

## STUDIO WILLIAM

Studio William is an English Cutlery Company. The Company was founded by CEO William Welch, an industry shaping, multi-award winning, Industrial Designer. William's pioneering products, are designed around human touch, elegance in appearance and inspiration taken from nature. We are committed to nature, tree planting charities and environmental corporate responsibilities.























































## **AWARDS**

Since the launch of Studio William Welch Ltd in 2005, we have received over 30 international Design Awards. Studio William cutlery is in permanent museum collections around the world including the Victoria And Albert Museum London, the London Design Museum, The MAK Design Museum in Vienna, Reddot Design Museum Essen Germany, Chicago Athenaeum Museum of Architecture and Design Chicago.

## **MUSEUMS**





## RED-DOT DESIGN MUSEUM GERMANY

Studio William's Award winning ranges Mulberry, Olive, Balsa, Karri and Mahogany, are stored as outstanding examples of contemporary British Cutlery Design.



## VICTORIA AND ALBERT MUSEUM LONDON

The V & A, holds Studio William cutlery, as an example of contemporary British Cutlery Design, in their permanent collection.



# THE CHICAGO ATHENAEUM MUSEUM OF DESIGN AND ARCHITECTURE

The Chicago Athenaeum, has awarded Studio William patterns, over five awards for Good Design. As part of the awards process, they keep samples of every product that has won a Good Design Award, in their permanent collection.



## THE NEW LONDON DESIGN MUSEUM

Studio William's Sensory Textured Spoons, are displayed as part of an exhibition, at the London Design Museum's new location in Kensington (the old Commonwealth building).



## **OKINA SATIN - 6MM**

Okina is the physical embodiment of Yin & Yang, light and dark. Two contrasting knife designs, form part of one contrasting collaboration; the Orient inspired curvaceous knives and the European minimal straight knives. Okina allows users to change the aesthetic of the table setting through the switching of different knives, whist using the same forks and spoons. The playfulness and adaptability we love, use the straight knife for lunch service, and the curved knives for evening service.









product design award



## SHOWING USE OF STRAIGHT KNIFE



## SHOWING USE OF CURVED KNIFE











ENGLISH TEA SPOON 132MM - OKS880007

## **COMBINED KNIVES**





STRAIGHT TABLE KNIFE 240MM - OKS880001















ENGLISH TEA SPOON 132MM - OKS880007







JAPANESE SPS MELAMINE CHOPSTICK BLACK 270MM - JPN

## **EXTRA PIECES**



APPETIZER / BUTTER KNIFE 172MM - OKS880019

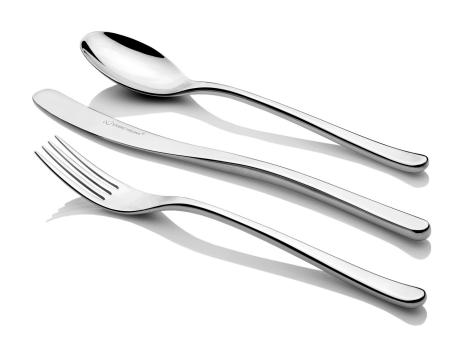






## **AROLLA MIRROR - 6MM**

The Arolla tree is a form of pine tree widely found across central Europe, most commonly in the Alps and Carpathian mountains. Arolla has weight and substance, but is perfectly balanced. It's organic and asymmetric lines have been designed to be ergonomically and aesthetically appealing. The form of the knife blade compliments the clear lines of the spoon and forks.





















SERVING SPOON 248MM - ALM880009



SERVING FORK 248MM -ALM880011



BUTTER KNIFE 172MM - ALM880019

PASTRY FORK 160MM - ALM880055

COFFEE SPOON 116MM - ALM880013



ESPRESSO SPOON 106MM - ALM880014



STEAK KNIFE 245MM - ALM880015



SMALL BOWL DESSERT SPOON 188MM - ALM880018



BOUILLON SPOON 188MM - ALM880034





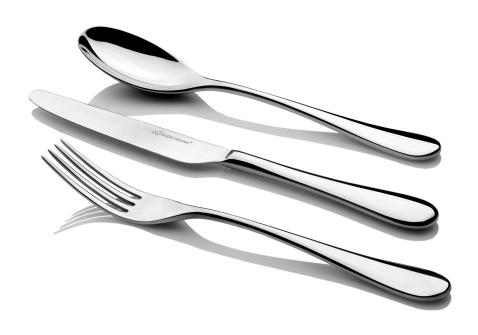


## **MULBERRY MIRROR - 5MM**

The Mulberry tree is generally a short-lived tree with a lifespan similar to that of humans, however there are some known to be over 250 years old. Mulberry can be found at No.10 Downing Street 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.



