfaction and barely restrained enthusiasm.

One key consideration in building the large, open kitchen and dining space was that the whole family could be at home in it, Lori said. "I wanted a place where we could all be together."

The focal point is a huge island with ample seating for children or adults who want to grab quick breakfasts or chat with the kids while meals are prepared. A visitor will see quickly that the island is anything but a glorified slab in the middle of the cooking area.

In addition to the usual storage space for pots and pans beneath the counter, an area designated especially for the kids was thoughtfully designed with a window seat, a microwave and refrigerated drawers at the island's end.


"Perfect," says O'Driscoll, "for grabbing a drink or making a smoothie."

"They have everything from a cutting board to a bread drawer to their own silver drawer," she says. "I think the island will always be my favorite part of the kitchen. It's where the kids gather."

If you're driving through Sharon on a weekend afternoon and the smell of freshly cooked corned beef is wafting from a house whose driveway is full of cars, chances are you've stumbled across the O'Driscoll's. Just don't expect to find a formal dining room if you're invited in.



Amy Mood,  
Kitchen Views designer, Mansfield.



The O'Driscolls selected Schrock cabinetry for their kitchen, using two different finishes – Heirloom Black for the island and Maple Whiskey Black for the rest. The center island features a custom-made cherry countertop.

## 5 tips for a

# kid-friendly kitchen

Kitchen Views designer Amy Mood says there are a few things that can make a kitchen child-friendly:

- 1** For little kids the height of the seating area is key. Don't leave them out of the action with tall stools they can't easily climb up.
- 2** Countertop corners should be rounded to prevent injuries during collisions. At particular ages, a sharp corner on a counter is right at eye level.
- 3** Built-in step stools can be concealed under cabinets, but they'll be put to such good use (as playsink or stove, drawing surface, etc.) that you'll rarely find them concealed.

**4** Safety latches are getting more attractive all the time, Mood says. The latest use magnets with special keys that need only be waved in front of hidden locks to release them.

**5** The new induction cooktops that heat only magnetic pots and pans but otherwise do not produce heat are probably the best solution to the age-old challenge of keeping children from attempting to imitate Julia Child without supervision. They've been popular in Europe for years but are only just catching on in the United States.

**While tailoring a kitchen to children can make sense at times, Mood says, there's something important to remember: Kids are going to get bigger really fast.**

# Collaborative Creations





In the tower's top floor, a wet bar features cabinetry by Greenfield with the Ashford doorstyle finished in Bisque; the mahogany countertop was custom-made.

“WE ALWAYS COME UP WITH A FRESH IDEA FOR EACH NEW PROJECT. WE WANT TO TAKE A DESIGN AS FAR AS WE POSSIBLY CAN AND WE DON'T WANT IT TO LOOK LIKE ANYONE ELSE'S.”

Long before the first power saw is plugged in to begin most major kitchen renovations, a critical team has to come together — the designer, who will plan how the new kitchen will look and work, and the architect, whose job at minimum is to handle underlying structural issues.

When the two work together especially well, the benefit to the homeowner can be tremendous.

Such is often the case with Brandy Souza, manager of the Kitchen Views showroom in New Bedford and an expert in kitchen design, and Kyra and Mark Lawton, a husband-and-wife architecture/design team in South Dartmouth (LawtonDesignStudio.com). For three years, Brandy and Kyra Lawton in particular have combined forces on a variety of projects both in and out of the kitchen. Where one's work ends and the other's begins can be tough to sort out, but the results often are stunning.

“We always come up with a fresh idea for each new project,” says Brandy. “We want to take a design as far as we possibly can and we don't want it to look like anyone else's.”

For the homeowner, that usually means a room or rooms that look like no others.

The effectiveness of the partnership is all the more surprising because their styles are considerably different.

“Kyra's very contemporary,” says Brandy. “And I'm more traditional.”

“We challenge each other. We respect each other's choices,” Kyra says.

Because Kyra also is a designer, Brandy's job many times is to bring to the conversation up-to-the minute knowledge of what myriad suppliers are offering. If a new countertop is hitting the market, Brandy knows about it. ▶▶



Architect Mark Lawton and designer Kyra Lawton of Lawton Design Studio relax in South Dartmouth.

