

For Immediate Release

SieMatic Forum Highlights New “FloatingSpaces” Design Concept at HausFair 2011

FloatingSpaces integrates the kitchen into the living area to create continuity between cooking and living

(Feasterville, PA, November 10, 2011) SieMatic Forum 2011 was the setting for the introduction of SieMatic’s new FloatingSpaces design concept. The forum, part of SieMatic HausFair 2011 held at the company’s headquarters in Germany in late September, was used as a platform to demonstrate how far the kitchen has progressed beyond the conventional food preparation area. To this end, FloatingSpaces offers a multitude of design solutions that integrate the kitchen into the living space.

The idea behind the concept, according to Ulrich W. Siekmann, CEO and owner of SieMatic Möbelwerke, is to unite the kitchen with the living room. “With FloatingSpaces,” says Siekmann, “we implement a near complete integration of the kitchen with the living area. Our objective is to create fluidity between rooms, allowing transitions of functional elements to achieve continuity around cooking and living, as well as technology and aesthetics.”

The panel system, newly developed by SieMatic, is one of the central elements of FloatingSpaces, made to seamlessly blend the kitchen and living room into a single space. The panel system is available in a wide selection from SieMatic’s extensive portfolio of materials, which features natural woods and finishes that include matt and gloss lacquer, in addition to versatile, high-quality laminate. Matching panel shelves offer numerous, disparate possibilities for flexible wall designs with a selection of colors and materials to create appealing accents. Functional elements are also available in different sizes, lengths, and various materials, which are used in the same, or contrasting, tone as the panel wall surface.

SieMatic SE 4004

The new panel system is an integral design element surrounding the SieMatic SE 4004 kitchen. Displayed at HausFair 2011 in Graphite Oak with tall cabinets in black/brown gloss lacquer, bright Lotus White panels were contrasted with dark shelves, which emphasized their asymmetrical arrangement. Among the elegant details and accents, were the shelf elements made of matt aluminum with polished edges and 3-cm thick SieMatic StoneDesign countertop made of Merope Matt composite stone, which mimics the size and color of the dark shelves.

SieMatic SE 5005

The panel system is a central design focus of the SieMatic SE 5005



Above: FloatingSpaces with SieMatic SE 4004 E in Graphite Oak matt veneer; Below: FloatingSpaces with SieMatic SE 5005 L in Lotus White gloss

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kitchen as well. Showcased in Lotus White gloss at HausFair 2011, the panels in Stone Beech wood veneer elegantly substituted for tall cabinets typical of kitchen designs. The wood surface created a light ambiance, while white panel shelves blended together with 3-cm thick countertops, helping to unite kitchen and living room. Kitchen storage space, completely concealed, seamlessly transitioned into the wall surfaces of the living room. The design and arrangement of the shelves lent to a living room environment that exuded a relaxing atmosphere. The open design of the panel system immediately drew one's attention to individual decorative and functional elements that combined to provide harmony between food preparation, dining, and living, with a personal touch.

SieMatic BeauxArts.02

SieMatic BeauxArts.02 also showcased a fresh, new presence with its lighter, more linear design. The redefined SieMatic BeauxArts.02, a continuation of the collaborative effort between designer Mick de Giulio and SieMatic, incorporates new elements and proportions, along with new materials, colors, and door styles. The collection, which supplements the original SieMatic BeauxArts collection introduced in the fall of 2006, uses repetition of forms, colors, and materials to create symmetry and balance, while eclectic elements speak to the neoclassical architectural style from which the design principles were borrowed.

SmartDesign

The SmartDesign Collection gave an impressive showing with SieMatic S3 at the forefront. SmartDesign, made to make optimal use of smaller spaces with compact, creative kitchen design solutions, offers extraordinary style, functionality, and storage. This was brought to light with the sophisticated, new-generation SieMatic S3, which displayed intelligent design solutions that integrate aesthetics with efficiency for modern, open-plan kitchens. Unique recess channels, tall wall cabinets, and SieMatic's newly engineered, eco-friendly SelectSurfaces, underscored SieMatic S3 SmartDesign features amid its clean, vertical lines.

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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