### reddot design award

















ENGLISH TEA SPOON 132MM - MUM880007

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FRENCH SAUCE SPOON 188MM - MUM880029



SERVING FORK 248MM - MUM880011



COFFEE SPOON 116MM - MUM880013



ESPRESSO SPOON 106MM - MUM880014



STEAK KNIFE 245MM - MUM880015



PIE SERVER 248MM - MUM880016



SAUCE LADLE 174MM - MUM880017



MINI BOUILLON SPOON 158MM - MUM880065

RICE SERVING SPOON 248MM - MUM880089

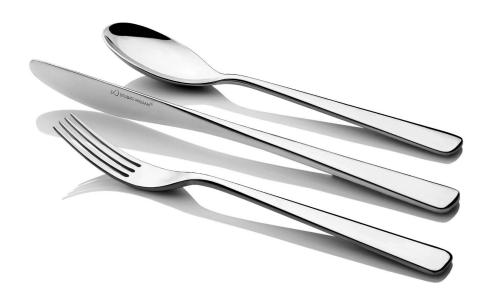




## **KARRI MIRROR - 5MM**

The Karri tree is a type of eucalyptus tree found in Western Australia and is considered sacred by the Aborigines. Karri's minimal straight appearance is both confident and innovative. The heavy gauged steel of the forks and spoons give beautiful weight and balance. The standing-up knife blade is sleek, with no traditional bolster from handle into blade. A gorgeous seamless transition from handle in blade. It is very comfortable to hold in the hand and use.











SOUP SPOON 210MM - KAM880003













SERVING SPOON 248MM - KAM880009

APPETIZER/TAPAS/BUTTER KNIFE 172MM - KAM880019



COFFEE SPOON 116MM - KAM880013

ESPRESSO SPOON 106MM - KAM880014



BOUILLON SOUP SPOON SMALL 188MM - KAM880034



MINI TASTER SPOON 150MM - KAM880038

STEAK KNIFE 245MM - KAM880015



SEAFOOD/TASTER FORK 150MM - KAM880045









## **KUMQUAT MIRROR - 5MM**

Kumquats are native to the Asia-Pacific region and the Cantonese use this fruit in medicine and it can also be used as a popular alternative to an Olive in a Martini. Elegant and poised, Kumquat knives have been specially created to blend into our Karri pattern, for those who wish to have an alternative to this pattern's stand-up knife. The form has simplicity and sophistication. The clean straight lines are balanced with soft, oval sections of the handle.









SIDE KNIFE 212MM - KQM880005











STEAK KNIFE 245MM - KAM880015

SERVING FORK 248MM - KAM880011















ESPRESSO SPOON 106MM - KAM880014









## **ROYAL OAK MIRROR - 4.5MM**

Hidden beneath the handles is a reference to the historical "King's Pattern". This can be placed on display on the table, or concealed like the King himself.

The Royal Oak is the name given to the oak tree in which Charles II of England hid to escape the Roundheads during The Battle of Worcester in 1651. An ancient oak, thought to be from an acorn from the original, still stands at Boscobel in Shropshire.

































SERVING SPOON 248MM - RYM880009



SERVING FORK 248MM - RYM880011



COFFEE SPOON 116MM - RYM880013



ESPRESSO SPOON 106MM - RYM880014



STEAK KNIFE 245MM - RYM880015



APPETIZER FORK 150MM - RYM880026



BUTTER KNIFE 172MM - RYM880019



APPETIZER SPOON 150MM - RYM880027



PIE SERVER 248MM - RYM880016



SAUCE LADLE 174MM - RYM880017



BOUILLON SPOON 188MM - RYM880034

PASTRY FORK 160MM - RYM880055



WATCH ROYAL OAK VIDEO







## **ROYAL OAK GOLDPLATE - 4.5MM**

Royal Oak Gold is the epitome of elegance. Hidden beneath the handles is a reference to the historical "King's Pattern". This detail is plated with 24 carat gold. The cutlery can be placed on the table as normal, or have a few pieces (or all) turned over in the 'continental style' to show a subtle opulence.























