

introducing the e:line kitchen collection

Today, the kitchen takes centre stage as the focal point for guests when you entertain, as well as a place where passion is turned into cuisine. It has evolved beyond the purely functional into an area that reflects your taste and personality.



With over 85 years' experience in homes and leading restaurants around the world, Electrolux understands this transformation and have created the Electrolux E:Line collection to take the kitchen into a whole new realm.

All of the individual appliances in the collection are designed to complement each other and create visual harmony – clean lines, horizontal pewter toned glass bands and stainless steel exteriors.

This harmony is the result of a global design brief. Our designers from around the world worked closely with leading international kitchen architects to create a fresh, sophisticated look. The result – appliances that will create the perfect environment for both entertaining and stylish everyday living.

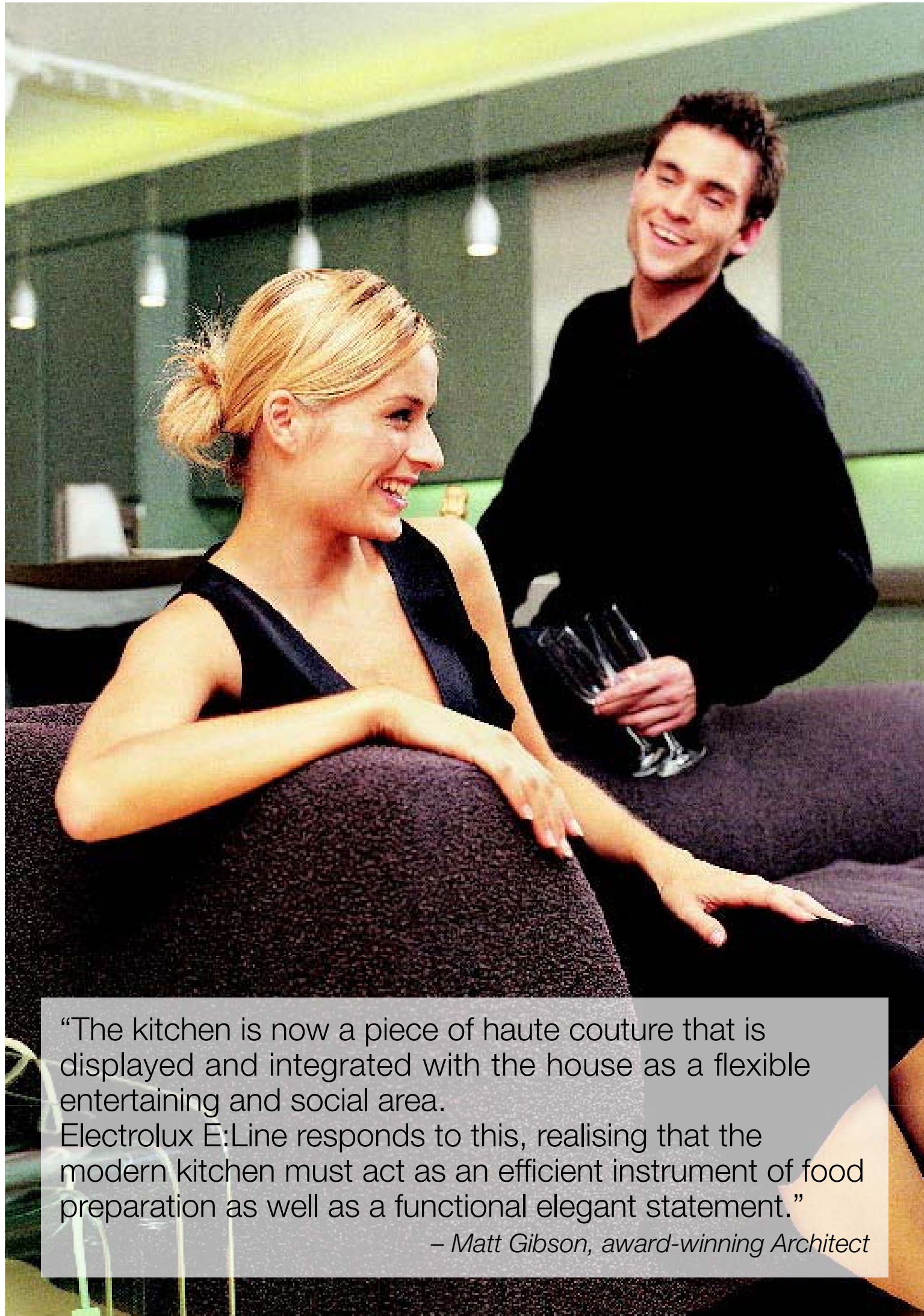
Every aspect of the Electrolux E:Line collection easy to use. By marrying design clarity with intuitive features we've put you firmly in control of your kitchen.

kitchen trends

Throughout this brochure Megan Morton speaks with award winning architects and designers. She shares their thoughts on the future of kitchen design and how they would incorporate Electrolux E:Line into these directions.