# She would help us visualize things and make it all more real

- Mark Lawton, Architect

One recent project showed how unique their work can be.

The trio collaborated on the interiors of a three-story tower designed by Mark Lawton that was added to an existing home on the South Coast of Massachusetts. The master suite is on the first floor, a game and media room on the second, and on the third floor a wet bar/lounge sits high among the oak and birch trees.

“It’s our favorite room,” Mark said, referring to it as a “sky room.”

While the Lawtons did much of the design work, Brandy was intimately involved throughout the process.

“She would help us visualize things and make it all more real,” Mark said.

Kyra said she and Brandy work so well together in part because they get along so well.

“We would be friends even if we didn’t work together. I trust her,” Kyra said. “She goes the extra mile the way I go the extra mile.” And so they do, from one project to another, from the Boston suburbs to the shores of Rhode Island. **KV**



This three story tower, designed by architect Mark Lawton, was added to an existing summer retreat.

**TOP:** Designer Brandy Souza, Kitchen Views, New Bedford.  
**MIDDLE:** A dramatic two-sink vanity featuring painted inset cabinetry by Greenfield provides ample storage in the master bath. Matching panels on the Jacuzzi along with the built-ins at each end complete the elegant design.  
**BOTTOM:** Dynasty cabinetry was selected for this country kitchen in Wellesley—another team effort by Souza and the Lawtons.



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Shown: Tribeca Door | Cameo Finish



Chatham, Mass.

## *Gentle Breezes*

Helping plan the kitchen for a new Chatham vacation home came with a somewhat paradoxical mandate for Kitchen Views designer Jessica Williamson. The homeowner, Caryn, wanted an efficient, beautiful understated kitchen. And, she said in a recent interview:

“I didn’t want people to come in and say, ‘That’s the designer kitchen.’”

Caryn and her husband also wanted “to stay as green as we could,” she said. “It’s how we’ve always tried to live.”

Fortunately, Williamson is an expert in blending environmental and aesthetic considerations — something that came through to Caryn from the beginning.

“As soon as I met her, I knew she was the right fit,” Caryn said. “I had to feel good about the person I was working with and they had to know what they were doing... she was an amazing resource.”

*(Continued on page 12)*



Designer Jessica Williamson of Kitchen Views Custom in Newton during a photo op in the Cape Cod kitchen she helped to create.

“IT’S INCREDIBLY EFFICIENT. AND IT FEELS  
PEACEFUL AND JOYFUL AT THE SAME TIME.”



With an emphasis on green material, Crystal Greencore cabinetry was selected for this Cape Cod kitchen, thoughtfully combining three different door styles and open shelves reminiscent of an old country kitchen. Crystal's Lake Ave inset door in designer white was used on the perimeter; a customized transom door was designed for the cabinet under the sink. The island features the inset Regent door in rustic alder with a Cape Cod finish. A radius cabinet complements the curve of the island's prep sink. Hardware by Sietto in spruce green. Countertops: Vermont slate on perimeter and reclaimed beech on the island.

## To make the home green,

local materials were selected when reasonable. The floors are wide-plank recycled pine. Bead board is used extensively.

Slate for counters came from Vermont. The island top is reclaimed beech wood. The insulation is recycled denim. The cabinetry is free of added formaldehyde.

“That was a big part — looking for things that weren’t toxic,” Caryn said.

Throughout the house, colors are muted. The design might be summed up in one word: gentle.

Williamson said Caryn had “particular taste and a clear vision” that guided their efforts: “She insisted that the kitchen blend with the adjacent rooms.” At the same time, it’s the hub of the downstairs when their grown children join Caryn and her husband on weekends throughout the year.

Part of their goal, Williamson said, was to design a kitchen in which “you want everything to be new and function well, while using materials and creating a design that looks like they’ve coexisted for centuries”.

Caryn is thrilled with the kitchen after putting it through the paces.

“It’s beautiful but it feels very simple,” she says. “It’s incredibly efficient. I’ve been using it and it works.”

“It feels peaceful and joyful at the same time,” she adds.

Williamson, apparently, sensed the same thing during a recent final visit to check in on the homeowners.

Acknowledging the occupational hazard that can afflict kitchen designers, she stood in the space she had helped craft and carefully studied her surroundings.

