

# Studio William

Hospitality Cutlery

## Contacts

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## About Studio William Welch Ltd

- **Studio William** is the brand name for Studio William Welch Ltd. William Welch the founder and owner, is an Award winning British Industrial Designer based in England. William established the company to pursue the art of designing beautiful and functional objects for consumer and commercial use.
- The Studio William cutlery collection in made from 18/10 stainless steel cutlery, the designs has a feminine contemporary influence and is a character of Studio William designs. Every design is ergonomic and very functional. Our designs can be found in hotels and restaurants all around the World.
- **Bespoke Cutlery Design Service:** The company has a strong design team many of whom studied at the Royal college of Art in London. Experience has lead the team to total passion and determination in pursue of excellence in both design and manufacturing; often using the latest technologies to generate the beautiful forms that you will find in the products. We frequently work with hospitality & airline partners creating bespoke cutlery designs, please contact us if you are interested in working with us to create your own cutlery design!
- William has followed in the footsteps of his late father Robert Welch RDI MBE who is one of the most recognized British Post-War Industrial Designers.

## William Welch FCSD

### Biography



- William studied at The Royal College of Art London, where during his Master of Arts Degree he received The Lord Snowdon Award for design for disabilities and The RCA Society Prize for 'skill and innovation of work'.
- In 2002 he won the Oxo/Peugeot Applied Metal Design Award and becoming the prestigious Overall Winner for the 2002 Oxo/Peugeot Design Awards. Some of the other awards include a FORM 2002 Award and a Design & Decoration Award 2004.
- His work is in permanent museum collections around the World and pieces are included in the D&AD Annual 2004 (Design & Art Direction). In America he was one of the finalists for the IHA Design Awards (International Housewares Association) and in Germany he was nominated for a Grande Design Preis 2006 by The German Design Council and The Federal Republic of Germany. In 2007 he received the coveted International Reddot Award.
- The Chartered Society of Designers elected him a Fellow of the Society 'FCSD' for the quality and innovation of his work and he was also elected a Full Member of the D&AD. He is a Freeman of The Worshipful Company of Goldsmiths' and has The Freedom to the City of London.

## Design Award 2007



reddot design award  
winner 2007

### Olive

- This pattern won the prestigious red**dot** award in 2007 and will be permanently exhibited at the Design Museum in Essen Germany from June 25<sup>th</sup> 2007. Studio William is the only non-German cutlery company to have ever won this award.
- The design concept of this cutlery pattern is to challenge the appearances of traditional cutlery and bring life and personality to the dining table with beautifully refined asymmetric lines.



## Information on Studio William Patterns

- Each pattern has been designed by William Welch
- All of Studio William Welch Ltd patterns are described as Feminine & Contemporary. The elongation to each pattern becomes a classic feature of the designs.
- The spoon bowls, fork heads and knife blades are designed in harmony and balance with each other; this is a character that sets them apart from other designs on the market.
- Some patterns have a play on the traditional values like Raphia creating a contemporary look from a traditional root.
- The models are first hand crafted, then when refined created in Sterling Silver. The next step is to tool the design to make Stainless Steel production samples. With all of these steps modification in design is reevaluated before the final item is produced.
- Each piece of flatware is ergonomic in the hand and beautifully balanced.
- Patterns names for all Studio William patterns are named after trees, each pattern takes the personality and character from the tree.
- **Cutlery Pieces available for most ranges:**
  - Table Knife, Table Fork, Soup Spoon, Side/Salad Fork, Side Knife, Dessert Spoon, English Tea Spoon.
  - Steak Knife, Fish Fork, Fish Knife, Coffee Spoon, Espresso Spoon, Butter Knife, Serving Spoon, Slotted Serving Spoon, Serving Fork, Salad Servers, Long Iced Tea Spoon, Pie Server, Sauce Ladle + other pieces to special order.
  - All the cutlery is dishwasher safe and designed for commercial use.
  - Website: [www.studiowilliam.com](http://www.studiowilliam.com)