Megan Morton is a freelance design journalist and interior stylist who contributes regularly to Vogue Living, Inside Out, Australian Home Beautiful and The Good Weekend Magazine.





“The kitchen is now a piece of haute couture that is displayed and integrated with the house as a flexible entertaining and social area.

Electrolux E:Line responds to this, realising that the modern kitchen must act as an efficient instrument of food preparation as well as a functional elegant statement.”

– Matt Gibson, award-winning Architect

concept kitchen one matt gibson a+d

The kitchen and living area are integrated in a space limited urban terrace.

"This kitchen is not designed as a kitchen in isolation, but as an integrated living zone within the context of the urban terrace" Matt Gibson tells us about his vision.

"This ubiquitous urban condition often presents a context where space is limited and the kitchen must be thoughtful of the adjacent living areas within the home, and indeed the living areas outside the home. I believe that the modern Australian kitchen must embrace the lifestyle of its users on a macro level.

It must inform the architecture and embrace the connection with context and climate – where food preparation, entertaining and dining have the flexibility to be carried out either inside or outside. It must be the emotional heart and the visual jewel of the living environment.

Conceived as a 16 metre lineal bench, this space presents a strong formal element that integrates and informs the interior flow of spaces and indeed is an aesthetic statement in itself. The bench houses at one end (internally) the kitchen proper with Electrolux E:Line oven, ceramic cooktop, rangehood and dishwasher and at the other end an informal kitchen containing a Jeppe Utzon (also by Electrolux) barbeque, sink and additional preparation bench space.

A 100mm thick stone bench wraps down to form a backlit banquette bench seat for conversational seating or display of found objects. The internal end forms a small part of the 'L' containing refrigeration and pantry storage.

The strong horizontal of the rangehood element, stone bench element and the integrated finger pulls within the joinery fronts, all suggest a sense of elegance and movement.



At the end of the bench and rangehood, a mirrored storage door front encourages even further continuation of these elements, mimicking the flow of the hallway from front to rear.

The palette? I've kept it to a restricted range of sophisticated yet timeless materials to keep the space clean, uncluttered and simple. It allows the quality of the interior speak for itself."

Splashback Silvered glass mirror.

Bench top Honed Carrara marble, reconstituted stone, formed concrete cut back and burnished

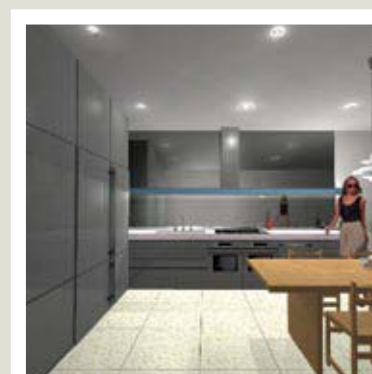
Cabinet fronts Stainless steel (to match Electrolux E:Line fronts), white 2 pack lacquer, Macassar ebony timber veneer.

Flooring stone.

Pantry fronts Floor to ceiling brushed stainless steel, (linking beautifully with the E:Line refrigerator fronts, and providing a powerful cohesive visual statement when viewed from the rear living area and outside).

Electrolux E:Line components used

Oven EOEE62AS, Ceramic Cooktop EHET96AS, Rangehood ERCE90AS and dishwasher ESL9163 and the Jeppe Utzon Barbeque (for exterior section).



Favourite E:Line element – The rectilinear lines of the E:Line refrigerator and rangehood integrate really well with strong architectural interiors. My favourite is the induction cooktop that can be moulded seamlessly into the benchtop.

Matt Gibson is based in Melbourne and specialises in residential, interior and hospitality projects. Career highlights include being awarded Best Emerging Practice Award (Australian Interior Design Awards 2005).

web www.mattgibson.com.au
phone 03 9410 6677



electrolux induction cooktops – safe precise and powerful

Induction cooking will revolutionise your kitchen. No domestic cooking system heats faster, uses less power or is more precise and safe to use than induction – not even gas!

