



Investing in a new kitchen is more than just about the money – as this room is often the heart of the home it's about hope, desire and dreams come true too.

Photography: Michael Speak

SUCH STUFF AS DREAMS ARE MADE ON...

Nobody knows this better than Vincent Bentham, Design Director at Earle & Ginger Kitchens in Hale and Didsbury, whose commitment to the creation of dream-fulfilling kitchens won the business the accolade of Best Kitchen Retailer at the North West Design Awards 2010.

Vincent says: “We were so happy to receive this award. We have created some jaw-dropping kitchens for clients, and know that they are happy with what we do, but for an external body to acknowledge our hard work and commitment to design and customer satisfaction was immensely pleasing.”

Earle & Ginger was established eight years ago and brings together the skills and experience of Michael McMahon, a long-time kitchens designer and industry expert, and Vincent, whose background in architectural home and property development brings an edge often lacking in kitchen design.



“When people are fitting a new kitchen, it's now so much more than just an update on an existing room,” says Vincent. “The kitchen has evolved into a living space where time is spent relaxing, entertaining, just being together. Many people are developing their kitchens by extending, or re-formatting the whole downstairs living area. This gives us more space, but also means we need to be able to deliver against additional requirements, such as dining areas, entertainment zones and even space for sofas and chairs!”

“We always say that the earlier people call us, the better. With the architectural experience we bring, we can add the little extra to turn a great room into a wow room – tweaking the size or position of a window for example, talking about appliances and lighting before the walls are plastered and tiles go down. It makes a big difference.

“We have a dedicated lighting designer working with us now, who can create different zones in the kitchen, or help you light the space according to the purpose you're in there for – cooking, partying, chilling out... We use a lot of LED lighting now – it's cheaper to run and the effects you can create are astonishing.

“We're also working a lot more with what a few years ago were considered appliances only for professional chefs. The Miele Combination Steam Oven, for example, is very popular. We like to be aware early on what the client wants and then we can project manage the whole fit accordingly.”

Earle & Ginger have rapidly developed a reputation for being the go-to designers for

people who know exactly what they want, but have been frustrated by businesses who seem to want only to squeeze square pegs into curvy spaces.

“We deliver a truly bespoke service. People can be thinking about and planning their new kitchens in their heads for years before they actually are in a position to make it happen. Customers bring mood boards, pictures from magazines, whole lists of ‘must haves’. It's an important room, one that once it's done, you're not likely to be able to change for a good few years. It's vital it delivers exactly what you dreamed of – and that's what we do for our customers.” ■



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