“I had better get out of here,” she said. “Or else I might get too attached.”

| KV |

**TOP RIGHT:** A farmer’s sink in white porcelain adds another country touch above the custom designed cabinet below.

**MIDDLE RIGHT:** With simplicity and easy access as a goal of the kitchen design, bead board on the wall with one inch shelves on arched brackets help to meet the criteria.

**BOTTOM RIGHT:** The calm of the interior is carried through to the master bath, where Crystal Greencore cabinetry was also used for the vanity, topped by a soft blue marble countertop.



# Virtually Green

A KITCHEN VIEWS CUSTOMER BLOGS ABOUT HIS EXPERIENCES BUILDING A GREEN HOME.

If you think you may want to build a “green” house but aren’t sure just what it would take, Robert Glazer is eager to take you on a long, virtual ride.

The business consultant is building his own green home in Needham. And like any tech-savvy business expert these days, he’s blogging about it. The project is in conjunction with Free Green, an organization whose leaders want to make building plans free while making money by selling product placements and subscriptions. (In Glazer’s case, the process is working in reverse. He’s giving them out when his house is complete.)

The thinking behind the blog is simple enough.

“If more people understood green construction they would do it,” Glazer says.

And he’s had a few opportunities he realizes might not be available to other prospective builders of green homes, like having the time to visit literally 100 green houses to glean ideas.

“I’m just trying to put the information out there,” he says. “I believe in doing your research and doing things right the first time.”

Glazer and others want to make green plans available for free because the cost of hiring an architect is substantial, he says. Often, he said, it doesn’t really make sense unless the cost of a house, not counting land, is about \$800,000.

Free Green will offer construction documents, plans and three-dimensional walk-throughs for houses that without the land will cost between \$200,000 and \$600,000, Glazer says. “Someone could take the plans to a contractor and say, ‘build this house.’”

He has a piece of advice for anyone considering building a green house. Since homeowners have far more decisions to make than with typical homes, he said, “you really need to work with people who know their products. Jessica Williamson is incredible in that way.”

KV

Posted April 10, 2009 05:23 by Robert

## The Blog

The kitchen design is now complete, and we are getting ready to order the cabinets. Our “green” kitchen was designed by Jessica Williamson at Kitchen Views Custom in Newton, MA, who has been amazing. Jessica was able to incorporate all of our requests, including a stone arch, which proved complicated, and other preferences including places to keep our toaster, microwave and coffee pot out of sight.

We chose Kitchen Views because we were impressed with their designers’ attention to detail and knowledge of green cabinet products. Kitchen Views’ approach to design is different from that of other vendors. First they review your kitchen plans and give you a ballpark estimate, then they ask you to pay a deposit (which can be applied to any cabinet purchase). Their designers are really kitchen designers rather than kitchen cabinet designers; they design your kitchen with the whole house in mind, focusing

on all of the details beyond just the cabinets, including lighting, appliances, fixtures, colors, impact on nearby spaces, etc. It’s hard to explain this difference unless you have seen it firsthand.

Jessica also does all of her designs in CAD/CAM, so she was able to show us very realistic views of the kitchen, which is very helpful when considering different colors and looks. Most other vendors use generic kitchen cabinet programs.

We chose to use GreenQuest by Crystal cabinets, which Jessica highly recommended. Benefits include FSC-certified wood species, low-emitting water-based finishes, rapidly renewable materials, and no added urea formaldehyde boxes. Some of our cabinets are “inset,” which is a style that is not yet available in Lyptus in a white finish, so those doors will be of a different FSC wood and the darker doors in the bar area will be stained Lyptus. We are also using all plywood boxes.

For more blog entries like the one above,  
visit Needham Home Blog at [FREEGREEN.COM](http://FREEGREEN.COM).



**W**hite? Off-white? Beige? How about reclaimed redwood taken from barrels at the original Heinz pickle factory? Unusual materials are all around us. And while it's easy to get lost in the process of discovery a trip to a Kitchen Views showroom can keep you on track and well-informed. No longer is it a choice between two oaks and a maple. Today our selection is infinite, varied and exciting. We've also got some of the best time-tested designers in the industry and they're here to help.