SMALL BOWL DESSERT SPOON 188MM - RYGP870018



FISH FORK 188MM - RYGP870023



FISH KNIFE 225MM - RYGP870022



PASTRY FORK 160MM - RYGP870055



SERVING SPOON 248MM - RYGP870009

SERVING FORK 248MM - RYGP870011



COFFEE SPOON 116MM - RYGP870013



ESPRESSO SPOON 106MM - RYGP870014



BUTTER KNIFE 172MM - RYGP870019



BOUILLON SPOON 188MM - RYGP870034





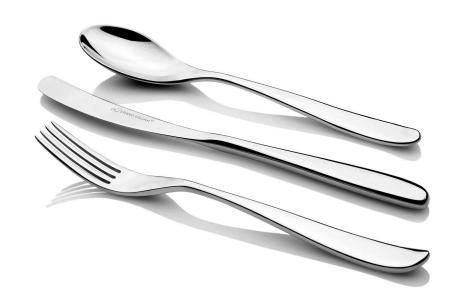
## **OLIVE MIRROR - 4.5MM**

Using beautiful refined asymmetric lines Olive challenges the appearance of traditional cutlery and brings personality to the dining table. The design was inspired by the gnarly nature of the tress forming around their environment.

Olive won the prestigious Reddot Award and has been placed in the permanent collection at the Design Museum in Essen, Germany.



### reddot design award





















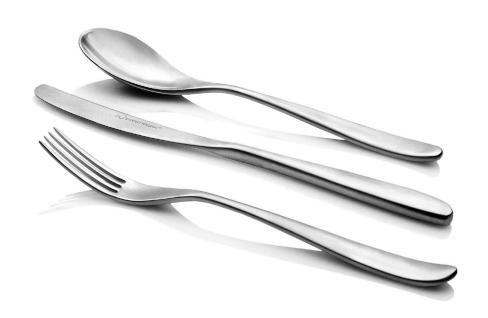
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### reddot design award





























FISH FORK 188MM - OLS880023



SERVING FORK 248MM - OLS880011

FISH KNIFE 225MM - OLS880022



SALAD SERVING FORK 248MM - OLS880012

COFFEE SPOON 116MM - OLS880013





ESPRESSO SPOON 106MM - OLS880014

BUTTER KNIFE 172MM - OLS880019





APPETIZER SPOON 106MM - OLS880027

APPETIZER SPOON 106MM - OLS880026





## **MAHOGANY SATIN - 4.5MM**

The fruit of the mahogany tree is the inspiration for mahogany cutlery. The shape of the fruit was imagined to be pressed into metal to create a spoon bowl. The strong mahogany trunks, inspired the slender to thick tapered handles. Mahogany Cutlery has been designed to high light the functional area of a utilitarian object by making a feature of the manufacturing processes that go into creating cutlery.

The edges of the handles are finished with crafted radii to ensure a delicate ergonomic feeling to the hand, whilst the varying thickness gauges in the handles have been engineered for refined weight and balance.

















SERVING SPOON 248MM - MHS880009



SERVING FORK - 248MM MHS880011



COFFEE SPOON 116MM - MHS880013



ESPRESSO SPOON 106MM - MHS880014



STEAK KNIFE 245MM - MHS880015



SMALL BOWL DESSERT SPOON 188MM - MHS880018







BOUILLON SPOON 188MM - MHS880034





**WATCH MAHOGANY VIDEO** 



## **TILIA MIRROR - 4MM**

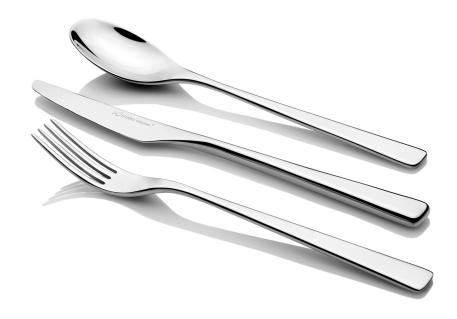
The simplicity of Tilia's clean flowing form makes this a very elegant and sophisticated pattern.

Long and elegant, our Tilia range is unique, like the family of trees itself. The exact number of species of Tilia is subject to considerable debate, as many, or most, of the species will hybridise readily, both in the wild and in cultivation.























SERVING SPOON 248MM - TLM880009



SERVING FORK 248MM - TLM880011



COFFEE SPOON 116MM - TLM880013



ESPRESSO SPOON 106MM - TLM880014



STEAK KNIFE 245MM - TLM880015



PASTRY FORK 160MM - TLM880055







FISH FORK 192MM - TLM880023

FISH KNIFE 225MM - TLM880022



BOUILLON SPOON 188MM - TLM880034





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SERVING SPOON 248MM - TLS880009



SERVING FORK 248MM - LS880011



COFFEE SPOON 116MM - TLS880013



ESPRESSO SPOON 106MM - TLS880014



STEAK KNIFE 245MM - TLS880015



BOUILLON SPOON 188MM - TLS880034







# BALSA MIRROR - 4MM

Balsa features unique and dynamic details, that compliment and enhance your dining experience. Balsa is a very popular material to use when model making and the very first models of Balsa were made using this versatile wood. Deliberately elongated and slender looking fork heads and spoon bowls enable the diner to pick up smaller food portion sizes, this allows the diner to really think about the tastes and textures the chef has created.