**Studio William**  
Cutlery Patterns

## Studio William

Premium Cutlery Patterns  
4.0mm to 5.0mm gauge 18/10 stainless

Olive – Satin / Mirror finish

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## Studio William

Premium Cutlery Patterns  
4.0mm to 5.0mm gauge 18/10 stainless

Karri – Mirror finish

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## Studio William

Premium Cutlery Patterns  
4.0mm to 5.0mm gauge 18/10 stainless

**Mulberry** Satin/ Mirror finish



## Studio William

Premium Cutlery Patterns  
4.0mm to 5.0mm gauge 18/10 stainless

Argan – mirror finish



## Studio William

Premium Cutlery Patterns  
4.0mm to 5.0mm gauge 18/10 stainless

Tilia – Satin /Mirror finish

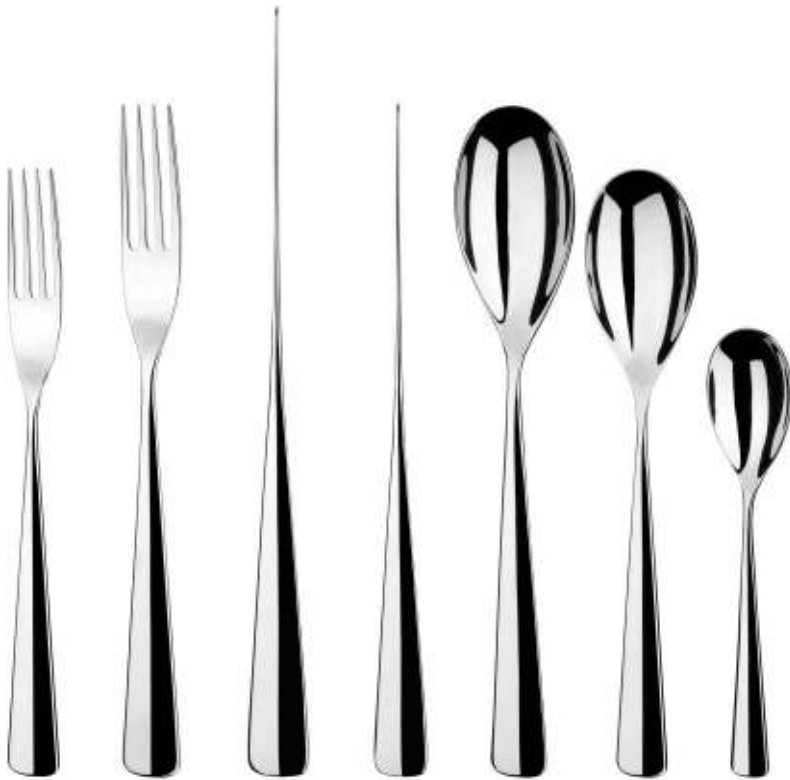
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## Studio William