9 10 11 12 13 14 15 16 17 18 19 20

# on the SURFACE

1. Antiqued burgundy on cherry by Omega
2. Cameo on maple by Greenfield
3. Quartered mahogany by Crystal
4. Gloss red by UltraCraft
5. Reclaimed mahogany by Craft-Art
6. Polyester cobalt blue by Irpinia
7. Caramelized horizontal grain bamboo by Corsi
8. Heirloom black by Schrock
9. Brushed aluminum by Hafele
10. Engineered horizontal teak by Irpinia
11. Halcyon on maple by Corsi
12. Engineered zebrawood by Crystal
13. Canyon Ridge on knotty alder by Corsi
14. Brownstone on walnut by Greenfield
15. Custom-matched paint on oak by Crystal
16. Figured anigre by Irpinia
17. Brushed Sahara by Irpinia
18. Cacao on mahogany by DeWils
19. Wenge on oak by UltraCraft
20. Reclaimed redwood by Craft-Art

# Why Now?

A MAJOR REMODELING DURING A PERIOD OF UNCERTAINTY MAY SEEM LIKE AN ODD IDEA, BUT FOR MANY HOMEOWNERS THE TIMING COULDN'T BE BETTER.



Logan inset cabinetry by Corsi in a fromage finish brings classic architectural detail to this Newton Colonial kitchen.

Deciding to remodel a kitchen is rarely a snap decision. In a tough economy the questions only multiply, whether the price tag is \$2000 for a quick face-lift or \$500,000 for a state-of-the-art makeover. But for many households, there's no better time to embark on a process that will leave you with a home that's more beautiful, easier to sell and most important of all, healthier for your entire family.

A functional, beautiful kitchen quickly becomes the focal point of home social life — and its benefits extend far beyond just aesthetics or making it easier for one person to chop onions while another is putting the finishing touches on a *crème brûlée*.

The health benefits of upgrading your kitchen range from letting the cook offer more choices to inspiring the cook to forgo a trip to a restaurant in the first place.

"I love to cook," said Lori O'Driscoll of Sharon, whose

story of a recent remodeling you'll find in this issue of *Kitchen Views* magazine. "This is a place we can all be together. I love to bake and I like to teach my kids to bake."


And just cooking at home is a big improvement, public health researchers have found.

The U.S. Department of Agriculture, in a study on dining habits, listed several advantages to eating in: restaurant food has more calories overall; restaurant food has more of the kinds of nutrients Americans should cut back on; and restaurant food has less of the nutrients Americans need more of.

The bottom line: Researchers determined eating out was one factor in the nationwide surge in obesity.

In contrast, a first-rate kitchen invites people to cook in and dine in.

The *Keyzers of Newton*, also profiled in this edition of *Kitchen Views*, love to cook with fresh ingredients.



*A functional, beautiful kitchen quickly becomes the focal point of home social life — and its benefits extend far beyond just aesthetics or making it easier for one person to chop onions while another is putting the finishing touches on a crème brûlée.*

Their new kitchen has made it all the easier to do things exactly the way they want to.

The trickiest decisions about remodeling may be for homeowners who think they may be selling soon.

While the payoff is not dollar-for-dollar, sprucing up a kitchen is a great way to accelerate the sale of your house.

“Spending some money on the kitchen — if it hasn’t been remodeled — is probably the number-one priority if everything else is working,” said George Fallon, a Realtor on Boston’s North Shore. Aside from curb appeal, it is the kitchen and/or master bath that helps to really distinguish a home in the current real-estate market. And a dream kitchen can be love at first site for the prospective buyer, it doesn’t have to be ready for a magazine spread, as Fallon says, but the right selections have to be made.

If a seller is re-doing a kitchen prior to listing a house,

it’s important to talk to an expert who knows current trends extremely well, Fallon said. The countertops, for example, should be not what the seller would like but what the overall market is embracing at that time.

Failing to enlist a professional can be a real mistake, he said. “Sometimes people who aren’t entirely comfortable with the creative process become overwhelmed.”

In the final analysis, one thing to remember is that your kitchen is an investment that is used day in and day out, year after year.

Suzi Kaitz, general manager of Kitchen Views, recalls seeing a couple who had just replaced an old kitchen.

