

CUTLERY

CREATING SENSORY FORMS™







STUDIO WILLIAM

STUDIO WILLIAM IS AN AWARD WINNING, BRITISH CUTLERY COMPANY, LED BY INDUSTRIAL DESIGNER, WILLIAM WELCH FCSD, FRSA.

USING ONLY THE FINEST QUALITY 18/10 STAINLESS STEEL, WE DESIGN BEAUTIFUL, TIMELESS CUTLERY WHICH IS THE CHOICE OF MANY OF THE WORLD'S TOP MICHELIN STARRED CHEFS.

WE BELIEVE GOOD CUTLERY ENRICHES THE DINING EXPERIENCE AND HELPS BRING THE TABLE ALIVE. OUR DESIGN PROCESS IS METICULOUSLY DETAILED, ENSURING EVERY PATTERN LOOKS AND FEELS GOOD IN THE HAND AND MOUTH. WE INSPECT EVERY PIECE BY HAND TO GIVE OUR CUSTOMERS COMPLETE CONFIDENCE IN THE QUALITY OF THEIR PURCHASE.





"DINING IS NOT JUST ABOUT THE CONSUMPTION OF FOOD, IT CAN AND SHOULD BE A COMPLETE SENSORY EXPERIENCE, A JOURNEY OF DISCOVERY." WILLIAM WELCH

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 LIFE.

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.

THOUGHTFUL DESIGN

PERFECT FORMS

ALL OUR PIECES HAVE SOFT, ROUND HANDLE EDGES. FINE SERRATION IS APPLIED TO THE BACK OF KNIFE BLADES SO IT IS NOT VISIBLE WHEN PLACED ON THE TABLE. WE POLISH BETWEEN EACH FORK TINE AND BACK POLISH THE TIPS OF THE TINES. AND ALL OUR PIECES ARE PERFECTLY WEIGHTED, SO THEY FEEL BALANCED IN THE HAND.

SENSORY FORMS

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 INCLUDING THE V&A'S PERMANENT COLLECTION.







LEAF SATIN FINISH

STUDIO WILLIAM, IS INTRODUCING A TOTALLY NEW CONCEPT IN ENTERTAINING WITH THE LAUNCH OF LEAF, A MULTIFUNCTIONAL AND SENSUAL TOOL DESIGNED FOR EATING DESSERTS.

INSPIRED BY THE ANCIENT ASIAN TRADITION OF USING NATURE'S LEAVES AS EATING UTENSILS, LEAF CAN BE USED TO SCOOP, PRONG, SLICE AND PRESENT DIFFERENT STYLES OF DESSERT. ITS UNIQUE DESIGN INJECTS CURIOSITY AND FUN INTO THE DESERT COURSE, AND WILL IMMEDIATELY SPARK CONVERSATION WHEN PLACED ON A TABLE.

LEAF IS WEIGHTED, YET BALANCED, AND MANUFACTURED USING HIGHEST QUALITY 18/10 STAINLESS STEEL. ITS BRUSHED SATIN SURFACE ADDS A SENSORY, TEXTURED EXPERIENCE WHEN PLACED IN THE MOUTH.

REINVENTING THE DESSERT COURSE

LEAF IS A BEAUTIFUL, TACTILE PIECE SUITABLE FOR FINE AND CASUAL DINING. IT IS THE LATEST IN A NUMBER OF INNOVATIVE CUTLERY PIECES FROM STUDIO WILLIAM, WHICH ENHANCE THE DINING EXPERIENCE. PERFECT FOR A VARIETY OF DESSERTS, LEAF CAN BE USED IN FOUR WAYS: TO SCOOP, PRONG, SLICE AND PRESENT.

GIFT BOX SETS AVAILABLE IN STORE

4PC LEAF SET 73130901



SCOOP



PRONG



SLICE



PRESENT





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.

GIFT BOX SETS AVAILABLE IN STORE

 4PC STEAK KNIVES SET
 73133601

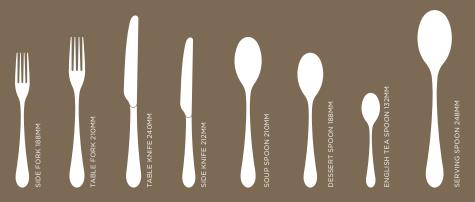
 2PC LADLE & PIE SERVER SET
 73133603

 2PC SERVING SPOON & FORK SET
 73133604

 42 PIECE SET
 73134006



LOOSE STOCK AVAILABLE IN STORE AND SPECIAL ORDER



ITEMS BELOW ARE AVAILABLE FROM WWW.STUDIOWILLIAM.COM







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.

GIFT BOX SETS AVAILABLE IN STORE

 4PC STEAK KNIVES SET
 73136004

 5PC CHEESE & BUTTER SET
 73136006

 4PC PASTRY SET
 73136009

 42 PIECE SET
 73134005

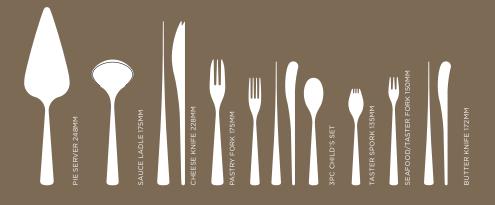


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SERVING GIFT BOXED SETS

PLEASE CHECK PRICE LIST FOR SERVING SETS AVAILABLE IN EACH PATTERN





42PC SET

6 X 7PC PLACE SETTING

PLACE SETTING = 1 X DESSERT FORK, TABLE FORK, TABLE KNIFE, DESSERT KNIFE, SOUP SPOON, DESSERT SPOON & TEA SPOON









CONTACT US

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STUDIO WILLIAM WELCH LTD

