

FIREMAGIC

CASE STUDY

FIRE MAGIC, The Designer's Choice



When a Southern California designer created her own sanctuary outdoor living space, she turned to Fire Magic.

In the planning stages of a design/build project, there are dozens if not hundreds of options and choices that require a decision between a designer and client. From concept to building materials to appliances, there's one question that designers are likely asked more than any other:

"What would you do if it were your place?"

Occasionally the project requiring those decisions actually IS their place.

When Kristyn Harvey, principal designer and founder of Kristyn Harvey Interiors in Southern California, began working on her own family's outdoor living space, complexities and challenges were abundant. The site required the transformation of a previously unstable, sloped, muddy backyard into a functional family space with a working garden, a high-capacity outdoor kitchen, and distinct zones for dining, lounging, socializing and personal wellness.

From the unlacquered brass plumbing fixtures to the raw hammered copper outdoor shower, outdoor heating systems, antique Moroccan planters and luxury kitchen components, all her choices answered that oft-asked question with, if it were my place, this is what I'd choose. That was especially true when it came to choosing outdoor kitchen appliances and accessories.

Her outdoor kitchen is almost exclusively Fire Magic, including a four-foot Echelon 1060 built-in grill with state-of-the-art features such as the Magic View window and a black glass control panel. Complementing the grill is an Echelon Power Burner with cast iron grids, Outdoor-Rated Refrigerator, Ice Maker, Beverage Storage and a wide range of other coordinated accessories.

"At this high luxury level, when you choose accessories, you want even the color of the stainless steel to match," she says.

"When you're in luxury exterior spaces, you want everything to look like it came from the same set."



"I would consider Fire Magic to be up there with the best brands in the luxury outdoor appliance market. In terms of the look, it's a very modern, high-end product."

In addition to the design aesthetic, it's also important for outdoor kitchen appliances to have a high degree of quality so that they can stand up to years of frequent use. In Harvey's case, that's especially important considering how much time she and her family spend outdoors.

“We spend most of our time outside the house,” she says. “We do homework outside. The kids prefer to eat outside, and they eat their after-school snacks out of the garden.”

That level of outdoor living matches a trend toward outdoor spaces that has become commonplace, especially in warm and temperate climates.

“I design mostly San Diego and then up through L.A., and we use our outdoor areas as a full extension of our houses year ‘round,” she says.

“My clients look at their houses as their sanctuary. They want to be able to stay home and invite people over.”

In her own outdoor-cooking sanctuary, she is especially drawn to her grill’s Magic View window for viewing the grilling process without opening the cover, and the size of the grill itself.

“We cook and host a lot, so we actually do use the entire four-foot capacity,” she says. “It cooks evenly and gives really great sear marks. I love it.”

Not only has the choice of Fire Magic worked well for her family, Harvey also uses her outdoor living space as a de facto show room in the planning phase of her designs.

“I use that outdoor covered patio as a place to present to our clients,” she says. “Clients come over all the time. That way they get to look at all the appliances...they’re touching and feeling everything. They open all the drawers. Everything is soft-close. There are inner inserts in the drawers to keep things organized. Everything is customized as an interior kitchen should be. They’re very impressed.”

From a client perspective, Harvey says that what Fire Magic really needs is simply more exposure as a high-quality, luxury product so that people immediately think of the brand when they think of outdoor cooking. “I love my appliances,” she says, “so in my mind, it’s Fire Magic.”