Precision perfect cooking is no longer a case of luck over good judgement. Exact temperatures can be reached and maintained easily. This greater precision enables you to do things like melt chocolate without it burning or to simmer special sauces without them boiling. Control is at your fingertips with induction cooking. The electromagnetic method of heat transfer utilised in induction cooking uses energy to maximum efficiency, conserving power. Unlike other cooking appliances there is no pre-heating phase.



EHD8690P shown

take the heat out of the kitchen

As there are no naked flames, the residual heat experienced with induction zones is substantially reduced, keeping the kitchen cooler and the food perfect. Naturally this means surfaces are much easier to wipe clean, as spilt food is not burnt onto the hotplates or surrounds.

Additionally, if there is no pot on the induction zone, the zone will not heat up, avoiding accidents that can occur when cooktops are left on. Simple to operate and elegantly designed, an Electrolux E:Line induction cooktop will fit seamlessly into your kitchen. For people who like to mix the new with the classic, there's also the choice of a combination cooktop which combines state-of-the-art induction technology with conventional electric cooking.

how does it work?

Induction technology uses electromagnetic fields to transfer energy to the cooking pot which then converts into heat. The heat is generated at the base of the pan, not by a cooking element. In effect, this turns the pan itself into a hotplate and removes a significant amount of radiant heat from the cooktop surface.

suitable induction cooking utensils

In principle, steel, steel-enamel and cast iron pots and pans with magnetic bases are suitable for induction cooking. High-grade steel pans with a mixed metal base (sandwich base) are suitable for induction only if the manufacturer has expressly marked them as such.

If you wish to use a special type of pan (eg. a pressure cooker, simmering pan, wok etc.), please observe the manufacturer's instructions. For a quick test, use a magnet – it will stick firmly to suitable pots and pans. Aluminium, copper, brass, glass, ceramic, porcelain or stainless steel pots and pans (unless specifically designated as suitable for induction), are not suitable for induction cooking zones.



EHD8690P shown



booster zone

electrolux e:line rangehoods – clean lines, clean air

In a modern kitchen that multi-tasks as an important part of the entertaining and living area you need to think about how even the rangehood contribute to the total ambience.



bold and striking

The Electrolux E:Line rangehood is striking, almost sculptural in appearance. With bold lines and manufactured from stainless steel and pewter tone glass, it flows harmoniously with the rest of the Electrolux E:Line family.

Your Electrolux E:Line rangehood will efficiently remove fats and greases from your kitchen environment and do so quietly that no one's enjoyment is interrupted. Special grease absorbing materials in the filter help to reduce grease build-up and keep the rangehood clean.



electrolux e:line dishwashers – smart lines, sparkling dishes

Boasting clean European inspired lines, these dishwashers are easy to use and effortlessly clean your dishes.

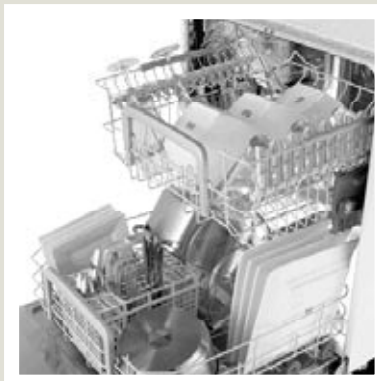
stylish and ingenious

You can opt for the E:Line dishwasher to show its signature stainless steel finish to the world or to disguise it behind a door that matches your kitchen cabinetry. Either way you save time and water with the ingenious auto sensing which measures the cleanliness of the water after the first rinse and only performs a second rinse if necessary.

There's also the option of the extra wide 900 mm model. If you are big on entertaining, this model is big on cleaning, and will accommodate an entire 12-piece dinner set, in one easy to load draw.



ESL9163 shown



ESL6163 shown



blue progress light indicating dishwasher is in use



green progress light indicating dishwasher has completed its cycle or is on standby

electrolux e:line modular refrigeration

Fresher food, clever drink storage, cosmopolitan looks and unheard of flexibility – the fridges in the E:Line modular collection help you achieve a professional-looking kitchen to reflect your love of restaurants and fine food.



models shown EBM5107SA-L with EBM5107SA-R

incredibly flexible

When you are designing your kitchen, fridge space is a critical consideration. Ample fridge space enables you to entertain in style. The 10 models in the E:Line modular collection can be mixed and matched into an incredible 25 different pairing combinations. Designed to fit together seamlessly, you can choose to achieve a perfect side-by-side look with two fridges opening in a French door fashion.

