

# CUTLERY

CREATING SENSORY FORMS<sup>™</sup>





## STUDIO WILLIAM

STUDIO WILLIAM IS LED BY WILLIAM WELCH FCSD, FRSA, A BRITISH INDUSTRIAL DESIGNER WHO HAS RECEIVED MORE ACCOLADES FOR CUTLERY DESIGN THAN ANY OTHER DESIGNER IN THE WORLD. HE AND HIS TEAM ARE KNOWN FOR THEIR INNOVATION, CREATIVITY, EYE FOR BEAUTY AND ATTENTION TO DETAIL. STUDIO WILLIAM'S ELEGANT AND CHARISMATIC CUTLERY IS USED IN MANY OF THE WORLD'S LEADING RESTAURANTS, AND GRACES THE TABLES OF SOME OF THE WORLD'S MOST STYLISH HOMES.

WE BELIEVE BEAUTIFUL CUTLERY ENRICHES THE DINING EXPERIENCE. IT FEELS GOOD IN THE HAND AND MOUTH. IT SHAPES THE MOOD OF AN OCCASION. IT BRINGS THE TABLE ALIVE.

OUR EXPERIENCE AND ENTHUSIASM FOR WHAT WE DO PRODUCES THE QUALITY, DESIGN, ATTENTION TO DETAIL AND PASSION THAT FEW, IF ANY, CAN MATCH. WE MAKE SURE EVERY PIECE LOOKS AND FEELS PERFECT. WE CARE ABOUT THE SMALLEST DETAIL. WE DRAW ON THE DESIGNS OF THE PAST AND WE LOOK TO THE FUTURE TO CREATE DESIGNS THAT ARE TIMELESS. WE CREATE SENSORY FORMS.

#### PERFECT QUALITY

#### INTRICATE DEVELOPMENT

OUR DESIGN PROCESS IS HIGHLY DETAILED. THROUGH MANY LEVELS OF PROTOTYPING WE MAKE THE MOST MINUTE ADJUSTMENTS, INVOLVING THE TINIEST OF MEASUREMENTS, TO ENSURE THAT EVERY PIECE LOOKS AND FEELS PERFECT.

#### QUALITY MATERIALS

WE USE THE FINEST QUALITY 18/10 STAINLESS STEEL. THIS PROVIDES A PERFECT MIRROR FINISH AND EXCELLENT DURABILITY. IT'S DISHWASHER SAFE AND PERFECT FOR THE RIGOURS OF DAILY USE.

#### INDIVIDUAL INSPECTION

EVERY PIECE OF OUR CUTLERY IS INSPECTED INDIVIDUALLY BY OUR OWN QUALITY CONTROL DEPARTMENT. ANYTHING THAT'S NOT ABSOLUTELY PERFECT DOESN'T MAKE IT THROUGH OUR RIGOROUS PROCESS.







## SENSORY FORMS

#### **CREATIVE FORMS**

THROUGH DETAILED RESEARCH AND DEVELOPMENT, WE HAVE CREATED INNOVATIVE WAYS FOR FOOD TO BE SERVED TO YOUR CUSTOMERS. OUR CUTLERY PIECES FOR TASTER MENUS, AMUSE BOUCHÉ AND DESSERTS CREATE NEW OPPORTUNITIES FOR YOU TO SHAPE THE EXPERIENCE OF YOUR CUSTOMERS.

### DETAILED RESEARCH

WE TAKE PRIDE IN CREATING FORMS THAT STIMULATE EVERY SENSE. WE RESEARCH THE EXPERIENCE OF DINING, WE TAKE TIME TO UNDERSTAND PERCEPTIONS, AND WE STUDY HUMAN RESPONSES TO OUR DESIGNS. WE DON'T SIMPLY DESIGN CUTLERY, WE DESIGN SENSORY FORMS.

#### COLLECTIONS AND AWARDS

THE QUALITY AND IMPORTANCE OF OUR WORK HAS BEEN RECOGNIZED WORLDWIDE, THROUGH MULTIPLE DESIGN AWARDS AND BY THE PLACING PIECES IN THE COLLECTION OF LEADING DESIGN MUSEUMS.



## TASTER SPORK

THIS SMALL SPOON/FORK IS IDEAL WHEN USING WITH SMALLER VESSELS/ FOOD PORTIONS. THE BUFFET SPORK ALLOWS THE DINER TO REALLY THINK ABOUT THE TASTES / TEXTURES CHEF HAS CREATED.

