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SieMatic Introduces URBAN Design Theme

New style collection, featuring signature element SieMatic 29 kitchen sideboard, embodies the spirit of life in the big city

(Yardley, PA, June 18, 2015) SieMatic has introduced a new design theme—URBAN, a city lifestyle-inspired collection that captures the essence of urban dwelling. The collection debuted along with its signature element—the freestanding SieMatic 29 kitchen sideboard—as part of the LivingKitchen 2015 exhibition at imm Cologne earlier this year. Many elements of the URBAN design theme became available in the US market this spring, with SieMatic 29 and other features launching this summer. URBAN rounds out SieMatic's style collections, joining PURE, a functional, minimalist design with a multitude of options, and CLASSIC, a reinterpretation of the iconic traditional style of SieMatic BeauxArts.

“URBAN is more than an open-style kitchen design,” says Hans Henkes, president and CEO of SieMatic Möbelwerke USA. “The design’s openness promotes self-expression and speaks to people who are attracted to cosmopolitan living. The key component of the collection is the SieMatic 29, which defines its spatial arrangement, while highlighting its expressive, open style that shows off eclectic, creative personalities and lifestyles.”

The SieMatic 29 kitchen sideboard, a tribute to the company’s founding in 1929 and its early successes with kitchen sideboards, was the highlight of the LivingKitchen exhibit in Cologne. SieMatic 29 takes a fresh look at traditional kitchen sideboards, with its high level of functionality and versatility, according to SieMatic CEO Ulrich W. Siekmann. The freestanding “solitaire” design adds character to the individual units that make up the eclectic, yet cohesive kitchen style, in keeping with SieMatic’s BeauxArts philosophy of self-expression in the kitchen. The gently curved side panels of the SieMatic 29 define its distinctive design, which includes details such as black matt finish on the metal legs, also reflected in the railing and power outlets. The design’s fresh new approach to the concept of freestanding units lies in its versatile color and material selections and ability to accommodate individual kitchen functions, such as a stovetop or sink, while coordinating with cabinet combinations fitted with ovens, dishwashers and refrigerators.

The URBAN theme is targeted to urbanites who enjoy mixing different



Above: SieMatic URBAN design theme; below: SieMatic 29 kitchen sideboard

CONTACT

Mary Beth Duehr
Duehr & Associates, LLC
1902 Wright Place, Suite 200
Carlsbad, CA 92008-6583
Tel 760.918.5622
marybeth@duehrandassociates.com

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styles with a creatively fresh perspective on flexibility and functionality. The collection was inspired by the eclectic lifestyles that comprise the city, whether expressed through a contemporary loft, pre-war coop, brownstone or penthouse. Contrasting style is the hallmark of the URBAN design theme's elements, which is defined by the freestanding SieMatic 29 kitchen sideboard. New tall cabinets with a freestanding look and base cabinets with open shelves, as well as a granite herb garden or storage option for kitchen islands, make up the remainder of the collection's new introductions.

Elements of the URBAN theme are customizable in any of the SieMatic ColorSystem choices and selection of materials.

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: SieMatic 29 accommodates individual kitchen functions; below: URBAN tall cabinet

CONTACT

Mary Beth Duehr
Duehr & Associates, LLC
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