



ALCHEMY™

KITCHENS







INTRODUCING ALCHEMY

Once the quest of early philosophers to turn base metals into gold,
alchemy has captivated mankind for millennia.

True to the spirit of this ancient art, Alchemy kitchens combine
multiple elements to create truly precious spaces.

Alchemy represents a faultless formulation. It fuses a deep understanding
of today's lifestyles with generations of British design heritage.
A classic collection, for the modern era.

CONTENTS

Style N°1	04
Style N°2	16
A Very British Home	28
Style N°3	30
Everyday Alchemy	42
Style N°4	44
Style N°5	56
Wondrous Worktops	66
The Finer Details	70
Beautiful on the Inside	72
A Place for Everything	74
Door Collection	76
Colour Palette	78
Find your Alchemy	80



Style Nº 1

Vivid colours and powerful aromas add to the energy of our local indoor market.

Hustle, bustle and knowledgeable stallholders: fresh local fish and exotic produce make fascinating neighbours.

No plastic packaging, no fancy jars; buy it today, eat it tonight. Dig out a recipe.

Try something new. Spend a bit of time peeling, chopping, grating, marinating and enjoying the flavours. It's like travelling in your own home.









STRIKING THE BALANCE BETWEEN CLASSIC AND MODERN

1. J-trim handle detail on Lichfield Rye door
2. Chamfered handle detail on Ellerton Chalk door
3. Strata Quartz Statuario worksurface











- 4. Konfigure shallow drawer set with foil/film dispenser and drawer mat
- 5. Kesseböhmer Magic Corner shown in chrome
- 6. Internal drawer with Konfigure shallow drawer set
- 7. Kesseböhmer Convoy Premio









Style Nº 2

If our kitchen table could talk it would tell you about philosophy, politics, religion, the arts. It would probably sound like the best-read person in the room! A real melting-pot for the meeting of minds. It would tell some great stories and make a mean Mai Tai.











ONE COLOUR, COUNTLESS DETAILS

1. Kesseböhmer Le-Mans in chrome finish
2. Oak dovetail drawer with plate holder, cutlery insert and felt drawer liner
3. Simple mantle with corbels
4. Strata Quartz, Calcutta Gold worksurface, Fitzroy Copse Green door
5. Antique bronze cup handle





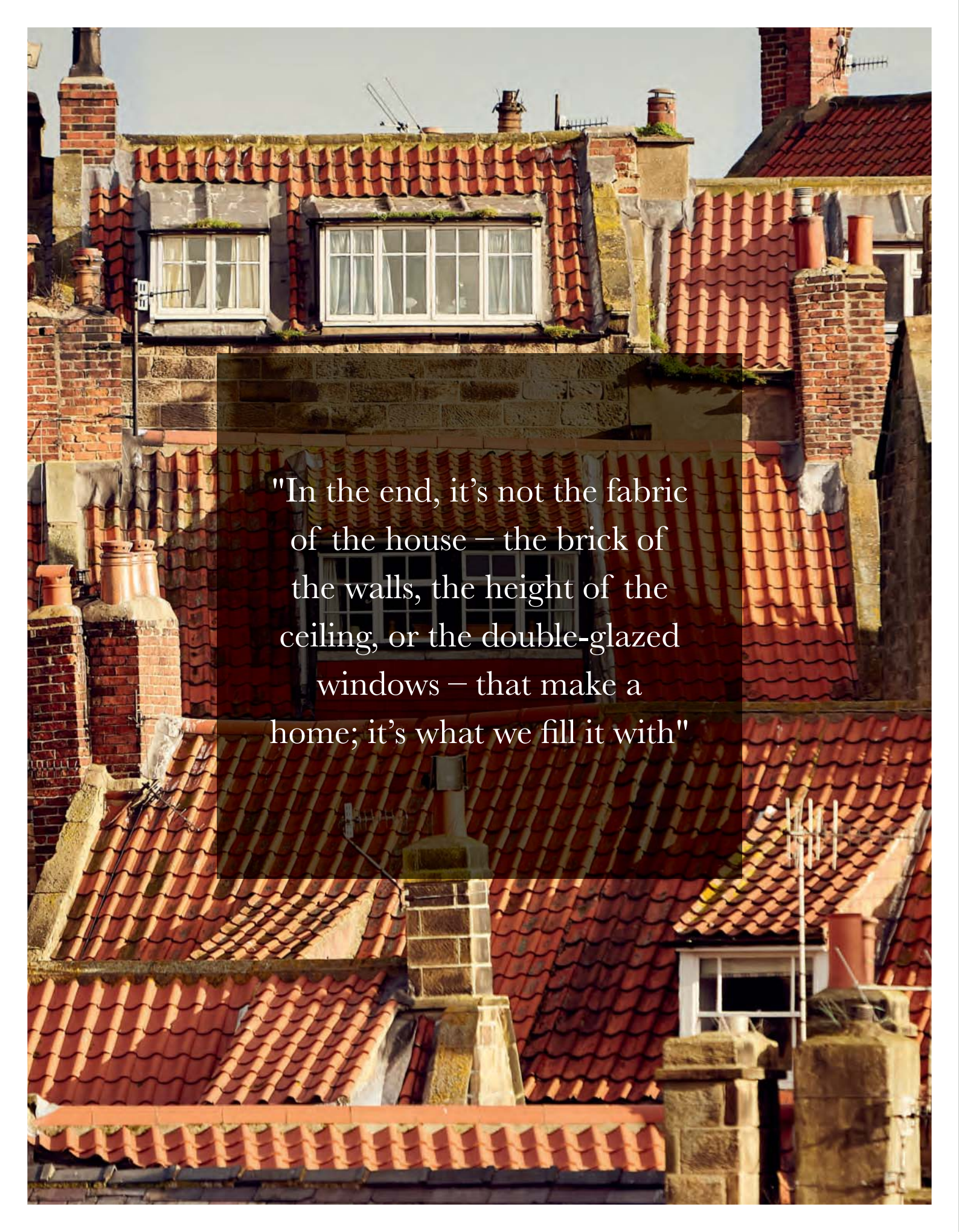
- 6. Chrome cup handle on Fitzroy Porcelain door
- 7. Feature glazed door
- 8. Splashback in Strata Quartz, Calcutta Gold
- 9. Oak dovetail drawer with cutlery insert and felt drawer liner