## **BUFFET SPORK**

THIS ITEM IS A FORK, A BLUNT KNIFE AND SPOON ALL IN ONE. A GREAT APPLICATION IS FOR STAND-UP BOWL FOOD, OFTEN USED IN EVENT AND HOSPITALITY CATERING. THE BUFFET SPORK IS THE LENGTH OF A SIDE FORK AND DESIGNED TO STUMULATE CONVERSTION IN THE TABLE PLACE SETTING.

### MINI LADLE

THE MINI LADLE ALLOWS THE CUSTOMER TO APPLY THEIR OWN SAUCE QUANTITY TO A DISH, WHETHER SAVOURY OR SWEET - ALLOWING THE CUSTOMER TO BE ABLE TO PERSONALISE THE FLAVOUR OF THE FOOD.

## TASTER TWEEZERS

THE TASTER TWEEZERS ARE TO COMPLIMENT SMALLER FOOD ITEMS, WHERE SMALL INDREDIENTS COULD BE PICKED UP AND DIPPED OR MIXED WITH OTHER FOOD ITEMS OR SAUCES.

MADE IN THICK GAUGE STAINLESS STEEL THEY CHALLENGE TRADITIONAL CUTLERY, GIVING DINERS A NEW EXPERIENCE AT THE TABLE.

MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL MIRROR FINNISH ONLY



## TASTER SPOONS

INNOVATIVE CUTLERY GIVES CREATIVE CHEFS NEW OPTIONS. IT PROVIDES OPPORTUNITIES TO PRESENT FOOD IN NEW WAYS, TO TARGET DIFFERENT PARTS OF THE TONGUE, TO STIMULATE THE MOUTH IN DIFFERENT WAYS. WE DESIGN NEW FORMS OF CUTLERY TO SUPPORT NEW WAYS OF COOKING AND THINKING, SO YOU CAN DELIVER NEW EXPERIENCES TO THE SOPHISTICATED DINER.

THE COMPARTMENTALIZED BOWLS ALLOW CHEF TO TARGET THE PAPILLARY RECEPTORS ON THE TONGUE IN DIFFERENT LOCATIONS WITH CONTRASTING AND CHALLENGING FLAVORS, AS WELL AS PRESENT FOOD IN A UNIQUE MANNER.

THE TASTER SPOONS ARE MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND ARE AVAILABLE IN MIRROR FINISH ONLY







RRI CRESCENT SPOON 150MM - KAM 880042



ARRI PALETTE SPOON 150MM - KAM 880043

## MEAT BLADE

#### **CREATED FOR FLAVOUR**

A FINE PIECE OF MEAT DESERVES TO BE EATEN IN THE RIGHT WAY. TRADITIONAL STEAK KNIVES HAVE A SERRATED EDGE THAT TEARS AT THE MEAT LEAVING JUICE AND FLAVOUR ON THE PLATE RATHER THAN ON THE PALATE.

THE PRECISION ENGINEERED MEAT BLADE CUTS CLEANLY THROUGH WITHOUT SHREDDING THE MUSCLE FIBRES. PRESERVING SUCCULENCE AND FLAVOUR.

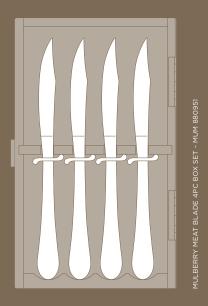
### ENGINEERED FOR EFFICIENCY

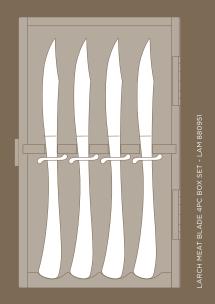
THE BLADE: X50CRM015 GERMAN CARBON STAINLESS STEEL, ICE-HARDENED TO 56-58 HRC, WITH A 35 DEGREE FINAL CUTTING ANGLE.

THE HANDLE: CAREFULLY FORMED IN 18/10 STAINLESS STEEL, TO FEEL WEIGHTY AND COMFORTABLE IN THE HAND.











