



BDI's Ventura Media Displays Your Collection with Style

BDI

Ventura 7010 media storage rack
Wayne Garcia

June 6, 2000 -- Lots of audio and media storage furniture looks like, well, audio and media storage furniture; that is, functional but masculine, sturdy but unrefined – stuff that makes your living room look like an electronics showroom.

One company bucking the norm is BDI of Chantilly, Virginia. What's cool about BDI is that it doesn't confine itself to the design and manufacture of A/V furniture, but also builds fashionable-looking tables and mirrors.

BDI's Ventura series consists of audio racks and A/V wall systems that have been designed (by the award winning Demir Hamami) to fit in with clean, contemporary interiors. Although there are numerous Ventura A/V racks, there is but a single media storage unit in the series, the Media 7010. And at \$375 list, the Media 7010 is not only a looker, it's competitively priced too.

Features:

- 8-shelf media storage rack
- adjustable glass shelves
- holds 240 CDs, 115 DVDs, 60 video cassettes or a combination of all three
- solid hardwood frame
- veneered MDF sides and top
- black laminate base and rear panel
- Finish: Natural Maple, Cherry Stained Maple or Ebonized Ash
- 48 x 21 x 10 inches (HWD)

The Ventura 7010 uses a combination of solid hardwoods (for the front frame), veneered MDF (for the sides and top), and a black laminate for the base and back panel. Tempered glass shelves can be adjusted to fit up to 240 CDs, 115 DVDs or 60 video cassettes, and can be arranged to hold a combination of all three.

Features Rating: 80

Connectivity: Because a media storage rack doesn't have any equipment to be connected, this category doesn't apply to the Ventura 7010. So we didn't rate connectivity

– the other four categories were averaged together to get the Overall Rating.

Look & Feel: Once assembled, the Ventura Media 7010 looks terrific in a sleek, slightly deco way. The review sample arrived in the natural (light) Maple finish, which made a lovely contrast with the black base and back panel. Because the glass shelves are thin discs, they seem to just float there, and the wide frame sets them off in a way that actually makes CDs and DVDs look nicer than they normally do.

Although its design is contemporary, this rack should fit comfortably in a wide array of decors.

Look & Feel Rating: 80

Performance: Assembling the Ventura 7010 is a non-sense effort that takes a mere 15 to 20 minutes. All parts were well packed and fit together beautifully – even the instruction manual is a model of simplicity and clarity.

Once the piece is assembled, if you decide you want to rearrange the shelves, simply pop off the top panel, slide out the back panel, switch around the shelves, and put the rack back together. Easy as pie.

I loaded up my Ventura with CDs and DVDs and found that the rack had just enough space, from the top of each disc to the bottom of the shelf above it, to fit the tip of an index finger. Those with large hands may find this a tight squeeze but I rather like this design's lack of wasted space.

Performance Rating: 85

Value: I'm often shocked when I visit furniture stores and see the prices of arty-looking CD racks. The fact that BDI's Ventura 7010 sells for a fraction of some racks I've seen, is just as attractive, and offers a high degree of flexibility, makes \$375 a strong value.

Value Rating: 90

Great looks, fine fit 'n' finish and flexibility make BDI's Ventura 7010 a winner. This is one storage rack you can display without having your place look like nerd central.

Overall Rating: 84