“They were joyful,” she says. “They were so excited to have new, well-planned space where they could cook together with gusto.”

| KV |



# a gathering place

A Newton couple builds their dream kitchen for two, and for the guests they love to entertain

**G**utman and Ninelle Keyser had a problem, but nothing that couldn't be fixed with a little remodeling, the installation of some first-class materials and the listening ear of Kitchen Views Custom designer Deb Bishop.

"She was one of the key people in the whole renovation project — not just the kitchen but the whole space," Ninelle Keyser says of Bishop, who has designed kitchens for some of the Boston area's finest homes for 20 years and guided the Keyseres through their own recent project.

The challenges facing the homeowners and Bishop were significant.

The couple wanted to keep their suburban Boston split-level but make it more amenable for the large family gatherings they like to host. They wanted a first-class kitchen with lots of natural light that the original design didn't provide. And they wanted it laid out well for cooking together, an almost nightly ritual. In short, it had to be efficient for two yet comfortable for 30.

"The goal was to make it more functional — and to make it more beautiful," Ninelle Keyser recalled on a recent evening. (That night's fare: sushi.)



Surrounded by warm cherry cabinetry manufactured by DeWils, Ninelle and Gutman Keyser celebrate the completion of their newly renovated Newton kitchen before guests arrive.

*“She had an incredible ability to listen and understand our needs.”*

The Keyzers credit Bishop with attentiveness throughout the process, helping to hone their own ideas and also introducing some new ones. “She had an incredible ability to listen and understand our needs,” Ninelle says.

From Bishop’s perspective, collaboration was key to the project.

“Ninelle bounced ideas off me throughout the renovation and we came up with some unique solutions,” she said modestly.

One change Bishop suggested was making the island a different color granite compared to the other countertops so the island could play off a nearby granite fireplace. She proposed a wall cutout that would allow more natural light to hit key spots in the kitchen. And she helped to solve what Ninelle calls a “skylight issue.”

A key priority, Bishop says, was “flow” — letting cooks and guests move fluidly from one space to the next, grabbing an hors d’oeuvre here or joining a conversation there.

A finishing touch on the whole project was a first-

class coffee station.

“It’s an addiction,” says Gutman, a scientist in nearby Cambridge, Mass. “So you have to take it seriously.”

Noting it had been six weeks since the project’s completion, Ninelle offered what may be the best endorsement of Bishop’s work.

“I have not found anything I would like to change,” Ninelle says. “And a lot of things she helped us with, we’ve come to appreciate even more.” **| KV |**



The Keyser Kitchen has plenty of space for entertaining a house full of guests but retains those personal touches for everyday living.

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# design wise



Autumn-stained cherry cabinetry by DeWils was chosen by the Keyzers, along with two contrasting granite countertops: Tan Brown for the perimeter and Ivory Fantasy for the island.



## Deb Bishop

“I try to make them feel comfortable with their ideas, their choices, with me and the design process.”

**Debra Bishop, CKD, CBD,**  
designer & showroom manager,  
Kitchen Views Custom, Newton.

Kitchen Views designer Deb Bishop talks about her life s work and a recent project (see previous story, *A Gathering Place* ).

**What motivated you to become a designer?**

I love a puzzle and am a problem-solver by nature. It's satisfying to help a client achieve the finished space they had in mind when the project was conceived.

**What excites you most in your work?**

When I get up in the morning, I never know who I am going to talk to, where I may end up, or what new idea or material I may learn about. Every project is different.

**What is your goal with your clients?**

To listen, listen, listen. I try to make them feel comfortable with their ideas, their choices, with me and the design process. I have observed people who are good listeners, who also take time to speak. They are able to control the tempo of the conversation and to get people to open up to them. I consistently try to practice the art of "slowing down and listening."

**What did you like most about the Keyser project?**

Both Ninelle and I reflect back to the first day we met. Ninelle came to me with a set of plans from another designer that showed a walk-in pantry. I finally convinced Ninelle that she didn't have room for this by placing blue painter's tape on the floor in our showroom, and asked her to walk into the space. From that point on she consulted with me on numerous decisions – even those that weren't directly related to the kitchen design, because I was a good sounding board. Ninelle mentioned several times that she would come in to Kitchen Views during the remodel to collect her thoughts, re-group, and be able to return home to the organized chaos that surrounds every remodel project. It was flattering that she felt comfortable here in our showroom.

