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S1: The Future of the Kitchen

SieMatic S1 kitchen premieres at Eurocucina 2008

(Milan, Italy, April 21, 2008) What role in our lives will the kitchen play in the future? How will our lifestyles, our leisure activities, and our use of modern media influence functionality in the kitchen? And how will it enrich our lives? These questions were answered at Eurocucina 2008, International Kitchen Furniture Exhibition in Milan, Italy April 16 through 21 with the premier of the SieMatic S1—the future of the kitchen.

The SieMatic S1 kitchen is a completely new interpretation of the kitchen. It is a reinvention of the kitchen from a workroom to a great room—a living space. At Eurocucina 2008, where the S1 is being presented to the international audience for the first time, SieMatic Möbelwerke CEO, Ulrich W. Siekmann explained, “The future of the kitchen begins today with SieMatic S1. Traditionally, kitchens have been functional workrooms separated from the dining room and living room. Our S1 kitchen is the future—a great room where family and friends gather not just to cook, but to engage in family activity.”

Indeed, the S1 kitchen can integrate TV, CD, DVD, radio, Internet, and an iPod charging station, all with sophisticated acoustics. The innovative lighting system allows you to create individual color moods, adjustable to the time of day and the occasion. Aesthetically, the SieMatic S1 recently received the “red dot: best of the best” award for highest quality design in the internationally recognized Red Dot Design Award presentation. In addition, four individual design details received the coveted “red dot award: product design 2008.”

Creative Use of Contrast

The design team of Martin Dettinger, Ivo Schelle, and Jonas Kressel used symmetrical proportions typical of kitchens in the design of the S1. Atypical, however, is the use of contrasting materials—smooth and structured; matt and glossy; warm and cool. Piano lacquer in Lotus White or Truffle Grey, exotic woods, and door panels based on aircraft design set the tone for the creative design edge of the S1. Yet, contrast unifies in warm ambiance and the classic timelessness familiar of the SieMatic kitchen.

Innovative Functionality Behind Clean Lines

Handle-free cabinet doors and drawers define the minimalist design of



**Above: A completely new interpretation of the kitchen;
Below: Contrasting materials set the tone for the creative design edge of the S1**

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the SieMatic S1 kitchen. Concealed behind the clean lines is the world's first pushbutton kitchen handle, the new generation "MaticMotion" handle that SieMatic developed for the S1. Just a light push of a button engages MaticMotion and drawers gently open.

Further surprising functionality hidden behind clean panel doors is the MultiMatic II. Designed exclusively for SieMatic S1, the oak and aluminum storage interior system is a versatile, non-slip "GripDeck" drawer bottom of oak and rubber that is modeled after the deck of a yacht. The utility conduit that seals the countertop along the wall also provides storage for items, from cooking utensils to electrical connections that must be handy but should be hidden.

SieMatic SmartBoard Controls Integrated Functions

The functional centerpiece of the SieMatic S1 is the SmartBoard, the fingertip controls for consumer electronics and other integrated functions. In addition, SmartBoard controls color mood through light-emitting diode (LED) technology. Other technological features developed especially for S1 are the powerful extractor hood and an intelligent faucet system that combines all controls in a moveable head for easy operation, even when only one hand is free.

Floor Plan Versatility

SieMatic S1 accommodates personal style not only in rooms of generous dimensions. In smaller spaces, it offers a wide variety of elegant planning solutions based on its clean, minimalist design.

Said Siekmann, "The SieMatic S1 is a contemporary kitchen design with state-of-the-art technologies that combine to create a very comfortable living environment." He concluded, "It is a living area/cooking area with ingeniously engineered details, from MaticMotion to SmartBoard. It is our vision of the future of the kitchen."

Currently available in over 52 countries on five continents, SieMatic is an industry leader in the luxury 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 lifestyle of luxury they deserve" makes the SieMatic brand name synonymous with comfort and luxury.

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Above: GripDeck drawer bottom is modeled after the deck of a yacht; Below: SmartBoard provides fingertip controls for consumer electronics

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