## **OLIVE CUTLERY**

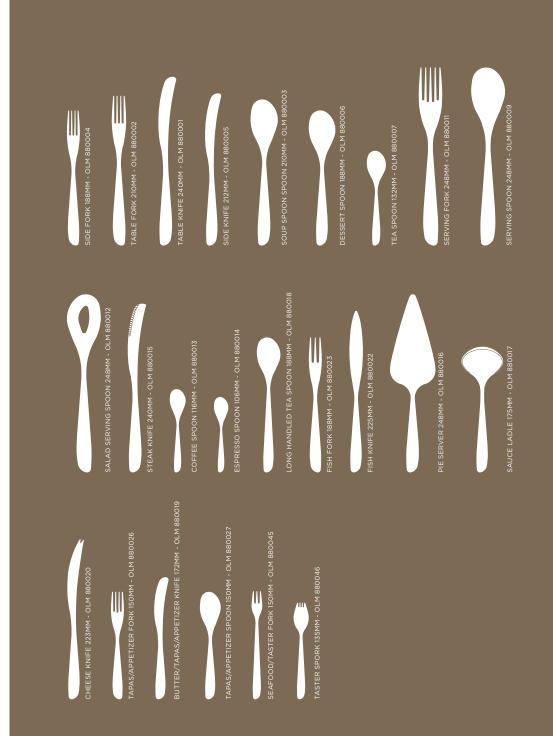
USING BEAUTIFULLY REFINED ASYMMETRIC LINES OLIVE CHALLENGES THE APPEARANCE OF TRADITIONAL CUTLERY AND BRINGS PERSONALITY TO THE DINING TABLE.

OLIVE WON THE PRESTIGIOUS REDDOT AWARD FOR 2007 AND HAS BEEN PLACED IN THE PERMANENT COLLECTION AT THE DESIGN MUSEUM IN ESSEN, GERMANY.

OLIVE TREES HAVE SYMBOLIZED PERFECT PEACE SINCE THE TIMES OF THE ANCIENT GREEKS. THE FIRST OLIVE TREES ARE RECORDED FROM 3,700 BC.

OLIVE CUTLERY IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN MIRROR AND SATIN FINISH.







## ARGAN CUTLERY

ARGAN'S FORM IS CLEAN AND SOPHISTICATED. IT HAS A FLUTED DETAIL RUNNING UP THE LENGTH OF THE HANDLE WHICH HAS A LOVELY LIGHT REFLECTION. THE KNIVES ARE DESIGNED TO STAND UP ON THE TABLE AND PLATE.

THE ARGAN TREE IS PERFECT FOR A HARSH ENVIRONMENT, SURVIVING HEAT, DROUGHT AND POOR SOIL. IT IS LITTLE KNOWN OUTSIDE MOROCCO. IT GROWS ONLY IN THE SOUTH-WEST OF THE COUNTRY — ROUGHLY IN AN AREA COVERING 700,000-800,000 HECTARES. BUT WITHIN THE AREA WHERE THE ARGAN GROWS THERE ARE ABOUT 21 MILLION TREES WHICH PLAY A VITAL ROLE IN THE FOOD CHAIN AND THE ENVIRONMENT.

ARGAN IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN MIRROR FINISH ONLY.







## MULBERRY CUTLERY

MULBERRY CAN BE FOUND AT NO.10 DOWNING STREET LONDON AND HAS RECEIVED INTERNATIONAL DESIGN RECOGNITION VIA A COVETED REDDOT DESIGN AWARD. A SOPHISTICATED AND TIMELESS DESIGN, PERFECT FOR BOTH CONTEMPORARY AND TRADITIONAL TABLE SETTINGS.

IN ABOUT 500CE TWO MONKS SMUGGLED EGGS AND SEEDS OF THE WHITE MULBERRY TREE, THE FOOD PLANT OF THE SILKWORM, OUT OF CHINA. THIS LED TO THE EUROPEAN SILK INDUSTRY BREAKING THE MONOPOLY OF THE 'SILK ROAD'. THE BLACK MULBERRY TREE WAS INTRODUCED INTO ENGLAND BY JAMES I, BUT THOUGHT THAT IT WAS THE WHITE MULBERRY TREE.

MULBERRY CUTLERY IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN MIRROR AND SATIN FINISH.







