

For Immediate Release

SieMatic BeauxArts.02 Makes North American Debut

After a successful European launch early this year, the lighter, more linear design introduces a brand new interpretation of the original

(Feasterville, PA, November 8, 2011) SieMatic, manufacturer of premium kitchen cabinetry, has introduced its SieMatic BeauxArts.02 kitchen collection to the North American market. The introduction was officially kicked off with a toast at the SieMatic New York showroom on October 26, 2011. The new collection builds on the success of the original iconic SieMatic BeauxArts collection, a collaborative design effort between SieMatic and designer Mick De Giulio, first introduced in 2006.

SieMatic BeauxArts.02 is a redefined design that includes new elements and proportions, in addition to new materials, colors, and door styles. Repetition of forms, colors, and materials give SieMatic BeauxArts.02 its symmetry and balance. The overall layout, however, stays true to the original SieMatic BeauxArts design concept, which was a revolutionary departure from the traditional kitchen, characterized by segmented functional areas.

Eclectic elements, the signature of Beaux Arts design, are evident in the SieMatic BeauxArts.02 stainless steel and glass door wall cabinets with ebonized walnut interiors. Dark ebonized walnut flat door fronts with gloss finish provide a counterpoint and offer subtle contrast to sterling grey, framed drawers accented with recessed, polished nickel handles. Symmetrical, sliding steel drawer fronts in the cooking area interplay with flat wall-panel tall cabinets, featuring polished sterling grey glass fronts with reduced depth to create a three-dimensional effect, while offsetting the framed doors.

A unique detail—the mirrored toe-kick—creates the illusion that the base cabinets are floating above the floor. Streamlined side panels and 1-cm countertops are understated by design to complement the sleek, new, oversized handles. The thicker 5-cm StoneDesign countertop has an aesthetically appealing, elliptical edge that softens its ample volume. Brushed stainless steel doors with faceted frames tie in stainless steel and glass-door wall cabinets and the signature SieMatic BeauxArts ventilation hood, with its lacquered glass cover.

Hints of the original SieMatic BeauxArts collection resonate throughout SieMatic BeauxArts.02 in the combination of framed lacquer door and light NCS—the internationally recognized European Natural Color System—and the ebonized walnut interiors of the glass-front cabinets. The center cooking



Above: SieMatic BeauxArts.02 incorporating the SieMatic ColorSystem; Below: SieMatic BeauxArts.02 glass cabinetry

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area has a backsplash in Maljat Brown limestone above cabinets with the new polished stainless steel, metal-framed drawers. Metal-framed glass doors are highlighted by dark wood interiors of the tall cabinets.

Currently available in over 62 countries on five continents, SieMatic is an industry leader in the high-end 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 premium lifestyle they deserve" makes the SieMatic brand name synonymous with unparalleled luxury.

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Above: SieMatic BeauxArts.02 cooking area; Below: SieMatic BeauxArts.02 in Sterling Gray

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