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SieMatic Wins Coveted German Design Award 2016 in Gold

International competition recognizes SieMatic 29, a versatile sideboard combining eclectic design philosophy with functionality

(Yardley, PA, December 15, 2015) SieMatic has earned a prestigious German Design Award in Gold for SieMatic 29, a fresh approach to the kitchen sideboard that delivers unparalleled functionality and versatility. Awarded by the German Design Council (Rat für Formgebung), the German Design Award is one of the most well respected design competitions in the world. Panels of experts from the German Design Council nominate only those products that “demonstrably set themselves apart from their competitors thanks to their design quality.” This year’s competition garnered 3,400 entries in the product design and communications design categories, out of which just 42 were named Gold award winners.



**GERMAN
DESIGN
AWARD
GOLD
2016**

SieMatic 29 is a reinterpretation of the traditional kitchen sideboard, which earned the company’s first success after its 1929 founding in Löhne, Germany. An unmistakable freestanding “solitaire” design distinguishes the timelessly elegant furniture piece; styling highlights include gently curved side panels and delicate metal legs with a black matte finish that is also reflected in optional hardware elements.

The SieMatic 29 sideboard is the signature piece of the German manufacturer’s URBAN style collection, a theme inspired by the eclectic lifestyles that comprise the city. Marked by exciting contrasts that emanate from the intuitive, freestanding design of select objects, the SieMatic 29 is a surprisingly versatile take on the kitchen sideboard. The signature solitaire piece can be customized in size, color and materials, and can be equipped with modern kitchen functions including a sink, stovetop, vent hood, lighting, power outlets and USB charging stations. Along with SieMatic’s new URBAN theme, the SieMatic 29 was developed in cooperation with the Berlin design team KINZO.

“The interplay of intensity and composure, familiarity and surprise: these are the essential ingredients of urban life,” says Ulrich W. Siekmann, CEO of SieMatic, of the SieMatic 29 offering.



Above: SieMatic 29 sideboard – signature piece of URBAN style collection and recipient of German Design Award 2016; below: Award-winning SieMatic 29 – a myriad of functions in a small space

CONTACT

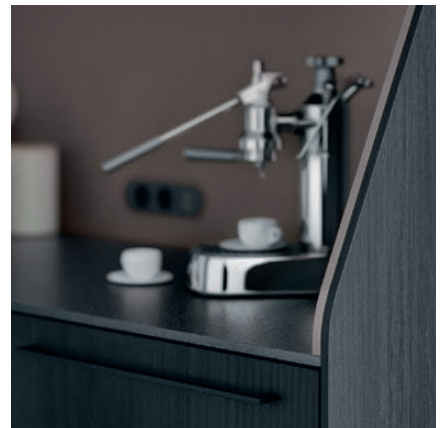
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SieMatic

About SieMatic

SieMatic is a premium kitchen brand with a long history and an international reputation for excellence in design, timeless elegance, and a high level of functionality. The company's constantly evolving reinterpretation of the modern kitchen is exemplified by the design principle behind its three style collections: **PURE**, **URBAN**, and **CLASSIC**. SieMatic products are manufactured in Germany under environmentally responsible standards with a commitment to providing distinctive kitchen solutions. They are available in over 60 countries throughout five continents. For more information about SieMatic and its products, call (215) 604-1350 or visit www.siematic.com

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Above: German Design Award 2016 winner SieMatic 29 from URBAN style collection; below: Sweeping side panels of award-winning SieMatic 29 reminiscent of traditional kitchen buffet of yesteryear

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