BLM880001













STEAK KNIFE 245MM - BLM880015



SMALL BOWL DESSERT SPOON 188MM - BLM880018



BOUILLON SOUP SPOON 188MM - BLM880034





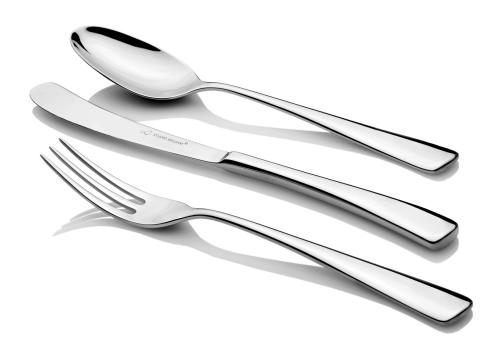
SERVING FORK - 248MM BLM880012





# **LARCH MIRROR - 3.5MM**

Design concept: historical modern. Looking back to the middle 1700's when deer antlers were used as handles for cutlery. William designed Larch to be a modern curvaceous interpretation of this era. The curved 1700's knife blade and three pronged fork heads, re-designed to perform to modern expectations of today's performance needs. A great range for historical/grand properties, character interior designed restaurants. Also recommended for banqueting.





ENGLISH TEA SPOON 132MM - LAM880007











SERVING SPOON 248MM - LAM880009

SMALL BOWL DESSERT SPOON 188MM - LAM880018



SERVING FORK 248MM - LAM880011



FISH KNIFE 225MM - LAM880022

COFFEE SPOON 116MM - LAM880013



ESPRESSO SPOON 106MM - LAM880014









CHEESE KNIFE 212MM - LAM880020

BOUILLON SPOON 188MM - LAM880034



LONG MOCHA SPOON 225MM - LAM880036

STEAK KNIFE 245MM - LAM880015







HORN HANDLED STEAK KNIFE 240MM - LAM880035

BUTTER KNIFE 172MM - LAM880019

FISH FORK 188MM - LAM880023





## **REDWOOD MIRROR - 3.5MM**

Inspired by classic cutlery styling. The Redwood design concept carries the spirit of the violin "fiddle" shaped handle into a new clean uncluttered look, with curved-shaped handles on forks and spoons. This pattern's aesthetics suits both contemporary and traditional settings, in particular ADD and banqueting.































## LARCH SILVERPLATE - 3.5MM

Larch cutlery has historical influences but it's flowing form gives this pattern a modern flavour.

Made using a slightly heavier gauge of the finest quality 18/10 Stainless Steel for the forks and spoons than our normal Larch cutlery (available in mirror finish), the cutlery is finished in a beautiful 25 micron electro plated Nickel Silverplate for the best possible longevity. Please note that any Silverplate should be hand washed only.



















FISH KNIFE 225MM - LASP880022



CHEESE KNIFE 212MM - LASP880020



BOUILLON SPOON 188MM - LASP880034



LONG MOCHA SPOON 225MM - LASP880036



PASTRY FORK 160MM - LASP880055



SERVING FORK 248MM - LASP880011



COFFEE SPOON 116MM - LASP880013



ESPRESSO SPOON 106MM - LASP880014



STEAK KNIFE 245MM - LASP880015



BUTTER KNIFE 172MM - LASP880019









## **MULBERRY SILVERPLATE - 5MM**

The Mulberry tree is generally a short-lived tree with a lifespan similar to that of humans, however there are some known to be over 250 years old.

Made using a slightly heavier gauge of the finest quality 18/10 Stainless Steel for the forks and spoons than our normal Mulberry cutlery (available in mirror finish), the cutlery is finished in a beautiful 25 micron electro plated Nickel Silverplate for the best possible longevity. Please note that any Silverplate should be hand washed only.



SIDE FORK 188MM - MUSP880004



























## **CHOPSTICKS**

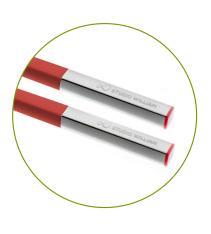
Toona Chineese Chopsticks available in a selection of colours: Black, Ivory & Red. Each having a textured area at the tip of the chopstick for added food grip, made in premium SPS Melamine. 18/10 brushed Satin Stainless Steel cap with red insert detail for finising touch.

