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Developer DDG Selects SieMatic Kitchen Cabinetry for Three Diverse San Francisco Multifamily Projects

The premium kitchen brand tailored its PURE style collection to the design of each unique building

(Yardley, PA, May 11, 2017) The elegant, contemporary styling of SieMatic's **PURE** style collection offered both the aesthetics and the versatility to meet the needs of the kitchens in the three unique multifamily projects recently completed by DDG in San Francisco. In keeping with the forward-looking modern architectures of the new residential buildings—8 Octavia, 400 Grove, and 450 Hayes—that enhance their respective Bay Area communities, SieMatic's streamlined and contemporary PURE kitchen cabinetry harmoniously complements the distinctive interiors of each unit.

The 8 Octavia, 400 Grove, and 450 Hayes properties were designed by different architects with a distinctive design and persona. The versatility of SieMatic's PURE collection helped meet the needs of each space while emulating the refined, clean elegance that contributed to the rapid sales pace in the respective communities.

The PURE lifestyle collection offers contemporary styling designed around simple elegance and practical functionality. A narrow 6.5-mm frame and glass slat doors reflect modern minimalism, and the cabinetry can be specified with or without handles.

The SieMatic PURE style collection was chosen for the following projects:

- **8 Octavia:** Designed by Natoma Architects, this long, modern wedge of concrete and steel in San Francisco is softened by exterior aluminum blinds in icy blue. Forty of the 47 units feature SieMatic kitchens.
- **400 Grove:** Located in San Francisco's Hayes Valley neighborhood, this property boasts 34 units, each looking down onto a private bamboo garden. Architect Anne Fougeron, renowned for her work on individual homes, evoked bamboo in the building's exterior façade, a series of wood dowels that sequester carbon while creating a striking street presence. SieMatic tone-on-tone cabinetry is featured in all 34 kitchens.
- **450 Hayes:** SieMatic PURE cabinets in Lotus White grace the kitchens in this 41-unit property, also located in Hayes Valley. Handel Architects played up unusual site dimensions with a wedge design and angled bay windows, while wood slats warm the concrete frame.



Above: SieMatic PURE kitchen featured in 8 Octavia project; below: 8 Octavia designed by Natoma Architects includes SieMatic PURE in 40 of its 47 kitchens

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“These three projects bring a contemporary edge and a modern update to their neighborhoods, and that influence continues inside each unit,” says Marcia Speer, Director of Sales, Retail Markets for SieMatic Möbelwerke USA. “The team at SieMatic was honored to work with DDG and the three architecture firms to help them customize and adapt PURE cabinetry to achieve the unique vision for each kitchen.”

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: 400 Grove designed by architect Anne Fougeron includes PURE’s tone-on-tone cabinetry in all 34 kitchens; below: 450 Hayes designed by Handel Architects includes PURE in Lotus White throughout 41-unit property

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