

FOR IMMEDIATE RELEASE

SieMatic's URBAN Design Brings the Outdoors Inside

New kitchen collection influenced by a growing urban green living trend offers a patch of earth for organic herb gardening

(Yardley, PA, March 11, 2016) SieMatic's new **URBAN** collection for kitchens offers a one-of-a-kind feature inspired by the farm-to-table trend in food prep:

A granite herb garden.

A small detail in the kitchen, this herb garden can deliver organic ingredients to cooks, while reflecting their green values and core attitudes about sustainability. It is a garden that will not only provide fresh herbs daily, but promises to introduce the warmth of nature into the room.

"As grey city courtyards are converted into green gardens and warehouses are turned into lofts, the kitchen is now being transformed into an oasis from the chaos of modern life," says Hans Henkes, president and CEO of SieMatic Möbelwerke USA. "With every new tech device introduced to the home, the desire for more greenery and a balance with nature is enhanced."

The herb garden, which is available in all SieMatic StoneDesign **countertop** options, as well as laminates for even more color options, is part of a theme of open design in URBAN – a lifestyle-inspired collection that captures the essence of city living, while celebrating nature and the outdoors. URBAN helps organic gardening enthusiasts from cities, suburbs, and rural areas express themselves, inspiring them to invite nature into their kitchen, while delivering an open look that showcases personality without detracting from any view to the outdoors.

Part of the appeal of open living plans lies in bringing in more natural sunlight, and with it, a connection to the outdoors. The philosophy behind it is to remove boundaries between spaces, and between the outside and inside.

"The URBAN theme is for anyone who enjoys mixing different styles with a creatively fresh perspective on flexibility and functionality," Henkes says. "The collection was inspired by the eclectic lifestyles that comprise the city, whether expressed in city environments through a contemporary loft, pre-war co-op, brownstone, or penthouse or in a home in the suburbs or countryside."



Above: Lifestyle-inspired SieMatic URBAN collection offers organic herb gardening for farm-to-table food prep; below: SieMatic URBAN design influenced by urban green living trend

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SieMatic

The collection debuted in 2015 along with its signature element — the freestanding SieMatic 29 kitchen sideboard. 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.

SieMatic 29 takes an award-winning fresh look at traditional kitchen sideboards, with its high level of functionality and versatility. Its freestanding "solitaire" design adds character to the individual units that make up the eclectic, yet cohesive kitchen style of SieMatic URBAN's philosophy of self-expression in the kitchen.

New tall cabinets with a freestanding look and base cabinets with open shelves, as well as the granite herb garden or storage option for kitchen islands, make up the remainder of the collection's new introductions.

SieMatic is FSC-certified and complies with CARB II norms, and the URBAN collection can contribute points to LEED certification, depending on the product and material mix.

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: SieMatic URBAN design brings fresh herb harvesting to the kitchen, whether city, suburb, or rural; below: SieMatic URBAN theme brings warmth of nature into kitchen with fresh herb garden

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