



For Immediate Release  
July 6, 2009

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**DE GIULIO CELEBRATES 25 YEARS**

Wilmette, IL – Apple Computer unveils something called the Macintosh. Geraldine Ferraro gets her 15 minutes. Indira Gandhi is assassinated in New Delhi. AIDS becomes a lunchtime discussion topic. The Soviets are no-shows at the Summer Olympics in Los Angeles. “Ghost busting” becomes sport. So does debate over Reaganomics. And sweet Walter Payton breaks Jim Brown’s lifetime rushing record.

The year was 1984. And there was nothing dark and Orwellian about it for a 31-year-old cabinetmaker/entrepreneur named Michael De Giulio.

From his home in Evanston (where he lived with his wife and three, eventually four, children), the Detroit native took a chance on the renewed American self-confidence and improving economy and opened *de Giulio Kitchen design*, from which he would pioneer a new approach to kitchens. He would specialize in designing and building high-end, custom kitchens whose cachet is an artful mix of components, some of them (cabinets, sinks, light fixtures) of his own design. He would not be a manufacturer’s dealer, selling kitchens straight out of the catalog.

This year, De Giulio celebrates 25 years in business—and a continued optimism about Americans and their appetite for glorious kitchens. “In America, kitchen design has truly come of age. Americans have taken to the idea making the kitchen the heart of the home,” says De Giulio.

De Giulio is known for a special breed of spectacular kitchen. The average “de Giulio kitchen” (as real estate agents have been known to tout them) costs in the range of \$100,000 and up.

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[www.degiulio.org](http://www.degiulio.org)

“Twenty-five years ago, my plan was to have a store in downtown Wilmette, offer the very best in kitchen design, and then the market would determine our size and growth. After doing more than 3,000 kitchen projects worldwide, my strategy hasn’t changed. But, I can honestly say that I never imagined it could go this far,” says De Giulio, whose operation now includes a headquarters/showroom in downtown Wilmette; another retail showroom in The Merchandise Mart in Chicago; a metal fabricating facility in Michigan (where De Giulio manufactures his own designs, everything from light fixtures to kitchen sinks); and a 20,000 sq. ft. shop and warehouse in Skokie.

De Giulio also designs cabinetry for SieMatic, a high-end German kitchen maker, based in Löhne, Germany. In 2002, his design of the Hudson Valley line was selected for the kitchen at Washington D.C.’s historic presidential guest home, Blair House. His most recent collection, BeauxArts, is now being sold throughout the world by upscale kitchen showrooms.

“Mick has not only developed from a pioneering beginning into a successful business, he has become a major force in shaping the Kitchen Business. In 25 years of hard work and great talent, Mick has put ‘Design’ into ‘Kitchen Design’! Today, Mick is celebrated as a leading designer not only in the United States, but internationally,” says Rolf Willers, Chief Executive Officer, SieMatic Möbelwerke USA.

Born and raised in the metropolitan Detroit area, De Giulio and his wife, Andrea, moved to the Chicago area in 1979 when he accepted the position of Vice President for an Evanston-based kitchen firm that specialized in European-styled kitchens. It’s an entrepreneurial spirit that runs in the family. De Giulio’s father, who emigrated from Italy, became a tool and die maker for Ford Motor Company and later bought a small woodshop in the Detroit area. It was working with his father where Mick began his career learning woodworking.

De Giulio kitchen design continues to receive national and international attention for its designs in various high-style home design magazines, including *Traditional Home*, *Interior Design*, *House Beautiful*, and *Better Homes and Gardens*, as well as numerous European and Asian publications. The company’s designs can be found in some of the most distinctive

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residences in the Chicago area, as well as exclusive properties throughout the United States and abroad. Nearly 40% of the company's projects completed last year were outside of the state of Illinois, including a design that was featured at the 2008 Milan furniture show.

In 2003, he was voted a Kitchen and Bath Design Leader by *Interior Design* magazine. He was inducted into the University of Illinois -- Chicago Area Entrepreneurship Hall of Fame in 2004, and in 2005, he was recognized by *Kitchen and Bath Business* magazine as one of the 50 most influential people in the kitchen and bath industry over the past 50 years. De Giulio's future plans include a book on his work that is scheduled to be published in 2010.

de Giulio is actively involved in supporting various charities in the North Shore and Greater Chicago communities. The firm consistently supports local schools, churches and charitable organizations, and has been integrally involved in building kitchens for non-profit groups including Catholic Charities, Habitat for Humanity, Boys Hope Girls Hope, and Tabitha House.

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