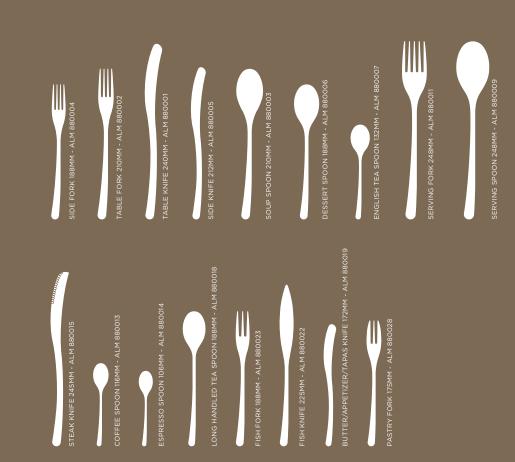
## AROLLA CUTLERY

AROLLA HAS WEIGHT AND SUBSTANCE, BUT IS PERFECTLY BALANCED. ITS ORGANIC AND ASYMMETRIC LINES HAVE BEEN DESIGNED TO BE ERGONOMICALLY AND AESTHETICALLY APPEALING. THE FORM OF THE KNIFE BLADE COMPLEMENTS THE CLEAR LINES OF THE SPOON AND FORKS.

AROLLA IS A FORM OF PINE TREE WIDELY FOUND ACROSS CENTRAL EUROPE — AND IS COMMON IN THE ALPS AND CARPATHIAN MOUNTAINS. UNSURPRISINGLY IT'S VERY TOLERANT OF WIND AND COLD. ITS SEEDS CAN BE USED TO DELICATELY FLAVOUR SCHNAPPS.

AROLLA IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN MIRROR FINISH ONLY.







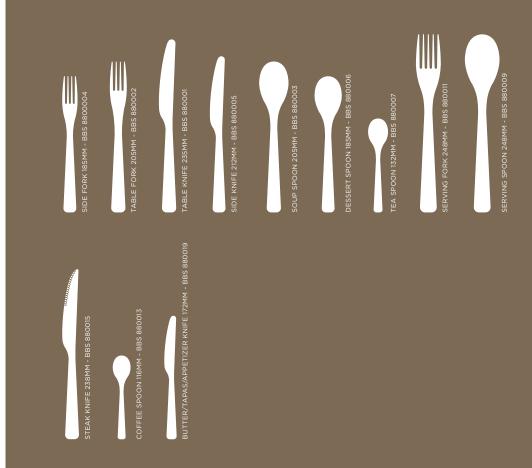
## **BAOBAB CUTLERY**

THE ROUNDED FORMS OF BAOBAB CUTLERY CREATES A SIMPLE, CONFIDENT FORM FOR EVERY TABLE.

THE BAOBAB IS CALLED THE TREE OF LIFE WITH GOOD REASON. IT IS CAPABLE OF PROVIDING SHELTER, FOOD AND WATER FOR THE ANIMAL AND HUMAN INHABITANTS OF THE AFRICAN SAVANNAH REGIONS. MATURE TREES ARE FREQUENTLY HOLLOW, PROVIDING LIVING SPACE FOR NUMEROUS ANIMALS AND HUMANS ALIKE.

BAOBAB CUTLERY IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN SATIN FINISH ONLY.





## **KARRI CUTLERY**

KARRI'S FORM HAS SIMPLICITY AND SOPHISTICATION. THE CLEAN STRAIGHT LINES ARE BALANCED WITH THE SOFT, OVAL SECTION OF THE HANDLE. THE KNIVES ARE DESIGNED TO STAND UP ON THE TABLE AND PLATE.

KARRI CUTLERY HAS BEEN AWARDED THE GOOD DESIGN AWARD 2008 AND HAS BEEN PLACED IN THE PERMANENT DESIGN COLLECTION OF THE CHICAGO ATHENAEUM MUSEUM OF ARCHITECTURE AND DESIGN.

KARRI IS A EUCALYPTUS TREE FOUND IN WESTERN AUSTRALIA AND IS SACRED TO THE ABORIGINES. ONE OF THE SACRED USES OF THE TREE IS THE MAKING OF THE DIDGERIDOO.

KARRI CUTLERY IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN MIRROR FINISH ONLY.







