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SieMatic Unveils New Elements and Fresh Interpretations for PURE Collection During M.O.W. Furniture Fair in Germany

Annual Forum highlights the minimalist elegance of the new SieMatic *Frame Design* and textured lacquers for the PURE collection

(Yardley, PA, October 19, 2017) During the 2017 M.O.W. autumn furniture fair in Löhne, Germany, **SieMatic** hosted “The New Geometry of the Kitchen,” a forum featuring new designs for SieMatic’s **PURE** collection reflecting today’s architectural interpretations.

Developed in cooperation with the Berlin architecture and design team KINZO, the new SieMatic Frame Design concept for the PURE lifestyle collection gives the minimalist kitchen design completely new contours and a unique character. Blending white, grey, and black hues with wood-grain finishes, this purist design emulates timelessly elegant comfort.

New Details

The characteristic feature of the new handleless kitchen design is a delicate 2-centimeter frame that gracefully surrounds cabinets, side panels, and countertops. The SieMatic Frame Design creates clear boundaries with cubic forms while at the same time opening up a wide range of design and configuration options; kitchens in open floor plans appear as individual, sculptural elements or like artwork integrated into the surrounding architecture.

Other new features include a textured lacquer finish and onyx oak and java oak wood-grain laminate options.

“Consumers continue to crave kitchen styles that are minimalist without feeling cold and impersonal,” says Marcia Speer, director of retail markets for SieMatic Möbelwerke USA. “The clean lines of PURE combine with rich textures and subtle decorative elements such as the new sculptural frame to provide both elegance and warmth. This year’s Forum revealed how PURE resonates with today’s trends, offering a contemporary edge that still lives comfortably in the home.”

Design in Practice

During the event, the new elements of PURE came alive in a series of kitchen themes showcasing how PURE’s minimalism and elegance can be interpreted for today’s preferences and practicalities.



Above: New SieMatic PURE lifestyle collection – a perfect balance of architecture and design; below: New SieMatic Frame Design features 2 cm frame that surrounds integrated elements

CONTACT

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

“Split-Level Apartment”: *Kitchen as Sculpture*

In this design example, dark walls provide a backdrop to bright cabinets with the new SieMatic Frame Design, creating the impression of freestanding furniture that structures the space. Front-facing cabinets act as a room divider, and a cabinet ensemble on the gallery-like sidewall as a connector. Dark lines of shadows on the ceiling and floor reference the proportions of the frames, and tracks of spotlights integrated into the ceiling flow from the space's design concept. The result is an accentuated interplay of light and shadow, bright and dark, and black and white.

“City Apartment”: *Symbiosis of Architecture and Design*

Here, the kitchen is the center of the living room, with a peninsula connecting the two spaces and bar seating providing a meeting point. The graphically streamlined, linear design principle of SieMatic Frame Design corresponds to the shape of the windows, which are also complemented by the lines in the ceiling for integrated spotlights. The visual focus of this room is the clearly contoured, contrast-rich cooking area on the back wall. SieMatic Frame Design opens up design options for a unique, flush-mounted combination of shelf and wall cabinets inside the niche, creating a signature piece for the kitchen. Delicate, black-lacquered aluminum frames surround doors of tinted glass. The base cabinets in new sterling grey textured lacquer and high-quality wood-grain laminate in new onyx oak with an asymmetrically arranged counter emphasize the characteristic, precise frames to their best advantage. The tall cabinets with their integrated appliances have a sculptural but not dominant effect because their potential bulk is recessed halfway into the wall.

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 Frame Design allows new freedom-of-design options for unique, flush-mounted combination of shelf and wall cabinets inside niche; below: Delicate 2 cm frame lines counter-balance base cabinets

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