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FUEGO NORTH AMERICA WINS CHICAGO ATHENAEUM GOOD DESIGN AWARD SECOND YEAR IN A ROW

Fuego Modular Continues Acclaim of Fuego Product Line

SAN FRANCISCO—[Fuego North America](#) captured the attention and respect of the judges of the 2007 Chicago Athenaeum Good Design Award with the *Fuego Modular*. For the second year in a row, Fuego has been recognized for its ability to challenge the status quo of outdoor entertaining with products of high design integrity.

“We are honored to be recognized for a second year by one of the most esteemed design competitions in the world,” says Alex Siow, Fuego CEO. “To be included in the company of some of the world’s most innovative design leaders, such as Apple Computer, 3M and Boeing, solidifies our position as design innovators and trend setters.”

This is the first design award for the *Fuego Modular*. Its sleek and revolutionary design was created by award-winning industrial designer Robert Brunner, co-founder of Fuego with Siow. The *Fuego Modular* brings the kitchen outdoors complete with a sink, cooling and warming units, dining bar and shade tent. Unlike traditional outdoor kitchens that become permanent fixtures in the backyard, the *Fuego Modular* can be disassembled and moved when the homeowner moves.

Fuego continues to receive international recognition for the inaugural product of the Fuego line, the *Fuego 01*. Winner of the 2006 Chicago Athenaeum Good Design Award, the *Fuego 01* also received the [International Forum Product Design Award](#), and the [IDEA \(International Design Excellence Award\)](#) sponsored by the Industrial Designers Society of America.

About Fuego

Fuego North America designs and manufactures products that challenge the status quo in outdoor entertaining. The company has created a modernist rethink of the grilling experience, providing the best in functionality, technology and style. With pioneering designs that are original, innovative and bold, Fuego offers products that create the ultimate outdoor social hub. For more information about *Fuego 01*, *02*, *Modular*, the company, and its people, contact Fuego North America at 888.88.FUEGO, or visit www.fuegoliving.com.

About Chicago Athenaeum Good Design Award

The Chicago Athenaeum’s Good Design Award was established in 1950 by Edgar J. Kaufman, Jr., and is one of the world’s oldest and most celebrated awards programs. The program recognizes designers and manufacturers for advancing new and innovative product concepts that push the envelope beyond what is considered standard product and consumer design. Entries from more than 33 countries were submitted this year, adding to the prestige of the *Fuego Modular*’s award recognition.

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