**What's your dream project?**

A floating kitchen with no apparent means of support.

**Is it tricky to make a kitchen both efficient and gorgeous?**

Now we're at the heart of the design goal! Every project has its spatial challenges. Being creative, "solving the puzzle", and working with cabinet lines that are flexible are key. When I can't solve a puzzle, I can't put my mind to rest or fall asleep at night. Being involved with the National Kitchen and Bath Association (NKBA) and "think-tanking" with colleagues are important tools in my arsenal. Staying abreast of industry changes keeps me creatively stimulated and aware.

**Final thoughts...**

Be patient, thoughtful, and kind during a build or remodel. Cool heads are much more pleasant for all involved. If a mistake happens, or something doesn't come out the way you envisioned, slow down, take a second or third look, brainstorm. A successful project requires teamwork.

“When I can't solve a puzzle, I can't put my mind to rest or fall asleep at night.”



From left: Marjorie Kaitz-Seligman, Steven Kaitz, Louis Kaitz and Suzi Kaitz at Kitchen Views Custom in Newton.

# *A* 75-year *Legacy*

LAUNCHED DURING THE GREAT DEPRESSION  
AND NURTURED BY THE SAME FAMILY SINCE THEN,  
NATIONAL LUMBER IS CELEBRATING ITS 75TH ANNIVERSARY.

**After three quarters of a century** working nearly every day at National Lumber Co. — his only extended absence was to serve in the former Army Air Corps during World War II — Louis Kaitz does not lack for stories...



There was the time when as a 16-year-old with a brand new license he lost a load of lumber from a truck he was driving down Columbus Avenue in Boston during a pounding rain. Or the day National Lumber became the first yard in the region to buy a forklift. Or, for that matter, the excitement that came with setting aside years of trepidation and launching Kitchen Views, the company's cabinetry division that grew from one to seven showrooms in as many years.

But the son of a Polish immigrant who arrived penniless in Boston at age 14 after escaping pogroms in his home country talks with perhaps his greatest pride not about business milestones or important deals involving the company his father founded, but about the hundreds of men and women who to this day depend on National Lumber to care for their own families.

"I've been to their weddings. I've been to their christenings," he recalled during a recent interview.

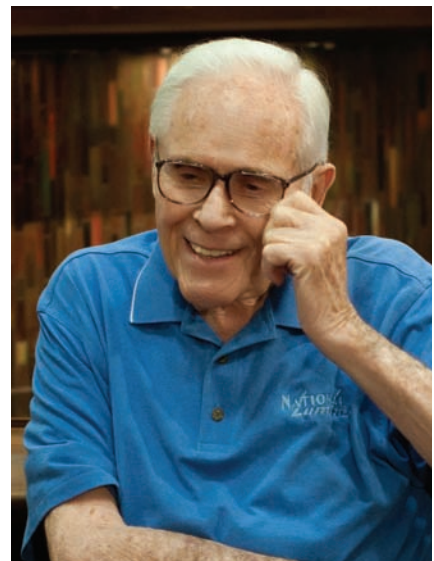
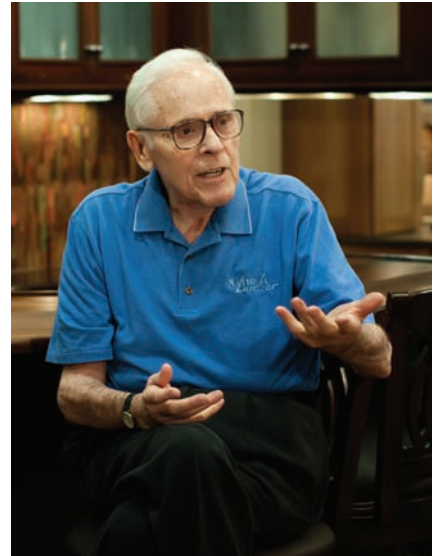
The comment, echoing a remark he had made days earlier in a different setting, suggests a lot about the values that have permeated National Lumber since its founding.

Lou's father, Morris Kaitz, learned English quickly and did very well for himself as a home-builder only to take a financial licking when the stock market crashed in 1929. But in 1934, at the height of the Great Depression, he managed to start National Lumber in Boston's Roxbury neighborhood. (The headquarters moved to suburban Mansfield, Mass. in 1991.)