"In the end, it's not the fabric
of the house – the brick of
the walls, the height of the
ceiling, or the double-glazed
windows – that make a
home; it's what we fill it with"

A VERY BRITISH HOME

• • •

From the sheer scale of American houses to the instantly recognisable red weather-board houses of Sweden, every country has its own version of residential architecture.

In Britain, the story of our residential architecture is complicated and influenced by many factors. These include the Great Fire of London, after which houses had to be built from non-flammable materials; the Industrial Revolution which spurred mass production of bricks plus the railways to transport them; and the Blitz, which provided a new imperative for house-building.

Before the Industrial Revolution, homes were built of local materials. Think limestone cottages of the Cotswolds perched on the edges of village greens, or the soft honey colour of hamstone found in churches and sometimes entire villages across Dorset and Somerset.

Many of our more desirable 21st century locations maintain the grandeur gifted by Victorian and Georgian builders. Rows of terraces built in the 18th and 19th century were the first truly high-density housing, and yet mass-production still equalled quality. Plaster cornices and ceiling roses were included as standard; hipped roofs, sash windows and paired chimneys adding to the symmetry of the development.

And so our notion of what constitutes a truly British house has been shaped by centuries of history, by our status as world leaders during the Industrial Revolution, and by a dash of romanticism and affection for charm and character.

In general, British homes don't have the scale of the open-plan buildings created in America or Scandinavia.

The idiosyncrasies of our houses mean we mould extensions into the small spaces left by the side-return of a terrace to carve out a more usable, if slightly oddly-shaped kitchen and dining space. We extend upwards into roof spaces, or sideways on to driveways to add that desirable en-suite, or extra bedroom. Integral garages have up-and-over doors replaced by windows and are absorbed into the living area of a home.

For most people, few rooms are grand in scale or proportioned in perfect squares. An under stairs cupboard here, a downstairs toilet there, all contribute to the quirkiness and character of even our more modern houses and shape the ways we live.

But in the end, it's not the fabric of the house – the brick of the walls, the height of the ceiling or the double-glazed windows – that make a home; it's what we fill it with. Every house in a row of terraces may have been built the same, but each home will have its own identity.

Because a home is created, not built. Home is in our battered old footstool which used to be Grandma's. Home is that familiar smell when we open the door after being away for a few days. Home is the pen marks on the door frame where we measure the children year after year. And home is the carefully-chosen treasures, pictures and paint colours that make a house unmistakably ours.

