



sinks + faucets

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## **INSPIRED NEW CASCADE SINK FROM FU-TUNG CHENG**

*Elkay® Design Inspirations Sink Features Waterfall-Inspired Elements  
Coupled with Exceptional Functionality*

OAK BROOK, IL – February 2009 – In a recent report issued by the Research Institute for Cooking & Kitchen Intelligence (RICKI), a Charlotte-based organization comprised of industry professionals tied to the kitchen remodeling market, homeowners were asked to describe their “ideal” kitchen; the top response was "organized" (79%) and second was "comfortable" (73%). When designing the new Cascade sink, California luxury designer Fu-Tung Cheng and Elkay worked together to provide homeowners with a sink solution that achieves precisely this sense of balance in their kitchen, delivering a visually engaging, yet highly efficient, organized design.

Cheng's Cascade (DSG NR7220C) sink, which is part of Elkay's Design Inspirations Collection™, features a large, modern rectangular single bowl with a softly angled drainboard. Cheng then added dimension by providing two sculpted surface planes on the drainboard, which guide the water over a slightly cantilevered ledge to emulate a rock promontory waterfall. The Cascade's clean lines and symmetrical geometric shape complement a variety of interior themes from modern to transitional.

"In all of my designs, I strive to create something sculptural yet functional. The Cascade sink expresses both art and utility, lending itself to all food preparation

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## **FU-TUNG CHENG CASCADE SINK – PAGE TWO**

and clean-up tasks while improving organization and transforming the sink into part of the whole culinary experience," notes Cheng.

In addition, trendwatching.com notes a growing trend towards personalizing and customizing everything from "owning one-of-a-kind sneakers, clothes, jewelry, wine, and even credit cards," illustrating that people want products to reflect their taste, personality and lifestyle. With this trend in mind, Elkay and Fu-Tung Cheng aimed to offer homeowners the ability to personalize their Cascade sink with a variety of custom-sized accessories. The custom accessories include a stylish three-piece stainless steel drain cover, a wood cutting board (CBB2216 – MSRP \$200), wire racks (LKWR1416SS – MSRP \$175) and a sliding colander (LC1720SS – MSRP \$175), which continue to build on the playful flow of water while adding to the functionality of the sink. Also, the wire rack can be placed on two different levels, which enables the homeowner/user to still have access to the drain while cutting, drying or cleaning something else on the wire rack, providing the ultimate in flexibility and function.

"I layered the moveable colander and cutting board so that there are two interactive work surfaces to enrich the emotional ergonomics of a sink," states Cheng. "It's my hope that people who love to cook will enjoy working with the accessories interchangeably."

Cheng chose to finish the stainless steel sink in Elkay's Polished Satin, which is a durable, yet beautiful finish that lends itself to an overall smooth, clean look. Cascade is formed from professional-grade 16 gauge stainless steel, making it more resistant to dents and scratches. Since Cheng is a leader in sustainable designs, he

## **FU-TUNG CHENG CASCADE SINK – PAGE THREE**

created the sink from stainless steel because it is an environmentally friendly material that can be recycled, reduced and remade. In addition, stainless steel is a non-porous material and does not allow dirt, grime or bacteria to harbor in the sink and it is easy to clean with just soap and water.

The single basin in the Cascade sink is 16 1/2 inches wide from front to back, the spacious bowl is 34 3/8 inches in length and nine inches deep, while the entire sink and drainboard totals 72 1/2 inches in length. The sink also features Elkay's patented Sound Guard<sup>®</sup> system, ensuring a peaceful experience at the sink.

"Cheng continues to add innovative new avenues to the world of kitchen design, and the simple and natural inspirational elements he used in the creation of the Elkay Cascade sink truly capture his design sensibility," states Ann Rottinghaus, Elkay's marketing communications manager for the Plumbing Products Division.

The commercially inspired Elkay Moda<sup>®</sup> single-lever pre-rinse faucet (LK7320NK – MSRP \$1,281) is an ideal match for the Cascade sink, as it complements the overall look and feel with its clean, contemporary lines. The MSRP price for Elkay's new Fu-Tung Cheng Cascade sink model is \$4,799 (DSG NR7220), and homeowners also have the option of combining the Cascade sink and its accessory package (DSG NR7220C) which includes the cutting board, wire rack and colander, for an MSRP price of \$5,082.

Cheng began at UCLA in the 60's. After a year in Japan as a Regents Scholar studying Buddhism, Japanese culture and the martial arts, Cheng transferred to UC Berkeley, where he graduated with a degree in Fine Arts in 1971 and began a thirty five-year practice of Tai Chi Chuan. From design to

## **FU-TUNG CHENG CASCADE SINK – PAGE FOUR**

construction, Cheng's hands-on approach to sustainable, timeless, custom homes has earned his firm, Cheng Design, ([www.chengdesign.com](http://www.chengdesign.com)) numerous architectural and interior design awards over the years. He was inducted into the National Kitchen and Bath Association's Hall of Fame in 2006 and won a Bay Area AIA award for exceptional residential design in 2008.

For more than 89 years, Elkay has been an innovative manufacturer of stainless steel sinks, water coolers, drinking fountains and faucets for residential and commercial use. Elkay, which is ranked 47th in *Crain's Chicago Business* list of Chicago's Largest Privately-Held Companies, has more than 3,600 employees in facilities across the United States and select international markets. Elkay is also a member of key industry associations including the U.S. Green Building Council [USGBC], the American Society of Interior Designers [ASID], the National Kitchen & Bath Association [NKBA], and the Plumbing Manufacturers' Institute [PMI].

Headquartered in Oak Brook, Illinois, Elkay is also the parent company of E.B. Tecnica Mexicana<sup>®</sup>, Phylrich<sup>®</sup> International and Elkay Zhuhai. Elkay is America's number one selling stainless steel sink company. The Elkay Manufacturing Cabinetry Division is the fourth largest cabinet manufacturer in the U.S. with its Yorktowne<sup>®</sup> Cabinetry, Medallion<sup>®</sup> Cabinetry and Mastercraft<sup>®</sup> Cabinets holdings.

For more information, Elkay customers can contact Elkay customer service at (630) 572-3192 or visit [elkayusa.com](http://elkayusa.com). For media inquiries, contact Maureen Brennan at (312) 946-6075 or view our electronic press kit on [elkayusa.com](http://elkayusa.com).

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