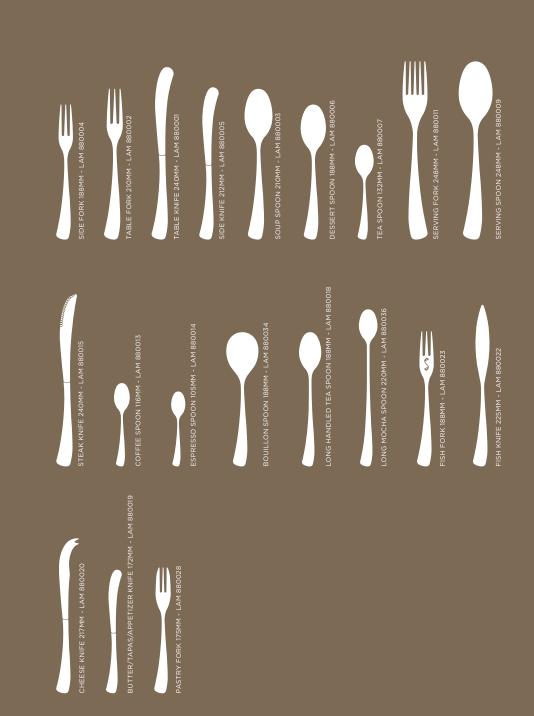
## LARCH CUTLERY

LARCH CUTLERY HAS HISTORICAL INFLUENCES BUT ITS FLOWING FORM GIVES THIS PATTERN A MODERN FLAVOUR.

WHEN JULIUS CAESAR LAID SIEGE TO AN ALPINE FORT HE WAS AMAZED THAT THE BURNING BRUSHWOOD HAD NO EFFECT ON THE FORT'S TIMBER WALLS – CONSTRUCTED OF LARCH. A GENERATION LATER, LARCH WAS USED DURING THE BUILDING OF THE PALACE OF EMPEROR AUGUSTUS BUILT IN ROME.

LARCH CUTLERY IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN MIRROR AND SATIN FINISH.





## **REDWOOD CUTLERY**

奉

REDWOOD HAS BEEN INSPIRED BY CLASSICAL STYLES OF CUTLERY. THIS PATTERN'S INNOVATIVE FORM IS PERFECT FOR BOTH CONTEMPORARY AND TRADITIONAL SETTINGS.

THE REDWOOD IS THE WORLD'S TALLEST TREE. THESE GIANTS HAVE A RELATIONSHIP WITH LIGHTENING. THEY NEED TO BE STRUCK IN ORDER TO STOP GROWING. THE CHEROKEES BELIEVE THAT THIS TREE SYMBOLIZES BALANCE NOW AND IN THE FUTURE.

REDWOOD CUTLERY IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN MIRROR FINISH ONLY.







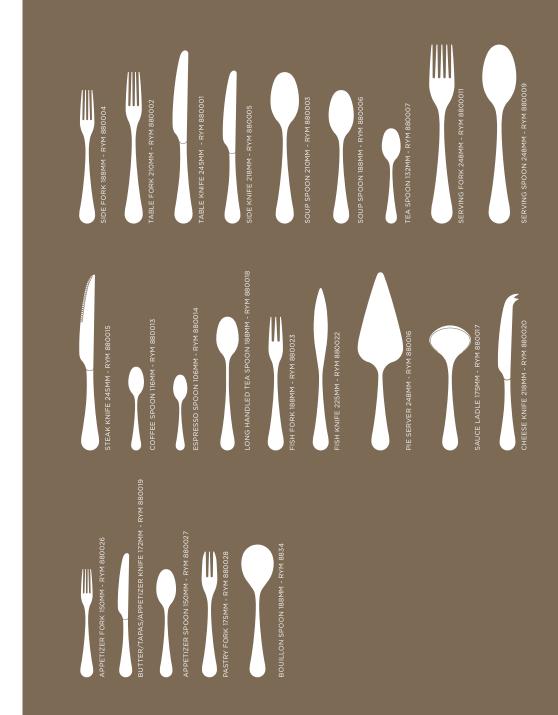
## **ROYAL OAK CUTLERY**

HIDDEN BENEATH THE HANDLES IS A REFERENCE TO THE HISTORICAL "KINGS PATTERN". THIS CAN BE PLACED ON DISPLAY ON THE TABLE, OR CONCEALED LIKE THE KING HIMSELF.

THE ROYAL OAK IS THE NAME GIVEN TO THE OAK TREE IN WHICH CHARLES II OF ENGLAND HID TO ESCAPE THE ROUNDHEADS DURING THE BATTLE OF WORCESTER IN 1651. AN ANCIENT OAK, THOUGHT TO BE FROM AN ACORN FROM THE ORIGINAL, STILL STANDS AT BOSCOBEL IN SHROPSHIRE.

ROYAL OAK IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN MIRROR FINISH ONLY.







