

# Family Values

Showcase Kitchens builds on a legacy

Author: Lauren DeBellis | Published: Friday, October 26, 2012



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John Starck, Jr., is not only the primary designer at the Manhasset location of Showcase Kitchens, he is also president and CEO of the company. Here, he talks about what's next in kitchen design and the family business.

**Long Island Pulse: Showcase Kitchens has been in business since 1929. How has the company endured so long?**

**John Starck, Jr.:** We are truly blessed. My brothers and I are the fourth generation running the business. We have such loyal customers who appreciate our work and values. It is actually thanks to their loyalty that we are now in the process of opening our fourth showroom, this time in New York City.

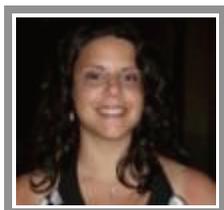
**LIP: With so many locations, do you find a lot of differences or similarities among your customers?**

**JSJ:** I've been doing this for 25 years and I can absolutely say that there is no one typical customer. Everyone has a different approach. Some use the kitchen to cook, some would rather just use it for entertaining. It really all depends on each individual lifestyle. That's why we make sure to always get to know our clients first and how they truly interact with their kitchen.

**LIP: Any trends you can share with us?**

**JSJ:** I see a modern kitchen as having two zones, one for cooking and the other for cleaning. This is a popular approach as it allows homeowners to have more than one person working at a time, which is especially important when preparing for a party or holiday. It is essential to have multiple zones to get the prep work done efficiently. Another new trend, specifically for us, is that we are starting to offer a new laminate-over-marble countertop. Marble is gorgeous and coveted, but also very porous and expensive. It doesn't hold up well in hard working kitchens. To counteract that, we are adding a layer of laminate, a translucent resin material that can be replaced in 5-10 years if need be. The look of marble is something so many love; this option gives clients a way to protect their investment. [showcaseny.com](http://showcaseny.com).

**Design Tip:** "One of the biggest mistakes that people make during the design process is to focus on the color palette first. It's so important instead to view the bigger picture and take into consideration the use and function of the kitchen first."



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A former magazine editor, Lauren DeBellis has been writing and producing stories about home decorating and design for nearly ten years. She resides in East Northport with her husband.