

## Q & A WITH MICHAEL BORRELLI

Owner, Borrelli Design+Cabinetry

### How did you get started in the business, and how has it evolved?

I was a shop teacher in Buffalo, N.Y. I started my woodworking business in San Diego's Little Italy in 1978. The trolley was just starting up, and one of my first jobs was making a control console for them. In 2000, I moved into an empty warehouse in University Heights. I established Park Blvd Artworks with a fresco of an artist/craftsman on the south side of the building. The complex has art studios and offices for allied businesses, as well as our showroom and shop. I became a member of National Kitchen & Bath Association. We started to focus on kitchens and interior casework. I am proud to say that, since 1994, our company has won 11 of San Diego Home/Garden Lifestyles' kitchen and bath contests.

### What is the scope of services you supply?

Borrelli Design+Cabinetry is a multidimensional interior design firm specializing in custom design and installation of kitchens, baths, home theaters and other projects for homes and offices. We provide tile and stone for flooring and countertops. We also carry Miele, Zephyr and Blue Star appliances.

### What rooms in a house account for most of your work?

Kitchens make up about 60 percent. Bathroom vanities, custom closets, home offices and media centers make up the rest. We do a surprising number of bedroom suites.

### Do you offer options other than full customization?

Yes, we partner with Crystal Cabinetry and Columbia Cabinetry to provide a customizable line with a thousand combinations and finishes. We also offer budget-conscious lines. All are designed and installed under the Borrelli name.

### Please describe your showroom.

Our showroom contains about 10 design vignettes, from modern and sleek to curvy and traditional. We have a cabinet-door selection library, veneer and wood species center, and stone and tile displays. Our conference room houses our virtual



showroom, with digital photos and virtual tours of the past 10 years of our projects. We have a Miele-based appliance kitchen, a chef-centered Blue Star cooking display, Zephyr hood models and custom hoods.

### Why did you add operable kitchens to your showroom last July?

We created the Borrelli Kitchen as a gathering space for our clients and industry partners as a way of engaging them in the timeless ritual of the meal.

### Who makes Borrelli Hardware? Is it entirely exclusive to you?

My brother Giorgio is the artist behind the Borrelli Hardware line. His metal forge and studio are located on the family farm in Waterport, N.Y. His line of functional art

and handcrafted door pulls are exclusive to Borrelli Design.

### What are the latest trends in cabinetry?

The open floor plan is popular, so we use cabinetry to define spaces. Material selections have grown to include textured melamine that has the look and feel of weathered wood. High-gloss acrylics have replaced high-gloss paints. We do quite a few home offices that have the feel of a boardroom, complete with contemporary wall paneling and the art to accompany it. Another area is the master closet; our clients want to walk into a "clothing store." ♦

**Borrelli Design+Cabinetry**, 4411 Park Blvd., 619-692-0734. 9 a.m.-5 p.m. Monday-Friday, weekends by appointment.