

## For Immediate Release

### **SieMatic BeauxArts.02 Debuts in Germany Setting the Stage for North American Launch in Late 2011**

With a lighter, more linear design, second generation SieMatic BeauxArts.02 is a brand new interpretation of the original design

(Feasterville, PA, March 8, 2011) SieMatic, the manufacturer of high-end kitchen cabinetry and visionary leader of “the future of the kitchen,” will launch its new SieMatic BeauxArts.02 kitchen collection in the North American marketplace later this year. The new collection will supplement the existing SieMatic BeauxArts collection. SieMatic BeauxArts.02 made its debut recently at the SieMatic-Studio am Neumarkt in Cologne, Germany, which coincided with the Passagen 2011 and imm Cologne 2011 furniture exhibitions nearby.

Chicago-based designer Mick De Giulio, with whom SieMatic collaborated with in designing the original, revolutionary SieMatic BeauxArts collection in 2006, helped create the new, redefined design that introduces new elements and proportions, and incorporates new materials, colors, and door styles. Says Ulrich W. Siekmann, CEO and owner of SieMatic Möbelwerke, “We’ve built on the success our SieMatic BeauxArts designs with a lighter, more linear design.” Repetition of forms, colors, and materials give SieMatic BeauxArts.02 its symmetry and balance. The overall layout, however, stays true to SieMatic BeauxArts design philosophy, a complete departure from traditional kitchen layout that is 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 with polished sterling grey glass fronts that have reduced depth to create a three-dimensional effect, while offsetting the framed doors.

A unique detail—mirrored toe-kick—creates the illusion that the base cabinets are floating above the floor. Angled, faceted frame doors in stainless steel flank the range and team with stainless steel and glass door



**Above: SieMatic BeauxArts.02— a brand new interpretation of the original; Below: Unique mirrored toe-kick creates illusion of floating base cabinets**

### **CONTACT**

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

## For Immediate Release

wall cabinets on the opposite side. Streamlined side panels and 1-cm countertops are understated by design and complement the signature SieMatic BeauxArts ventilation hood with its lacquered glass cover, while complementing the thicker 5-cm StoneDesign countertop with elliptical edge for additional volume and new handle in polished nickel.

Echoes of the original SieMatic BeauxArts collection resonate through the combination of framed lacquer door and light NCS color and the ebonized walnut interiors of the glass-front cabinets. The center cooking 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.

# # #



**Above: Sterling grey, framed drawers with recessed, polished nickel handles; Below: A lighter, more linear design**

### **CONTACT**

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