Not only tradition, but necessity, led Morris's four sons into the business. They started at the ground floor, driving trucks and working as salesmen. The Kaitz boys were expected to work for free until they got married. After that, their pay was increased to \$50 per week.

Eventually John Kaitz would call on builders, Sam would work in administration, Harold would handle legal matters and Lou would run various facets of the operation.

National Lumber has grown to eight locations, a plant that manufactures trusses and wall panels and a state-of-the-art millwork facility. The small company of a father, four sons and a few non-family employees is now over 500-strong. ▶▶



# 75-year Legacy

Lou Kaitz says the wisdom of his father's primary lesson has only become clearer with time: "Treat the people that work for you honestly. Treat your customers honestly. And treat the people you buy from honestly."



With a satisfaction that doesn't so much as hint of arrogance, he summed up his long career.

"My desire was to make National Lumber not the biggest, but the best building materials dealer in New England," he said. "And in being the best we have become the biggest. I would say that I have succeeded."

Of the four brothers, only Lou remains. In 2001 Manny Pina became the company's president. Still, the family presence is strong.

Lou's daughter Suzi runs Kitchen Views. John's daughter Margie brought computerization to the company and is now Co-CEO with her brother, Steven. Margie says the key to the company's success has been hiring well. "Our prices are very competitive," she said. "It's the people that make us different."

Steven, as chief executive at National Lumber sounds a bit the way his grandfather has been described — demanding yet fair.

"We have to do everything with the utmost concern for service and quality," he said in an interview. "The business was always based on serving customers better than anybody else. That's been our legacy — my grandfather's legacy, my uncles' legacy, my father's legacy."  



**PICTURED:** An old National Lumber magazine ad shows Sam, Louis, and John Kaitz accepting an award for their business' participation in the community (circa 1960).

## Relax...

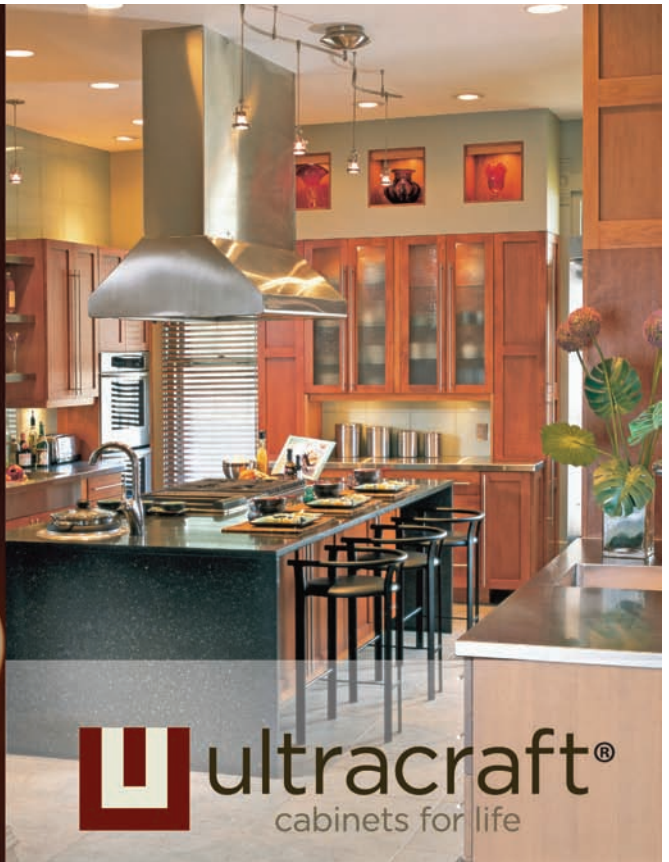
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GreenGuard® certified laminate ✓

Rapidly renewable Bamboo ✓

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# SINGLE CHALLENGE FOUR SOLUTIONS

It's about as common in today's kitchen as the microwave or refrigerator, for that matter. But unlike those appliances, the island's purpose is as varied as the materials and shapes that give it its flavor. For a homeowner, the island challenge can be pretty daunting. But having a better sense of how your space will be used could make a big difference in how you cross that bridge when it's time.