Style Nº 3

To retire to the coast is to cut loose. I try to replicate that sense of simplicity,
freedom and nature within these walls. Keep it simple, look around you.

Walk, collect, edit and enjoy.

I can stand in the same place every day and see a new view; sea birds, dramatic skies
and the golden sands continually sculpted by the tide.



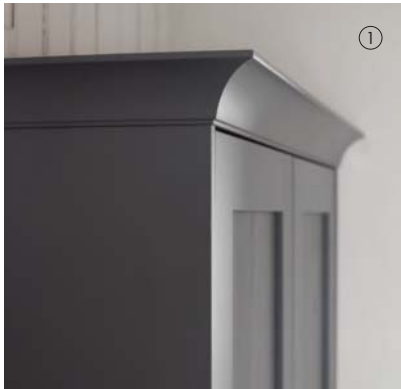




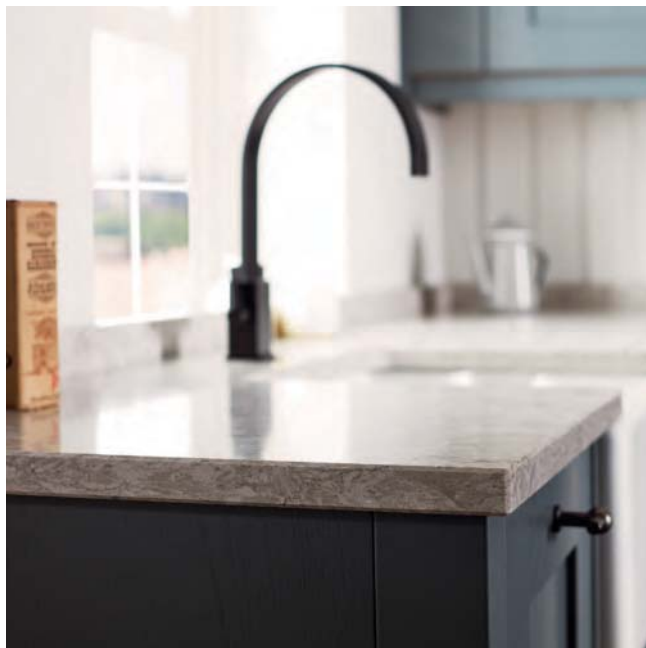




CRAFTING A COASTAL FEEL



1. Classic cornice
2. Black satin T-bar handle on Mornington Shaker door
3. Drainer groove detail on Strata Quartz Rain Storm worksurface
4. Black satin cup handle on Mornington Shaker Partridge Grey door





5. Kesseböhmer 150 Wall Pull-out shown in chrome
6. Industrial matt black cup handle in Broadoak Rye door
7. Free-standing dresser in Broadoak Dakar
8. Konfigure cutlery insert
9. Strata Granite, Carbon Grey Flamed
10. Kesseböhmer Le-Mans shown in anthracite











EVERYDAY ALCHEMY

• • •

Imagine being a museum curator.
Having to decide which of the thousands of artefacts
at your disposal are selected for display.

Which are the most remarkable, which will captivate your visitors and which best support your story? Which should be placed on pedestals and which should take a supporting role? Not an easy task. But then it's one that we all undertake on a daily basis.

Take the media that bombards us daily. Must-read messages, new things to buy, new experiences to have, best cities to visit, box sets to see, new foods, old wines... it's relentless, but we cope. We cope because we curate.

We employ a constant process of selecting, filtering, distorting, editing and occasionally purchasing. This allows us to make sense of it all, and we're all naturally good at it.

We do it with our homes, meals, memories, wardrobes and social media posts.

It's part of constructing our identity. It's how we decide what matters, what's important.

This is the process by which we create cherished moments and uplifting spaces. We take the best of the things we've experienced, tasted, seen, heard and touched, and we fuse, mix and layer them to create a new version. Our inner curator gets the blend just right; it makes beautiful spaces and experiences that are greater than the sum of their parts.

It's a Sunday roast, or drinks in a nostalgic spot with old friends. It's the carefully chosen travel photos on the walls, a precious vinyl collection, or the battered paperbacks that you'll never throw away.

It's everything we've ever been and everything we treasure. It's a recipe for living.

It's alchemy.

