



Who is John Crooks?

Melbourne's leading kitchen designer

John is the most in-demand kitchen designer in Melbourne, not just by clients who appreciate his stunning designs and ingenious labour-saving know-how, but by leading kitchen manufacturers who value his legendary attention to detail.

John's rare professionalism means fewer production headaches, fewer installation delays and less wasted time and money all round. Everyone wins.

When you choose John as your personal kitchen designer, you also enjoy a very special benefit not available to most new kitchen buyers... *you're not locked into a single manufacturer*. John will recommend the manufacturer he believes is best suited to deliver the design solution he creates for your home.

In other words, he works for YOU — his client — rather than for a kitchen manufacturer. His design solutions are developed to suit YOUR needs, *not the convenience or production limitations of the manufacturer*.

John's unique talent and professional expertise made him the natural choice to become the inaugural winner of the **Trends/HIA/NKBA Designer of the Year Award**.

Professional Profile

John began his career in the building industry after completing a four-year apprenticeship as a carpenter and a three-year building construction degree at Swinburne Institute of Technology.

John worked initially as a sub-contract carpenter with **Merchant Builders**, one of Australia's most innovative and award-honoured project home builders. Following this formative experience, he travelled to Europe, where he spent seven years training and working as a commercial deep sea diver, mainly in the North Sea, before moving to the USA.

Returning to Australia, John decided to apply his building knowledge to the kitchen renovation industry, and became the protege of the legendary **Hans de Weerd**, founder of one of Melbourne's most innovative and respected kitchen design companies.

Professional Credentials

John undertook additional studies to further his qualifications in this high-growth industry and is a **Certified Kitchen Designer** — the highest professional qualification available.

In 1992, he won the inaugural **Trends/HIA-NKBA Kitchen Designer of the Year Award** and by 1995 had completed more than 500 kitchen renovations. By 2000, this had risen to more than 1,000 projects.

In 2003, to solve a persistent problem in kitchen installations, John created the **EzyVent™ modular rangehood ventilation system**, now in use nationwide.

Also in 2003, John graduated as the first-ever **Certified Mentor** for the kitchen design profession. Over the past decade, John has trained many successful kitchen designers and now heads an innovative mentoring program for the kitchen industry through the **Belair Kitchen Design Group**.

Contact Information

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