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SieMatic Presents Innovative Lifestyle Collection Designs at its Annual Forum in Germany

The event was the first time the company's three distinct kitchen lifestyle designs were shown together in their entirety

(Yardley, PA, December 2, 2015) **SieMatic** brought together for the first time all three of its designer kitchen style collections—**PURE**, **URBAN**, and **CLASSIC**—under the same roof at **SieMatic Forum 2015**. The event held annually at SieMatic headquarters in Löhne, Germany each autumn provides information and inspiration to the international community of kitchen specialists, interior designers, and journalists. Highlighted this year were the planning principles behind the three distinct lifestyle collections, which support the design of timeless elegant living spaces that reflect the personality of their owners.

“SieMatic Forum was an outstanding platform to contrast the collections’ modern, cosmopolitan, and classic design themes,” says Hans Henkes, president and CEO of SieMatic Möbelwerke USA. Long a design leader in the premium kitchen category, SieMatic ushers in a new era of “customer-centric design” with the trendsetting new PURE, URBAN, and CLASSIC style collections, according to Henkes. “Each one of the themes provides designers with a toolbox to create better, more stylish and functional designs that reflect the way people want to live in today’s kitchen,” Henkes says.

PURE

Delicate frames, metallic materials, sophisticated wood, and nuanced lacquer hues are the essence of the PURE style collection. Available with or without handles, the collection focuses on newly developed front panels with narrow, 6.5 mm frames in metal, real wood, and matt lacquer. Matching 6.5 mm side panels in matt lacquer, veneer, ceramic, and stainless steel are also available. The purist look is rounded out by countertops, also with the same streamlined 6.5 mm theme, in ceramic and stainless steel.

URBAN

The creativity of city dwellers was the inspiration behind the URBAN style collection. An unconventional contrast between carefully selected objects, standalone units, and intuitive combinations of thematic opposites is the hallmark of the collection, creating a distinctive aesthetic that reflects an urban feel. Its signature element, the



Above: URBAN style collection displays cosmopolitan feel at SieMatic Forum 2015; below: URBAN features signature element SieMatic 29 freestanding cabinet

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freestanding “solitaire” SieMatic 29 kitchen sideboard—a tribute to the company’s founding in 1929—lends a high level of functionality and versatility to the individual units that make up the eclectic, yet cohesive collection.

CLASSIC

Kitchen planning concepts with the CLASSIC style collection go beyond the traditional. They include experimentation with a blend of styles that combine classic detail with modern sensibility. The multifaceted collection is opulent, yet understated and steeped in tradition. Glass and gloss provide lightness and transparency, while contoured fronts convey a classic feel. The mix of materials involves the use of glass and stainless steel to create accents for highly individual compositions of the classic kitchen. The style of the collection also features various aluminum and stainless steel cabinet models in matt, brushed, or glossy finish.

Rounding out the PURE, URBAN, and CLASSIC style collections were the award-winning **SieMatic aluminum interior accessories**, which showcased a marriage of cabinet and drawer interiors with exterior aesthetics at SieMatic Forum 2015.

Currently available in over 62 countries on five continents, **SieMatic** is an industry leader in the premium kitchen segment with unyielding commitment to innovative engineering and manufacturing excellence. The company philosophy of complementing a lifestyle, not just offering a product, makes it unique in the industry. From manufacturing plant to showroom floor, SieMatic’s commitment to providing its customers with “the premium lifestyle they deserve” makes the SieMatic brand name synonymous with unparalleled luxury.

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Above: PURE collection displays modern style with SieMatic SE 3003 R, including door fronts in metallic Gold Bronze; below: CLASSIC style collection displays timeless elegance with SieMatic BeauArts.02

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