"It's a Sunday roast, or drinks in a nostalgic spot with old friends. It's the carefully chosen travel photos on the walls, a precious vinyl collection, or the battered paperbacks that you'll never throw away"

Style Nº 4

The sound of a house filled with friends, ice clinking in glasses and the burbling conversations competing with barbecue orders. It's the sound of our summer.

We've got lots of chairs but no one ever sits down. It's as though the kitchen island draws people into the middle of the room. Or maybe it's the ice bucket?

Either way, these are precious times.











A FRESH TAKE ON FARMHOUSE

1. Strata Salvage Timber worktop
2. Bright nickel cup handle on Mornington Beaded Cashmere door
3. Traditional cornice







4. Strata Quartz Luna Pearl with Acacia end grain chopping block
5. Konfigure peg board
6. Kesseböhmer Base Pull-out in chrome
7. Kesseböhmer Tandem Larder in chrome
8. Konfigure cutlery inserts









Style Nº 5

The edge of town. Our country location gives us the opportunity to create something wholesome. A way of staying connected to the place we grew up.

Never being too busy to appreciate what's at our back door.

You can read our home by the treasures brought home from our adventures. Conkers, pine cones, curly sticks and fascinating stones all gathered by small hands.

But then you're never too old for kicking crispy leaves!



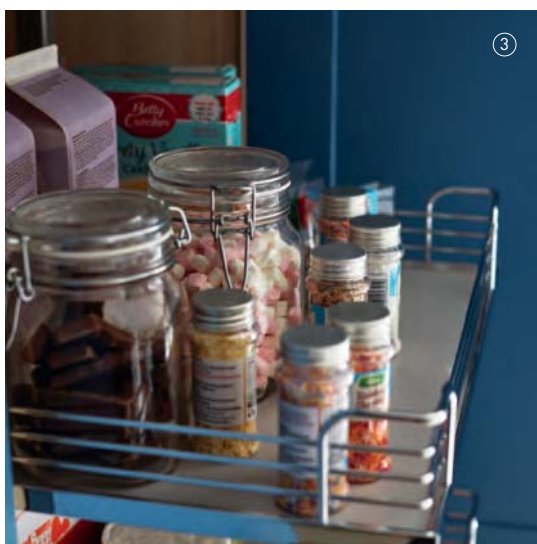






A CLASSIC FAMILY RECIPE

1. Mornington Shaker
Cornflower Blue door with matching timber knob
2. Gollinucci drawer insert with foil/film dispenser, knife block and chopping board
3. Kesseböhmer Tandem Solo in chrome
4. Chrome knob with back plate
5. Strata Granite, Azul Aran







- 6. Feature cornice
- 7. Gollinucci Orion Grey cutlery insert with timber chopping board and knife block
- 8. Strata Select Timber with drainer groove detail
- 9. Milbourne door in Trench Coat Grey





Holidays

Oct-9-16th

Pilates Sat 8am

25/50 MTB

Mountain Bike
Event Nov 8th

Car Mot 15th!!

Tumbletots Tue's

Jojos Party

Sunday 16th
2pm

Orange
octopus





WONDROUS WORKTOPS

Granite or Quartz? End grain or full stave? Selecting the right worksurface is essential to creating a kitchen that you can call your own.

Our designers have worked closely with our in-house worktop experts to bring you a rich selection of stunning surfaces.





TIMBER

1. Strata Distressed | 2. Strata Salvage | 3. Strata Acacia End Grain chopping block
4. Strata Select | 5. Strata Salvage



QUARTZ

1. Strata Calcatta Gold | 2. Rain Storm | 3. Marbled White
4. Statuario | 5. Strata Luna Pearl

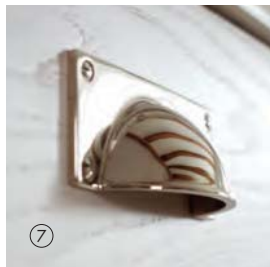
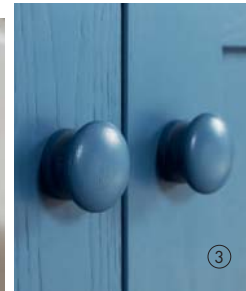


GRANITE

1. Strata Carbon Grey Flamed | 2. Strata Azul Aran

THE FINER DETAILS

Our designers have carefully chosen a range of simple and elegant handles to compliment the colours and finishes available across the Alchemy door range.