Some islands are made for homework as much as they are for food prep. Conversely, other islands are the most instrumental part in the complicated workflow of a cook who loves to entertain a houseful of guests. Knowing how your island gets visited each day will invariably shape the content of its cabinets and the dimensions and height of its surface.

## OPPOSITE: Clockwise from top left.

Don't think you have enough room for an island? Well, think again. This portable island, created with cabinetry by Schrock, is little more than a counter-top installed upon two cabinets and two shapely legs, offering just enough space to savor a moment of solitude and a morning latte before the action begins.

\$

Show off your cooking skills and remain part of the party by incorporating a semi-pro island cooktop. A bold splash of color in natural cherry cabinetry by Corsi adds panache to this focal point. However, before you set your heart on this plan, remember that ventilation in the middle of a room requires strategic planning.

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Carefully planned storage space requires considerable discussion when designing an island, even in a colossal kitchen. Add two levels, with a prep sink above and a wood-topped baking center below, and this five by eight foot island by Crystal provides a bevy of solutions for the multi-cook family.

\$\$\$\$

As walls come down and the kitchen and family rooms merge, an island with a high bar for seating and a lower level for food prep keeps the mess out of sight and the flat screen right where you want it. Mixing and matching Dynasty and Omega cabinetry help to create this custom look at an economical price.

\$\$

# Island



nds

# Kitchen Views locations



## KITCHEN VIEWS CUSTOM

### 64 Needham Street, NEWTON

With state-of-the-art materials in each enticing display, this Newton location showroom offers the ultimate viewing and design experience. The boutique-style setting provides personalized attention from a team of designers committed to creativity and excellence. Our vast range of products extends from the highly customized to high-end semi-custom cabinetry, a new line of green custom cabinetry, and an outstanding selection of eco-friendly countertops.

## KITCHEN VIEWS AT NATIONAL LUMBER

Experience only begins to define the team of designers who work at each of our six KV at National Lumber locations (five in Massachusetts and one in New Hampshire). Combine that with a comprehensive knowledge of a variety of semi-custom and standard cabinetry lines, and you've got the expertise that only years in this business can bring.

### 33 Mason Street, SALEM

Think of the Kitchen Views Salem staff as a rapid response team for the North Shore and Merrimack Valley. Based in our oldest active location, the Salem staff specializes in offering fine design across the economic spectrum—at your convenience. Two stories of displays include many of the lines featured in our other showrooms.

### 112 High Street, BOSCAWEN, NEW HAMPSHIRE

When we decided to expand Kitchen Views into New Hampshire we went to the heart of the state. Our Boscawen location—the company's newest and our first outside Massachusetts—is about a 15-minute drive north of Concord. We could not be more excited to serve the Granite State's homeowners, builders and contractors.

### 25 Central Street, BERLIN

A customized cherry bar is one of the more exotic products presented in our Berlin location. There's also a luxurious double vanity. As you might expect for a showroom located in the picturesque rolling hills of Central Massachusetts, you'll find kitchens perfect for a farmhouse. Just feet away you also will find kitchens more suited for an urban loft. And there are plenty of offerings that fall somewhere between the two.

### 15 Needham Street, NEWTON

Just a block from Kitchen Views Custom, this location is housed in National Lumber's iconic Newton store.

It's very possible the veteran designers have sold a bath or kitchen for a home on every block in the region. One thing is certain: between KV Custom and Kitchen Views Newton you'll find *everything* kitchens. From the most economical to the extremely exotic, you'll encounter it all without ever having to get in a car.

### 71 Maple Street, MANSFIELD

Our Kitchen Views Mansfield showroom, located on the ground floor of our corporate headquarters, isn't just about kitchens. It also includes a mud room and an entertainment center—the kinds of spaces you may very well have in your own home. Some 18 displays spread over 4,000 square feet show off a broad range of semi-custom and standard cabinetry.

### 120 Welby Road, NEW BEDFORD

Our New Bedford location serves not only residents and builders on the South Coast of Massachusetts but others who travel from Martha's Vineyard, Nantucket and Rhode Island. Of course the designers based in our Whaling City showroom log plenty of miles of their own, by car or by ferry, sharing their expertise in making the semi-custom look custom and adding value to even the most experienced builders' work.

Bringing elegance to everyday living . . .



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