Mulberry Korean Style 18/10 Stainess Steel mirror finish chopsticks, with pressed textured area at the tip of the chopstick for added food grip.









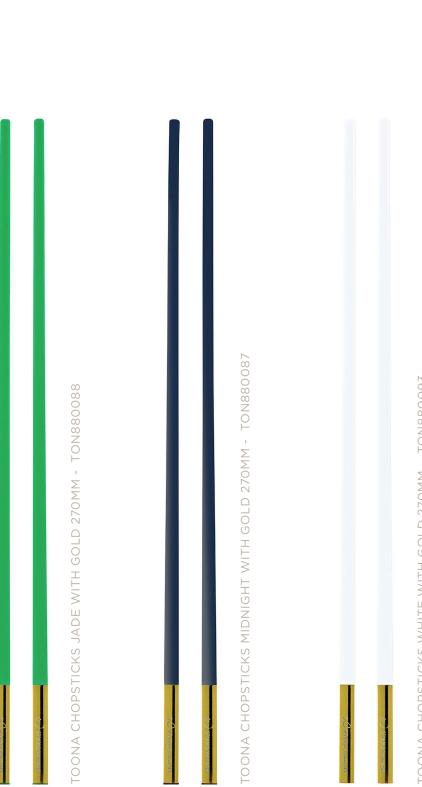
TOONA CHOPSTICKS BLACK 270MM - TON880084

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TOONA CHOPSTICKS IVORY 270MM - TON880085

TOONA CHOPSTICKS CRIMSON 270MM - TON880086

TOONA CHOPSTICKS CRIMSON WITH GOLD 270MM - TON880091



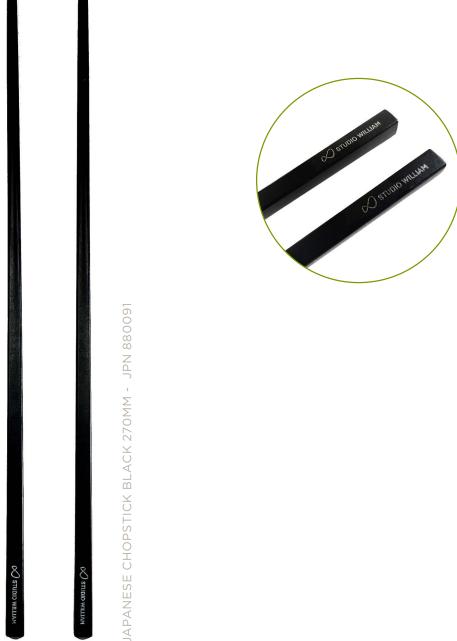
TOONA CHOPSTICKS WHITE WITH GOLD 270MM - TON880093



## JAPANESE CHOPSTICKS

Historically, there are three types of chopsticks: Korean, Japanese and Chinese. Japanese chopsticks frequently are square in the handle, and the tips are more pointy and thinner in size.

They are beautifully balanced, light, so as to be very agile in the hand. The characteristics of the simple classic style with tiny logo detail at the end, allow for a character and premium design detail.



## SILVERPLATE SERVICE

We can Silverplate almost any piece of cutlery we produce. The cutlery is finished in a beautiful 25 micron electro plated Nickel Silverplate for the best possible longevity. We silverplate to order, which means there is a 4 - 8 week lead time.

The ranges that we recommend for Silverplating:

Larch Olive Royal Oak Mirror Mulberry

We offer a second to none after care service, for making sure your silverplate stands the test of time.



### WHY WORK WITH US?

#### **CUSTOMER SERVICE**

We offer unparalleled Customer Service, and will work tirelessly to fulfil your cutlery requirements.

#### PIECE BY PIECE INSPECTION

For every order placed, our Quality Control team, based in the UK, meticulously check the cutlery piece by piece, for any defects. This goes to ensure, that the customer receives quality products every time, and reduces returns for faulty items.

#### **25 YEAR WARRANTY**

We offer a 25 year Food Service Manufacturer's Warranty on all of our Stainless Steel products.

#### MARKETING SUPPORT

We do everything we can, to assist our Retail and Distribution partners, to succeed. From marketing images, to graphic elements, our team can supply anything you need for the optimum brand experience.

#### SHORT LEAD TIMES

If stock is available in our UK Warehouse, we can arrange for delivery within a week.

### NO MINIMUM ORDER

There is no minimum order quantity.

#### CREDIT TERMS AVAILABLE UPON REQUEST

subject to credit check and trade references.

### **CONTACT US**

For any enquiries, feel free to contact us;

Phone: +44 (0)1386 800 000 Email: sales@studiowilliam.com