Think what this means: two 520 litre fridges fitted side-by-side open up a massive 1,040 litres of gross capacity. Display drinks and stylishly arranged entertaining food in one and in the other store everyday staples out of sight. Available for purchase separately or as a pair, these products offer an alternative to side by side fridges when paired together (with an E:Line connection kit), or are a stylish appliance on their own.

storage to play with

With so many pairing options your total storage is impressive. Equally so is the flexible storage arrangement within the fridges. Up to eighteen storage compartments enable you to maintain order and store items where they are best suited – vegetables in crispers, butter high in the door to keep it soft, and wine in the specially designed wine racks.

tetsuya wakuda cooking authority

Ever since Tetsuya Wakuda started cooking at his tiny restaurant in Sydney's Rozelle in 1989, he has been showered with accolades. Recently, his eponymous restaurant, now based in a stunning heritage-listed house in Kent Street, Sydney, was rated fifth in a list of the world's best restaurants by London's *Restaurant Magazine*, and awarded three chef's hats (the highest rating) for the 14th year running in the 2006 *Sydney Morning Herald Good Food Guide*. This year he will be honoured in Cannes at the annual Gourmet Voice Festival for his contribution "to promoting gastronomy in all its ways".

Tetsuya's exquisitely refined cooking has long attracted devotees from around the globe; indeed, more than half of his restaurant's bookings are made from overseas. And although he travels extensively, he can still usually be found, sleeves rolled up, at the stoves in Kent Street. He acknowledges his years spent working with another of Australia's finest chefs, Tony Bilson, for providing him with an invaluable grounding in classic French technique, as well as the opportunity to develop a signature style that also draws on his Japanese heritage.

Tetsuya, in turn, has long been a devotee of Electrolux appliances, and his private kitchen at the restaurant is equipped with the original Electrolux Gallery collection.

"I've known the company for years and I've been using Electrolux equipment ever since I started in Rozelle. In Europe it's one of the most popular brands for commercial kitchens, and for the home cook it offers the same durability, reliability and ease of cleaning needed on a large scale in restaurants. Induction cooking has been around a long time, so it's tried and tested. It cuts down on radiant heat – which keeps commercial kitchens cooler – so it's perfect for Australian conditions.

Although Tetsuya jokingly describes himself as the 'gadget king', he stresses that success in the restaurant means being consistent. "I need equipment that will give me the same result each time. For example, say we're poaching ocean trout in herbs and olive oil at a low temperature, we know that every time we do this using induction the result will be the same – perfect – which is essential for restaurant cooking. With induction, the heat is consistent across the entire base of the pan. You go to Alain Ducasse's kitchens and he's using an induction wok – far more efficient and quicker than gas!

"It's also about cutting down the time you spend cleaning up. If something boils over,

it's just a matter of wiping down a surface – which means you need fewer chemicals for cleaning."

Tetsuya is noticing the increasing awareness centred on health and well-being issues in Europe, something he feels is mirrored in Australia.

"At the restaurant our cooking is definitely European, with our own touches, of course, to make it interesting. It's Mediterranean really – we hardly use any butter or cream; certainly not in our savoury cooking, when we use mostly olive oil. For us, the healthy choice we make is in the produce. We use organic ingredients as much as we can, and we like to know where our produce comes from, how it's been reared or grown, by producers who care" he explains.

Everyone's so busy nowadays that people tend to eat out more during the week. But I think the weekends are different, and that the kitchen is increasingly becoming the heart of home life, where you can relax with family and friends. You can see it in the way kitchen design is changing – open-plan living rooms that centre around the kitchen, where you can chat over a glass of wine while you're cooking. So although the kitchen may only be used a few times a week, it needs to be more user-friendly, ergonomic, stylish and, most importantly, easy to clean! After you've been entertaining, you don't want to spend two hours in the kitchen cleaning up! Pyrolytic self-cleaning ovens are not only convenient but so much healthier for the environment – you don't need all those harsh chemicals. And I'm short, so details like a side-opening oven saves my back," he laughs.

Overall though, Tetsuya sees a more fundamental shift, observing, "Nowadays people are definitely more educated about food. Fifty years ago people ate to survive; now, increasingly, people eat to enjoy."

And those on the waiting list at Tetsuya's would be the first to agree...



By Sally Feldman – a freelance writer and copy editor on publications, including *The Weekend Australian's* 'Travel and Indulgence' section, *Luxury Travel & Style* magazine, *Vogue Entertaining + Travel*, and ABC's *Delicious* magazine.