Premium Cutlery Patterns  
4.0mm to 5.0mm gauge 18/10 stainless

Sessile – Mirror finish



## Studio William

Cutlery Patterns

3.5mm gauge 18/10 stainless

Maple – Satin handle & mirror

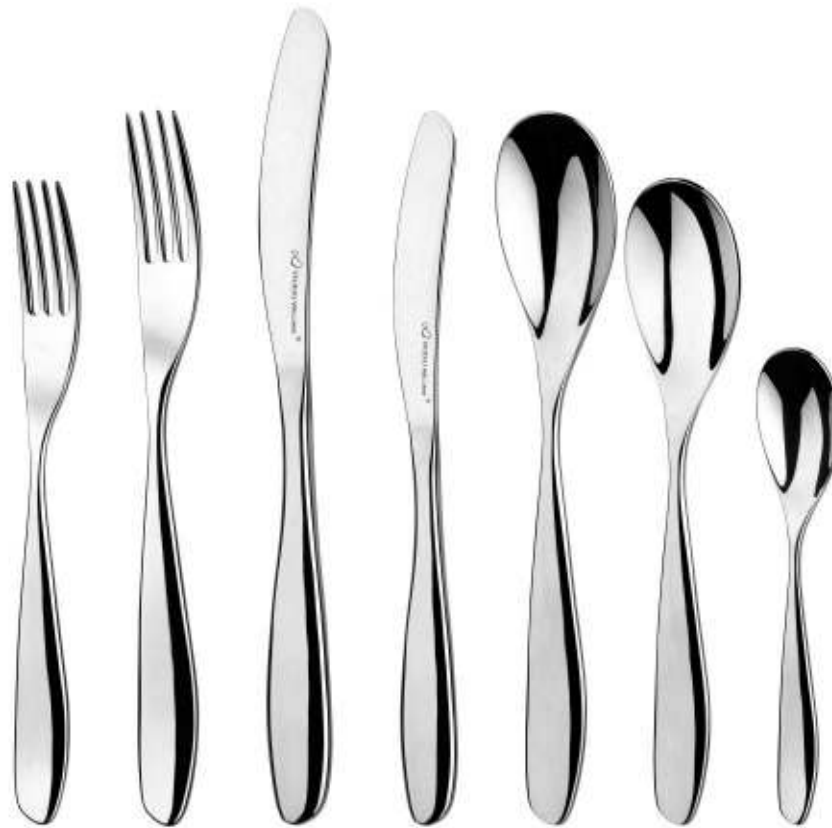


## Studio William

Cutlery Patterns  
3.5mm gauge 18/10 stainless

Bodhi - Satin/Mirror finish

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# Studio William

Cutlery Patterns  
3.5mm gauge 18/10 stainless

Sycamore - Satin / Mirror finish

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# Studio William

Cutlery Patterns  
3.5mm gauge 18/10 stainless

Larch - Satin / Mirror finish

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# Studio William

Cutlery Patterns  
3.5mm gauge 18/10 stainless

Redwood – Satin / Mirror finish

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## Studio William

Cutlery Patterns  
3.5mm gauge 18/10 stainless

Iroko – Satin /Mirror finish

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## Studio William

Cutlery Patterns

3.5mm gauge 18/10 stainless

Papaya – Satin / Mirror finish



# Studio William

Cutlery Patterns

3.5mm gauge 18/10 stainless

Raphia – Satin /mirror finish

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## Studio William

Cutlery Patterns  
3.5mm gauge 18/10 stainless

Cassia – Satin / Mirror finish



## Studio William

Cutlery Patterns  
3.5mm gauge 18/10 stainless

Santol – Satin / Mirror finish



## Studio William

Cutlery Patterns  
3.5mm gauge 18/10 stainless

Betula – Satin / Mirror finish





# Washing instructions

- **Enjoy your Cutlery**
- Studio William Welch Ltd would like to extend our thanks for choosing one of our designs. We would like to share some tips and information about caring for your product!
- This Product is made from 18/10 Stainless steel, the highest quality stainless steel.
- **Dishwasher safe** – please do NOT use detergents that have a Lemon base to them. The acidity causes discolouring both in Stainless and Glass.
- After the dishwasher wash-cycle, dry off the knife blades with a cloth. The steel of the knives is made of a different stainless steel and is prone to corrosion or rust marks.
- Avoid using the rinse & hold cycle.
- Place handles down into the basket this helps reduce scratching.
- Do not mix Silver/Silver Plate items with Stainless Steel in the dishwasher as it will leave marks on the silverware.
- **Hand wash** – Wash and dry as soon as possible. It is not recommended to soak and air dry.
- **Common Causes of markings**
- **Rust marks** – Stainless steel cannot rust, but can receive marks from other items in the sink or dishwasher.
- **Rainbows** – Detergents can cause rainbows if not rinsed off, or your flatware air dries. Hot fat can also cause this blemish to occur and also prolonged contact with vinegar, wine or citrus juices.
- **Chalking**- Due to un-softened water and being left on the flatware to dry, leaving chalky streaks.
- **Pitting** – Knives are predominantly affected by this because the blade is manufactured by steel which is hardened. After a period of time salt and food acids can cause pit marks.
- **Cleaning** – A non abrasive metal polish can be gently applied using a soft lint cloth. This will remove many of the marks listed above.