1. Antique bronze cup handle | 2. Chrome knob with back plate | 3. Timber painted knob in Cornflower Blue
4. Industrial matt black cup handle | 5. Black satin cup handle | 6. Hand forged steel knob
7. Bright nickel cup handle | 8. Industrial matt black 'D' handle | 9. Black satin T-bar | 10. Bright nickel knob with back plate



BEAUTIFUL ON THE INSIDE

Our extensive range of Kesseböhmer storage solutions have been selected to add a new level of functionality and practicality to your Alchemy kitchen.



1. Magic Corner, chrome | 2. Le-Mans, anthracite | 3. 150 Wall Pull-out, chrome
4. Tandem Larder, chrome | 5. 150 Base Pull-out, chrome





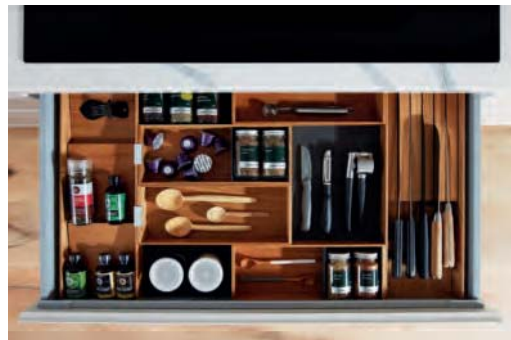
A PLACE FOR EVERYTHING

Alchemy offers a wide range of drawer inserts. Designing each of your drawers to suit the way you use your kitchen means you'll never again waste time searching for your favourite knife.

①



②



③



④



1. Konfigure drawer organisers
2. Konfigure drawer organisers with knife block and spice holder
3. Konfigure cutlery inserts
4. Gollinucci drawer insert with foil/film dispenser, knife block and chopping board

DOOR COLLECTION

The eight door families that make up the Alchemy range offer the opportunity to create a wide variety of different looks. From the modernity of Lichfield, to the classic lines of Cornell, there is a frontal style for all tastes. With our range of colours and woodgrains, you might find yourself spoilt for choice. Or for those with bold colour tastes, our paint to order service is available on all Alchemy doors.

ELLERTON



Chalk



Stone



Partridge Grey

LICHFIELD



Porcelain



Partridge Grey



Rye Oak



Espresso

FITZROY



Porcelain



Almond



Stone



Partridge Grey

MILBOURNE



Chalk



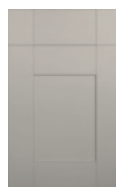
Porcelain



Alabaster



Almond



Stone



Sage



Partridge Grey



Charcoal



Oak

BROADOAK



Alabaster Classic



Stone



Partridge Grey



Natural



Rye

MORNINGTON SHAKER



Porcelain



Stone



Partridge Grey

MORNINGTON BEADED



Porcelain



Stone



Partridge Grey

CORNELL



Alabaster Classic



Oak







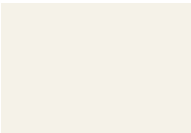





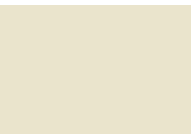
















Style N°5 shown in cornflower

COLOUR PALETTE

Colour. It's a personal thing.

Evocative and rich, peaceful and calming, or dark and dramatic? Our kitchens are designed to let you be individual. Be true to your style. Choose the colours that appeal to you, with the confidence that our designers have curated this palette and ensured that each shade works in harmony with the rest.

LIGHTS	GREYS	WARM NEUTRALS	BLUE/ GREENS	DARKS	STATEMENT
					
Chalk	Dove Grey	Cashmere	China Blue	Copse Green	Cornflower
					
Porcelain	Partridge Grey	Stone	Chalk Blue	Hartforth Blue	Spearmint
					
Alabaster Modern	Silver Grey	Dakar	Sage	Charcoal	Saffron
					
Mussel	Slate	Suede	Flint Grey		Umber
					
	Graphite	Truffle	Trench Coat Grey		
					
		Lava			

FIND YOUR ALCHEMY

Alchemy Kitchens are available from a network of specialist independent retailers across the UK.

To find your nearest dealer visit

www.alchemykitchens.co.uk

where you're also able to view short videos of all of the kitchens featured in this brochure.





Alchemy is a PWS brand. All images are copyright PWS Distributors Limited 2017

PWS, Station Road, Newton Aycliffe, Co. Durham, DL5 6EQ

www.alchemykitchens.co.uk