

Jonathan Paul - custom design

‘total
freedom’



Several years ago, Kitchen Industry award winning designer Jonathan Paul, detected a developing trend amongst his luxury market clients. As they saw their homes soar in value they began to demand an ever greater level of opulence and personalisation from their kitchen and living space designs.

Jonathan's core brand Rational offers an outstanding range of kitchens which can be semi-customised. Including exciting contemporary book-matched veneers - where matching grain flows across several units and plinths. But for his new breed of ultra-affluent clients he needed something more.

He began a major search to discover if a manufacturer already existed who was producing contemporary furniture which could be customised. Inevitably, Jonathan's search led him to Germany - the home of many superior kitchen manufacturers. Here he found a unique company, who could supply exactly what he required. Various meetings took place where Jonathan was introduced to breathtaking product designs and an entirely different manufacturing concept. He soon recognised that the company had the same commitment as his, to new design and innovation. Most importantly, almost every item that they manufacture can be fully customised,



me with vast additional scope, my most affluent clients will reap the benefits. I have total design freedom, without compromise. The manufacturer of our new Architecture brand, was an important find. They will produce virtually anything I specify. The company is far ahead of any mass production company. My relationship with the German manufacturing team has already proved that they will go to extraordinary lengths to source the material I require. The only limitations are the practicalities of manufacture and acquisition of the right quality raw materials. Virtually any veneer can be book-matched. In addition I am able to design custom made cabinets to my exact specification.

In a recent example (shown above) we have worked together to develop an integrated oven and microwave housing (pocket door system), with fridge and freezer below, which is now on display within our Southport showroom. I can order cabinetry within any practical

configuration. Our new Architecture range lifts the bar on all mass produced semi-custom manufacturers, taking the quality standard of cabinetry to a new height.'

Whether you make an initial virtual visit to www.onewaykitchens.co.uk or you make straight for their inspirational showrooms on London Street, Southport, you will see that Jonathan is equally at home designing contemporary and traditional kitchens as well as custom furniture for the extreme luxury market sector.

One Way Kitchens offers an unrivalled choice of three distinctive brands :

Rational - the company's core brand - diverse range, from leading influential German manufacturer.

Bespoke - individual craftsman made, traditional and contemporary oaks and hardwoods.

Architecture - exquisitely designed - contemporary - truly custom made.



different materials can be introduced and sizes and colours changed. Since then, Jonathan has forged a trading partnership with the German manufacturer and with agreement has launched his exclusive Architecture custom brand in the UK.

Jonathan takes up the story; 'As a designer true customisation provides

architecture

by Jonathan Paul



where lateral and vertical thinking converge



Award winning designer
Jonathan Paul designs exclusively
for One Way Kitchens

one way kitchens®  design

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