## ROYAL OAK GOLD CUTLERY

ROYAL OAK GOLD IS THE EPITOME OF ELEGANCE. HIDDEN BENEATH THE HANDLES IS A REFERENCE TO THE HISTORICAL "KINGS PATTERN". THIS DETAIL IS PLATED WITH 24 CARAT GOLD. THE CUTLERY CAN BE PLACED ON THE TABLE AS NORMAL, OR HAVE A FEW PIECES (OR ALL) TURNED OVER IN THE "CONTINENTAL STYLE" TO SHOW A SUBTLE OPULENCE.

THE ROYAL OAK IS THE NAME GIVEN TO THE OAK TREE IN WHICH CHARLES II OF ENGLAND HID TO ESCAPE THE ROUNDHEADS DURING THE BATTLE OF WORCESTER IN 1651. AN ANCIENT OAK, THOUGHT TO BE FROM AN ACORN FROM THE ORIGINAL, STILL STANDS AT BOSCOBEL IN SHROPSHIRE.

ROYAL OAK IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND PLATED WITH 24 CARAT GOLD, IT IS AVAILABLE IN MIRROR FINISH ONLY.







## TILIA CUTLERY

THE SIMPLICITY OF TILIA'S CLEAN FLOWING FORM MAKES THIS A VERY ELEGANT AND SOPHISTICATED PATTERN.

TILIA TREES ARE LARGE DECIDUOUS TREES GENERALLY CALLED LIME IN BRITAIN. THE EXACT NUMBER OF SPECIES IS SUBJECT TO CONSIDERABLE UNCERTAINTY, AS MANY OR MOST OF THE SPECIES WILL HYBRIDISE READILY, BOTH IN THE WILD AND IN CULTIVATION.

TILIA IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN MIRROR AND SATIN FINISH.





## GIFT BOXED SETS

#### 42PC SET

6 X 7PC PLACE SETTINGS:

(PLACE SETTING = 1 X SIDE FORK, TABLE FORK, TABLE KNIFE,

SIDE KNIFE, SOUP SPOON, DESSERT SPOON & TEA SPOON)

## 56PC SET

8 X 7PC PLACE SETTINGS:

### 84PC SET

## 12 X 7PC PLACE SETTINGS







## 24PC SET

#### 6 X 4PC PLACE SETTINGS



## SERVING GIFT BOXED SETS

PLEASE CHECK PRICE LIST FOR SERVING SETS AVAILABLE IN EACH PATTERN





#### **GIFT BOX**

## EACH 5 PIECE PLACE SETTING COMES GIFT BOXED



STUDIO**WILLIAM**<sup>\*</sup> 英伦威廉<sup>\*</sup>

#### CONTACT US

ASK US HOW WE CAN ENRICH YOUR EXPERIENCE.

**INHESION LTD** PRESTIGE HOSPITALITY TABLETOP SPECIALIST

#### HONG KONG OFFICE:

INHESION (ASIA) LTD 10/F UNIVERSAL INDUSTRIAL BUILDING 62 SHA TSUI ROAD, TSUEN WAN HONG KONG E CUSTOMERSERVICE@INHESIONGROUP.COM T (852) 2415 9288 F (852) 2499 3688

#### SHANGHAI OFFICE:

HOME BASE INTERNATIONAL CO., LTD SHOW ROOM: ROOM 104, BUILDING 6, BRIDGE 8 PHASE II NO.436 JUMEN ROAD, SHANGHAI FLAGSHIP STORE: ROOM 102, BUILDING 15, SINAN MANSIONS, NO. 523 MD. FUXING ROAD, SHANGHAI **E** INFO@HOMEBASE.COM.CN **T** 86 21 6208 8629 / 6208 8633 **F** 86 21 6280 5728

## SHENZHEN OFFICE:

MR TONY LAU SHENZHEN INHESION BUSINESS CO. LTD. 5/F, NO.11 BLOCK, NORTH XILINGXIA, LUOHO DISTRICT, 518004, SHENZHEN, P.R.C E TONY@INHESIONGROUP.COM T 86 755 2572 6156 F 86 755 2582 0499

#### WWW.STUDIOWILLIAM.COM

ALL RIGHTS RESERVED STUDIO WILLIAM WELCH LTD. ANY INFRINGEMENTS OF COPYRIGHT, DESIGN RIGHTS, DESIGN REGISTRATIONS, TRADE MARKS OR ANY INTELLECTUAL PROPERTY RIGHTS WILL BE RIGOROUSLY PURSUED.

